

ENTR 390.012

# Digital Product Design

**LECTURE 8: Visual I - Layout & Type**

November 7th, 2016

# Housekeeping

1. Assignment
2. Grading Update



# Go Vote Tomorrow!

(attendance)

# Lecture

1. What's the problem?
2. Make a thing.
3. Did it work?

# **GOOD DESIGN IS...**

**Useful**

**Usable**

**Delightful**

# GOOD DESIGN IS...



Useful      Usable      Delightful

# What makes design usable?

Simple

Matches the real world

Clear/obvious/self-explanatory

Confirmation and forgiveness

Well organized and consistent

# What makes design delightful?

Beautiful

Genuine

Funny?

Details matter!

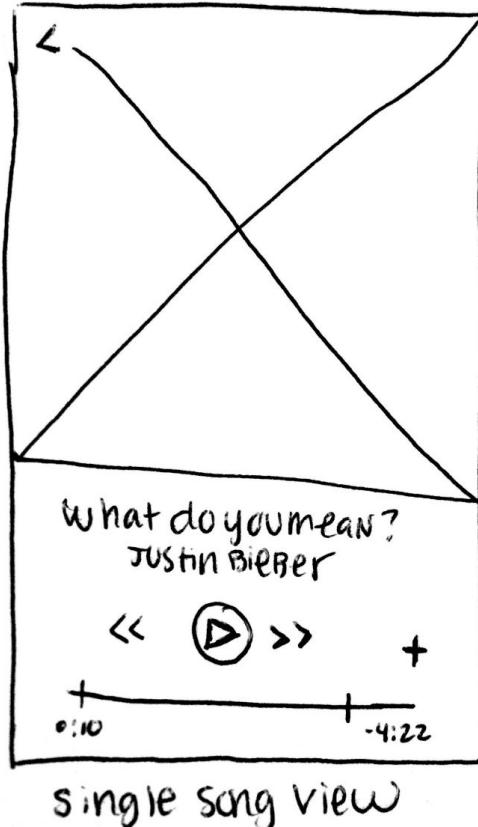
Just feels right





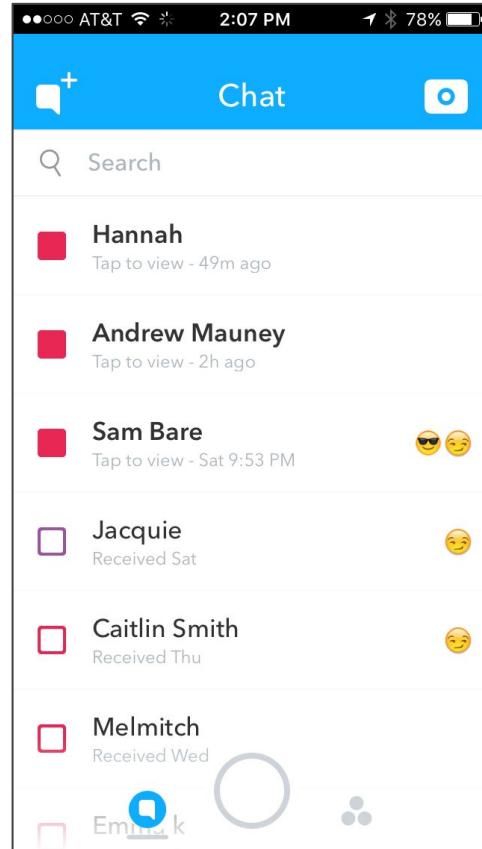


SONG LIST VIEW

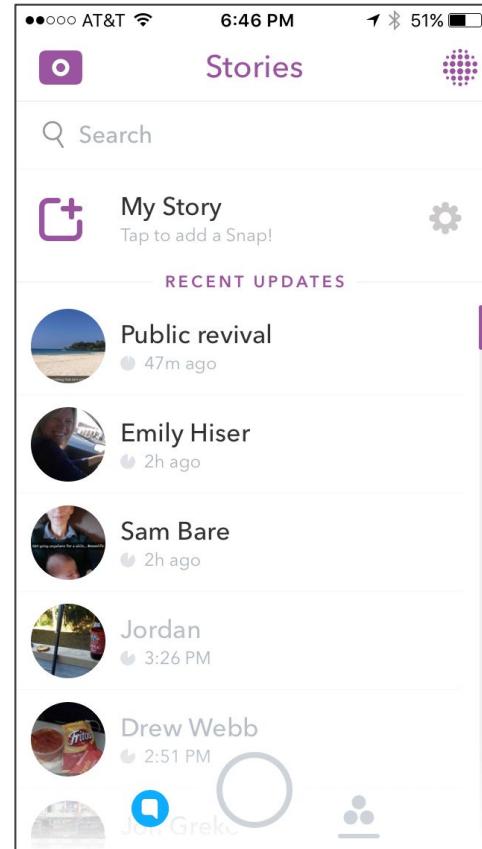




Friends



Chat



Stories

**Looks/feels Consistent**

**+**

**Easy to use, understandable**

# Layout

# Hierarchy

# What is hierarchy?

**Showing what's  
most important on the  
screen visually**

••••• AT&T ⌂ 1:20 PM 🔋 70%

Search your Pins



## Kelsey Trabue

Ann Arbor, MI / klsy.co



1.8k

Pins

351

Followers

236

Following

187

Likes



Search your Pins



## Kelsey Trabue

Ann Arbor, MI / klsy.co



1.8k

351

236

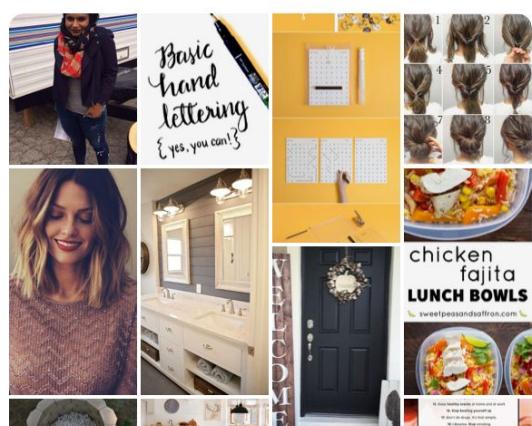
187

Pins

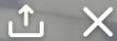
Followers

Following

Likes



# Size



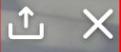
2 HOURS AGO

## SNL's Trump-Clinton opening tugged some heartstrings

In its last episode before Election Day, Saturday Night Live opened with one more sketch featuring Alec Baldwin's Donald Trump and Kate McKinnon's Hillary Clinton. But it was the opening's final minutes, which saw them break character and frolic through New York City, that brought on the feels.

