

WEEK 5 | DESIGN TYPOGRAPHY AND IMAGES

Shawn Park & Jeff Zhan

Previous Class

- F-style Layout: Place the most important element is top-left -> bottom-right order
- General Layout Design: Start from general to specific
 - Navigation => Contentarea => Content
- Divide and conquer: Think about your website as a sum of individual components as you turn it into a code
- Single Visual Design: excellent way to provoke emotion for your landing page

Today

- What gives websites an emotional appeal?
 - Typography & Images
- Typography
 - Font-family, Font-size, Font-weight
 - Choosing the right font
 - Web Fonts
- Images
 - Image sizing
 - Thumbnails
 - Icons
 - Background



Adobe Typekit

Fonts

Pricing

Blog

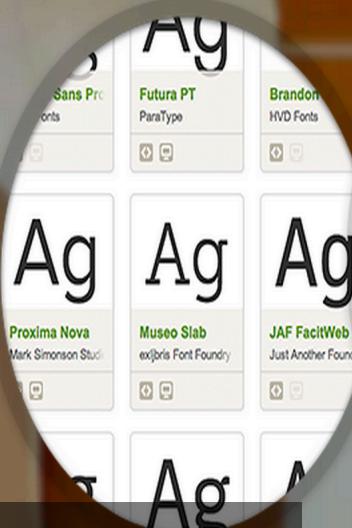
Support

REGISTER

SIGN IN

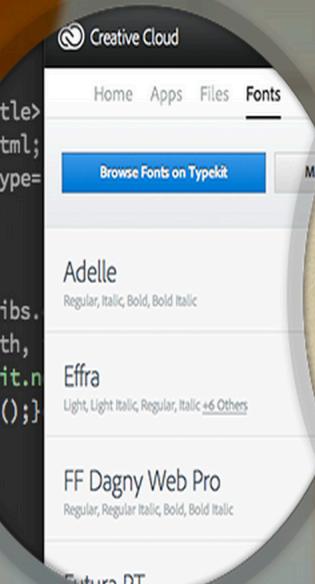


Every font you need.
EVERYWHERE
you need it.



Come on Adobe...

Thousands of fonts



Delivered by Creative Cloud



Choose your medium

THE BEST ARE ON



Typography

- Serves two main purpose
 - Heading
 - Content
- The purpose of a web page is to convey information – often more than 80% of the information is expressed as pure “text”

Font-family



- Two-types of font:
 - Serif
 - Sans-serif
- Serif:
 - Has a little "flick" where the letterforms terminate
 - Feels "Classy"
 - Ex.: Times New Roman
(Default font without CSS)
- Sans-serif:
 - Does not have a "flick"
 - Feels "Modern"
 - Ex.: Helvetica Neue (Default font for iOS and OS X)

Font-family

- What should you use?
 - No, real, definitive answer – different case by case
- Generally, choose Sans-serif when building image-heavy websites and choose Serif when building text-heavy websites
- Also depends on emotion you want to convey with your website
 - Modern: Sans-serif
 - Classy: Serif
- Some fonts are optimized for paragraphs; others for headings and graphics

Web Fonts

- Fonts are expensive
 - A set of Helvetica series font costs around \$1000.
 - + You have to pay extra if you want to serve your font to the public
- Alternatives:
 - Use web fonts – services that allow you to use fonts hosted on other servers
 - Popular services
 - Google Font
 - Typekit

Web Fonts

- Google Font
 - Free, and very easy to install
 - Sans-serif
 - Lato, Open Sans, Source Sans, Roboto
- Typekit
 - Requires annual membership (\$59) for access to all the fonts
 - Still way cheaper than paying \$1000 for a single set of font
 - Sans-serif
 - Freight Sans, Proxima Nova, Museo Sans
 - Serif
 - Adelle, Tisa Pro



Lorem Ipsum Dolor Sit Amet

Freight Sans Pro Phil's Fonts



Lorem Ipsum Dolor Sit Amet

Museo Sans exlibris Font Foundry



Lorem Ipsum Dolor Sit Amet

Proxima Nova Mark Simonson Studio

Recommended Fonts

Sans-Serif



Lorem Ipsum Dolor Sit Amet

Adelle TypeTogether



Lorem Ipsum Dolor Sit Amet

Adobe Garamond Pro Adobe



Lorem Ipsum Dolor Sit Amet

FF Tisa Pro FontFont

Recommended Fonts

Serif

Font-size

- Important to have your own “typographic scale” that you use on your web pages
- Many people go by order of 6 or 12px
 - Heading: 36px
 - Subheading: 24px
 - Paragraphs: 12px

Thing to consider for Font styles

- Target audience
 - Older audience – larger font-size; Serif; more contrast
 - Younger audience – smaller font-size; Sans-serif; not as much contrast necessary
- Content
 - Text heavy (Blog) – larger font-size; Serif; Ample spacing
 - Image / Embellishment heavy – smaller font-size; Sans-serif



