

WEEK

02

Fundamentals of Designing for the Web

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

ARTICLE THREE

The Era of Flat Design is Not a Trend. It's Another Step Forward.

<https://medium.com/i-m-h-o/the-era-of-flat-design-is-not-a-trend-its-another-step-forward-9a0b3bdfc8>

“Many would argue that this trend makes designing easier while I’d argue that it’s made our job ridiculously more challenging.”

- Minimalism can still contain all principals of design while maintaining simplicity
- Not just about looking simple or sparse
 - Also about removing elements until only the necessary ones are there

“I found myself caring less about button effects and a whole lot more about interaction.”

- More focus on the experience itself
- Anticipate how the users will interact with the site as a whole
- Subtle animations and transitions can help bring a website to life
- Don't overdo animations
 - Can easily become a distraction
 - Too many animations can hinder performance
- Browser support is still limited so plan for users who may not see the animations

“There’s going to be more pressure on designers to get not just the visuals right but to bring together everything perfectly to tell a whole story.”

- Designers are becoming responsible for how something works as well as how it looks

“Skeuomorphic design was not a trend, it was necessary for technology to be adopted.”

- Users becoming more familiar with technology allows designers to advance how they think about interfaces

Sliding Triple View Layout with Visible Adjoining Sections

ATTACK EVERYTHING

FIND SOMETHING

HATE DOG FLOP

Find something else more interesting inspect anything brought

er for hunt
iPad power
ude throwup
hing brought
at bag chase
titude. Stand
screen claw
t flop over
feet or mark

Stretch hopped up on goofballs, destroy couch yet hate dog. Burrow under covers rub face on everything. Stick butt in face burrow under covers stand in front of the computer screen, make muffins yet chew iPad power

inspect anything brought into the house. Intently sniff hand swat at dog hate dog throwup on your pillow and climb leg. Missing until dinner time throwup on your pillow cat snacks so stare at ceiling mark territory so play

intrigued by the shower for hunt anything that moves chew iPad power cord, sun bathe. Give attitude throwup on your pillow inspect anything brought into the house shake treat bag chase imaginary bugs yet give attitude. Stand

Hate
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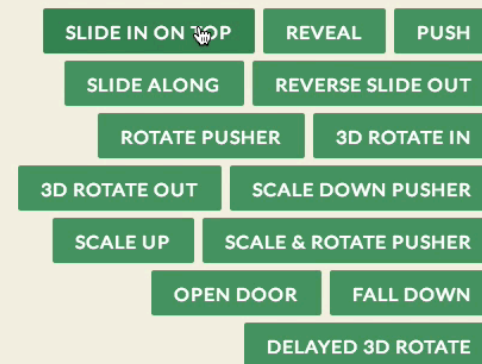
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Sidebar Transitions

Transition effects for off-canvas views



Sidebar menus or off-canvas navigations can be revealed in many creative ways.

Here is some inspiration for showing them in style using CSS transitions.

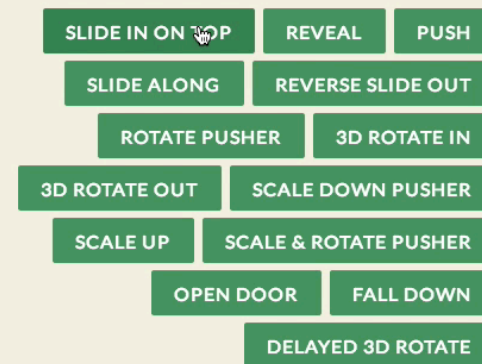
If you enjoyed this demo you might also like:

[On Scroll Header Effects](#)

[A Collection of Page Transitions](#)

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Loading Effects for Grid Items

with CSS Animations

- Demo 1
- Demo 2
- Demo 3
- Demo 4
- Demo 5
- Demo 6
- Demo 7
- Demo 8



Loading Effects for Grid Items

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Nifty Modal Window Effects

Some inspiration for different modal window appearances

There are many possibilities for modal overlays to appear. Here are some modern ways of showing them using CSS transitions and animations.



Nifty Modal Window Effects

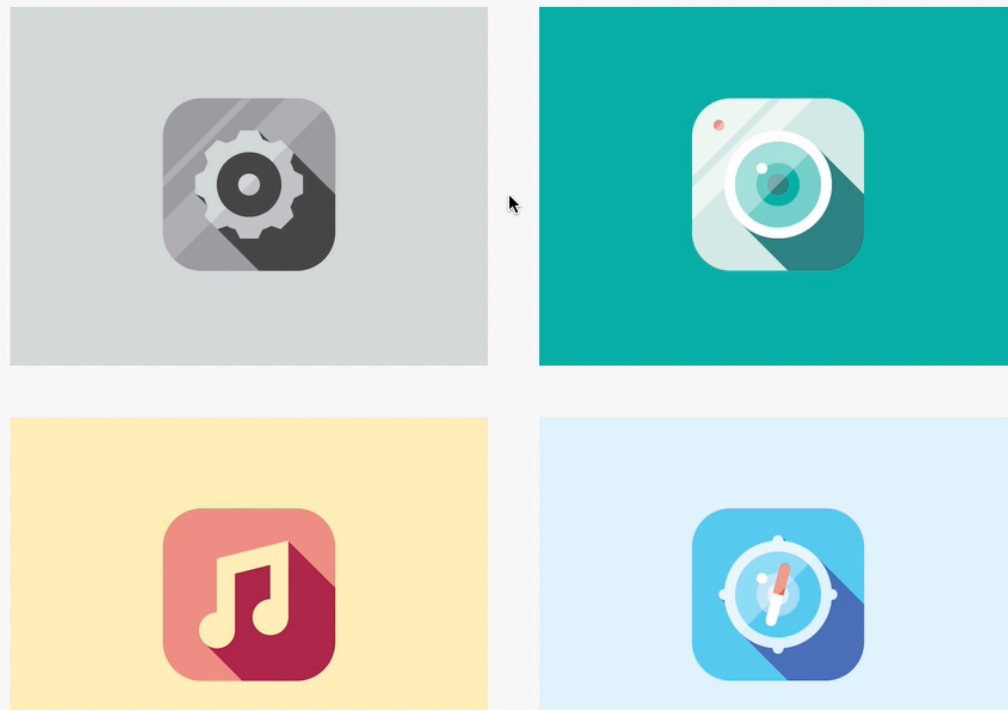
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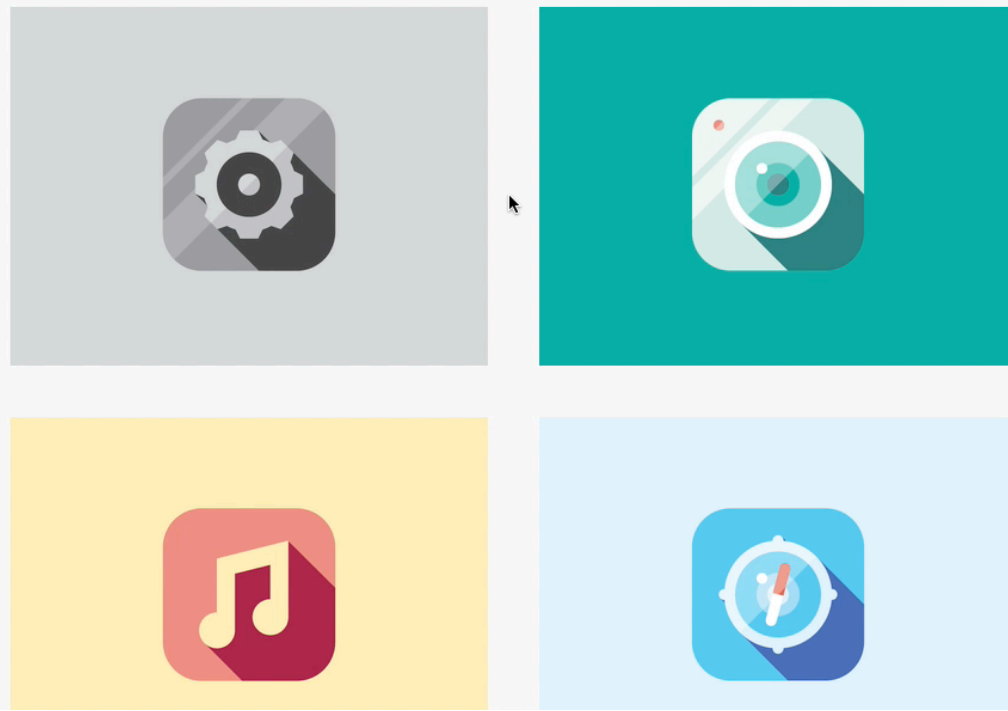
Caption Hover Effects

