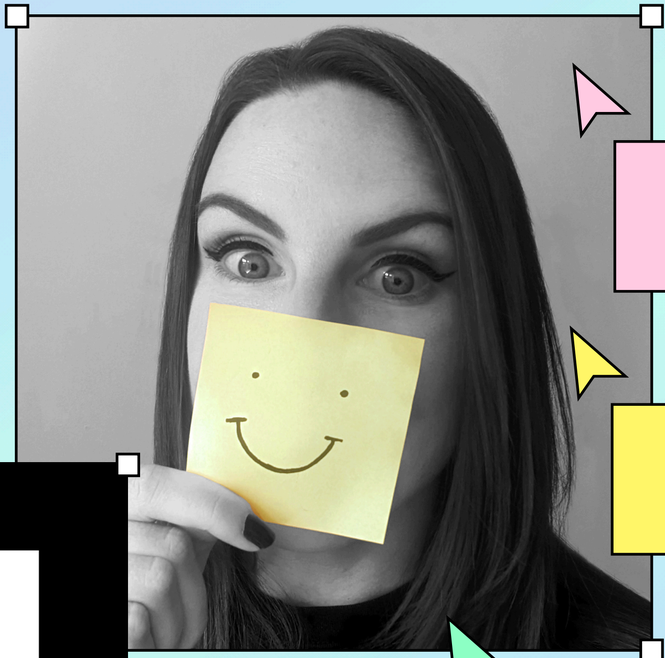
Design for Developers

Lex Lofthouse @ ffconf 2022



Lex Lofthouse

she/her

@loftio

NZI
ME

*managing expectations

Principles of Design

the basics

Hierarchy

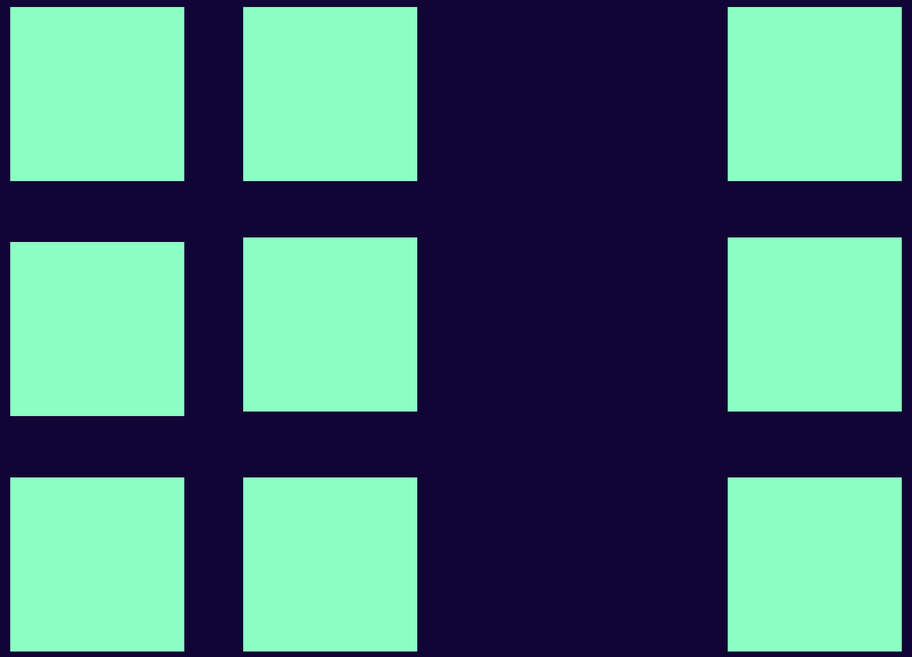
Proximity

Contrast

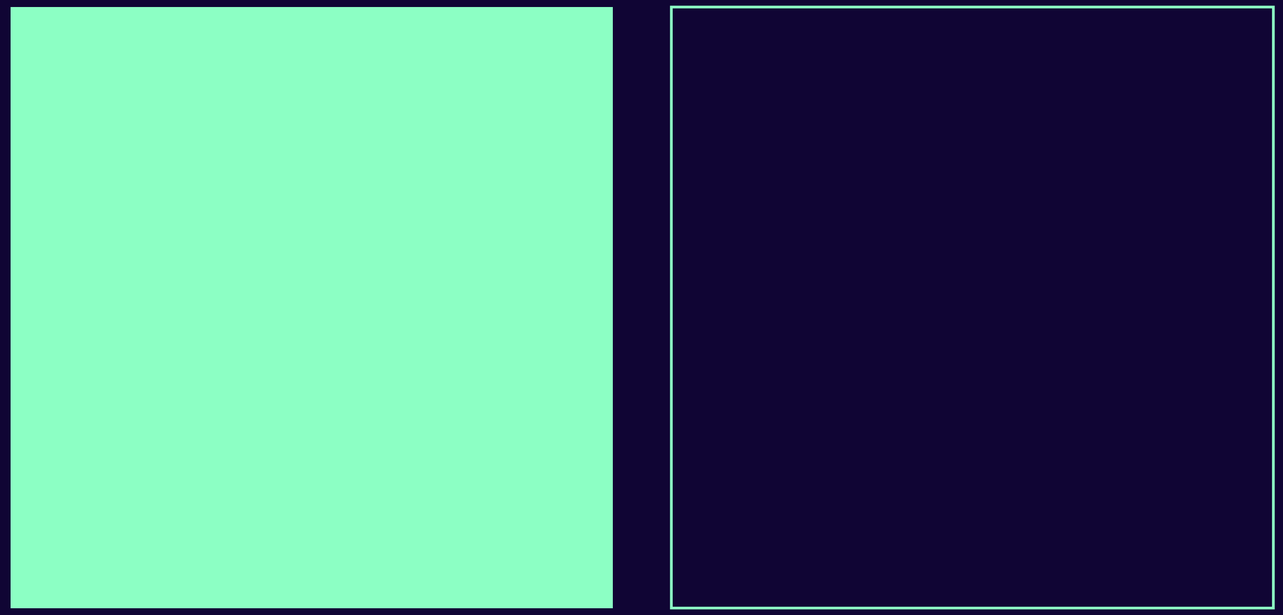
Balance

Hierarchy

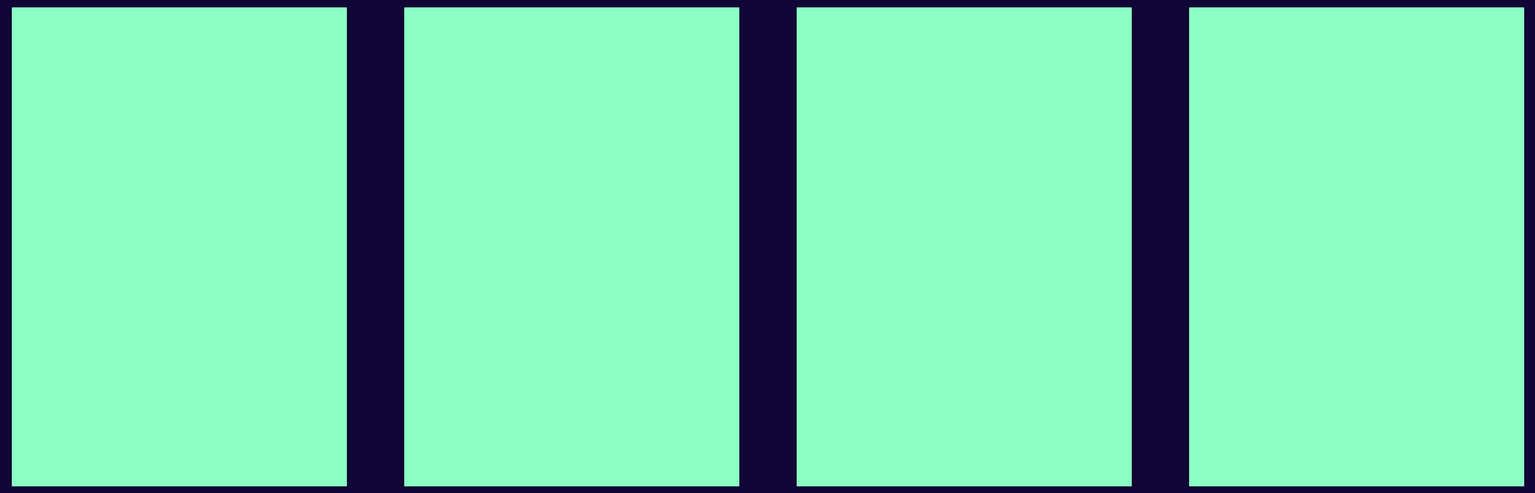
Proximity



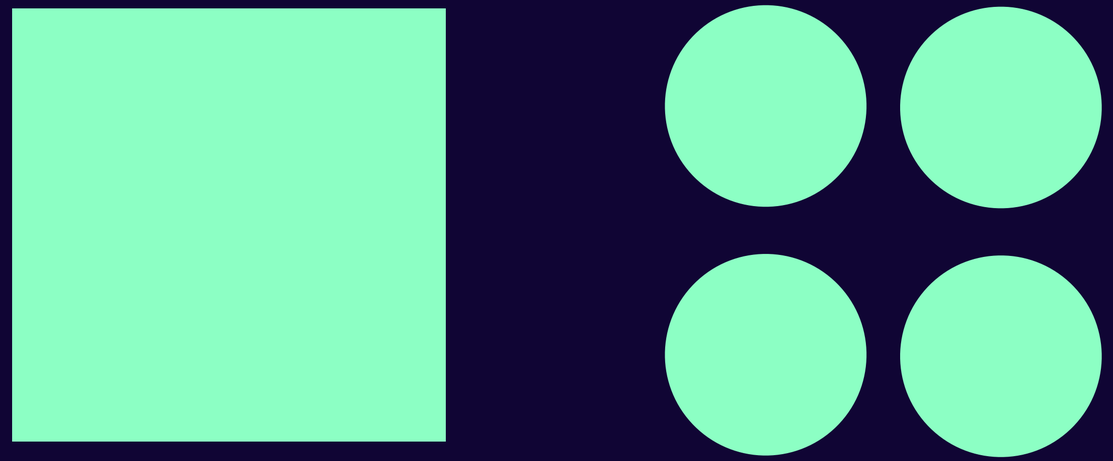
Contrast



Balance



Balance



Hierarchy

Proximity

Contrast

Balance

Design Elements

what makes it all

Typography

Colour

Imagery

Layout

Typography

Choosing fonts

How do you choose the correct fonts
for your project?

Easy mode

One font for **headings**,
one font for **paragraphs.**

Headings

Can be **bold**,
stylised, **interesting**...

Paragraphs

Needs to be **easy to read**, especially at **smaller sizes**.

Font pairings

Your font choices should work in harmony and embody the brand.

