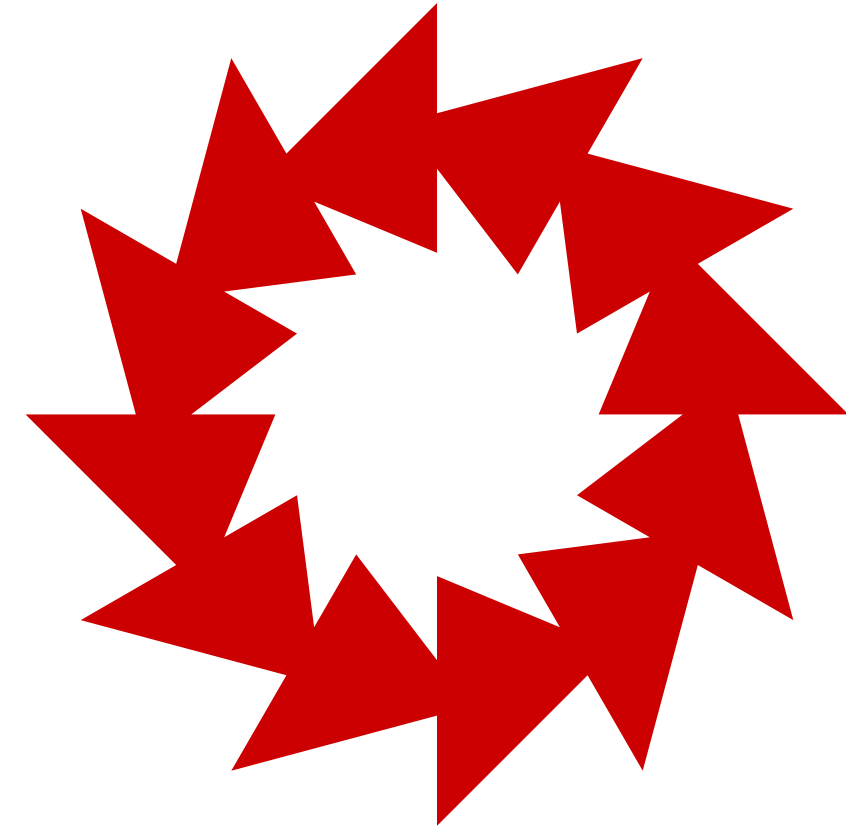


Design for Non-Designers

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University



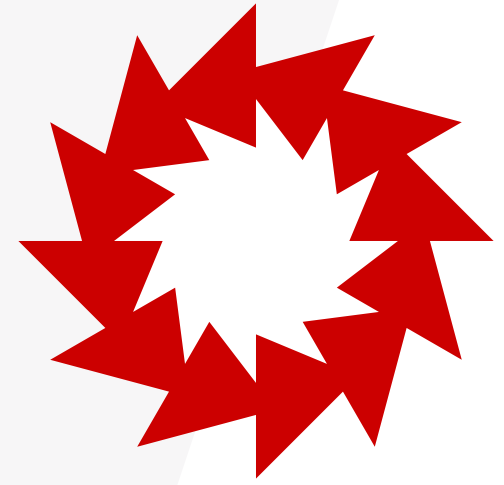
Work That Matters



Poynter.



Berkeley
UNIVERSITY OF CALIFORNIA



ATEN

Roxy Koranda

DESIGNER



Design for Non-Designers

ROXY KORANDA

Design for Non-Designers

1. Strategy
2. Composition
3. Whitespace
4. Color
5. Typography
6. Imagery

Why Design?



75%

of users admit to making judgments about a company's credibility based on their website's design

FOG 2002 [HTTP://ZURB.COM/QUIPS/1972](http://zurb.com/quips/1972)

Strategy

Strategy Toolkit

- User & Stakeholder Surveys
- Goals & KPIs
- Audiences
- Personas
- Core Model Exercise
- Voice & Tone
- User Stories
- Content Analysis
- Card sorting
- Analytics
- Sitemap
- Usability Testing
- Content Maps
- Wireframes

Goals



Audiences



Voice & Tone



General Advice

1. Remember Your Goals & Audiences
2. Keep it Simple
3. Focus on Content
4. Be Concise
5. Consider Context

Keep it Simple



Focus on Content



Desktop Core Page: Amazon Product Page

Specific User Task

Find a board game for my 13-year-old niece's birthday.

Overarching Business Goals

Increase profit margins and customer base.
Encourage users to purchase more items.

1. Inward Paths

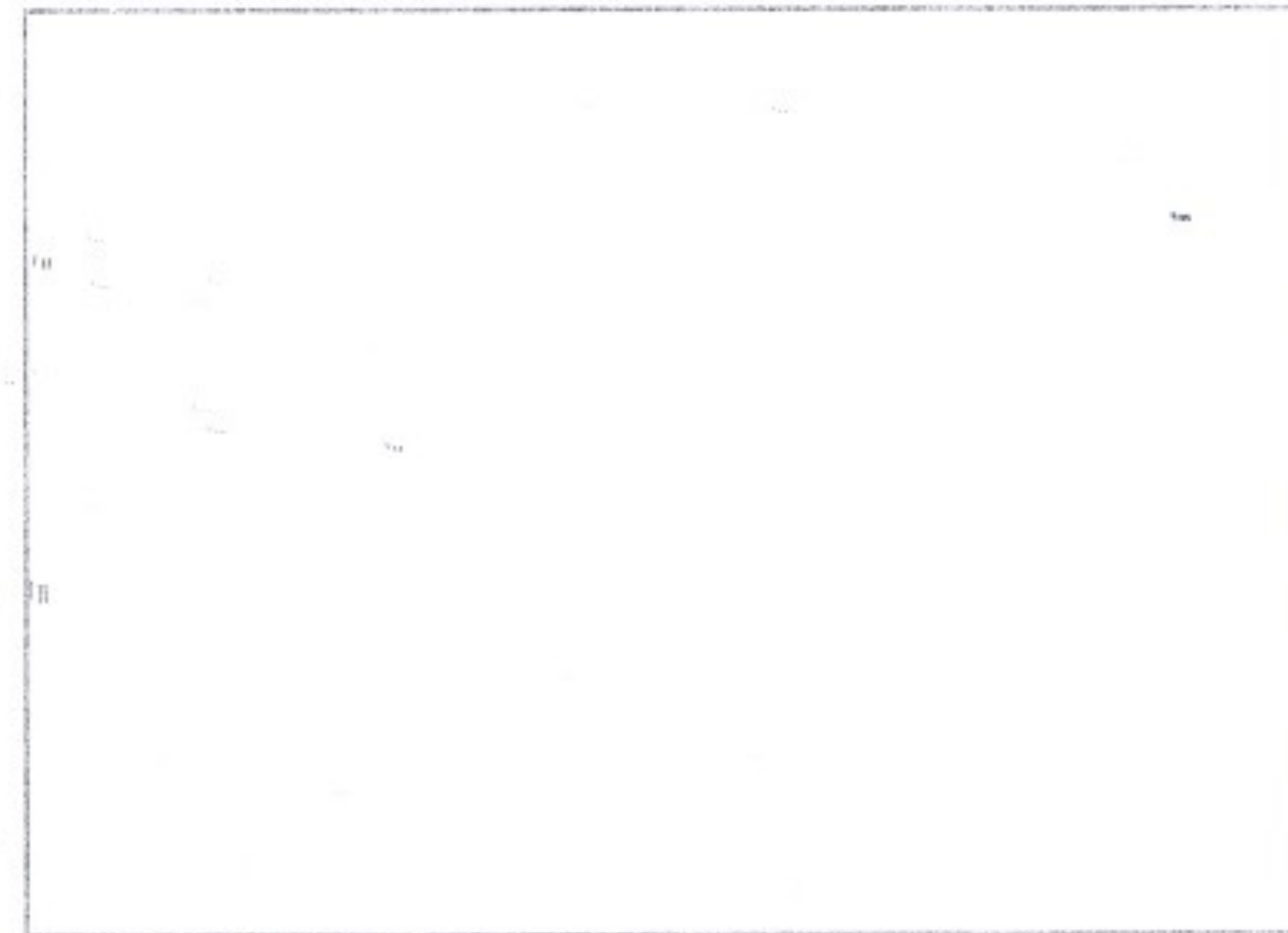
External Search (e.g. Google)

Niece's Wish List on Amazon

Internal site Search

Suggestions on Amazon email

3. Core Content



2. Forward Paths

Purchase / Add to Cart

Email to niece's mom

Purchase similar product

Learn about Amazon Prime

Desktop Core Page: Amazon Product Page

Specific User Task

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External Search (e.g. Google)

Niece's Wish List on Amazon

Internal site Search

Suggestions on Amazon email

3. Core Content

Product Image
Product Description
Price
Value of purchasing from Amazon over competitors
Reviews and Ratings
Age recommendations
Share via email and social media
Frequently bought together
Amazon Prime promo

2. Forward Paths

Purchase / Add to Cart

Email to niece's mom

Purchase similar product

Learn about Amazon Prime

Be Concise



Consider Context





2016

**DRUPALCAMP
COLORADO**

NAME

ORGANIZATION

This is a registration form for DrupalCamp Colorado 2016. It features a blue background with a landscape image. The text is white and bold. There are two input fields: one for the name and one for the organization.



2016

**DRUPALCAMP
COLORADO**

NAME

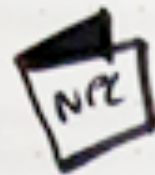
ORGANIZATION

This is a registration form for DrupalCamp Colorado 2016, identical to the one on the left but with a white border. It features a blue background with a landscape image. The text is white and bold. There are two input fields: one for the name and one for the organization.

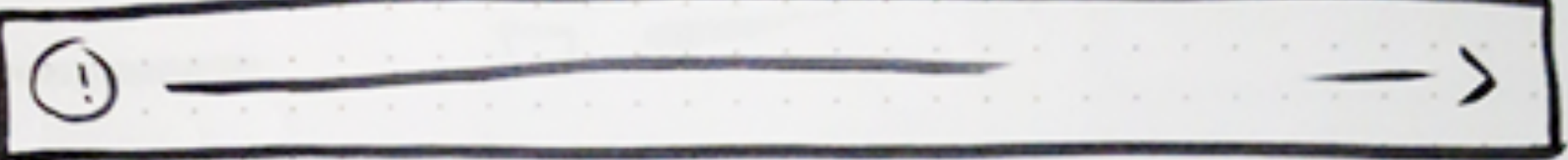
Composition

Prioritize





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Lorem ipsum dolor sit amet, adipiscing elit. Proin posuere, nibh nec pharetra laoreet, velit turpis aliquet nequell. Proin posuere, nibh nec pharetra laoreet. Lorem ipsum dolor sit amet, consectetur adipiscing

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— 2014 —

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King Center, Auraria Campus
855 Lawrence Way, Denver, CO

Join us to share, learn, collaborate, and get involved in the community of the open-source content management system, Drupal.

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DRUPALCAMP
COLORADO
= 2014 =

AUGUST 1-3

King Center, Auraria Campus
855 Lawrence Way, Denver, CO

Join us to share, learn, collaborate, and get involved in the community of the open-source content management system, Drupal.

2014.drupalcampcolorado.org

Alignment





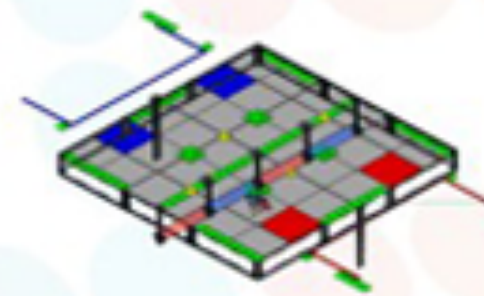
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2013



Speaker: Prof. Nabil Salem
Former Dean of Academic Affairs of Devry University
President and CEO of EDC International Inc.

Talk Title: Education in Middle East
(Challenges - Opportunities)



Friday September 28, 2012



Schedule

- 10:00 AM – 11:00 AM ---> Registration
- 11:00 AM – 12:00 AM ---> Education in Middle East (Challenges and Opportunities)
- 12:00 AM – 01:30 PM ---> Break
- 01:30 PM – 02:30 PM ---> Technical Overview of VEX Robotics Platform
- 02:30 PM – 03:00 PM ---> Break
- 03:00 PM – 04:00 PM ---> VEX Challenge (VEX – Sack Attack)

Beirut Arab University, Debbieh Campus,
P.O.BOX 11 5020, Lebanon
Tel.: +961 7985858; Ext. 3306
Fax: +961 7985858; Ext. 3302
bau@bau.edu.lb - www.bau.edu.lb

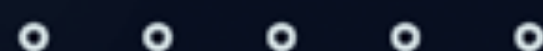
EDC International
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Egypt Office: 106 Hassan Maamon St, Nasr City, 10th Floor,
Cairo, Egypt
Office Tel.: 002/26705548 Mobile: 002/01020039553
www.arabvrc.org - www.edc-mid.com

S E M I N A R I O

PSICOLOGÍA DE LA DEFENSA PERSONAL

CONSIGUE EN TODO MOMENTO EL CONTROL
DEL AGRESOR Y EL TUYO PROPIO

JORGE FRANCO



DOMINGO, 3 MARZO

11:00 HASTA 13:00

C.V 775 KM 8

(CARRETERA DE AGUAS DE BUSOT)

Whitespace

Good use of white space between paragraphs and in the left and right margins increases comprehension by almost

20%

LIN 2004 [HTTP://ZURB.COM/QUIPS/2048](http://zurb.com/quips/2048)

- Index**
- Akvarium
 - Alarm
 - Alkotester
 - ATV (el.)
 - Bildefliser
 - Bil (elektrisk) gas
 - Bilbane
 - Conrad-elektronik
 - Digital-Kikkert
 - Disko-Lys
 - Dummy-Kamera
 - DVD-Spiller
 - Elektronikk & DAB
 - EL-Scooter & Bil
 - Figurer
 - Golf-biler (m/skilt)
 - Hobby & RC
 - Hoverpod
 - HP-Måler (Bil)
 - Isbitmaskin
 - Kamera (trådløst)
 - Kino (bærbar)
 - Kompass (Bil/Båt)
 - Laser-Jamer (Bil)
 - Luft-Jekk
 - Lykt (oppladbar)
 - Mobil-telefon-1, 2
 - Motorsykel-Mini
 - Omformer (110V)
 - Oversetter (44 sprk)
 - PC-mini (9") 2.
 - Rakett-Fly
 - RC Produkter
 - Robot-Hund
 - Robot-Støvsuger
 - Roboter
 - Solcelle-Ryggsek
 - Star Wars
 - Sykel-PC s.h.
 - Togbane (til PC)
 - Traktor (elektrisk)
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 - Walkie Talk
 - Elektronikk

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JOHN DEERE

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- Elektrisk-ATV
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- Roboter

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Mål Internet hastighet 1-2

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-EI-ATV

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RC Helikopter 7044 kr. 29.-

RC Tank 0102 29.-

Trådløs Skype-tel. 798.-

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Emphasize Visual Relationships



If you haven't already indulged in some literary eeriness this October, there's still time. And if you like your reading both creepy and critically loved, why not step this way?



The Haunting of Hill House

by Shirley Jackson
Book

PLACE HOLD >

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Widely hailed as one of the best haunted house tales of all time, Shirley Jackson's 1959 novel *The Haunting of Hill House* is an excellent example of supernatural fiction that incorporates a healthy dose of psychological terror. In fact, there are several distinct opinions held by critics regarding the nature of the story's frightening elements.

