

Welcome!

Find your table

Front

Heidi	Jessie
Brenda	Linus
Jessica	Steven
Nicole	Waitlisted/ Auditors

Announcements

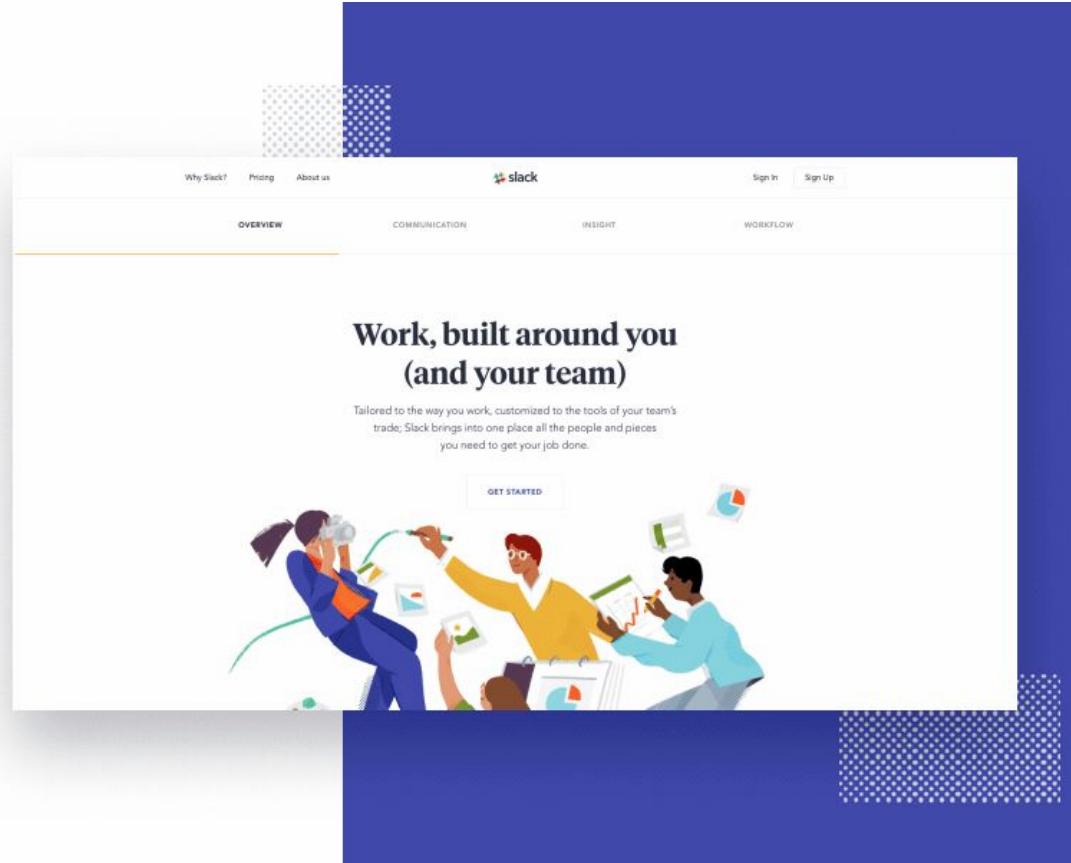
- Ask us questions :) Join us at OH's: wdd.io/go/OH
- Homework 4 will be up later tonight :)
- Group project starts today
 - Team sign-up before end of Wednesday: wdd.io/go/project-signup
 - More will be posted on portal/Piazza & we'll talk about it more later today
 - For this week: You'll only need to form a group of 3
- Midterms? Absence form: wdd.io/go/absence
- If you receive 0 for homework 1, let us know!

Week 4

Typography and Color

More tools to convey emotion and information!

Part 1 - Typography



Typography evokes the personality/character of the site.

Web Design DeCal Spring 2019



MARK MANSON

THE DARK SIDE OF THE DIGITAL NOMAD

TRAVEL

CLOSE

The following is the original piece I wrote for CNN last year entrepreneurs, also known as "digital nomads." Since the whole "Work Online, Travel the World and Live the Dream" angle had been done to death in a million places, I decided to go the other direction and show the dark side of being a digital nomad — the challenges one faces, the emotional pitfalls, the social sacrifices.

