6.148
Introduction to Graphic Design
Quick Review
Elements of Usability

Effective
Efficient
Engaging
Error Tolerant
Easy to Learn
Elements of Usability

Effective
Efficient
Engaging
Error Tolerant
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
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)
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
KILL IT WITH FIRE
<table>
<thead>
<tr>
<th>STYLE</th>
<th>DESCRIPTION</th>
<th>SAMPLES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sans-Serif</td>
<td>Neutral</td>
<td>Arial</td>
</tr>
<tr>
<td></td>
<td>Serif</td>
<td>Timeless</td>
</tr>
<tr>
<td></td>
<td>Script</td>
<td>Casual</td>
</tr>
<tr>
<td></td>
<td>Italic Sans-Serif</td>
<td>&quot;Quote&quot;</td>
</tr>
<tr>
<td></td>
<td>Italic Serif</td>
<td>Elegant</td>
</tr>
<tr>
<td></td>
<td>Script</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Slab-Serif</td>
<td>Confirmed</td>
</tr>
<tr>
<td></td>
<td>Black, Extra Bold</td>
<td>Bold!</td>
</tr>
<tr>
<td></td>
<td>Condensed Sans-Serif</td>
<td>Authority</td>
</tr>
<tr>
<td></td>
<td>Modern Serif</td>
<td>Glamour</td>
</tr>
<tr>
<td></td>
<td>Geometric, Art Deco</td>
<td>Retro</td>
</tr>
<tr>
<td></td>
<td>Rounded</td>
<td>User Friendly</td>
</tr>
<tr>
<td></td>
<td>Monospace</td>
<td>Source Code</td>
</tr>
<tr>
<td></td>
<td>Faux Pas</td>
<td>Oh God please don't</td>
</tr>
</tbody>
</table>

Source: Fastcodesign
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
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

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