

28/09/20

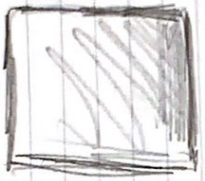
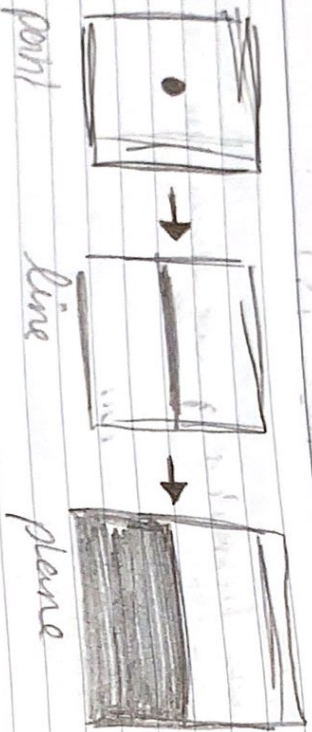
Project 2 - One hundred Heavens

- how many examples of something you can find

- point, line & plane - 100 examples of where it occurs everyday.

Part 02

- ↳ individually, choose your nine few images from your research and create an idea sheet based on your choices.
- ↳ post on blogs & instagram account
- ↳ create a narrative



• point joined turns into a line

• lines joined turns into a plane

duplicate - fill -

IXD-101 - core principals

03 design principles

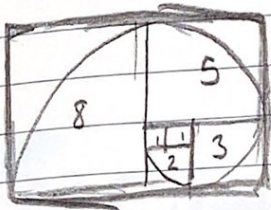
• Vitruvian Man - Da Vinci - 1487

↳ ideal body proportion

↳ buildings created suited the human form

↳ wingspan same as your height

Golden Ratio



• the Golden Section, or divine proportion is a visual representation of the number PHI (ϕ)

PHI is - 1.618033988749895

can be rounded down to - 1.62

Fibonacci Sequence

↳ 0, 1, 1, 2, 3, 5, 8, 13, 21, 34, 55, 89, 144, 233

- ↳ logical to balance
- ↳ sense of proportion
- ↳ relationship between different sizes

(type-scale.com) useful tool

- ethical responsibility to design something that'll fit

10 core principles

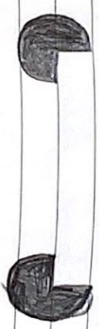
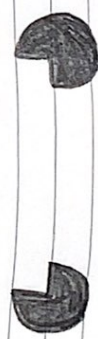
- by Dieter Rams - Director of BRUNN

1. Good design is unobtrusive
2. Good design makes a product useful
3. Good design is aesthetic
- only something that is well designed can be beautiful
4. Good design makes a product understandable
5. Good design is unobstructive
6. Good design is honest
7. Good design is long lasting
8. Good design is thorough down to the last detail
9. Good design is environmentally friendly
10. Good design is as little design as possible.

Gestalt Principles of Visual Perception

- from/shore

- as humans we look for logic - try to make sense of visual information and organise it to comprehend



"Great designers understand the powerful role that psychology plays in visual perception. What happens when someone's eye meets your design creation? How does their visual road to the message your piece is sharing?"

- Laura Gyshe

Brand Content Strategist at Altaba

Proximity

Similarity "same colour must be related"
Shape, size & colour

- colour & position goes together
- makes a process as simple as possible

IxD-101 - typography 04

"Real creativity doesn't come from struggling to answer a difficult brief. Real creativity comes from getting up a system of the brief and finding a different answer. Reinterpreting the brief is often solving the problem."

- Dave Trott

What we'll be covering

1. Guiding a Vocabulary - Typography

2. The Letter

3. The Word

4. The Paragraph

5. Hierarchy

- Wolfgang Weingart -

Asymmetry

manipulating letters and numbers to create something new, combining forms

6 number & letter combination

- Play with meaning - words within words

- kerning - individual space between letters in

- Tracking - individual space between letters

better layout makes content more digestible.