Photo via @nbcchnl

◀ SWIPE TO BEGIN



Small icons

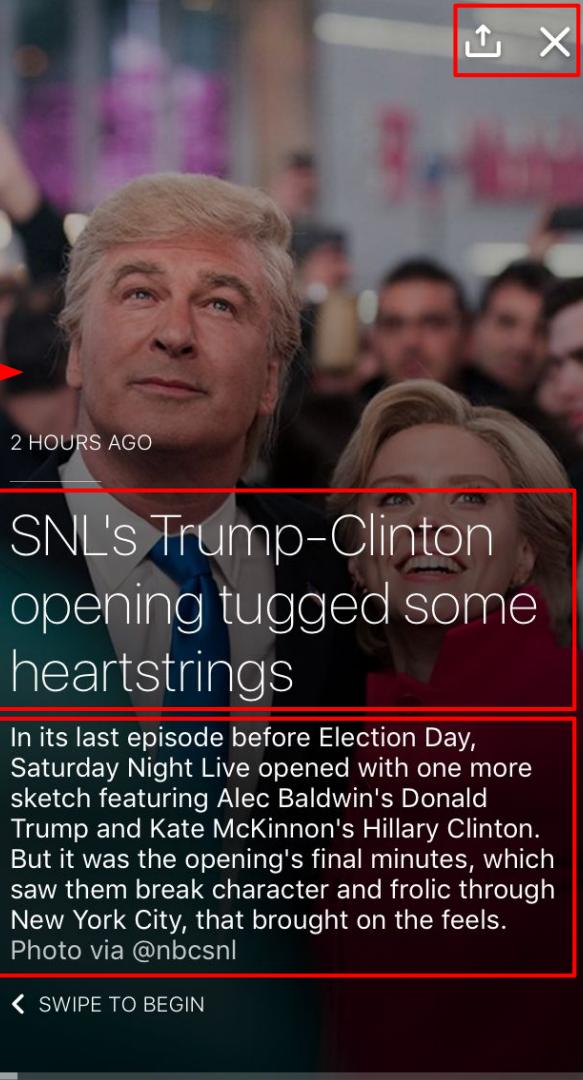
Large Photo



Large Headline



Smaller body copy



- 

WEIRD  
Heads up, the boys are back in town  
17 minutes ago
- 

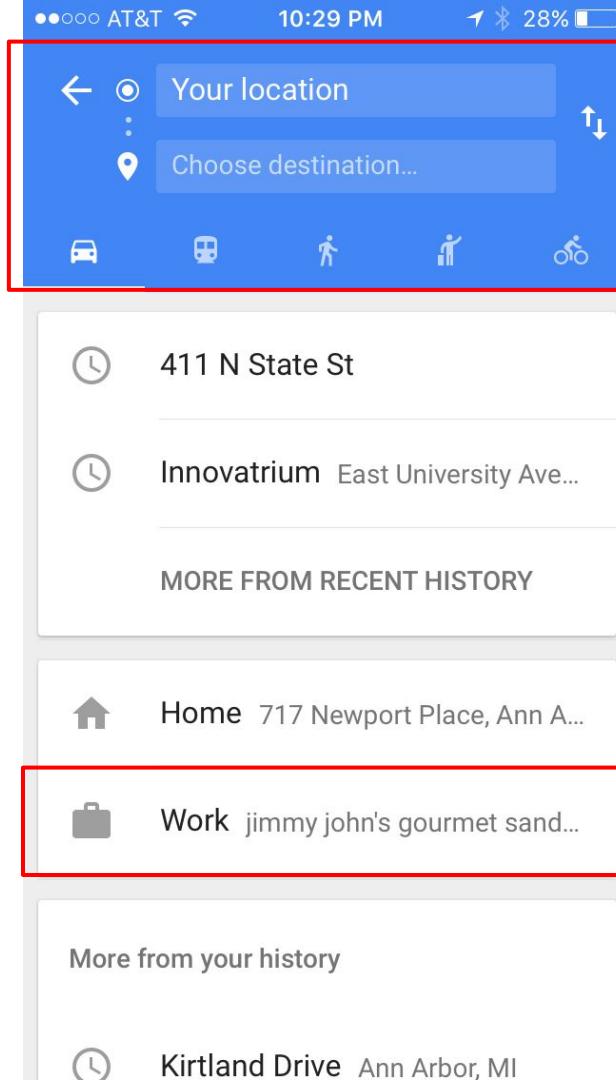
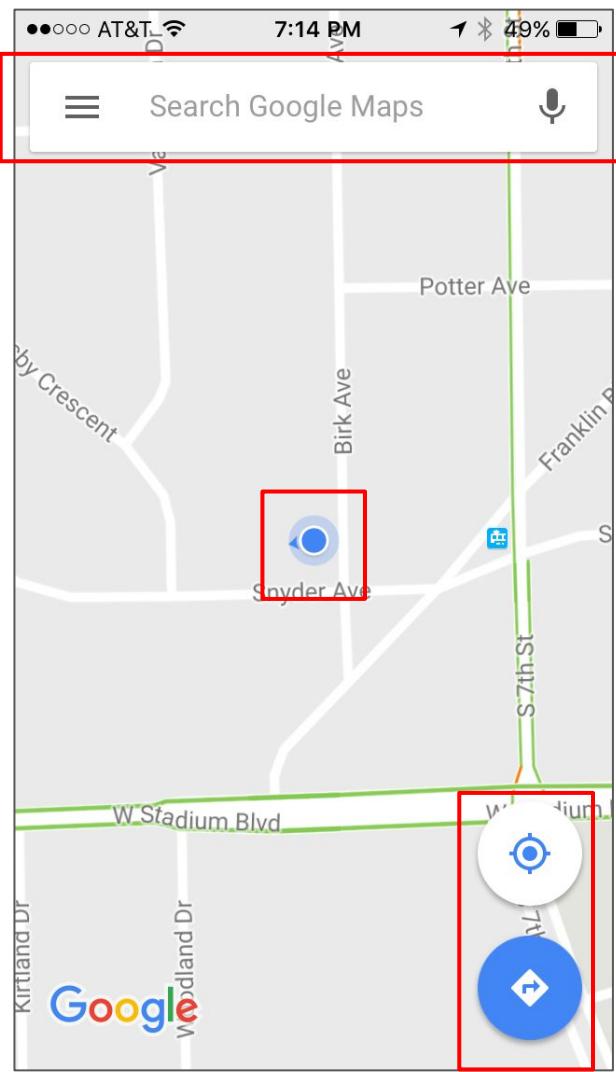
MUSIC  
Sara Bareilles imagined  
Obama's unspoken thoughts...  
19 minutes ago
- 

