

# DESIGNING FOR THE DIGITAL ECOSYSTEM

Cornell Tech 2016

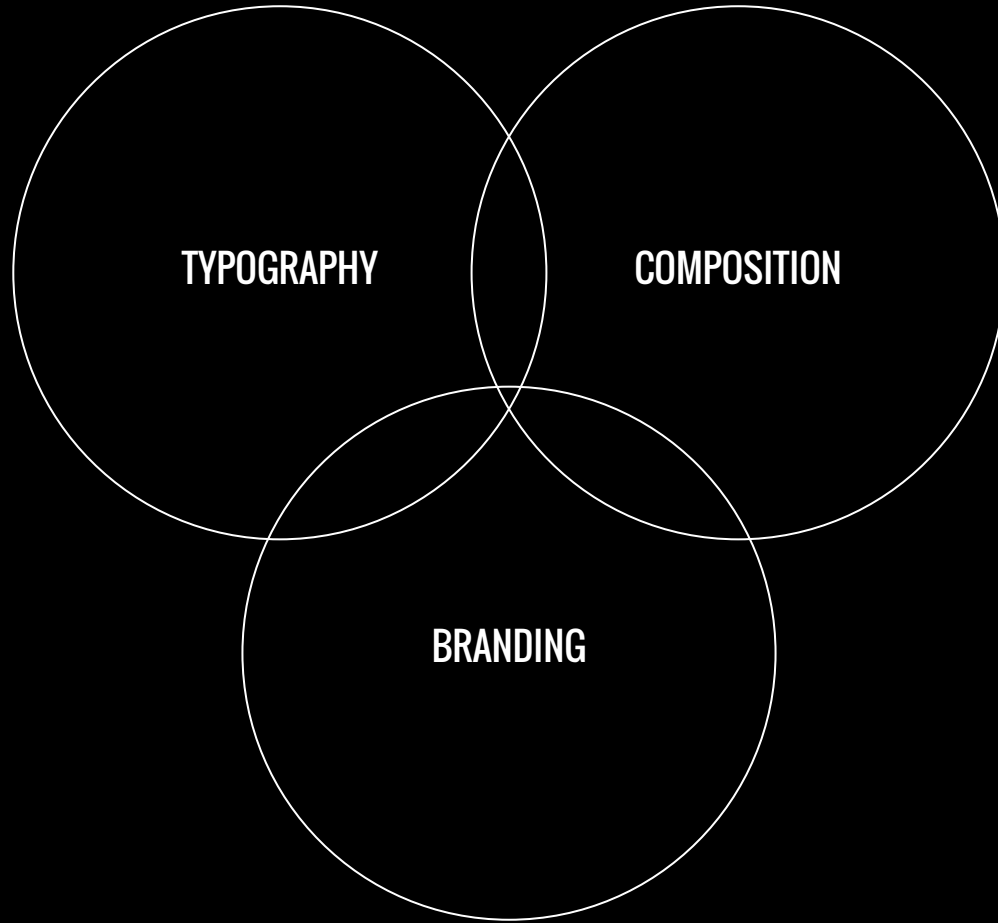
Heather Luipold

Adam Katz

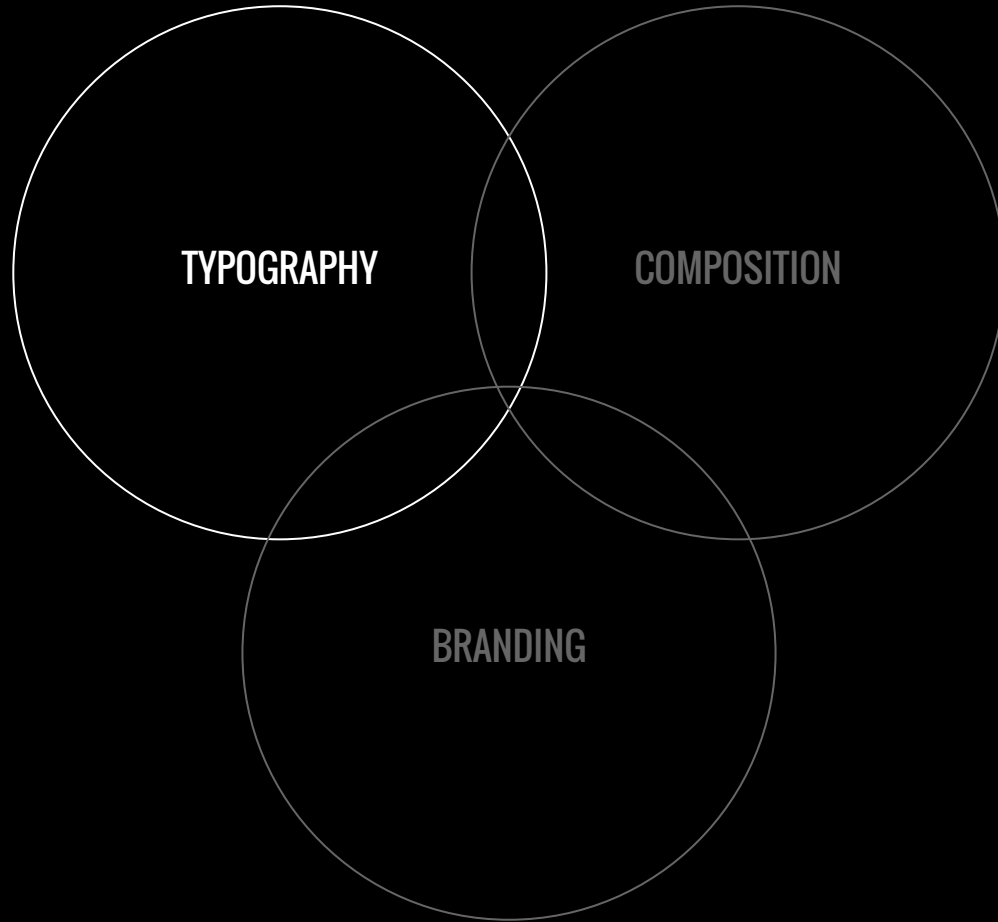
Matt Delbridge

# CLASS 2: DESIGN BASICS

**WHAT ARE THE  
COMPONENTS OF DESIGN?**





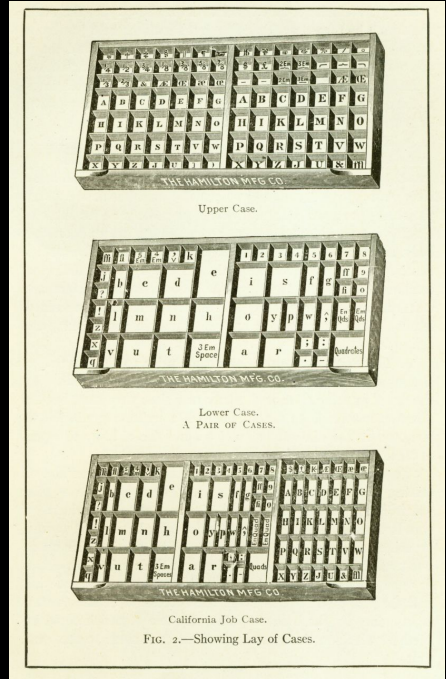
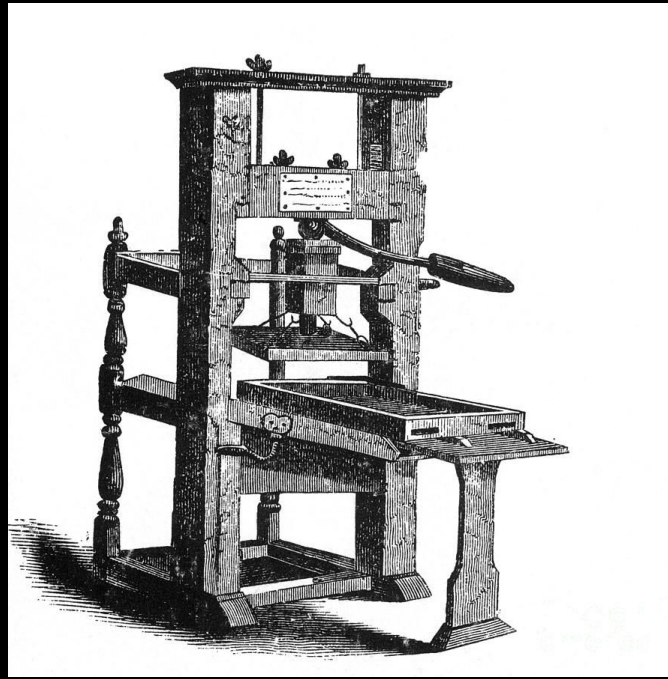


**TYPOGRAPHY**

**COMPOSITION**

**BRANDING**

# **A BRIEF HISTORY OF THE PRINTED LETTER**

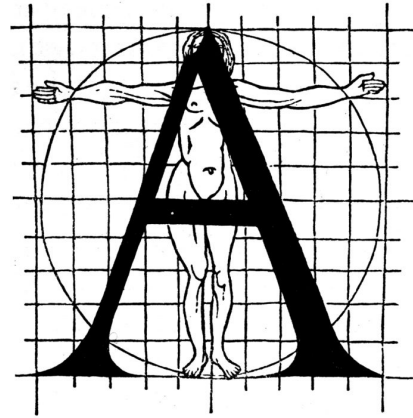


Movable type was invented by Johannes Gutenberg in fifteenth-century Germany. His typography took cues from the dark, dense handwriting of the period, called “blackletter.”

**Glos appellatur mariti soror: atq; idem fratris uxor.  
 Leuir dicitur frater mariti: quasi leuus uir.  
 Fratru appellatur quasi fratrum inter se uxores.  
 Amitini fratrum & matris & foeminæ filii.  
 Patruels matrum fratrum filii.  
 Cõsobrini ex duabus editi sororibus: de quibus exempla multa  
 sunt in antiquis auctoribus: & maxime in Affranio: & uir  
 ris uetutissimis scriptoribus.**

Jenson's roman typeface cut in 1470

Working in Venice in the late fifteenth century, Nicolas Jenson created letters that combined gothic calligraphic traditions with the new Italian taste for humanist handwriting, which were based on classical models.



The painter and designer Geofroy Tory believed that the proportions of the alphabet should reflect the ideal human form.

# S P E C I M E N

By *JOHN BASKERVILLE* of *Birmingham.*

I-Am indebted to you for two Letters dated from Corcyra. You congratulate me in one of them on the Account you have Received, that I still preserve my former Authority in the Commonwealth: and wish me Joy in the other of my late Marriage. With respect to the First,

*if to mean well to the Interest of my Country and to approve that meaning to every Friend of its Liberties, may be consider'd as maintaining my Authority; the Account you have heard is certainly true. But if it consists in rendering those Sentiments effectual to the Public Welfare or at least in daring freely to Support and enforce them;*

## P. VIRGILII MARONIS BUCOLICA

ECLOGA I. cui nomen TITYRUS.

MELIBŒUS, TITYRUS.

TITYRE, tu patulae recubans sub tegmine fagi

Silvestrem tenui Musam meditaris avena:

Nos patriae fines, et dulcia linquimus arva;

Nos patriam fugimus: tu, Tityre, lentus in umbra

Formosam resonare doces Amaryllida silvas.

T. O Melibœe, Deus nobis hæc otia fecit:

Namque erit ille mihi semper Deus: illius aram

Sæpe tener nostris ab ovilibus imbuet agnus.

Ille meas errare boves, ut cernis, et ipsum

10 Ludere, quæ vellem, calamo permittit agresti.

M. Non equidem invideo; miror magis: undique totis

Uisque adeo turbatur agris. in ipse capellas

Protenus æger ago: hanc etiam vix, Tityre, duco:

Hic inter densas corymbos modo namque gemellos,

15 Spem gregis, ah! silice in nuda connixa reliquit.

Sæpe malum hoc nobis, si mens non levia fuisset,

De caelo tactas meminisse prædicere quercus:

Sæpe sinistra cava prædixit ab ilice cornix.

Sed tamen, ipse Deus qui sit, da, Tityre, nobis.

20 T. Urbem, quam dicunt Romam, Melibœe, putavi

Stultus ego huic nostræ similem, quo sæpe solemus

Pastores ovium teneros depellere fetus.

Sic canibus catulos similes, sic matribus hædos

A

Noram;

Text Page of Baskerville's Virgil, Birmingham, 1757 [8 1/2 x 5 1/2 inches]

John Baskerville created type with such contrast between thick and thin elements that his contemporaries are said to have accused him of “blinding all the Readers of the Nation; for the strokes of [his] letters, being too thin and narrow, hurt the Eye.”

AaBbCcDdEeFf  
GgHhIiJjKkLlMm  
NnOoPpQqRrS  
sTtUuVvWwXxY  
yZz012345678

H. Berthold AG Type Foundry  
Akzidenz Grotesk - 1896

(Based on Royal Grotesk)

abcdefghijklmnopqrstuvwxyz  
a d d

Herbert Bayer - Universal  
Bauhaus 1925

AUERSCHER GIESSEREI · FRANKFURT AM MAIN

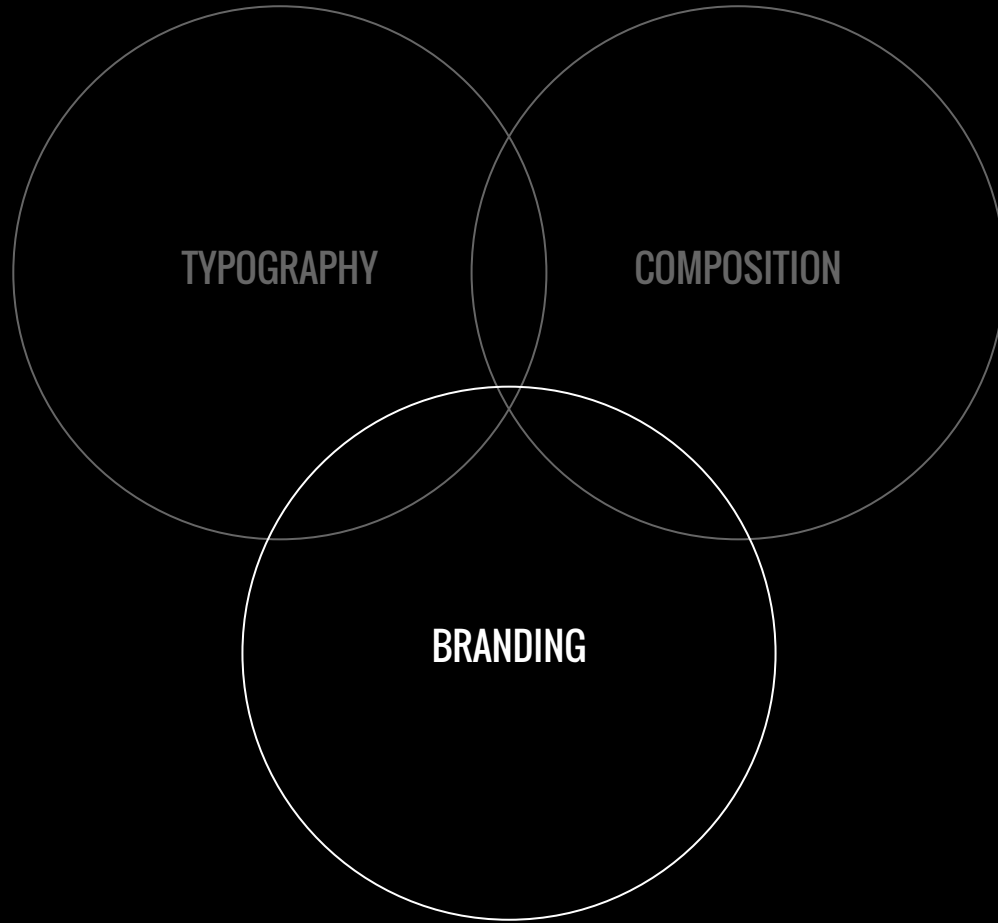
FETTE FUTURA

GOETHE  
STOFFE

Futura  
1927



12 fonts included with the original MacOS  
Susan Kare - 1983





## WHAT MAKES A BRAND

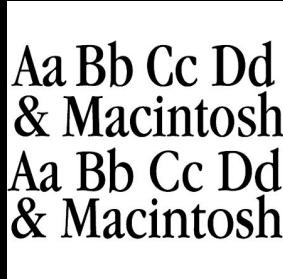


# WHAT MAKES A BRAND



**LOGO /  
IDENTITY  
SYSTEM**

+



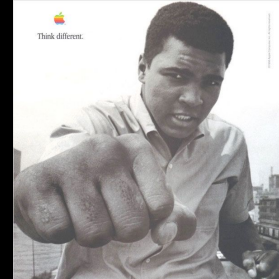
**TYPOGRAPHY**

+



**COLOR  
PALETTE**

+



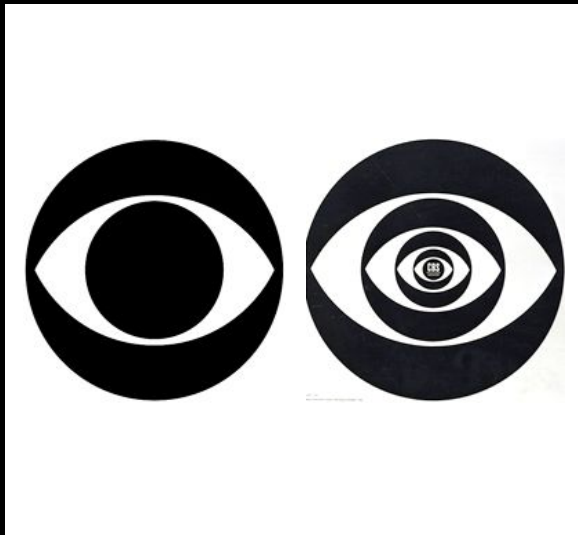
**WRITING /  
ATTITUDE**

+



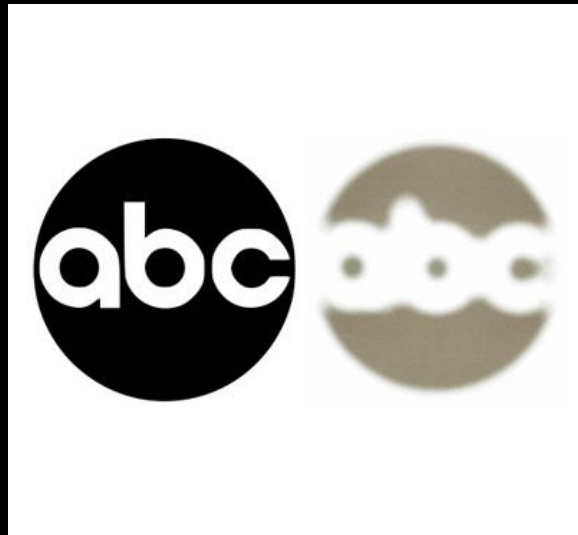
**UI/UX**

## SOME OF THE FIRST ICONS DESIGNED FOR SCREENS.



**CBS Eye**  
William Golden - 1951

The first symbol that was deliberately considered for how it would appear on screen. "Unblinking eye of television."