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Book

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Widely hailed as one of the best haunted house tales of all time, Shirley Jackson's 1959 novel *The Haunting of Hill House* is an excellent example of supernatural fiction that incorporates a healthy dose of psychological terror. In fact, there are several distinct opinions held by critics regarding the nature of the story's frightening elements.

Consider the Whole System



1

[

[REDACTED]

2

[

[REDACTED]

3

[

[REDACTED]

4

=

[REDACTED]

Imagery

Imagery

1. Where is it needed?
2. What types need to be considered?
3. Does text need to accompany it?

Photography





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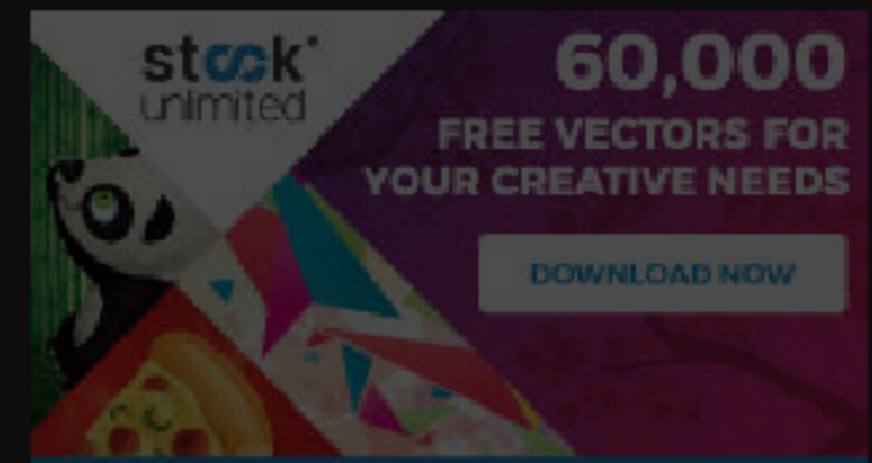
X:
Y:
W:
H:

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Layers ✕

History ✕

Promotion ✕



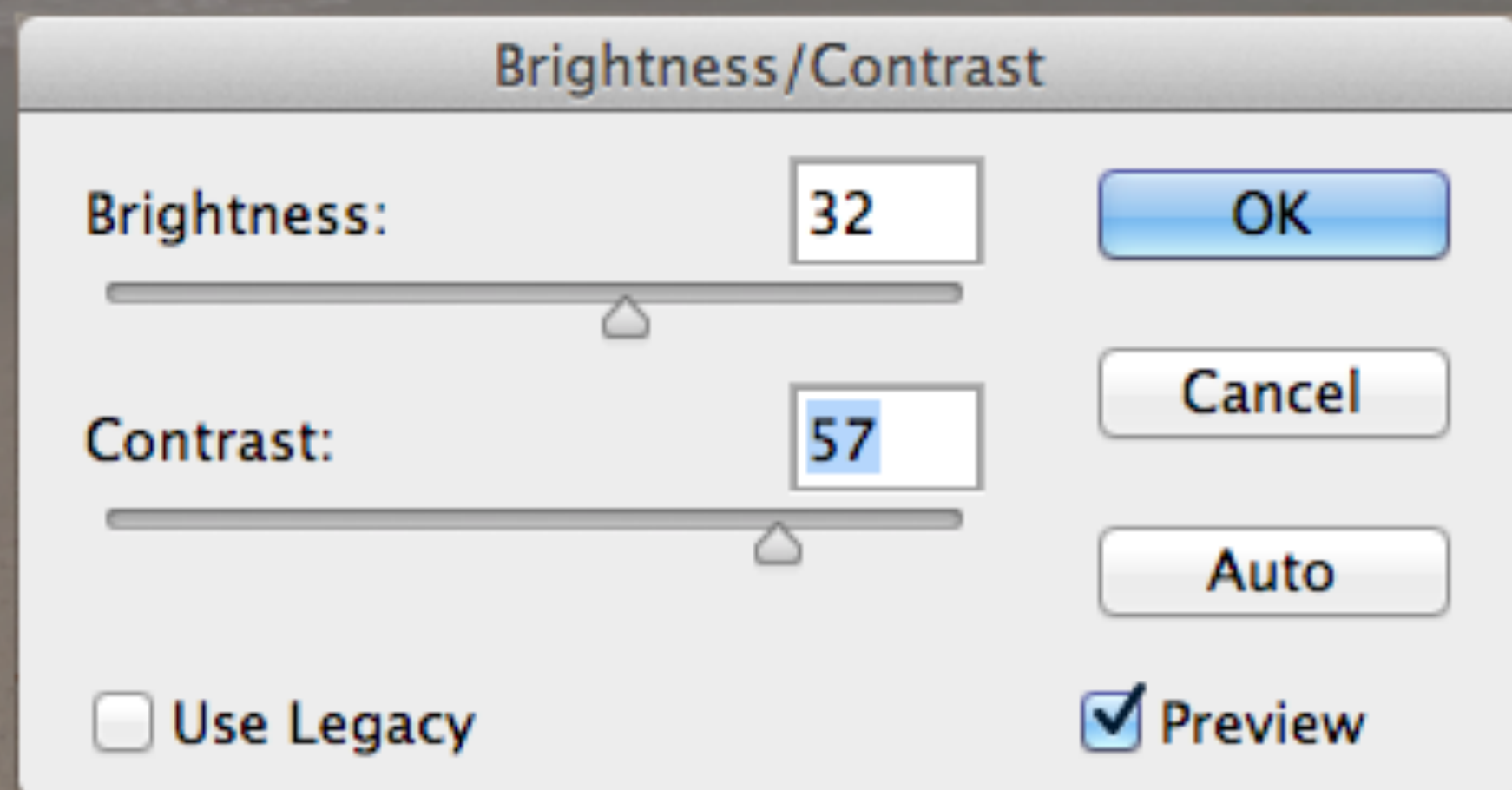
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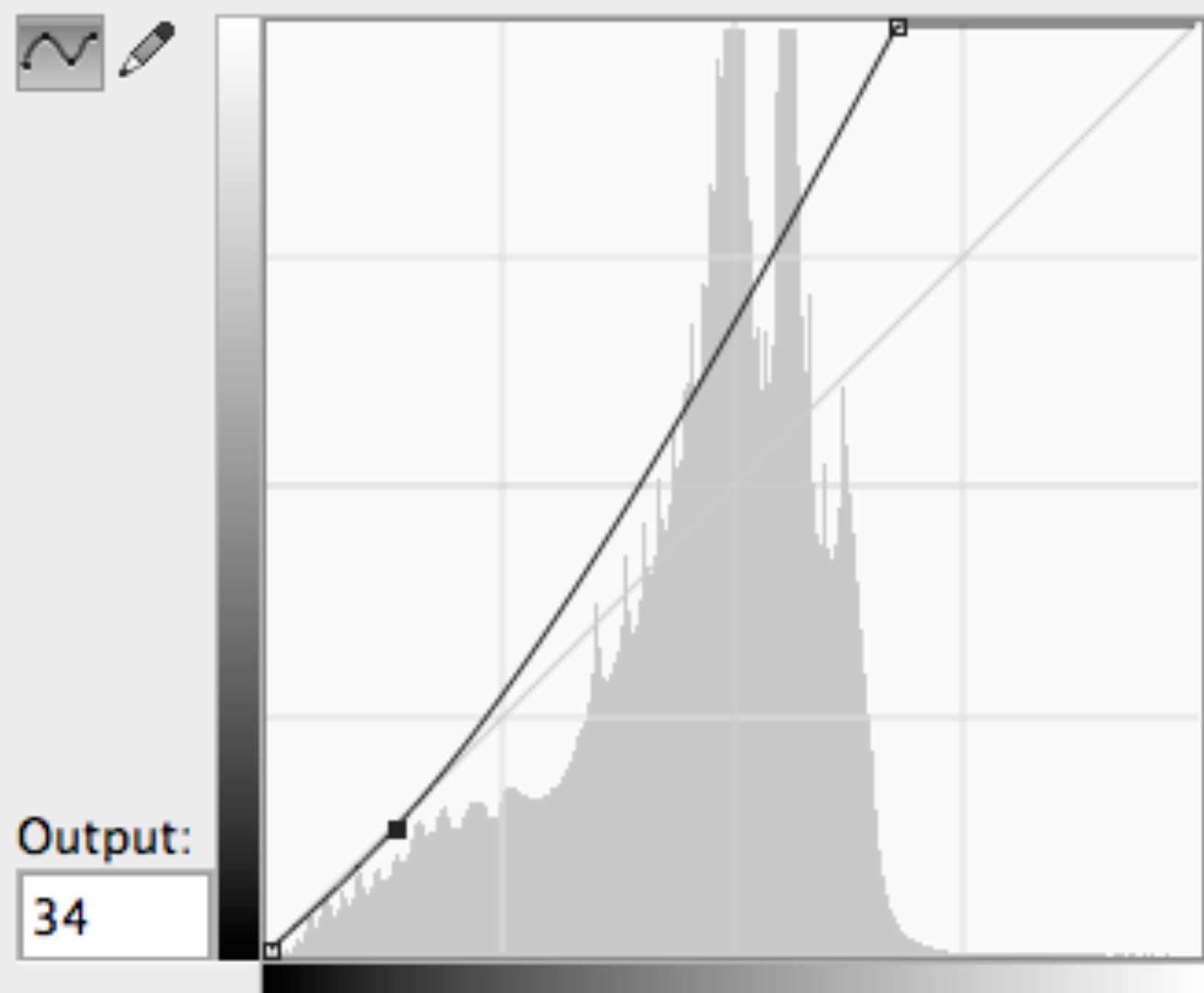
Curves

Preset: Custom



OK

Channel: RGB



Output:

34

Input:

35



Show Clipping

Curve Display Options

Show Amount of: Light (0-255)

Pigment/Ink %



Show: Channel Overlays

Baseline

Histogram

Intersection Line

Cancel


Smooth


Auto


Options...


Preview


Hue/Saturation

Preset: Custom 

Master 

Hue: 0 

Saturation: +24 

Lightness: 0 

Colorize
 Preview

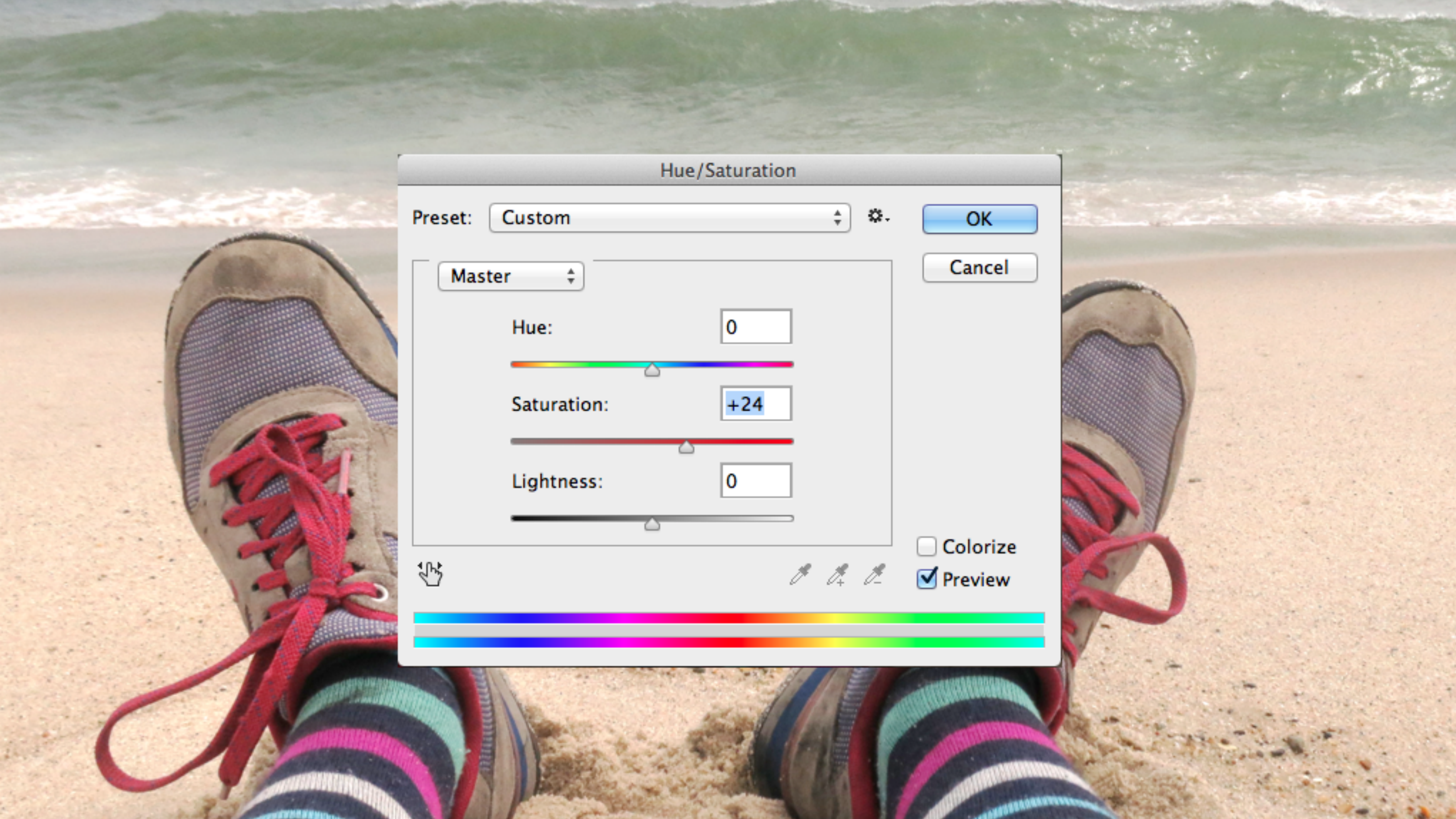





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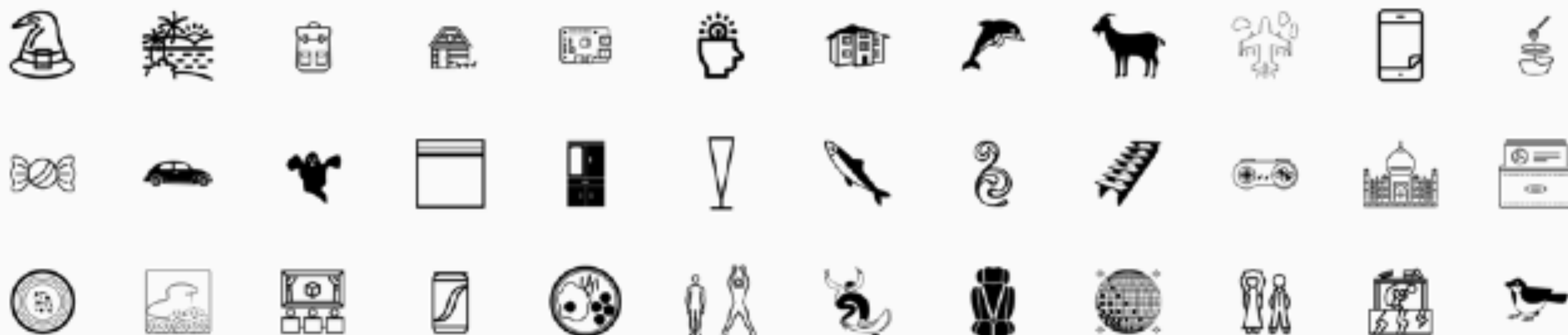
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6 days ago



6 days ago



6 days ago



6 days ago



6 days ago



Logos



04. Wrong uses of Brandmark

The brandmark has to appear in the proportions shown, **always**, and it shouldn't be redrawn, stretched, squeezed or distorted in any way.