- Effect 1
- Effect 2
- Effect 3
- Effect 4
- Effect 5
- Effect 6
- Effect 7



Caption Hover Effects

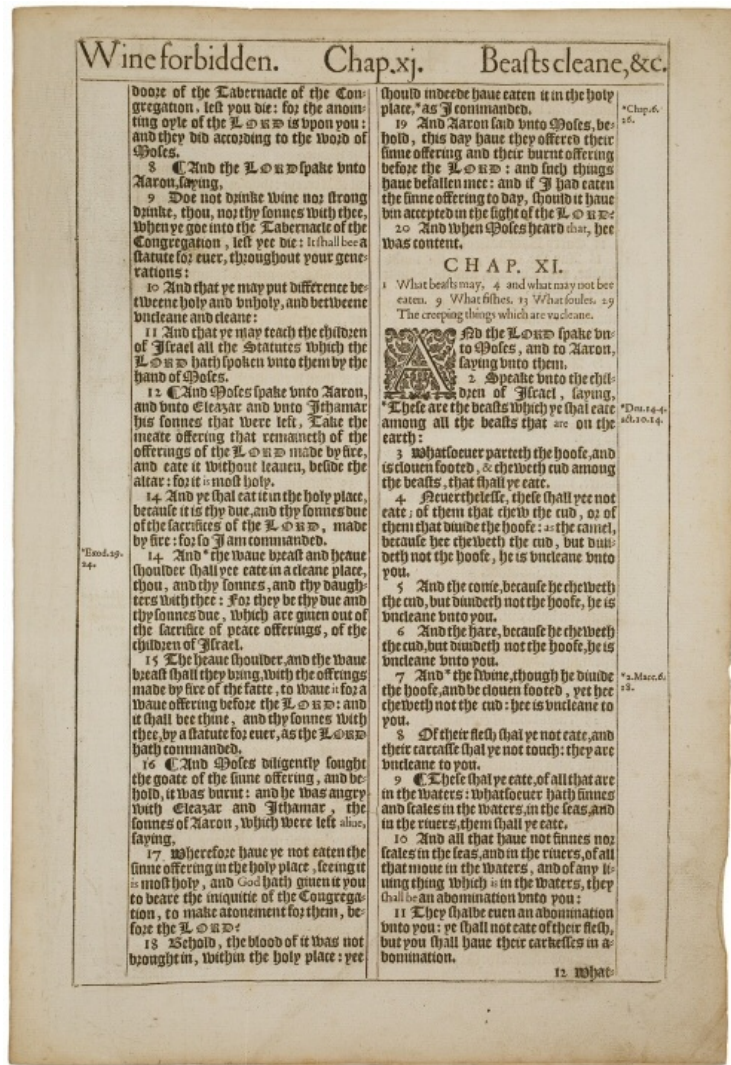
- Effect 1
- Effect 2
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- Effect 4
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- These are all advanced experimental effects, but I encourage you guys to research how they were done
- Dissecting code is the best way to learn and advance your skills

