WEEK

02

Fundamentals of Designing for the Web

Inspiration Showcase

ARTICLE ONE

Tips for young designers/developers

https://medium.com/design-ux/583e03e580e8

"University alone will not get you a job"

- You learn the fundamentals of design and how to think as a designer
- You have time to work on your portfolio and develop your skills
- Take advantage of internship opportunities, especially as a senior
- The final project will be the first thing potential employers will see
- Try to fit in projects outside of school to add diversity to your portfolio

"Sweat the details!"

- Peers, clients and employers will notice and appreciate the extra attention given

"There will always be someone better than you"

- Gives you something to aspire towards and learn from

"Sharing nothing, gets you nothing"

- Share your work with friends, family and classmates
- Use sites like dribbble to get unbiased feedback from peers and professionals
- Don't get discouraged
- Don't fear starting from scratch

ARTICLE TWO

Interactive Guide to Blog Typography

http://kaikkonendesign.fi/typography/

- Don’t be afraid of white space
- Larger type with generous line-height is easier to read
- Shorter line length makes it easier to scan from line to line
- Sans-serif fonts are easier to read, especially on-screen
- Never use a display typeface for body copy
- If you are going to use white text on a dark background, make sure there is enough contrast

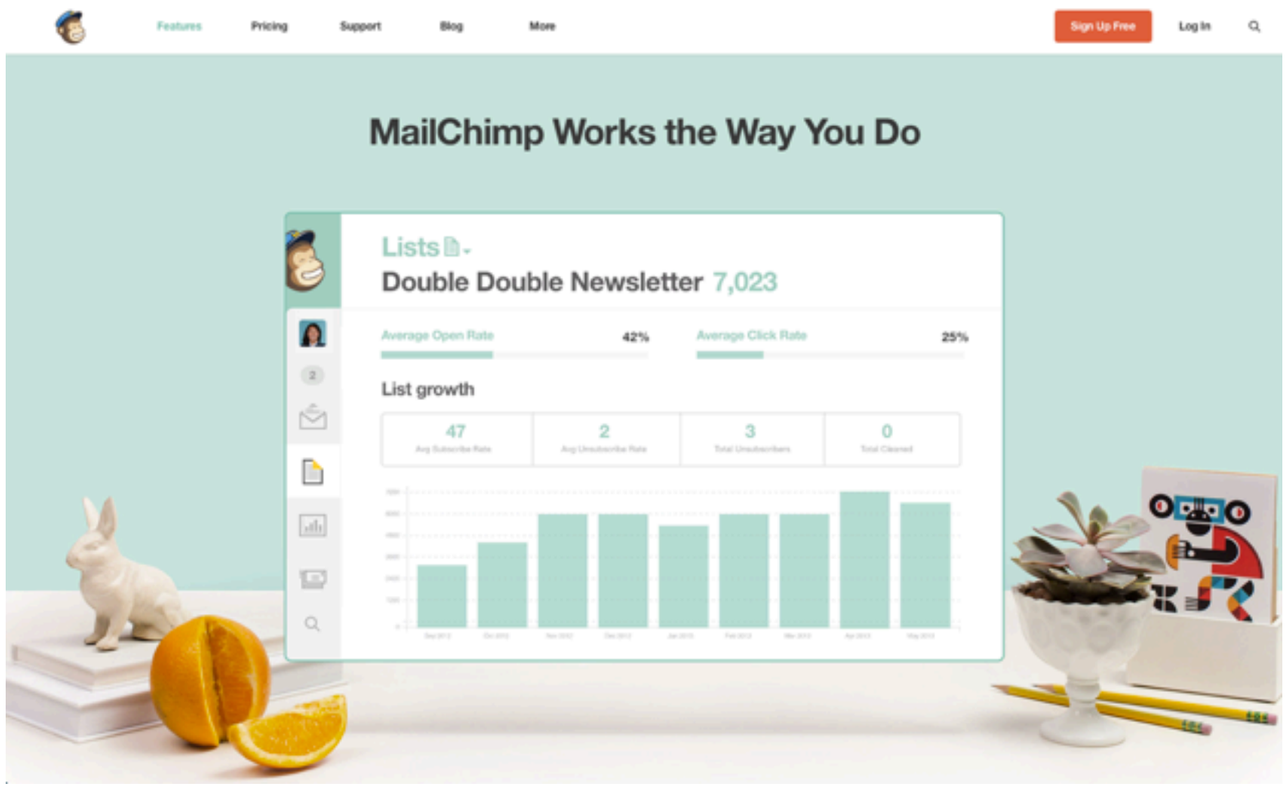
Design Trends

"Trends and tendencies come and go, we all know that, it's part of our industry's business model ... With the web, the most common factor in change is due to updates in technology and as it evolves more things become possible in terms of layout."

Flat Design

- Does not include elements of Skeuomorphism (design that emulates real life objects, textures or fabrics)
- Higher resolution screens make content look better, eliminating the need for embellishments
- Has a greater focus on the user, typography, content and color
- Return to minimalism and simplicity
- Non-traditional ways of showing depth and shadows
- Users are more familiar with technology, removing the need for real world metaphors
  - Leather calendar textures, realistic page flips, etc.

MailChimp
LOGIN OR SIGN UP FREE
FEATURES PRICING CUSTOMERS RESOURCES SUPPORT ABOUT US BLOG
SEARCH
We Make Email Marketing Easy & Fun
For Over 80,000 Users
Manage Your Subscribers with our list builder.
Design Beautiful Emails with our template designer.
Track Your Campaigns with beautiful reports.
Embed Subscribe Forms with simple code.
Try it for FREE!
Free you say? Yes, totally free.
Watch a Demo
Take a quick 2-minute tour!
Design Beautiful Emails
Create totally customized, beautiful HTML email campaigns with our user-friendly template designer tools.
Manage Subscribers
Set up as many different subscriber lists as you want, and we'll automatically take care of your sign-ups.
Harness Power Features
MailChimp is chock full of powerful, sophisticated email marketing tools that anybody can use.
Track Your Campaigns
Instant reports tell you how effective your campaigns are. We'll show you who opened, who clicked and more.
We Value Fun Pretty Highly at Mozilla
"To make a long story slightly shorter, MailChimp passed a long and detailed list of requirements with flying colors. Most importantly, however, is that MailChimp makes all of this kinda fun, and we value fun pretty highly at Mozilla. We also like monkeys."
- Deb Richardson, Mozilla


Features
Pricing
Support
Blog
More
Sign Up Free
Log In
MailChimp Works the Way You Do
Lists
Double Double Newsletter 7,023
Average Open Rate
42%
Average Click Rate
25%
List growth
47
2
3
0