Do not invent new lockups.



Do not change the typography.



Do not stretch...



...in any way.



Do not change the proportion of stripes.



04. Wrong uses of Brandmark

In order to ensure consistency throughout our identity application, it is vital that the brandmark is **never** altered in any way.

Here are a few examples of what should not be done under any circumstance. The rules shown here apply to the secondary lock-ups. It is fundamental that the brandmark is always reproduced from the master artwork, to avoid accidental distortions or alterations.



Do not use gradients



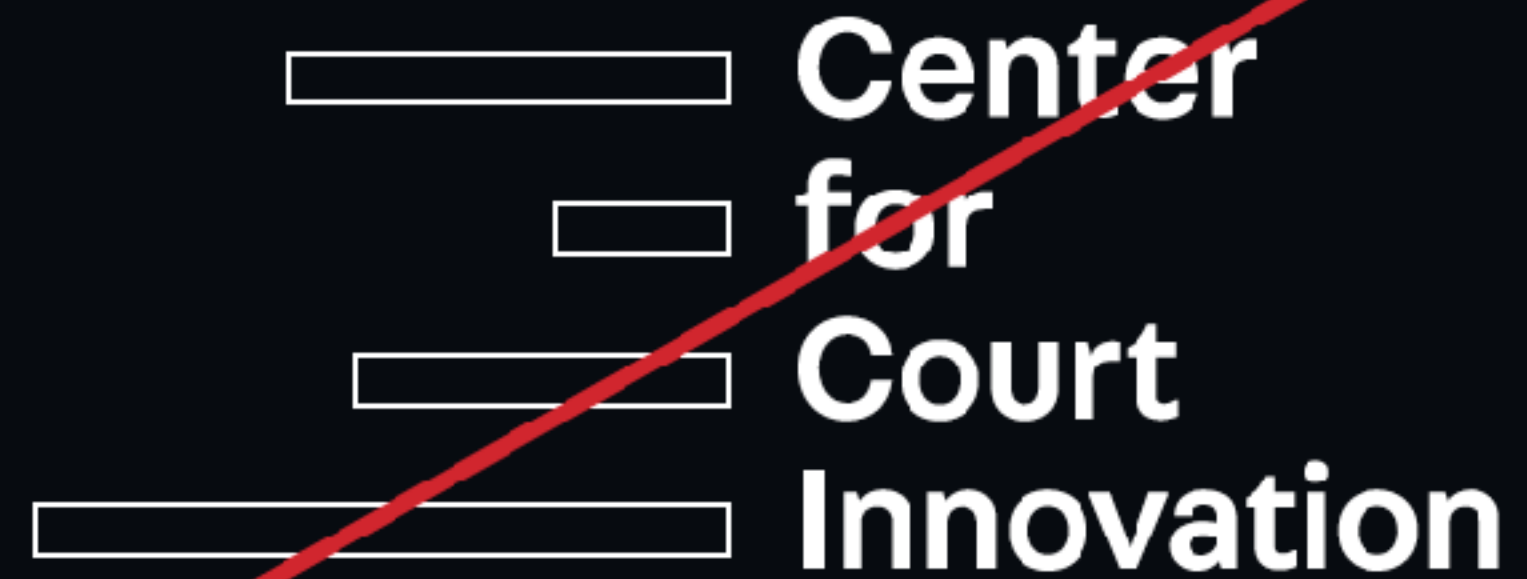
Do not use text only.



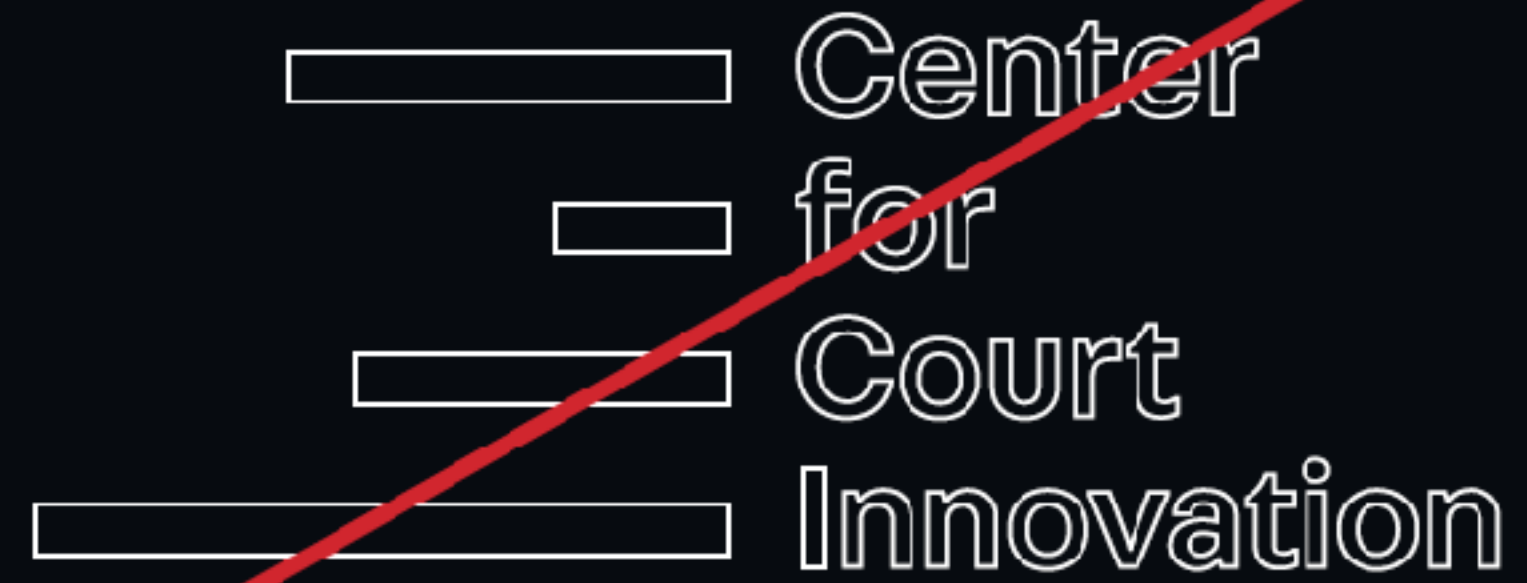
Do not juxtapose stripes and text.



Do not use different colors for text and stripes.



Do not use different treatments for text and stripes.



Do not use outlines.

Typography

Typefaces



Curly MT

Comic Sans

Jokerman

Impact

Zapfino

Papyrus

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APRIL 20th

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Viewing 847 of 847 font families

Roboto
Christian Robertson (12 styles)



All their equipment and instruments are alive.

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



A red flair silhouetted the jagged edge of a wing.

Encode Sans
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.

Categories

- Serif
- Sans Serif
- Display
- Handwriting
- Monospace

Sorting

Trending ▾

Languages

All Languages ▾

Number of styles

Thickness

Slant

Width



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Free fonts have met their match. We know how hard it is to find quality freeware that is licensed for commercial work. We've done the hard work, hand-selecting these typefaces and presenting them in an easy-to-use format. Here are some of our favorites:

Source Sans Pro AaBbCcDdEeFfGgHhI



Source Sans Pro

Adobe

12 Styles

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Source Code Pro AaBbCcDdEe



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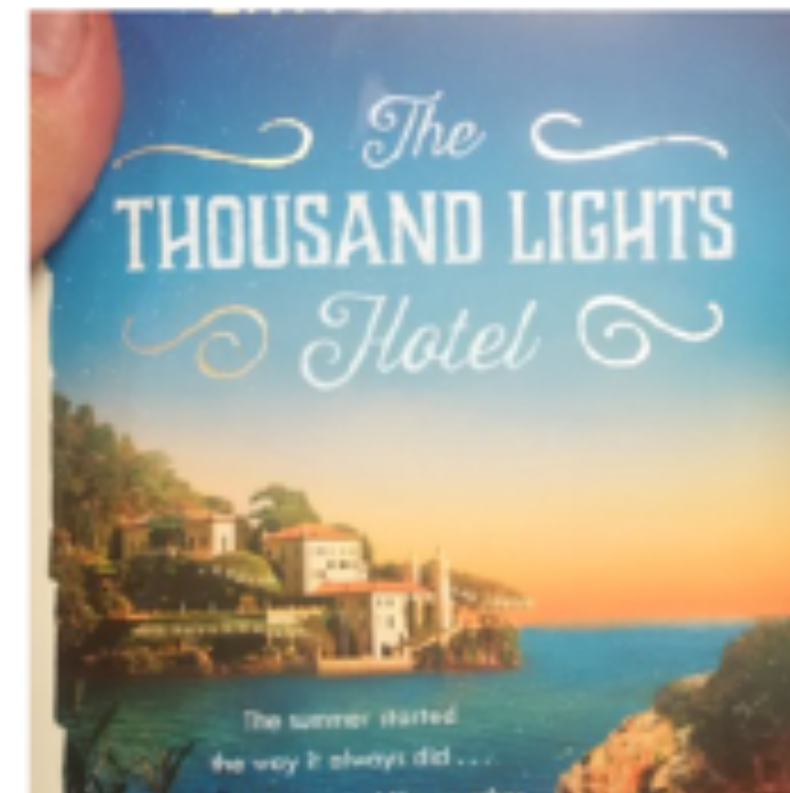
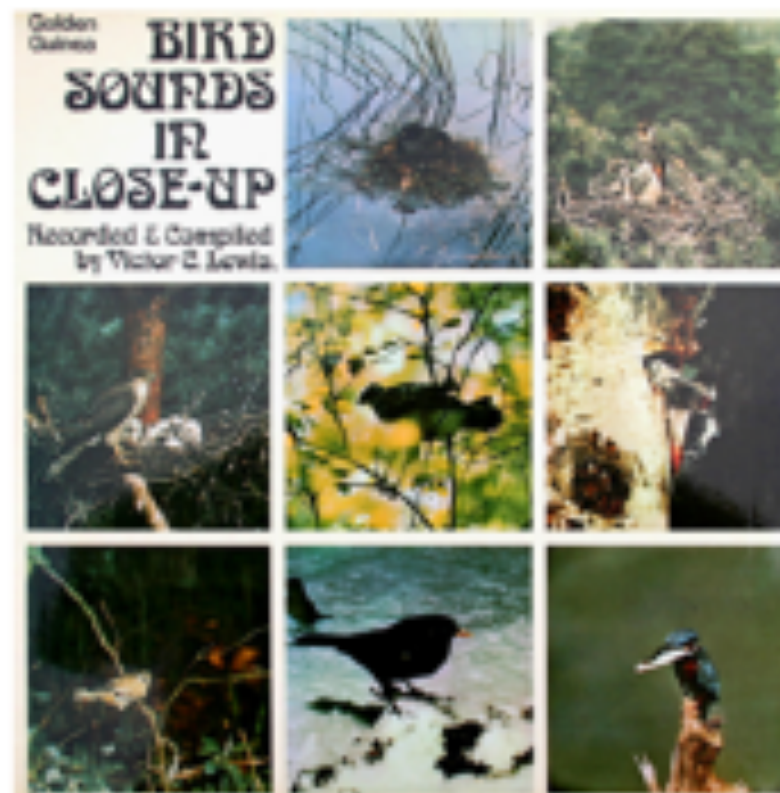
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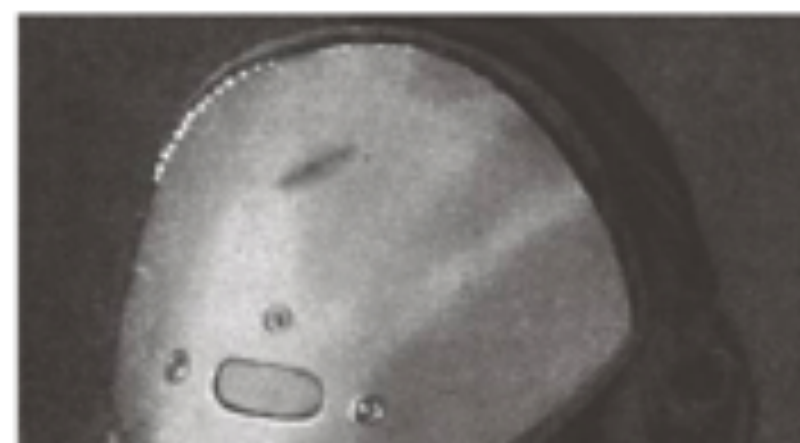
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Wild on the Beach

'exotic beverage known as the Cappuccino' served in L
back in the 1950's and said a lot about what the tiny
beach' was like back in those days.

RVIEW PEOPLE ABOUT LIFE OUTSIDE THE BI

[Return of the Road Trip](#)

Aug 29, 2017

Fonts—[Venus](#), [Mistral](#)

Monastiral

La Société

Textile

[Mile-End](#)

Aug 28, 2017

Fonts—[Gill Sans](#), [Basis Grotesque](#)

Hierarchy



Heading One

Operating out of storefront offices since 1998, the Mediation Center seeks innovative ways to promote community cohesion in a neighborhood known for fragmentation. This includes providing residents with links to resources on issues like education, parenting, housing, and immigration; providing support to people navigating the challenges of violence, drugs, and poverty; and galvanizing neighborhood stakeholders in order to improve the quality of life for all residents.

Operating out of storefront offices since 1998, the Mediation Center seeks innovative ways to promote community cohesion in a neighborhood known for fragmentation. This includes providing residents with links to resources on issues like education, parenting, housing, and immigration; providing support to young people navigating the challenges of violence,

Heading Three

Operating out of storefront offices since 1998, the Mediation Center seeks innovative ways to promote community cohesion in a neighborhood known for fragmentation. This includes providing residents with links to resources on issues like education, parenting, housing, and immigration; providing support to young people navigating the challenges of violence, drugs, and poverty; and galvanizing neighborhood stakeholders in order to improve the quality of life for all residents.

Heading Four

Founded as a public/private partnership between the New York State Unified Court System and the Fund for the City of New York, the Center creates operating programs to test new ideas and solve problems. The Center's projects include community-based violence prevention projects, alternatives to incarceration, reentry initiatives, and court-based programs that seek to promote positive individual and family change, and many others.

A BUDAFOKI BAPTISTA IFJÚSÁG
SZERVEZÉSÉBEN

IDÉNIS

Bubi

NYÁR



AUGUSZTUS 2-5

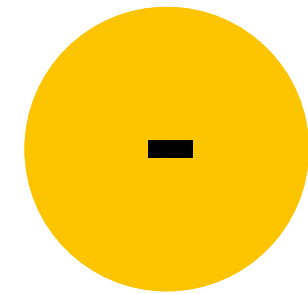
MINDEN NAP 19-23H
GYERMEKPROGRAM 15H-TÓL



Legibility



Dashes

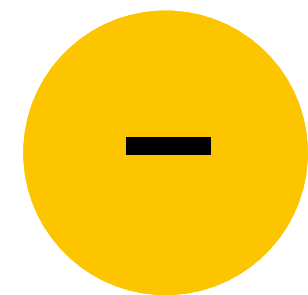


Hyphen

MAC: hyphen
PC: hyphen

Used within hyphenated words

Merry-go-round
Noise-cancelling

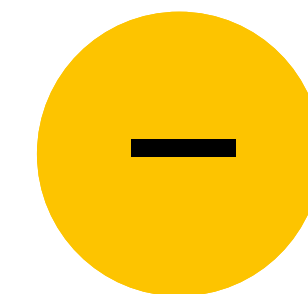


En Dash

MAC: alt hyphen
PC: alt 0150

Used to express range or duration

2:00–4:00
Monday–Thursday
A–Z



Em Dash

MAC: alt shift hyphen
PC: alt 0151

Used between clauses or for added emphasis

*No one—not even the panda—
knew who ate the last banana.*

Color

Palettes





We work to create a more effective and humane justice system by performing original research and helping launch reforms around the world.