**ABC Logo**  
Paul Rand - 1962

Wanted the letters to hold up even in the worst scenarios.



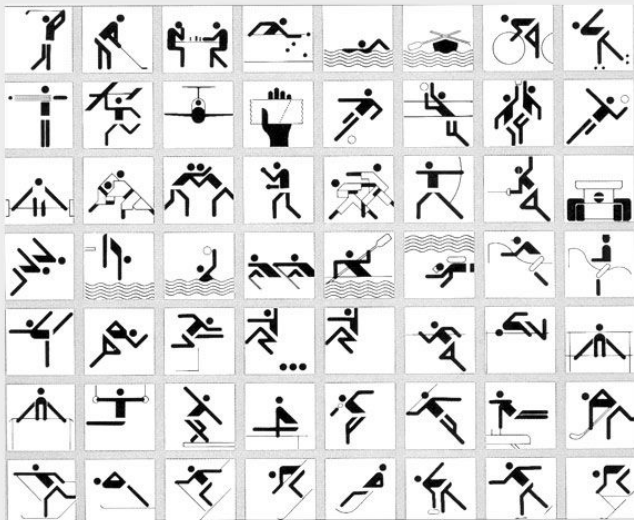
**NBC Logo**  
Fred Knapp - 1956

Fist animating logo.



Gerd Arntz and Otto Neurath

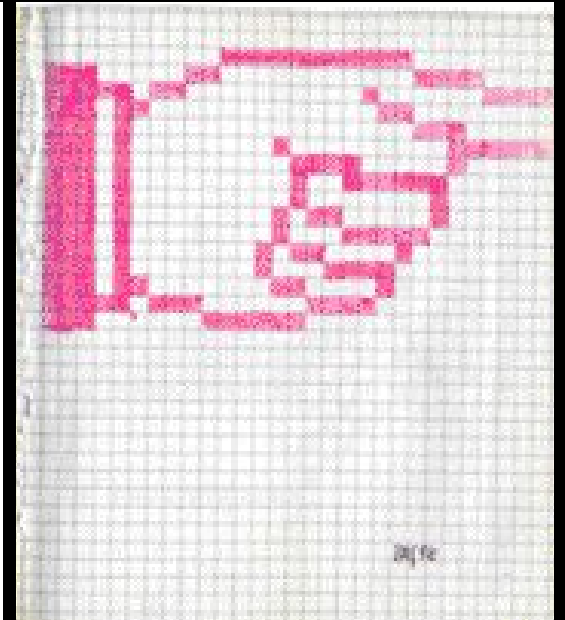
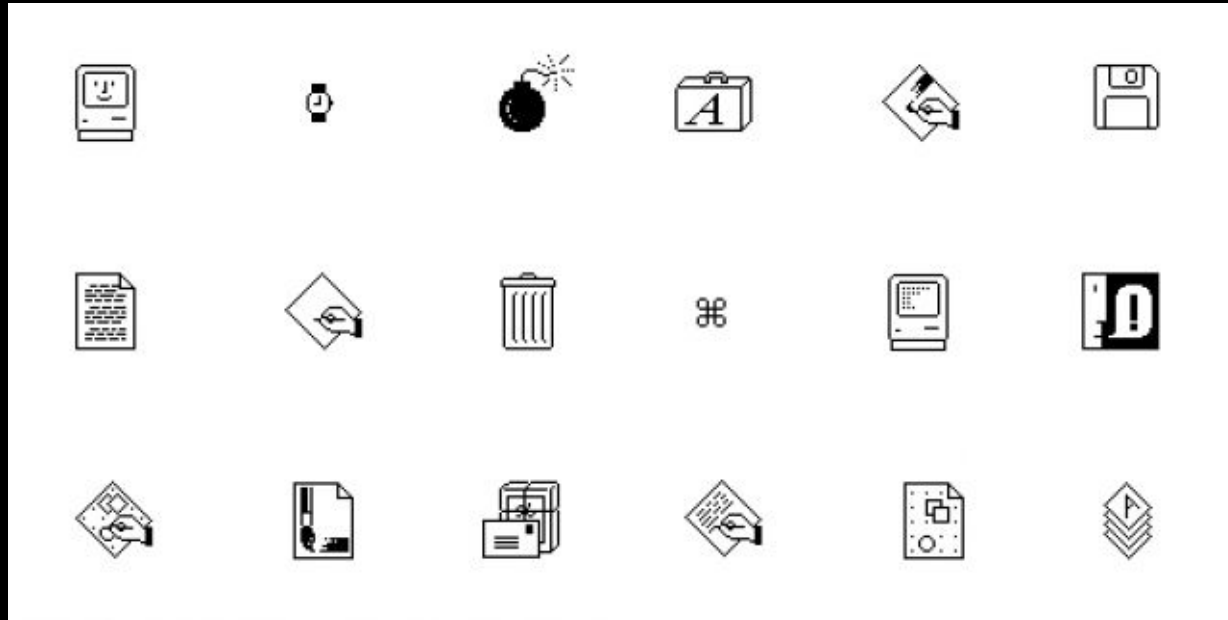
ISOTYPES: 1930-40's



Otto Aicher - 1972 Munich Olympics

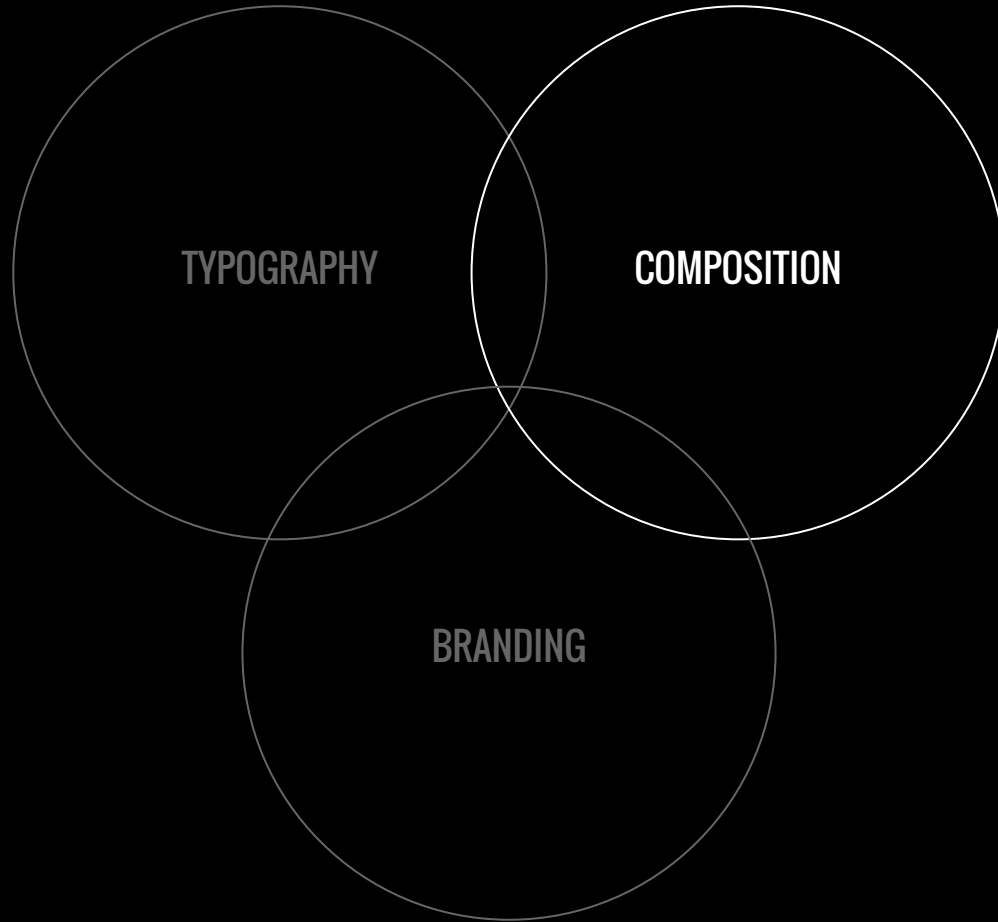


Lance Wyman - 1982



Apple Icons  
Susan Kare - 1983

Kare believes that good icons should be more like road signs than illustrations, easily comprehensible, and uncluttered with extraneous detail.



TYPOGRAPHY

COMPOSITION

BRANDING

## THE Z-EFFECT



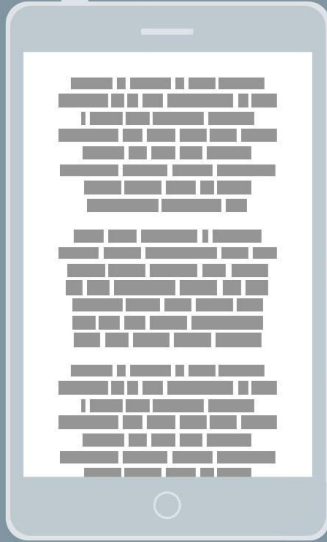
Your eye reads left to right top to bottom



## ALIGNMENT



Left Aligned



Center Aligned



Right Aligned

## SCALE

# Contents

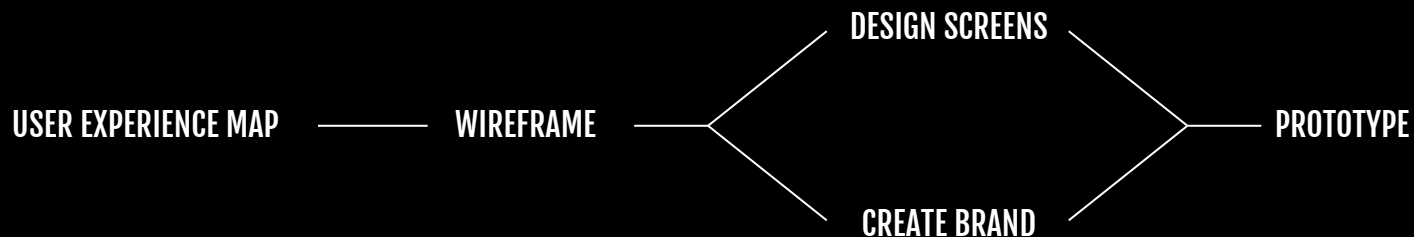


Work	Play	Groom	Celebrate	Behave
THE OFFICE IS A DRESSING ROOM	ON YOUR OWN TIME, YOU'VE GOT NO EXCUSES	GROOM YOURSELF LIKE THE GUY YOU WANT TO BE	WHO SAYS YOU CAN'T EAT A BUNCH OF ROLLS IN A TURT TIE	GOOD MANNERS AREN'T JUST FOR THE KIDS. BE A BETTER LIFE
<a href="#">PAGE 4</a>	<a href="#">PAGE 15</a>	<a href="#">PAGE 23</a>	<a href="#">PAGE 42</a>	<a href="#">PAGE 52</a>
1	2	3	4	5
Gear	Tailor	Sex	Vacate	Tech
SURE, THE LITTLE THING ABOUT THAT TIE, THAT RUFFY THAT'S YOUR HIDE	HELL, WHEN HE'S THE MOST FASHIONABLE, HE'S THE MOST TIE UPSTATE	GUY'S THE GUY WHO TALKS TOO MUCH ABOUT SEX, BUT BEST- TIE IS JUST TALKING ABOUT	EVERYTHING WE LEARNED ABOUT TIES, IT'S ABOUT TIES. IN THIRTY SENTENCES	MACHINE ARE A MAN'S BEST FRIEND. EXCEPT THIS MACHINE ARE THE GUY WHO'S TIE UPSTATE
<a href="#">PAGE 64</a>	<a href="#">PAGE 67</a>	<a href="#">PAGE 64</a>	<a href="#">PAGE 108</a>	<a href="#">PAGE 129</a>
6	7	8	9	10

