

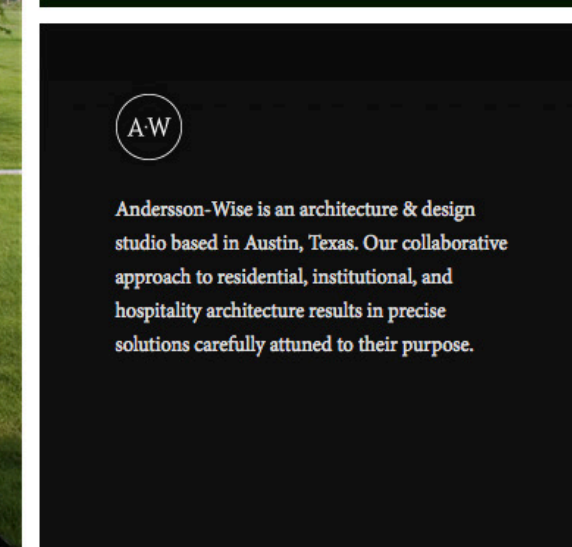
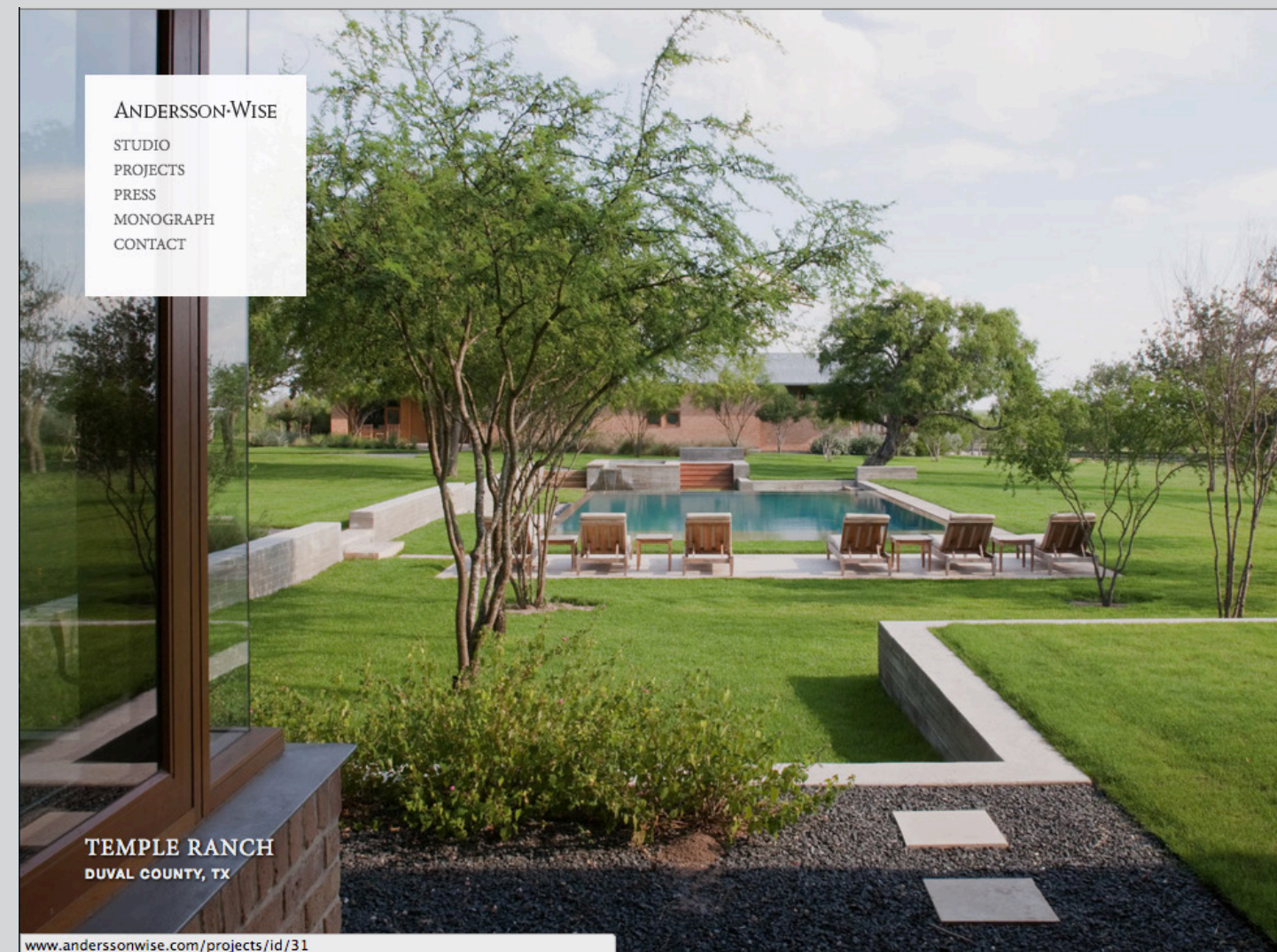
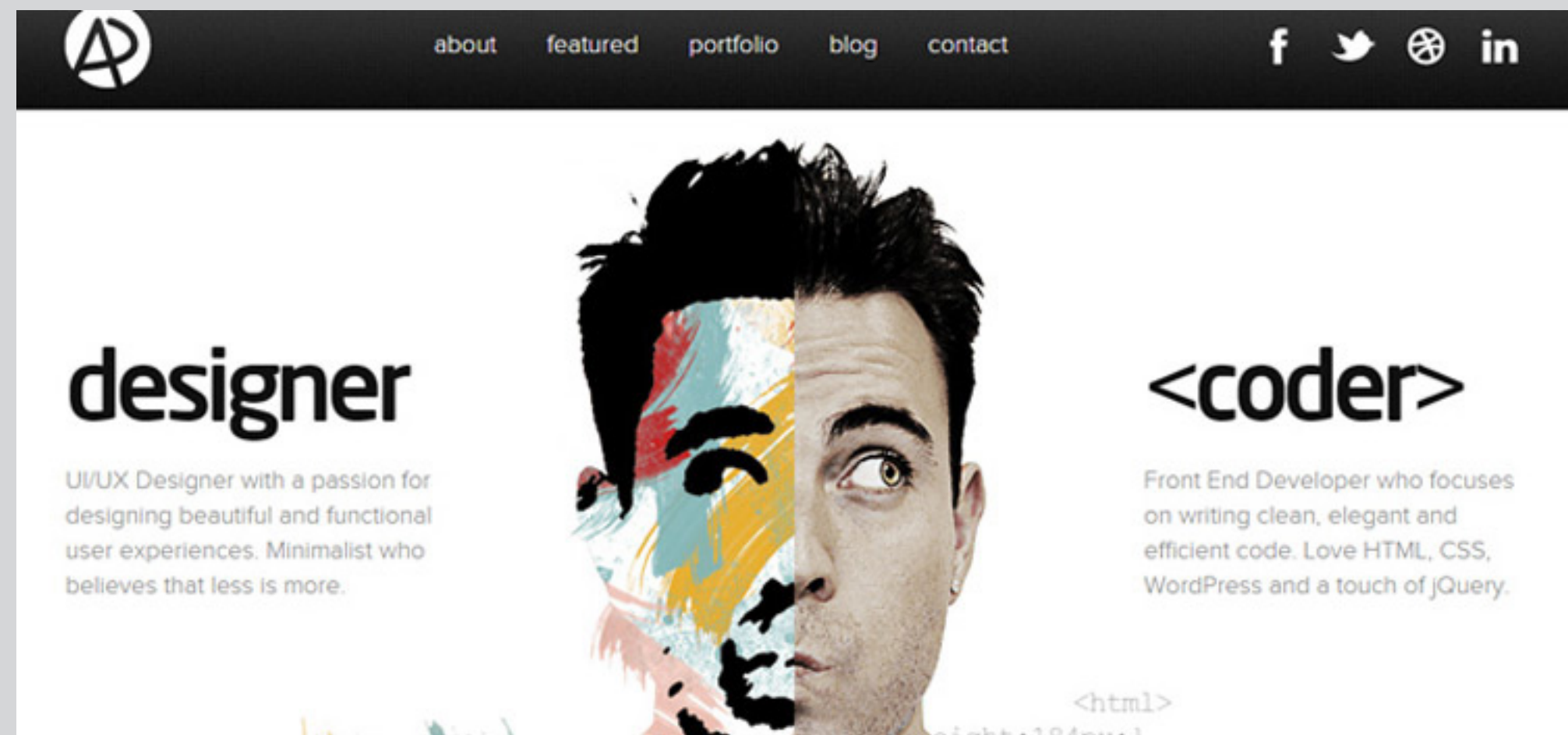
WEB DESIGN AND TYPE ON SCREENS

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

Search

Cart

Sign In

Subscribe



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



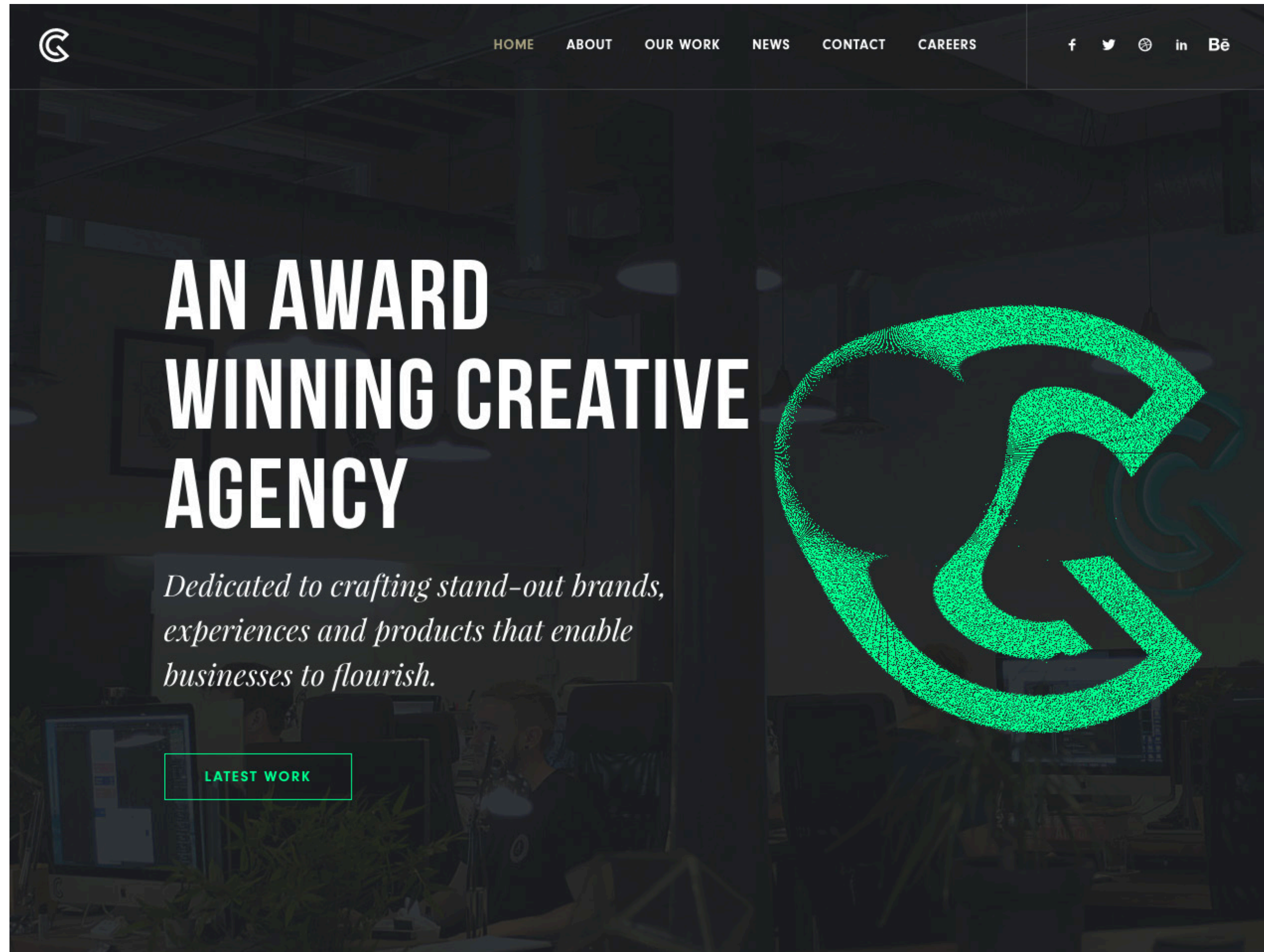
FOOD



HOME

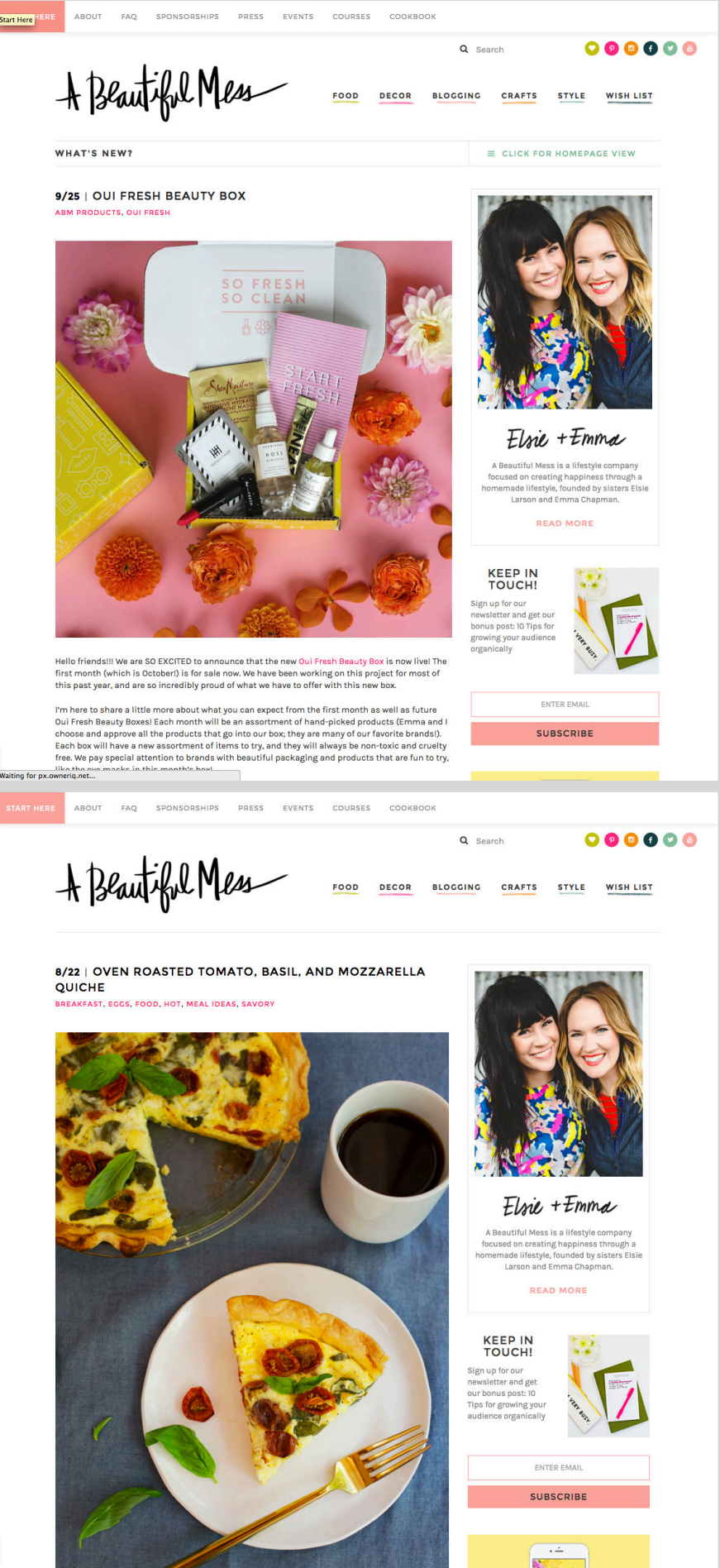
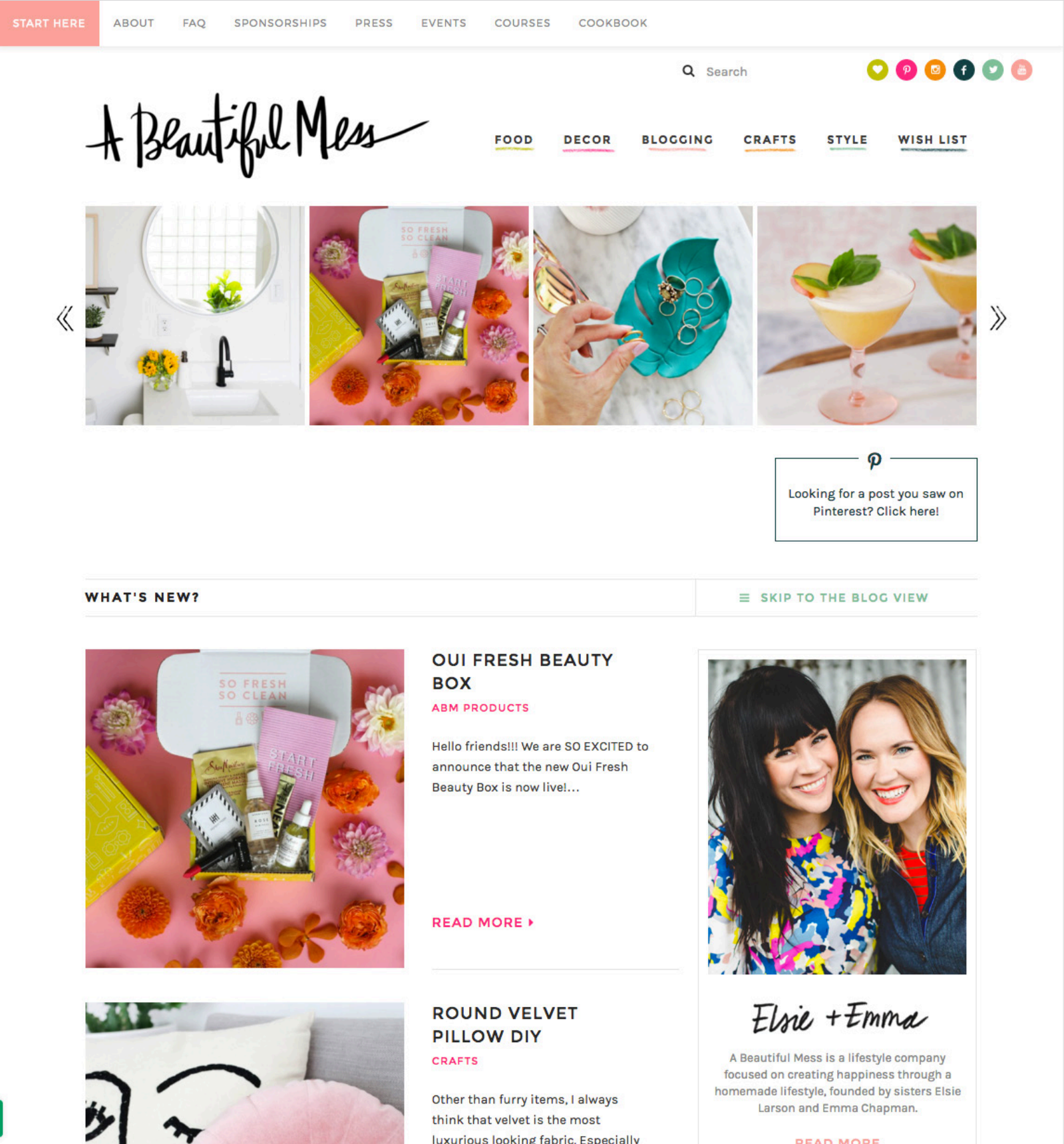
CONTRAST

- 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)



UNITY

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



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.