Predictably, CNN hated it. The editors hacked it to pieces and asked me to rewrite sections to make it less gloomy. But I was always fond of the original, so I'm posting it here unabridged.

CLOSE

COMMENTS (45) X

jonathandunn • 3 hours ago
Good point! There are travel bloggers. Then there are freelancers: coders mainly.

roberto98 • 3 hours ago
Not one family in amongst that. Being nomadic is easier when you only have 1 person to worry about.

danielrubinho • 4 hours ago
Not saying it's not doable, some good friends of mine manage it but would have been a better article with a 50/50

danielrubinho • 5 hours ago
here people do business from the road (running an IT company, travelling and filming their trave

Often more than 80% of the information is expressed as pure text.

Web Design DeCal Spring 2019

DON'T

The title

LOREM IPSUM DOLOR SIT AMET,
CONSECTETUER ADIPISCING ELIT, SED DIAM
NONUMMY NIBH EUISMOD TINCIDUNT UT
LAOREET DOLORE MAGNA ALIQUAM ERAT
VOLUTPAT.

Ut wisi enim ad minim veniam, quis nostrud exerci
tation ullamcorper suscipit lobortis nisl ut aliquip
ex ea commodo consequat.

DO

The title

Lorem ipsum dolor sit amet, consectetuer
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis
nostrud exerci tation ullamcorper suscipit
lobortis nisl ut aliquip ex ea commodo
consequat.

Readability test

① 22.02.2012

jay

Uncategorized



The night grew ever colder. Aragorn and Gim
whenever they awoke they saw Legolas standin
to and fro, singing softly to himself in his own ton
white stars opened in the hard black vault above

... and in the way we use size, weight, and color to display them.

Web Design DeCal Spring 2019

Conveying Emotion with Type



Type can be used to portray very different emotions.

Web Design DeCal Spring 2019

Font Families

Serif Fonts

- Has a little **flick** where the letterforms terminate
- Feels **classy** and **formal**
- Times New Roman, default font without CSS

Sans-Serif Fonts

- Does not have a **flick**
- Feels **modern**
- Arial, Helvetica Neue, Avenir

abcd	abcd
efgh	efgh
ijklm	ijklm
nopq	nopq

What font should I use for content?

Serif → text-heavy

The Most Important Color In UI Design

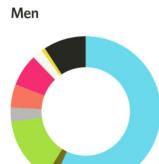
by Nick Babich

As you probably already guessed this article is dedicated to *blue color*. Without a doubt, blue is one of the most important colors in UI design, and one of the most frequent. Just look at your smartphone app icons, and you'll see that a lot of them are blue: Facebook, Twitter, Shazam, Safari, etc.

So why is blue the chosen color?

There are a lot of reasons to use blue, I'll list a few of them:

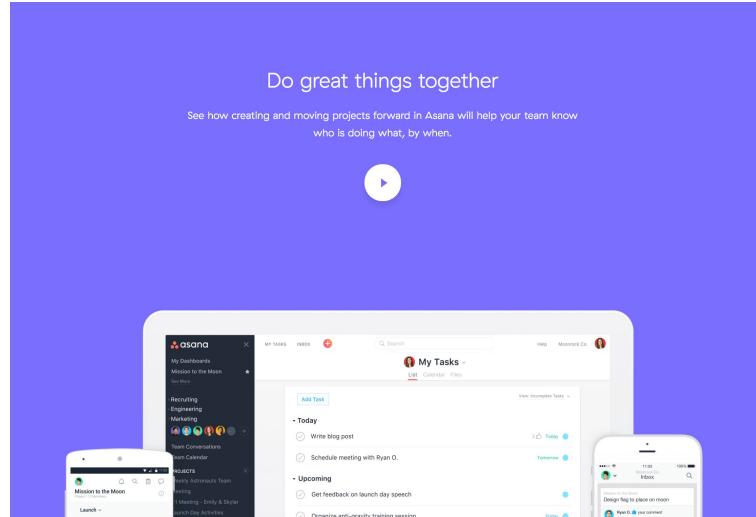
- **People like this color.** Surveys show majority of people see blue as their favorite color. Blue is considered to be the safest color globally.