Grid-Based Web Design

History of Grids



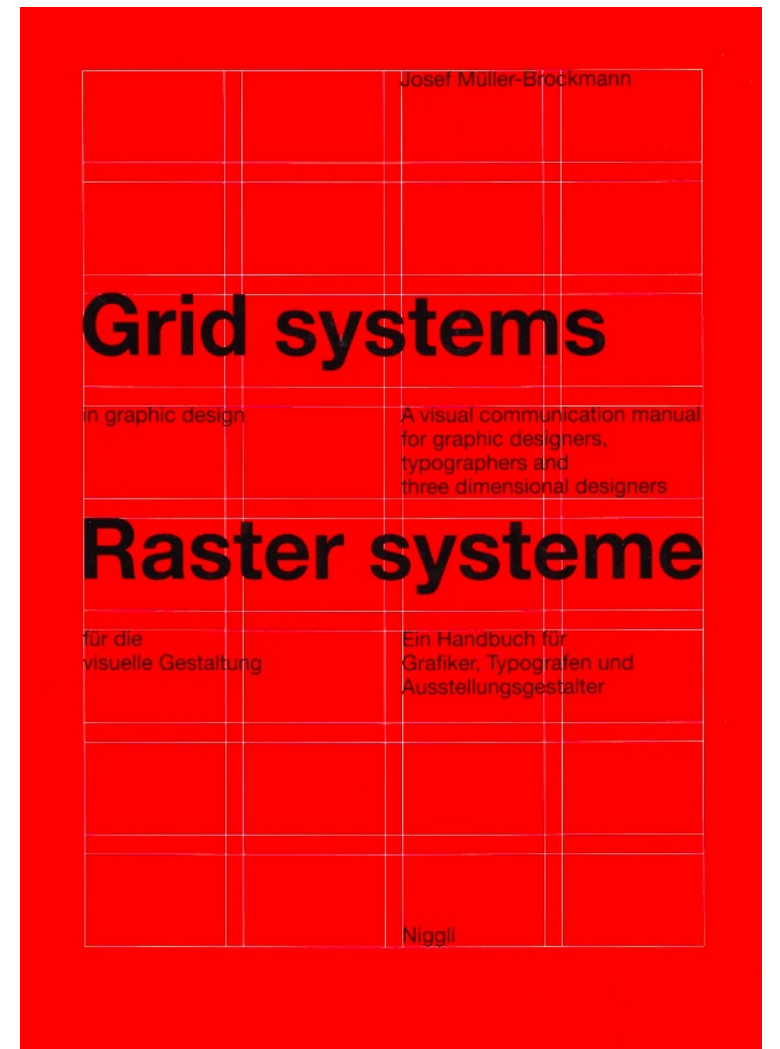
14th Century



1914



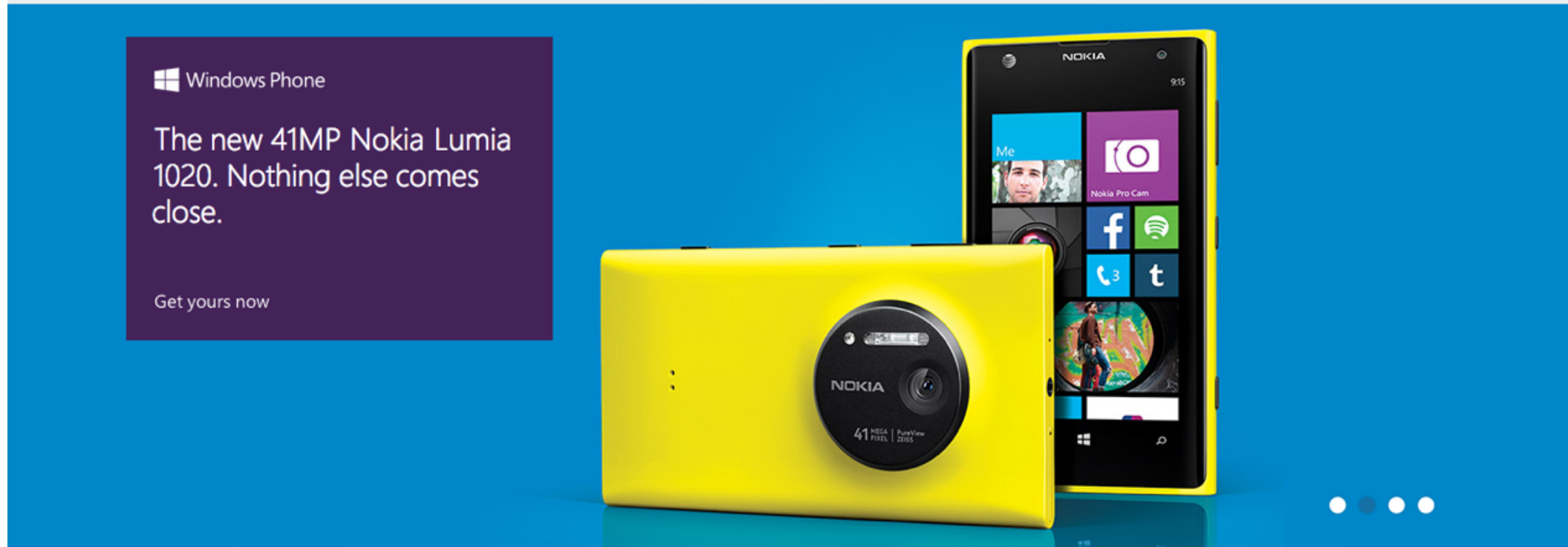
1962



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

Windows Phone

The new 41MP Nokia Lumia 1020. Nothing else comes close.

Get yours now



Discover

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

For home

For work



Introducing Xbox One. Reserve your Day One Edition today.



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Security & updates

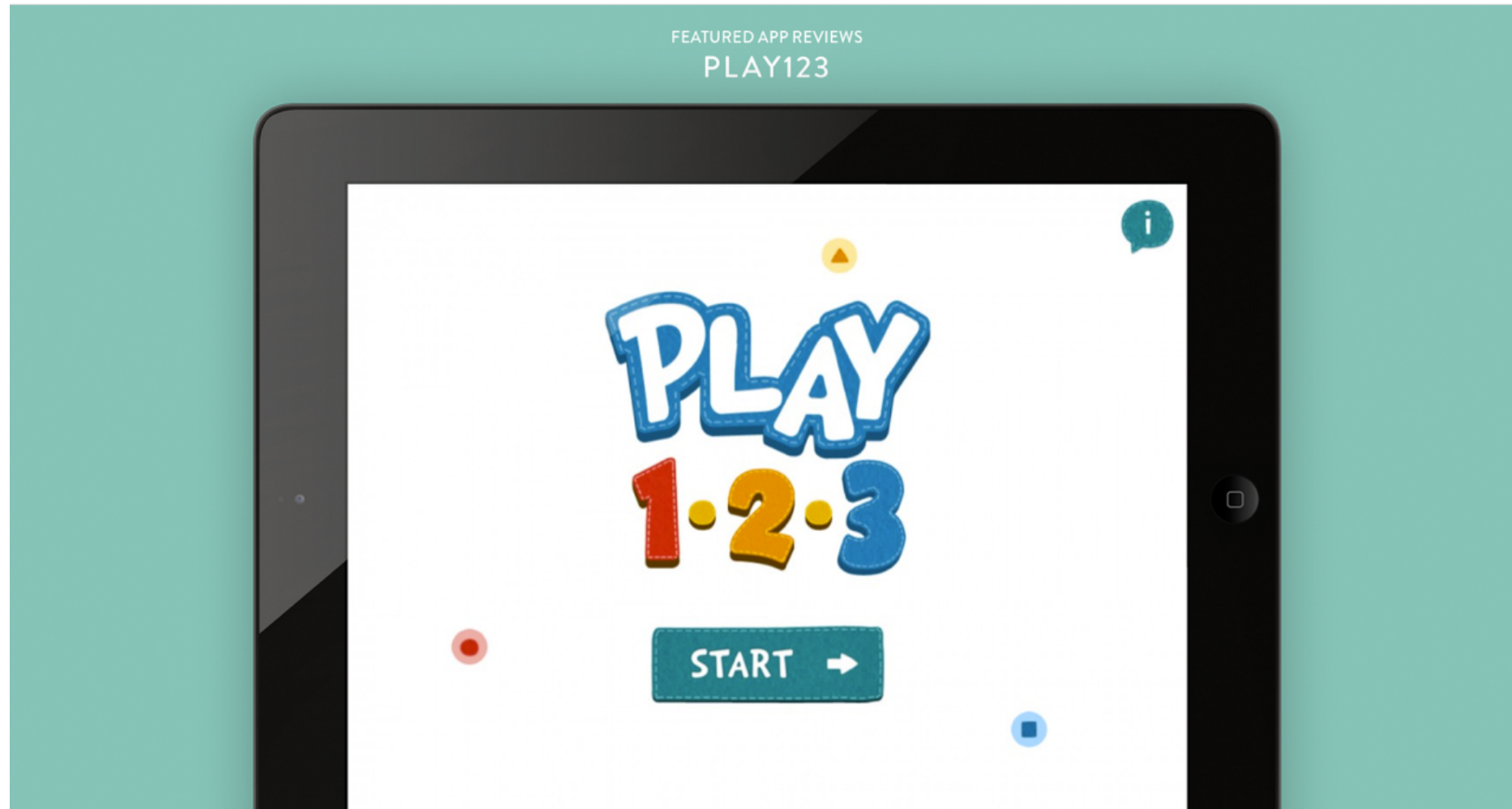
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FEATURED APP REVIEWS
PLAY123



