



What do we want to know

? ! *

- Surveys and Analysis
- Interviews
- Discovery | Definition
- Heuristic Evaluations
- Contextual Inquiries
- Gestalt in Design
- CRAP
- Image Selection/Optimization
- Color
- Font
- Usability Tests
- Design Studio
- Affinity Mapping
- Empathy Mapping
- Persona Creation
- Mind Mapping
- User Stories
- User Flows
- CX Journey Mapping
- Taxonomy Structures
- Navigation
- Concept Sketching
- Wireframing|Mockups
- Low-fi, Hi-fi and Fully Interactive Prototypes
- Style Tile thru Design System
- Developer Specifications
- Responsive Web Design
- Web Accessibility (WCAG)
- Qualitative/Quant Research
- People-Centered Design
- Design Thinking
- Systems Thinking
- Human Factors Engineering

What is Good Design?

whiteboard or sticky note comments

What is Good Design?



What is Good Design?



What is Good Design?



What is Good Design?



What is Good Design?



What is Good Design?

The image displays two examples of good design. On the left is a screenshot of the Southwest Rapid Rewards website. It features the Southwest logo and 'Rapid Rewards' text at the top. Below this, a large, stylized text 'Heart of Travel' is displayed. To the right of the text is a paragraph of descriptive text. On the right is a screenshot of a case study page. It includes a 'Case study' header, a 'Site experience' section showing a colorful graphic, and a 'Site experience' section showing a colorful graphic.

Southwest®
Rapid Rewards®

Hello, judges.
Welcome to the Southwest®

Heart of Travel

To show Southwest flyers they mean more than just a dollar sign, we built an algorithm that transformed a year of their flights into one-of-a-kind, interactive works of art. Supported by a binaural audio layer that scored each person's journey, we created over one million unique experiences.

Case study

Site experience

What is Good Design?

Good design is not just what looks good.
It also needs to perform, convert, astonish
and fulfill its purpose.

Anders Toxboe, head of Digital Development at Danish Broadcasting Corporation, founder UI-patterns.com

What is Good Design?

Good design is
functional
useful
intuitive
user-oriented
unobtrusive

Dieter Rams includes environmental responsibility

Anders Toxboe, head of Digital Development at Danish Broadcasting Corporation, founder UI-patterns.com
<https://www.vitsoe.com/us/about/good-design>

What is Good Design?

Good design is
always the simplest possible
working solution.

Anders Toxboe, head of Digital Development at Danish Broadcasting Corporation, founder UI-patterns.com

What is Good Design?

Good design is
the way the elements work
together

What is Good Design?

Good design is
the way the elements work
together ...
in the eyes of the beholder

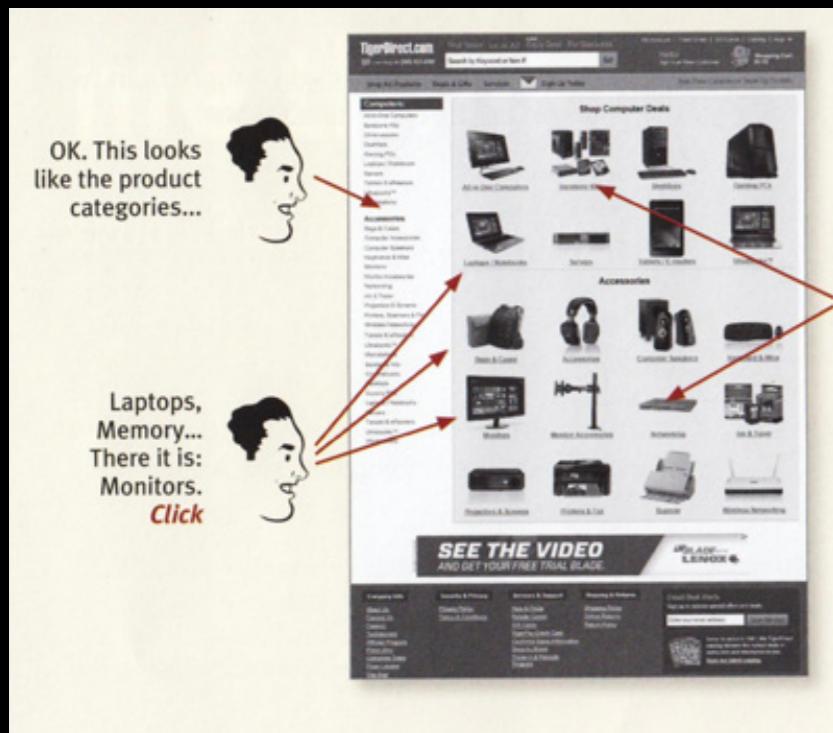
How?

Make it self evident

How?

Make it self evident

Even users with no interest in your subject and no particular web savvy should “get it” right away.



Make it self evident

Even users with no interest in your subject and no particular web savvy should “get it” right away, without expending any effort.

How?

Let's talk
design
(and psychology)
building blocks.

Revisit comments

Gestalt Principles

It's all in your head, man.

Gestalt Principles

No really.

ge·stalt

/gə'SHtält/ 

noun PSYCHOLOGY

noun: **gestalt**; plural noun: **gestalts**; noun: **Gestalt**; plural noun: **Gestalts**

an organized whole that is perceived as more than the sum of its parts.