MailChimp
LOGIN OR SIGN UP FREE
FEATURES PRICING CUSTOMERS RESOURCES SUPPORT ABOUT US BLOG
SEARCH
We Make Email Marketing Easy & Fun
For Over 80,000 Users
Manage Your Subscribers with our list builder.
Design Beautiful Emails with our template designer.
Track Your Campaigns with beautiful reports.
Embed Subscribe Forms with simple code.
Try it for FREE!
Free you say? Yes, totally free.
Watch a Demo
Take a quick 2-minute tour!
Design Beautiful Emails
Create totally customized, beautiful HTML email campaigns with our user-friendly template designer tools.
Manage Subscribers
Set up as many different subscriber lists as you want, and we'll automatically take care of your sign-ups.
Harness Power Features
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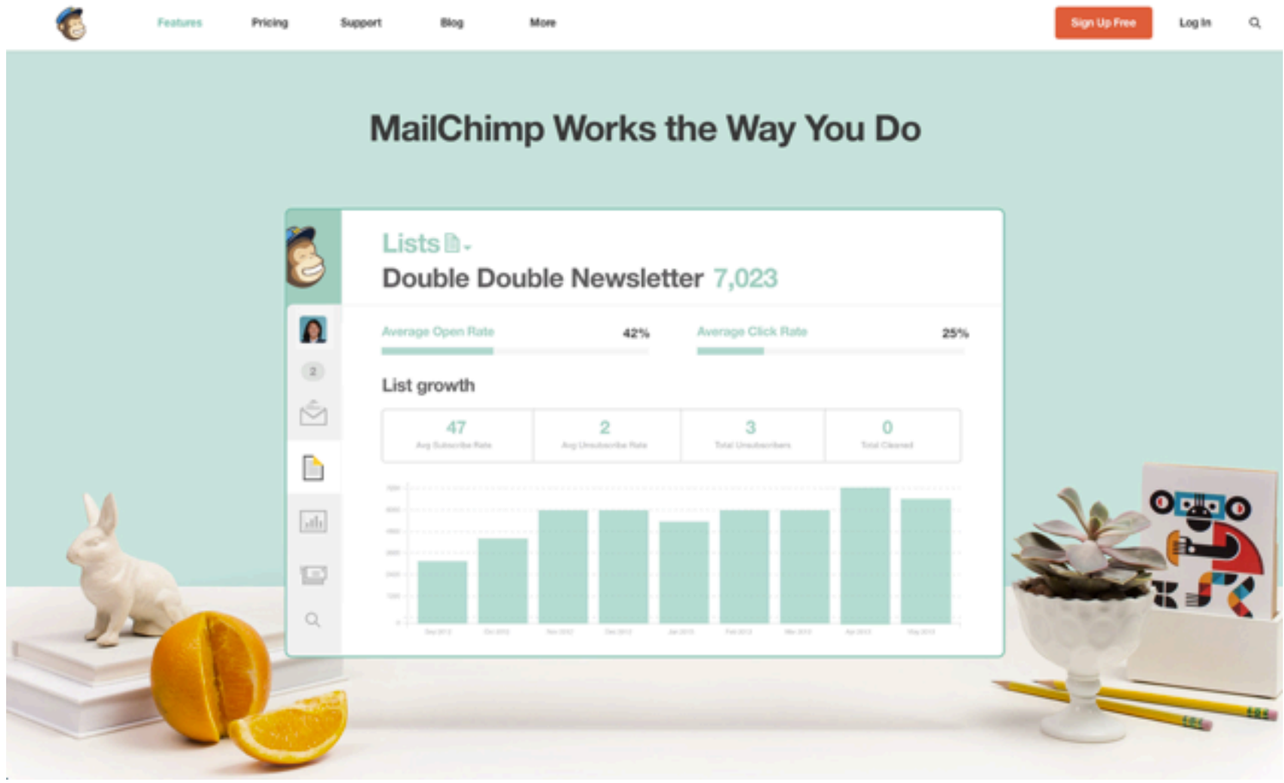
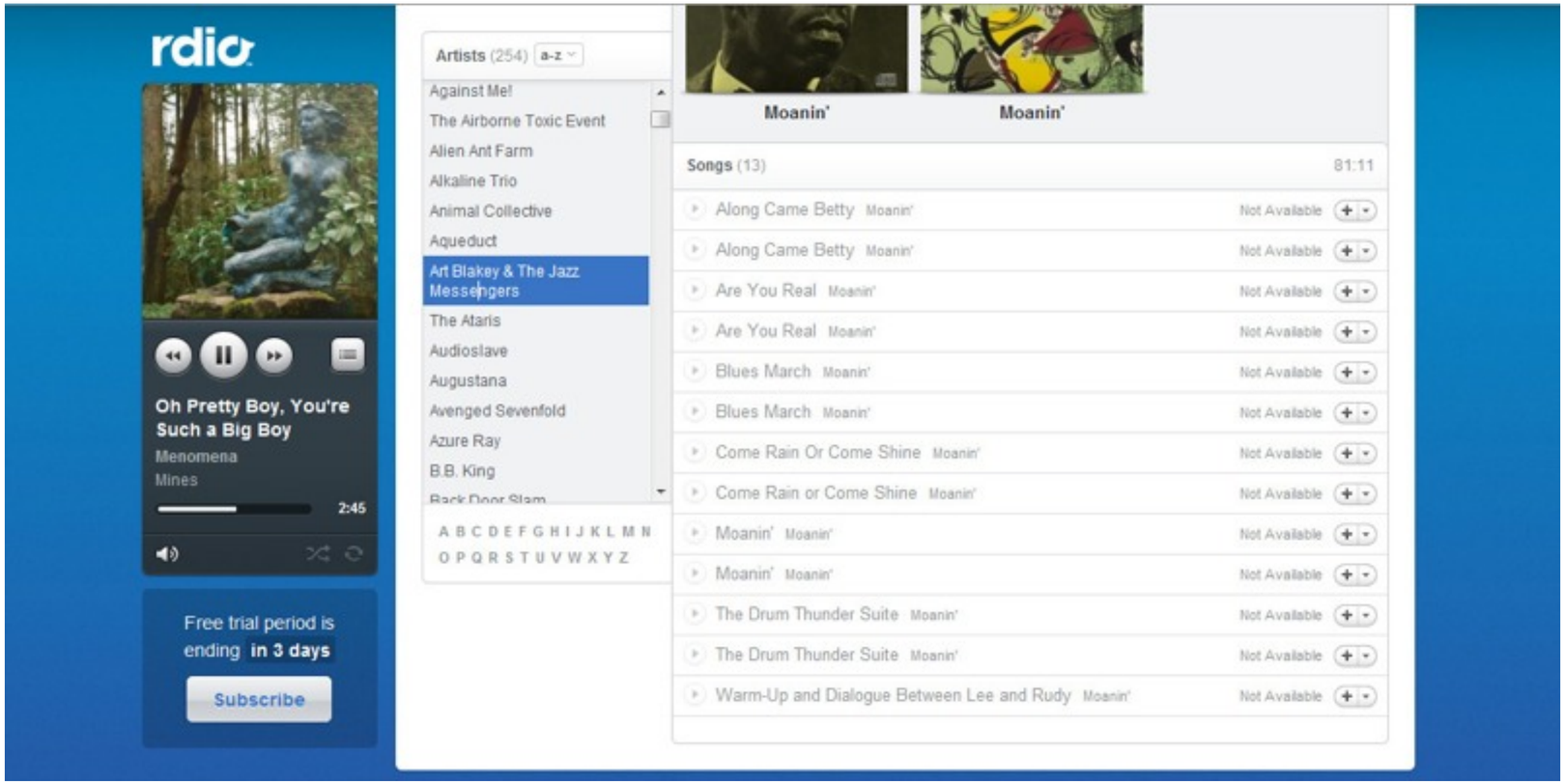
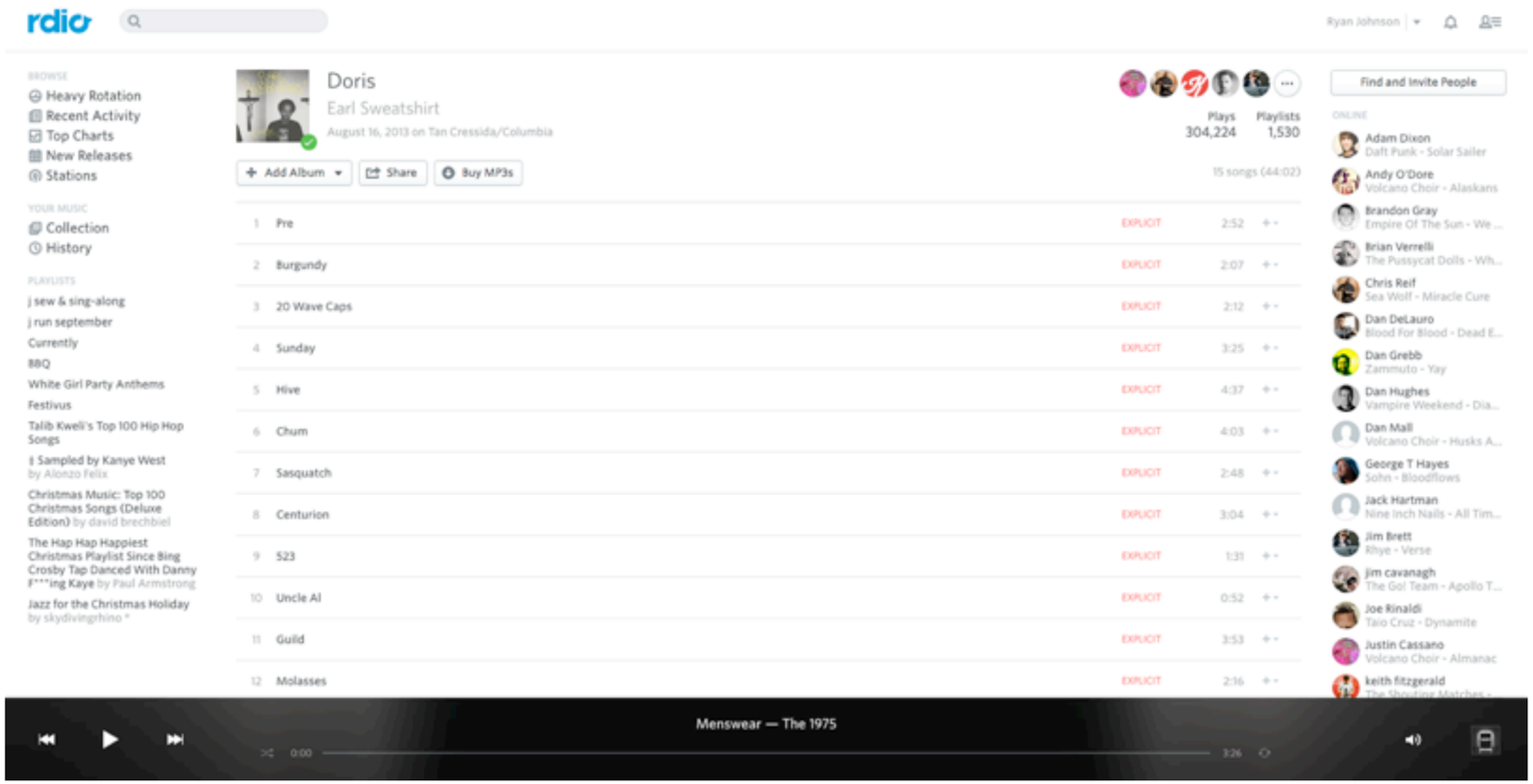
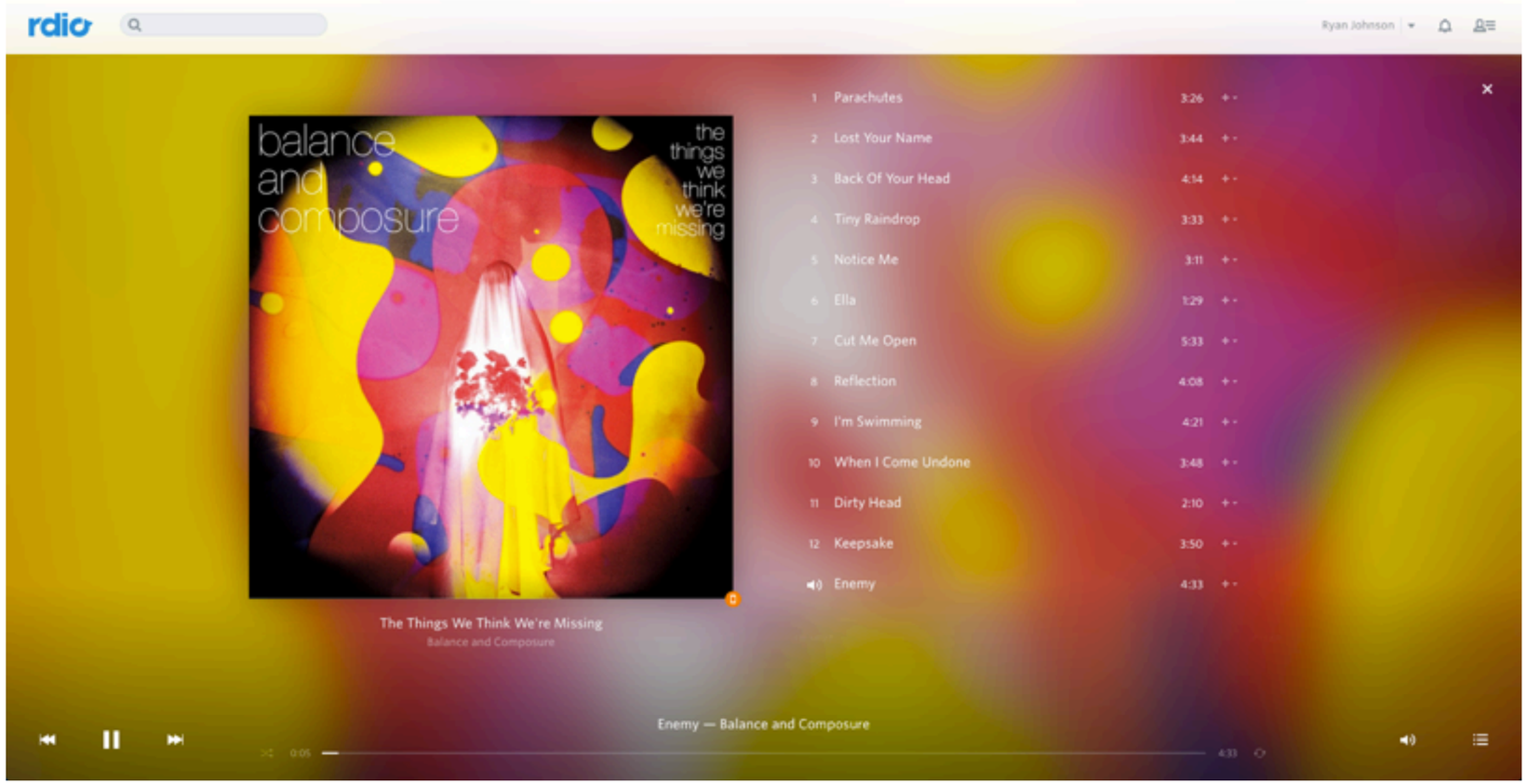

