

ENTR 390.012

Digital Product Design

LECTURE 9: Visual II - Color & Type

November 14th, 2016

Housekeeping

1. Assignment

100
==

Attendance

Lecture

Layout

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

GOOD DESIGN IS...



Useful

Usable

Delightful

GOOD DESIGN IS...



Useful

Usable

Delightful

What makes design delightful?

Beautiful

Genuine

Funny?

Details matter!

Just feels right

Looks/feels Consistent

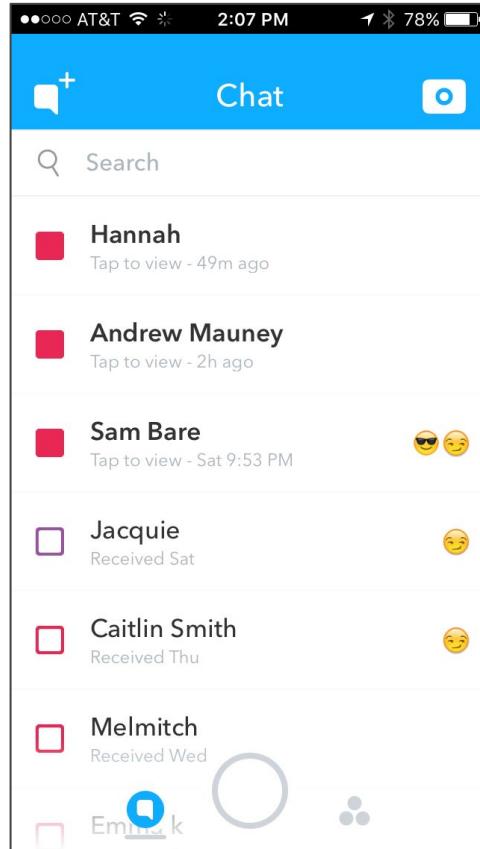
+

Easy to use, understandable

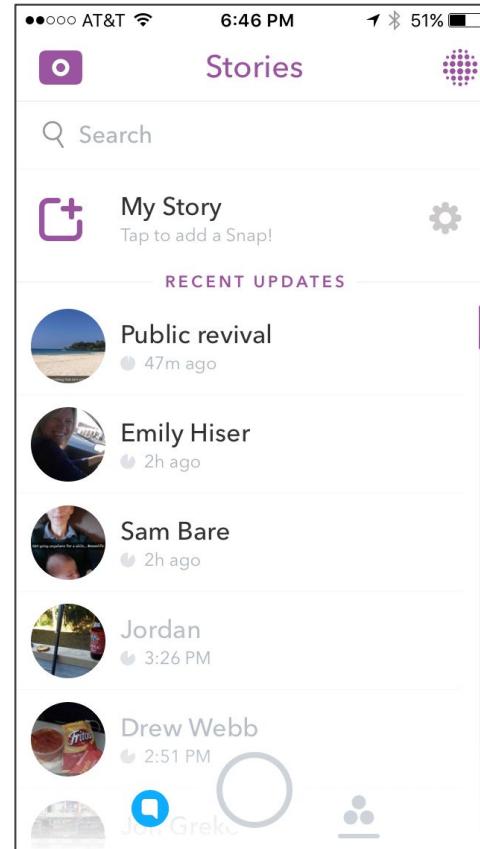
Color



Friends



Chat

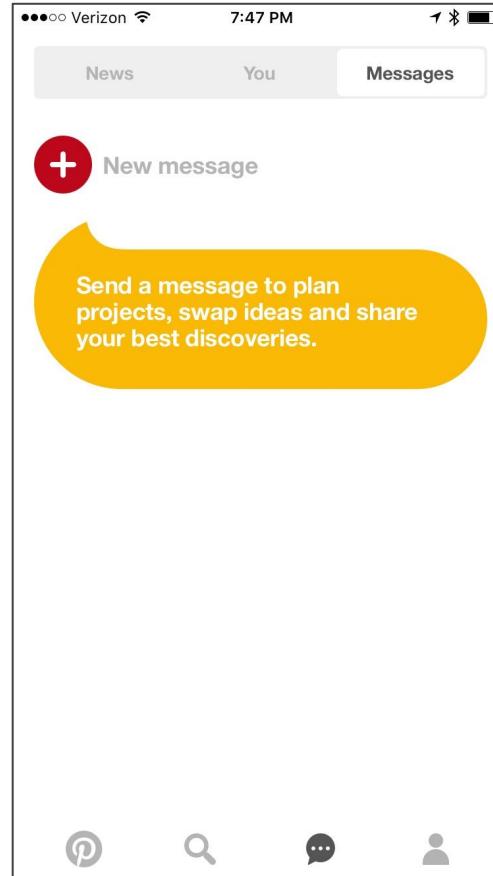
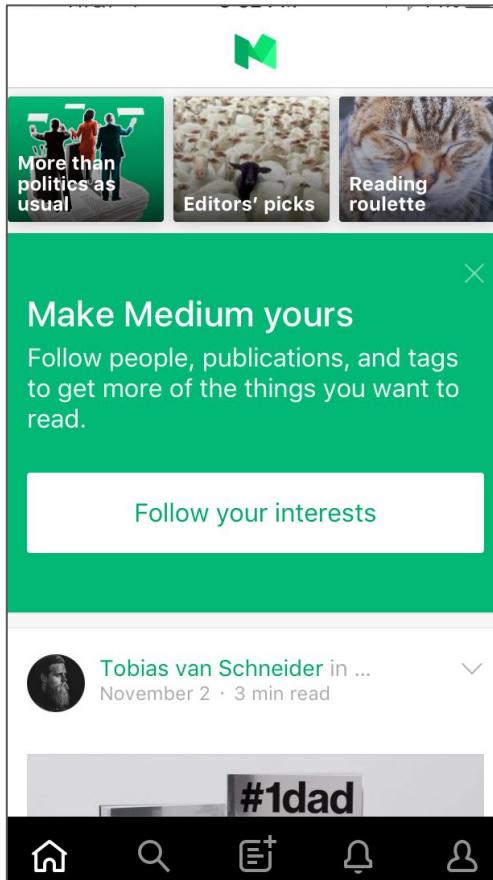


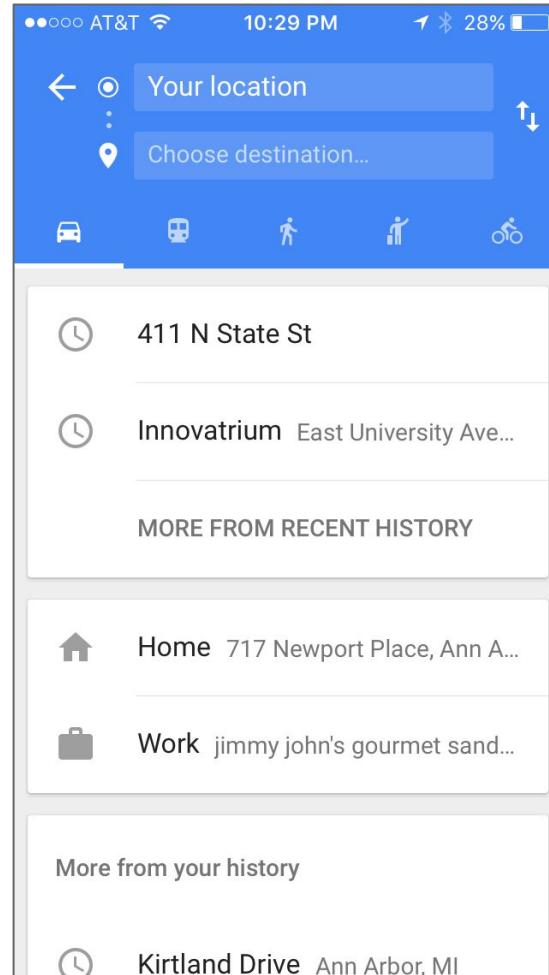
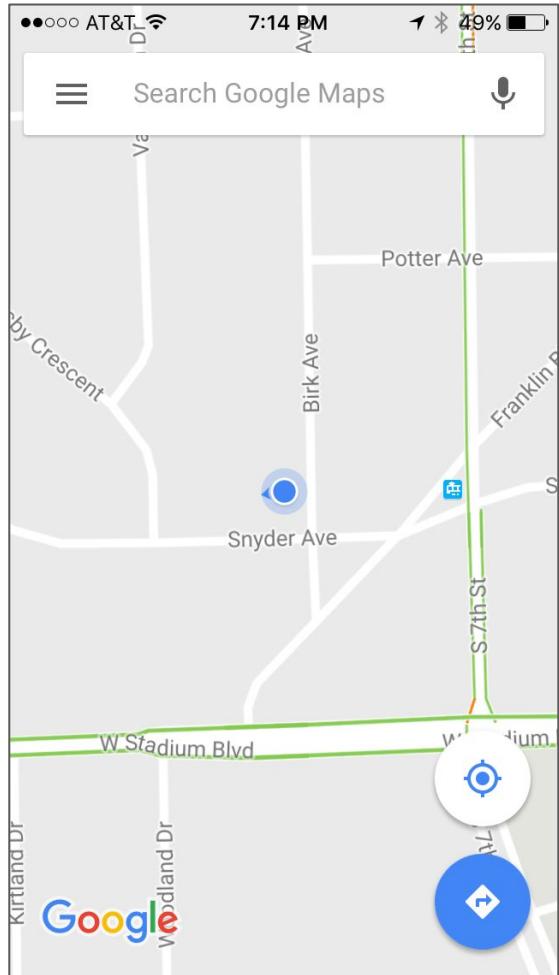
Stories

Emphasis

What is hierarchy?

