

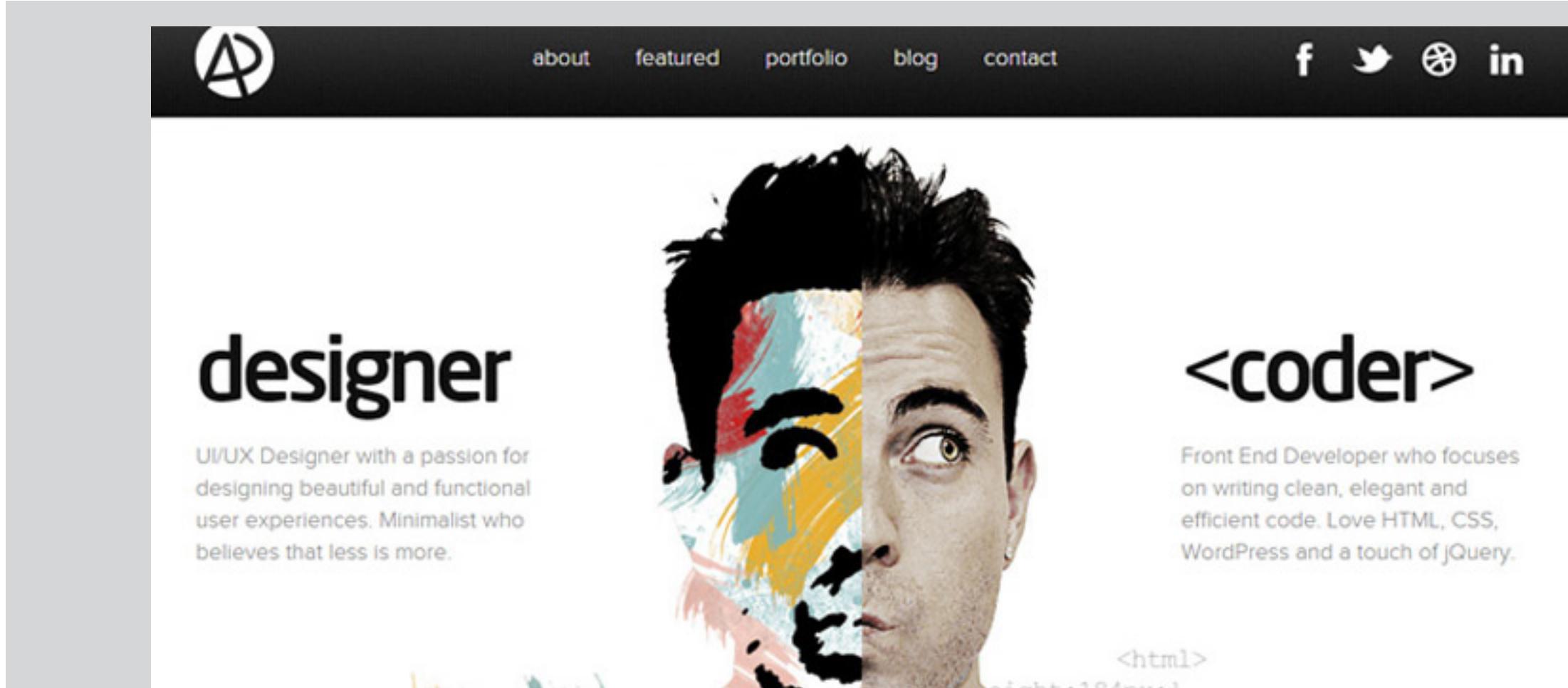
WEB DESIGN AND TYPE ON SCREENS

USE DESIGN PRINCIPLES

- Balance
- Rhythm
- Proportion/Scale
- Contrast/Point of focus
- Unity/Harmony

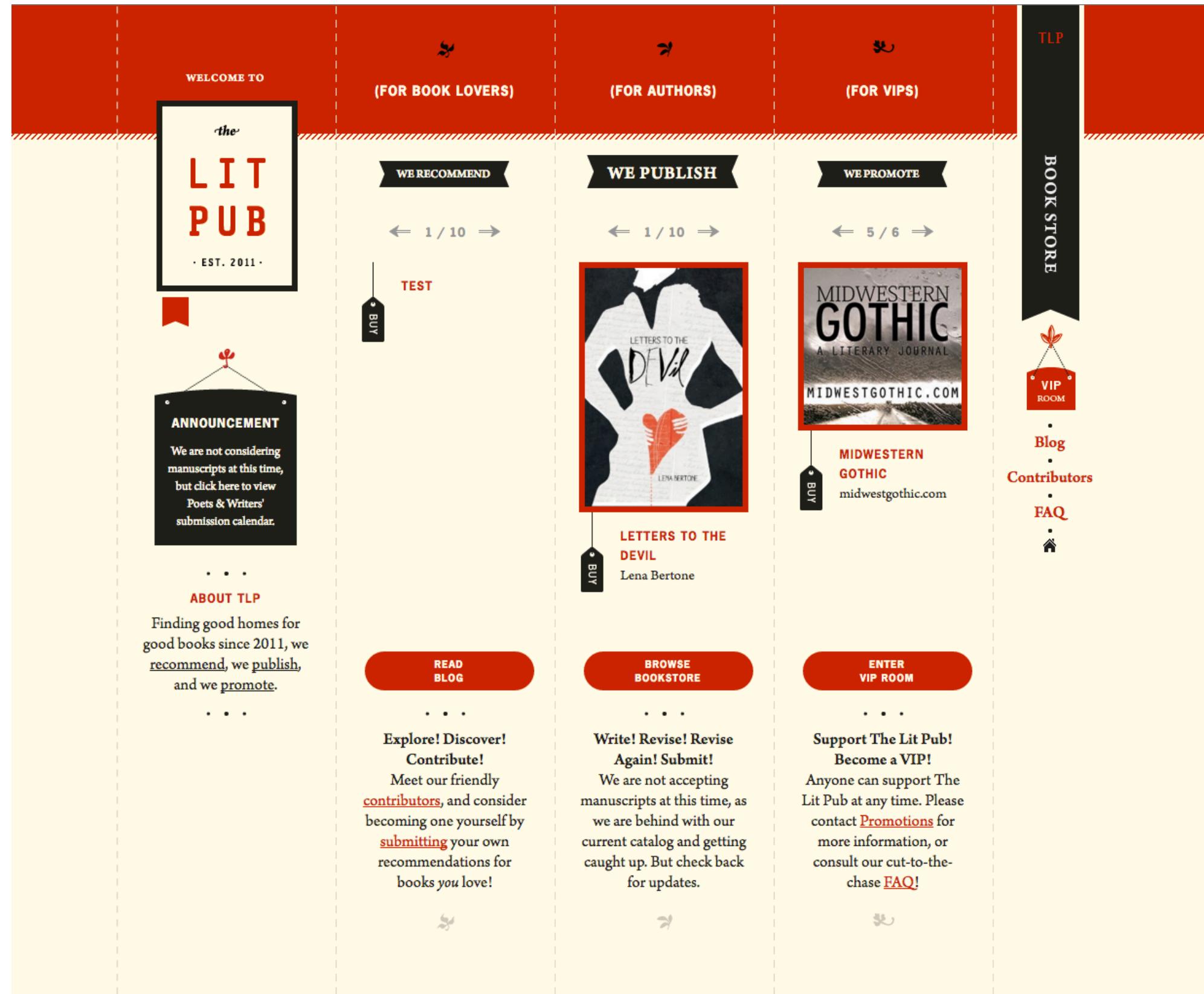
BALANCE

- Visual equilibrium
- Symmetrical vs asymmetrical
- White space



RHYTHM

- Movement through space
- Helps create predictability and order in your design
- Repetition of elements; Sequencing; Gradation
- Regular, progressive and flowing rhythm



PROPORTION

- Relative size and scale of different elements in your design
- Use proportion to create emphasis/importance, but also tension and emotions

BRIT+CO CATEGORIES NEWS VIDEOS CLASSES

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FASHION

9 Stylish Ways to Rock a Bandana Like a Boss Babe

This *ish* is bandanas. B-A-N-D-A-N-A-S.

MUST READS



LIFESTYLE



FOOD



HOME

CONTRAST

- Use contrast to create emphasis
- You can use:
colour, texture,
size, and shapes to
create contrast
- Usually there is a primary or main point of focus
- Ideally: no more than 3 main areas of focus (Each point of focus might have subdivisions)

AN AWARD WINNING CREATIVE AGENCY

Dedicated to crafting stand-out brands, experiences and products that enable businesses to flourish.

LATEST WORK

UNITY

- All the other principles working together
- Harmony of the design
- Consistency of colour and forms
- Variety

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A Beautiful Mess

FOOD DECOR BLOGGING CRAFTS STYLE WISH LIST

Looking for a post you saw on Pinterest? Click here!

[WHAT'S NEW?](#) [SKIP TO THE BLOG VIEW](#)

OUI FRESH BEAUTY BOX
ABM PRODUCTS

Hello friends!!! We are SO EXCITED to announce that the new Oui Fresh Beauty Box is now live!...

[READ MORE ▶](#)

ROUND VELVET PILLOW DIY
CRAFTS

Other than furry items, I always think that velvet is the most luxurious looking fabric. Especially...

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A Beautiful Mess

FOOD DECOR BLOGGING CRAFTS STYLE WISH LIST

[WHAT'S NEW?](#)

9/25 | OUI FRESH BEAUTY BOX
ABM PRODUCTS, OUI FRESH

Elsie + Emma

A Beautiful Mess is a lifestyle company focused on creating happiness through a homemade lifestyle, founded by sisters Elsie Larson and Emma Chapman.

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A Beautiful Mess

FOOD DECOR BLOGGING CRAFTS STYLE WISH LIST

8/22 | OVEN ROASTED TOMATO, BASIL, AND MOZZARELLA QUICHE
BREAKFAST, EGGS, FOOD, HOT, MEAL IDEAS, SAVORY

Elsie + Emma

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THREE-PS OF CRITIQUES

Praise

Narrate the positive.

Give examples where the design is effective, addresses the problem at hand, and speaks to the audience.

Probe

Start with a targeted question.

Elaborate based on responses.

Propose

Propose areas that might need more work to successfully address the problem.

PRACTICE

Is the website following the principles of design?

- Balance
- Rhythm
- Proportion/Scale
- Contrast/Point of focus
- Unity/Harmony

In small groups:

- What are the principles at play?
- Is the website successful at following the principles of design or not?
- Where could there be improvements? How?

The screenshot shows a website with a teal header bar containing navigation links: Home, About, PUB101, Slices of Adventures, and Land/Territory Acknowledgement. Below the header is a bio for 'Jim' with a circular profile picture. The bio text reads: 'About the Author: It's just Jim ☺ On this site, you'll find my posts in various forms: serious, playful, media-based, audios, and more! The underlying theme is identifying my slices of life to paint the present with my past on the site itself.' A 'Featured' section follows, displaying three recent posts: 'Mini Assignment 3 – One Image Story' (October 17, 2022), 'The End?' (October 9, 2022), and 'First post!' (September 19, 2022). To the right is a sidebar with a search bar, a 'Calendar' for October 2022, and a 'Most Used' hashtag section for '#posiel'.

The screenshot shows a website titled 'I Wear Your Grandad's Clothes' with the tagline 'Because sustainability is SO in right now!'. The main content area displays a grid of six posts: 'Review: Midnight Stories' (October 11, 2022), 'Lost? Here's a Map.' (October 5, 2022), 'My Spidey-Senses Are Tingling...' (October 4, 2022), 'How Do You Build This Thing?' (September 27, 2022), 'how I sleep knowing that the cute outfit I bought today isn't fast fashion and only cost me \$5.99' (September 27, 2022), and 'Talking With Strangers' (September 20, 2022).

WEB DESIGN CONSIDERATIONS

BE RESPONSIVE

"Flexible, device-agnostic approach for the web"

—ETHAN MARCOTTE

The *least* helpful words when designing
for online content:

MOBILE
TABLET &
DESKTOP

It's impossible to accurately know the type
of device or browser being used

SAME CONTENT & FUNCTIONALITY ON ALL DEVICES

91%

of consumers say access
to content any way they
want is important to them.

— Salesforce Marketing
Cloud survey, 2014

83%

consumers also say a
seamless experience
across all their devices
is important to them.

— Salesforce Marketing
Cloud survey, 2014

90%

of people start a task on
one device, and complete it
on another.

— Google Mobile Search
Moments Study, 2013

THINK OF **SPEED**

1/10 SEC

Anything longer feels sluggish, esp for website that requires instantaneous feedback—(like with objects selected or dragged).

1 SEC

Delay of 1 second or two: user reaaaally wants to use your site; otherwise, they lose focus, feel like they are waiting for the device to respond.

10 SECS

For everything, if more than 10 second, users will switch to other tasks. Use likely going to give up on website.

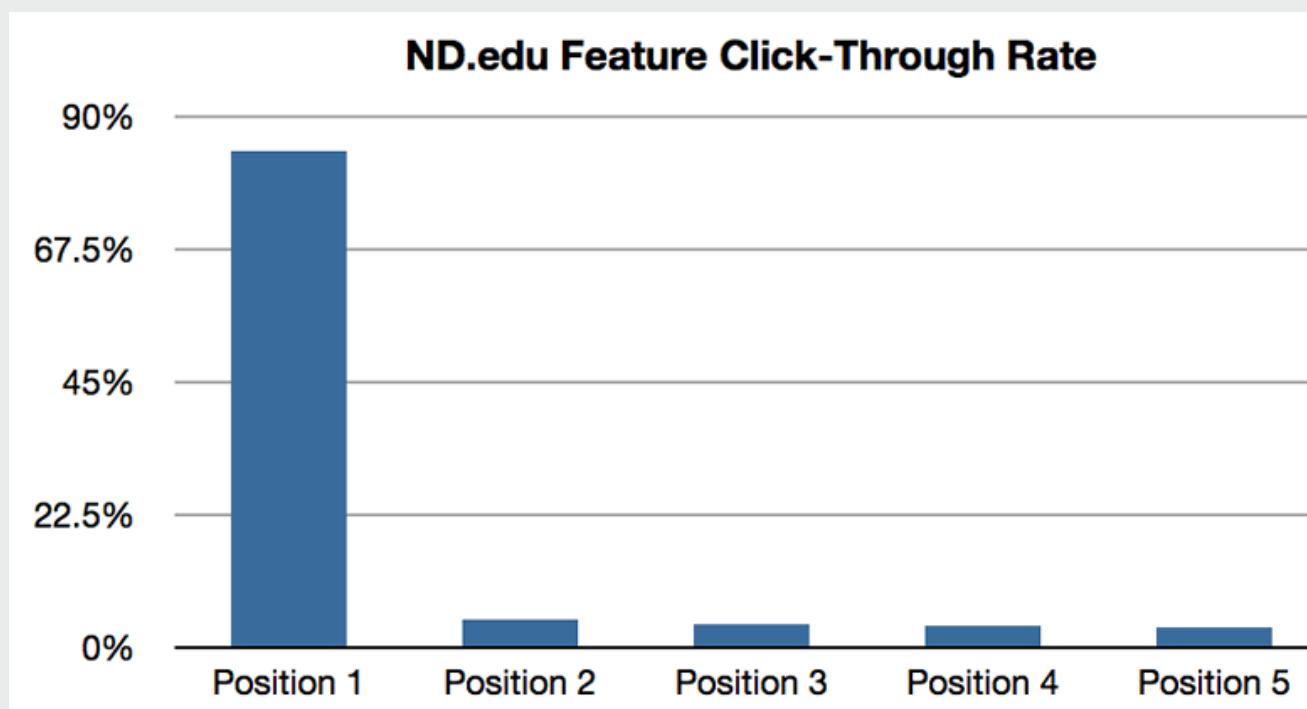
EXAMPLE: GQ

The magazine **reduced page load time 80%** (down to two seconds), and saw an **80% increase in monthly unique visitors**, from 6 million to 11 million.

