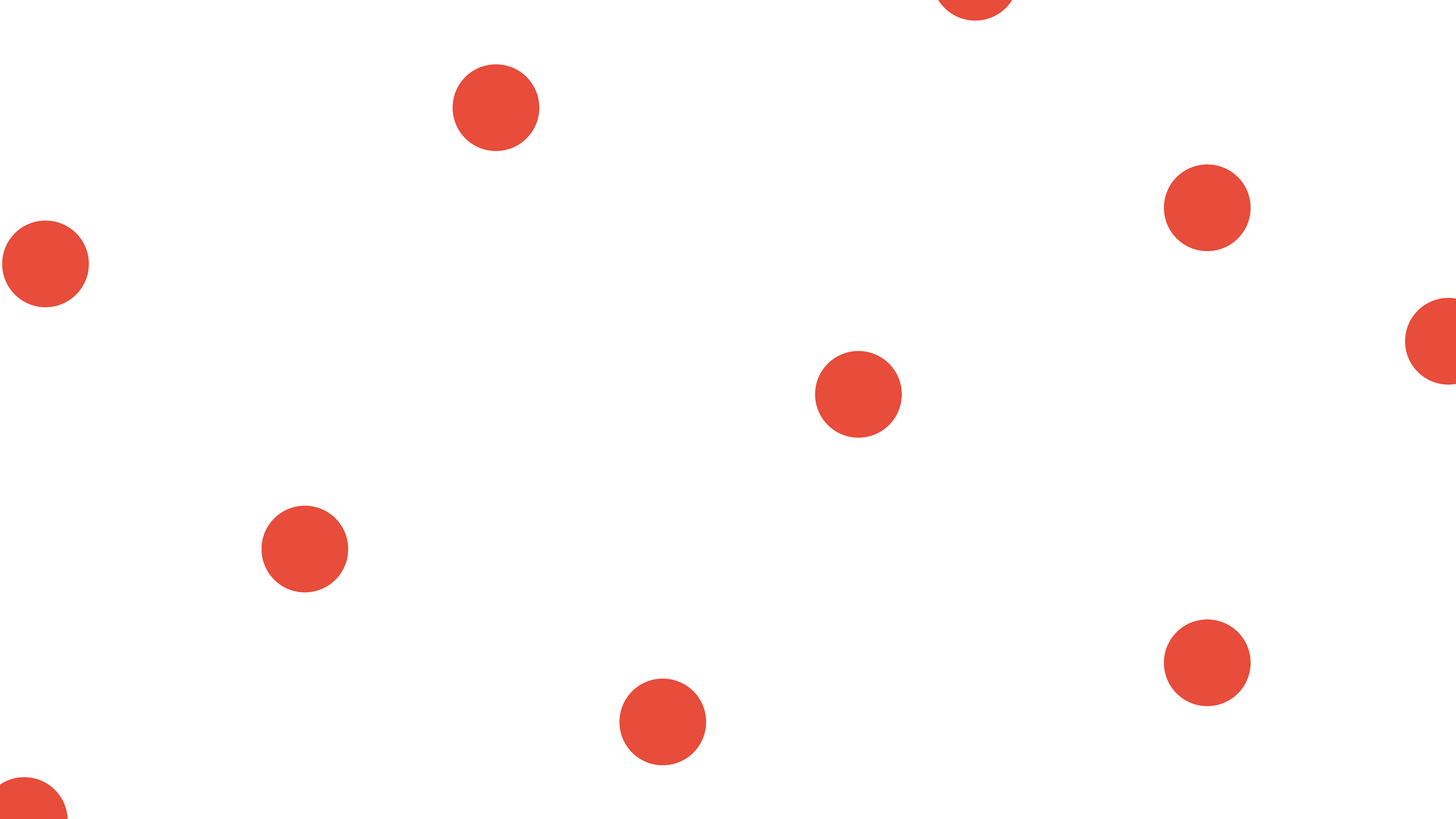
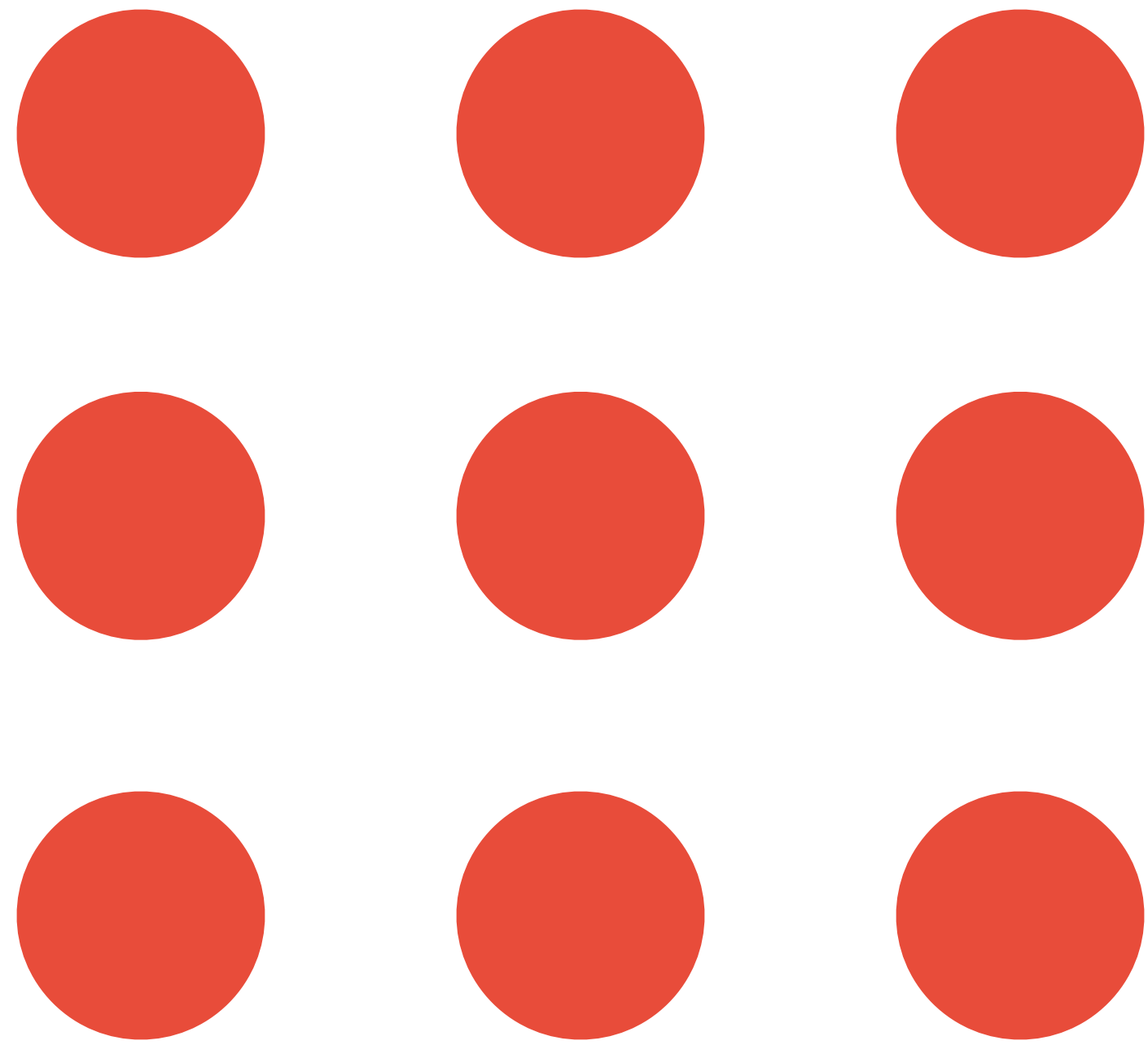


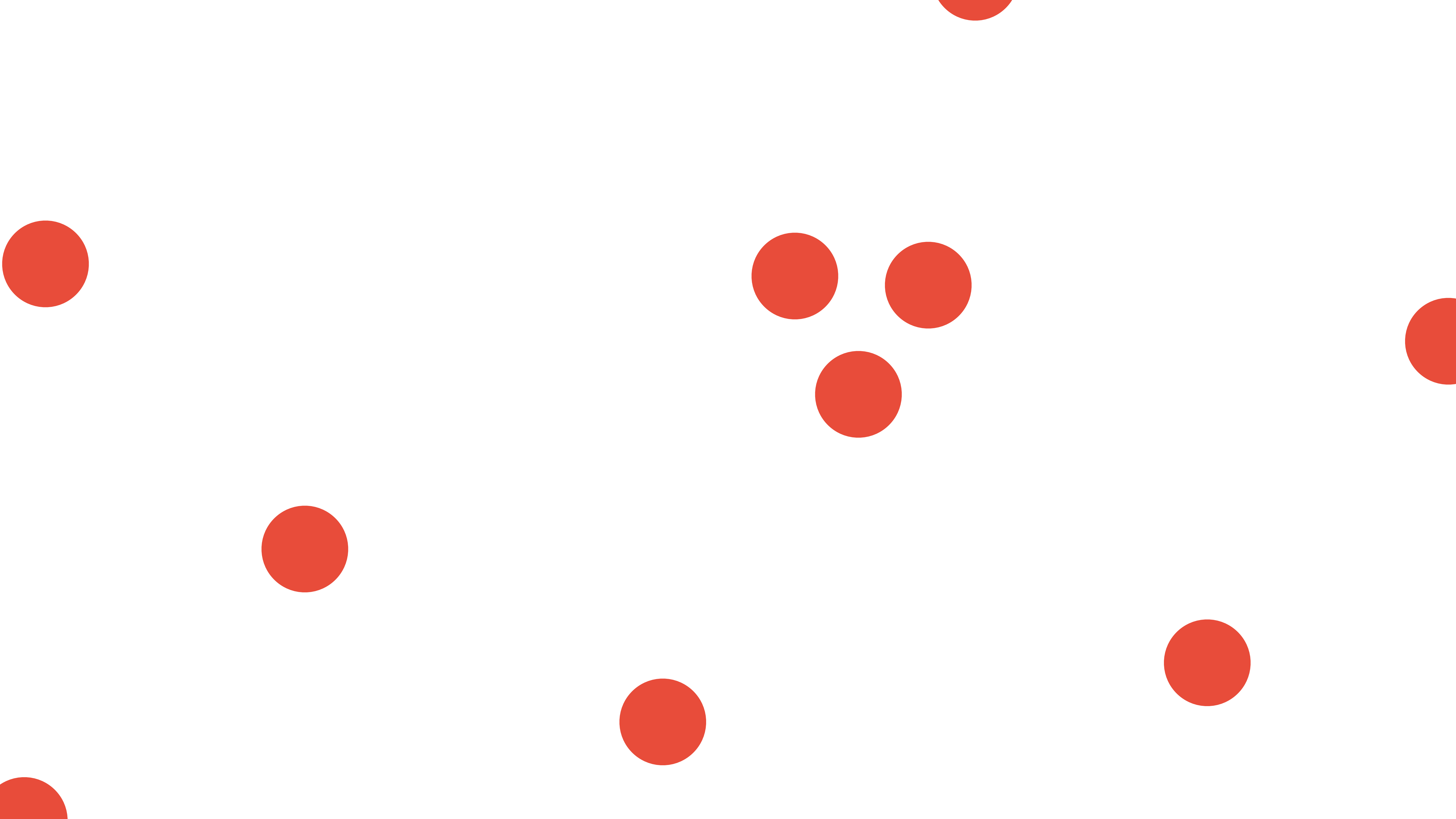