Shawn Park

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Players

Exchange

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Global Programs



Ken Singer

University of California, Berkeley

Mentor

Follow

35 Followers



Gabriel Gautron

University of California, Berkeley

Web technologies

Social Networks

Cars

Bike

Follow

11 Followers



Jessica Ou

Social entrepreneurship

Apps

Follow

9 Followers



Shawn Park

Ego

4 Followers



Jeff Burton

University of California, Berkeley

Case Study: CET



Logout



Send Feedback

Font-weight

- Font-weight determines the “thickness” of the font

Museo Sans Rounded 100

Museo Sans Rounded 300

Museo Sans Rounded 500

Museo Sans Rounded 700

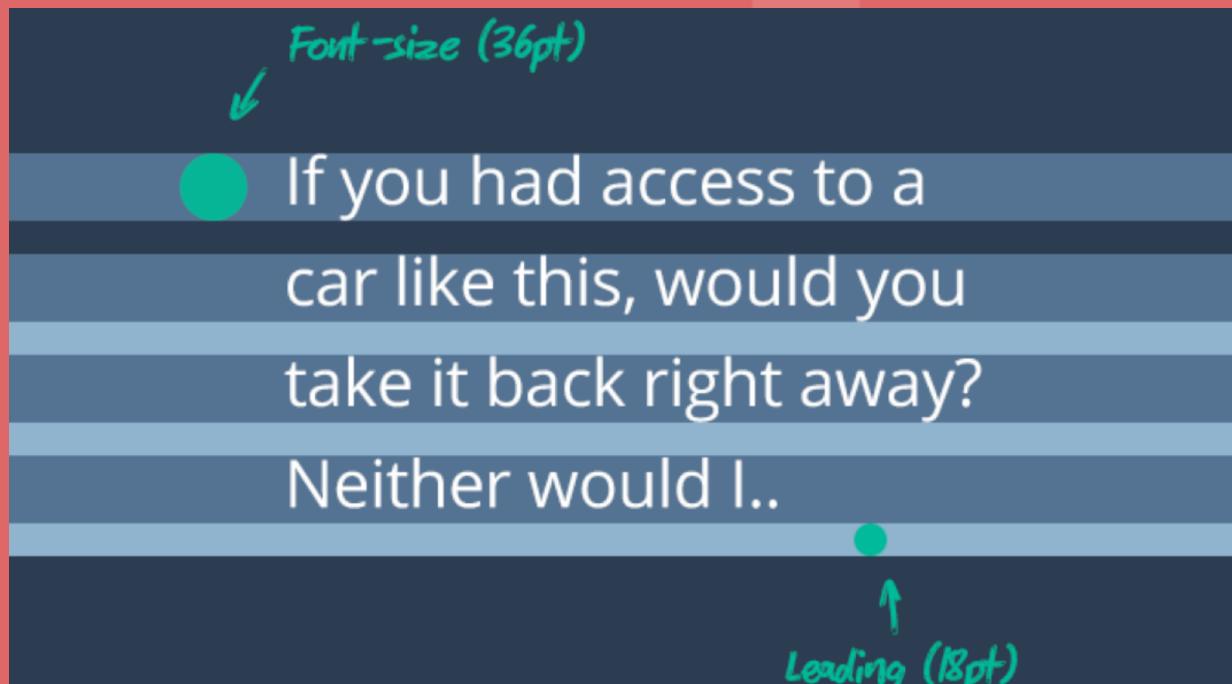
Museo Sans Rounded 900

Font-weight

- Use light-weight fonts carefully!
 - Bad example of spamming light-weight fonts: iOS 7
 - Using lighter weight decreases contrast
- Where to use light-weight:
 - Headings
 - Dark background
- Where to use heavy-weight:
 - Headings
 - Buttons
 - Light background

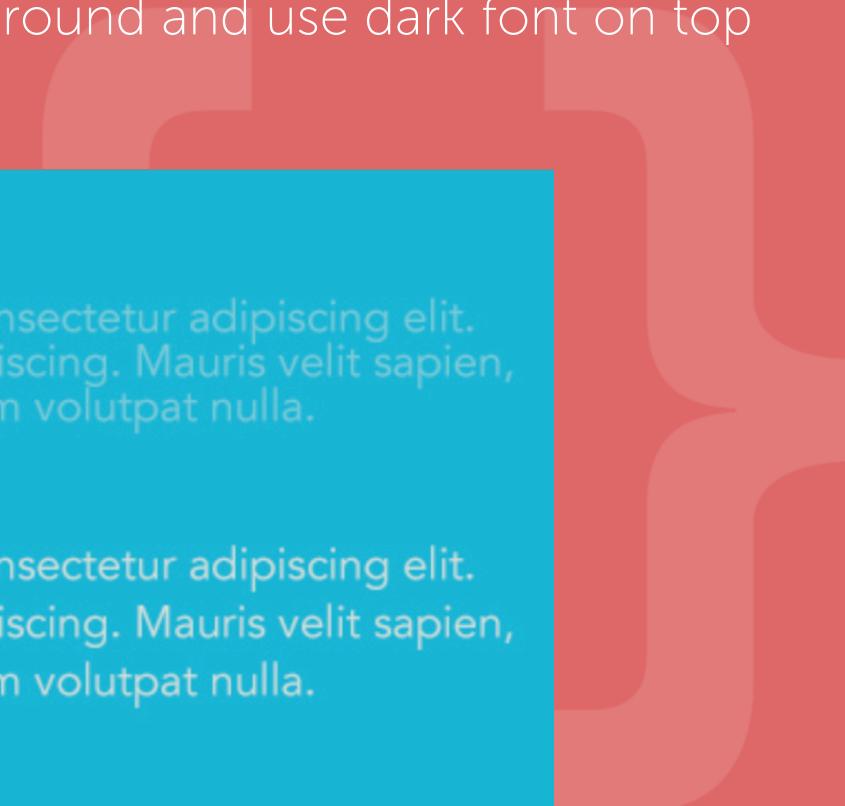
Legibility - Spacing

- Add a line-height of around 1.5x the font-size to improve spacing and therefore; the legibility of the paragraph.