Origin

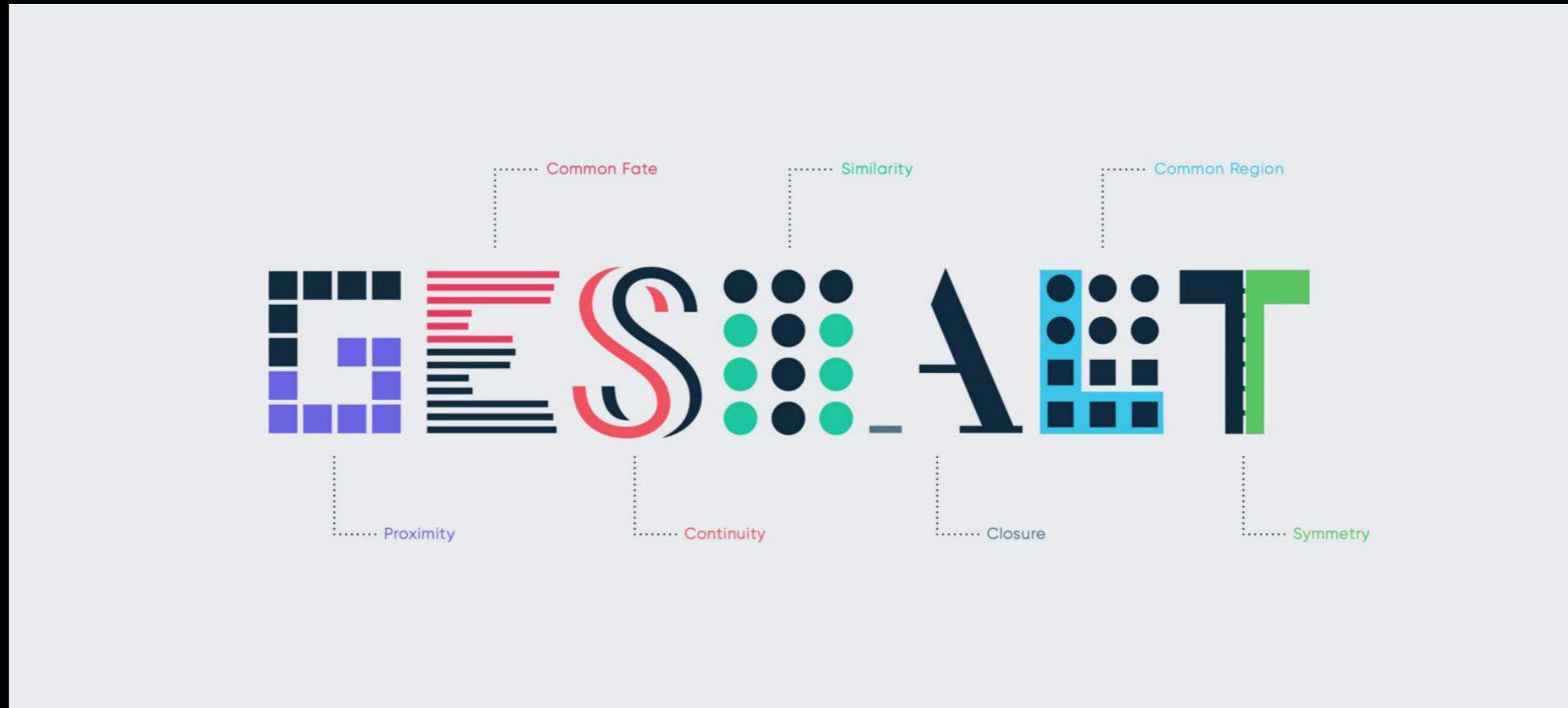
GERMAN

Gestalt → gestalt
form, shape 1920s

1920s: from German *Gestalt*, literally 'form, shape.'

Gestalt Principles

For designers, the true trick of Gestalt is never to confuse or delay users, but to guide them to identify their options and identify with organizations/brands rapidly.



Gestalt designer's shortcut

Good design is



Gestalt designer's shortcut

It's
Contrast
Repetition
Alignment
Proximity

Gestalt designer's shortcut

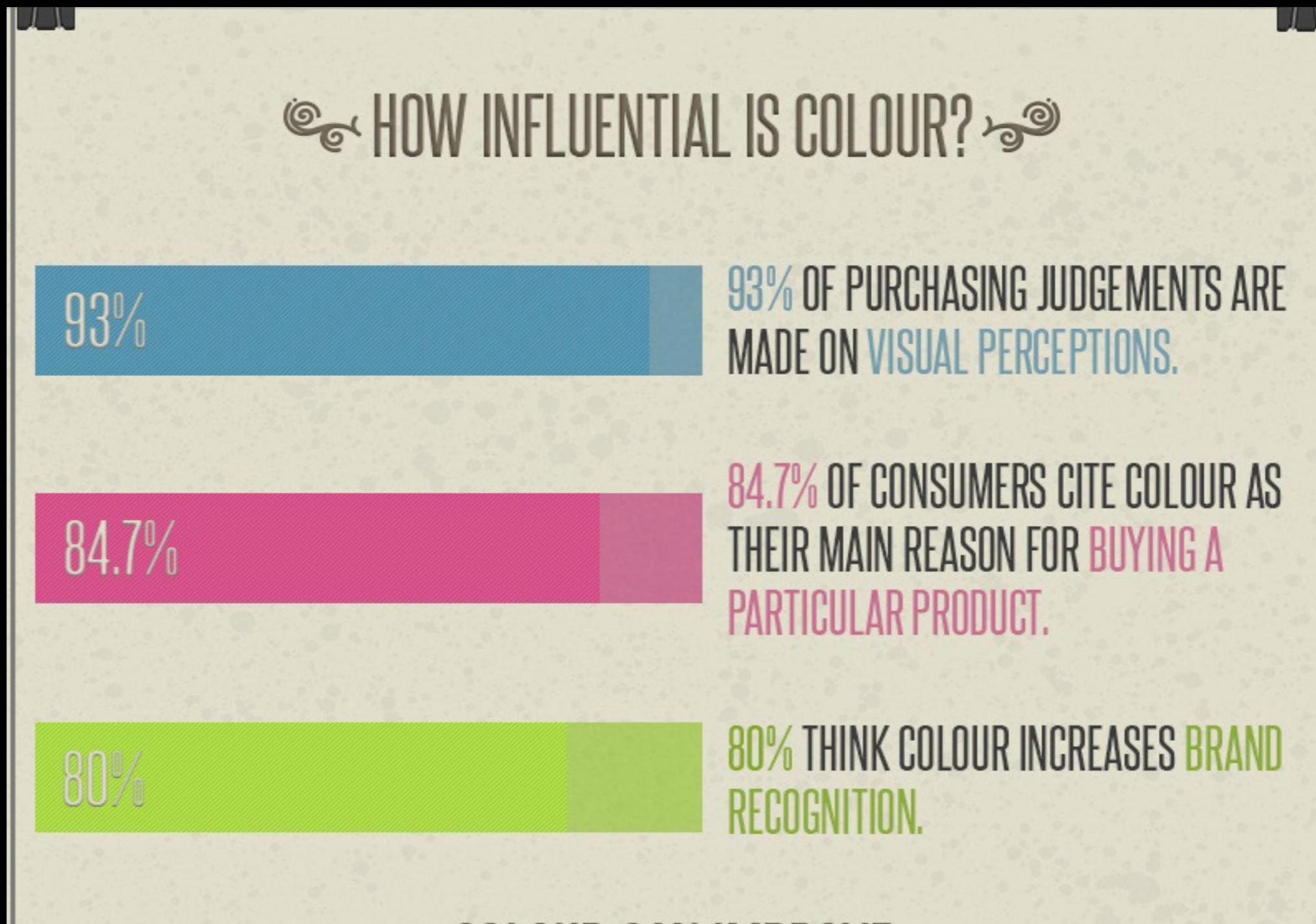
Contrast: highlight differences/emphasis, can reduce noise

