



Week 3

Design Principles

The website development process

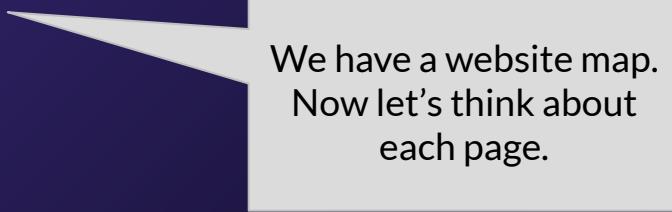
- Discovery and planning
 - What is the problem?
 - What are we doing to address it?
- Development
 - Actually doing the things
- Deployment
 - Shipping
- Maintenance
 - Keeping up and measuring success



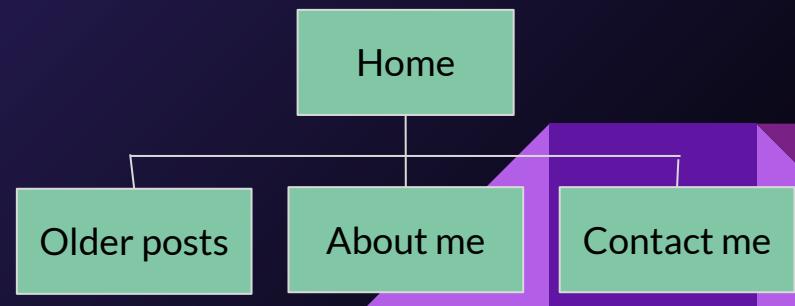
We're still here,
but moving
down.

The website development process

- Discovery and planning
 - What is the problem?
 - What are we doing to address it?
- Development
 - Actually doing the things
- Deployment
 - Shipping
- Maintenance
 - Keeping up and measuring success



We have a website map.
Now let's think about
each page.



In this lesson:

- What is graphic design
- Design principles
 - Creating layouts
 - Visual flow
 - Visual hierarchy
 - Grids and layout principles
 - UX/UI principles for the web
 - High-definition design
- The web design process
 - High and low fidelity mockups
 - Responsive design and mobile-first
- Putting it all together: an example
- Appendix: more about color and typography

Understanding Design

Telling the right story

- Each page has a story to tell.
 - The user must understand that story as soon as they see the page.
 - You only have a few seconds of attention!
- We make each page tell that story in the right way using **graphic design**.

Let's play a game.

- You will see a website for **three seconds**.
- You will try to answer a question about this website.

Example 1

Website: Pacific Northwest X-Ray Inc.
<https://www2.pnwx.com/>

Question:

Does this company sell animal immobilizers?

pnwx.com - Pacific Northwest X-Ray Inc.

www2.pnwx.com

 Pacific Northwest X-Ray Inc.
Simply the best!

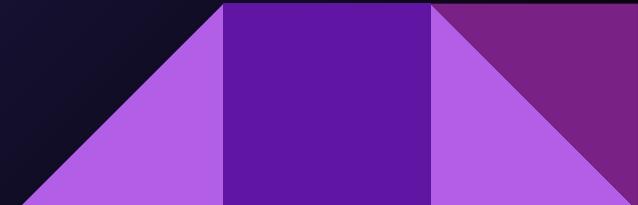
Search for X-Ray Products.  Go!

...Or select from some of our most popular....

 Fastest Shipping Lead Apparel.	 Resolution Test Tools/Phantoms.
 Most Comfortable Aprons.	 X-Ray Merchant Boards.
 Surgical Radiation Reducing Gloves.	 ACR accredited Medium MRI Phantom.
 Line-Pair Resolution Test Phantoms.	 Small Animal Immobilizers.
 Lead Glass.	 Mobile Lead Barriers.
 X-Ray Test Meters.	 X-Ray Table Pads.
 System Test Phantoms.	 Silver Recovery Systems.
 Lead Curtains.	 X-Ray Grids.

Pacific Northwest X-Ray Inc.
P.O. Box 625 * Gresham, OR 97030 U.S.A.
503-667-3000 * Toll Free U.S.A: 800-827-9729 * Fax : 503-666-8855

What's your answer?



Correct answer: yes

The screenshot shows a web browser window for the website www2.pnwx.com. The page features a blue gradient background with a grid pattern. At the top center is the company logo, which includes a stylized X-ray beam icon and the text "Pacific Northwest X-Ray Inc." in green and red, with the tagline "Simply the best!" below it. Below the logo is a search bar with the placeholder text "Search for X-Ray Products." followed by a large grey arrow pointing right, and a "Go!" button. A horizontal line of social media icons is visible above the search bar. The main content area contains a heading "...Or select from some of our most popular...." followed by a grid of eight items, each with a small skull icon and a link:

- Fastest Shipping Lead Apparel.
- Resolution Test Tools/Phantoms.
- Most Comfortable Aprons.
- X-Ray Merchant Boards.
- Surgical Radiation Reducing Gloves.
- ACR accredited Medium MRI Phantom.
- Line-Pair Resolution Test Phantoms.
- Small Animal Immobilizers.
- Lead Glass.
- Mobile Lead Barriers.

The "Small Animal Immobilizers." item is highlighted with a light blue rounded rectangle. The browser interface includes standard navigation buttons, a back/forward history, and a toolbar with various icons.

Example 2

Website: Arngren (<https://arngren.net/>)

Question:

How much does the product “el-Jeep Willy-type”
cost?

What's your answer?

Correct answer: 39,998

ATV, drone, elbil, elsykkel, rc he

www.ARNGREN.net

el-Kjøretøy Teknologi & Gadgets

el-biler til barn (Fra 07.11.2004) < Frithjof I sin Fly-Bil

Search el-retur Slik Betaler du

Bygg ditt eget 2-seters Helikopter kr. 398.000,-

Akvarium
Alarm
Algkøster
ATV (el.)
Bildesliser

Bil, el-bil
Bilbane
Biljardbord M/bor
Digital-Kikkert
Disko-Lys
DVD-Spiller

el-Bil-barn
el-Bil-3-hjul
Elektronikk & DAB
el-Scooter & Bill
el-Sykkel-1 2

el-fatbike 750W 6.998,-
4WD 12V 24V 48V fra kr 1.798,-

Nyhet!

el-Cargo-Bike
3-hjul Biler til barn fra kr 3998,-

el-scooter-sykkel Ingen aldersgrense.

el-fatbike Sammenleggbar 12.998,-
750W/48V

el-sykkel 9.998,-

el-scooter 4WD Land Rover 7.998,-

Fatbike-1500W

- Elektriske-Kjøretøy
- Elektrisk-ATV - Roboter
- el-biler til barn/ungdom
- Solcelle-produkter
- Forbruker Elektronikk
- el-Sykkel & el-Moped
- Batterier & Ladere, etc.
- RC-produkt - Raket

el-ATV

el-Jeep Willy-type, med 60V/1500w motor. 2-seters 4WD fra kr 39.998,-

Lithium eller Bly-Batteri

Example 3

Website: Goodreads
(<https://www.goodreads.com>)

Question:

Where can I search for a book about
renaissance art?

Goodreads | Meet your next fav

goodreads.com

goodreads

Summer Reading

Read more

Deciding what to read next?

You're in the right place. Tell us what titles or genres you've enjoyed in the past, and we'll give you surprisingly insightful recommendations.

What are your friends reading?

Chances are your friends are discussing their favorite (and least favorite) books on Goodreads.

What will you discover?

Because Meagan liked...

She discovered:

Historical Fiction, Book Club

Because Deborah liked...

She discovered:

Zombies, Post Apocalyptic, Dystopia, Urban Fantasy

Search and browse books

Title / Author / ISBN

Art
Biography
Books
Business
Children's
Comics
Cookbooks
Crafts
History
Home
Humor
Literature
Nonfiction
Science
Sports
Technology
Travel
Young Adult

Ebooks
Fantasy
Mystery
Science Fiction
Thriller

Music
Mystery
Rock
Singer/Songwriter
World

Self Help
Sports

Discover & read more

Continue with Amazon

Continue with Apple

Sign up with email

By creating an account, you agree to the Goodreads Terms of Service and Privacy Policy.

Already a member? Sign In

News & Interviews

48 Recent and New Retellings (That Are Not Based on Greek Mythology)

109 likes · 26 comments

Love lists?

Best for Book Clubs
12,947 books | 17,114 voters

Best Crime & Mystery Books
7,119 books | 16,200 voters

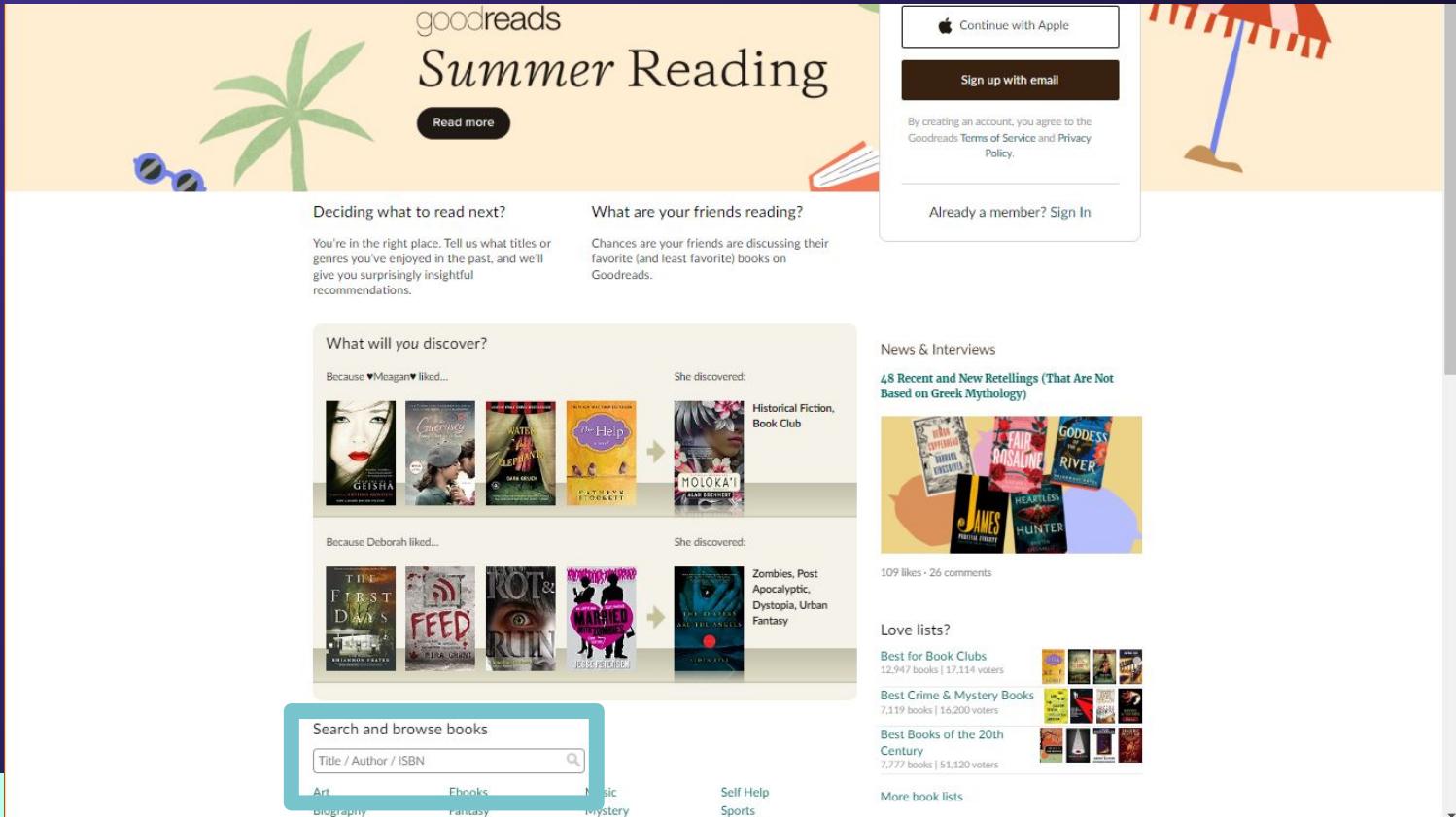
Best Books of the 20th Century
7,777 books | 51,120 voters

More book lists

Red and white striped beach umbrella illustration.

What's your answer?

Correct answer: down in the page



The image shows the Goodreads Summer Reading homepage. The header features the Goodreads logo and the text "Summer Reading". Below the header, there are two main sections: "Deciding what to read next?" and "What are your friends reading?". The "Deciding what to read next?" section includes a callout for "What will you discover?", showing book covers like "The Geisha", "Guerney", "Water for Elephants", "The Help", and "Moloka'i". It also shows a section for users who liked books like "The First Days" and "Feed", with recommended books like "ROT & RUIN" and "MARRIED". The "What are your friends reading?" section shows a user's discovery of "Moloka'i" from a "Historical Fiction Book Club". The right side of the page features a "Continue with Apple" button, a "Sign up with email" button, and a "By creating an account, you agree to the Goodreads Terms of Service and Privacy Policy." message. There is also a "Already a member? Sign In" link. The bottom right corner features a cartoon illustration of a beach umbrella. The footer contains a search bar with the placeholder "Search and browse books" and a "Title / Author / ISBN" input field. It also includes links for "Art", "Ebooks", "Music", "Self Help", "Sports", and "More book lists". Other footer sections include "Best for Book Clubs", "Best Crime & Mystery Books", "Best Books of the 20th Century", and a grid of book covers for various categories.

goodreads

Summer Reading

[Read more](#)

Deciding what to read next?

You're in the right place. Tell us what titles or genres you've enjoyed in the past, and we'll give you surprisingly insightful recommendations.

What will you discover?

Because ♥Meagan♥ liked...



She discovered:



Historical Fiction, Book Club

Because Deborah liked...



She discovered:



Zombies, Post Apocalyptic, Dystopia, Urban Fantasy

What are your friends reading?

Chances are your friends are discussing their favorite (and least favorite) books on Goodreads.

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Continue with Apple

Sign up with email

By creating an account, you agree to the Goodreads [Terms of Service](#) and [Privacy Policy](#).

News & Interviews

48 Recent and New Retellings (That Are Not Based on Greek Mythology)



109 likes • 26 comments

Love lists?

Best for Book Clubs
12,947 books | 17,114 voters

Best Crime & Mystery Books
7,119 books | 16,200 voters

Best Books of the 20th Century
7,777 books | 51,120 voters

More book lists

Search and browse books

Title / Author / ISBN

Art Ebooks Music Self Help Sports

Biography Ebooks Mystery

Fiction Nonfiction

More book lists

Telling the right story

- All of these websites failed to follow one or more **design principles** in their design.
- A page that cannot be understood will not be used.

What is Graphic Design?

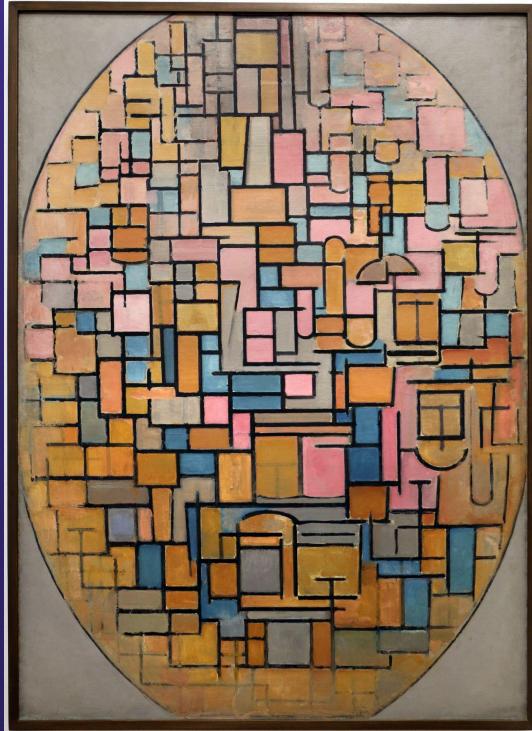
What is graphic design?

“Graphic design is a craft where professionals create visual content to communicate messages.” (From the [Interaction Design Foundation](#)).

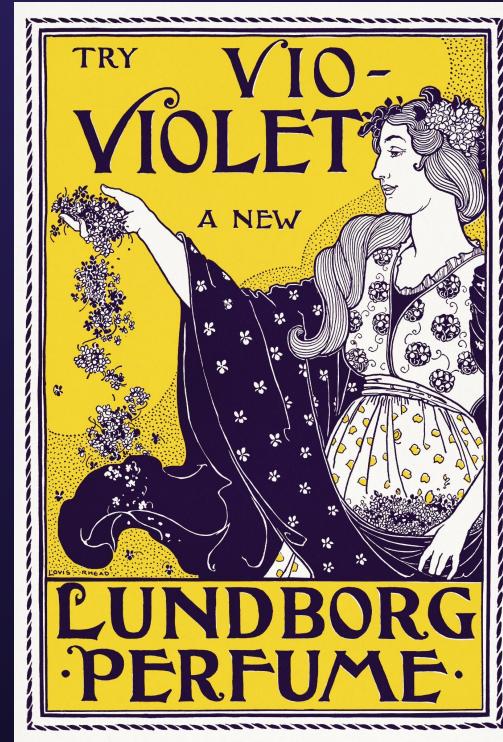
Graphic design uses artistic elements, but **it is not art.**

- Art exists to express the artist's thoughts and feelings. Whether the viewer understands is not relevant.
- Graphic design exists to clearly convey a message to its viewers.