Features
Pricing
Support
Blog
More
Sign Up Free
Log In
MailChimp Works the Way You Do
Lists
Double Double Newsletter 7,023
Average Open Rate 42%
Average Click Rate 25%
List growth
47
2
3
0


rdio
Oh Pretty Boy, You're Such a Big Boy
Menomena
Mines
2:45
Free trial period is ending in 3 days
Subscribe
Artists (254) a-z
Against Me!
The Airborne Toxic Event
Alien Ant Farm
Alkaline Trio
Animal Collective
Aqueduct
Art Blakey & The Jazz Messengers
The Ataris
Audioslave
Augustana
Avenged Sevenfold
Azure Ray
B.B. King
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
Moanin'
Moanin'
Songs (13) 81:11
Along Came Betty Moanin' Not Available
Along Came Betty Moanin' Not Available
Are You Real Moanin' Not Available
Are You Real Moanin' Not Available
Blues March Moanin' Not Available
Blues March Moanin' Not Available
Come Rain Or Come Shine Moanin' Not Available
Come Rain or Come Shine Moanin' Not Available
Moanin' Moanin' Not Available
Moanin' Moanin' Not Available
The Drum Thunder Suite Moanin' Not Available
The Drum Thunder Suite Moanin' Not Available
Warm-Up and Dialogue Between Lee and Rudy Moanin' Not Available


rdio
Ryan Johnson
BROWSE
Heavy Rotation
Recent Activity
Top Charts
New Releases
Stations
YOUR MUSIC
Collection
History
PLAYLISTS
j sew & sing-along
j run september
Currently
BBQ
White Girl Party Anthems
Festivus
Talib Kweli's Top 100 Hip Hop Songs
Sampled by Kanye West by Alonzo Felix
Christmas Music: Top 100 Christmas Songs (Deluxe Edition) by david brechbiel
The Hap Hap Happiest Christmas Playlist Since Bing Crosby Tap Danced With Danny F***ing Kaye by Paul Armstrong
Jazz for the Christmas Holiday by skydivingrhino
Doris
Earl Sweatshirt
August 16, 2013 on Tan Cressida/Columbia
Add Album
Share
Buy MP3s
Plays 304,224
Playlists 1,530
15 songs (44:02)
1 Pre EXPLICIT 2:52
2 Burgundy EXPLICIT 2:07
3 20 Wave Caps EXPLICIT 2:12
4 Sunday EXPLICIT 3:25
5 Hive EXPLICIT 4:37
6 Chum EXPLICIT 4:03
7 Sasquatch EXPLICIT 2:48
8 Centurion EXPLICIT 3:04
9 523 EXPLICIT 1:31
10 Uncle Al EXPLICIT 0:52
11 Guild EXPLICIT 3:53
12 Molasses EXPLICIT 2:16
Find and Invite People
ONLINE
Adam Dixon Daft Punk - Solar Sailer
Andy O'Dore Volcano Choir - Alaskans
Brandon Gray Empire Of The Sun - We ...
Brian Verrelli The Pussycat Dolls - Wh...
Chris Reif Sea Wolf - Miracle Cure
Dan DeLauro Blood For Blood - Dead E...
Dan Grebb Zammuto - Yay
Dan Hughes Vampire Weekend - Dia...
Dan Mall Volcano Choir - Husks A...
George T Hayes Sohn - Bloodflows
Jack Hartman Nine Inch Nails - All Tim...
Jim Brett Rhye - Verse
jim cavanagh The Go! Team - Apollo T...
Joe Rinaldi Taio Cruz - Dynamite
Justin Cassano Volcano Choir - Almanac
keith fitzgerald
Menswear — The 1975
0:00
3:26


rdio
Ryan Johnson
balance and composure
the things we think we're missing
1 Parachutes 3:26
2 Lost Your Name 3:44
3 Back Of Your Head 4:14
4 Tiny Raindrop 3:33
5 Notice Me 3:11
6 Ella 1:29
7 Cut Me Open 5:33
8 Reflection 4:08
9 I'm Swimming 4:21
10 When I Come Undone 3:48
11 Dirty Head 2:10
12 Keepsake 3:50
Enemy 4:33
The Things We Think We're Missing
Balance and Composure
Enemy — Balance and Composure
0:05
4:33

AT&T 6:09 PM 60%
Messages
Calendar
Monday
10
Photos
Camera
Weather
Clock
Maps
Videos
Notes
Reminders
Stocks
Game Center
Newsstand
iTunes Store
App Store
Passbook
Compass
Settings
Phone
Mail
Safari
Music
-100 AT&T 11:11 AM 98%
Messages
Tuesday
11
Calendar
Photos
Camera
Maps
Weather
Clock
Twitter
Settings
Google Maps
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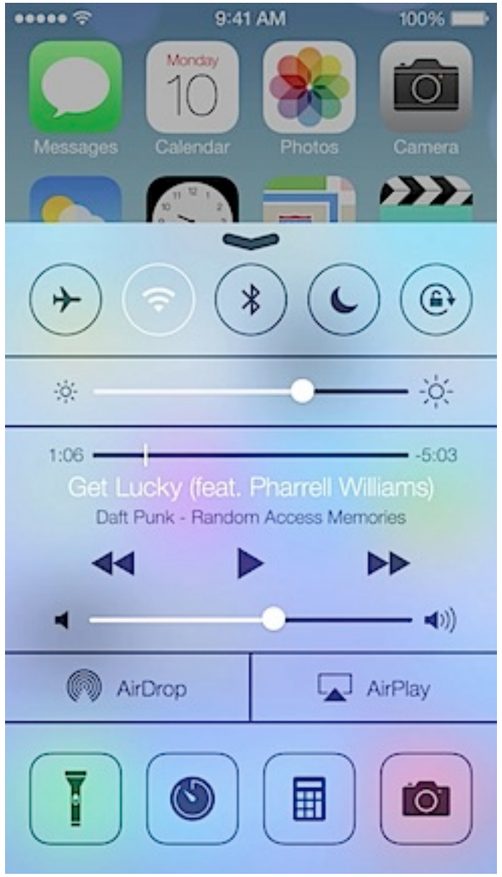
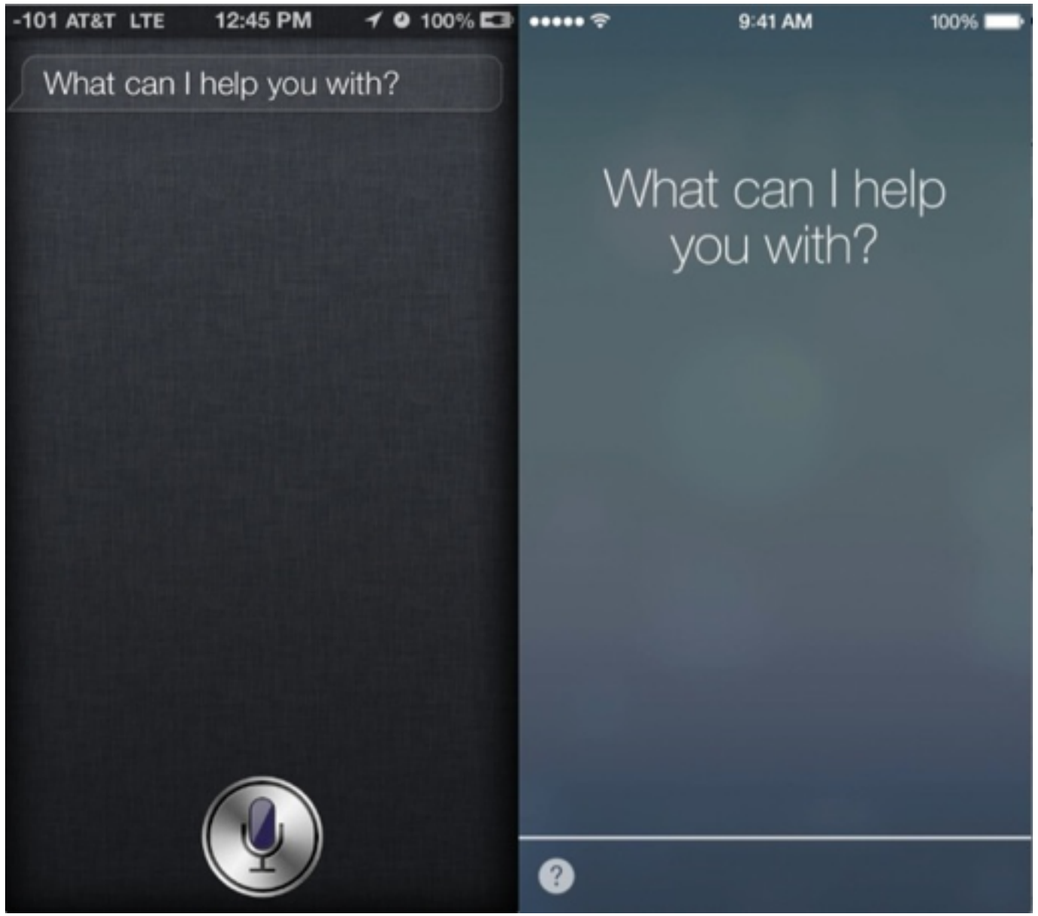
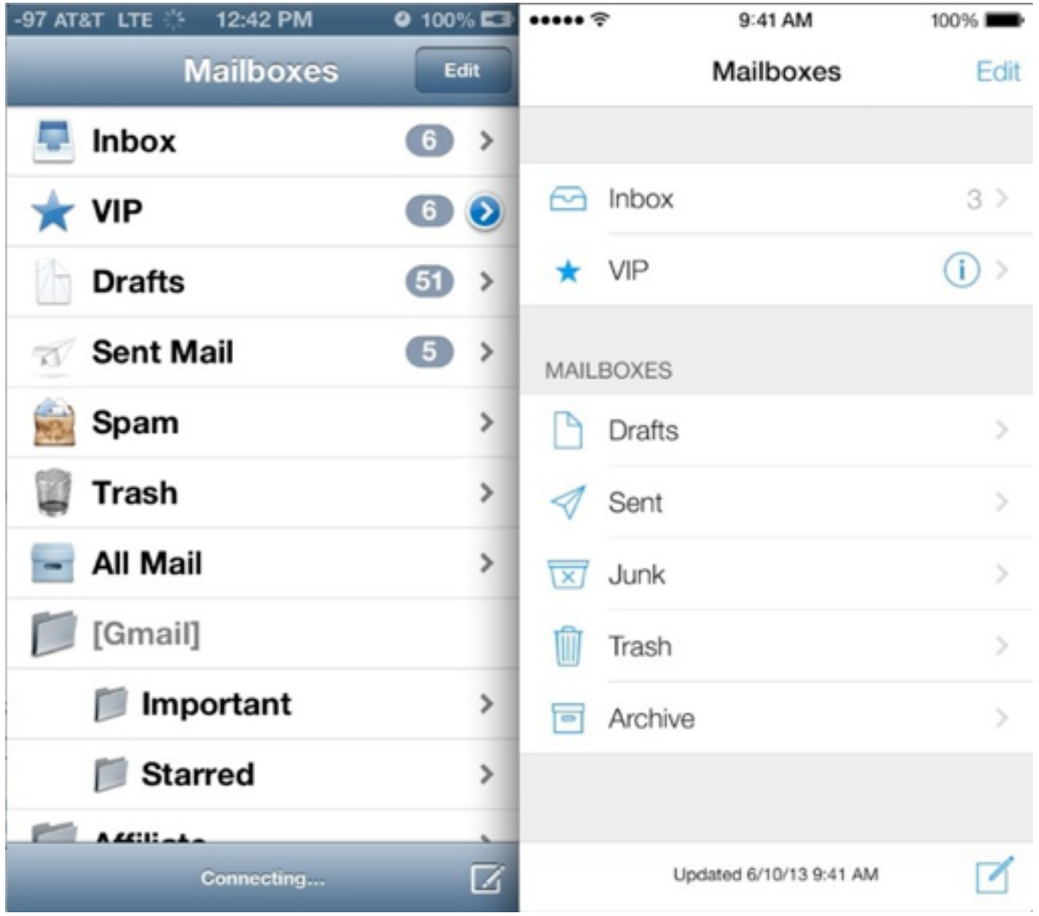
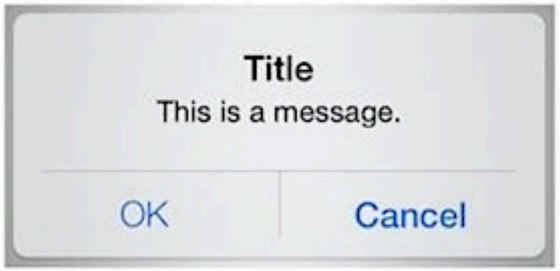
Phone
Mail
Safari
Music