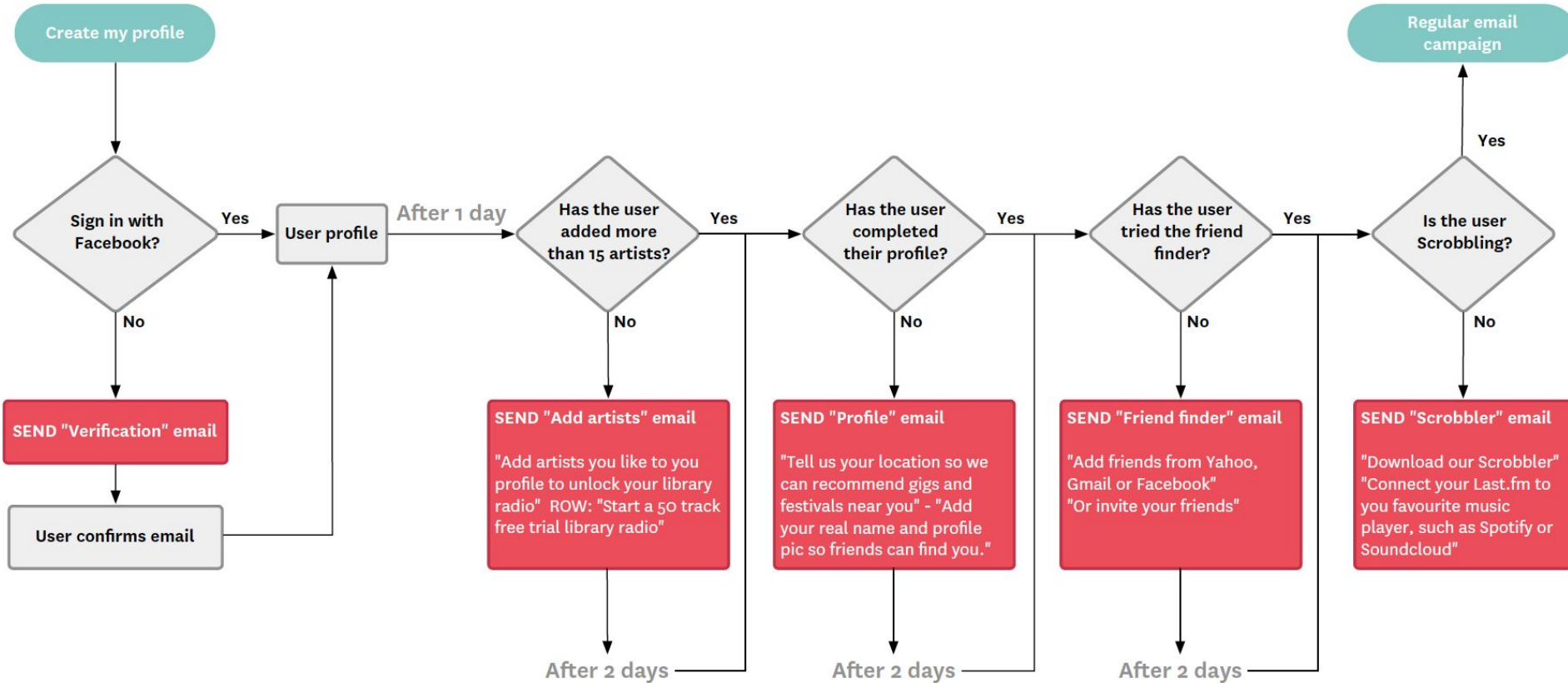
**SO YOU NEED TO  
DESIGN A PRODUCT?**

# THE DESIGN PROCESS

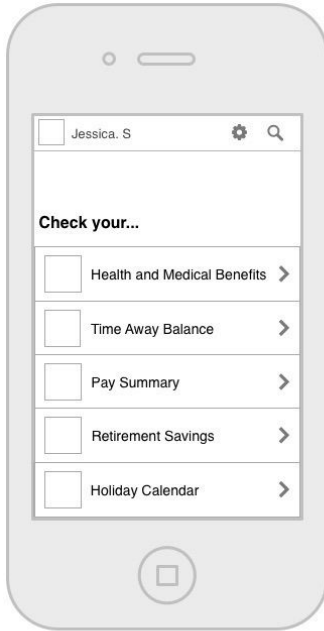
A BIRD'S EYE VIEW



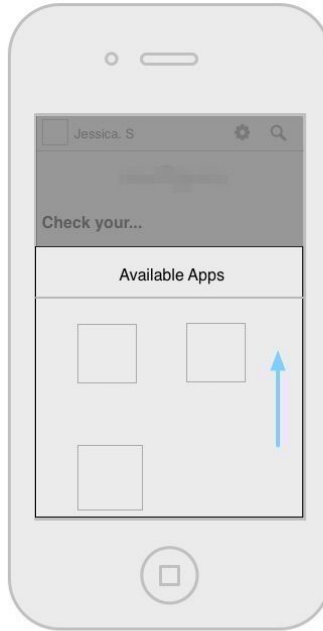
# USER EXPERIENCE MAP



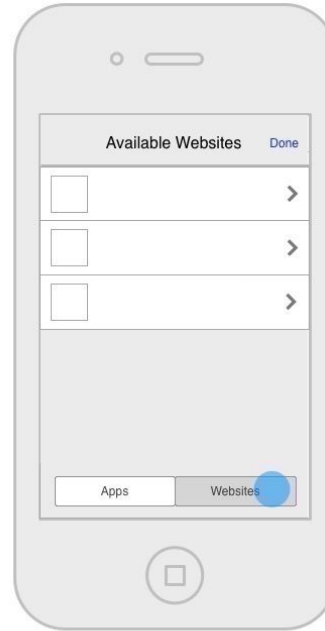
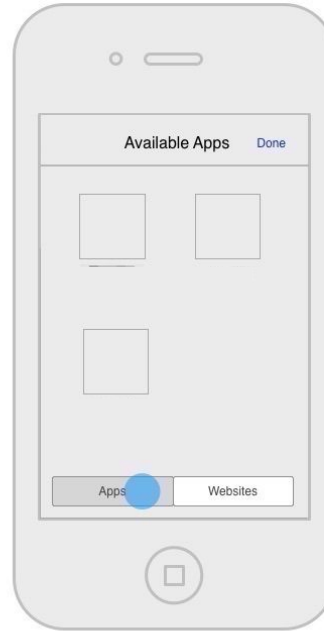
# WIREFRAME



Open the drawer to see available apps and websites



Drawer slides up from the bottom









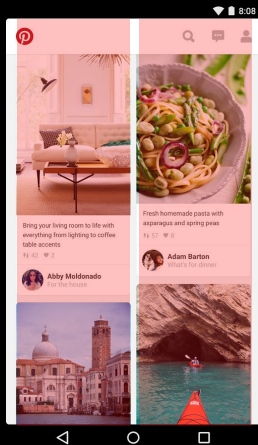
**LET'S TALK DESIGN BASICS**

# GRIDS

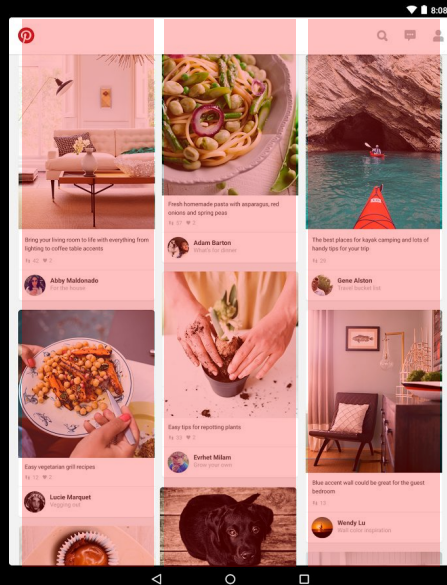
## **WHY USE A GRID?**

**IT HELPS YOU LAYOUT A SCREEN.**

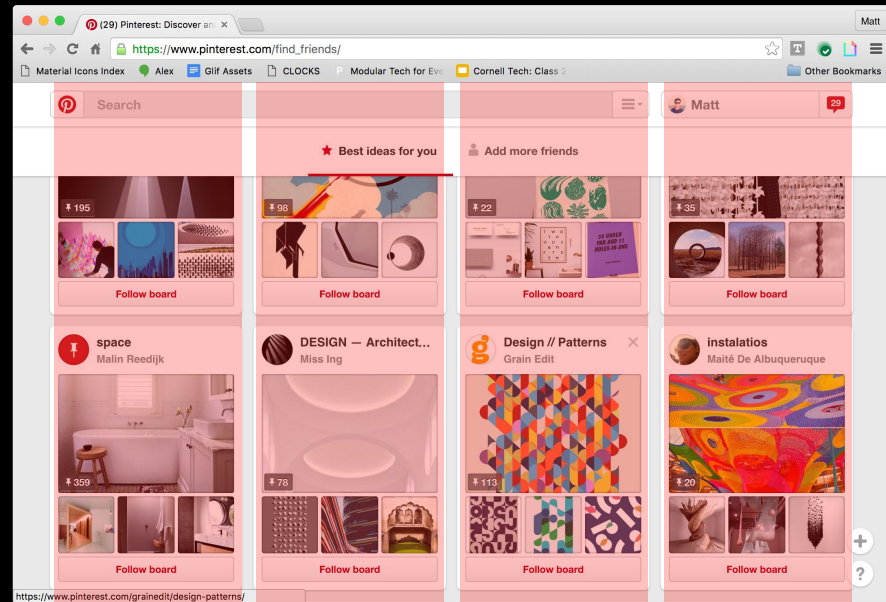
**IT HELPS YOU SCALE TO DIFFERENT SCREEN SIZES.**



2 Columns

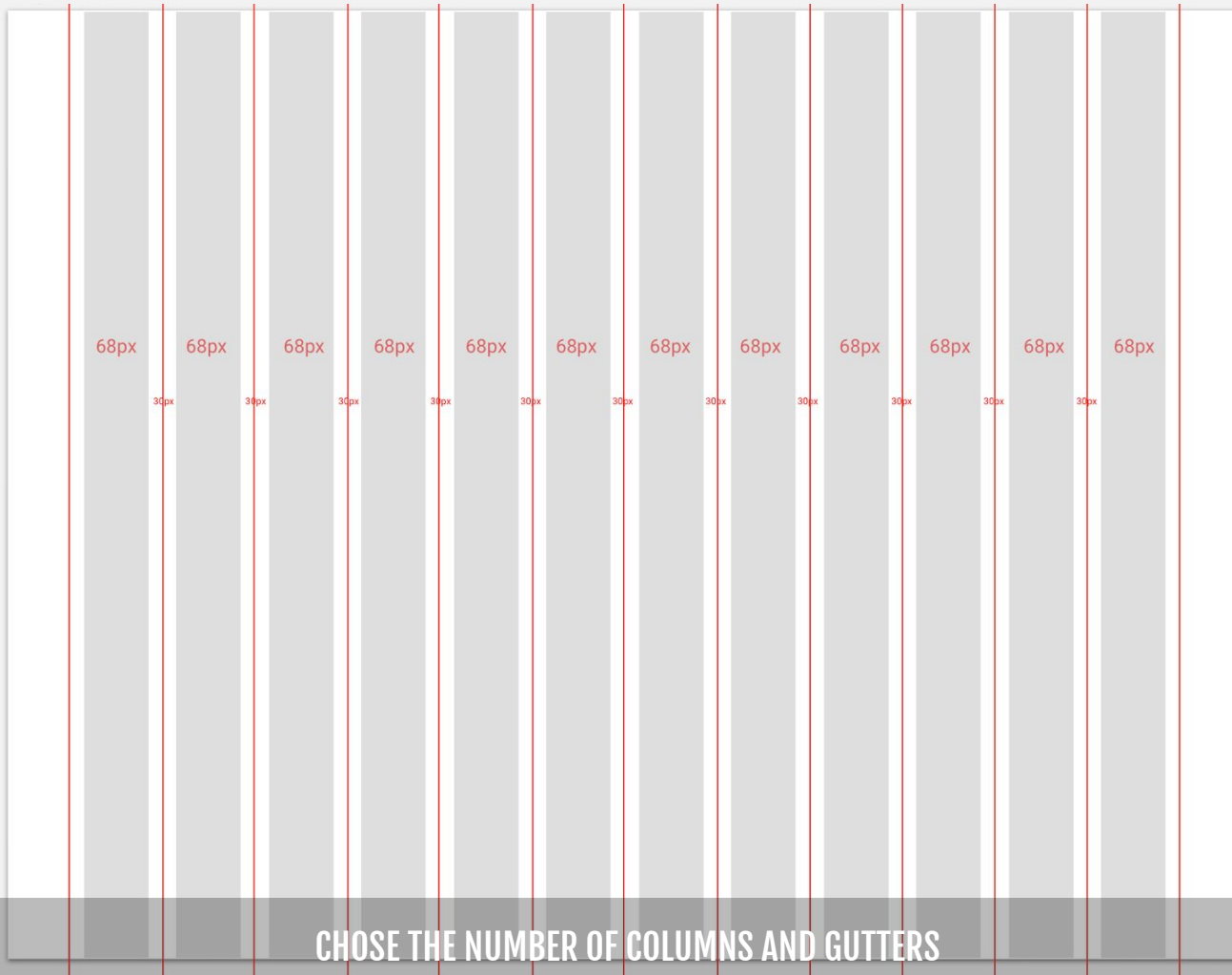


3 Columns



4+ Columns

CHOOSE THE SIZE OF YOUR ARTBOARD



40px

SET A BASELINE GRID

Logo

NAV 1

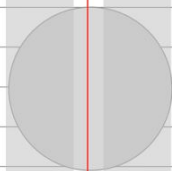
NAV 1

NAV 1

# Headline goes here.

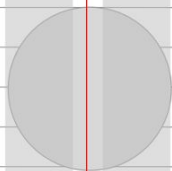
Subheadline goes here

Get started



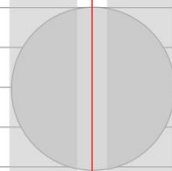
Headline here.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed.



Headline here.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed.

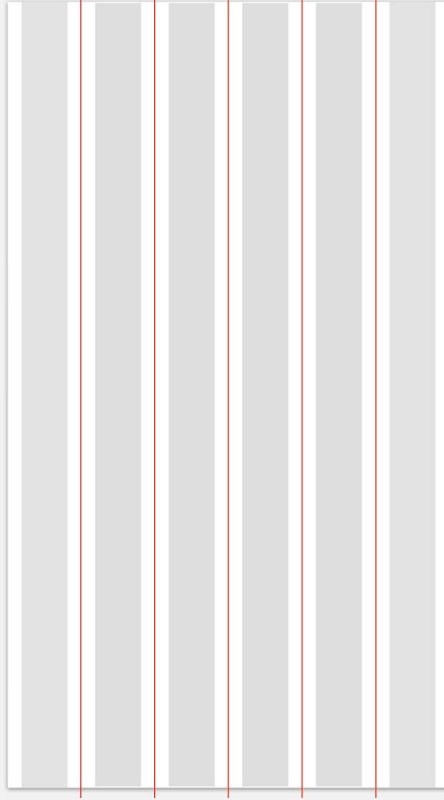


Headline here.

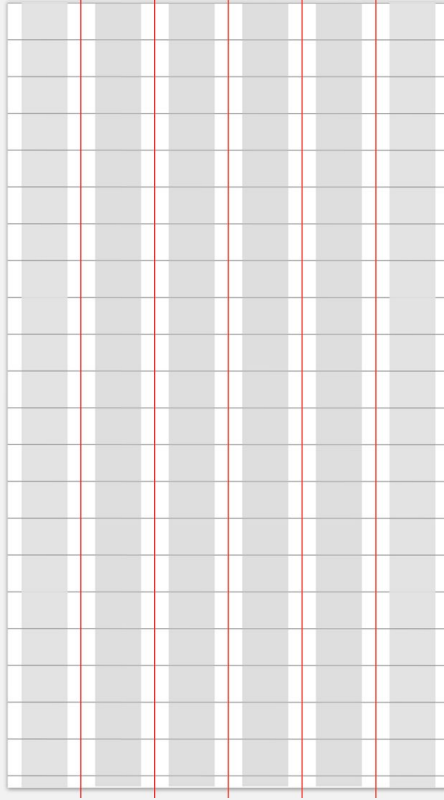
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed.

LAYOUT YOUR CONTENT

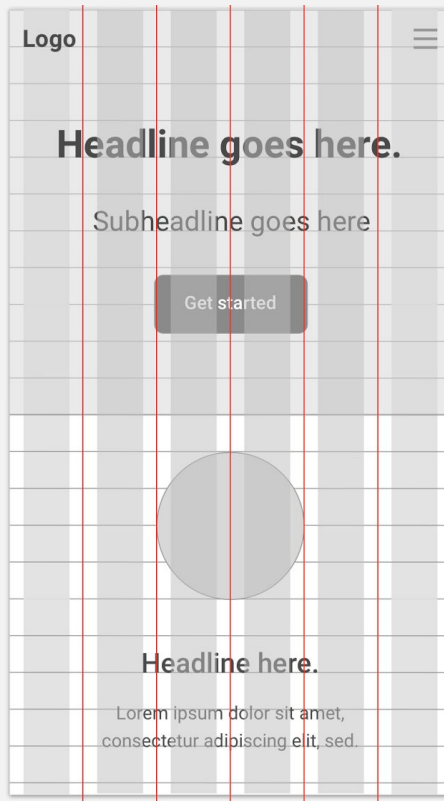




ADJUST YOUR COLUMNS FOR THE NEXT SCREEN SIZE



SET A BASELINE GRID



LAYOUT YOUR CONTENT

# FIND THE GRID THAT WORKS FOR YOU

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## The New York Times

Saturday, January 12, 2013 Last Update: 1:28 PM ET

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SCIENCE  
HEALTH  
ARTS  
STYLE  
OPINION

**Sales of Guns Soar in U.S., as Nation Weighs Tougher Limits**  
By MICHAEL O'HEAR  
The rapid growth in gun sales began after President Obama's re-election and surged after the Dec. 14 shooting at a school in Newtown, Conn.

**Weather Adds to Misery of Syria Refugees**  
By JODI RUDOF EN 11:55 AM ET  
With the number of Syrian refugees expected to reach a million in 2013, the misery in one struggling camp highlights a deepening humanitarian crisis.

**Armstrong Expected to Tell Winfrey of Drug Use**  
By JULIE MACUR 10:26 AM ET  
According to people with knowledge of the situation, Lance Armstrong will give a

**The Opinion Pages**

**EDITORIAL**  
**Senator Reid Takes Fresh Aim**  
The Senate majority leader, a gun enthusiast, is now calling for better protections.

**BLOW: Revolutionary Talk**  
**Collins: Flu Strikes Again**  
**Nocera: How to Shoot Cavett: When I Was Packing**  
**Editorial: The Afghan War's Last Chapter?**

**BUSINESS DAY**  
**They Got 2012 Right. What About 2013?**  
Experts who were accurate about 2012 discuss their thoughts on stocks, bonds and real estate for this year.

**SPORTS**  
**In New England, Few Words and Many Wins**  
Bill Belichick and Tom Brady are the immovable objects of the N.F.L. playoffs, together capturing

**What Came First. The Chicken or the Sack?**  
Von Miller of the Denver Broncos aspires to be the N.F.L.'s best defensive player and then maybe a top chicken farmer.