- leading

- line height

- if measure is too wide L (sym) make it as comfortable for the reader as possible - makes sure they don't get fed up - especially get there a mass of text to read.

Hierarchy

finding the optimum measure 60-80 characters

Order - determine what's important

Separation

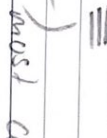
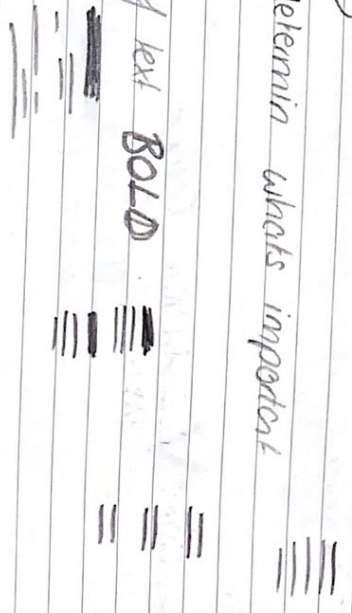
Weight of text **BOLD**

Size

Location on page

Colour (stephens)

in most cases



Grids

Colour presents the designs with limited opportunities.

- series with minimal elements is very effective
playing with clarity - Grey background - texture

◦ Pantopticon - Murlmcreil.com

- PUSH THE BOUNDARIES -

◦ Bringing your personality into something

Subtractive \vee additive colour

the more you add the more reflected

GUI's

19/10/20

IXD 101 - An Intro to User Interface Design

• UI Design focuses on anticipating what users might need to do and ensuring that the interface has elements that are easy to access, understand, and use to facilitate these actions. UI brings together concepts from interaction design, visual design, & information architecture.

- first GUI created in 1981

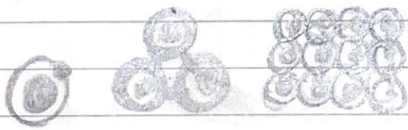
• Mac first used for more commercial usage
- 1995 official release.

mismatch design - thinking about what we design with inclusive accessibility.

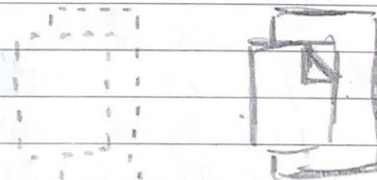
• A design system is a collection of reusable components, guided by clear standards, that can be assembled together to build any number of applications

- STYLE & DESIGN guidelines
- UI/Pattern/Component Libraries
- Content Style Guidelines

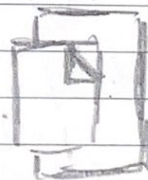
• mailchimp



Atoms molecules organisms



templates



pages

Why use design systems?

• to ensure the visual content is presented in a consistent manner as possible.

• material design (material.io/design)

• UI-patterns.com

• The only one you should ever have your name of UI in:

- KOREAN
- CHINESE
- JAPANESE

• IDENTIFIABLE (IDEO.ORG)

• FINDABLE

Human Interface Guidelines

- con flakes

fundamentals of UI

• UI building blocks

Consistency is key!

- ↳ Line weights are the same thickness
- ↳ color palette is consistent
- ↳ Elements with border-radius use the same radii
- ↳ spacing within elements is the same

ALIGNED SIZED SCALED

UI CARDS

• a card is a UI design pattern that groups related information in a flexible size container visually resembling a playing card.

- a self made unit that help focus the eye on that particular area

USER INTERFACE ELEMENTS: AN INTO

UI element can usually fit into one of the following 4 categories

Input controls allow users to input information into the system. If you need your users to tell you what country they are in, for example, you'll use an input control to let them do so.

Navigational components help users move around a product or website. Common navigational components include tab bars on an iOS device and a hamburger menu on an Android.

Informational components share information with users.

Containers hold related content together.

