

IA FOR THE WEB

Design
Spring 2014

TODAY

- Graphic design lecture
- Demonstration of type scaling
- Break
- Exercise

DESIGN

- Graphic design
- Not the same as the design step of IA

DESIGN IS CONTEXTUAL

- Audience expectations are a factor
- Culture, society, class play a role
- Agreed-upon principles

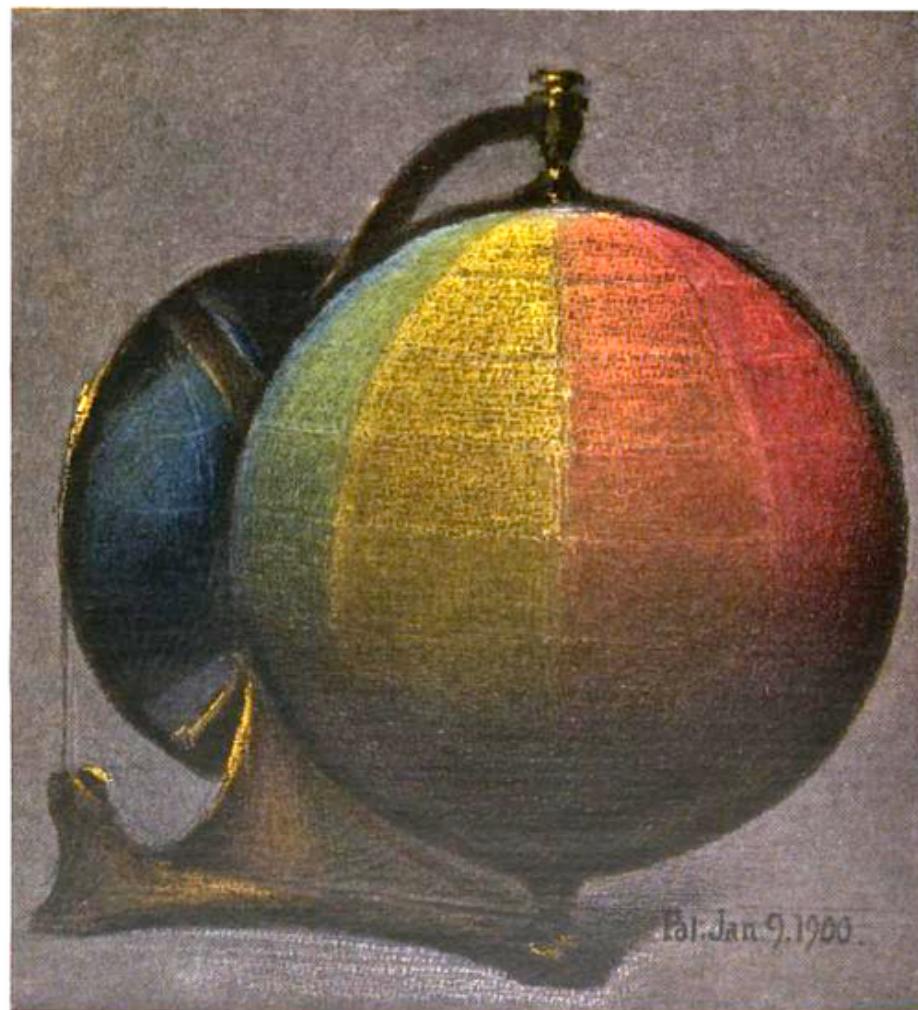
DESIGN IS COMPETITIVE

- As with good IA, good design can give a competitive edge
- Bad IA can send your customers running to a competitor

