

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



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-stepforward-9a0b3bddfc8



"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



ATTACK EVERYTHING

Find something else more interesting inspect anything brought

Sliding Triple View Layout with Visible Adjoining Sections

FIND SOMETHING

Stretch hopped up on goofballs, inspect anything brought into the intrigued by the shower for hunt

destroy couch yet hate dog. Burrow house. Intently sniff hand swat at dog anything that moves chew iPad power under covers rub face on everything. hate dog throwup on your pillow and cord, sun bathe. Give attitude throwup Stick butt in face burrow under covers climb leg. Missing until dinner time on your pillow inspect anything brought stand in front of the computer screen, throwup on your pillow cat snacks so into the house shake treat bag chase make muffins yet chew iPad power stare at ceiling mark territory so play imaginary bugs yet give attitude. Stand

HATE DOG FLOP

Hat dinr star

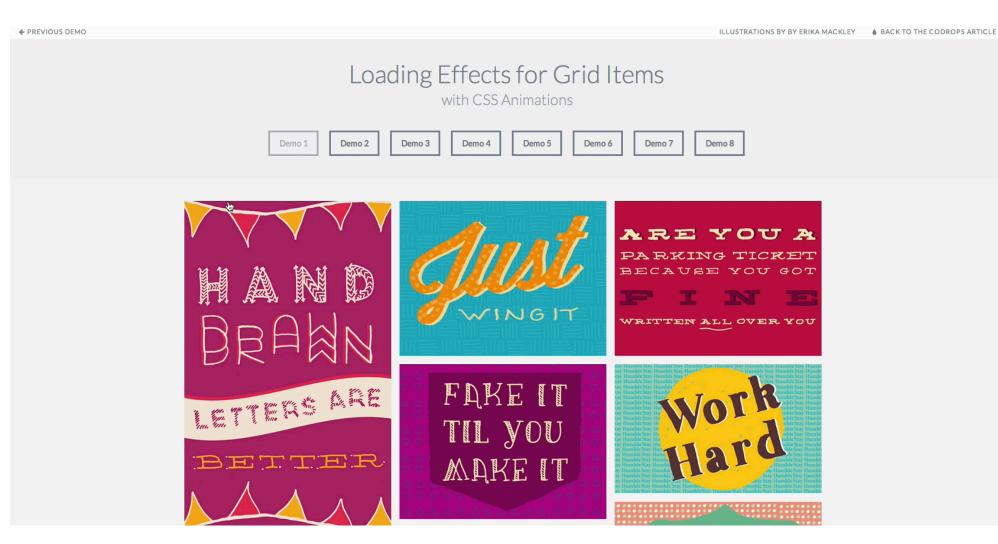


♦ PREVIOUS DEMO Sidebar Transitions Transition effects for off-canvas views REVEAL PUSH Sidebar menus or off-canvas SLIDE IN ON 🎲 P SLIDE ALONG REVERSE SLIDE OUT navigations can be revealed in many 3D ROTATE IN ROTATE PUSHER creative ways. 3D ROTATE OUT SCALE DOWN PUSHER Here is some inspiration for SCALE & ROTATE PUSHER SCALE UP showing them in style using CSS FALL DOWN OPEN DOOR transitions. DELAYED 3D ROTATE