Median time spent on site increased from **5.9 minutes to 7.8 minutes**

PERFORMANCE

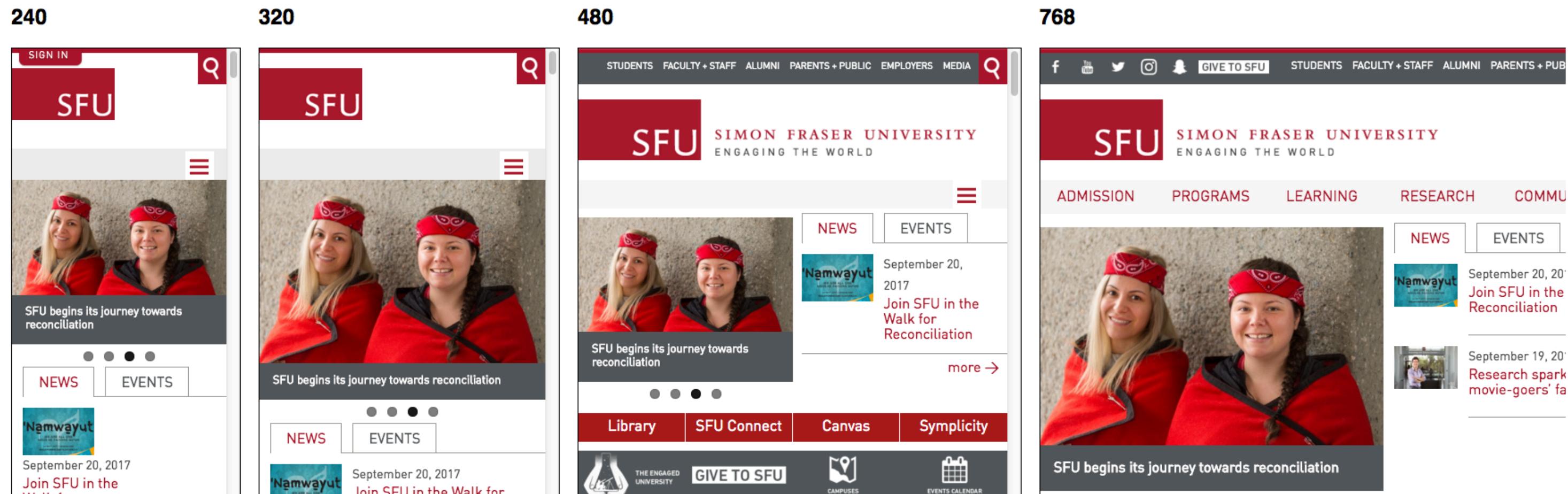
UNNECESSARY CONTENT
LARGE IMAGES
CAROUSELS
WEB FONTS



- Of the 1% of visitors to the Notre Dame website who interacted with a carousel,
- 84% visited the first position in the rotator.
- Each subsequent position garnered only about 4% of the views.

www.sfu.ca

Width only
 Device sizes



Responsive Web Design Testing Tool

This tool has been built to help with testing your responsive websites while you design and build them.

You can enter your website's URL into the address bar at the top of this page (not your browser's address bar) to test a specific page.

Unfortunately, with the way browser security works, you are unable to navigate your site through the frames that your website appears in.
The only way this is possible is if you host the testing tool on your website's own hosting.

I have provided a github repository for you to download and install the tool on your own site.

Have fun.

A tool by [Matt Kersley](#) - [Fork it on Github](#)

Note: The content width may not be pixel perfect - I have added 15px to the iframes to cater for the scrollbars

TESTING YOUR
PROTOTYPE:

[http://mattkersley.com/responsive/ \(above\)](http://mattkersley.com/responsive/)

<http://breakpointtester.com/>

UX/UI

UX

An interaction between a person and a system that is easy, productive, enjoyable, engaging, and satisfying.

User experience encompasses:

USER INTERFACE (UI)

What you design on
the screen

USABILITY

How easy the interface
is to use

USEFULNESS

Usability + Utility

“‘User experience’ encompasses all aspects of the end-user’s interaction with the company, its services, and its products.” —DON NORMAN & JAKOB NIELSEN

- **Learnability**
- **Efficiency**
- **Memorability**
- **Errors**
- **Satisfaction**

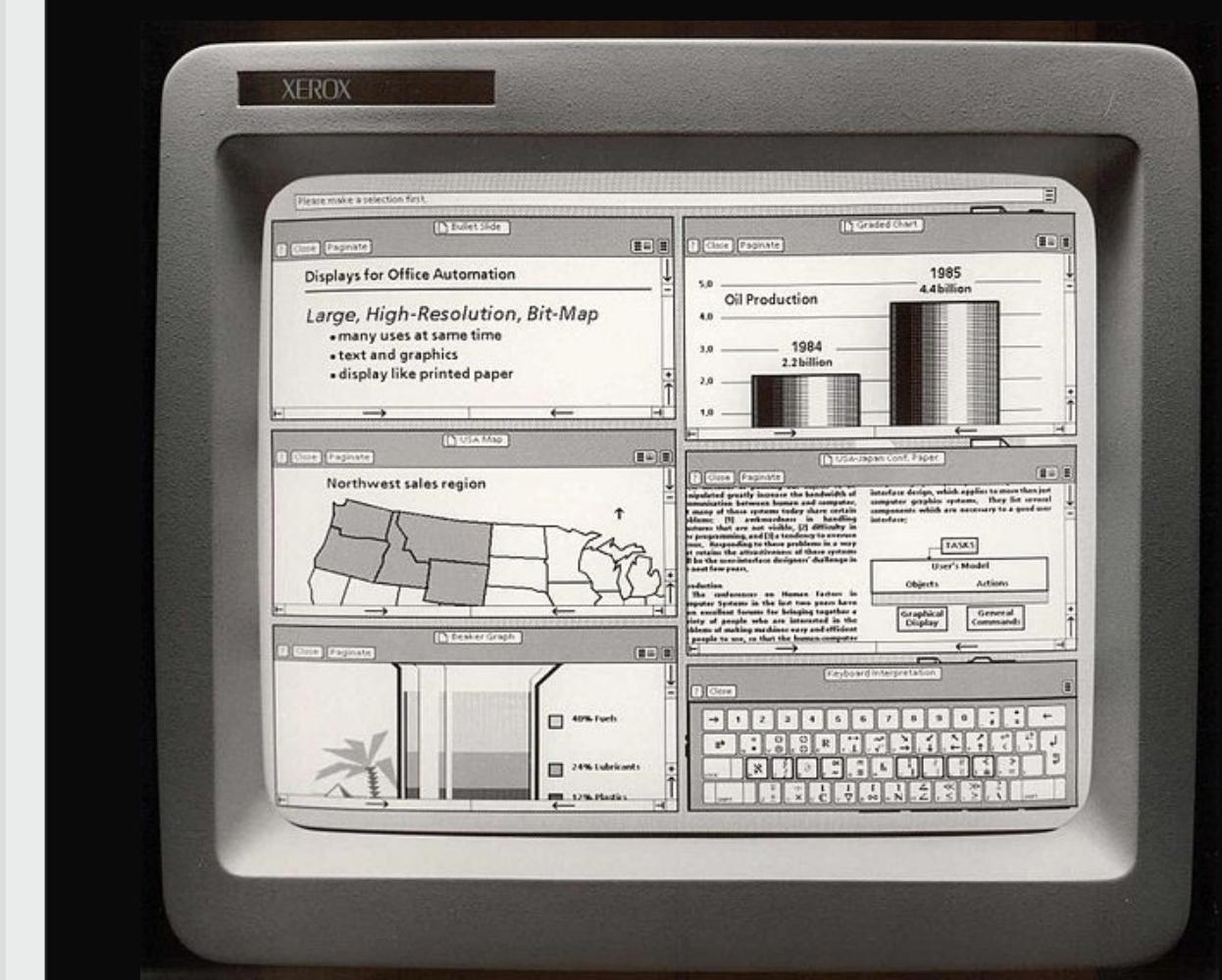


UI

“User Interface design generally refers to the visual elements of a product or experience – the look and feel, the presentation and the interactivity of a product. It's the interface that the user interacts with and (hopefully) makes the experience aesthetically pleasing.”

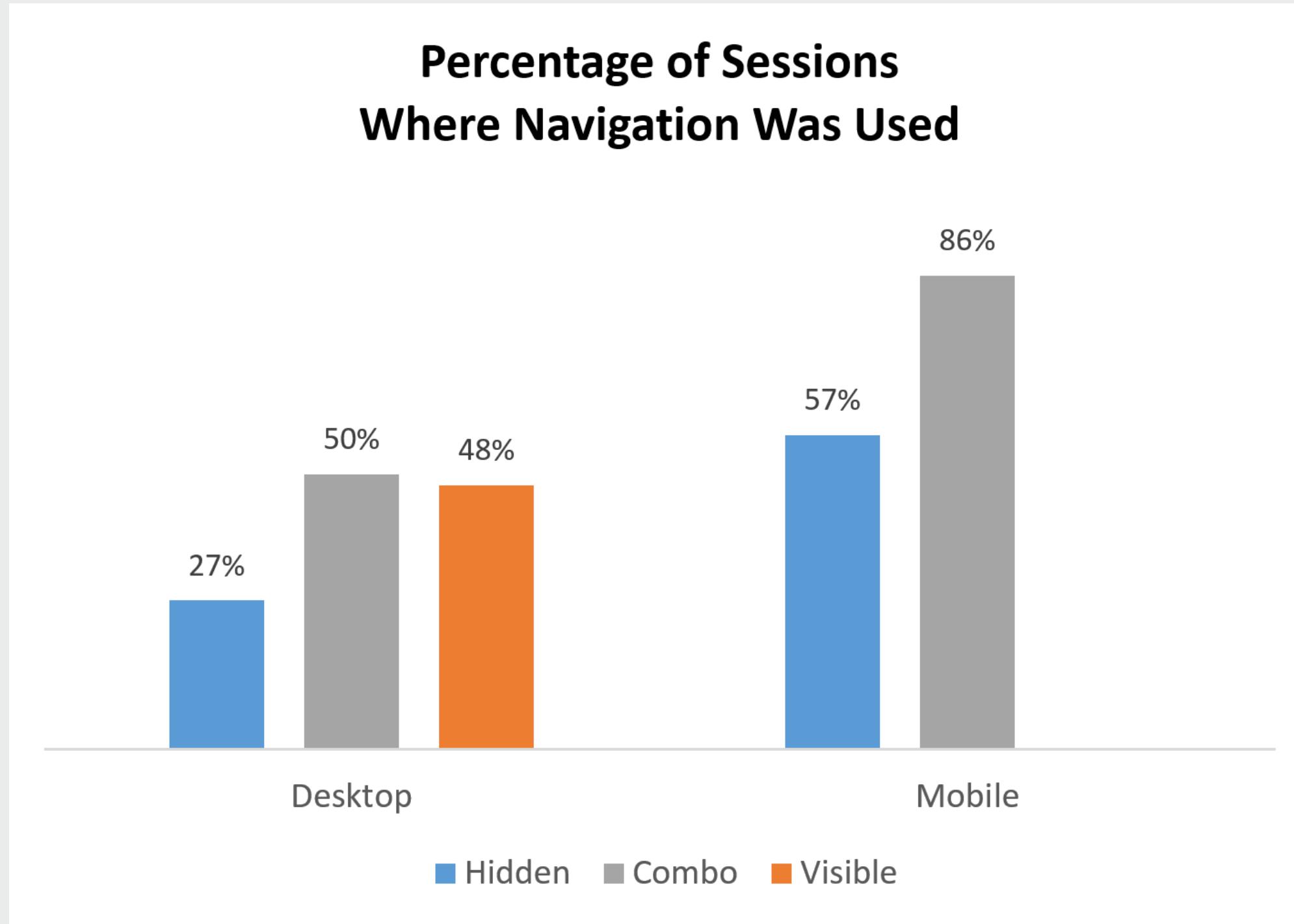
— FRESH TILLED SOIL

- **Simplicity:** every element has a purpose + focus on key content
- **Clarity:** users know what's going on and why
- **Consistency & predictability:** elements matches user expectations + element perform as expected



MOBILE FIRST (INFLUENCE ON DESKTOPS)