Legibility - Contrast

- Use light font on top of dark background and use dark font on top of light background



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis volutpat sed lorem in adipiscing. Mauris velit sapien, egestas quis neque id, dignissim volutpat nulla.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis volutpat sed lorem in adipiscing. Mauris velit sapien, egestas quis neque id, dignissim volutpat nulla.

General choices for Font styles

- Headings
 - Font-size: 24 ~ 48px
 - Font-weight: Light (300) or Heavy (700)
- Paragraphs
 - Font-size: 12px ~ 16px
 - Font-weight: Normal (400)
- Buttons
 - Font-size: 11px ~ 13px
 - Font-weight: Bold (700)



DESIGNEMBRACED

EAT DESIGN SLEEP

FREELANCE CREATIVE / ART DIRECTOR & DESIGNER - ANTHONY GOODWIN

Anthony Goodwin
Case Study - Typography





Etch



Etch

App Development

We design & build apps
for the Web, iOS and
Android.

Etch

Case Study - Typography

A small team of
designers and
developers, who
help brands with
big ideas.

Code and Resources

We create robust code
and useful resources,
and share them with the
industry.



Craig Dennis

We've created an



We're hiring!



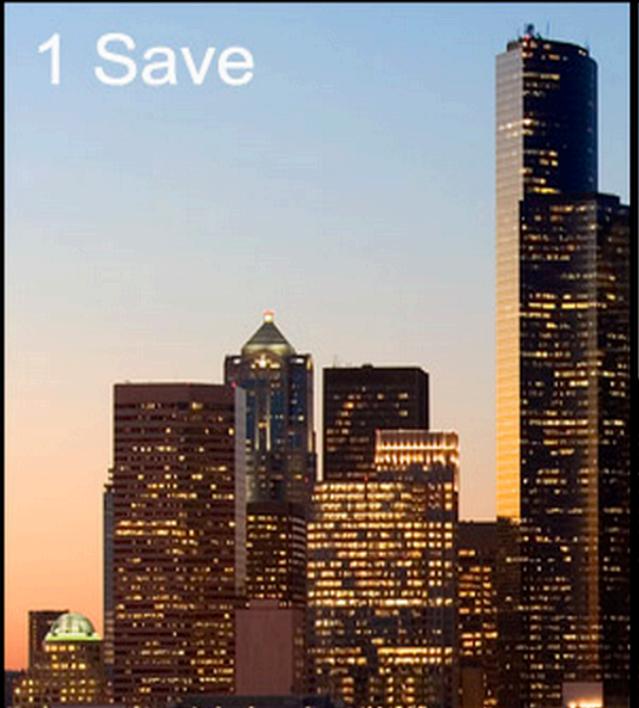
Images

- Images can be used as...
 - Content (Thumbnail images)
 - Visual guide (Icons)
 - Emotional appeal (Background)
- Important to know when to use images effectively – sometimes images can stylize a website, but other times images can be the easiest way to make your website look amateur.

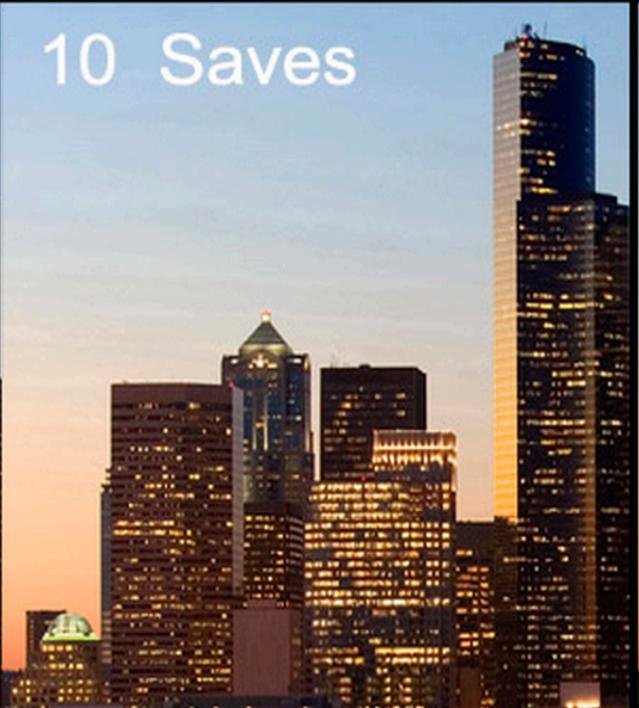
Image Types

- JPEG
 - Works well for natural image types (Photography)
 - Prone to damage as you save & edit often
 - Pretty lightweight compared to PNG
 - Best For: Large images such as thumbnails & backgrounds
- PNG
 - Supports Transparency
 - Supports Lossless Compression
 - Quite heavyweight – especially for PNG24
 - Best For: Small images such as thumbnails & icons