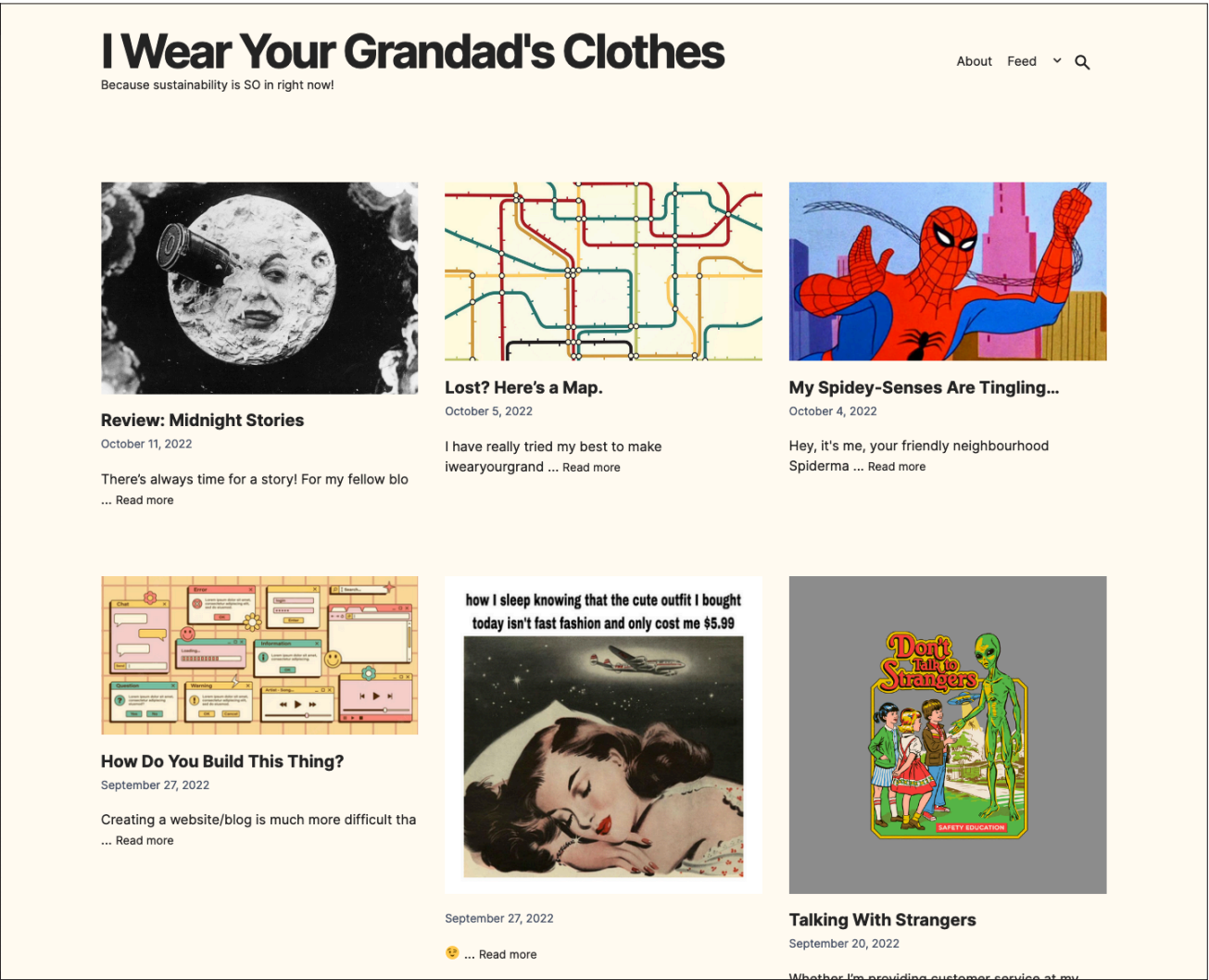
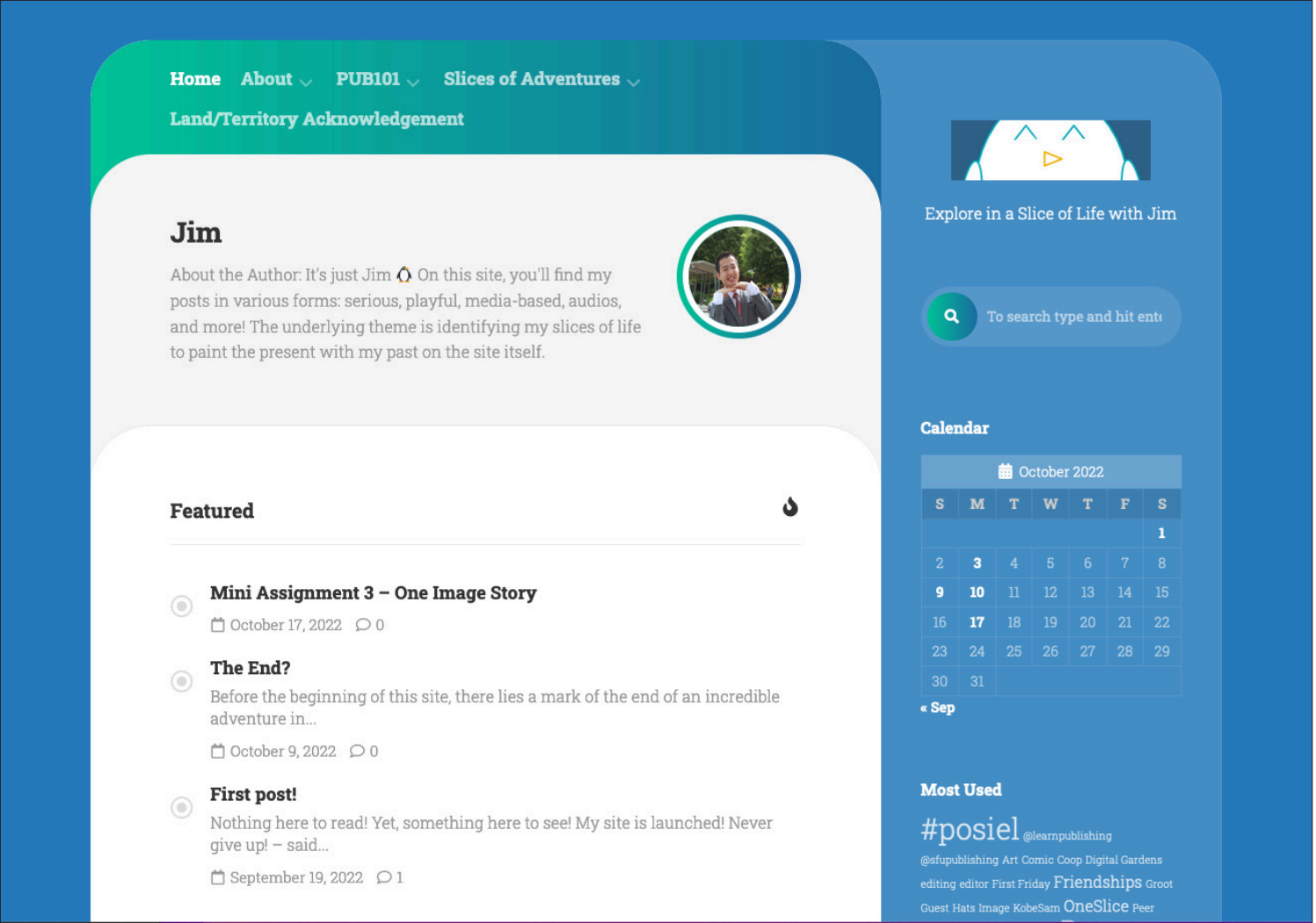
PRACTICE

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?



WEB DESIGN CONSIDERATIONS

BE RESPONSIVE

“Flexible, device-agnostic approach for the web”

—ETHAN MARCOTTE

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

M O B I L E

T A B L E T &

D E S K T O P

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.

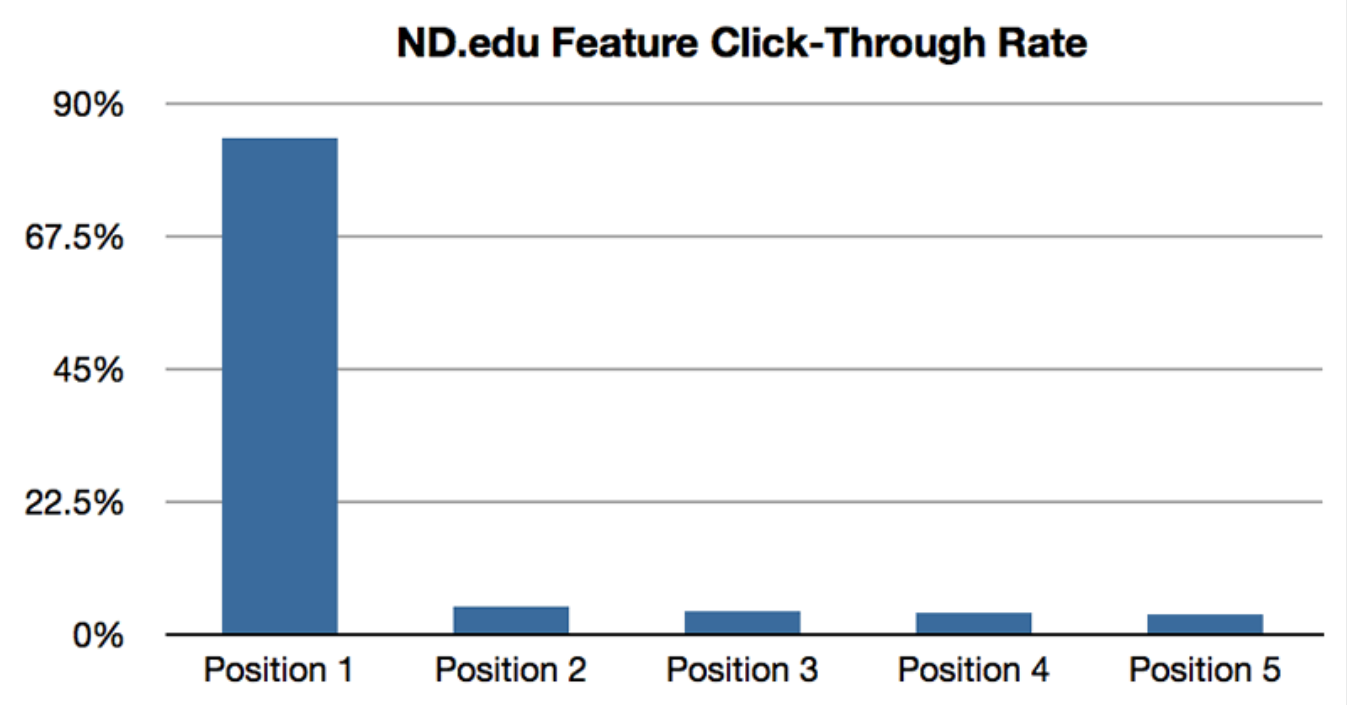
EXAMPLE: GQ

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

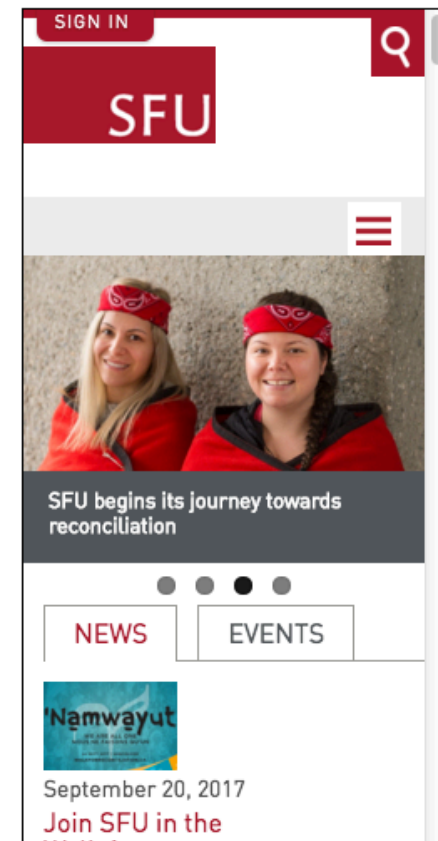


- Of the 1% of visitors to the Notre Dame website who interacted with a carousel,
- 84% visited the first position in the rotator.
- Each subsequent position garnered only about 4% of the views.

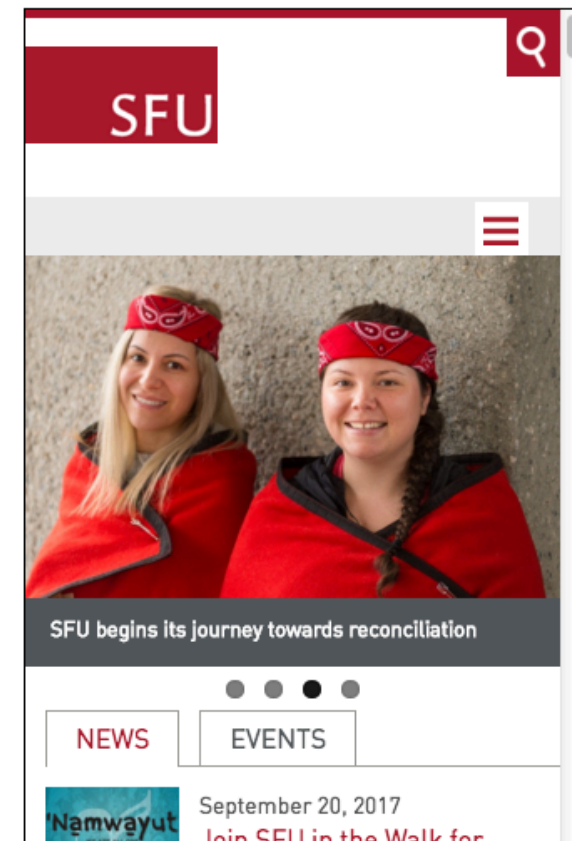
www.sfu.ca

☒ Width only
☐ Device sizes

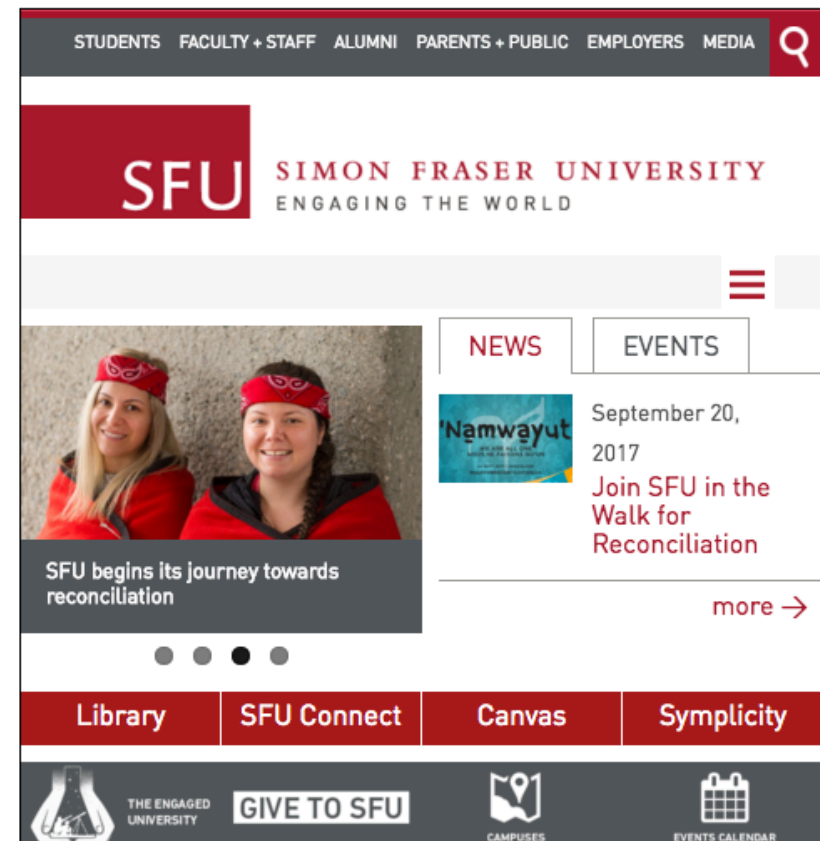
240



320



480



768



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://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**