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Research. Reform. Justice. Development. Research. Reform. Justice. Development. Research. Reform. Justice. Development.



Enhancing Fairness

Aiding Victims



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Press the spacebar to generate color schemes!



Export



Save



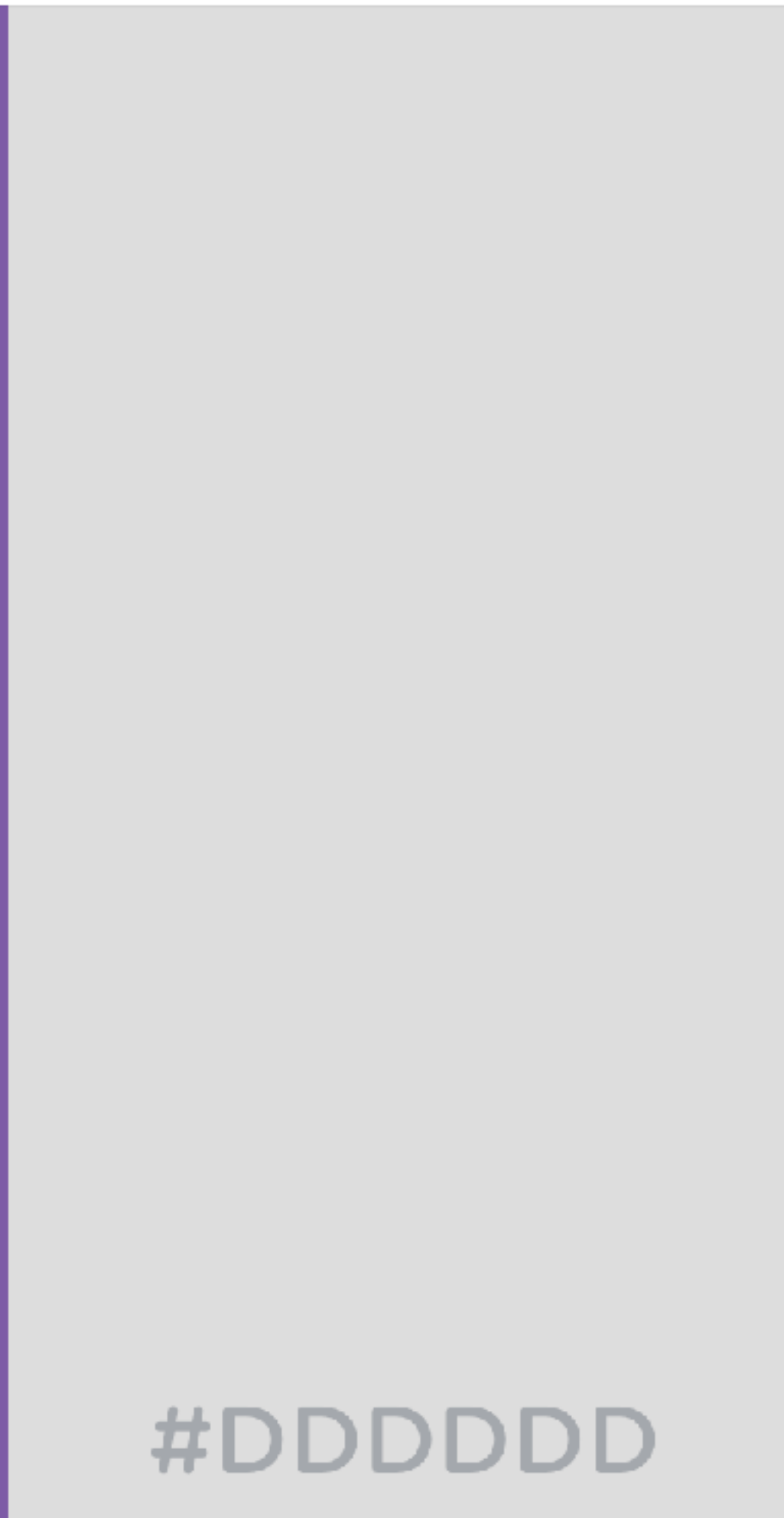
#55D6BE



#ACFCD9



#7D5BA6



#DDDDDD



#FC6471

Accessibility

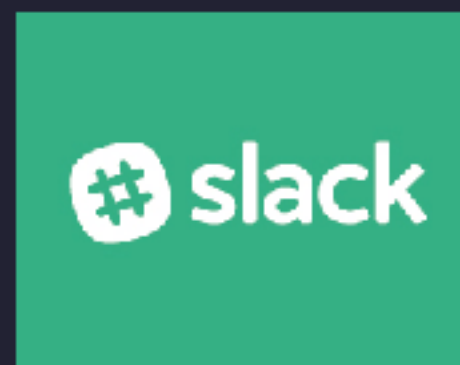


AAA

9.51

Contrast

Contrast is the difference in luminance or color that makes an object (or its representation in an image or display) distinguishable. In visual perception of the real world, contrast is determined by the difference in the color and brightness of the object and other objects within the same field of view. Because the human visual system is more sensitive to contrast than absolute luminance, we can perceive the world similarly regardless of the huge changes in illumination over the day or from place to place. The maximum contrast of an image is the contrast ratio or dynamic range.



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

Foreground

#AACCFE

Hue 216°

Saturation 100%

Lightness 83%

Background

#222233

Hue 240°

Saturation 20%

Lightness 17%



Stark

The color-blind simulator and contrast checker for Sketch. Design with accessibility in mind.

FREE DOWNLOAD

TWEET ABOUT IT

We recommend installing via [Sketch Runner](#), [Sketchpacks](#), or [Sketch Toolbox](#) by searching for Stark.



Check your designs directly in Sketch

Search the store

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Extensions

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FEATURES

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By Google

Free

Available for

Works with

RATINGS

★★★★★

★★★★☆

★★★☆☆

★★☆☆☆

★☆☆☆☆



Spectrum

offered by Yehor Lvivski

★★★★★ (49)

[Developer Tools](#)

10,244 users

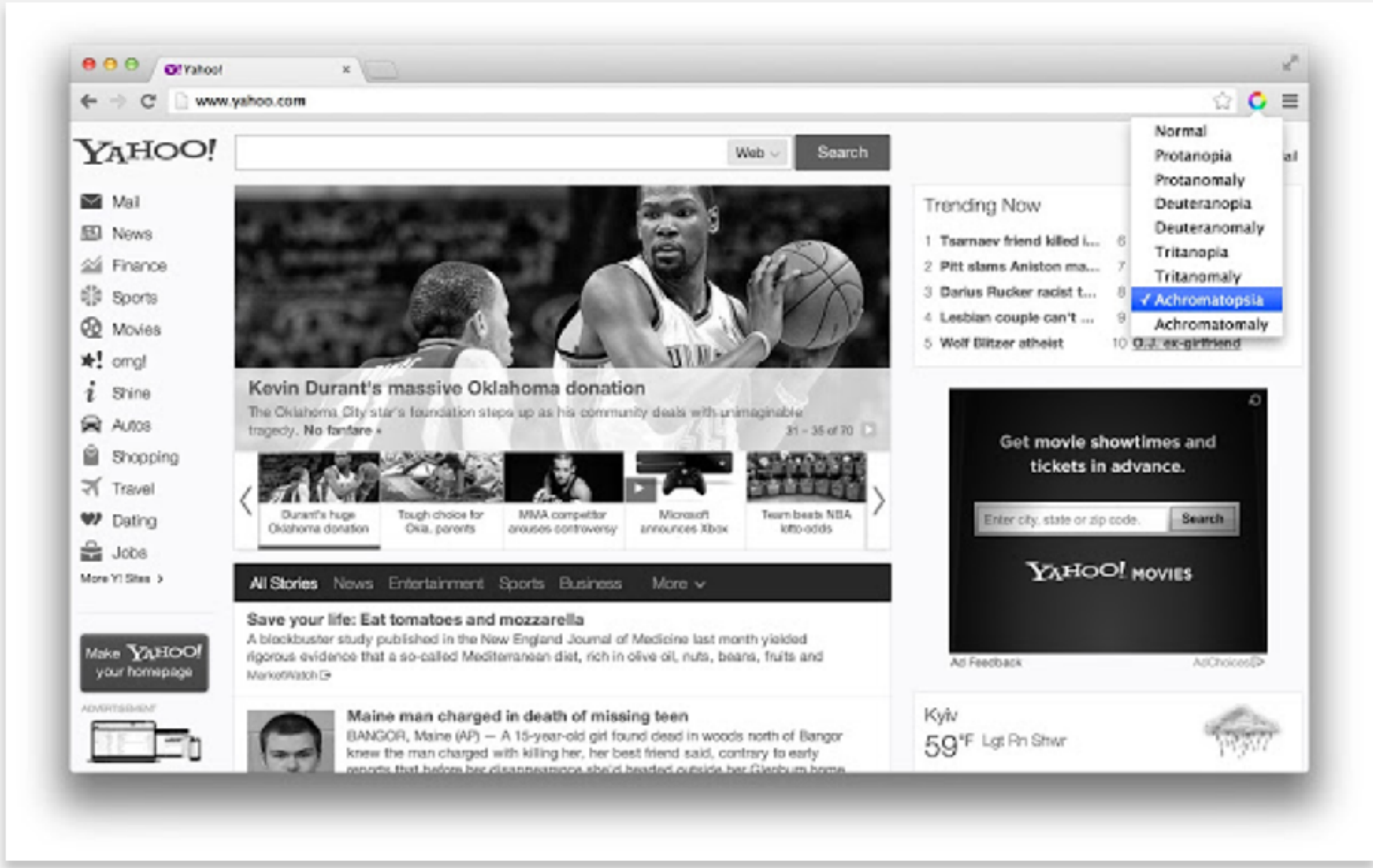
ADDED TO CHROME



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Instantly test your web page with different types of color vision deficiency.

Color Vision Deficiency (CVD) affects people's ability to distinguish certain colors. Estimates indicate that approximately 200 million people worldwide are affected by some kind of CVD. Individuals of Northern European ancestry, as many as 8 percent of men and 0.5 percent of women experience the common form of red-green color blindness.

This extension helps you to test web pages

[Report Abuse](#)