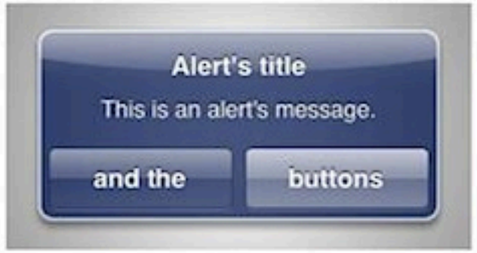

9:41 AM
100%
Monday
10
Messages
Calendar
Photos
Camera
1:06
-5:03
Get Lucky (feat. Pharrell Williams)
Daft Punk - Random Access Memories
AirDrop
AirPlay


-101 AT&T LTE
12:45 PM
100%
What can I help you with?
9:41 AM
100%
What can I help you with?

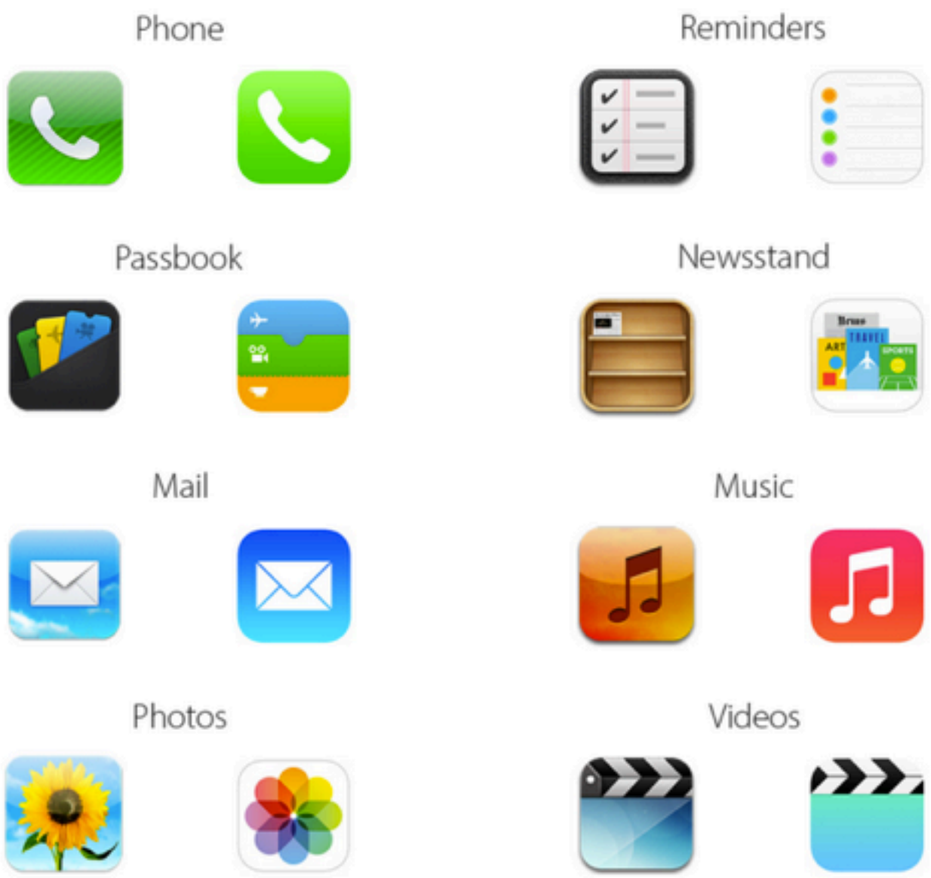

-97 AT&T LTE 12:42 PM 100%
Mailboxes
Edit
Inbox 6
VIP 6
Drafts 51
Sent Mail 5
Spam
Trash
All Mail
[Gmail]
Important
Starred
Connecting...
9:41 AM 100%
Mailboxes
Edit
Inbox 3
VIP
MAILBOXES
Drafts
Sent
Junk
Trash
Archive
Updated 6/10/13 9:41 AM