Compare and contrast:



Piet Mondrian, Tableau III, Composizione In Ovale, 1914. From [Wikipedia](#)



Lundborg Perfume ad (1890-1900). Public domain. From [Rawpixel](#)

Graphic design in web design

Within a page, web design starts with graphic design.

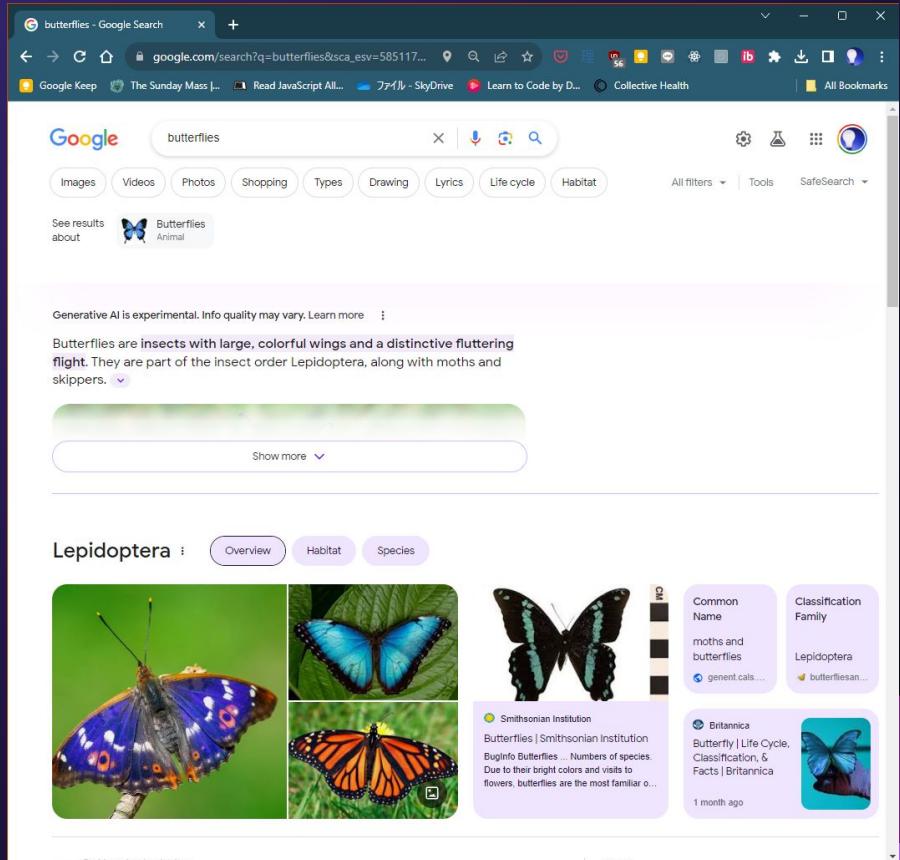
We aim to organize the contents of the page to make them not just “pretty”, but - more importantly - **easy to understand and use**.

We call this organization of visual elements the **layout**.

Principles of design

Creating visual flow

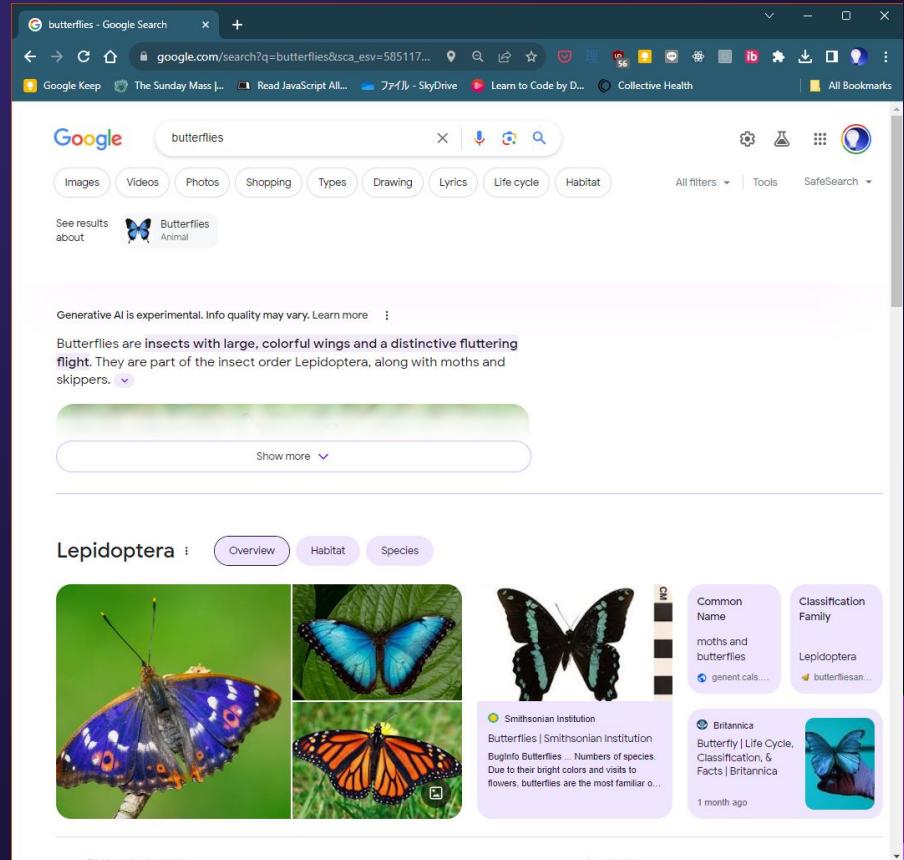
What do you see first in this screenshot? Where does your eye go afterwards?



Creating visual flow

What do you see first in this screenshot? Where does your eye go afterwards?

We will use the following principles to create designs that will intentionally move the viewer's attention in the order we want - that is, we control the **visual flow**.



Screenshot from google.com.

Some principles of graphic design

- Visual flow principles: Directing the user's eye throughout the page
 - Hierarchy and Emphasis
 - Contrast
 - Scale and Proportion
 - White Space
 - Movement
- Arrangement principles: Classifying and harmonizing different page elements
 - Balance and Alignment
 - Unity and Variety
 - Repetition

Hierarchy and Emphasis

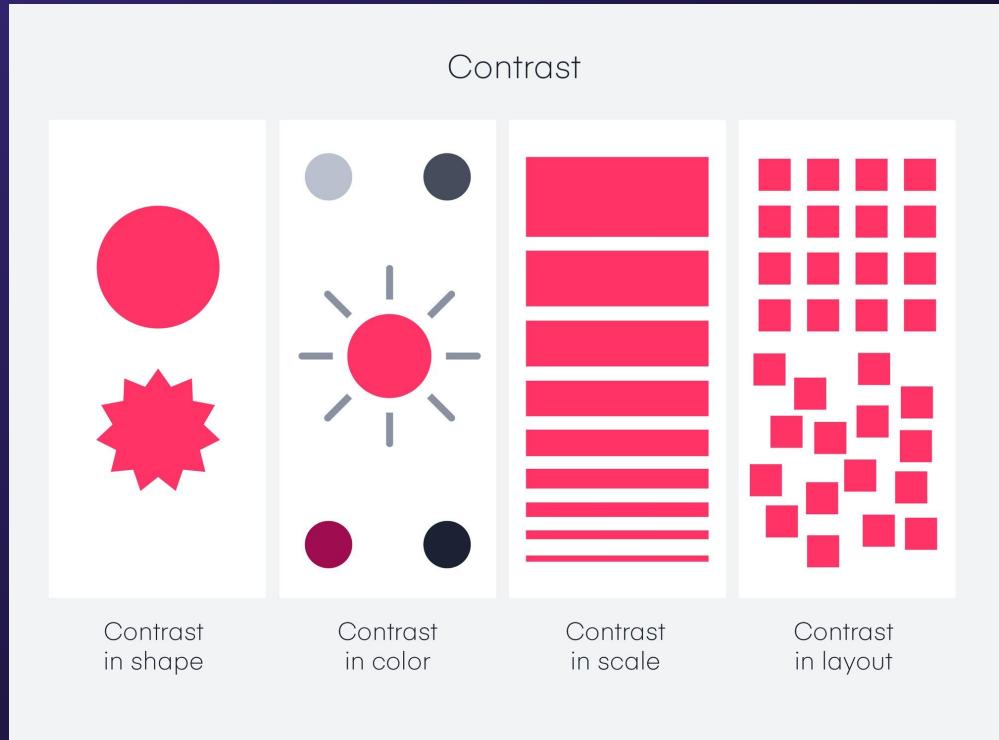
Whatever is more important - what the user needs to know first - should be the first thing the viewer sees.

Create a hierarchy that controls the viewer's **flow**.



Contrast

Refers to the difference between objects. More contrast means more visibility and readability (think black text on white background). Too much contrast, however, is aggressive and can be unpleasant.



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Refers to the difference between objects. More contrast means more visibility and readability (think black text on white background). Too much contrast, however, is aggressive and can be unpleasant.



Image by Fernando López.

Scale and Proportion

Refers to the size of an element relative to others.

You can draw something in scale to make it fit in your page.

It also refers to the screen sizes you will be designing for.



Photo by Fernando López.

White space

White space (negative space) has a value. Do not feel like you must use all of the space available - that's not how it works.

Surround elements with white space to bring more attention to them.



Photo by Fernando López.

White space

A lack of white space can create very **dense** designs. This is usually not desirable - the viewer gets lost.

However, this is also cultural. Japanese people are used to density due to how their language works, so this is expected by them.

The screenshot shows the Yahoo! Japan homepage with a very dense layout. At the top, there's a navigation bar with links like 'Yahoo! JAPAN', 'Mail', 'Weather', 'Search', and 'Settings'. Below the bar is a banner for '超回祭' (Chōkai Festival) featuring shopping icons for 'トランク' (Trunk), 'オークション' (Auction), and 'ショッピング' (Shopping). The main search bar is followed by a dropdown menu with options like 'ウェブ', '画像', '動画', etc. To the right of the search bar is a large 'YAHOO! JAPAN' logo. The left sidebar contains a vertical list of categories: Shopping, Auction, Premium, ZOZOTOWN, LOHACO, Travel, iQIYI, PayPayグルメ, Outlets, News, Weather & Disasters, Sports Navigation, Finance, TV, Premium, LINE MUSIC, Games, and Yahoo! Mobile. The main content area has a news feed with various articles and a 'Top Stories' section. On the right side, there's a 'photo:afto' sidebar with a handshake image and text about the festival. At the bottom, there's a weather forecast for Kyoto, Japan, showing temperatures for today and tomorrow along with a rain radar map.

Screenshot from [Yahoo! Japan](#)

White space

Not an excuse for the US website though!

However, there is still some white space here. Can you notice it? What is its effect?

The screenshot shows the Yahoo homepage with a clean layout featuring large amounts of white space. At the top, there's a navigation bar with links for News, Finance, Sports, More, Mail, and Sign in. Below the bar, a search field is positioned next to a magnifying glass icon. The main content area includes several news cards with images and headlines. One card features a group of people standing in front of a destroyed building, with the headline "Hamas frees 24 hostages in exchange for 39 Palestinian prisoners". Another card shows a cruise ship with the headline "Cruise line leaves passengers high and dry after canceling 3-year voyage". To the right, there are sections for "Trending Now" (listing items like "Bombas slippers" and "iPhone 15 Pro"), "Weather" (showing forecasts for Kansas City), and "Scoreboard" (displaying NFL game results). The overall design emphasizes readability and a modern aesthetic.

Screenshot from [yahoo.com](https://www.yahoo.com)

Movement

Designs with movement will naturally make the view move through an intentionally created flow, suggested by the elements.

How is your eye moving through this design?

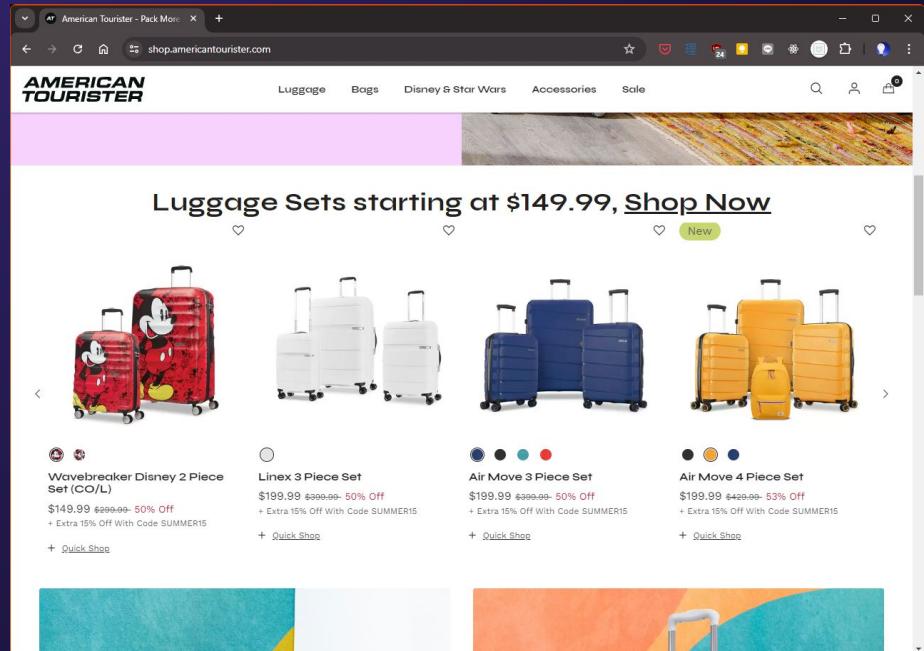
The screenshot shows a web browser window for the PBS LearningMedia website. The URL in the address bar is ca.pbslearningmedia.org/subjects/the-arts/dance/?rank_by=1. The page title is "Dance". The header includes the PBS LearningMedia logo, a "FOR TEACHERS" button, and a "KQED" dropdown menu. Below the header are links for "Subjects", "Grades", and "Student site". The main content area is titled "Dance" and describes the subject's focus on participation, analysis, appreciation, and history of dance. It mentions student activities like creating diagrams to compare dance styles and teachers planning interdisciplinary lessons. A circular image of a dancer's legs in leotards and tights is displayed. On the left, there's a "Dance Topics" sidebar with links to "Appreciation and Analysis of Dance Works", "Dance Creation, Participation, and Performance", "Dance Forms", and "Dance History". On the right, there are filters for "Grade", "Resource Type", and "Sort by (Newest)", along with an "Advanced Search" button. Below these are two video thumbnail cards: one for "Dance: Margaret Jenkins I" (Video, 10:29) and another for "Anna Halorin: Performance" (Video, 11:04).

Screenshot from [the PBS website](#).

Arranging information

Use the following principles to bring a predictable, logical order to the information, making it easier to find and use.

Can you easily find what is being sold in this website, and what options do you have?



Screenshot from americantourister.com.

Balance and alignment

Every element in the page has a visual “weight” (eg. how much it draws the eyes). Distribute it across the page.

Weight is given by: contrast, scale / proportion, and blank space.

Balance can be symmetric or asymmetrical.

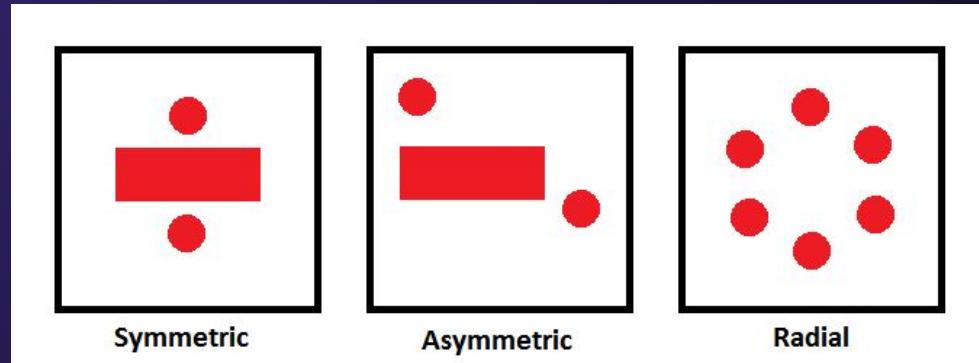


Image from [Wikimedia](#)

Balance and alignment

An example of asymmetrical balance.

- The form at left is only one, but the background is of a dark gray color (contrast).
- The forms at right are smaller, but darker and cover most of the right side.