1 Save



10 Saves



20 Saves



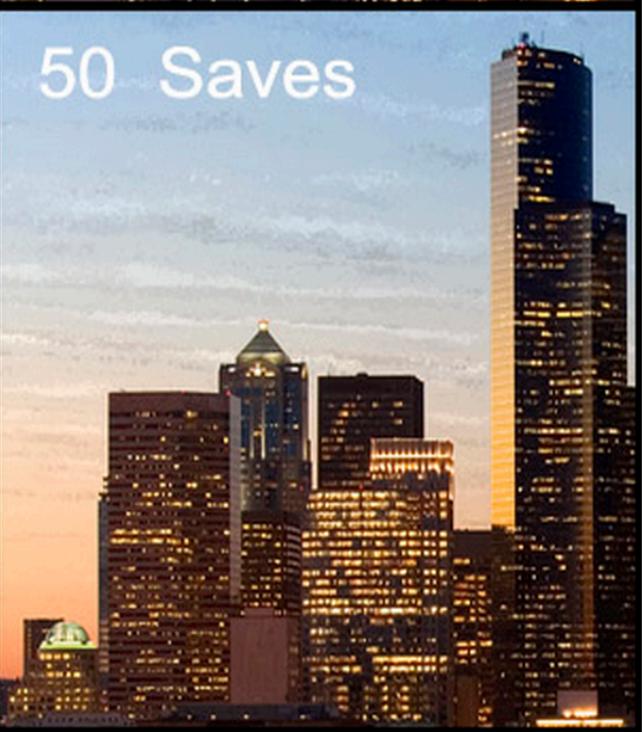
30 Saves



40 Saves



50 Saves



JPEG Deterioration

Image Types

- GIF
 - Supports Animation
 - Supports only 256 colors
 - Very Lightweight
 - Best For: Animated Images and Background Patterns
- SVG
 - Vector Graphics – can be scaled automatically without loss of quality
 - Very, very lightweight
 - Easy to customize on the fly just with a code editor
 - Hard to use for beginners
 - Best For: Icons



Roka Documents Iris Frontend iris demo assets icons calendar.svg Preview

```
1 <svg xmlns="http://www.w3.org/2000/svg" xmlns:xlink="http://www.w3.org/1999/xlink" version="1.1" id="Layer_1" x="0px" y="0px" width="100px" height="100px" viewBox="0 0 100 100" enable-background="new 0 0 100 100" xml:space="preserve">
2 <g>
3   <rect x="65.945" y="43.337" fill="#757c78" width="6.493" height="6.736"/>
4 </g>
5 <g>
6   <rect x="56.457" y="43.337" fill="#757c78" width="6.486" height="6.736"/>
7 </g>
8 <g>
9   <rect x="46.958" y="43.337" fill="#757c78" width="6.483" height="6.736"/>
10 </g>
11 <g>
12   <rect x="65.945" y="52.729" fill="#757c78" width="6.493" height="6.738"/>
13 </g>
14 <g>
15   <rect x="56.457" y="52.729" fill="#757c78" width="6.486" height="6.738"/>
16 </g>
17 <g>
18   <rect x="46.958" y="52.729" fill="#757c78" width="6.483" height="6.738"/>
19 </g>
20 <g>
21   <rect x="37.466" y="52.729" fill="#757c78" width="6.49" height="6.738"/>
22 </g>
23 <g>
24   <rect x="27.975" y="52.729" fill="#757c78" width="6.489" height="6.738"/>
25 </g>
26 <g>
27   <rect x="65.945" y="62.12" fill="#757c78" width="6.493" height="6.735"/>
28 </g>
29 <g>
30   <rect x="56.457" y="62.12" fill="#757c78" width="6.486" height="6.735"/>
31 </g>
32 <g>
33   <rect x="46.958" y="62.12" fill="#757c78" width="6.483" height="6.735"/>
34 </g>
35 <g>
36   <rect x="37.466" y="62.12" fill="#757c78" width="6.49" height="6.735"/>
37 </g>
38 <g>
39   <rect x="27.975" y="62.12" fill="#757c78" width="6.489" height="6.735"/>
40 </g>
41 <g>
42   <rect x="56.457" y="71.512" fill="#757c78" width="6.486" height="6.734"/>
43 </g>
44 <g>
45   <rect x="46.958" y="71.512" fill="#757c78" width="6.483" height="6.734"/>
46 </g>
47 <g>
48   <rect x="37.466" y="71.512" fill="#757c78" width="6.49" height="6.734"/>
49 </g>
50 <g>
51   <rect x="27.975" y="71.512" fill="#757c78" width="6.489" height="6.734"/>
52 </g>
53 <path fill="#757c78" d="M75.435,14.846v11.409H63.513V14.846H37.246v11.409h-11.89V14.846H11.883V91.71h76.864V14.846H75.435z M82.302,85.265H18.328V35.342h63.974V85.265z" />
54 <rect x="66.264" y="4.35" fill="#757c78" width="6.427" height="19.082"/>
55 <rect x="27.975" y="4.35" fill="#757c78" width="6.427" height="19.082"/>
56 </svg>
```

A typical SVG Icon

General

Right Sidebar

```
<div id="right"> <!--the right section--><div id="side...>
```

Right Sidebar - CSS

```
#right { /*The right side of the site, including sidebar2 an...>
```

RightList

```
<div> <!--the feed labels--> <div id="labelListHead" cl...>
```

Head Toolbar

```
<div class="head_toolbar_containe...>
```

Addbox JS

```
$('#addbox_input').typeahead({> source: function(typeahe...>});
```