UIAlertView



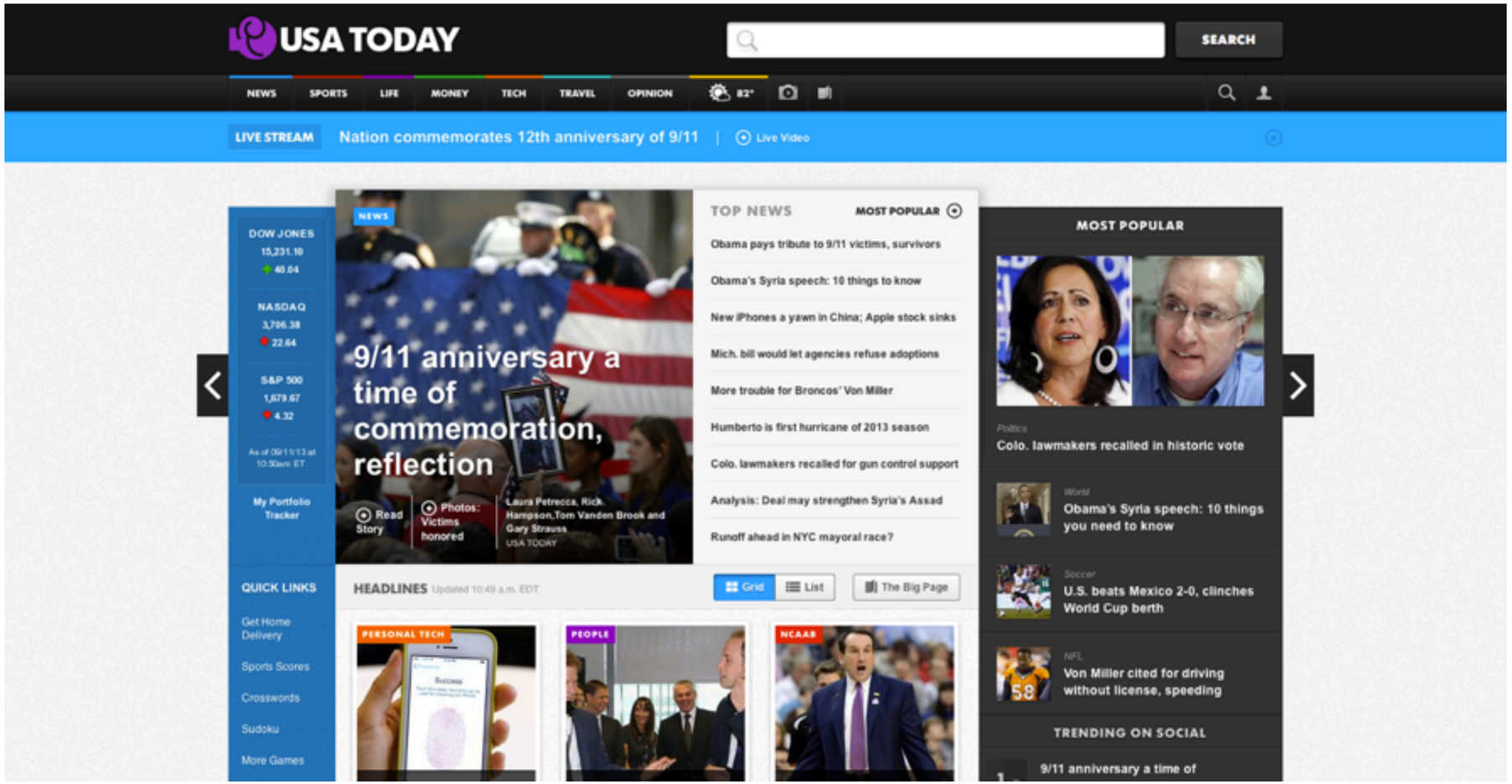


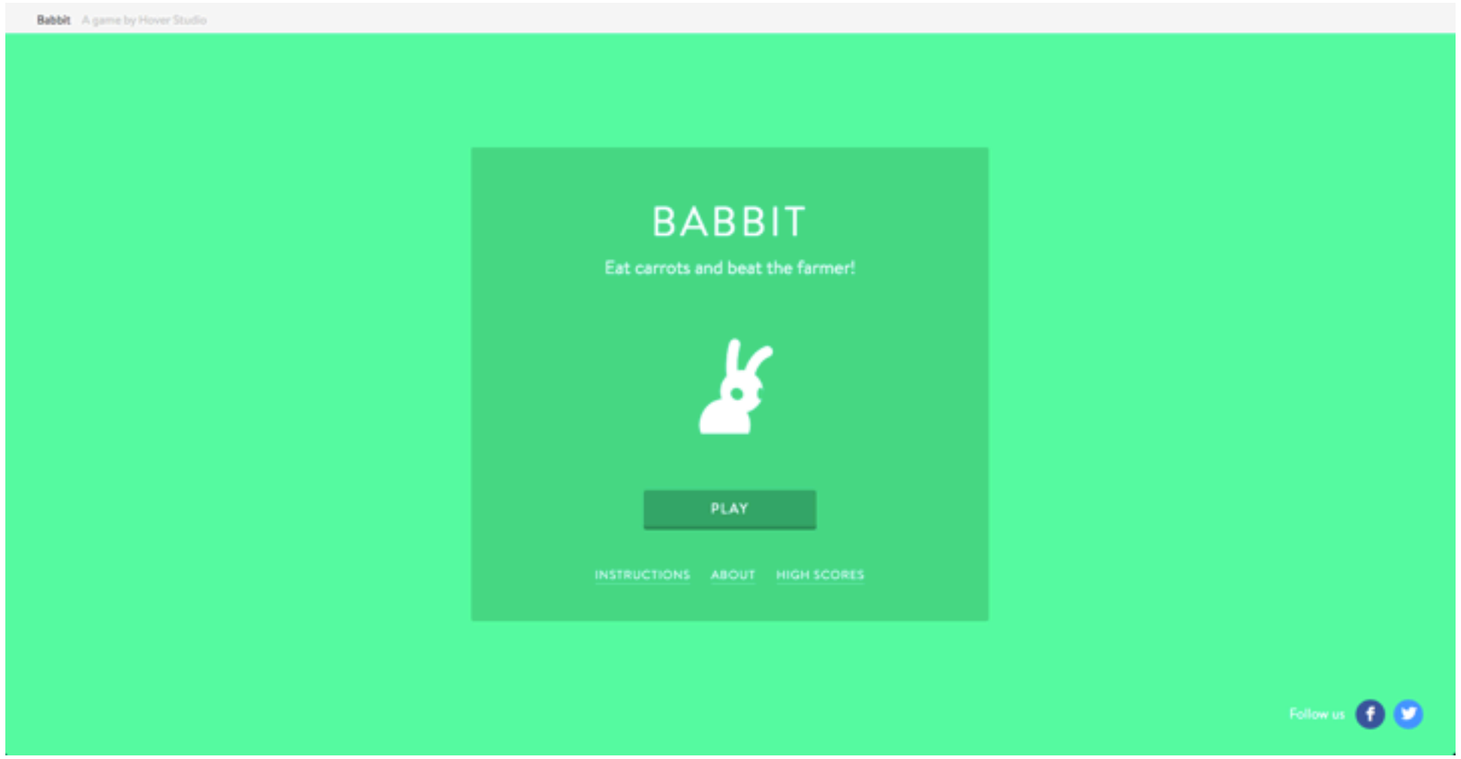
UISwitch

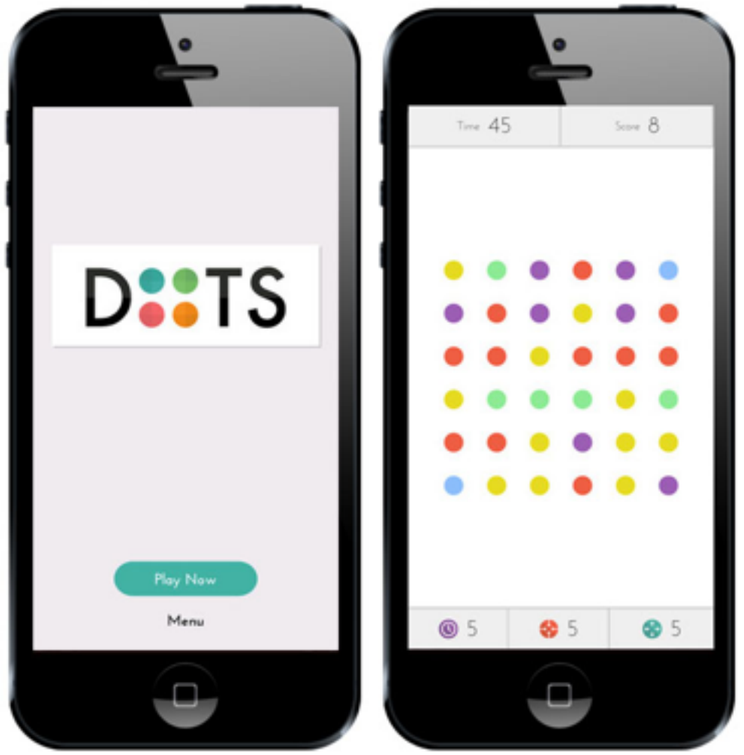

Phone
Reminders
Passbook
Newsstand
Mail
Music
Photos
Videos

Start
Mail
15
Wednesday
News
People
Desktop
Messaging
RUSSELL 2000
802.28 ▲ +0.68% (+5.40)
8/15/2012 1:12 PM EDT
Photos
Internet Explorer
Music
Travel
Video
SkyDrive
Camera
Word 2013
Excel 2013

4G
12:38
3
1
Maria
2
31
Missed call
Dave Barnett
AP
BBC NEWS
USA TODAY


USA TODAY
SEARCH
NEWS
SPORTS
LIFE
MONEY
TECH
TRAVEL
OPINION
LIVE STREAM
Nation commemorates 12th anniversary of 9/11
Live Video
DOW JONES
15,231.10
40.04
NASDAQ
3,706.38
22.64
S&P 500
1,679.67
4.32
My Portfolio Tracker
QUICK LINKS
Get Home Delivery
Sports Scores
Crosswords
Sudoku
More Games
NEWS
9/11 anniversary a time of commemoration, reflection
Read Story
Photos: Victims honored
Laura Petrecca, Rick Hampson, Tom Vanden Brook and Gary Strauss
USA TODAY
TOP NEWS
MOST POPULAR
Obama pays tribute to 9/11 victims, survivors
Obama's Syria speech: 10 things to know
New iPhones a yawn in China; Apple stock sinks
Mich. bill would let agencies refuse adoptions
More trouble for Broncos' Von Miller
Humberto is first hurricane of 2013 season
Colo. lawmakers recalled for gun control support
Analysis: Deal may strengthen Syria's Assad
Runoff ahead in NYC mayoral race?
HEADLINES Updated 10:49 a.m. EDT
Grid
List
The Big Page
PERSONAL TECH
PEOPLE
NCAAB
MOST POPULAR
Politics
Colo. lawmakers recalled in historic vote
World
Obama's Syria speech: 10 things you need to know
Soccer
U.S. beats Mexico 2-0, clinches World Cup berth
NFL
Von Miller cited for driving without license, speeding
TRENDING ON SOCIAL
9/11 anniversary a time of


Babbit
A game by Hover Studio
BABBIT
Eat carrots and beat the farmer!
PLAY
INSTRUCTIONS
ABOUT
HIGH SCORES
Follow us

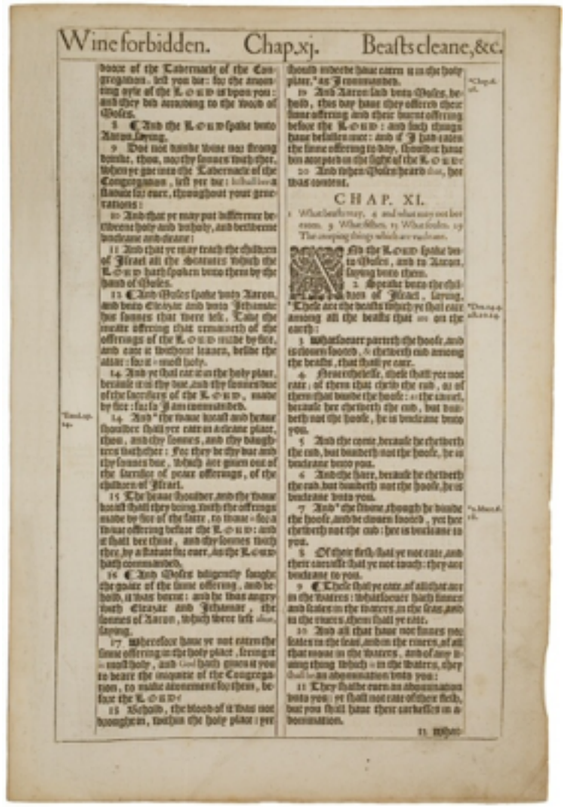

DOTS
Play Now
Menu
Time 45
Score 8
5
5
5

ARTICLE THREE

Grid-Based Web Design, Simplified

http://www.smashingmagazine.com/2010/04/29/grid-based-web-design-simplified/

History of Grids



14th Century

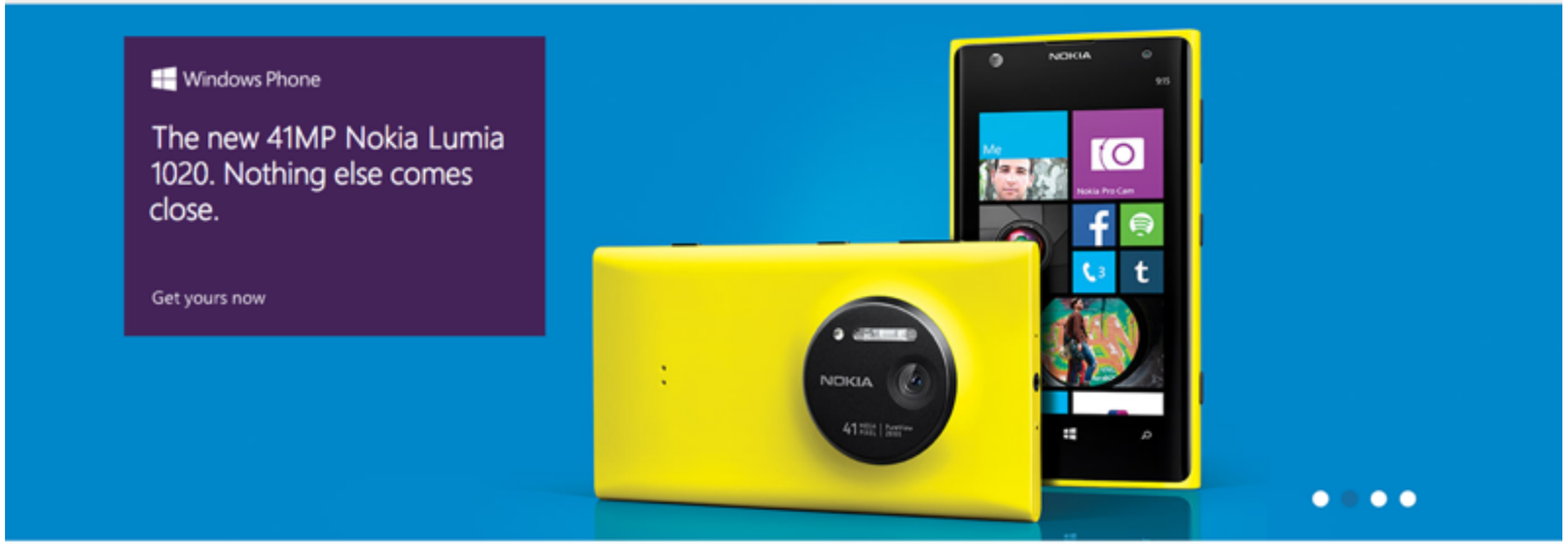
1914

1962

1981

History of Interactive Grids

- The most popular desktop resolution was 1024x768px
- Sites were designed and built using that as a size restraint
- The most common grid was the 960px Grid System
  - Easily divisible by 1, 2, 3, 4, 5, 6, 8, 10, 12, 15, 16
- Screen sizes now vary, as do grid widths and columns
  - Phones, tablets, TVs, projectors, laptops, desktops, etc.
- For our projects, we will be using a 980px Grid System
  - Allows for wider gutters between columns
  - Provides padding on either side of the page, giving extra padding to separate content background from page background (if needed)



Discover

- Windows
- Office
- Surface
- Windows Phone
- Xbox
- Skype
- Bing

For home

For work

Introducing Xbox One. Reserve your Day One Edition today.

