

WEB DESIGN FOR NON-DESIGNERS

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WHAT'S
THE DEAL
WITH DESIGNERS
THESE DAYS?

“Everything that is not nature is design.”

– SOMEONE FAMOUS

“The greats weren’t great because at birth
they could paint. The greats were great
because they paint a lot.”

– MACKLEMORE

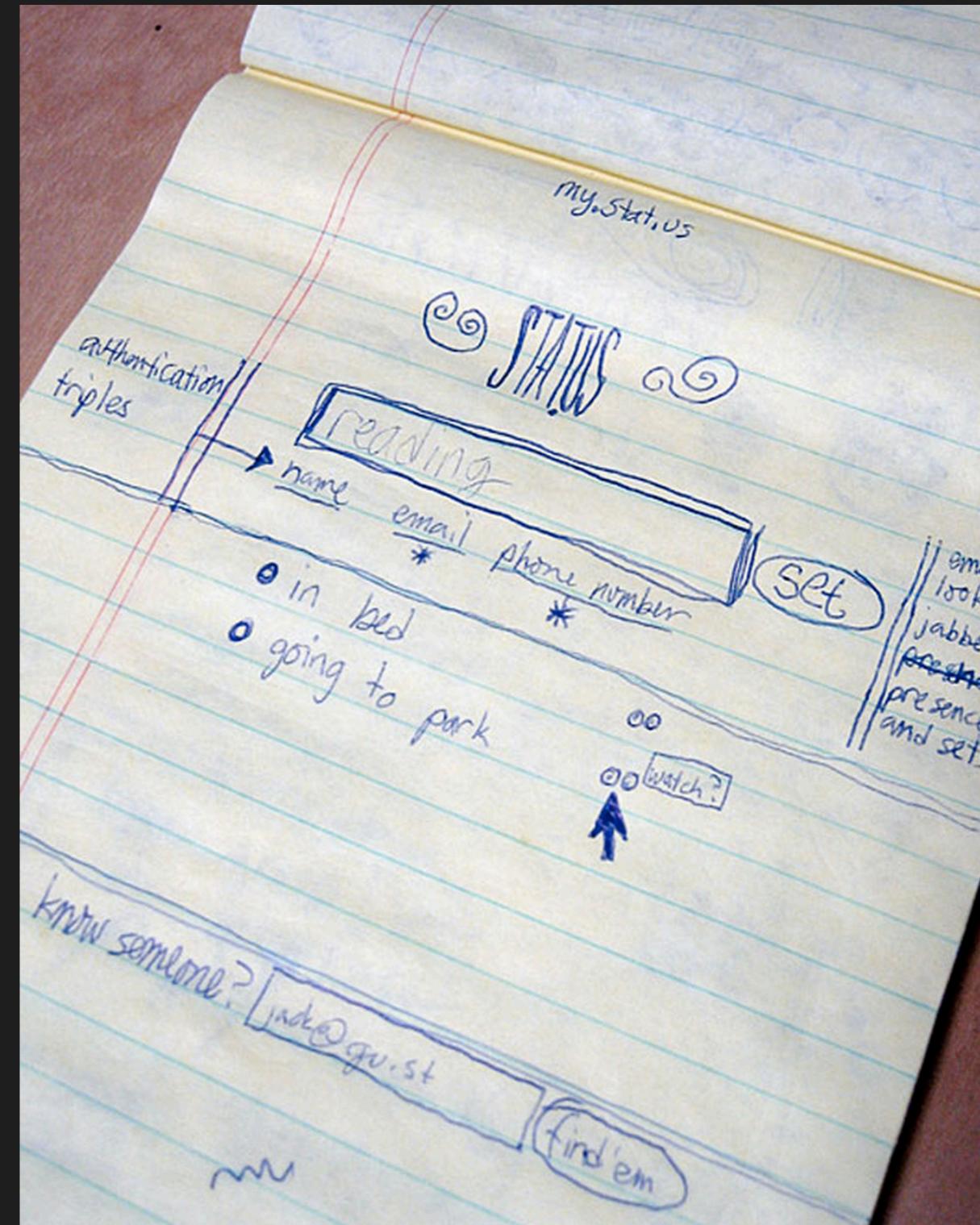
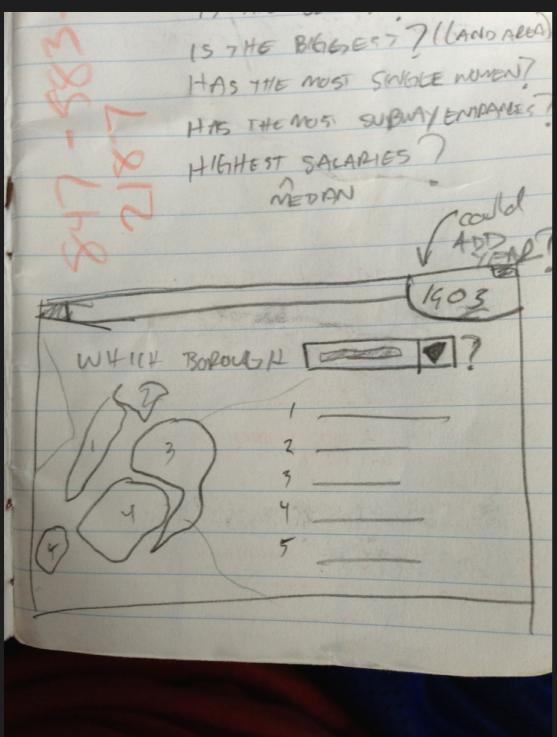