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



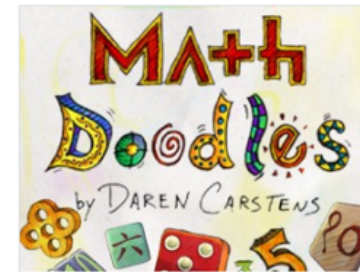
BUGS AND NUMBERS



DON'T LET THE PIGEON RU...



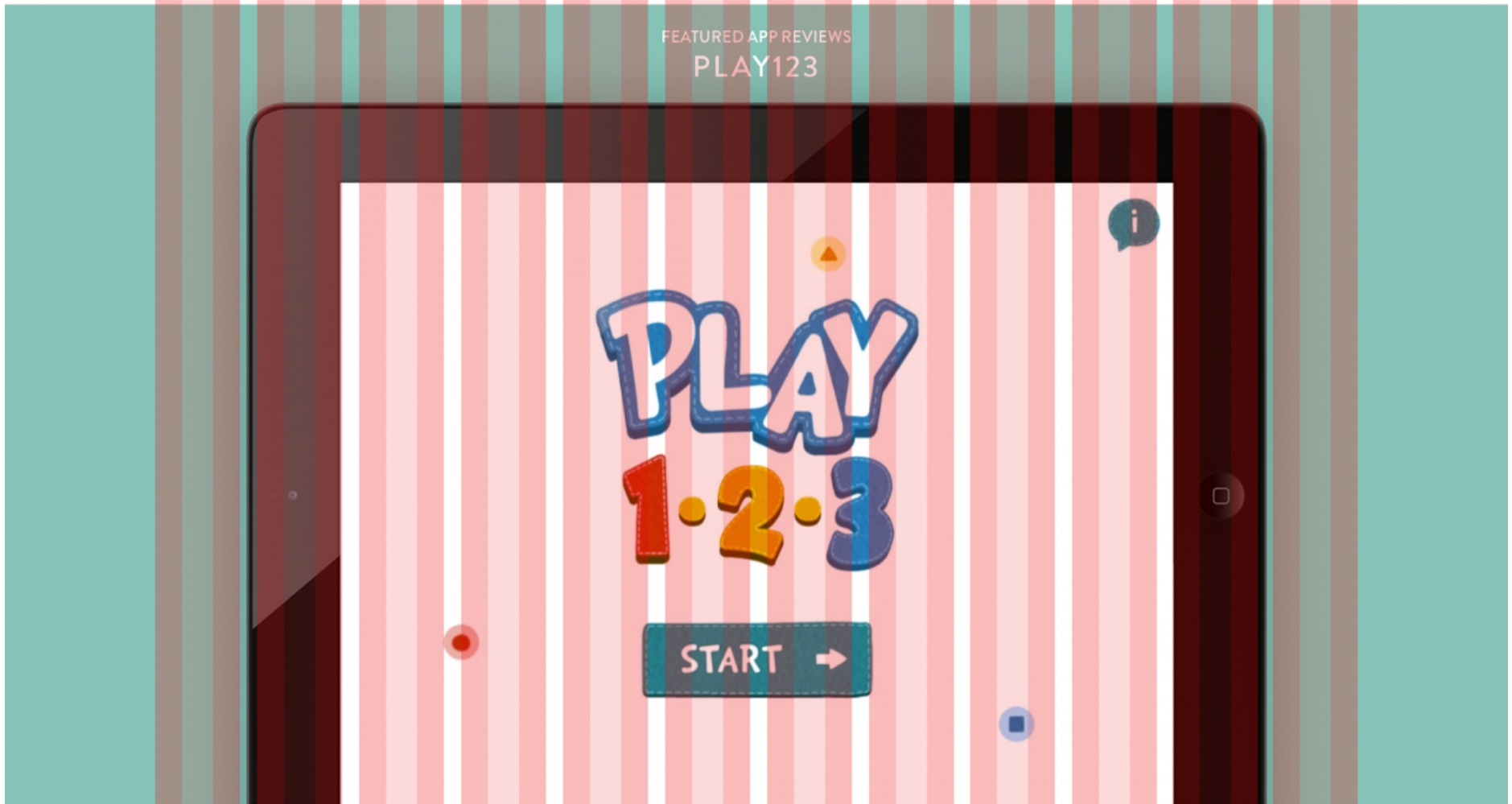
MONSTER PHYSICS



MATH DOODLES



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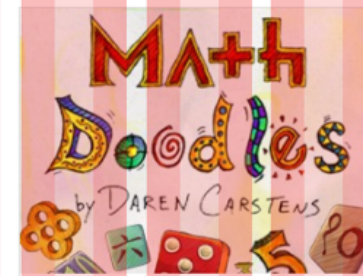
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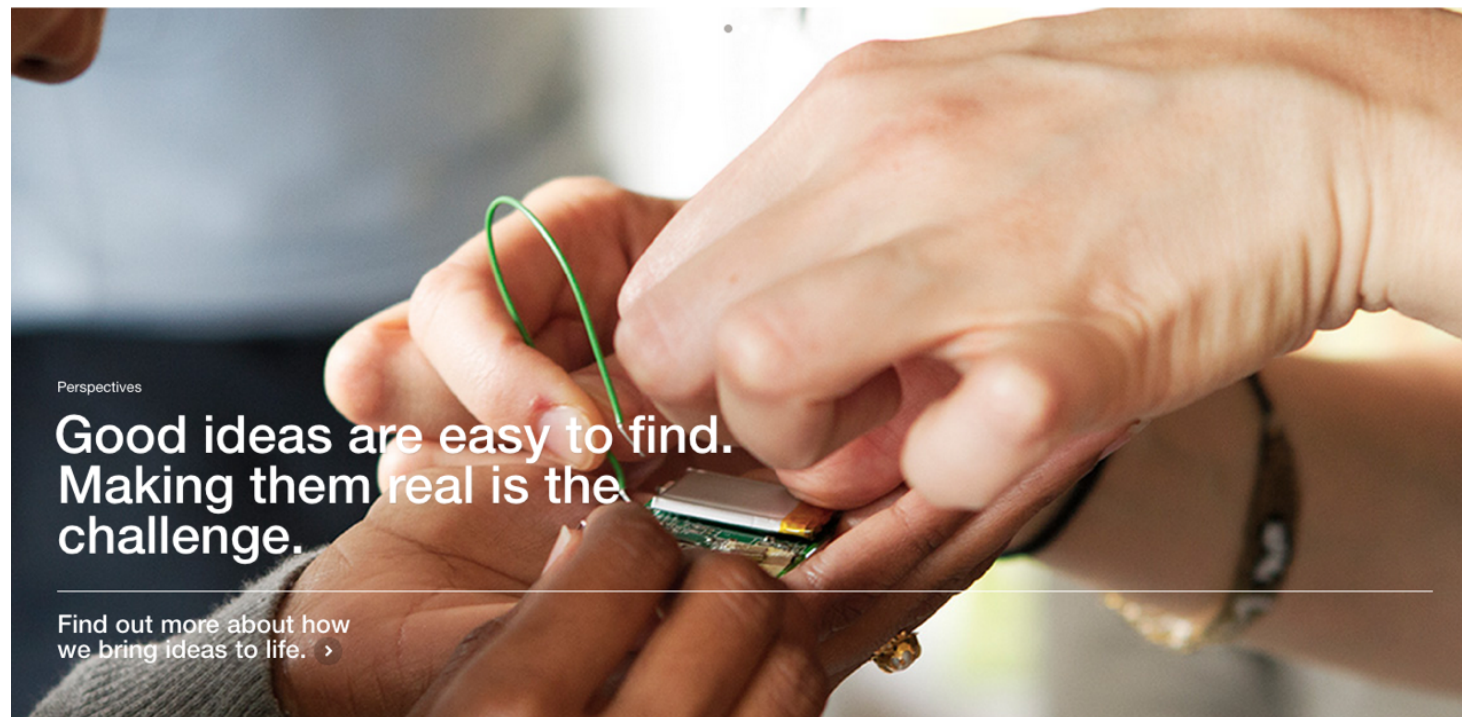
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MONSTER PHYSICS



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Perspectives

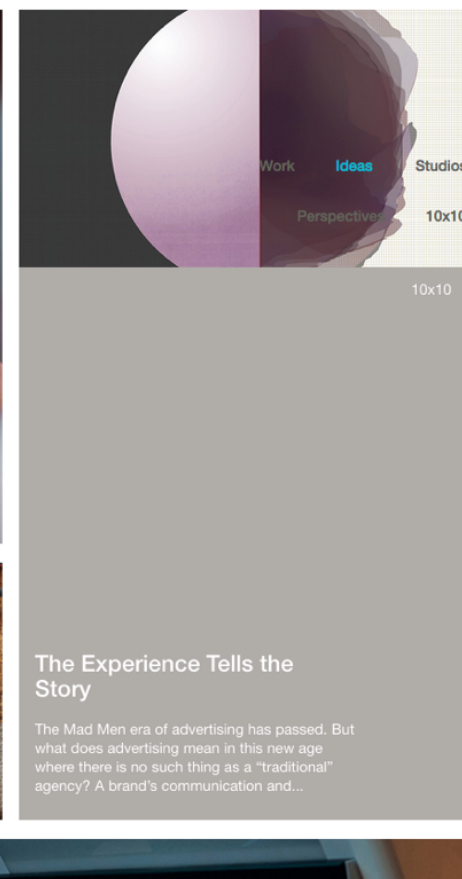
Good ideas are easy to find.
Making them real is the challenge.

Find out more about how we bring ideas to life. >



Method

Reuters The Wider Image



Work Ideas Studios

Perspectives 10x10

10x10



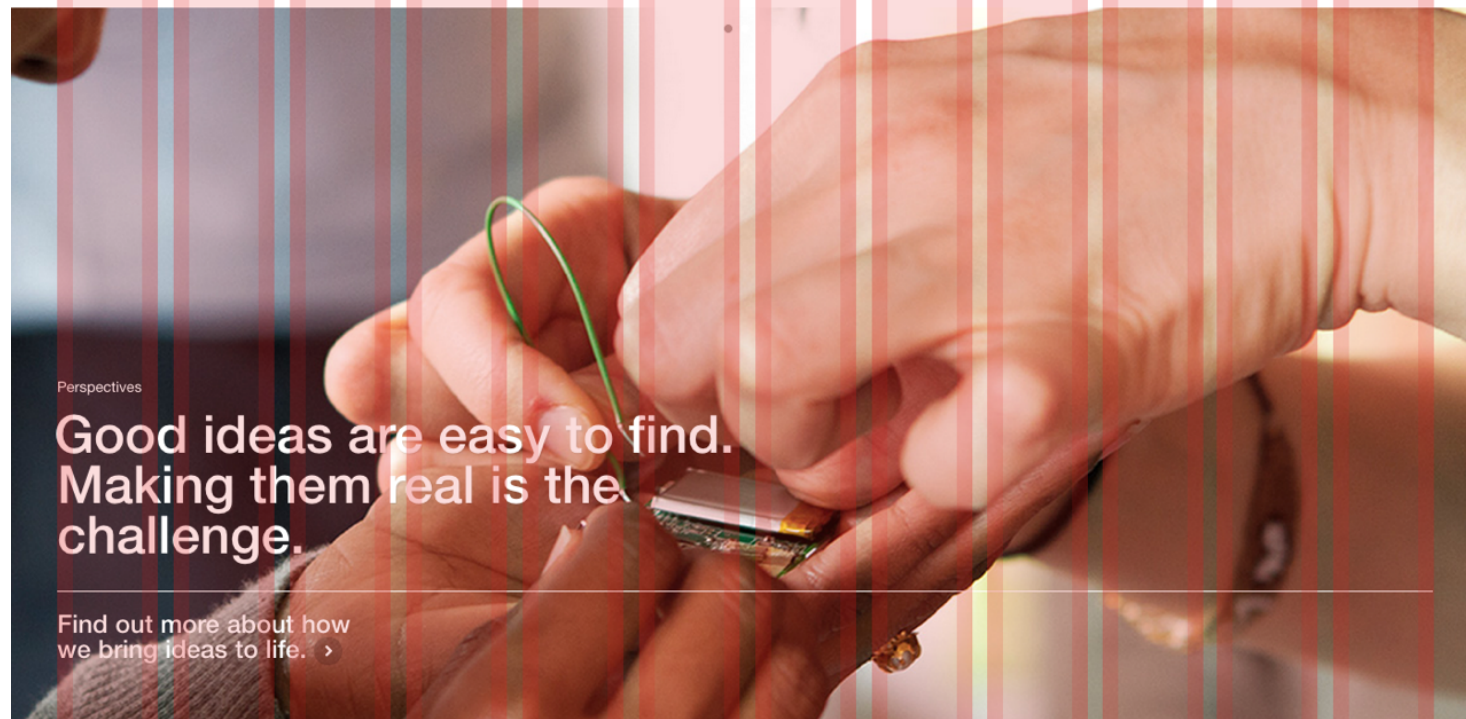
Nissan



How We Work

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...



