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

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-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

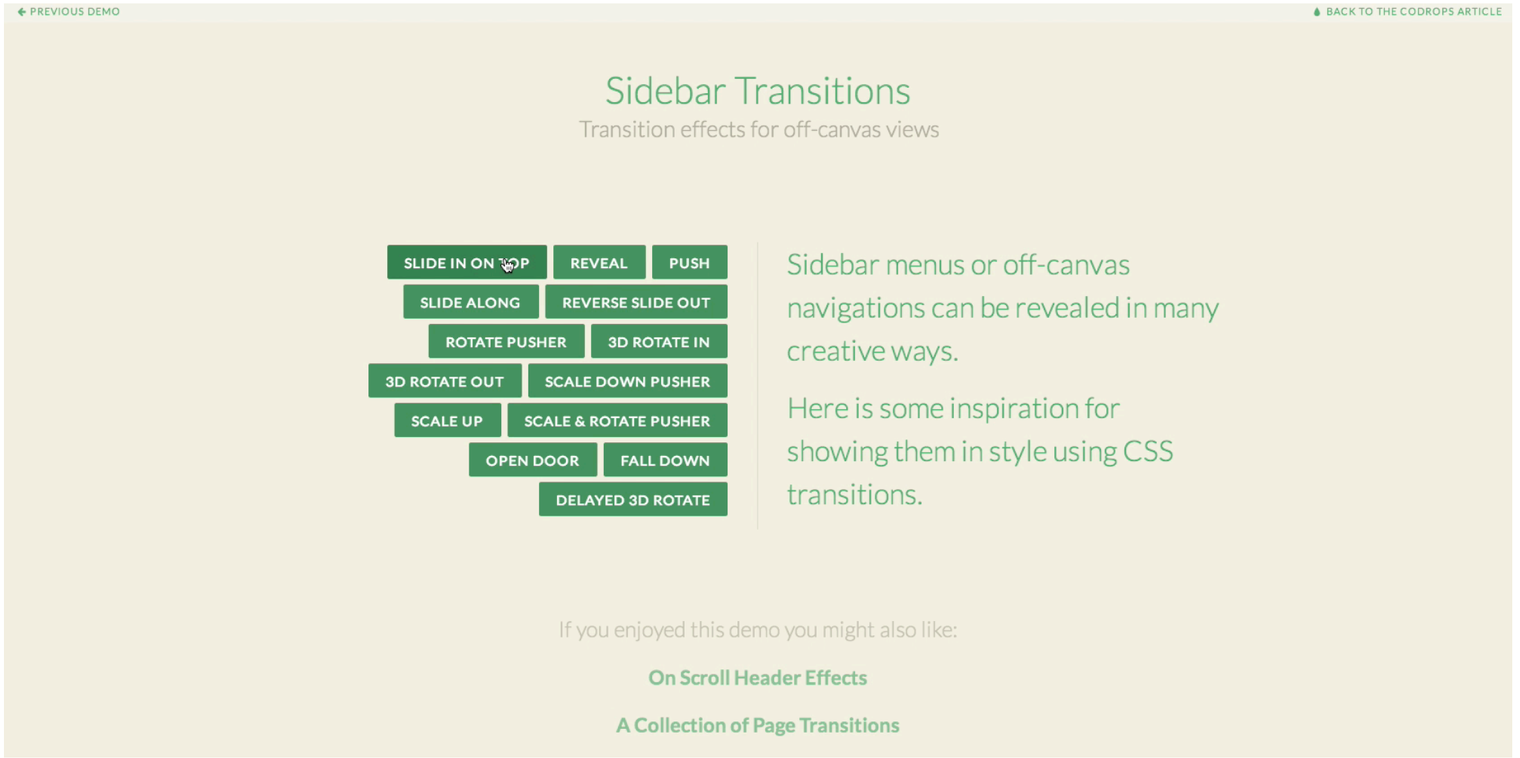
“There’s going to be more pressure on designers to get not just the visuals right but to bring together everything perfectly to tell a whole story.”

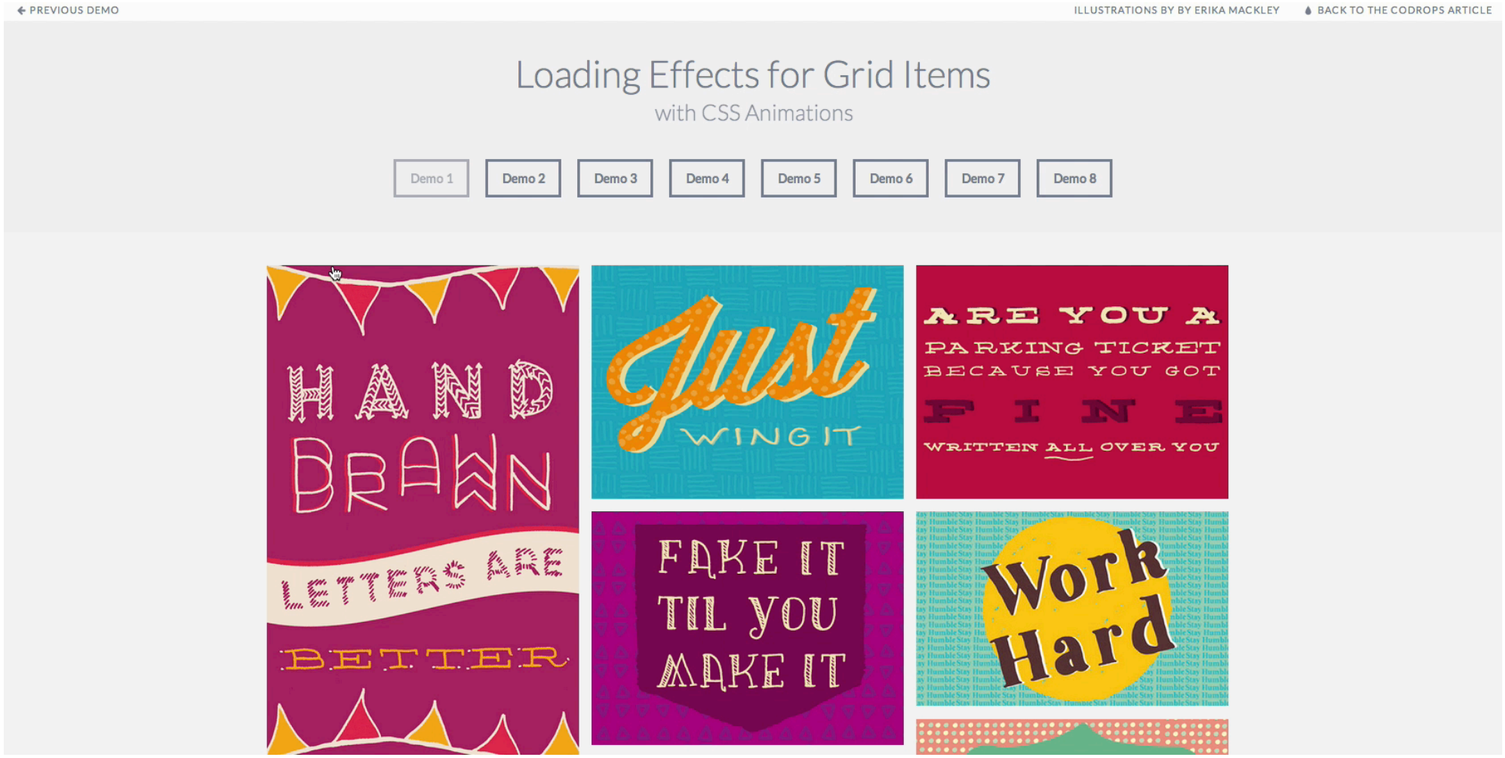
- Designers are becoming responsible for how something works as well as how it looks