Sans-serif → image-heavy

Do great things together

See how creating and moving projects forward in Asana will help your team know who is doing what, by when.



What font should I use for emotion?

Serif → classy



— Latest News —
SATURDAY, JULY 29, 2017

A screenshot of the Vogue Beauty website news section. It shows a grid of news items. One item features a photo of a woman with long dark hair and the headline "The Rules of Getting Pierced, According to a Master Piercer". Another item features a photo of two women and the headline "Liberty of London Debuts Furniture for". Each news item includes a timestamp (e.g., "11 hours ago BEAUTY") and a "Read More" button.

Sans-serif → modern



A screenshot of a Nike product page for the Air Structure running shoe. The page has a dark background with white text. It features the "AIR STRUCTURE" logo and "RUNNING COLLECTIONS". Below that is a star rating of four stars. The price "\$223.45" is prominently displayed. At the bottom, there are "ADD TO CART" and "Share" buttons.

Generally, use 2-3 fonts per website

BOLD

Bonjour

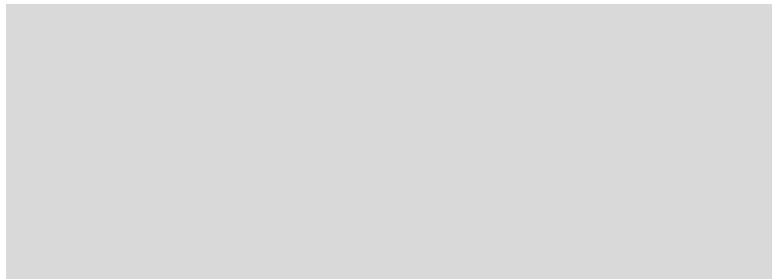


MEDIUM

J'aime le fromage

LIGHT

Urnip greens yarrow ricebean rutabaga
endive cauliflower sea lettuce kohlrabi
amaranth water spinach avocado daikon
napa cabbage asparagus winter purslane
kale. Celery potato scallion desert raisin
horseradish spinach carrot soko. Lotus root
water spinach fennel kombu maize.



Use weights to create proper hierarchy, think of type as blocks.

Web Design DeCal Spring 2019

Introducing Our Lab

— The IBM Mobile Innovation Lab will envision, prototype and accelerate exceptional innovative mobile experiences by adopting Lean, Agile and Design Thinking practices in order to improve and enrich people's lives.

Mobile is becoming the primary mode of transaction and delivery for critical business insight. It provides IBM clients and partners with the means to securely improve visibility and control, connect with customers in context, and create new value. The IBM Mobile Innovation Lab is a passionate team that makes inventions a reality. The lab leverages the IBM's portfolio of products, research resources, and partnerships to envision exceptional innovative experiences. By adopting Agile, User-Centric, and Design Thinking practices, we solve problems and accelerate the delivery of mobile solutions that improve and enrich people's lives worldwide.

Introducing Our Lab

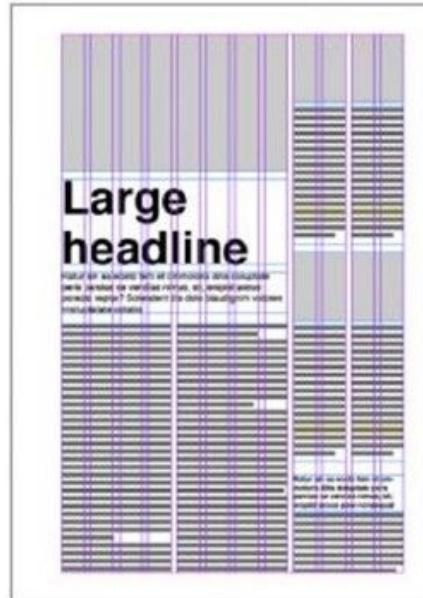
— The IBM Mobile Innovation Lab will envision, prototype and accelerate exceptional innovative mobile experiences by adopting Lean, Agile and Design Thinking practices in order to improve and enrich people's lives.