DESIGN IS
ABOUT GIVING
FORM TO CONTENT.
NOT THE OTHER
WAY AROUND.

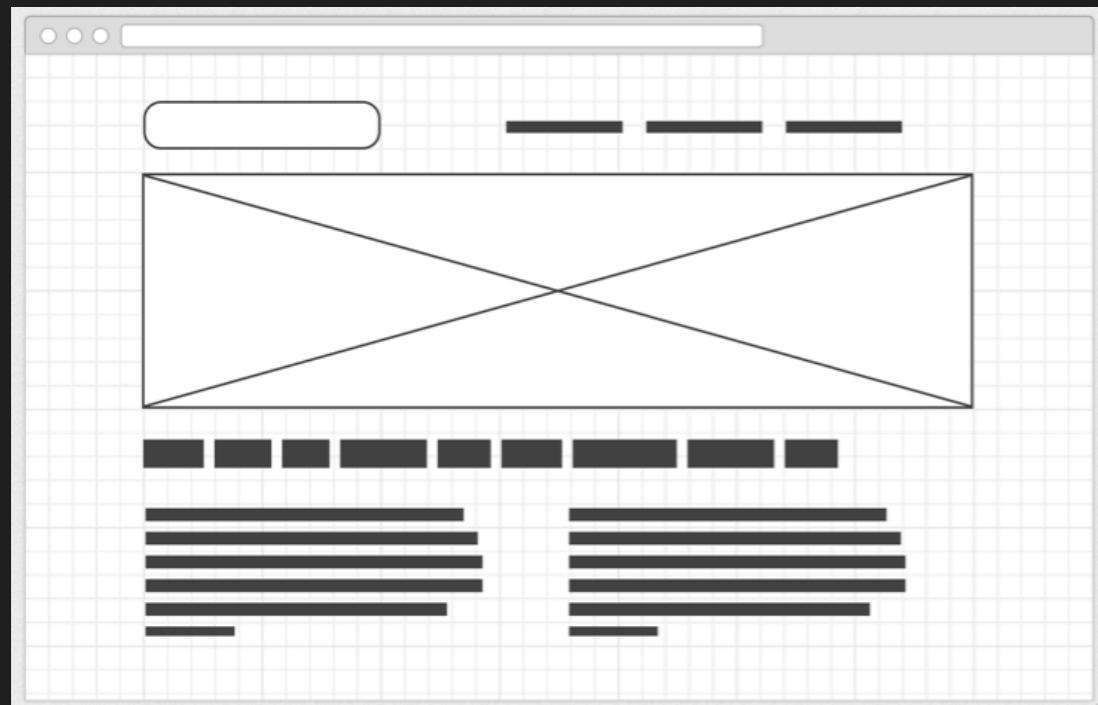
SO BEFORE YOU
COMMIT THE ACT
OF DESIGN, GET THE
LOREM IPSUM DOLOR
REST OF SLIDE HERE.
XXX XXXXX MORE
TEXT TK TK