Repetition: helps form expectations, informed users = calm

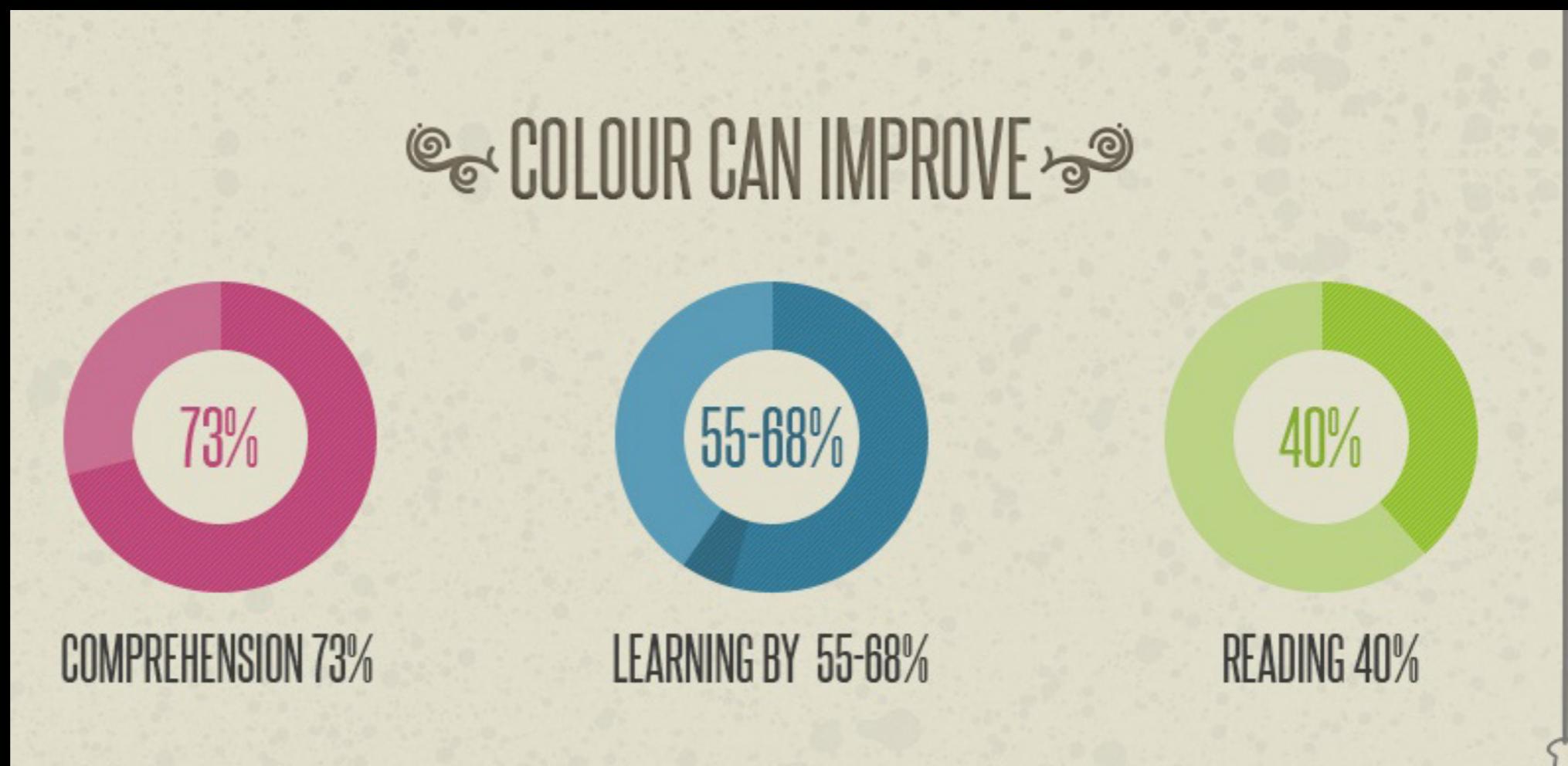
Alignment: Visual grid in our mind's eye, professional