The History of the Castle

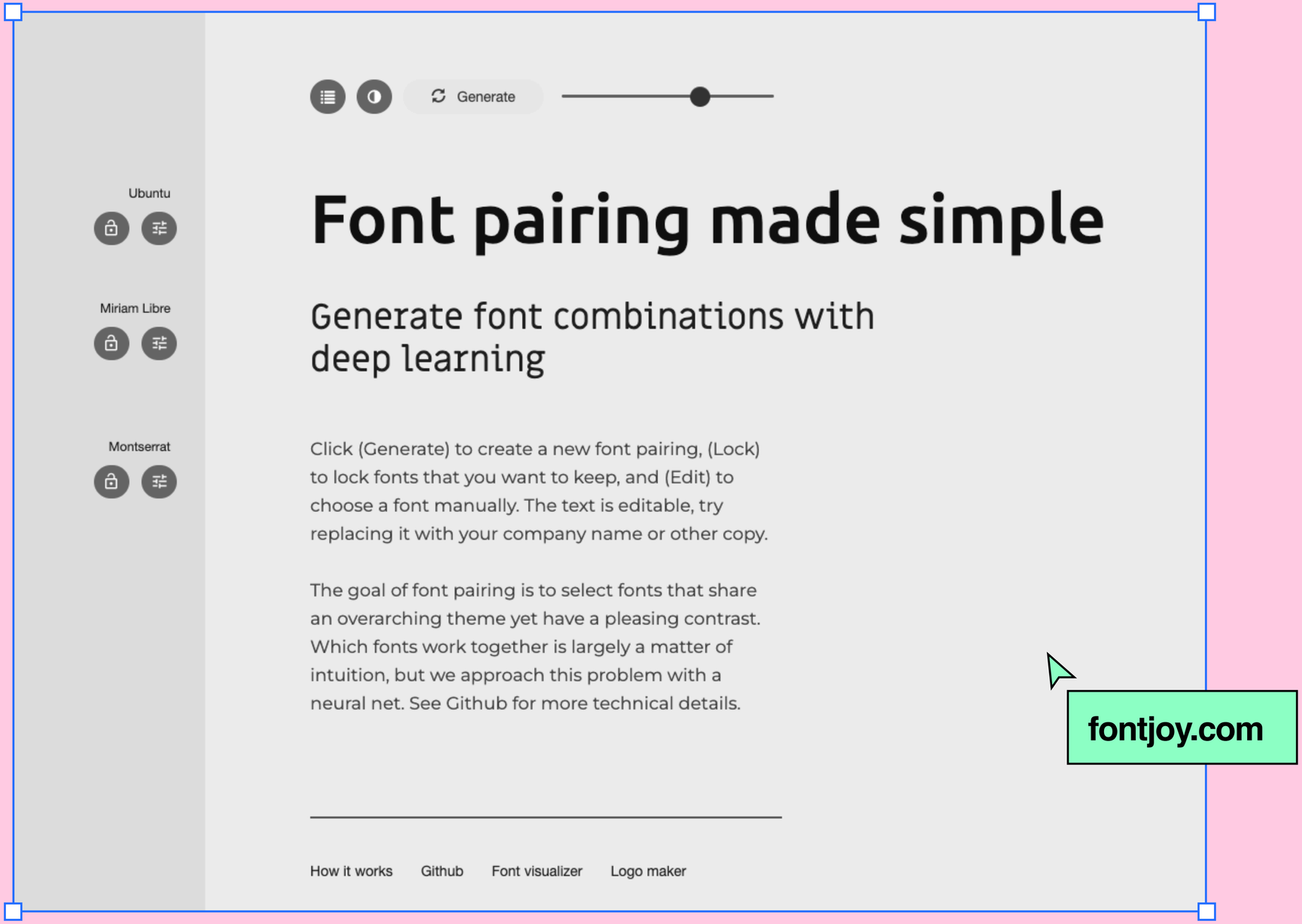
Civil War flared here, revolts roared here, and rebels roused the masses in the name of social justice. And, of course, the Castle was famously tussled over by Robin Hood and the villainous Sheriff of Nottingham in countless films and retellings of the legend.

Your visit to the gallery

Since opening in 2009, we have welcomed two million people and presented more than 50 exhibitions. We have become renowned for our innovative research and learning programmes, and our building has been hailed as an architectural triumph.

An out of this world experience!

Imagine a world where you can defy gravity, an inflatable terrain that launches you into orbit with every jump, a place where you and your friends can experience exhilarating fun like nothing else. Book a jump session and jump right in!


Generate
Ubuntu
Miriam Libre
Montserrat
Font pairing made simple
Generate font combinations with deep learning
Click (Generate) to create a new font pairing, (Lock) to lock fonts that you want to keep, and (Edit) to choose a font manually. The text is editable, try replacing it with your company name or other copy.
The goal of font pairing is to select fonts that share an overarching theme yet have a pleasing contrast. Which fonts work together is largely a matter of intuition, but we approach this problem with a neural net. See Github for more technical details.
How it works
Github
Font visualizer
Logo maker
fontjoy.com

Base Size

16 px (100%/1em)

Scale

1.250 – Major Third

Google Fonts

Poppins

Weight

400

Preview Text

A Visual Type Scale

Reset All | Save for Later

3.052rem/48.83px A Visual Type Scale

2.441rem/39.06px A Visual Type Scale

1.953rem/31.25px A Visual Type Scale

1.563rem/25.00px A Visual Type Scale

1.25rem/20.00px A Visual Type Scale

1rem/16.00px A Visual Type Scale

0.8rem/12.80px A Visual Type Scale

0.64rem/10.24px A Visual Type Scale

0.512rem/8.19px A Visual Type Scale

Squarespace is everything you need to sell anything: your brand, products, services, content, or reservations.

ads via Carbon

Grab the CSS | Edit on CodePen

A type tool by Jeremy Church

Body Font

– Same

Line Height

1.75

type-scale.com

Spacing

Getting line height &
paragraph spacing right.

Line height

Establishes the space **between** lines on the page.

Only when they set aside their differences did I see the true power they all share deep inside. I see now that the circumstances of one's birth are irrelevant. It is what you do with the gift of life that determines who you are.

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Paragraph Spacing

Spaces **before** and **after**
paragraphs.

Time travel

People assume that time is a strict progression of cause-and-effect.

But actually, from a non-linear, non-subjective viewpoint, it's more like a big ball of wibbly-wobbly timey-wimey stuff.

Fixed points in time

There are fixed points throughout time where things must stay exactly the way they are.

This is not one of them. This is an opportunity! Whatever happens here will create its own timeline, its own reality, a temporal tipping point.

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Colour

Creating a palette

How to choose what colours will be used most in your design.

Start with one

Choose your main colour and then build on it.

