



Design

mostly based on Erik G. Kennedy's

<https://www.learnui.design/>





Design choices are open-ended,
but not random or arbitrary.



Design



The impact of design to support the message is incredibly high.



Strive for professional assets (photos, illustrations).



Designing means reducing a infinite number options non-arbitrarily. When in doubt, reduce.



Design is not about taste and is not about making things pretty. Design is about solving problems.



Therefore, train your clients to provide feedback accordingly.




"Make the logo bigger; I don't like red, ..."



"Does this help to meet our business goals?"





Learn Design Alignment


AktuellUnsere SchuleSchulformenInfopointKontakt


Elternsprechtage


Mittwoch, 30. November 2022
17–20 Uhr




 WebUntis

 Moodle


 Google Kalender


 Bibliothek


 Umbau und Neubau


Letzte Beiträge


- Neue Fächer zu unseren Schulformen
- School Opening Event 2022
- Willkommen im neuen Schuljahr 2022/23
- Forum Schule #108 im September 2022
- Sommerkonzert 2022
- Klima-Challenge und Hilfe für die Ukraine


 Umbau und Neubau


 Personen

 Schulzeitschrift

 Schulbuffet

 Begabtenförderung

 Elternverein

 Sponsoren


Die neue Schüler*innenvertretung 2022/23

Aktuelles | 23. September 2022


Am 23. September 2022 wurde **Amilia Horvath**, 6Am, von den Schüler*innen der Oberstufe zur Schulsprecherin im Unterrichtsjahr 2022/23 gewählt. **Toni Wamser**, 8Am und **Hannes Nadler**, 7Cb, fungieren als Schüler*innenvertreter im Schulgemeinschaftsausschuss (SGA). Unterstufensprecherin ist **Lea Fröschl**, 3Bf. Ersatzmitglieder im SGA sind **Emily Renzhofer**, 7Bf, und **Kilian Jochler**, 6Br.

Unsere Schule


Das BG/BRG Perchtoldsdorf liegt im Grünen in der Nähe der Perchtoldsdorfer Heide. Seit 2020 führen wir das Österreichische Umweltzeichen – uns sind ein gutes Schulklima und gelebter Umweltschutz wichtig.




- Umbau und Neubau ab 2022
- Veranstaltungen
- Unsere Schule ist mit dem Österreichischen Umweltzeichen ausgezeichnet
- Beihilfen
- Auszug aus der Schulordnung des SCHUG
- Hausordnung
- Zahlen, Daten, Fakten
- Geschichte der Schule
- Peer-Mediation
- Logo unserer Schule
- Verhaltenskodex
- Leitbild unserer Schule
- Impressum



G Gymnasium



R Realgymnasium



M Musisch



Learn Design Spacing

Whitespace is the only thing you can add to your design without cluttering it.

External spacing > internal spacing

Brand is a strategic tool for your business. We develop it into product and service experiences that spark emotion and inspire loyalty.

Overseer operated for over 30 years, our diverse team of creators work strategically and hands-on to build, launch, and enhance brands. Driven by innovation and speed, we work in partnerships with business leaders and entrepreneurs from around the world. Our goal is to evolve their vision and assets into profitable businesses, now, and for the future.

Our Team





Learn Design Consistency

In a draft many things are just an approximation, in the actual design we try hard to **consistently align all elements** like





- Padding
- Colors
- Typography
- Font Size
- Style of illustrations
- Line width

Style Guide

Using Vimeo Logo and Icons

These are our official logos, icons, and screenshots. Please read the next section for usage guidelines.

Correct Colors

							
Name	Dark Forest	Name	Vimeo Blue	Name	Black	Name	White
RGB	22 34 33	RGB	26 183 234	RGB	0 0 0	RGB	255 255 255
HEX	#162221	HEX	#1ab7ea	HEX	#000000	HEX	#ffffff
Pantone	5467C	Pantone	297 C	Pantone	Black C	Pantone	White

Correct Spacing: Vimeo Logo

The Vimeo logo should have a margin of clear space on all sides around it equal to half of the Vimeo typeface x-height. No other elements (text, images, other logos, puppy GIFs, etc.) can appear inside this clear space.



Correct Spacing: Vimeo Logo

When using the Vimeo "v" icon on a square background, please maintain padding and placement exactly as displayed. This padding is based on the dimensions of the container and ensures that the icon will read correctly.

When used without a background, the icon should have clear space on all sides, in proportion with the prescribed padding. Please ensure that no other elements (text, images, other icons, lasers, etc.) appear within this space.



<https://press.vimeo.com/brand-guidelines>



Learn Design Typography

Selecting the most suitable font is hard,
pairing fonts is even harder
but so critical for the overall design.