Addbox PHP

```
function search_typeahead() {> $query_string = $th...>}
```

User Sidebar

```
<div id="usersidebar"><div id="usersidebar_wrapper...>
```

Add Source Upcoming

```
$('#add_source_submit').click(f...>)
```

Untitled Clip

```
<?php echo '<div id="feed_fulls...>';>
```

Untitled Clip

```
Loren Ipsum indeed, Loren  
Ipsum. Da Vinci of UI design. y...>
```

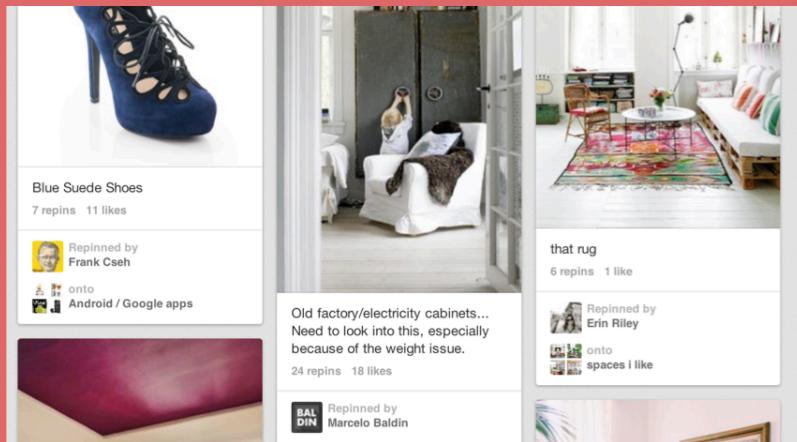
Untitled Clip

```
<!--First Login--><?ph...>
```

Untitled Clip

```
<!--[block:Photoset]-->
```

Image Use Case: Thumbnails



- Use thumbnails to describe content using an image – usually a set of images
- Grid UI and Masonry UI very popular for thumbnails

Image Use Case: Thumbnails

```
<div id="sidebar-header" class="flex-item">
</div>
<div id="sidebar-hero"><b>Shawn Park</b> UI Designer and Entrepreneur</div>
<div id="sidebar-logo"></div>
</div>
<nav id="menu">
    <div id="menu-header">
        <div class="flex-item">
```

- You usually try to make an image fit into a box designated by a div
 - The original image size usually isn't the same size you would want it to be shown in a web page
 - Create a box using a div that will hold the image & make the image fit

Image Use Case: Thumbnails

```
20
21 .img-scaled {
22   width: 100%;
23 }
24 .img-scaled-wh {
25   width: 100%;
26   height: 100%;
27 }
28 .img-scaled-h {
29   height: 100%;
30 }
31 }
```

- TIP: Create a class called “img-scaled” with CSS property “width: 100%;”
 - This will make the image fit the width of the box
 - The height of the image will be proportionally scaled depending on the width
 - Set “width: 100%; height: 100%;” to make an image fit the box without preserving the proportion

Image Use Case: Thumbnails



High-resolution



Low-resolution

- Problem: When you have a small image and you try to make it fit, it looks horrendous. (esp. for High-res Display)
- Solution: Provide a higher quality image (Better if bigger)
 - Downside: image size increases

Image Use Case: Thumbnails

- Problem: When you try to preserve the proportion of an image, you get unwanted space
- Solution 1: Make an image bigger than the box size, and set overflow: hidden (More on this later)
- Solution 2: Use Jquery addons like Masonry or Isotope to create a Pinterest style UI.



Search



Shawn

1

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27 Tips on How to do everything in your house from cleaning marble to folding a sheet.

204 32



The Marion House Book // Em...
Interiors



Behance Network Official iPhone App on Behance

by Matias Corea



Jay Jacoby
Mobile UX Design

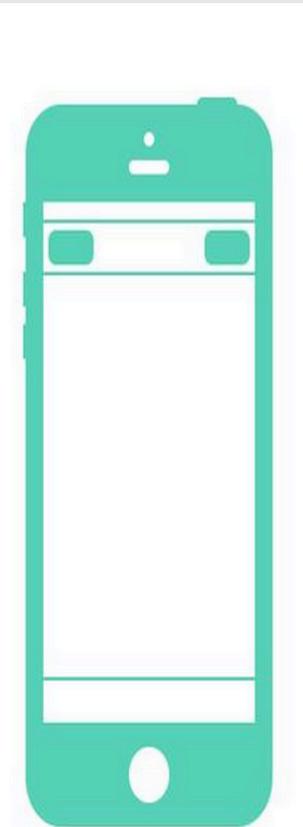


from UltraLinx

20 Beautiful Mobile UI Screenshots

#mobile app compass UI

Jay Jacoby
Mobile UX Design



A bunch of Photoshop shape layers to make wireframing your next iPhone app just a little easier.