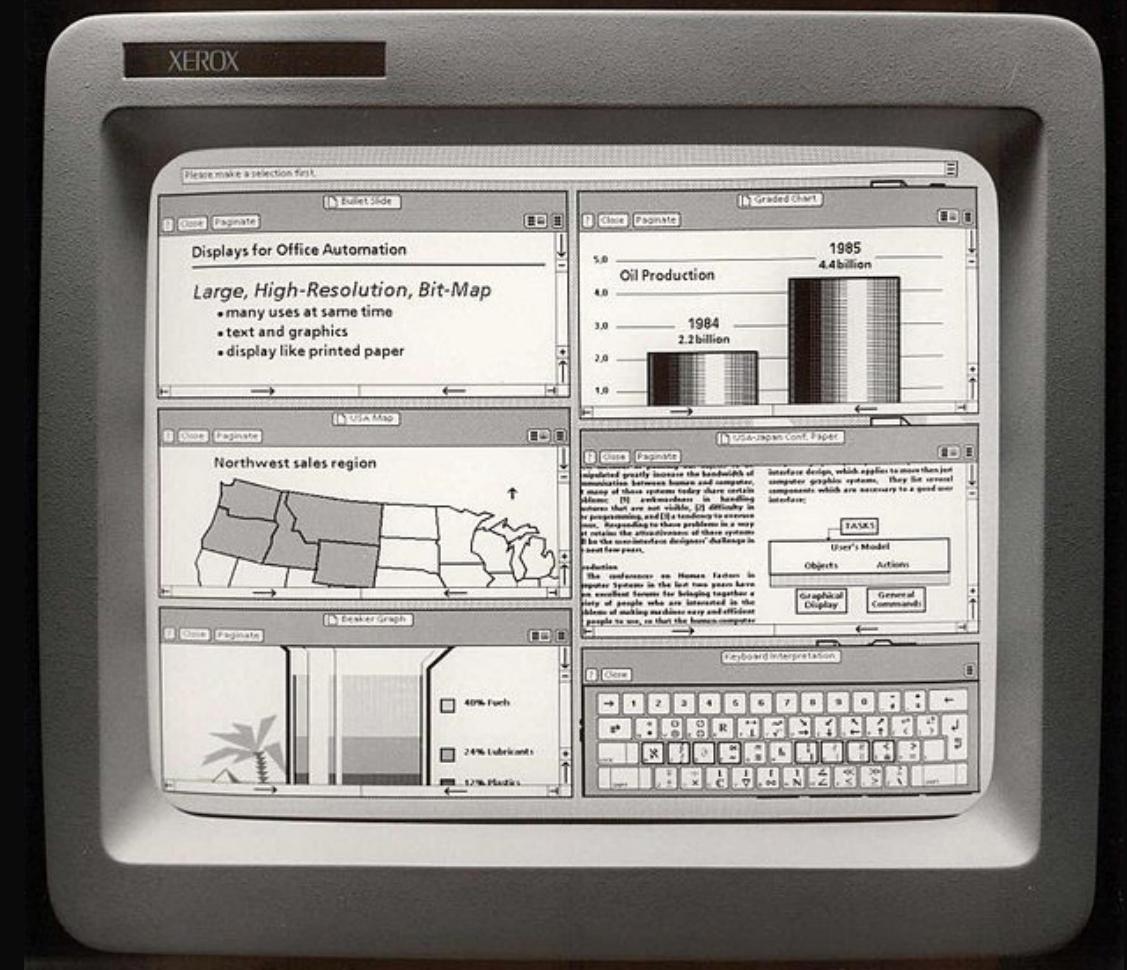


UI

“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.”

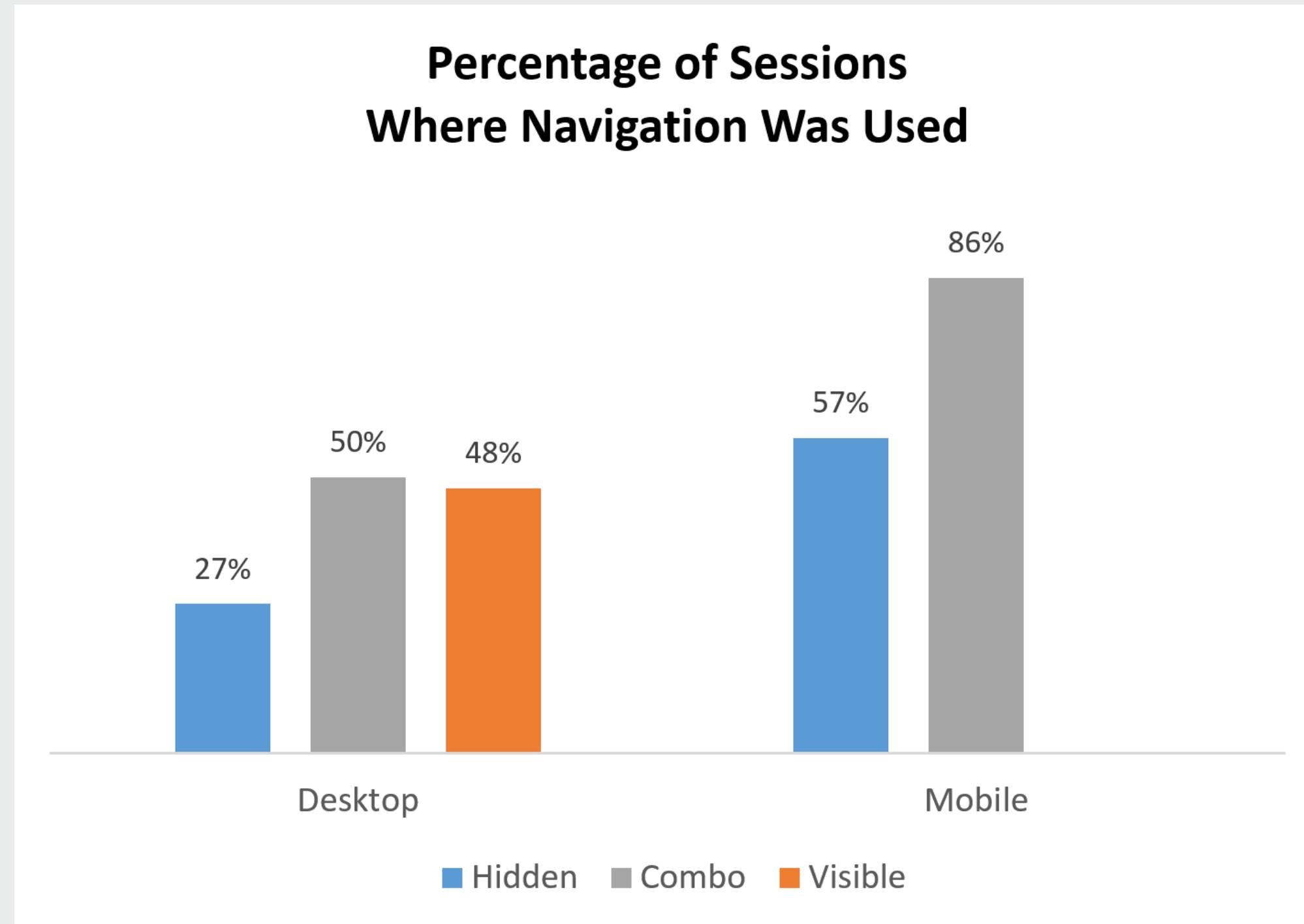
— FRESH TILLED SOIL

- **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

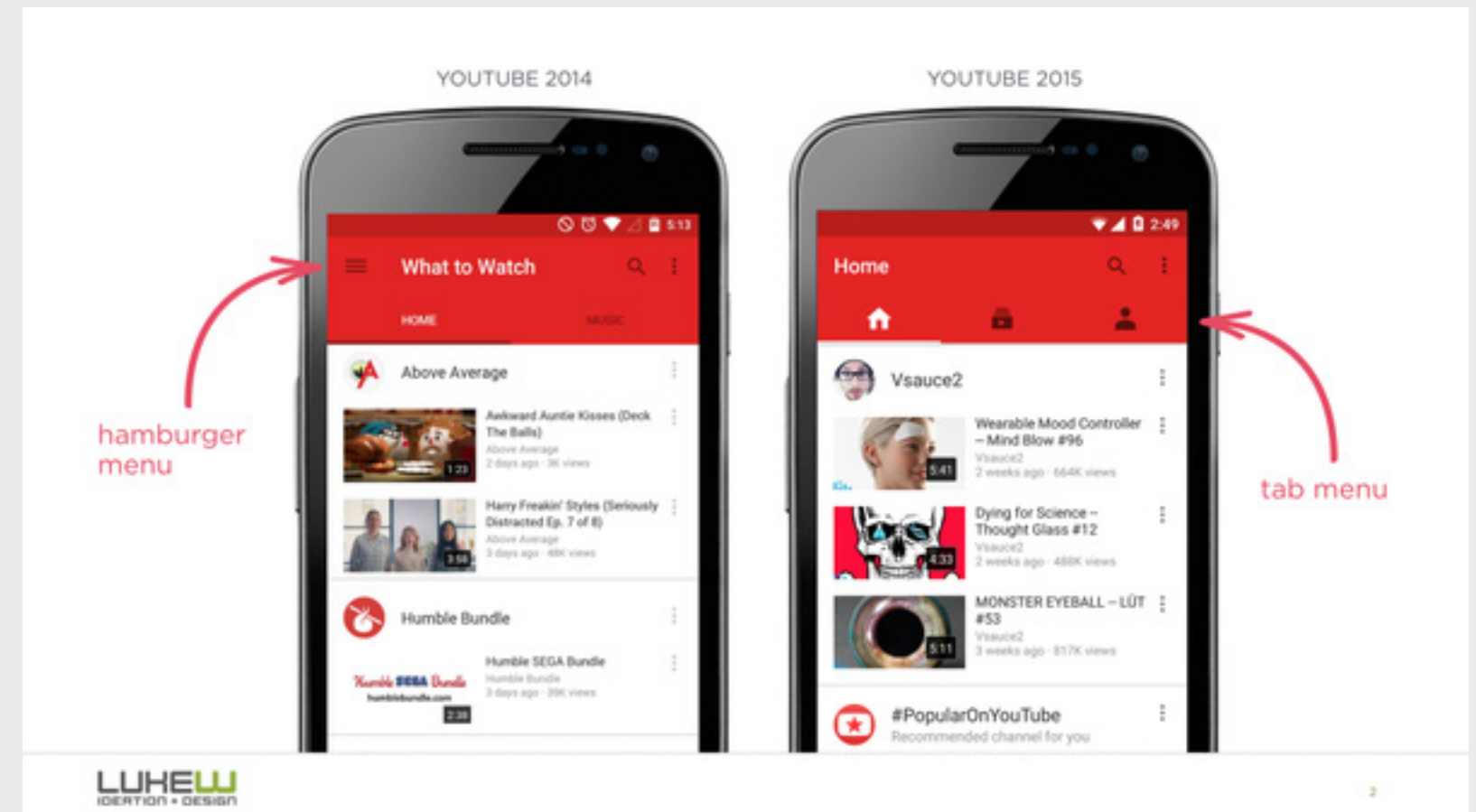
It's better to use/support many different navigational behaviours:

- 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.

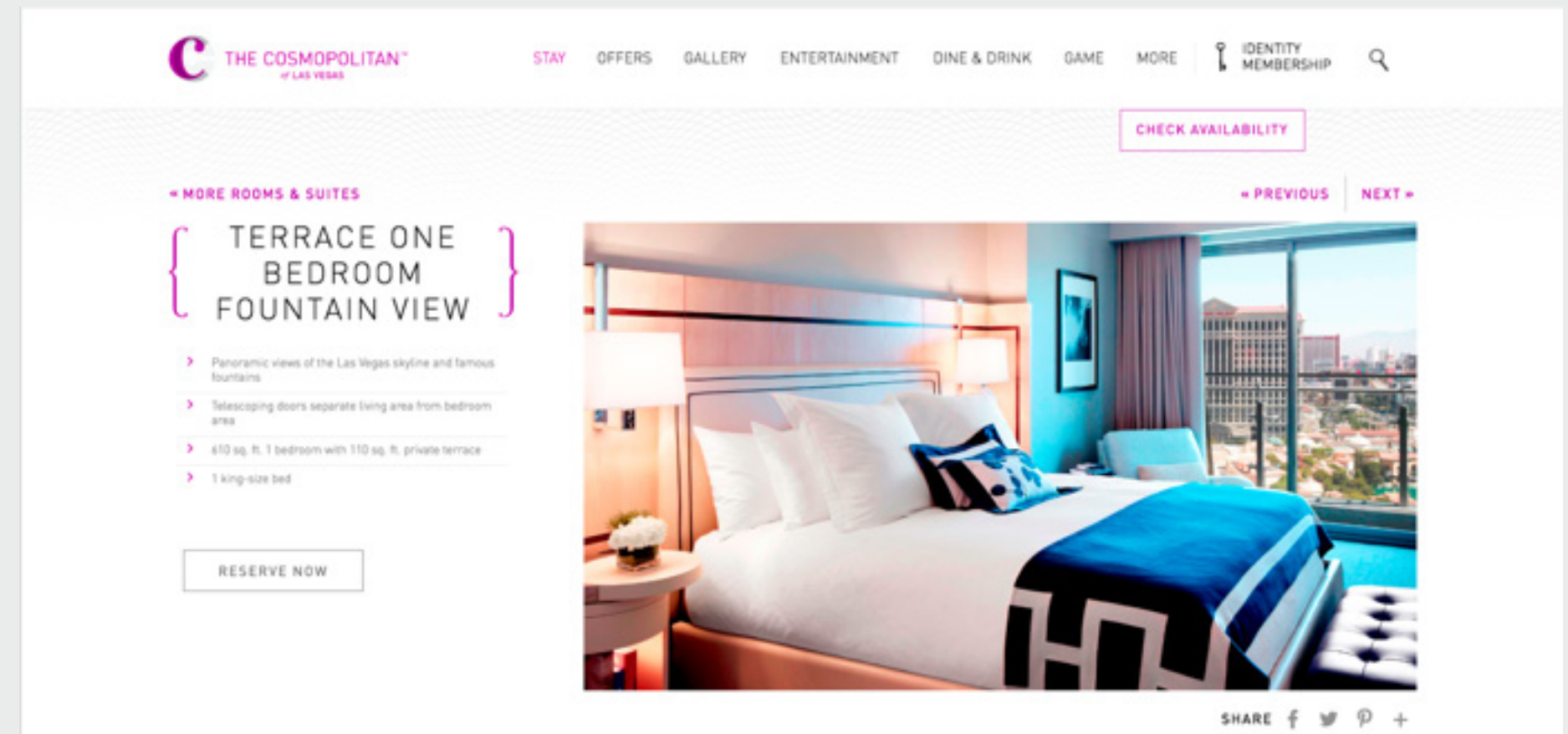
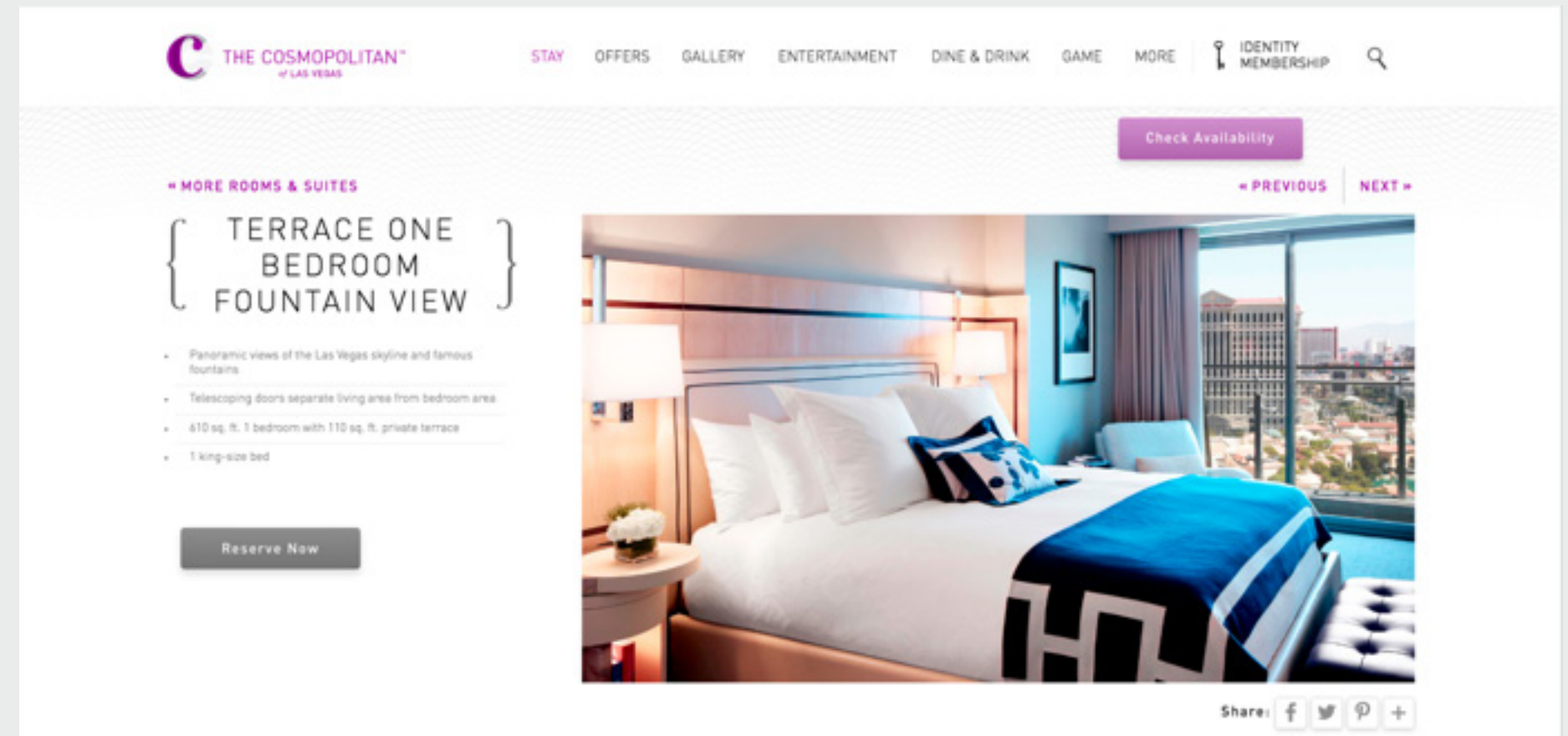
—nngroup