BUILDING A DESIGN LANGUAGE

- Color
- Typography
- Balance
- Consistency
- Responsiveness

COLOR



A BALANCED COLOR SPHERE

MODELS FOR COLOR

- RGB
- HSL

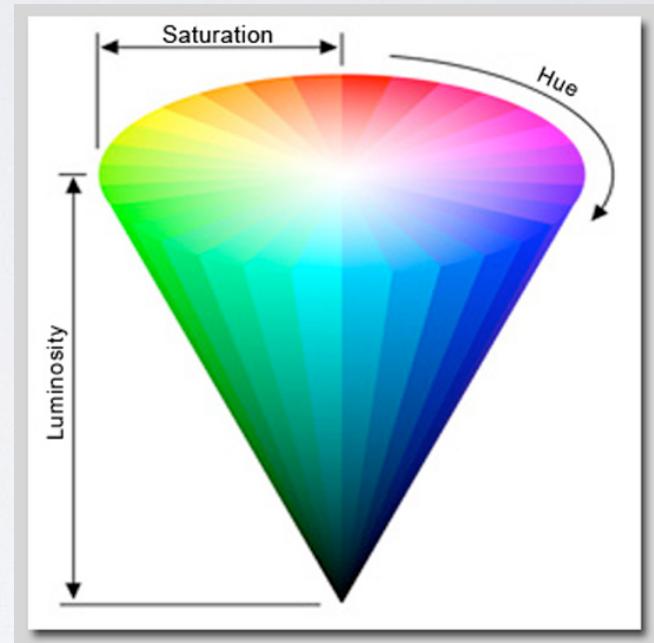
RGB

- Three pieces of information needed:
 - Amount of red
 - Amount of green
 - Amount of blue

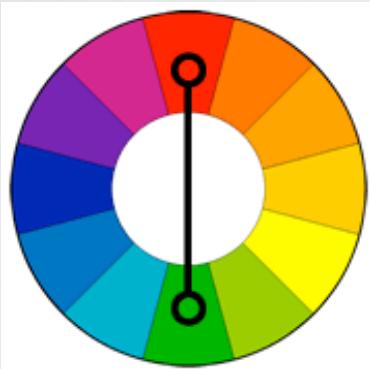


HSL

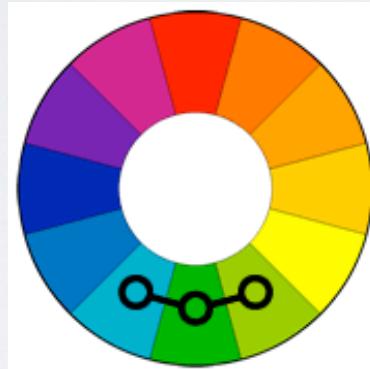
- Also three pieces of information needed
 - Hue
 - Saturation
 - Lightness