Hence, rely on expert resources till you
have developed the skill yourself:

- Learn UI: The Good Fonts Table
- <https://www.typewolf.com/guides>
- Jason Santa Maria: On Web Typography
- H.P. Willberg / F. Forssmann: Erste Hilfe Typographie



THE GOOD FONTS TABLE

HUMANIST SANS

Humanist sans serifs are those whose origins are in written letterforms (as opposed to geometric shapes). They are typically the most warm and human of the sans, feeling friendly yet simple and clean. Almost universally good body fonts.

FONT	TYPE SAMPLE	LINK	FEATURES	DESCRIPTION
Adelle Sans	handgloves & aethers		7 weights Italics Matching serif	Neat and clean, yet slightly warm and friendly. I consider this font to be of the highest caliber, even compared to its matching serif.
Alegreya Sans	handgloves & aethers <i>handgloves & aethers</i>		7 weights Italics Matching serif	Like its serif sister, Alegreya Sans is literary, ancient, and a bit magical. Almost every setting of this is interesting – the uppercase, the bolder weights, and – wow – the italics! But strong brand – use only when called for.
Bespoke Sans	handgloves & aethers		5 weights Italics	A modern humanist sans that represents the best of its type. Clean and simple, yet emanating warmth and class. The "a" suggests pairing with a humanist serif.
Facit	handgloves & aethers		7 weights Italics	Solid and all-purpose. The slightest hint of something bubbly and energetic, but only a hint. Very good font.
Fira Sans	handgloves & aethers		9 weights Italics	A personal favorite, and an absolute workhorse. Clean and simple, yet hints at something human or warm or elegant or trustworthy. Extremely high quality.
Freight Sans	handgloves & aethers		9 weights Italics Matching serif	Extremely high-quality sans-serif workhorse. A tad on the refined side. Delicate, precise.
Meta	handgloves & aethers		6 weights Italics Matching serif	Simultaneously feels classic and yet modern. Perhaps there's a bit too much opinion in some of these letterforms for longform text usage – not sure yet.
Myriad	handgloves & aethers		5 weights Italics	Clean and simple, yet with an underlying warmth. There's a reason Apple used it for so long. Fantastic choice, though it doesn't come free with Windows (AFAIK).
Scala Sans	handgloves & aethers		5 weights Italics	Distinguished, precise, energetic. Shines in text or display sizes. Echoes letterforms of Old Style serifs (a

Learn Design Colors & Contrast

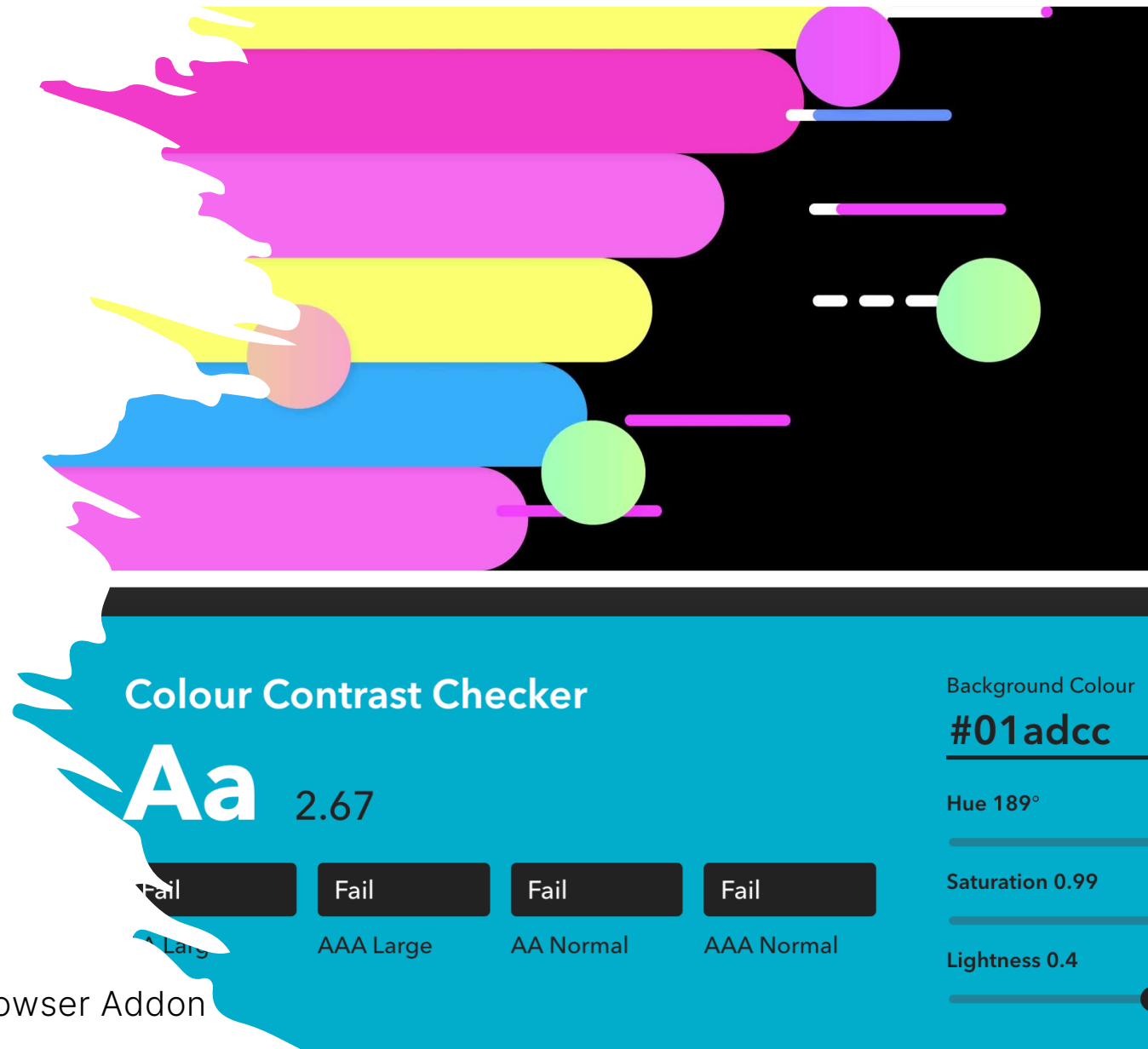
Check or fix the **contrast**. Your text must be readable – always (eg. copy over background images).