A Crash Course in
Visual Design

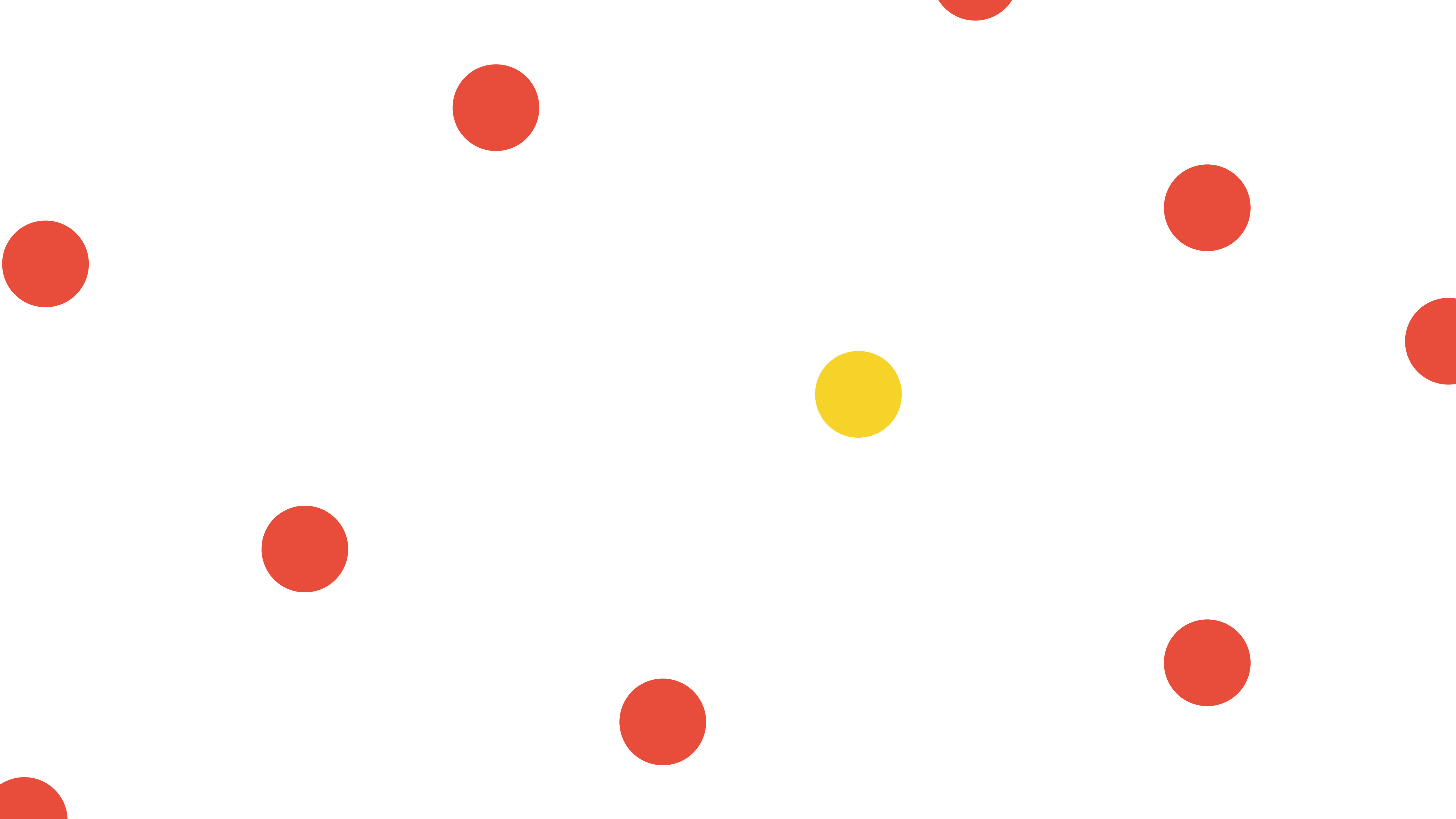
Some Principles

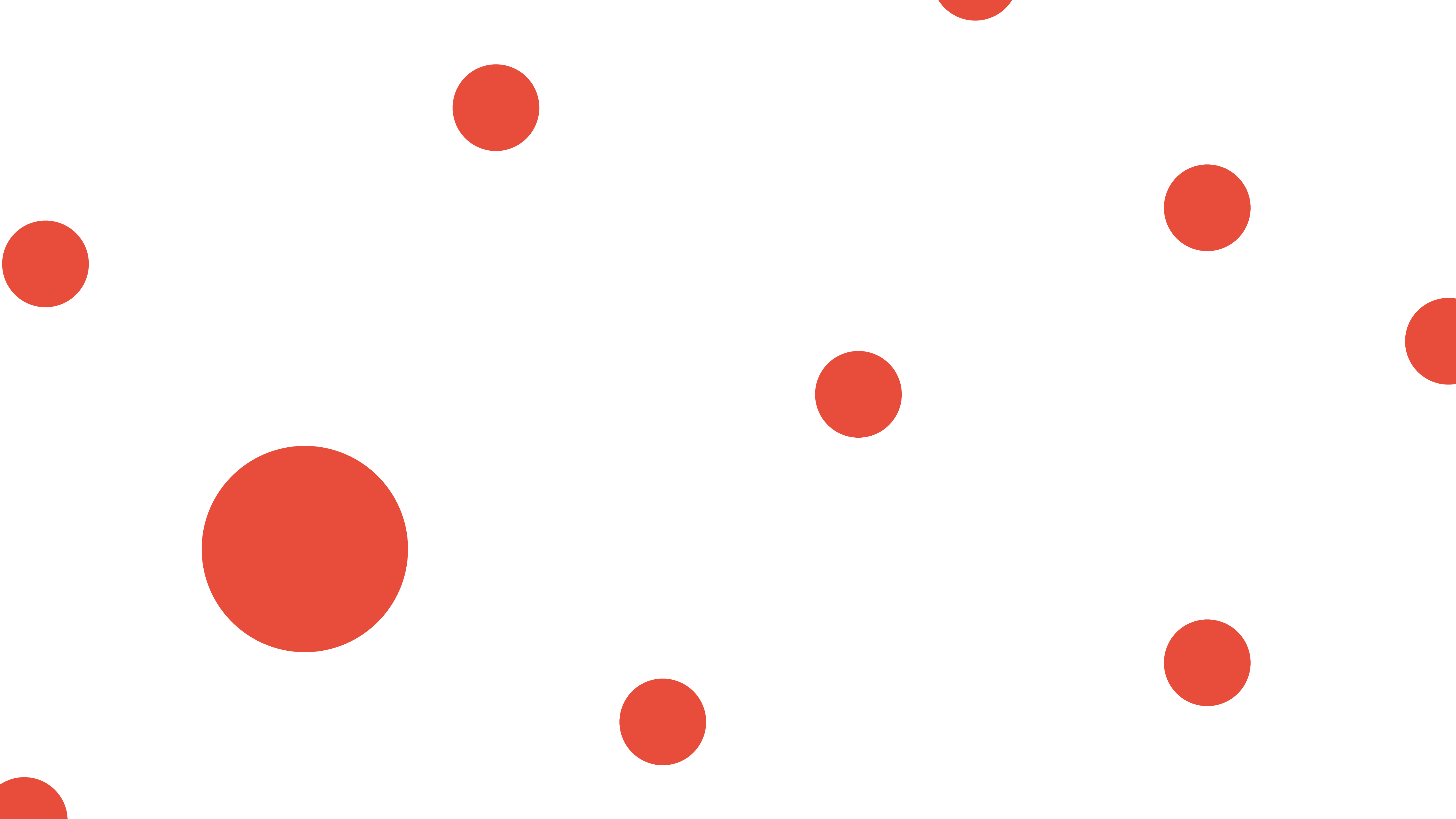