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

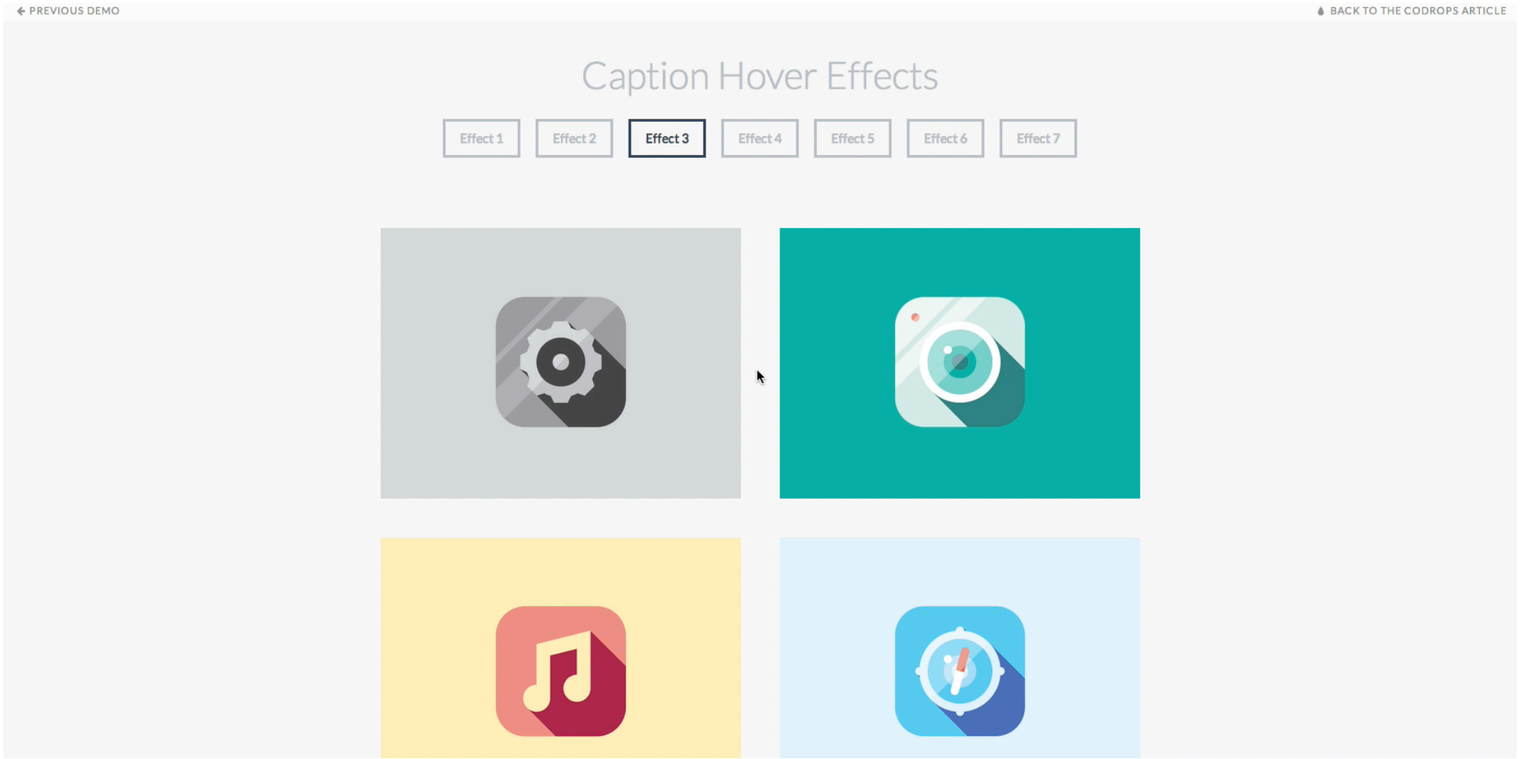
- Users becoming more familiar with technology allows designers to advance how they think about interfaces

Sliding Triple View Layout
with Visible Adjoining Sections
ATTACK EVERYTHING
FIND SOMETHING
HATE DOG FLOP
Find something else more interesting inspect anything brought
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


PREVIOUS DEMO
BACK TO THE CODROPS ARTICLE
Sidebar Transitions
Transition effects for off-canvas views
SLIDE IN ON TOP
REVEAL
PUSH
SLIDE ALONG
REVERSE SLIDE OUT
ROTATE PUSHER
3D ROTATE IN
3D ROTATE OUT
SCALE DOWN PUSHER
SCALE UP
SCALE & ROTATE PUSHER
OPEN DOOR
FALL DOWN
DELAYED 3D ROTATE
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


PREVIOUS DEMO
ILLUSTRATIONS BY BY ERIKA MACKLEY
BACK TO THE CODROPS ARTICLE
Loading Effects for Grid Items
with CSS Animations
Demo 1
Demo 2
Demo 3
Demo 4
Demo 5
Demo 6
Demo 7
Demo 8
HAND DRAWN
LETTERING
BETTER
Just
WING IT
ARE YOU A
PARKING TICKET
BECAUSE YOU GOT
FINE
WRITTEN ALL OVER YOU
FAKE IT
TIL YOU
MAKE IT
Work
Hard