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





•••○○ Verizon

4:55 PM



< iCloud

Done

|



I The Hi

Q W E R T Y U I O P

Tap here to search & send

A S restaurant info, movie K L
times, GIFs and more!

Z X C V B N M

123



• •



←

••••• AT&T ⌂ 1:20 PM ⌁ 70% 🔋

Search your Pins



Kelsey Trabue



Ann Arbor, MI / klsy.co

1.8k

Pins

351

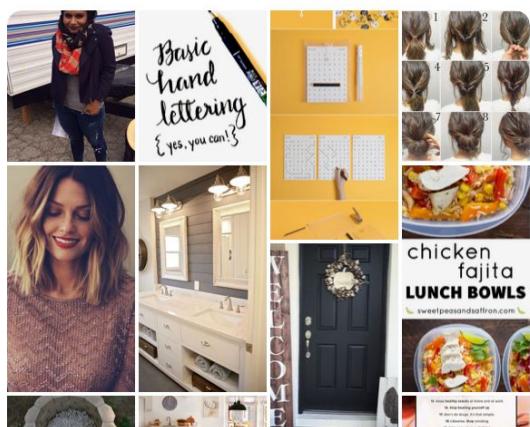
Followers

236

Following

187

Likes



••••• AT&T ⌂ 1:20 PM ⌂ 70% ⌂

Search your Pins



Kelsey Trabue

Ann Arbor, MI / klsy.co



1.8k

351

236

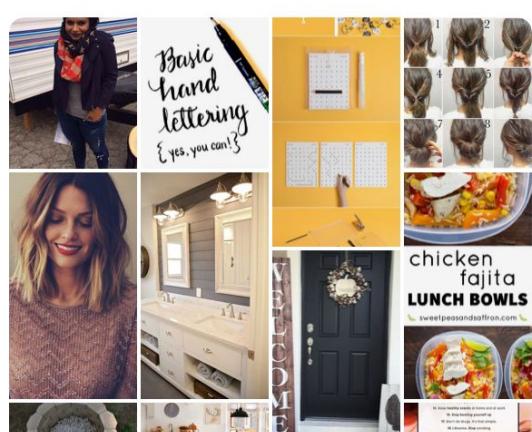
187

Pins

Followers

Following

Likes



Color Meaning (Psychology)

SUCCESS



WARNING



ERROR







Sucess

All good!



Warning

You closed your account on Nov 29, 2016 07:00 pm



Error

Somethings terrible happened. Let's see it this fixes it.



Information

FYI - Your account has been updated and is now ready





edwardelric@cen|



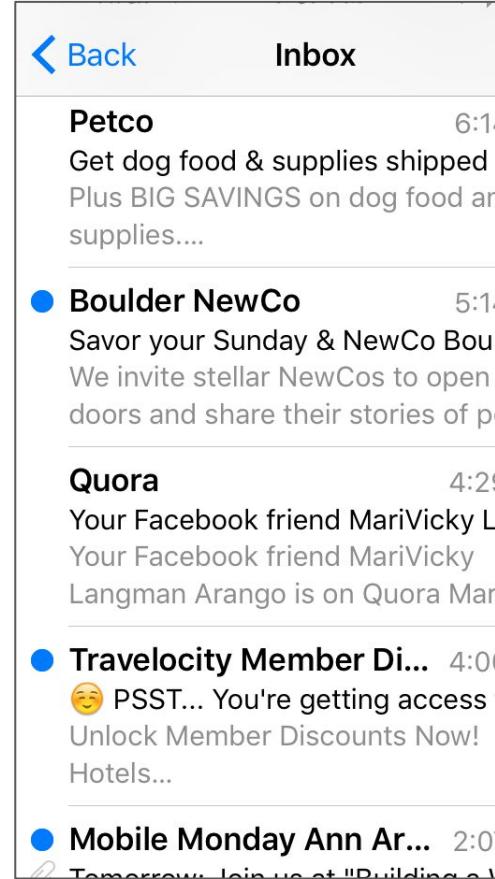
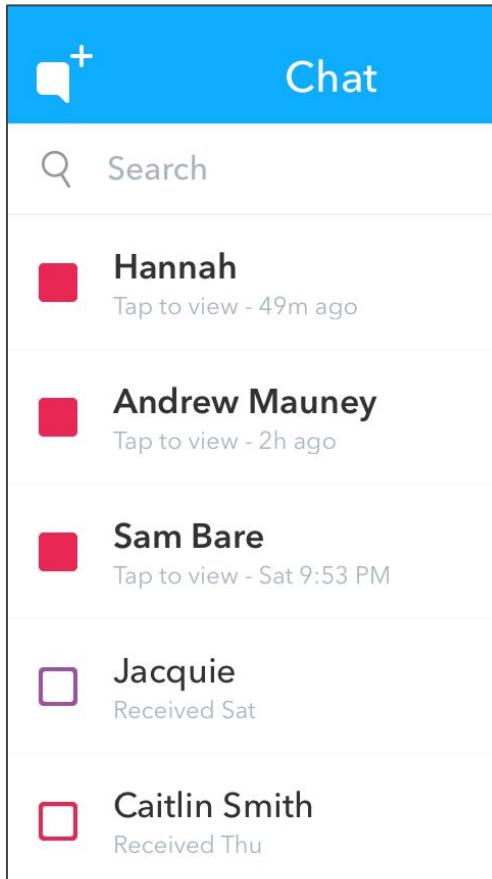
.....



....|

- Inline validation: assistance
- Errors
- Progress
- Success

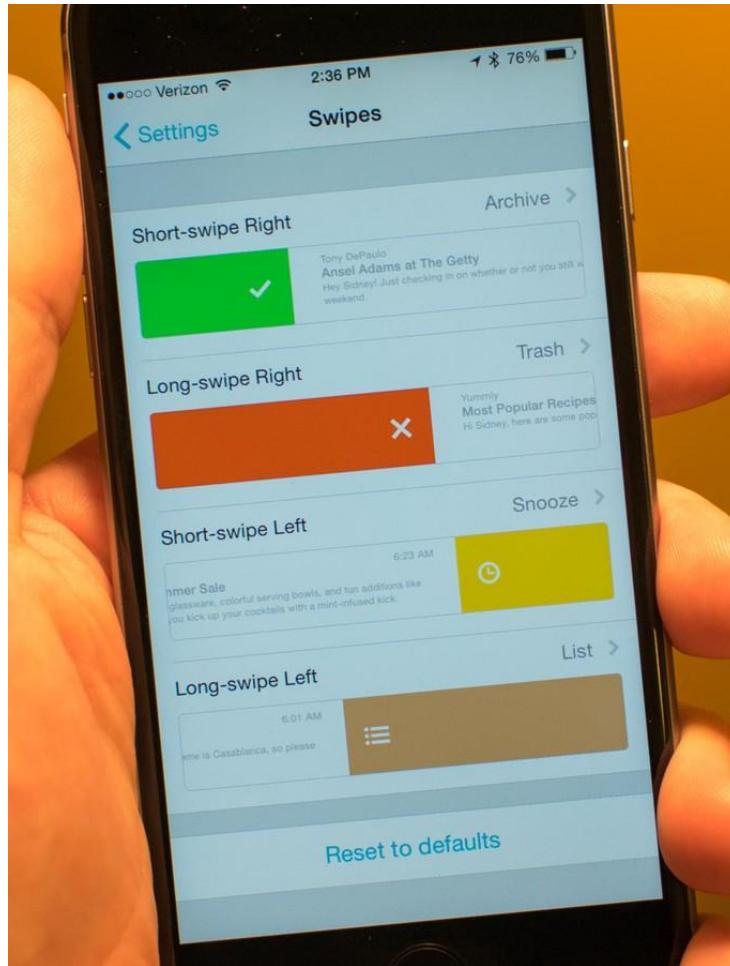
Relatedness (Grouping)