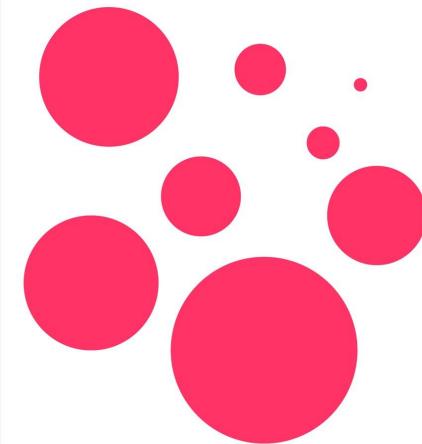


Unity and variety

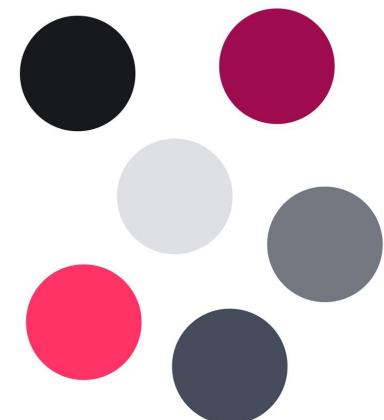
Use different elements to make the message visually interesting.

Use similarities between those different elements to bring **unity** to the message.

Unity & Variety



Unity = Same Color
Variety = Different Sizes



Unity = Same Size
Variety = Different Colors

Unity and variety

Use different elements to make the message visually interesting.

Use similarities between those different elements to bring **unity** to the message.



Image by Fernando López.

Repetition

Use repetition to create a visual rhythm. We humans like patterns. It also helps create order in a layout.



Photo by Fernando López.

Repetition

Repetition forms a pattern in this website.

The screenshot shows the homepage of vogue.com. At the top, there is a navigation bar with links for FASHION, BEAUTY, CULTURE, LIVING, RUNWAY, SHOPPING, and MORE. Below the navigation bar, there are several article cards and images. One card features a woman in a dark coat and has the text "SHOPPING Here's What Vogue Editors Are Shopping on Black Friday 2023 BY KIANA MURDEN AND JENNY BERG". Another card features a woman in a black blazer and gold skirt, with the text "STOREFRONT Vogue's Guide to Black Friday". A third card features a woman in a sequined dress, with the text "SHOPPING 52 Best Net-a-Porter Black Friday Deals 2023 to Shop". To the right, there are two more cards: one for "56 Best Black Friday Jewelry Deals of 2023 to Shop Now" and another for "Run, Don't Walk—The 44 Best Black Friday Shoe". The overall layout uses a repeating grid pattern of images and text blocks.

Screenshot from [vogue.com](#)

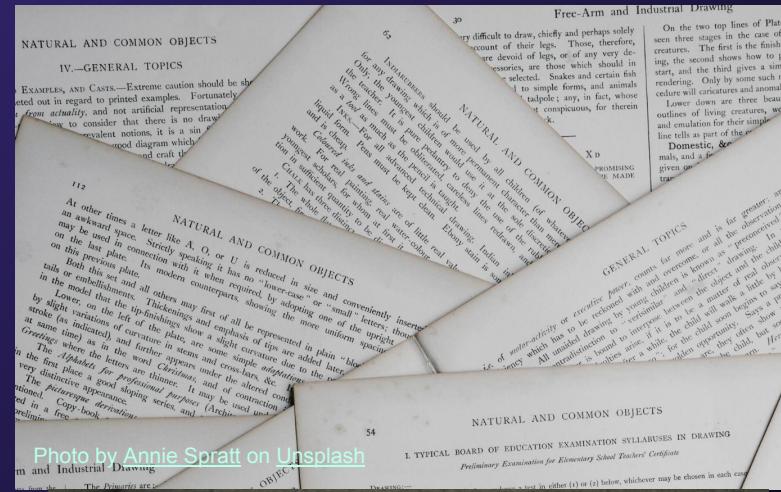
Layouts

Layouts

Layout: Where everything lands on a page, in a structured way.

This exists in all forms of graphic design.

Relates to **composition** in other visual arts and disciplines (eg. photography, paintings...) and follows similar principles.



Responsive design, adaptive design, and mobile-first

These are web design specific terms.

Responsive design: one that will adapt to different screen widths / window widths.

Mobile first: philosophy to design for the smallest window width first and then rearrange for the bigger ones, and not the other way around.

Adaptive design: goes beyond responsive; considers changes also depending on input type, user type, and generally all of the environment of the content.



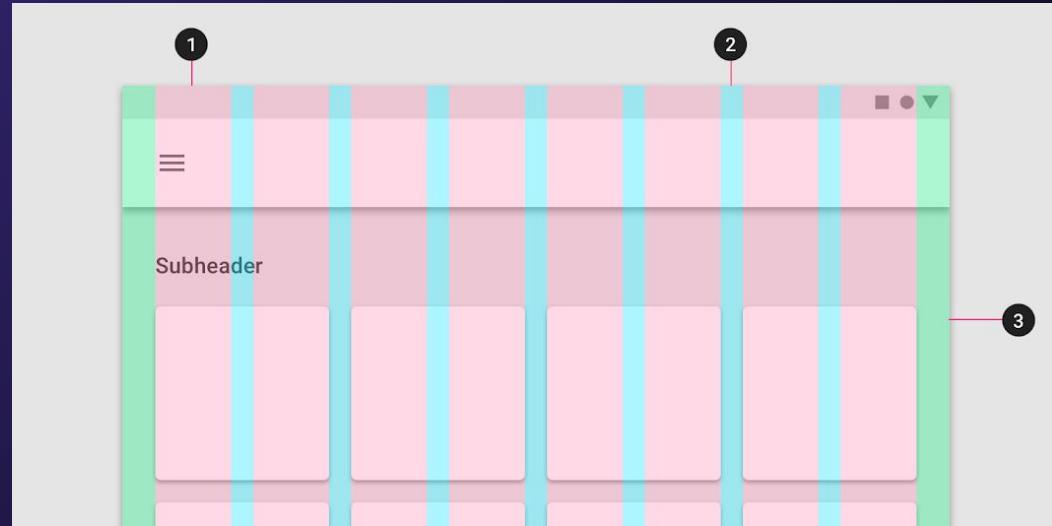
Source: the [Interaction Design Foundation](#)

Grid systems and responsive grids

In web design, a **grid system** is a way to arrange page elements, usually including columns (1), gutters (2) and margins (3).

The grid has a maximum width: in a page wider than that, the grid remains centered.

This behavior is supported automatically by CSS frameworks such as Material and Bootstrap.

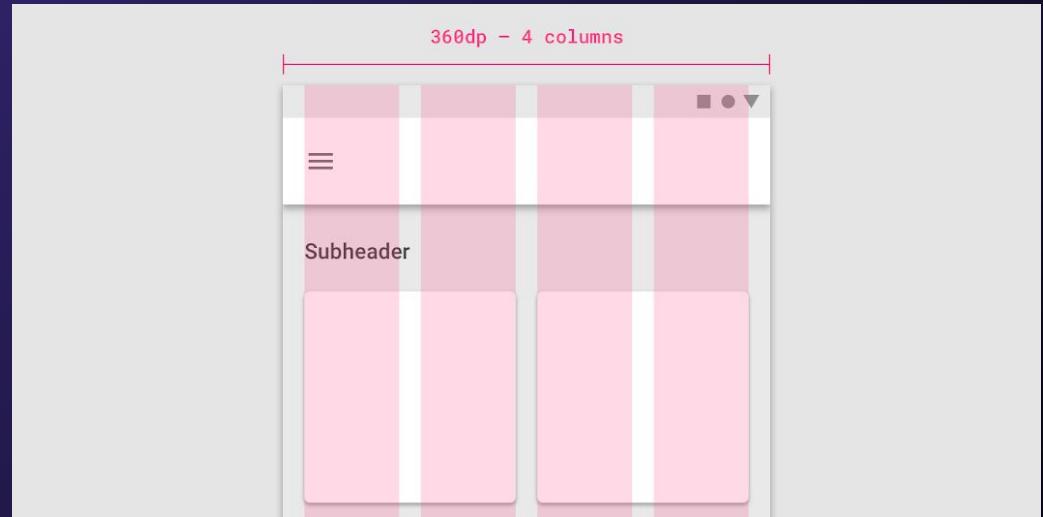


Source: [Material.io](#)

Grid systems and responsive grids

If the grid is **responsive**, it will adapt to a smaller screen width by decreasing the number of columns and the gutters between them.

Doing **mobile first**, then, means creating your composition in this smaller number of columns first.



Source: [Material.io](#)

Breakpoints

A **breakpoint** is the screen width at which the responsive layout will change.

At right: breakpoints as defined by the [Material Design](#) framework.

(Note: dp is a type of pixel measurement.)

Screen size	Margin	Body	Layout columns
Extra-small (phone)			
0-599dp	16dp	Scaling	4
Small (tablet)			
600-904	32dp	Scaling	8
905-1239	Scaling	840dp	12
Medium (laptop)			
1240-1439	200dp	Scaling	12
Large (desktop)			
1440+	Scaling	1040	12

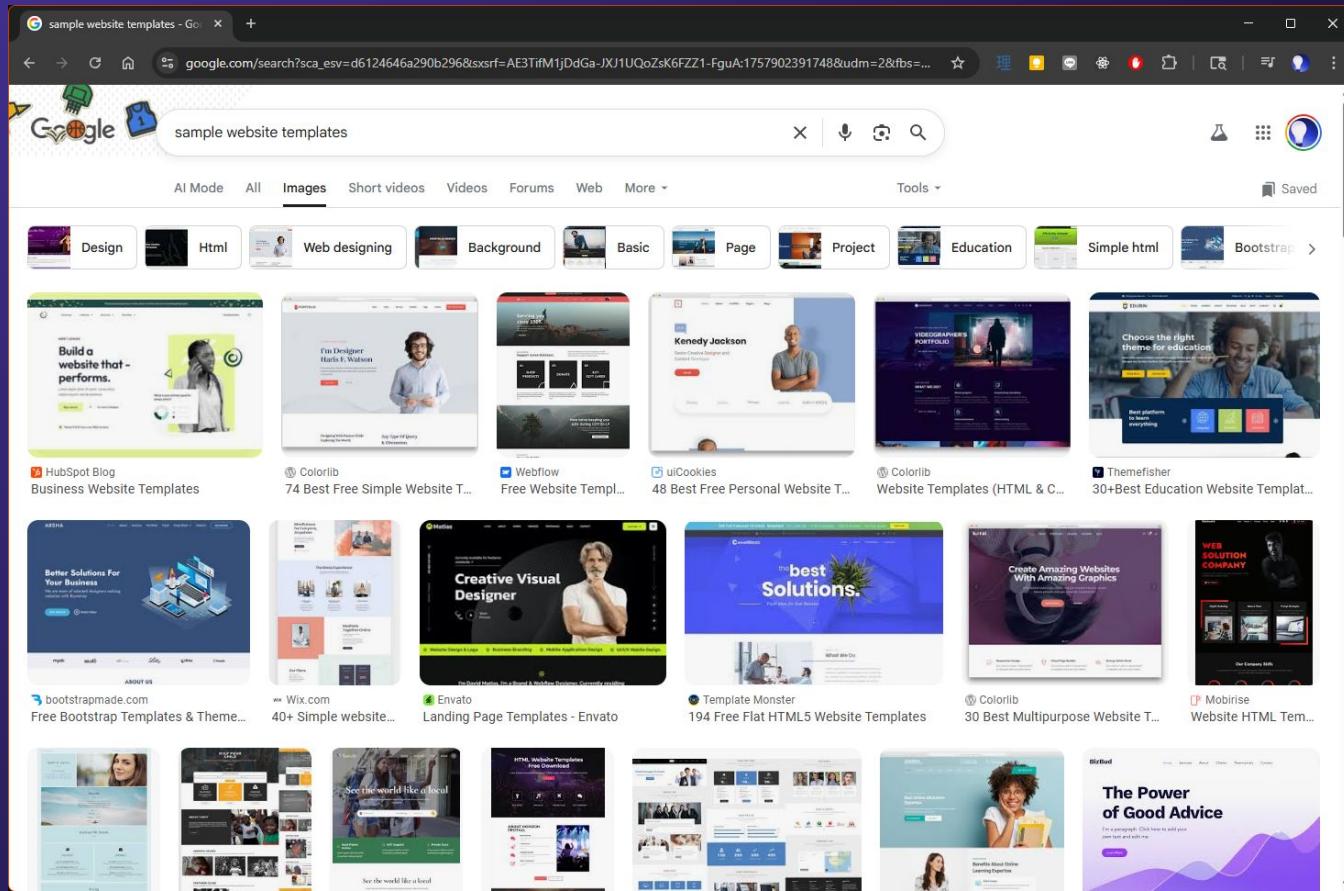
Web UX/UI Principles

UX/UI Principles: Consistency

Consistency builds trust.

- Use the same arrangements of boxes, fonts, and colors in your website.
- Use common patterns that you would find in other websites.
- You want to make things [as obvious to the user as possible](#).

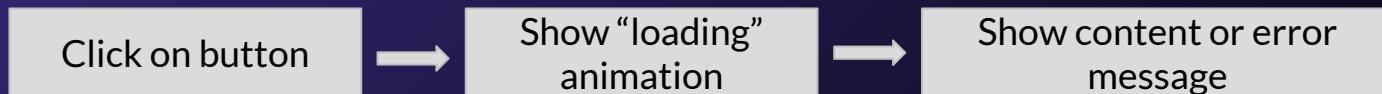
There is a reason most websites look the same. It's not necessarily a bad thing.



UX/UI Principles: Clear feedback

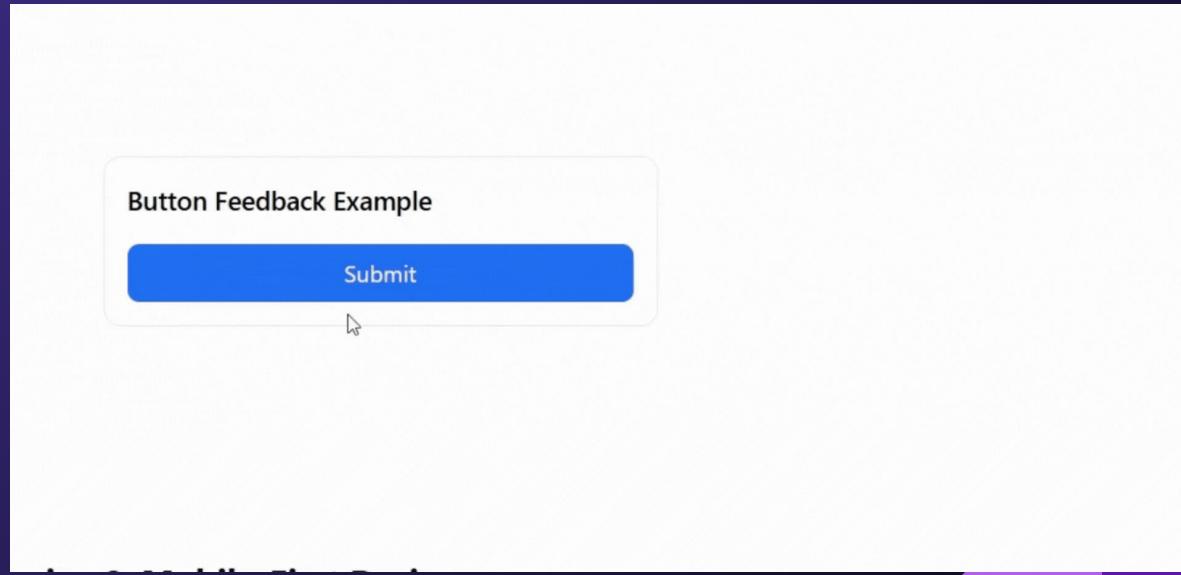
2. Give clear feedback. Don't leave the user guessing: if they execute an action, the website should clearly respond something.

- If there was an error, show the user what to do to recover (for example: "try again" or "call this phone number for assistance").