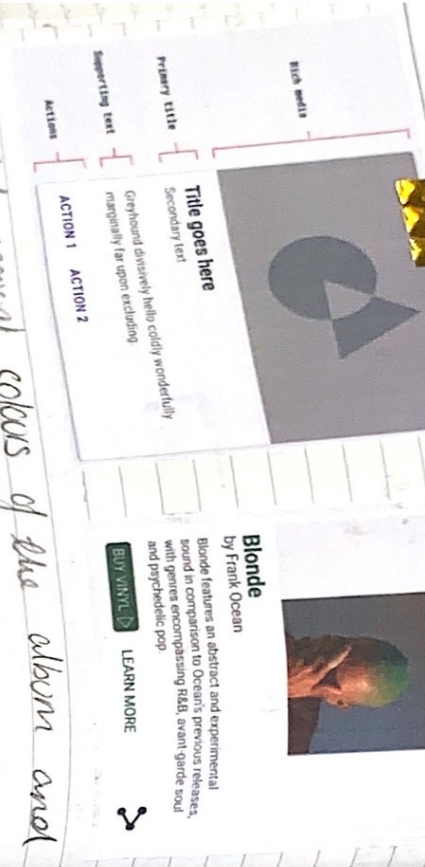
IN CLASS TASK

(material.io/components/cards) & figma.

- Album cover UI card of favourite artist (google material design)
- helps to learn positioning & scale

my work on next page

UI Card Layout



- take into account colours of the album and incorporate into buttons

- be mindful of the smaller details

- when designing your interface try to be consistent and predictable in your choice of interface elements
- what if they are aware of it or not, users have become familiar with certain UI elements, so choosing to adapt those elements appropriately will help with task completion and satisfaction

Once you get the design right on this page to reproduce that.

HOMEWORK

Follow the Program

GRAPHIC PERSPECTIVE

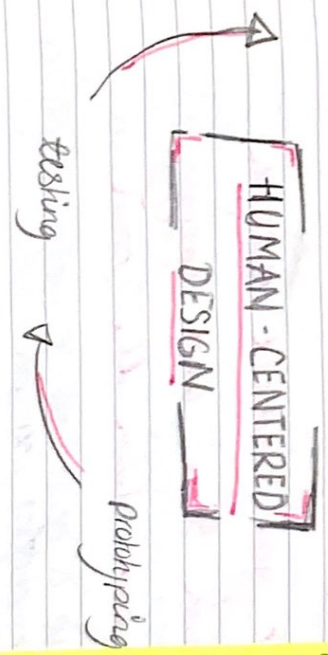
HEIRARCHY

NO SIZE RESTRICTIONS
- My own interpretation -
- appropriate to genre of music

AN intro to HUMAN CENTRED DESIGN

26/10/20 - week 7

Observation → idea generation



QUESTIONS TO ASK

• who will be using this product?

• In what context (time, place, device, etc) will it most likely happen

FOCUS ON THE PEOPLE (using the product)

FIND THE RIGHT PROBLEM

THINK OF EVERYTHING AS A SYSTEM

ALWAYS VALIDATE YOUR DESIGN DECISIONS

Looking of people as users is a disconnect from us as human beings "all design should be human centred, it's as simple as that. Find human human-centred, not user-friendly" or "user-friendly" because users are not users they are David Townsend Design team

ALSO: alternative uses of mouse

- Define your Audience
- Desktop research
- Interview / Focus Groups



The better you conduct research, the more time and energy you save down the road.

- Users should have a good user experience at all touchpoints, both digital and physical.

TOUCH POINTS



o a touchpoint, also point of contact, is defined as any encounter where customers and business engage to exchange information, provide service, or handle transactions.

DESIGN FOR USERS NOT YOURSELF

- FEEDBACK
- DIGESTIBILITY
- CLARITY
- FAMILIARITY

to OS a user I should never have to click a millisecond of time to whether things are clickable - or not?
- Steve King

Markdown

What is plain text?