- hidden menus
- search icons instead of search boxes
- sticky nav at the top



UI TREND: REMOVING SOURCES OF NAVIGATION

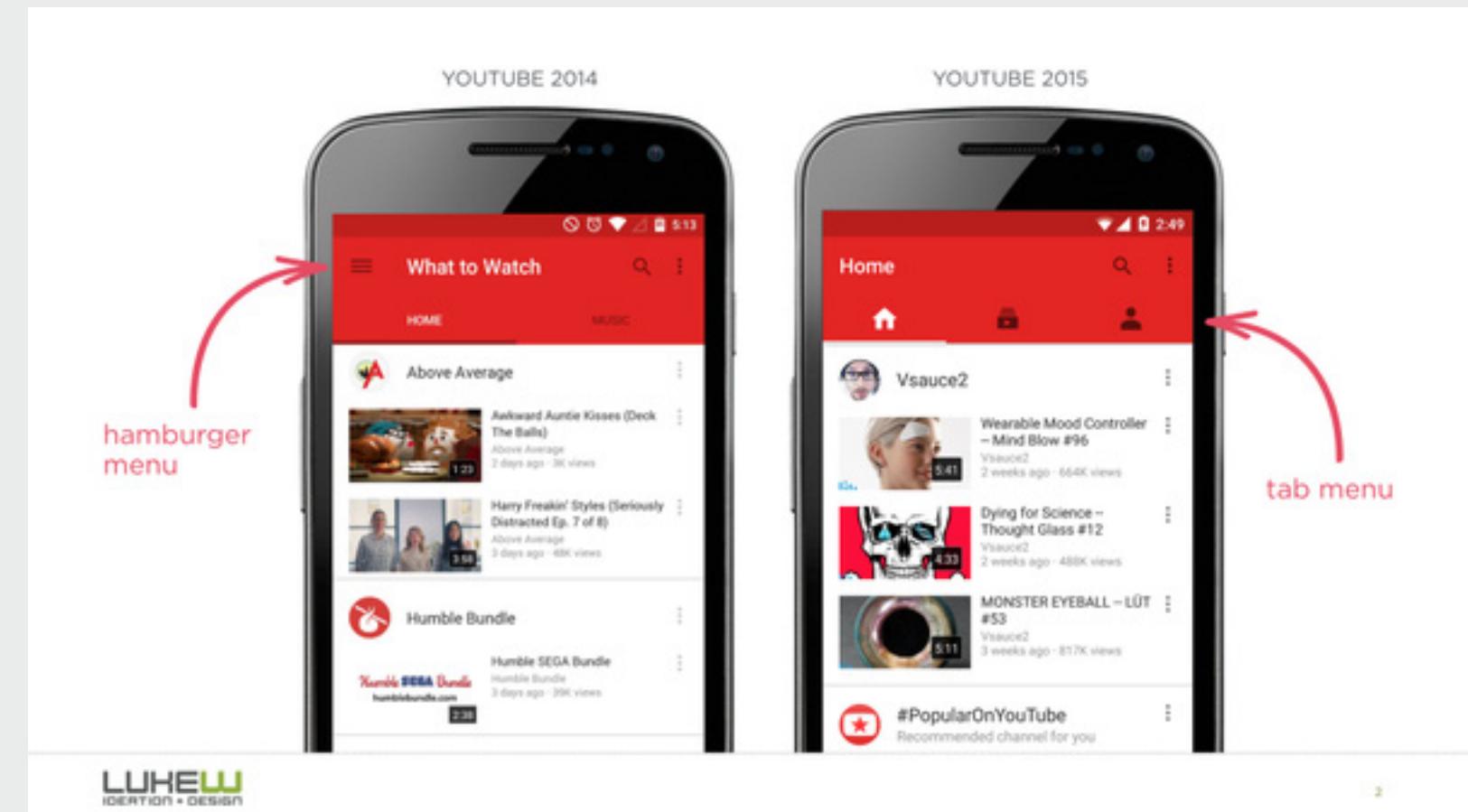
It's better to use/support many different navigational behaviours:

- Navigation
- Search
- Content links

Out of sight navigation is out of mind

Even if space is at a premium on small screens, *hidden navigation* still harms usability.

—nngroup



- Do not remove underline for links
(even if they are blue)
- Ghost buttons don't do as well;
shading and/or colour helps
- Gradients and shadows can help
- Tactile feedback
- Avoid poor contrast

**C THE COSMOPOLITAN™
of LAS VEGAS**

STAY OFFERS GALLERY ENTERTAINMENT DINE & DRINK GAME MORE IDENTITY MEMBERSHIP 

[Check Availability](#)

« MORE ROOMS & SUITES »

**TERRACE ONE
BEDROOM
FOUNTAIN VIEW**

Panoramic views of the Las Vegas skyline and famous fountains
 Telescoping doors separate living area from bedroom area
 610 sq. ft. 1 bedroom with 110 sq. ft. private terrace
 1 king-size bed

[Reserve Now](#)



Share:    

**Weak or absent visual signifiers
increased time on task by 22%**
—nngroup

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[CHECK AVAILABILITY](#)

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[RESERVE NOW](#)

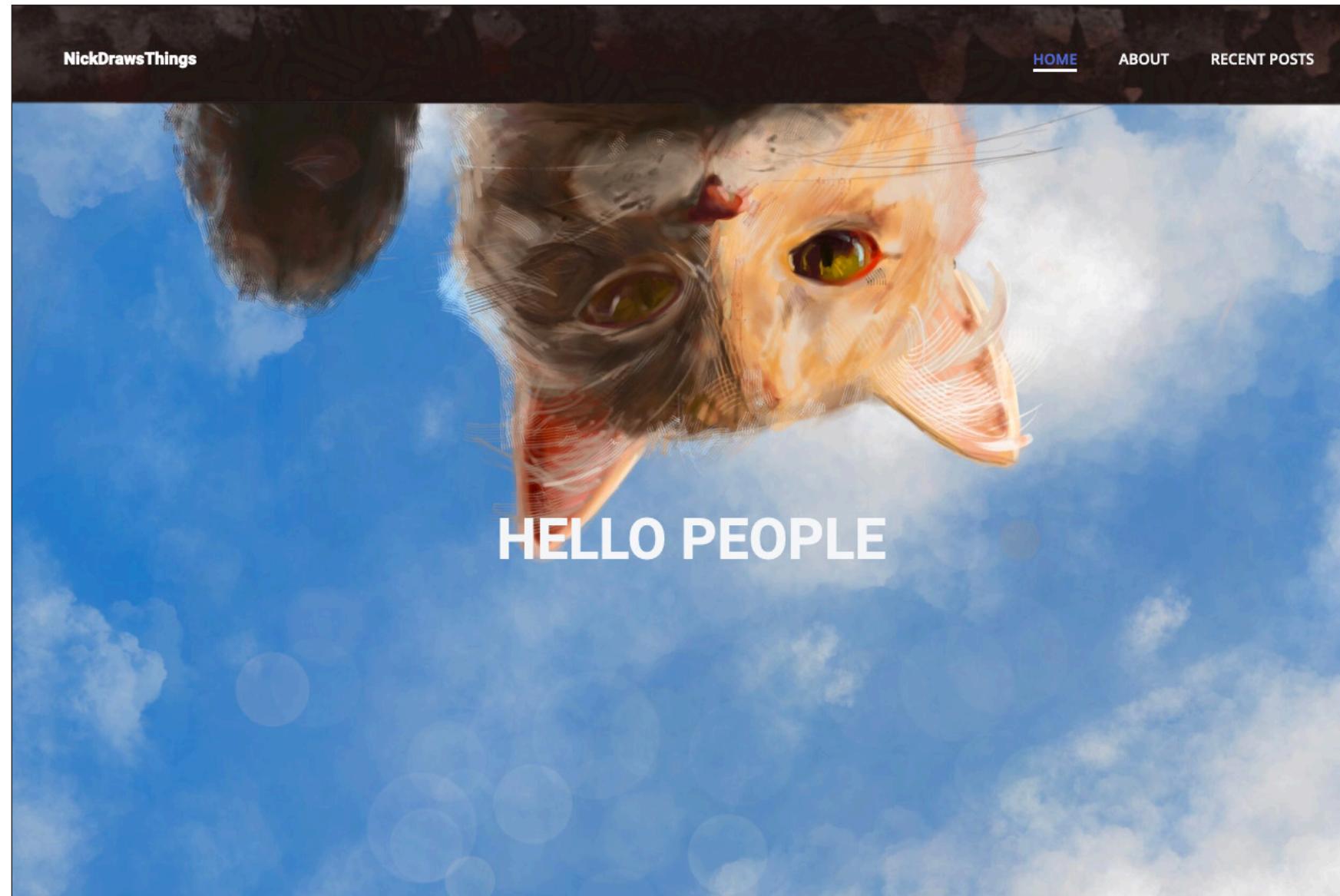


SHARE    

ux/ui FOR YOU

Ask yourself what is your ideal user doing path on your website? Why are they there? Where do they go?

Test, test, test
Use plain language
Simplify



TYPE

CONTRAST IS YOUR FRIEND

OVID EAQUI

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CONTRAST IS NOT YOUR FRIEND

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CONTRAST IS NOT YOUR FRIEND

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NOTE: The contrast of the thick-thin of the strokes is okay here: the typesize is big enough that the text is legible & readable • Notice the contrast of the two type sizes (that's creating a typographic hierarchy. That's good.)

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BALANCE THINGS OUT

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• posted 1 feb 2017 •

SYMMETRICAL

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AUTHOR: Amazing Jane

POSTED ON: 1 feb 2017

...

[twitter](#)

[facebook](#)

[instagram](#)

...

NOTICE: The whitespace here is important: it helps balance out the asymmetrical layout.

Use whitespace as breathing room: the more complex your design, the more whitespace you'll most likely need.



ASYMMETRICAL

PROXIMITY

THING THAT ARE CLOSE TOGETHER, BELONG TOGETHER



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CAPTION OF SOME
SORT HERE. WHERE
DO I BELONG?



CAPTION OF SOME
SORT HERE. WHERE
DO I BELONG?

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CHOOSING TYPEFACES

- legibility
- readability
- flexibility
- amphibiousness
- ... showmanship & classiness

adelle Is
interesting q
OOoooo

Univers Is
lovely but agq
OO00oo

TYPEFACE PERSONALITY

Serif: Traditional, respectable, stable

Sans serif: Simple, straightforward, sensible

Script: Personal, feminine, fancy

DISPLAY: FRIENDLY, QUIRKY, UNCONVENTIONAL

Modern: Smart, trendy, forward-thinking

Decorative: Fun, unique, casual

Businesslike
Elegant Direct
APPROACHABLE
Stylish Silly

HOW DOES YOUR FONT TASTE?

The fonts you choose can trigger a sensory response in your audience.

Sans serif

plain, neutral



SLAB SERIF

meaty



Round

sweet



Jagged

salty, sour



If you use this font, you are...

too lazy to change
the default.

Calibri

old fashioned and
boring.

Times New Roman

sophisticated and
intelligent.

ATC Laurel

traditional and safe.

Garamond

still in
kindergarten.

Comic Sans

a
**ROMANTIC
COMEDY**
aficionado.

Impact

a twelve-year-old
girl new to the
world of fonts.

Curlz MT

either helplessly
cliché, or from the
planet Pandora.

Papyrus

on the verge of cool but
not quite there.

Rage Italic

*info fancy
Christmas cards*

Scriptina

wishing you had
Helvetica.

Arial

clean and crisp,
trendy and
ubiquitous.

Helvetica

organized and
consistent but
unoriginal.

Minion Pro

on the Internet.
A lot.

Trebuchet

TACKY. AND
TRYING TOO
HARD.

Algerian

culturally
insensitive.

Wonton

simple, accessible,
and clear.

Source Sans Pro

cute, but lacking in
artistic prowess.

Brush Script MT

a true
scrapbooking
novice.

Kristen ITC

A HOLLYWOOD
MOVIE FANATIC.

Trajan Pro

dangerously close
to handwriting's
“uncanny valley”

Bradley Hand ITC

thinking about
a jazz festival.

Cooper Black

*Torturing Your
Dinner Guests*

Vivaldi

happy and
sincere.

Century Gothic

apathetic.

Courier New

*a real pain in
the patootie*

Bedtime Stories

AS FUN AS A
GENERIC LAW
FIRM.

Copperplate Gothic

**LOUD &
OBNOXIOUS.**

Goudy Stout

professional but
creative.

Playfair Display

**so 10 years
ago.**

Trashed

contemporary but
elegant.

ATC Elm Normal

forward-thinking
and fresh.

Aleo

fancy and
innovative

Raleway

*still hoping for a reboot
of Flashdance.*

Mistral

a contemporary romantic.

Kristi

FONTS MATTER

You'll always
be mine... 

YOU'LL ALWAYS
BE MINE... 

Luxury Bubbles
Daily Bubbles
Kids Bubbles
Lemon Liquid
Fave Liquid
Cheap Liquid
Luxury Wash
Fast Wash
Cheap Wash
Super Wash
Fast Clean
Strong Clean
Cheap Clean

Lemon Liquid
Fast Liquid
Cheap Liquid
Luxury Wash
Fast Wash
Luxury Hand Cream
Cheap Hand Cream
Smelly Hand Cream
Luxury Soap
Daily Soap
Kids Soap

Luxury Bubbles
Kids Bubbles
Fast Clean
Strong Clean
Cheap Clean
Super Wash
Cheap Wash
Fast Clean
Strong Clean
Cheap Clean



PRACTICE

What is the typography saying about the website?

What is the personality?

Recent Posts

Select Category ▾

Peer Review #1 Assignment
by Nick Cheung
October 9, 2022

What the Cat Said is a blog site that revolves around computer science such as breakdowns of concepts, memes of 'r/programmerhumor' quality, as well as other related content. The user interface for the blog website is simple and clean. The content itself has a fun and witty personality to it which makes it [...]

My Imagined Audience
by Nick Cheung
October 9, 2022

Personally, I wouldn't really go about sharing my art pieces aside from a few friends or family members that I am comfortable with. However, with this website, I plan to overcome that initial fear of putting my art pieces into the world. This is what I imagined my audience to be like: I like-minded [...]

Abysmal Guides

HOME GUIDES PUB 101 ALL POSTS

PUB 101

PROCESS POST
Web Accessibility
This week, I've spent time improving the web accessibility of my website. Using resources such as <https://apln.ca/introduction-to-website-accessibility/> and topics discussed in the tutorial, I believe I was able to make somewhat of an accessible website. Although there may exist some things that I have missed, I've focused on adding alt-text [Read more...](#)

By admin, 4 days ago

PROCESS POST
Peer Review # 1
At the time of writing, I find that a lot of default templates exist. Furthermore, I found the navigation bar has not yet been set up. At first glance, it seems confusing when I would navigate to the process post and it only shows me the first process post and [Read more...](#)

By admin, 2 weeks ago

PROCESS POST
My Ideal Audience
I expect my audience to be beginners or new players playing Genshin Impact. My guides are designed with simplicity. As I write with the intention to help

1. Which looks the happiest?

happy happy happy

2. Which is the most excited?

wow wow wow

3. Which is the most angry?

ANGRY ANGRY ANGRY

4. Which is hiding a secret?

secret secret secret

5. Which is the funniest?

haha hahaha haha

6. Which is the saddest?

sad sad sad

7. Which is the calmest?

calm calm calm

8. Which is the most deceptive?

deceipt deceipt deceipt

PRACTICE

In small groups (10 groups of 3-4 students), select two typefaces to start creating the visual personality of one of the following blogs:

- Travel blog
- Sports blog
- Political blog
- Movie blog
- Food critique blog

Without telling the group next to you, switch projects and try to identify which blog the other group created.

AMAZING BLOG

Amazing Blog

amazing blog

Viewing 847 of 847 font families

Roboto
Christian Robertson (12 styles) 

All their equipment and instruments are alive.