Sketch.

I ❤️ NIS



Wireframe.



music store

Home > Music > Genres > Artist

Logout Your Cart Your Account

Search: MUSIC

Artist Name:

Go

Related Artists: ARTIST 1, ARTIST 2

Popular Tracks: Track 1 [Listens](#), Track 2 [Listens](#)

ARTIST NAME: This is a description about the artist. This will talk about their bio and short listing of their discography.

Choose an album:

- Album Title 1
- Album Title 2
- Album Title 3

Album Art

CD Tape LP

Price: \$16.99

send me updates on this artist

Add to Cart

1 For Q1 release, we have search only
2 Related artists determined by user purchasing data mining
3 Album art to be approved by legal

Then,
actual design.

(BUST OPEN PHOTOSHOP,
OR NOT)

Use the tools
you have.

ILLUSTRATOR, INDESIGN,
SKETCH, KEYNOTE, CODE.

Guts

HTML + CSS + JS

COLOR
TYPOGRAPHY
LAYOUT

COLORS HAVE
MEANING.

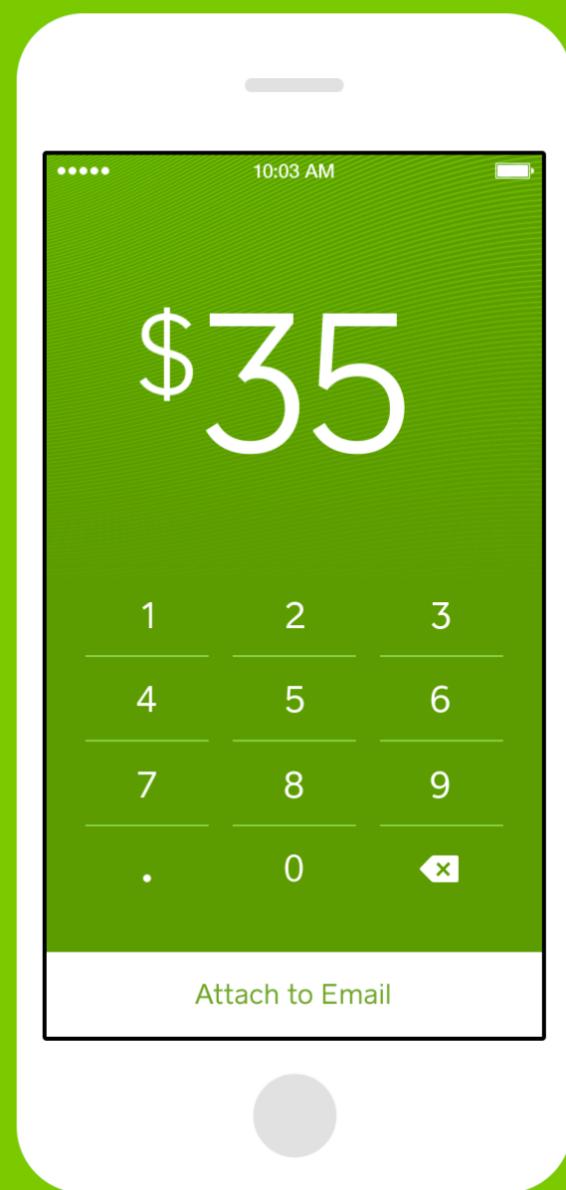
R G B V S . C M Y K

TO START -
BLACK + WHITE +
ONE OTHER COLOR

BETTER YET, DARK GRAY.