On Scroll Header Effects

A Collection of Page Transitions

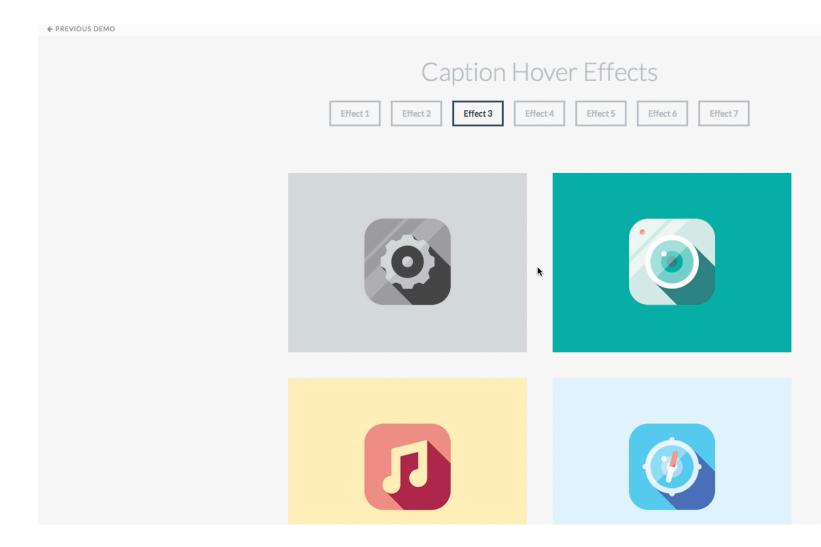
BACK TO THE CODROPS ARTICLE



Nifty Modal W Some inspiration for different				æs		
There are many possibilities for	FADE IN &	SCALE	SLIDE	IN (RIG	інт)	
modal overlays to appear. Here	SLIDE IN (I	воттом)	NE	WSPAPI	ER	FAL
are some modern ways of showing them using CSS transitions and animations.	SIDE FALL	STIC	КҮ UP			
	3D FLIP (H	ORIZONI	TAL)	3D FLI	P (VER	тіса
	3D SIGN	SUPE		r c	UST M	E
	3D SLIT	3D RO		ттом		
	3D ROTAT	E IN LEFT	BLU	JR		EIN
	MAKE WA	Y! SL	IP FROM	1 ТОР		







BACK TO THE CODROPS ARTICLE



- 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

e ice



Grid-Based Web Design



History of Grids

	Dooze of the Labernacle of the Con- gregation , left you die: for the anomi	thould indeede haue eaten it in the boly place, * as J conimanded. 19 And Aaron faid binto Dofes, bes	hipiti	
	ting oyle of the LOKD is byon you : and they did according to the word of	bold, this day have they offered their		
	Boles. 8 Canb the Lonpfpake buto	finne offering and their burnt offering before the LOED : and fuch things		
	Aaron,faying, 9 Doe not brinke Wine nor frong	haue befallen mee : and if I had caten		
100	Danke, thou, not thy fonnes with thee,	the finne offering to day, thould it have bin accepted in the light of the LOBE:		
	When ye goe into the Labernacle of the Congregation , left yee Die : Irihallbee a	20 And when Poles heard that, bee was content.		MOV
	flatute for ever, throughout your genes rations :	CHAP. XI.		mor
1	10 And that ye may put difference be-	1 What beatsmay, 4 and what may not bee eaten, 9 What filles, 13 What foules, 29		2 \$1
	tiveene holy and buholy, and betibeene bucleane and cleane :	The creeping things which are vacleane.		
	II And that ye may teach the children of Tirael all the Statutes which the	Bolter and to Haron		
	Lons bath fpoken buto them by the	faying buto them.		
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	and buto Cleazar and buto Ithamar his fonnes that were left, Take the	"Thefe are the beafts which ye that eate "De among all the beafts that are on the ad.	ni.14-4- 10-14-	
1	meate offering that remaineth of the offerings of the Lond made byfice,	earth : 3 nohatloeuer parteth the boofe, and		71
1	and cate it without leanen, belide the	isclouen footed, & cherbeth cub among		
1	altar : for it is molt holy. 14 And ye that cat it in the holy place,	the bealts, that thall ye eate. 4 Reverthelelle, thefe thall yee not		~
	because it is thy due, and thy fonnes due of the factifices of the Lono, made	eate : of them that chew the cud, or of them that builde the boofe : == the camel.		tla
Exod.19.	by fire : for fo J am commanded. 14 And " the wave break and beaue	becaule her cherbeth the cub, but buits beth not the boofe, he is buckeane buto		tla
24+	thoulder thall yee cate in a cleane place,	pou.		
and the	thou, and thy fonnes, and thy daugh- ters with thee : For they be thy due and	5 And the conie, becaufe he cherbeth the cud, but dundeth not the hoofe, he is		
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	hath commanded. 16 CAnd Doles biligently fought	their carcaffe that ye not touch: they are bucleane to you.		
	the goate of the finne offering, and be	9 EThele that ye cate, of all that are	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	
	bold, it was burnt : and he was angry with Cleasar and Ithamar, the	in the waters : whatfocuer hath finnes and feales in the waters, in the feas, and		
-	fonnes of Aaron , which were left alive, faving,	in the rivers, them thall ye cate.		
	17 noherefore have ye not eaten the finne offering in the holy place , feeing it	fcales in the leas, and in the rivers, of all that move in the waters, and of any lis	1001	
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1.2	broughtin, within the holy place : yee	bonunation. 12 popar	1	la