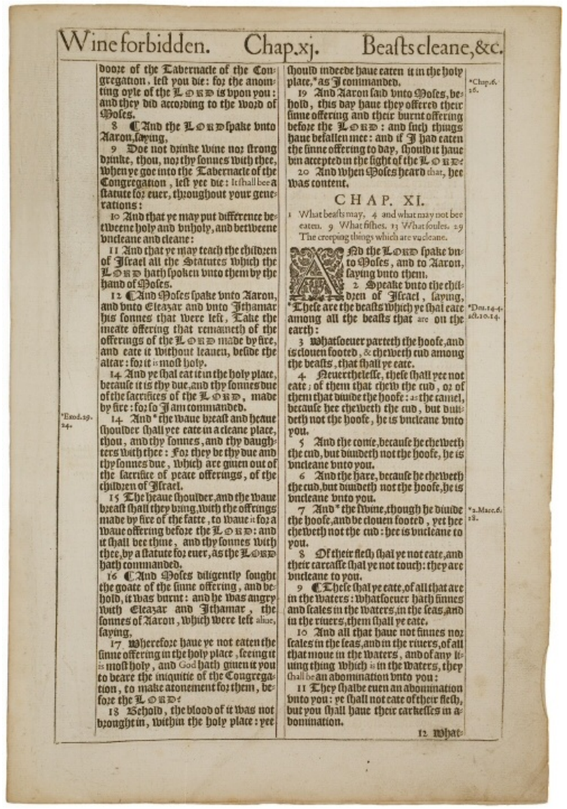
PREVIOUS DEMO
BACK TO THE CODROPS ARTICLE
Nifty Modal Window Effects
Some inspiration for different modal window appearances
There are many possibilities for modal overlays to appear. Here are some modern ways of showing them using CSS transitions and animations.
FADE IN & SCALE
SLIDE IN (RIGHT)
SLIDE IN (BOTTOM)
NEWSPAPER
FALL
SIDE FALL
STICKY UP
3D FLIP (HORIZONTAL)
3D FLIP (VERTICAL)
3D SIGN
SUPER SCALED
JUST ME
3D SLIT
3D ROTATE BOTTOM
3D ROTATE IN LEFT
BLUR
LET ME IN
MAKE WAY!
SLIP FROM TOP

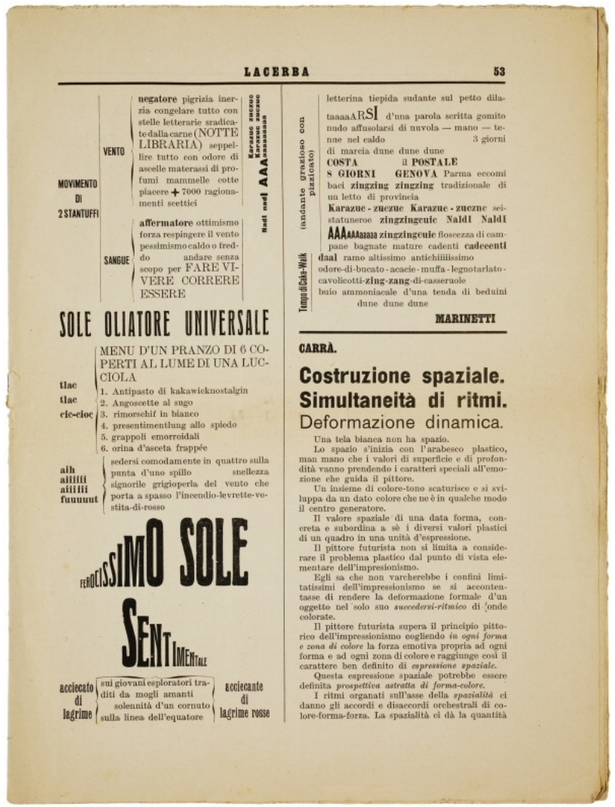

PREVIOUS DEMO
BACK TO THE CODROPS ARTICLE
Caption Hover Effects
Effect 1
Effect 2
Effect 3
Effect 4
Effect 5
Effect 6
Effect 7

- 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

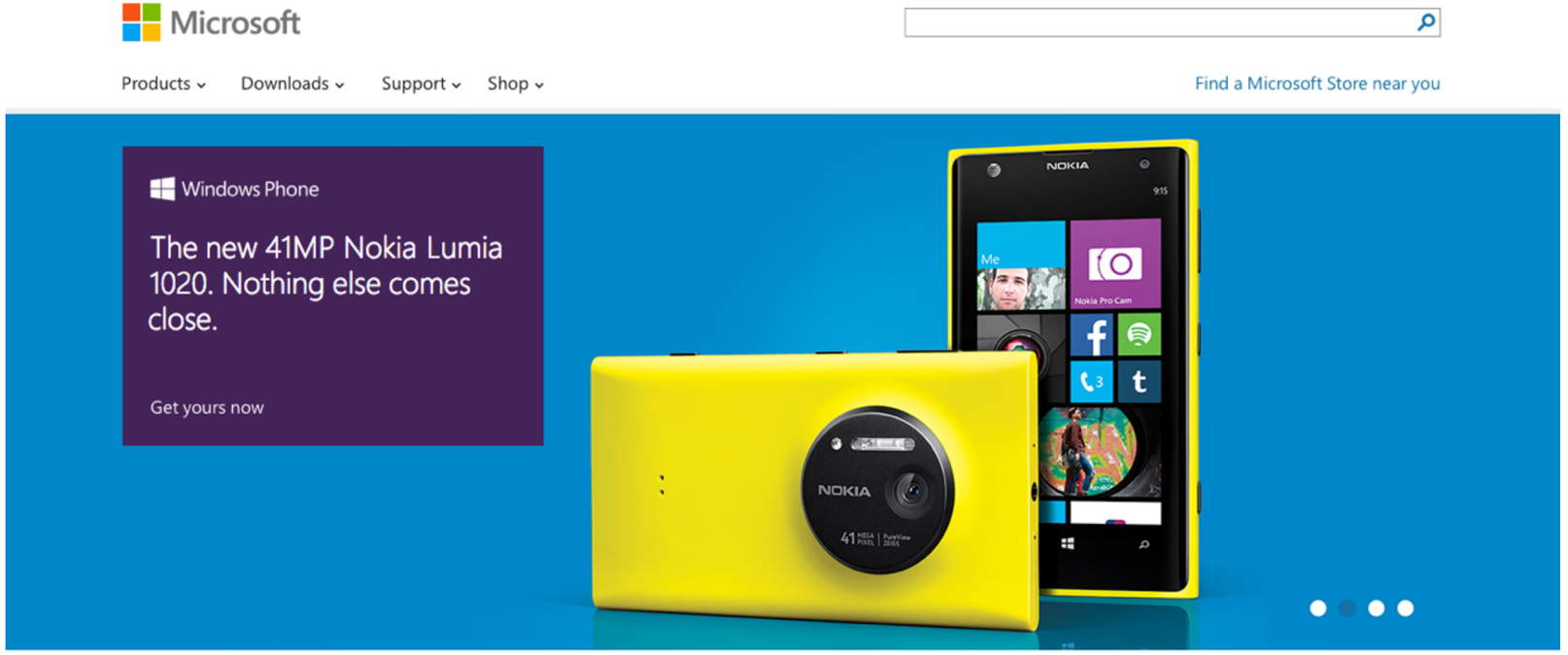




14th Century | 1914 | 1962 | 1981

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)