NFL  
Everyone loves a squirrel on  
the field  
10 minutes ago
- 

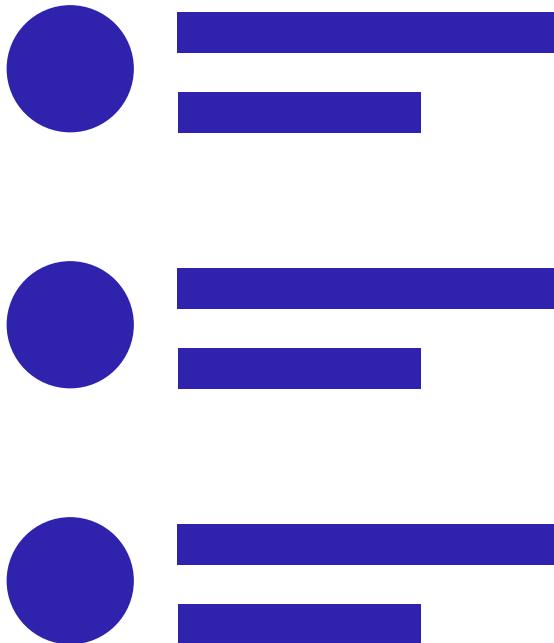
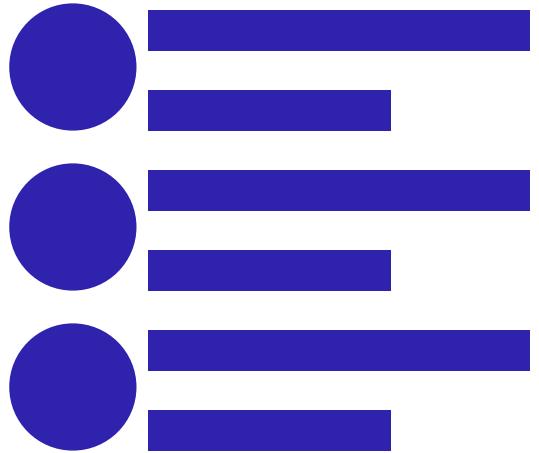
TELEVISION  
Bill Murray and the Cubs take  
over SNL Weekend Update  
1 hour ago
- 

...
- Home
- Notifications
- Moments
- Messages
- Me

# Composition



# Proximity





donald trump



All News Images Videos Books More ▾ Search tools

About 416,000,000 results (0.67 seconds)

### donald trump on Twitter

<https://twitter.com/search/donald+trump>

Donald J. Trump (@realDonaldTrump)

1 hour ago - [View on Twitter](#)

Our American comeback story begins 11/8/16.  
Together, we will MAKE AMERICA SAFE &  
GREAT again for everyone! Watch:  
[twitter.com/i/web/status/...](https://twitter.com/i/web/status/...)

Tim Miller (@Timodc)

3 hours ago - [View on Twitter](#)

Why isn't Trump smearing Somalis the lead  
from his speech today? A threatening assault on  
American immigrants 2 days before election.



### Fund Our Final Ad | Donald J Trump for President

<https://www.donaldjtrump.com/> ▾

Official campaign site of the Republican nominee in 2016 for U.S. President.

### Schedule | Donald J Trump for President

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Tuesday, November 08, 2016 -. DONALD J. TRUMP VICTORY PARTY. Donald J. Trump & Governor Mike Pence. New York Hilton Midtown ...

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### Donald Trump Rushed Offstage by Secret Service Agents - The New ...

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1 day ago - A man thought to have a gun was apprehended on Saturday night at a Trump rally in Reno, Nev., but no weapon was found, the Secret Service ...



donald trump



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[twitter.com/i/web/status/...](https://twitter.com/i/web/status/...)

Michael Biesecker (@mbieseck)

59 mins ago - View on Twitter

"Rope. Tree. Journalist." shirt spotted at  
@realDonaldTrump rally in MN \_ Reuters photo  
by Jonathan Ernst  
[pic.twitter.com/1VTkYPOOV...](http://pic.twitter.com/1VTkYPOOV...)



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<https://www.facebook.com/DonaldTrump> ▾

This is the official Facebook page for Donald J. Trump.