Square Cash for
iPhone and Android.

Email cash even faster



USE WHAT'S
OUT THERE.

ADOBE KULER,
COLOR LOVERS,
PINTEREST.

TYPOGRAPHY

(ANYTHING TO DO WITH WORDS)

The web is 90% type.

Fonts have
personalities and
attitudes.

SUBWAY

The New Yorker

THE NEW YORKER

Subway

Serif
Sans Serif

TRY ONE OF EACH

CONTRAST

Times
Georgia

ESSAY

Maybe Economics Is A Science, But Many Economists Are Not Scientists

B Y P A U L K R U G M A N | N O V . 2 4

Raj Chetty stands up valiantly for the honor of his and my profession, arguing that economics is too a science in which careful research is used to falsify some hypotheses and lend credibility to others. And in many ways I agree: there is a lot

LEADING

LINE-HEIGHT

TRACKING

LETTER-
SPACING

ESSAY

Maybe Economics Is

A Science, But Many Economists Are Not Scientists

BY PAUL KRUGMAN | NOV. 24

Raj Chetty stands up valiantly for the honor of his and my profession, arguing that economics is too a science in which careful research is used to falsify some hypotheses and lend credibility to others. And in many ways I agree: there is a lo-

Broadway-Lafayette
West 4th St.
42nd St.-Times Square

Exit Do not lean on the doors.

Secondary weight's of this typeface help achieve hierarchy.



Letter spacing

The illustration shows three examples of letter spacing.
The first line is an example of space units found between letters of opposite and similar visual character.

The second and third lines show the space unit counts found in typical words used in the subway system. The chart on page 10 shows all possible letter and number combinations and their space unit counts. The size and positions of the space units in relation to the three alphabet sizes are found on pages 88-170.

odvepnly

1 1 -1 2 2 3 3 0
Uptown

3 0 0 -1 1
Broadway

New York City Transit Authority

Graphic Standards Manual
1970

Unimark International
Consultant Designers

Letter spacing
Page 9

TALK OF THE TOWN

**CULTURE POLITICS BOOKS
BUSINESS CARTOONS**

Rumors, rumbles, and other palpitations have beset “Blue Is the Warmest Color” since it showed at the Cannes Film Festival, in May. The jury, chaired by Steven Spielberg, awarded the Palme d’Or to the director, Abdellatif Kechiche, and his two leading ladies. Clearly, this was a work to be reckoned with, but what did it contain? Sex, allegedly,

Consistency
builds street cred
(i.e. a brand).

LAYOUT
(WHERE STUFF GOES)

Make something
dominant.



Watch FN • Food Network Magazine • Blog • Social • Videos • Full Episodes

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Shows

Chefs

Restaurants

Shop Food Network

Halloween

Family-Friendly Food

Quick & Easy

Healthy Eating

Holidays & Parties

In Season Now

Recipes on TV

Chef Recipes

Search Recipes, Shows & Chefs

Entire Site

Search

Recipe Box • Sign In • Register

KEEP IT LIGHT

Healthy Food Fast

Find flavor-packed recipes, like Bobby's Spiced Chicken, that are good for you, too.

[20+ Healthy-in-a-Hurry Dinners](#)

TALKING TURKEY

Thanksgiving Prep

Hosting Thanksgiving? Relax — getting ready for the holiday is easy with tips and recipes from your favorite chefs.

[Make-Ahead Recipes](#)

HOT HOT HOT

Championship Chili Recipes



Warm up any night with a comforting bowl of chili.

