

Designing for the Web

WEEK 3



**Designing for
the web is
designing a system.**



SIMPLE AND INTUITIVE

Don't make your audience do too much work.

IT'S A SYSTEM

Repeat patterns and components, so the user understands and remembers their function.

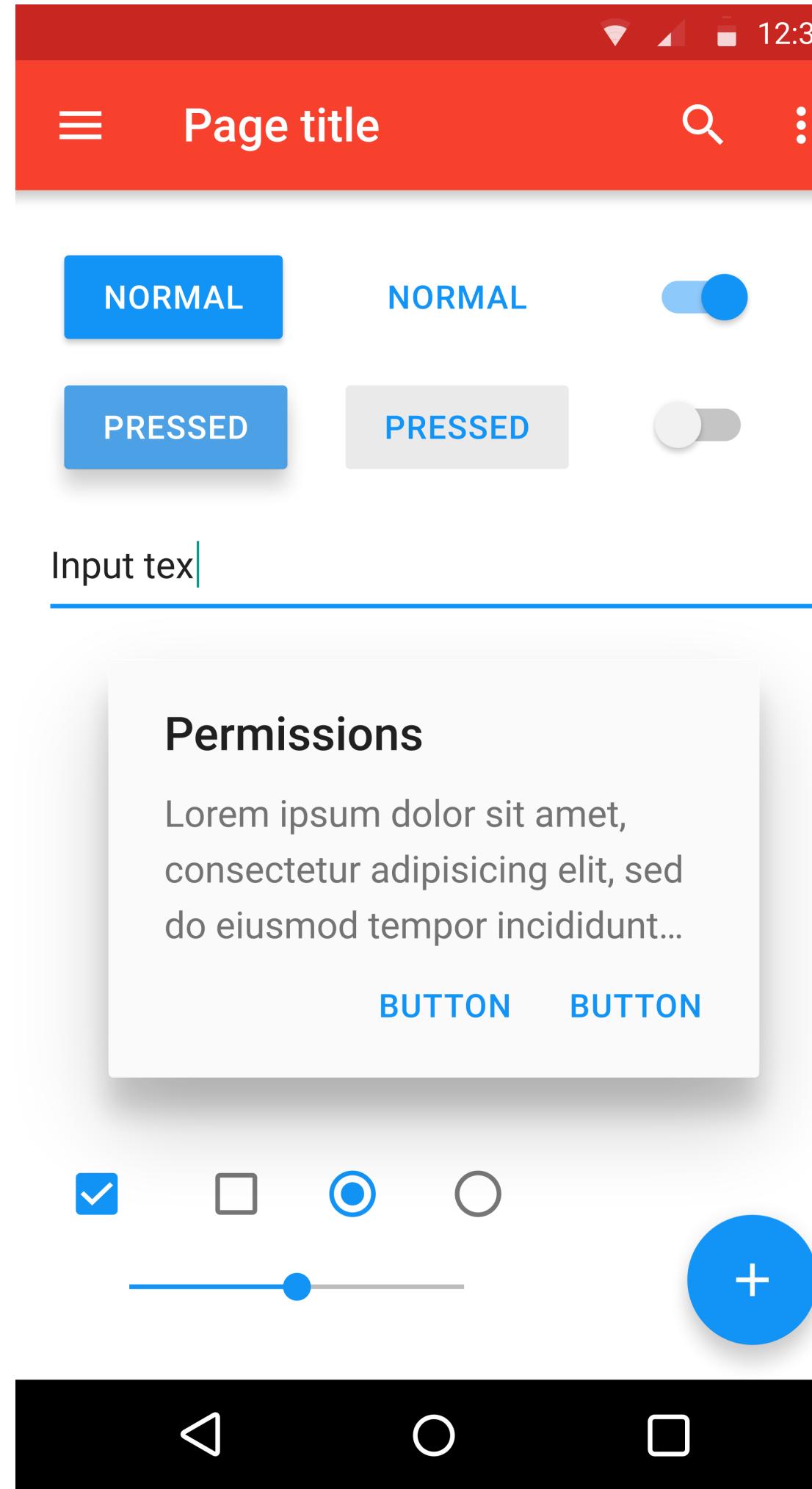
FOLLOW THE GRID

Choose a grid that meets your needs and the standards of the web production and stick to it.

