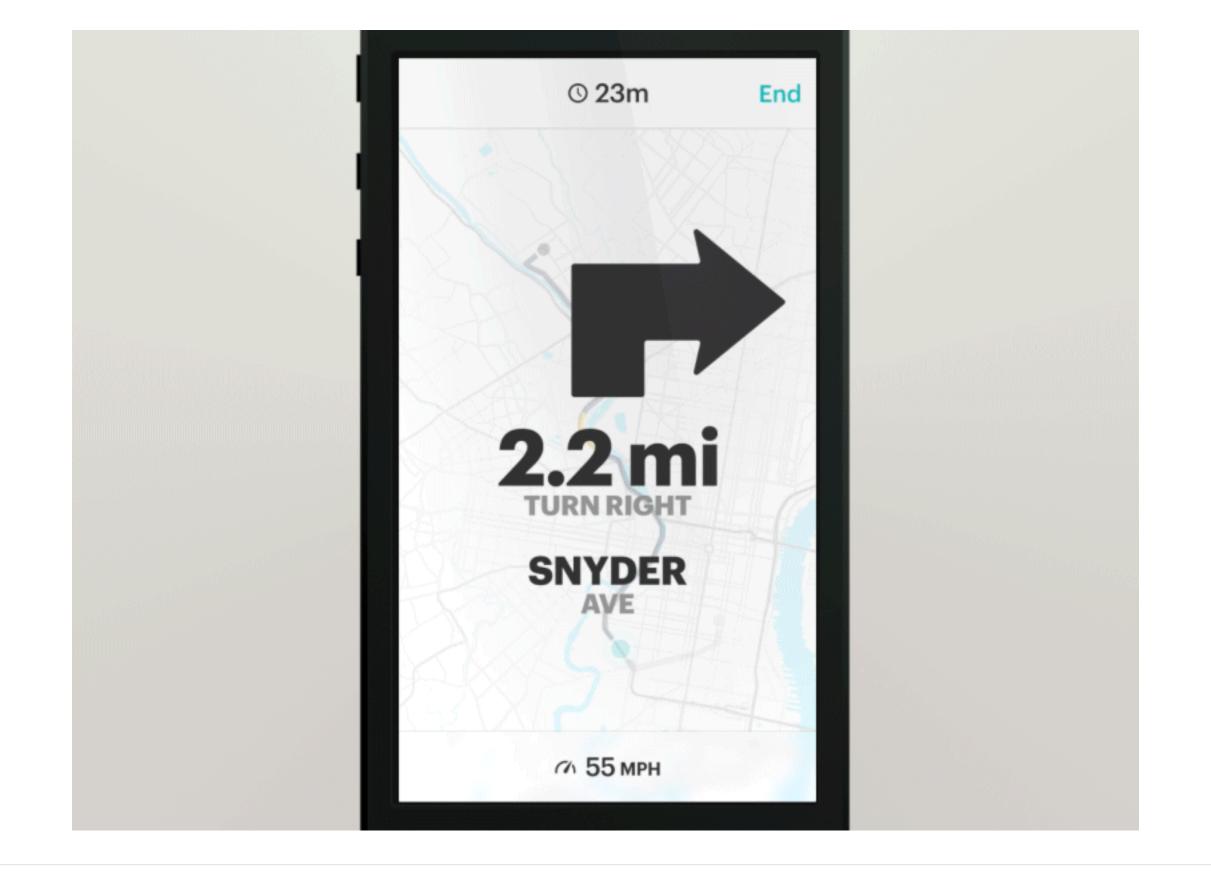
WEEK

01

Designing for the Web

Introductions

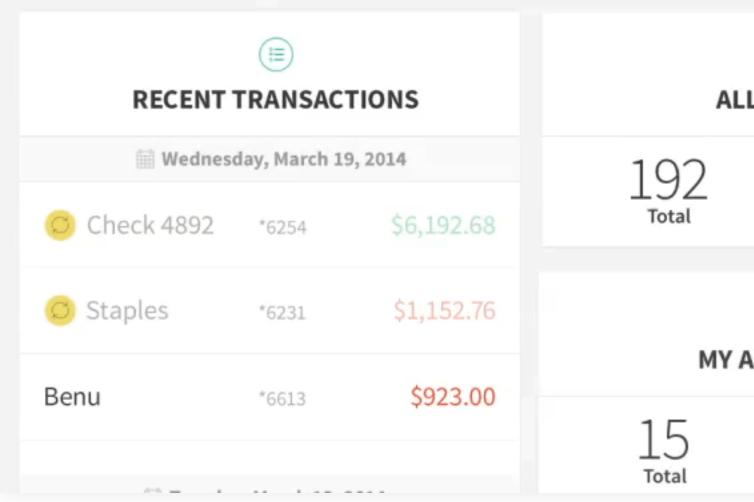
Recent Work Examples



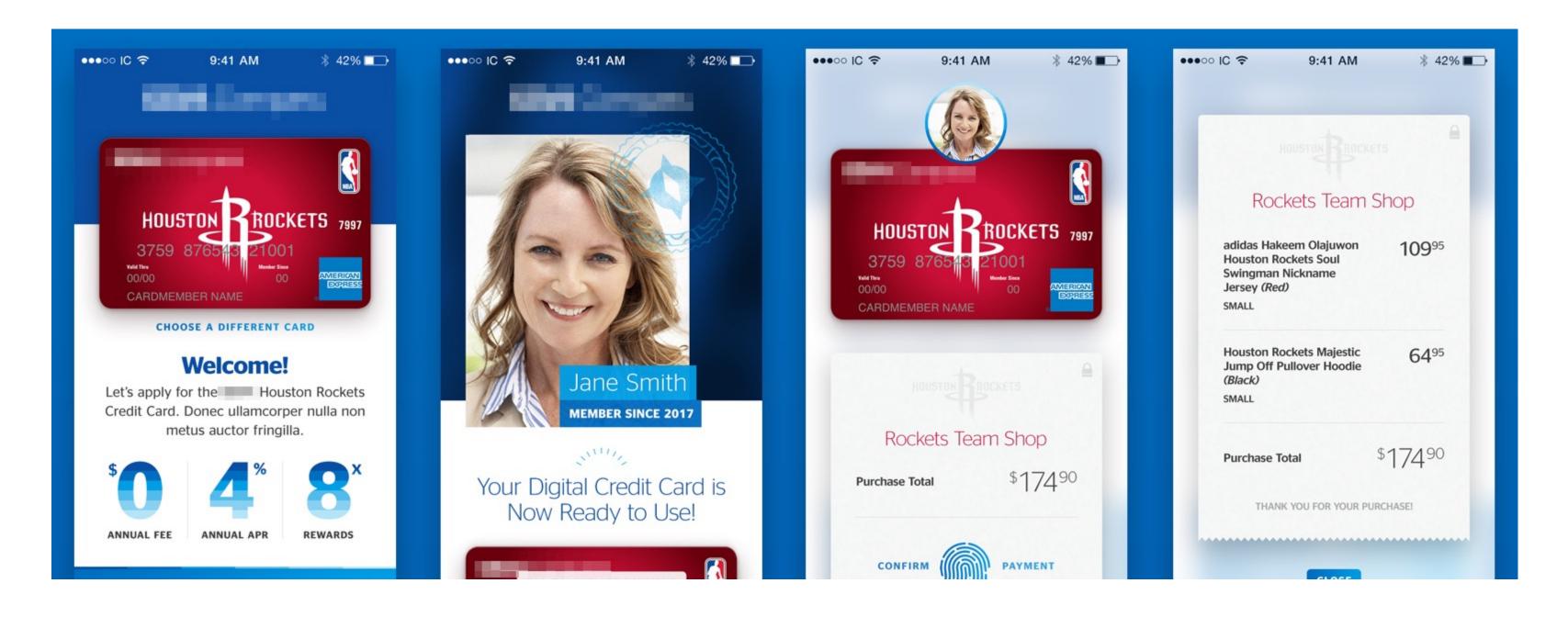


AVAILABLE BALANCES

\$615,192.13







Syllabus Overview

Applications







GitHub



Adobe CC

Designers Should Code

"...being able to understand and bend within that scope [HTML & CSS constraints] is what makes a design feel native. Designers who work directly with the materials rather than through simulated environments like Photoshop are at a distinct advantage for making that happen."