Principle of Unequal Spacing

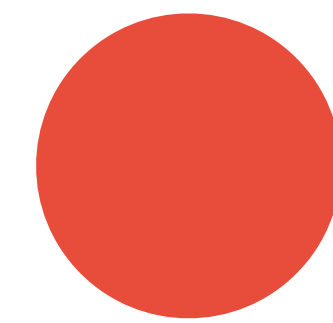
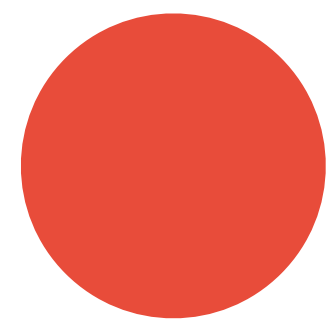
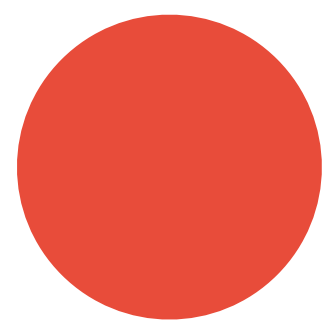
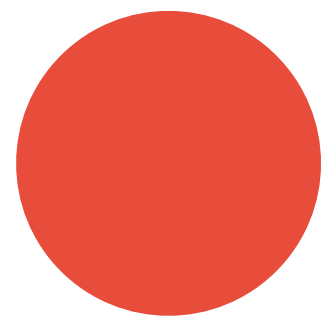
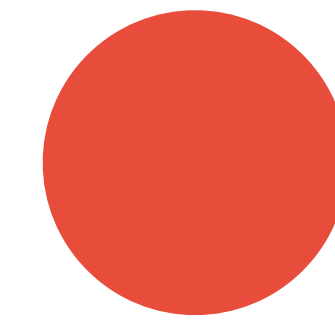