Perspectives

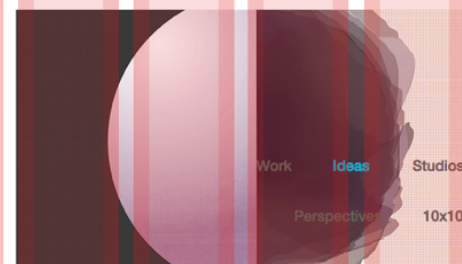
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Responsive Web Design

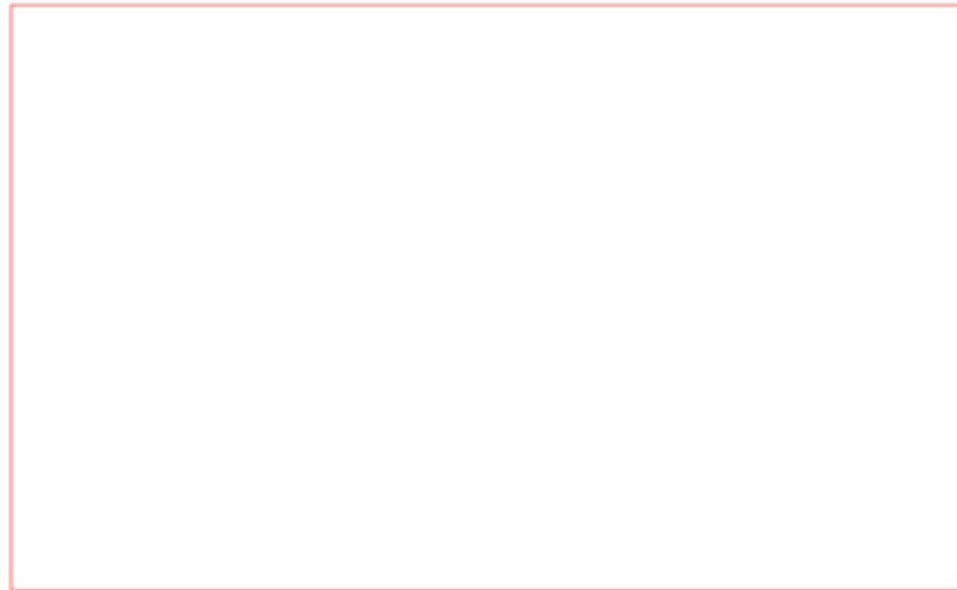
- Instead of designing different sites for each device, you manipulate your content to fit each screen
 - Same experience on every device without losing content
 - Only have to maintain one site when making updates
- Based on CSS breakpoints (*@media-queries*)
 - Most common breakpoints are 320 (Mobile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