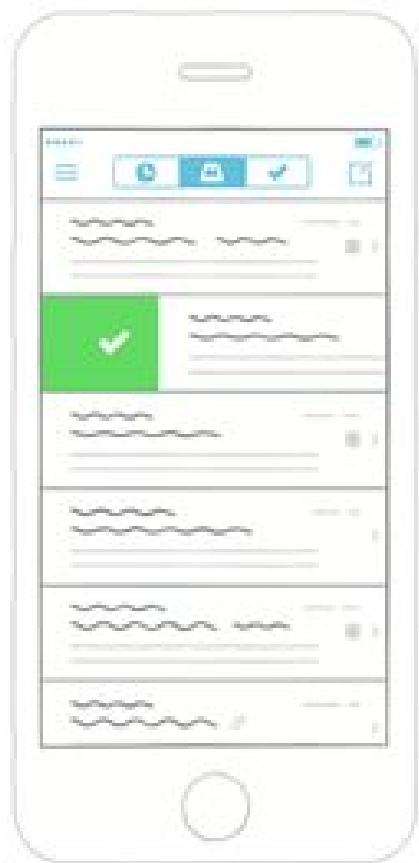




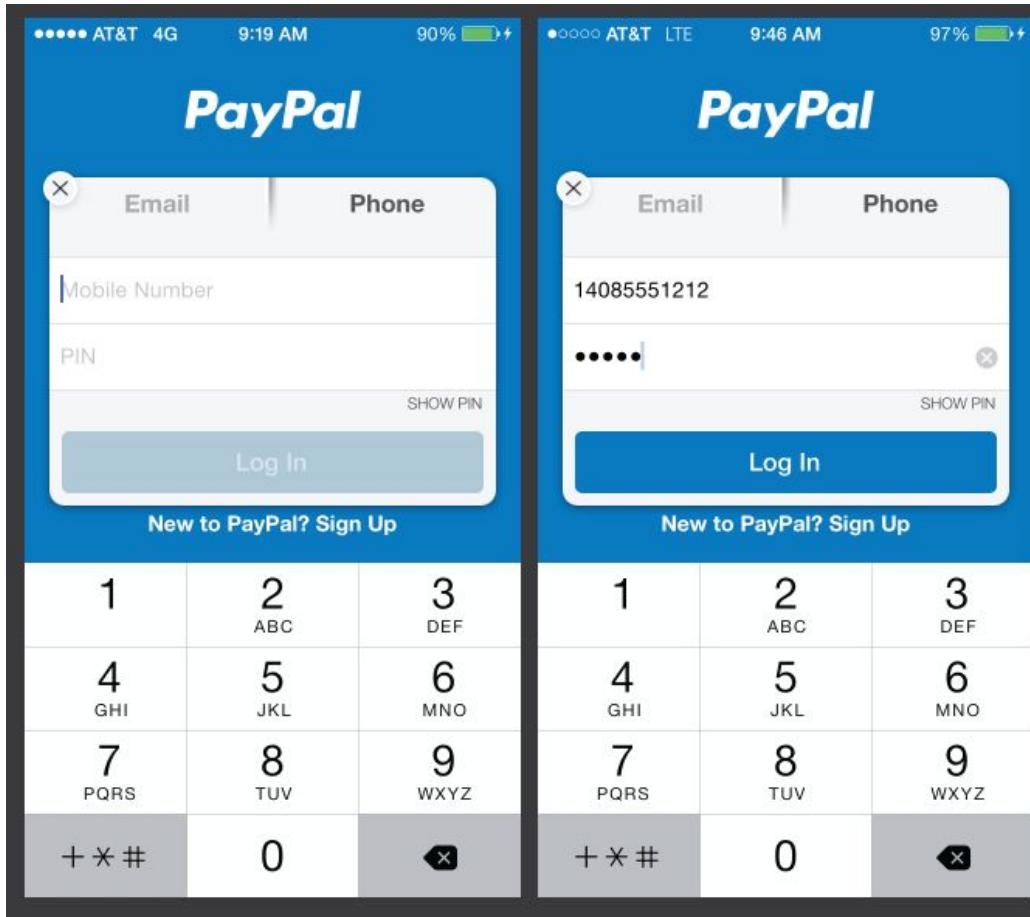
Welcome to Mailbox

There are five zones in Mailbox, and you swipe messages to move between them.





States, Conditions



•••○○ Verizon 3:14 PM ⚡ 1 ⚡

Hotel Frequency



How many nights do you stay at a hotel per year?

1-5

6-10

11-20

20+

NEXT

Branding

Verizon LTE 7:56 AM

Ask Quora

You Answer Requests Saved Mos

ALL OTHER REQUESTS

Anonymous requested your answer to • Jun 10
What exactly does one study during the four years of product designing?

[Answer](#) [Pass](#) [Answer Later](#) [...](#)

Laura Benhini requested your answer to • Jan 1
What is the best way to produce cheap and industrial hand fans?

[Answer](#) [Pass](#) [Answer Later](#) [...](#)

Ajeeth Kumar requested your answer to • Nov 22, 2015
What is product designing and what is its scope in future? What are the branches related to it and which institution is the best institution for it?

[Answer](#) [Pass](#) [Answer Later](#) [...](#)

[Read](#) [Answer](#) [Notifications](#) [More](#)

The Quora logo is displayed on a red background. The word "Quora" is written in a large, white, sans-serif font. A small red circular badge with the number "5" is positioned above the letter "o".

New here? Take a tour & see the advantages of KAYAK.

Find Flight Deals

Round-trip One-way Multi-City

Detroit (DTW)



To



Depart



Return

1 adult, Economy

Search

Include nearby



The best deals sent
to your inbox.

KAYAK Price Alerts >



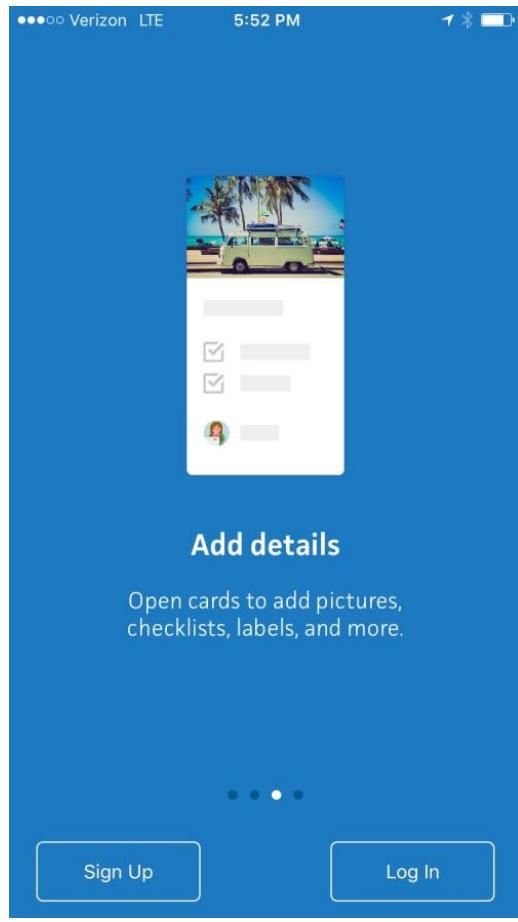
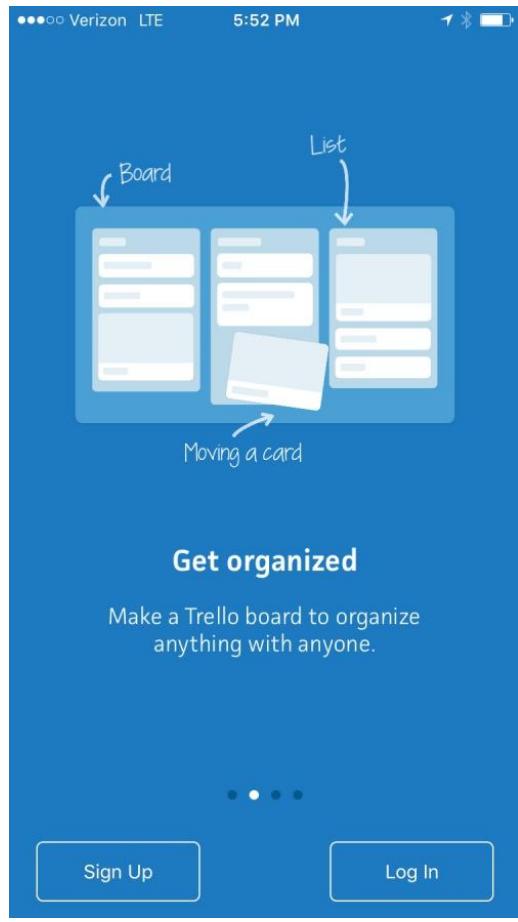
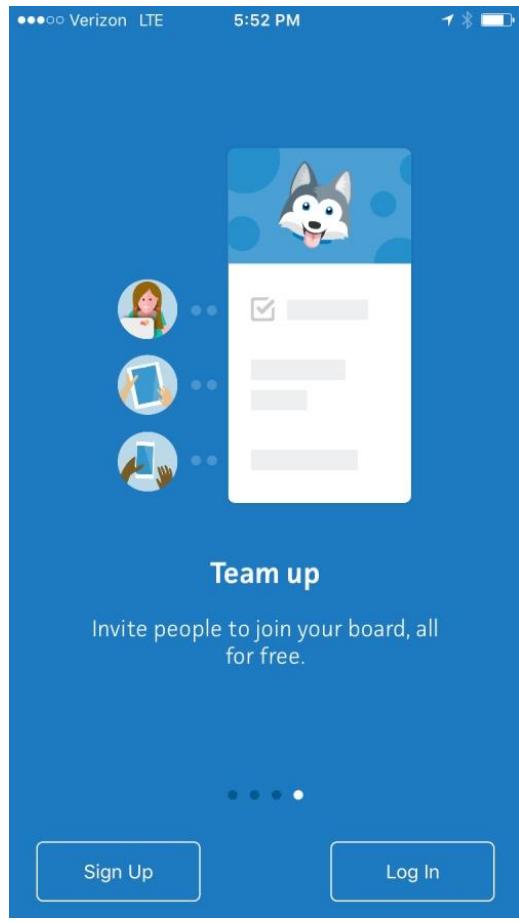
Get travel tips & trends.

Holiday Travel Hacker >



Manage your travel on the go.