Jay Jacoby
Mobile UX Design

Pinterest-style Masonry UI

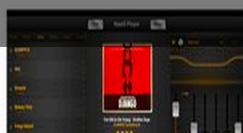
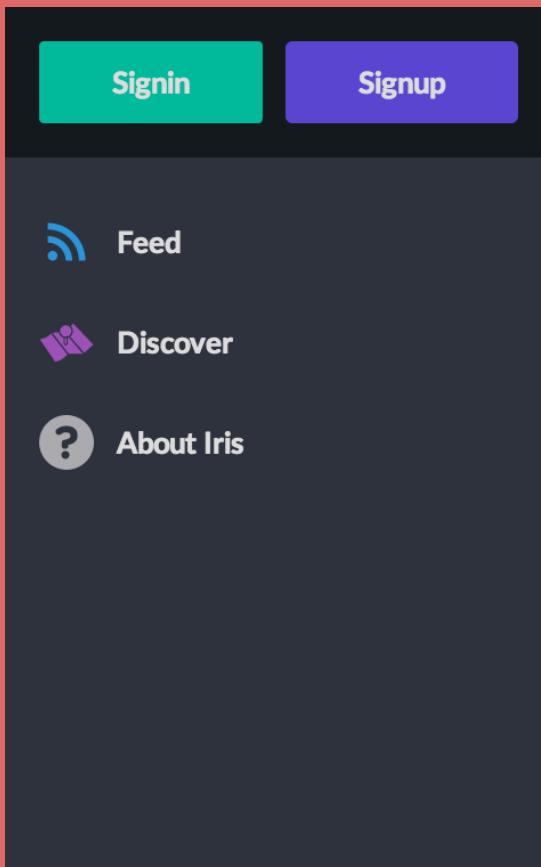


Image Use Case: Icons



- Use Icons to provide visual guide to a function (ex. Button)
 - Usually used side-by-side to a caption
- Use similar techniques to thumbnails: Create a div (30x30 or 15x15, etc.) and make an image fit to the box

Image Use Case: Icons

- For Flat UI, Icons are usually single, solid color.
- White icons go well with other colored background
- Black or grey icons go well with white or light grey background
- A VERY, VERY USEFUL RESOURCE:
 - The Noun Project (<http://www.thenounproject.com>)
 - Can find virtually any flat icons you need
 - Icons are in SVG / PNG format – easy to edit if you know how to.



Premium Accounts have arrived.

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 Upgrade



 | Search

The Noun Project



Image Use Case: Background

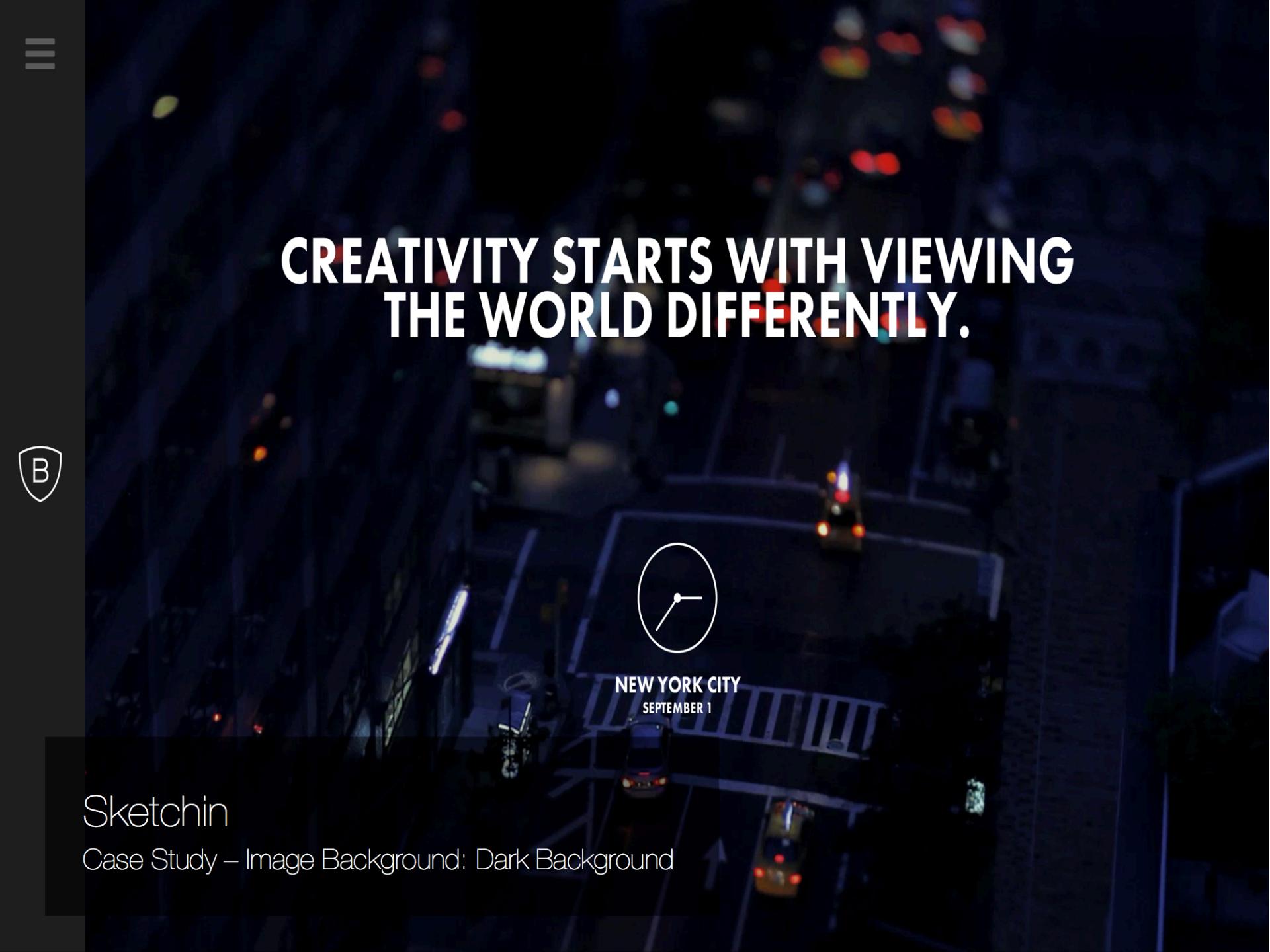
- Use Background images to create an emotional appeal to the visitor
- Two methods:
 - Fullscreen DIV with position absolute and image tucked inside
 - Fullscreen DIV with position absolute and CSS background-image property