[plain text word processor]

HELP WTF IS MARKDOWN?

a markdown file is a text file created using one of several possible dialects of the MARKDOWN language. It uses plain text formatting bsp centric inline text symbols that specify how to format the text (e.g. bold*) for bold text, or other markings for italics, indentations, headers etc)

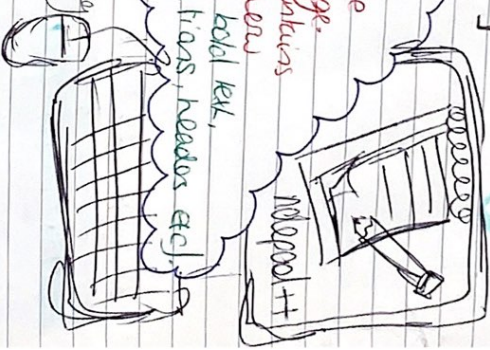
- plain text doesn't have any formatting whatsoever

{ PLAIN RAW TEXT }

- plain text is portable - small file size
- plain text is ubiquitous

markdown is a precursor for HTML
good intro to familiarize yourself with

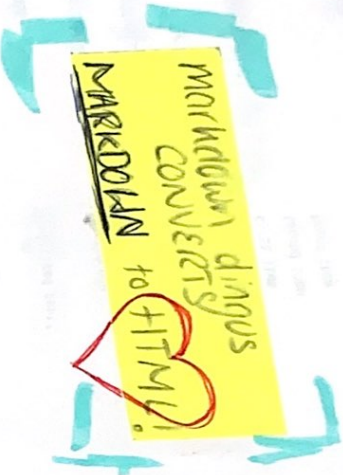
to markdown is a text-to-HTML conversion tool for web writers. Markdown allows you to write using an easy-to-read, easy-to-write plain text format, then convert it to structurally valid HTML



*class exercise; practice. markdowns - index1 - index1.md
plain text to an image using ~~markdown~~ ~~markdown~~ to HTML



Markdown Cheat Sheet



claringfireball.net - help website for markdown

Week 7 - 26/10/20

GITHUB - what is Git?

- Git, the software that runs at the heart of GitHub
- Git is version control software, which manages & changes to a project without overwriting any part of your project.

Why do we use it?

- makes it easy to roll back to previous versions and also allows
- makes it easy to share code with other people without creating conflicts
- makes it easy to deploy changes from multiple sources
- Backs up your work to that cloud.

Repository

Simply put a directory or storage space where your projects can live. Sometimes GitHub users shorten this to "repo." It can be local to a folder on your computer, or it can be a storage space on GitHub or another online host. You can keep code files, text files, image files, you name it, inside a repository.

Pull

Pull does the opposite of Pull. It will "pull" files from your GitHub account to your computer for you to work on locally. If the code on your repository is different to what you have on your computer it will attempt to merge two versions.

Push

Push, pushes your commits to your GitHub repository. It's like the postman, who takes your package from your computer and delivers it to your GitHub account.

Commit

Most frequently used command. Takes a snapshot of your code at that particular point in time and allows you to add a descriptive message to describe the commit. You can commit all files or a select only a few. In essence a commit packages these changes.

Forking

Forking means copying a repository from one user's account to another. It's a little like copying and pasting a folder on your computer.

Branching

Allows you to split your code so you can work on another version separately without it messing up your master branch.

Creating the first web page

Begin with a header

```
<head>
<title> My web page </title>
</head>
```

Have **ONLY** the **BODY** text - primary section of webpage.

Anything that will be displayed to the user will be done through the body element.

* CLASS EXERCISE *

in groups, edit John Baskerville text on miro

add HTML tags, where appropriate

match up content - consider header, footer, separate content with a little extra space

HTML Tags

- browsers by default will know how to process alone

<h1> This is the main heading </h1> (biggest)

<p> This text might be an intro to the rest of the page. </p>

<h2> This is a sub-heading </h2>

<p> Many long articles have sub-headings so you can see where the structure is </p>

<h2> Another sub-heading </h2>

<p> Here you can see another. </p>

Block-level & Inline Elements

Block elements expand naturally



and naturally drop below other elements

(fills among one another)

```
<h1> <p> <div> <h2> </div> </h1>
```

Examples of block level elements

Example

<h1> A Brief History of Part 1 - The

<h2> Nicholas Je

Nicholas Je... the finest e...