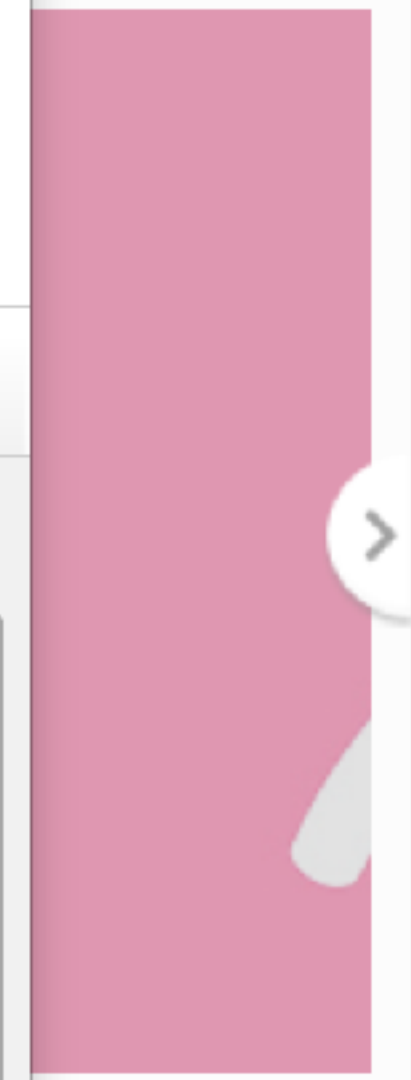
Additional Information

Version: 0.2.0

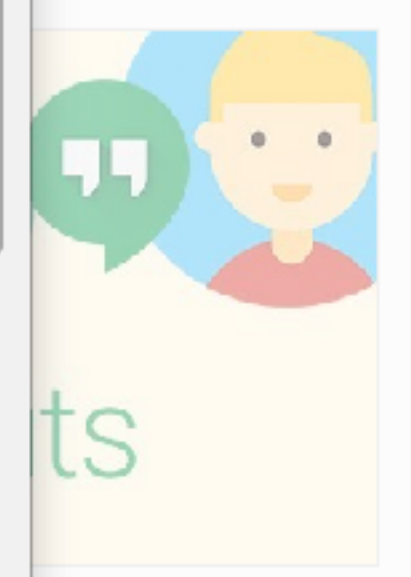
Updated: January 11, 2017

Size: 11.43KIB

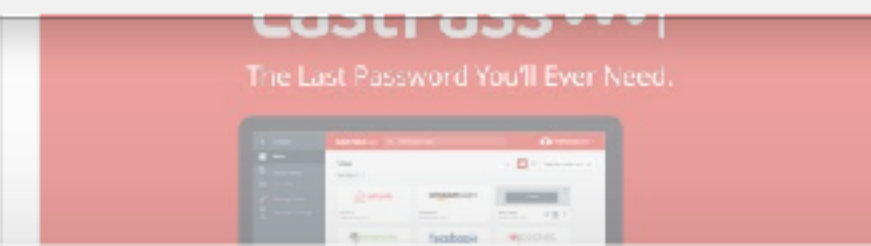
Language: English




View all

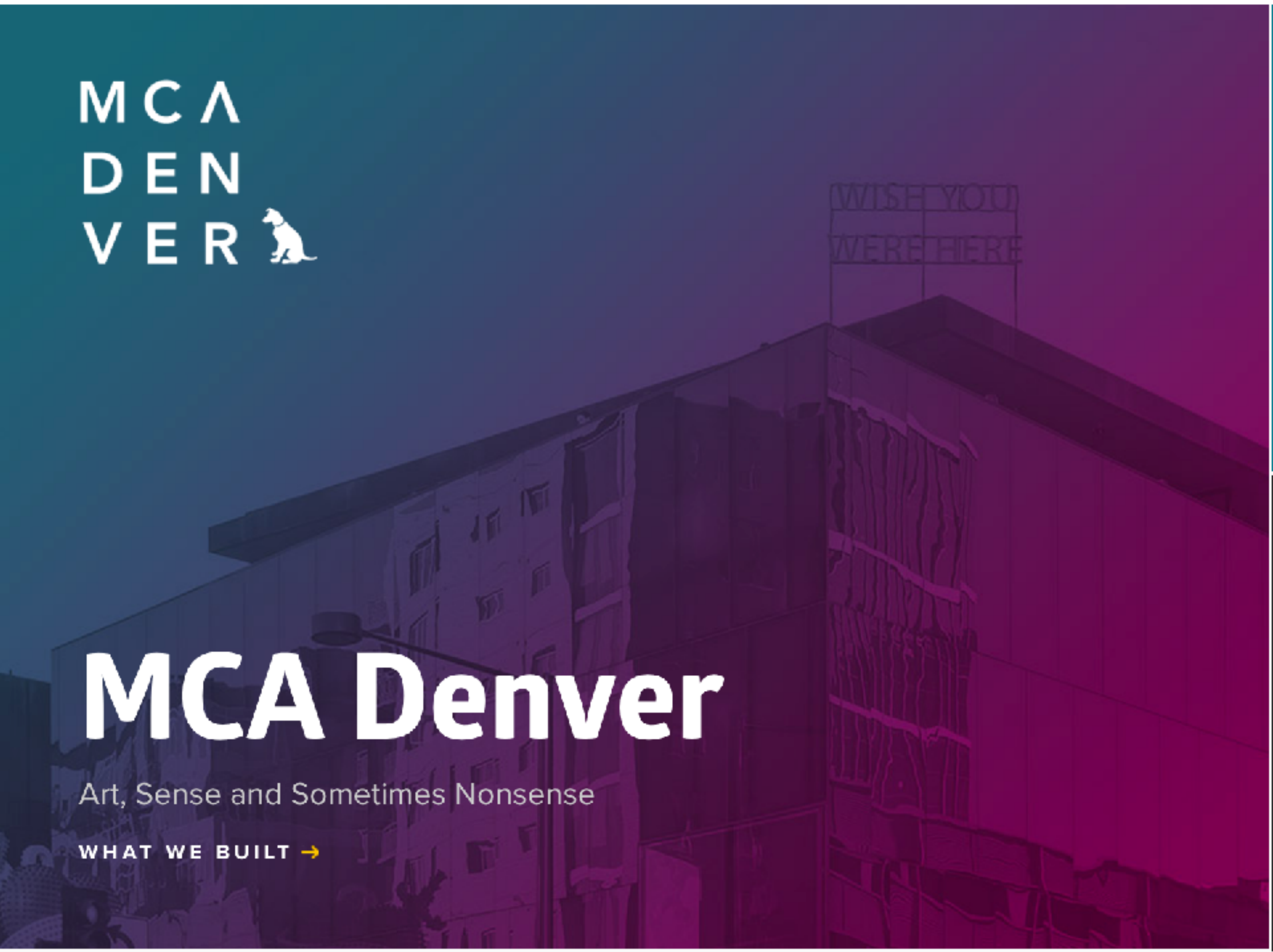


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Art, Sense and Sometimes Nonsense

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HUMAN RIGHTS WATCH

Stanford




COLORADO

- ✓ Normal
- Protanopia
- Protanomaly
- Deuteranopia
- Deuteranomaly
- Tritanopia
- Tritanomaly
- Achromatopsia
- Achromatomaly
- Low-Contrast



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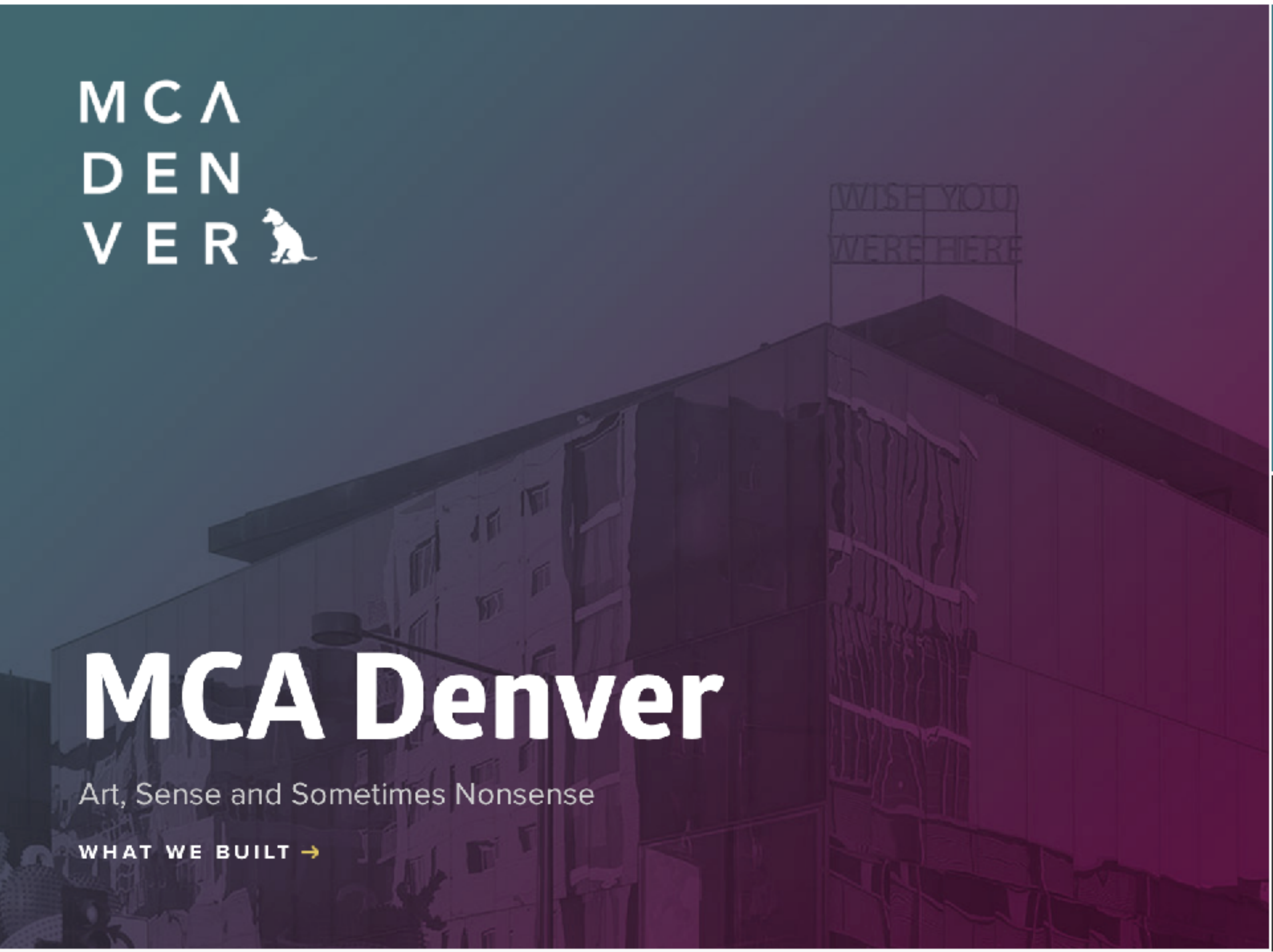



COLORADO

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- Protanomaly
- Deutanopia
- Deuteranomaly
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- Achromatomaly
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Email

name@example.com

Example help text that remains unchanged.

Email

name@example.com



Success! You've done it.

Example help text that remains unchanged.

Email

name@example.com



Shucks, check the formatting of that and try again.

Example help text that remains unchanged.

Email

name@example.com



Sorry, that username's taken. Try another?

Example help text that remains unchanged.

Email

name@example.com

Example help text that remains unchanged.

Email

name@example.com



Success! You've done it.

Example help text that remains unchanged.

Email

name@example.com



Shucks, check the formatting of that and try again.

Example help text that remains unchanged.

Email

name@example.com



Sorry, that username's taken. Try another?

Example help text that remains unchanged.

Inspiration

Designspiration.



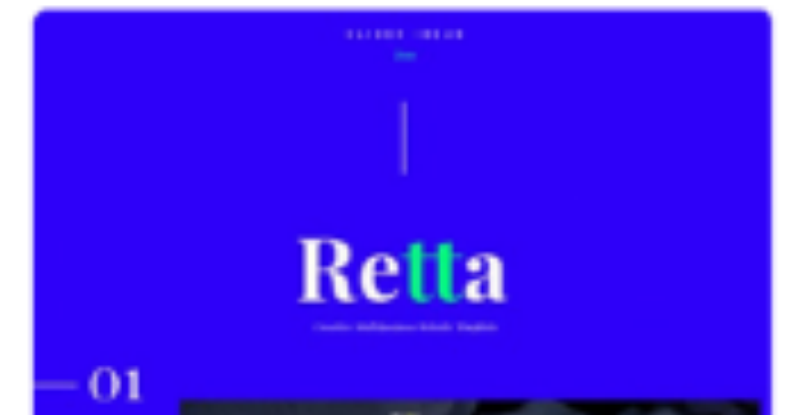
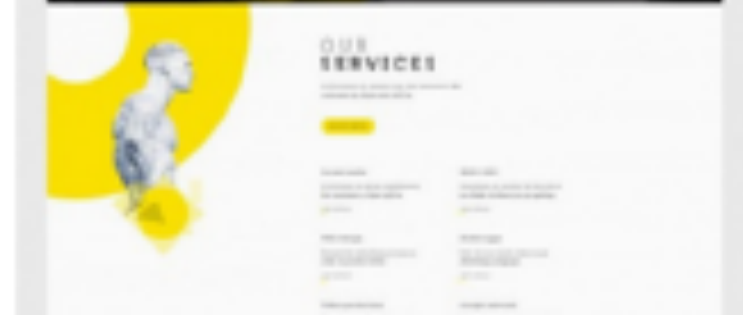
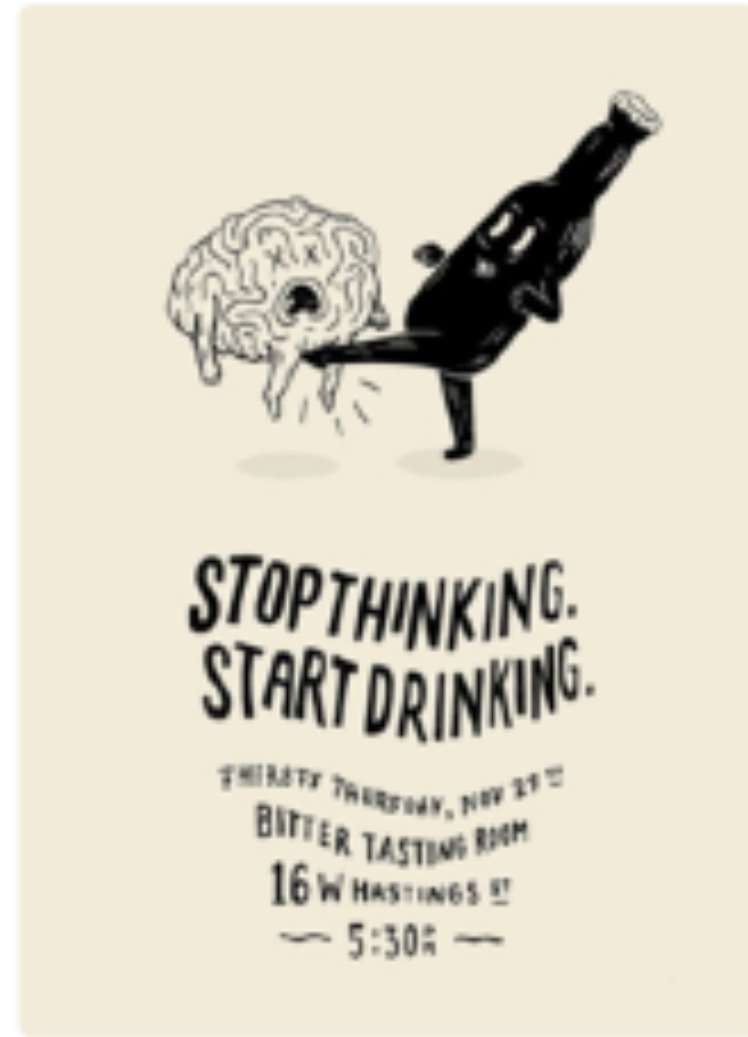
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Log in