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
Me
Nokia Pro Cam
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.
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Windows
Office
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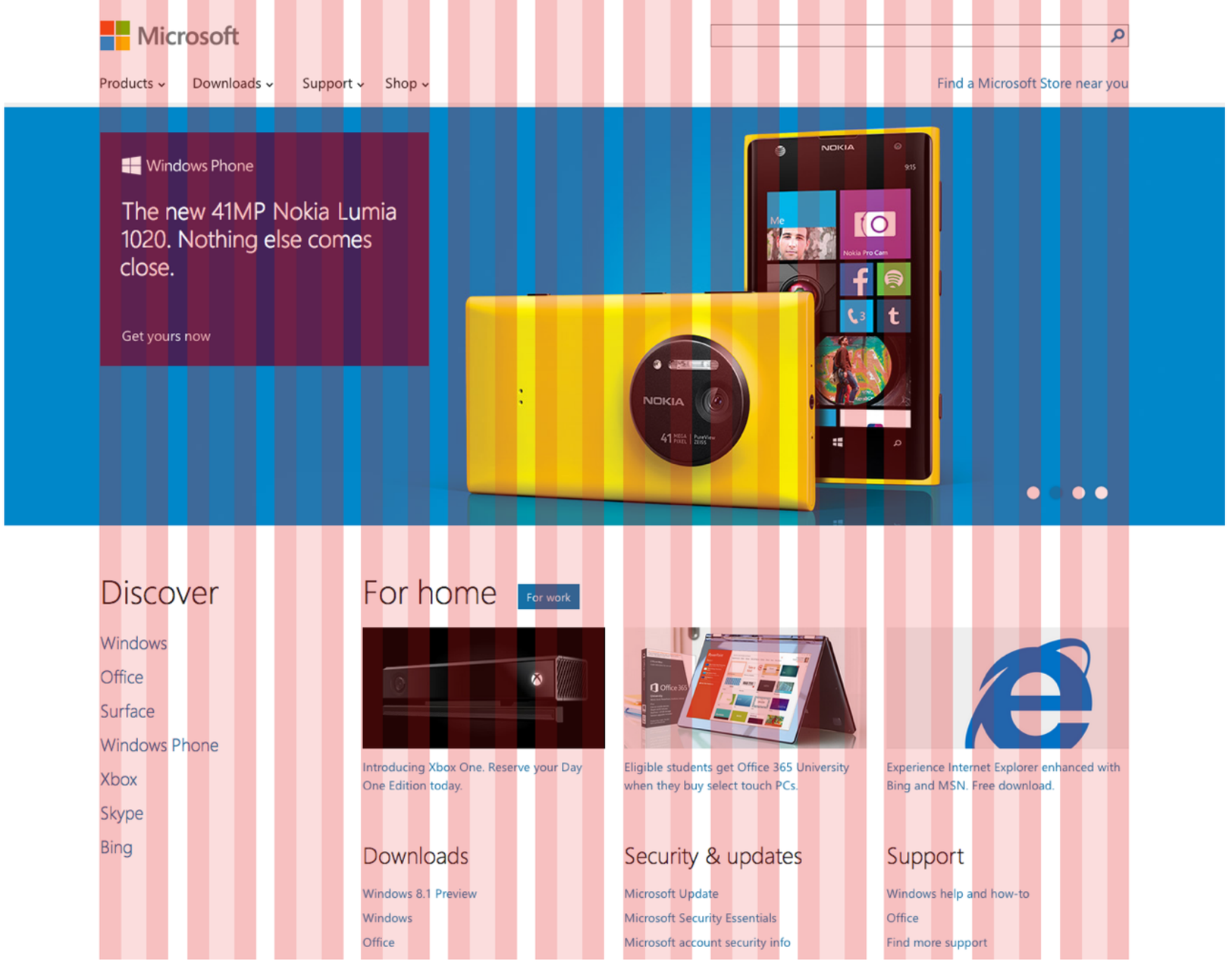
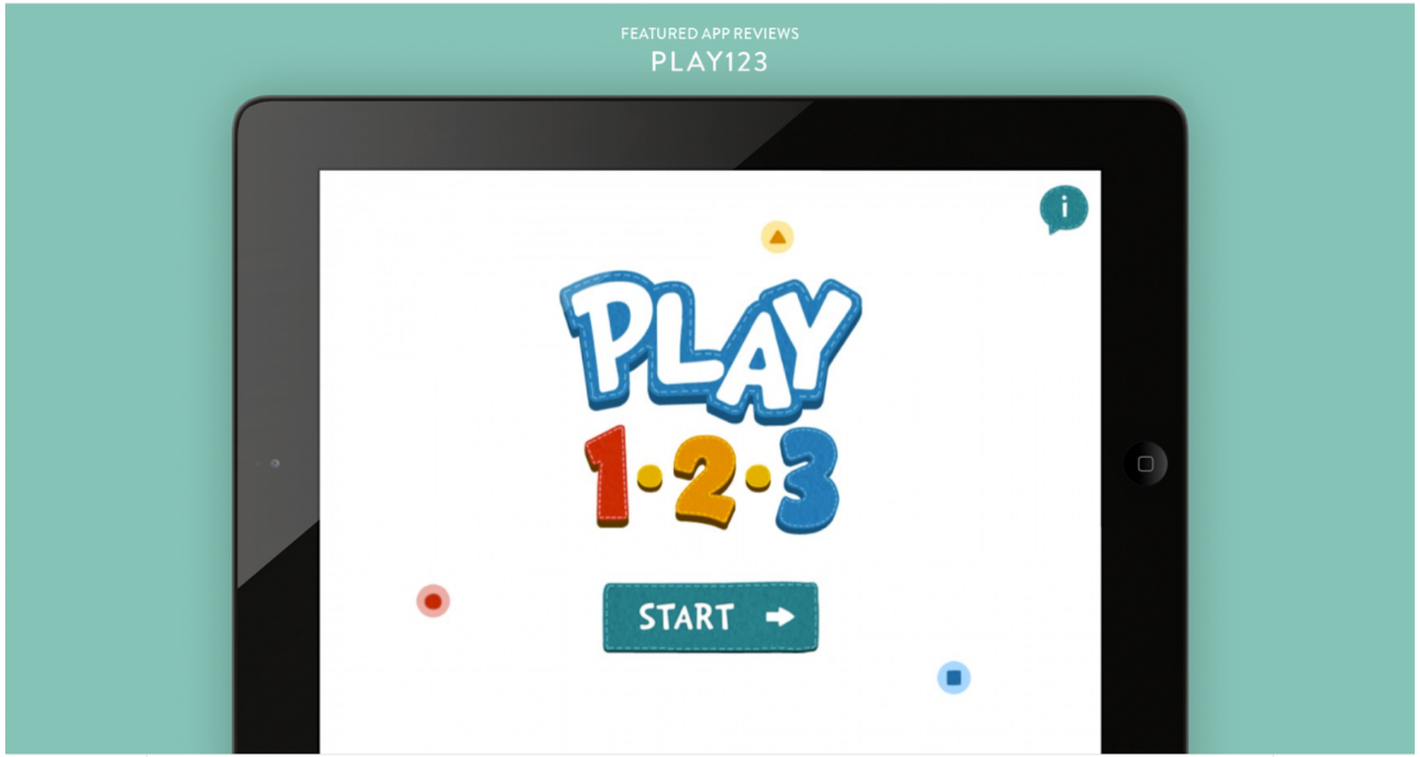
Microsoft Update
Microsoft Security Essentials
Microsoft account security info
Support
Windows help and how-to
Office
Find more support