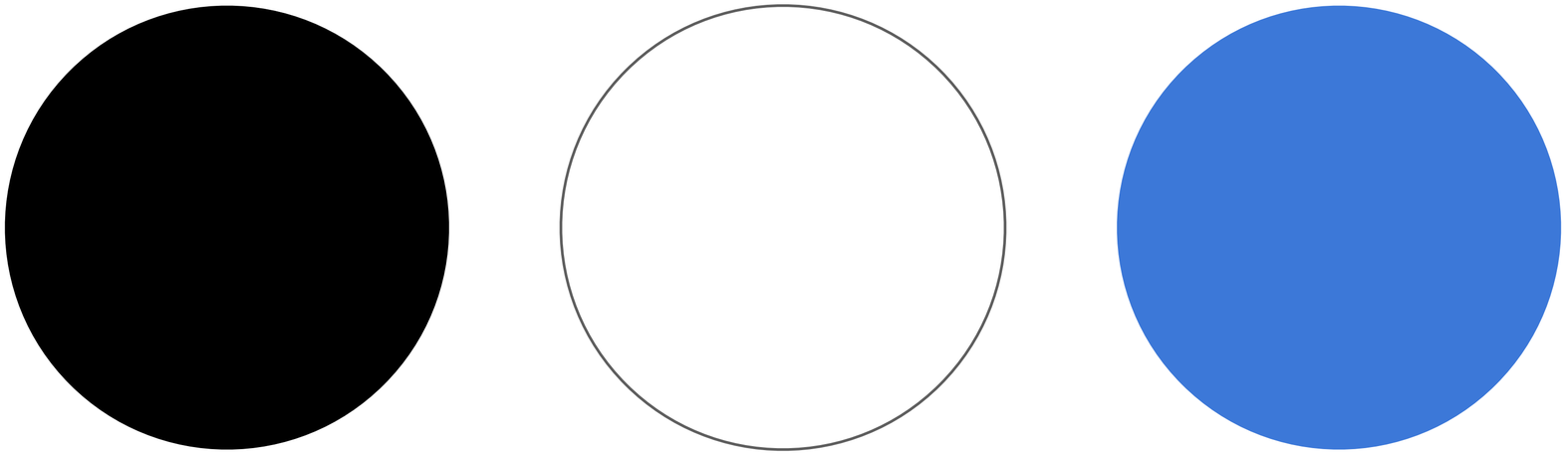
Main

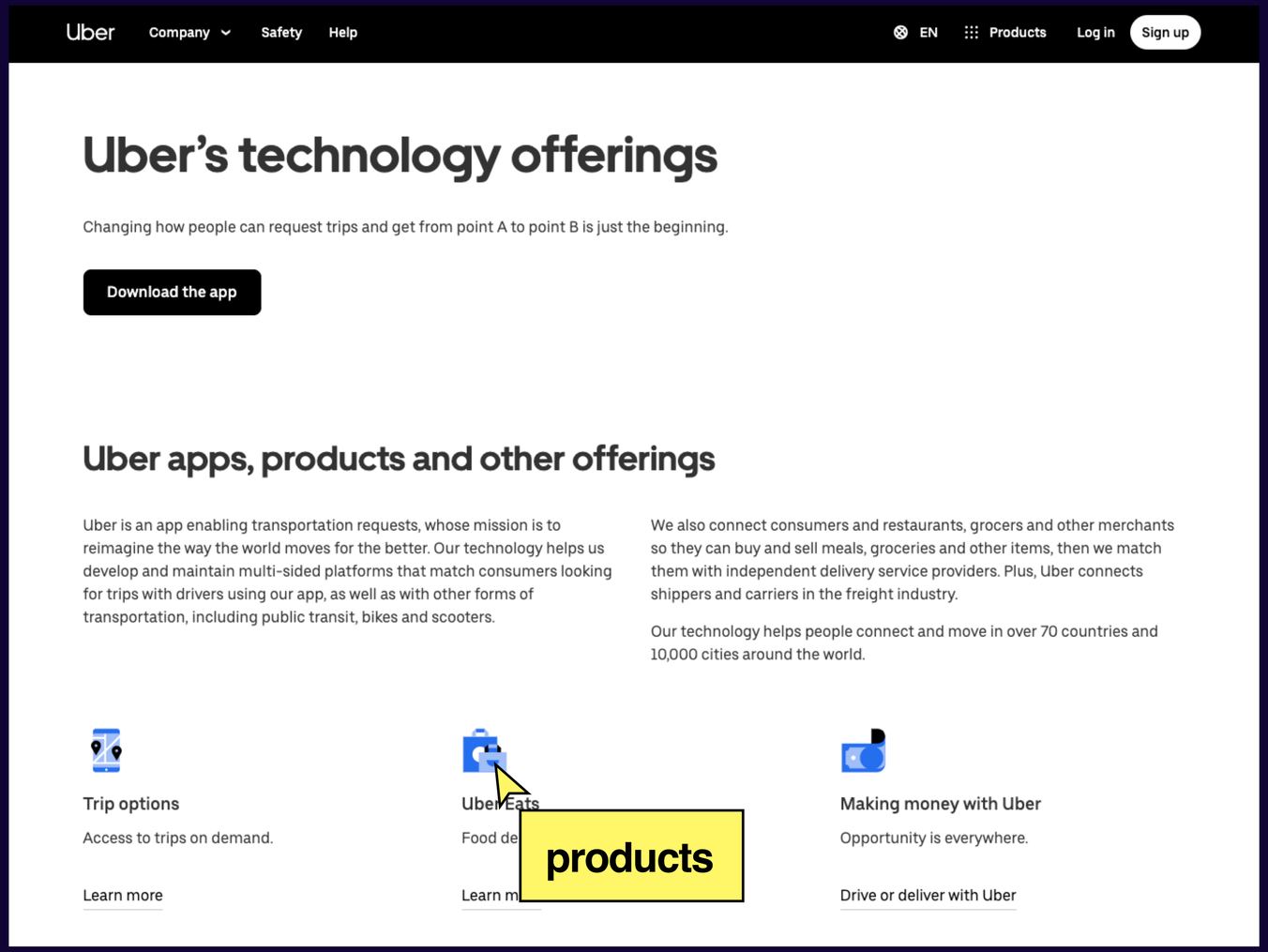
Supporting

Neutrals

Uber

Uber




Uber
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Help
EN
Products
Log in
Sign up
Uber's technology offerings
Changing how people can request trips and get from point A to point B is just the beginning.
Download the app
Uber apps, products and other offerings
Uber is an app enabling transportation requests, whose mission is to reimagine the way the world moves for the better. Our technology helps us develop and maintain multi-sided platforms that match consumers looking for trips with drivers using our app, as well as with other forms of transportation, including public transit, bikes and scooters.
We also connect consumers and restaurants, grocers and other merchants so they can buy and sell meals, groceries and other items, then we match them with independent delivery service providers. Plus, Uber connects shippers and carriers in the freight industry.
Our technology helps people connect and move in over 70 countries and 10,000 cities around the world.
Trip options
Access to trips on demand.
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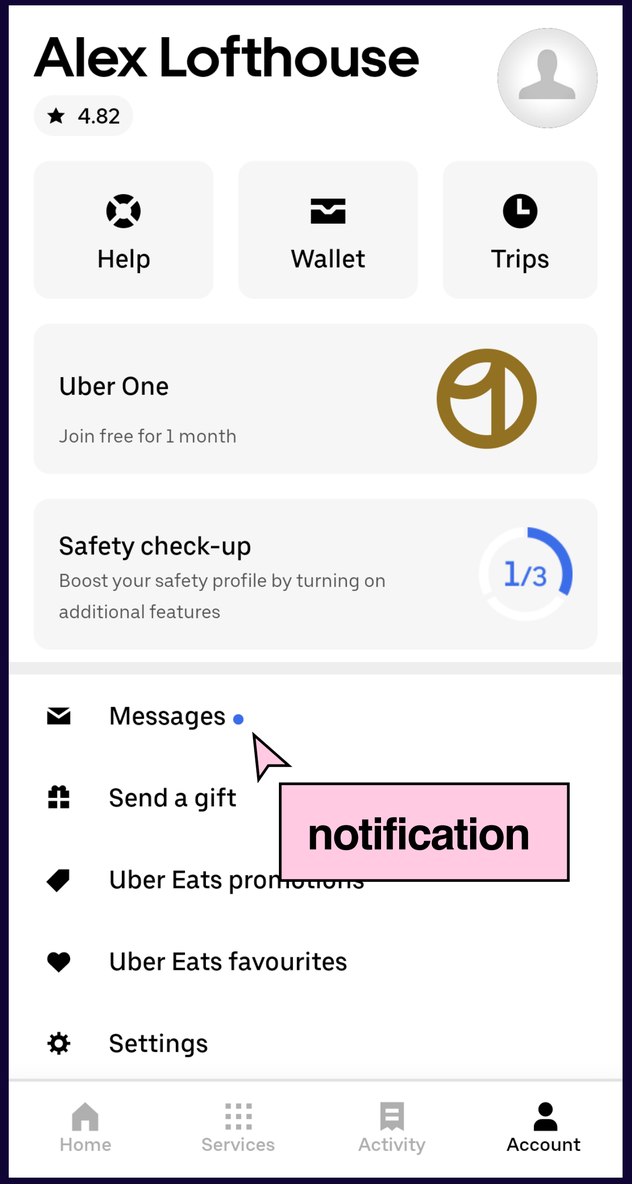
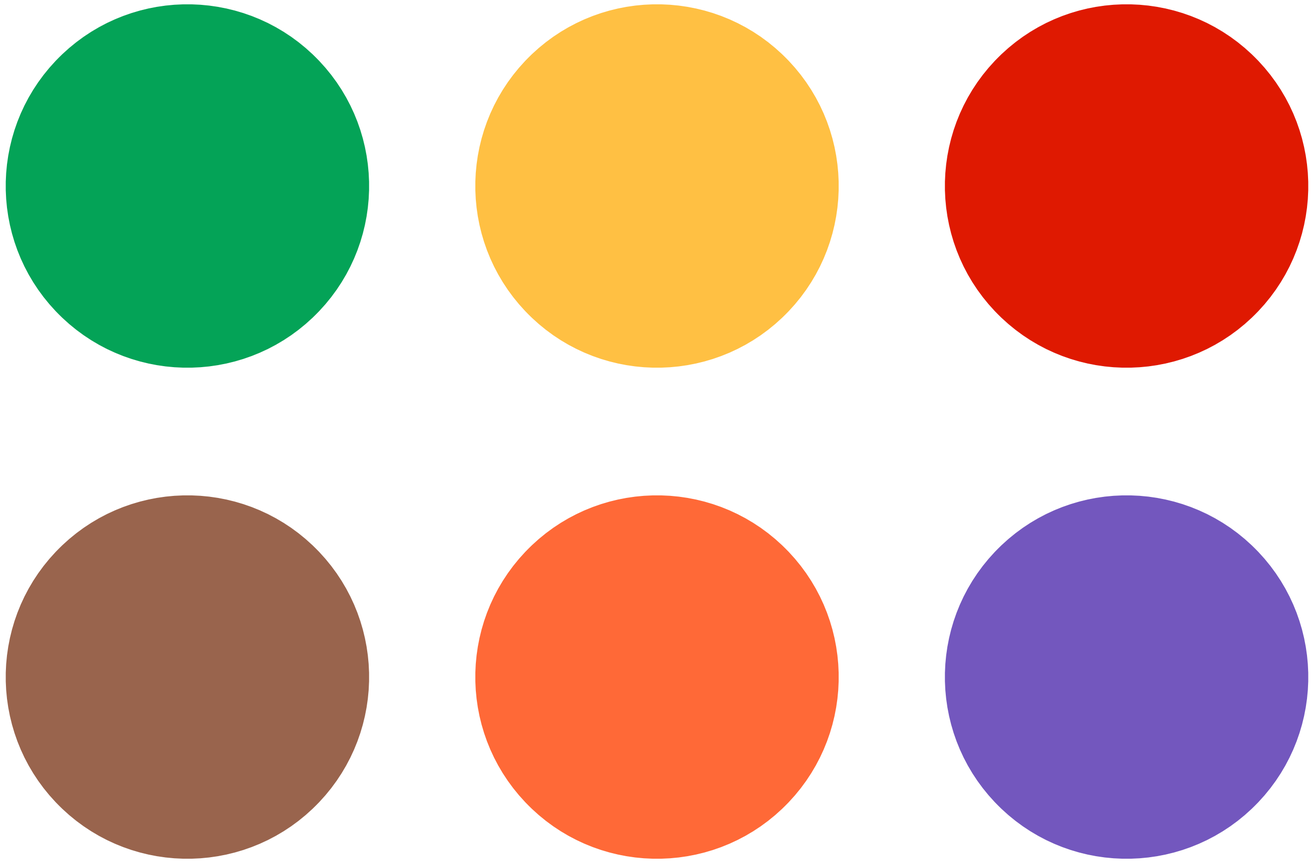
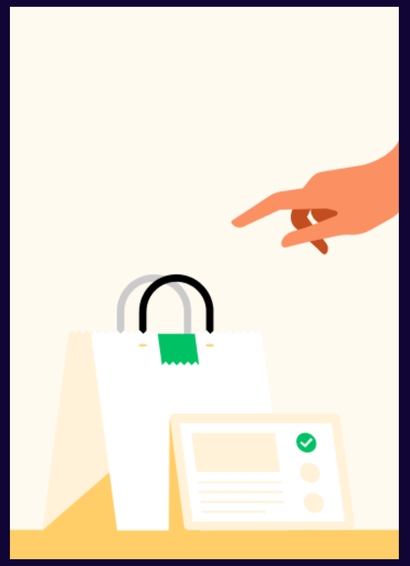
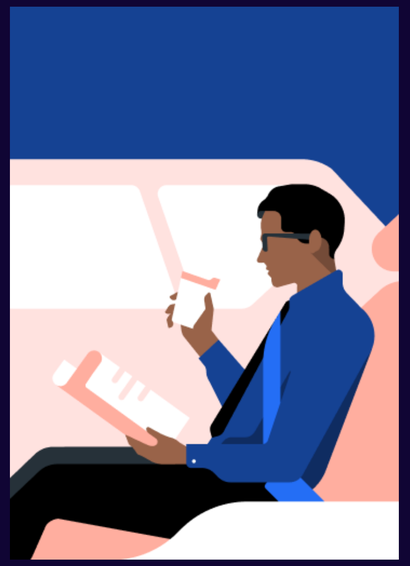
Food de
Learn m
Making money with Uber
Opportunity is everywhere.
Drive or deliver with Uber
products


Alex Lofthouse
4.82
Help
Wallet
Trips
Uber One
Join free for 1 month
Safety check-up
Boost your safety profile by turning on additional features
1/3
Messages
Send a gift
Uber Eats promotions
Uber Eats favourites
Settings
notification
Home
Services
Activity
Account







Rides

Delivery

Where to?