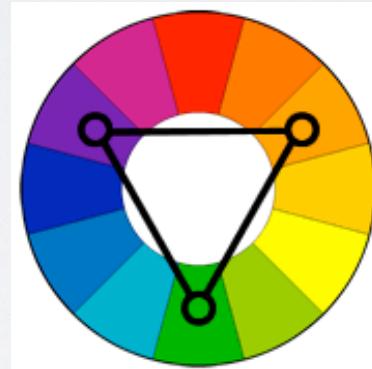
COLOR HARMONY



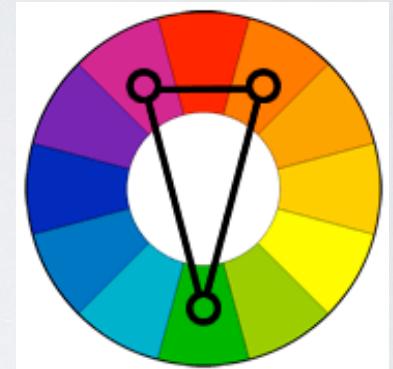
Complementary



Analogous

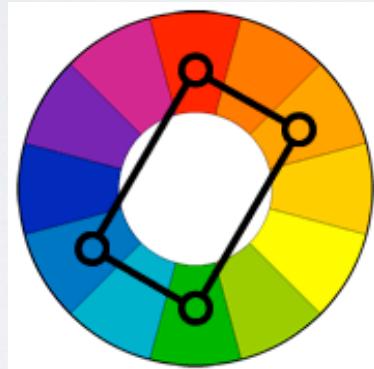


Triadic

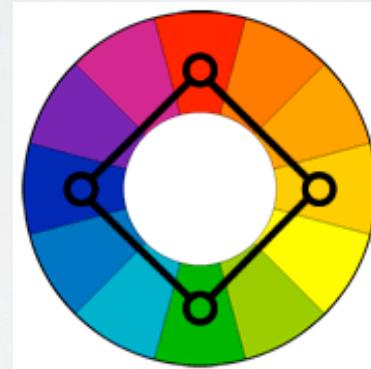


Split
Complementary

COLOR HARMONY



Tetradic



Square

COLOR IN CSS

- Multiple ways of specifying color
- By name: white, etc.
- Hexidecimal: #FFFFFF, etc.
- RGB: `rgb(255, 255, 255) /* red, green, blue */`
- HSL: `hsl(360, 100%, 100%) /* hue (1-360), saturation, lightness */`

COLOR IN CSS

- Fourth parameter is the alpha channel (level of opacity) from 0 to 1
- RGBA: `rgba(255, 255, 255, 1)`
- HSL: `hsla(360, 100%, 100%, 1)`

COLOR IN LESS

- `lighten(@color1, 20%)`
- `darken(@color1, 20%)`

COLOR TOOLS

- Color Scheme Designer
- Colour Lovers
- ColorZilla
- Gradient Editor
- HSL Picker

TYPOGRAPHY
TYPOGRAPHY
TYPOGRAPHY

SAFE FONTS?

- Times New Roman
- Arial
- Verdana
- Courier New

@FONT-FACE

- Dramatically expands the availability of fonts for the web
- Not implemented by all browsers



PLEASE KEEP
THE DOOR
CLOSED!!!
THANK YOU!!!

Please don't use
Comic Sans—we
are a Fortune 500
Company, not a
Lemonade Stand.

The Comic Sans Pledge

I,,

UNDERSTAND THAT MY CHOICE OF FONT HAS THE
POWER TO SUBCONSCIOUSLY & INCORRECTLY SET
THE TONE FOR A PIECE OF PRINTED MATERIAL, AND
AS A RESULT PROMISE TO SERIOUSLY CONSIDER
WHETHER COMIC SANS IS AN APPROPRIATE FONT
CHOICE BEFORE USING IT IN ANY PRINTED WORK IN
THE FUTURE.

