

# WEEK 3 | DESIGN SPACING

Shawn Park & Jeff Zhan

# Previous Class

- Web Inspector allows you to design CSS and preview it as you write (and more!)
- Design Cycle:
  - Design => Prototype => Evaluate
- The purpose of design is to bring order to complexity
  - ...through emphasizing important elements
    - ... using spacing, typography & images, positioning, and color

# Today

- First pillar of emphasis: Spacing
- Macro-level spacing
- Micro-level spacing
- Applying spacing with CSS

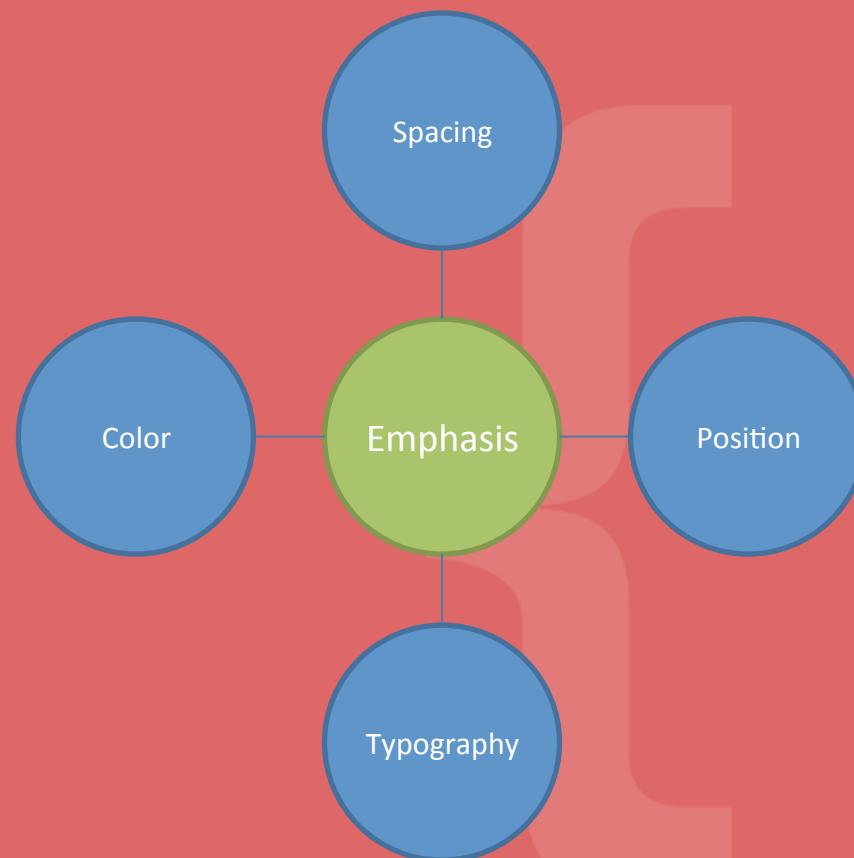


# Emphasis

GOAL:

Bring order to complexity by emphasizing  
important elements

# Four pillars for Emphasis





What's wrong with these UIs?





# Spacing

- Spacing makes or break a user interface
- Not a good idea to stuff in as much information as possible in a given space
  - A common argument: “Users won’t see that much content”
  - A counterargument: Quality of UX > Quantity of UX
- Spacing establishes hierarchy of information
  - Direct user’s attention to a piece of information



# Spacing

- Positive Space: Space filled up by content
- Negative Space (White Space): An empty space
  - Space between positive space (UI elements)
  - Helps to define content in a positive space (Creates emphasis)



A Vase or Two Faces?

# Macro-level Spacing

- Use Macro-level Spacing to give *structure* to your interface
- Ensure that there is a significant amount of "room to breathe" between each UI element
- Give more room (white space) for a UI element to give it more emphasis
- Give less room to reduce emphasis

Shawn Park 

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A faster way to browse the web



Install Google Chrome

Google Search

I'm Feeling Lucky

Google

FEATURED INTERVIEW

# An Interview with Social Media Theorist danah boyd

*A conversation about social media, society, and a creator's responsibility.*

The Industry

YESTERDAY

Celebrating 100 years of design that

[About this project](#)



AIGA 100 Years of Design

JOIN THE CONVERSATION



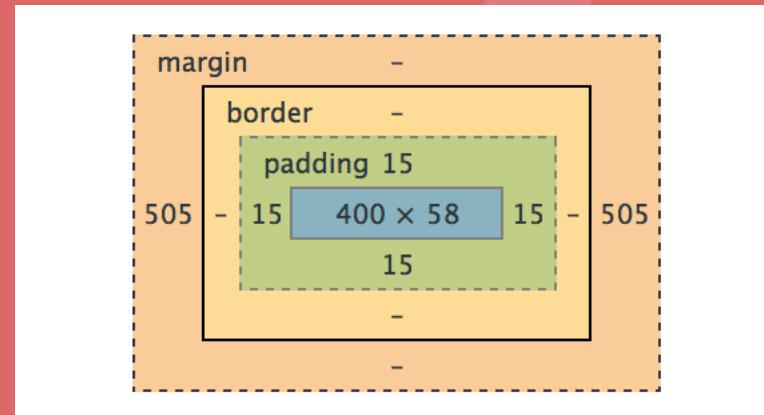
PRICE \$5.50      SEPT. 24, 2007  
THE NEW YORKER

makes me stop  
and think.