Now

Suggestions

See all

Ride

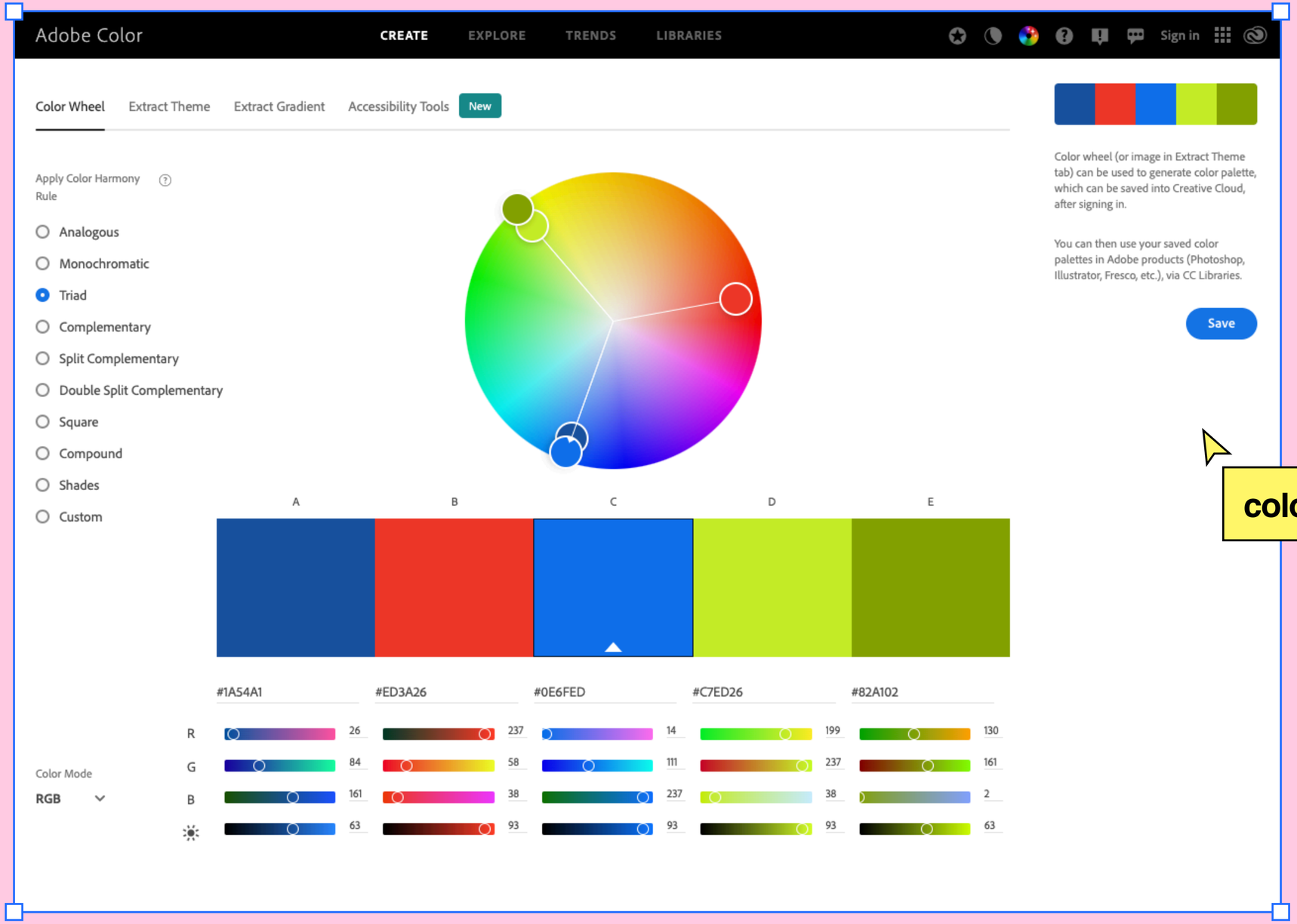
Reserve

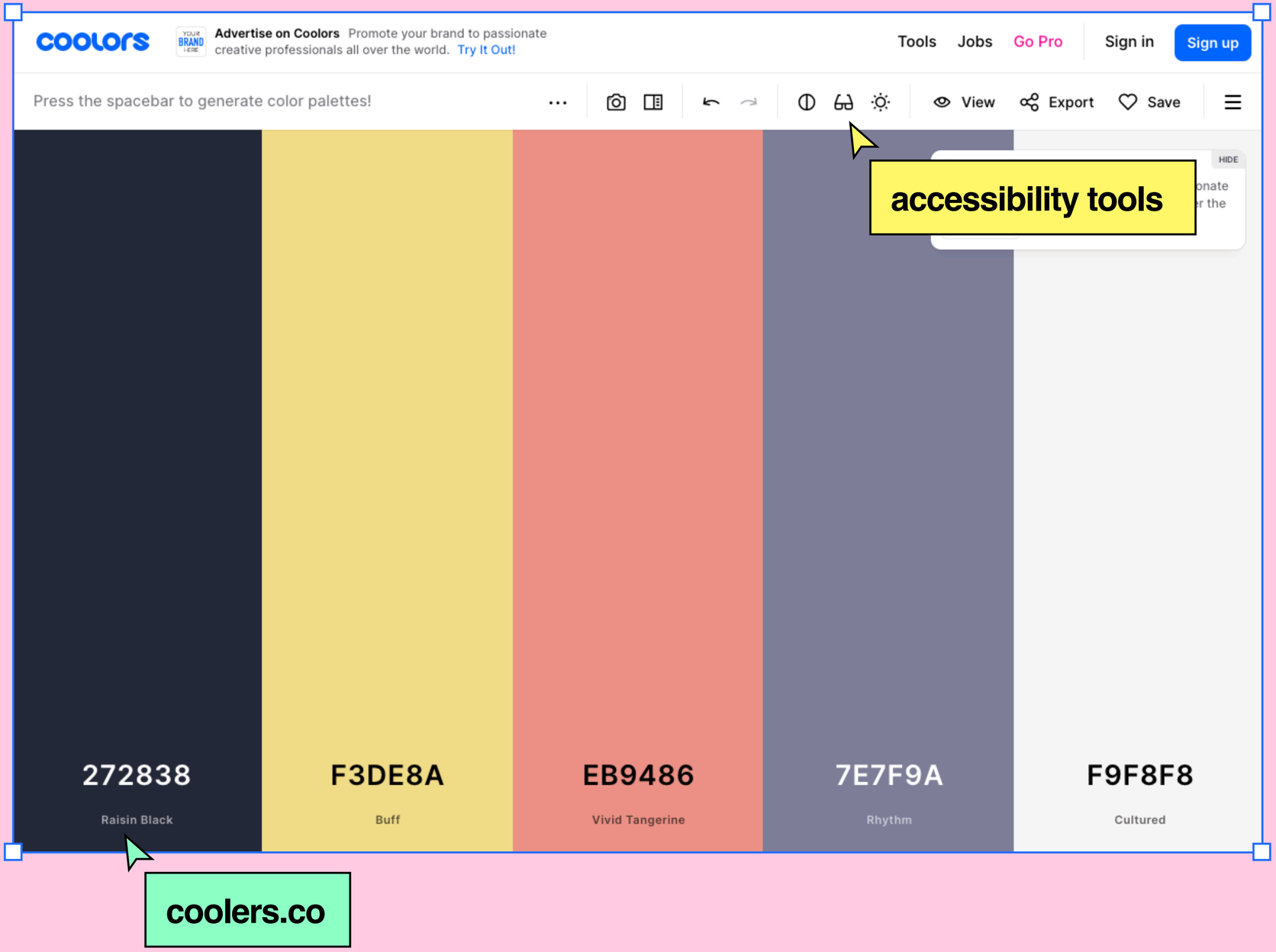
Rent

Travel

neutrals

Ways to plan with Uber


Adobe Color
CREATE
EXPLORE
TRENDS
LIBRARIES
Sign in
Color Wheel
Extract Theme
Extract Gradient
Accessibility Tools
New
Apply Color Harmony Rule
Analogous
Monochromatic
Triad
Complementary
Split Complementary
Double Split Complementary
Square
Compound
Shades
Custom
A
B
C
D
E
#1A54A1
#ED3A26
#0E6FED
#C7ED26
#82A102
R
G
B
26
84
161
63
237
58
38
93
14
111
237
93
199
237
38
93
130
161
2
63
Color Mode
RGB
Color wheel (or image in Extract Theme tab) can be used to generate color palette, which can be saved into Creative Cloud, after signing in.
You can then use your saved color palettes in Adobe products (Photoshop, Illustrator, Fresco, etc.), via CC Libraries.
Save
colour.adobe.com


coolors
Advertise on Coolors Promote your brand to passionate creative professionals all over the world. Try It Out!
Tools
Jobs
Go Pro
Sign in
Sign up
Press the spacebar to generate color palettes!
View
Export
Save
accessibility tools
HIDE
272838
Raisin Black
F3DE8A
Buff
EB9486
Vivid Tangerine
7E7F9A
Rhythm
F9F8F8
Cultured
coolers.co