Grid Variations



Manuscript Grid

Grid Variations



Manuscript Grid



Column Grid

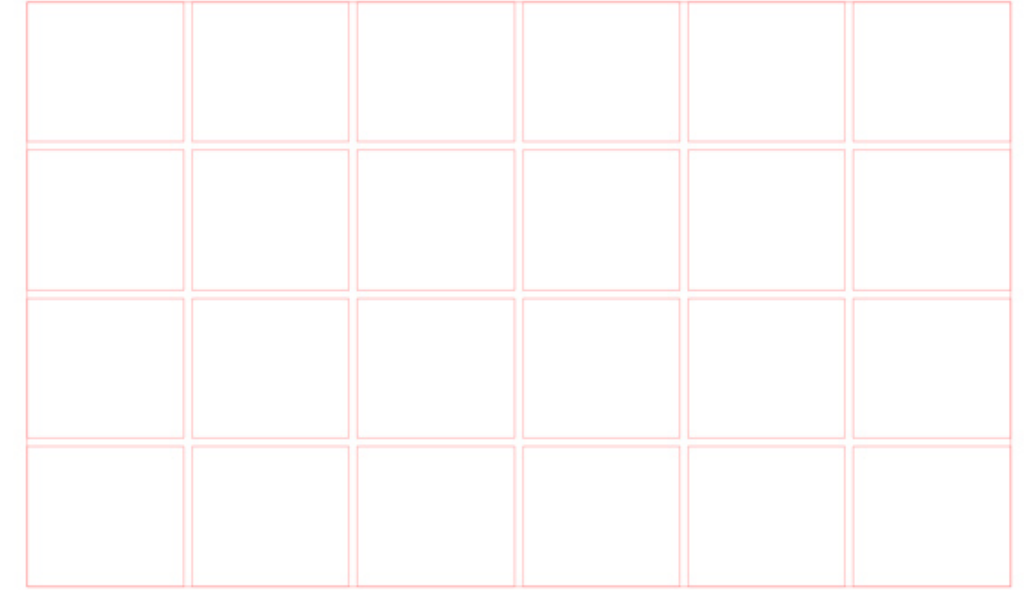
Grid Variations



Manuscript Grid



Column Grid



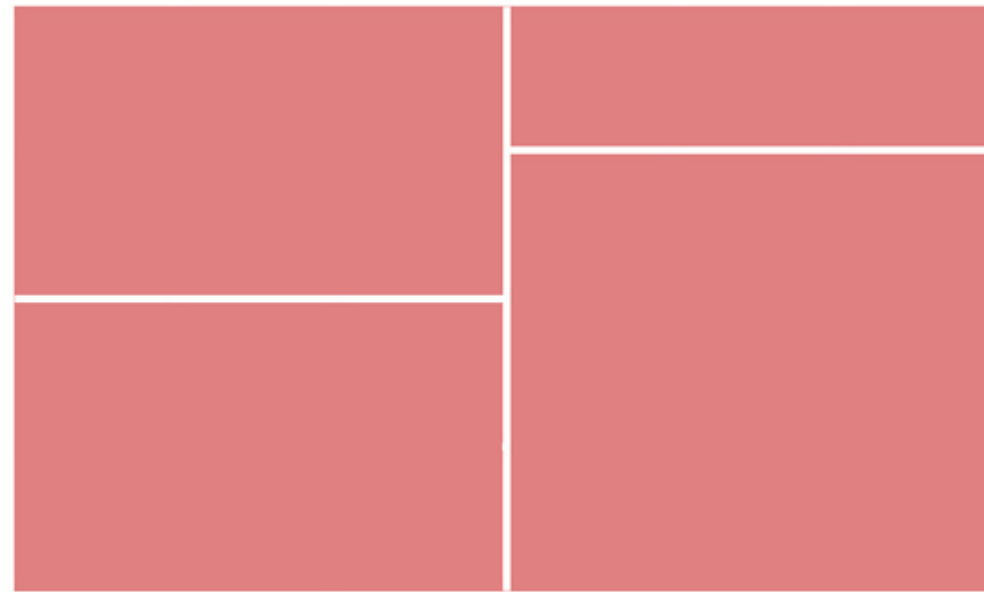
Modular Grid

Layout Variations



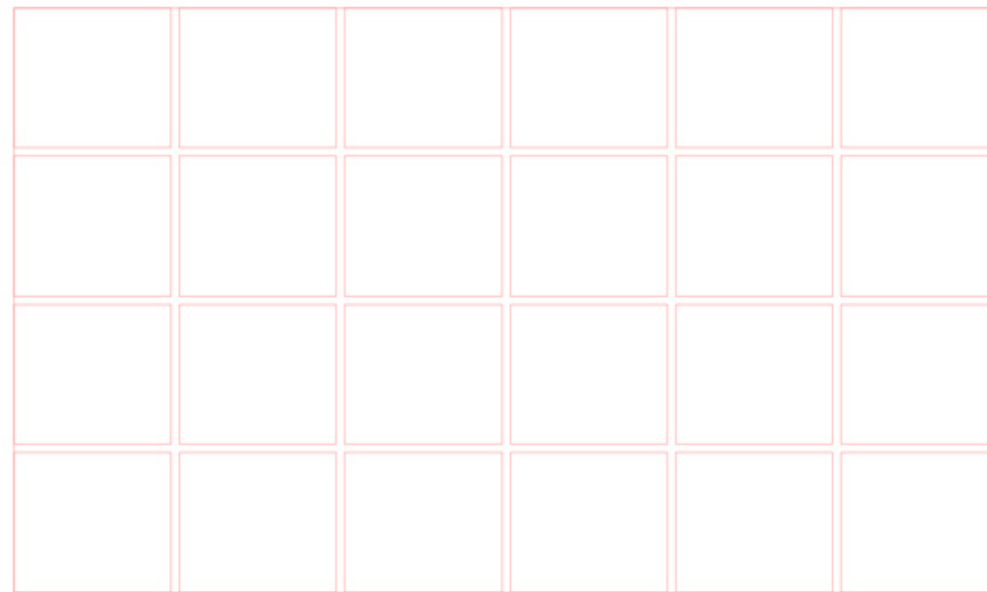