CANDY CRUSH

Halloween Favorites

Enjoy the creepiest of holidays with scary snacks, pumpkin sweets and more devilish Halloween treats.
[Party Snacks](#) • [Kid-Friendly Eats](#) • [Pumpkin Recipes](#)
[Festive Cupcakes](#) • [A Pioneer Woman Halloween](#)

SAVOR THE SEASON

Top Fall Recipes

Embrace the crisp weather with cozy fall meals, cheesy comfort foods and more seasonal favorites.
[Weeknight Dinners](#) • [Mashed Potatoes](#) • [Soup Grilled Cheese](#) • [Apple Desserts](#) • [Butternut Squash](#)

SUPER SIMPLE MEAL



Slow-Cooker Pork

With just a little prep, Alton's moist and tender chops will be waiting for you at the end of the day.

[More Healthy Mains](#)

What to Watch

Guy's Grocery Games



Chefs must pull off a frozen-aisle feat, Sun. at 8pm/7c.

Restaurant: Impossible



A couple deals with employee theft, tonight at 10pm/9c.

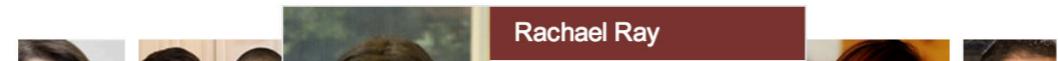
See All Shows

Restaurant Divided



Rocco puts restaurant ideas to the test, Thurs. at 10pm/9c.

Who's Cooking



Rachael Ray

CALIFORNIA AVOCADOS



[CLICK HERE FOR TASTY RECIPES ▶](#)

Advertisement

See All Chefs

On Food Network



Where are you going?

BROWSE ▾



Larry ▾



HELP ▾

LIST YOUR SPACE

Find a place to stay.

Rent from people in over 34,000 cities and 192 countries.

Where do you want to go?

Check in



Check out



1 Guest ▾

Search



Modern Beachhouse

Kjosarhreppur, Iceland - \$226



Neighborhood Guides

Not sure where to stay? We've created neighborhood guides for cities all around the world.