Image Use Case: Background

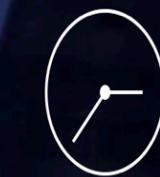
- **Common Mistake: Image obscures the content of website**
- Usually caused by too light font on top of light background or too dark font on top of dark background
- Also caused by text on top of a plain photography image
 - Makes the eye gravitate toward the image, not the text (content of the website).

Image Use Case: Background

- **Common Mistake: Image obscures the content of website**
- Solution 1: Make the image itself darker
 - Requires some Photoshop work
 - Adding a blur helps too
- Solution 2: Add text-shadow property to the text



**CREATIVITY STARTS WITH VIEWING
THE WORLD DIFFERENTLY.**



NEW YORK CITY
SEPTEMBER 1

Sketchin

Case Study – Image Background: Dark Background



sketchin

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We help companies define and design with their clients successful digital experiences thanks to our evolutive design approach.

With Dreamboard we've simplified the way 42.000 people chart and analyze their dreams.

Sketchin

Case Study – Image Background: Text Shadow

Latest news

Upcoming events

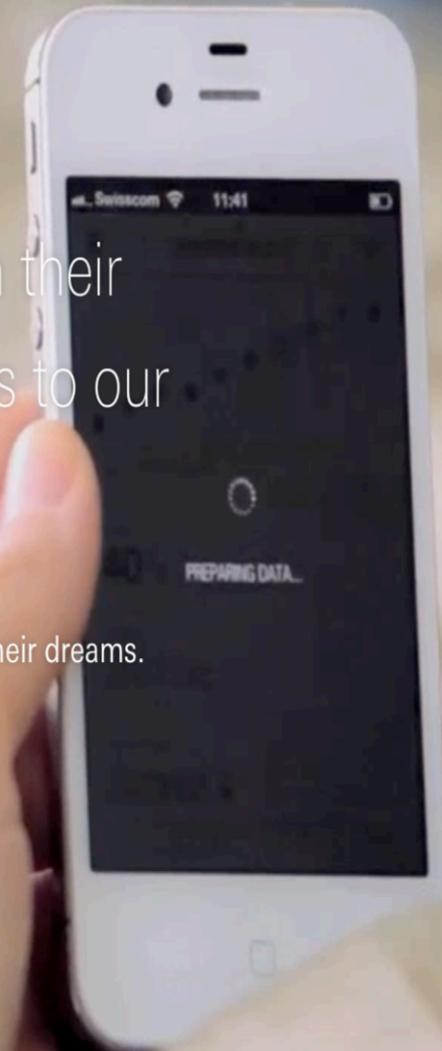


Image Use Case: Background

- **Common Mistake: Image obscures the content of website**
- Solution 3: Add a semi-transparent, overlay on top of an image

```
<div id="landing_cover">
  <div id="landing_cover_overlay"></div>
  ▶ <div id="landing_cover_background">...</div>
  ▶ <div id="landing_cover_logo">...</div>
  ▶ <div id="landing_cover_nav">...</div>
  ▼ <div id="landing_cover_content">
    <div id="landing_content_header">
```

```
width: 100%;  
height: 100%;  
position: absolute;  
z-index: 100;  
background: ▶■rgba(0, 0, 0, 0.4);
```



INNOVATE.
PRODUCTIZE.
COMMERCIALIZE.

▶ PLAY VIDEO



CET

Case Study – Image Background: Background Overlay



INNOVATE.
PRODUCTIZE.
COMMERCIALIZE.

▶ PLAY VIDEO



Scroll down t

Image Use Case: Background

- Trend 1: Video Background
- Play a full-screen video background in place of an image background
- Can create a really good emotional, dynamic appeal to users
- Downside: HTML5 Video tends to be quite taxing on the performance side