11 Column Grid

EDITION: INTERNATIONAL U.S. MEXICO ARABIC

TV: CNN CNN en Español Set edition preference

**CNN**

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January 11, 2013 - Updated 2001 GMT (0401 HKT)

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EDITOR'S CHOICE Dreamliner • Mayhem in Mali • Costa Concordia • Oscar nominations • Saudi beheading • CES 2013 • Syrian refugees

**Syria rebels claim to have taken key military base**

Syrian rebels say they have captured a base used to bomb opposition forces — but U.N. envoy Lakdar Brahvi insists there can be “no military solution.” FULL STORY

**Why Syrian refugee lives in dread**

With young lives shattered by the continuing war in Syria, refugee Saleh tells CNN how he lives in fear that when the phone rings it will mean he has lost another brother in the fighting. WATCH | REFUGEES' FULL COVERAGE

**SYRIA CRISIS**

**SYRIAN REFUGEES**

**DREAMLINER WOES**

U.S. opens probe into Dreamliner  
Dreamliner probe aimed at reliability  
Experts: 787 problems not unusual

Sheltering refugees from bitter winter  
Tracking violence against women  
Sami: Why I fight the Assad regime

**TV Programs**

Full Schedule

WEATHER

Enter a U.S. Zip or Intl city

60

London, United Kingdom

Current conditions

1 Cloudy  
Hi 5° Lo 2°  
Feels like -1°  
10-day

16 Column Grid

# **GRID RESOURCES**

Cornell Tech: Class 2 - Go X

960 960 Grid System

Matt

960.gs

Material Icons Index Alex GIF Assets CLOCKS Modular Tech for Evi Cornell Tech: Class 2 Other Bookmarks

If you want a responsive grid framework, check out [Unsemantic.com](#)

  
@NORTHMAPSOUTH

# 960

## GRID SYSTEM

**Download** - CSS, sketch paper, and templates for: Acorn, Fireworks, Flash, InDesign, GIMP, Inkscape, Illustrator, OmniGraffle, Photoshop, QuarkXPress, Visio, Exp Design. Repository at [GitHub](#).

ADS BY FUSION

[Syncono is a backend platform to easily build real-time apps. Start for free.](#)

```
var backend = 'syncono.io';$.get(backend).done();
```

syncono

Big ol' DOWNLOAD button :)

 **changelog** INTERVIEW ABOUT 960.gs

VIEW SLIDES ABOUT THE 960 GRID SYSTEM

ADAPT.JS - ADAPTIVE CSS

CUSTOM CSS GENERATOR

GRID OVERLAY BOOKMARK

### Essence

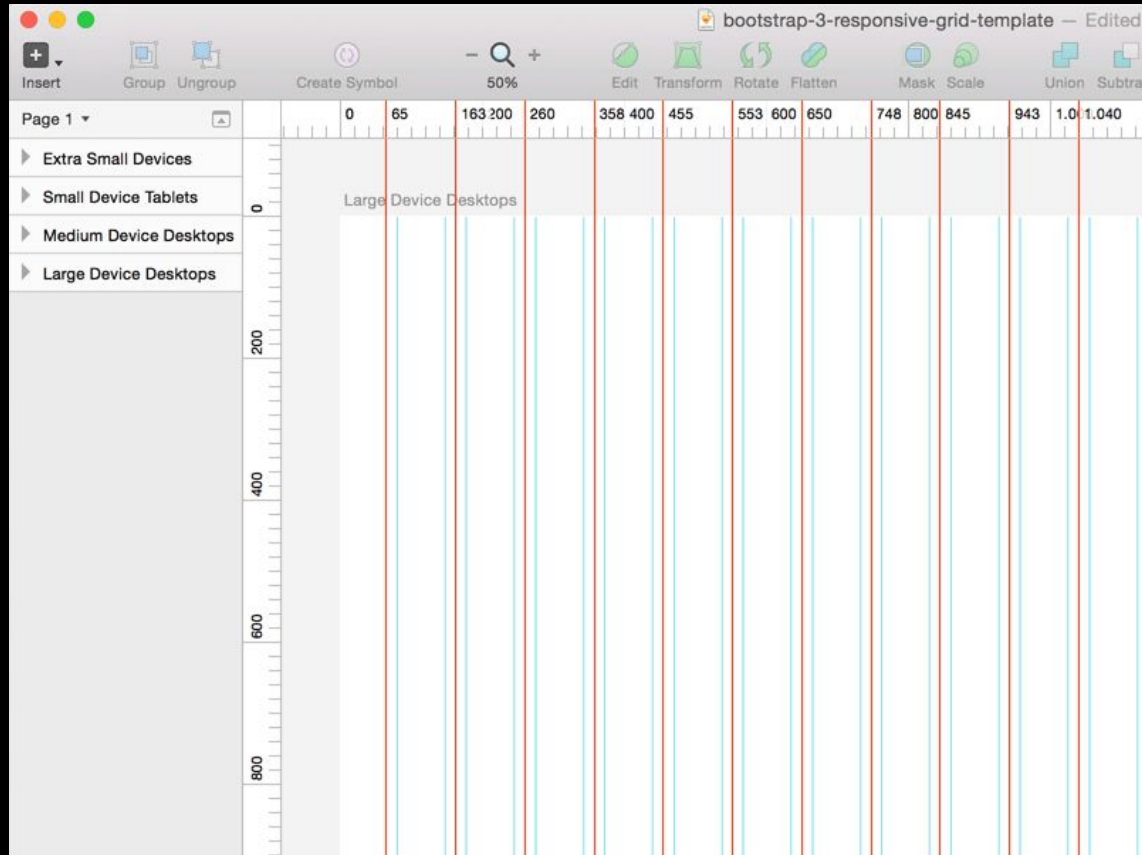
The 960 Grid System is an effort to streamline web development workflow by providing commonly used dimensions, based on a width of 960 pixels. There are two variants: 12 and 16 columns, which can be used separately or in tandem. [Read more.](#)

### Dimensions

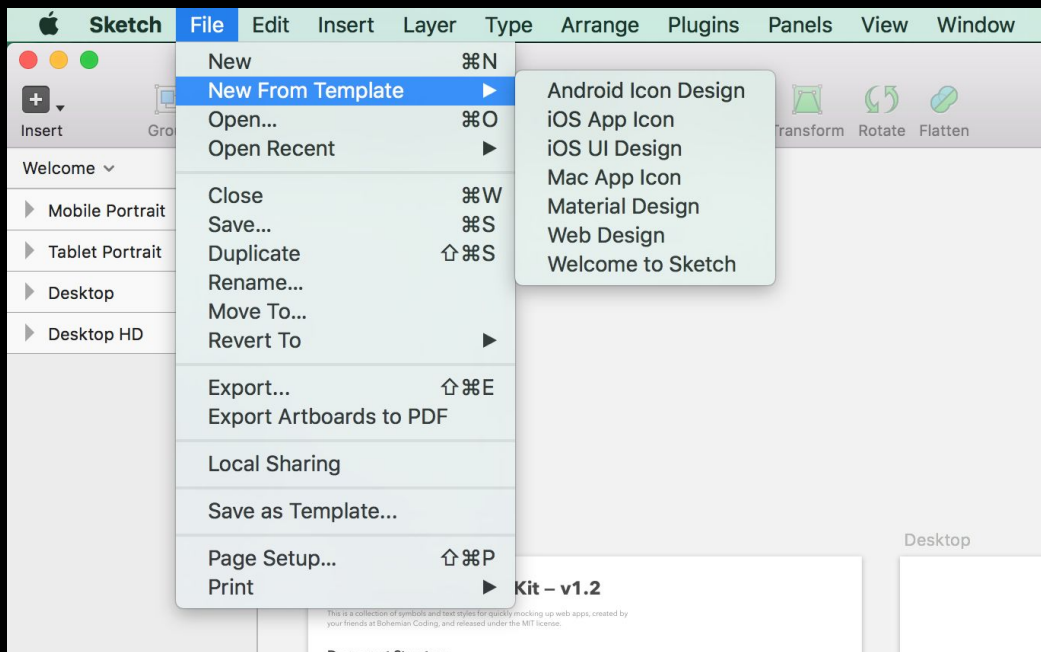
The 12-column grid is divided into portions that are 60 pixels wide. The 16-column grid consists of 40 pixel increments. Each column has 10 pixels of margin on the left and right, which create 20 pixel wide gutters between columns. [View demo.](#)

### Purpose

The premise of the system is ideally suited to rapid prototyping, but it would work equally well when integrated into a production environment. There are printable sketch sheets, design layouts, and a CSS file that have identical measurements.

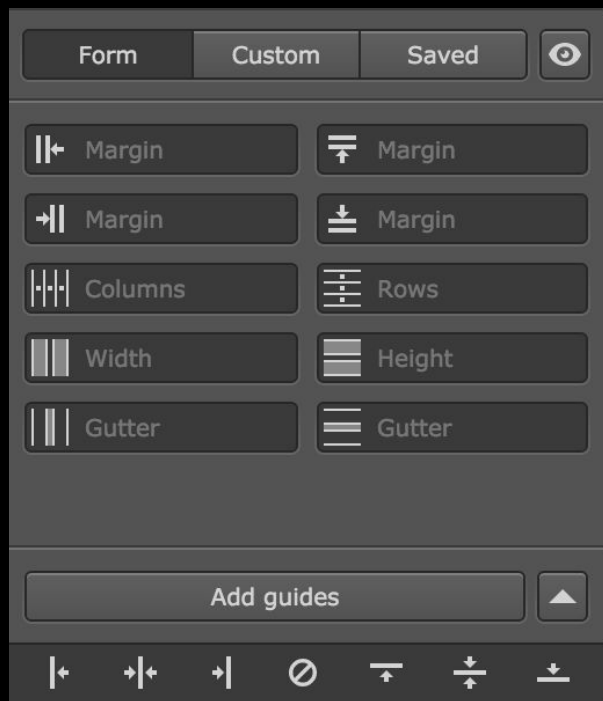


Sketch: Responsive Grid Template

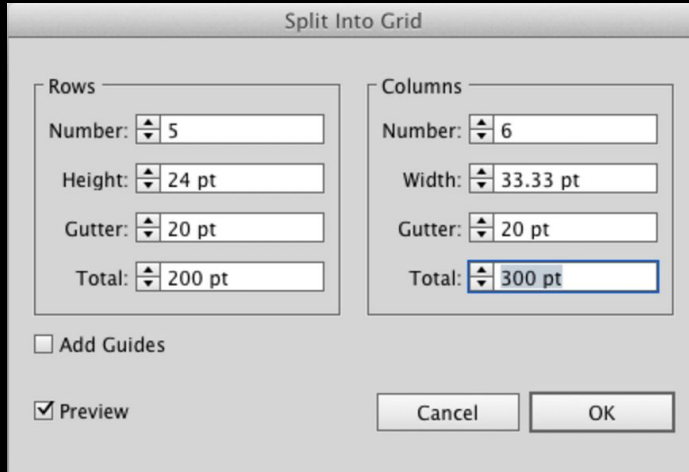


## Sketch Templates

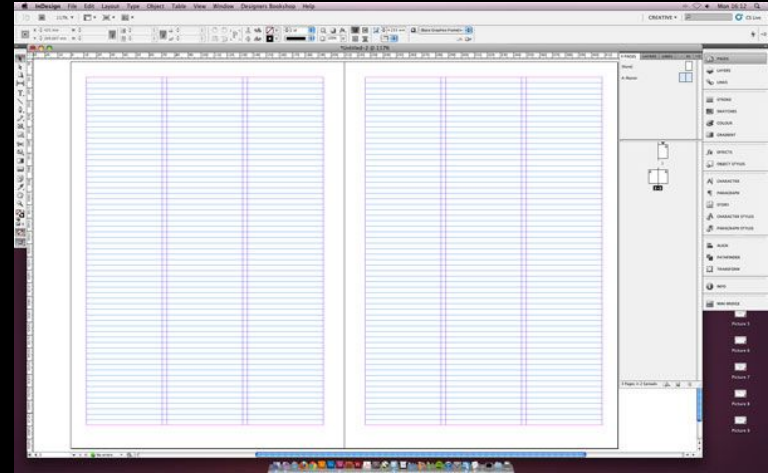




GuideGuide



**Illustrator:**  
Split Into Grid + Guides: [Link](#)



**InDesign:**  
Columns and Baseline Grid: [Link](#)

Gridlover

www.gridlover.net/try

Material Icons IndexAlexGlif AssetsCLOCKSMaterial Tech for EveCornell Tech: Class 2

Other Bookmarks

HTMLCSSPREVIEWReset - Close

FONT SIZE18

LINE HEIGHT1.5

SCALE FACTOR1.618

# Kitsch retro

## Typewriter delectus cred

Bushwick Schlitz. Est Shoreditch small batch, dolor Schlitz sapiente twee stumptown ex. Duis Carles pickled, cornhole Thundercats McSweeney's minim PBR vegan Tumblr irony. Kogi eu Thundercats, sed scenester before they sold out et aesthetic. Elit cred Vice ethical pickled sartorial. Stumptown roof party freegan High Life vero, ea sed minim meggings.

### Truffaut disrupt sartorial deserunt

Cosby sweater plaid shabby chic kitsch pour-over ex. Try-hard fanny pack mumblecore cornhole cray scenester. Assumenda narwhal occupy, Blue Bottle nihil culpa fingerstache. Meggings kogi vinyl meh, food truck banh mi Etsy magna 90's duis typewriter banjo organic leggings Vice.

PX

```
body {
  font-family: Helvetica, Arial, sans-serif;
  font-weight: 400;
  font-style: normal;
  font-size: 18px;
  line-height: 27px;
  max-width: 760px;
  padding: 27px;
  margin: 0 auto;
}

h1 {
  font-family: inherit;
  font-weight: 600;
  font-style: inherit;
  font-size: 76px;
  line-height: 81px;
  margin-top: 27px;
  margin-bottom: 0px;
}

h2 {
  font-family: inherit;
  font-weight: 600;
```

Grid Lover

**TYPOGRAPHY**

serif

sans serif

**square serif**

*script*

**Blackletter**

**NOVELTY**

Diagram illustrating the vertical alignment and height metrics of the word "Sphinx" in a serif font. The word is positioned between a baseline and a mean line. The height from the baseline to the top of the "S" is labeled "ascender height". The height from the baseline to the top of the "h" is labeled "x-height". The height from the baseline to the top of the "i" is labeled "descender height". The height from the baseline to the top of the "n" is labeled "cap height". The height from the baseline to the top of the "x" is labeled "median".

HEADLINE

————— **This is a headline.**

SUBHEADLINE

————— This is a subheadline

BODY COPY

————— Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut  
enim ad minim veniam.

CTA (CALL TO ACTION)

————— **Get started now**

## BODYCOPY BEST PRACTICES

Type Size:

**Screen: 14–24 pixels**

**Print: 9–12 point**

Line height:

**120–145%  
of the point size.**

Line Length:

**45 and 90 characters.**



**WARNING:**

**THESE ARE NOT HARD AND FAST RULES,  
JUST BEST PRACTICES AND A GOOD PLACE TO START.**

# Use as few typefaces as possible.

You should be able to get by with just **one**, maybe **two** typefaces. Make sure it has several different weights.

**Find typefaces from the same family  
(or at least play nicely together).**

Keep an eye out for typeface families that offer both serif and sans-serif characters (you can call them “twins”).

## **Start with the body copy.**

Why? Be-cause there's more body text than any-thing else. So start every project by mak-ing the body text look good, then worry about the rest.

## **Use well-drawn typefaces.**

The eas-i-est and most vis-i-ble im-prove-ment you can make to your ty-pog-ra-phy is to use a pro-fes-sional font.

A good type designer does a lot of the work for you.

**Less (copy) is more (digestible).**

Aim to keep copy as concise as possible.  
Remove unnecessary words whenever possible.

# **Hierarchy is key.**

Ask yourself:

What you want your user to read first, second, and third?

What do you need your user to act on?

# **Create a repeatable structure.**

Find a structure you can repeat throughout the experience.  
Try to deviate as little as possible.