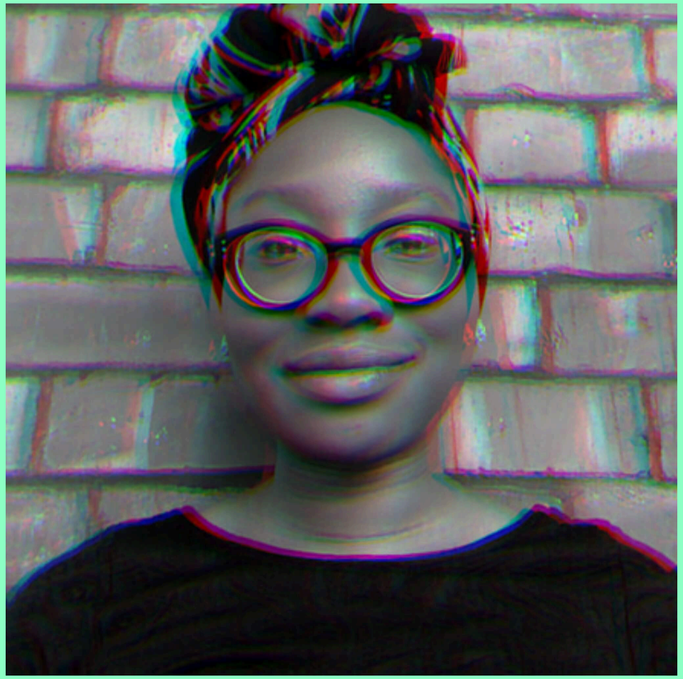
Imagery

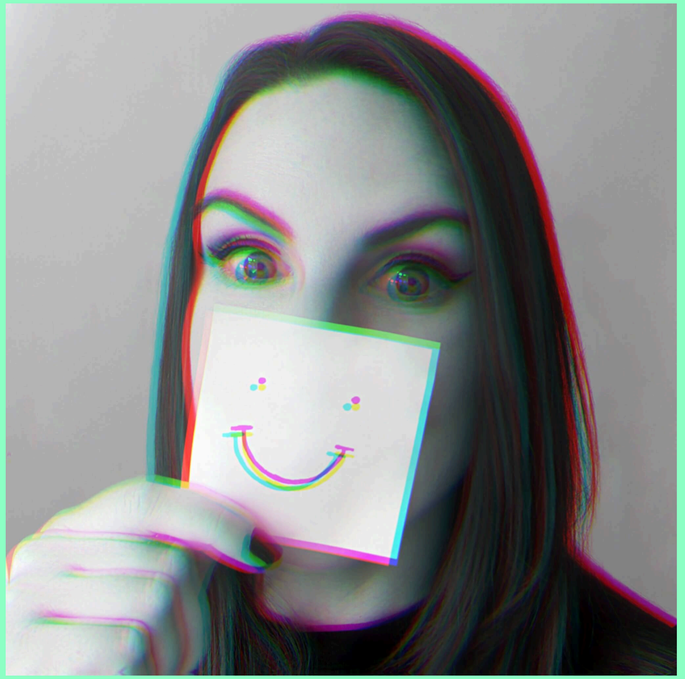
Photography

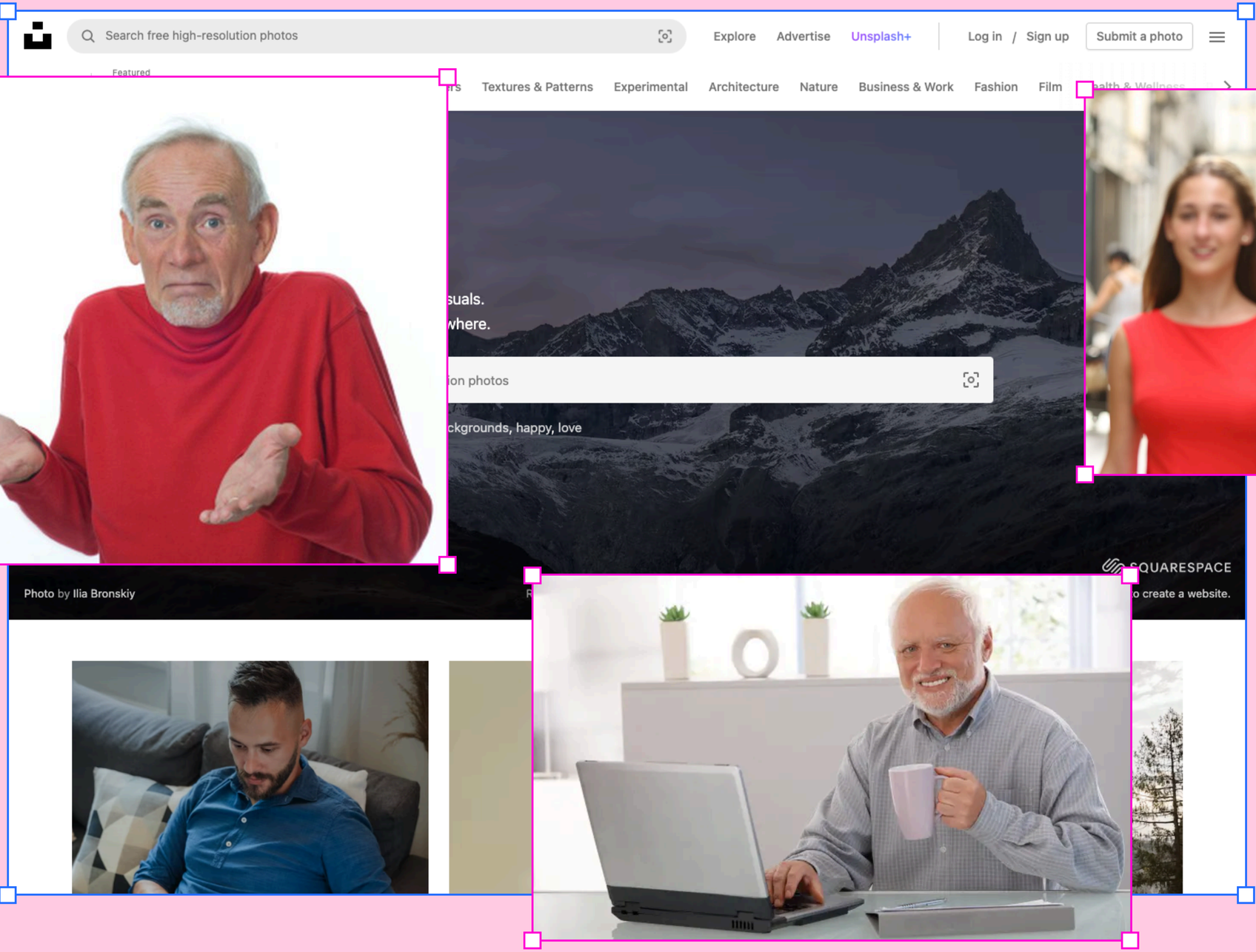
Getting the focal point right.

Image treatment

Enhance or add **interest** to imagery.



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Unsplash+
Log in / Sign up
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Featured
Textures & Patterns
Experimental
Architecture
Nature
Business & Work
Fashion
Film
suals.
where.
ion photos
ckgrounds, happy, love
Photo by Ilia Bronskiy
SQUARESPACE
o create a website.

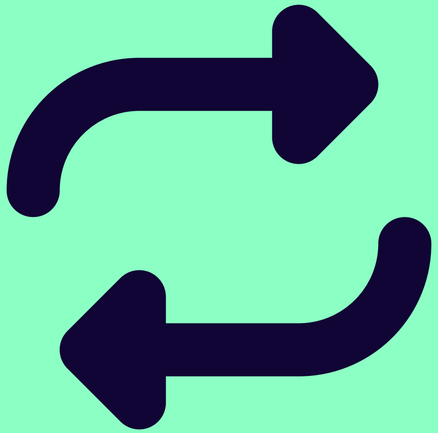
Iconography

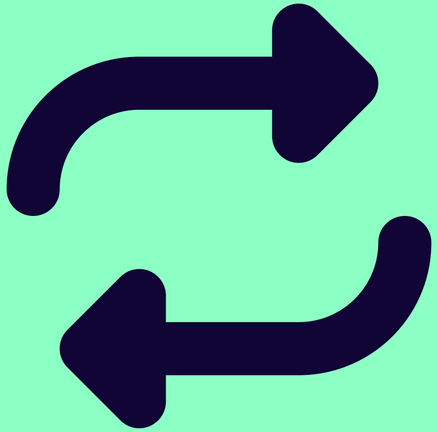
Signposting through the web.