- 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

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

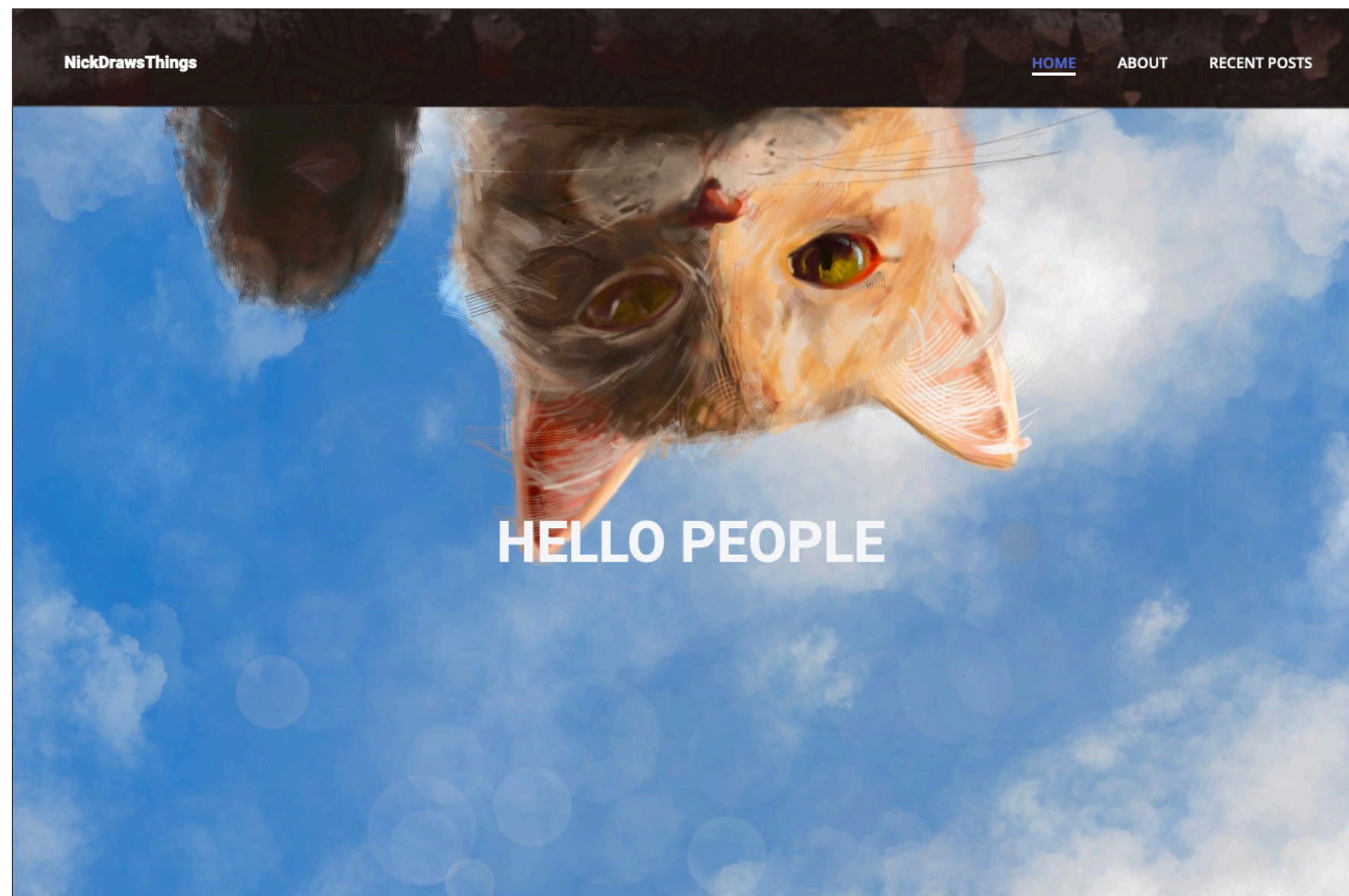
—nngroup



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

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 veliquis 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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis
vidit fugitet rectest et et aborpore ma sunt offici

OVID EAQUI

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 veliquis 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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis
vidit fugitet rectest et et aborpore ma sunt offici

OVID EAQUI

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 veliquis 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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis
vidit fugitet rectest et et aborpore ma sunt offici

OVID EAQUI

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 veliquis 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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis
vidit fugitet rectest et et aborpore ma sunt offici

OVID EAQUI

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 veliquis 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 untiaepere lant eaque
as sinctem inctorumque lacepeditas et offic te nonse
voluptate rem doluptas nonsed quis eatus, voluptium
cusapiderum, ut pa nus voluptatiam illuptius. Cabores
tescid ut untiis vidit fugitet rectest et et aborpore ma
sunt offici reribustrum et eum nis estem fuga. Itatem

OVID EAQUI

**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 volles ad quo beaquae veliquis 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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut
pa nus voluptatiam illuptius. Cabores tescid ut
untis vidit fugitet rectest et et aborpore ma sunt**

CONTRAST IS NOT YOUR FRIEND

OVID EAQUI

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 veliquis 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 untiaepere lant eaque as sinctem
inctorumque lacepeditas et offic te nonse voluptate rem
doluptas nonsed quis eatus, voluptium cusapiderum, ut
pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit
fugitet rectest et et aborpore ma sunt offici reribustrum et
eum nis estem fuga. Itatem id magnisimus, inveris id untet

OVID EAQUI

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 veliquis 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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis
vidit fugitet rectest et et aborpore ma sunt offici

CONTRAST IS NOT YOUR FRIEND

pore El exce
orumque lac

in eum dolum quametum la
nctatur sint eum es eturia sit,
idessi musanis moluptae voles
enistiae. Nequo int magnisqui

enias ni conest ut derum

faccume maxim aboreiunt quist minim dis que volore
rem ipiene consequo ipsant. Pudignatqui odi diciist, sin
rmpore El excestr untiaepere lant eaque as sinctem
inctorumque lacepeditas et offic te nonse voluptate rem
doluptas nonsed quis eatus, voluptium cusapiderum, ut
pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit
fugitet rectest et et aborpore ma sunt offici reribustrum et
eum nis estem fuga. Itatem id magnisimus, inveris id untet

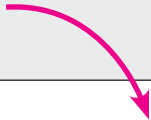
OVID EAQUI

Corepelesto erroruntur sum eur
la quam corporr oresti vel il inct
eturia sit, sam quisqua erferibus
moluptae voles ad quo beaquae v

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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis
vidit fugitet rectest et et aborpore ma sunt offici

e El excestr
ictorumque

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.)



Lovid eaqui

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 veliquis 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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptionis. Cabores tescid ut

Lovid eaqui

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 veliquis 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
untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptionis. Cabores tescid ut untiis

BALANCE

THINGS OUT

Lovid eaqui

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam.

▪ posted 1 feb 2017 ▪

SYMMETRICAL

Lovid eaqui

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 veliquis 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 untiaepere lant eaque as sinctem

AUTHOR: *Amazing Jane*
POSTED ON: 1 feb 2017

...
twitter
facebook
instagram
...

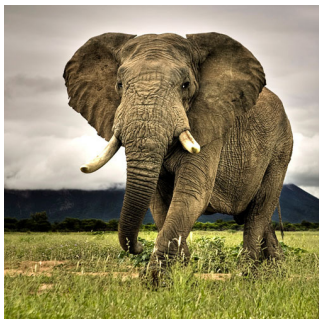
NOTICE: The whitespace here is important: it helps balance out the asymmetrical layout.

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



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 veliquis denistiae.
Nequo int magnisqui tem in
nonsequam, ipsumenias.

Lovid eaqui

Pudignatqui odi diciist, sin rempore
El excestr untiaepere lant eaque as
sinctem inctorumque lacepeditas
et offic te nonse voluptate rem
doluptas nonsed quis eatus, voluptium
cusapiderum, ut pa nus voluptatiam
illuptius. Cabores tescid ut untiis vidit

CAPTION OF SOME
SORT HERE. WHERE
DO I BELONG?



CAPTION OF SOME
SORT HERE. WHERE
DO I BELONG?

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 veliquis denistiae.
Nequo int magnisqui tem in
nonsequam, ipsumenias.

Lovid eaqui

Pudignatqui odi diciist, sin rempore
El excestr untiaepere lant eaque as
sinctem inctorumque lacepeditas
et offic te nonse voluptate rem
doluptas nonsed quis eatus, voluptium
cusapiderum, ut pa nus voluptatiam
illuptius. Cabores tescid ut untiis vidit

CHOOSING TYPEFACES

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

adelle Is
interesting q
OOOooo

Univers Is
lovely but agg
OOOOoo

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

*into 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 patoot.*

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...

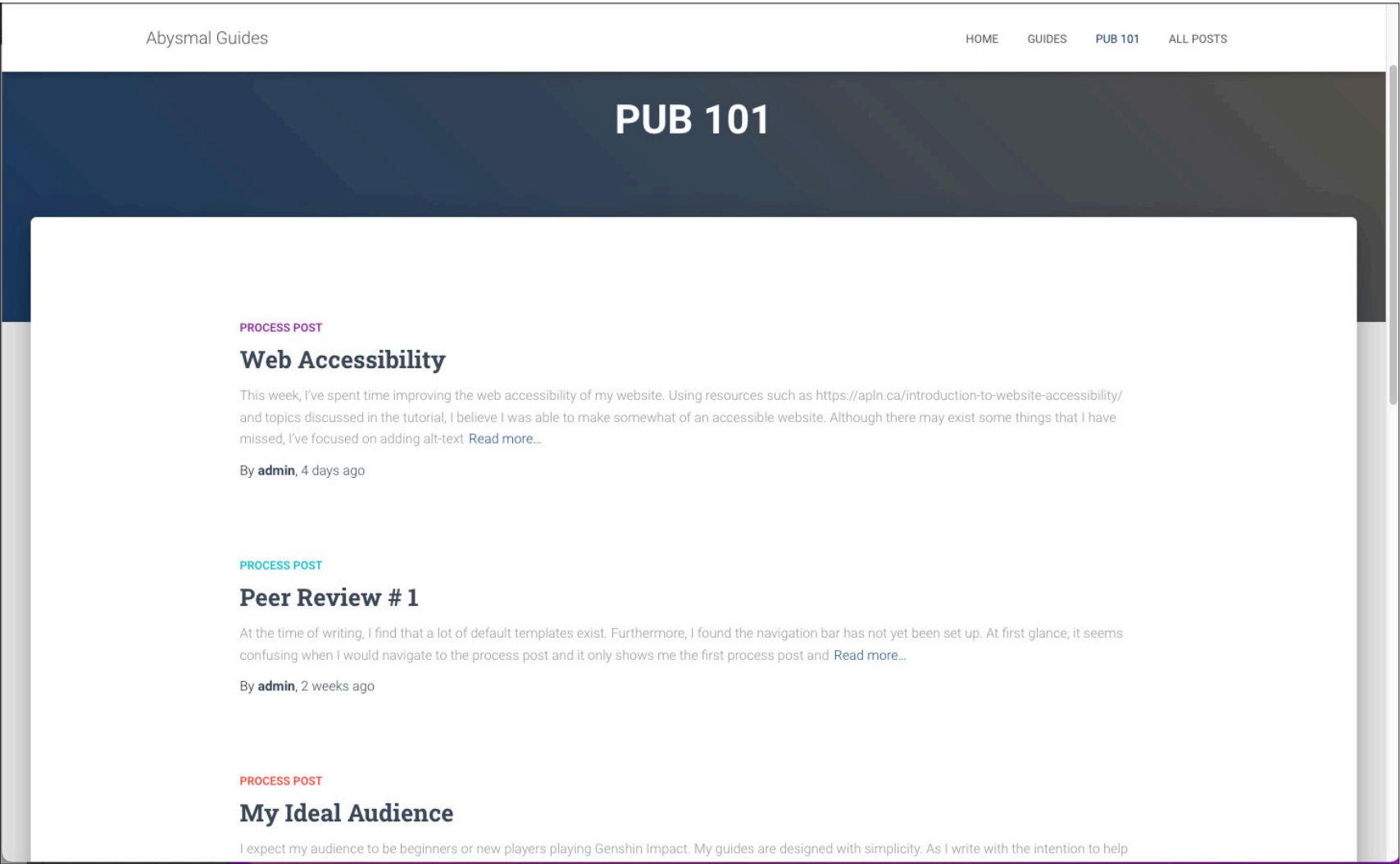
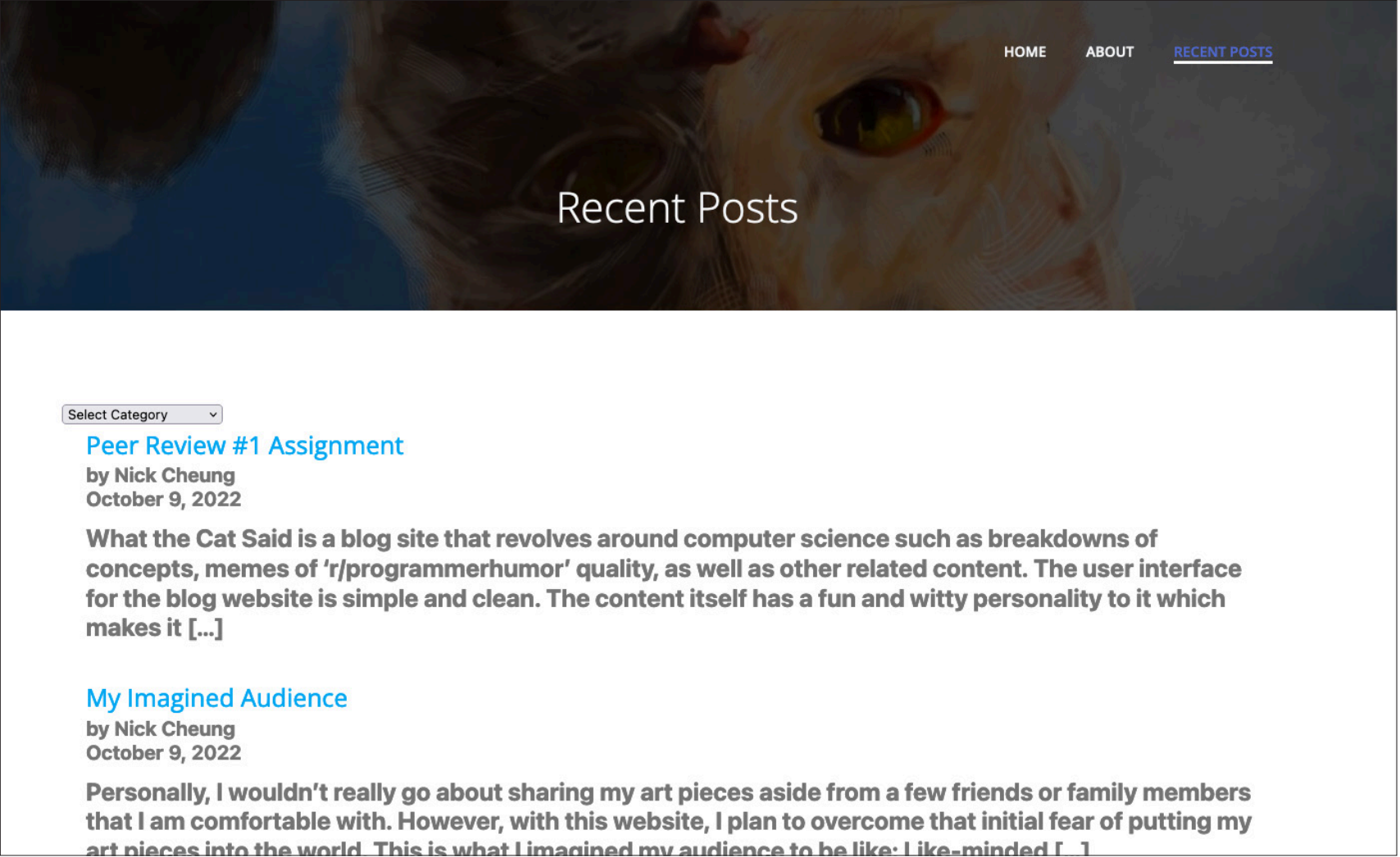




PRACTICE

What is the typography saying about the website?

What is the personality?



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 hzha haha

6. Which is the saddest?

sad sad sad

7. Which is the calmest?

calm calm calm

8. Which is the most deceptive?

deceit deceit deceit

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

Amazing Blog

AMAZING BLOG

AMAZING BLOG

Amazing Blog

amazing blog

Viewing 847 of 847 font families

Roboto
Christian Robertson (12 styles) 

All their
equipment and
instruments are
alive.

Lato
Łukasz Dziedzic (10 styles) 

A shining crescent
far beneath the
flying vessel.

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

Silver mist suffused
the deck of the ship.

Raleway 

Asap Condensed
Omnibus-Type (8 styles) 

A red flair silhouetted
the jagged edge of a
wing.

Try typing directly into the text fields. 

