

6.148

Introduction to Graphic Design

Eva

Quick Review

Elements of Usability

Effective

Efficient

Engaging

Error Tolerant

Easy to Learn

Elements of Usability

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Easy to Learn

Usability

Users can...

Figure out what your website is for
Figure out how to use your website

Your website is...

Producing expected results
Not frustrating your user

Users still leave. :(

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<http://thesearethings.com/>

DESIGN

is not just what it
looks like + feels like.

DESIGN is how it **WORKS.**

–Steve Jobs

Good Design Principles

Appropriate colors

Appropriate font

Organization

Reuse where possible

Follow trends

RGB

How to specify colors on the web

Seen as `rgb(255,255,255)` or hex `#FFFFFF`

Max value for each is 255 or `#FF`

More saturation is closer to max value

Additive Colors

`#000000` is black, `#FFFFFF` is white

Rule of 3 - Colors

Try to stick to 3 colors for your site

Do not have to count black and white

Can vary the tint and shade of those main colors

Some people like to use proportions: 60% main color, 30% secondary color, 10% accent color



How to Choose Colors

Colors are used to users feels

Lots of resources online

How to Choose Colors

Colors are used to users feels

- Lots of resources online

- Not absolute

Choose contrasting colors for background and text

- Readability

- Visibility

- But don't make it HURT YOUR EYES (usually highly saturated colors)

Good Example

Bad Example

Bad Example

Terrible Example

Color Considerations

Do not only use red and green to contrast 2 options
Red/Green colorblind is the most common variation

Click green to go and red to stop

Click Me!

Click Me!

Typography

Fonts add more feels

Establish hierarchy

Differentiate types of text

Can make up for lack of pretty images

90%

of graphic design is

TYPOGRAPHY

-The Interwebs

Main Categories

Serif - Times, Garamond, Cambria, Baskerville

Good for long text or traditional look

Sans Serif - Arial, Helvetica, Corbel, Tahoma

Used for titles, short text, and a more modern look

Script/Decorative - *Tratello*, *SignPainter*, Noteworthy, **STENCIL**

Use sparingly (e.g. titles, special sections)

Never - Comic Sans, Papyrus

Comic Papyrus

barthandco.com

KILL IT WITH FIRE

WHAT'S IT SAYING?

Conveying the right message.



Source: Fastcodesign

<http://www.fastcodesign.com/1664719/infographic-of-the-day-why-should-you-care-about-typography>

Rule of 3 - Fonts

Generally stick to 2-3 fonts for your site - body, title, accents/logo

Vary font weight and size as needed for emphasis

Easier to design a cohesive sight by limiting types of fonts used

Organization

Recap - Colors and fonts can differentiate parts of your site and make them stand out more

Try to use spacing!

- Makes things look more clean

- Give your content breathing room

- Group items

- Isolate important parts



Store

Mac

iPhone

Watch

iPad

iPod

iTunes

Support



iPhone 6



iPhone Accessories



Compare iPhone Models



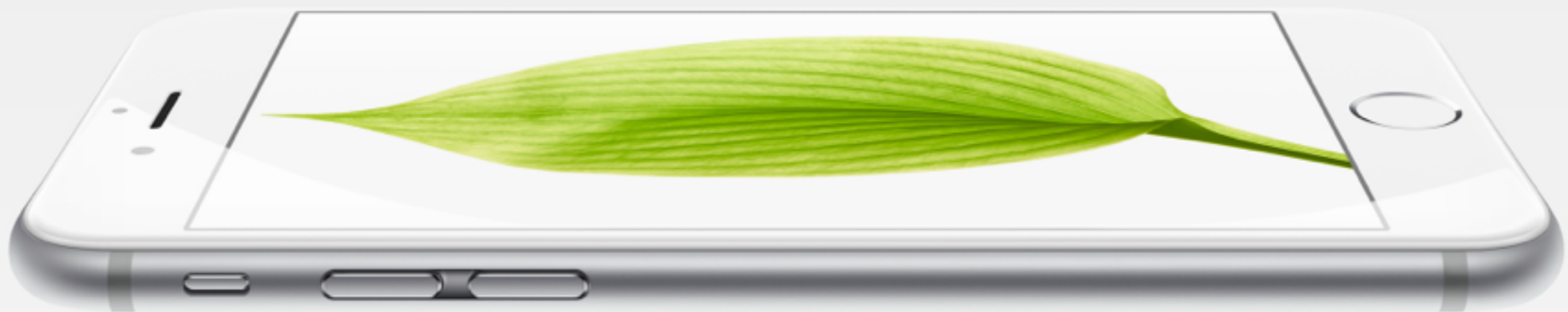
iOS 8



iCloud

iPhone 6

Bigger than bigger



Source: Apple, Inc.
<http://www.apple.com/iphone/>

Rule of 3(rds)

Always remember to pad the sides of your content

Halves or thirds have the most natural flow



Bump Things Up a Notch

Responsiveness - how do things look on different screens

<http://bit.ly/ExResponse>

Parallax - fun with scrolling

bit.ly/ExScroll

Flat UI's and Grids - current fashion trend

bit.ly/ExFlat

How do I do that?

Use a library. :)

BootStrap, Foundations, FlatUI

Proceed with Caution

Excessive gradients

Excessive drop shadows

Excessive parallax

Excessive animations

...

Try out new things