# **IN-PRODUCT TYPOGRAPHY**

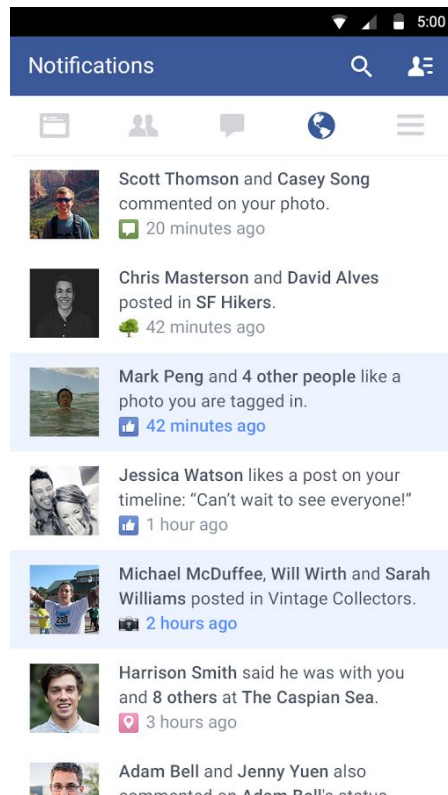
**TYPE SHOULD BE SIMPLE AND READABLE.**

**MOST LIKELY A GEOMETRIC SANS-SERIF.**

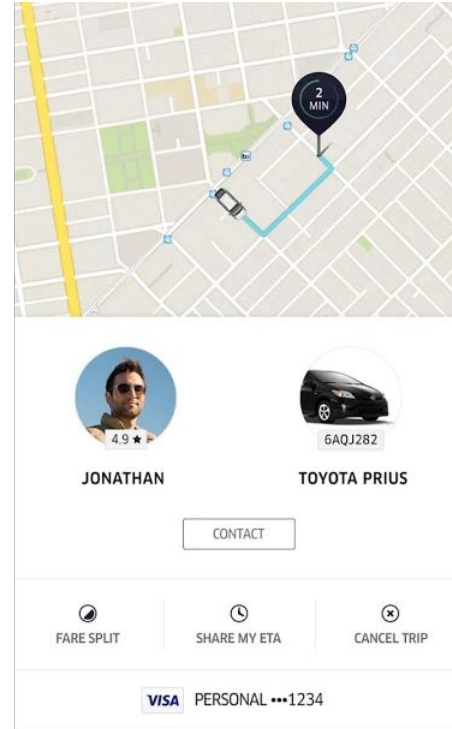
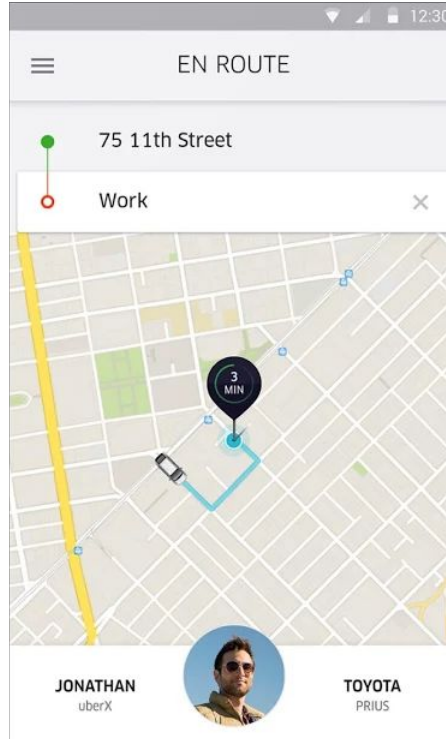
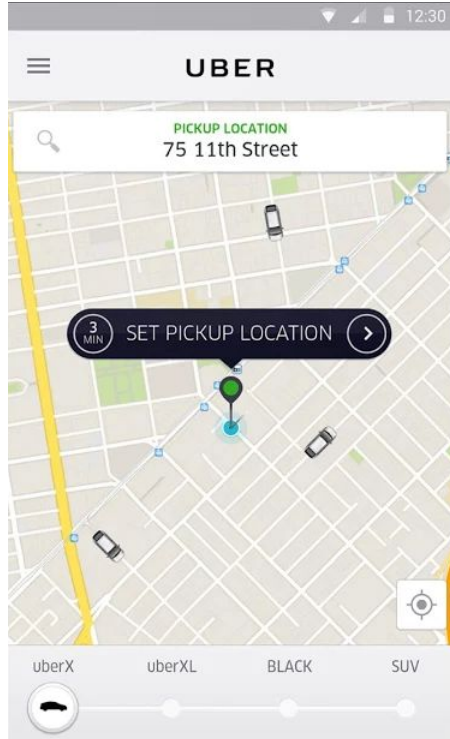
**HAS TO WORK AT SMALL SIZES.**

**ONE TYPEFACE WITH MULTIPLE WEIGHTS SHOULD BE PLENTY.**

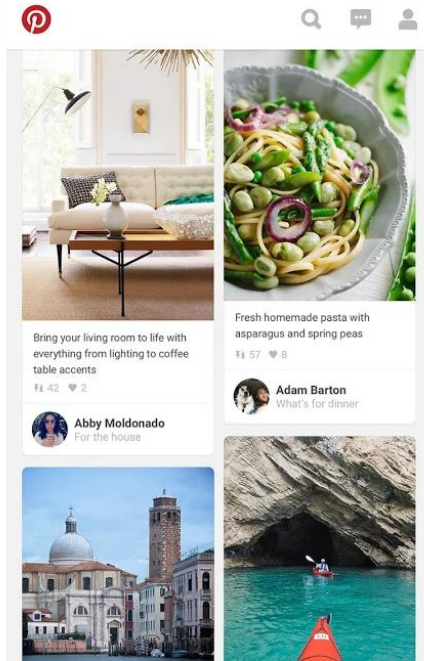
# Helvetica



# FF Clan



# Helvetica Neue



Bloomingdale's  
**\$450.00**  
**Tory Burch Large Suede Block-T Tote**



Buy it

Pin it



@saraltorres

**Sara Torres**

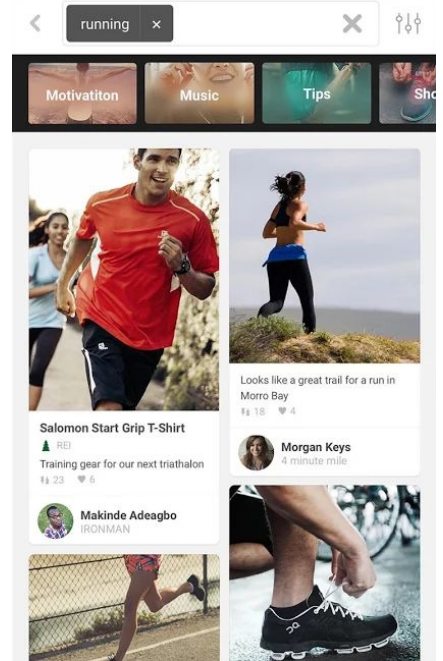
**506** **123**

Followers Following

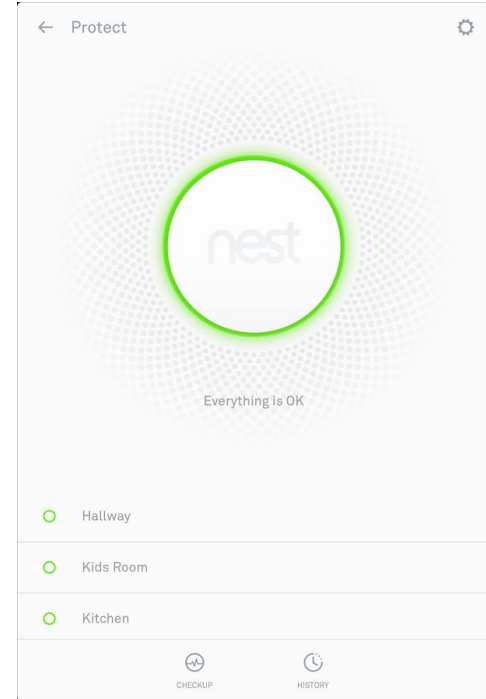
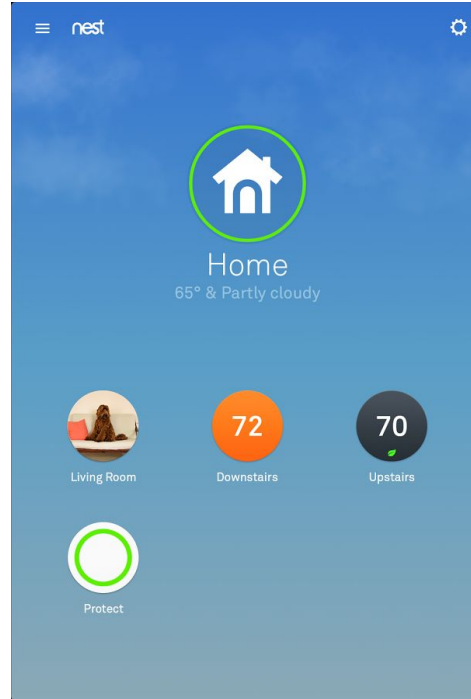
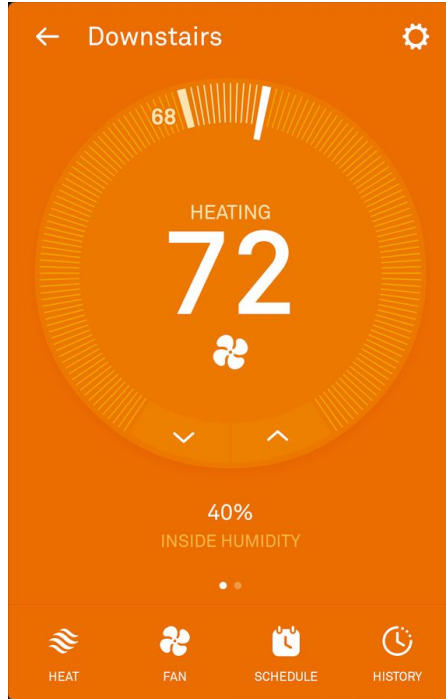
**Boston, MA**  
Homegrown Bostonian. Equal love for lettuce and carbs. Proud mama of two.

678 Pins

**Pins**

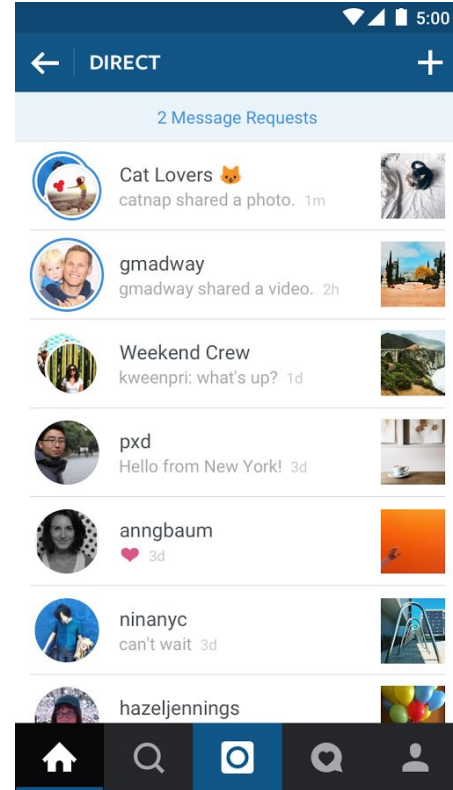
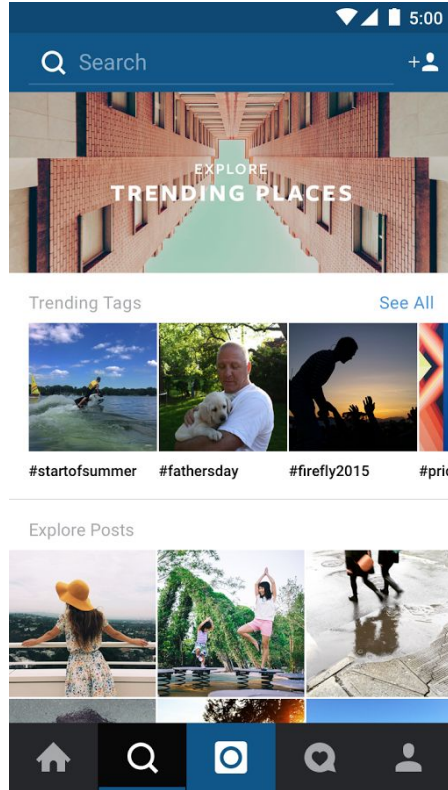
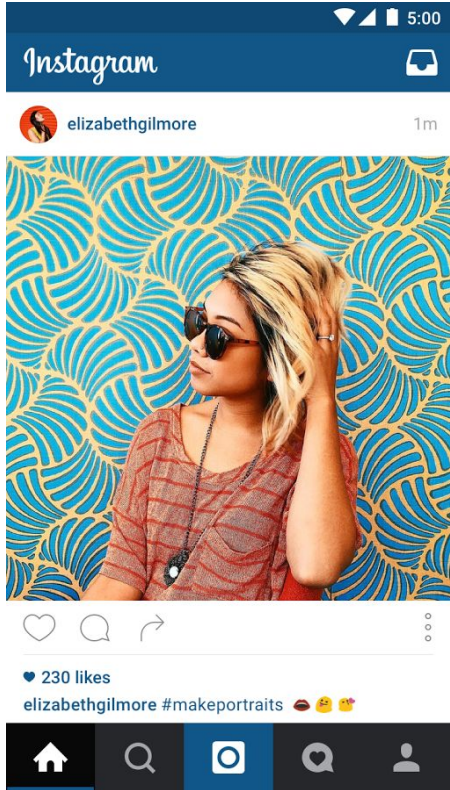


# Akkurat

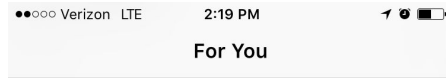




# Helvetica Neue for iOS, Roboto for Android, Freight Sans



# San Francisco



## Trump-Palin: An Alliance of the Aggrieved

Sarah Palin's endorsement of Donald Trump is a bet on the tr...

*The Atlantic*

5w



## For the first time in a decade, you can see 5 planets aligned without a telescope

*Vox*

5w



## State Department wanted Hillary Clinton to use official government email address but to...

*Daily Mail*

5w

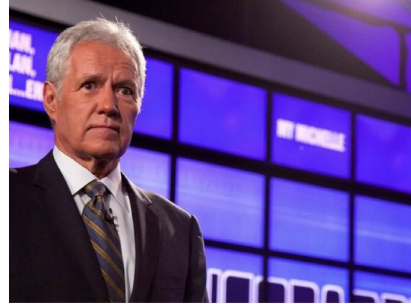
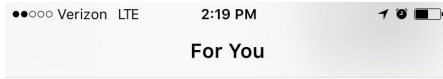


## NFL Disney World: World's most expensive stadium complex

NFL Disney World: World's mos...

*CNN*

5w



## 'Jeopardy!' ends with three-way tie ... for last place

*CNN*

5w

## Trump-Palin: An Alliance of the Aggrieved

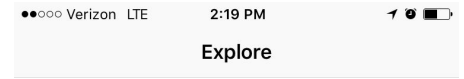
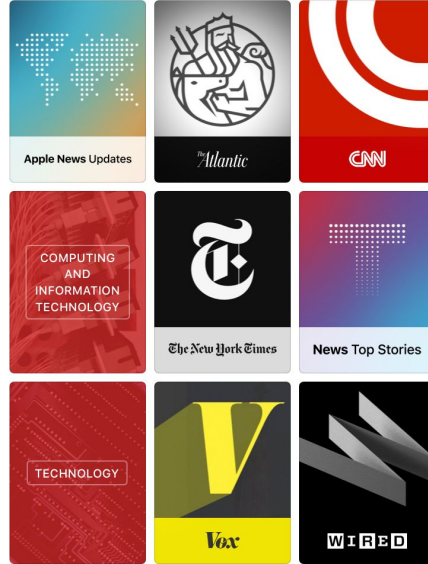
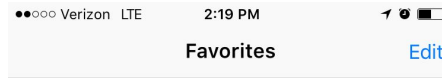
Sarah Palin's endorsement of Donald Trump is a bet on the tr...