Mobile is becoming the primary mode of transaction and delivery for critical business insight. It provides IBM clients and partners with the means to securely improve visibility and control, connect with customers in context, and create new value. The IBM Mobile Innovation Lab is a passionate team that makes inventions a reality. The lab leverages the IBM's portfolio of products, research resources, and partnerships to envision exceptional innovative experiences. By adopting Agile, User-Centric, and Design Thinking practices, we solve problems and accelerate the delivery of mobile solutions that improve and enrich people's lives worldwide.

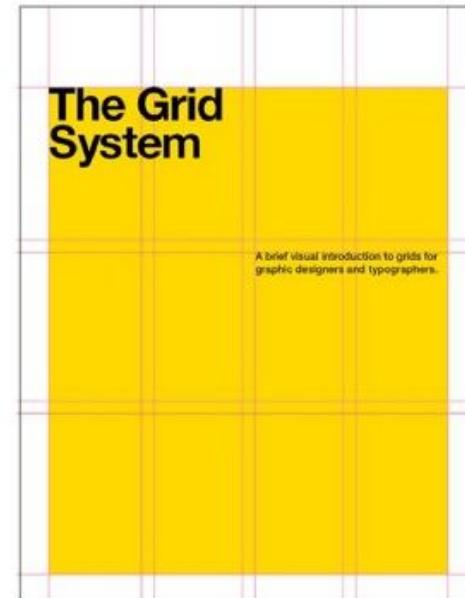
Type is not an exact science.
It is aligned when it feels aligned.



square grid



12-column



5-column

Grids can be useful! but,

Web Design DeCal Spring 2019

Bonjour

Urnip greens yarrow ricebean rutabaga
endive cauliflower sea lettuce kohlrabi
amaranth water spinach avocado daikon
napa cabbage asparagus winter purslane
kale. Celery potato scallion desert raisin
horseradish spinach carrot soko. Lotus root
water spinach fennel kombu maize.

Bonjour

Urnip greens yarrow ricebean rutabaga
endive cauliflower sea lettuce kohlrabi
amaranth water spinach avocado daikon
napa cabbage asparagus winter purslane
kale. Celery potato scallion desert raisin
horseradish spinach carrot soko. Lotus root
water spinach fennel kombu maize.

Sometimes, you just gotta eyeball it.

ng 2019

Light
Regular
Medium
Bold

equals a typeface

Pick a font that has a lot of **weights**.

Web Design DeCal Spring 2019

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea.

x1.2

for a short paragraph

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi beetroot carrot watercress. Corn amaranth salsify bunya nuts nori azuki bean chickweed potato bell pepper artichoke. Nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery. Bunya nuts black-eyed pea.

x1.5

for a long story

Use line-spacing between x1.2 - x1.5

Web Design DeCal Spring 2019

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi beetroot carrot watercress. Corn amaranth salsify bunya nuts nori azuki bean chickweed potato bell pepper artichoke. Nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery.

Use between 40...

Turnip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi beetroot carrot watercress. Corn amaranth salsify bunya nuts nori azuki bean chickweed potato bell pepper artichoke. Nori grape silver beet broccoli kombu beet greens fava bean potato quandong celery.

...and 70 characters per line.

Cut down text width!

Web Design DeCal Spring 2019

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Okay, but how do a **choose** a font?

Museo Sans Rounded 100

Museo Sans Rounded 300

Museo Sans Rounded 500

Museo Sans Rounded 700

Museo Sans Rounded 900

Number (100-900) determines **font thickness**

Start with one typeface.

Web Design DeCal Spring 2019

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

[Open Sans, 10 Styles by Steve Matteson](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

[Lato, 10 Styles by Łukasz Dziedzic](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

[Source Sans Pro, 12 Styles by Paul D. Hunt](#)

Normal 400

Grumpy wizards make toxic brew for the evil Queen and Jack.

[Roboto, 12 Styles by Christian Robertson](#)

The quick brown fox jumps over the lazy dog

Gibbs
Typetanic
12 fonts

Activate fonts

The quick brown fox jumps over the lazu doo

FP Dancer
Fontpartners
8 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

Basic Sans
Latintype
14 fonts

Activate fonts

The quick brown fox jumps over the lazy døg

Brevier
CAST - Cooperativa Anonima Servizi Tipografici
4 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

Cresta
JTD
12 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

Dederon Sans
Suitcase Type Foundry
4 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

Brandon Grotesque
HVD Fonts
12 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

New Zen
Newlyn
14 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

Dunbar
CJ Type
20 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

Newbery Sans
Sudtipos
42 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

BC Alphapipe
Briefcase Type
10 fonts

Activate fonts

The quick brown fox jumps over the lazy dog

Multi Display
Type-O-Tones
14 fonts

Activate fonts

Adobe Typekit is really good, too.