●●●○○ AT&T ⌂ 2:07 PM ↗ Bluetooth 78% 🔋



## Chat



Search



**Hannah**

Tap to view - 49m ago



**Andrew Mauney**

Tap to view - 2h ago



**Sam Bare**

Tap to view - Sat 9:53 PM



**Jacquie**

Received Sat



**Caitlin Smith**

Received Thu

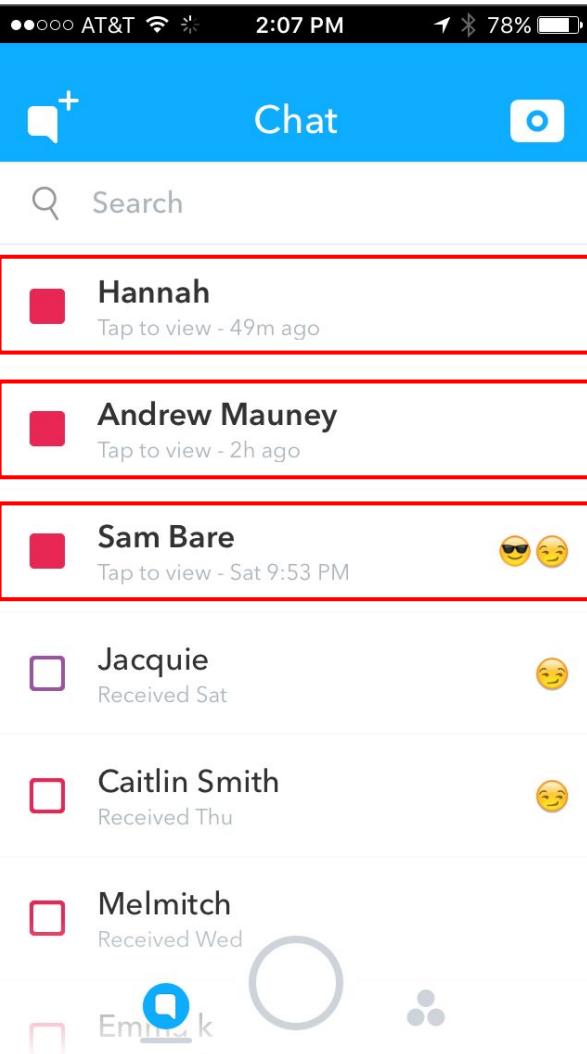


**Melmitch**

Received Wed



Emina k

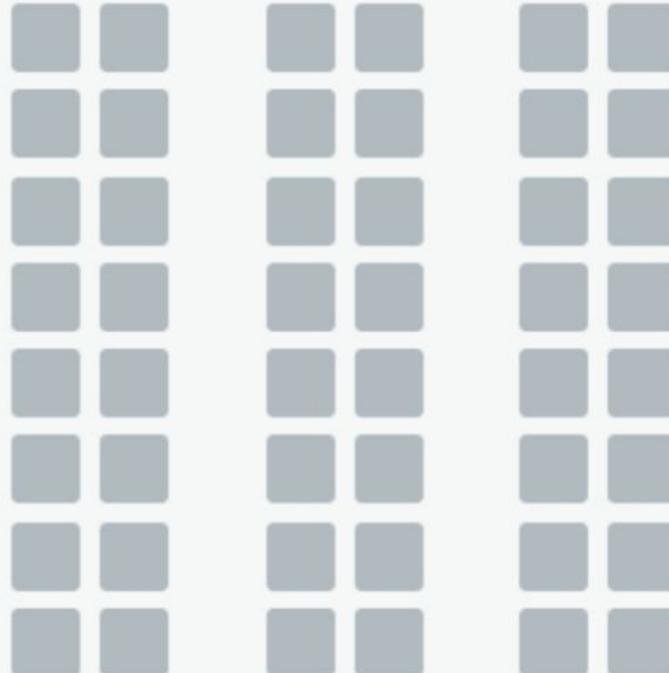


# Whitespace





**proximity**



**whitespace**



donald trump



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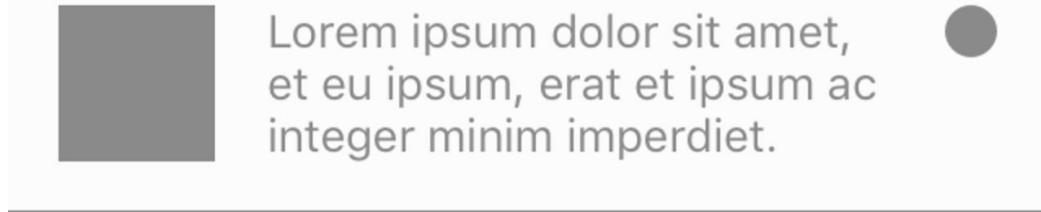
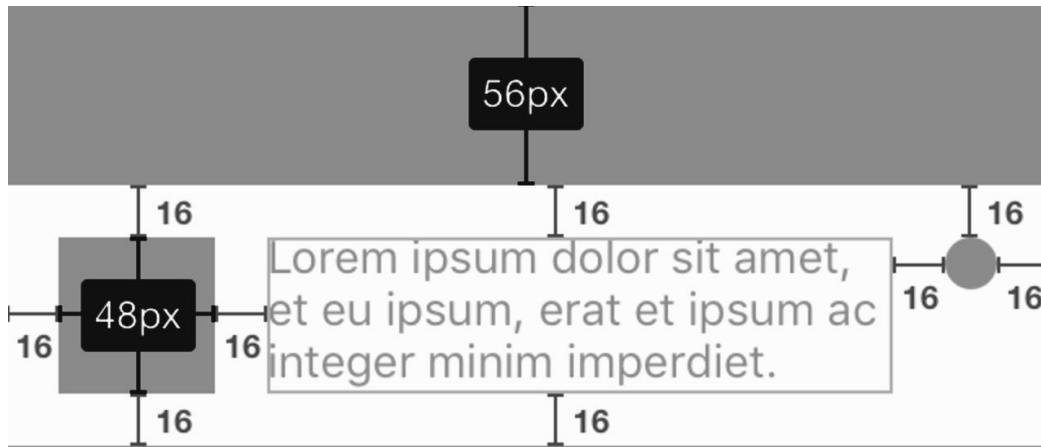
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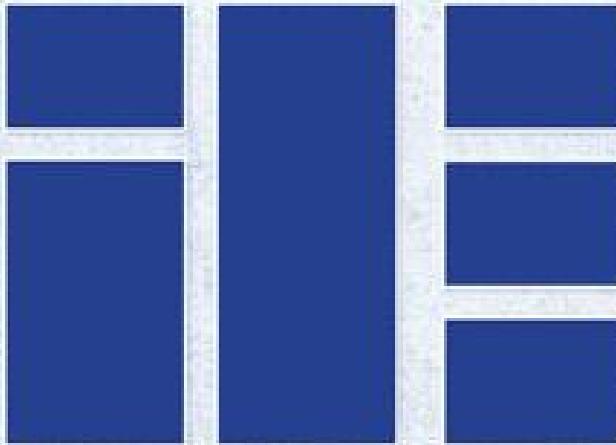
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# Margin, padding