Get the KAYAK app >



Display Data

Number of data classes: 3

[how to use](#) | [updates](#) | [downloads](#) | [credits](#)

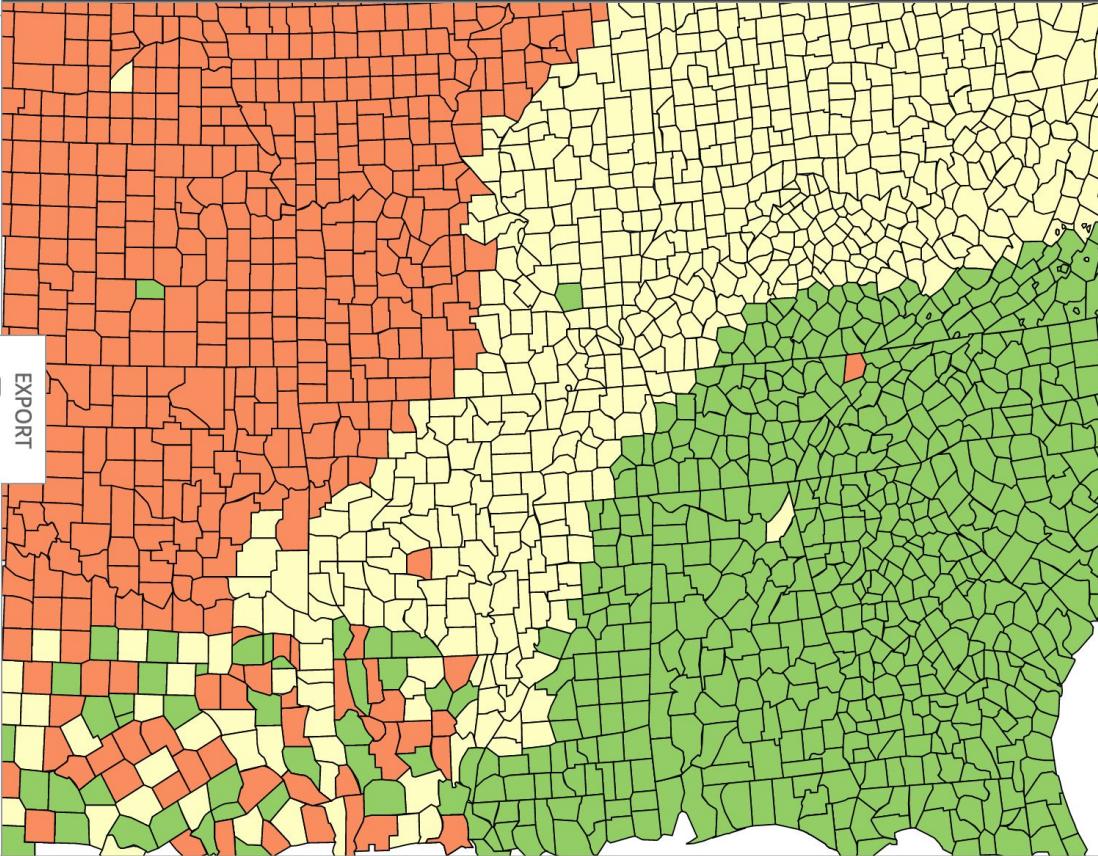
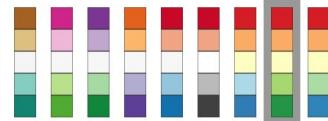
COLORBREWER 2.0

color advice for cartography

Nature of your data:

sequential diverging qualitative

Pick a color scheme:



Only show:

- colorblind safe
- print friendly
- photocopy safe

Context:

- roads
- cities
- borders

Background:

- solid color
- terrain

color transparency

3-class RdYlGn

EXPORT
HEX

#fc8d59
#ffffbf
#91cf60

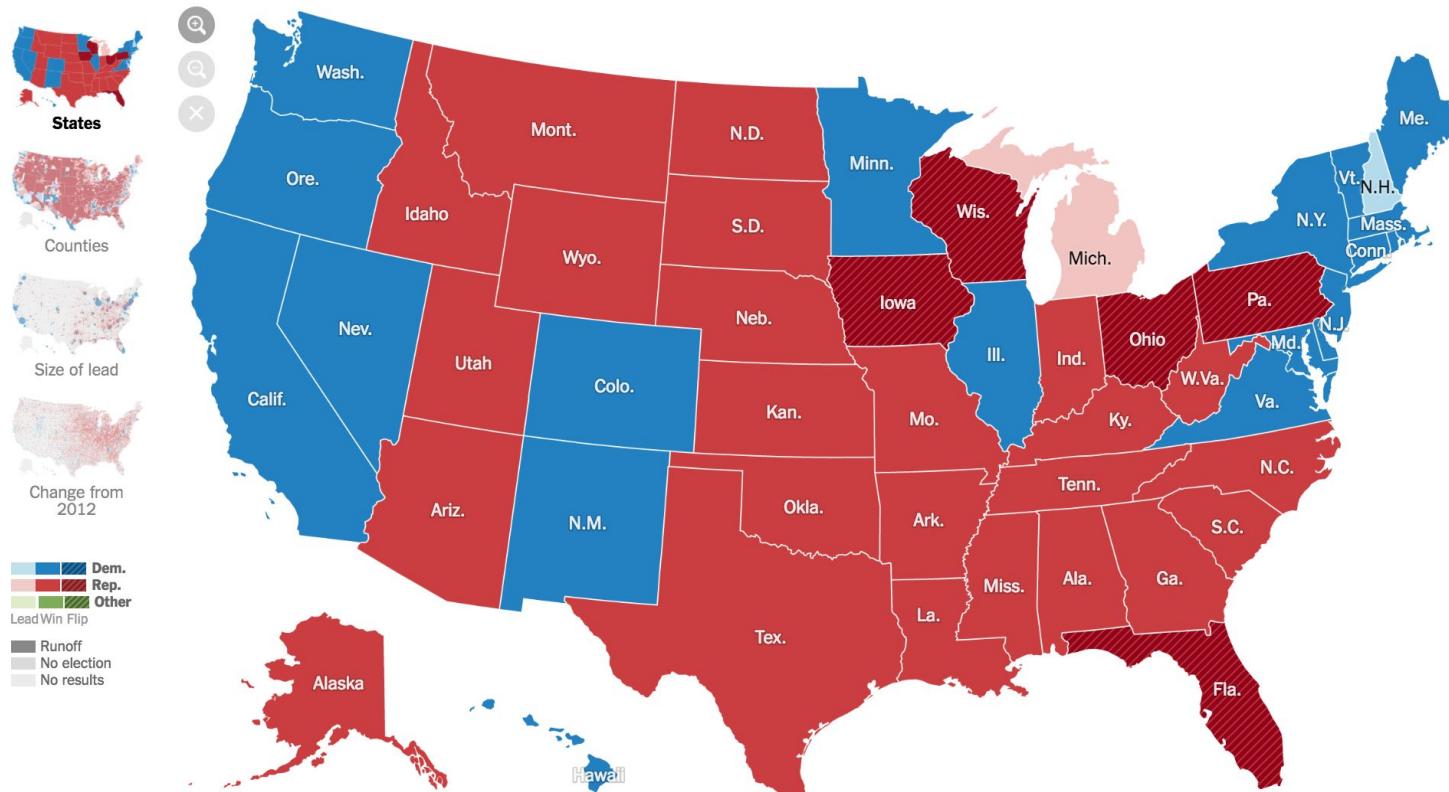
228 Hillary Clinton

60,966,953 votes (47.8%)

290 Donald J. Trump

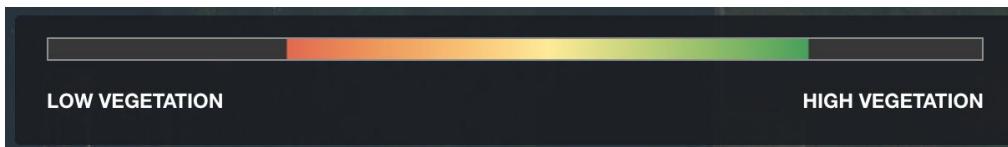
270 to win

60,328,203 votes (47.3%)



Categorical

Satellite Imagery - FarmLogs



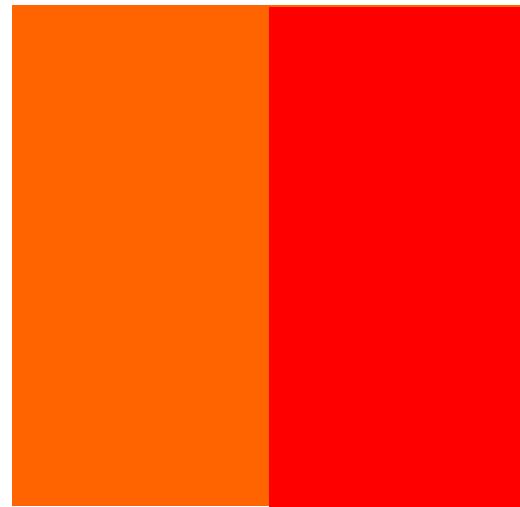
Diverging

Contrast

High Contrast



Low Contrast



BIG SALE!

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incid-
idunt ut labore et dolore
magna aliqua.

Click [here](#).

BIG SALE!

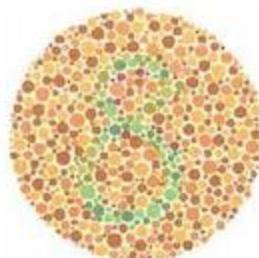
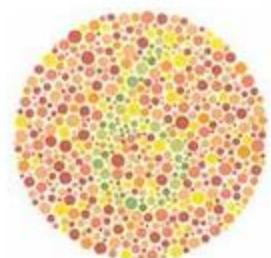
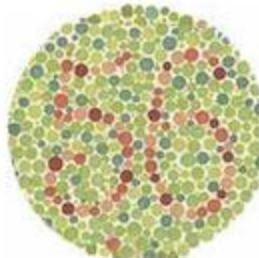
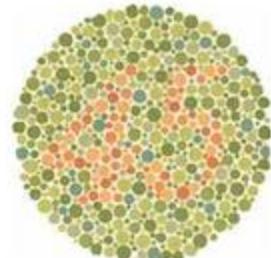
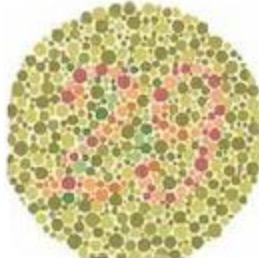
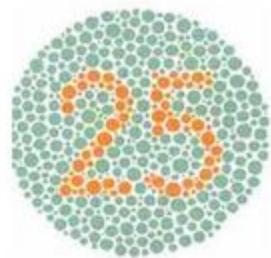
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor incid-
idunt ut labore et dolore
magna aliqua.