Nicholas Je... in the history of great cent...

<h2> Claude Ga

Claude Ga... worked at...

```
<!DOCTYPE html>
<html>
<head>
<meta charset="utf-8" />
<title> John Baskerville </title>
```

- tells the browser your type of HTML

- helps people see where they're

<BODY>

- represents the bulk of the content
- can only be one body element in a document
- everything inside the body is shown inside the browser

<h1>

- heading 1

◦ paragraph

<header>

- represents a group of introductory or navigational elements such as a logo which may contain a different piece of content found on our website.

<footer>

- anything that isn't part of that main content becomes part of our footer.

INLINE ELEMENTS

- elements that are within the main body of content within paragraphs (sometimes)
- emphasizing content, bold, italics, adding link pulling in images.

 <a> <code>

◦ ex. of inline elements

◦ inline not within a block level.

- allows us to emphasize content within copy

<p> A short paragraph </p>

A short paragraph

- emphasis.

<p> A short paragraph </p>

A short paragraph

<i>

vs

italics

emphasis

- while both may look the same, there is a distinctive difference in terms of presentation
- **italics** will put it in italics but it won't necessarily emphasize the content if it's not required.

Structural building blocks

<div> - generic container - it's a flex content element with no additional semantic meaning, no special meaning at all. catch all element - last resort. Use more appropriate elements instead of div to read to better accessibility for readers and easier maintainability for authors.

<article>

- represents a complete or self-contained, comparable unit in a document, page, application, or site and that is, in principle, independently distributable or reusable, e.g. this could be a forum post, a magazine or newspaper article, a blog entry, or any other independent item of content.
- When the main content of the page (i.e. excluding footer, headers, navigation blocks, sidebar(s) and all one single self-contained composition, like content, may be indexed with an article, as it is a single document.

<section>

- The section element represents a generic section of a document or application. A section, in this context, is a thematic grouping of content, typically with a heading.
- Examples of sections could be chapters, the various tabbed pages in a dialog box, or the numbered sections of a thesis. A WebSides home page could be split into sections for an introduction, news item, and contact information.

Breaking down code for a standard HTML page

<!DOCTYPE html>

- tells the browser how to display the webpage and in what language is being used to write it up.
- needs to come before opening of the tag.

<html lang = "en">

- tells the browser we've got english language content.

<head>

- anything in the head content and before is not rendered within the browser.
- providing info about the page.

<title> Page Title </title>

- helps to see which files are open from tabs.



<meta charset = "UTF-8">

- universal character set - includes pretty much any character in the human readable means web page will be able to handle most languages.

<meta name = "author" content = "Paul McCormack">

<meta name = "description" content = "the second section of introduction fundamentals looks into the introduction of markup language and the presentation of online content.">

<link rel = "stylesheet" href = "style.css">

- adding style from external sources such as google fonts.

<BODY>

<body> This is the body of the page </body>
<h1> Anything within the body of a web page
<p> is displayed in the main browser
</body>

Summary

HTML pages are basic text documents.

HTML uses tags which act like containers and tell you about the information that lies between them.

Tags + content are often referred to as elements.

Tags usually come in pairs. Opening tags denote the start of a piece of content; closing tags denote the end.