UNDERSTAND THE HIERARCHY

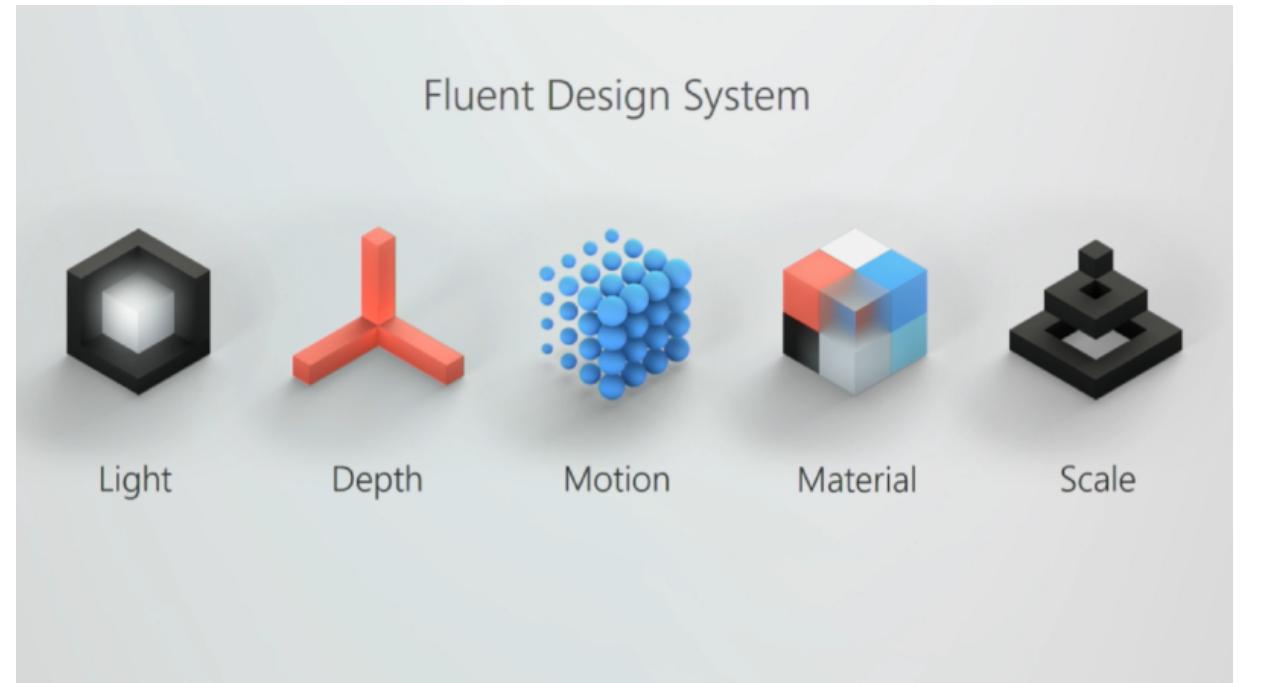
Make sure important information is front and center both in layout and design treatment.

DESIGN SYSTEMS



A screenshot of the Material Design guidelines website. The header features a dark background with the "MATERIAL DESIGN" logo, a search icon, and a navigation bar with "Design", "Develop", and "Tools" tabs, where "Design" is currently active. The main title "Design" is prominently displayed in large white letters, with the subtitle "Create intuitive and beautiful products with Material Design" below it. To the right, there's a sidebar titled "POPULAR" with links to "Material Theming", "Iconography", and "Text fields". The central content area includes a grid of design assets: a dark theme foundation graphic, a purple music-themed icon card, and a sound guidelines card featuring a purple musical note icon. At the bottom, there are "FOUNDATION" and "GUIDELINES" sections with links to "Material dark theme" and "Sound guidelines".

DESIGN SYSTEMS



Microsoft Fluent Design System

Microsoft

[>>]



IBM Design Language

[>>]