Asap Condensed
Omnibus-Type (8 styles) 

A red flair silhouetted the jagged edge of a wing.

Encode Sans Expanded
Impallari Type, Andres Torresi, Jacques Le Bailly (9 styles) 

I watched the storm, so beautiful yet terrific.

Open Sans
Steve Matteson (10 styles) 

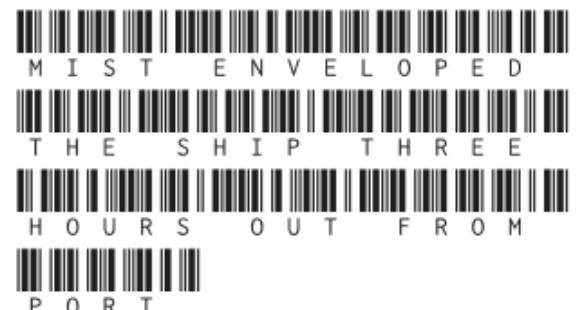
Almost before we knew it, we had left the ground.

Lato
Łukasz Dziedzic (10 styles) 

A shining crescent far beneath the flying vessel.

Slabo 27px
John Hudson (1 style) 

It was going to be a lonely trip back.

Libre Barcode 39 Text
Lasse Fister (1 style) **Roboto Condensed**
Christian Robertson (6 styles) 

My two natures had memory in common.

Oswald
Vernon Adams, Kalapi Gajjar, Cyreal (6 styles) 

Silver mist suffused the deck of the ship.

Source Sans Pro
Paul D. Hunt (12 styles) 

The face of the moon was in shadow.

Montserrat
Julieta Ulanovsky (18 styles) 

She stared through the window at the stars.

Encode Sans Condensed
Impallari Type, Andres Torresi, Jacques Le Bailly (9 styles) 

The recorded voice scratched in the speaker.

Raleway
Sally Fielding (15 styles) **PT Sans**
Paul Feyer (11 styles) **Merriweather**
Emily Benton (10 styles) **Roboto Slab**
Christian Robertson (10 styles) 

Categories

- Serif**
- Sans Serif**
- Display**
- Handwriting**
- Monospace**

Sorting

- Trending 

Languages

- All Languages 

Number of styles

Thickness

Slant

Width

Font Pair

Font Pair helps designers pair Google Fonts together.

MADE BY HAYDEN MILLS

Have suggestions? [Help us build a better Font Pair!](#)



All the tools your team needs in one place. Slack: Where work happens.
ads via Carbon

Sans-Serif/Serif

Serif/Sans-Serif

Sans-Serif/Sans-Serif

Cursive/Sans-Serif

Cursive/Serif

Serif/Serif

Search Font Pairs

Sans-Serif/Serif

Cabin and Old Standard TT

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Heading: [Cabin](#)

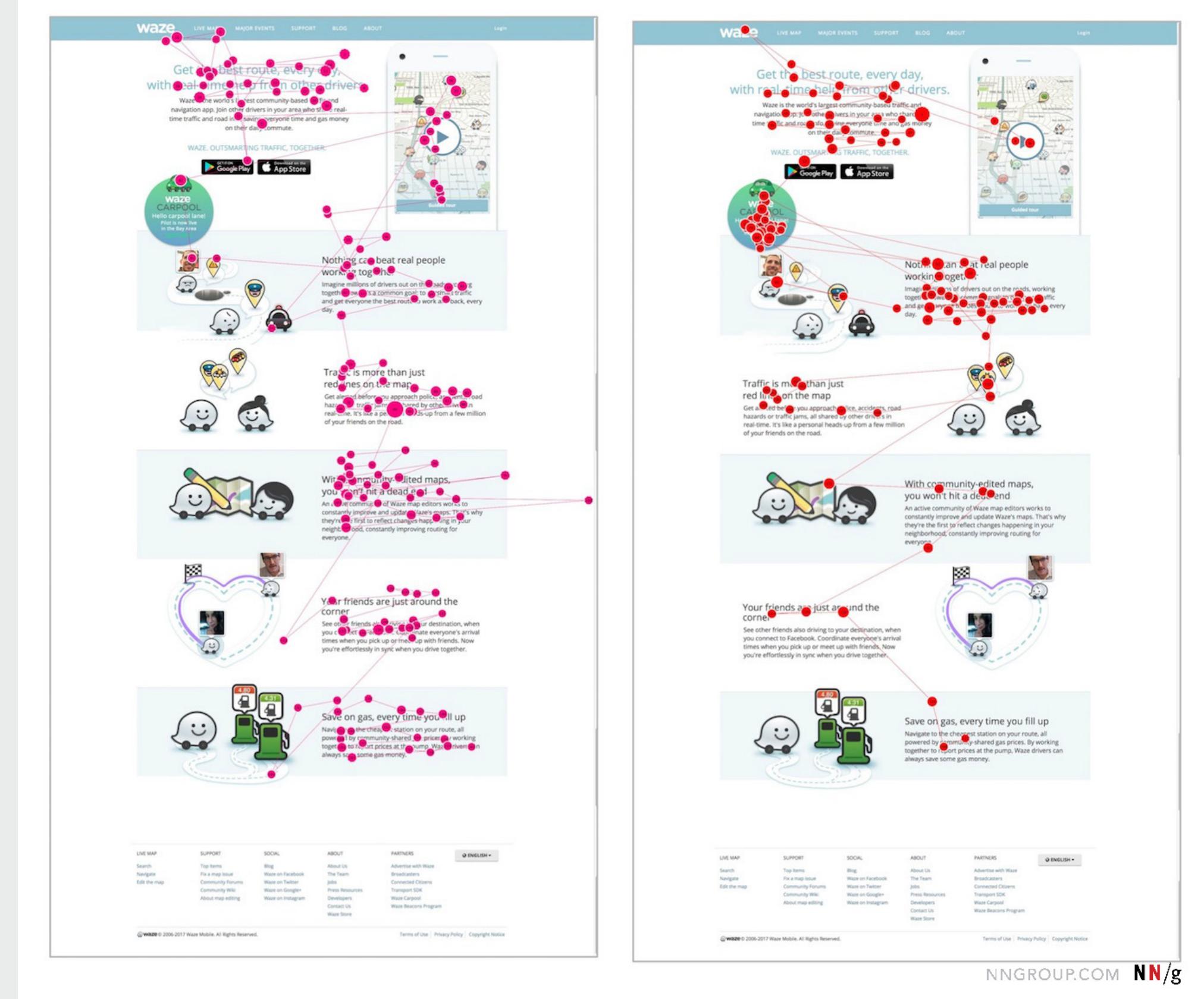
Body: [Old Standard TT](#)

[Download Font Pair](#)

Fialla One and Average

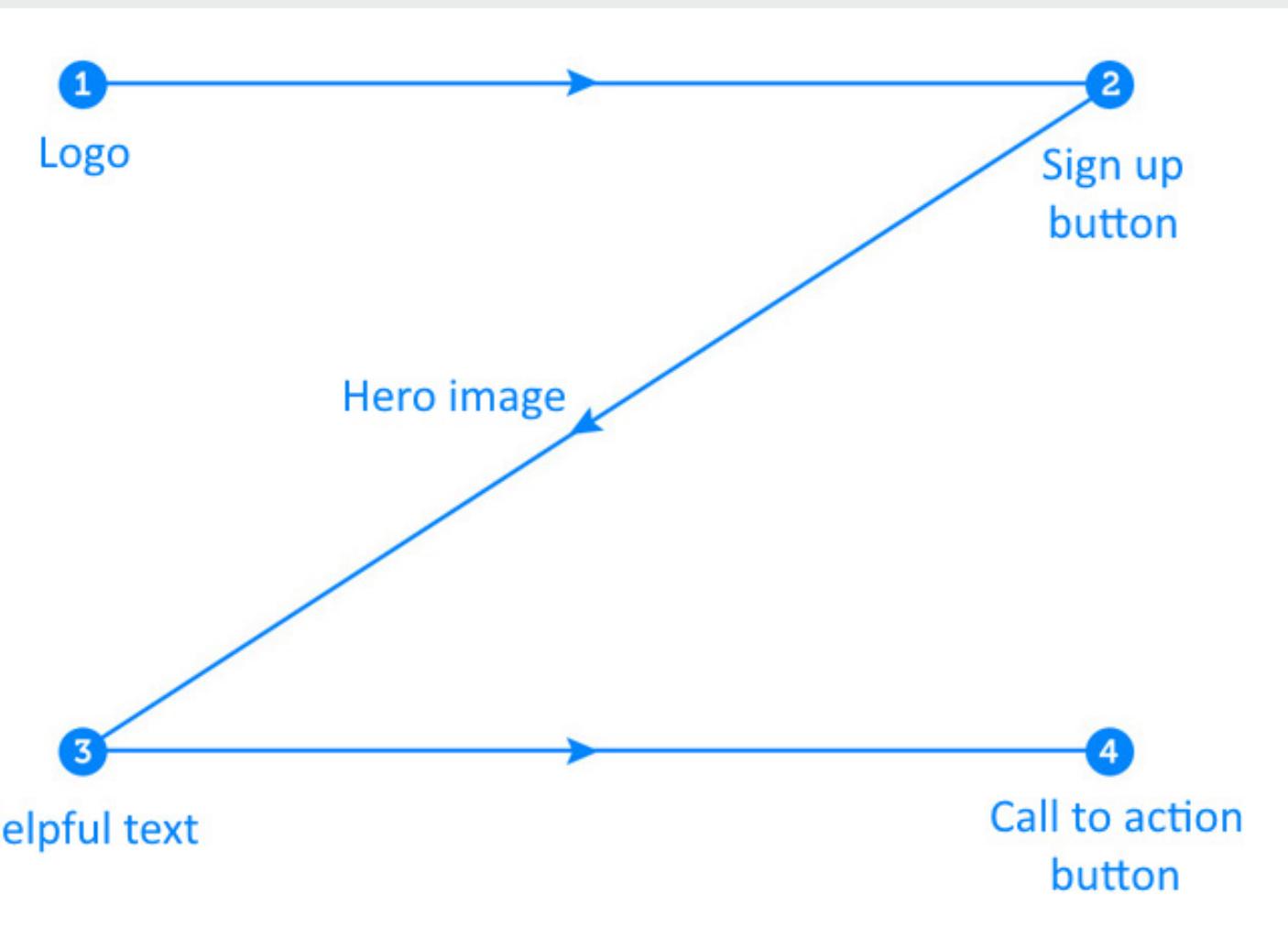
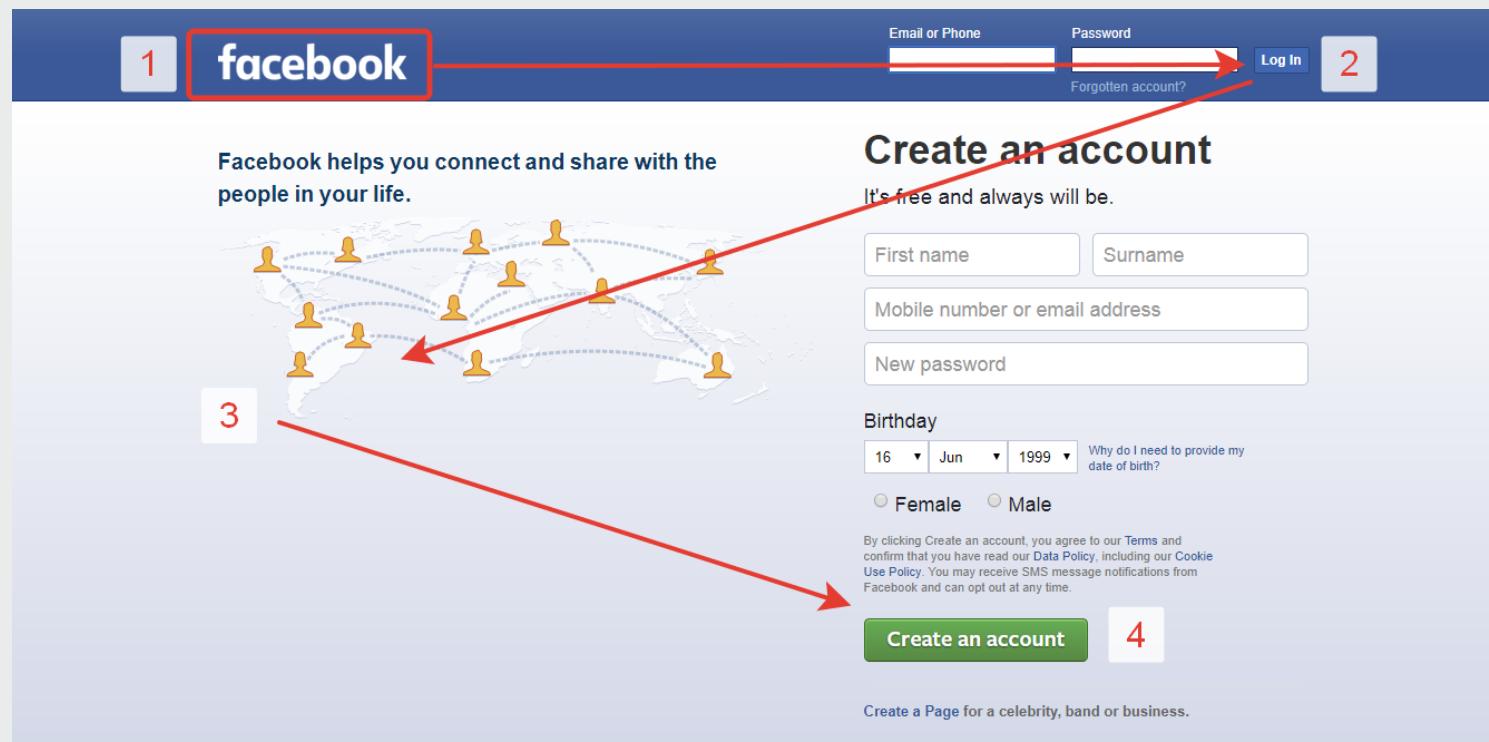
READING ON THE WEB: ZIGZAG

- more difficult to ignore decorative imagery; users to stumble
- Informational imagery works well in aligned
- images set the tone
- the information value of the images used
- high-information content on the left side of the first row



READING ON THE WEB: Z-SHAPE

Occurs on pages that aren't centered on the text



READING ON THE WEB: F-SHAPE

- Include the most important points in the first two paragraphs on the page.
- Use headings and subheadings. Ensure they look more important, and are more visible.
- Start headings and subheadings with the words carrying most information
- Visually group small amounts of related content
- Bold important words and phrases.
- Ensure that links include information-bearing words
- Use bullets and numbers to call out items in a list or process.
- Cut unnecessary content.