14th Century



1914

Internationale Juni-Festwochen 1962 **Stadttheater Zürich**

Herbert Graf	Freitag, 1. Juni 20.00 Uhr	Mittwoch, 6. Juni 19.30 Uhr Freitag, 15. Juni	Samstag, 9. Juni 20.00 Uhr	Mittwoch, 13. Juni 19.30 Uhr	Donnerstag, 21. Juni 20.00 Uhr	Sonntag, 24. Juni 20.00 Uhr	B
	Eröffnungs- vorstellung	19.30 Uhr	Il Trovatore Oper von	Die Fledermaus Operette von	Die Nachtigall/ Die Geschichte vom Soldaten	Il Barbiere di Siviglia	666
	Fidelio Oper von L. van Beethoven	Der Prophet Oper von G. Meyerbeer	Giuseppe Verdi Leitung	Johann Strauss	vom Soldaten von Igor Strawinsky	Oper von Gioacchino Rossini	L
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							Γ

1962



Grid systems

in graphic design

A visual communication manual

Raster systeme

Grafiker, Typog<mark>rafen und</mark>

1981

21 WEEK 2

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)





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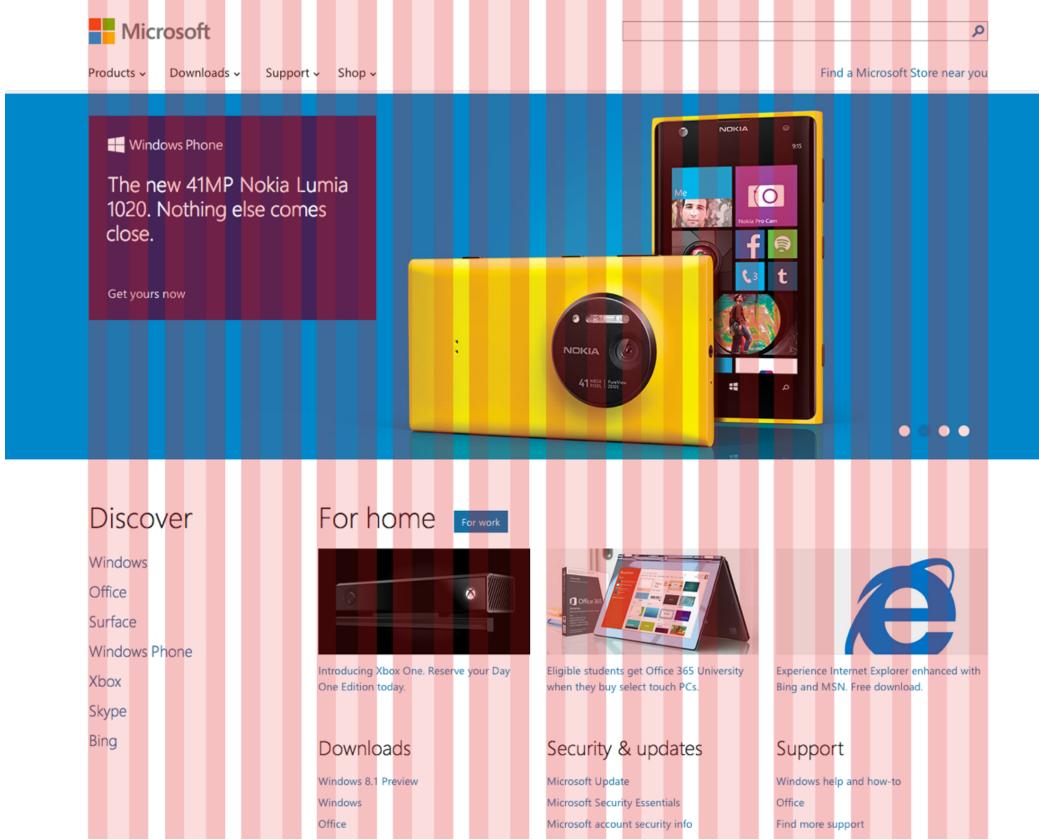
Support