https://signalvnoise.com/posts/1066-web-designers-should-do-their-own-htmlcss

Designers Will Code

"We spend hours designing for a medium that's interactive and responsive, but we start by producing mockups that are static and inflexible. If great design is not only aesthetics but also how it works, then it's time to make development part of the creative process."

https://medium.com/@irondavy/designers-will-code-6c423fc5ccef

Inspiration

http://www.squarespace.com/seven

http://mailchimp.com/features/mailchimp-snap/

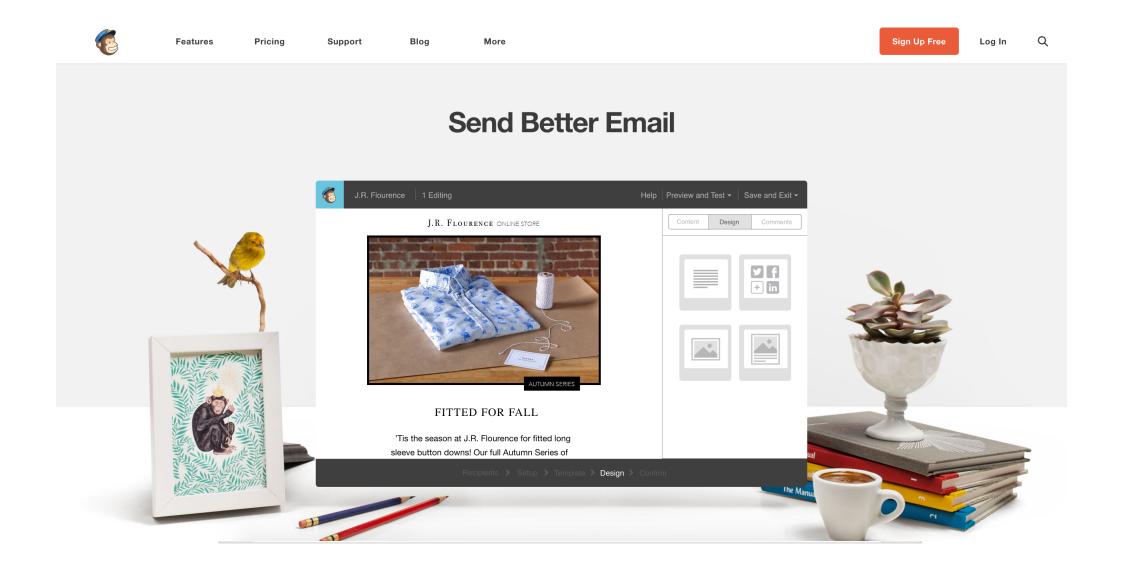
Design Trends

"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

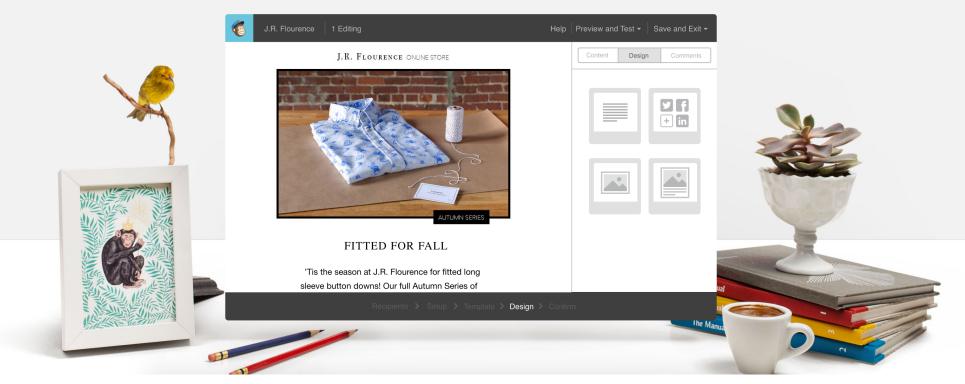
- Does not include elements of Skeuomorphism (design that emulates real life objects, textures or fabrics)
- Higher resolution screens make content look better, eliminating the need for embellishments
- Has a greater focus on the user, typography, content and color
- Return to minimalism and simplicity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