The screenshot shows a website titled "The 1900 Storm" from Galveston Island, Texas. The main heading is "The 1900 Storm: Tragedy and Triumph". A sidebar on the right lists various sections: Home, The Committee, Calendar, Forum, Facts and Figures, Publications, Documentary, Resources, Media, and Information. The central content area features a historical photograph of a destroyed building with a heatmap overlay highlighting areas of high visual interest. Below the photo is the caption "Courtesy of Rosenberg Library". The main article title is "One night of terror became a lasting part of Galveston's identity" by Heidi Lutz from The Daily News. The article discusses the 1900 hurricane's impact on Galveston. A sidebar on the right contains a quote from a reporter: "The story of Galveston's tragedy can never be written as it is. Since the cataclysm of Saturday night a force of faithful men have been struggling to convey to humanity from time to time some of the particulars of the tragedy." The heatmap highlights several key elements: the title, author, date, and the quoted text. Other text blocks are also highlighted in yellow and blue.

READING ON THE WEB (AND ALSO E-NEWSLETTERS)

Tips to make text scannable:

- highlighted keywords
- meaningful sub-headings
- bulleted lists
- one idea per paragraph
- the inverted pyramid style (summary; TL;DR)
- half the word count (or less)
- being credible:
 - » avoid marketing talk
 - » use hyperlinks that go to other sources
(means you did your research)
 - » good writing/good images

Empathy Mapping: The First Step in Design Thinking

Summary: Visualizing user attitudes and behaviors in an empathy map helps UX teams align on a deep understanding of end users. The mapping process also reveals any holes in existing user data.

By [Sarah Gibbons](#) on January 14, 2018

Topics: [Design Process](#), [UX Teams](#)

Share this article:



Comments
0

As UX professionals, it is our job to advocate on behalf of the user. However, in order to do it, not only must we deeply **understand our users**, but we must also **help our colleagues understand** them and prioritize their needs. [Empathy maps](#), widely used throughout agile and design communities, are a powerful, fundamental tool for accomplishing both.

Definition: An **empathy map** is a collaborative visualization used to articulate what we know about a particular type of user. It externalizes knowledge about users in order to 1) create a shared understanding of user needs, and 2) aid in decision making.

This article is a guide to empathy mapping and its uses.

Format

Traditional empathy maps are split into 4 quadrants (*Says*, *Thinks*, *Does*, and *Feels*), with the user or persona in the middle. Empathy maps provide a glance into who a user is as a whole and are **not** chronological or sequential.

EMPATHY MAP



Serif vs
sans serif

Corepelesto erroruntur sum eum dolum quametum la quam corporr oresti vel il inctatur sint eum es eturia sit, sam quisqua erferibus et videssi musanis moluptae voles ad quo beaquae velquis denistiae. Nequo int magnisqui tem in nonsequam, ipsumenias ni conest ut derum faccume maxim aboreiunt quist minim dis que volore rem ipiene consequo ipsant. Pudignatqui odi diciist, sin rempore El excestr untiaeperc lant eaque as sincem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptum cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vedit fugitet rectest et et aborpore ma sunt offici reribustrum et eum nis estem fuga. Itatem id magnisimus, inveris id untet mi, optatio magnisi dentiate quo milibus con.

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Different
sans serifs

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Different weights

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More
weights

TYPE SIZE

Think in pixels, ems & percentages

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16 PX / 24 PX

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10 PX / 14 PX

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PARAGRAPHS

Alignment

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p {  
text-align: left;  
}
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p {  
text-align: justify;  
}
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p {  
text-align: center;  
}
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```
p {  
text-align: right;  
}
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Lovid eaqui

by Amazing Jane

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▪ posted 1 feb 2017 ▪

AUTHOR: Amazing Jane

POSTED ON: 1 feb 2017

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instagram

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Lovid eaqui

by Amazing Jane

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POSTED ON: 1 feb 2017

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TOO MANY DIFFERENT ALIGNMENTS!

PARAGRAPHS

Line height (leading)

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p{  
line-height:100%;  
}
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p{  
line-height:120%;  
}
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p{  
line-height:150%;  
}
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p{  
line-height:200%;  
}
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PARAGRAPHS

Line length (column width)

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PARAGRAPHS

Line length (column width)

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UPPERCASE VS. LOWERCASE

Upper & lowercase

Typography

Uppercase

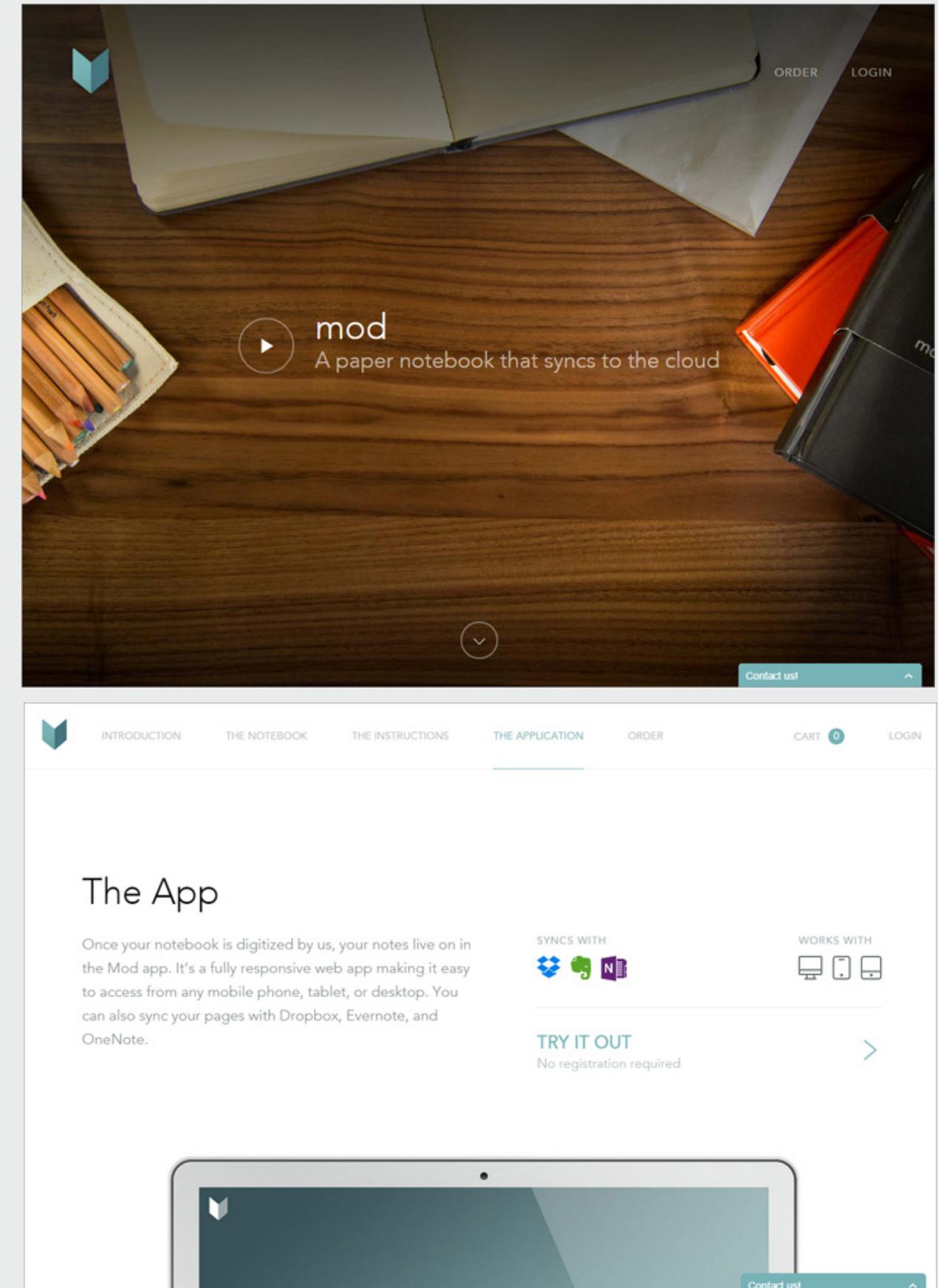
TYPOGRAPHY

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UT HARUM IPSAPED QUIDERUM ET QUAM, UNTI DOLUPTAS ET AUDANT QUAE INCIUM VEL IUM SIMAGNATIA NIM NONSECTUS DEBIS VOLORERNAM IN NULPARCHIL INVELIBUS, TETUS. DEM QUIDEBIS ET PED ESECUSAMUS DOLES ENIM UT PORIBUS AM RESTECATIS UTEIUR? QUI DOLUPIDIS VOLUPTATUR? EQUAM DOLUPIT ODIT, UT UT FACIISTO BLA CULLENI MAXIMET QUE VOLUPTA SPELIQUIS ENIT PERRO OFFICTA ERIBUSA PEROVIDERUM DOLUPTIOSTI DIC TEM A VID QUOS PARUM COREPERUPTUR SI NIMOLOR IBUSAM FUGIAM VERNAM VOLORROVITA DOLUPTAM QUI DE LITATIUM

BELLOW THE FOLD

- What appears at the top of the page vs. what's hidden will always influence the user experience – regardless of screen size.
- What is visible on the page without requiring any action is what encourages us to scroll.
 - » Is it worth the hassle?
 - » Visible without further action
 - » Invisible and requiring an action to be made
 - visible = the mental effort and physical effort
- Encourage scrolling
 - » Webpages need to build a solid story
 - » compelling/interesting content
 - » good introduction
 - » good images
 - » avoid false floor



ILLUSION OF COMPLETENESS

- Avoid full-screen hero content.
(esp. with a call to action)
- Be cognizant of contrasting lines or vast white spaces between content.
- Be cautious of interrupting content.
- Tips:
 - » Reserve the top of the page for high-priority content
 - » Use appropriate font styling to attract attention to important content
 - » Beware of false floors
 - » Test your design

The screenshot shows the Virgin America website's cabin information page. A blue line highlights several design features that create an illusion of completeness:

- A large image of the cabin interior at the top left.
- A sidebar on the right containing icons for cabin features: Devilishly Good Seats, On-Demand Entertainment, and Stay Connected.
- A section titled "WHAT'S ONBOARD" with three columns of text and icons.

An orange arrow points from the bottom right towards the bottom of the sidebar, highlighting the visual clutter and lack of clear hierarchy.

Flying With Us

We've stocked our magnificent flying machine with everything your little heart could want. On-demand movies? Check. Tasty treats and satisfying libations? Check and check.

Now get a 360-degree view on board with Google Street View®.

CABINS

Main Cabin Main Cabin Select First Class

DEVILISHLY GOOD SEATS

Black leather seats just for you.

ON-DEMAND ENTERTAINMENT

Tap into RedEye™, our entertainment system, and watch live TV, movies on demand, music, and more.

STAY CONNECTED

Personal outlets and on-demand WiFi. This is how flying is supposed to be.

Seat Pitch: 32"

Complimentary Checked Bags: 1

Food & Drink: On-Demand

Grooming Kit: On-Demand

Overhead Luggage Space: Available

Boarding: Standard

Security: Standard

Express seats: \$30-\$60

WHAT'S ONBOARD

Entertainment RedEye touch

Watch live TV, movies on demand, music, and more. And if you're feeling peckish, we also have a full-service bar and restaurant. And if you're feeling more... well, just sit back and relax. You can even play games.

Internet

Surfing in the 21st century. Just like it's the 21st floor on a boat. And if you're feeling peckish, we also have a full-service bar and restaurant. And if you're feeling more... well, just sit back and relax. You can even play games.

Seat-to-Seat delivery + Chat

Break the ice by sending a drink, meal, or snack to someone else with the touch of a button. Or if you're feeling peckish, we also have a full-service bar and restaurant. And if you're feeling more... well, just sit back and relax. You can even play games.

Mile

Power to the passengers. That's why we have a mile-high lounge, a mile-high movie screen, and a mile-high seat. And if you're feeling peckish, we also have a full-service bar and restaurant. And if you're feeling more... well, just sit back and relax. You can even play games.

Rate a difference

Be a star passenger at 30,000 feet! And if you're feeling peckish, we also have a full-service bar and restaurant. And if you're feeling more... well, just sit back and relax. You can even play games.

And More

Because of Virgin Atlantic's award-winning service, we've been named the world's best airline. And if you're feeling peckish, we also have a full-service bar and restaurant. And if you're feeling more... well, just sit back and relax. You can even play games.

ONBOARD ENTERTAINMENT

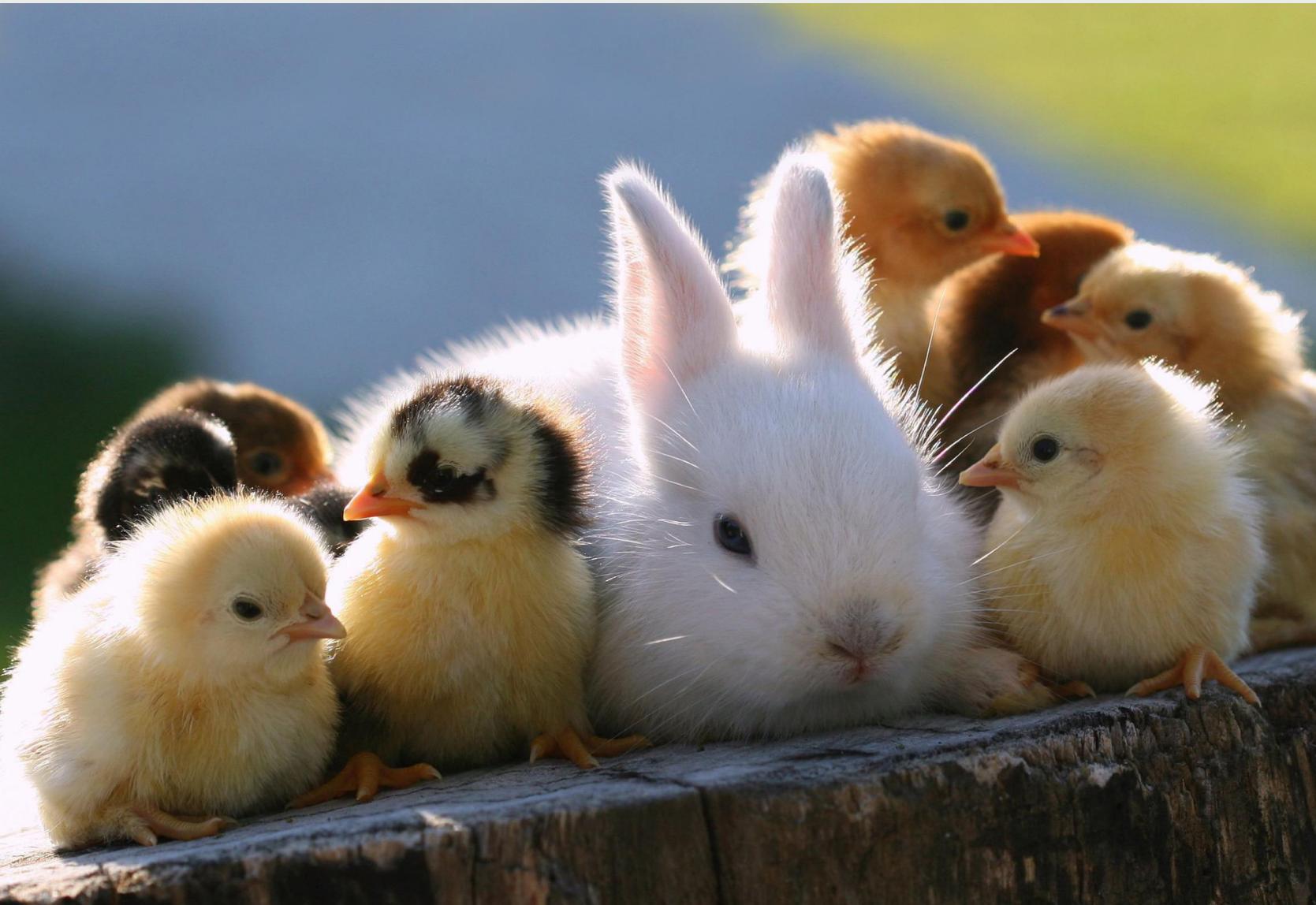
Movies Live TV Premium TV Music Videos Virgin Produced Featured Content 3D Sound

ADALINE **ALOHA** **AVENGERS: AGE OF ULTRON** **TERMINATOR GENISY**

HOT PURSUIT **EXPLORER** **MAD MAX** **INTERSTELLAR**

IMAGES

What's the best photo for blog post on free-range farming?