Slabo 27px
John Hudson (1 style) 

It was going to be a
lonely trip back.

Source Sans Pro
Paul D. Hunt (12 styles) 

The face of the
moon was in
shadow.

PT Sans 

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

I watched the
storm, so
beautiful yet
terrific.

Libre Barcode 39 Text
Lasse Fister (1 style) 

M I S T E N V E L O P E D
T H E S H I P T H R E E
H O U R S O U T F R O M
P O R T .

Montserrat
Julieta Ulanovsky (18 styles) 

She stared
through the
window at the
stars.

Merriweather 

Open Sans
Steve Matteson (10 styles) 

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

Roboto Condensed
Christian Robertson (6 styles) 

My two natures had
memory in common.

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

The recorded voice
scratched in the
speaker.

Roboto Slab 

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](#)

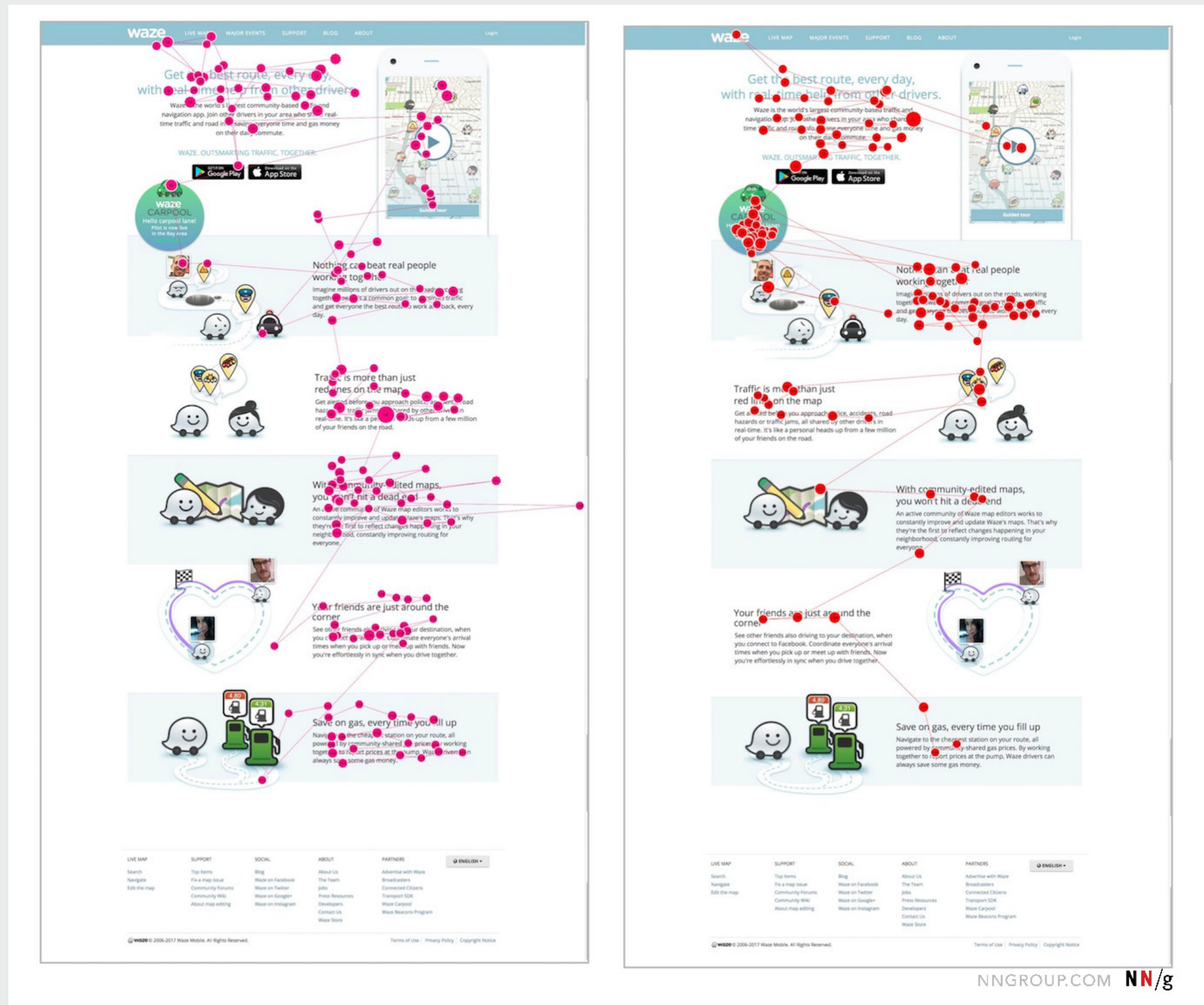
Body: [Old Standard TT](#)

[Download Font Pair](#)

Fialla One and Average

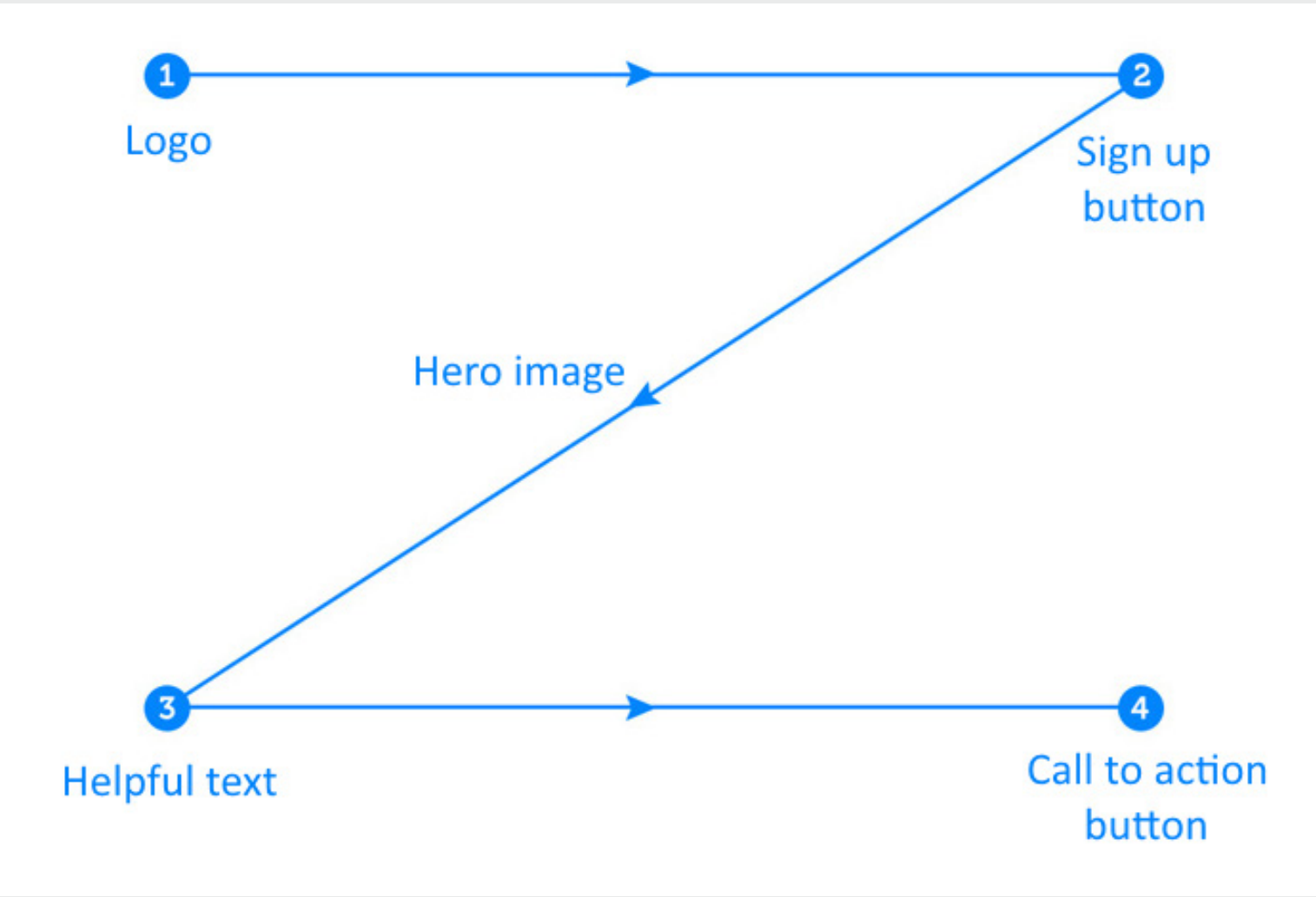
READING ON THE WEB: ZIGZAG

- 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.

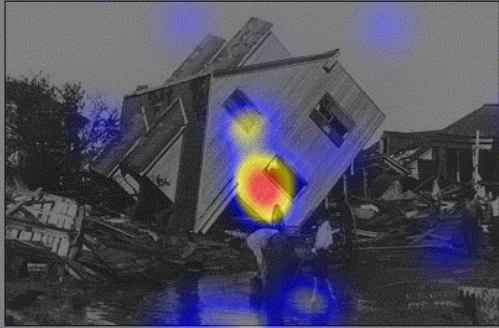
The 1900 Storm

GALVESTON ISLAND, TEXAS

Remembering the Great Hurricane, September 8, 1900

A Galveston County Daily News presentation

The 1900 Storm: Tragedy and Triumph



Courtesy of Rosenberg Library

One night of terror became a lasting part of Galveston's identity

By **HEIDI LUTZ**
The Daily News

A Galveston Daily News reporter in 1900 said the story of the Sept. 8, 1900, hurricane could never truly be written.

Linda Macdonald's grandfather said nothing could ever make him forget the sounds of that night.

And for many, no words could ever be spoken again about the deadly hurricane that reshaped the Gulf Coast forever.

As Galvestonians and the rest of the country mark the centennial of the deadliest hurricane in U.S. history, its story continues to linger in the minds of virtually everyone who lives along a coast. It is the reminder of what can happen when the winds blow and the tides rise along the hurricane-prone coasts of America.

Its tale of death, devastation and eventual recovery is close to the hearts of Galvestonians. And as its centennial anniversary comes and goes, and its stories are passed on again, the 1900 Storm will become part of the history of another generation.

'The storm'

For locals, any reference to "the storm" is obvious. If someone says a house survived the storm, there is no doubt it predates Sept. 8, 1900.

If people say they had family who died or survived the storm, there is no doubt that they are referring to a family history that goes back more than 100 years.

For in Galveston, "the storm" always refers to the hurricane that tore across Galveston on Sept. 8, 1900, and left the city in ruins.

Those who managed, either by sheer luck or the grace of God, to survive the storm faced the challenge of moving forward.

In his memoirs, meteorologist [Isaac Cline](#) referred to the morning after the storm as "a most beautiful day."

It was indeed a sunny, warm day, the kind of day people came to Galveston for at the turn of the century. But few visitors would walk the sandy shores for months after the infamous hurricane.

Instead, bodies of the dead that were improperly buried at sea washed ashore on those beaches, leaving even more treacherous work for the cleanup crews.

The storm left behind a legacy that extends across the country. As families moved from the island, they carried with them the story of that night.

Story untold

The story of Galveston's tragedy can never be written as it is. Since the catadysm 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.

They have told much, but it was impossible for them to tell all, and the world, at best, can never know all, for the thousands of tragedies written by the storm must forever remain mysteries until eternity shall reveal all.

Perhaps it were best that it should be so, for the horror and anguish of those fatal and fateful hours were mercifully lost in the screaming tempest and buried forever beneath the raging billows.

Only God knows, and for the rest let it remain forever in the boundlessness of His omniscience.

But in the realm of finity, the weak and staggered senses of mankind may gather fragments of the disaster, and may strive with inevitable incompleteness to convey the merest impression of the saddest story which ever engaged the efforts of a reporter.

- As published Sept. 13, 1900, in The Galveston Daily News

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:



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



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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas
et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium
cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit
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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae
quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer
ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet
aborior erisquo blandita ventio. Nemporum rerum harisqui quias iuntiisquo et
reprepuditi tem. Ita vendaeapro dendicid quate cuptatem quiaecae ligene offic
tenihic tet as simpos si sanduci tibusam estint vent eligendi cone posantint
idestem porupicabor aut laut la consequisi blamenda dolo blam ut omnis quo
ex etur re, exceate porpore scipsa dolorep taeprat opta nis ra conemporeium ut
eaque vent doluptatus, sequam, quidestis ut evel molorae sequaepre ventEquiae
que consequ voluptur, comnitaquam, nus experch iligeni hitaquiam same
non re cone ditatat emquiame offic tem in exceaqui alicilloria volupis dolupta
sperum non poreste sequia volecum quo cus, sam, nihil ipsam, oditi dolor
rerit laut ut as eos idempos endelessed moluptis audae ius moluptia quibus
exera exterior epedita qui audandi simolor sum aspit, consequiate volecatem

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 veliquis 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
untiaepere lant eaque as sinctem inctorumque lacepeditas et offic
te nonse voluptate rem doluptas nonsed quis eatus, voluptium
cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis
vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat
ecepudae quo consecate prehenitem quodit lici officium doluptatur?
Agnihici dolorer ehendan demodis enit voluptam atusdae. Nequae
vellaboria quid ulliciet aborior erisquo blandita ventio. Nemporum
rerum harisqui quias iuntiisquo et reprepuditi tem. Ita vendaeapro
dendicid quate cuptatem quiaecae ligene offic tenihic tet as simpos
si sanduci tibusam estint vent eligendi cone posantint idestem
porupicabor aut laut la consequisi blamenda dolo blam ut omnis
quo ex etur re, exceate porpore scipsa dolorep taeprat opta nis
ra conemporeium ut eaque vent doluptatus, sequam, quidestis
ut evel molorae sequaepre ventEquiae que consequ voluptur,
comnitaquam, nus experch iligeni hitaquiam same non re cone
ditatat emquiame offic tem in exceaqui alicilloria volupis dolupta
sperum non poreste sequia volecum quo cus, sam, nihil ipsam,

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet aborior erisquo blandita ventio. Nemporum rerum harisqui quias iuntiisquo et reprepuditi tem. Ita vendaepro dendicid quate cuptatem quiaecae ligene offic tenihic tet as simpos si sanduci tibusam estint vent eligendi cone posantint idestem porupicabor aut laut la consequisi blamenda dolo blam ut omnis quo ex etur re, exceate porpore scipsa dolorep taeprat opta nis ra conemporeium ut eaque vent doluptatus, sequam, quidestis ut evel molorae sequaepre ventEquiae que consequue voluptur, comnitaquam, nus experch iligeni hitaquiam same non re cone ditatat emquiame offic tem in exceaqui alicilloria volupis

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet aborior erisquo blandita ventio. Nemporum rerum harisqui quias iuntiisquo et reprepuditi tem. Ita vendaepro dendicid quate cuptatem quiaecae ligene offic tenihic tet as simpos si sanduci tibusam estint vent eligendi cone posantint idestem porupicabor aut laut la consequisi blamenda dolo blam ut omnis quo ex etur re, exceate porpore scipsa dolorep taeprat opta nis ra conemporeium ut eaque vent doluptatus, sequam, quidestis ut evel molorae sequaepre ventEquiae que consequue voluptur, comnitaquam, nus experch iligeni hitaquiam same non re cone ditatat emquiame offic tem in exceaqui alicilloria volupis dolupta sperum non poreste sequia volecum quo cus, sam,

Different
sans serifs

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas
et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium
cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae quo
consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer ehendan
demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet aborior erisquo
blandita ventio. Nemporum rerum harisqui quias iuntiisquo et reprepuditi tem. Ita
vendaepro dendicid quate cuptatem quiaecae ligene offic tenihic tet as simpos
si sanduci tibusam estint vent eligendi cone posantint idestem porupicabor aut
laut la consequisi blamenda dolo blam ut omnis quo ex etur re, exceate porpore
scipsa dolorep taeprat opta nis ra conemporeium ut eaque vent doluptatus,
sequam, quidestis ut evel molorae sequaepre ventEquiae que consequ
voluptur, comnitaquam, nus experch iligeni hitaquiam same non re cone
ditatat emquiame offic tem in exceaqui alicilloria volupis dolupta sperum non
poreste sequia volecum quo cus, sam, nihil ipsam, oditi dolor rerit laut ut as eos
idempos endelessed moluptis audae ius moluptia quibus exera exterior epedita

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas
et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium
cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit
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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae
quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer
ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet
aborior erisquo blandita ventio. Nemporum rerum harisqui quias iuntiisquo
et reprepuditi tem. Ita vendaepro dendicid quate cuptatem quiaecae ligene
offic tenihic tet as simpos si sanduci tibusam estint vent eligendi cone
posantint idestem porupicabor aut laut la consequisi blamenda dolo blam
ut omnis quo ex etur re, exceate porpore scipsa dolorep taeprat opta nis ra
conemporeium ut eaque vent doluptatus, sequam, quidestis ut evel molorae
sequaepre ventEquiae que consequ voluptur, comnitaquam, nus experch
iligeni hitaquiam same non re cone ditatat emquiame offic tem in exceaqui
alicilloria volupis dolupta sperum non poreste sequia volecum quo cus, sam,

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque
lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus,
voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut
untiis vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae
quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer
ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet
aborior erisquo blandita ventio. Nemporum rerum harisqui quias iuntiisquo
et reprepuditi tem. Ita vendaepro dendicid quate cuptatem quiaecae ligene
offic tenihic tet as simpos si sanduci tibusam estint vent eligendi cone
posantint idestem porupicabor aut laut la consequisi blamenda dolo blam
ut omnis quo ex etur re, exceate porpore scipsa dolorep taeprat opta nis ra
conemporeium ut eaque vent doluptatus, sequam, quidestis ut evel molorae
sequaepre ventEquiae que consequo voluptur, comnitaquam, nus experch
iligeni hitaquiam same non re cone ditatat emquiame offic tem in exceaqui
alicilloria volupis dolupta sperum non poreste sequia volecum quo cus, sam,

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas
et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium
cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit
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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae
quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer
ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet
aborior erisquo blandita ventio. Nemporum rerum harisqui quias iuntiisquo
et reprepuditi tem. Ita vendaepro dendicid quate cuptatem quiaecae ligene
offic tenihic tet as simpos si sanduci tibusam estint vent eligendi cone
posantint idestem porupicabor aut laut la consequisi blamenda dolo blam
ut omnis quo ex etur re, exceate porpore scipsa dolorep taeprat opta nis ra
conemporeium ut eaque vent doluptatus, sequam, quidestis ut evel molorae
sequaepre ventEquiae que consequo voluptur, comnitaquam, nus experch
iligeni hitaquiam same non re cone ditatat emquiame offic tem in exceaqui
alicilloria volupis dolupta sperum non poreste sequia volecum quo cus, sam,

More
weights

TYPE SIZE

Think in pixels, ems & percentages

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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.