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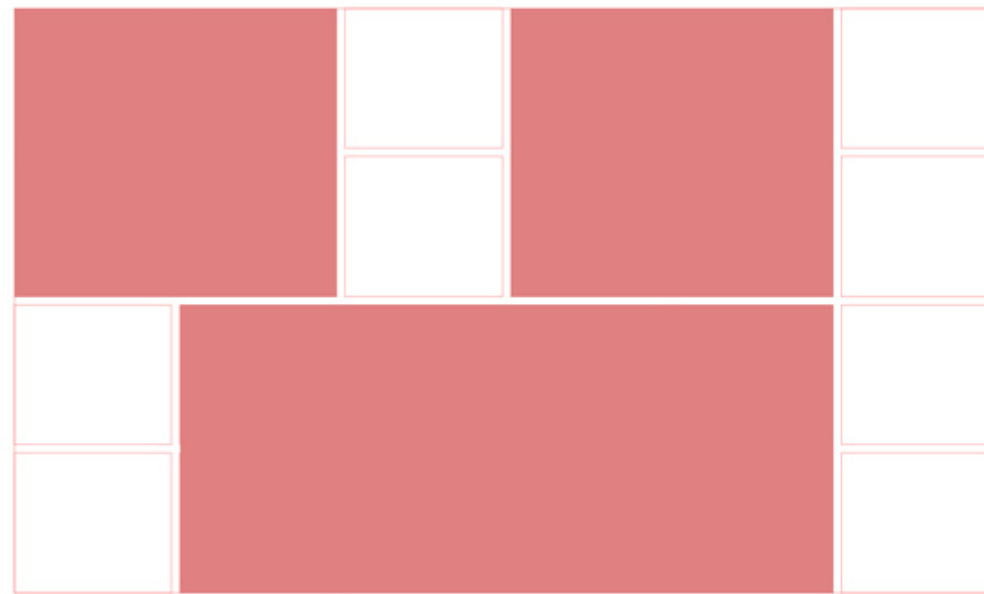
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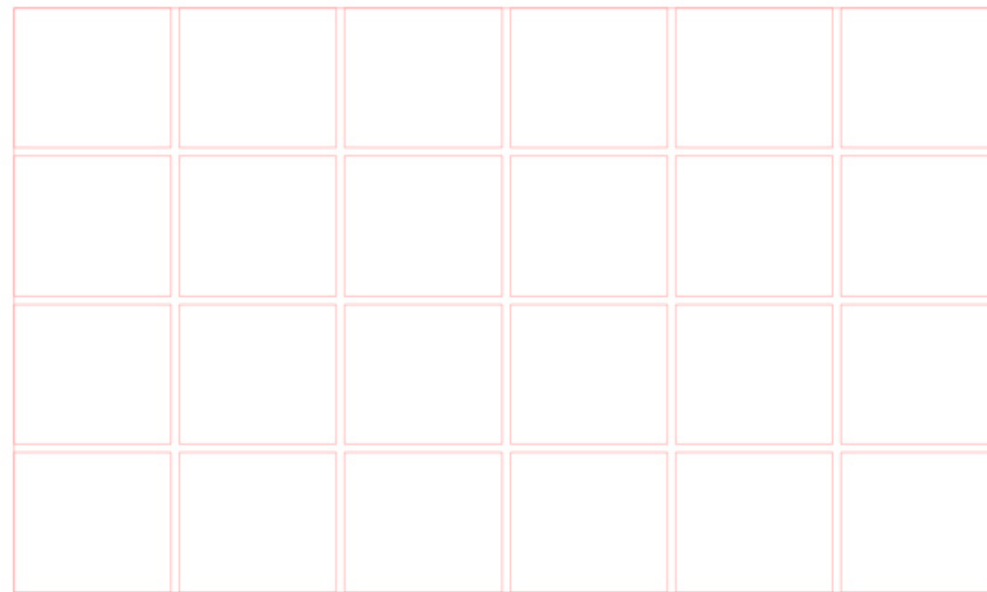
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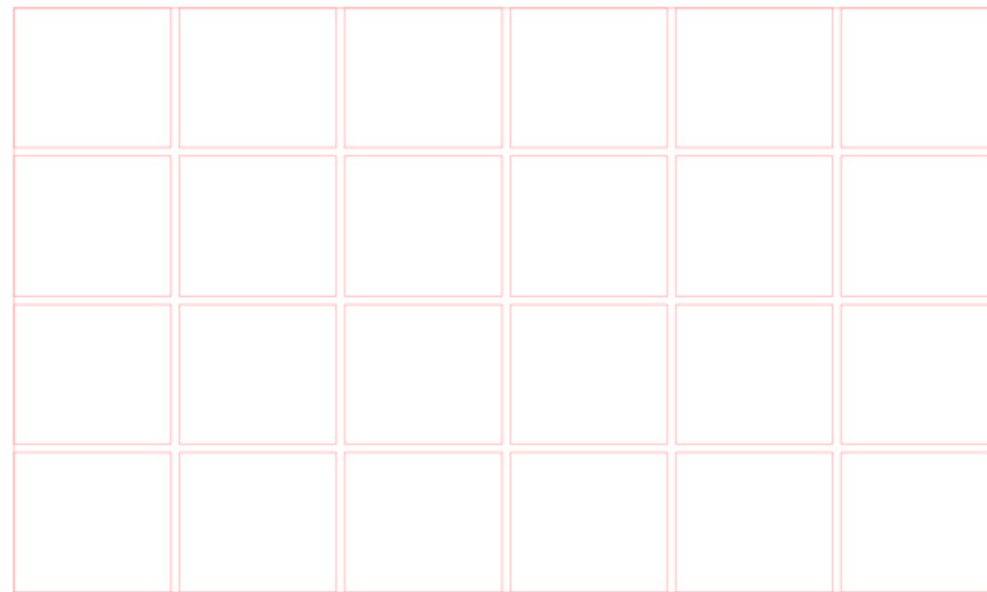
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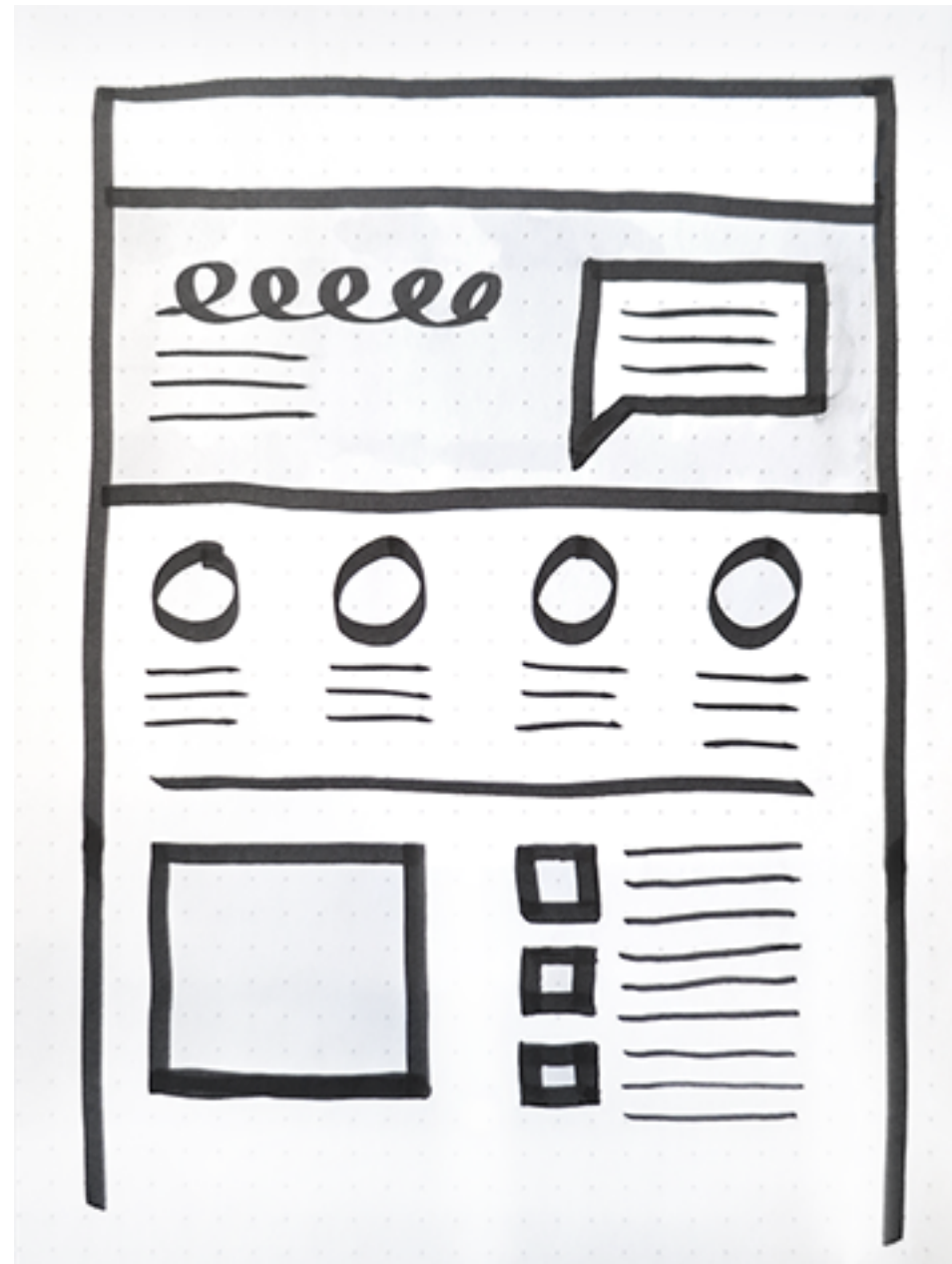
Modular Grid