STYLE GUIDE

D E

TYPOGRAPHY

Font faces

Roboto Thin
Roboto Light
Roboto Regular
Roboto Medium

COLORS



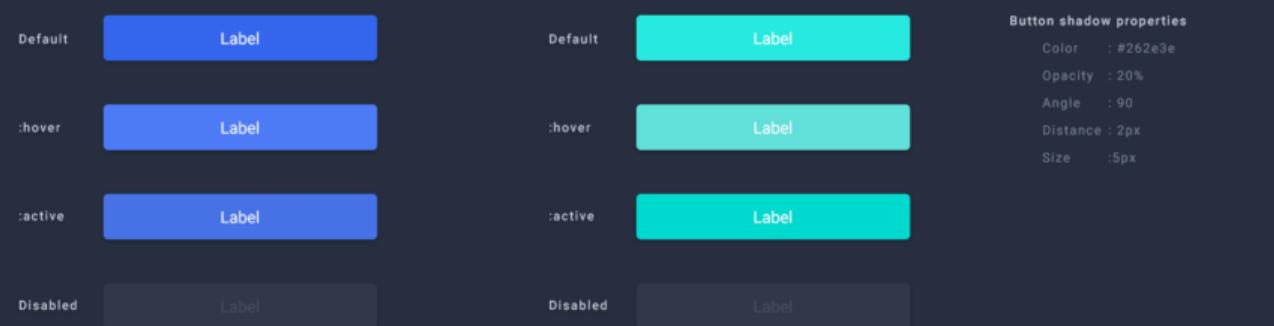
ICONS



TEXT BOXES



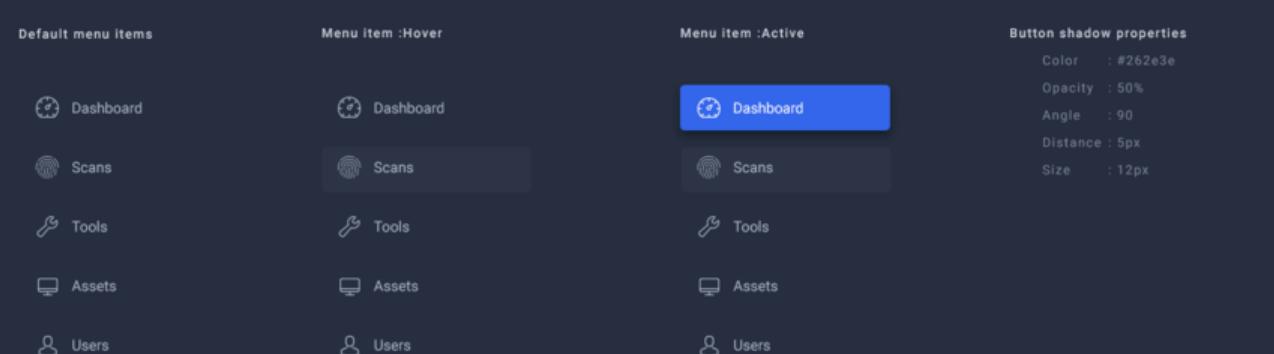
BUTTONS



LINKS



SIDE BAR



Headline - Lato Light 36pt #475776

Premium body - Lato Regular 18pt #475776 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec purus in ante pretium blandit. Aliquam erat volutpat. Nulla libero lectus.

Standard body - Lato regular 16pt #606060 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec purus in ante pretium blandit. Aliquam erat volutpat. Nulla libero lectus.

Form field Lato Light 18pt #606060

STYLE GUIDE

Mainline Colours

Signal Red # FF615F
Used for buttons and warnings. Progress colour. Not used for categories or features.

Orange # FCA923
Feature colour. Secondary focus color.

Teal # 6FD6C6
Feature colour. Tertiary focus color.

Navy # 475665
Outline colour. Inverted highlight. Base colour for white glyphs.

Blue # 44C8F0
Feature colour. Fourth stage focus colour. Minor icon colours over low greys or white.

High Grey # 9C9C9C
Outline colour. Highlight against background grey. Used for box strokes / borders over heavy backgrounds.

Mid Grey # CBCBCB
Outline colour. Highlight against background grey. Used for box strokes / borders over low grey background.

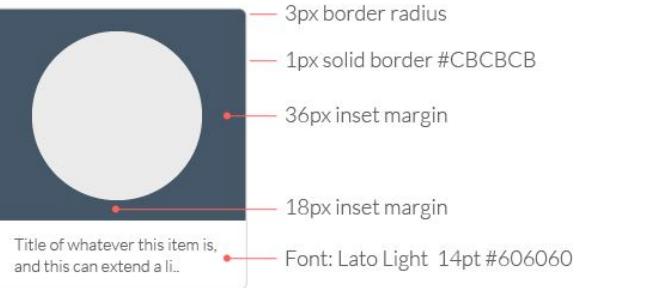
Low Grey # F6F6F6
Primary background colour. Used inverse on icons with dark backgrounds and service icons.

Roundels



Icons to be agreed. Roundels are set on a custom grey with coloured icons. Background field should match icon colour. Standard glyphs enlarged.

Containers



Buttons

Post it
Inner margins are defined by the available space and containers, but should not be less than 20px 20px 15px 20px
3px border radius



Compact versions

Post Something
Delete this post
Post it
Cancel
Delete this post
Action button
Option button
Third button
Used for forward action, primary callouts. Main links.
Used for backwards action, minor links, grouped buttons.
Used only when three distinct actions need to be represented.