Jen E. / Feb 19

# Macro-level Spacing in HTML5/CSS3

- CSS Box Model allows you to accomplish spacing in web design



# Macro-level Spacing in HTML5/CSS3

- Each UI element should have some padding in order to draw emphasis & define its purpose.
- When to use padding: If spacing deserves to be in its own element (give emphasis to a single element)
  - Ex.: Button
- When to use margin: If spacing deserves to be between elements (give separation for different elements)
  - Ex.: Separation between articles

i.

What's your interest?



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## 3 Comments

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Write a comment...

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Shawn Park Reply

Edit • Delete 11 min ago

For a lot of people with somewhat decent artsy and graphic design skills the learning process tends to be longer and harder then for the people who are completely new to it.

## Padding

## Margin



Rachit Nanda Reply

Edit • Delete 11 min ago

Shawn Park For a lot of people with somewhat decent artsy and graphic design skills the learning process tends to be longer and harder then for the people who are completely new to it.



Shawn Park Reply

Edit • Delete 11 min ago

Rachit Nanda For a lot of people with somewhat decent artsy and graphic design skills the learning process tends to be longer and harder then for the people who are completely new to it.

## Padding vs. Margin



Abhi Kalakuntla Reply

Edit • Delete 11 min ago

For a lot of people with somewhat decent artsy and graphic design skills the learning process tends to be longer and harder then for the people who are completely new to it.



# Example: A Button

*All you need to create a button is an appropriate sense of spacing*



# Micro-level Spacing

- Use micro-level Spacing to increase *legibility* of the text
- Accomplished through “line spacing” and “letter spacing”
- Extremely useful for text-heavy websites like blogs



# Startups, Do the Math

It might hurt your ego, but it will save you time and money



Yoseph West (@ycwest)

*When it comes to building a meaningful company, there's one piece of advice I count myself lucky to have received: "Do the math."*

When you have a product in the market, calculating the path to becoming a meaningful business, using real numbers (yours or a benchmark), is one of the most intellectually honest exercises you can do as an entrepreneur.

That means calculating from end-to-end the number of users you need to acquire, to the percentage that will be retained and monetized. In most cases, this math will simply be **fractions of fractions**.

For example, if you acquire 100 users on a freemium model: 60% might activate; 30% might stick around after month 1; dropping to 10% after month 2 if you're lucky; and then a percentage of the remaining 10% could

Medium





LEE MARTIN

## Intimacy Doesn't Scale



Svble

For years artists have been using the Internet as a channel of communication to talk to their fans. We send out newsletters via email and keep our fans informed of our every move on [Twitter](#) and [Facebook](#). We perform live stream concerts, publish videos directed at fans, and attempt to personalize these experiences by employing location-based marketing techniques. However, as we scale with





# Micro-level Spacing in HTML5/CSS3

*Line-height CSS property makes or breaks the legibility of text*

Line-spacing: normal



# Performance

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[Check out this year's Lineup →](#)

Line-spacing: 32px



# Performance

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[Check out this year's Lineup →](#)

Effect of Line Spacing

# Paragraph Width

- When the width of your paragraph gets too long, it becomes hard to read.
- Usually 640px – 720px is the limit of “legible” paragraph.
- Use “containers” to restrict the width of your text

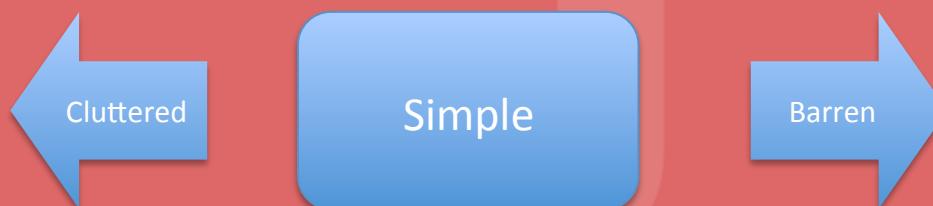


# How to practice spacing

- 1. Look at a lot other websites: what kind of metrics do they use?
- 2. Experiment: Try out a padding & margin.
- 3. Iterate: Ask for feedback, don't be afraid to scrap.

# Simple is not barren

- It's important not to overuse spacing
  - Run into issues where your UI looks "barren"



- There is no golden rule for maintaining the balance
  - A lot of this comes from experience & looking at other designs
  - Use white-space judiciously depending on the purpose of your website.
    - Application: Less white-space ( ~ 20px padding )
    - Promotional: More white-space ( ~ 60px padding )



Barren not Simple: iOS 7 Newsstand  
**Newsstand**

[Store](#)

**Messages****New Message**[Cancel](#)**New Message**

To:

Barren not Simple: iOS 7 Messages

[Send](#)

# Review

- Macro-level spacing
  - Gives an element a structure & “room to breathe”
  - Padding: Spacing within an element
  - Margin: Spacing between elements
- Micro-level spacing
  - Influences the legibility of text
- Make sure your spacing makes your UI simple, but not barren.