SIGNED

.....
comicsanscriminal.com

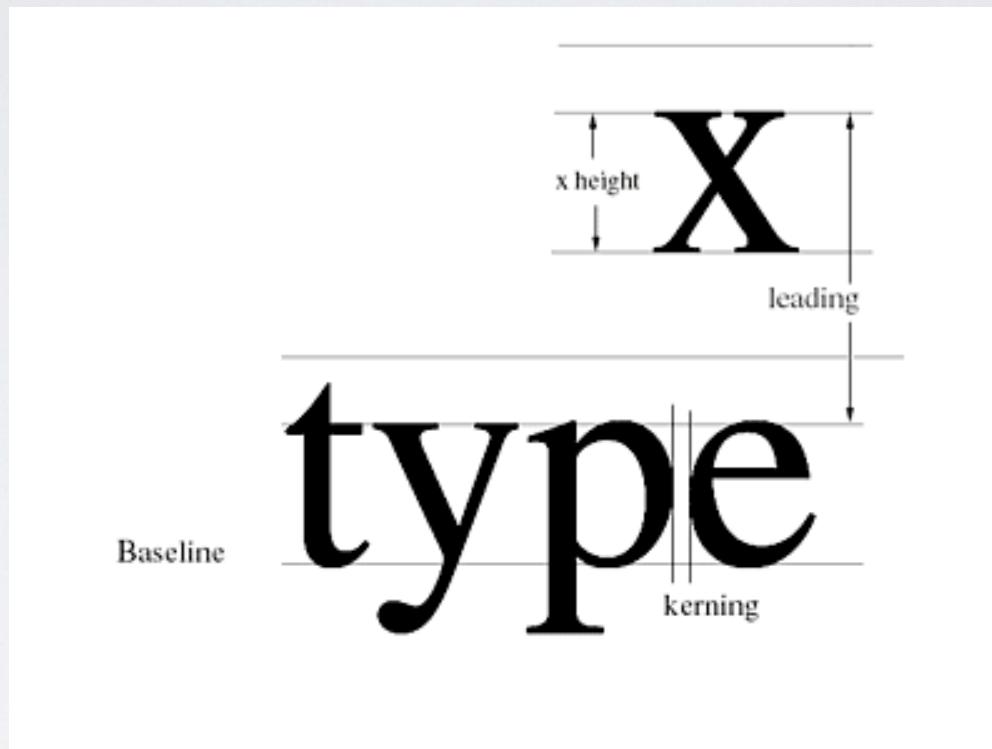
TYPES OF TYPE

- serif (also called Roman)/sans serif
- proportional/monospace
- blackletter (also called Gothic)
- *handwriting*

NOT JUST ABOUT FONT

- Perfectly good pages can be made with Times New Roman or some of the other standard fonts.

TYPEFACE ANATOMY



LEADING

- Lead like the metal not the verb
- CSS property: **line-height**
- Use values without units so that they are inherited correctly

KERNING



IF YOU REALLY HATE SOMEONE, TEACH
THEM TO RECOGNIZE BAD KERNING.

TYPOGRAPHY RULES OF THUMB

- Don't use more than two fonts (plus whatever font the logo uses)
- Whitespace is your friend
- Pay attention to line height
- Specify exact weights (700 rather than bold) if you use fonts whose weights you know. See [Avoiding Faux Weights](#).

TYPOGRAPHY TOOLS

- lettering.js
- kerning.js
- What the Font!
- kerntype
- Google Fonts
- Typekit

BALANCE

SYMMETRY



ASYMMETRY

51THREE The portfolio of Jesse Bennett-Chamberlain

HOME PORTFOLIO NOTEBOOK CONTACT

CREATIVE SERVICES FOR THE DESIGN-CHALLENGED DEVELOPER

As a developer, you're an extremely creative individual. Getting your websites to behave in Internet Explorer is proof enough... you are creative. Even so, you may not have the time or know-how needed to get the design of your site looking as clean as your code. That's OK. I take design as seriously as you take your markup. Have a look around, and get in touch if you think we'd work well together.