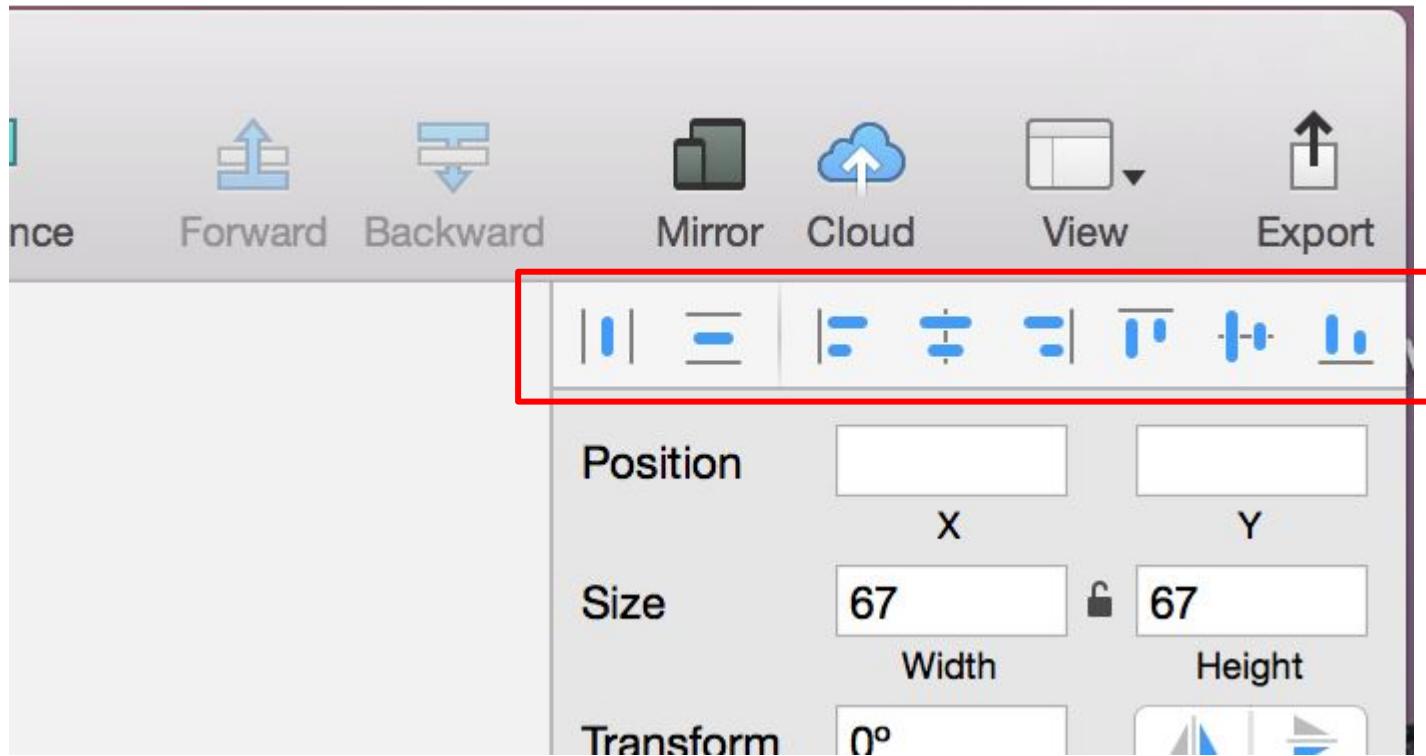
# Alignment

Organized alignment

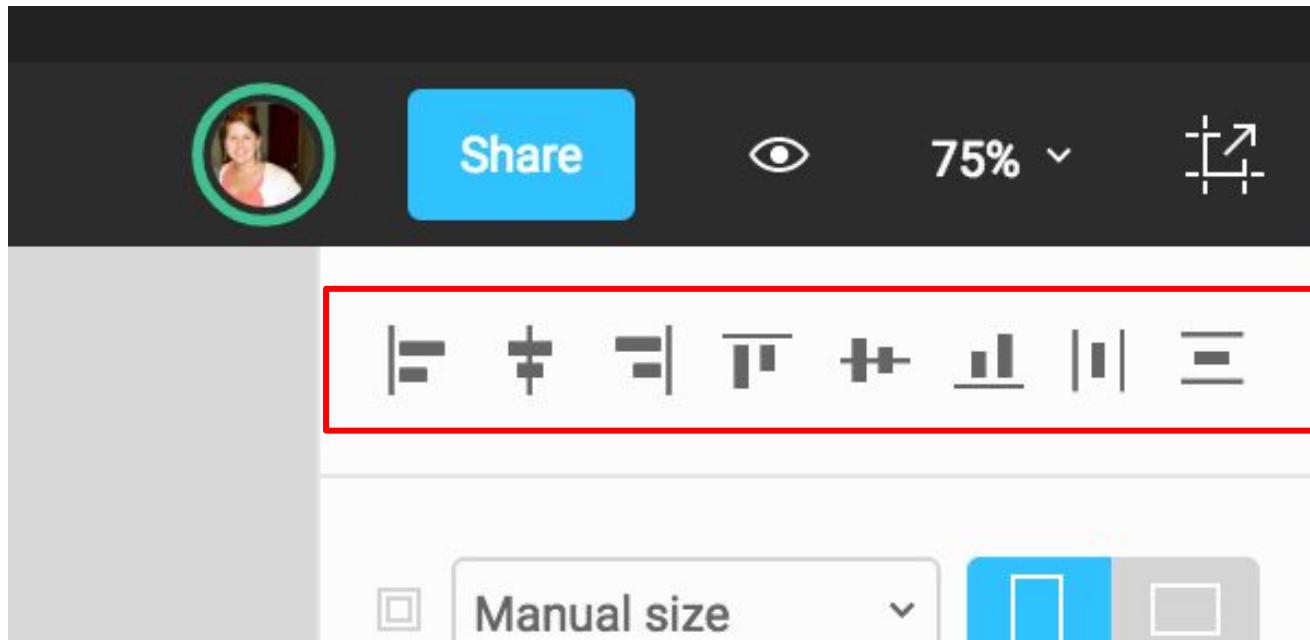


No alignment





Alignment Panel in Sketch



Alignment Panel in Figma

•oooo AT&T ⌘

7:37 PM

45% 🔋

Back

Inbox

Edit

Petco

6:14 PM >

Get dog food & supplies shipped free!  
Plus BIG SAVINGS on dog food and  
supplies....