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

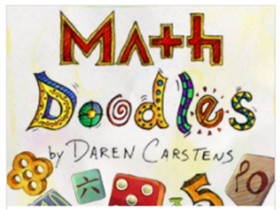


Curious Little Apps seeks out and reviews the very best educational iPad apps for kids that inspire creativity and encourage hands-on learning.

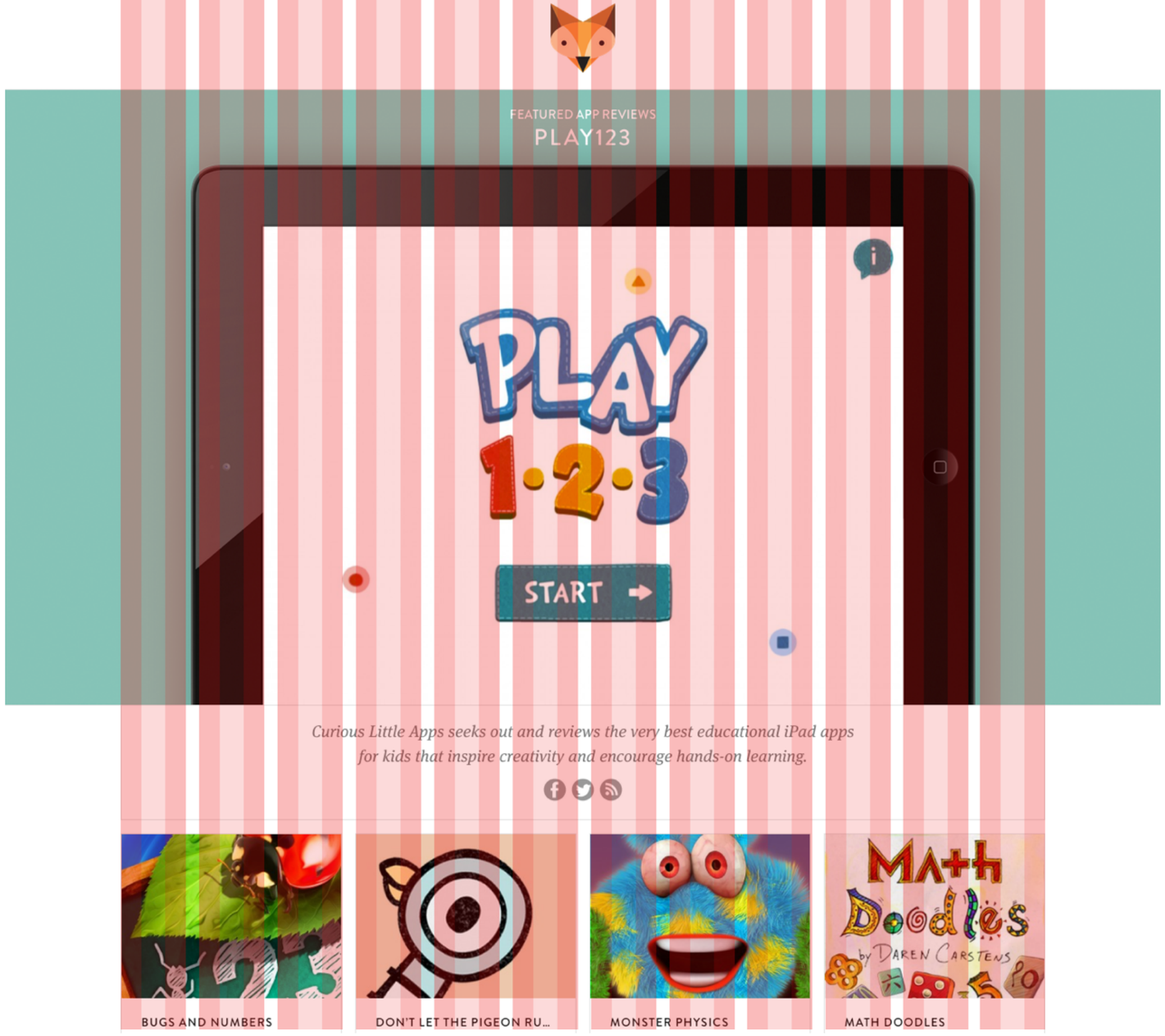
BUGS AND NUMBERS

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
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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