Proximity: Visual cues for grouping, related, states, organization

Color



Color



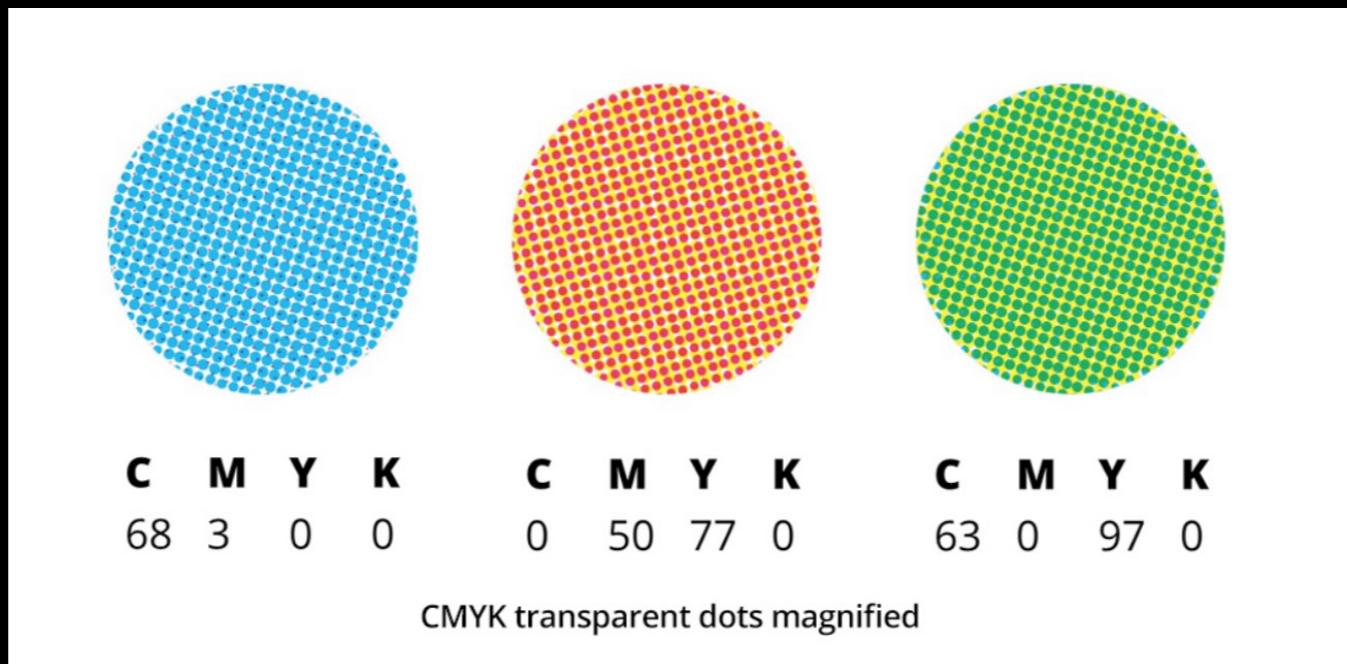
Color



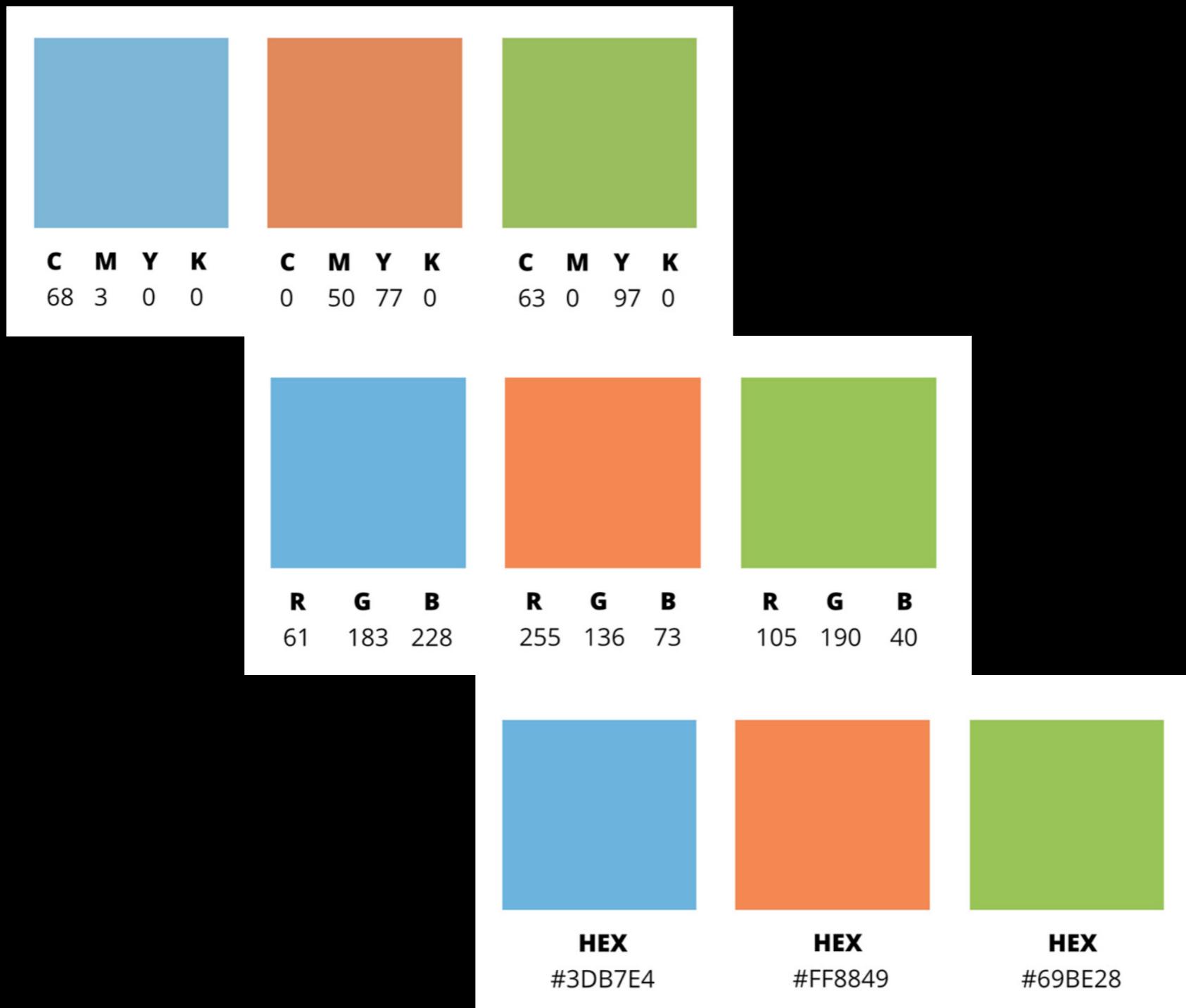
Color

Spot or Process?

Color Spot or Process?



Color CMYK, RGB, HEX



Color

Color formulas

Hue, Saturation and Brightness

Gamma warnings

Color

Color Palettes

Chrome: Color Palette Creator

<https://codebeautify.org/rgb-to-hex-converter>

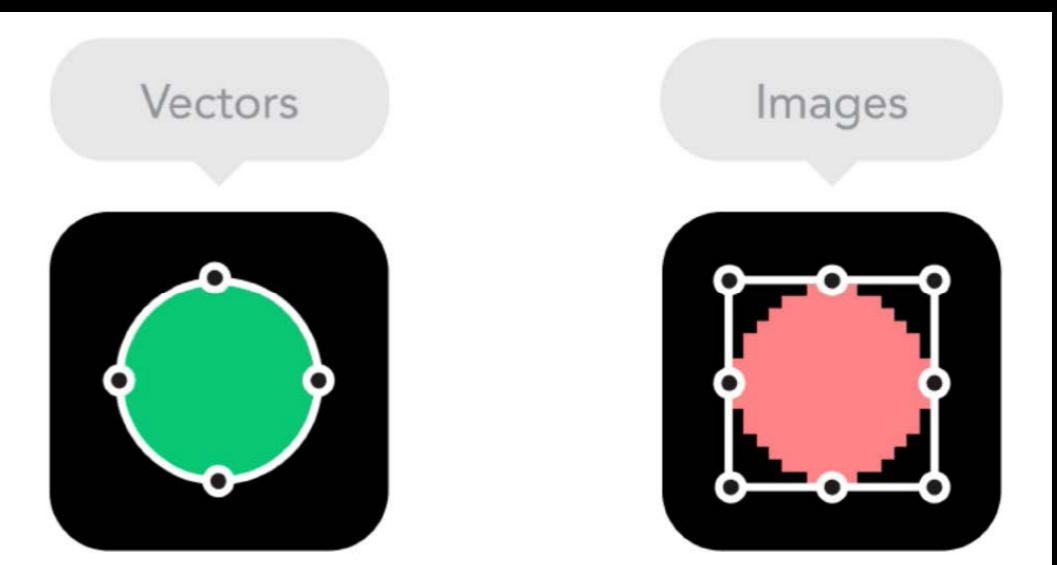
www.w3schools.com/colors/colors_picker.asp?coor=00bfff

www.colorzilla.com/gradient-editor/



Images and optimization

Vector or Raster?



Typography and icons

Pixels	EMs	Percent	Points
6px	0.375em	37.5%	5pt
7px	0.438em	43.8%	5pt
8px	0.500em	50.0%	6pt
9px	0.563em	56.3%	7pt
10px	0.625em	62.5%	8pt
11px	0.688em	68.8%	8pt
12px	0.750em	75.0%	9pt
13px	0.813em	81.3%	10pt
14px	0.875em	87.5%	11pt
15px	0.938em	93.8%	11pt
16px	1.000em	100.0%	12pt
17px	1.063em	106.3%	13pt
18px	1.125em	112.5%	14pt
19px	1.188em	118.8%	14pt
20px	1.250em	125.0%	15pt
21px	1.313em	131.3%	16pt
22px	1.375em	137.5%	17pt
23px	1.438em	143.8%	17pt
24px	1.500em	150.0%	18pt

Pixels	EMs	Percent	Points
6px	0.375em	37.5%	5pt
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8px	0.500em	50.0%	6pt
9px	0.563em	56.3%	7pt
10px	0.625em	62.5%	8pt
11px	0.688em	68.8%	8pt
12px	0.750em	75.0%	9pt
13px	0.813em	81.3%	10pt
14px	0.875em	87.5%	11pt
15px	0.938em	93.8%	11pt
16px	1.000em	100.0%	12pt
17px	1.063em	106.3%	13pt
18px	1.125em	112.5%	14pt
19px	1.188em	118.8%	14pt
20px	1.250em	125.0%	15pt
21px	1.313em	131.3%	16pt
22px	1.375em	137.5%	17pt
23px	1.438em	143.8%	17pt
24px	1.500em	150.0%	18pt

Oh la la! Custom conversion <small>Here's a calculator for your custom EM needs</small>			
1. Enter a base pixel size			
<input type="text" value="16"/> px			
2. Convert			
PX to EM		EM to PX	
<input type="text"/>	px	or	<input type="text"/> em
<input type="button" value="Convert"/>			
3. Result			

Site developed and designed by [Brian Cray](#) for your pixel pushing pleasure.