UX/UI Principles: Clear feedback

Source: <https://www.freecodecamp.org/news/why-front-end-developers-should-understand-uiux-design/>



UX/UI Principles: Location and navigability

Make sure the user knows where they are in the website and how to move around:

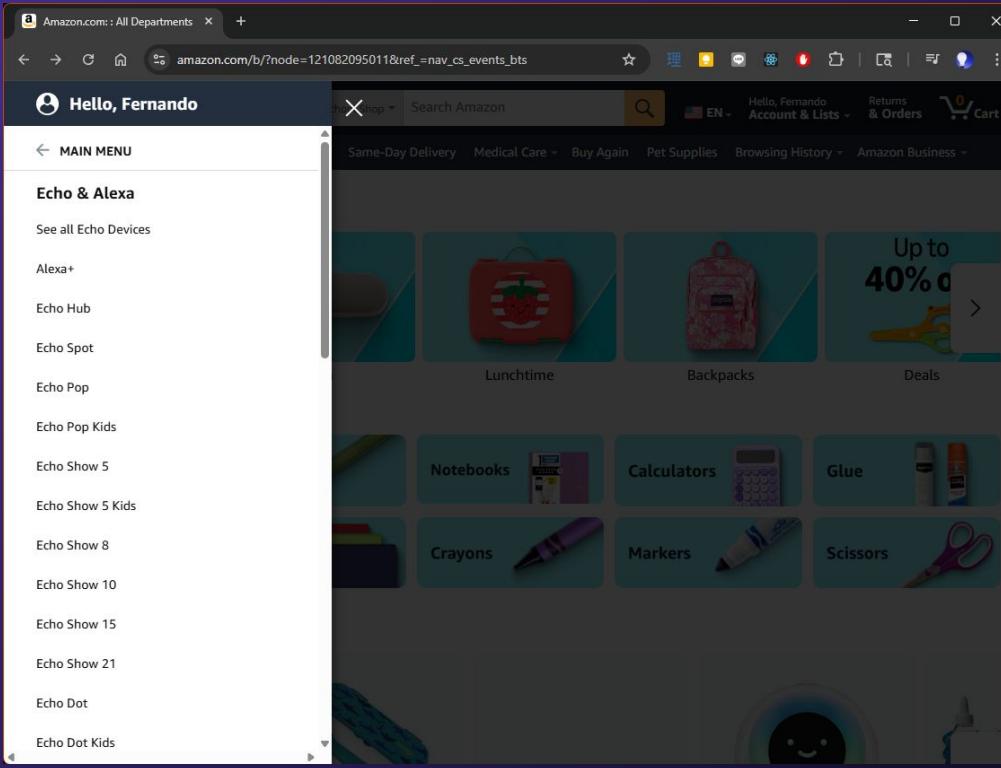
- Show the current page name; it should be consistent with the navigation item that links to it.
- In smaller websites: highlight the navigation item corresponding to the page and use breadcrumbs such as “Home > This section > This page”.
 - I expect you to do this in your projects!
- In bigger websites: use sub-navigations and search.
 - You might need to provide more than one way of reaching a page or a functionality.

Navigation should always be close to the user.

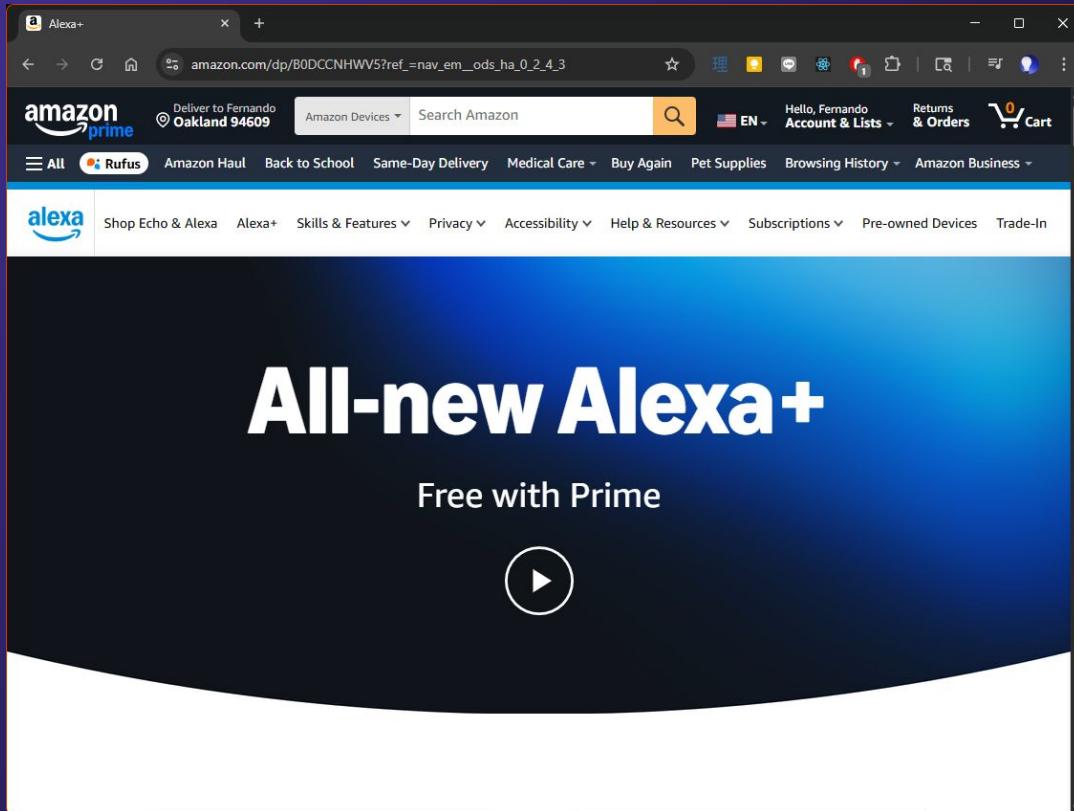
UX/UI Principles: Location and navigability

The screenshot shows the 'The Back to School Shop' section on the Amazon website. At the top, there's a navigation bar with links for 'All Departments', 'Amazon Haul', 'Back to School', 'Same-Day Delivery', 'Medical Care', 'Buy Again', 'Pet Supplies', 'Browsing History', and 'Amazon Business'. Below the navigation bar, the main heading is 'The Back to School Shop'. There are five categories displayed: 'Supplies' (with an image of pens), 'Tech' (with an image of a speaker), 'Lunchtime' (with an image of a red lunchbox), 'Backpacks' (with an image of a pink backpack), and 'Deals' (with an image of a yellow pencil and a 'Up to 40%' discount graphic). Below these, there's a section titled 'Shop by category' with ten sub-categories: Pencils, Pens, Notebooks, Calculators, Glue, Paper, Binders, Crayons, Markers, and Scissors. Each category has a small representative image. At the bottom, there's a section titled 'Our Top 100+ school picks' with a 'Shop all' link, showing thumbnails for items like a Minecraft notebook, crayons, and blue patterned cutlery.

UX/UI Principles: Location and navigability



UX/UI Principles: Location and navigability



UX/UI Principles: Important features have high visual priority

Guide the user by assigning high priority to the most important actions, creating a path for their eyes to follow it.

- For example, filling out a form and then clicking on the form to send the form .

Secondary actions and exit options should also be there, but not as visually important.

Remember:

- Eyes usually go top-down and left-right (except in places where reading is right-left).
- Images and videos steal attention, use that to your advantage
- Contrast, white space, and relative font sizes are also tools

Toastmasters International - Corp

toastmasters.org/Find-a-Club/01619968-healthy-toasts/contact-club?id=3a53e...

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First Name *
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Moderation

- Mod Queue
- Mod Mail
- r/Mod
- r/exsgKnbMr... ☆
- r/saltillo ☆

Create Custom Feed

RECENT

- r/IllegallySmolCats

Some pics from today's BART speedrun

r/Bart 2 days ago

What did you wear today

r/Streetwear

RECENT POSTS

Clear

- r/webdev • 2 yr. ago
What's main difference between <section> and <article> tag? I am very...
67 upvotes · 43 comments
- r/kde • 2 yr. ago
Does someone use Kate as IDE?
9 upvotes · 41 comments
- r/webdev • 2 yr. ago
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RECENT

- r/IllegallySmolCats

Some pics from today's BART speedrun

1

2

3

(scroll)

470 27 Share ...

4 r/mexico • 1 hr. ago

5 r/Bart • 2 days ago

6 ...

7 AD Create

8 Create

9 5

10 ...

11 What did you wear today

12 r/Streetwear

13 RECENT POSTS Clear

14 r/webdev • 7 hr. ago

15 What's main difference between <section> and <article> tag? I am very...

16 67 upvotes • 43 comments

17 r/kde • 2 yr. ago

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21 Best fullstack projects to learn/evaluate new frameworks?

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Home Popular Answers **BETA** Explore All

MODERATION

- Mod Queue
- Mod Mail
- r/Mod
- r/exsgKnbMr...
- r/saltillo

CUSTOM FEEDS

- + Create Custom Feed

RECENT

- r/IllegallySmolCats

Some pics from to ...

I would not be surprised if many people miss the search bar

470 27 Share ...

What did you wear today

r/Streetwear

RECENT POSTS

Clear

- r/webdev • 7 hr. ago
What's main difference between <section> and <article> tag? I am very...
67 upvotes · 43 comments
- r/kde • 2 yr. ago
Does someone use Kate as IDE?
9 upvotes · 41 comments
- r/webdev • 2 yr. ago
Best fullstack projects to learn/evaluate new frameworks?

2

3

(scroll)

UX/UI Principles: Provide ways out

Users should never feel stuck or obligated to do something.

There should always be a visible, easily accessible way to cancel, go back, close a window, etc.

- An example is... this window! There is a “close” button at the top right.
- Not doing this is an anti-pattern. Many online ads are guilty of this.

Your first name

Your last name

Email *

Your email address

Phone Number

 (201) 555-0123

Country/Region *

Select Country

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Submit

Cancel

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A screenshot of an Amazon shopping cart page. At the top, the URL shows a cart item: [amazon.com/cart/smart-wagon?newItems=b6aab5cb-14ee-4450-8dfd-f89cb1bd1823,1&ref_=sw_refresh](https://www.amazon.com/cart/smart-wagon?newItems=b6aab5cb-14ee-4450-8dfd-f89cb1bd1823,1&ref_=sw_refresh). The page includes standard navigation elements like a search bar, language selection (EN), account info (Hello, Fernando), and a cart icon showing 1 item.

The main content area displays a message "Added to cart" next to a book cover for "Python". To the right, a summary box shows the "Cart Subtotal: \$43.40" and two buttons: "Proceed to checkout (1 item)" and "Go to Cart".

Below this, a section titled "Find these highly rated items" lists four Python books:

- Python Cookbook (3rd Edition)** by David Beazley & Brian K. Jones
- Fluent Python** by Luciano Ramalho
- Learning Python** by Mark Lutz
- PYTHON CRASH COURSE (3RD EDITION)** by Eric Matthes

At the bottom, a note says "Only 18 left in stock (more on the way)". A large blue box highlights the minus and plus buttons for adjusting the quantity of the "Python" book in the cart.

UX/UI Principles: Speak clearly

- Use actual verbs for your buttons and links
 - “Send the form” instead of just “okay”. The user should understand what happens when the button is clicked
- Speak in the language of the user
 - Understand who your users are, adapt to them.
 - OK to use technical words only if your audience is technical. (Sometimes that’s the right thing to do!)

az.com/cart/smart-wagon?newItems=b6aab5cb-14ee-4450-8dfd-f89cb1bd1823,1&ref_=sw_refresh

to Fernando
nd 94609

All Search Amazon EN Hello, Fernando Account & Lists Returns & Orders Cart Subtotal \$43.40 Go to Cart Prime Big Deal Days is October 7-8

Haul Back to School Early Prime Deals Same-Day Delivery Medical Care Buy Again

Added to cart

Cart Subtotal: \$43.40

Proceed to checkout (1 item)

Go to Cart

Python \$43.40 prime

1 +

nt these highly rated items

Page 1 of 5

Python Cookbook

Fluent Python

Learning Python

PYTHON CRASH COURSE

Only 18 left in stock (more on the way) Fluent Python: Clear, Concise... Learning Python: Powerful... Python Crash Course, 3rd

Laparoscopy: What It Is, What To Expect

my.clevelandclinic.org/health/procedures/4819-laparoscopy

Locations: Abu Dhabi | Canada | Florida | London | Nevada | Ohio

Cleveland Clinic

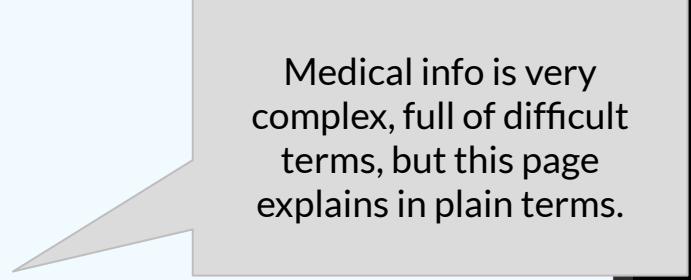
HOME / HEALTH LIBRARY / PROCEDURES / LAPAROSCOPY

Laparoscopy

A laparoscopy is a minimally invasive procedure that looks inside your stomach or pelvis.

Healthcare providers use laparoscopies to diagnose medical conditions or perform surgery.

Surgery using a laparoscope is called laparoscopic surgery. It's generally safer than traditional surgery because it's less invasive.



Medical info is very complex, full of difficult terms, but this page explains in plain terms.

INFO 6150 (Fall 2025) - 5: Desig x Info 6150 Fall 2025 themes per x INFO 6150 (Fall 2025) - 4: Inform x Rilzabrutinib, the first-in-class BTK inhibitor for ITP +

ashpublications.org/blood/article/145/24/2810/537610/Rilzabrutinib-the-first-in-class-BTK-inhibitor-for

blood

ISSUES FIRST EDITION ABSTRACTS COLLECTIONS AUTHOR CENTER ABOUT

PLATELETS AND THROMBOPOEISIS | JUNE 12, 2025

Rilzabrutinib, the first-in-class BTK inhibitor for ITP

Marc Michel

Check for updates

Blood (2025) 145 (24): 2810-2812.
<https://doi.org/10.1182/blood.2025028584>

Connected Content
This is a commentary to: Safety and efficacy of rilzabrutinib vs placebo in adults with immune thrombocytopenia: the phase 3 LUNA3 study

Split-Screen Share Tools PDF

Subjects: Free Research Articles

In this issue of *Blood*, Kuter et al report the results of a phase 3 randomized and placebo-controlled trial showing the efficacy and safety of rilzabrutinib, a Bruton tyrosine kinase (BTK) inhibitor, for treating persistent and chronic adult immune thrombocytopenia (ITP) in heavily pretreated patients.¹

ITP is a rare autoimmune disease leading to accelerated platelet destruction and impaired platelet production, which is associated with an increased risk of bleeding when the platelet count decreases below $30 \times 10^9/L$.² In the last 20 years, the number of therapeutic options for managing adult persistent or chronic ITP has sequentially increased with the off-label use of rituximab,³ then the approval of different thrombopoietin-receptor agonists (Tpo-RAs),⁴ and more recently the Syk inhibitor fostamatinib.⁵ Despite this progress, some adults with ITP may fail to respond to or not tolerate several treatment lines, with only a minority of patients with chronic ITP achieving a sustained response without therapy.⁶ BTK is a key actor in the signal transduction of the B-cell antigen receptor that plays an important role in the development and maturation of the B-cell.

Volume 145, Issue 24
June 12 2025

Previous Article Next Article

Only when talking to a medical audience makes sense to use medical terms.

LUNA3 study
David J. Kuter, Waleed Ghanima, Nichola Cooper, et al., *Blood*, 2025

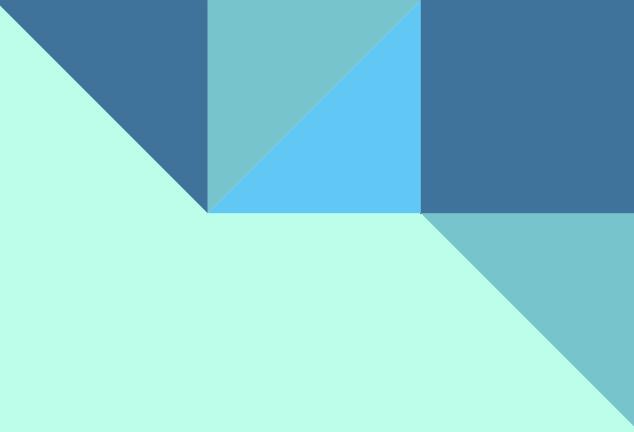
Efficacy and Safety of Tyrosine Kinase Inhibitors in the Treatment of Relapsed/Refractory Immune Thrombocytopenia
Muhammad Ashar Ali, *Blood*, 2022

Investigating Tyrosine Kinase Inhibitors for ITP
ASH Clinical News, 2021

A first-in-class selective inhibitor of ERK1/2 and ERK5 overcomes drug resistance with a single-molecule strategy
Huan XIAO, Signal Transduction and Targeted Therapy, 2025

SEMA3C drives cancer growth by transactivating multiple receptor tyrosine kinases via Ptxie R1

PDF Help



Color & Typography: The Essentials

Color and Color Palettes

Color theory fundamentals

Why is this important?