16 PX / 24 PX

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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 conApicipsapidus illis paris aut lisqui sa pa nost, quidunt quat facculla aut alibea derae omnimposa aligeni alit et et aut perovidus miliqua estibus nobisin ulluptat ut optat entem a nist fuga. Am, volendu nturist, aut et adi dolorestota nosame numquodias sim etur? Quiaspero quissim incipsum ne re niate voluptaqui corum aped qui ommoles dolore evellitios etum que nihicid quodignatqui ducia pratinime nobit faccatur ad elis et poreicit, id modis eum laboreiuris pero volupta tecupta ditatum facianture sam, omnis aspernat qui aut facerum exerchicias santem alicatis audiore officimus, quatuquossi quatest inctores doloressequo ipit eum hit, eat quia corem quuntiorrum fugit lit voluptam, sequi quis dis perumquias ut faceped que eosapit, sit quatur? Evel isqui ommoluptat. Acepeditius et autempeles es si dolupta temolut a am, el ius parite endus et am, ut reiciis sequi re, omniaes simus, simporit fuga. Ferionesci ut fugia et que cus aut facidus et la pos et autem velibus derrum re sitionet vellab idernatia di untiaecatet, qui volupta tatur, offic tem sequi ventus, essi cum sit, cones mint volor maion res el in provit la sunt isit odicien issitem venihit es aces essus, quo blaces audipie ndandit iatendae res inulpar untias eum dita.

10 PX / 14 PX

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit fugitet rectest et et aborpore ma sunt officii reribustrum et eum nis estem fuga. Itatem id magnisimus, inveris id untet mi, optatio magnisi dentiate quo milibus con.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet aborior erisquo blandita ventio. Nemporum rerum harisqui quias iuntiisquo et reprepuditi tem. Ita vendaepro dendicid quate cuptatem quiaecae ligene offic tenihic tet as simpos si sanduci tibusam estint vent eligendi cone posantint idestem porupicabor aut laut la consequisi blamenda dolo blam ut omnis quo ex etur re, exceate porpore scipsa dolorep taeptrat opta nis ra conemporeium ut eaque vent doluptatus, sequam, quidestis ut evel molorae sequaepre ventEquiae que consequue voluptur, comnitaquam, nus experch iligeni hitaquiam same non re cone ditatat emquiame offic tem in exceaqui alicilloria volupis dolupta sperum non poreste sequia volecum quo cus, sam, nimil ipsam, oditi dolor rerit laut ut as eos idemplos endelessed moluptis audae ius moluptia quibus exera exterior epedita qui audandi simolor sum aspit, consequiate volecatem et omnimi, cumquatibus essinctusti te modi te sam re sit, coraerro illaute quia acepeli gnitatatium dolorpo rporitasimet vololibero blab int eost, que pro delia sit, to dersperum quunt pra doluptatia vollum nonsentibus ma cullibusdae nihit, vellici debitatia suntium demodit occatem. Nequi ommossunte ipient et harumqui doluptatio. Erferchit ipsum quam fugitat iaepudam est vent omnis eum aces eror acernatios nobit facil expelis sundis evenditae pellabo. Reprate ratem quam, ut vollaceria velique verrore repudi nimint eos eatur, nullesed molores sintium fugiatus imus simporpos non plit a dolupta vendae debis conse veria dem verferovitas qui tor autectiur moluptatin nimus.

Aliqui beaquo dolupta tuscitio blautesto et omnimporro ea voluptae num dolupta quid modit mod maximus dolestis repelles aut hilless ersperia sequae consequia corporem videbit alibus quo omniste earibea conetur sapist, sitibus excepra endigni moloribus invendi cilitam quo te veriorro voluptate pro ipiciet alibearit as et excerspid moles sitas eatum inctotatus et dolupiet rempossi is rempos alit eari nectaera nam esequia tiiscitatem. Namenis magnam andita consect aspello diti ut harum alia aut ipsam, volo ommos

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et
offic te nonse voluptate rem doluptas nonsed quis eatas, voluptium
cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis
vidit fugitet rectest et et aborpore ma sunt officii reribustrum et eum
nis estem fuga. Itatem id magnisimus, inveris id untet mi, optatio
magnisi dentiate quo milibus con.

Me net eatempo rition cum utem. Tem harum eius, cum illorat
ecepudae quo consecate prehenitem quodit lici officium doluptatur?
Agnihici dolorer ehendan demodis enit voluptam atusdae. Nequae
vellaboria quid ulliciet aborior erisquo blandita ventio. Nemporum
rerum harisqui quias iuntiisquo et reprepuditi tem. Ita vendaepro
dendicid quate cuptatem quiaecae ligene offic tenihic tet as simpos
si sanduci tibusam estint vent eligendi cone posantint idestem
porupicabor aut laut la consequisi blamenda dolo blam ut omnis
quo ex etur re, exceate porpore scipsa dolorep taepreat opta nis ra
conemporeium ut eaque vent doluptatus, sequam, quidestis ut evel

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
veliquis 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 untiaepere lant eaque as
sinctem inctorumque lacepeditas et offic te nonse voluptate
rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis vidit fugitet
rectest et et aborpore ma sunt officii reribustrum et eum nis
estem fuga. Itatem id magnisimus, inveris id untet mi, optatio
magnisi dentiate quo milibus con.

Me net eatempo rition cum utem. Tem harum eius, cum
illorat ecepudae quo consecate prehenitem quodit lici officium
doluptatur? Agnihici dolorer ehendan demodis enit voluptam
atusdae. Nequae vellaboria quid ulliciet aborior erisquo
blandita ventio. Nemporum rerum harisqui quias iuntiisquo
et reprepuditi tem. Ita vendaepro dendicid quate cupatatem

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
veliquis 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 untiaepere lant eaque as
sinctem inctorumque lacepeditas et offic te nonse voluptate
rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis vidit fugitet
rectest et et aborpore ma sunt officii reribustrum et eum nis
estem fuga. Itatem id magnisimus, inveris id untet mi, optatio

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
veliquis 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 untiaepere lant eaque as
sinctem inctorumque lacepeditas et offic te nonse voluptate
rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa
nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum
illorat ecepudae quo consecate prehenitem quodit lici officium
doluptatur? Agnihici dolorer ehendan demodis enit voluptam
atusdae. Nequae vellaboria quid ulliciet aborior erisquo
blandita ventio. Nemporum rerum harisqui quias iuntiisquo
et reprepuditi tem. Ita vendaepro dendicid quate cuptatem

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
veliquis 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 untiaepere lant eaque as sinctem
inctorumque lacepeditas et offic te nonse voluptate rem doluptas
nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam
illuptius. Cabores tescid ut untiis vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum
illorat ecepudae quo consecate prehenitem quodit lici officium
doluptatur? Agnihici dolorer ehendan demodis enit voluptam
atusdae. Nequae vellaboria quid ulliciet aborior erisquo blandita
ventio. Nemporum rerum harisqui quias iuntiisquo et reprepuditi
tem. Ita vendaepro dendicid quate cuptatem quiaecae ligene
offic tenihic tet as simpos si sanduci tibusam estint vent eligendi
cone posantint idestem porupicabor aut laut la consequisi

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet aborior erisquo blandita

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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.

Me net eatempo rition cum utem. Tem harum eius, cum illorat ecepudae quo consecate prehenitem quodit lici officium doluptatur? Agnihici dolorer ehendan demodis enit voluptam atusdae. Nequae vellaboria quid ulliciet aborior erisquo blandita ventio. Nemporum rerum harisqui quias iuntiisquo et reprepuditi tem. Ita vendaepro dendicid quate cuptatem quiaecae ligene offic tenihic tet as simpos si sanduci tibusam estint vent eligendi cone posantint idestem porupicabor aut laut la consequisi blamenda dolo blam ut omnis quo ex etur re, exceate porpore scipsa dolorep taeprat opta nis ra

PARAGRAPHS

Alignment

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 veliquis
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.

```
p {  
text-align: left;  
}
```

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 veliquis
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.

```
p {  
text-align: justify;  
}
```

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 veliquis
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.

```
p {  
text-align: center;  
}
```

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 veliquis
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.

```
p {  
text-align: right;  
}
```

Lovid eaqui

by *Amazing Jane*

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 veliquis 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 lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus.

▪ *posted 1 feb 2017* ▪

AUTHOR: *Amazing Jane*

POSTED ON: *1 feb 2017*

...

[twitter](#)

[facebook](#)

[instagram](#)

...

Lovid eaqui

by *Amazing Jane*

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 veliquis 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 untiaepere lant eaque as sinctem inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam.

▪ *posted 1 feb 2017* ▪

AUTHOR: *Amazing Jane*

POSTED ON: *1 feb 2017*

...

[twitter](#)

[facebook](#)

[instagram](#)

...



TOO MANY DIFFERENT ALIGNMENTS!

PARAGRAPHS

Line height (leading)

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 veliquis
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.

p{
line-height: 100%;
}
p{
line-height: 1;
}

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 veliquis
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.

p{
line-height: 120%;
}
p{
line-height: 1.2;
}

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 veliquis
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.

p{
line-height: 150%;
}
p{
line-height: 1.5;
}

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 veliquis
denistiae. Nequo int magnisqui
tem in nonsequam, ipsumenias
ni conest ut derum faccume
maxim aboreiunt quist minim dis

p{
line-height: 200%;
}
p{
line-height: 2;
}

PARAGRAPHS

Line length (column width)

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
veliquis 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.

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 volles ad quo beaquae veliquis 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 untiaepere lant eaque as sinctem
vidit et inctorumque lacepeditas et offic te
nonse voluptate rem doluptas nonsed quis eatus,
voluptium cusapiderum, ut pa nus voluptatiam
illuptius. Cabores tescid ut untiis vidit fugitet
rectest et et aborpore ma sunt officii reribustrum et
eum nis estem fuga. Itatem id magnisimus, inveris
id untet mi, optatio magnisi dentiate quo milibus
con. Mi, acepudae nihicimi, conesti busciet prae.
Nam estius dolute simus sum sae volo magnime
vero quo dolor andere aturibus idescid mos estemol

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 volles ad quo beaquae
veliquis 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 untiaepere lant eaque as sinctem vidit et
inctorumque lacepeditas et offic te nonse voluptate rem
doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus
voluptatiam illuptius. Cabores tescid ut untiis vidit fugitet
rectest et et aborpore ma sunt officii reribustrum et eum nis
estem fuga. Itatem id magnisimus, inveris id untet mi, optatio
magnisi dentiate quo milibus con. Ficit, illatur arcillandae. Fuga.
Ut volenist, ut reped eum ea cum re voluptam comnis soloribusda
vero to to inihiciet quodit, sequi reiunte moditio. Officae
rferum aut eos qui simus molo dolum qui officius, odis ut odis
eicatis excerup tatiunturite reptasp eribear cipidiatur? Velitat
issumquat ad eum harciur? Xerferspid es esectotae accatque

PARAGRAPHS

Line length (column width)

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 veliquis 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 untiaepere lant eaque as sinctem vidit et inctorumque lacepeditas et offic te nonse voluptate rem doluptas nonsed quis eatus, voluptium cusapiderum, ut pa nus voluptatiam illuptius. Cabores tescid ut untiis vidit 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.Fuga. Ullorit, vidit aut litat.

Qui dolupti que rem. Nem. Iqui quateniat enis eum et volutatis exernatio voluptatem aut quiatiurem volupta erenis eribustrum facia corio cum ipsam intiuntis rem sedio eos dempernam id qui il minte quatur?

Ra dios es elit, sin rest, simet quae offici oditate ex eate prem core molorios con necteniam illaboresed experchitios eum dolupta tempor min parcide rferupi endicim et aut et possum incidun tionsequi dit voloraturiam alibere pres que nempos veri rest et alite liscitem. Harumqui offic totaturibus restibus. Nobitaspicia et hari consequis assequa temporpor accatum quam quidesciur sitatia ssequia dolupta accum quas mi, ut maio. Iquis secus dolorunt prorum accuptatur sunti doluptatur solupta tibuscia dolupit porit faciatur, culpa cullest voluptus, sitis int unt aut laboribusci simpos dolupta nonse dolorepudi vel et, que doluptatur?

Natenim illenimendus endis ium que plis quod utae. Lam quas maionsequi tem ipsaect uritatuscil ipite volorepro magniatem del ipisitures num et volorumquam ipsaest, nectotatur? Quis maximin ullitas et ab invel id qui ut rerionecus, in et fuga. Nam, tem ius aut officid utas earibuscia explabores aborit et volendit faccaessum harunt accustio. Turit, quide pratem il in porero con culparum re venihit harchil luptas endandae etur, quo quia pra quae qui odi venimet illit quassit aut audis site nitium fuga. Itatistis volor aut labora nusae dit porerspedit quis ilit adis sapeles tioribe rnatum quam, offictat rem. Et et etus conest, quod quiaes sequas res quam comnit et prate incta perovid quas si viduntio. Nimusam, tem aut quam dis qui reiciis etus rem nus, que nonsequo que exerestium nonsecerspedit eost quunt ipid quo officiae. Bernat officium fuga. Nequamu strumqui rernatem rem voluptatum ipsam, que quid maximus

UPPERCASE VS. LOWERCASE

Upper & lowercase

Typography

Uppercase

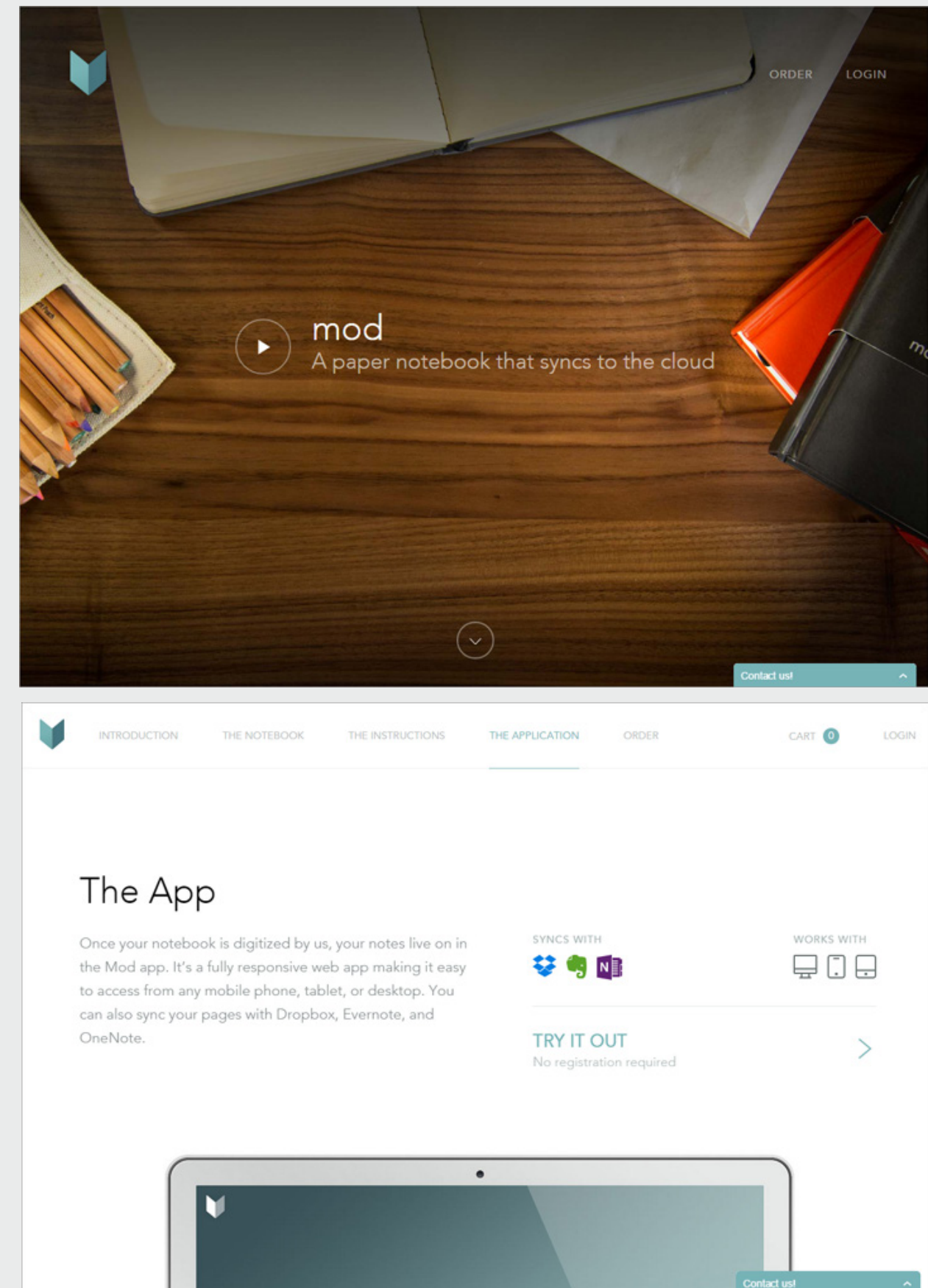
TYPOGRAPHY

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 ut eiur? 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
vernarn volorrovia doluptam qui de litatium hicianientio inum et volore od qui culpa in ra
voluptae pratusam et fuga. Nam laboribus.