Eligible students get Office 365 University when they buy select touch PCs.

Experience Internet Explorer enhanced with Bing and MSN. Free download.

Downloads

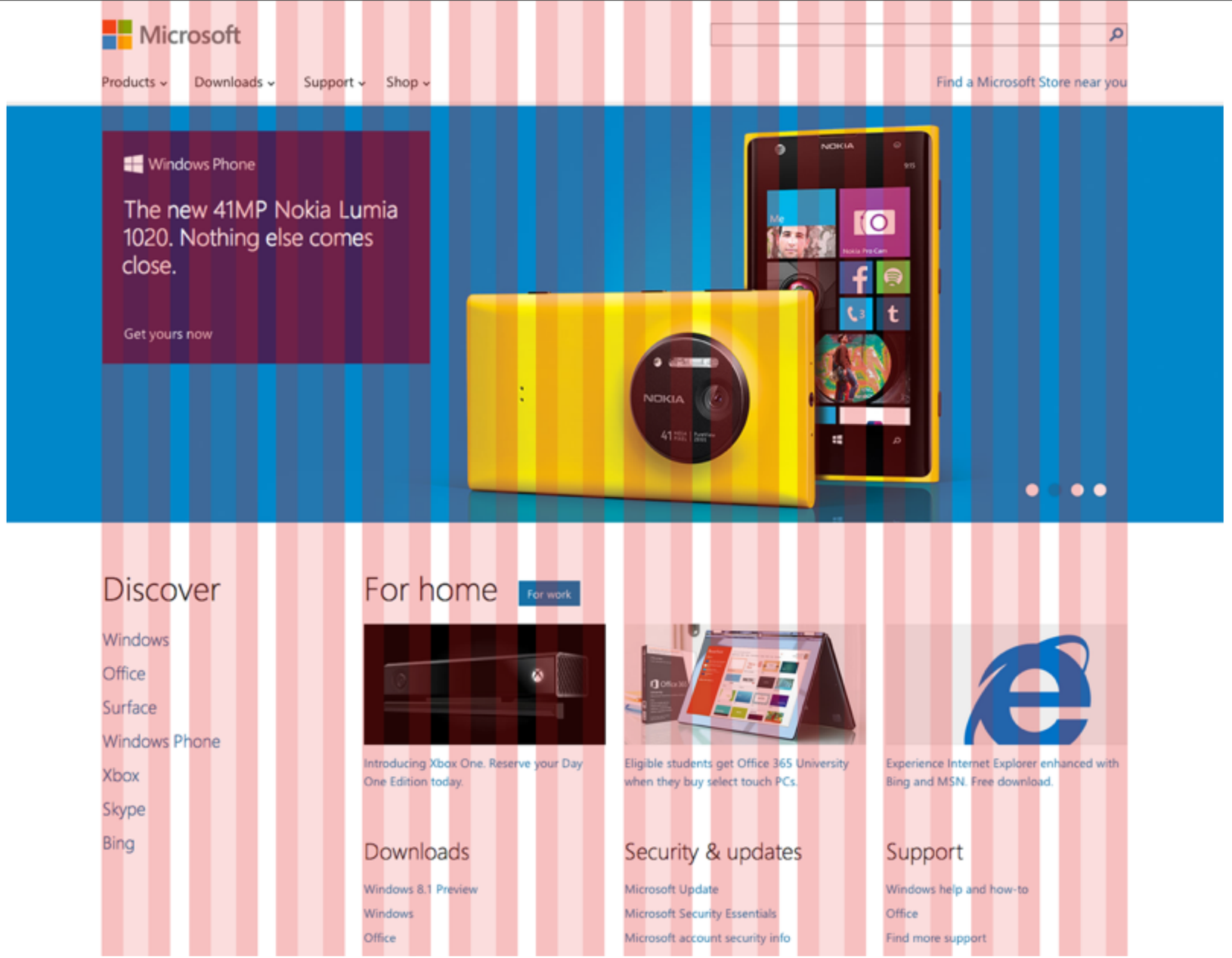
- Windows 8.1 Preview
- Windows
- Office

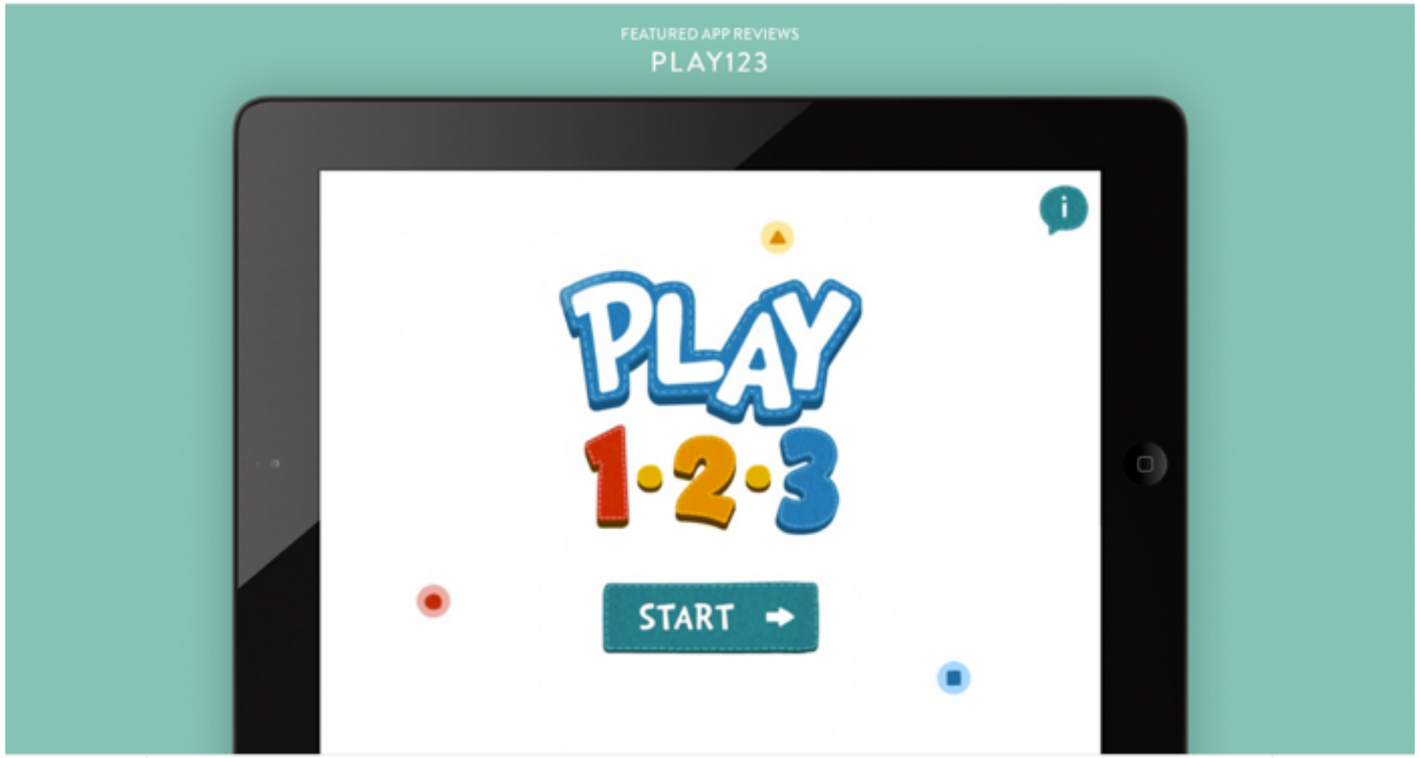
Security & updates

- Microsoft Update
- Microsoft Security Essentials
- Microsoft account security info

Support

- Windows help and how-to
- Office
- Find more support


Microsoft
Products
Downloads
Support
Shop
Find a Microsoft Store near you
Windows Phone
The new 41MP Nokia Lumia 1020. Nothing else comes close.
Get yours now
NOKIA
Discover
Windows
Office
Surface
Windows Phone
Xbox
Skype
Bing
For home
For work
Introducing Xbox One. Reserve your Day One Edition today.
Eligible students get Office 365 University when they buy select touch PCs.
Experience Internet Explorer enhanced with Bing and MSN. Free download.
Downloads
Windows 8.1 Preview
Windows
Office
Security & updates
Microsoft Update
Microsoft Security Essentials
Microsoft account security info
Support
Windows help and how-to
Office
Find more support

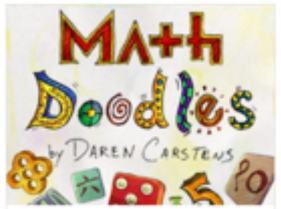


Curious Little Apps seeks out and reviews the very best educational iPad apps for kids that inspire creativity and encourage hands-on learning.