CLICK HERE

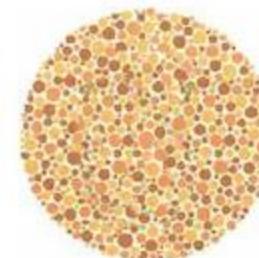
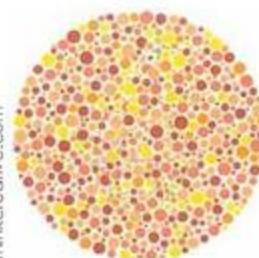
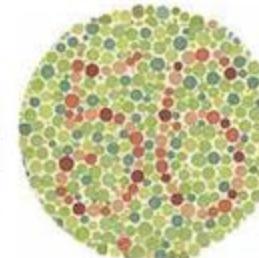
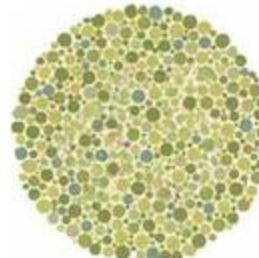
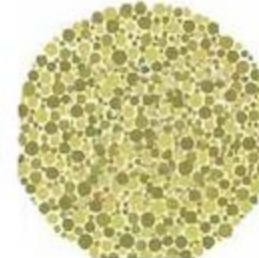
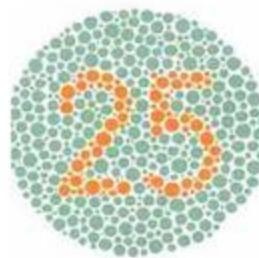
Color Accessibility

Ishihara Test For Color Blindness

What People With Regular Vision See



What Red-Green Color Blind People See



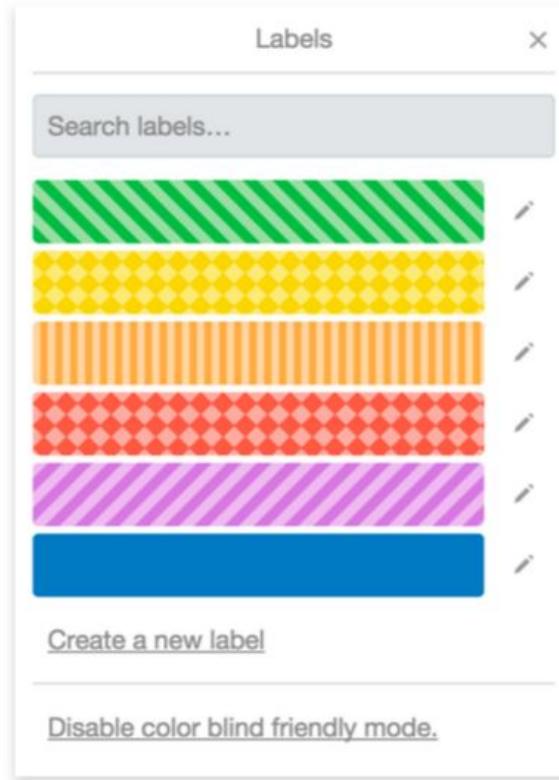
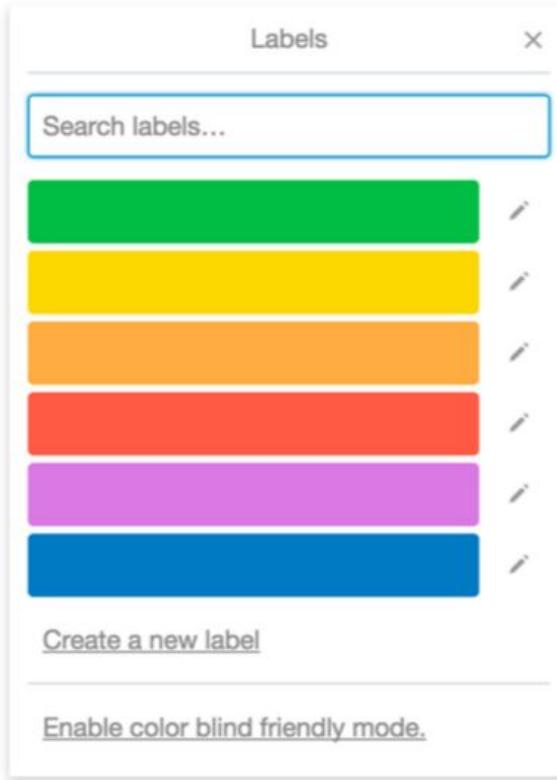
A non-color blind person will view the rainbow as below:



To a color Blind person the above Rainbow palette will appear like the three given below:



Use Patterns,
Textures

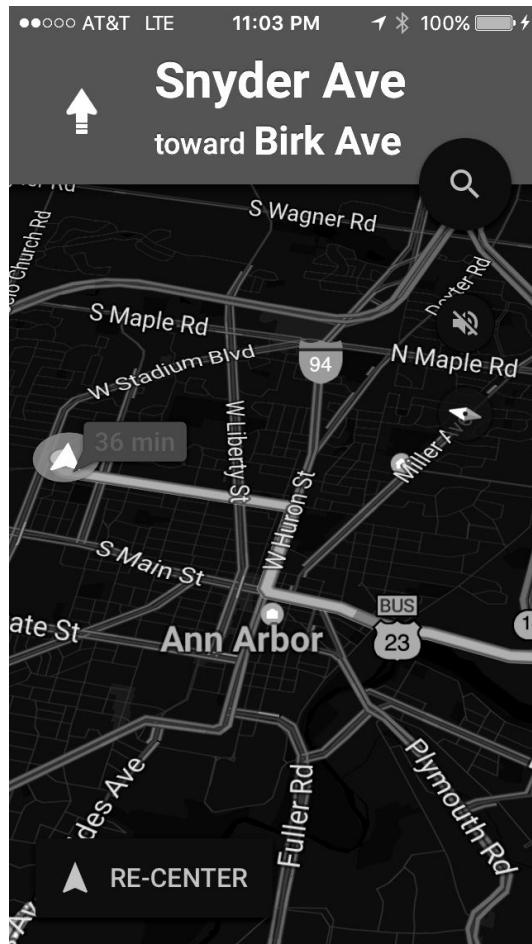
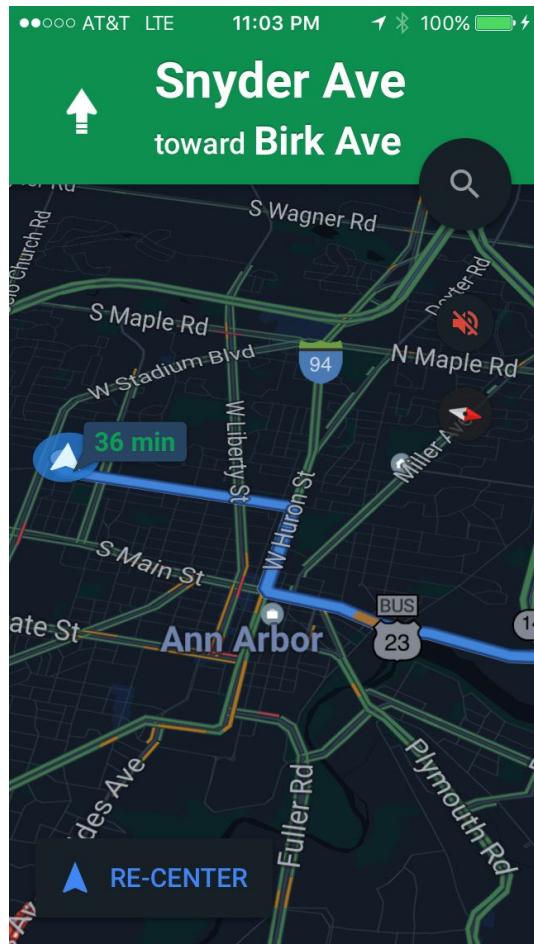