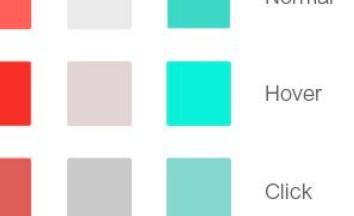
Text conventions

Titles, menus, callouts and buttons should be displayed in **Sentence case**.

Bold and *italic* are allowed in normal body content where applicable. Underline should not be used, as this may be mistaken for a hyperlink.

To emphasise a word, **signal bold** may be used inline, but use should be minimised to one or two words per paragraph. Overuse is discouraged.

Lato Light should not be used against **Lato Regular**, unless a colour change or boundary box is used, as the two weights are too closely matched.



Compact versions

Post Something
Cancel
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Action button
Option button
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Used for forward action, primary callouts. Main links.
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Used only when three distinct actions need to be represented.

Post something

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec purus in ante pretium blandit. Aliquam erat volutpat. Nulla libero lectus.

Select a category
Title
Description

Select an image to add to this post
Upload
£ Set a price
Event date
Post code
£ Set a wage
Expiry date
This post will cost £2.30. Click below to pay via PayPal. [PayPal](#)
Post it

Page Nav

Sort by:
Latest
Most views
Most comments
Popular
Current
Post something
Log in / out
Account Settings
Home

Credit card number
Expiry month 01 Expiry year 2013
02 2014
03 2015
04 2016
05 2017
06 2018
Powered by jumblebee

Verification number / CCV
First Name Last Name
Billing address
Town or city
Post code

Checkbox Active Disabled
Radio Active Disabled

Post something

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed nec purus in ante pretium blandit. Aliquam erat volutpat. Nulla libero lectus.

Select a category
For sale
Recruitment
Volunteer opportunities
Club promotion
Events
Special offers

Event date
July 2013
Su Mo Tu We Th Fr Sa
30 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31 1 2 3
4 5 6 7 8 9 10
Set a wage
Per hour
Per day
Per week
Per month
Per year

Normal

Post it
Post it
Post it

Hover

Post it

Click

Post it

Credit card icons (custom)
AMEX DISCOVER VISA MASTERCARD

Icons
Based on the updated **jumblebee** logo
100 px 64 px 32 px 16 px 8 px

Jumblebee App icon (128 px) Mono Inverse

Post something

Show everything
For sale
Hot deals
Club promotions
Recruitment

For sale
Recruitment
Volunteer opportunities
Club promotion
Events
Special offers

Event date
July 2013
Su Mo Tu We Th Fr Sa
30 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31 1 2 3
4 5 6 7 8 9 10
Set a wage
Per hour
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Normal

Post it
Post it
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Click

Post it

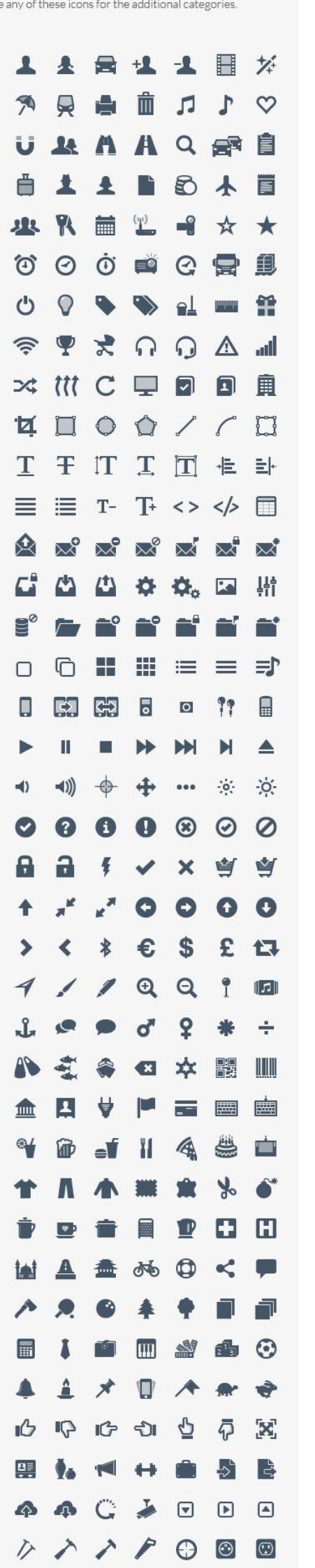
Credit card icons (custom)
AMEX DISCOVER VISA MASTERCARD