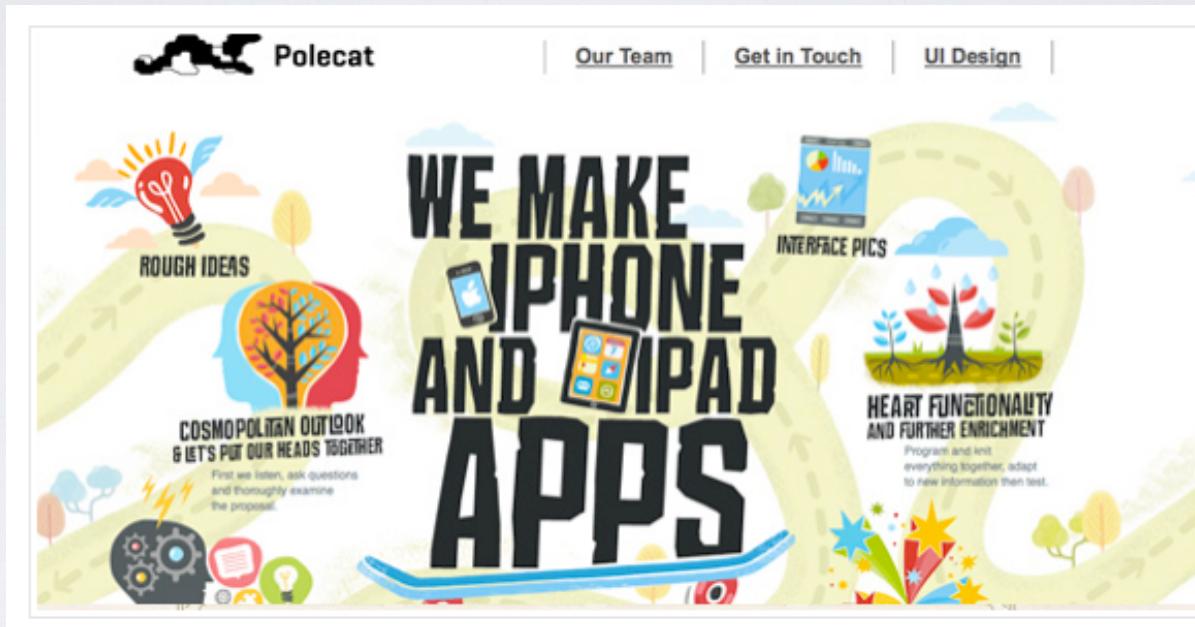


CAMPAIN MONITOR
December 2008
Jesse is an incredibly talented designer. He has a knack for

