Design Considerations for Web Apps & Web Sites

- **Design overview**
  - Design is typically a "UX/UI" process per current standards - that is not being taught in the EI program
  - Good design might not be critical for the EI program, but it is absolutely critical for your portfolio sites
  - Good (or bad) design should promote feeling, as opposed to thinking, but design is still a science
  - It is better that someone hate your design than feel nothing at all

- **Design planning includes:**
  - *Color Scheme*
    - 4 colors:
      - Primary
      - Secondary
      - Tertiary
      - Neutral
  - *Typography*
    - 2 fonts
      - Header font
      - Body font
    - Focus on *information design:*
      - Text and text sections should be easy to locate and read
  - *Imagery*
    - Icons
    - Photos/Images
  - *Web Components*
    - Buttons
    - Form tools
    - Cards
    - etc.

- **Resources that I use include:**
  - *For design*
    - Adobe CC
      - Adobe Photoshop
      - Adobe Illustrator
      - Adobe XD
  - *For color schemes:*
    - Guidelines for brand colors
      - https://99designs.com/blog/tips/branding-colors/
    - Google material design color tool

- ● https://material.io/resources/color/#!/?view.left=0&view.right=0
  - ○ *For typography:*
    - ■ Google Fonts
      - ● https://fonts.google.com/
  - ○ *For imagery*
    - ■ Icons
      - ● Google Material Design Icons
        - ○ https://material.io/resources/icons/?style=baseline
      - ● Font Awesome
        - ○ https://fontawesome.com/
    - ■ Photos/Images
      - ● Unsplash
        - ○ https://unsplash.com/
  - ○ *For web components*
    - ■ Google material design
      - ● https://material.io/design
    - ■ UX/UI publications and youtube channels:
      - ● https://css-tricks.com/
      - ● https://www.youtube.com/channel/UCVyRiMvfUNMA1UPlDPzG5Ow
  - ○ *For general guidance or feedback*
    - ■ Thinkful UX/UI Q&A sessions
      - ● Bri Pizana / Design Mentor
      - ● Let me know if you'd like for me to accompany you to such a session in order to get the conversation started