Boulder NewCo

5:14 PM >

Savor your Sunday & NewCo Boulder,...  
We invite stellar NewCos to open their  
doors and share their stories of positiv...

Quora

4:29 PM >

Your Facebook friend MariVicky Lang...

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# Grid

## 12 Column Grid

		940		
60		860		
140		780		
220		700		
300		620		
380		540		
460		460		
220	220	60	380	
60	380	220	220	



# Four downloads

All hosted on Github.

---

## GGS.html

Contains the required markup (namely the meta viewport tag) and a simple demo of the grid in use.

## GGS.css

Contains the meat of GGS, with some demo code filled in. Details about its contents are included in CSS comments throughout the file.

## GGS.less / GGS.scss

Both contain the source of GGS.css. GGS.less is written using the LESS CSS language. GGS.scss is written using the SCSS language, and was contributed by mikker.

## GGS.js

Contains Golden Gridlet, a script that overlays the GGS grid and a baseline grid of 1.5em onto the page. Can be customized around the top of the file. Powered by the Ender library.

# Many useful tips

And answers to some FAQs.

---

## **Don't use GGS as it is.**

Take it apart, steal the parts that you like, and adapt them to your own way of working.

**Fluid design is hard.**

## **GGS actually does very little.**

It's definitely not a framework. It's more just a starting point and a couple of guidelines.

**Serve IE6–8 just the mobile layout.**

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## Serve IE6–8 just the mobile layout.

# Type

# Line Length



Recommended by Matt de Caussin, David Cohen, and 17 others



David Brown

Founder and co-CEO @Techstars.

Oct 31 · 2 min read

## If You Are a US Citizen, Vote on Nov. 8

I am a political junkie, I have been since I arrived in the United States from Canada in 1990. I have watched the news shows every Sunday morning since then (David Brinkley through George Stephanopoulos), I watch and read the news every day. David Cohen and I were roommates as the 1992 cycle was ramping up and I remember debating the pros and cons of Ross Perot and watching the amazing Dana Carvey playing both Perot and Bush on SNL (“If I am elected president, you don’t have to pay me one red cent, but if I grow the economy 3%, I get a billion dollars”). It was awesome.

I’m not shy about talking about my beliefs, in my book I said that “although I consider myself a liberal and certainly lean far left by American standards, I always joke that my family considers me the Republican of my family”. But I respect that fact that everyone has the right to their point of view. Normally, I stay away from the topic in public and on social media.

This year is different; I am scared about the consequences of the result because so much hangs in the balance. I am not going to preach about who



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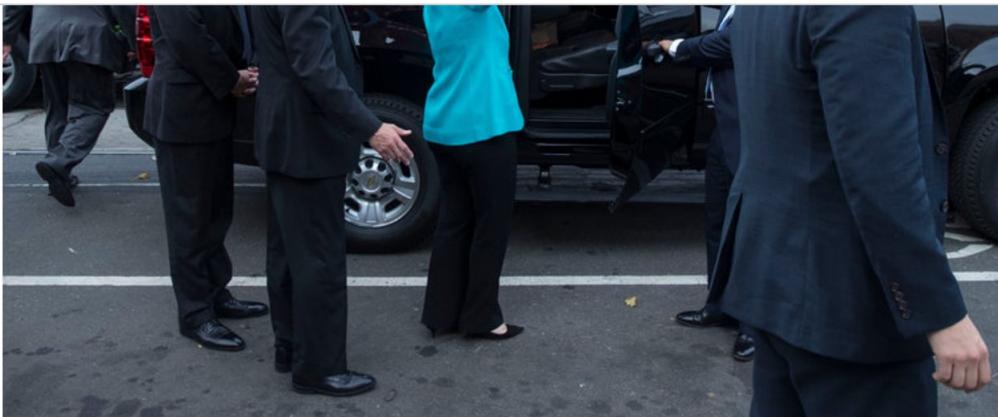
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# Font Size



Hillary Clinton in Philadelphia on Sunday. The F.B.I. informed Congress on Sunday that it has not changed its conclusions about Mrs. Clinton's use of a private email server as secretary of state.  
Doug Mills/The New York Times

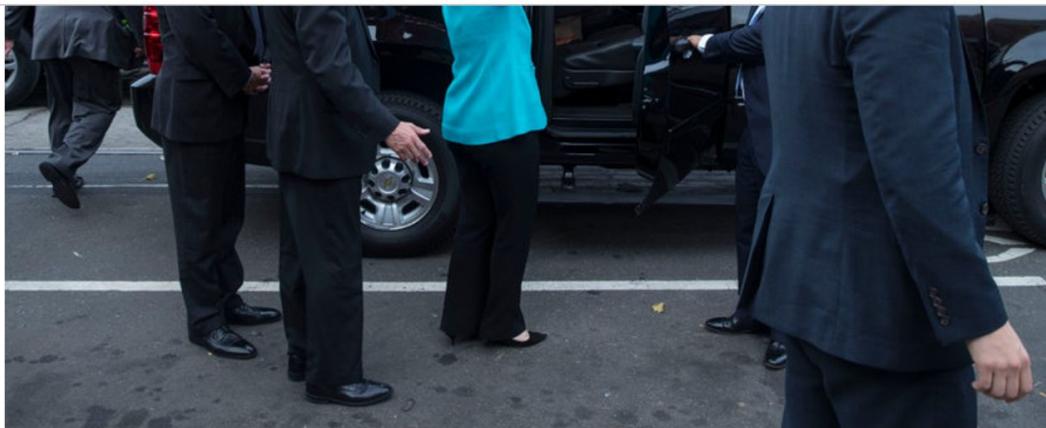
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Mr. Comey's announcement, just two days before the election, was an effort to clear the cloud of suspicion he had publicly placed over her presidential campaign late last month when he [alerted Congress](#) that the F.B.I. would examine the emails.

"Based on our review, we have not changed our conclusions that we expressed in July with respect to Secretary Clinton," Mr. Comey wrote in a [letter to the leaders of several congressional committees](#). He said agents had reviewed all communications to and from Mrs. Clinton in the new trove from when she was secretary of state.