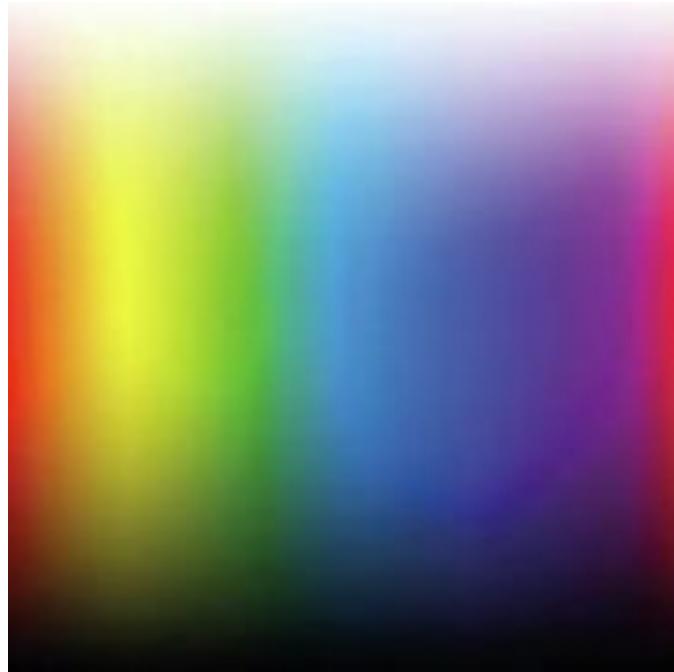
Web Design DeCal Spring 2019

Don't nerd over typefaces, just
pick one / Think type as blocks /
Align with your eyes / Hierarchy
first / Use contrast / Fine-tune
with spacing. And voilà.



Questions?

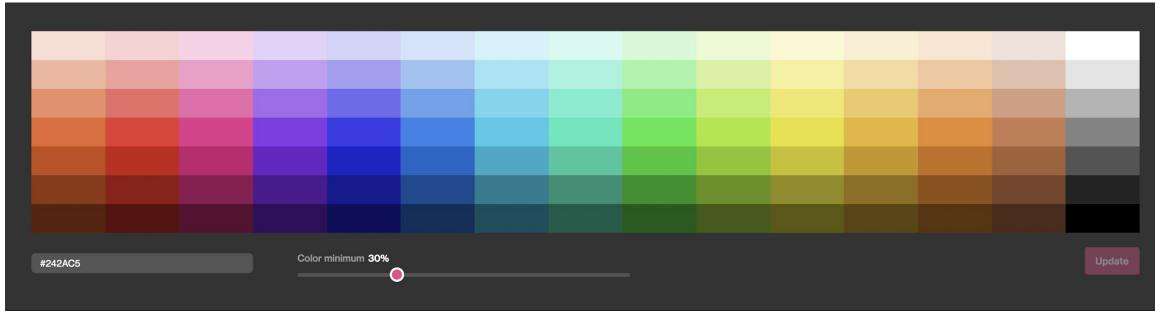
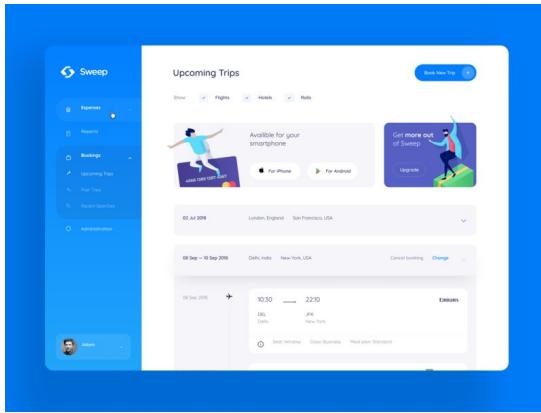
Part 2 - Color



When we talk about color, think about it like this.