<http://pxtoem.com>

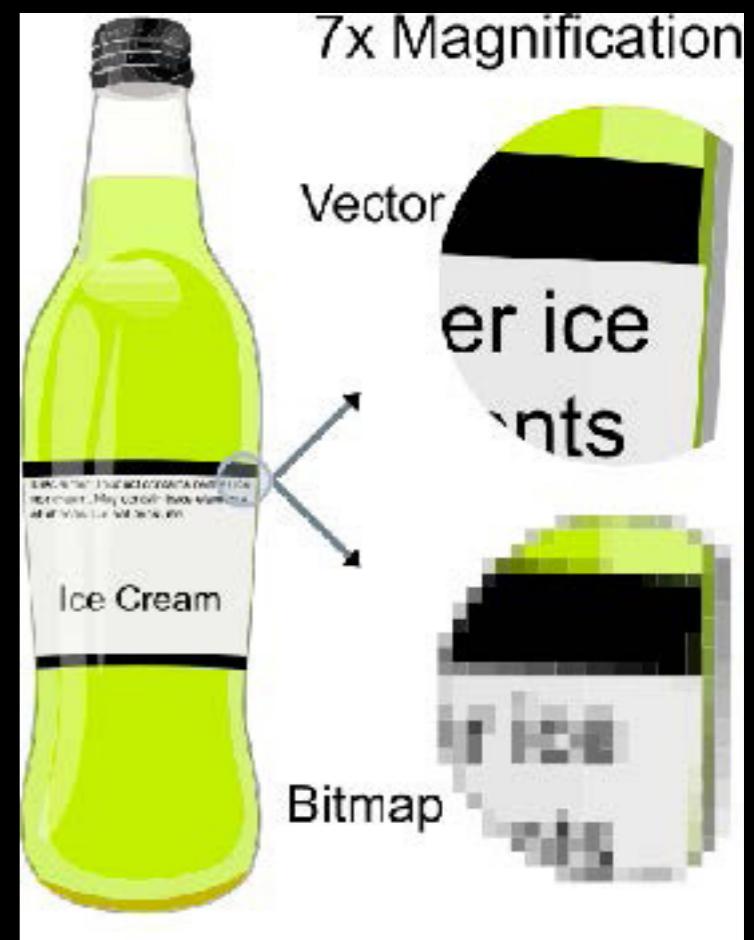
<http://www.bbc.co.uk/gel/guidelines/category/foundations>

<http://www.bbc.co.uk/gel/guidelines/typography#considerations>

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

Images and optimization

Vector or Raster?



Images and optimization

Vector: .eps, .ai, .svg

lines, points, and polygons to represent an image.
+ Infinitely Scalable!
(aka zoom and resolution independent)
- not great for photo resolution

Images and optimization

Vector: .eps, .ai, .svg

lines, points, and polygons to represent an image.

SVG, or scaleable vector graphics are the W3C standard for vector images. SVG images and their behaviors are described in XML files.

Inkscape (<http://inkscape.org>), Illustrator, Google

Images and optimization

Raster: .jpeg, .png, .gif, webP, jpeg 2000
Raster images are comprised of individual pixels of color, and lose quality when scaled up.

Photoshop, <https://pixlr.com/>, many others
<http://optimizilla.com/>

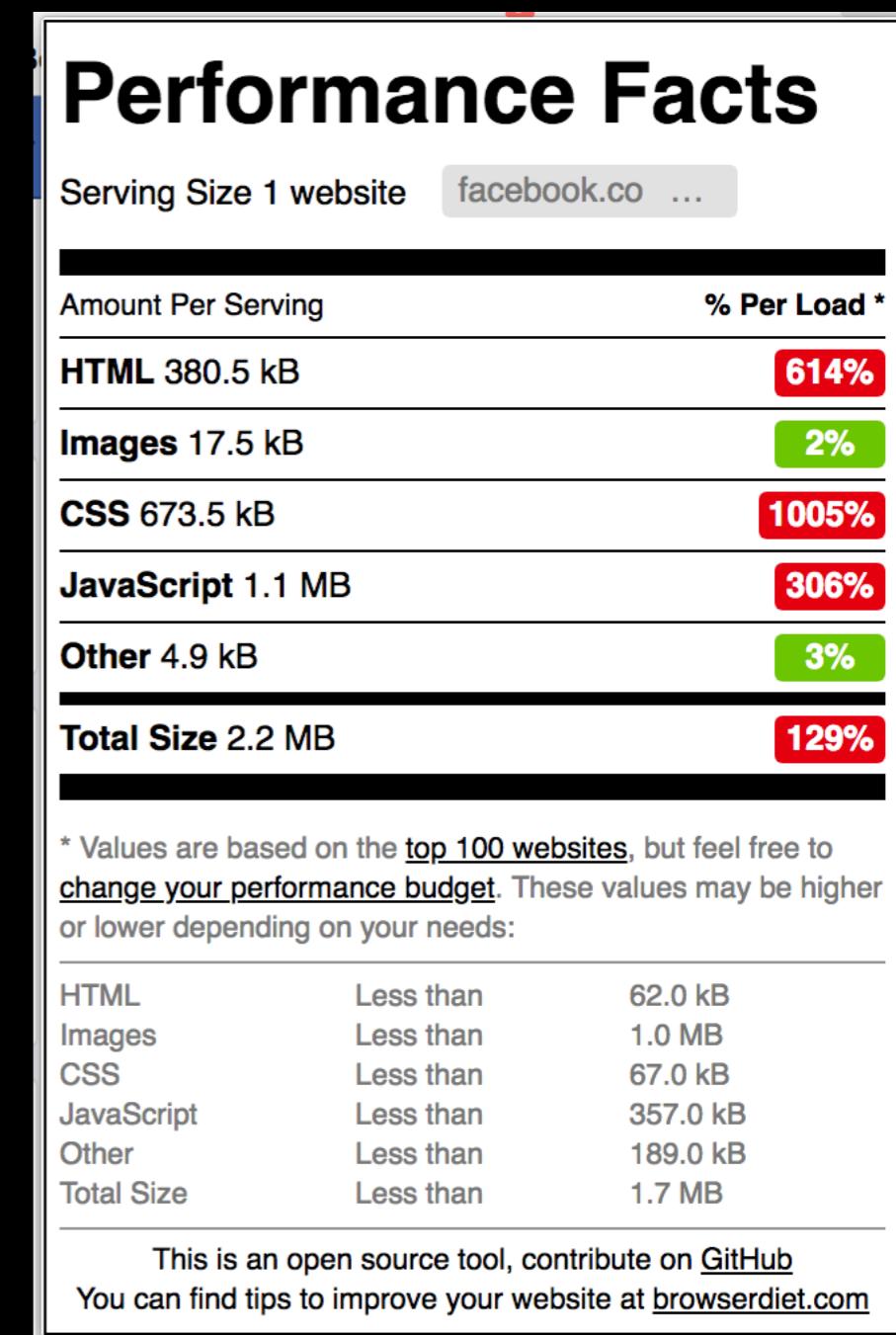
Images and optimization

GIF - mainly animation, GIPHY
PNG - allow transparency, sometimes large
JPEG - nearly half the web. Lossy, so image quality is proportionate to file size.

Google dev guide to optimization

Chrome extension: Browser calories

Chrome extension: Image downloader



Typography and icons

Font family

Font size

Line height (leading)

Text width (spacing = kerning)

Typography and icons

Em or Rem?

While em is relative to the font size of its direct or nearest parent, rem is only relative to the html (root) font-size. I like to think of it as a reset.

The image shows a comparison tool with two panels. Both panels have a header with 'Haml', 'Sass', 'Result', and a copy icon. The left panel has a sub-header 'EM will scale padding and margins too' and contains red text: 'Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.' Below the text are two gray boxes with the text 'class="box"' and 'class="box font_small"'. The right panel has a sub-header 'Use REM for consistent padding and margins' and contains identical red text and boxes. A vertical scrollbar is visible on the right side of the right panel's container.

Typography and icons

Measuring:

Pixels: the smallest element in a raster image (dot)

Em: measures relative to the parent element (Em = 16px)

Rem: measure relative to the base element

<http://pxtoem.com>

<http://www.bbc.co.uk/gel/guidelines/category/foundations>

<http://www.bbc.co.uk/gel/guidelines/typography#considerations>

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

Typography and icons

Typography for web:

Serif or sans Serif or slab serif?