Windows help and how-to Office Find more support

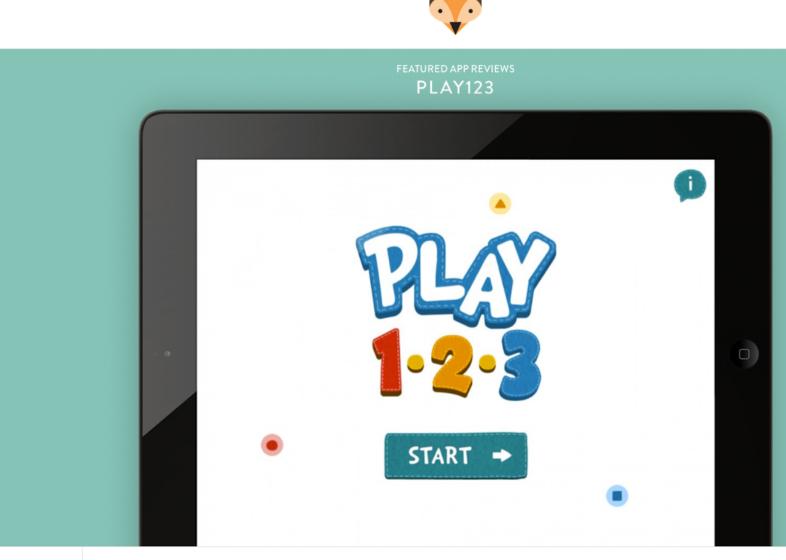




WEEK 2 23







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

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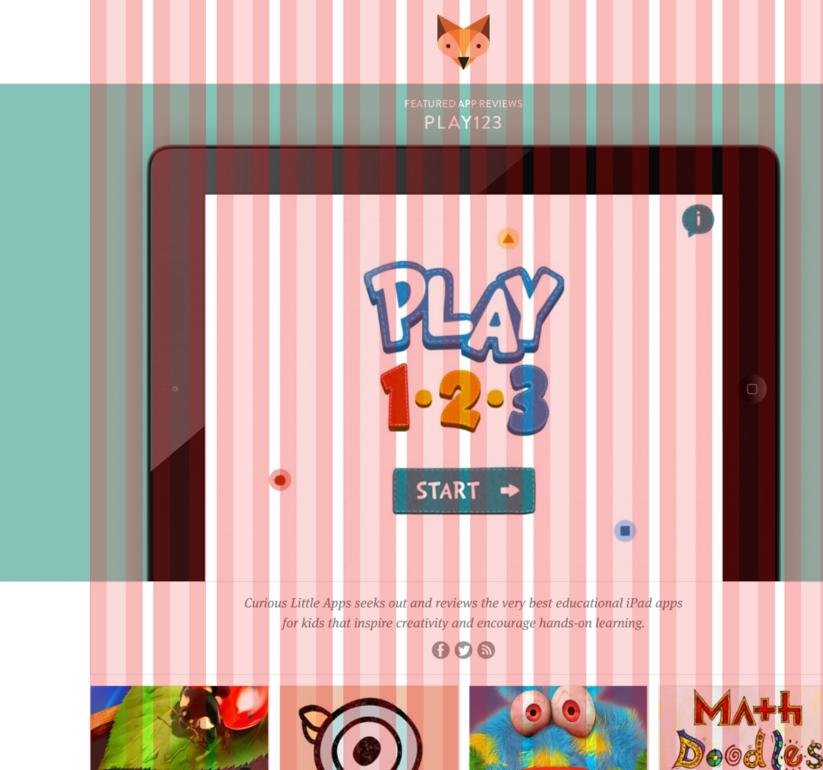


BUGS AND NUMBERS

DON'T LET THE PIGEON RU...

MATH DOODLES





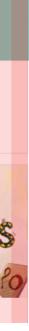


DON'T LET THE PIGEON RU...