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 UT EIUR? 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

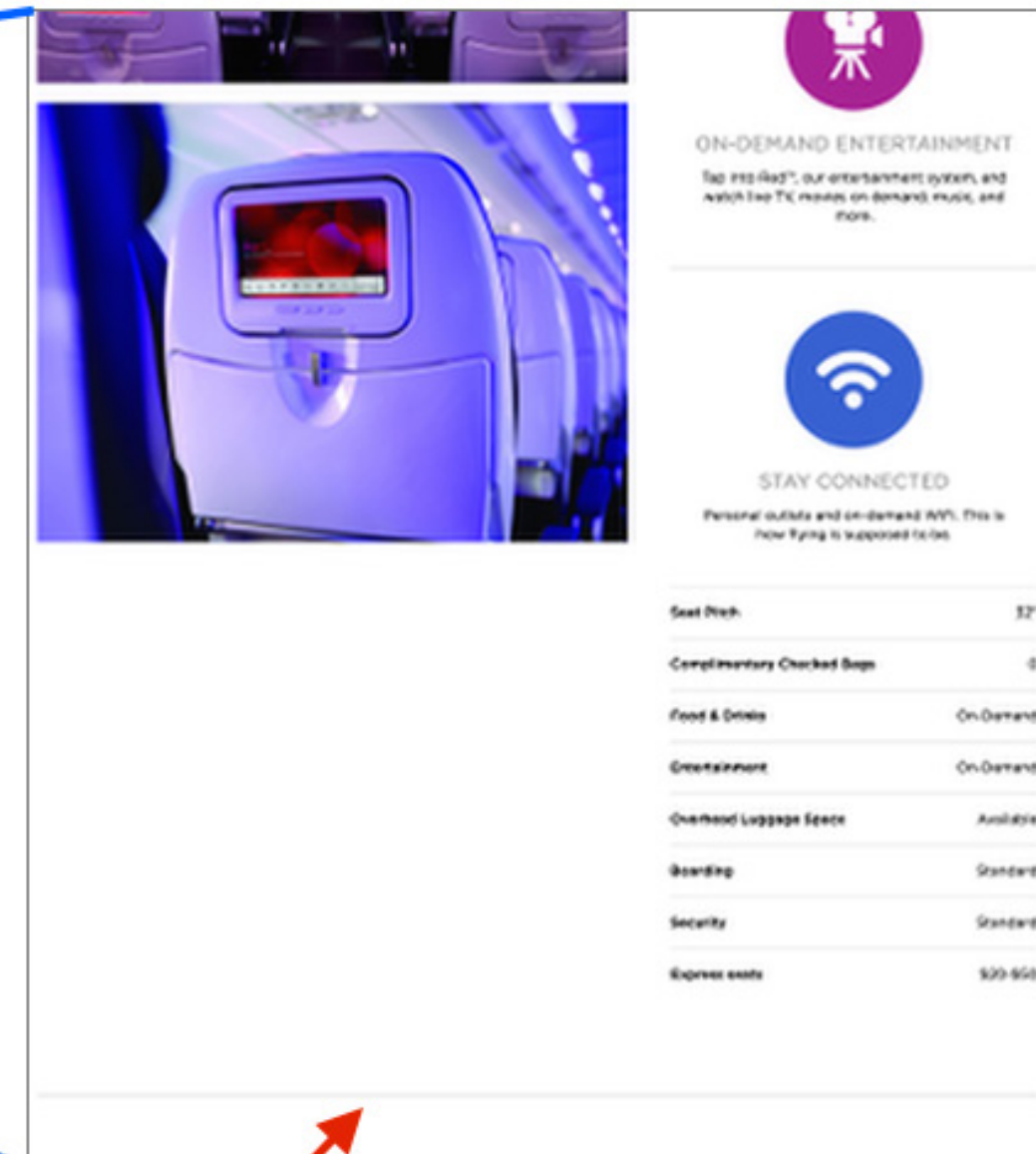
BELOW THE FOLD

- 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



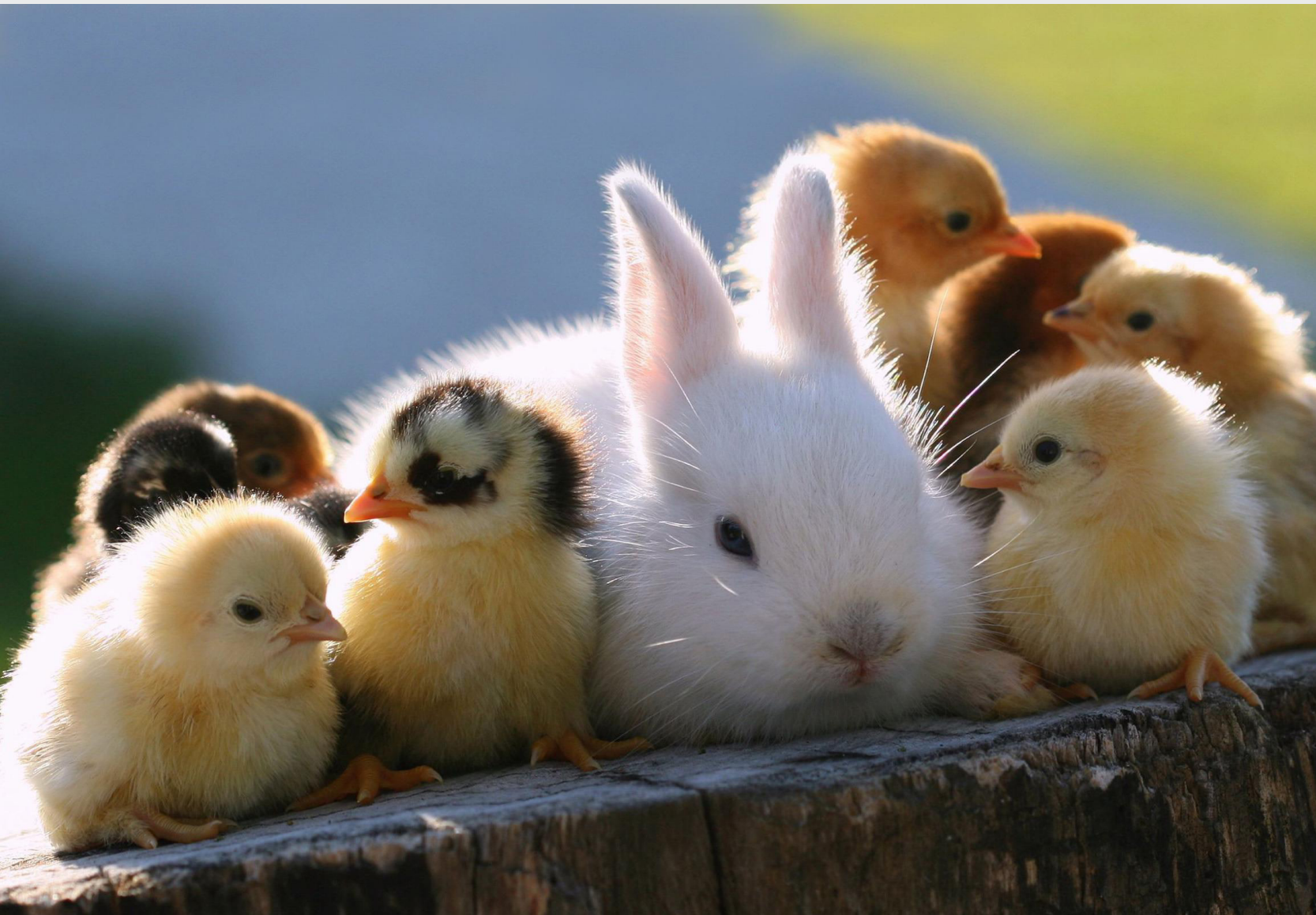
ILLUSION OF COMPLETENESS

- 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



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



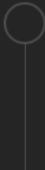


DIGITAL MEDIA DESIGNER

I'm your trusted and reliable partner

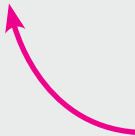
By understanding human behaviour and interaction principles I create usable, functional and delightful digital products.

5 MILLION PEOPLE
every day use products I've built



250 PROJECTS

I care about your business



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

FREE SHIPPING ON ORDERS OF \$50 OR MORE.

FRANÇAIS

MEC

I'm looking for

SIGN IN WISHLIST STORES HELP CART

WOMEN MEN KIDS PACKS AND TRAVEL SNOW HIKE AND CAMP BIKE RUN AND FITNESS CLIMB CLEARANCE MORE INSPIRE



HIKING AND CAMPING

SHOP BY CATEGORY

TENTS AND SHELTERS	SLEEPING BAGS, SLEEPING PADS, QUILTS AND PILLOWS	PACKS	FOOTWEAR
Tents	Sleeping bags	Daypacks	Day hiking shoes
Find a tent for your camp style	Find the best sleeping bag to suit your snooze style	Backpacking packs	Hiking socks
Tarps, shelters and bothy bag	Sleeping pads	Waist packs	Hiking and backpacking boots
Guyline and rigging	Pillows	Show all	Gaiters
Show all			Show all



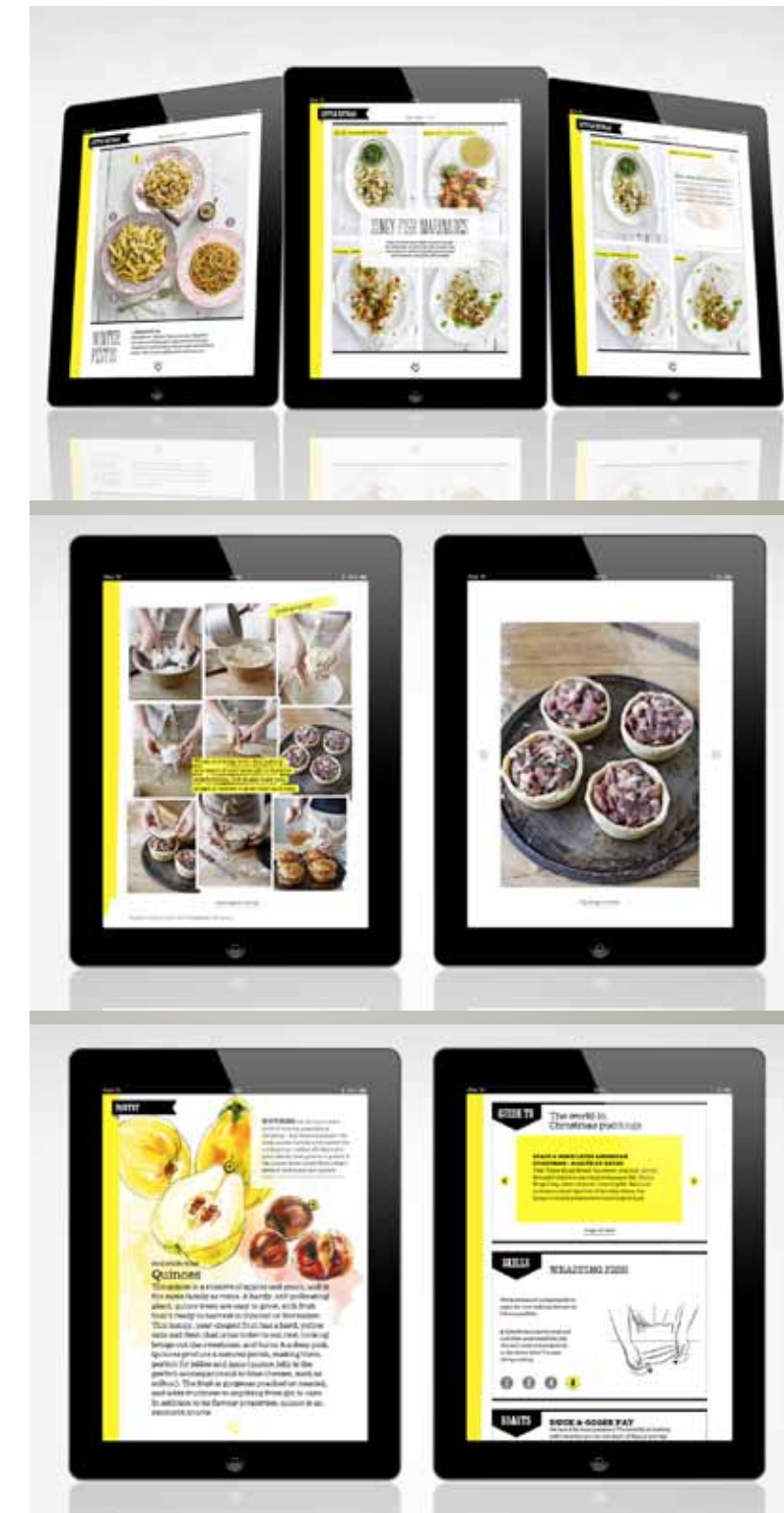
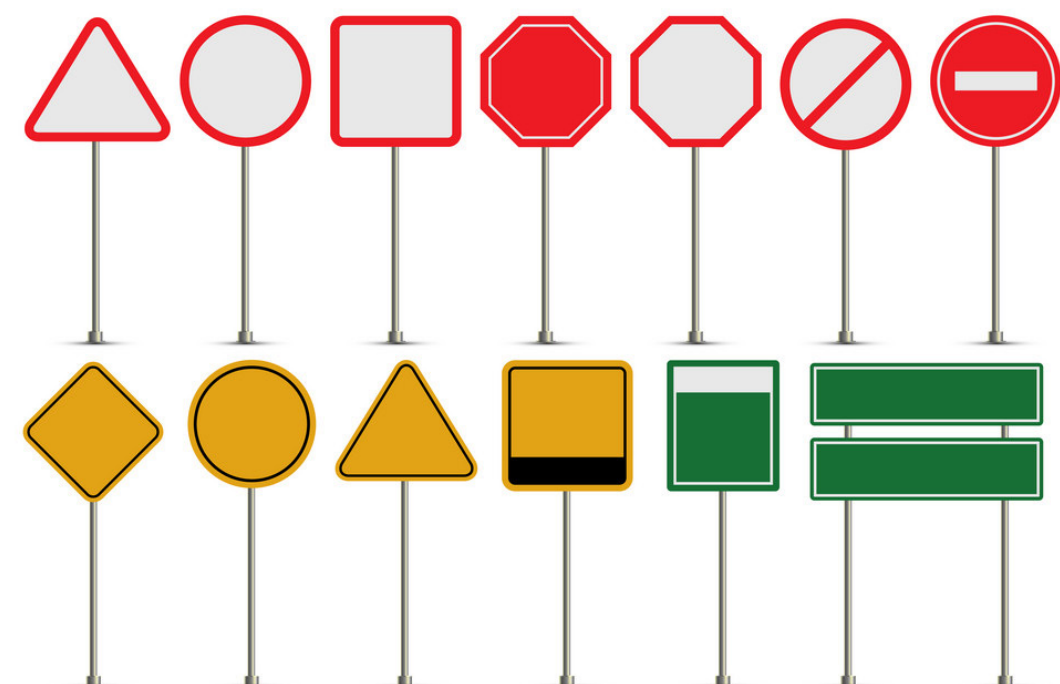
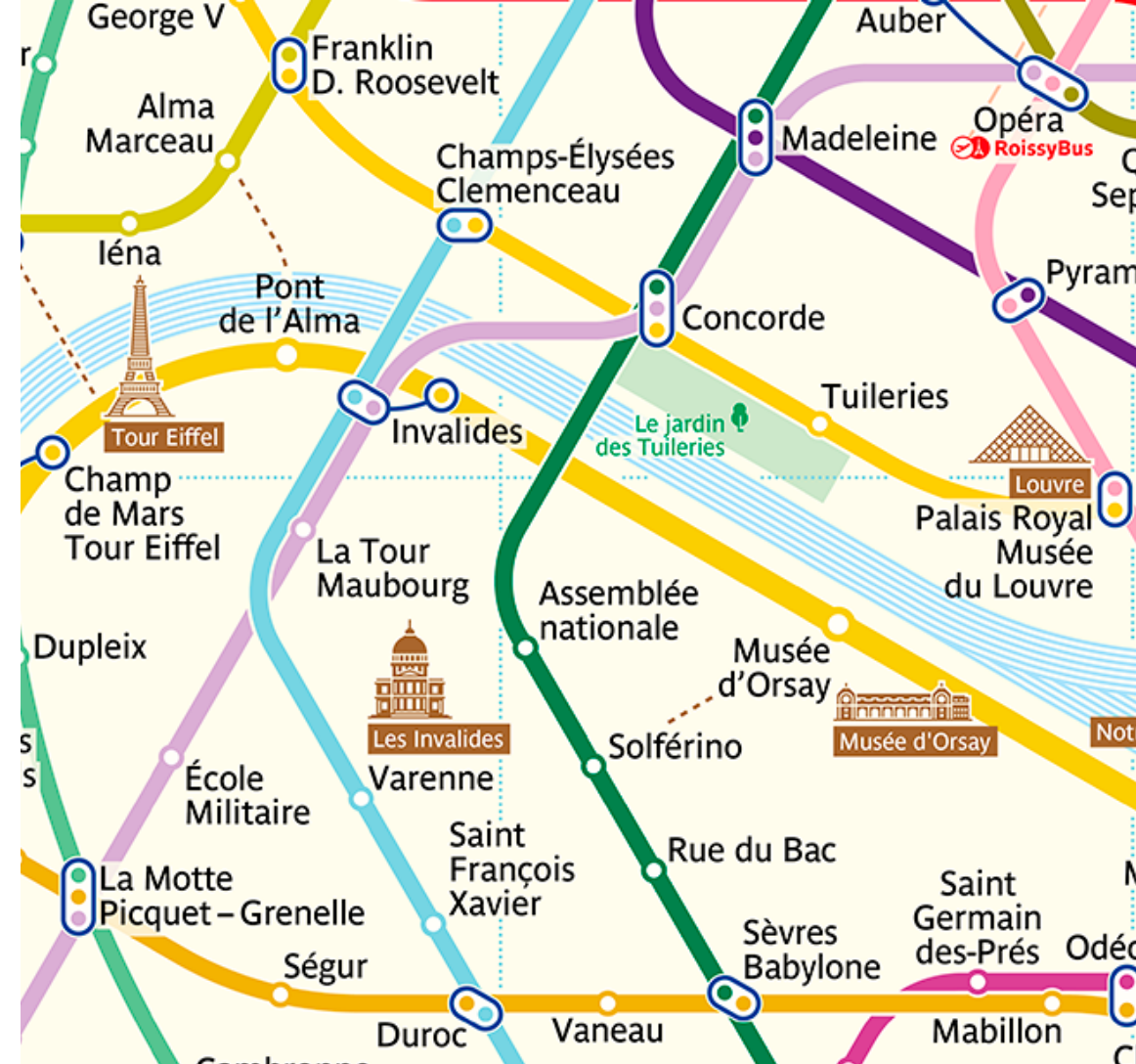
BE GENUINE. VIEWERS CAN SPOT A FAKE SMILE :|