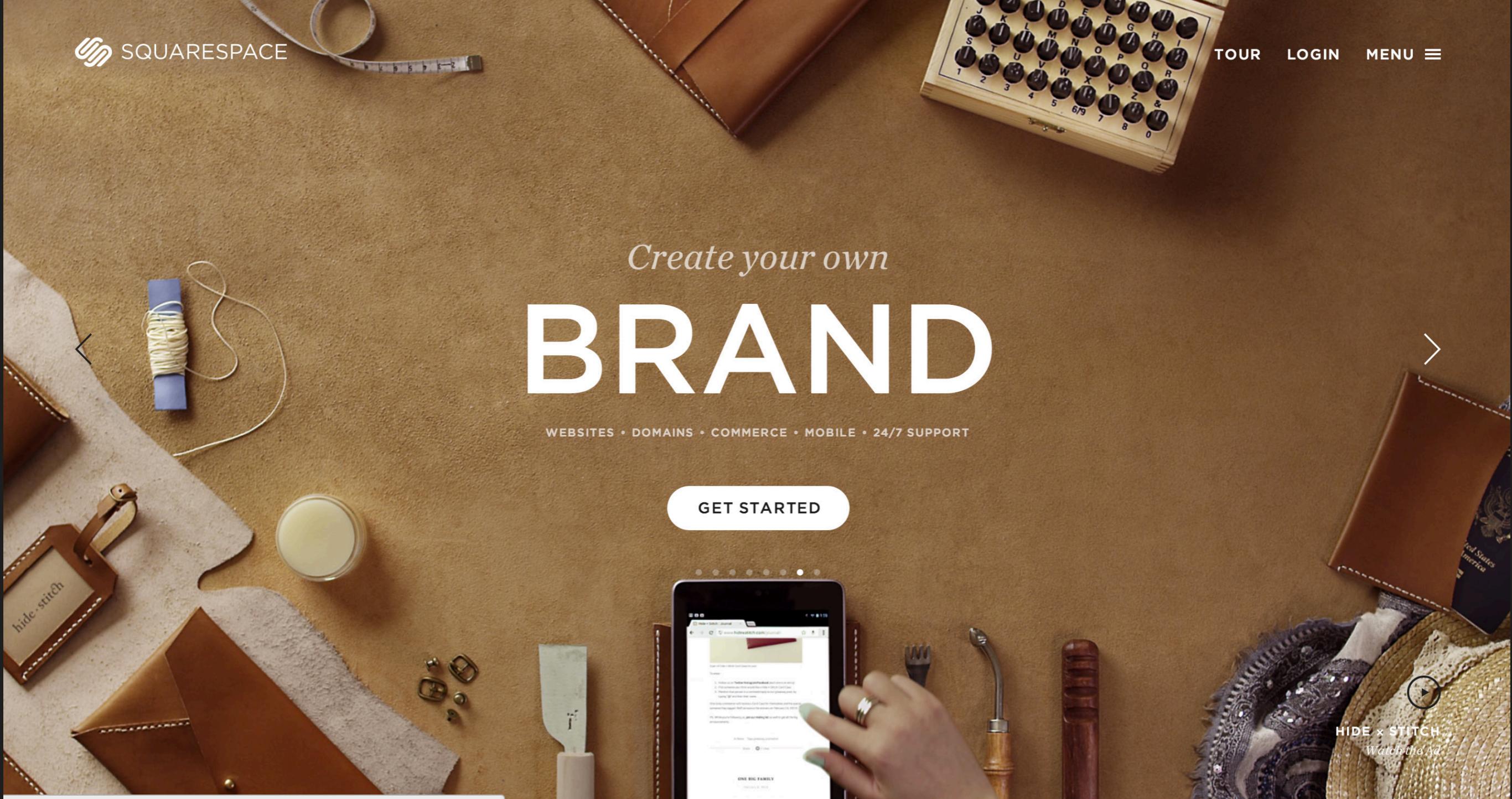
New York



London



Paris

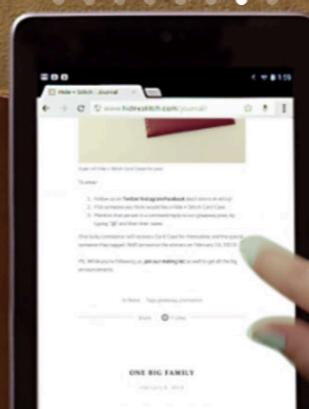


Create your own

BRAND

WEBSITES • DOMAINS • COMMERCE • MOBILE • 24/7 SUPPORT

GET STARTED

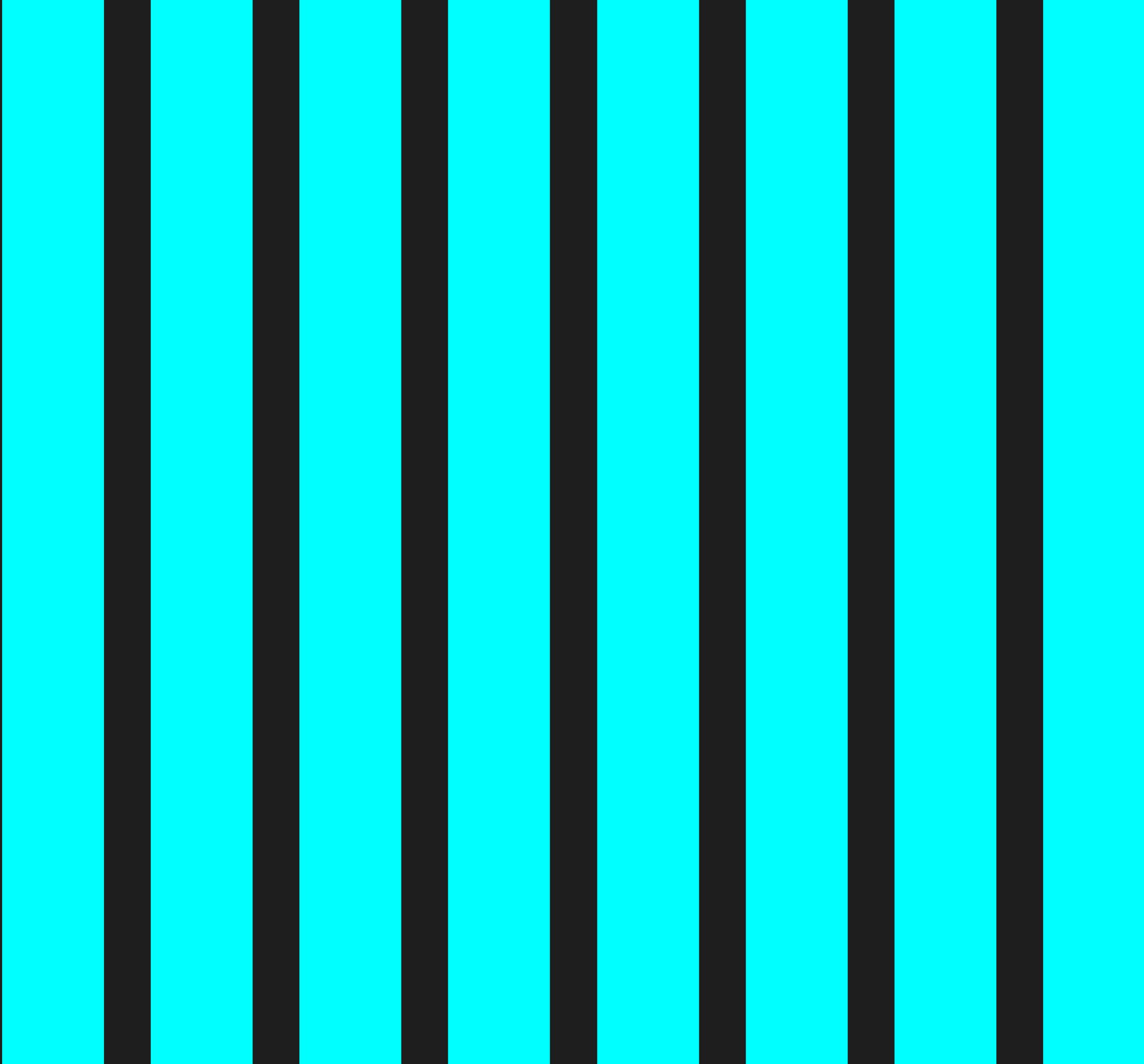


HIDE x STITCH
Watch the Ad 

REMEMBER THESE?



WE'RE NO LONGER
JUST DESIGNING FOR
ONE SCREEN SIZE.



The Grid System

The ultimate resource
in grid systems.

"The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice."

Josef Müller-Brockmann

[Hide Grid](#)

[Join The Forum](#)

Search

Articles

[The Villard Diagram](#)

A step-by-step description on how to create a Villard diagram.

02.Nov.2011

Tools

[Gridbooks](#)

A collection of books and pads featuring grids for web design and online campaign development.

02.Nov.2011

Books

[Ordering Disorder: Grid Principles for Web Design](#)

Ordering Disorder is a book by Khoi Vinh that delivers a definitive take on grids and the Web and provides both the big ideas and techniques of grid-based design.

Templates

[960px Grid Templates](#)

A selection of 960 pixel-wide uniform grid templates ranging from 3-columns to 16-columns, for both Adobe Photoshop and Fireworks.

11.Nov.2010

Blog

[The Columnist](#)

A grid based WordPress theme that features a newspaper column layout and neat typographic hierarchy.

06.Feb.2011

Inspiration

[Ace Jet 170](#)

AisleOne

Athletics

BBDK

Blanka

Build

Corporate Risk Watch

Counter Print

David Airey

Design Assembly

%

ONE FINAL THOUGHT

Designing
for empathy.

QUESTIONS? I'LL DO MY BEST.

LARRYBUCH@GMAIL.COM
@LARRYBUCH