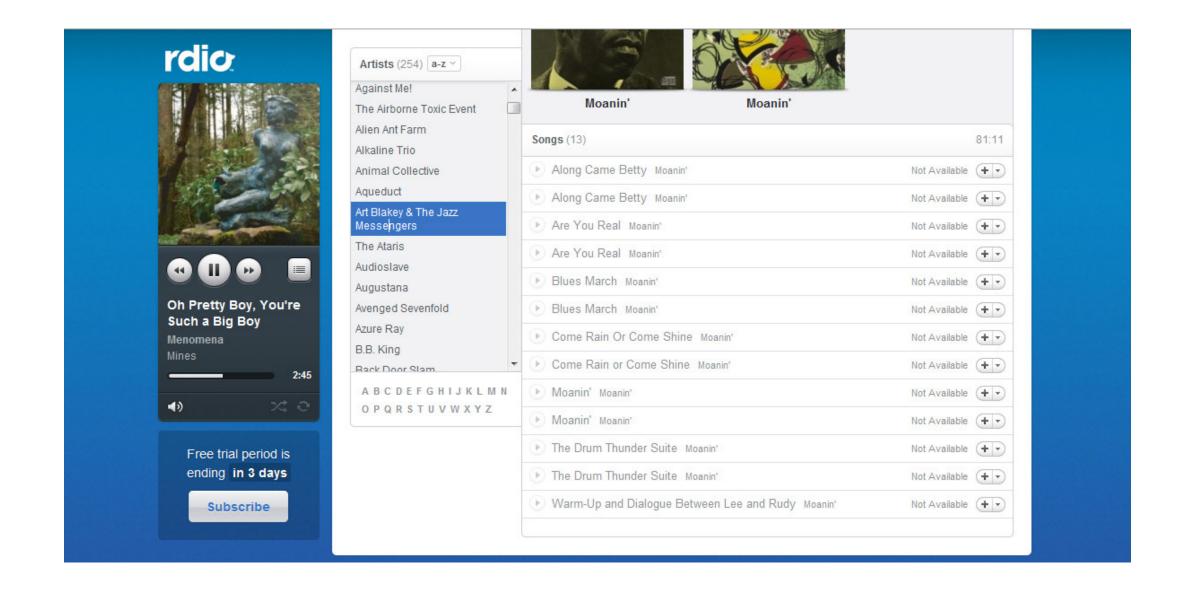


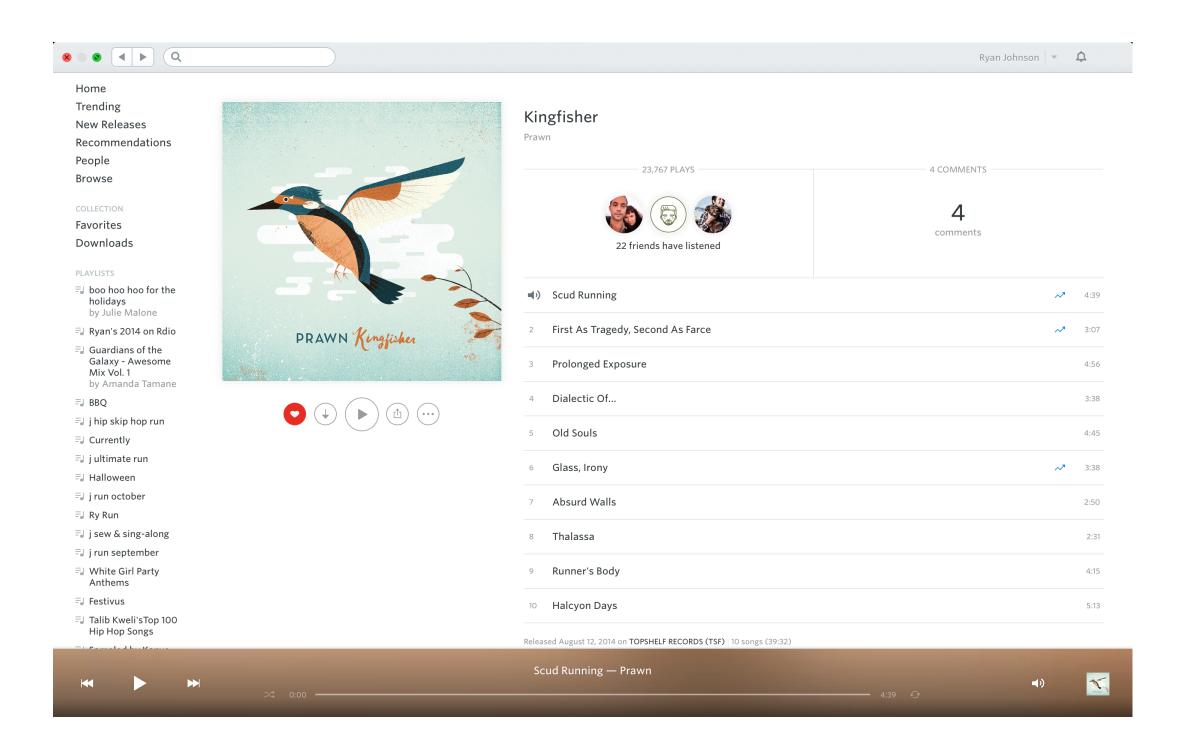


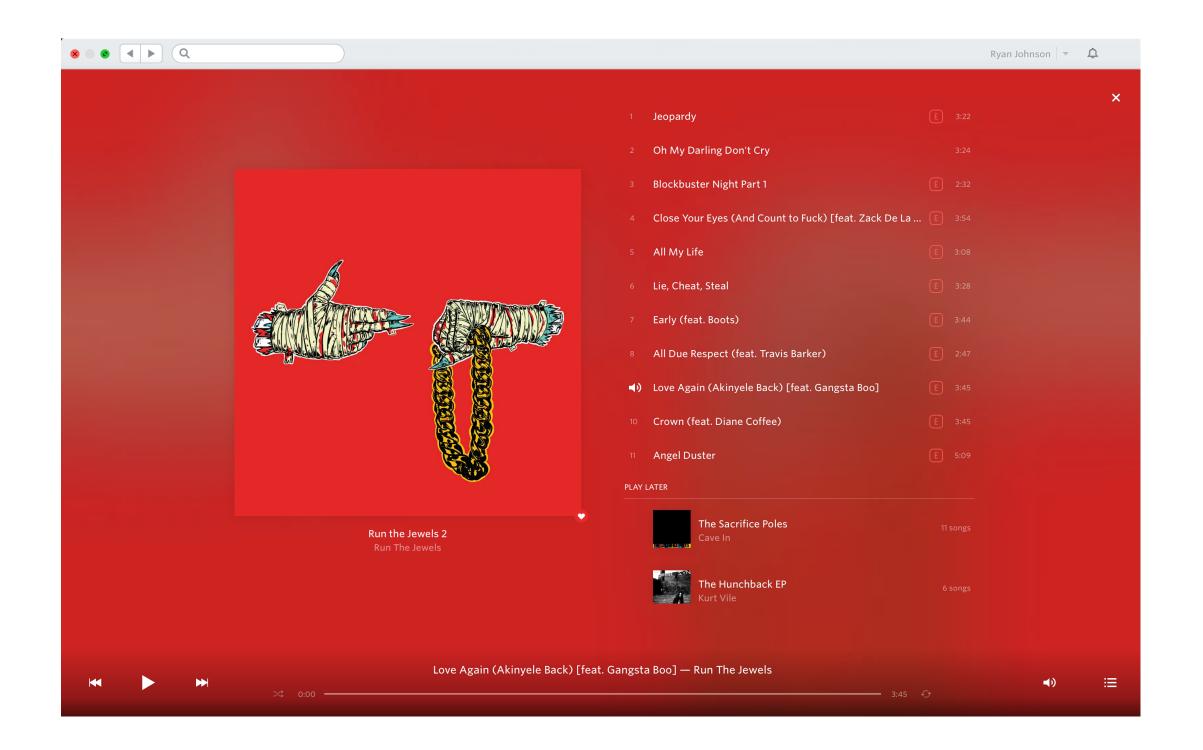
















UIAlertView





UISwitch





Phone





Reminders

Newsstand

Music





Passbook











Mail









Photos





Videos