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Work
Ideas
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10x10
10x10
The Experience Tells the Story
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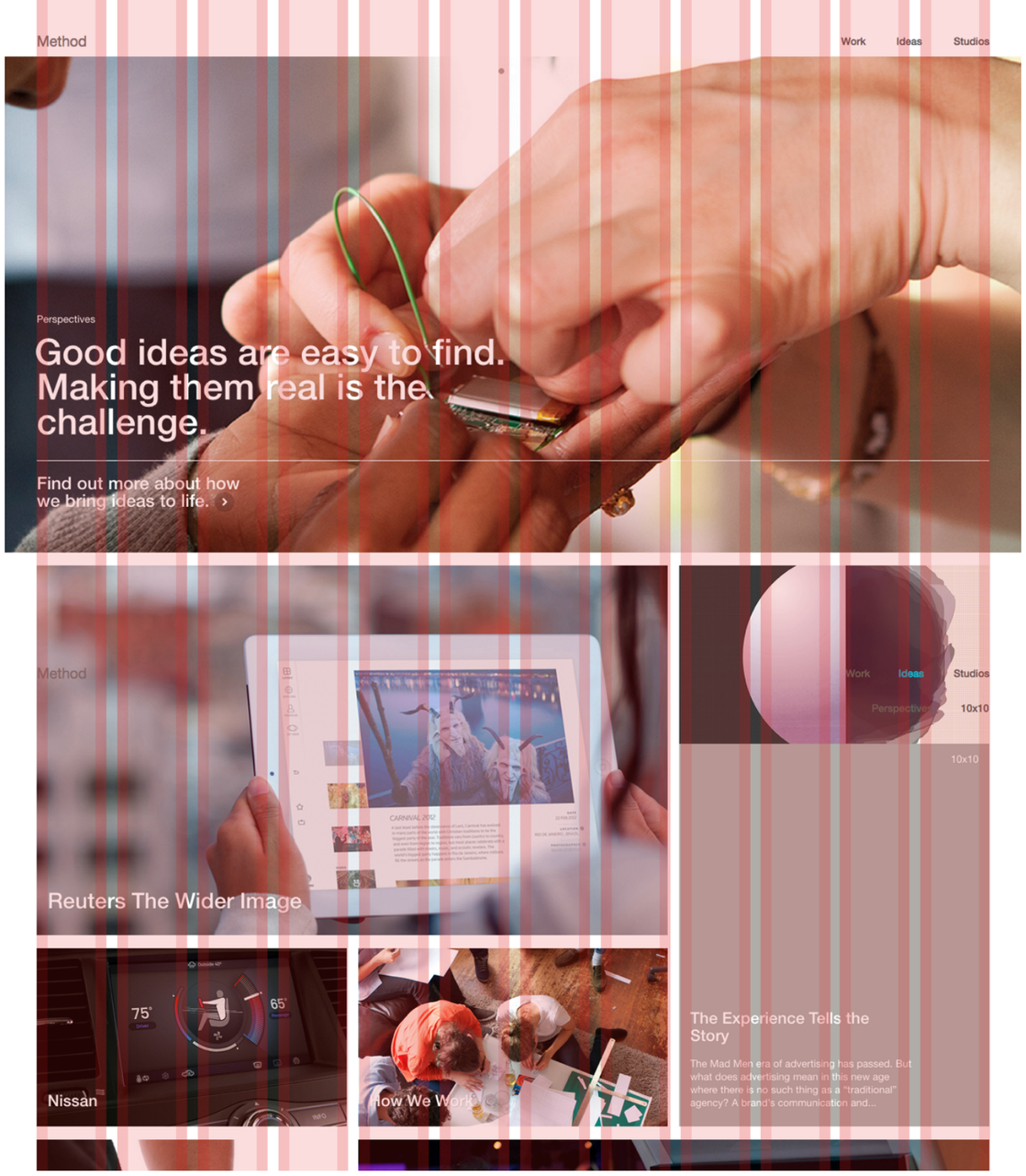
Nissan
How We Work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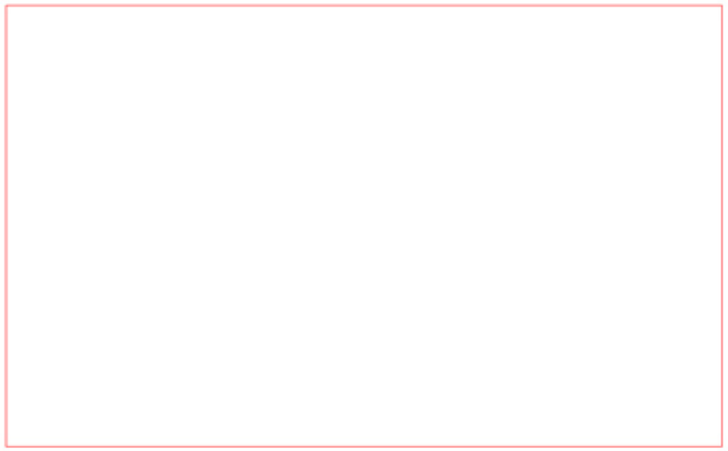
Nissan
How We Work