The Accessible Color Generator

<https://www.learnui.design/tools/accessible-color-generator.html>

You will need different shades of one color.

Browser Addon



An abstract graphic on the left side of the slide. It features a black background with several overlapping, rounded rectangular and circular shapes in bright colors: yellow, magenta, cyan, and light blue. Some shapes are solid, while others are outlined or have a gradient. There are also some thin white lines and dots scattered around the shapes.

Learn Design Colors: Use HSB

Use the HSB / HSL (Hue Saturation Brightness / Luminosity) color system.

<https://www.learnui.design/blog/the-hsb-color-system-practicioners-primer.html#hsb-in-practice>

"RGB is for computers, HSB is for humans".



Learn Design

Darker Shades

Higher saturation

for the colour to still be recognizable

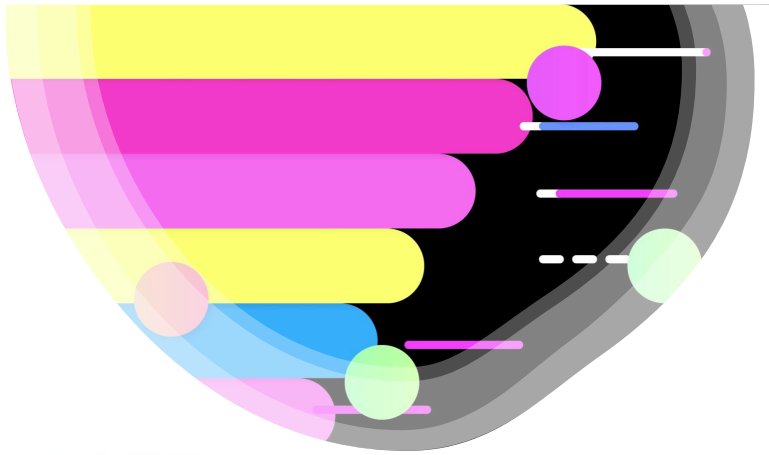
Lower brightness



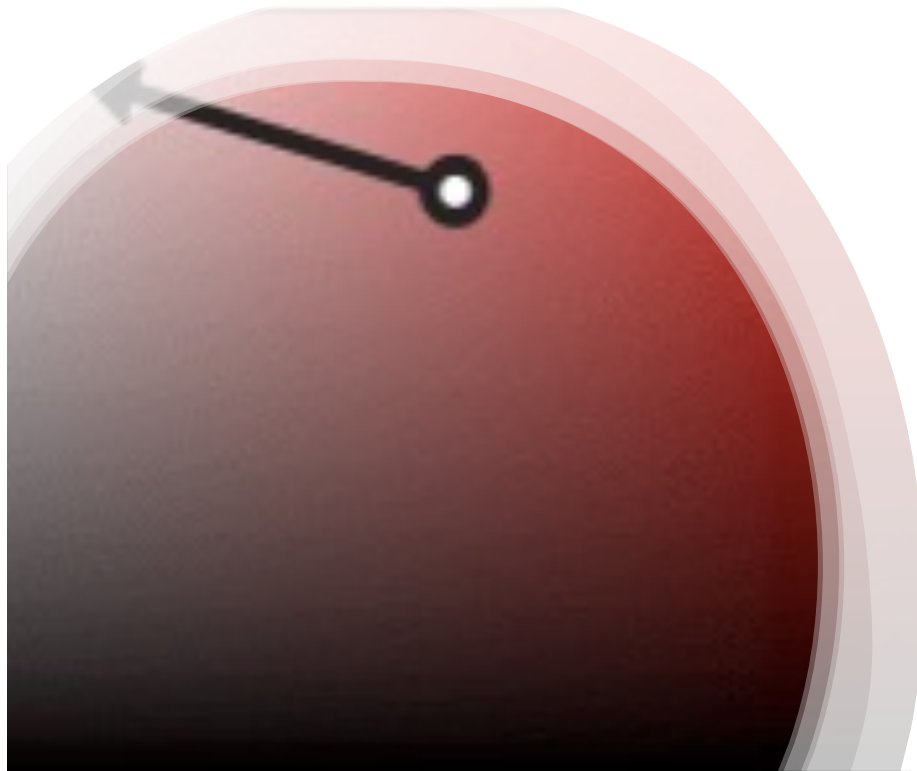
Dull way: Adding black



HSB way

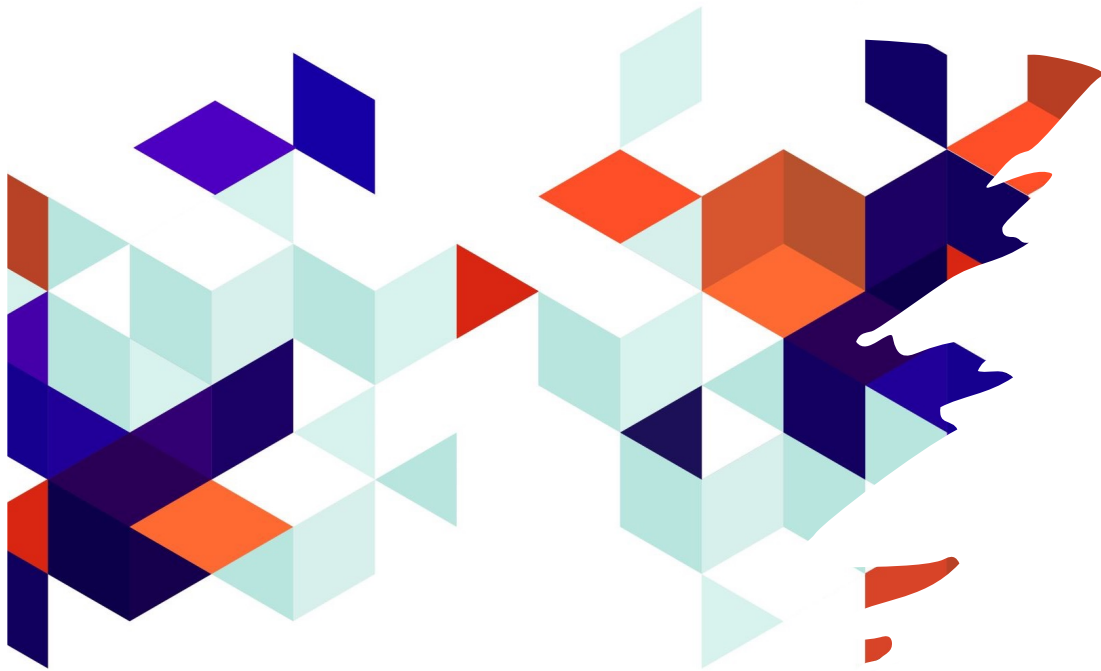


Learn Design
Lighter Shades



Higher brightness