Get the contrast right



Complementary Contrast

Make it look good
in grayscale





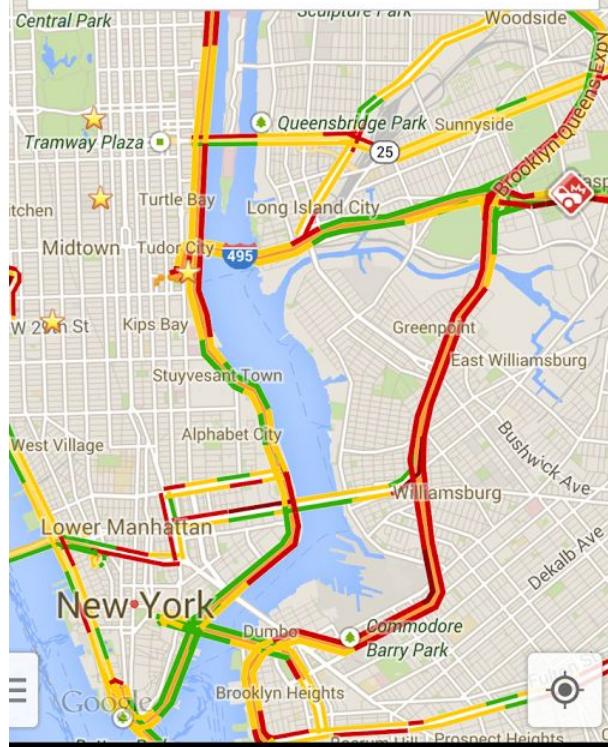
12:58



Accident



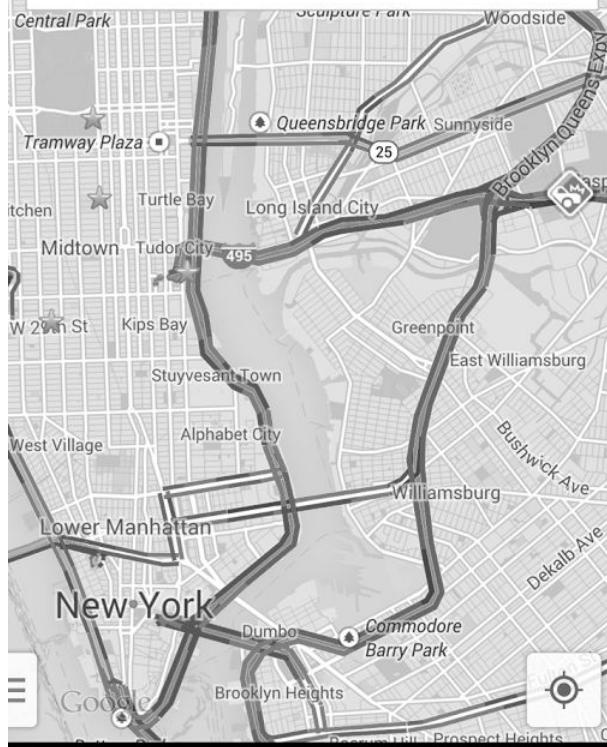
Accident on Long Island Expy/Queens Midtown Expy. Reported via Waze app.



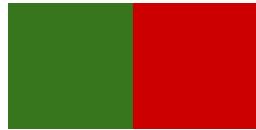
 Accident

X

Accident on Long Island Expy/Queens Midtown Expy. Reported via Waze app.