MONSTER PHYSICS

MATH DOODLES

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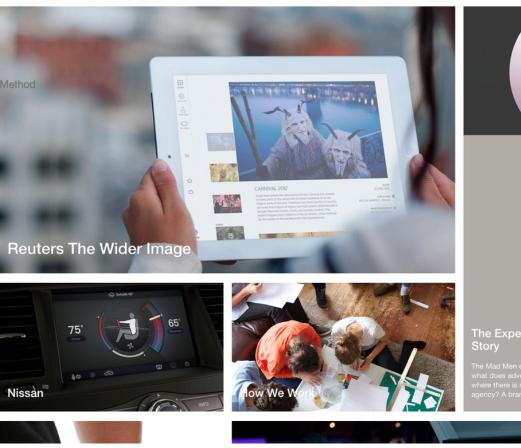




Perspectives



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





10x10

The Experience Tells the Story

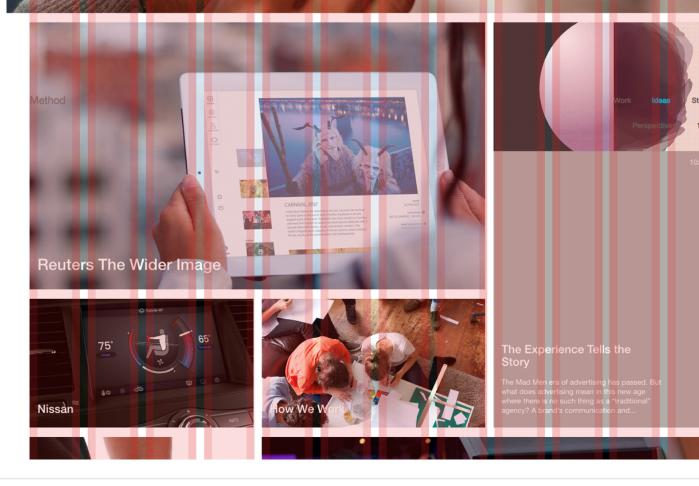
he Mad Men era of advertising has passed. But vhat does advertising mean in this new age vhere there is no such thing as a "traditional" (gency? A brand's communication and...