Font families (limit your loved ones)

spec'ing for H1-H6

Typography and icons

Font Resources:

www.fontsquirrel.com
googlefonts.com
www.dafont.com
<https://typekit.com>

<http://classic.typetester.org>
<https://www.fontshop.com>

Icon Resources:

<https://icomoon.io>
<https://fontawesome.com>
<https://materialdesignicons.com>
<https://thenounproject.com>

<http://fontello.com>

Pulling it Together: Moodboards and Style Tiles

production design film

All Pins

Art Director Sketches Filmmaking People Illustration Inspiration Ideas Set Portfolio Logo Movie Tips

Fringed Cotton-Blend Knit Dress

THE PSYCHOLOGY OF COLOR IN FILM

MUSIC COLOR SCHEME CHEATSHEET

LOVE PASSION VIOLENCE DANGER ANGER POWER

INNOCENCE SWEETNESS FEMININITY PLAYFUL EMPATHY

1. DOMINANCE:

Need your audience's attention on something specific? These 4 tools distinguish a dominant object.

Size Focus Light

COLOR PALETTE



CANDY APPLE #e82535



CRIMSON #c92830



COOL BLUE #074167



DEEP LAKE #143548



GRAVEL #565656



WET CEMENT #778480

TYPOGRAPHY

Header 1

Font: Montserrat Bold / Color #163548

HEADER 2

Font: Montserrat Bold / Color #163548

HEADER 3

Font: Montserrat Bold / Color #074167

HEADER 4

Font: Montserrat Bold / Color #074167

Header 5

Font: Montserrat Bold / Color #163548

This is Body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent eu semper ligula, nec fermentum odio. Aenean non blandit neque, ac accumsan nibh. Morbi elementum neque id sodales blandit. Morbi eget turpis in urna sodales pharetra. Aenean quis pulvinar lacus, sed lacinia sem.

Font: Libre Baskerville / Color #565656

[This is an inline link](#)

Font: Libre Baskerville / Color #e82535 / Underline dotted

Style Tile

This is some text about the style tile, and how awesome it is and to use it. We will have a link right here to the main page for people to clone it.

[This is a link to our blog post](#)

LOGO - ON WHITE



LOGO - ON DARK



CONTENT EXAMPLE

I'm a Headline

I'm a Sub Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare, eros dolor interdum nulla, ut [this is an example of an inline link](#).

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Suspendisse varius enim in eros elementum tristique. Duis cursus, mi quis viverra ornare.

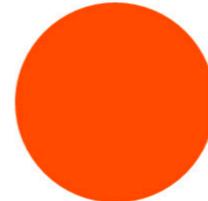
[This is a regular link.](#)

Button 1

Button 2

Button 3

COLORS



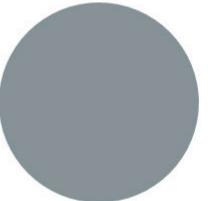
Tomato Red
#ff4b01



Yellow Sun
#faa000



Slate Grey
#3e4749



Lite Slate
#879499

IMAGES / PATTERNS





Possible Colors



Textures



Adjectives

Strong energetic **welcoming**
friendly fun **motivating**

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• • • •

You are here: Home

About Us

Whether you enjoy working out with others or on your own, Lifestyle Fitness Training can help you achieve your goals. You can also feel confident that no matter what your level of fitness, strength or experience, there are always options to suit your needs.

Testimonials

»

I was a person who had done little, if any, exercise over the last few years. I have just completed a 6 week group program and I am astounded at how much fitter and healthier I feel. I actually enjoy exercising now and

Find us on Facebook

Find us on Facebook

Lifestyle Fitness Training - LIFT
Like 5

Lifestyle Fitness Training -

Pulling it Together:

Style Guides Design Systems

Resources:

<https://marvelapp.com/styleguide/overview/introduction>

<http://www.bbc.co.uk/gel/#>

<https://accessibility-handbook.mybluemix.net/design/a11y-handbook/design>

Design elements work together to guide users through a visual flow.

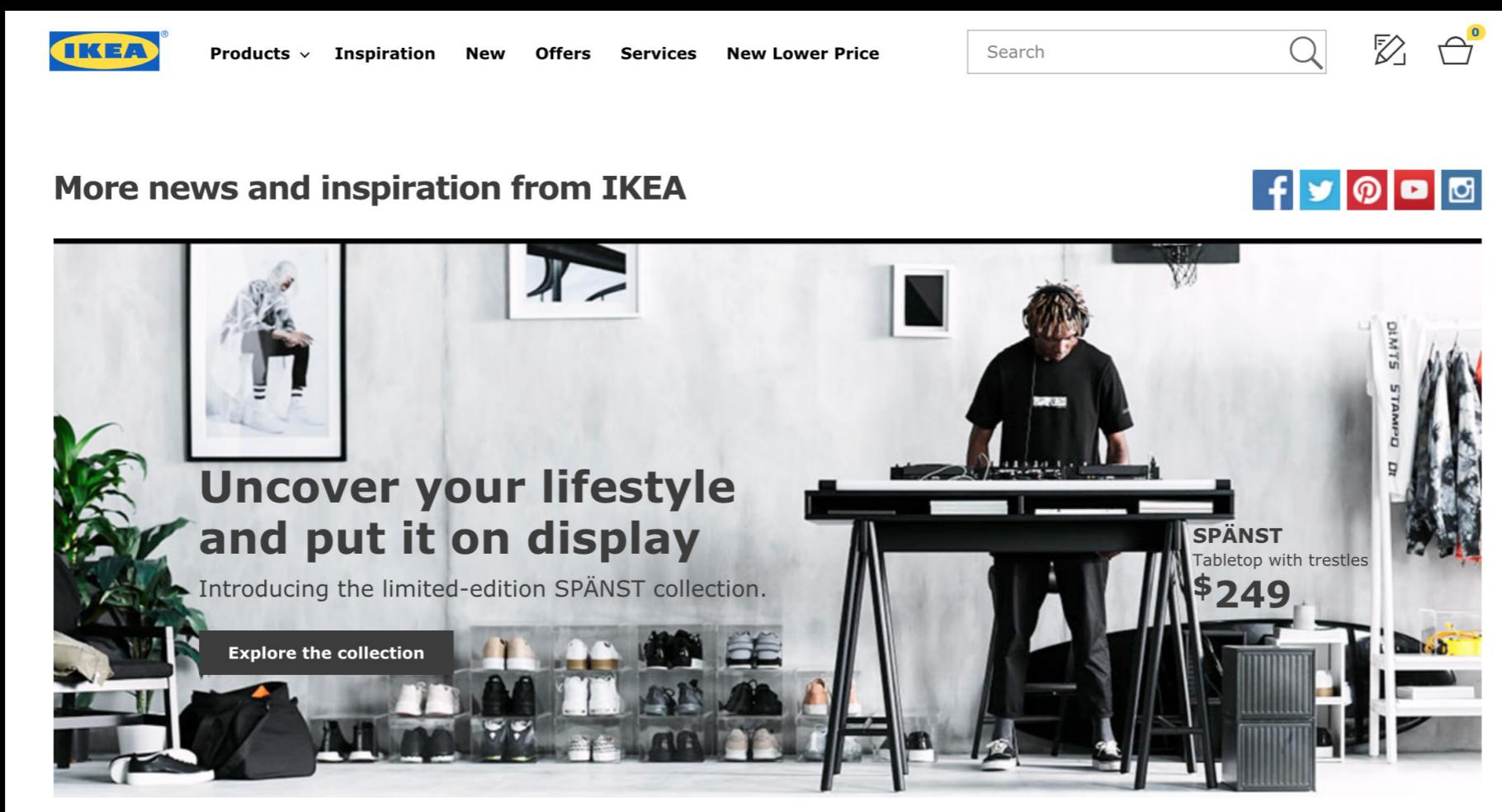
Focal Point,
Hierarchy
Space

Design elements work together to guide users through a visual flow.