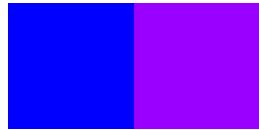
Avoid these color combos



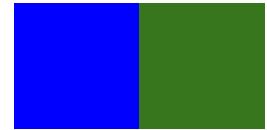
Green + Red



Green + Brown



Blue + Purple



Blue + Green



Lt Green +
Yellow



Blue + Gray



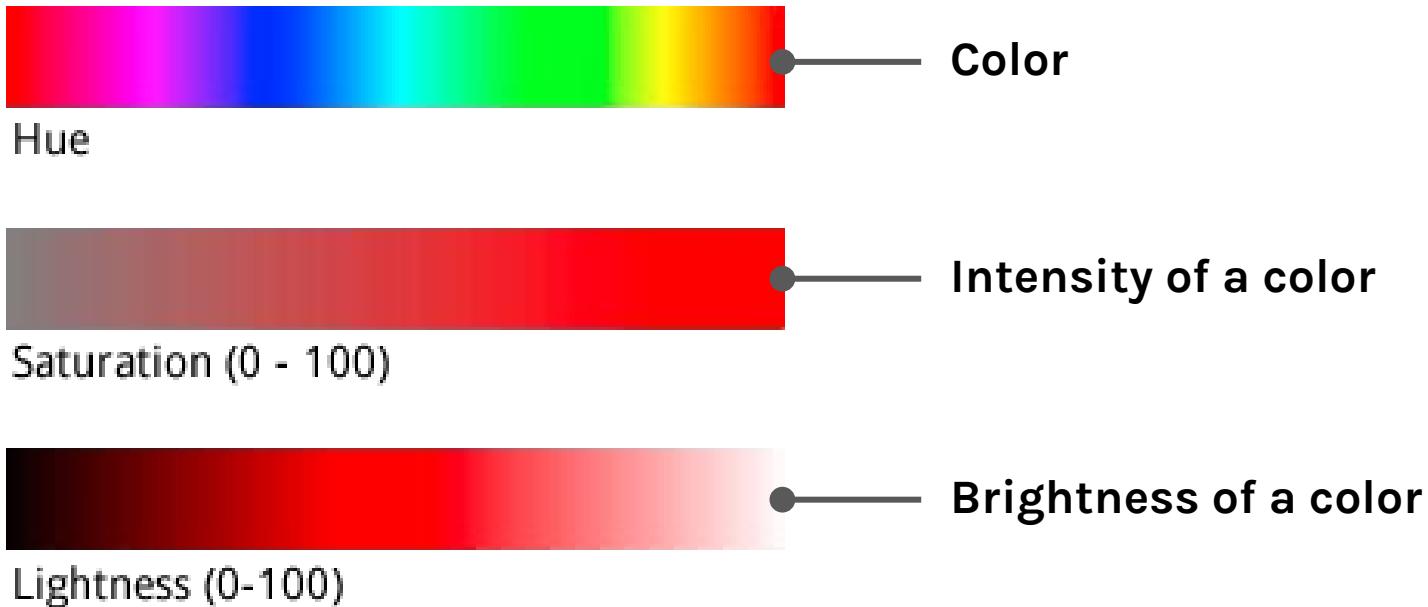
Green + Gray

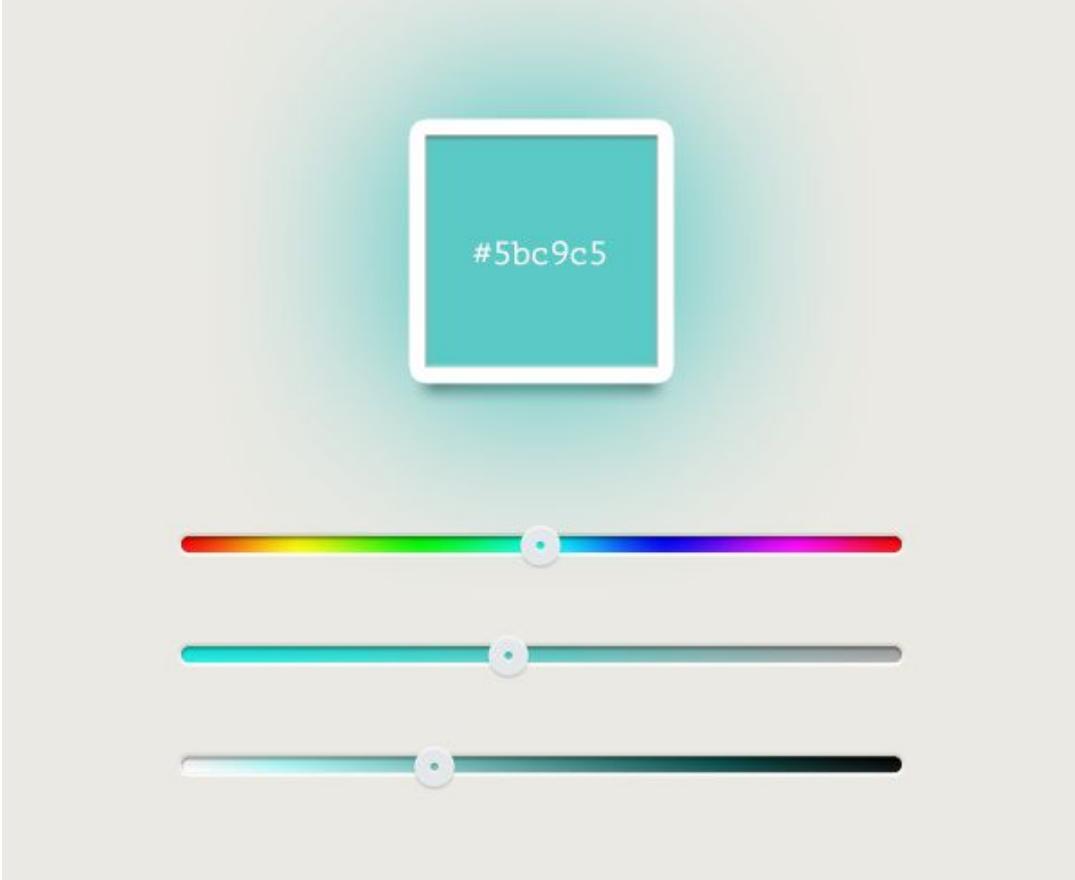


Green + Black

Color Basics

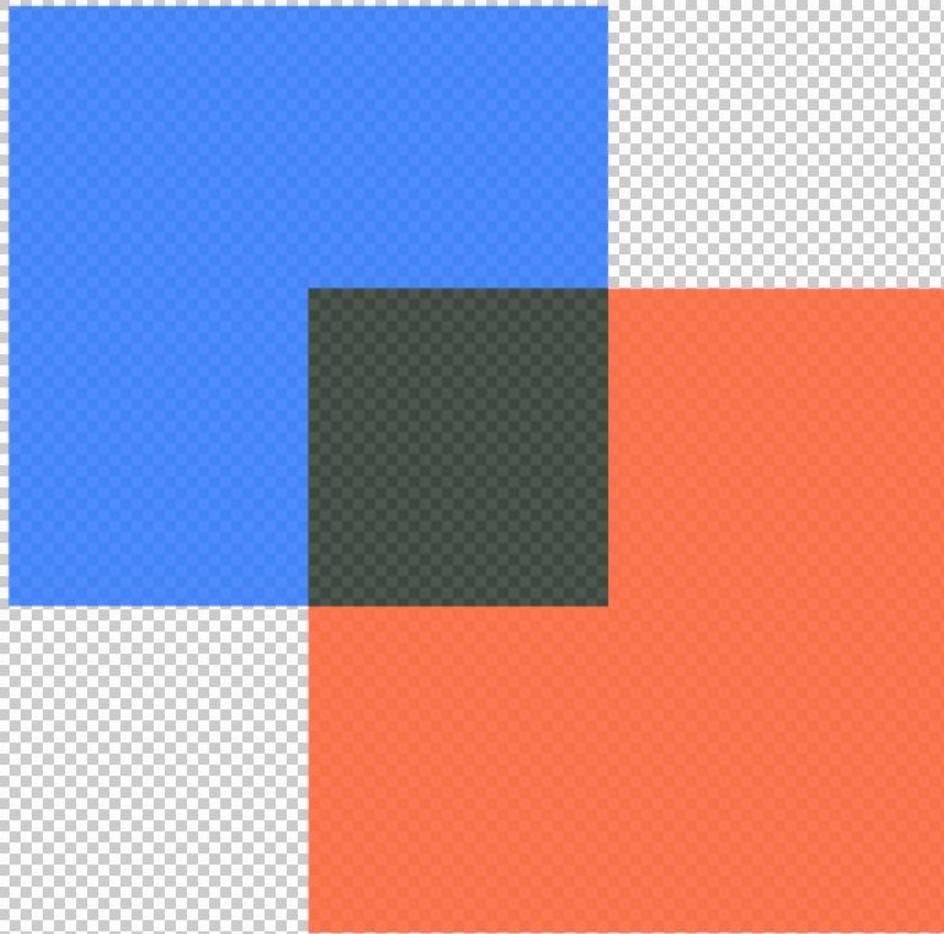
Hue, Saturation,
Lightness





#5bc9c5





RECIPEZ 4 LYFE



Let's eat some turkey



And Stuffing



And Pumpkin Pie



And Green Beanzz



Mashed Potatoes

RECIPEZ 4 LYFE



Let's eat some turkey



And Stuffing



And Pumpkin Pie



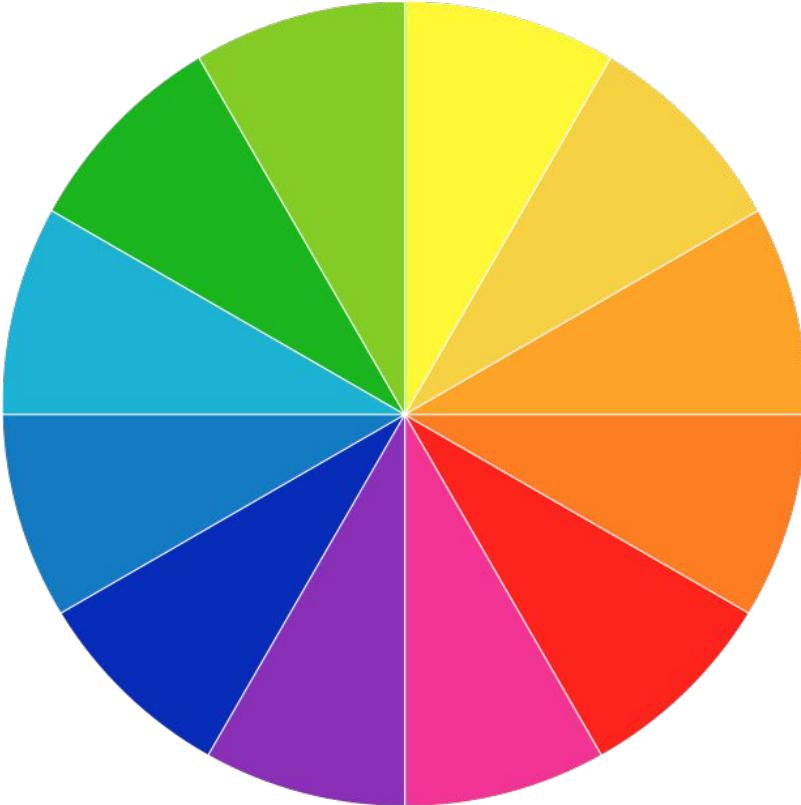
And Green Beanzz



Mashed Potatoes

IRL example

Color Combos





Monochromatic





Analogous





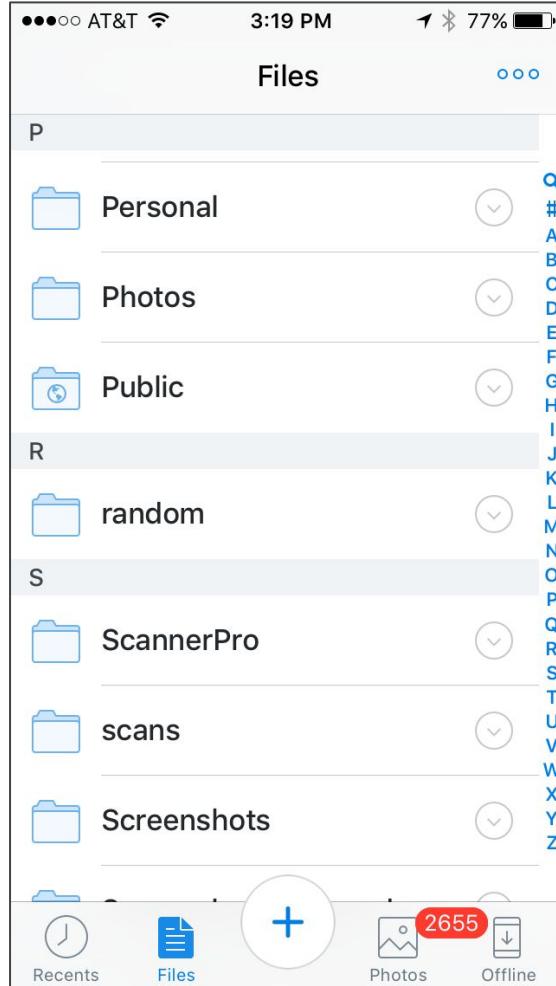
Complementary

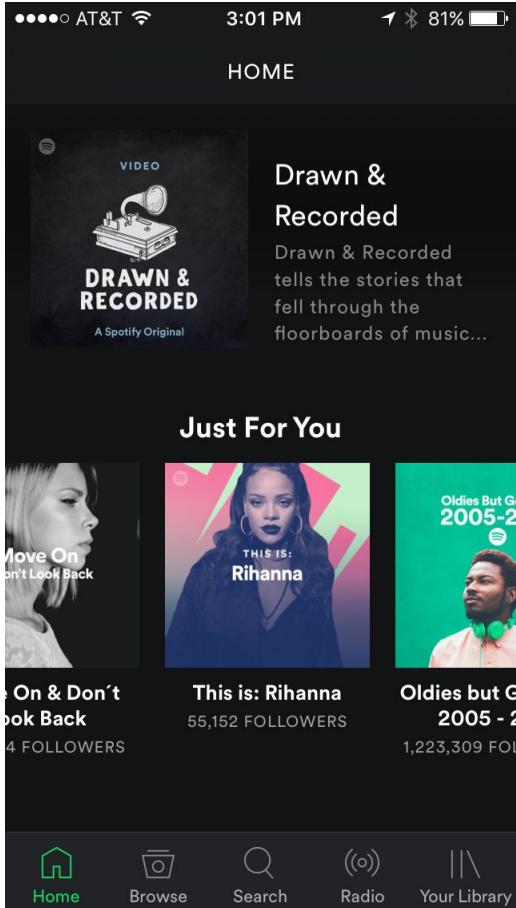


Picking Colors

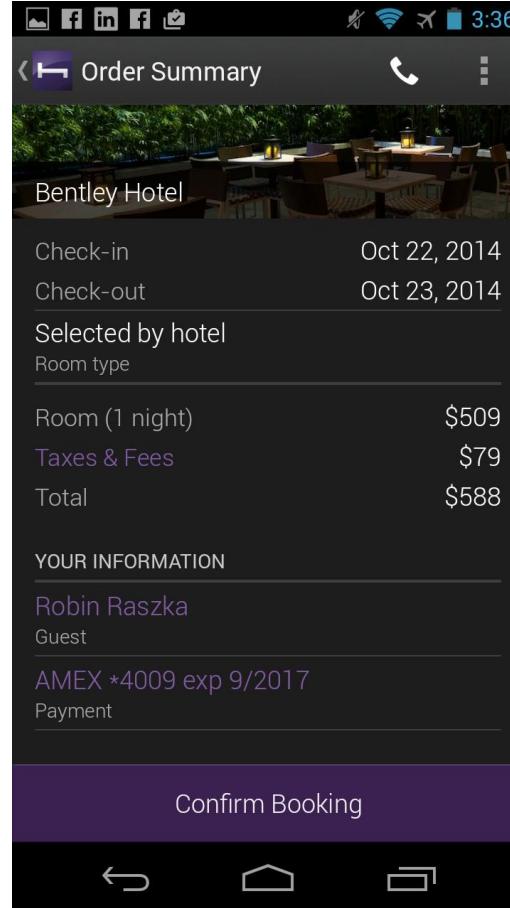
- visual impact and draw your eye?
- accessible?
- light or dark color?
- who is your app for?
- mood?