Web Design DeCal Spring 2019

The three main components of color --
hue, saturation, and brightness.



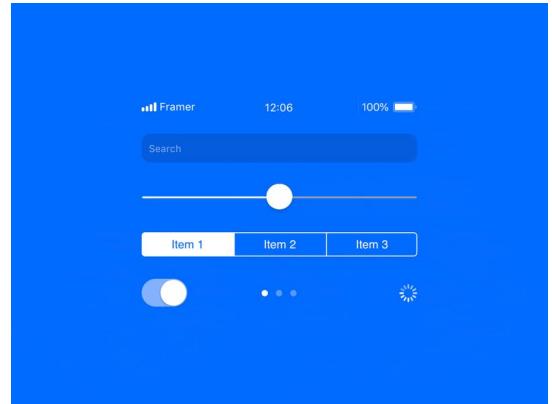
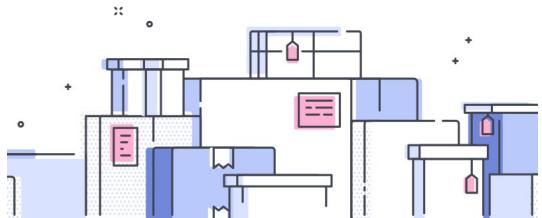
Hue -- what color it is.

Web Design DeCal Spring 2019



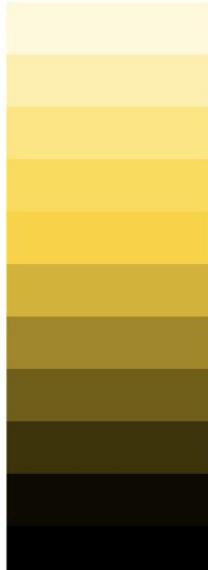
WE SHIPPED 70+
COMMUNITY VOTED FEATURES

11 MORE CURRENTLY PLANNED



Saturation -- how much grey is mixed in, or how bold a color is.

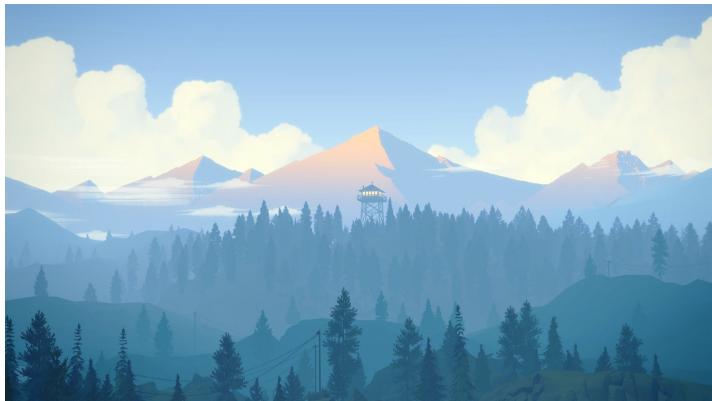
Web Design DeCal Spring 2019



Brightness -- how much black is mixed in.

Web Design DeCal Spring 2019

Color can not only represent a color or a mood, but can also lead to people experiencing that mood.