- Color usage can influence people's attention, mood, and also transmits information.
 - Some of these effects are generic; others are culture-dependant.
- Color can convey information in itself
- Ultimately, color can, and will, affect the usability and readability of your message

Color theory fundamentals

- You want to use a **consistent color palette** for your composition.
 - In most cases, you should first design elements without color, then choose and apply the palette
 - Palettes consist of **a few colors** that are used throughout the design.
 - You can use online tools to create palettes for you.
 - However, be wary of what effect the colors will have in your users!
 - Check the appendix for more info on this.
- Keep your palettes to no more than 5-6 colors. Use them throughout your design
 - Remember: consistency creates trust

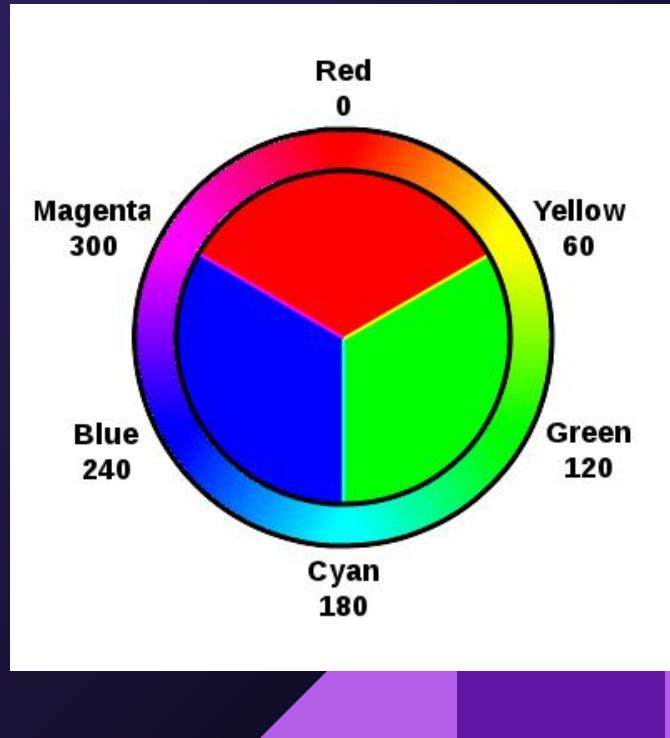


Color theory fundamentals

This is a [color wheel](#). It classifies all “pure” colors.

- Primary colors are equidistant, forming a triangle
- Secondary colors are also equidistant, and in the middle of each primary color

All colors can be formed by mixing and matching the primary colors, over and over.



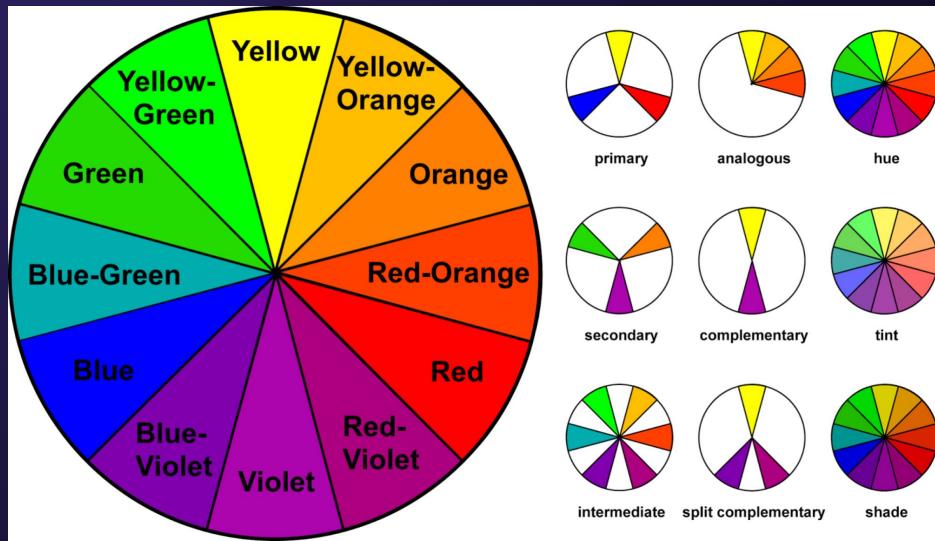
Creating a (good) color palette

The full **color wheel** classifies all “pure” colors.

- A pure color has no white or black mixed within it. It is as **saturated** as it can be. It's also called a **hue**.

Good palettes are formed with colors that are at the same distance within this wheel.

- Check the names of different **color harmonies** on the diagram at the right.



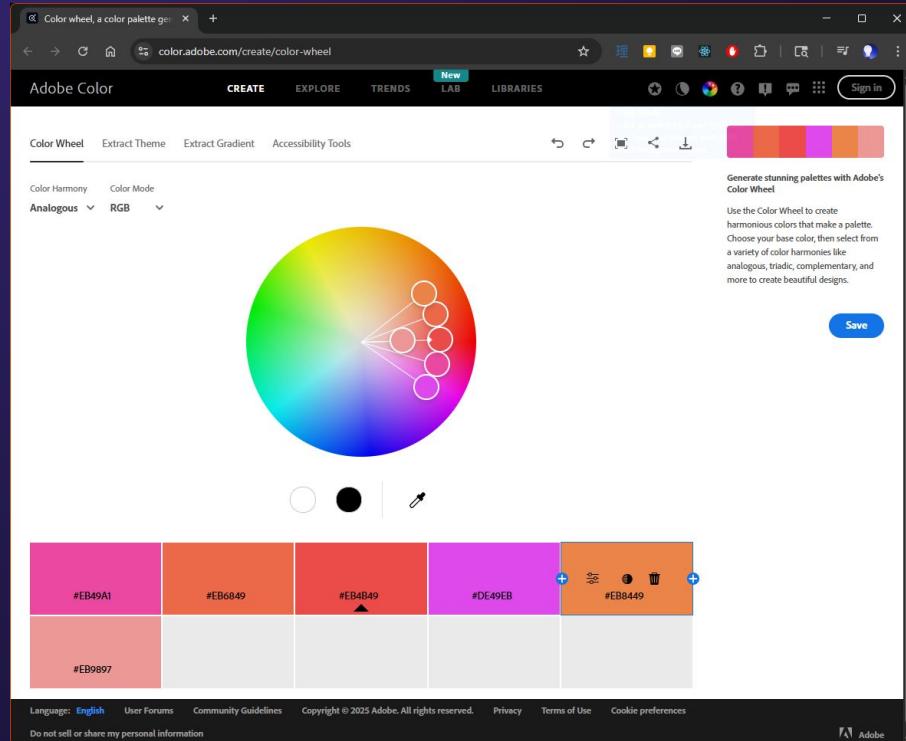


Creating a (good) color palette

Created by HideMaru
from Noun Project

Open [Adobe's color wheel tool](#). Play with it a little bit.

- Test the different options in the “color harmony” dropdown. What do you get?



Creating a (good) color palette

A good palette will have colors with:

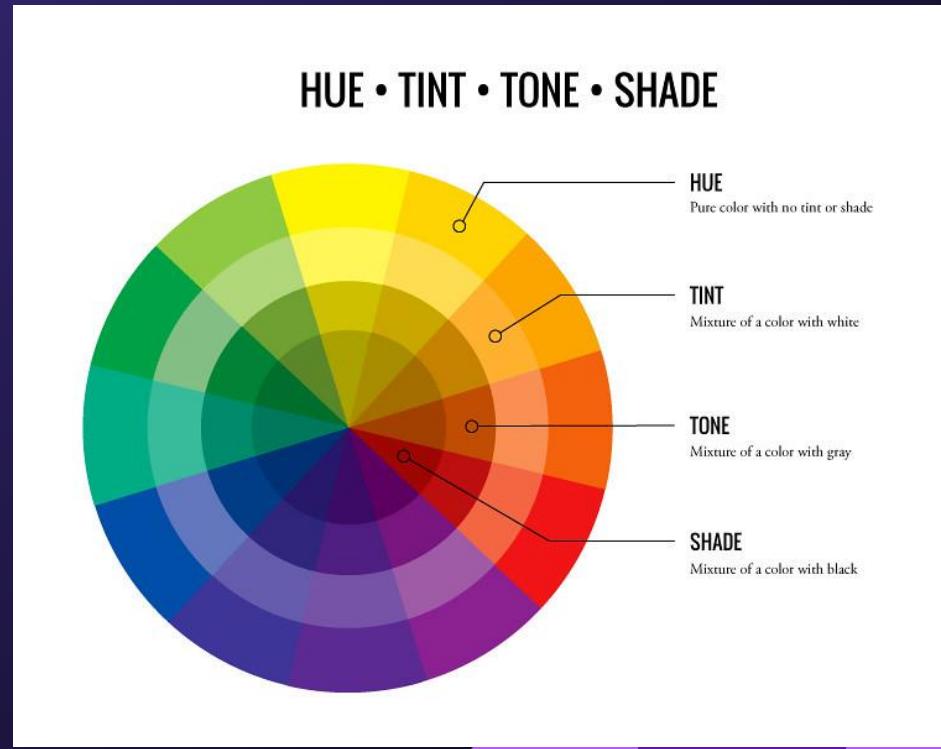
- Different **saturations**,
- Different **luminosities**.

Creating a (good) color palette

Saturation:

You're not supposed to only use the "pure" color (unless you're designing a toy for kids!)

Create less saturated versions of a hue by mixing it with white or black.

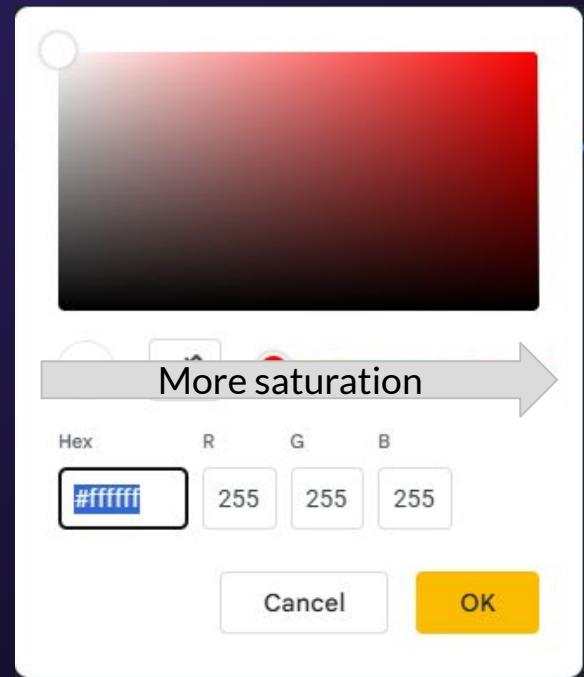


Creating a (good) color palette

Another way to understand saturation:

In a color picker, the more saturated a color is, the closer to the pure hue it is.

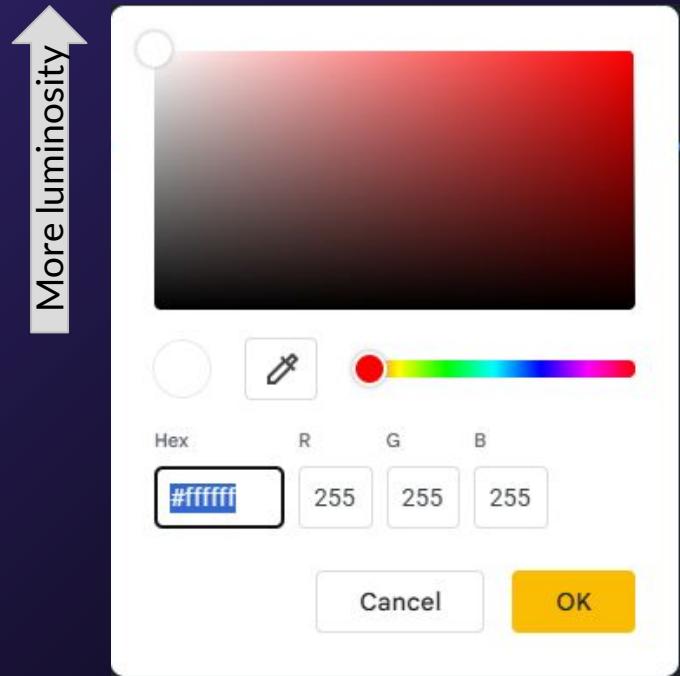
A color with 0% saturation is either white, black, or gray.



Creating a (good) color palette

Luminosity: How bright a color appears to be, to the naked eye.

Another way to understand it is: if you put a color at 0% saturation, how close that color is to white.



Creating a (good) color palette

Luminosity is tricky: pure colors (hues) do not have the same luminosity!

You can corroborate this by taking the color wheel and making it monochrome. Note some colors appear closer to white than others.



Color, contrast and readability

The first, most important effect of color usage on usability is on making text and page elements easily visible or not.

Keep enough **contrast** between the text and its background.

The key to contrast is the luminosity between the colors!

If you don't know if your text has enough contrast, take a screenshot and make it monochrome.

Good contrast

Good contrast

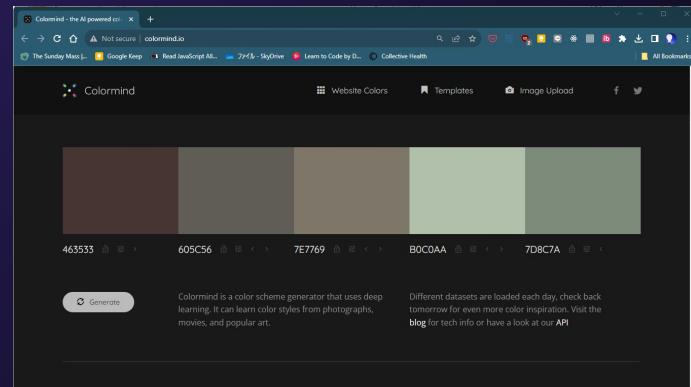
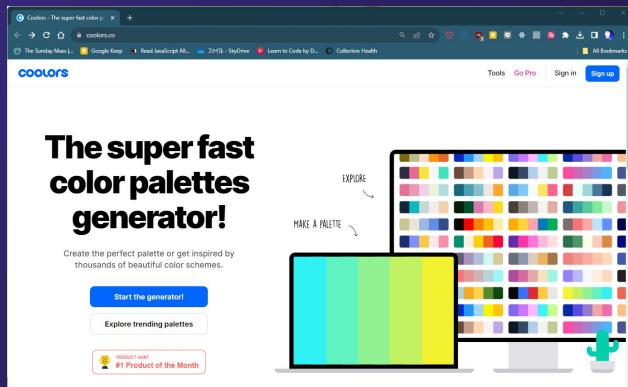
Okay contrast
(thanks to different saturation)

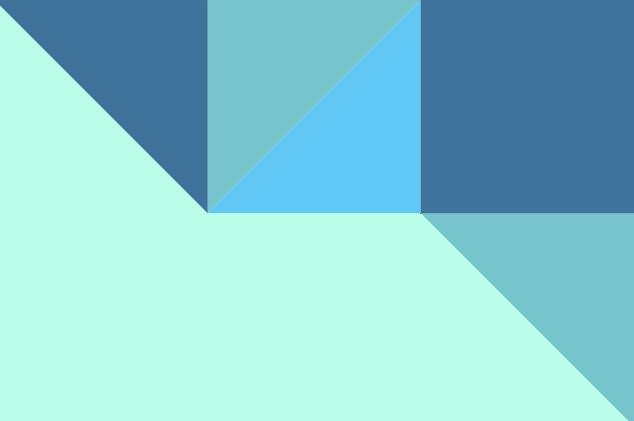
Bad contrast

Color palette generation

There are many free color palette generators available, such as [Coolors](#), Canva's, or Colormind.

These palettes are a great starting point; you may need to tweak them.





Typography: the most basic of basics

Typography

...means the study of the **form** of letters.

Letters have a voice. Let's try this out!



Typography

Created by HideMaru
from Noun Project

What is the best font to express this? Why?

Unbelievably Strong

Unbelievably Strong



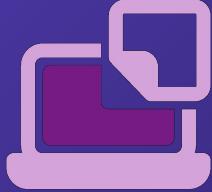
Typography

Created by HideMaru
from Noun Project

What is the best font to express this? Why?

Mechanical Precision

Mechanical Precision



Typography

Created by HideMaru
from Noun Project

What is the best font to express this? Why?

A Classical Masterpiece

A Classical Masterpiece

Typography

For your message to be taken seriously, you need to match your content with the voice of your typography.

- Read more in the appendix to learn about these voices.

Typography: the two classifications you need to know

There are many classifications in the appendix. If there are two you must learn, it's this:

- The serif family vs. non-serif family
- Display fonts vs. text fonts

Serifs

...are the little “feet” on the end of some fonts.

Serif fonts are more formal, feel classic (in Western cultures at least), and can be easier to read [in print](#) (books, etc.) I’m writing this paragraph with some examples of serif fonts.

Sans-serif fonts do not have this. “Sans” means “without” in French. These fonts feel more modern and can be easier to read on a screen. I’m writing this paragraph with some examples of sans-serif fonts.

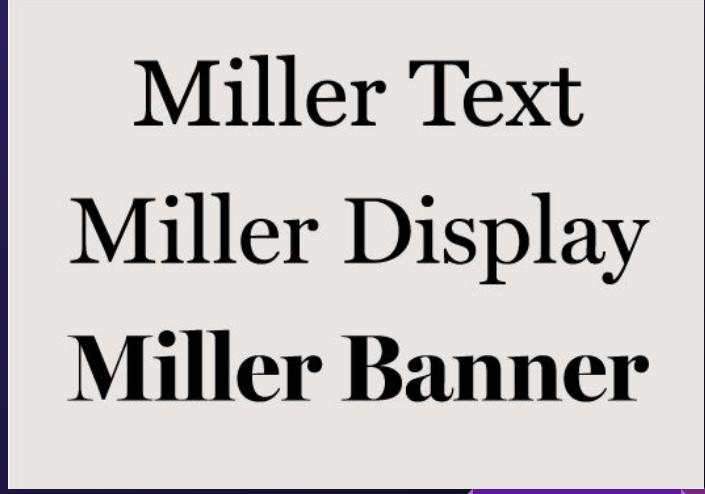
Display vs. text fonts

Display fonts are better suited for large titles or headers

- They can be very complex and/or detailed.
- Full of personality; made to bring the reader's attention.
- Generally won't render well in small sizes.