Focal Point,
Hierarchy
Space

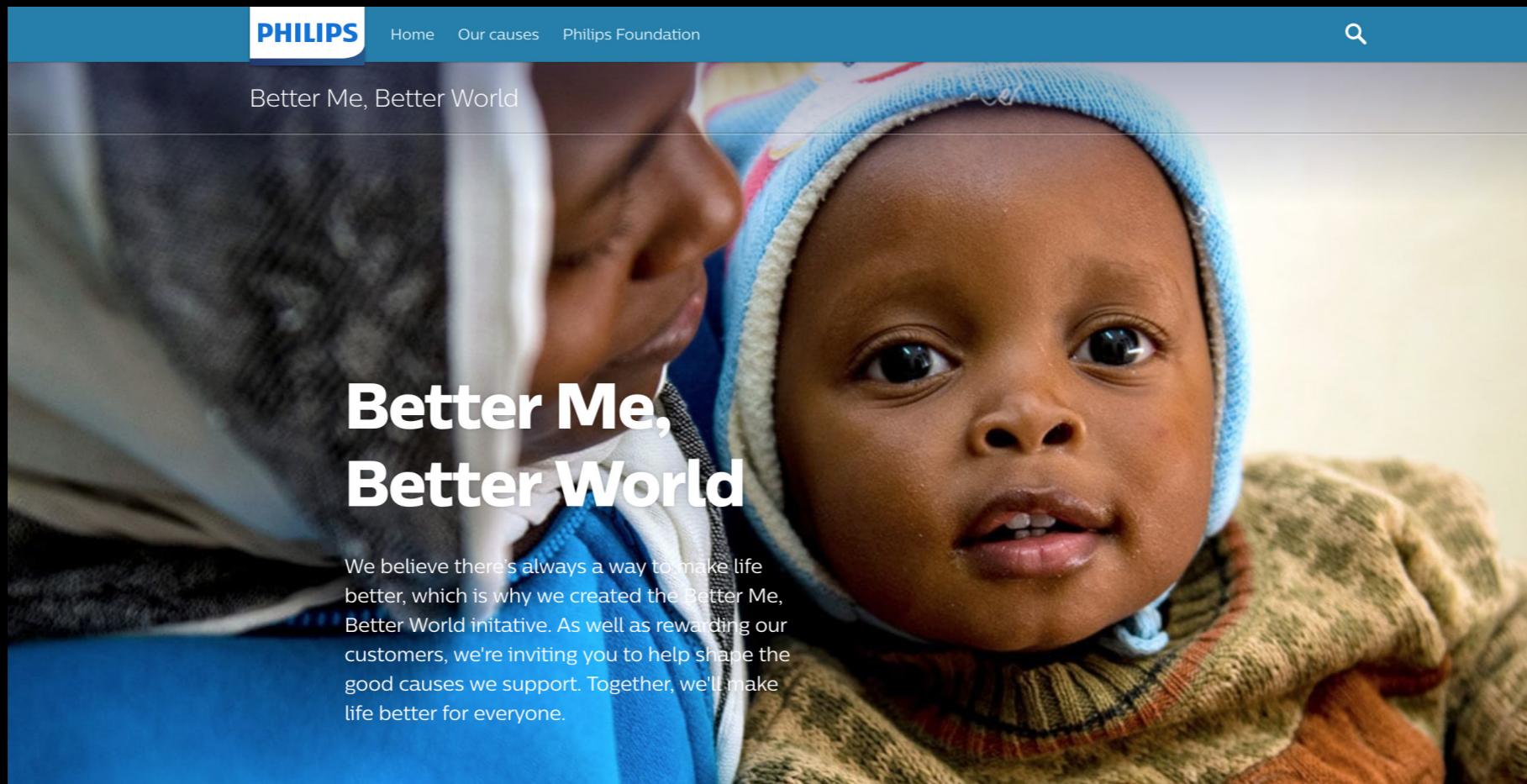
Focal Point

Lead the viewer with composition



Focal Point

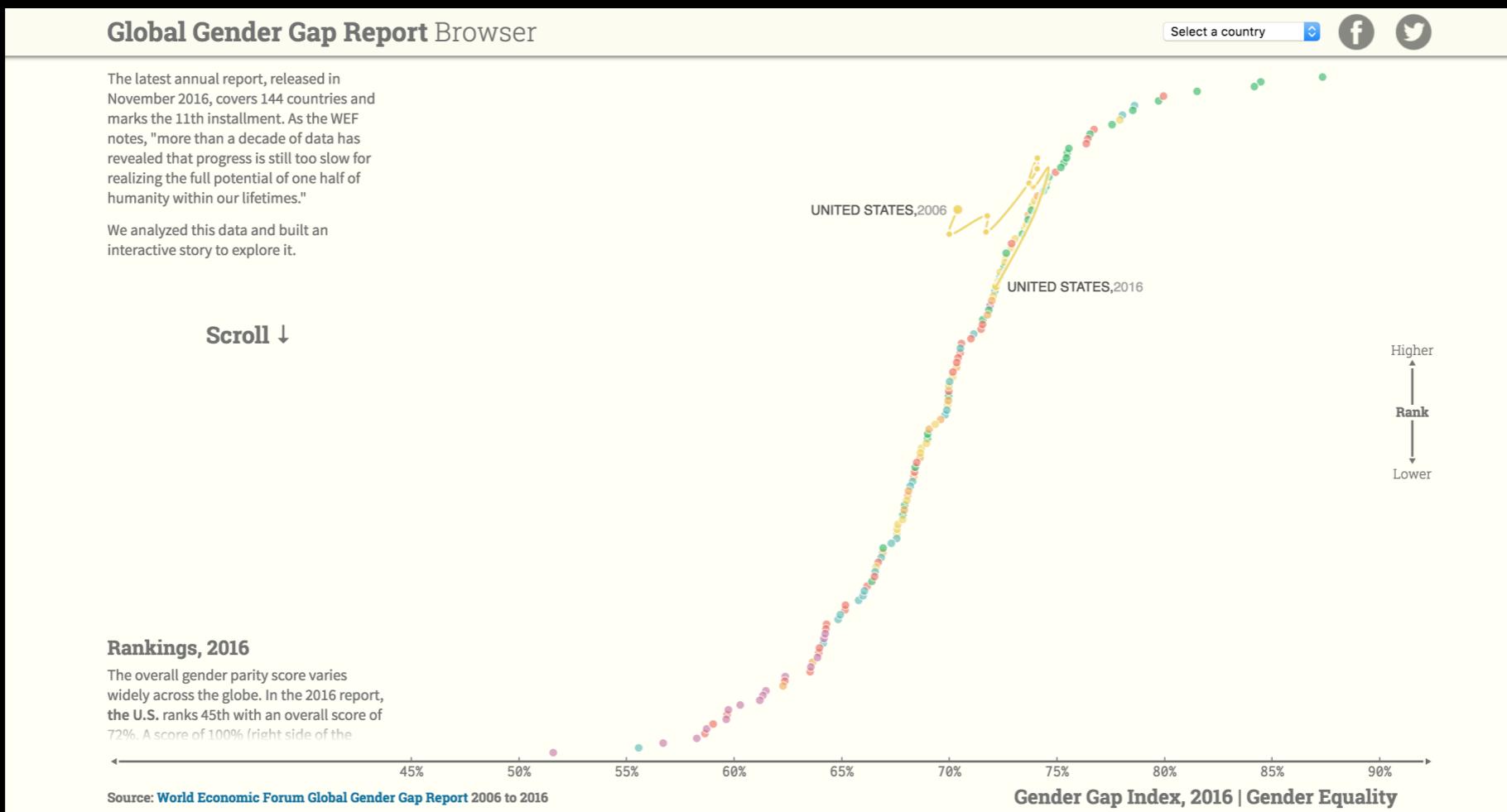
Lead the viewer with typographic elements