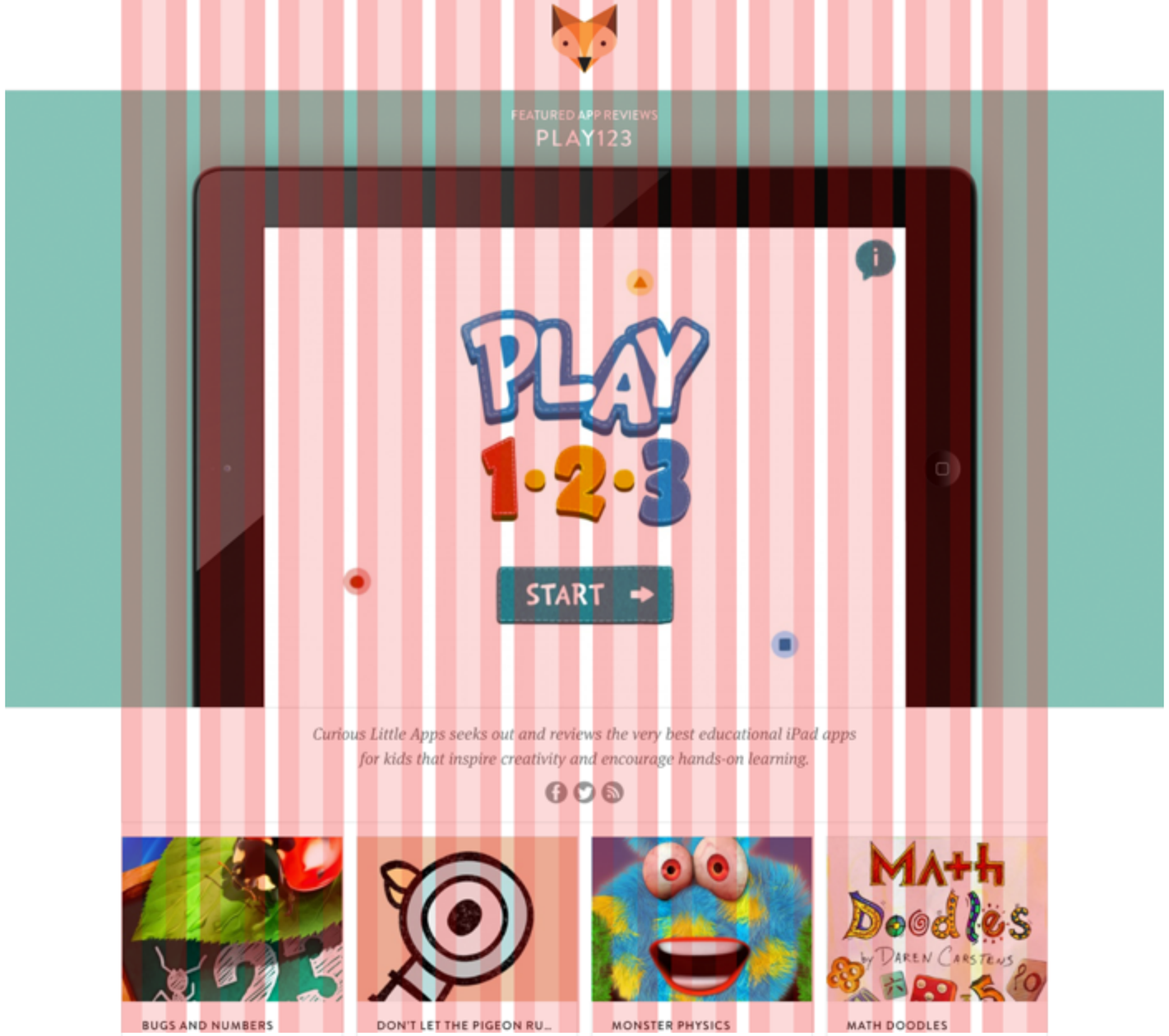
BUGS AND NUMBERS

DON'T LET THE PIGEON RU...

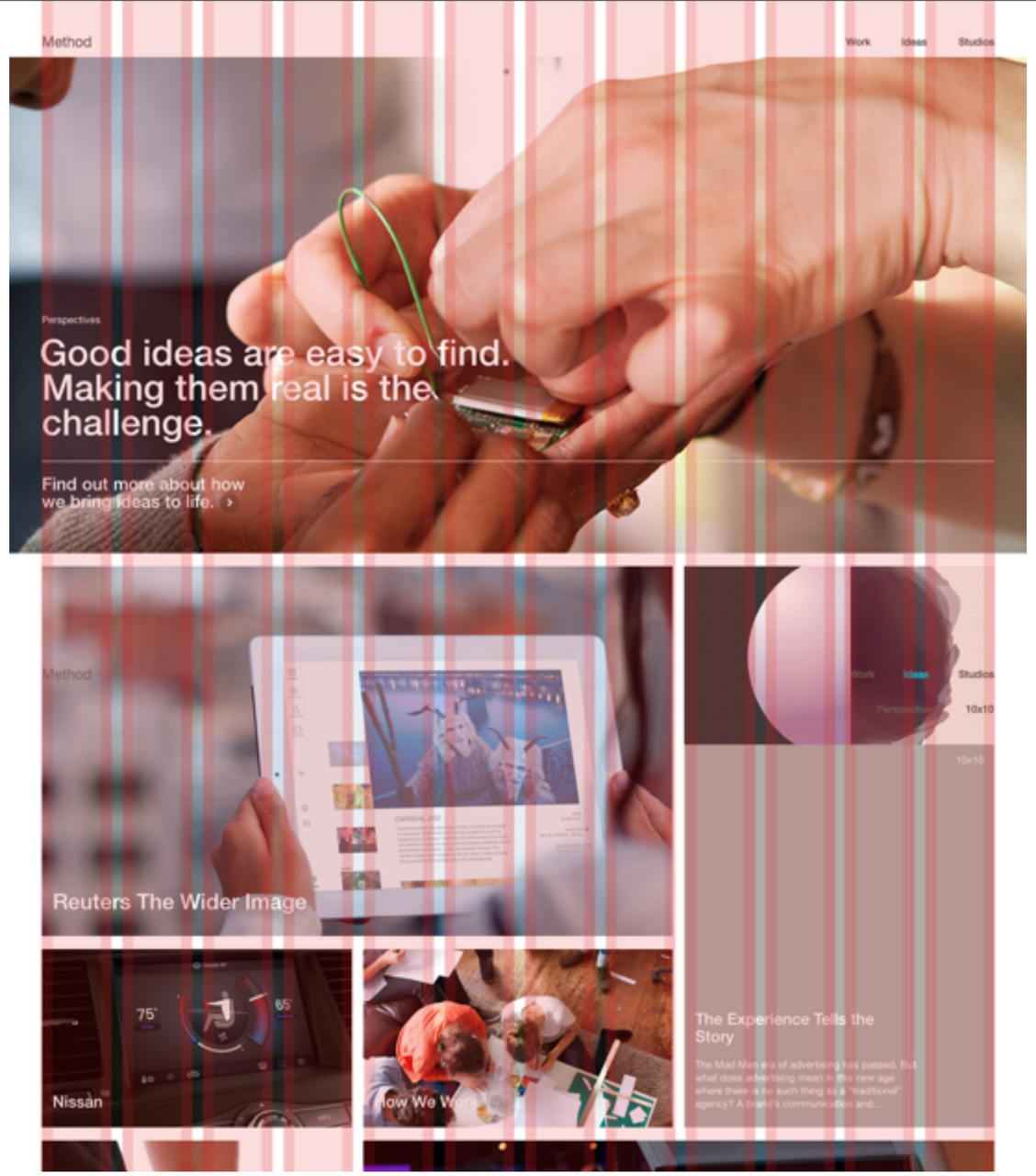
MONSTER PHYSICS



MATH DOODLES


FEATURED APP REVIEWS
PLAY123
PLAY
1·2·3
START
Curious Little Apps seeks out and reviews the very best educational iPad apps
for kids that inspire creativity and encourage hands-on learning.
BUGS AND NUMBERS
DON'T LET THE PIGEON RU...
MONSTER PHYSICS
Math
Doodles
by Daren Carstens
MATH DOODLES

Method
Work
Ideas
Studios
Perspectives
Good ideas are easy to find.
Making them real is the
challenge.
Find out more about how
we bring ideas to life. ›
Method
Reuters The Wider Image
Work
Ideas
Studios
10x10
10x10
The Experience Tells the
Story
The Mad Men era of advertising has passed. But
what does advertising mean in this new age
where there is no such thing as a "traditional"
agency? A brand's communication and...
75°
65°
Nissan


Method
Work
Ideas
Studios
Perspectives
Good ideas are easy to find.
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Find out more about how
we bring ideas to life. ›
Method
Reuters The Wider Image
Work
Ideas
Studios
10x10
10x10
The Experience Tells the
Story
Nissan

Responsive Web Design

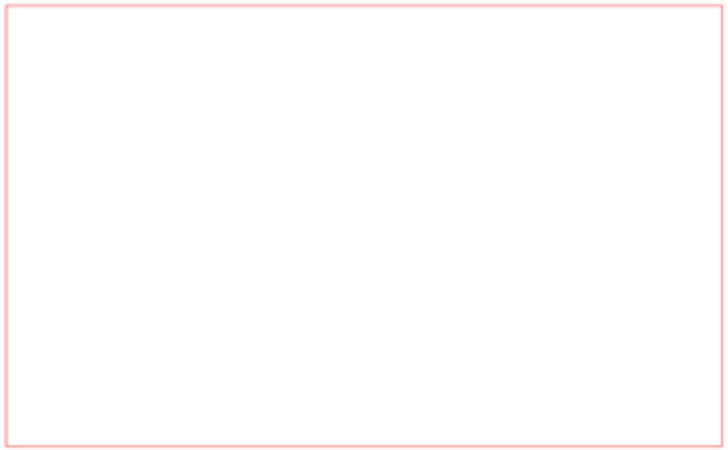
- Instead of designing different sites for each device, you manipulate your content to fit each screen
  - Same experience on every device without losing content
  - Only have to maintain one site when making updates
- Based on CSS breakpoints (*@media-queries*)
  - Most common breakpoints are 320 (Mobile Portrait), 480 (Mobile Landscape), 768 (Tablet Portrait), 1024 (Tablet Landscape)
  - Breakpoints can change depending on your design and content
- CSS Frameworks helps reorganizing content easier
  - We'll be using SimpleGrid

```
/* Smartphones (portrait and landscape) ----------- */
@media only screen
and (min-device-width : 320px)
and (max-device-width : 480px) {
/* Styles */
}
```

```
/* iPads (portrait and landscape) ---------- */
@media only screen
and (min-device-width : 768px)
and (max-device-width : 1024px) {
/* Styles */
}
```