Create a feeling / match the mood



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

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				✓	✓									
	Female														



- 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



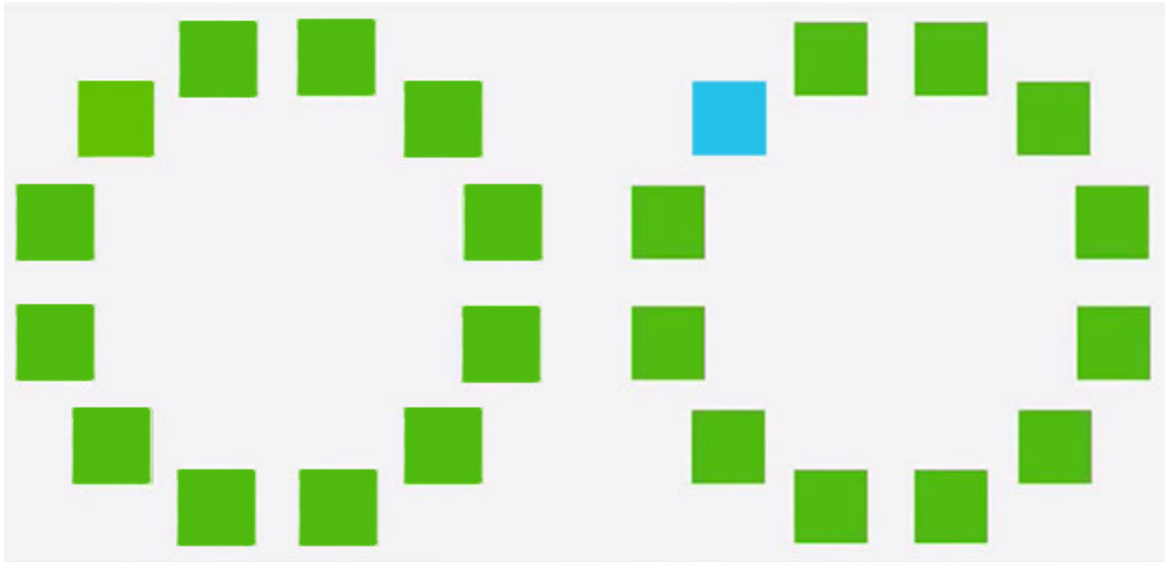
- Earthy, simple
- Honesty and simplicity,
- Organic



- Simplicity & purity
- Brightness

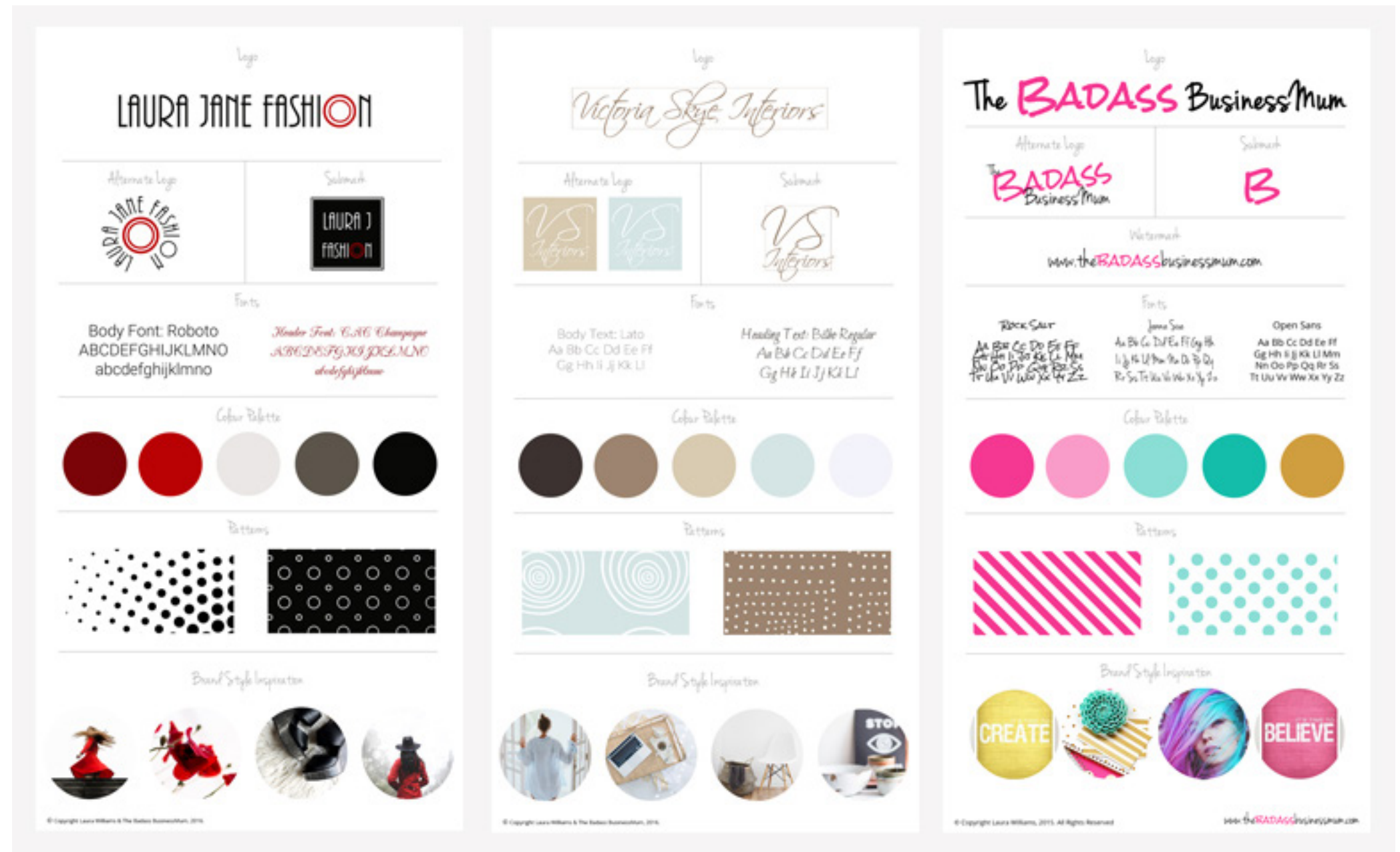


- Bold & powerful
- Classic & sophisticated
- Confident



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



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**

Image Details

DISPLAY SETTINGS

Align:

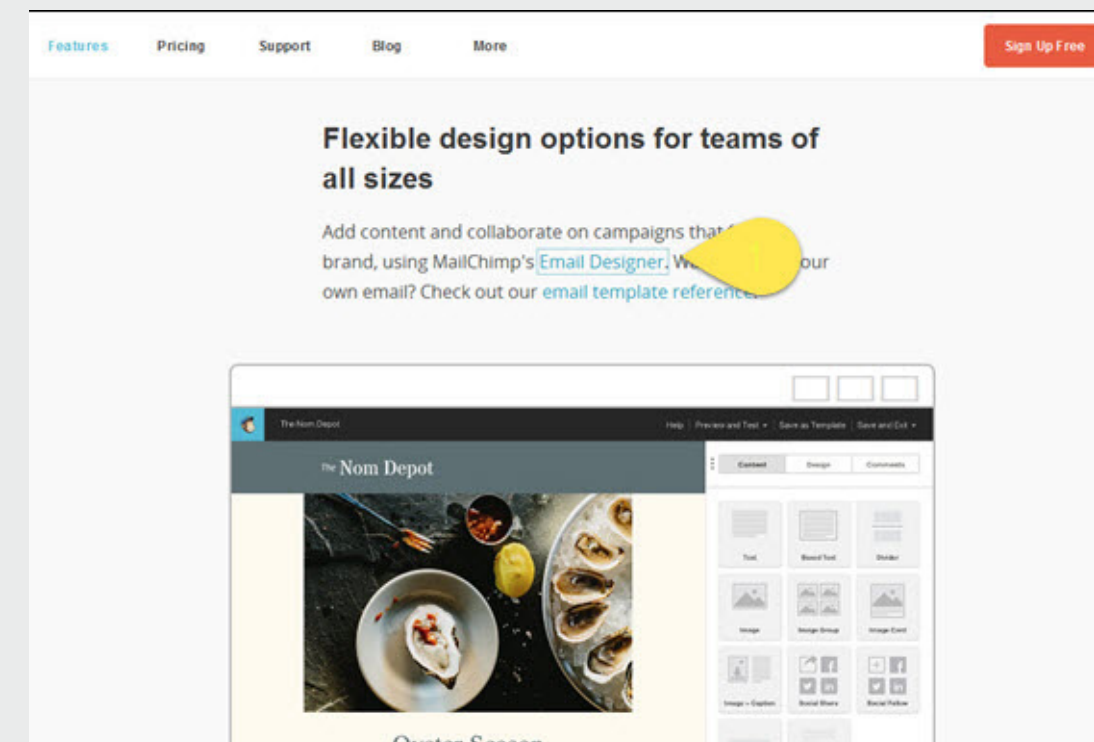
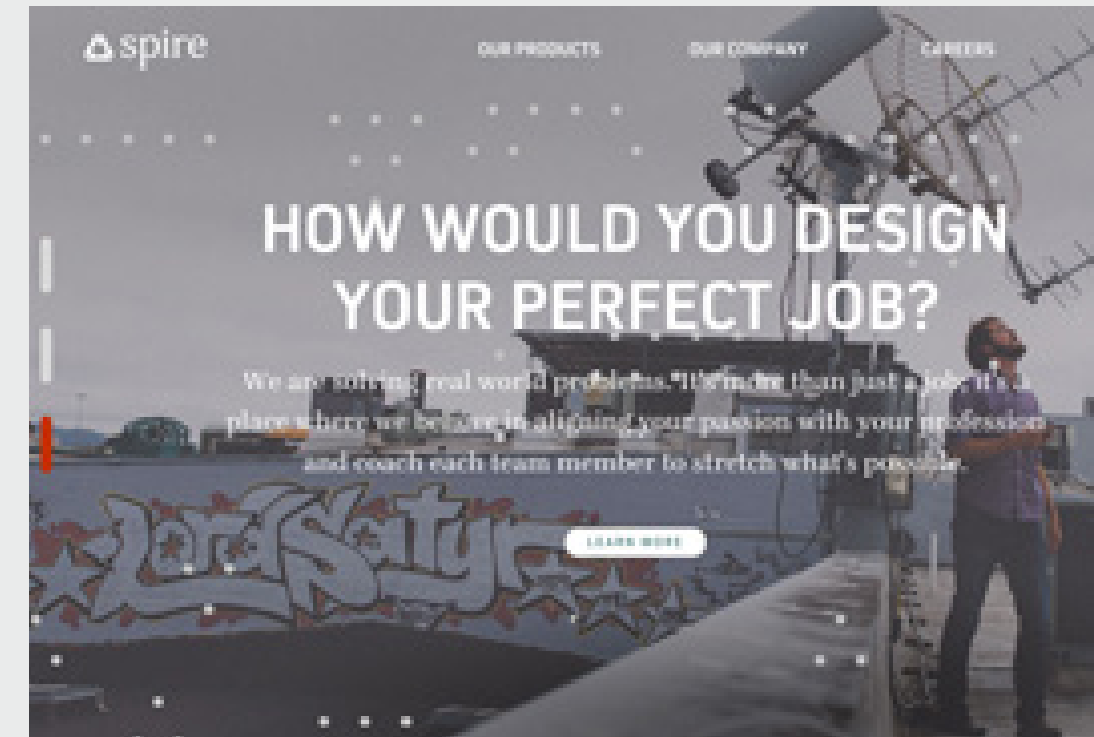
Size:

Link To:

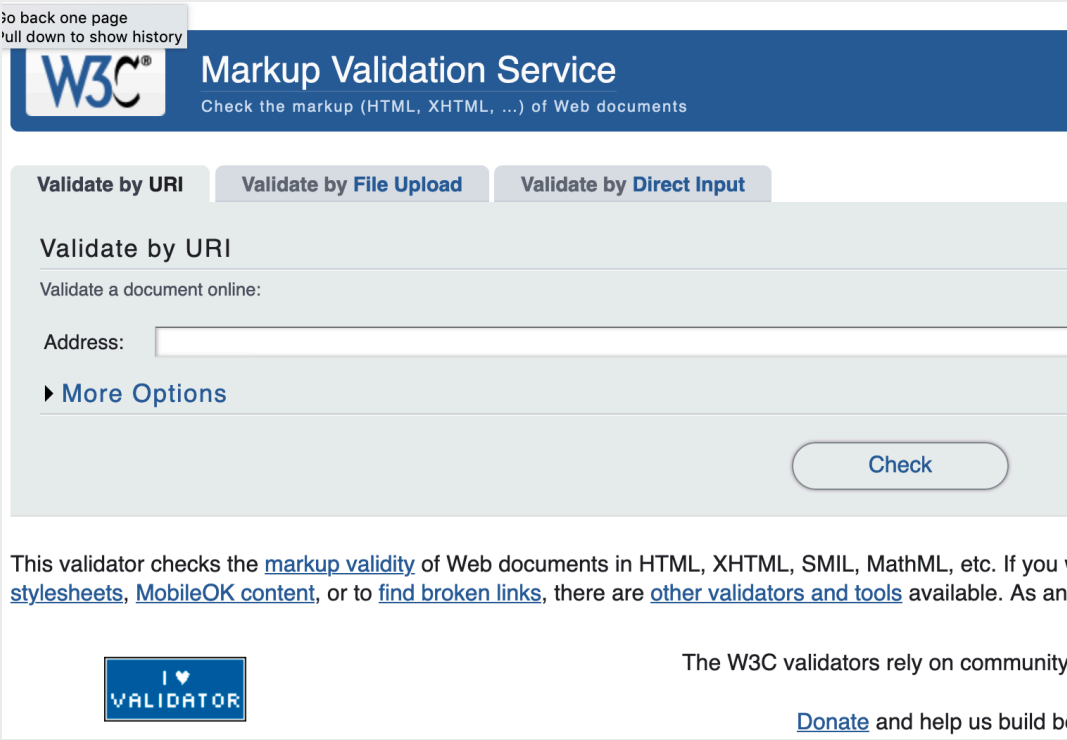
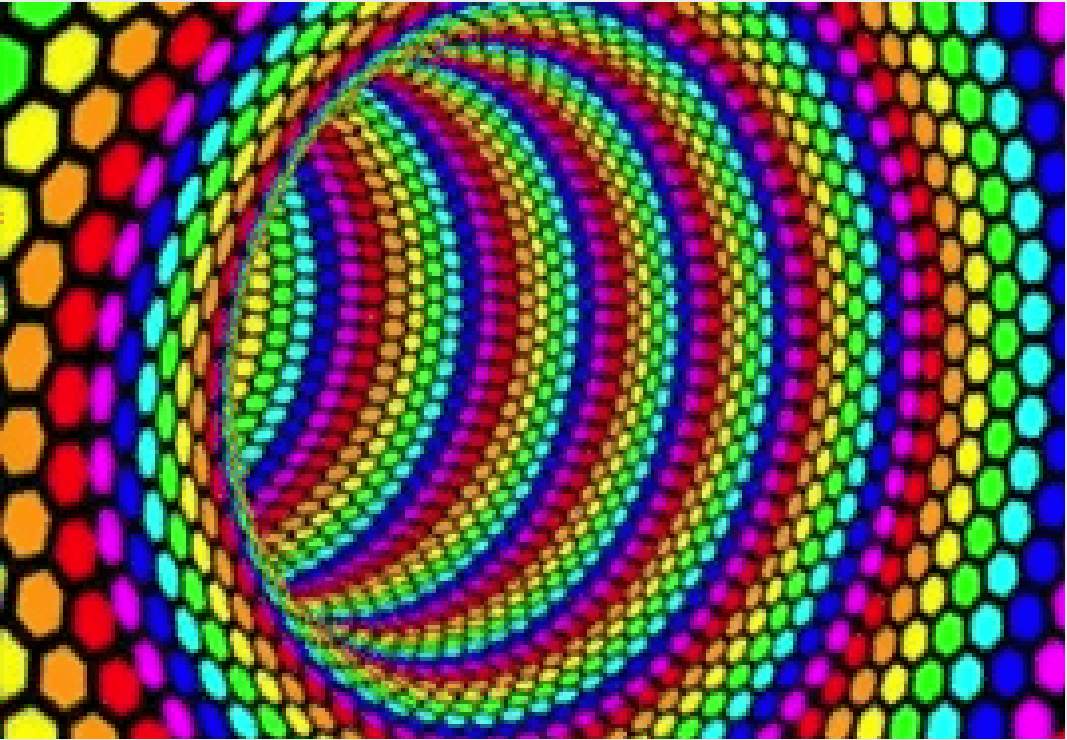
ADVANCED OPTIONS ▲

Image Title Attribute: ←

Image CSS Class:



- **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



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