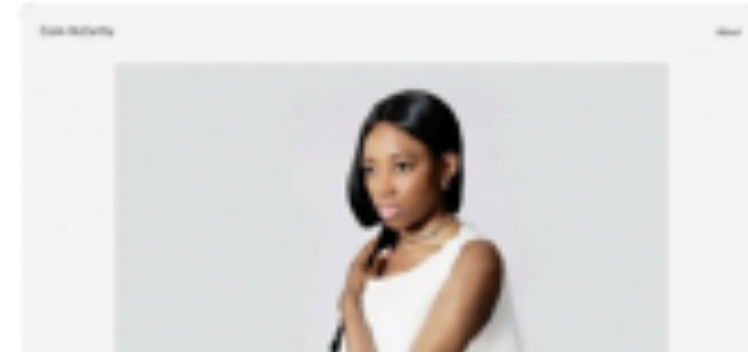
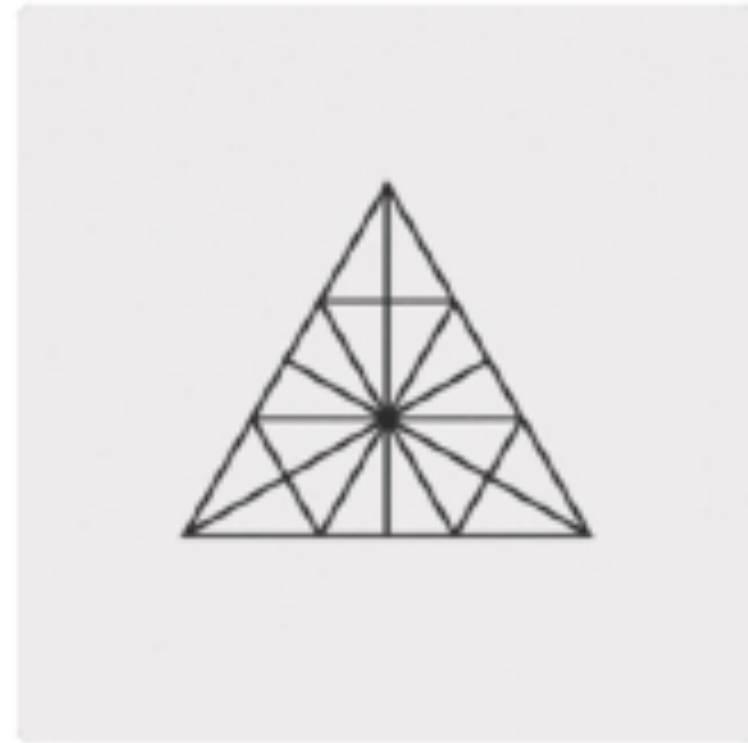
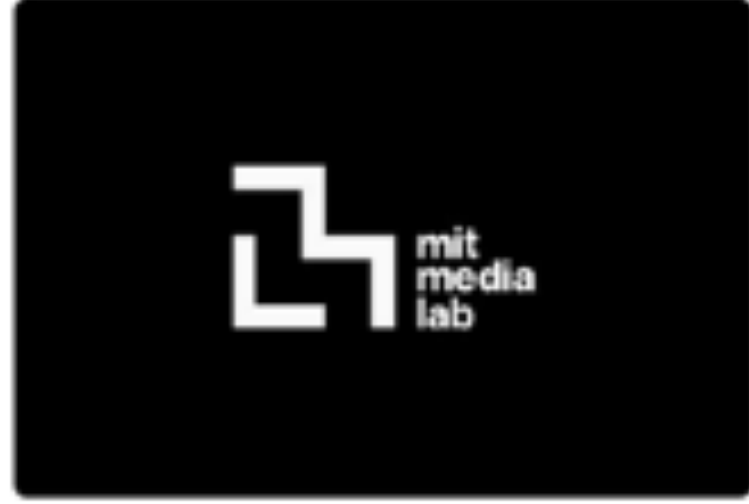
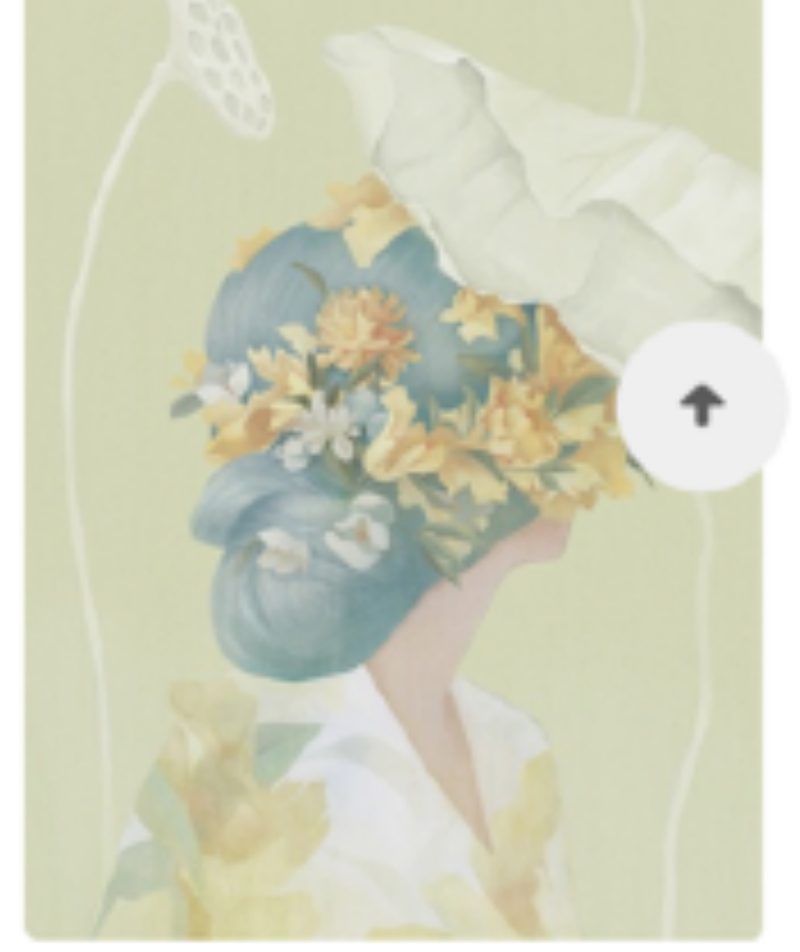
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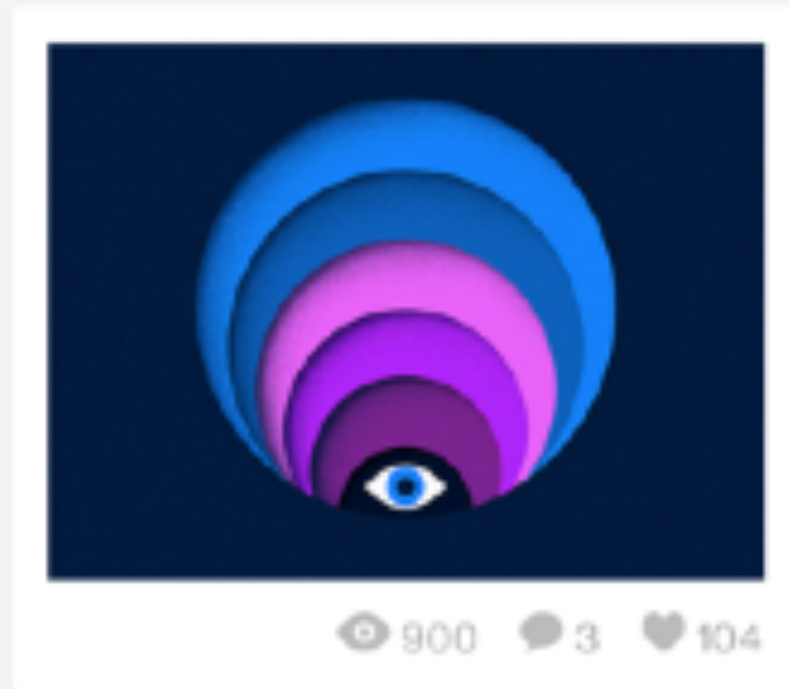


Hosted by (mt)



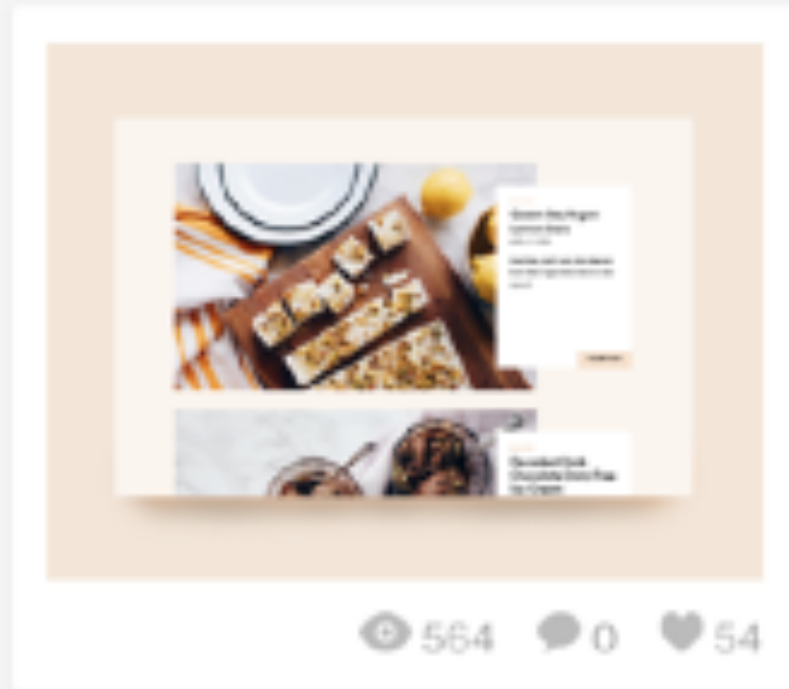


Following Activity Suggestions



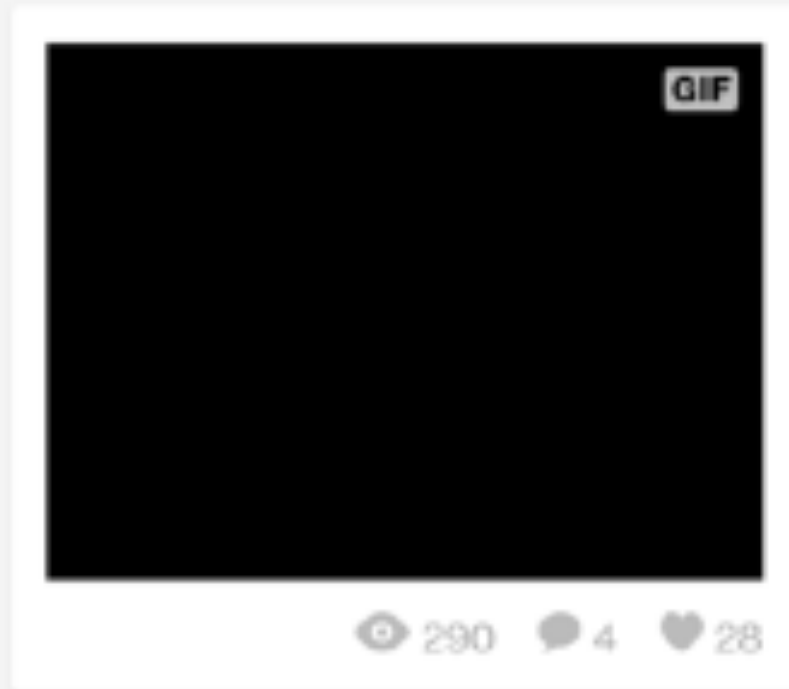
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Richard Perez



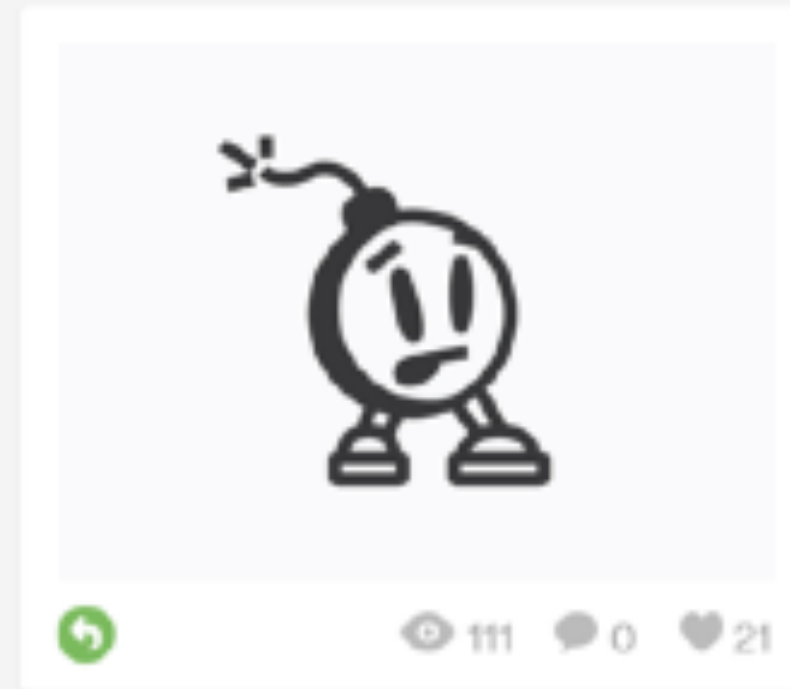
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Amber Asay



290 4 28

LS5 / Stefan Grimm



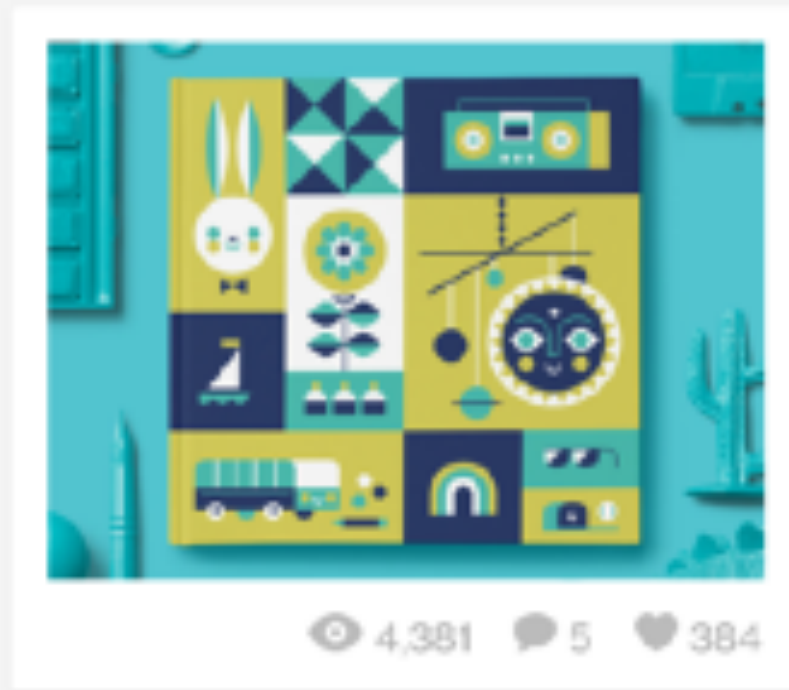
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Brannon Solomon



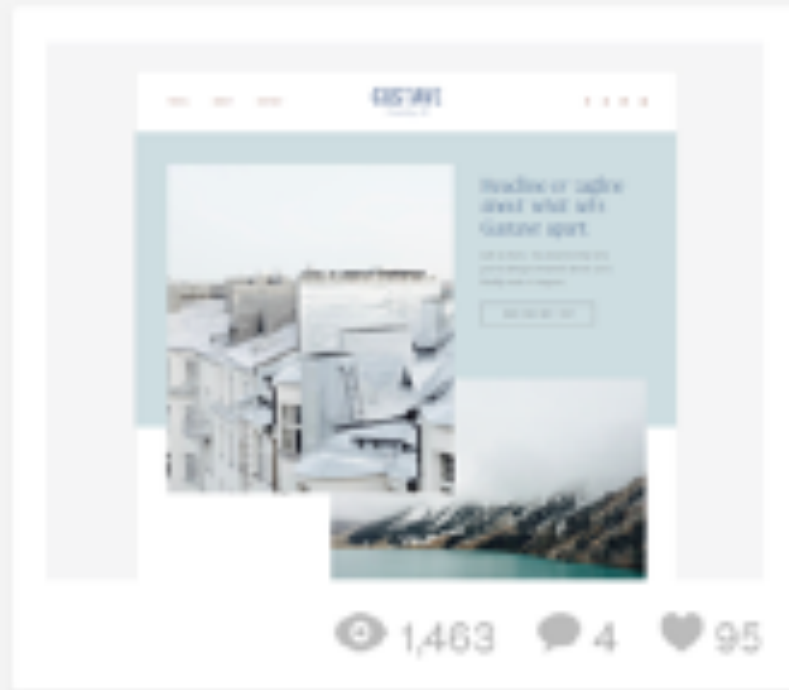
451 0 61

Dalibor Pajic



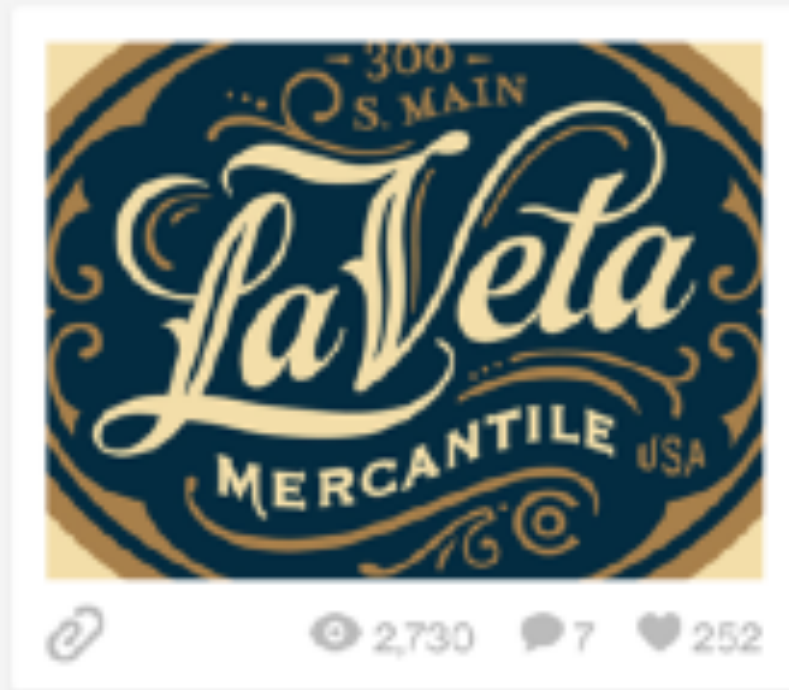
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Eight Hour Day