Search

Menu

Delete



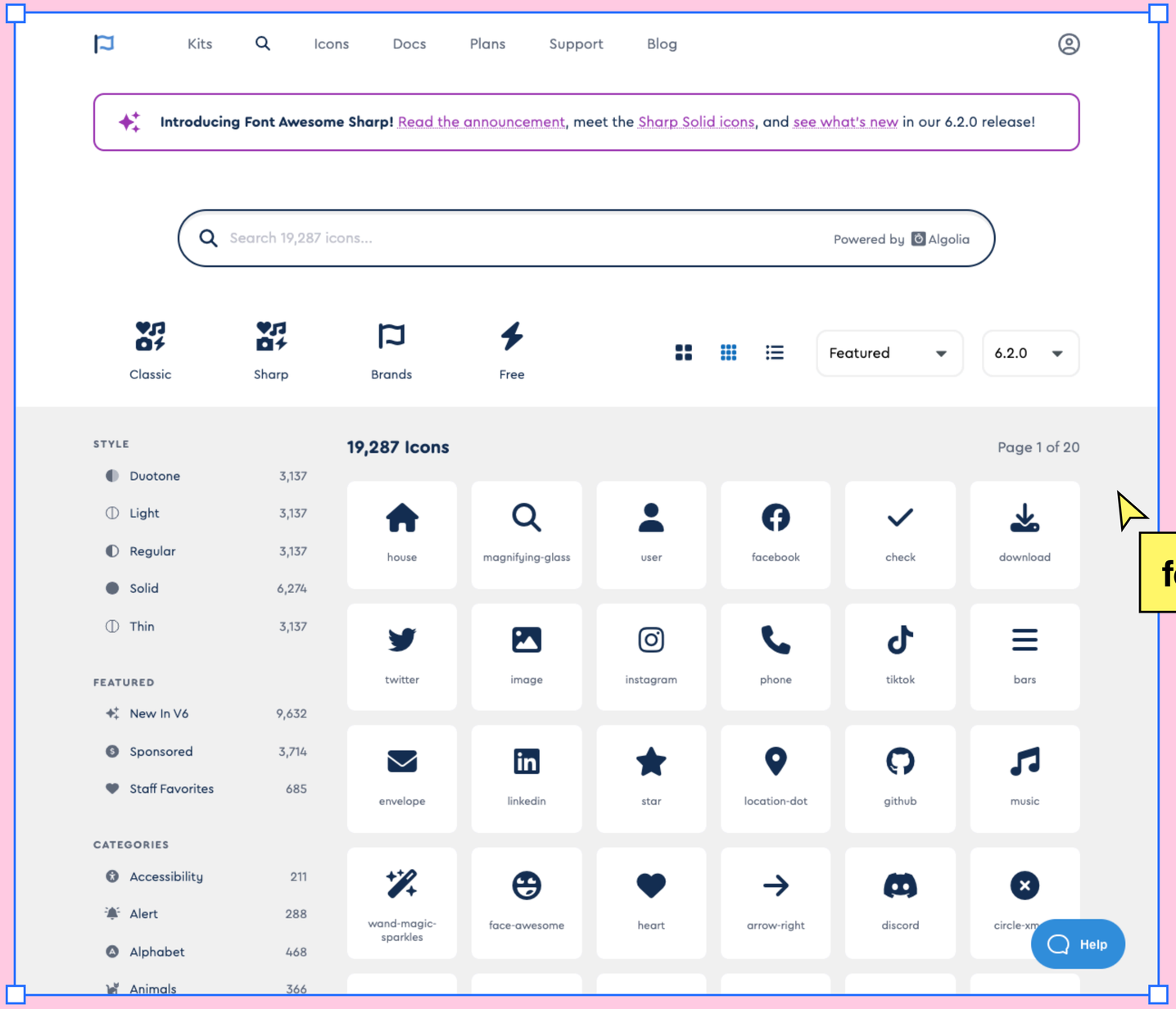


Wishlist

Repeat

FAQs

label ambiguous icons

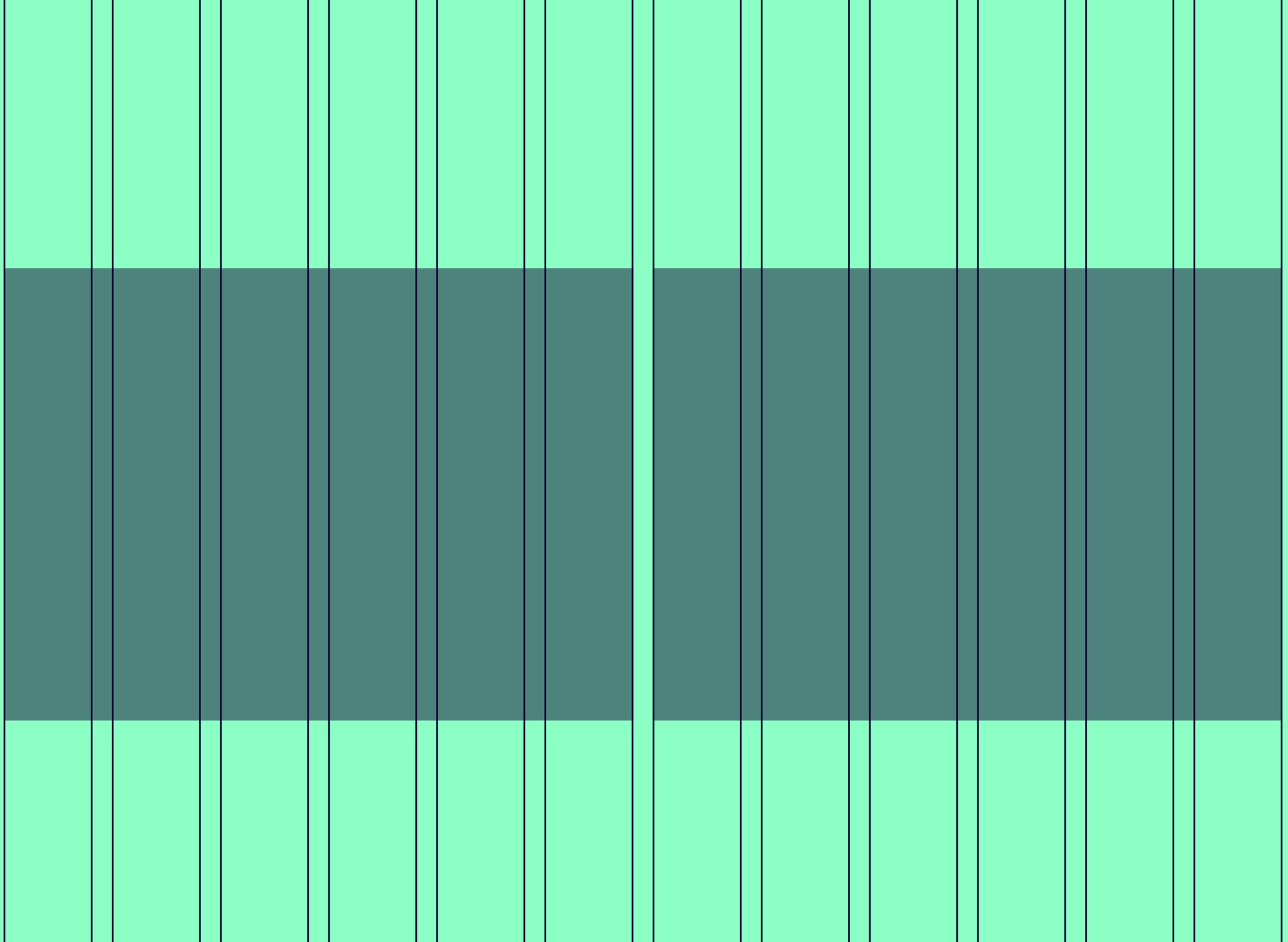


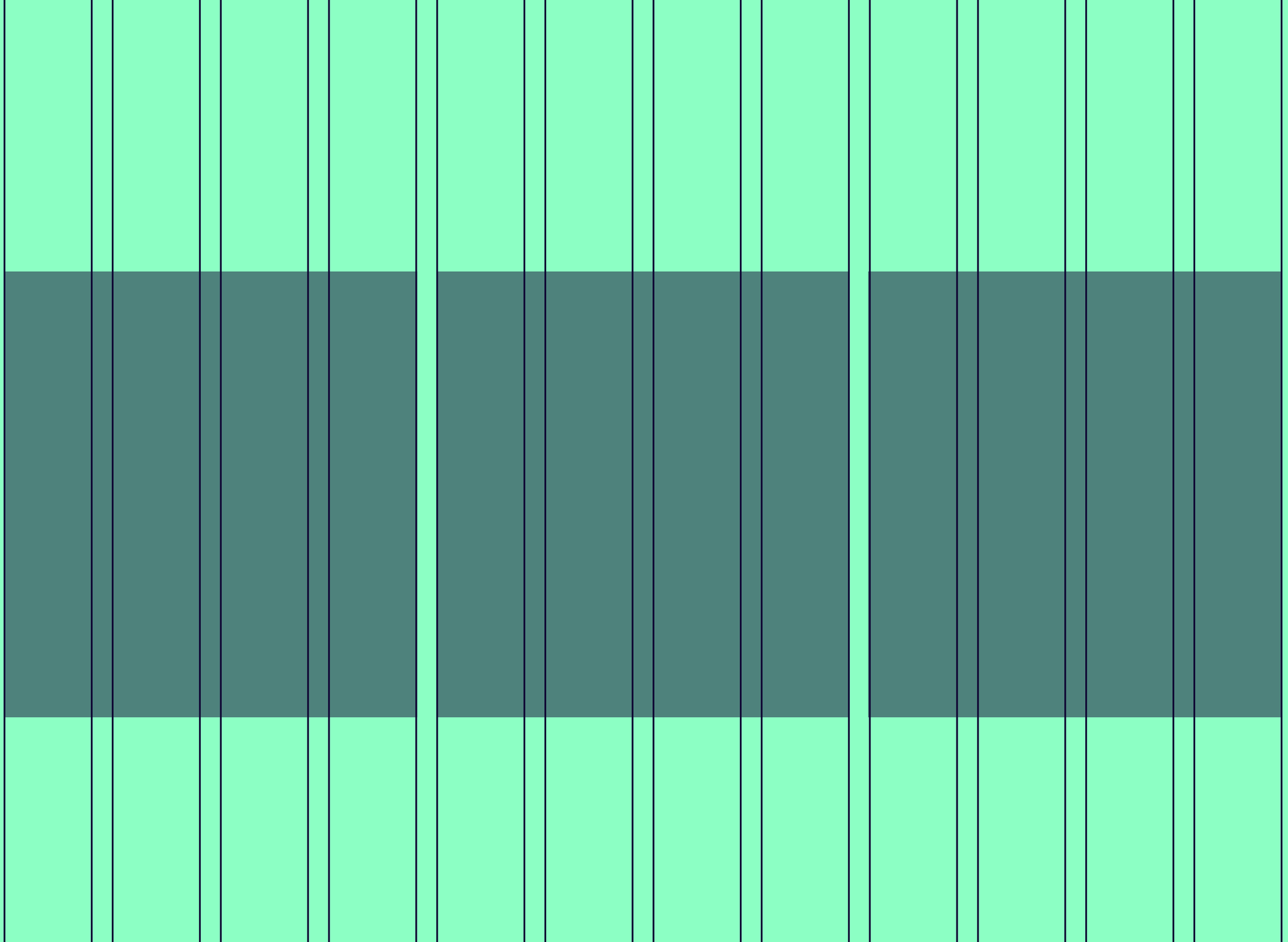
fontawesome.com

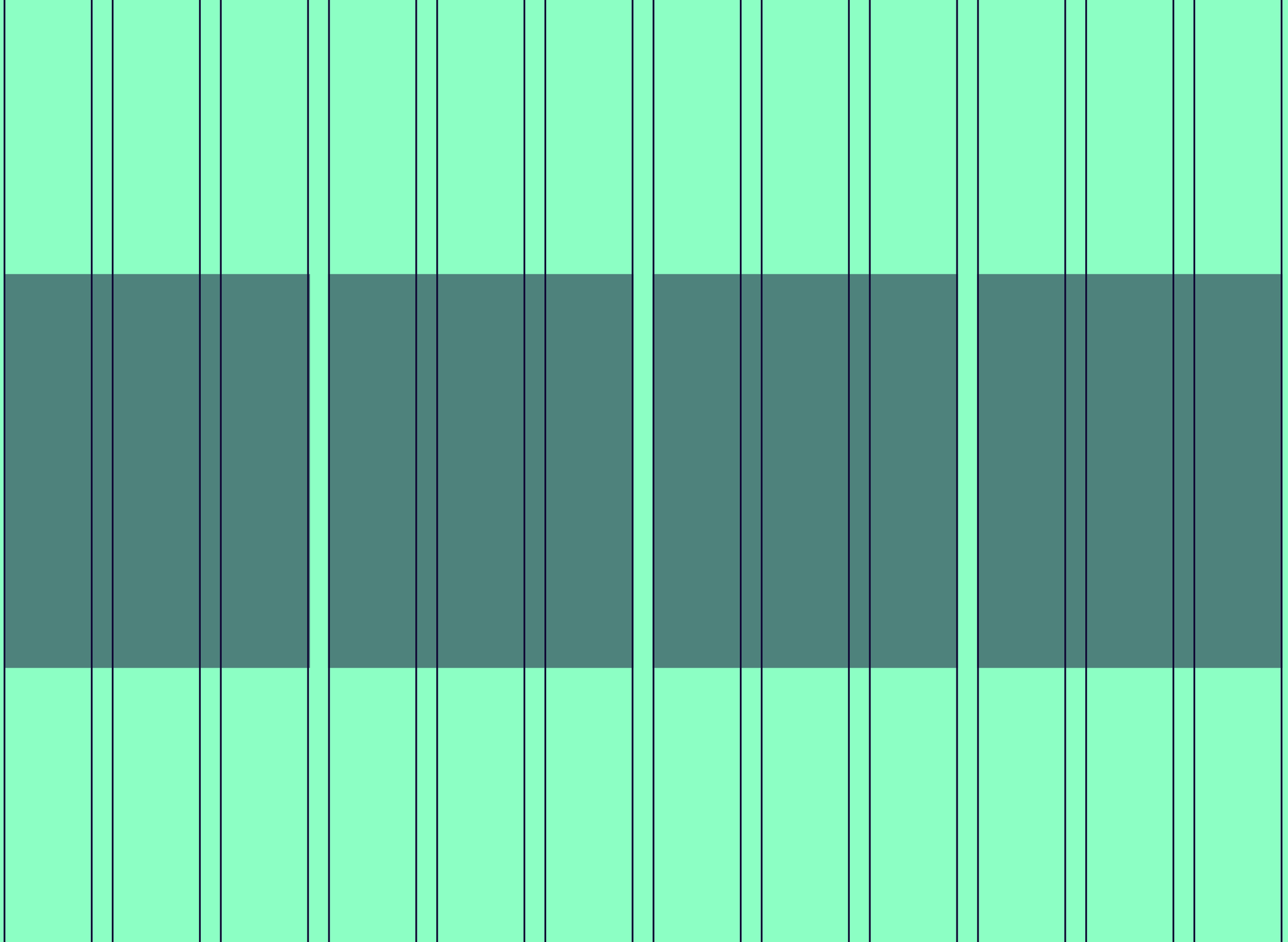
Layout

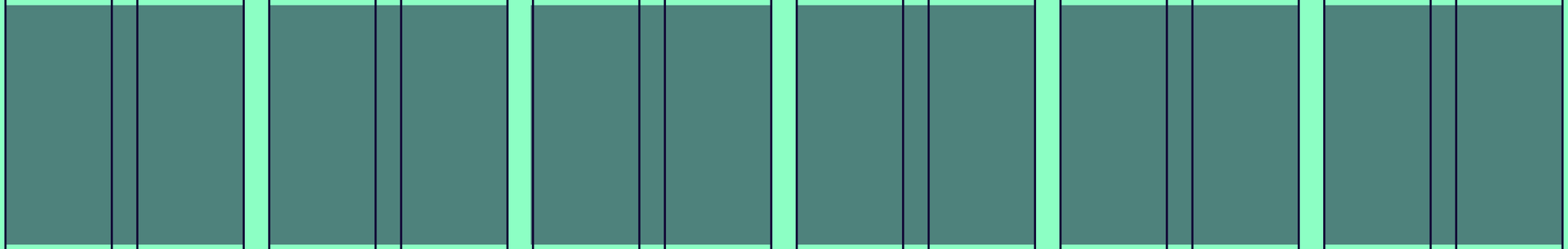
Setting up a grid

12 column grids allow for
division by 2, 3, 4 and 6





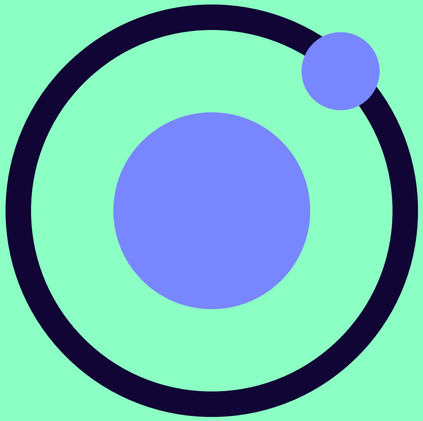




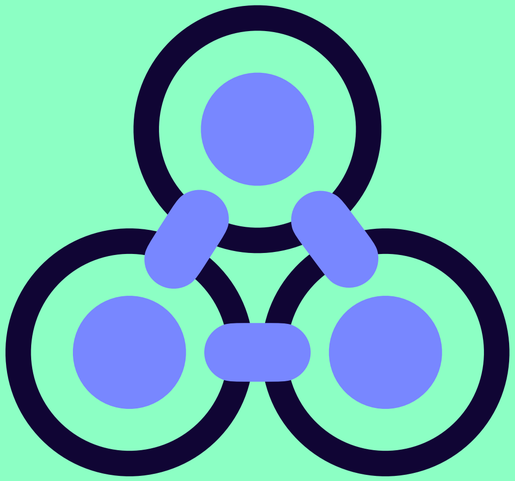
Components

Creating a component starts with small elements, building up to larger ones

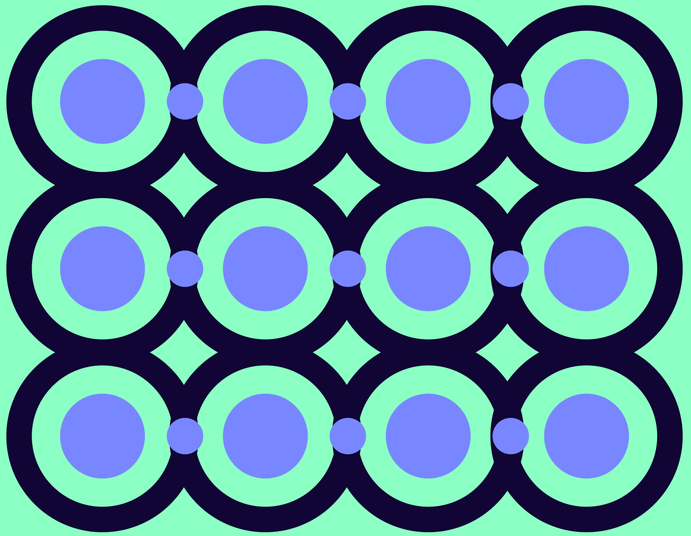
atomicdesign.bradfrost.com



Atoms



Molecules



Organisms

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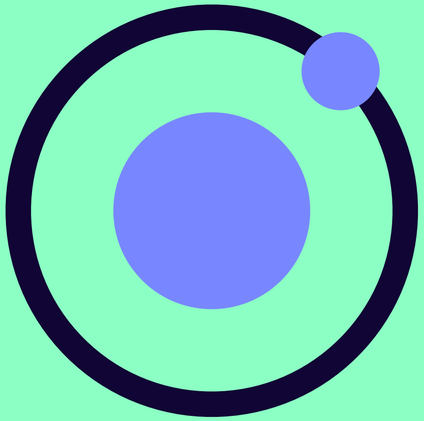