The letter was a dramatic final twist in a tumultuous nine days for both Mrs. Clinton and Mr. Comey, who drew [widespread criticism](#) for announcing that the F.B.I. had discovered new emails that might — or might not — be relevant to its investigation of Mrs. Clinton, which ended in July with no charges. That criticism of Mr. Comey from both parties is likely to persist after the election.

While the new letter was clear as it related to Mrs. Clinton, Mr. Comey's message was otherwise vague. He did not say that agents had completed their review of the emails, or that they were abandoning the matter in regard to her aides. But federal law enforcement officials said that they considered the review of emails related to Mrs. Clinton's server complete, and that Mr. Comey's letter was intended to convey that.



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# **Header - 26pt bold**

## Subhead - 18pt

Paragraph - 16pt

# Line Height



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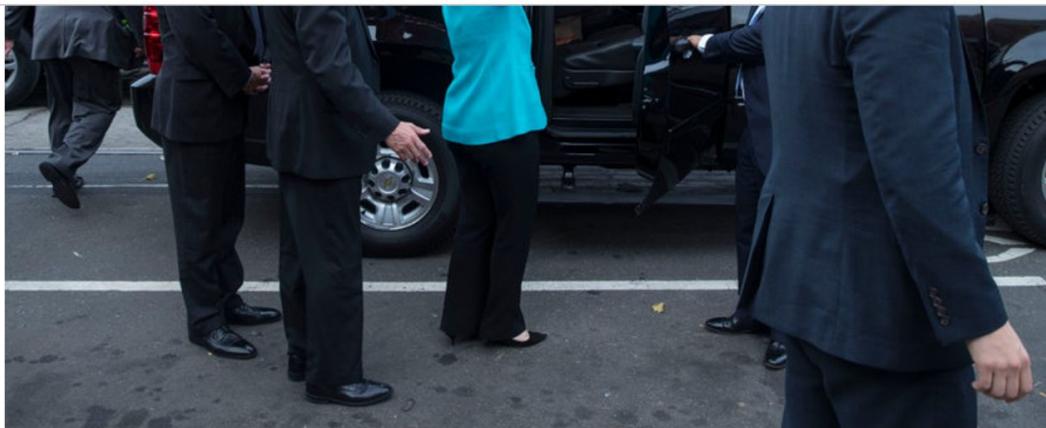
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**1.5 x font size**

**Example**

Subhead - 20pt

Line-height - 30pt

# Hierarchy

## Font Size + Font Weights



David Brown

October 31 · 2 min read

## If You Are a US Citizen, Vote on Nov. 8

I am a political junkie, I have been since I arrived in the United States from Canada in 1990. I have watched the news shows every Sunday morning since then (David Brinkley through George Stephanopoulos), I watch and read the news every day. David Cohen and I...

Read more...





David Brown

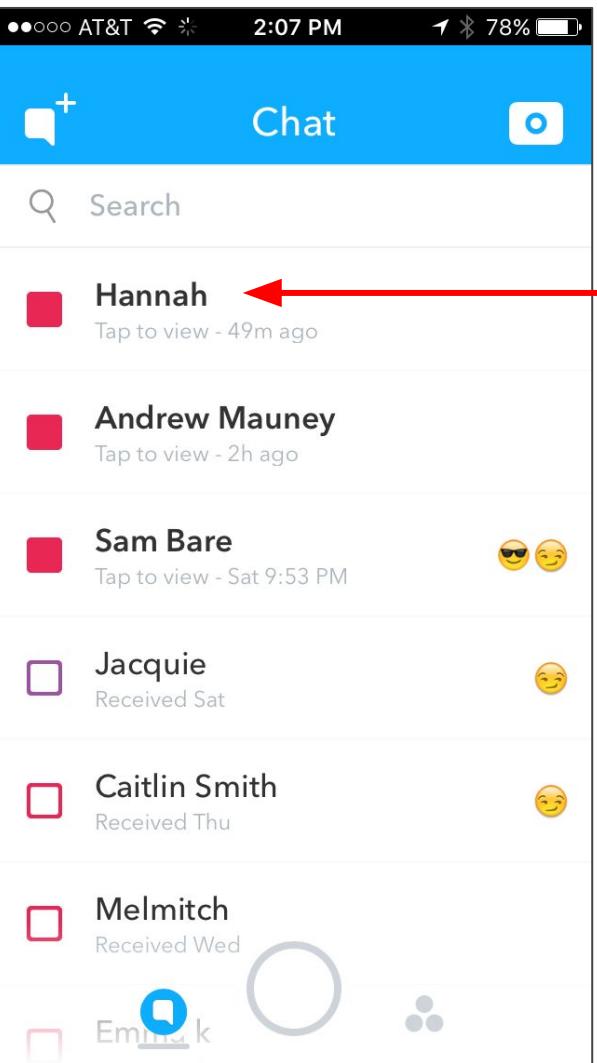
October 31 · 2 min read

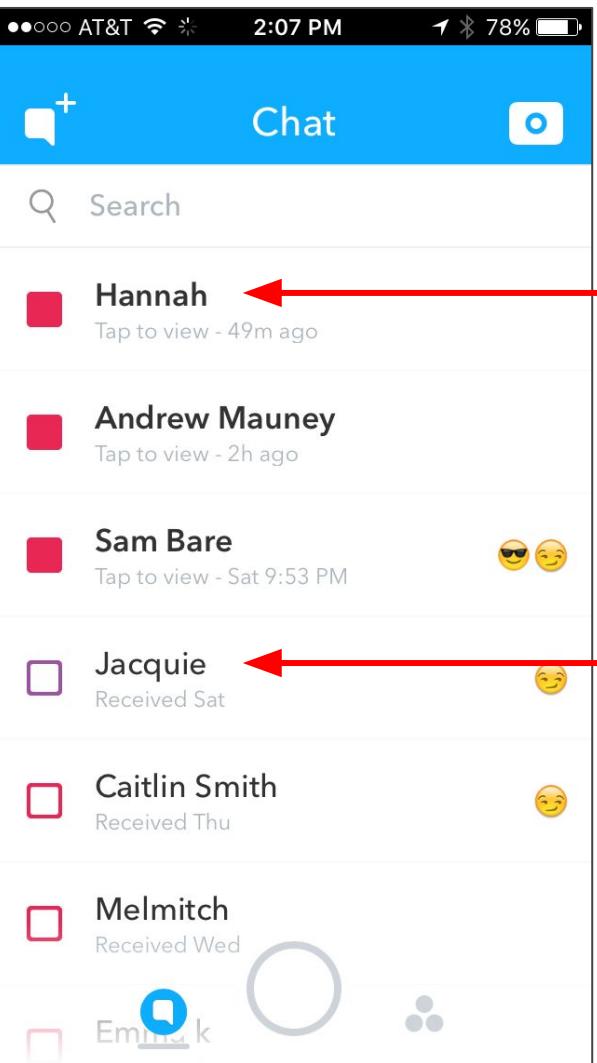
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Read more...