1,463 4 95

Amber Asay



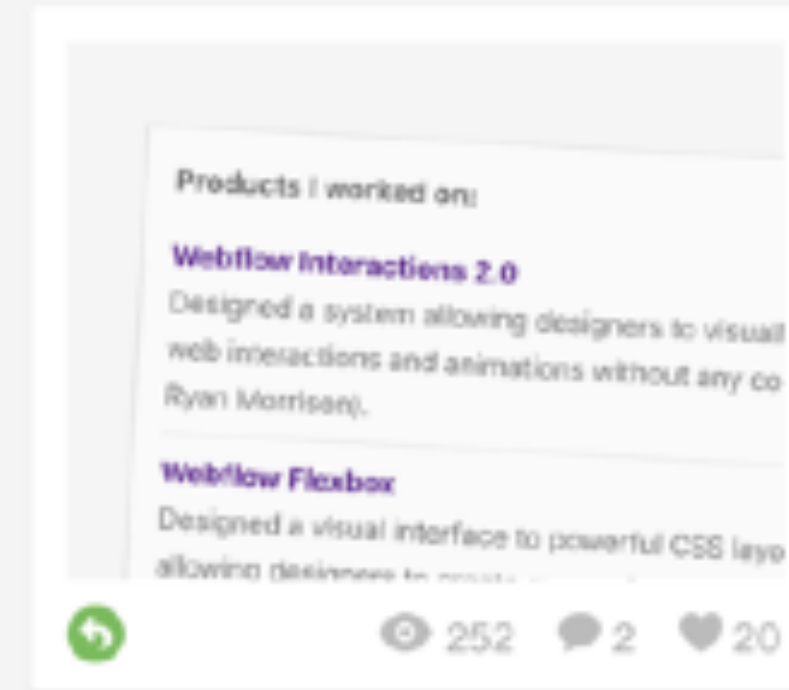
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Jared Jacob



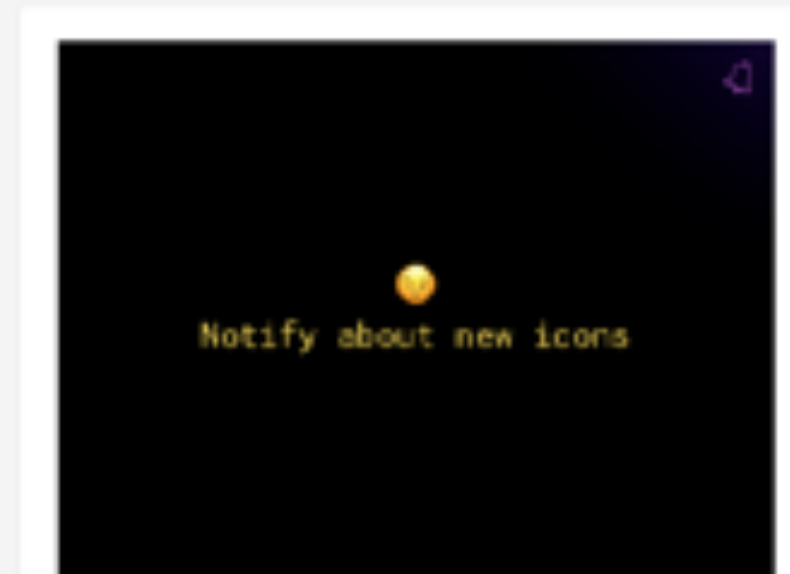
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Yaroslav Samoilov

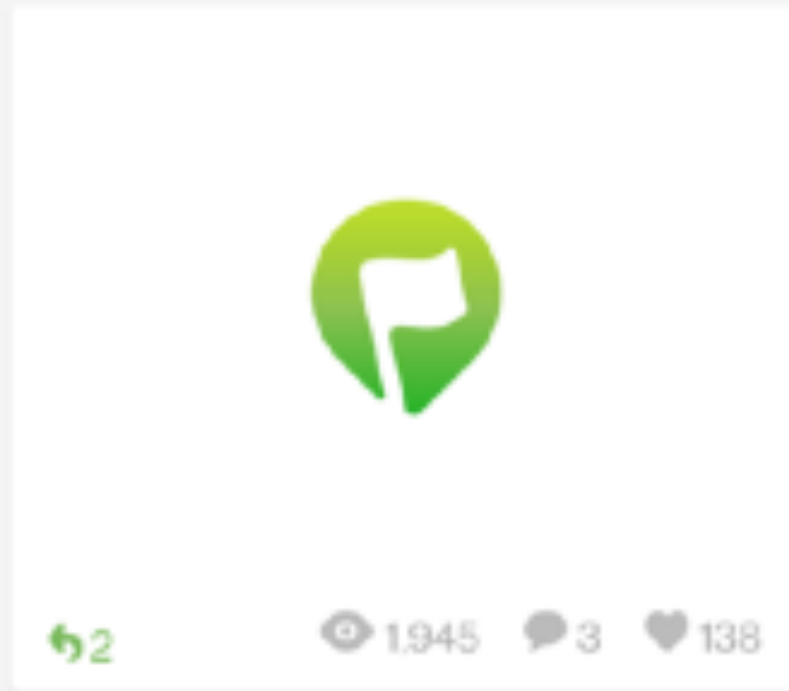


252 2 20

Gadzhi Kharkharov



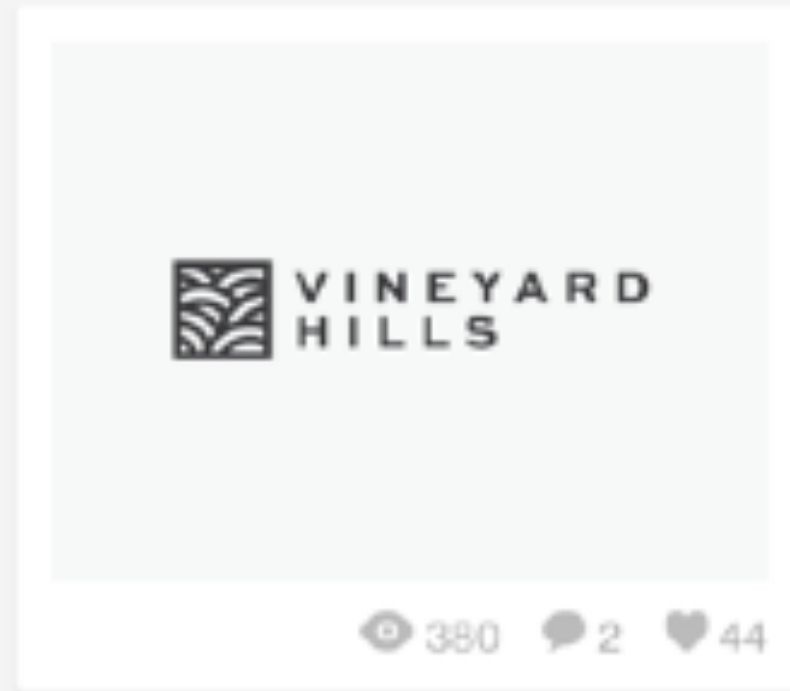
Violetta



2 1,945 3 138

TIE A TIE by Aiste

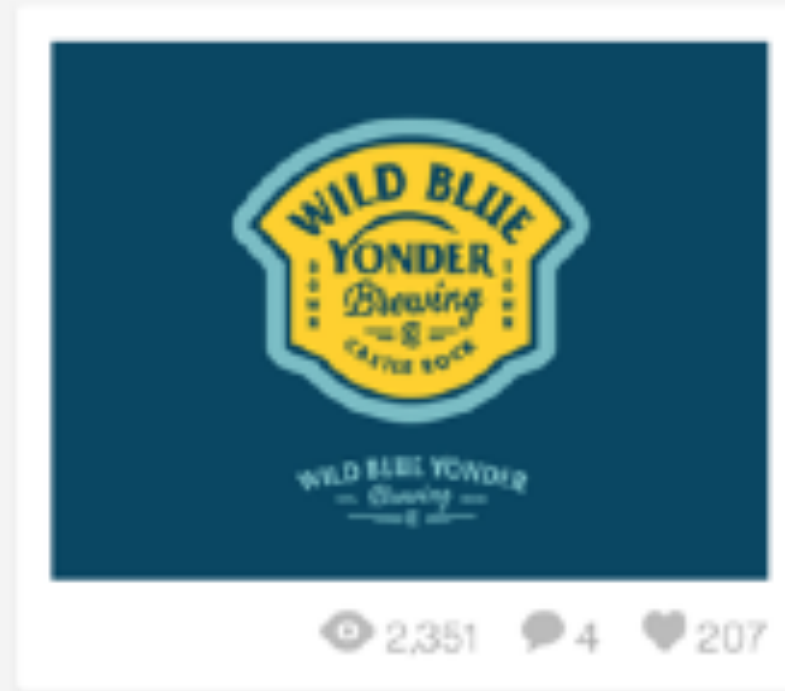
Amber Asay



380 2 44

Brannon Solomon

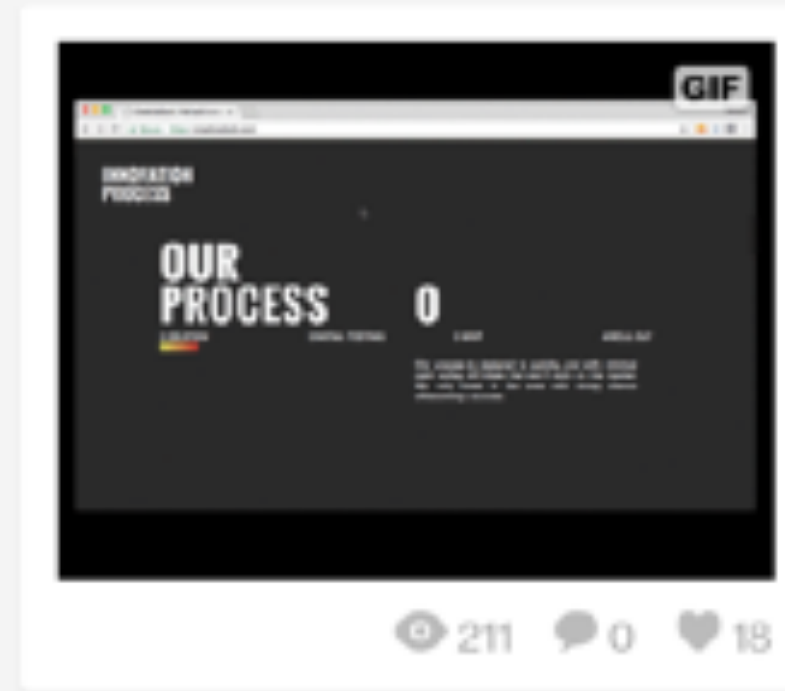
Jared Jacob



2,351 4 207

Jared Jacob

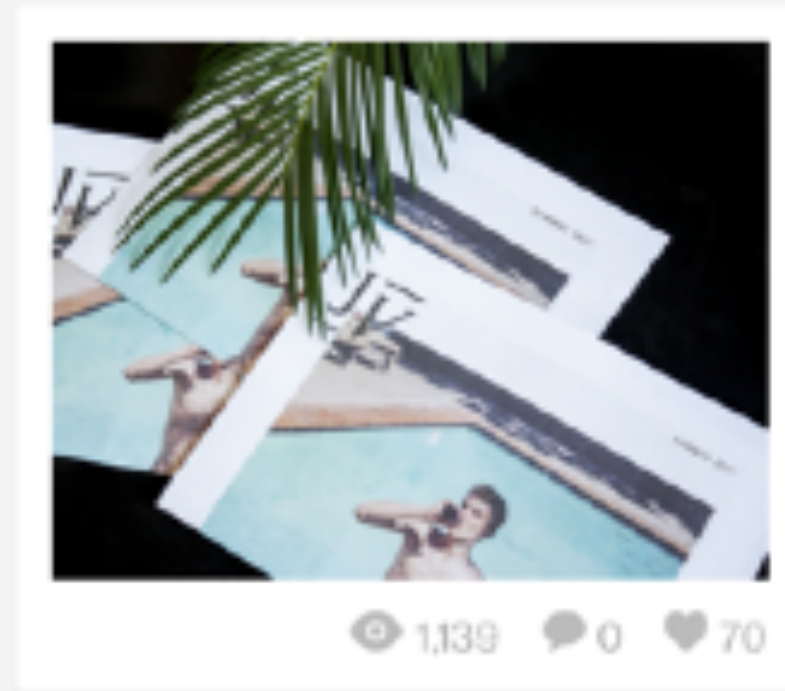
Jared Jacob



211 0 18

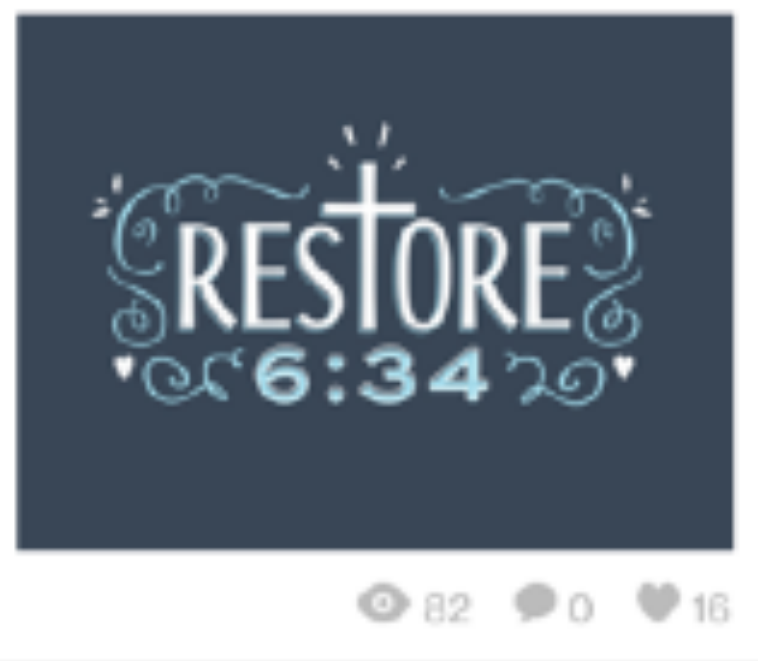
Teodorik

Emrich Office



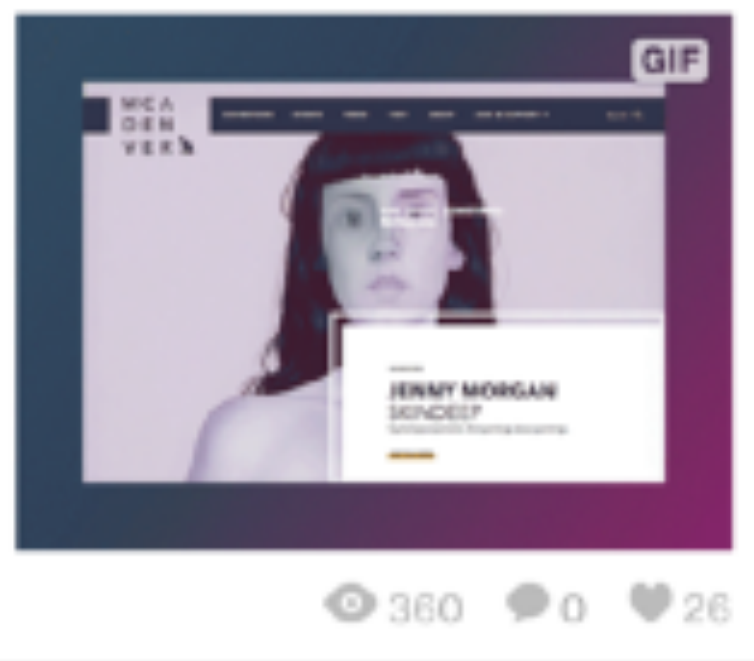
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Amber Asay



