A crash course in

Visual Design
What is visual design?
Universe of possible solutions
Universe of possible solutions
Alice Lee’s Carousel logos iteration
Shape
Color
Layout
Typography
iOS guidelines
Shape
Color
Layout
Typography
iOS guidelines
Which one is friendlier?
Which one is more serious?
What about these two?
Shape
Color
Layout
Typography
iOS guidelines
Which one is louder?
Which one feels safer?
Which one feels safer?
Which one feels more secure?
Why does this feel weird?
Shape

Color

Layout

Typography

iOS guidelines
Principle of Unequal Spacing
Rule of Odds
Horizon Line
Ask yourself

What is most important?
Shape
Color
Layout
Typography
iOS guidelines
Typography is the study of how letterforms interact on a surface, directly relating to how the type will be set.
Good typography is invisible, bad typography is everywhere.
Type Anatomy
Typography is Awesome
How to Pick a Typeface
1. Does it have a variety of weights?

<table>
<thead>
<tr>
<th>Archer Hairline</th>
<th>Archer Light</th>
<th>Archer Semibold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Archer Hairline Italic</td>
<td>Archer Light Italic</td>
<td>Archer Semibold Italic</td>
</tr>
<tr>
<td>Archer Thin</td>
<td>Archer Book</td>
<td>Archer Bold</td>
</tr>
<tr>
<td>Archer Thin Italic</td>
<td>Archer Book Italic</td>
<td>Archer Bold Italic</td>
</tr>
<tr>
<td>Archer Extra Light</td>
<td>Archer Medium</td>
<td></td>
</tr>
<tr>
<td>Archer Extra Light Italic</td>
<td>Archer Medium Italic</td>
<td></td>
</tr>
</tbody>
</table>
2. Does it have a tall x-height?

Gotham Medium
3. Does it have a true italic?

Georgia vs. Georgia
4. Does it pass the I1l Rule?
5. Are the characters differentiated?

ag vs. ag
Combining Typefaces
The Main Rule

Create Contrast!
Weight
I’m important!

I’m not 😔
Style & Decoration
I’m important!

I’m not 😞
Classification
I’m important!

I’m not 😔
Starting Point

Choose one typeface (Open Sans, Droid Serif, Times New Roman, etc) and only use that typeface with a variety of weights and sizes to create a typographic hierarchy.
THIS IS A HEADLINE

This is a subheading

This is where the author’s name goes

Here’s a paragraph of text. Never use Lorem Ipsum! Try to write copy that fits the real use case.
Shape
Color
Layout
Typography
iOS guidelines
Take advantage of the whole screen
Let color simplify the UI
To be, or not to be, that is the question—
Whether 'tis Nobler in the mind to suffer
The Slings and Arrows of outrageous Fortune,
Or to take Arms against a Sea of troubles,
And by opposing end them? To die, to sleep—
No more; and by a sleep, to say we end
The Heart-ache, and the thousand Natural shocks
That Flesh is heir to? 'Tis a consummation
Devoutly to be wished. To die, to sleep.
Use depth to communicate
iPhone 6s
Pre-order begins at 12:01 a.m. PDT on September 12.
Get ready for pre-order >
Questions?
Thanks 🙌

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