Choose your colors
intentionally





Spotify



Hotel Tonight

INDIGO

050	#E8EAF6
100	#C5CAE9
200	#9FA8DA
300	#7986CB
400	#5C6BC0
500	#3F51B5
600	#3949AB
700	#303F9F
800	#285593
900	#1A237E

DEEP ORANGE

050	#FBEBE7
100	#FFCCBC
200	#FFAB91
300	#FF8A65
400	#FF7043
500	#FF5722
600	#F4511E
700	#E64A19
800	#D84315
900	#BF360C

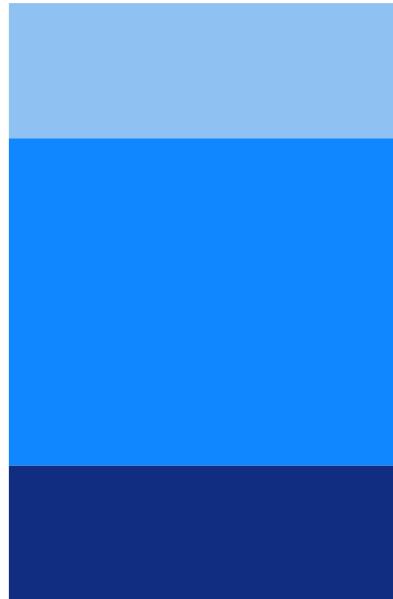
Material

050	#FBE9E7
100	#FFCCBC
200	#FFAB91
300	#FF8A65
400	#FF7043
500	#FF5722
600	#F4511E
700	#E64A19
800	#D84315
900	#BF360C



Our Palette

400	#FF7043
500	#FF5722
700	#E64A19
900	#BF360C



← Lighter

← Primary

← Darker

Type

Serif

Sans-Serif

Serif

Sans-Serif



Serif

Read faster

Books, newspaper

Clear on high resolution

VS.

Sans-Serif

Glanceable

Digital applications

More legible on low resolutions

Contrast

Anthropology

Merriweather

Anthropology

Playfair Display

Contrast

A

A

x height

compare this [x h] to this

Georgia

Garamond

Georgia

Garamond

Georgia

Garamond

Look for **Low contrast + tall x-height**
when choosing typefaces for UI.

System fonts are recommended for
mobile apps.

ARIAL

The quick brown fox jumps over the lazy dog

ROBOTO

The quick brown fox jumps over the lazy dog

HELVETICA NEUE

The quick brown fox jumps over the lazy dog

SAN FRANCISCO

The quick brown fox jumps over the lazy dog

ARIAL

The quick brown fox jumps over the lazy dog

ROBOTO

The quick brown fox jumps over the lazy dog

HELVETICA NEUE

The quick brown fox jumps over the lazy dog

SAN FRANCISCO

The quick brown fox jumps over the lazy dog



Options



Color

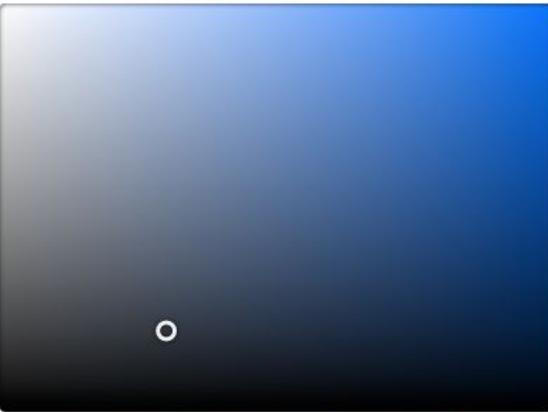
38



Size

ARIAL

The



232833

220

30

20

100

Hex

H

S

B

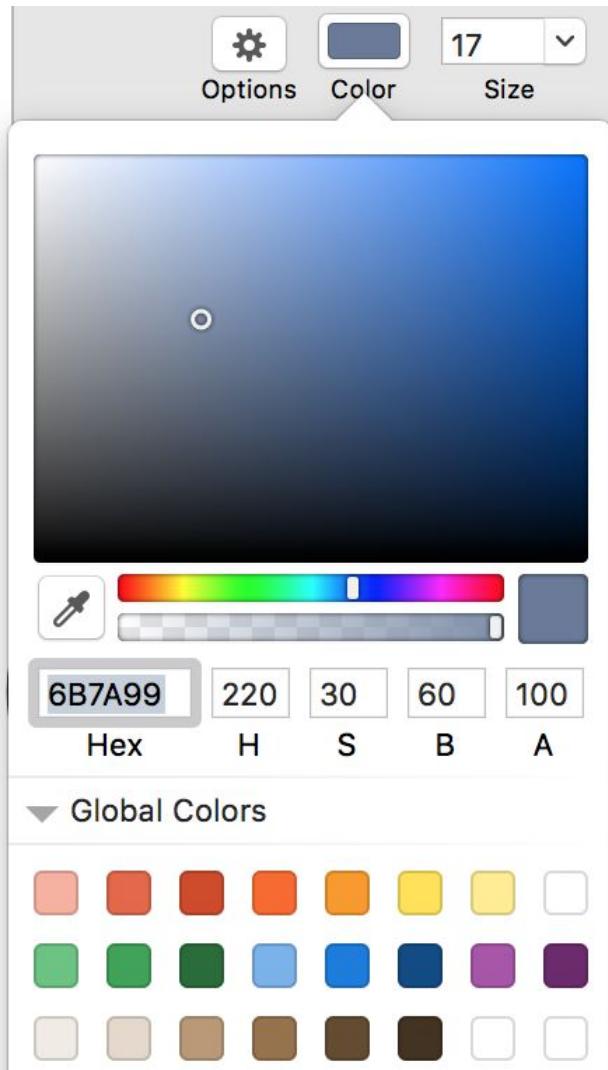
A

▼ Global Colors



ARIAL

The



ARIAL

The

Weight: Medium

Options Color Size: 17

Alignment:

Width: Auto Fixed

Spacing: Character: 0.2 Line: 20 Paragraph: 0

Opacity: 100%

Blending: Normal

Fills +

Borders +

Shadows +

Inner Shadows +

Gaussian Blur

Google Fonts

[DIRECTORY](#)[FEATURED](#)[ABOUT](#)

>

Search

Viewing 809 of 809 font families

Roboto
Christian Robertson (12 styles)

All their equipment and instruments are alive.

Ravi Prakash
Appaji Ambarisha Darbha (1 style)

A red flair silhouetted the jagged edge of a wing.

Shrikhand
Jonny Pinhorn (1 style)

I watched the storm, so beautiful yet terrific.

Open Sans
Steve Matteson (10 styles)

Almost before we knew it, we had left the ground.

Slabo 27px
John Hudson (1 style)

A shining crescent far beneath the flying vessel.

Lato
Łukasz Dziedzic (10 styles)

It was going to be a lonely trip back.

Categories

- Serif
- Sans Serif
- Display
- Handwriting
- Monospace

Sorting

[Trending](#) ▾

Languages

[All Languages](#) ▾

Number of styles



Thickness

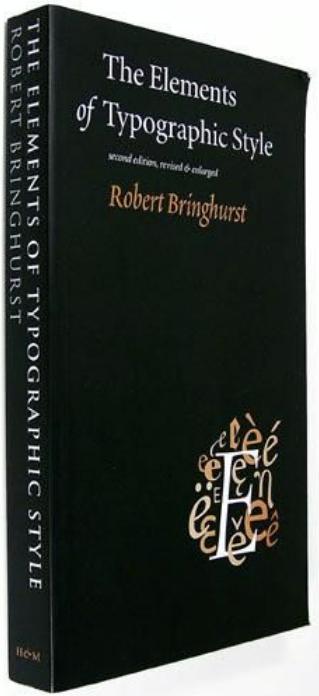


Slant



Width



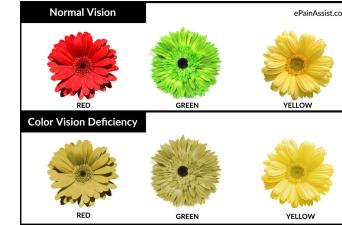
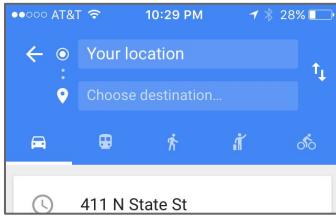


The Elements of Typographic Style

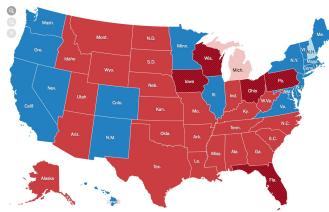
Robert Bringhurst

Demo

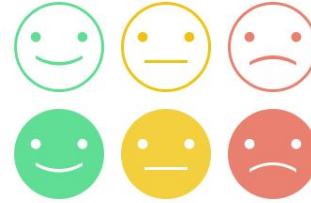
Wrap Up



Emphasis



Relatedness



Data

“Psychology”

Accessibility



Branding

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 visual design

Improve the layout using the principles outlined in this lecture (color, type, etc.)

CONTENT

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

FORMAT

- Minimum 2 screens
- Add color, pick custom font and font weights
- Bonus: submit before and after, update your whole app
- Submit as PDF in Canvas
- Due next Monday

Plan Setup

Everything you tell us helps us set up the right plan for you.



Step 1 of 3

How many times per week can you work out?

1-2 **2-3** 4-5 5-6

Back

NEXT

example high-fidelity visual screen