

Design Basics

Why do I need to know design?

- Web developers who have an eye for design are more desirable than those who don't
- While you'll often work with designers, sometimes you'll need to wing it for minor things or admin pages
- If you feel good enough, you can be a one-person web shop offering people full site builds without needing a designer

Color & Palettes

- When choosing colors, we want to select from a fixed set, not continually introduce unique colors everywhere
- Creating a palette centered around one or two primary colors with various shades reduces visual "noise"
- Use your colors sparingly to highlight particular things you want your users to focus on
- Still room for secondary colors in special conditions

US show of force



BREAKING NEWS

Carrier strike group heads toward Korean Peninsula

How much damage can North Korea's weapons do? ▶

Senator urges Trump to negotiate with Kim Jong Un

Experts: North Korea missile program advancing ▶

Top stories



Chemical attack site bombed

At least one dead in Florida mall shooting

5 kids hurt when bounce houses take off

Protesters chant, 'Liberty,' clash with cops

Delta woes continue. More flights canceled

Wake up Dallas! Hacker sets off all 156 emergency sirens near midnight

Great white trapped on California beach

Opinion: Dems have zero leverage after losing on Gorsuch

Haley: No political solution with Assad ▶

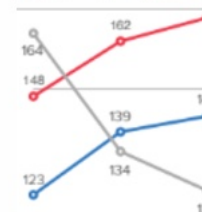
Top political stories



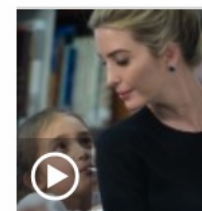
Republican booed at town hall -- until he criticizes Trump



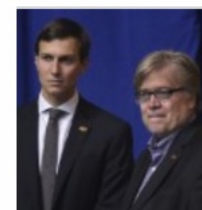
61 Senators sign letter to preserve filibuster rules



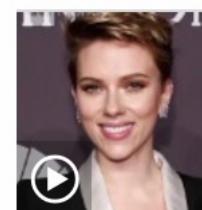
This is the most amazing chart on Congress you'll see today



Trump grandchildren perform for President Xi



Trump to Bannon and Kushner: Work it out



Scarlett Johansson slams Ivanka Trump



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Requires Mac OS X 10.11+. Special prices for **Education** and **Adding Seats to your License** are available.

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Color & Palettes (Resources)

- [Web Developer's Guide to Color](#) - Overall good guide to deciding your colors
- [ColourLovers](#) - Tons of palettes for use / inspiration
- [Palettable](#) - Pick your palette by playing a game!

Typography

- Much like colors, we want to limit our type options to better communicate things to users
- 1-2 fonts at most, *maybe a third* if you're only using it for something *very* specific
- Limit your sizes as well, 4-6 sizes is usually more than enough
- High contrast colors for easiest reading

Sans Serif

Clean

Modern

Lightweight

Contemporary

Simple

Techy / Web

Helvetica

Proxima Nova

Arial

Open Sans

Verdana

Raleway

Serif

Featureful

Academic

Personal

Classic

Elaborate

Physical / Print

Georgia

Source Serif

Palatino

Cormorant

Times New
Roman

Libre
Baskerville

Typography (Resources)

- Google Fonts - Tons of fonts, good filters
- Font Squirrel - Plenty of off-beat fonts not found elsewhere
- Type Scale - Recommend font sizes using the golden ratio

Style guides

Many companies publish their internal style guides to show how designers adhere to their brand. A ton of these are available, but I few I really like are:

- Medium
- Spotify
- Google's Material Design

Additional reading

Visual Mess - A guide on cleaning up visually messy designs. I looked at a few tutorials, but honestly I think this does the best job of showing rather than telling you design techniques.

Design Communities

- Dribbble - Github, for designers
- r/web design - Subreddit for web designers
- Designer News - News and trends discussions