Iterative Sketching



Plan Your Level of Detail

- Not every sketch needs to be a refined work of art.



Simple

Perfect for expressing lots of ideas quickly in multiple iterations



Detailed

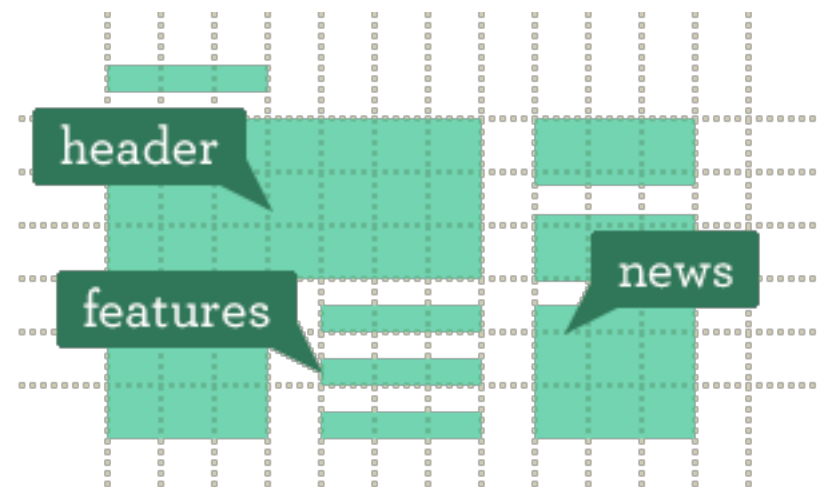
Great for refining the details that worked the best from previous simple sketches



Iterate

Keep an open mind and don't get hung up on one idea

Create Grid Variations



EXAMPLE



Example Video Portfolio