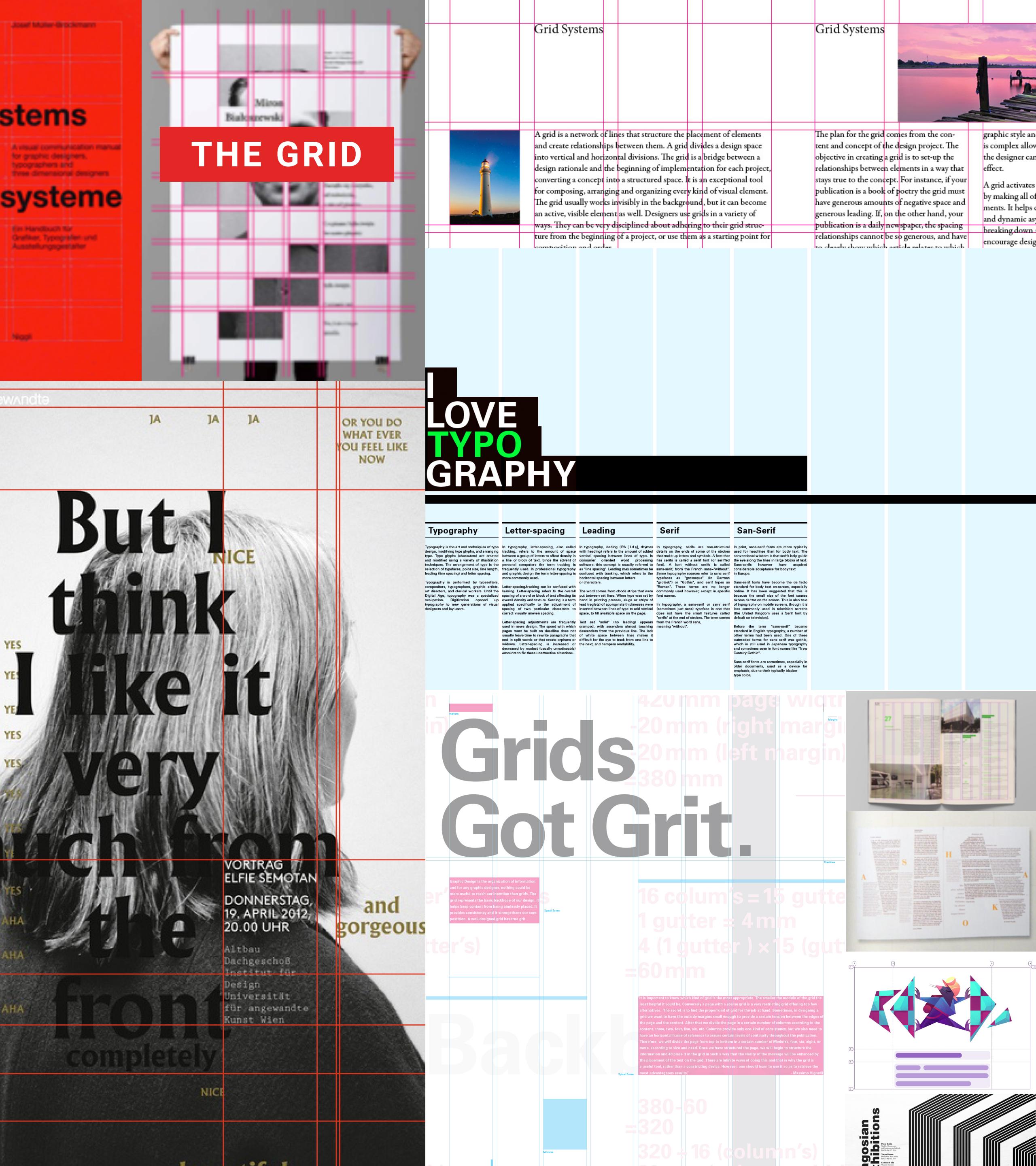
Icons
Based on the updated **jumblebee** logo
100 px 64 px 32 px 16 px 8 px

Jumblebee App icon (128 px) Mono Inverse

To extract, open in PSD, double click Smart Object layer, open in AI, and each icon will be rendered individually. Icons are vector based and can be scaled up for roundels.

Available Icons from the Glyphicon range





THE GRID

The image shows a grid-based analysis of the Hermès Spring/Summer 2016 website. The grid consists of 12 columns of varying widths, color-coded in red, orange, yellow, green, blue, and purple. The website's content is overlaid on this grid.