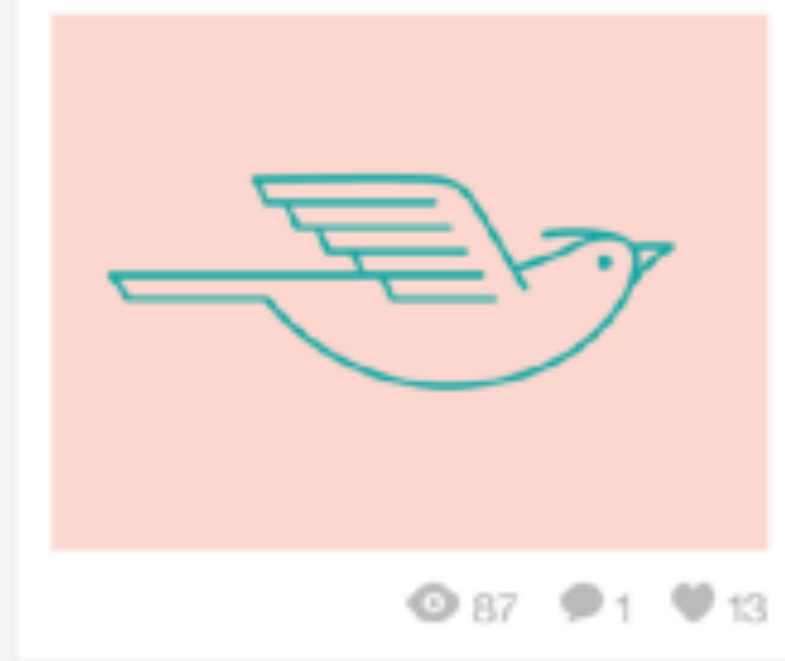
82 0 18

Casey Yoshida



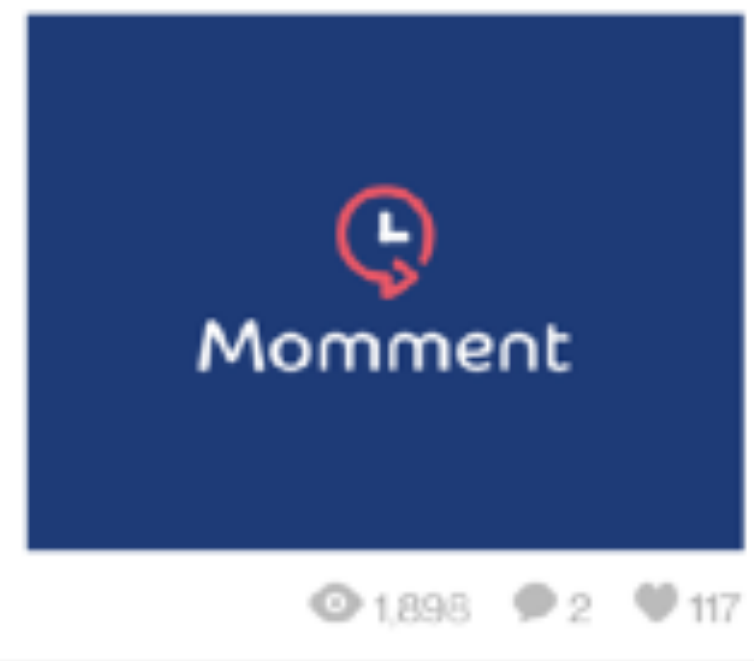
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Aten



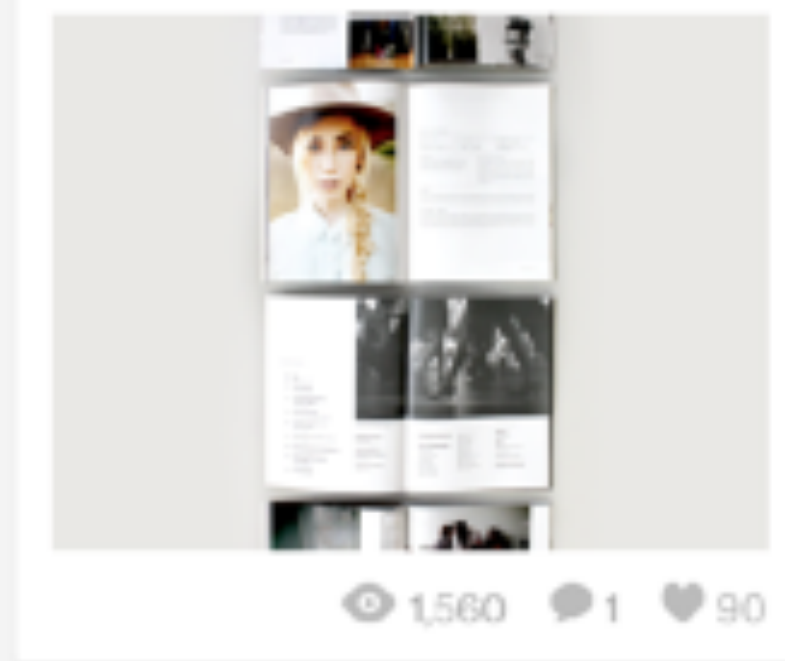
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Kay Wolfersperger



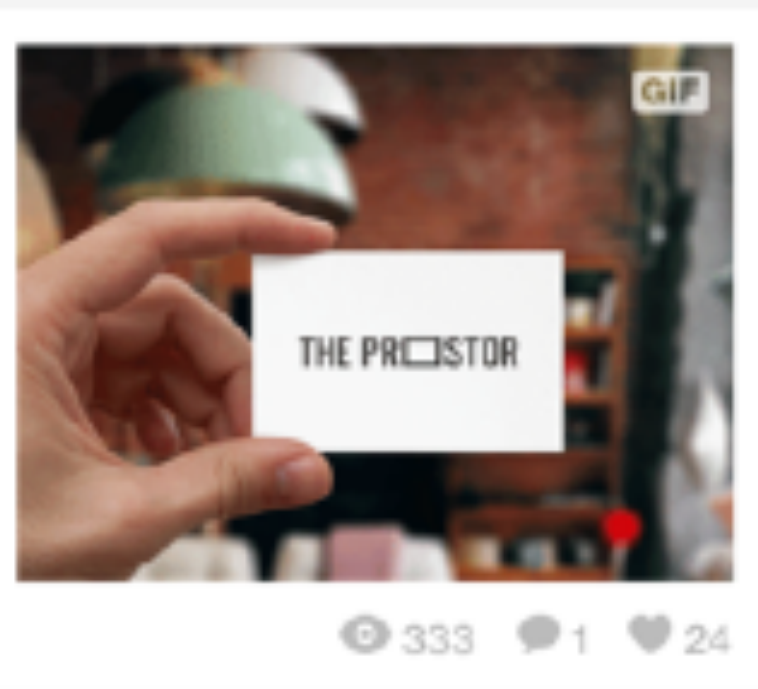
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TIE A TIE by Aiste



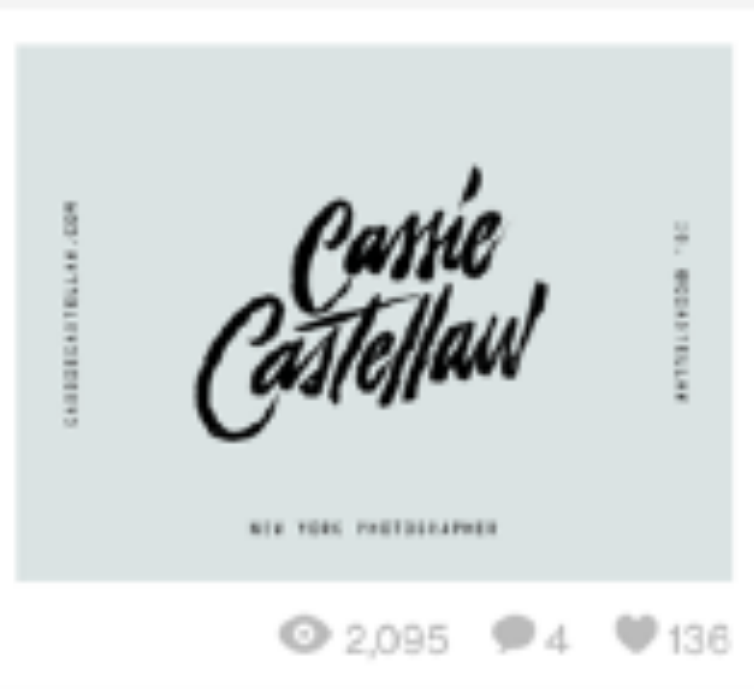
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Amber Asay



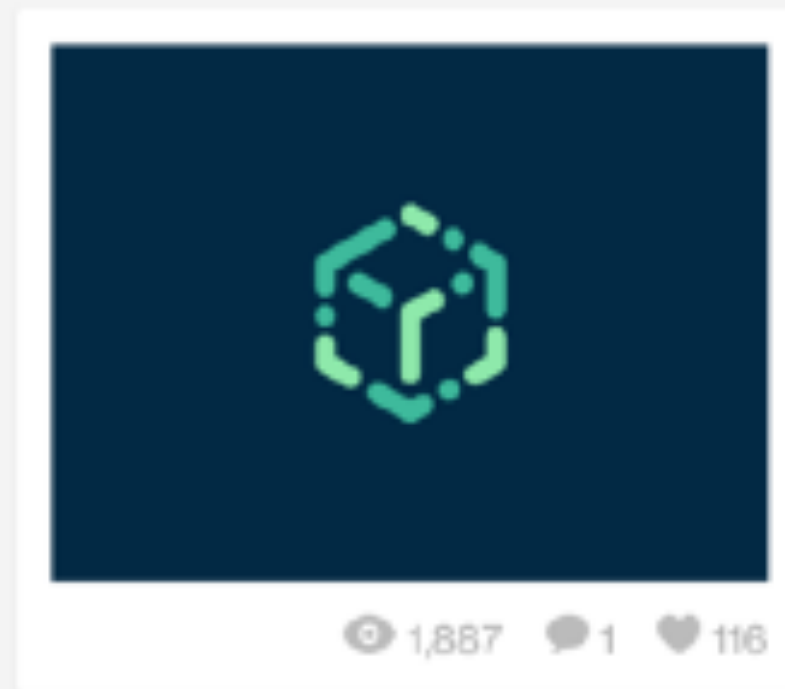
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Teodorik



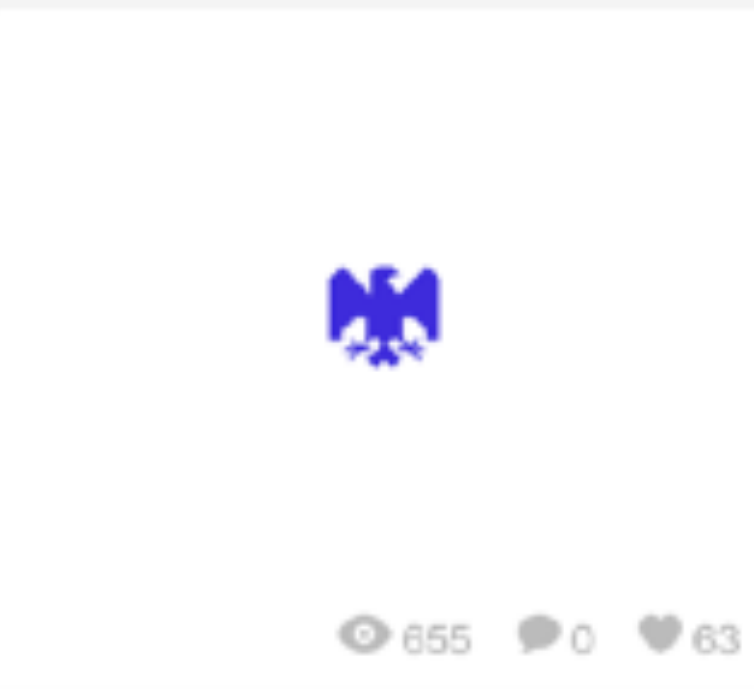
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Amber Asay



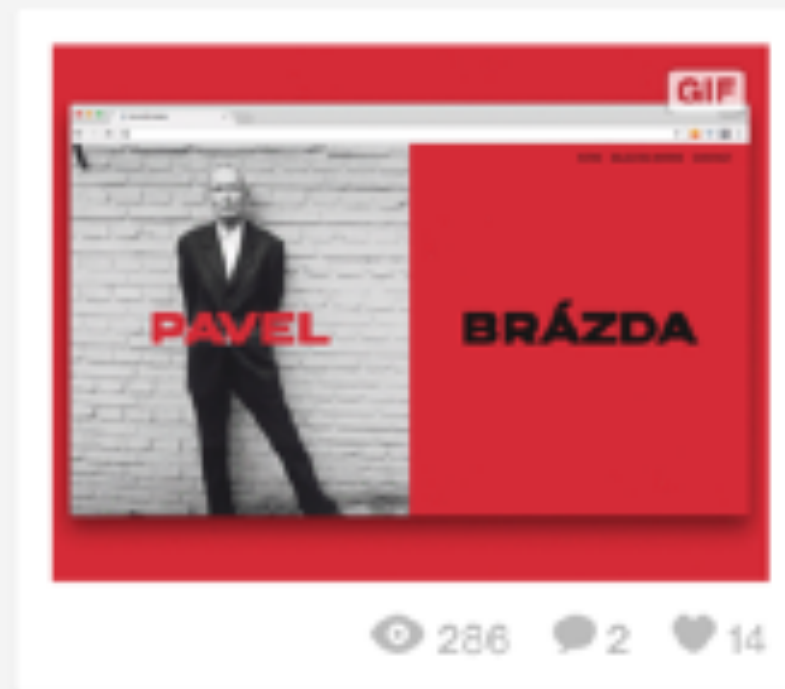
1,887 1 116

Dalius Stuoka



655 0 63

Dalibor Pajic



286 2 14

Teodorik



Design for Non-Designers

ROXY KORANDA

Thank You

Resources

Imagery: Iconography & Illustration

- Flaticon flaticon.com/
- Noun Project thenounproject.com/
- Icon Monster iconmonstr.com
- Image Use aten.io/blog/planning-effective-image-use

Imagery: Photo Editing

- Gimp gimp.org/
- Pixlr <https://pixlr.com/editor/>
- Google photos.google.com/

Color: Inspiration

- Palette Generator colors.co/

Color: Accessibility

- Colorable Contrast Checker jxnblk.com/colorable/demos/text/
- *Spectrum* [Chrome Extension](https://spectrum.chrome.com/)
- Stark Sketch Plugin: getstark.co

Resources

Typography : Free Fonts

- Google Fonts fonts.google.com
- Font Squirrel fontquirrel.com/

Typography : Inspiration

- Fonts in Use fontsinuse.com/
- Typewolf typewolf.com/

Whitespace

- Whitespace Hierarchy [aten.io/blog/
whitespace-hierarchy](https://aten.io/blog/whitespace-hierarchy)

General Inspiration

- Designspiration designspiration.net/
- Dribbble dribbble.com/

Resources

Strategy

- Iterative Sketching
aten.io/blog/iterative-sketching
- Core Model Exercise
aten.io/blog/connecting-content-user-needs-and-business-goals