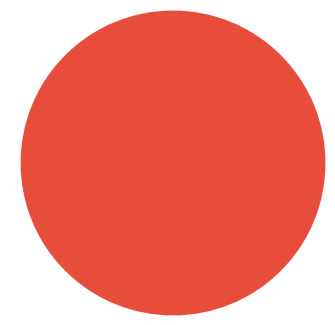
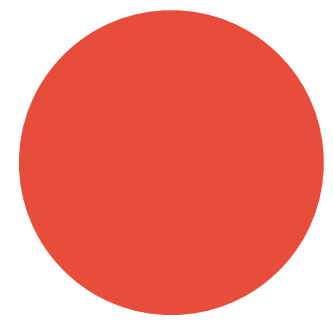
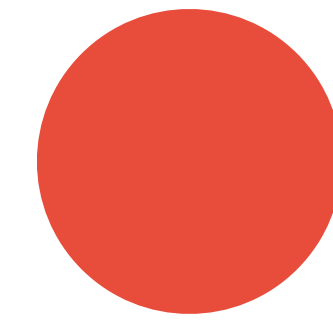
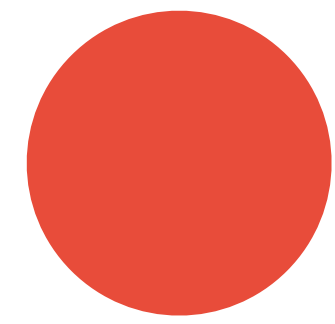
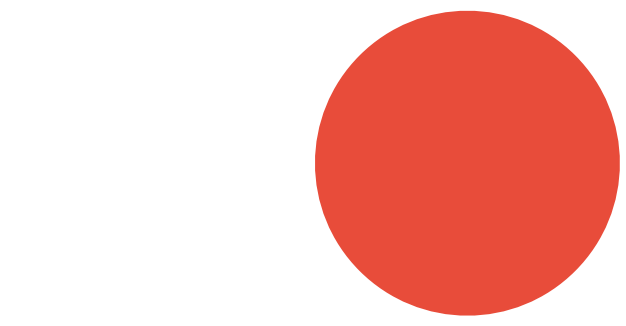












Rule of Odds