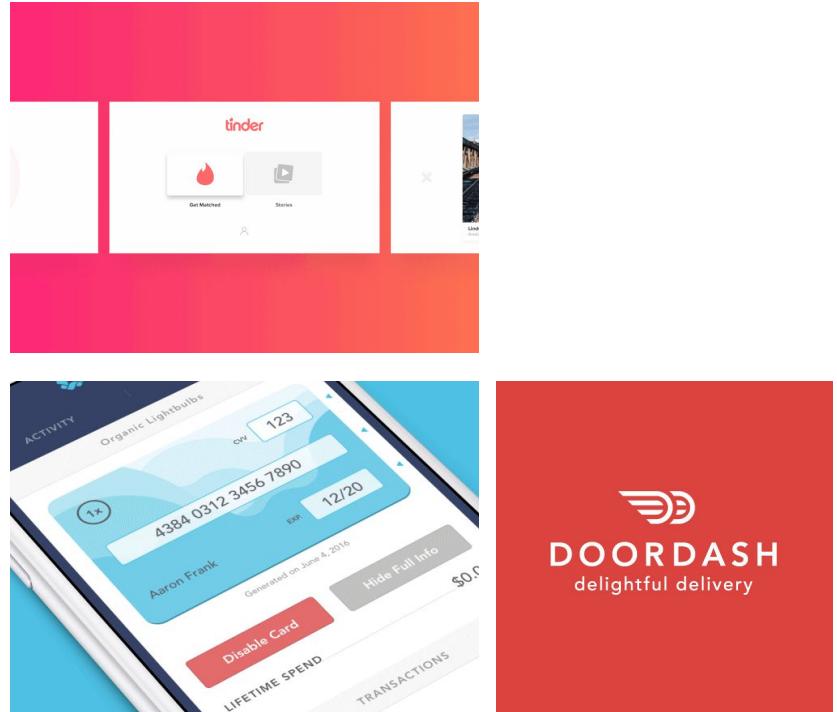


Color can often push an emotional narrative, useful for storytelling -- Firewatch Web Design DeCal Spring 2019

It is in our users' biological responses that connects colors to emotions.

Red

- Strong and **Emotionally Intense** Color
- Can represent love, sexuality, or violence.
- Incites “danger response”
- Often used as an accent color rather than a main focal color
- Red is noticeable, used for **cancelling**. Think stop, do not enter, or rejected password.



Yellow

- Bright and **creative** color
- **Shopping websites** - induces quick decision making
- Prone to making text hard to read due to lack of contrast **like this**
- Very widely used as a warning sign



Qty:



Add to Cart

or 1-Click Checkout



Buy now with 1-Click®

Order within 22hr 43min to get it:

Tuesday, August 1

(Free Two Day Shipping)



Blue

- Reliable and calm color
- Used for corporate audiences
- Appetite “suppressor”
- Suitable for many general-purpose websites



Through a color's cultural, narrative and psychological contexts, a designer can alter the meaning of their work and change its impact on users.

Colors / #242AC5 💧

#242AC5

Color minimum 30%

Update

Fredy Sosa

Mohammad Akbar Hossain

AIG XD

Monika Pola

Bee Sight Soft

Jos Moerkerken

Use Dribbble to look at designs by color!

Web Design DeCal Spring 2019

Color Scheme: Themes

- Use **2-3 main colors** for your website
- **Primary Color** - theme for your website, navigation bar, logo icon, etc.
- **Secondary Color** - an alternative accent, submit buttons, call to actions
- **Cancel Color** - grab the user's attention, warnings, cancel buttons





OPACITY: 1

LOREM IPSUM DOLOR SIT AMET

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA.



OPACITY: 0.6

X



Amsterdam Walking Tour
Explore popular tourist destinations as well as hidden local favorites.

\$17 per person*
 28 reviews

*Prices may vary depending on selected date.

Book now

✓



Amsterdam Walking Tour
Explore popular tourist destinations as well as hidden local favorites.

\$17 per person*
 28 reviews

*Prices may vary depending on selected date.

Book now

Bolder not bigger

Lighter not smaller

Use color and weight to create hierarchy instead of size

Web Design DeCal Spring 2019

Freelancer
Perfect for independent designers for prototyping and demonstrations

\$12 / mo.
Billed annually or \$14 monthly

1 User
5 Projects
Download prototypes
Password protected prototypes

Startup
Perfect for small teams who collaborate on multiple projects

\$24 / mo.
Billed annually or \$28 monthly

10 Users
Unlimited Projects
Annotate prototypes
Download advanced prototypes
Password protected prototypes

Freelancer
Perfect for independent designers for prototyping and demonstrations

\$12 / mo.
Billed annually or \$14 monthly

1 User
5 Projects
Download prototypes
Password protected prototypes

Startup
Perfect for small teams who collaborate on multiple projects

\$24 / mo.
Billed annually or \$28 monthly

10 Users
Unlimited Projects
Annotate prototypes
Download advanced prototypes
Password protected prototypes

Colors can be used as accents!

Web Design DeCal Spring 2019



Karani	Home	Tour	Price
	Manage your fun and contacts in c	Stay organized, track your fi and build better relationships	

You don't have to go too overboard with color.