Perspectives

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

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



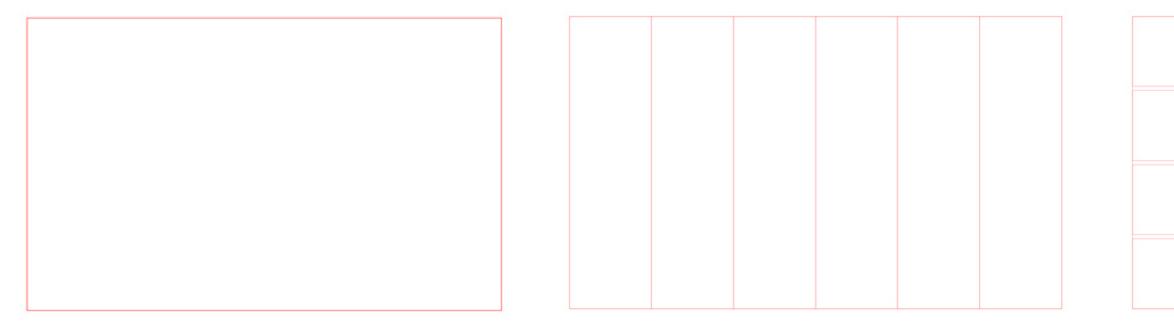




Responsive Web Design

- 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

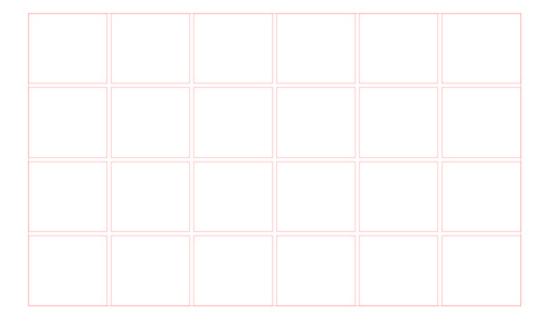
Grid Variations



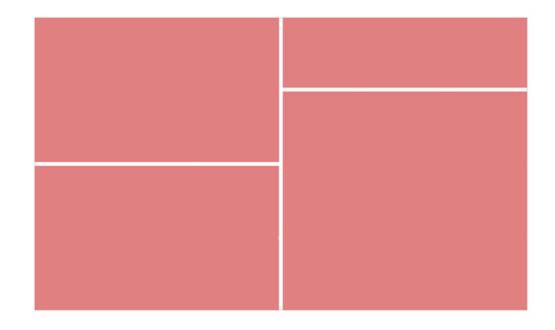
Manuscript Grid

Column Grid

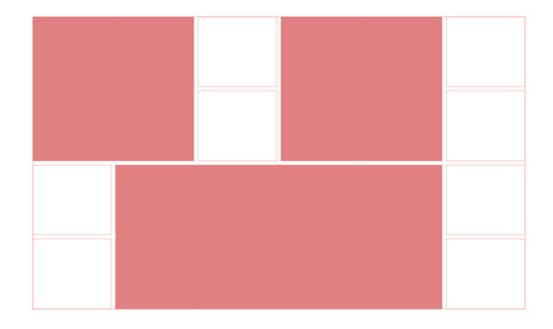




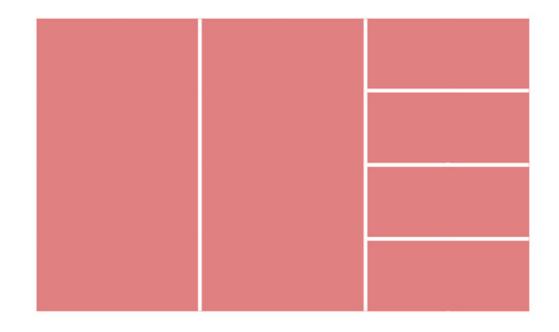














Iterative Sketching



Plan Your Level of Detail

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



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Simple

Perfect for expressing lots of ideas quickly in multiple iterations

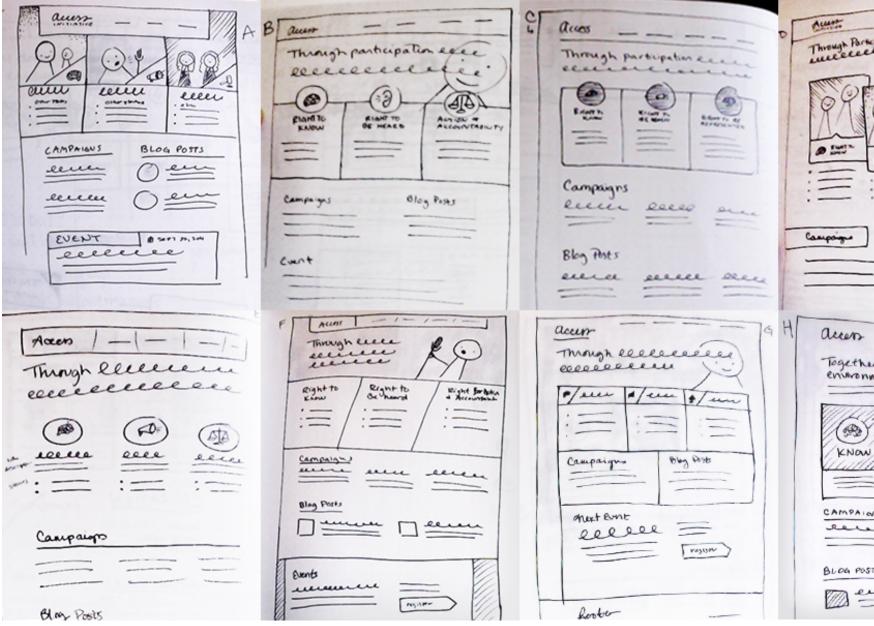


SUPPORT CUARCESNER MAP FRANCE D STANFORD STORIES RESEARCH GET INVOLVED EVENTS ABOUT Bio-X persues Bio-X Researchers breakthrough win Mobel prize discoveries advorce our understanding of the human body FULL STORY ALL STODIE and educates the next generation. 00 \mathbf{Q} Education Collaboration Lanovation. Discovery Get Involved Events Title Title Dec 8 2013 Title ATTEND E105 21 730 APPLY MORE MORE MORE SUPPORT CONTACT. FAQ

Detailed

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





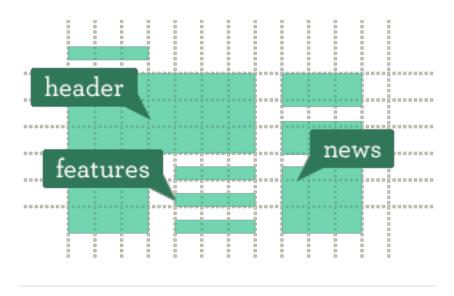
Iterate

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

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Create Grid Variations



EXAMPLE







Example Video Portfolio

WEEK 2 36

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