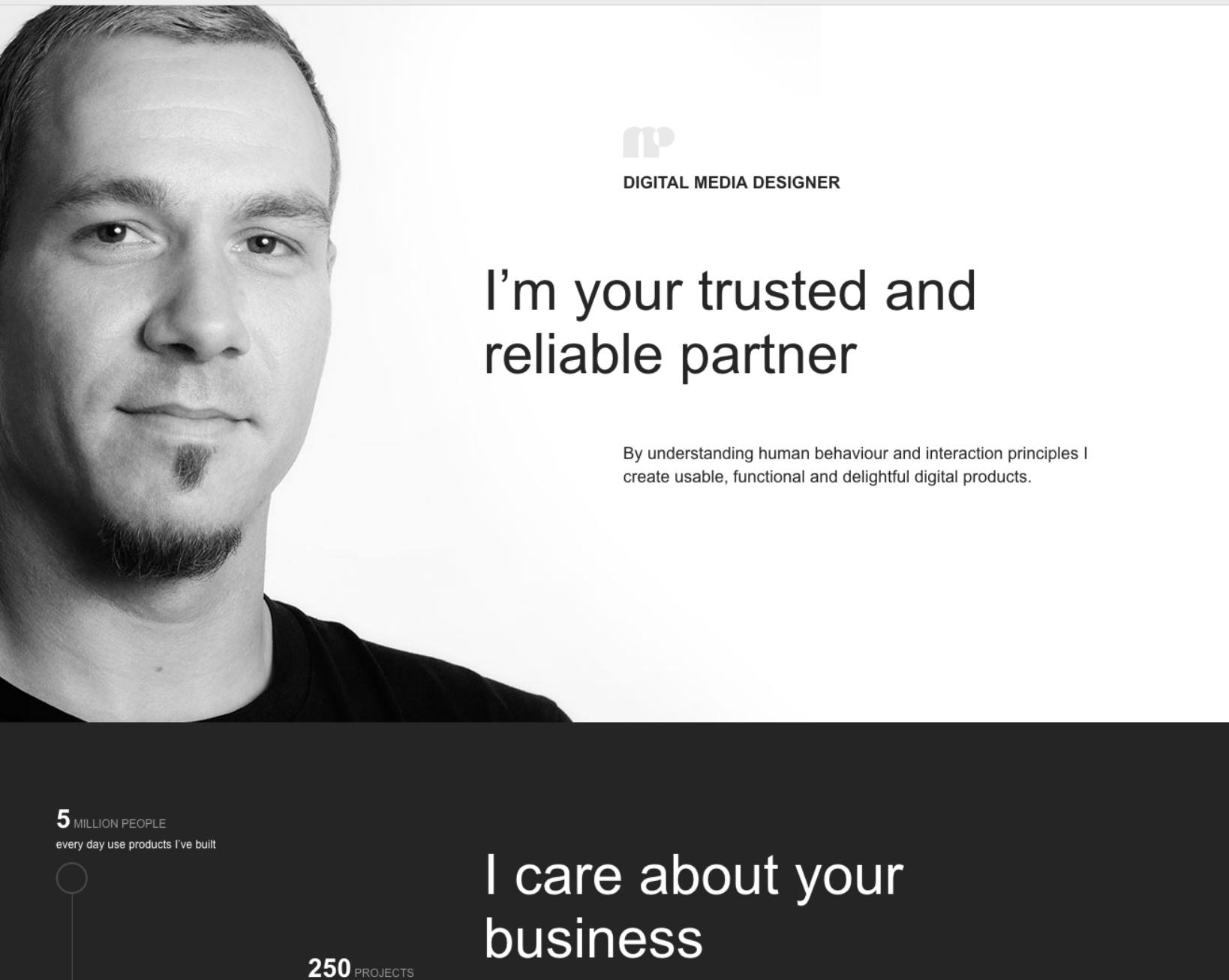


CUTE CHICKS & BUNNY, BUT FILLER
AND NOT RELEVANT



CHOOSE RELEVANT PHOTOS
TO YOUR SUBJECT

Viewers respond to faces & emotions



DIGITAL MEDIA DESIGNER

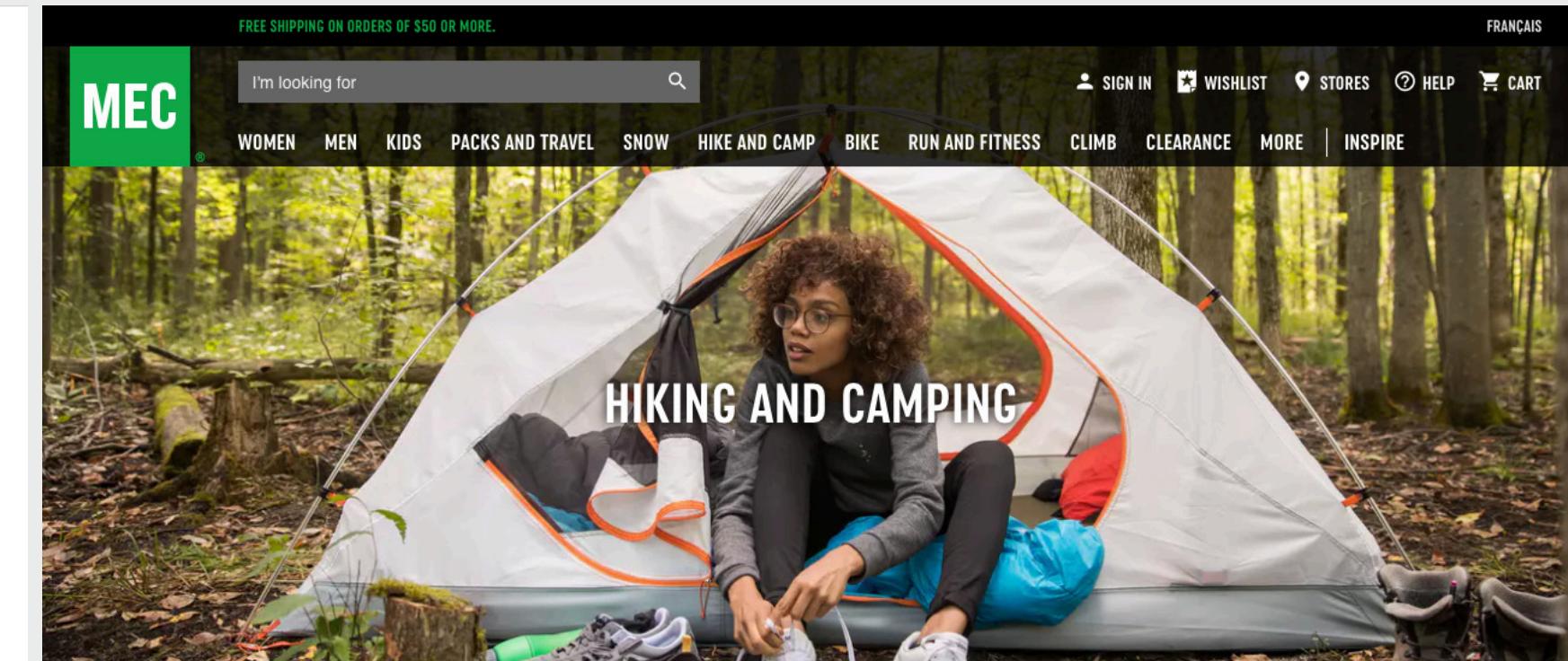
I'm your trusted and reliable partner

By understanding human behaviour and interaction principles I create usable, functional and delightful digital products.

5 MILLION PEOPLE
every day use products I've built

250 PROJECTS

PEOPLE RESPOND TO TINY DETAILS OF FACES, BE CAREFUL WHICH PHOTO YOU SELECT (AND TEST TEST TEST IT!)



BE GENUINE. VIEWERS CAN SPOT A FAKE SMILE :|

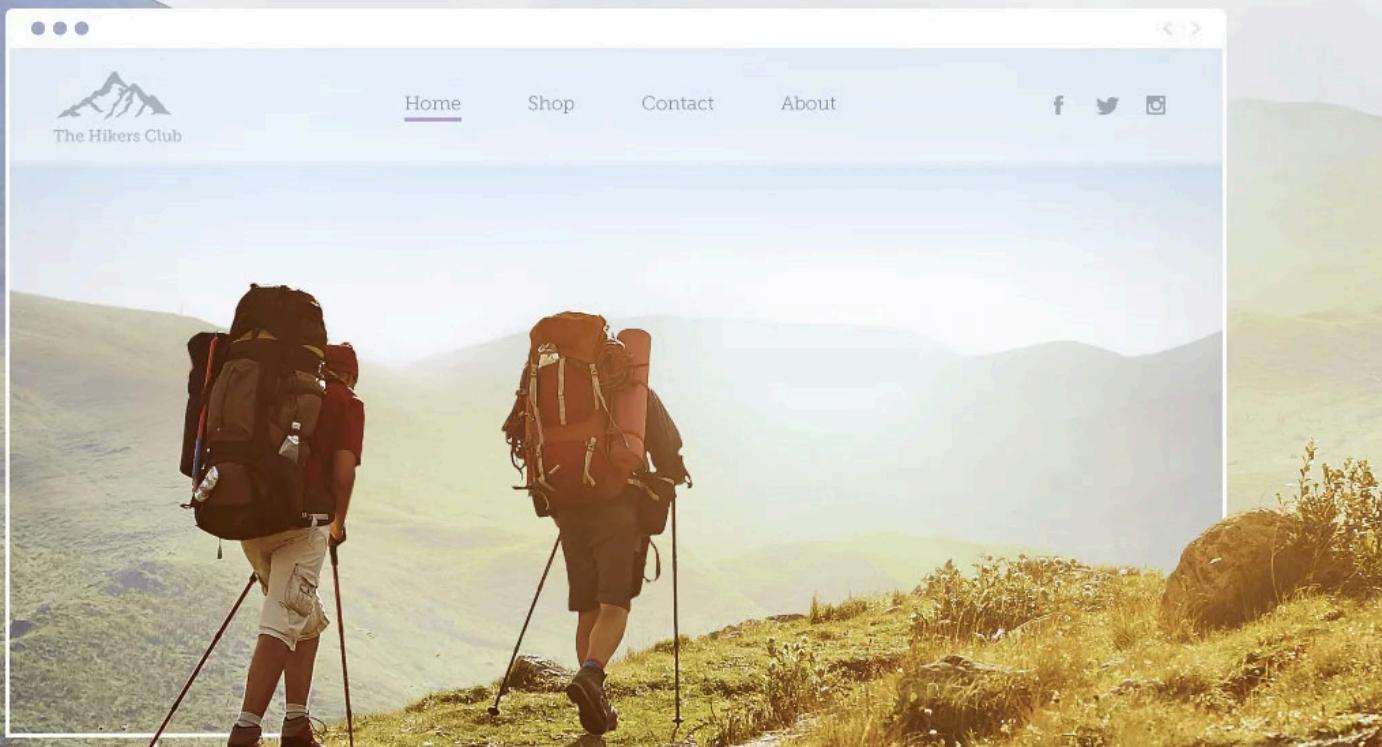
Create a feeling / match the mood

WIX.com

Create Your Own Beautiful Website

Your stunning website is just a few clicks away. It's easy and free with Wix.