Text fonts are better suited for long running text.

- High readability, even in small font sizes.



Miller Text
Miller Display
Miller Banner

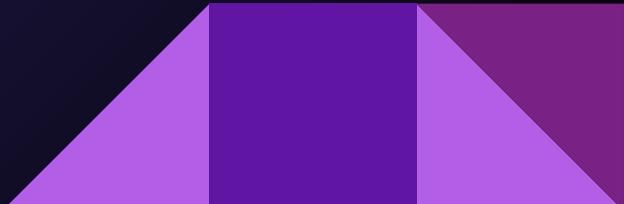
[Source](#)

Typography for the web

In a website, you will be mainly concerned with two kinds of text:

- Display text: used in headers
 - It's graphical and can have "personality" as shown before
 - Choose them using typography classifications (in the appendix)
- Body text: used for long paragraphs
 - Use fonts that are optimized for reading
 - A few good fonts already exist; choose from within those

You will need to choose **font stacks** for each one of these usages.



Typography for the web

A font stack is a prioritized list of fonts. You put your desired font at the beginning, followed by good replacements in case that font is not available in the system.

Choose stacks from sites such as

- <https://www.cssfontstack.com/>
- <https://modernfontstacks.com/>
- <https://fonts.google.com/>

We will talk more about this during our CSS class.

The Web Design Process: Mockups

The page mockup

Once you know how the website is distributed, you need to plan for the pages.

You do that through **mockups**.

These are just drawings of how the page will look like.

Two kinds:

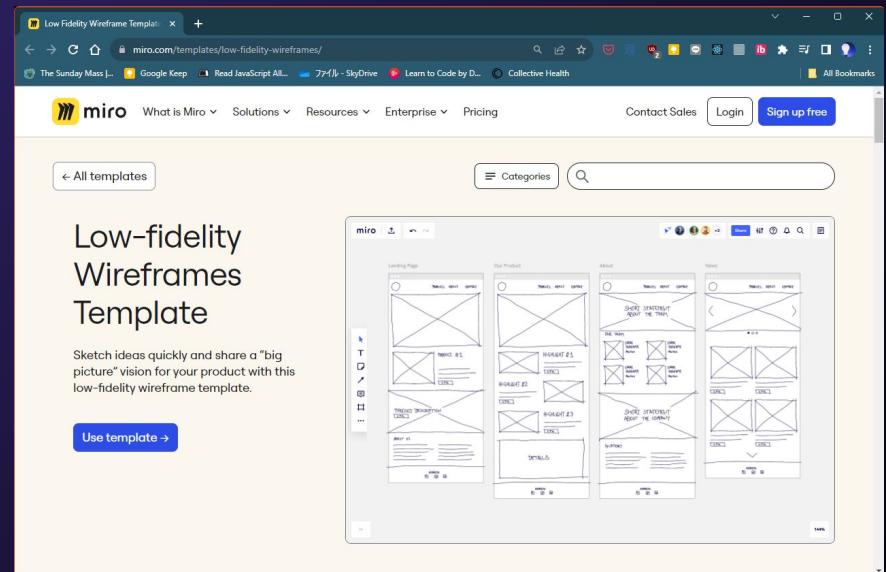
- **Low fidelity:** simple schemes; could be even crude drawings in a page
- **High fidelity:** highly accurate drawings, sometimes interactive

Mockups

When creating your design, you will start with a rough drawing of your visual elements: a **low-fidelity mockup** (aka wireframe).

You can use special wireframing tools, or just draw on paper.

Use these to get feedback from clients on your initial iterations. Since it's rough, they won't think "the website is already done!" (it happens!).



Screenshot from miro.com

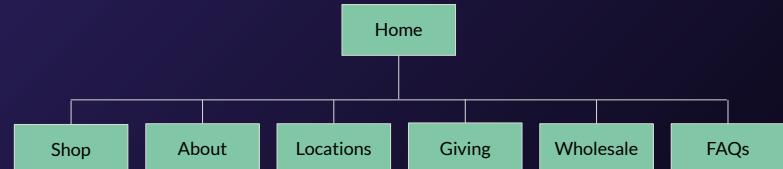
Low fidelity mockups

What to think of right now:

1. Model your **information**

architecture: create your website page and/or screen diagram.

- Is **all information** in there? Is there anything missing?
- What goes in each page or screen?
- Is the information logically distributed?



Low fidelity mockups

2. For each page, create a mockup.

- What is the **visual flow**? What is seen first, second, third? Is this the right order?
- Does this consider all of my different user's needs?
 - If you used persona analysis, it can be helpful to think in terms of them

Think about the UX:

- Visual hierarchies
- Page layout
 - If needed, layout within important, special or unclear sections
- Navigational components

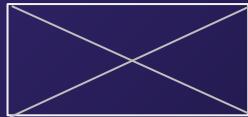
Do not think yet about specifics:

- Colors - these mocks should be grayscale
- Fonts, images, interactivity, etc.

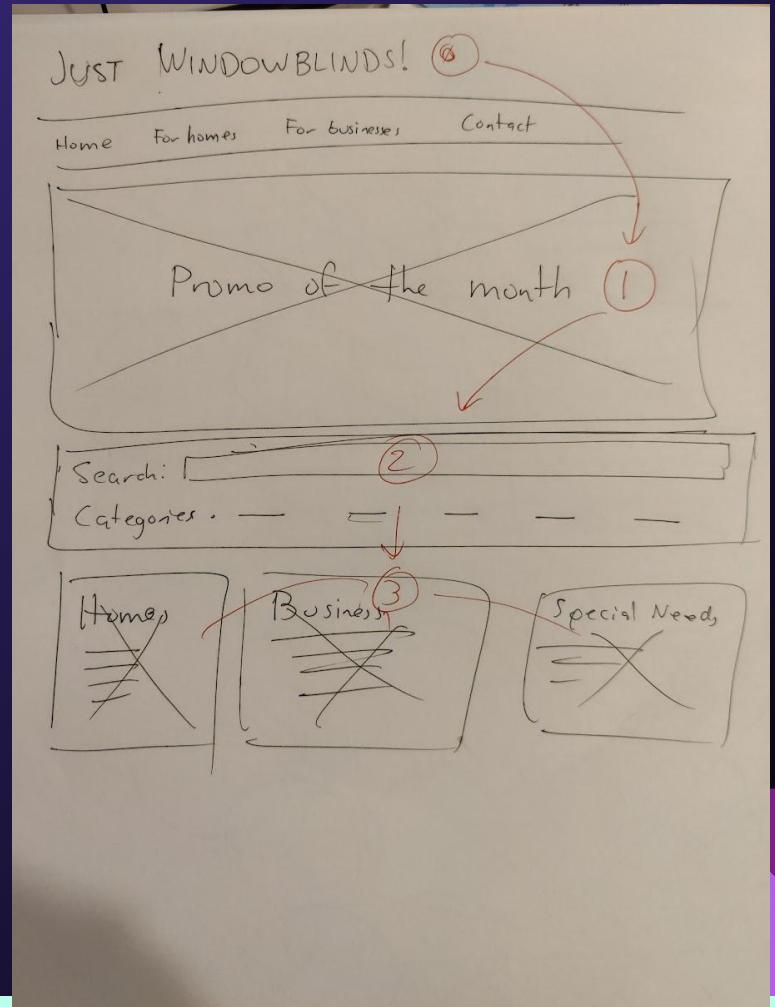
Low fidelity mockups

Your mockup should be something like this.

It should not go into more details than what's needed to design your information flow.



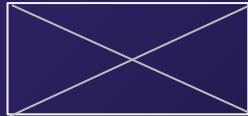
Boxes with crosses mean “an image goes here”.



Low fidelity mockups

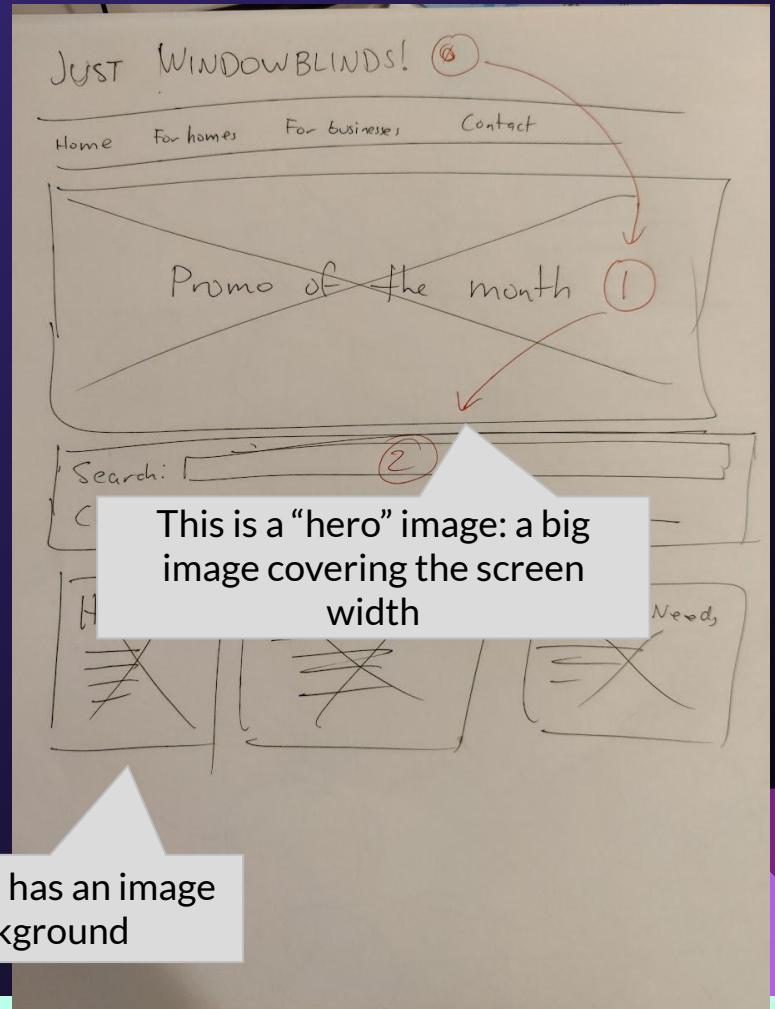
Your mockup should be something like this.

It should not go into more details than what's needed to design your information flow.



Boxes with crosses mean “an image goes here”.

This section has an image as background



What's next?

Use your low-fidelity mockups to talk to the client and get their approval on how the project is going.

- It's a good idea to do this now, with rough pictures: you're not finished with the website and you don't want to give the impression that you are.

Once you get an OK on the **layouts**, you will go into the **details**:

- Colors
- Typography

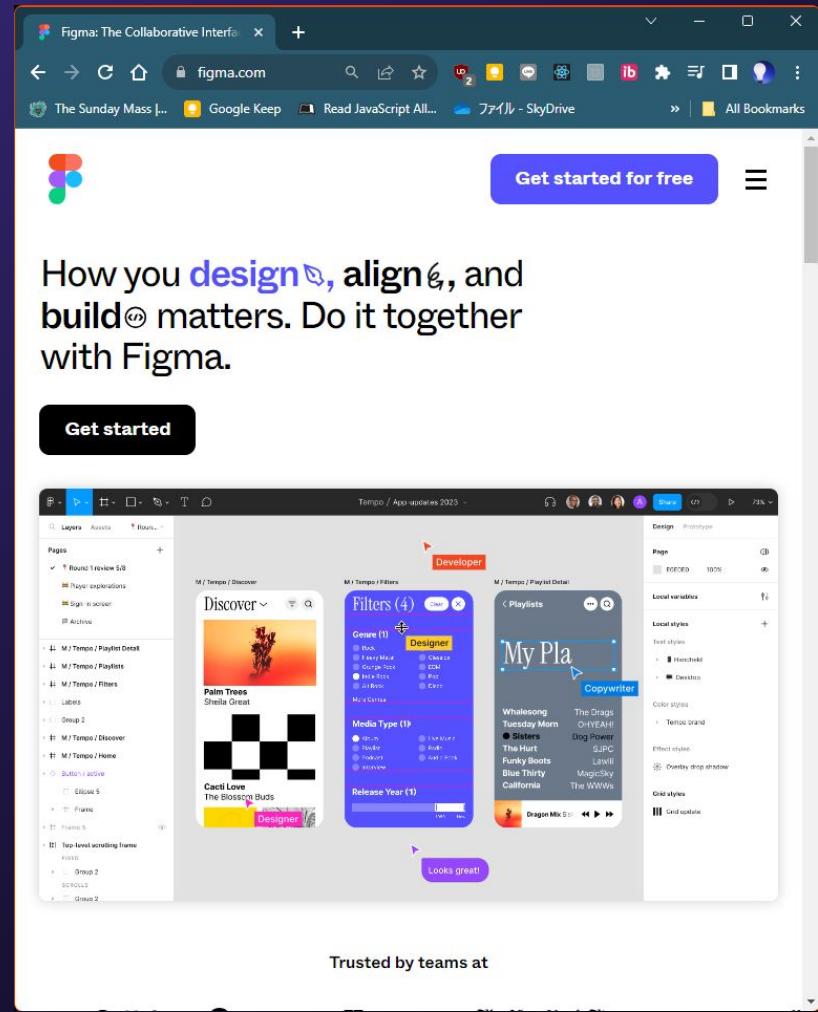
Applying these to your layout, you will end up with **high-resolution** mockups.

High fidelity mockups

When you have more confidence that you're in the right path, you'll transition into **high fidelity mockups**.

Here, the usage of design and collaboration tools such as [Figma](#) or [Penpot](#) can be helpful in continuing the conversation. These tools have presentation and annotation capabilities, and can even show some interactivity.

Alternatively you could use other diagramming software such as Photoshop, or jump into HTML/CSS directly.



High fidelity mockups

At this point, the page flow should be mostly stable.

- Small adjustments are still okay

What to consider here:

- Colors
- Typography
- Images and illustrations
 - Final product can have high-quality, professional images and custom icons, etc. Eventually should include those
- Interactivity, if required
 - Some tools allow creating “interactive slideshows” to show eg. the effect of a button

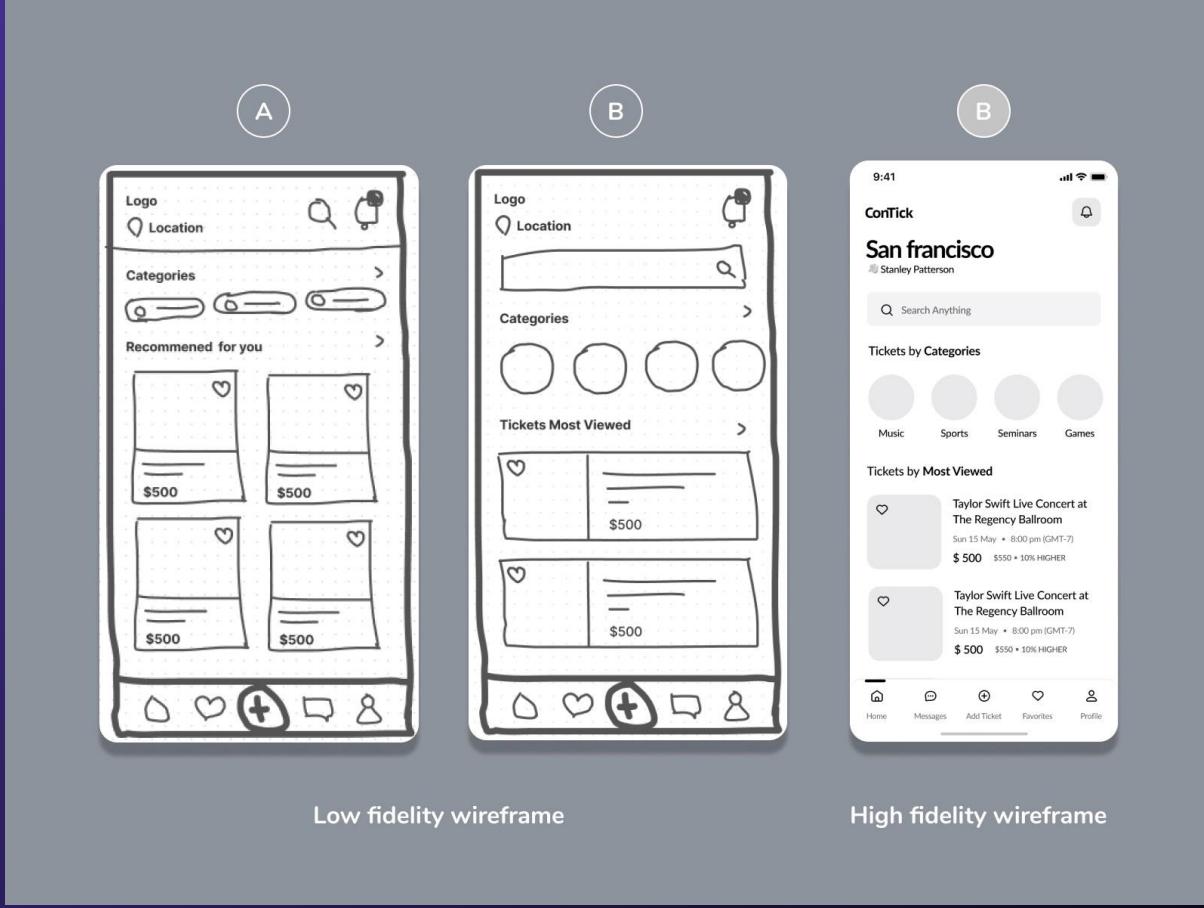
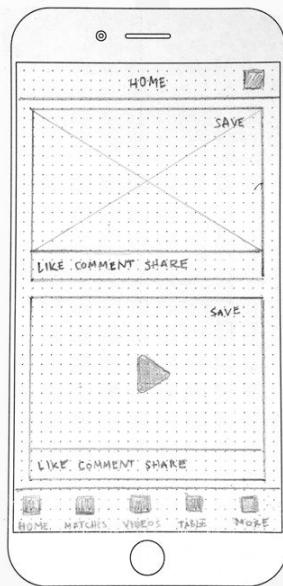