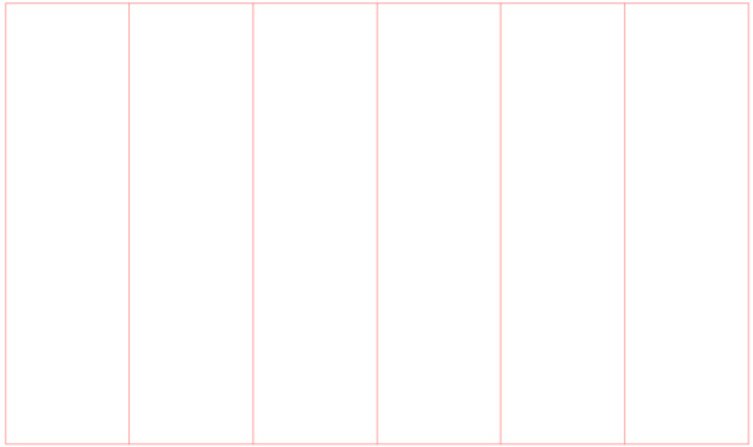
Responsive Web Design

- 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



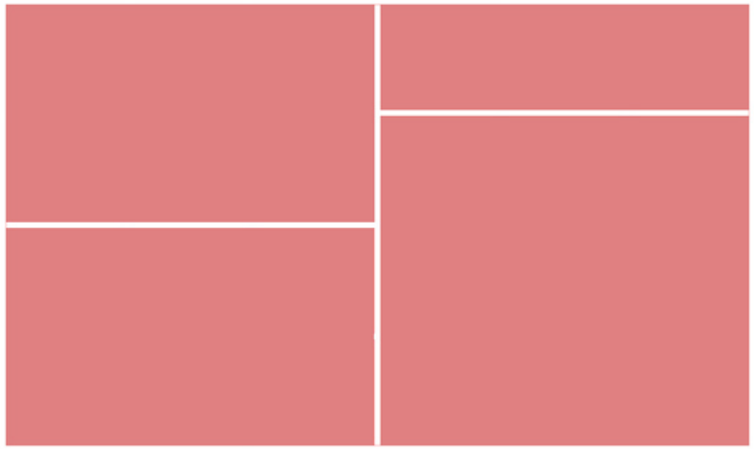
Column Grid

Modular Grid

Layout Variations

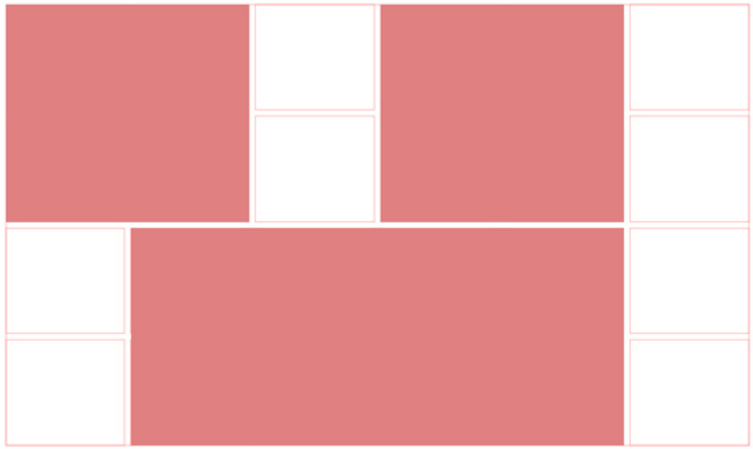
Modular Grid

Layout Variations



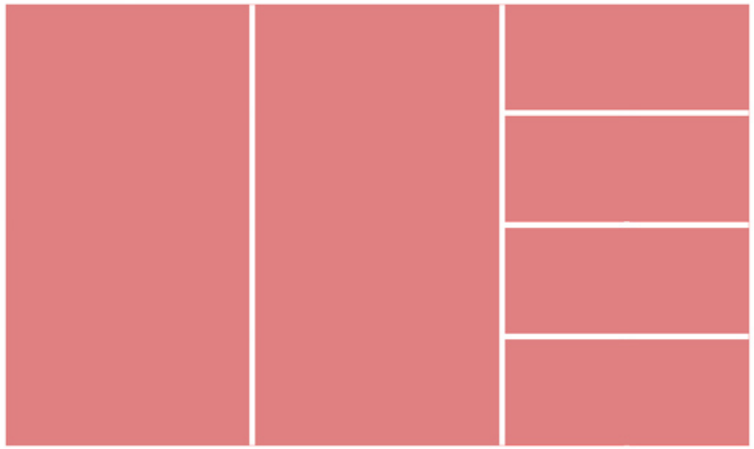
Modular Grid

Layout Variations



Modular Grid

Layout Variations

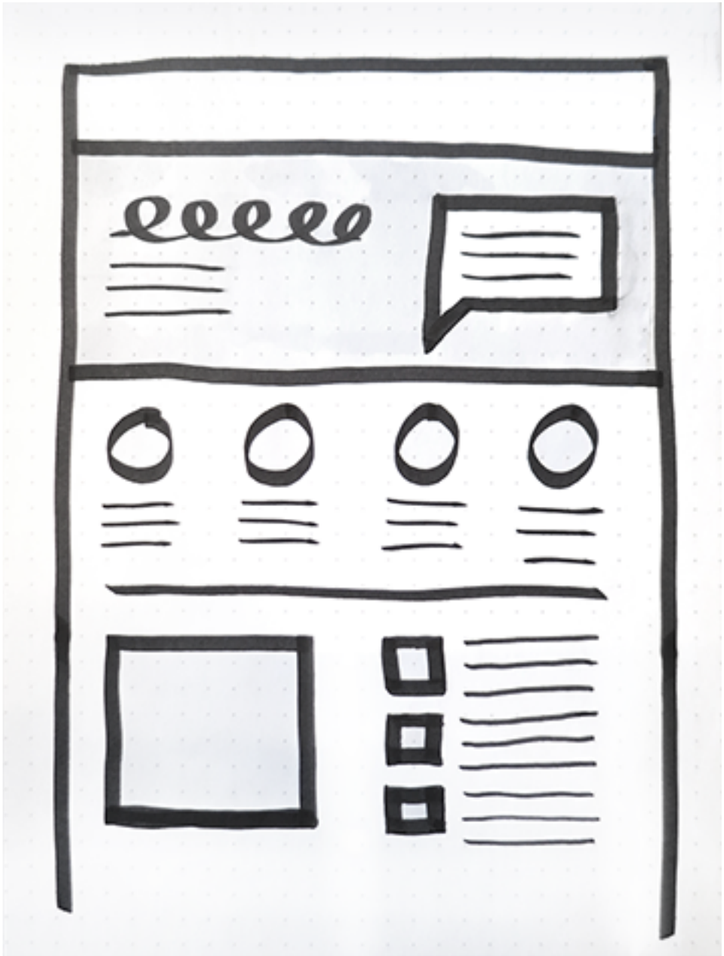


Modular Grid

Iterative Sketching

Plan Your Level of Detail