Web Design DeCal Spring 2019

Also, no one actually uses pure black

(Use #333 instead)

Web Design DeCal Spring 2019

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

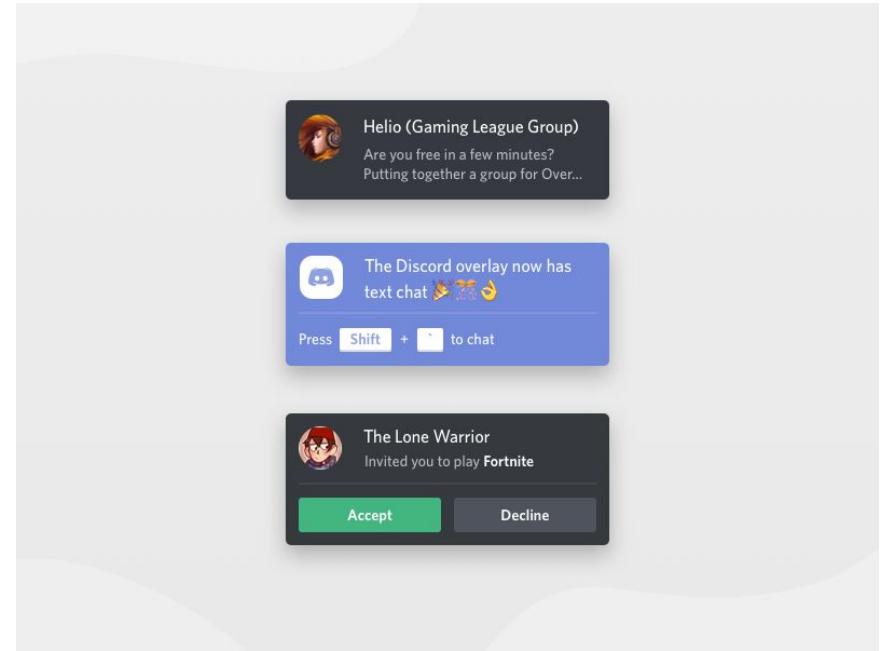
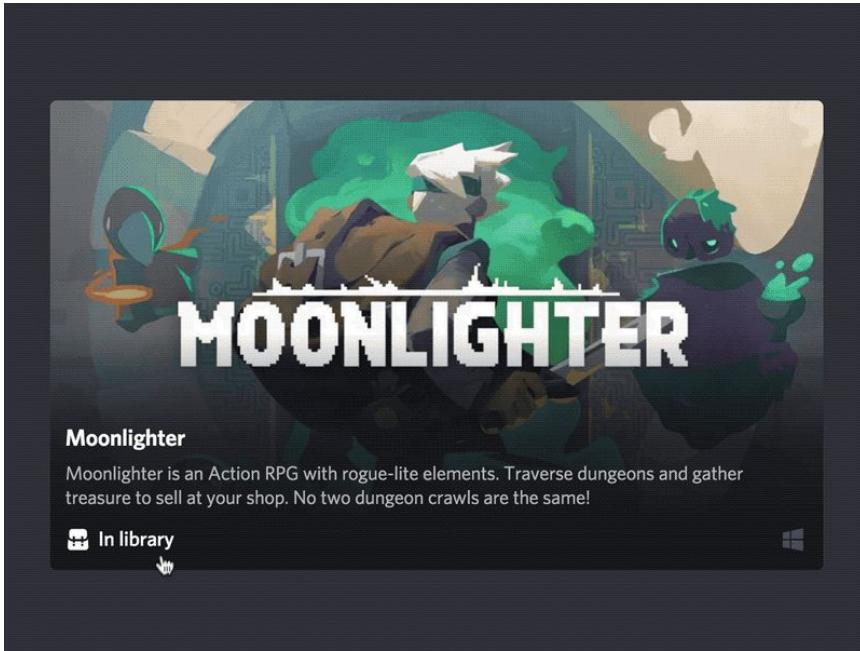
Lorem Ipsum



Okay, but how do I pick **a color?**

Don't sweat it. Use [coolors.co](#)
Or [gradients.io](#) for gradients.

**Think you know your colors?
Try [colorbox.io](#) by Lyft**



Putting it all together -- Discord.gg

Web Design DeCal Spring 2019



Questions?