[Start Now](#)



huckberry • Follow

huckberry If you risk nothing, you risk everything.
#HuckberryAmbassador @fordyates knows the drill, on location for @yeti #seeyououtthere

[View all 40 comments](#)

nomadgoods Is that a Rainier beer in his hand?

trevorrgross @benjam_sch

nomadgoods @mbaird88 yeaaa!

benjam_sch That's cool man @tr_gross

anotherhanif Sharp!

vomit_squad Dayum.

cateleslie @geordonavery.cooper @beckforster #terracegoals

ailsabeggs @ben_bristow

honefulkelsev Great statement



4,493 likes

MARCH 16, 2016

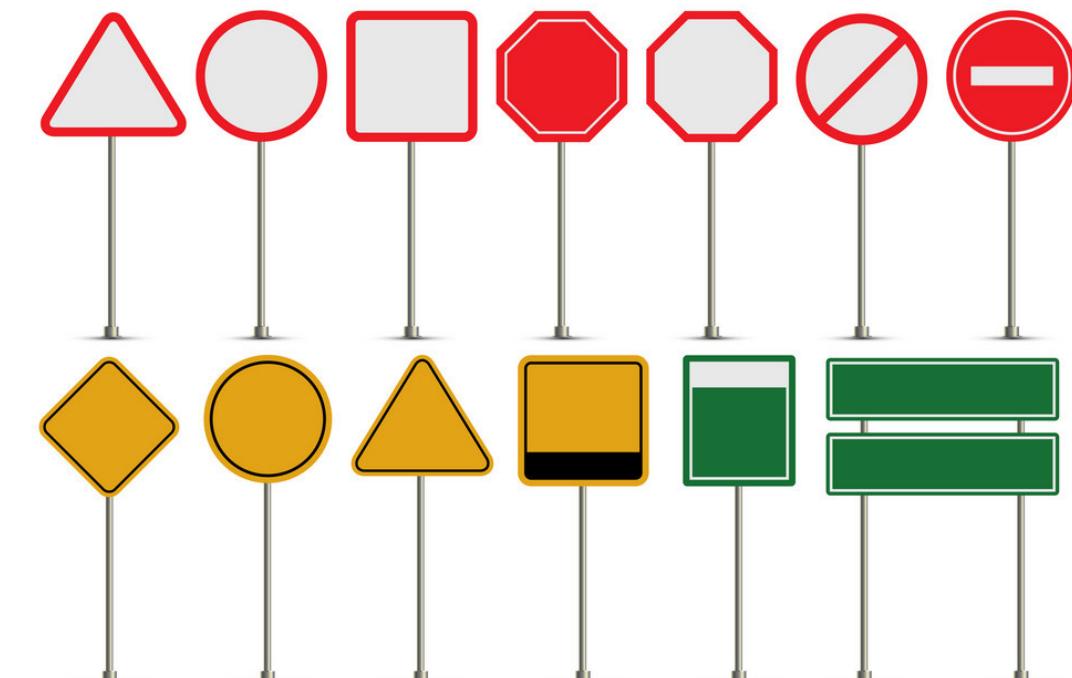
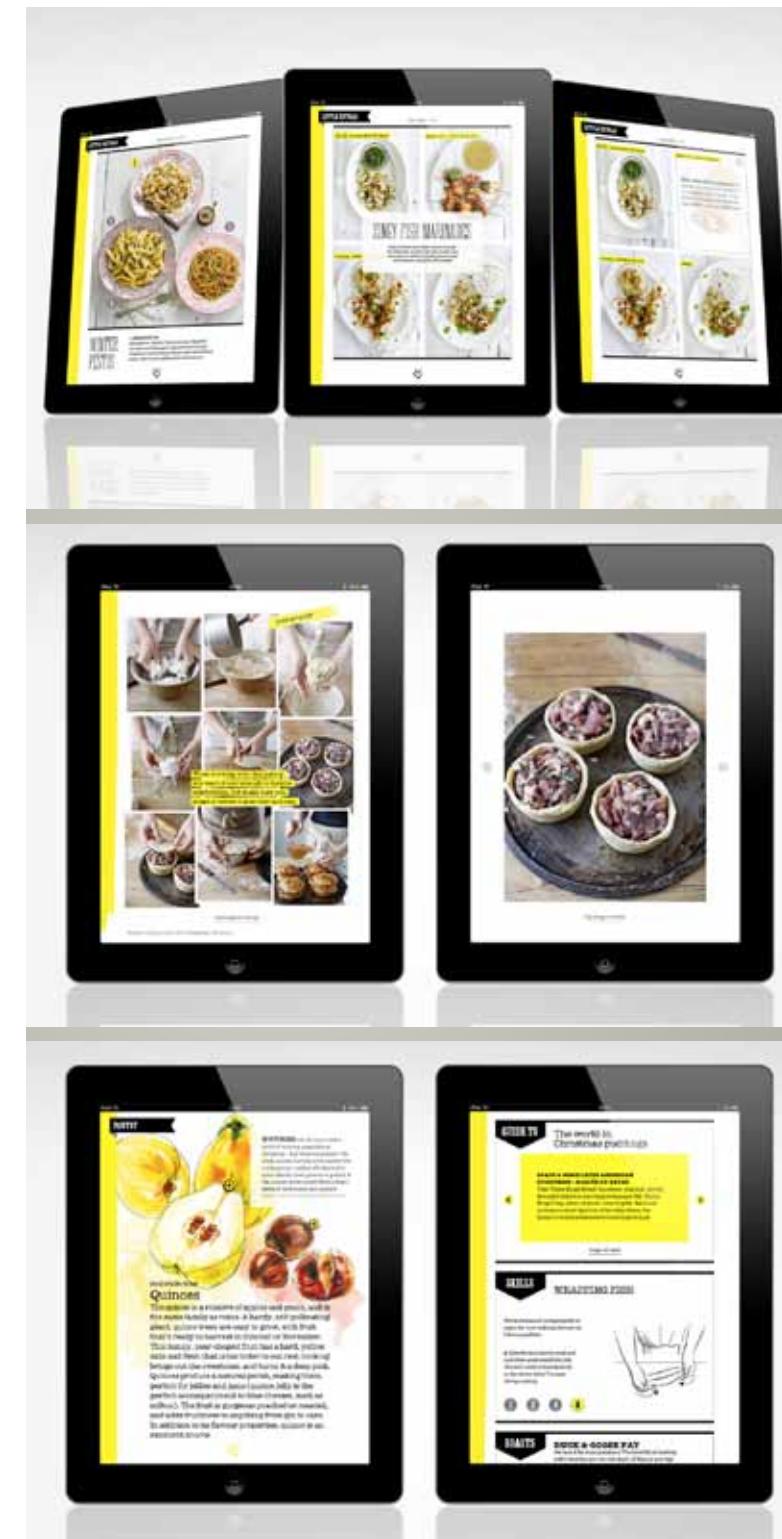
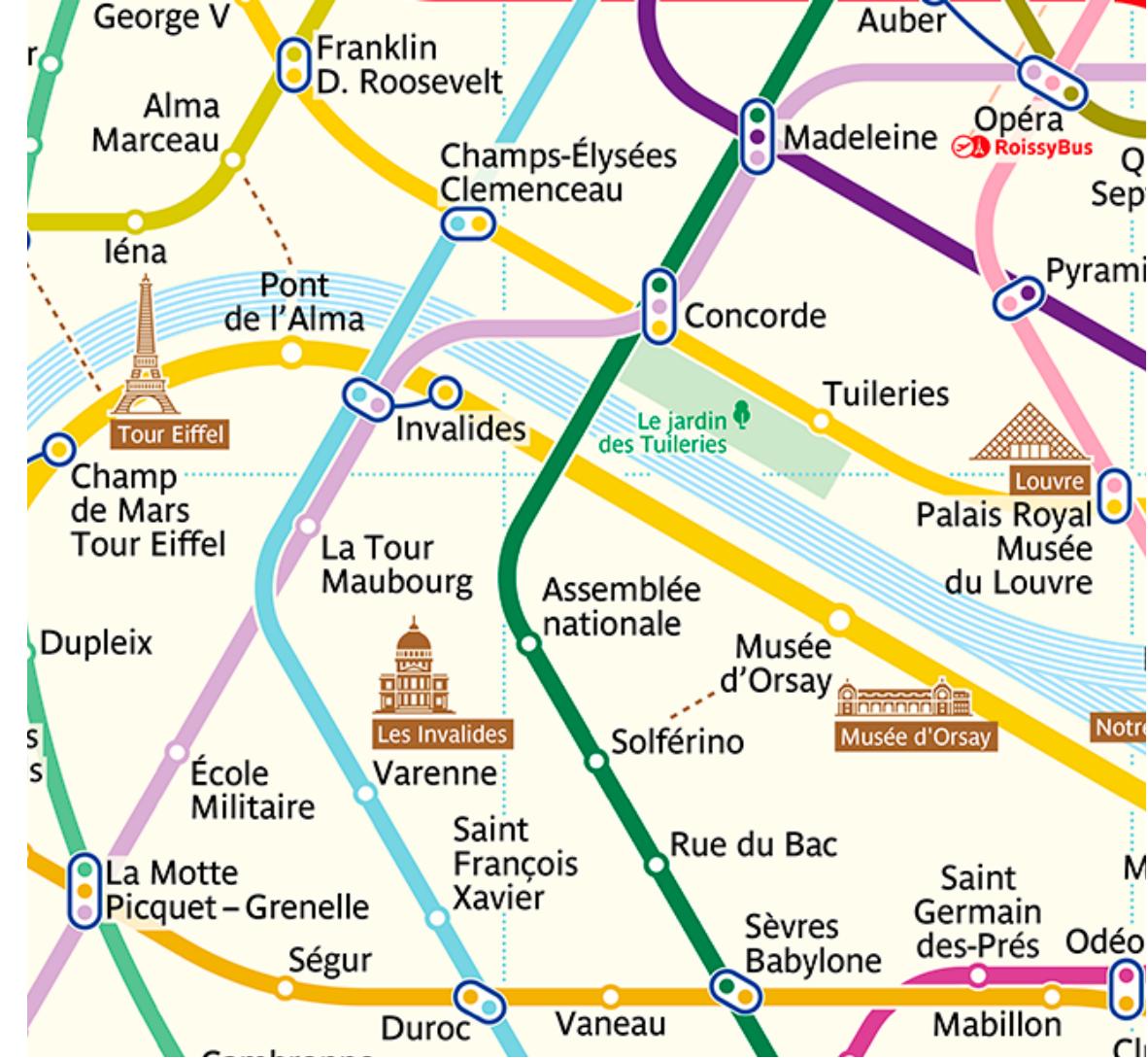
Add a comment...



...

COLOUR

- NON-FUNCTIONAL: cosmetic addition; can be confusing to receiver/audience
- FUNCTIONAL: supports and improves communication
 - » Attract/grabs receiver
 - » Create atmosphere (symbolic meaning)
 - » Inform (ex: maps; signage)
 - » Structure (hierarchy, unity)



COLOUR & BRANDING

- People decide whether or not they like a product in 90 seconds or less.
90% of that decision is based solely on color.
- brands & color hinges --> does the color “fit” what is being sold/
personality of the product
- we like things we recognize
- colour combination: similar hues + highly contrasting
accent color
 - » visual structure: base analogous colors + contrast
with accent complementary or tertiary colours).
 - » use background, base and accent colours
to create a hierarchy
- elaborately named paint colors = more pleasing + unusual/unique
colour names = increase the intent to purchase

“Color Psychology: How Colors Influence the Mind: The psychology of color in persuasion” in [Psychology Today](#), Aug 20, 2014

Marketing Applications

	Color Dimensions													
	HUE										VALUE	CHROMA		
	Red	Orange	Yellow	Green	Blue	Purple	Pink	Brown	Black	White	Low	High	Low	High
LEVEL OF AROUSAL	Relaxed				✓	✓	✓			✓	✓	✓	✓	
	Excited	✓	✓	✓					✓		✓		✓	
TYPE OF PROCESSING	Systematic			✓	✓	✓				✓	✓	✓	✓	
	Heuristic	✓	✓	✓					✓		✓		✓	
SELLING MECHANISM	Auction	✓	✓	✓					✓		✓		✓	
	Negotiation			✓	✓	✓				✓	✓	✓	✓	
BRAND TRAITS	Competence				✓				✓				✓	
	Excitement	✓	✓	✓						✓			✓	
	Ruggedness			✓				✓			✓		✓	
	Sincerity		✓			✓			✓		✓	✓	✓	
	Sophisticated			✓					✓		✓		✓	
INTENDED GOAL	Attention	✓	✓	✓						✓		✓	✓	
	Action	✓	✓	✓					✓			✓	✓	
	Liking			✓	✓	✓					✓			
TYPE OF PRODUCT	Utilitarian			✓	✓				✓					
	Hedonic	✓		✓		✓	✓							
MESSAGE FRAMING	Prevention	✓												
	Gain			✓										
GENDER	Male			✓	✓									



- Anger & danger
- Warmth & passion.
- Increase your heart rate and raise your blood pressure



- Emotionally positive
- Growth, rebirth & nature.
- Stability, endurance, prosperity & abundance
- Wealth & luxury



- Bright, fun & friendly
- Playful, childlike appeal



- Cool, clear
- Trustworthy & dependable



- Positive, sunny & optimistic,
- Energetic & eye-catching



- Nostalgic & sentimental (pale lavender)
- Sophisticated, linked with royalty (richer/darker purple)

VICTORIA'S SECRET

- Youthful energy
- Sense of fun that
- Trendy, inexpensive products for young women or girls



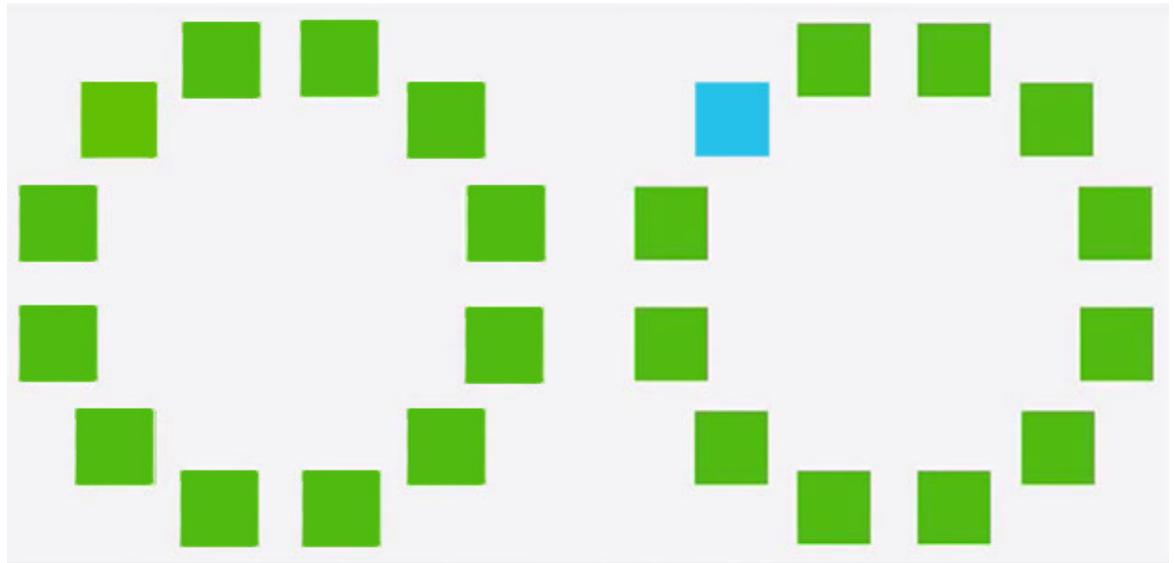
- Earthy, simple
- Honesty and simplicity,
- Organic



- Simplicity & purity
- Brightness



- Bold & powerful
- Classic & sophisticated
- Confident



CREATING AN IDENTITY

- Use of colour palette consistently
- Use a similar style of photography consistently
- Use your selected typeface(s) consistently
- Apply all of the above to your blog, but also all your social media related to your blog