*The Atlantic*

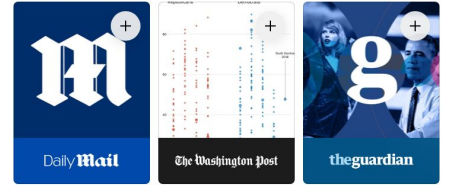
5w



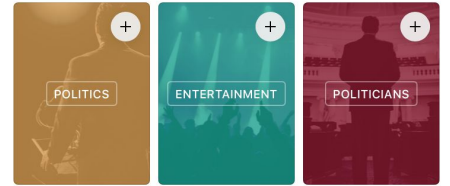
## For the first time in a



## SUGGESTED CHANNELS

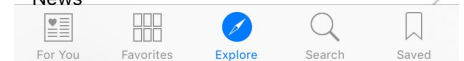
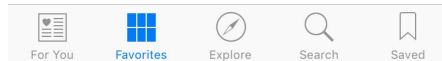
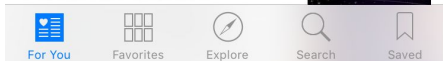
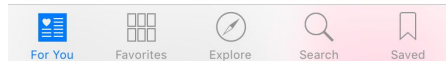


## SUGGESTED TOPICS



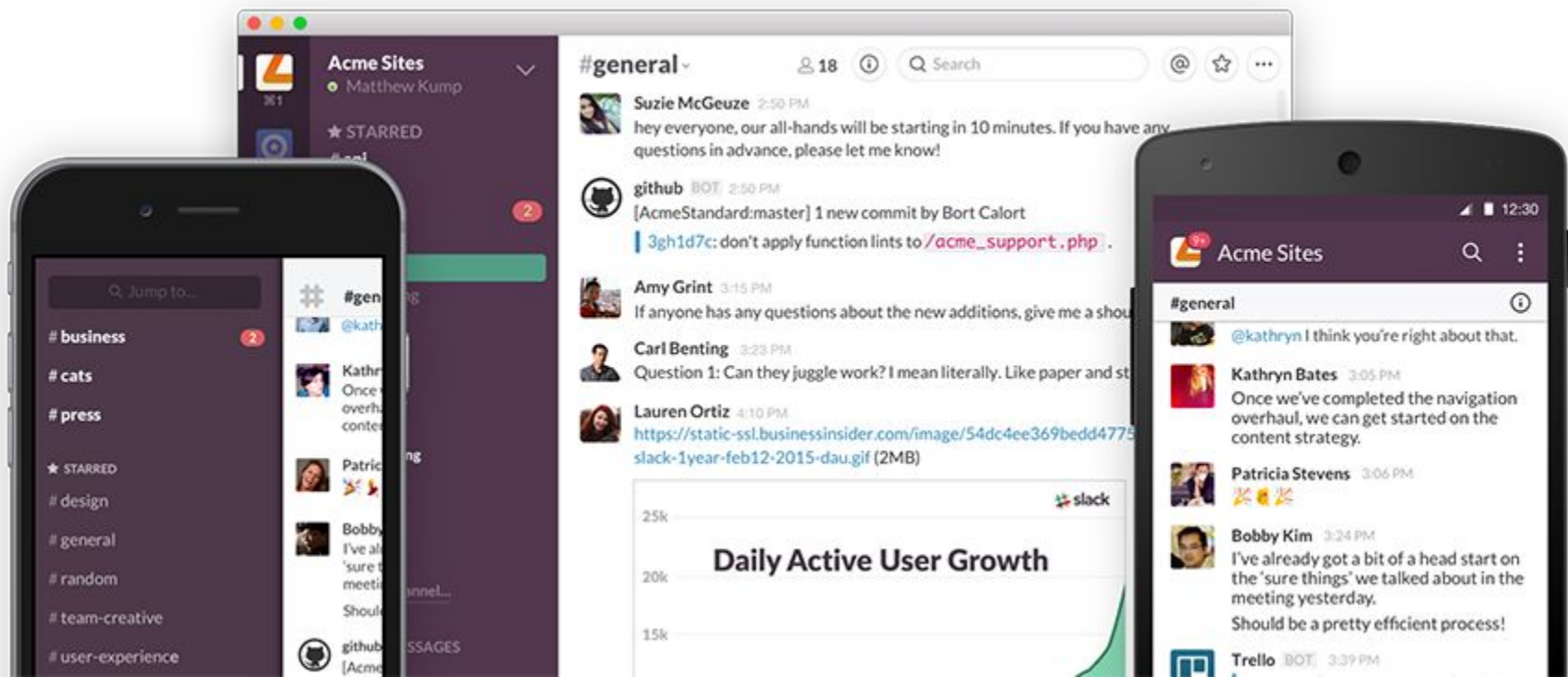
## BROWSE

## News





# Lato




# Museo Slab, Helvetica

Carrier 9:17 AM


Restaurants \$0.00

Search 665 Restaurants


Cuisines Refine




**Kati Roll Company**  
Indian  
New! (16 Ratings)  
\$10 min \$\$\$\$\$  
0.2 miles • 60 - 70 mins • Delivery Only




**Ajisai Japanese Restaurant**  
\$10 min (322 Ratings)  
0.5 miles • 45 - 55 mins \$\$\$



**Pars Grill House**  
Grill, Lunch Specials  
Coupons (90 Ratings)  
\$15 min \$\$\$\$  
0.7 miles • 80 - 90 mins



**Café BonJour**  
American, Mexican (65 Ratings)  
\$5 min \$\$\$\$\$  
0.3 miles • 15 - 25 mins




**Natureworks (31st St)**  
Healthy, Mediterranean (352 Ratings)  
\$10 min \$\$\$  
0.6 miles • 20 - 30 mins

Carrier 9:17 AM

Menu \$0.00

Search menu items


Categories




**Tio Pio**  
American, Hamburgers, Salads, Sandwiches, Wraps (79 Ratings)  
Coupons \$15 min \$\$\$\$  
0.2 miles • 20 - 30 mins

More Info View Coupons


**MOST POPULAR**




**Tio Pio Salad** \$8.00+  
Fresh romaine topped with roasted chicken breast, avocado, crispy bacon, hard-boiled egg and broccoli.




**Create Your Own Salad** \$0.00+



**Grilled Salmon Steak Platter** \$12.00  
Served with two sides.



**Grilled Chicken Platter** \$9.00  
Served with two sides.



**Roasted Pork Platter** \$9.00  
Pernil. Served with two sides.

Carrier 9:16 AM

Menu Item

Grilled Chicken Platter \$9.00  
Served with two sides.

Quantity 1

REQUIRED CHOICES

**Choose two sides**  
Green Plantains, Yellow Rice

**Special Instructions**  
Dressing on the side, or have another request? Note: any price alterations will be charged to your card after your order is processed.

Add to Bag - \$9.00

Helvetica

Roboto

Graphik

Lato

Avenir

Droid Sans

Verdana

Proxima Nova

# **MARKETING TYPOGRAPHY**

**CONSIDER WHAT YOU ARE TRYING TO COMMUNICATE  
WITH YOUR TYPOGRAPHY DECISION.**

# INVENTION STARTS HERE.

CREATE, PLAY, REMIX AND SHARE WITH LITTLEBITS ELECTRONIC BUILDING BLOCKS

WATCH VIDEO

SHOP NOW

**Bold and loud.**

See your home.  
Away from home.

Meet Nest Cam 



10% off

Save on a year of Nest  
Aware + Video History.

BUY NOW



**Softer, more expected. Feels like lifestyle-y tech.**

# CRAFT

UI design plugins for Sketch and Photoshop powered by real data



EMAIL ADDRESS

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EXPLORE CRAFT 



Playful and fun.





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**Formal but contemporary.**



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List your practice on Zocdoc

Sign In/Join

# Blurry? Find a doctor.

I am searching for a  
Choose a Specialty



in  
Zip Code or City

who takes  
I'll choose my insurance later



**Find**

Cool and fun.



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[TESTIMONIALS](#)

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[SIGN IN](#)

[TRY KIN FREE](#)

Kin HR Software

# Streamline HR for your entire team with Kin

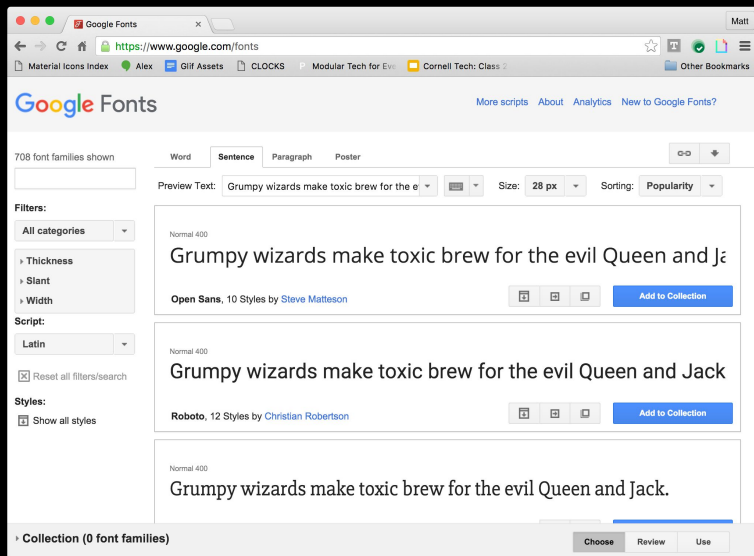
[TRY KIN FREE](#)

[PLAY VIDEO](#) 

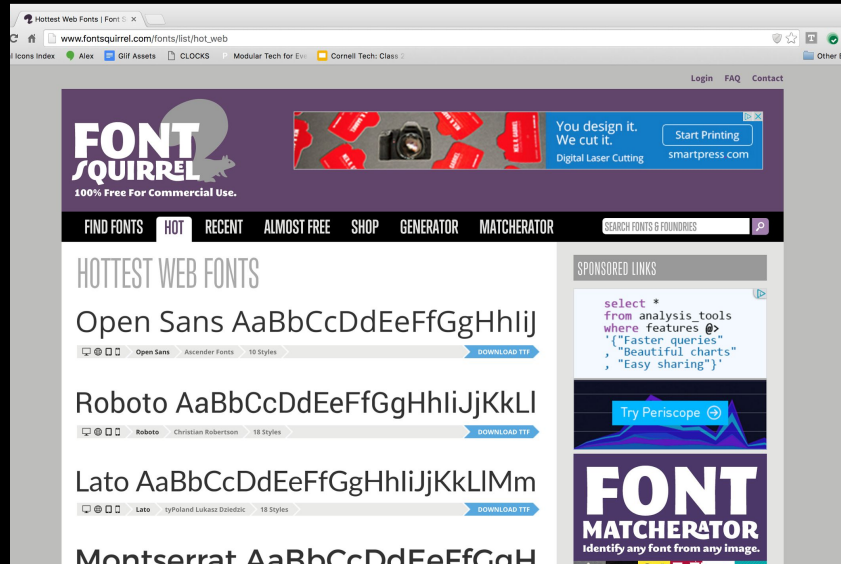


Youthful but trustworthy.





Google Fonts



Font Squirrel

Domine Open Sans  
rag rag

### The Gray Wolf

The gray wolf is one of the world's best known and well researched animals, with probably more books written about it than any other wildlife species. It has a long history of association with humans, having been despised and hunted in most pastoral communities due to its attacks on livestock, while conversely being respected in some agrarian and hunter-gatherer societies.

### The Fear of Wolves

Although the fear of wolves is pervasive in many human societies, the majority of recorded attacks on people have been attributed to animals suffering from rabies. Non-rabid wolves have attacked and killed people, mainly children, but this is unusual, as wolves are relatively few, live away from people, and have been taught to fear humans by hunters and shepherds.

Montserrat Arvo  
rag rag

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Playfair Display Fira Sans  
rag rag

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Alegreya Sans Alegreya  
rak rak

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Salome

Martin calls to say he's sending  
old electrical equipment. That's  
good – we can always use some  
more electrical equipment.

**FINGERS SNAPPING**  
**AT THE CATACOMB STABBINGS**

–  
Typography is the  
craft of endowing  
human language  
with a durable  
visual form.  
–

LEAGUE SPARTAN  
a new classic in a single strong weight

get the animated version at  
ANIMOGRAPHY.NET

League Spartan.

This version revised the beast.

The counter in the alternate version of the capital Q was  
just a little too round, and we had to crop it and start  
fresh. Changing counter weights here and there. Just one

Every piece of negative space is carefully inspected to  
make the glyphs flow naturally. Each character is man-  
aged, kerned, and adjusted optimally, to make sure that  
when you make a single word, a word, a word, a word, a word,

LEAGUE SPARTAN  
A new classic in a single strong weight.

Graphique  
After Break  
**carozine**  
type master

Geography is the science that studies the lands, features, inhabitants, and phenomena of Earth. A literal translation would be "to describe or write about the Earth".

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ 01234  
abcdefghijklmnopqrstuvwxyz 56789  
{ } [ ] < > \$ % ^ & \* ~ ? ' ! , . ; :

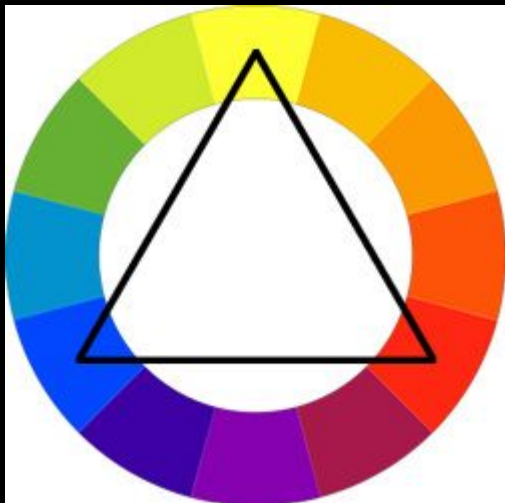
Händgrovels 12345  
Händgrovels 12345

Händgrovels 12345  
Händgrovels 12345

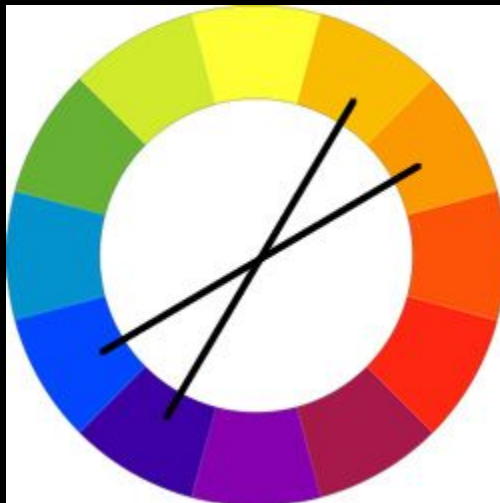
Typewolf: The Definitive Guide to Free Fonts

**COLOR**

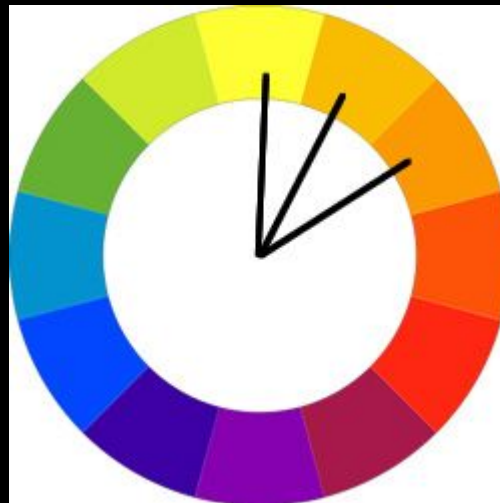
**COLOR CAN HAVE A STRONG IMPACT  
ON HOW SOMEONE INTERPRETS YOUR BRAND.**



**Triadic Color Scheme**

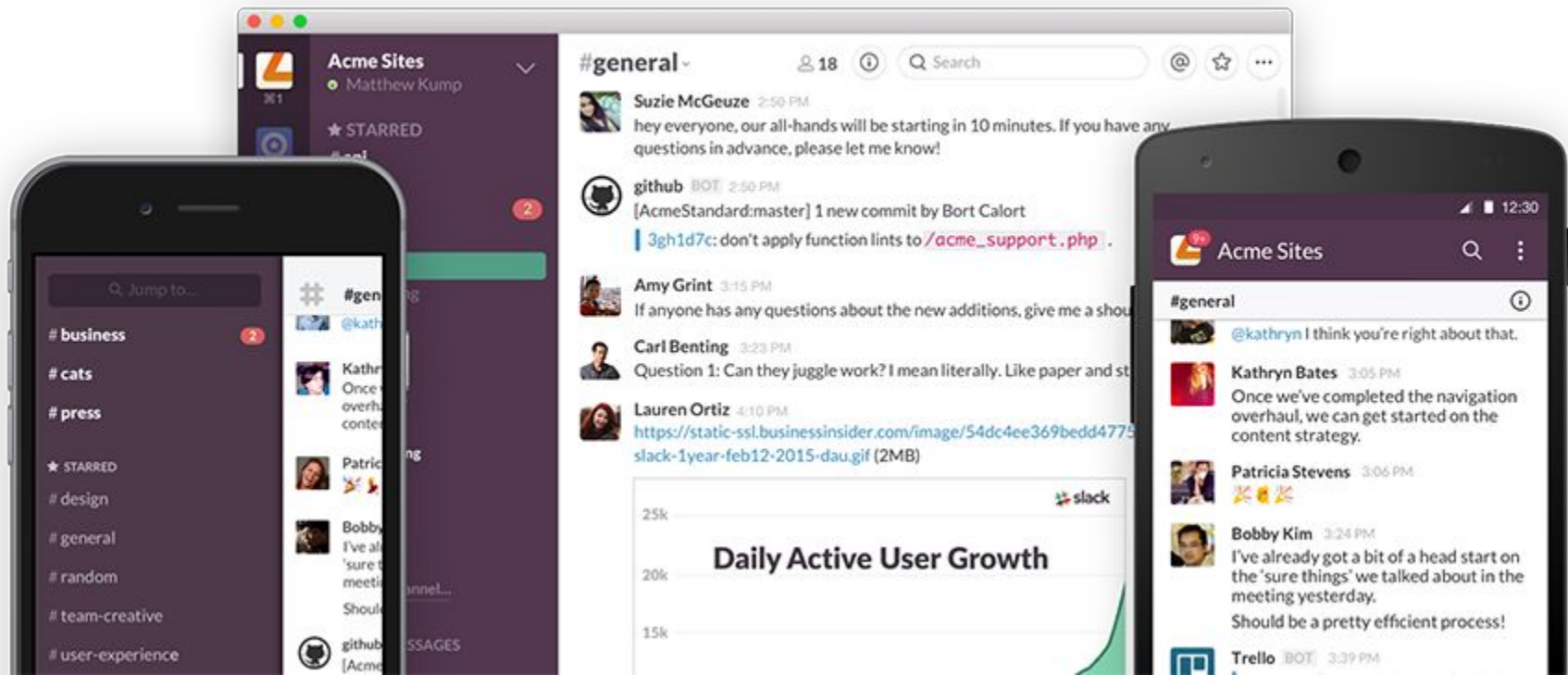


**Compound Color Scheme  
(aka Split Complimentary)**



**Analogous**







Carrier 9:17 AM

Restaurants \$0.00

Search 665 Restaurants

Cuisines Refine

 **Kati Roll Company**  
Indian (16 Ratings)  
New! \$10 min \$\$\$\$\$  
0.2 miles • 60 - 70 mins • Delivery Only

 **Ajisai Japanese Restaurant**  
\$10 min (322 Ratings)  
0.5 miles • 45 - 55 mins \$\$\$\$

 **Pars Grill House**  
Grill, Lunch Specials (90 Ratings)  
Coupons \$15 min \$\$\$\$  
0.7 miles • 80 - 90 mins

 **Café BonJour**  
American, Mexican (65 Ratings)  
\$5 min \$\$\$\$  
0.3 miles • 15 - 25 mins

 **Natureworks (31st St)**  
Healthy, Mediterranean (352 Ratings)  
\$10 min \$\$\$\$  
0.6 miles • 20 - 30 mins

Carrier 9:17 AM

Back Menu \$0.00

Search menu items Categories

 **Tio Pio**  
American, Hamburgers, Salads, Sandwiches, Wraps (79 Ratings)  
Coupons \$15 min \$\$\$\$  
0.2 miles • 20 - 30 mins

More Info

View Coupons

#### MOST POPULAR

 **Tio Pio Salad** \$8.00+  
Fresh romaine topped with roasted chicken breast, avocado, crispy bacon, hard-boiled egg and broccoli.