Top Left Column: Contains the Hermès logo and a large, stylized text overlay reading "Printemps été 2016". A video player interface with a play button and a caption in French: "Ces tournois et ondulations soudaines de brises d'été, envoient tous les parfums dans l'air chaud." Below this is a poem by Giacomo Leopardi: "La paille était bien belle et jaune comme l'été au dessus, une pelle qui n'avait pas creusé J'étais toute à l'abri sous ce toit de campagne et regardais la pluie tomber du ciel d'Espagne Allongée sur ce banc de bois, terre de Sienne je m'en allais rêvant j'étais une italienne". At the bottom is another poem: "Et l'enfant répondit, pâmée Sous la fourmillante caresse De sa pantelante maîtresse : « Je me meurs, ô ma bien-aimée ! » Je me meurs : la gorge enflammée Et lourde me soûle et m'opresse ; Ta forte chair d'où sort l'ivresse".

Top Right Column: Contains links: ACCUEIL, DÉCOUVRIR, ACHETER EN LIGNE, MAGASINS, CONTACT, CARRIERES, and FRANÇAIS. Social media icons for Facebook, Instagram, and Twitter are also present.

Middle Column: A woman in a light-colored suit stands on a wooden pier by a lake, holding a tennis racket. A small video player icon with the text "Lancer la vidéo" is visible.

Bottom Column: A poem by Giacomo Leopardi: "Le carnaval s'en va, les roses vont éclore ; Sur les flancs des coteaux déjà court le gazon. Cependant du plaisir la frileuse saison Sous ses grelots légers rit et voltige encore, Tandis que, soulevant les voiles de l'aurore, Le Printemps inquiet paraît à l'horizon."

Bottom Right Column: A small image showing a man in a blue suit standing among tropical plants, with the text "Metamorphosis, un Hermès story".

Et ta voix douce et m'op-
presso ;
Ta forte chair d'où sort
l'ivresse
Est étrangement parfumée ;
« Elle a, ta chair, le charme
sombre
Des matinées estivales, —
Elle en a l'ambre; elle en a
l'ombre ;
« Ta voix tonne dans les

THE GRID



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The New York Times

Saturday, January 12, 2013 Last Update: 1:20 PM ET

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TECHNOLOGY
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OPINION

Sales of Guns Soar in U.S. as Nation Weighs Tougher Limits
By MICHAEL COOPER

The rapid growth in gun sales began after President Obama's re-election and surged after the Dec. 14 shooting at a school in Newtown, Conn.


Rina Castelnovo for The New York Times

Weather Adds to Misery of Syria Refugees
By JODI RUDOREN 11:55 AM ET

With the number of Syrian refugees expected to reach a million in 2013, the misery in one struggling camp highlights a deepening humanitarian crisis.

• **Video Game Industry Braces for Regulations**

New York City Ties Doctors' Income to Quality of Care
By ANEMONA HARTOCOLLIS

According to people with knowledge of the situation, Lance Armstrong will give a

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The Opinion Pages

EDITORIAL
Senator Reid Takes Fresh Aim
The Senate majority leader, a gun enthusiast, is now calling for better protections.

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• **Collins: Flu Strikes Again**
• **Nocera: How to Shoot**
• **Cavett: When I Was Packing**
• **Editorial: The Afghan War's Last Chapter?**

BUSINESS DAY »
They Got 2012 Right. What About 2013?
Experts who were accurate about 2012 discuss their thoughts on stocks, bonds and real estate for this year.

SPORTS »
In New England, Few Words and Many Wins
Bill Belichick and Tom Brady are the immovable objects of the N.F.L. playoffs, together capturing

What Came First, the Chicken or the Sack?
Von Miller of the Denver Broncos aspires to be the N.F.L.'s best defensive player and then maybe a top chicken farmer.

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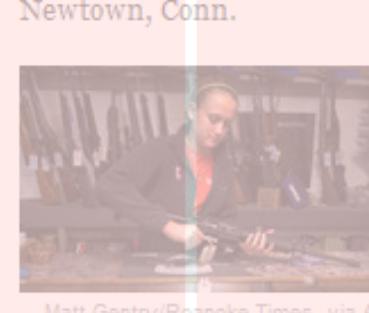
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What's a myki?

An essential guide for public transport in Melbourne and surrounding areas.



OPINION
Autos
Blogs
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Opinion Columns



Newtown, Conn.



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• [Video Feature: Watching Syria's War](#)

Rina Castelnovo for The New York Times

THE GRID

Home & Garden
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New York City Ties
Doctors' Income to
Quality of Care
By ANEMONA HARTOCOLLIS

Armstrong Expected to Tell Winfrey of Drug Use

By JULIET MACUR 10:26 AM ET

According to people with knowledge of the situation, Lance Armstrong will give a

What About 2013?

Experts who were accurate about 2012 discuss their thoughts on stocks, bonds and real estate for this year.

SPORTS »

In New England, Few Words and Many Wins



Bill Belichick and Tom Brady are the immovable objects of the N.F.L. playoffs, together capturing

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≡ MENU

STUDY MELBOURNE

Search English

Home / Life in Melbourne /

What's a myki?