Image by [Jinal Shah](#)

STEP I

Low-Fidelity Wireframe



STEP II

High-Fidelity Wireframe



STEP III

User Interface Design

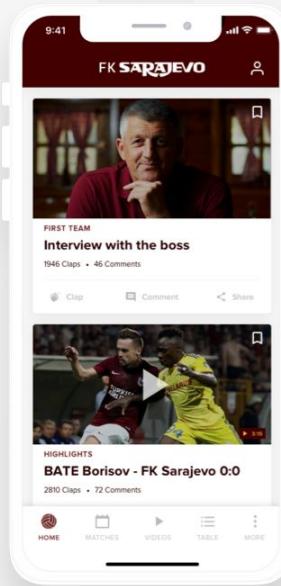
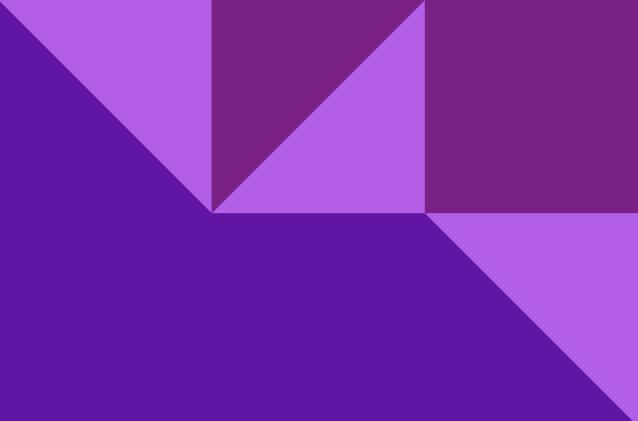


Image by [Armin Graca on dribbble](#)



Putting it all
together

“So, how’s my website going along?”

A few days have passed and Riccardo, the totally-a-real-person, not-an-AI-generated owner of The Orange Grove restaurant, is waiting on the first results for his webpage.

We have a website map. Now we need to think about what content goes there.



Riccardo.

The website map so far

Website map:

- **Home**
 - Website intro
- **About Chef Riccardo**
 - Chef's motivation
 - Link to buy the book
- **Menus**
 - Lunch / Dinner menu
 - Drinks menu
 - Desserts menu

Included in all pages (footer and/or header):

- **Opening hours**
- **Contact info**
- **Link to reservation system (?)**

Included in the design:

- **Photos, as relevant**

Let's now work on those mockups, shall we?

The Home mockup

The website is for a high-class restaurant.

It needs to reflect an image of propriety, refinement, and class.

At this stage we can look at other websites that reflect that, for inspiration.

How do these websites' layouts reflect class, refinement, etc.?

Sites-CartierUS-Site

cartier.com/en-us/thefabulouspage.html

The Sunday Mass |... Google Keep Read JavaScript All... ファイル - SkyDrive Learn to Code by D... Collective Health All Bookmarks

Enjoy complimentary standard shipping. [Click here to learn more about returns and exchanges.](#)

UNITED STATES CONTACT US SERVICES

FESTIVE SEASON HIGH JEWELRY JEWELRY WATCHES BAGS AND ACCESSORIES FRAGRANCES ART OF LIVING LA MAISON

Cartier

MAGICAL ICONS

DISCOVER THE SELECTION

Sound

Scroll to navigate



A screenshot of a web browser displaying the Cartier website. The page features a large, prominent gold Cartier Love bracelet centered against a background of soft, cloudy skies. Below the bracelet, the words "MAGICAL ICONS" are displayed in white capital letters. A rectangular button below the text contains the text "DISCOVER THE SELECTION". At the bottom left, there is a small "Sound" icon, and at the bottom center, a circular scroll navigation icon with the text "Scroll to navigate". The top of the browser window shows the address bar with the URL "cartier.com/en-us/thefabulouspage.html", various tabs open, and a bookmarks bar. The Cartier logo is centered above the main content area. The navigation menu at the top includes links for "UNITED STATES", "CONTACT US", "SERVICES", and categories like "FESTIVE SEASON", "HIGH JEWELRY", "JEWELRY", "WATCHES", "BAGS AND ACCESSORIES", "FRAGRANCES", "ART OF LIVING", and "LA MAISON". A search icon is also present in the top right corner.



VEHICLES

SHOPPING

ELECTRIC



My Account



Find a Dealer

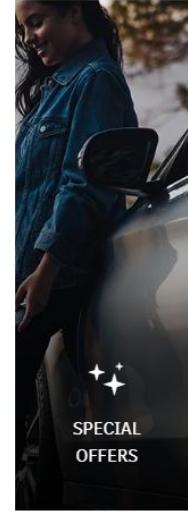


The Holiday Love Celebration is here.

Exceptional cars, incredible offers. What's not to love?

[Explore Offers](#)[View Inventory](#)

SHOPPING TOOLS



IN THE SPOTLIGHT



Discover Mercedes-Benz





RELAIS &
CHATEAUX



GARY DANKO

ABOUT

/ RESERVATIONS

/ MENUS

/ PRIVATE DINING

/ INFORMATION







ABOUT

Twenty-three years after opening its doors in San Francisco's iconic Fisherman's Wharf neighborhood, Restaurant Gary Danko continues to refine its award-winning combination of classic French cooking, thoughtful and inventive use of local ingredients and personable yet impeccable service. "You don't just open a great restaurant," says Chef Gary Danko, "it's a constant work in progress."

This commitment to excellence and innovation has earned Restaurant Gary Danko its twelfth Five Diamond rating from AAA as well as a coveted Relais & Châteaux designation. The Michelin rated restaurant has also earned several James Beard Awards, including Best New Restaurant, Best Service and Best Chef – California. In a warm, enveloping space overhung with orchids and vibrant artworks, an evening at Gary Danko is both intimate and theatrical—a loving nod to an old-world dining experience with its heart thoroughly planted in the new: fresh, locally grown and raised foods drawn from the region's vast seasonal offerings, prepared with precision and flair.

CHEF GARY DANKO





TASTING MENU

MENU

WINE

CHEESE



Some layout trends:

- Lots of negative space; focal points are few and clear
- Lots of symmetry
- Big images and animations that make an impression.
- Visible navigation, but unobtrusive
- Sections that take the whole screen



Created by HideMaru
from Noun Project

A low fidelity mockup for the homepage

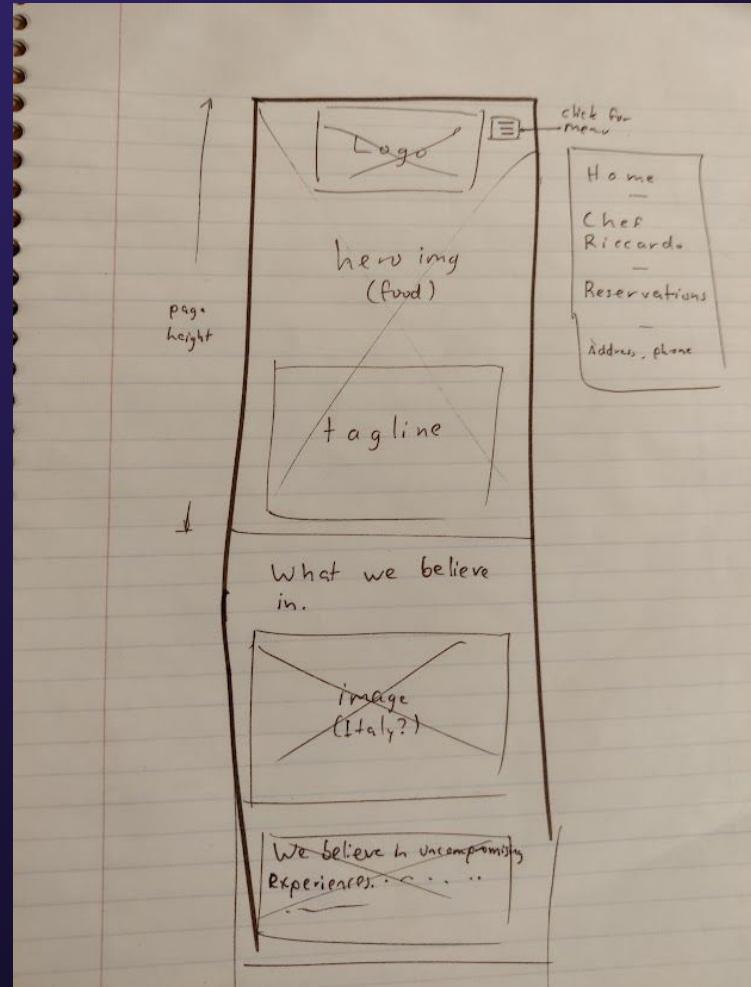
We've taken clues and created an airy layout with big images and lots of empty space.

Focal points are far and between.

The main purpose of the page is to establish what the restaurant's concept is - pretty much like an ad.

Try to come up with mockups for the Chef Riccardo page and the Reservations page. What do they have to contain?

Have we missed anything in this mockup? What do you think will be Riccardo's impression?

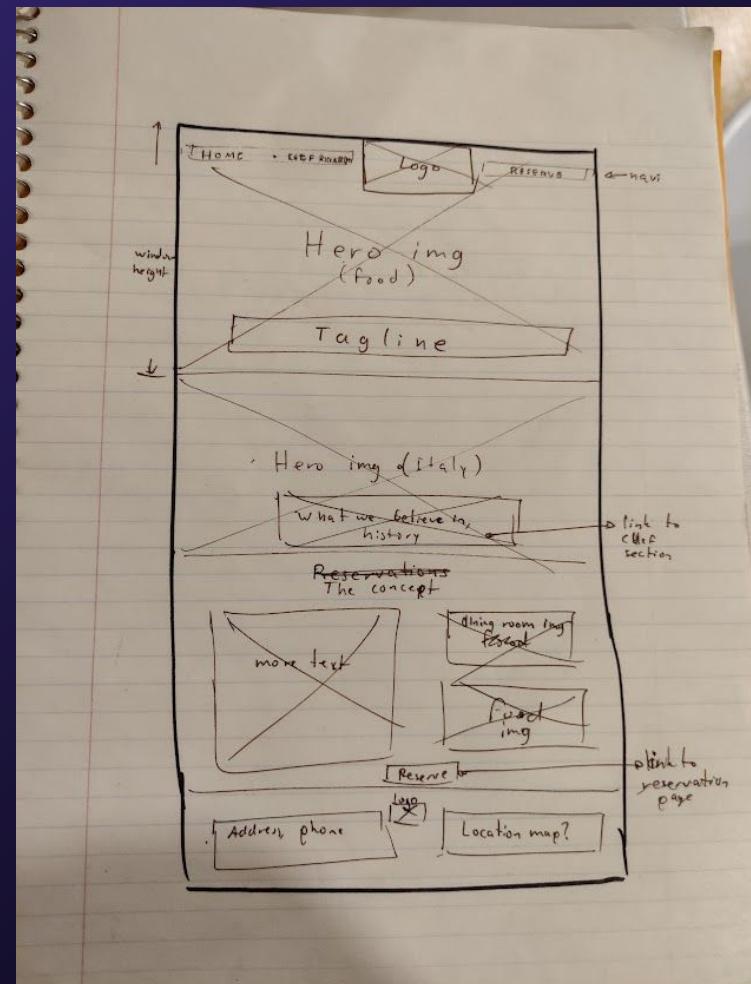




Created by HideMaru
from Noun Project

A low fidelity mockup, part 2

This is the mockup adjusted for the widest screen.



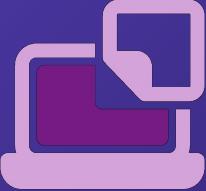
Good news - he likes it! What's next?

“Um, chef, you look different. Did you grow old all of a sudden..?”

“Never mind that. Anyways, this is great work but - I’d really like to see something more finished...”

Gladly, since we have the OK on the layout, it’s now safe(r) to work on a higher-fidelity design.





Selecting design parameters

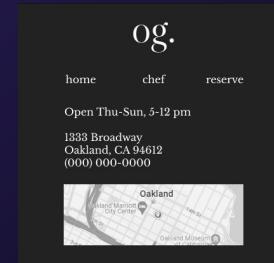
Created by HideMaru
from Noun Project

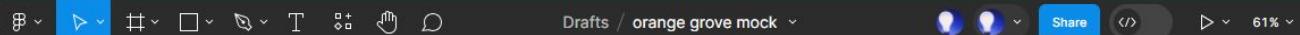
Based on what we now know and what we've observed from other websites, try to come up with proposals for the following:

- What kind of typography would be adequate?
- What colors? Specifically, can you come up with a color palette?

The high-resolution mockup

For a better view, check out the files included with the course material, made with Figma.





iPhone 14 & 15 Pro Max - 4
iPhone 14 & 15 Pro Max - 3
iPhone 14 & 15 Pro Max - 2
iPhone 14 & 15 Pro Max - 1

iPhone 14 & 15 Pro Max - 1
orange grove.
fine dining by Riccardo

real food
for
real people.

We made it... so far

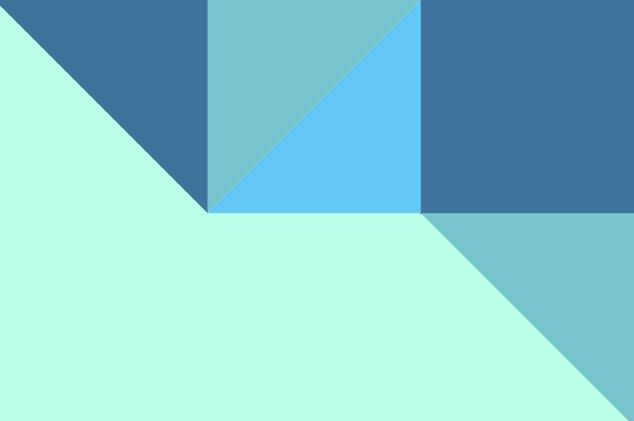
The chef likes it and wants to go forward with the website.

Except for one thing...

“For reservations, can you actually create a system to handle that? I don’t want to use other providers, even if they’re cheaper.”

This means new low-fi mockups, at least. But we’ll leave that for the next time we meet, chef.





Appendix: More about color and typography

More about Color

Color theory fundamentals

More about the color wheel:

- Primary colors are equidistant, forming a triangle
- Secondary colors are also equidistant, and in the middle of each primary color
- Warm colors are in one side; cool colors in the other.



Color theory fundamentals

The color wheel:

- **Complementary colors** are at opposite sides of the wheel.
 - Complementary colors create the maximum amount of contrast by hue
- You can create **color harmonies** yourself by using colors equally distant from each other

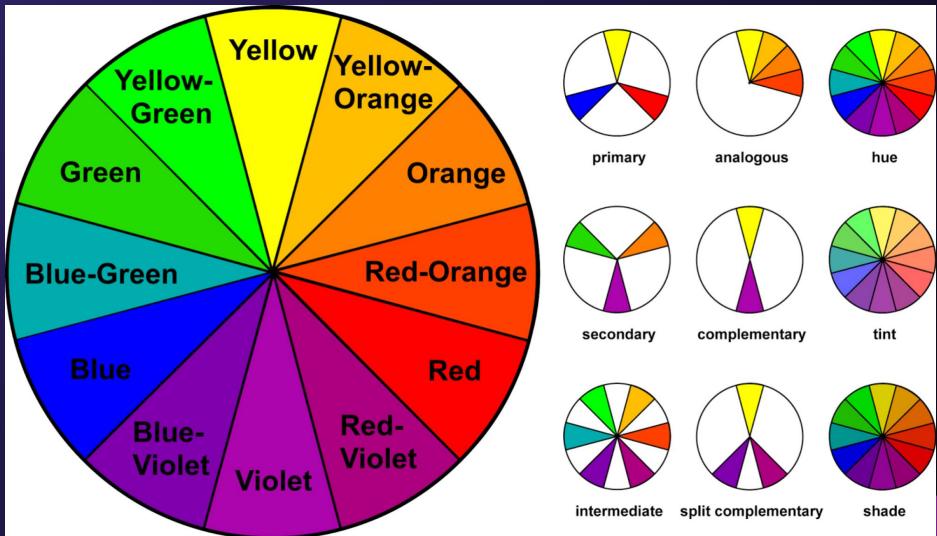


Image from [Lifehacker](#)

Color theory fundamentals

Colors on the wheel are “hues” - “pure” colors.