 **Create Your Own Salad** \$0.00+

 **Grilled Salmon Steak Platter** \$12.00  
Served with two sides.

 **Grilled Chicken Platter** \$9.00  
Served with two sides.

 **Roasted Pork Platter** \$9.00  
Pernil. Served with two sides.

Carrier 9:16 AM

Menu Item

**Grilled Chicken Platter** \$9.00  
Served with two sides.

#### Quantity

1

-

+

#### REQUIRED CHOICES

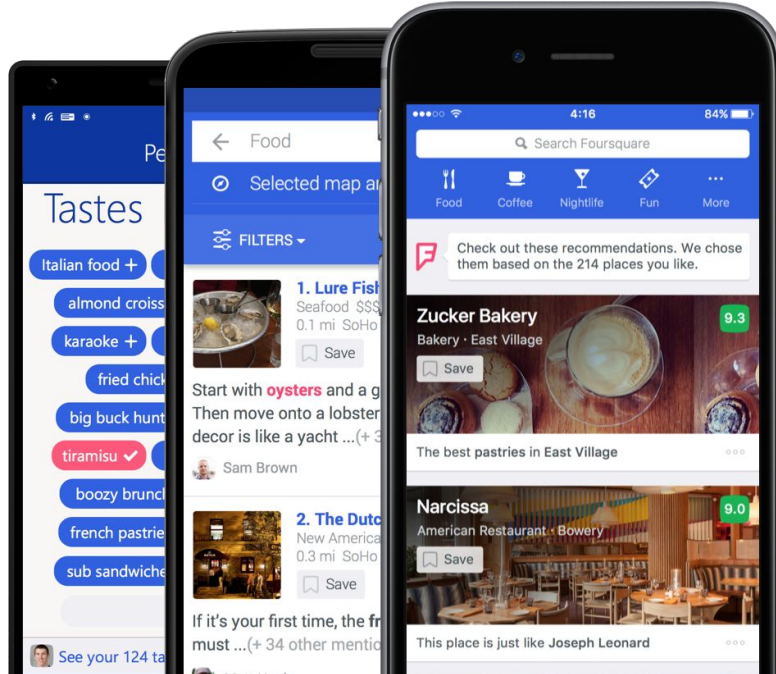
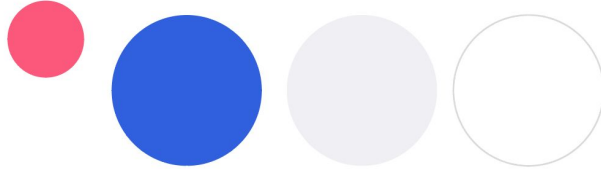
#### Choose two sides

Green Plantains, Yellow Rice

#### Special Instructions

Dressing on the side, or have another request? Note: any price alterations will be charged to your card after your order is processed.

Add to Bag - \$9.00



As a shade of the page color, I  
“frame” your view by drawing  
attention

Your eyes were drawn  
to me due the  
contrast between my  
background and the  
page color

Providing a “framing” element for  
the user’s eyes really does help  
focus their attention

Again the contrast  
between elements  
guided your eyes to  
the most apparent  
part of the design, the  
main content

**I'm a really exciting action! Do me!**

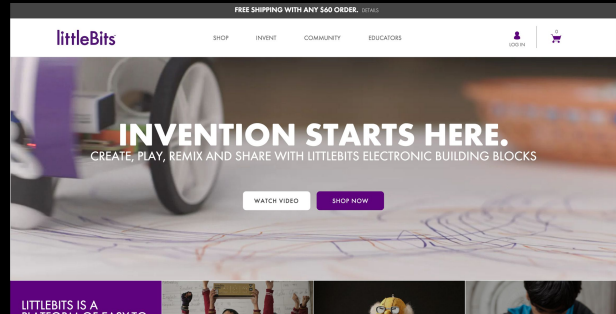
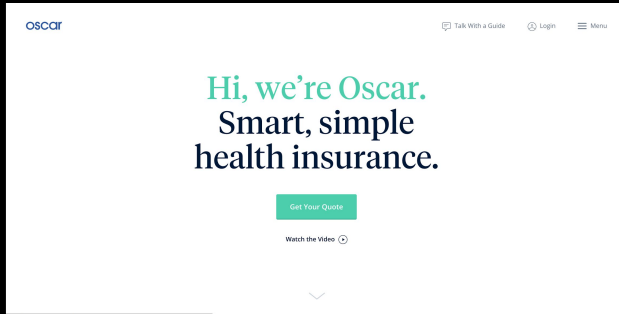
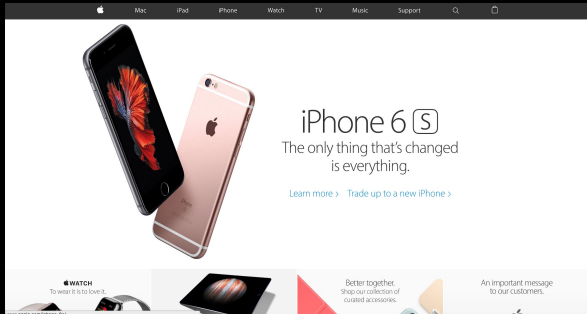
**I'm a pretty great option too.**

**I may not be the best fit for you.**

**Don't choose this option.**

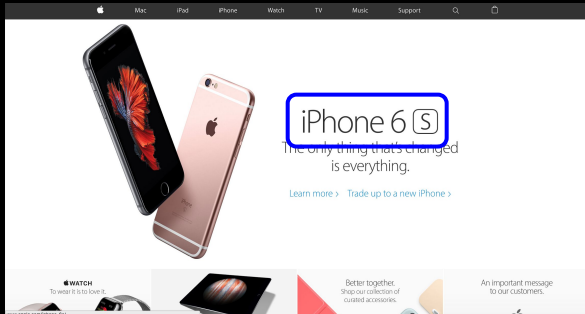
Or click here to skip this step, even though we  
really don't want you to pick this.

**LET'S BREAK DOWN A FEW SITES**

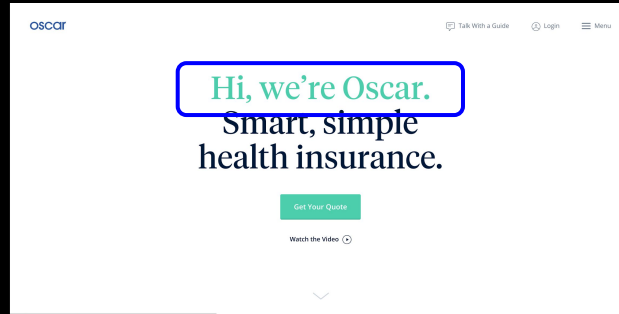


# HEADLINE

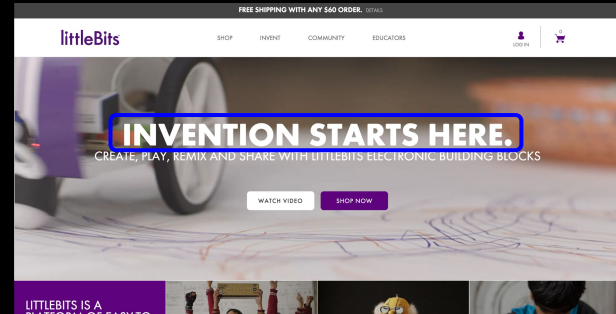
SETS THE TONE AND TELLS VISITORS WHAT TO EXPECT.



STRAIGHTFORWARD



CONVERSATIONAL

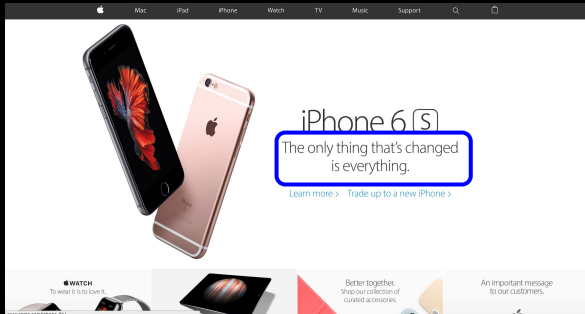


IMPACTFUL

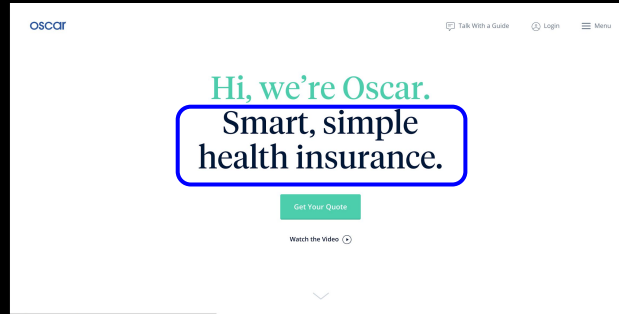


# SUBHEADLINE

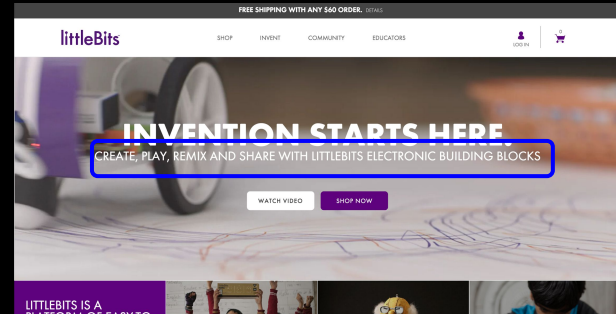
HELPS US UNDERSTAND MORE ABOUT YOUR PRODUCT.



SCALE SHIFT



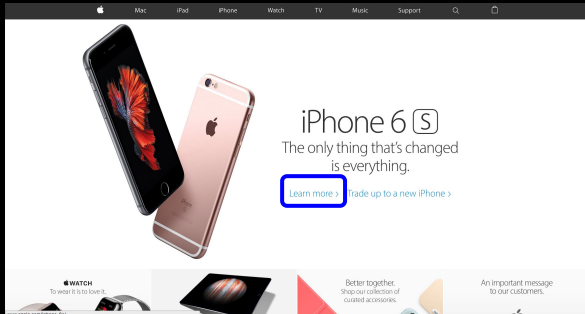
COLOR SHIFT



WEIGHT AND SCALE SHIFT

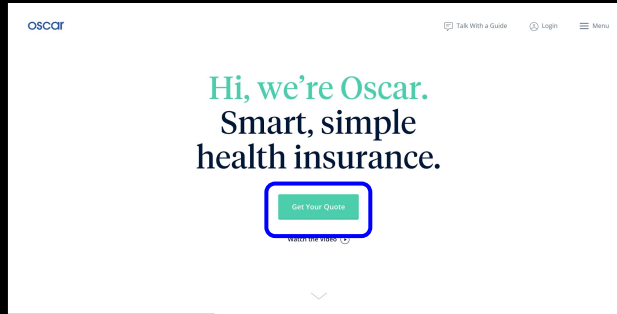
# PRIMARY CTA

SHOW ME THE FIRST THING YOU WANT ME TO DO AND TELL ME WHAT IT WILL DO.

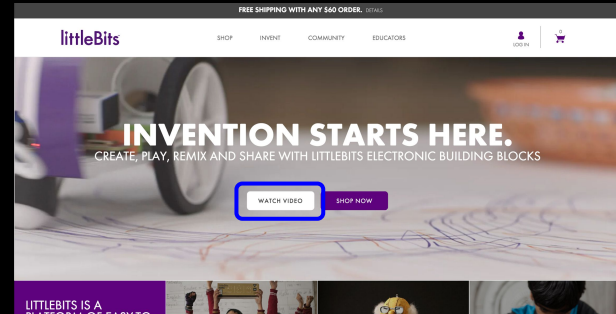


COLORED TEXT

ARROW TO DRIVE HOME  
THAT IT'S CLICKABLE



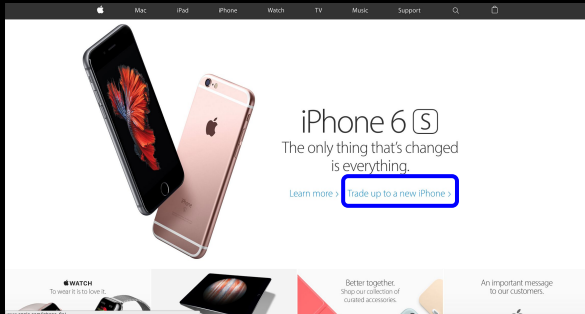
BUTTON



BUTTON

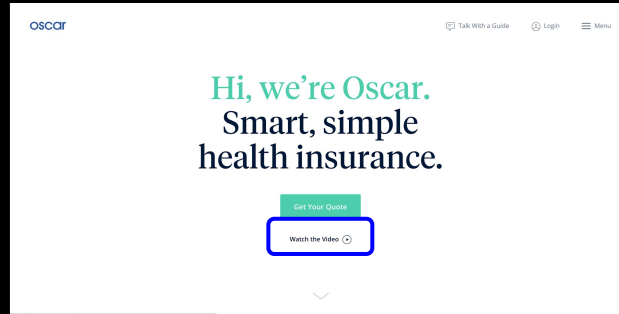
# SECONDARY CTA

WHAT ELSE CAN I DO HERE?

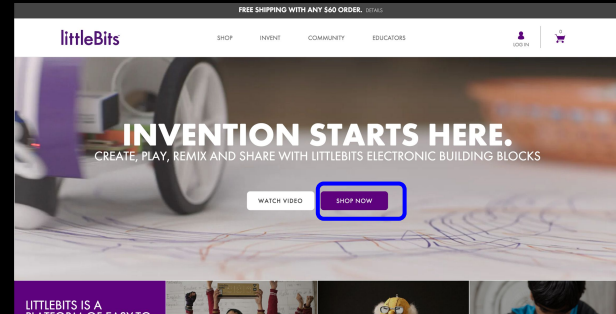


COLORED TEXT

ARROW TO DRIVE HOME  
THAT IT'S CLICKABLE



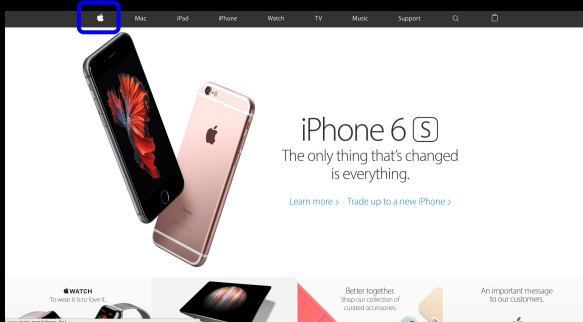
TEXT WITH ICON



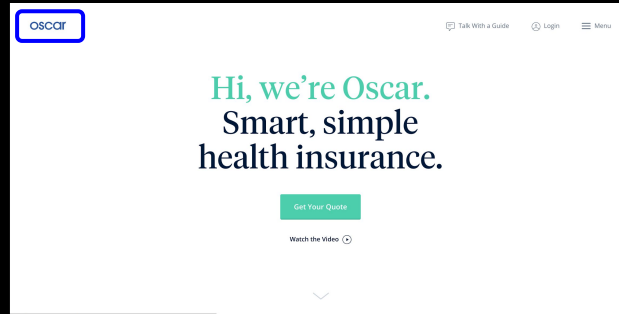
BUTTON WITH COLOR SHIFT

# BRANDING

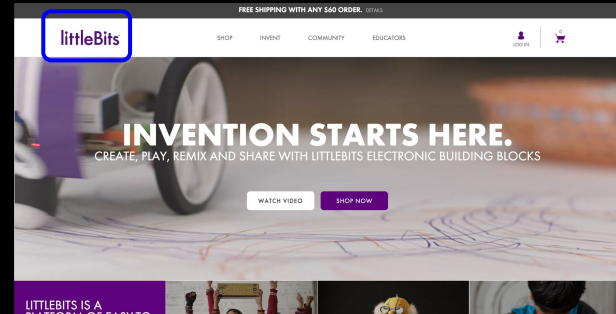
WHO ARE YOU?