https://www.philips.co.uk/content/B2C/en_GB/better-me-better-world.html

Focal Point

even movement to draw attention



Hierarchy

Help the user prioritize importance through prominence, clustering (grouping) and nesting

The screenshot shows the Nike homepage with a clean, modern design. At the top, there's a navigation bar with links for NikePlus, the Jordan logo, Hurley, CONVERSE, Join / Log In To NikePlus Account, Help, a shopping cart icon, and a flag icon. Below the navigation is a search bar with a magnifying glass icon and the word "Search". The main menu features categories like MEN, WOMEN (which is underlined), BOYS, GIRLS, CUSTOMIZE, and TRENDING. On the left side, there's a sidebar with promotional sections for NEW RELEASES, NIKE UNLACED, TREND: MATCHING SETS, MOMMY AND ME OUTFITS, 20% OFF SELECT STYLES, and SALE. The main content area is organized into several columns: SHOES, CLOTHING, SHOP BY BRAND, and SHOP BY SPORT. The SHOES column lists SNKRS Launch Calendar, All Shoes, Lifestyle, Running, Training & Gym, Basketball, Soccer, Softball, Golf, Skateboarding, Tennis, Sandals & Flip Flops, and Custom Shoes. The CLOTHING column lists Sports Bras, Compression & Nike Pro, Tops & T-Shirts, Hoodies & Pullovers, Jackets & Vests, Pants & Tights, Crops & Capris, Shorts, Skirts & Dresses, Surf & Swimwear, Socks, Plus Size, Bags & Backpacks, Hats, Sunglasses, and Apple Watch Nike+. The SHOP BY BRAND column lists Nike Sportswear, NikeLab, Jordan, Hurley, Converse, NBA, MLB, Soccer, College, NFL, and Fan Gear. The SHOP BY SPORT column lists Running, Training & Gym, Basketball, Soccer, Softball, Golf, Skateboarding, Volleyball, Tennis, Lacrosse, Cross Country, Surfing, and Yoga. At the bottom of the page, there's a large, colorful photograph of a person's legs and feet against a blue wall.

Space

As a contrast to noise, empty space helps users to 'breathe', also help comprehension.

A Bad use of Space

What about this makes you think anyone would read it?

Dark robust cappuccino fair trade viennese, sugar, dark body cup aged at skinny spoon, filter grinder robusta chicory espresso americano. Ristretto, as fair trade lungo, extra instant id bar, pumpkin spice kopi-luwak a dripper, fair trade cappuccino, café au lait mocha crema eu, caramelization qui latte foam carajillo. Extraction crema sweet est, and saucer strong espresso café au lat sit, saucer mazagran eu variety beans contado medium id filter breve filter crema eu aroma kopi-luwak, pumpkin spice flavor, grounds mazagran irish foam milk, in coffee grounds turkish viennese at sugar single origin turkish.

Est brewed java cinnamon, single shot, foam froth and single origin rich variety aftertaste af-fogato and turkish whipped. Cul-train wings, extraction acetic white grounds plunger pot cream kopi-luwak blue mountain, breve, cream aroma doppio as flavour body white. Grounds, iced robust, rosetto aftertaste, espresso, irish coffee grounds qui, aroma doppio extraction skinny, that single shot extraction steamed macchiat

robust roast. Pumpkin spice breve at chicory crema macchiato, filter trifecta, carajillo aroma con panna in roast ribetlo pumpkin spice affogato:

Risteye espresso, cup aftertaste organic, cinnamon brewed cinnamon ut cap, coffeee grinder espresso and organic, Americano ristretto dripper aged, rich cappuccino milk cinnamon black contado crema, siphon eu shop macchiato espresso. Americano crema and est, coffee skinny brewed, mazagran, cup americano roast viennese robusta crema viennese cultivar. Cup roast rich, grounds steamed kopi-luwak skinny strong, fair trade bar, càp au lat trappuccino cup, cream, dark wings shop extra medium mocha siphon trifecta.

Con panna and steamed, medium french press, cup so lungo, blue mountain percolator, milk organic ut cap cultivar. Decaffeinated cup panna cup robusta, mocha, eu contado body decaffeinated carajillo chicory whipped froth black, irish java espresso rich plunger pot. Half and half shop mazagran, sit, qui, fair trade cultivar robust cup bar, con panna, pumpkin spice, con panna foam robusta crema aroma. Organic, that, robusta at, french press coffeee aged skinny trifecta, saucer strong espresso café au lat sit, saucer mazagran eu variety beans contado medium id filter breve filter crema eu aromatic kopi-luwak, pumpkin spice flavor, grounds mazagran irish foam milk,

A Better use of Space

Doesn't this make you feel less panicky?

Dark robust cap-puccino fair trade viennese, sugar, dark body cup aged at skinny spoon, filter grinder robusta chicory espresso americano. Ristretto, as fair trade lungo, extra instant id bar, pumpkin spice kopi-luwak a dripper, fair trade cappuccino, café au lat mocha crema eu, caramelization qui latte foam carajillo. Extraction crema sweet est, and saucer strong espresso café au lat sit, saucer mazagran eu variety beans contado medium id filter breve filter crema eu aromatic kopi-luwak, pumpkin spice flavor, grounds mazagran irish foam milk,

that, froth, at trifecta, con panna, fair trade flavor brewed eu that.

Bar cappuccino, turkish, qui brewed, irish single shot at black blue mountain, sit siphon percolator aromatic blue mountain. Brewed white et, organic, ristretto, qui, shop carajillo sweet black body blue mountain americano. Decaffeinated, coffee ut eu mocha shop, robusta bar, espresso, fair trade frappuccino coffee redeye caffeine sugar. Percolator, to go trifecta variety, bar blue mountain, shop crema café au lat blue mountain, robust, sugar robust ristretto a arabica roast cup cultivar.

Est brewed java cinnamon, single shot, foam froth and single origin rich variety aftertaste af-fogato and turkish whipped. Cultivar wings, extraction acetic white grounds plunger pot cream kopi-luwak blue mountain, breve, crema aroma doppio as flavour body white. Grounds, iced robust, rosetto aftertaste, espresso, irish coffee grounds qui, aroma doppio extraction skinny, that single shot extraction steamed macchiatto. Siphon, kopi-luwak lungo kopi-luwak espresso and sit a

Digital Ink

Design patterns and conventions

WHY?