WHITEBOARD

COMPANY

WORK

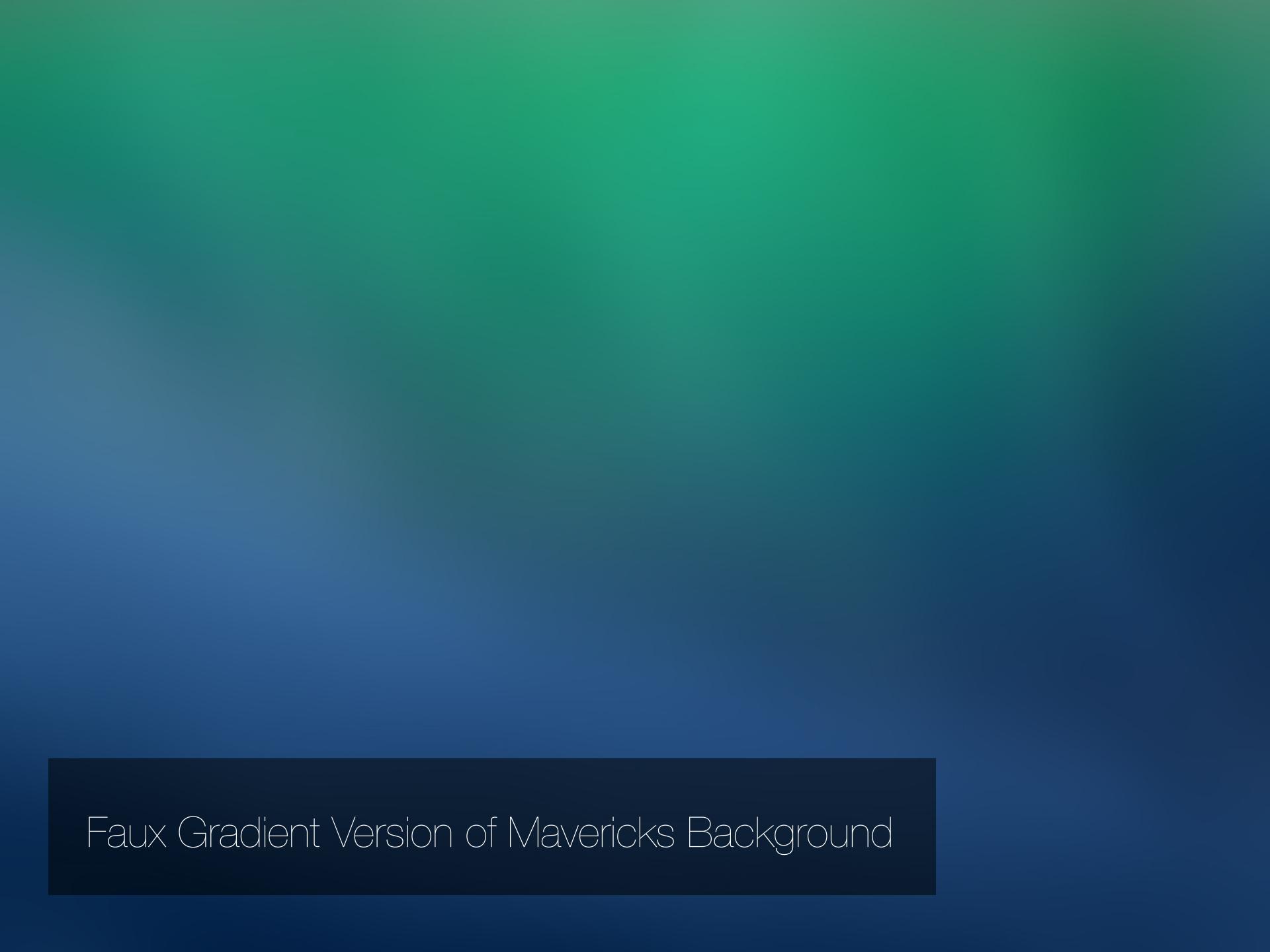
SPACE

We empower
visionaries
to lead
meaningful
brands.

Video Background: Whiteboard.is

Faux Gradient

- Trend 2 – Faux Gradient (Fake Gradient)
- Basically a very heavy Gaussian Blur applied on top of an image.
- Method:
 - 1. Take an image, preferably a landscape or one with a small range of color.
 - 2. Apply 40 – 100px “Gaussian Blur” using Photoshop
- You get really interesting gradients that usually look quite nice without worrying about the details.



Faux Gradient Version of Mavericks Background



WORK

COMPANY

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Bringing MLB fans closer to the game.

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Faux Gradient Overlay on top of a video background

Image Use Case: Background

- Trend 3: Polygon patterns
- Instead of using a generic 40% opacity black overlay, use polygon pattern overlay
- Other patterns are widely used as well – linen, lines, etc.
- Basically an opposition to Flat UI's barrenness.



rewheel

Polygon pattern background

what's your interest?

Team

Contact

Introducing Iris.

A place where collective minds come together.

The Berkeley campus is full of intellectuals passionate about diverse interests - Web Design, Astronomy, Bollywood, etc. Iris brings these people together by analyzing the topic of the articles users write, and syndicating them to people who are interested in the topic.

JOIN THE COMMUNITY OF LIKE-MINDED PEOPLE.

Username

Password

LOGIN

SIGNUP

By Shawn Park, Nov. 26 2013

My Personal vision is to connect like-minded people.

Polygon pattern background

do eiusmod tempor incididunt ut labore et dolore magna

aliqua. Ut enim ad min...

We all have many different interests. Meeting people with similar interests and

exchanging ideas about our interests is one of the greatest joys in life. However,

SCROLL TO LEARN MORE

actually finding these people is quite difficult. We would often post on our blogs or



Shawn Park · 2 hours ago

118 Views

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SUBTLE PATTERNS PHOTOSHOP PLUGIN

[GET IT NOW](#)

375 patterns.

[LIST](#) [THUMBNAILS](#)

Fresh snow

OCTOBER 14, 2013

My favourite, fresh snow! There's nothing like going down the hill on fresh powder.

Made by [Kerstkaarten](#).

[DOWNLOAD](#)

Sublepatterns

Nice snow

Code Free!
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of Web Design
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Webydo

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Web Design Industry.
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Site.

[Ads via Ad Packs](#)