# Demo

# Wrap Up

- Hierarchy
- Size
- SPAAAAACE
- Alignment
- Font size, weight





**Tall**



**Grande**



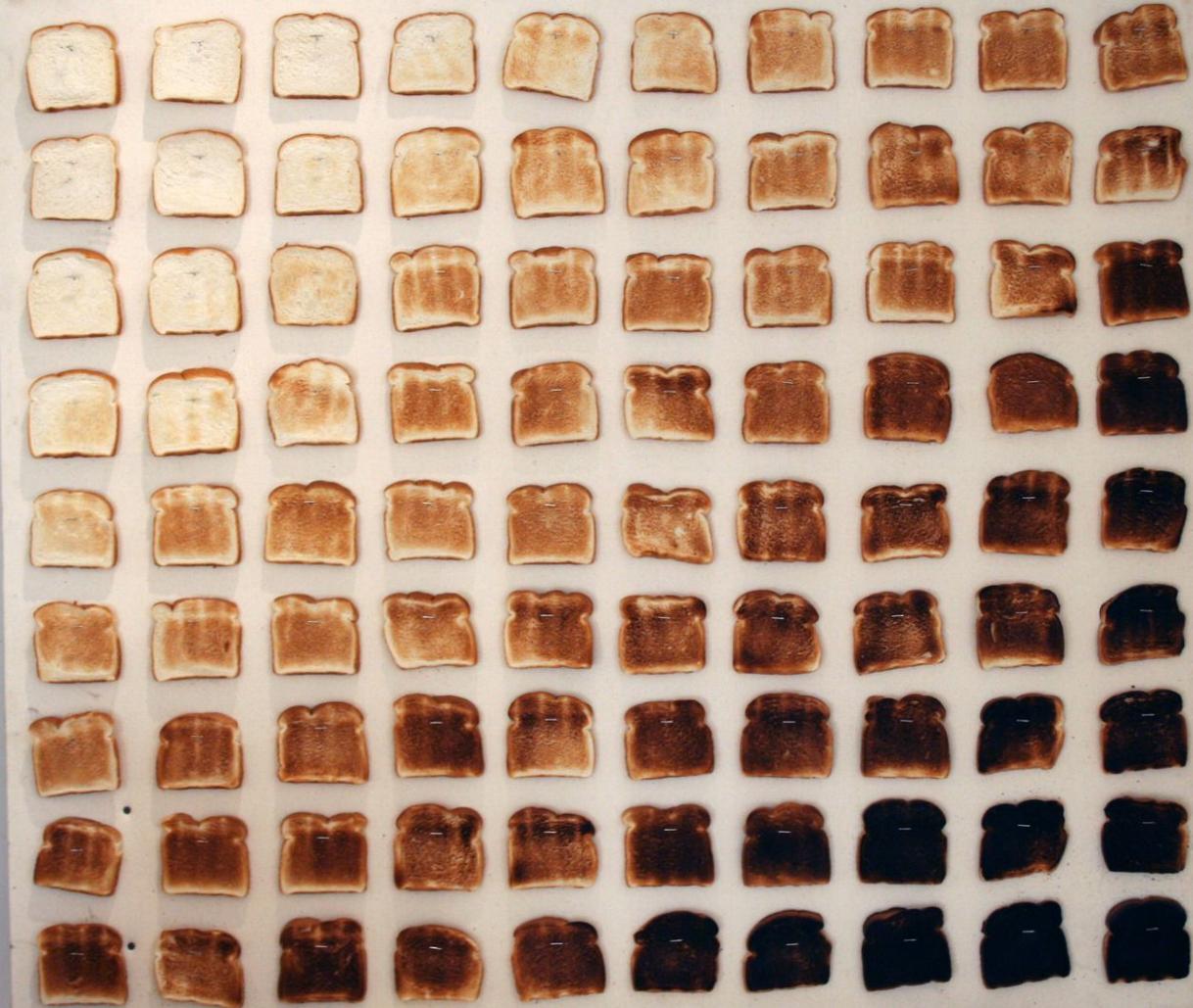
**Venti**



**Trenta**

Note: Not to Scale





font-weight: 100

Thin – 100

font-weight: 200

Extra Light – 200

font-weight: 300

Light – 300

font-weight: 400

Regular – 400

font-weight: 500

Medium – 500

font-weight: 600

**SemiBold – 600**

font-weight: 700

**Bold – 700**

font-weight: 800

**Black – 800**

font-weight: 900

**Super – 900**

# Assignment

# Create a high-fidelity wireframe

Improve the layout using the principles outlined in this lecture (alignment, size, proximity, font-size, font-weight, etc)

## CONTENT

- Use low-fi screens from the previous wireframe assignment
- Or create new screens from scratch

## FORMAT

- Minimum 2 screens
- Black and white color, font Arial only
- Bonus: submit before and after, update your whole app
- Submit as PDF in Canvas
- Due next Monday

## Let's Werkout

Hey newb, let's choose your plan

### STARTER

This will be 4 weeks of well-balanced workouts to get you fit

### GET LEAN

Get fit with a balanced plan to help you build up your endurance over 6 weeks.

### USE YOUR BODYWEIGHT

Improve your strength and muscle tone over 4 weeks, with no weights or equipment.

### WEIGHT TRAINING

Build full-body strength using weight training over 8 weeks.

example high-fidelity  
wireframe