

## Class II: Style Guides and handing off

This class examines what is needed to hand-off a design for implementation.

### Design & process concepts

- Style guides
- Redlining
- Handing-off designs

### Homework due next week:

- \*Assignment 11.1: Redline your menu page
- Work on your project 2

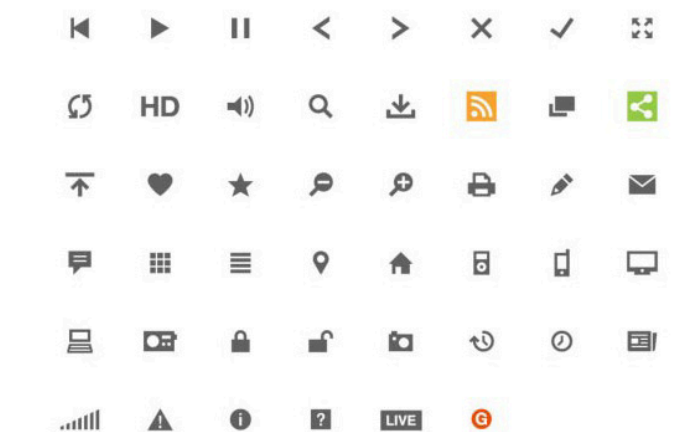
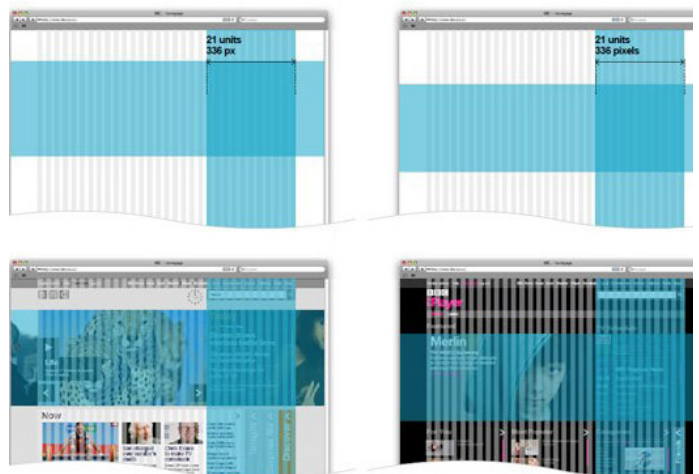
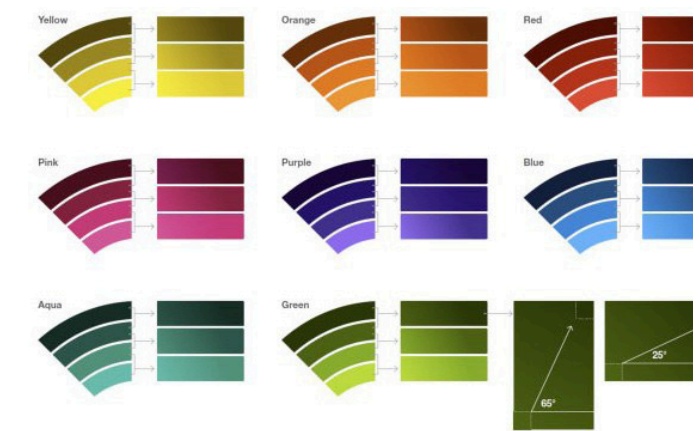
### Reminders:

- Project 2 due in 3 weeks!
- Review Project 2 requirements

# Style Guides

A website's style guide explains the finer points of a site's visual design and some basic implementation guidelines. Style guides are created during or after a site redesign and are often provided by design agencies as part of their final deliverables.

- Site introduction and goals
- Site mood, visual motifs, content voice
- Color palette
- Typography: font choices, link styles
- Iconography, button styles
- Prominent navigation and/or menus (optional)
- Page mockups and description (optional)
- Redlines (optional)



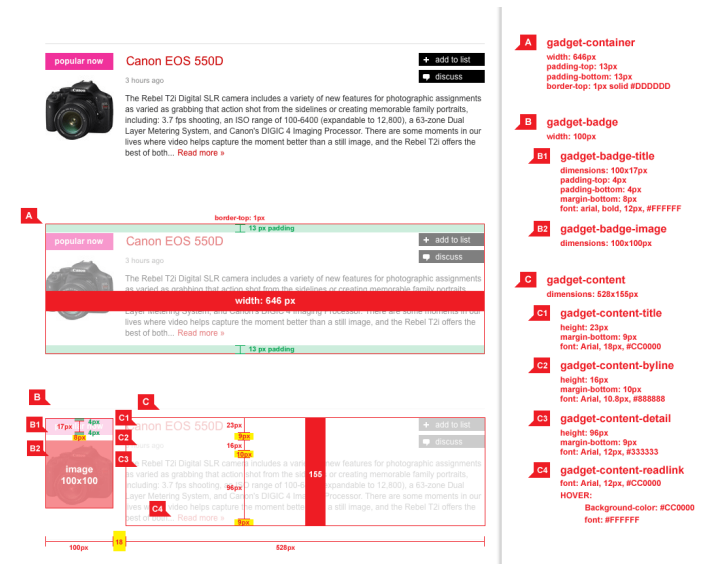
# PROWNM 5I5: Web Tools

## Class II- Style guides and handing off

## Redlines

Redlining offers pixel-by-pixel measurement of elements on a page for implementation by a web-developer.

- All items should have measured widths.
- Show margin and padding between elements
- Show font-family, size, and colors for text and links



## Handing-off

When handing off a design to a web developer, you should provide them with 3 pieces of key info:

1. The visual mockup (What it should look like complete)
2. The redline specs (The detailed specs)
3. Cut-pieces (The images which can't be created in HTML/CSS)



Mockups



Specs



cut-pieces