LAURA JANE FASHION

Logo



Alternate Logo



Submark



Fnts

Body Font: Roboto
ABCDEFIGHJKLMNO
abcdefghijklmnopqrstuvwxyz

Header Font: CAC Champagne
ABCDEFGHIJKLMNO
abcdefghijklmnopqrstuvwxyz

Colour Palette



Patterns



Brand Style Inspiration



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Victoria Style Interiors

Logo



Alternate Logo



Submark



Fnts

Body Text: Lato
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll

Heading Text: Belle Regular
Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll

Colour Palette



Patterns



Brand Style Inspiration



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The BADASS Business Mum

Logo



Alternate Logo



Submark



Website

www.theBADASSbusinessmum.com

Fnts

ROCK SALT

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Jeanne Sans

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Open Sans

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz

Colour Palette



Patterns



Brand Style Inspiration

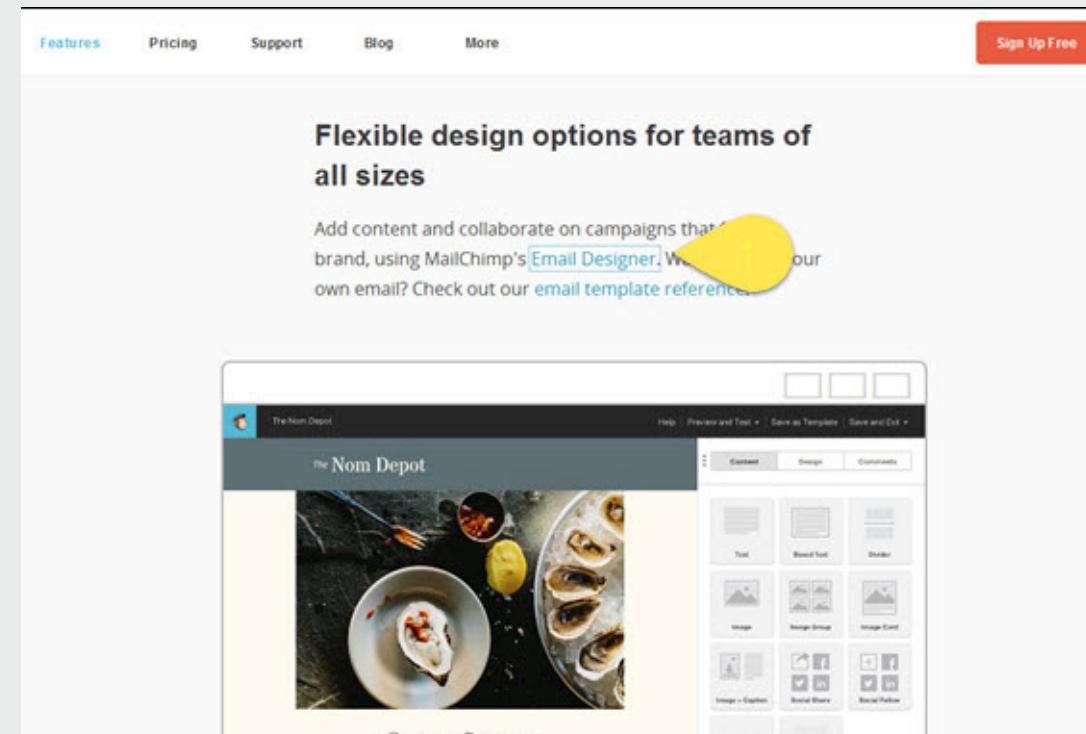
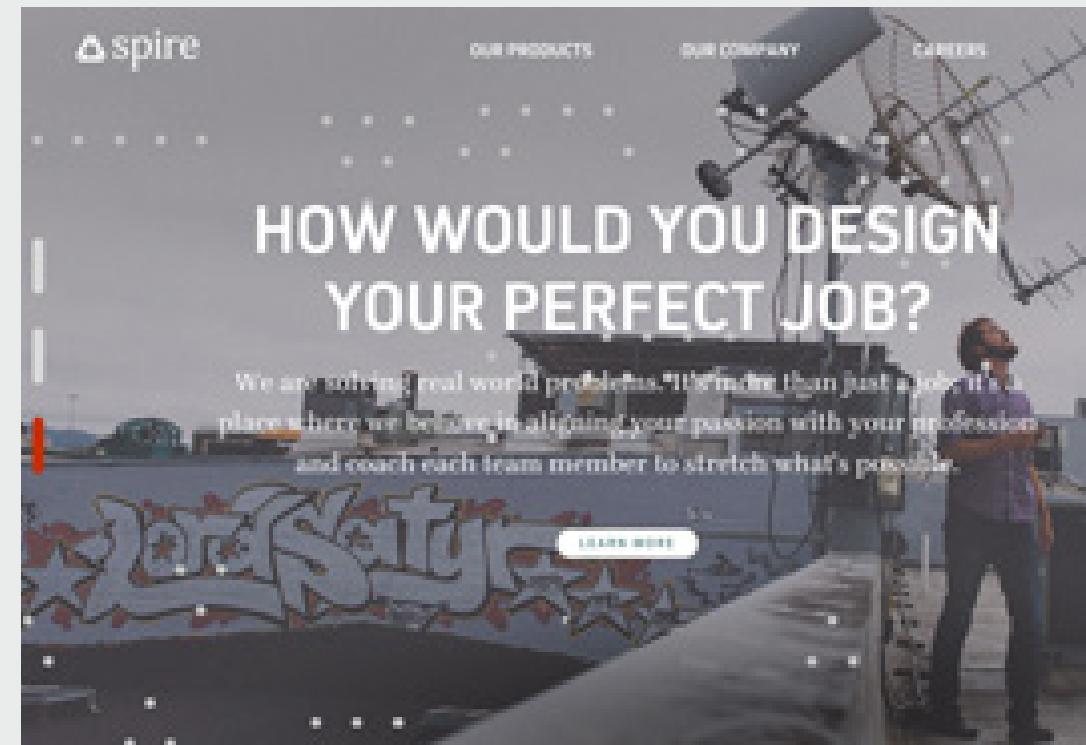
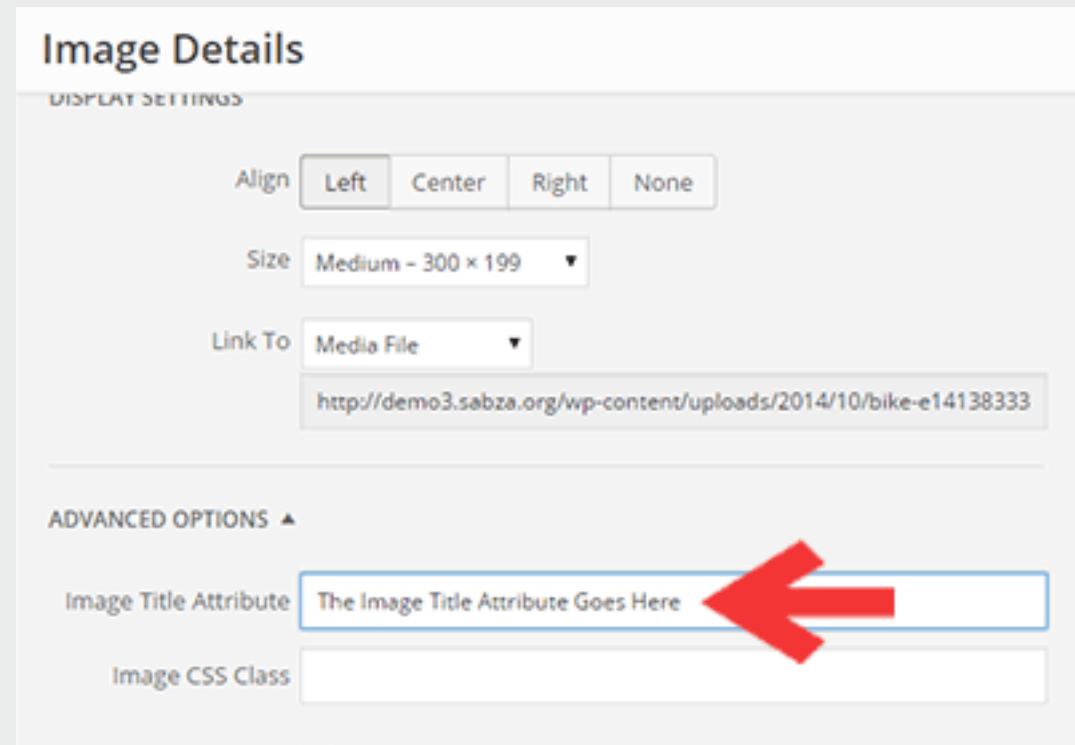


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www.theBADASSbusinessmum.com

WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG) 2.0

- **Text alternative** for non-text elements
- Meaningful **heading structure** with proper markup
- Healthy **contrast**
- **Never use colour or image alone** to convey information
- **No information is lost** when users resize text or change text spacing
- **Avoid images of text**
- Users can pause, stop, or adjust the **volume of audio**/background audio is low or can be turned off
- Content is accessible by **keyboard**



- **Bypass** blocks (“Skip To Navigation” or “Skip to Main content”)
- **Text transcription** and caption for audio and video contents
- Readable/legible **typeface**
- Content does **not cause seizures**
- Users can **easily navigate**, find content, and determine where they are
- Ensure that your **HTML** passes **w3c validation** tests

DIGI WEB SHOW
5by5

guests and topics like web publishing, content strategy, typography, web design, it's everything web that matters. Hosted by Jeffrey Zeldman.

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← Previous Episode | Next Episode →

176: Intrinsic Web Design with Jen Simmons

April 27, 2018 at 4:00PM • 1 hour 9 minutes • Wiki Entry

Jen Simmons—Designer Advocate at Mozilla, creator of Firefox Grid Inspector, host of Layout Land and The Web Head, member of the CSS Working Group, coiner of Intrinsic Web Design, and general force of nature—is Jeffrey Zeldman's guest.

Everything we thought we knew about web design just changed. Making sites that sing. Designing with the viewport in mind. A time-based storytelling journey. Real whitespace on the web. Real designer/developer tools: the Shapes Editor, Grid Inspector, and next-generation fonts panel in Firefox.

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- Layout Land
- Transcript

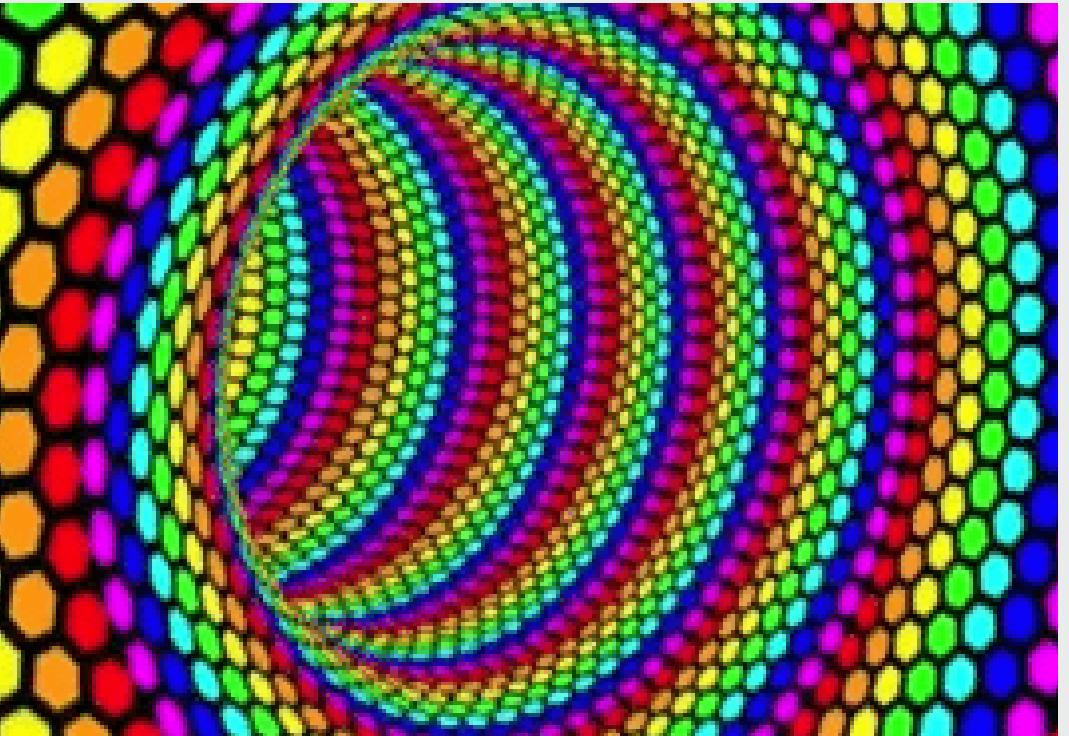
The BIG WEB SHOW
5by5

The following is a transcript of *The Big Web Show Episode 76: Intrinsic Web Design with Jen Simmons*.

Jeffrey Zeldman: Hello, and welcome to the Big Web Show, everything web that matters. I'm Jeffrey Zeldman, your host, and my guest today is the amazing, the incredible Jen Simmons. Hi, Jen.

Jen Simmons: Hi, Jeffrey. I'm so excited. I haven't been on a podcast in such a long time. I actually have missed it so much, so thank you for having me.

Jeffrey Zeldman: It's fun. It's my pleasure. Thank you for coming on the show. Jen, if you don't know, is a designer advocate at Mozilla. She's the creator of the Firefox Grid Inspector, which someone on Twitter today said was probably not the Dreamweaver or the Macaw, but was like, part of that ... We used to talk, "Is web design ever going to be done visually and not by coders?" and said, "No, it couldn't be," and so this might be the start of it. This person was saying that there's this ... It wasn't the Grid Inspector, it was the silhouette, the curve—



Nimrod Scherzo MT Bembo ITC Weidemann

a a xhx xhx
g g xhx xhx

Go back one page | Full down to show history

W3C® Markup Validation Service
Check the markup (HTML, XHTML, ...) of Web documents

Validate by URI Validate by File Upload Validate by Direct Input

Validate by URI
Validate a document online:
Address:

► More Options Check

This validator checks the [markup validity](#) of Web documents in HTML, XHTML, SMIL, MathML, etc. If you want to validate [stylesheets](#), [MobileOK content](#), or to [find broken links](#), there are [other validators and tools](#) available. As an alternative, you can also use the [validator.org](#) service.

I ❤ VALIDATOR

The W3C validators rely on community support. [Donate](#) and help us build better web standards.

SUMMARY

- Design principles:
 - » Balance
 - » Rhythm
 - » Proportion/Scale
 - » Contrast/Point of focus
 - » Unity/Harmony
- Responsive website
- Fast loading
- UX/UI principles
- Typography:
 - » Contrast
 - » Proximity
 - » Typeface selection and pairing
 - » Type size, leading, and line length
 - » Alignments
 - » Upper and lowercases
- Images:
 - » Selection
 - » Cropping
- Colour and consistency