Lower saturation

→ Hover States!
(hover = darker)



Technical Aspects of Design

- Contrast (Accessibility)
- HSL
- max-width: 75ch; for text
- Make sure the line-height is not too small!
- Responsive Images
- SVGs
- CSS as a Design System

```
h1 { font-size: rem(42); }  
h2 { font-size: rem(32); }  
// ...
```

Design Tools

Do NOT 'design in the browser',
but make it work in the browser.

Tools for Creating Screendesigns

- **Figma**
- Sketch
- Adobe XD





Our Screendesign

Marcus G. Miller



Marcus G. Miller

Figma



can dance.

<https://www.figma.com/file/9x9vIY3d2buhle3TegxeLU/Marcus-G.-Miller?type=design&node-id=1%3A2&mode=design&t=US9LZ4XHXLcLN921-1>



Implementing the Screendesign

1. Analyze the design
2. HTML, semantic HTML
 - <https://www.matuzo.at/blog/html-boilerplate/>
 - <https://realfavicongenerator.net/>
 - <https://web.dev/website-navigation/>
 - <https://github.com/google/web-starter-kit/blob/master/app/basic.html>
 - <https://htmlreference.io/>
 - <https://google-webfonts-helper.herokuapp.com/fonts>
3. CSS/SASS
 - <https://www.sassmeister.com/>