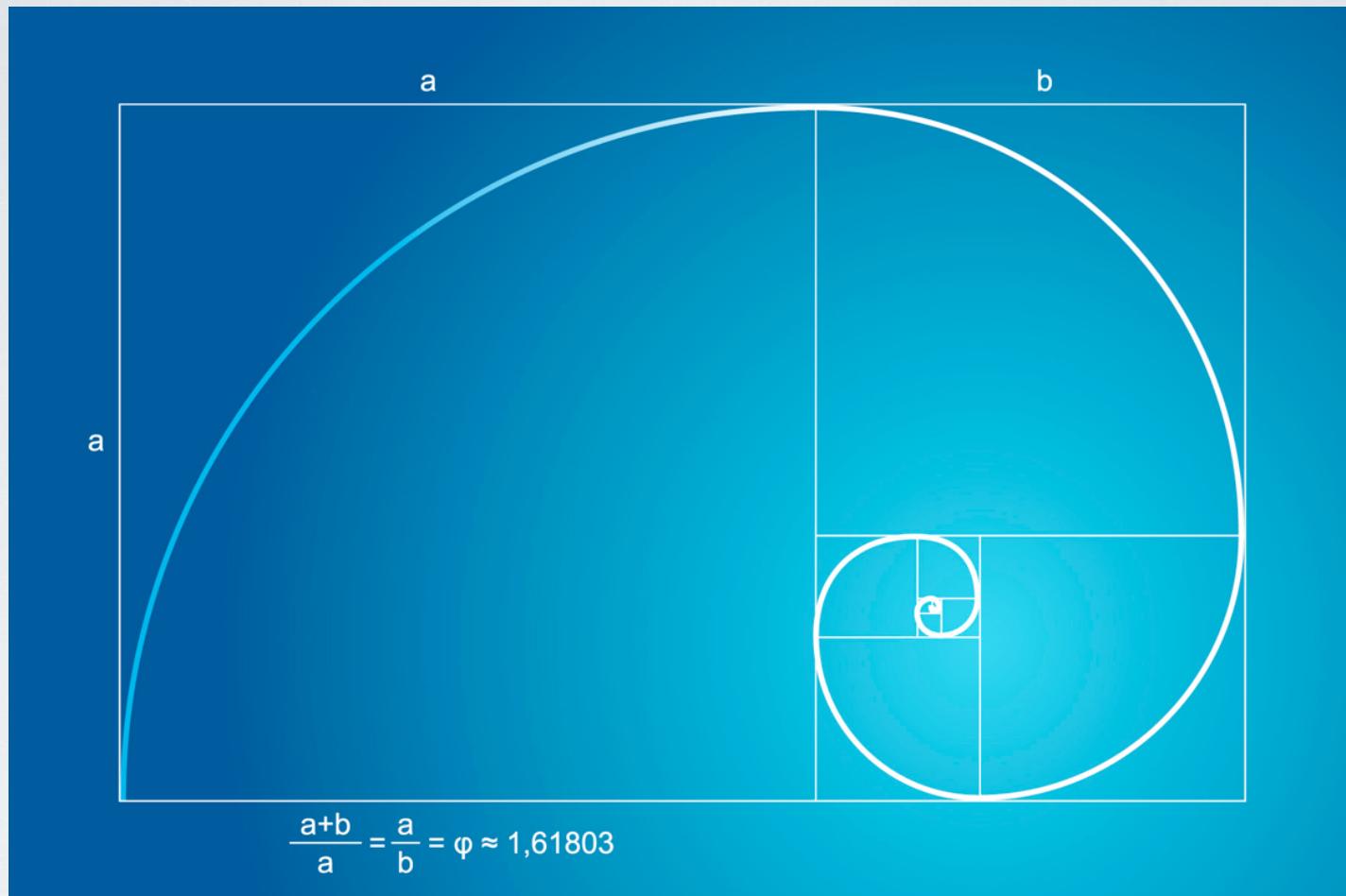
MOBILE WEB DESIGN
August 2007
Jesse is one of the most gifted and sought-after web