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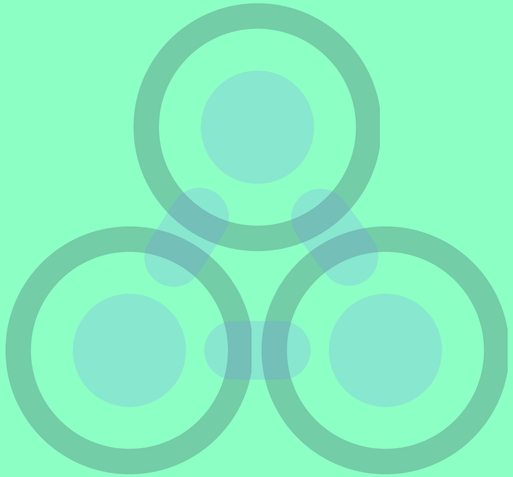
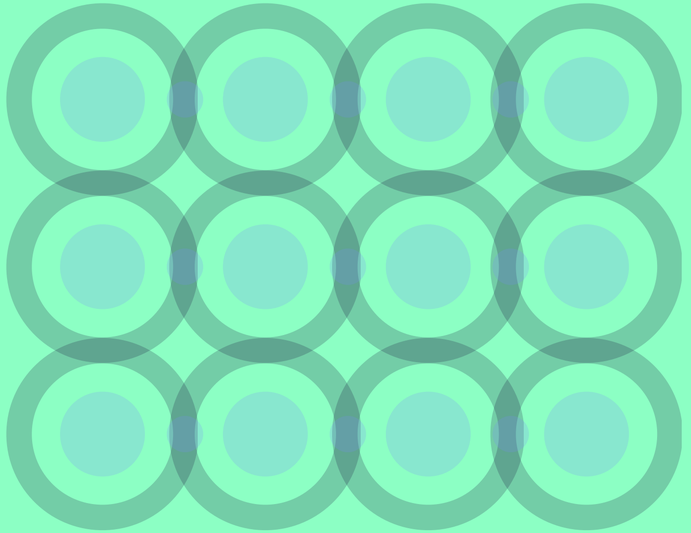


Molecules



Organisms

Self Destructive Tee

£30.00

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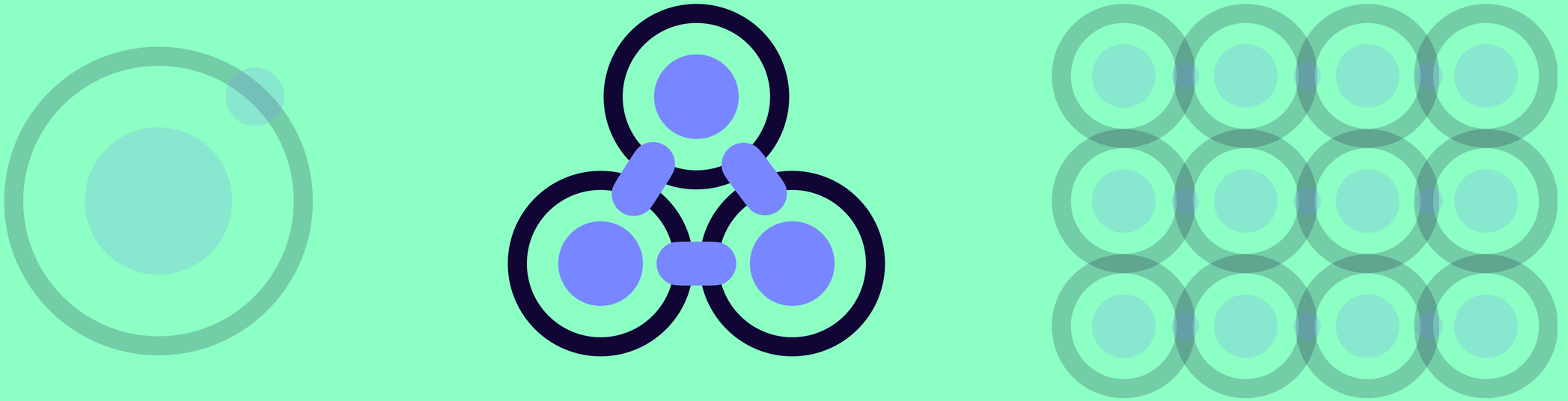

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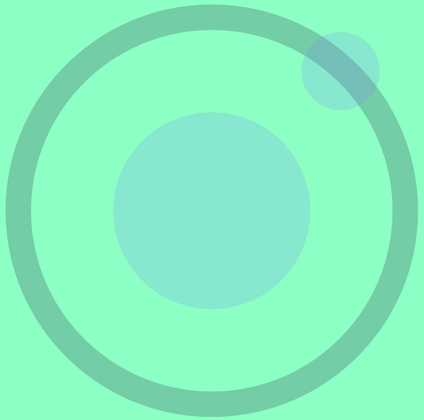

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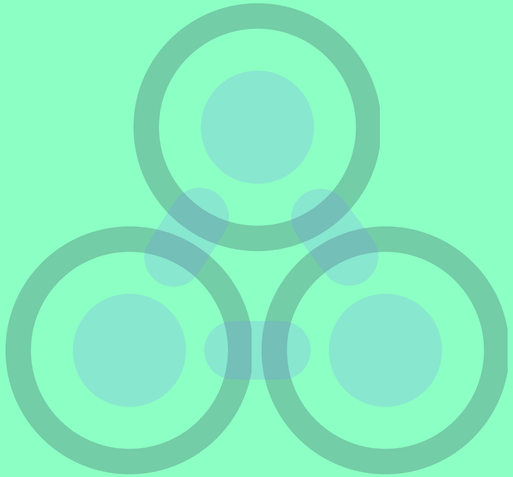

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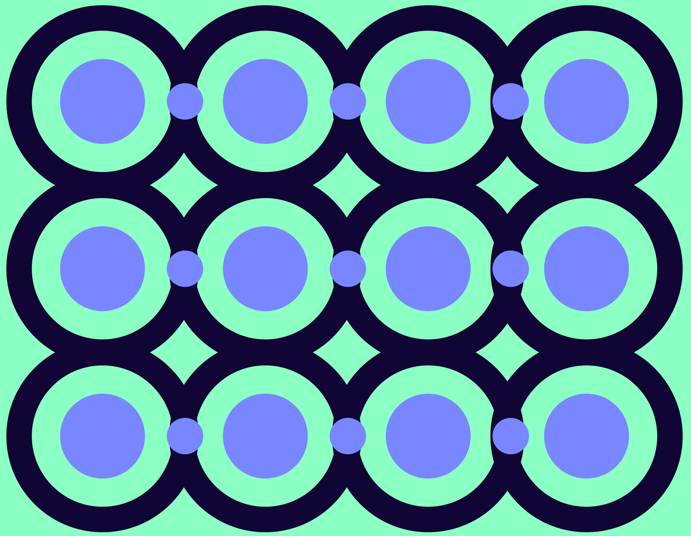

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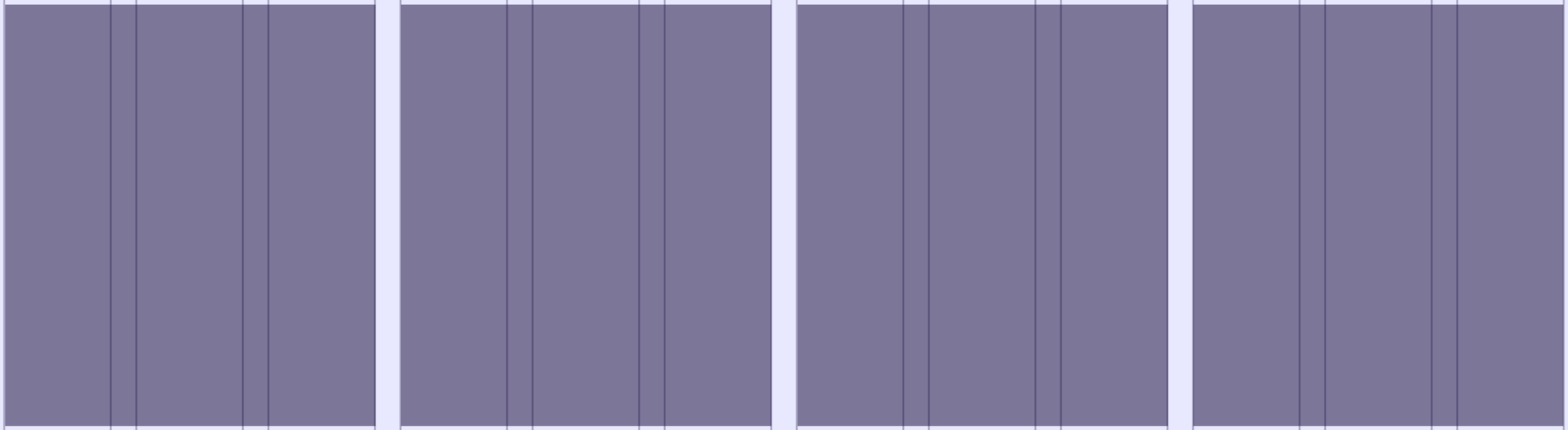

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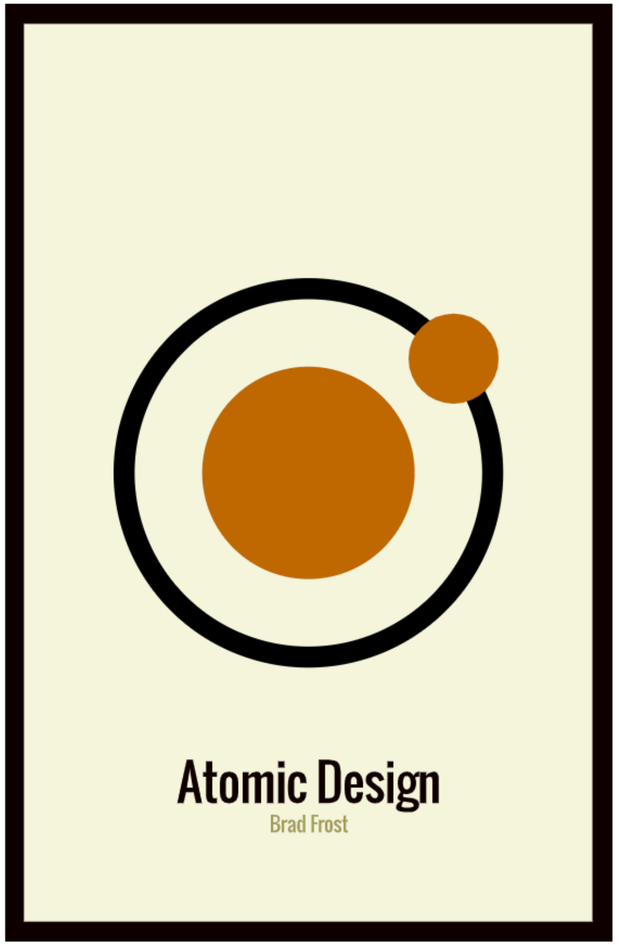

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Atomic Design by Brad Frost

We're tasked with making interfaces for more users in more contexts using more browsers on more devices with more screen sizes and more capabilities than ever before. That's a daunting task indeed. Thankfully, design systems are here to help.