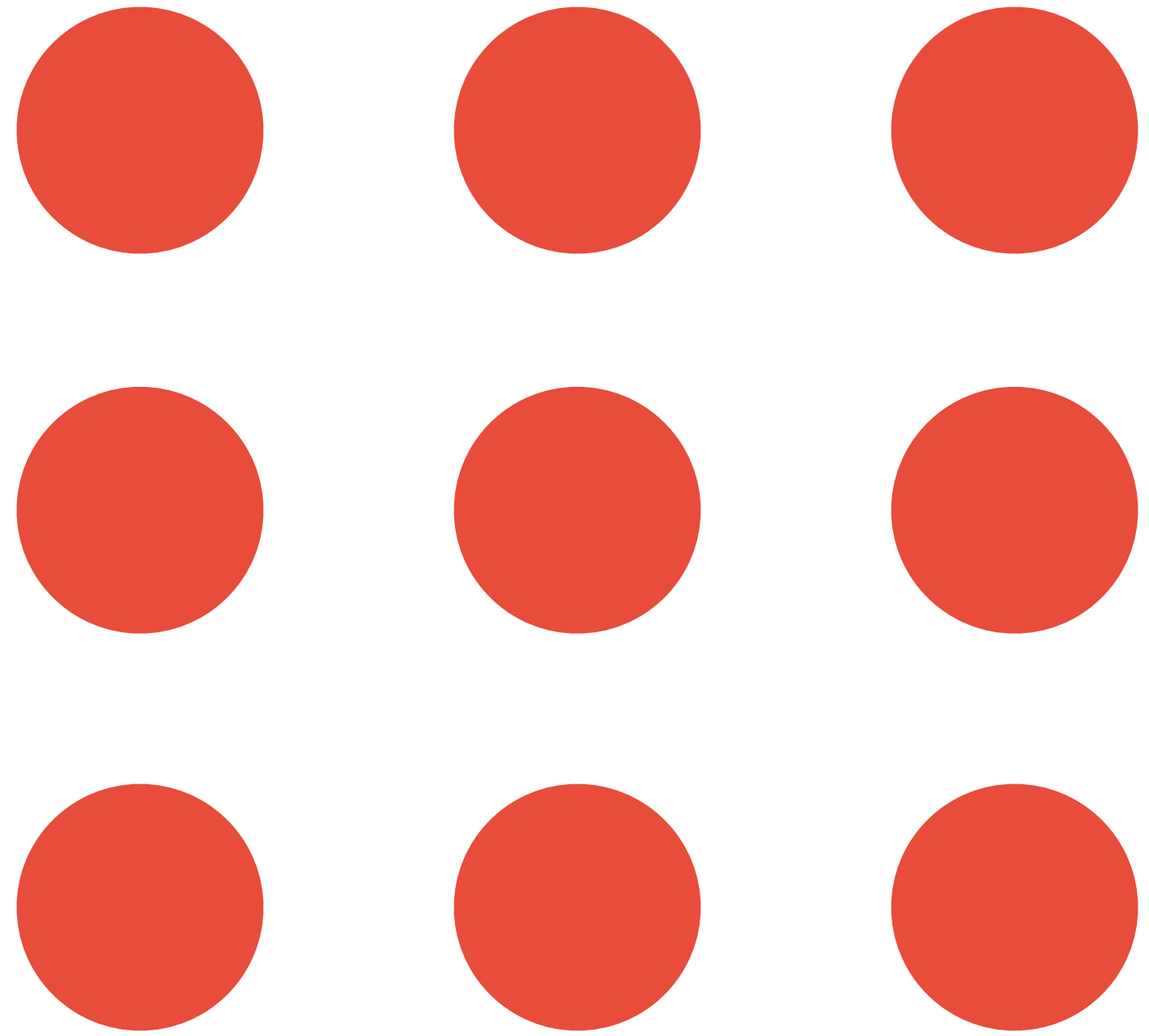


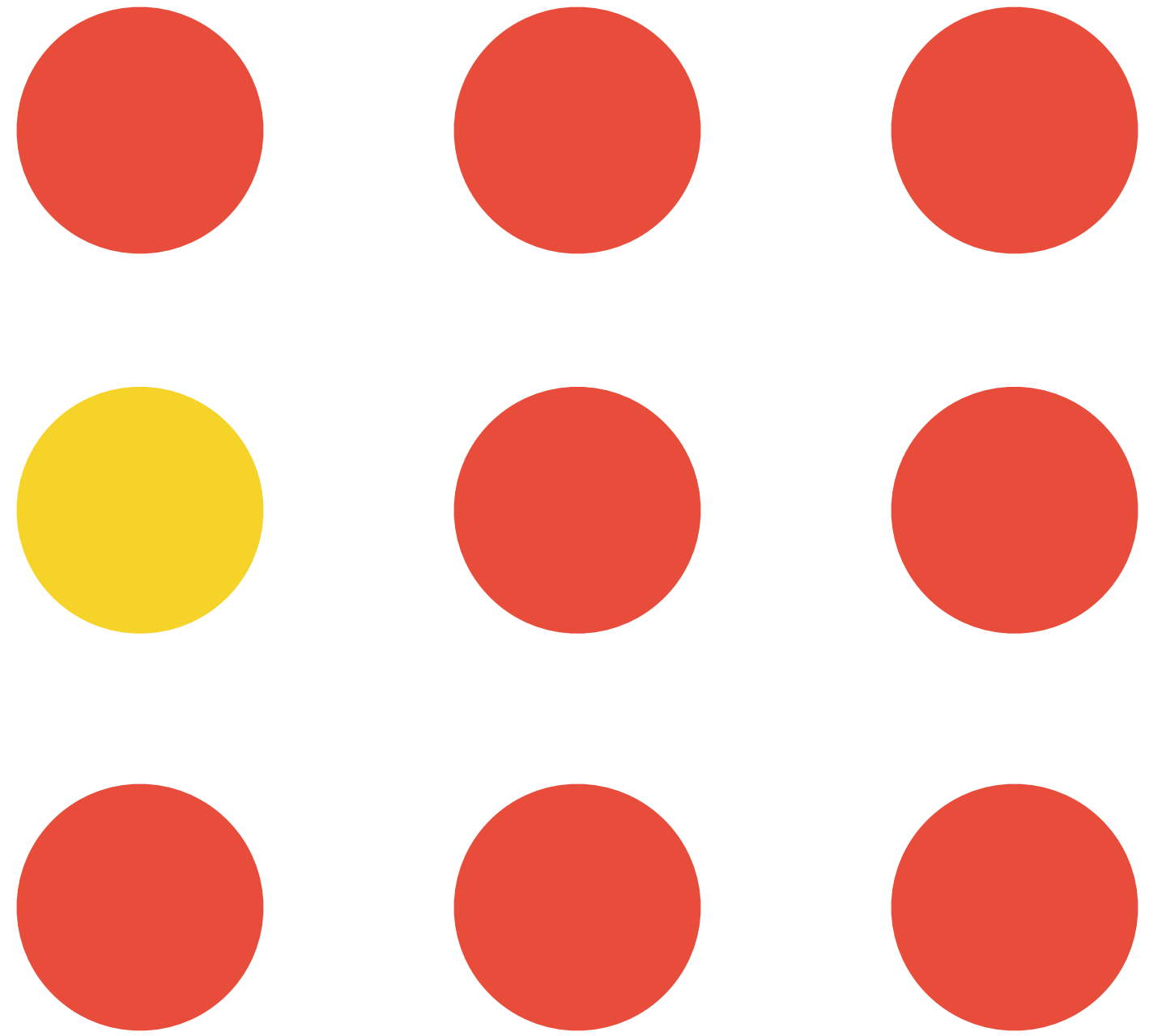
Horizon Line