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

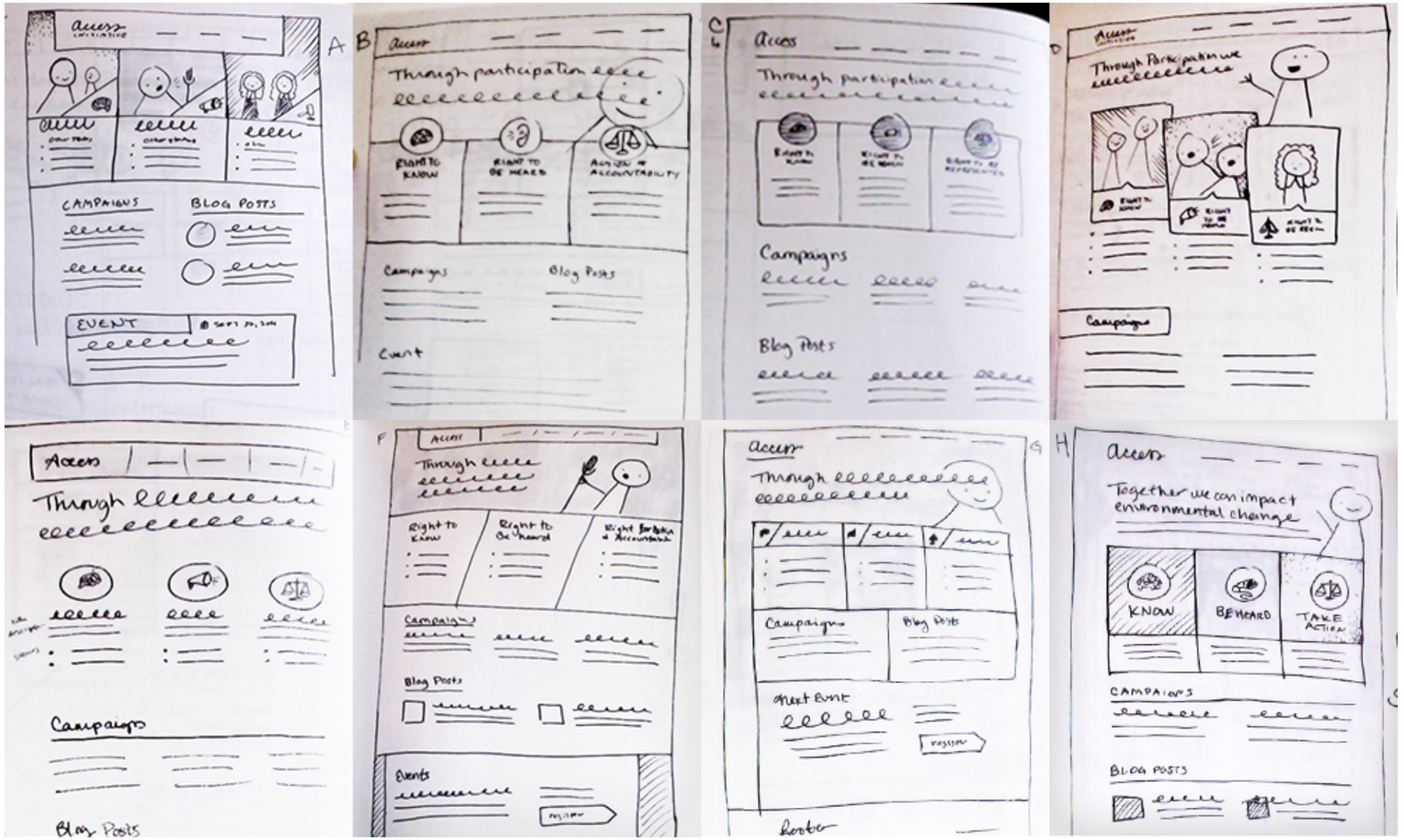


Simple

Perfect for expressing lots of ideas quickly in multiple iterations

Detailed

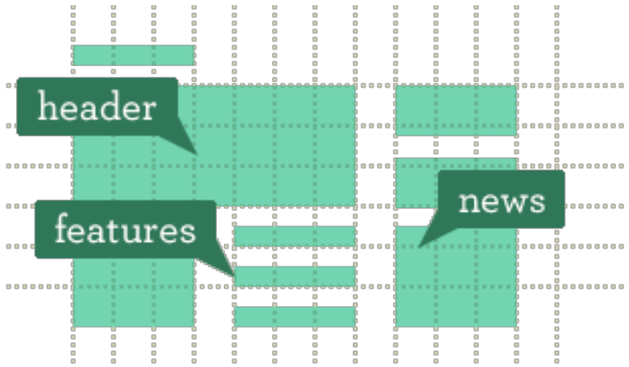
Great for refining the details that worked the best from previous simple sketches



Iterate

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

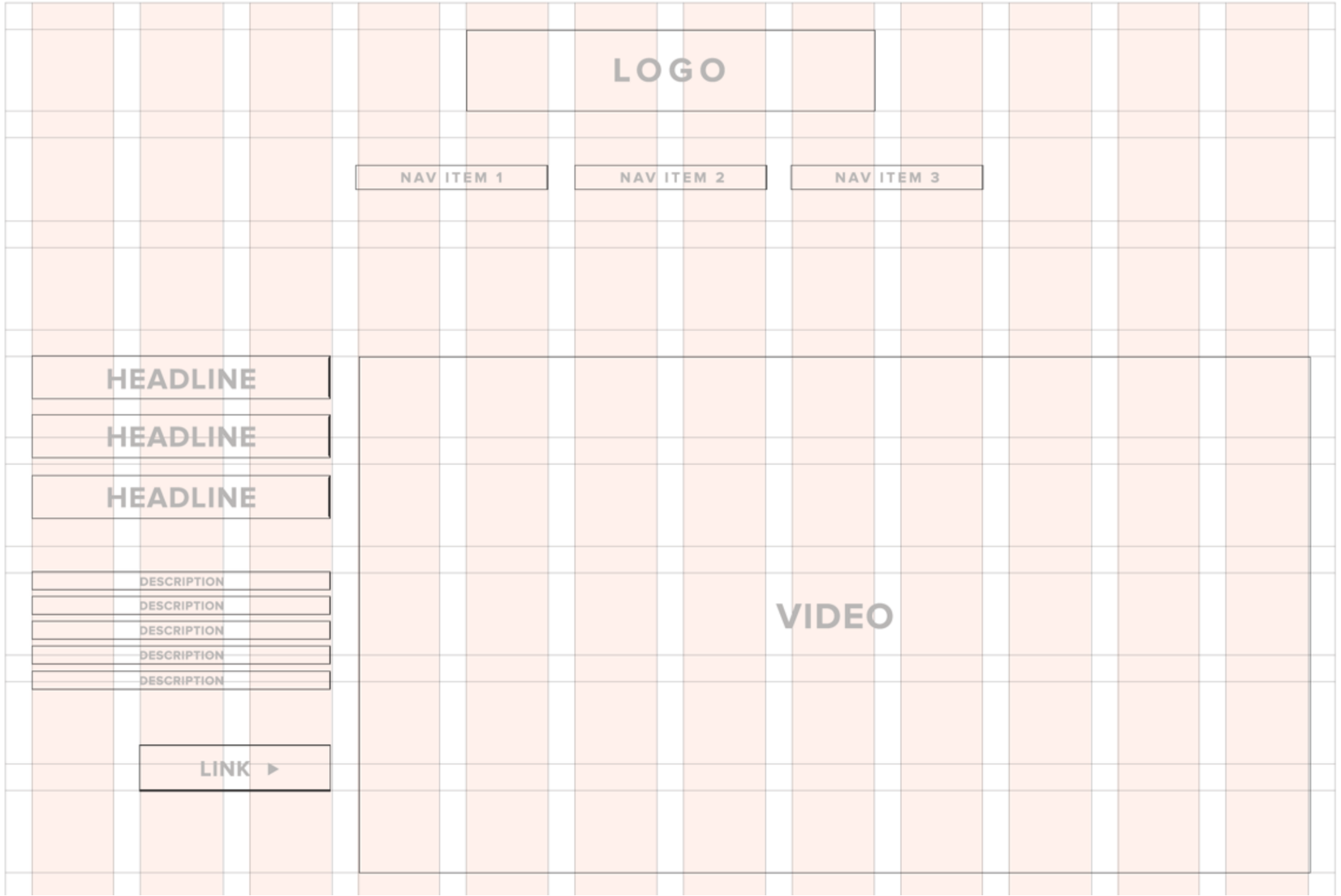
Create Grid Variations



EXAMPLE

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