Atomic Design details all that goes into creating and maintaining robust design systems, allowing you to roll out higher quality, more consistent UIs faster than ever before. This book introduces a methodology for thinking of our UIs as thoughtful hierarchies, discusses the qualities of effective pattern libraries, and showcases techniques to transform your team's design and development workflow.

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Guide Price: £200,000

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Bedrooms: 2
Bathrooms: 1

Agent: Purple Bricks
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BATHROOMS
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Getting started is easy

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- You’ll go through the approval process – once approved you’ll get your own credit limit.
- Spread a transaction over instalments. Choose in 3, 6 or 12.

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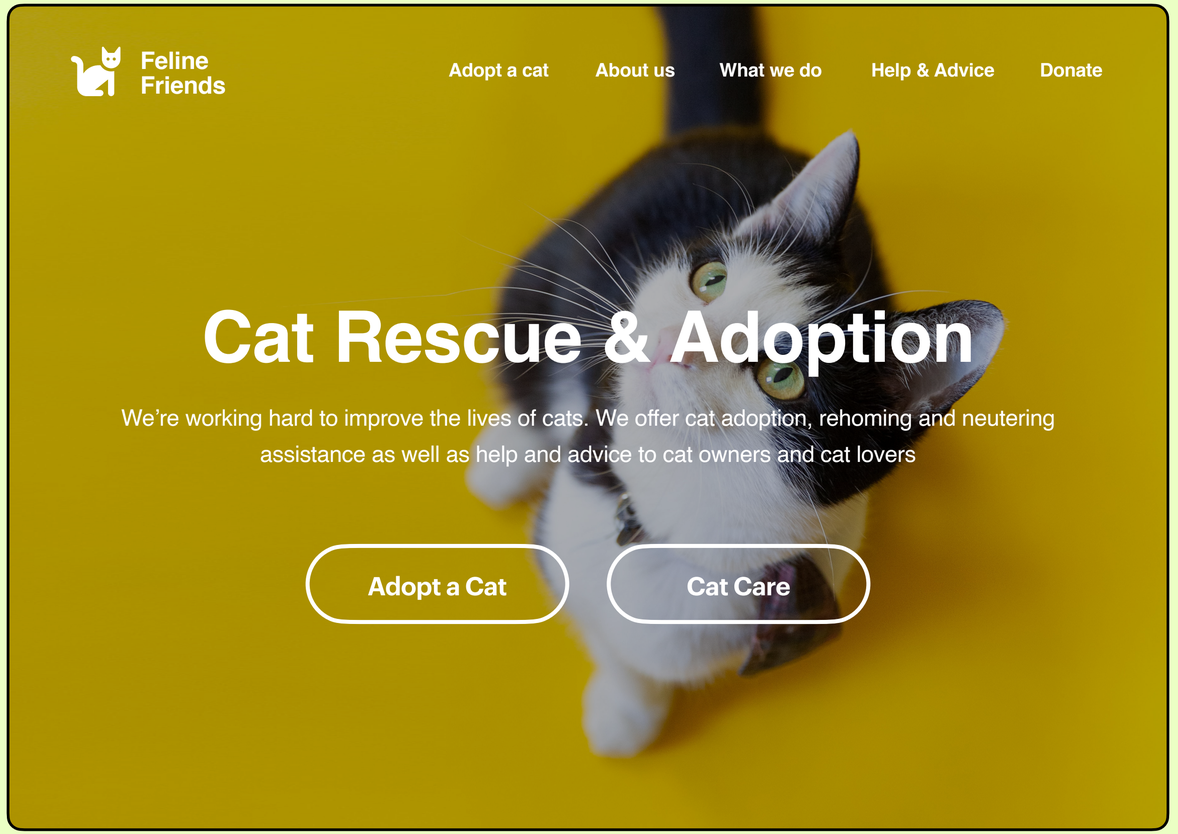
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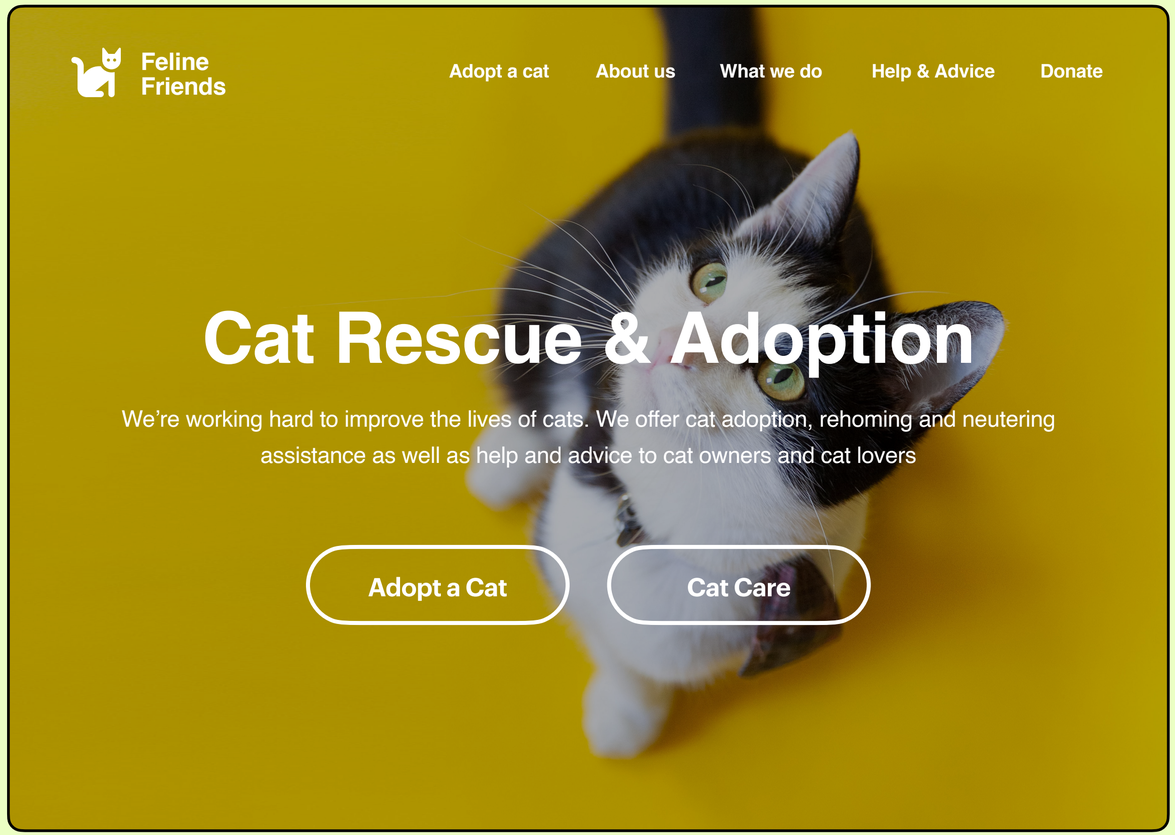
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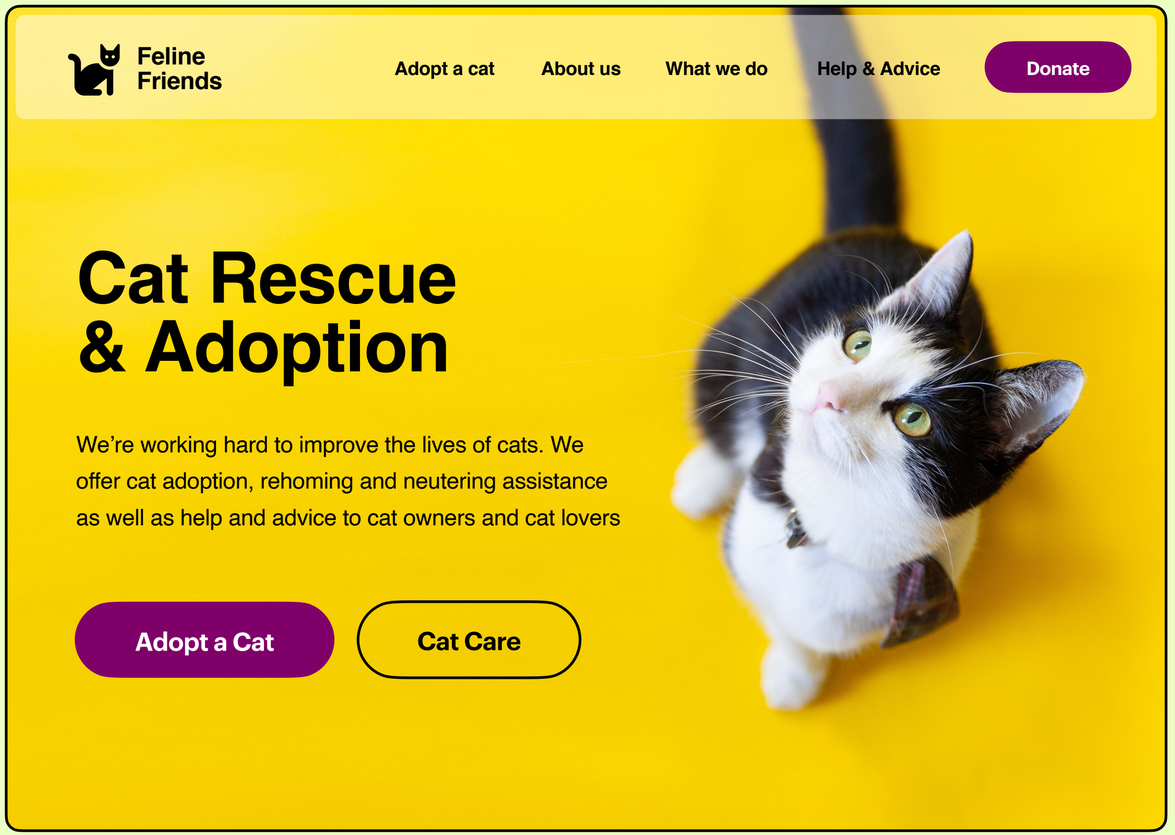
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Thank you!

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