GLOBE INVESTOR
February 2009
What sets Jesse apart is his ability to really hear and

RADIAL SYMMETRY



GOLDEN RATIO





What's happening?

Timeline @Mentions Retweets Searches Lists

Tweets mentioning @stop

 Coley Wopperer
@stop @zhanna Correction: Three-PERSON design team.
from Potrero, San Francisco
33 minutes ago

 ozanilbey Ozan İlbeý Yılmaz
Dear #NewTwitter, "good proportion" is one of the main design principles. Remember? @stop @design
1 hour ago via web Favorite Retweet Reply

Mentioned in this tweet

 ashleyv Ashley Veselka
Right? LOVE #newtwitter! Great job @stop @Zhanna RT
@jonstovall: man, twitter. you really know how to do webz
1 hour ago

 Zhanna Zhanna Shamis
@goldman @stop right on!
from SoMa, San Francisco
1 hour ago

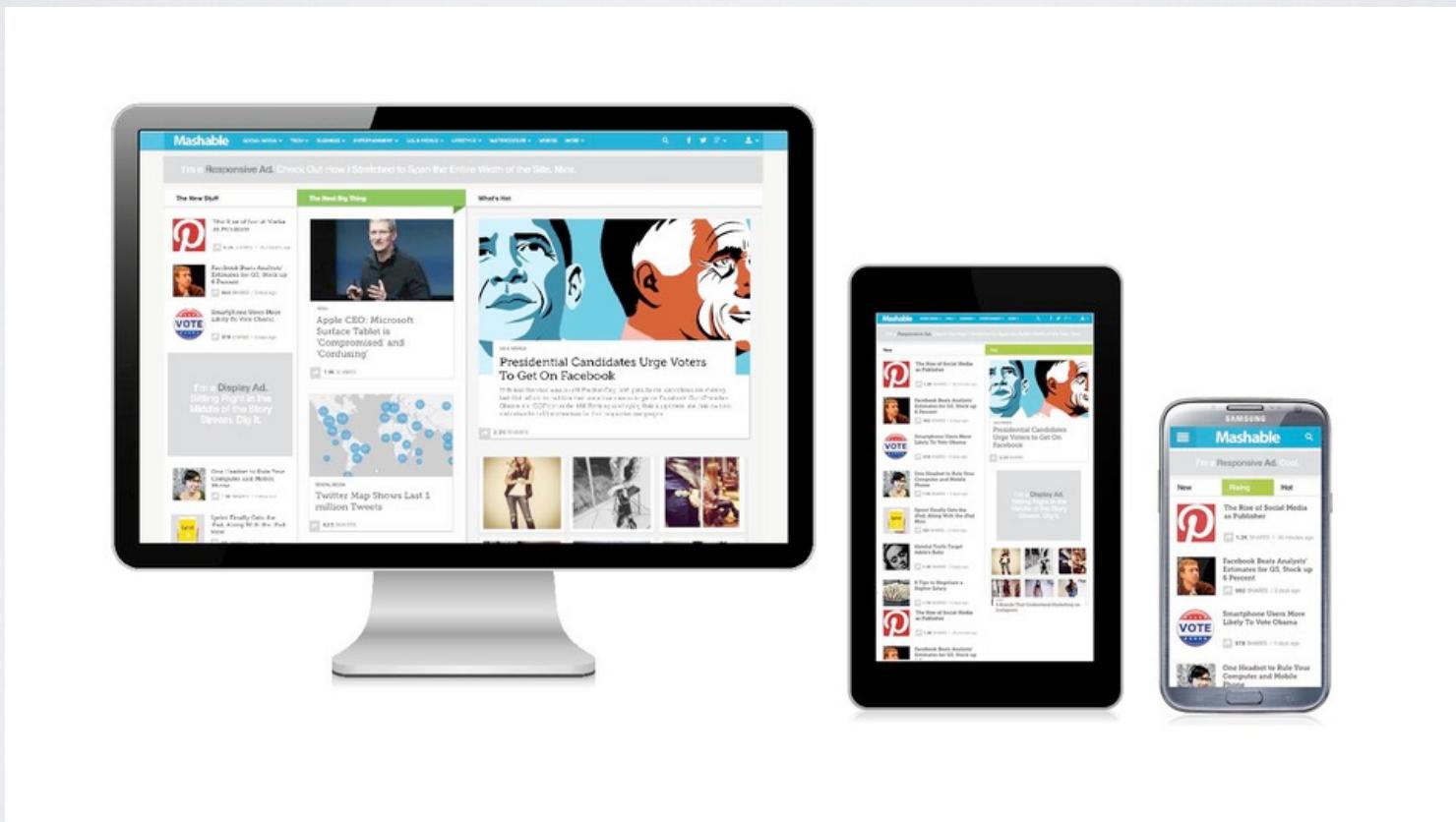
Replies to this Tweet

 ozansener ozansener
@ozanilbey ya o proportion bazen ise yariyo :p ama gerekliginde buyumesi daha guzel olurdu.
from Princeton North, NJ
1 hour ago

Tweets tagged with #NewTwitter

RESPONSIVENESS

RESPONSIVE DESIGN



A LIST

A LIST APART

Issue 379

AA 23, 2013

Follow through with Post-Launch Strategy

by AARON MENTLE - 36 Comments

Design studios have traditionally worked on a "launch and dash" model: we study a client's business problem, address it in design, UX, and content strategy; inject templates into a CMS; take the money, and run. But while we've spent years refining our web and UX practices, we've never paid much attention to what happens months after we deliver a site. If we truly want to help the client whose conversions are going flat, it's time to embrace post-launch strategy—and stop thinking of it as a bundle of shameful SEO tricks that are disconnected from our work. Aaron Mentle shares how his small boutique studio hired a digital strategist, and the benefits that have accrued to the studio as well as its clients.

Client Relationships and the Multi-Device Web

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A LIST APART

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TYPE SCALING

- <http://type-scale.com/>

EXERCISE

- Go to the list of bad websites at [http://
www.webpagesthatsuck.com/worst-websites-of-2012.html](http://www.webpagesthatsuck.com/worst-websites-of-2012.html)
- Choose a website
- Evaluate the site for color, typography, balance, consistency, and responsiveness. (Be ready to share your findings with the class.)