An essential guide for public transport in Melbourne and surrounding areas.

On this page

- Where you can get a myki
- How to touch on
- When to touch on

Not what you're looking for?

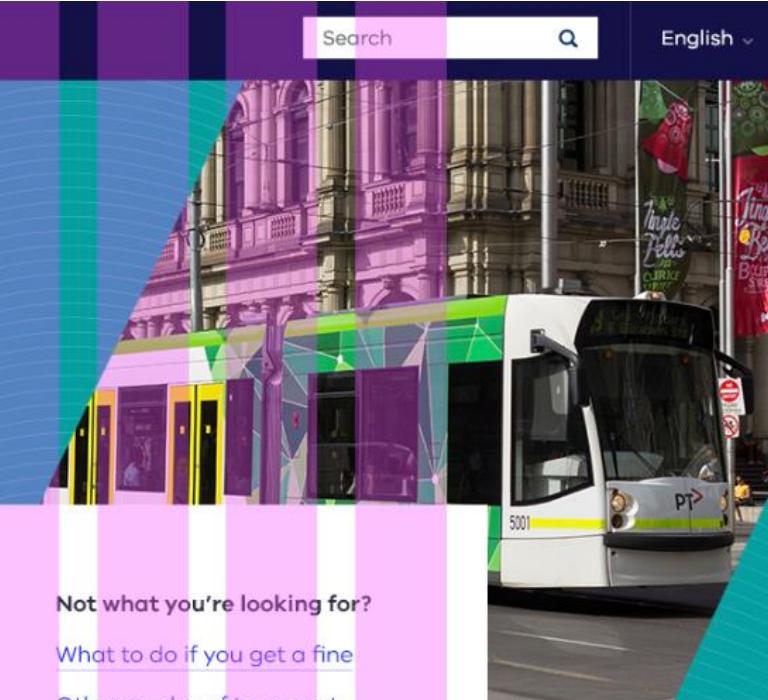
- What to do if you get a fine
- Other modes of transport
- When to touch on

Important

This is where you would place content that needs attention or has temporary importance.

Using your Myki

You should touch on and touch off as you travel so that you have a valid ticket and pay the correct fare for your journey. When using myki money, touch on at the myki reader at the start of your journey and each time you change mode or board a different vehicle.



Contribute to this page

What would you do in this situation?

THE GRID

A screenshot of the Airbnb search interface on a Mac OS X desktop. The window title bar shows 'Airbnb Book unique homes and experience a city like a local.' The search parameters are set to 'Where: Big Sur, CA' with 'Check In' circled in red, 'Check Out' with an arrow pointing right, and 'Guests: 1 guest' also circled in red. Below the search bar, there's a section labeled 'Homes' with three thumbnail images: a treehouse in a lush green forest, a rustic interior room with a bed under a mosquito net, and a wooden exterior door.