To understand HTML you need to know what tags you can use, what they do, and where they can go.

class exercise -

John Baskerville Markup

homework

- break up John Baskerville in logical structure

save time

pattern library

• create a new repository on GitHub named '1'.
• clone this on your desktop
• add the following folders

- objects
- components
- patterns
- pages

• Starting with the foundations we will you to create two pages: head.html typography.html

the head.html file will contain typical content found in standard <head> file

The typography.html page will be an evolving resource you will be expected to add to over time

As a starting point you should include 2 heading

- **typographic scale** and **Paragraphs**
- <h1> Main heading
- <h2> Sub heading
- <h3> Paragraph
- <h4>
- <p>

- find resources in pauls Github

WEEK 8

an intro to

CSS

- What is CSS?
- Dressing our content?
- Why bother?
- Brief history of CSS rules
- Anatomy of CSS
- Writing rules inside the box
- Thinking inside the box
- Embedding styles

CSS

Cascading style sheets

- CSS is a language used to control the presentation of documents written in markup language, for example, to style web pages written in HTML
- CSS can be used to define colors, font, and a variety of other aspects of documents presentation. It can also be used to position elements in control layout.

Why Bother?

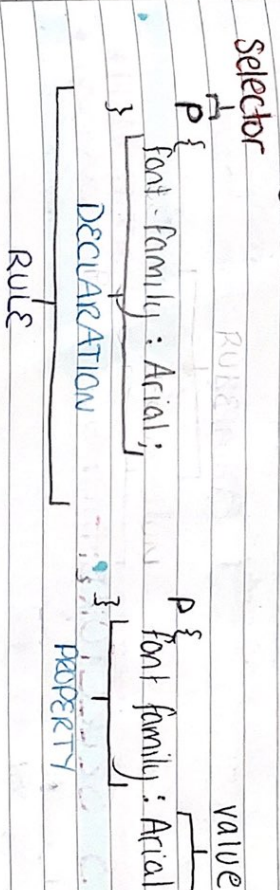
- To make content more visually appealing
- To give a website an identity, differentiating it from others making it memorable.
- Makes content easily digestible when considered is given to the readability of typography.

*CSS isn't new / proposed in 1994.

Advantages of CSS?

- easy to maintain
- it helps the creation of lean web pages
- improves accessibility (for example through the inclusion of a high-contrast style sheet for visually impaired users)
- it uses the same HTML markup for multiple media types: print, screen etc.

Anatomy of CSS Rules



CSS

How to use CSS... SYNTAX

```
Selector {  
  property 1: value;  
  property 2: value;  
}
```

RULE

```
h1 {  
  color: blue;  
}
```

EXAMPLE

CSS SELECTORS

Universal Type *
h1, h2, h3

Class .intro
p.intro

Child p > a

ID #intro

Writing Rules

1. p {font-family: Arial;}

2. p {font-family: Arial;}

3. p {font-family: Arial;}

Set out in whatever way suits you best

```
h1, h2, h3 {  
  font-family: Arial;  
  color: yellow;  
}
```

HELP TOOLS

canuse.com

What is a Reset?

A CSS reset is a set of CSS rules that resets the styling of all HTML elements to a consistent baseline.

• guarantees consistency
• generalized CSS
(perishablepress.com/cssreset/)

- the magical reset -

```
* {  
  padding: 0;  
  margin: 0;  
  font-size: 100%;  
  line-height: 1em;  
}
```


10) 12 one quinn

Adding color;

```

h1, h2 {
  color: crimson;
}
  
```

} **class name**

```

h1, h2 {
  color: #e1c143c;
}
  
```

} **Hex codes**

```

h1, h2 {
  color: rgb(220, 20, 60);
}
  
```

} **RGB**

```

h1, h2 {
  color: rgba(220, 20, 60, 0.5);
}
  
```

} **RGBA**

- transparency & alpha
- 101 more colors

color.adobe.com/create/color-wheel

SUMMARY

- CSS treats each HTML element as if it appears in its own box and uses rules to indicate how that element should look
- Rules are made up of selectors (to specify which elements the rule applies to) and declarations (to say these elements should look like)

- Different types of selectors allow you to target your files at different elements.

- CSS rules usually appear in a separate document (external), although they may appear within an HTML page (internal).