Add white to create “tints”, and black to create “shades”.

In practice, you may choose a couple of colors and their tints to create your palette.

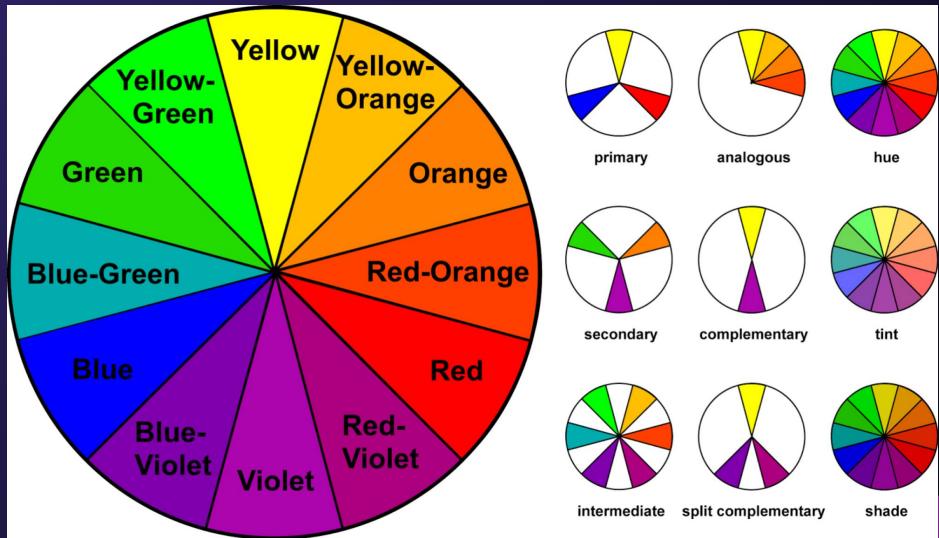


Image from [Lifehacker](#)

Some color effects

Warm colors (red, orange, yellow) are energetic: they can convey excitedness, either positive (happiness) or negative (rage, warning).

They also are associated with hunger.



From [Wikipedia](#).



Fast-food restaurant. Photo from [Wikipedia](#).



Warning signs around the world. From [Wikipedia](#).



Signs for a coffee brand. Photo by Fernando López.

Some color effects

Cold colors (purple, blue, green) are low-energy: they suggest calmness, either positive (relaxation) or negative (lethargy).

They are also associated with safety, cleanliness, and health.



Nature. Photo by Fernando López



Interior of a hospital. From [Wikipedia](#).



Cleaning utensils. From [freeimageslive](#)



"A Study in Emotions: Sadness" by Skorble on [Deviantart](#)

Some color effects

Red can convey a sense of urgency.

Used excessively, it creates aggressive compositions.

In the Chinese culture, red is the color of happiness - an auspicious color.



From [Flickr](#)



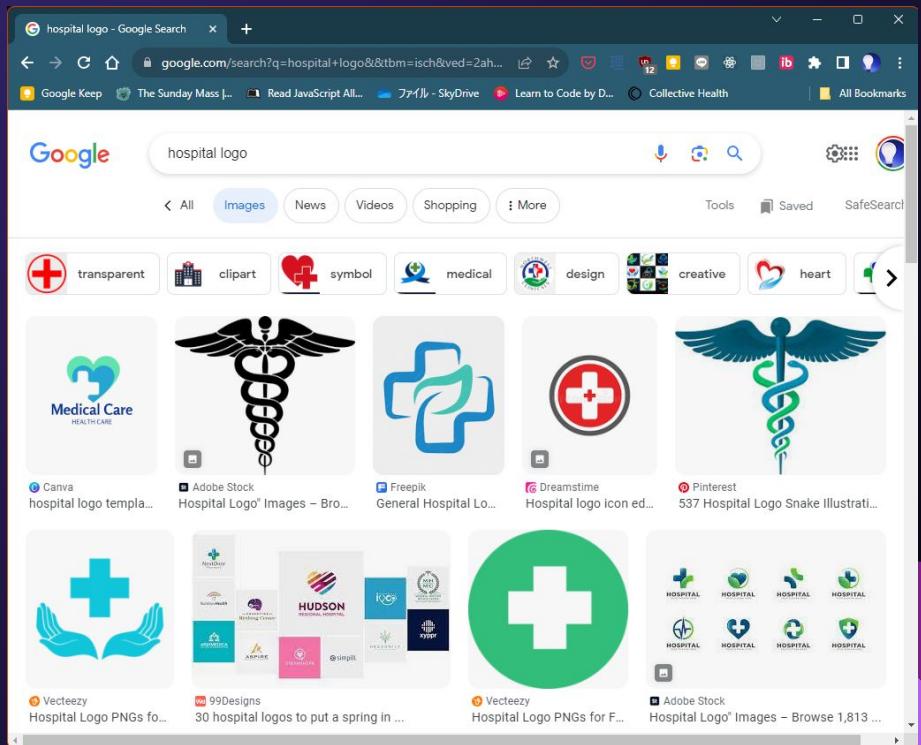
From [Wikipedia](#)



From [Flickr](#)

Some color effects

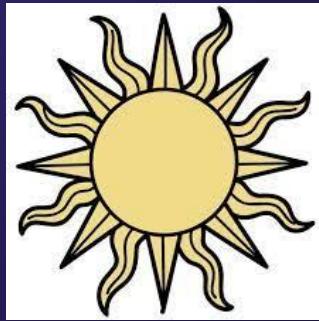
Green is especially associated with health and cleanliness. It is also correlated with nature.



Some color effects

Yellow is bright and happy. Used in subtle hues, it conveys warmth as well.

It can also mean “warning”.



From [vectorportal](#)



Lamp and house interior. Photo by Fernando López

Some color effects

White conveys purity and cleanliness in Western cultures.



Chinese funeral procession. From [Flickr](#).



Old Baptist church in South Carolina,
from [getarchive.net](#)



Wedding dress and bouquet.
From [freerangestock.com](#)

Some color effects

Black reflects formality and elegance, but in the Western world it is also associated with passing away.



From [Wikipedia](#)



From [rawpixel](#)



From [getarchive.com](#)

Some color effects

In many countries, pink is associated with femininity, cuteness, and softness; also, love.



Both photos from Fernando López



From [Wikipedia](#)

Some color effects

A design without colors is in **grayscale** (all grays from white to black).

Designs in grayscale or with very muted colors convey sobriety, formality, and elegance. However, they can also be perceived as “dead” - combine with bright accents to avoid this and to call attention.

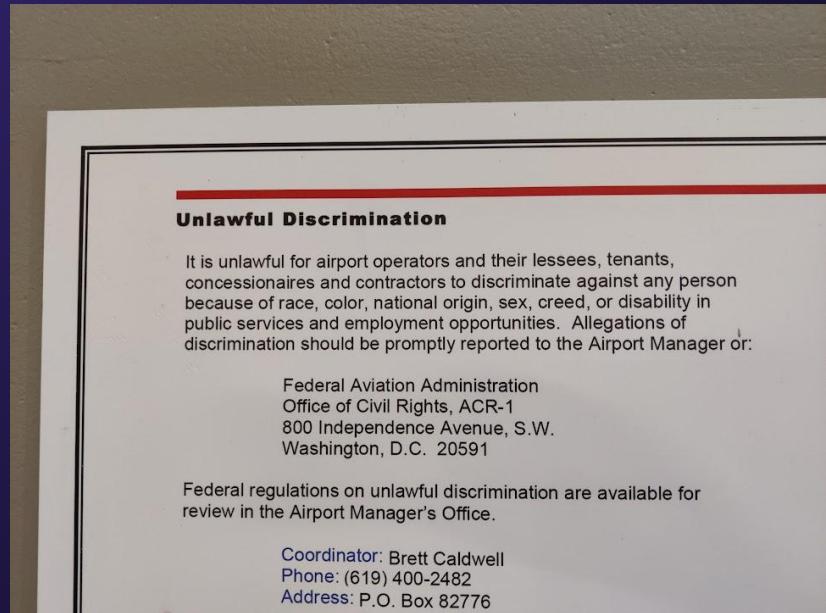


Photo from Fernando López

Some color effects

A combination of bright colors brings (and requires from the viewer) lots of energy. Designs aimed at children use this.

A bright color is just a pure “hue” with no black or white added. Primary and secondary colors work well here.



From [Flickr](#)



Some color effects

Designs aimed at adults will use more muted colors, possibly with the occasional accent.

Muted colors are “greyish”: pure colors plus some black or some white.



Photo by Carol M. Highsmith, from [picryl](#)



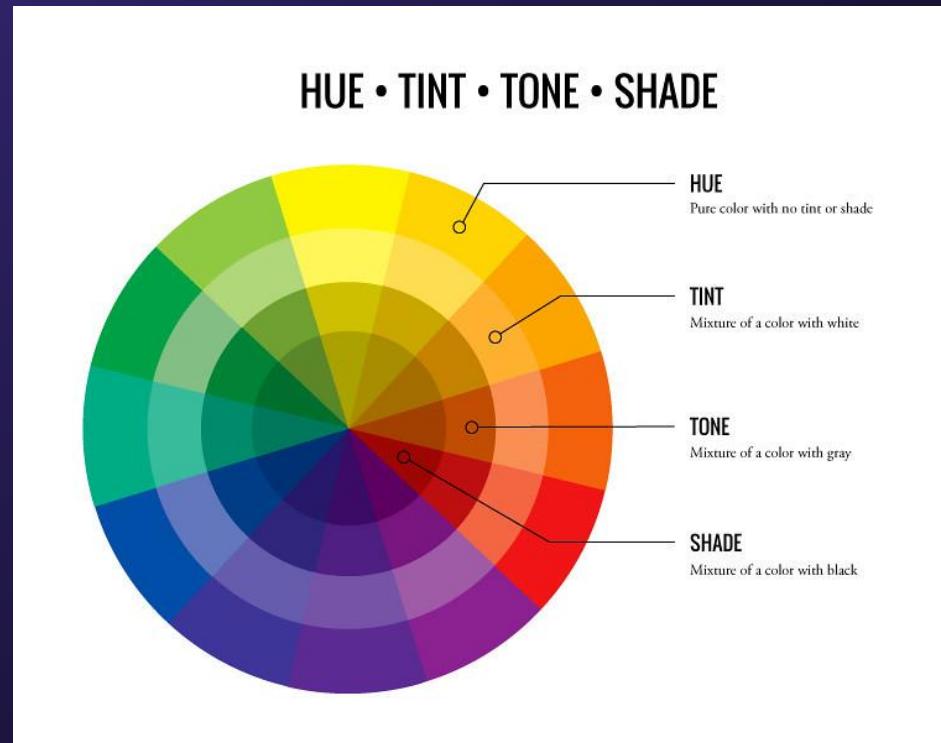
Photo by Rachel Claire, from [Pexels](#)

Some color effects

Designs aimed at adults will use more muted colors, possibly with the occasional accent.

Muted colors are “greyish”: pure colors plus some black or some white.

Colors more complex than primary and secondary work well for more “sophisticated” connotations.



More about Typography

Typography principles

- What is typography
- Font anatomy
 - Weight, proportion, metrics
 - Leading, kerning, and tracking
- Classification
 - Display vs text fonts
 - Font families

Typography principles

Typography is the study of text types (fonts).

The type is the “voice” of your text.

The **correct** term is “type”, but we’ll say “font” to avoid confusion with eg. programming terms.

Contents in this section refer to Western-style typography. Some concepts translate to other writing systems as well.

Font weight

Refers to how wide are the letter traces.

When designing a type, typographers create different versions with varying weights. Letters may change form to look better in each weight.

In a computer, a “bold” letter is usually just an artificially-widened “normal” font. Designers cringe at this. You may want to include different weights of the font in your design instead.

ITC Cheltenham Light
ITC Cheltenham Book
ITC Cheltenham Bold
ITC Cheltenham Ultra

Gill Sans Light
Gill Sans Book
Gill Sans Medium
Gill Sans Bold
Gill Sans Heavy

[Source](#)

Font proportion

Refers to how wide is a letter in relation to its height - does it look more “vertical” or more “horizontal”?

More condensed: more text fits in the space, but less readability.

Not all font families feature differing proportions.

Univers Ultra Condensed
Univers Condensed
Univers
Univers Extended

[Source](#)

Font proportion

Most fonts are “proportional”: the letters have varying widths.

There are also “monospaced” fonts, where all of the characters have the same width.

Monospacing started with typewriters and is now very used for eg. programming interfaces.



Source: [Wikipedia](#)

Font metrics and x-height

There are many measures of a font, and many names for the common characteristics of their letters.

For our purposes, we will focus on one: **x-height**.

X-height is the relative size of the lowercase “balls” with respect to the whole letter.

Fonts with a high x-height in many cases are more readable, but also occupy more space.



[Source](#)

Font leading

The spacing between lines.

Increase leading to improve readability at the expense of using more available space.

Note: too much leading can result in a disconnect between lines and worsen readability.

"The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not"
-Mark Twain

"The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not"
-Mark Twain

Source

LEADING

Tracking

The spacing between characters in the whole text. Adjust it to improve readability.



[Source](#)

Kerning

The spacing between two particular letters.

Some fonts (especially lower quality ones) have bad kerning, meaning specific letter pairs will look much closer than others, or much more separated than others. This affects readability and looks awful.



Source: r/keming on [Reddit](#)

Font families

(Many classifications exist. We're going with [a simplistic one](#) for Latin script fonts.)

- **Roman type**
 - Serif - with "feet"
 - Slab serif - with wide "feet"
 - Sans-serif - without "feet"
 - Ornamental
 - Script
- **Blackletter**
- **Gaelic**
- **Monospaced**
- **Display (Decorative)**

Serif (Minion Pro)

- Old Style (Adobe Jenson Pro)
- Transitional (ITC New Baskerville)
- Modern (Bodoni)

Slab Serif (Clarendon)

Sans serif (Myriad)

Script (Coronet)

Blackletter (Teutonic No. 1)

DISPLAY (LiquidCrystal)

Monospaced (Courier)

DINGBAT

Source: [Wikipedia](#)



(Dingbat) (ITC Zapf Dingbats)

Font families

“Classic” Serif: thin serifs

- These fonts often feature varied-width forms (eg. some traces are wider than others)
- Can be used to make long-running text more readable.
- Convey formality and classicism.

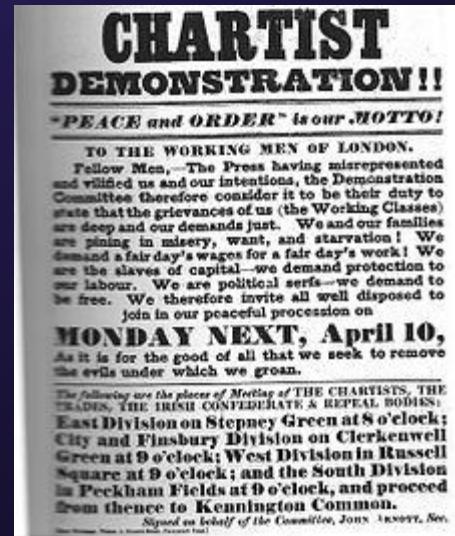
Watlington
Watlington
Watlington

Garamond, Baskerville, Didot. Source:
[Wikipedia](#)

Font families

Variation: “slab” serif (thick serifs)

- More of a display type
- Connotations: friendliness, strength. Historical “Old Western” type (USA).



Slab-type serif in this header. Source: [Wikipedia](#)

Font families

Sans-serif:

- A much younger, dynamic family.
- Suitable for both display and text usage.
- Connotation of **clarity** for the whole family. Very neutral.
- The “humanist” sans-serifs have more variety in their widths, and can convey more warmth. Very used for eg. road signs.



Akzidenz Grotesk:

The Quick Brown
Fox Jumps Over
The Lazy Dog.

g

Helvetica:

The Quick Brown
Fox Jumps Over
The Lazy Dog.

g

Futura:

The Quick Brown
Fox Jumps Over
The Lazy Dog.

g

Examples from [Wikipedia](#).

Font families

Script: Fonts that simulate handwriting.

- Use mostly as display type, for logos and invitations



Examples from [Wikipedia](#).

Font families

Blackletter and Gaelic:
Historical classifications.

Used in old times to display text, mainly in the German (Blackletter) and Gaelic languages.



Blackletter, from [Wikipedia](#).

Óuairé bē móríáć le dlućtpád
fíoréinn tprí hata mo ðea-þoprcáin
ðig. jkqwxy γ z & 1234567890:
Ceanannas an cló a úsáidtear anseo.

Gaelic, from [Wikipedia](#).

Font families

Display / decorative fonts:

Includes fonts with a high degree of complexity and variety that do not fall on the previous groups.

Use sparingly, and as display fonts only.

Some of these fonts have very specific usage and strong connotations.

Source.