LOGO



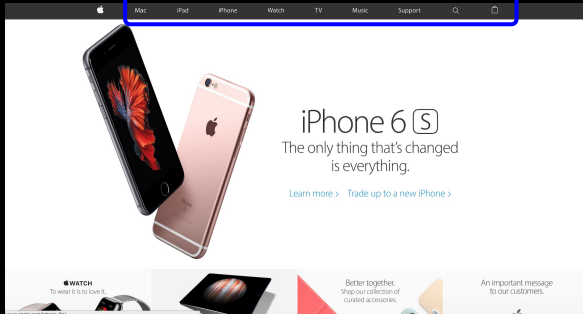
WORD MARK



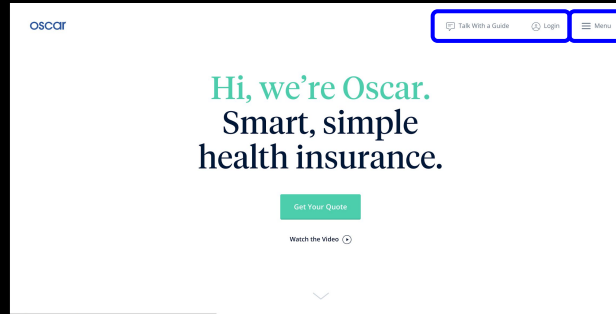
WORDMARK

# NAVIGATION

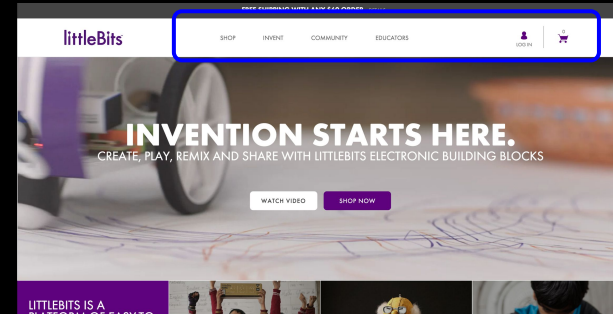
## HOW DO I GET AROUND?



TOP NAV



LINKS

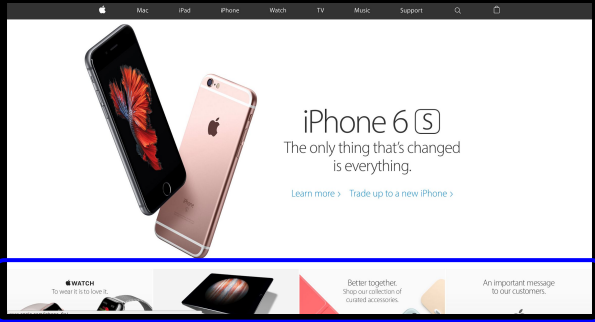


TOP NAV

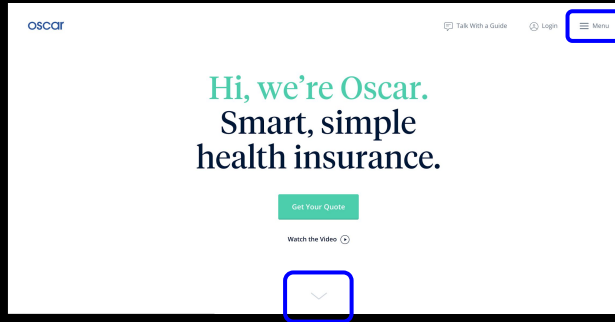
HAMBURGER MENU FOR OVERFLOW

# SCROLLING PROMPT

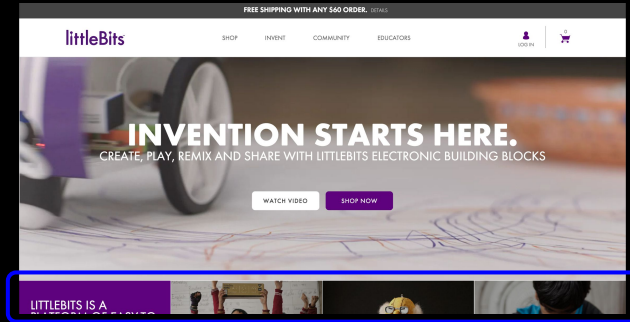
IS THERE MORE ON THIS PAGE?



MORE CONTENT VISIBLE



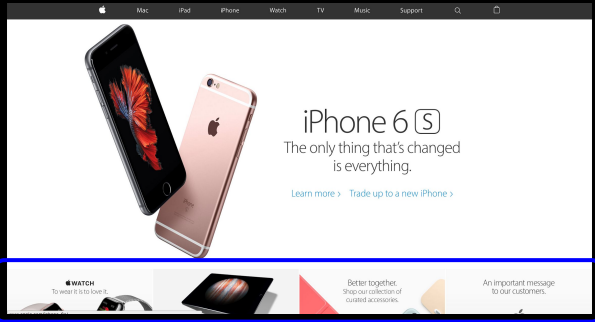
DOWN ARROW



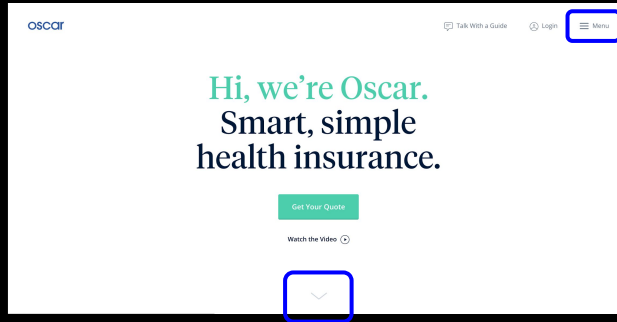
MORE CONTENT VISIBLE

# SCROLLING PROMPT

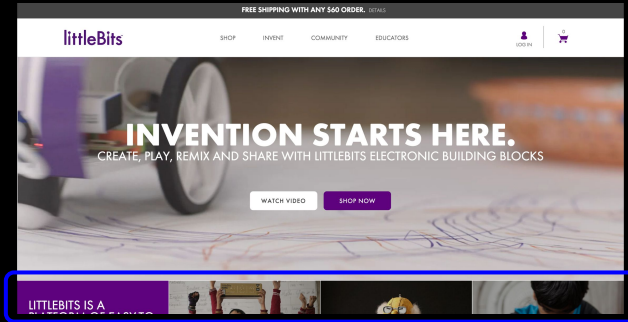
IS THERE MORE ON THIS PAGE?



MORE CONTENT VISIBLE



DOWN ARROW



MORE CONTENT VISIBLE

# LET'S ZOOM IN A BIT

oscar

 Talk With a Guide

 Login

 Menu

Hi, we're Oscar.  
Smart, simple  
health insurance.

Get Your Quote

Watch the Video 





# Hi, we're Oscar.

## Smart, simple health insurance.

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### Better care, lower cost

We're revolutionizing health insurance through technology, data, and design.



#### Better Plans

Choose from plans that are easy to understand, provide comprehensive coverage, and give you lots of free perks.

Learn More



#### Better Healthcare

Access thousands of world-class doctors in just one click. Or, schedule your own private care closer to home.

Learn More



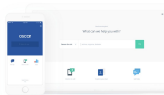
#### Better Experience

Our user app is vettable by the right doctors, changing doctors when needed for ongoing care.

Learn More

### Modern technology for modern care

We're using technology to simplify the entire health insurance experience. You can use our app to talk to a doctor and get prescriptions without ever leaving home. Keep track of your health history with a timeline and earn rewards for staying active with a free Multi-step tracker.



### Oscar is for (almost) everyone

We currently offer plans to individuals, couples, and families living in parts of New York, New Jersey, California, and Texas who don't already receive health insurance from an employer. If you're not in our areas, stay tuned. We're expanding quickly.

### Help us make healthcare simple, smart, and friendly

As a team of engineers, designers, data scientists, healthcare experts and many more, we're on a mission to reinvent how care is delivered. Our goal is to have the happiest members paying the lowest costs for the healthiest outcomes.



### See what others are saying about Oscar

Oscar has the most robust platform to increase the quality of care in the United States.

McKnight's Health

Oscar has a more holistic and integrated approach than other health insurance companies. I have never felt so at ease with my healthcare.

San Diego's Choice

Oscar is setting itself apart from other health insurance companies by offering a more integrated approach to care.



Forbes

GIZMODO

NPR

Healthline

The New York Times

The Washington Post

The Guardian

My zip code is 10012

Get Your Quote in Seconds

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Forbes

GIZMODO

NPR

Healthline

The New York Times

The Washington Post

The Guardian

My zip code is 10012

Get Your Quote in Seconds

Tempo

This is for headlines

Open Sans

This is for body copy

## Typefaces

---

### Tempos

This is for headlines

### Open Sans

This is for body copy

## Styles

---

H1: 72px

H2: 32px

H3: 24px

P1: 24px

P2: 14px

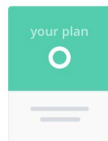
## Colors

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## Better care, lower cost

We're revolutionizing health insurance through technology, data, and design.

**H2****P1**

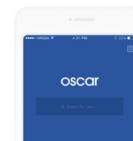
### Better Plans

Choose from plans that are easy to understand, provide comprehensive coverage, and give you lots of free perks.

[Learn More](#)

### Better Healthcare

Access thousands of top-notch doctors in your area, talk to a doctor 24/7, and visit your primary care doctor for free.

[Learn More](#)

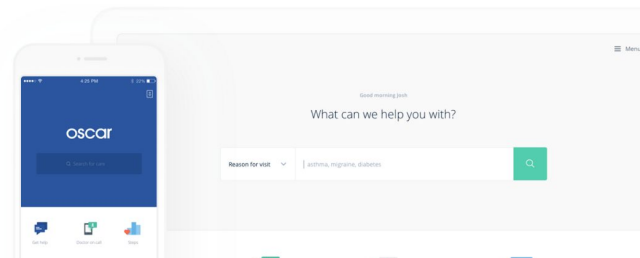
### Better Experience

Use our app or website to find the right doctors, manage prescriptions, and earn rewards for staying active.

[Learn More](#)

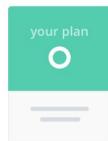
## Modern technology for modern care

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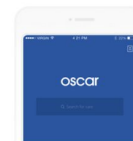
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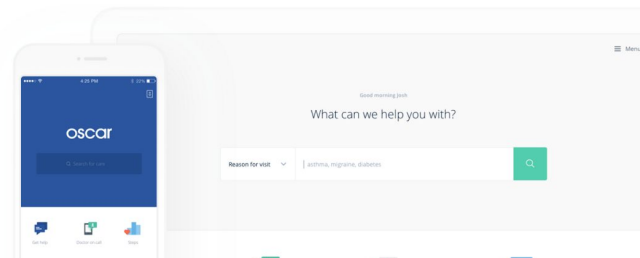
[Learn More](#)

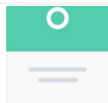
H3

P2

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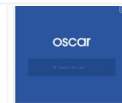
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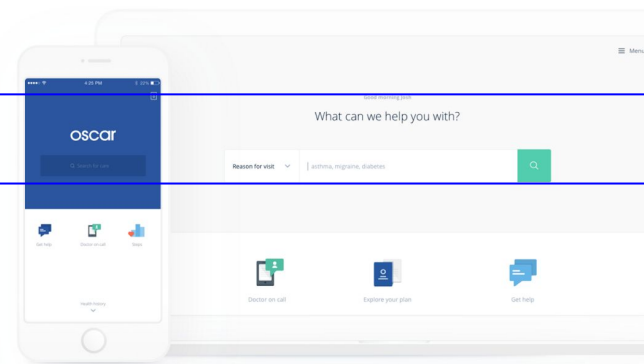
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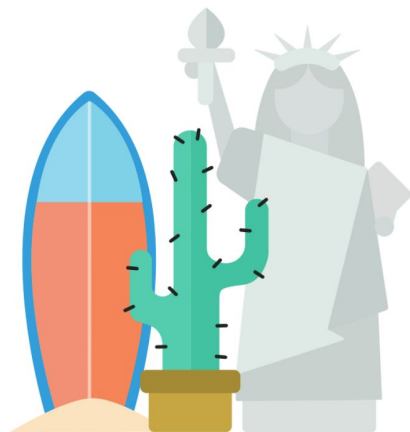
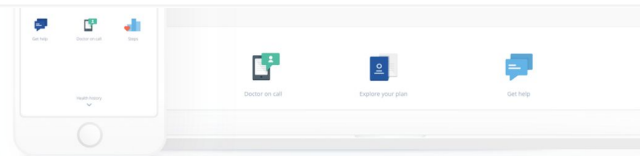
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H2

P1

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## Oscar is for (almost) everyone

H2

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P1

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[Watch the Video](#)

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Access thousands of top-rated doctors in your area who are in-network with your plan, so you can find the best care for you.

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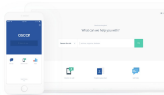

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Use our app or website to find the right doctor, manage prescriptions, and even request a second opinion.

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## See what others are saying about Oscar

Check out the success stories and reviews from the people who love Oscar.

[Watch the Video](#)

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[See the Oscar Blog](#)

[Forbes](#)
[Entrepreneur](#)
[TechCrunch](#)
[The Verge](#)
[NPR](#)
[The New York Times](#)

My zip code is

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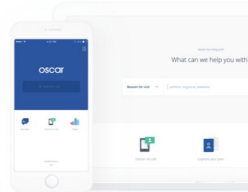


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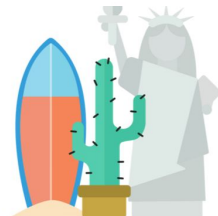
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## Typefaces

---

### Tempos

This is for headlines

### Open Sans

This is for body copy

## Styles

---

H1: ~~64px~~ 44px

H2: ~~32px~~ 24px

H3: ~~24px~~ 21px

~~P1: 24px~~

P2: 14px

## Colors

---



**BUT THIS IS JUST THE START,  
AS WITH ANYTHING GOOD DESIGN TAKES  
PRACTICE, PRACTICE, PRACTICE**

**TUESDAY:**

**DESIGN A ONE PAGE WEB-SITE PROMOTING YOUR FINAL PROJECT IDEA.  
MAKE A MOBILE AND DESKTOP VERSION.**

## TYPOGRAPHY RESOURCES

### [Professional Web Typography](#) →

A free online book (although you should donate if you find it useful) that covers the fundamentals of web typography.

### [The Elements of Typographic Style Applied to the Web](#) →

A summary of Robert Bringhurst's typography-bible *The Elements of Typographic Style* and how it applies to the web.

### [Fontology](#) →

A complete curriculum on the typographic arts structured as a workbook.

### [History of Western Typography](#) →

A Wikipedia article about the origins of Western typography. Highly recommended reading for all designers.

### [Just My Type](#)

A collection of font pairings from Typekit and H&FJ.

### [Butterick's Practical Typography](#) →

An in-depth, free e-book that covers the fundamentals of typography.

### [Typoguide](#) →

A nice overview of everyday typographic challenges.

### [Best Practices of Combining Typefaces](#) →

A Smashing Magazine article about the do's and don'ts of mixing typefaces.

### [Typeface Anatomy & Glossary](#) →

A glossary of common typography terminology.

### [Typedia](#) →

The encyclopedia of typefaces.

### [The History of Typography Animation](#) →

A complete history of typography in a 5 minute paper-letter animation.

## RESPONSIVE RESOURCES

### Smashing Magazine

Designing With Grid-Based Approach

### Grid Lover

Useful tool for exploring how a grid can

### Grid Tools

<http://design.google.com/>

Useful tool for exploring how a site functions  
responsively.

### Device size chart

Device sizes.

## COLOR RESOURCES

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Designing With Grid-Based Approach

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<http://design.google.com/>

Useful tool for exploring how a site functions  
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### Device size chart

Device sizes.

## APP DESIGN INSPIRATION

<http://www.pttrns.com/>

<http://www.mobile-patterns.com/>

<http://inspired-ui.com/>

<https://www.cocoacontrols.com/>

<http://www.lovelyui.com/>

<http://androidux.com/>

<https://developer.yahoo.com/ypatterns/about/libraries.html>



## Top Fonts according to Type Wolf.

### Top 10 Most Popular Fonts of 2015

Futura  
Apercu  
Gotham  
Proxima Nova  
Avenir  
Caslon  
Brown  
GT Walsheim  
Circular  
Brandon Grotesque

### Top 10 Most Popular Fonts of 2014

Brandon Grotesque  
Futura  
Apercu  
Avenir  
Proxima Nova  
Franklin Gothic  
GT Walsheim  
Gotham  
Circular  
Caslon

### Top 10 Most Popular Fonts of 2013

Proxima Nova  
Apercu  
Brandon Grotesque  
Futura  
Avenir  
Gotham  
Inconsolata  
Garamond  
Open Sans  
Montserrat

**QUESTIONS?**