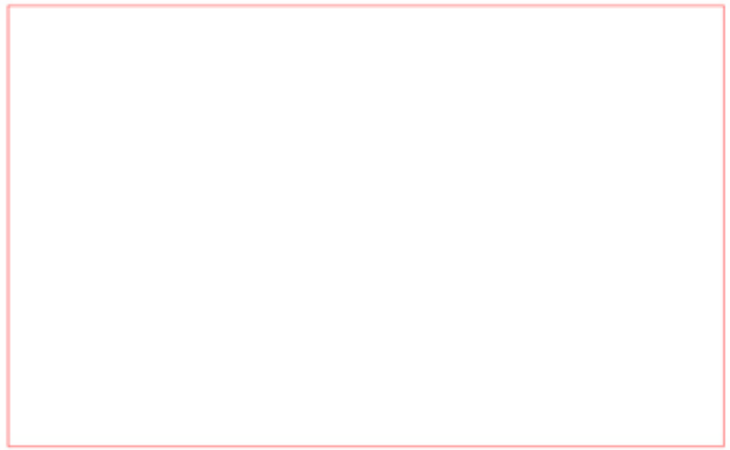
```
/* Desktops and laptops ---------- */
@media only screen
and (min-width : 1224px) {
/* Styles */
}
```

Grid Variations



Manuscript Grid

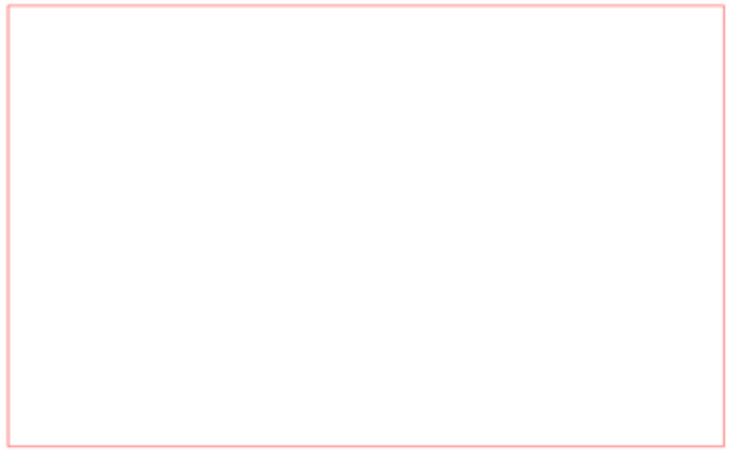
Grid Variations



Manuscript Grid

Column Grid

Grid Variations



Manuscript Grid

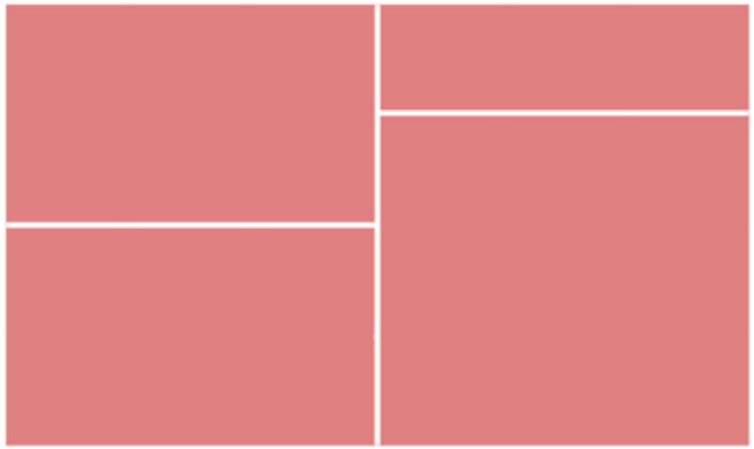
Column Grid

Modular Grid

Layout Variations

Modular Grid

Layout Variations

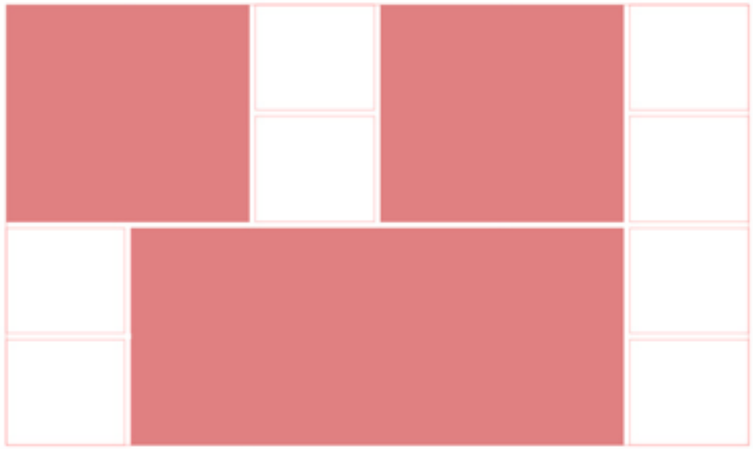


Modular Grid

Layout Variations

Modular Grid

Layout Variations

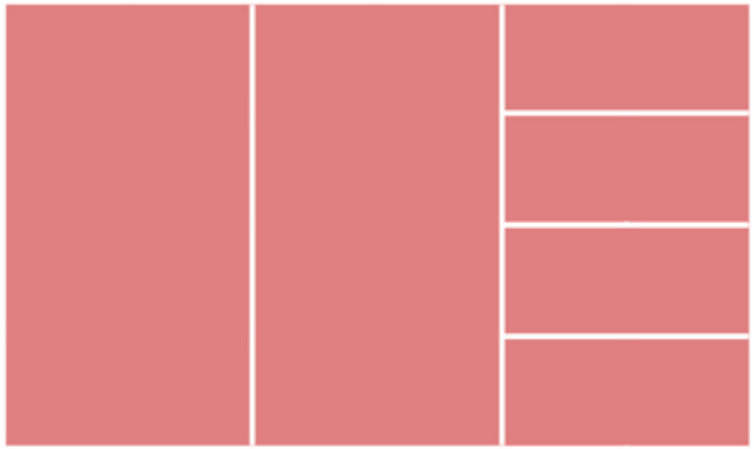


Modular Grid

Layout Variations

Modular Grid

Layout Variations

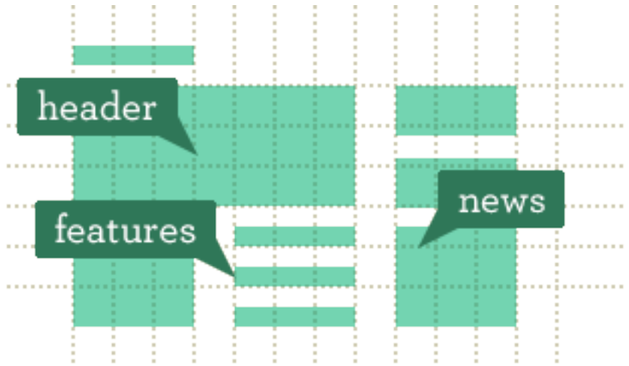


Modular Grid

Layout Variations

Modular Grid

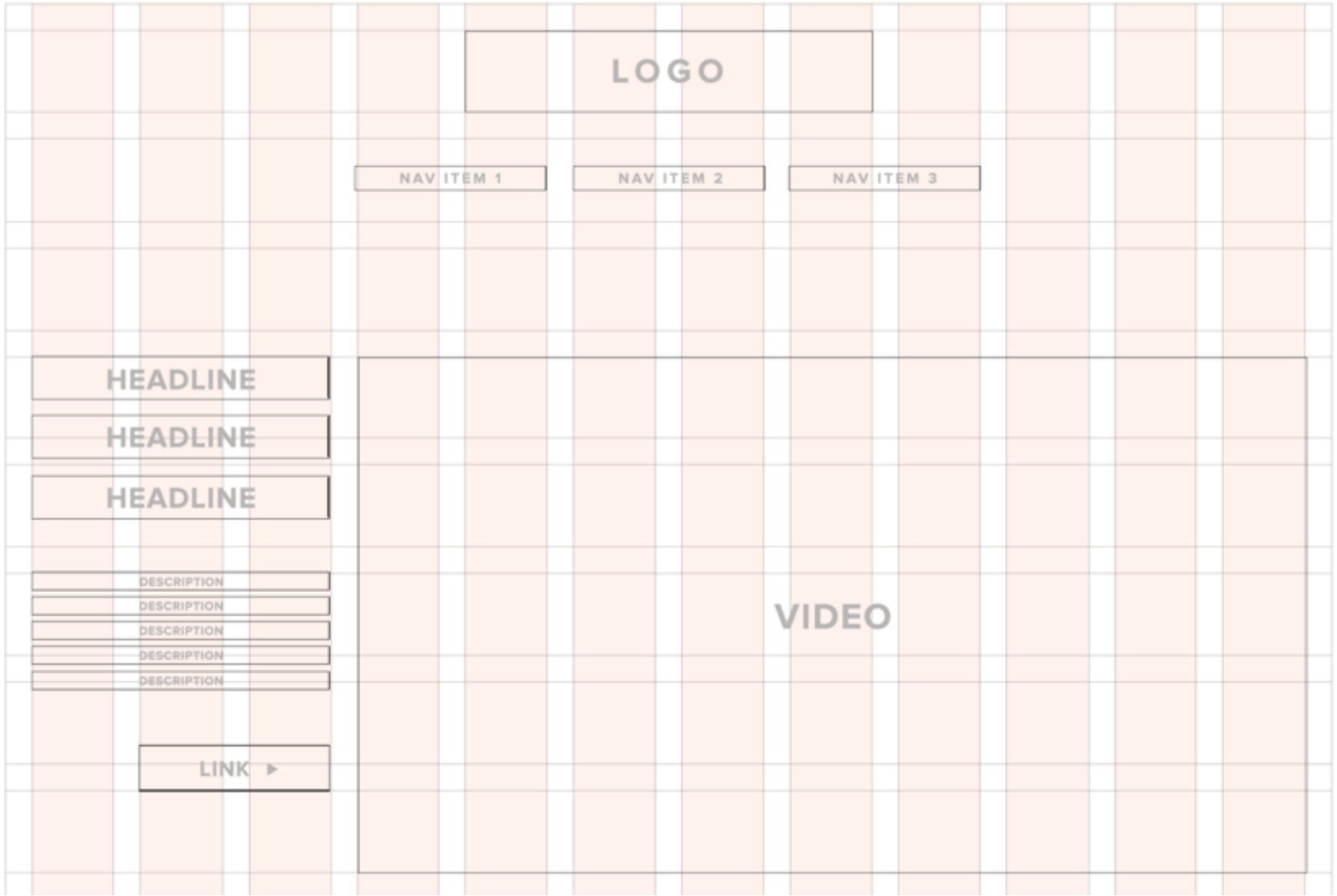
Create Grid Variations



EXAMPLE

HOME
INQUIRY
GALLERY
INFO (GENERAL)
CONTACT INFO
GENERAL
INFO
FAQ/LINKS
FAQ

Example Video Portfolio


LOGO
NAV ITEM 1
NAV ITEM 2
NAV ITEM 3
HEADLINE
HEADLINE
HEADLINE
DESCRIPTION
DESCRIPTION
DESCRIPTION
DESCRIPTION
DESCRIPTION
LINK
VIDEO