Where
Big Sur, CA

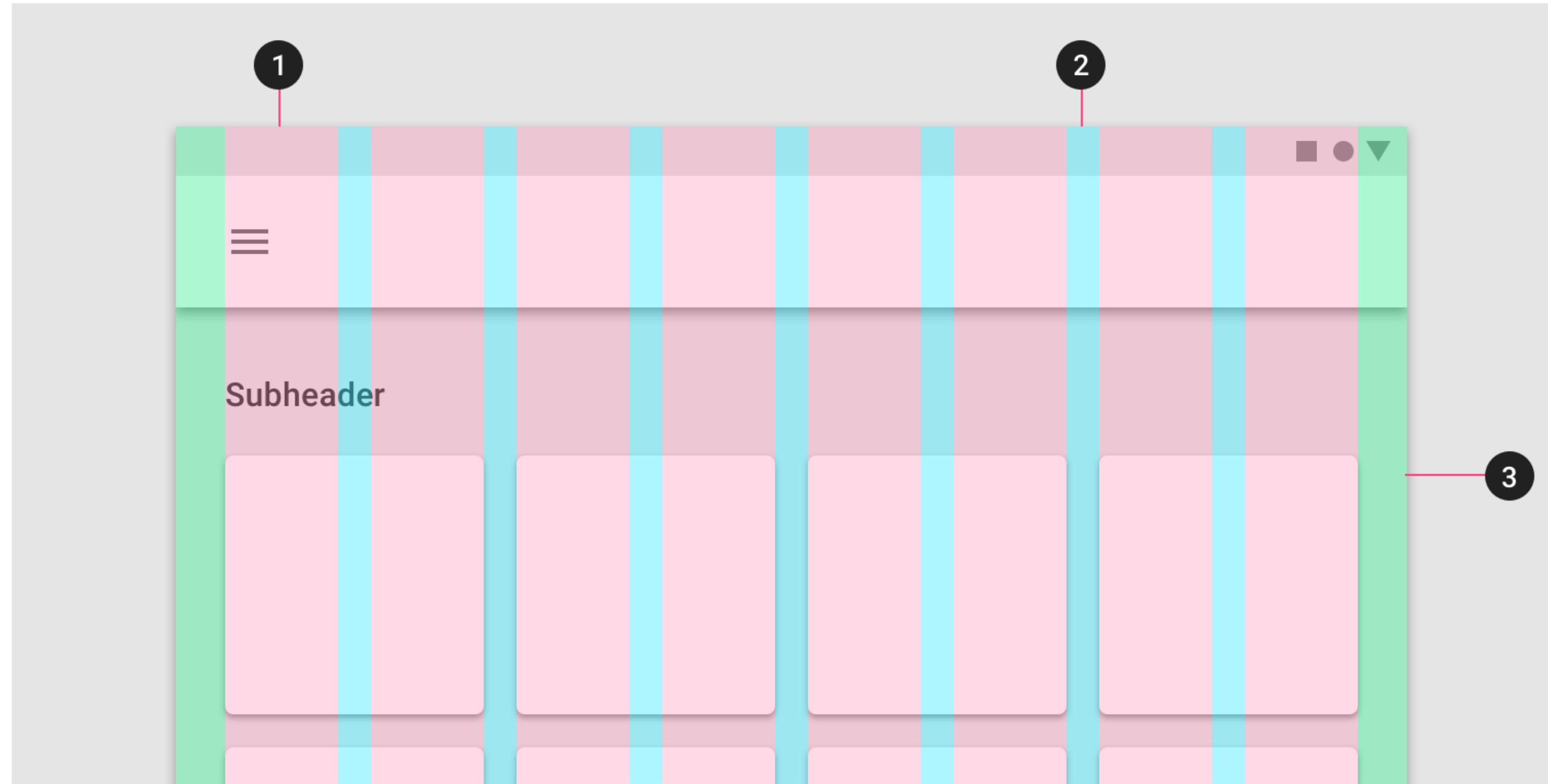
Check In

→ Check Out

Guests
1 guest

Homes

THE GRID



1. Columns
2. Gutters
3. Margins

THE GRID



THE GRID

Nowdays builds are based on **1440px** desktop resolution.

Label	Layout width	Column width	Gutter width
Smartphones	480px and below	Fluid columns, no fixed widths	
Smartphones to tablets	767px and below	Fluid columns, no fixed widths	
Portrait tablets	768px and above	42px	20px
Default	960px and up	60px	20px
Large display	1200px and up	70px	30px

The diagram illustrates a 12-column grid layout. The columns are numbered 1 through 12. The first two columns are each labeled '1'. The next four columns are each labeled '4'. The next three columns are each labeled '1'. The last three columns are each labeled '1'. The grid is composed of light red vertical bars separated by thin white lines. A light gray horizontal bar spans across the entire width of the grid.

Printemps
ete

2016

Lancer la vidéo

Ces tournoiements
et ondulations soudaines
de brises d'été,
envoient tous les parfums
dans l'air chaud.

La paille était bien belle
et jaune comme l'été
au dessus, une pelle
qui n'avait pas creusé
J'étais toute à l'abri
sous ce toit de campagne
et regardais la pluie
tomber du ciel d'Espagne
Allongée sur ce banc
de bois, terre de Sienne
je m'en allais rêvant
j'étais une italienne

Et l'enfant répondit, pâmée
De sa pantelante maitresse :
« Je meurs, ô ma
bien-aimée !
« Je meurs : ta gorge
enflammée
Et lourde me soûle et m'op-
presse ;
Ta forte chair d'où sort
l'ivresse
Est étrangement parfumée ;
« Elle a, ta chair, le charme
sombre
Des maturités estivales, —
Elle en a l'ambre, elle en a
l'ombre ;
« Ta voix tonne dans les
rafales,
Et ta chevelure sanglante
Fuit brusquement dans la
nuit lente. »



▲ Description produit

pe16 Printemps I

1/8

Le carnaval s'en va, les roses vont éclore ;
Sur les flancs des coteaux déjà court le gazon.
Cependant du plaisir la frileuse saison
Sous ses grelots légers rit et voltige encore,
Tandis que, soulevant les voiles de l'aurore,
Le Printemps inquiet paraît à l'horizon.



Metamorphosis, an Hermès story

A. H. Gauthier