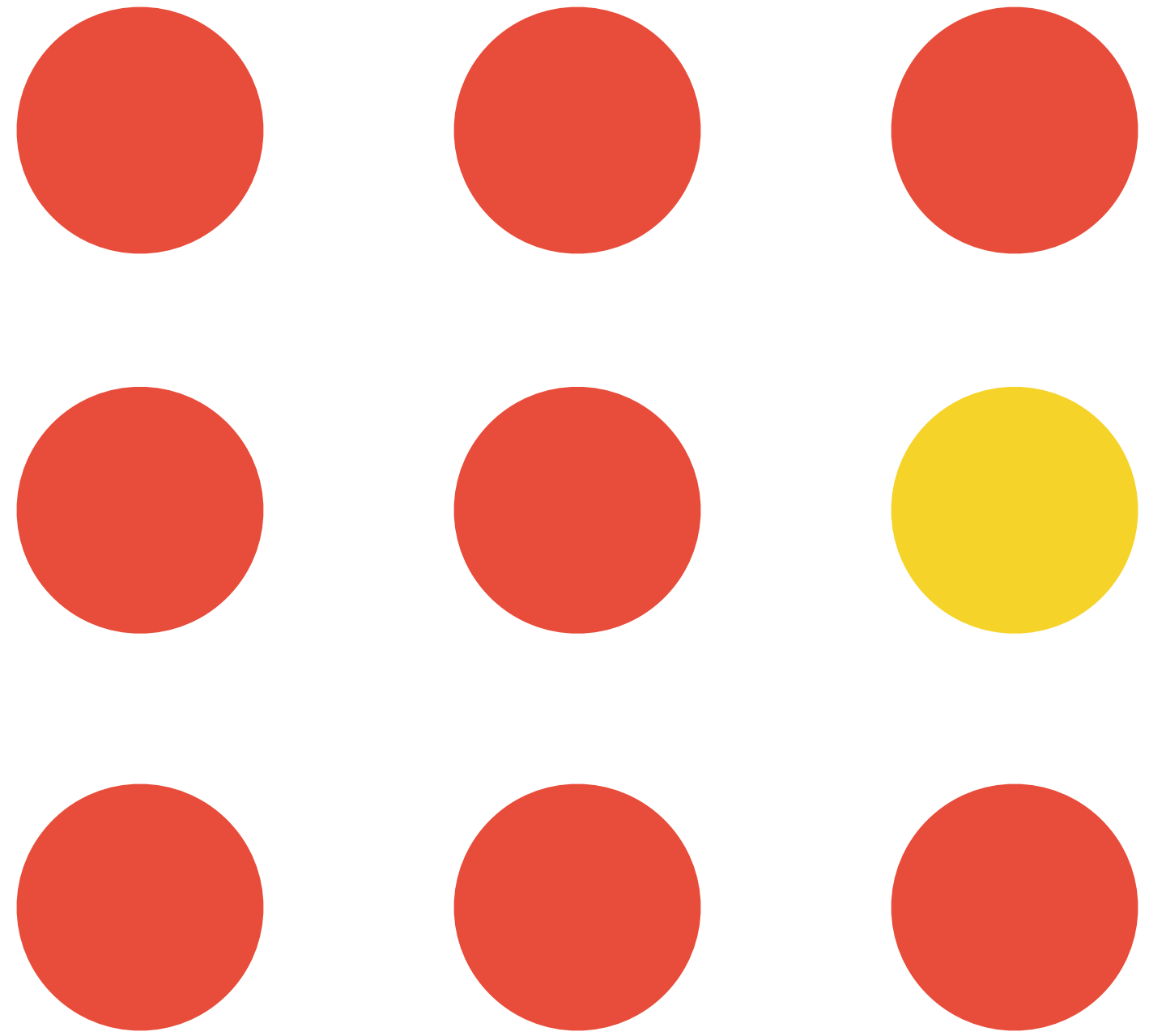


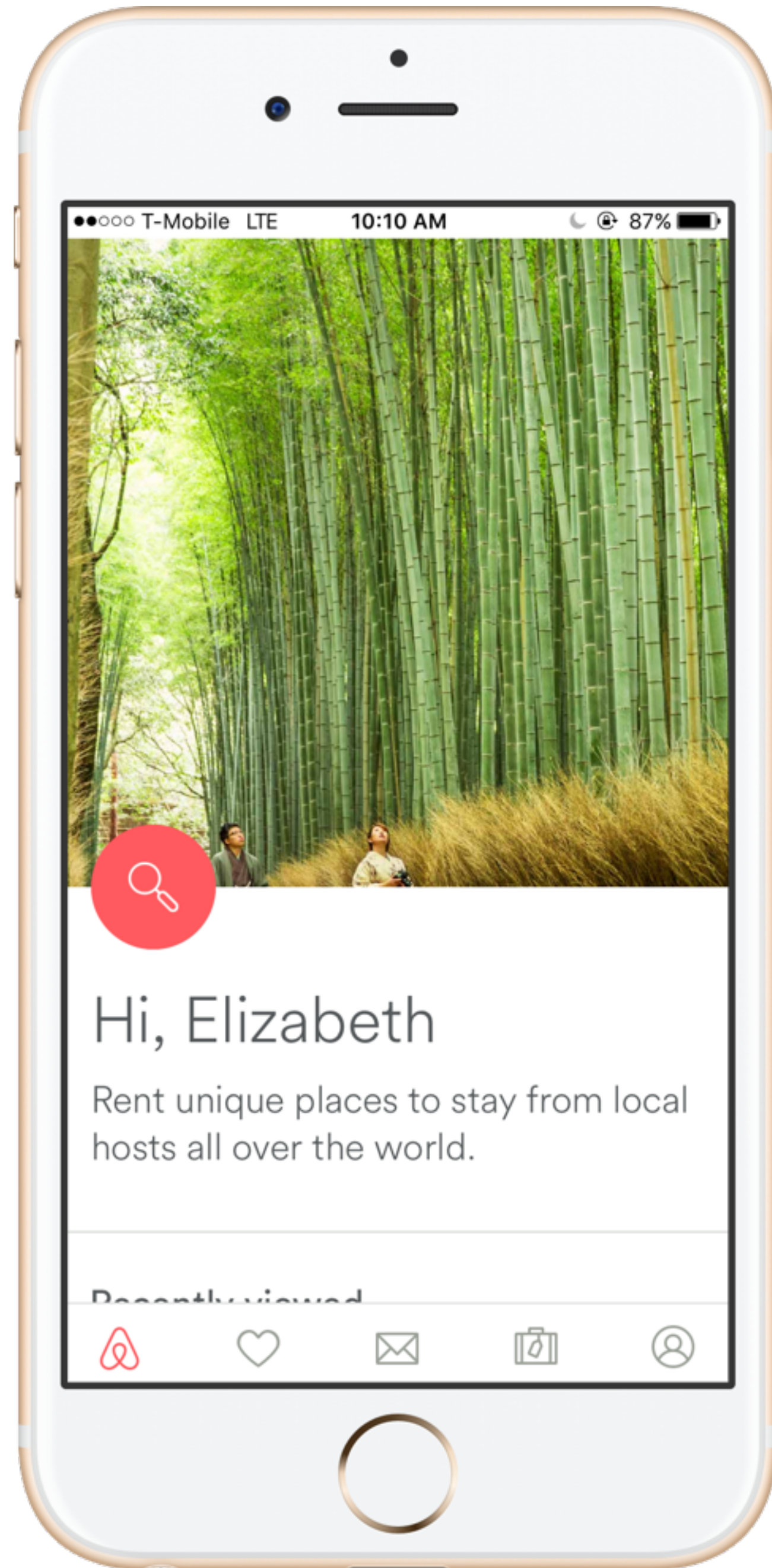
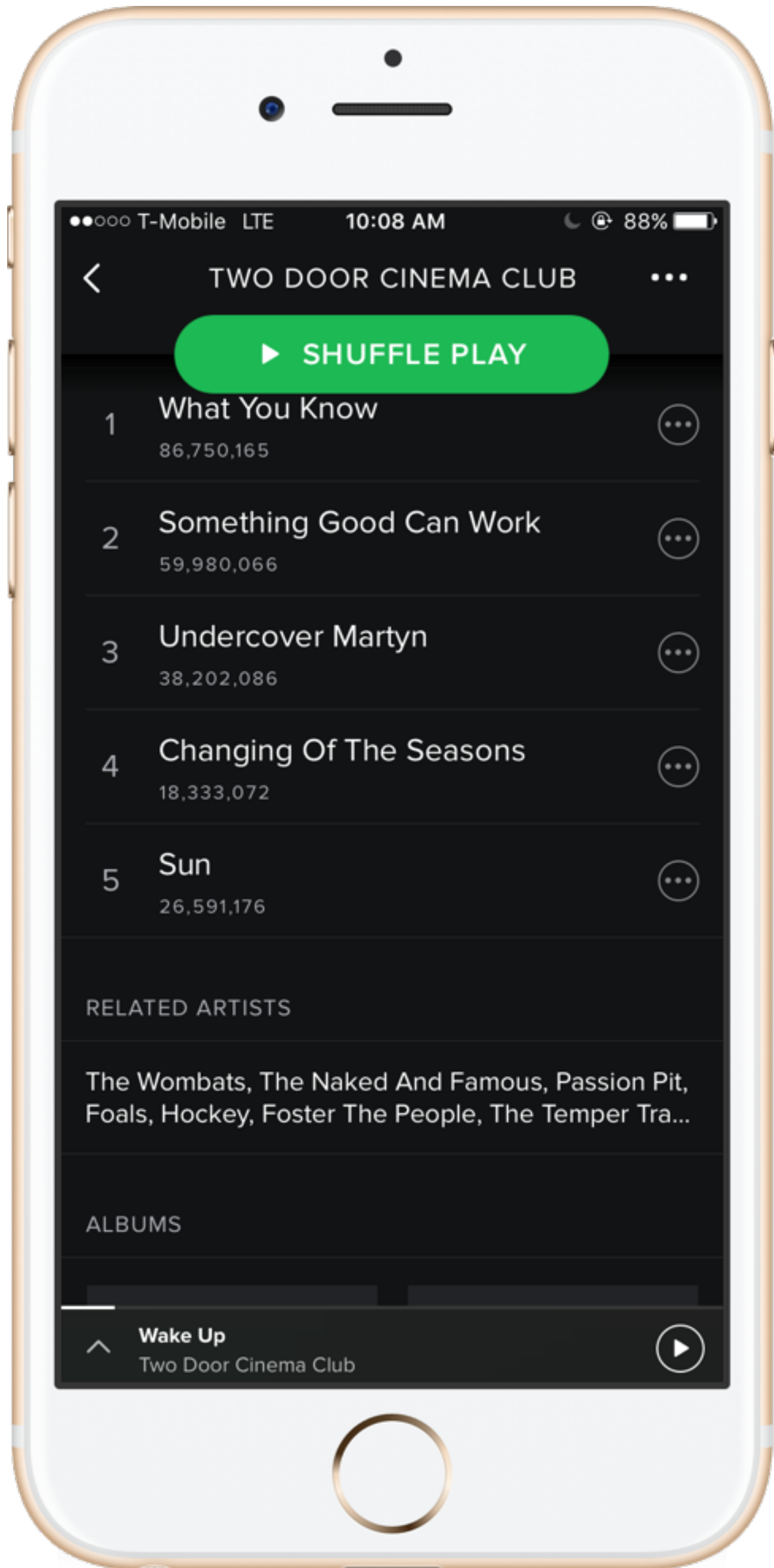
Ask yourself

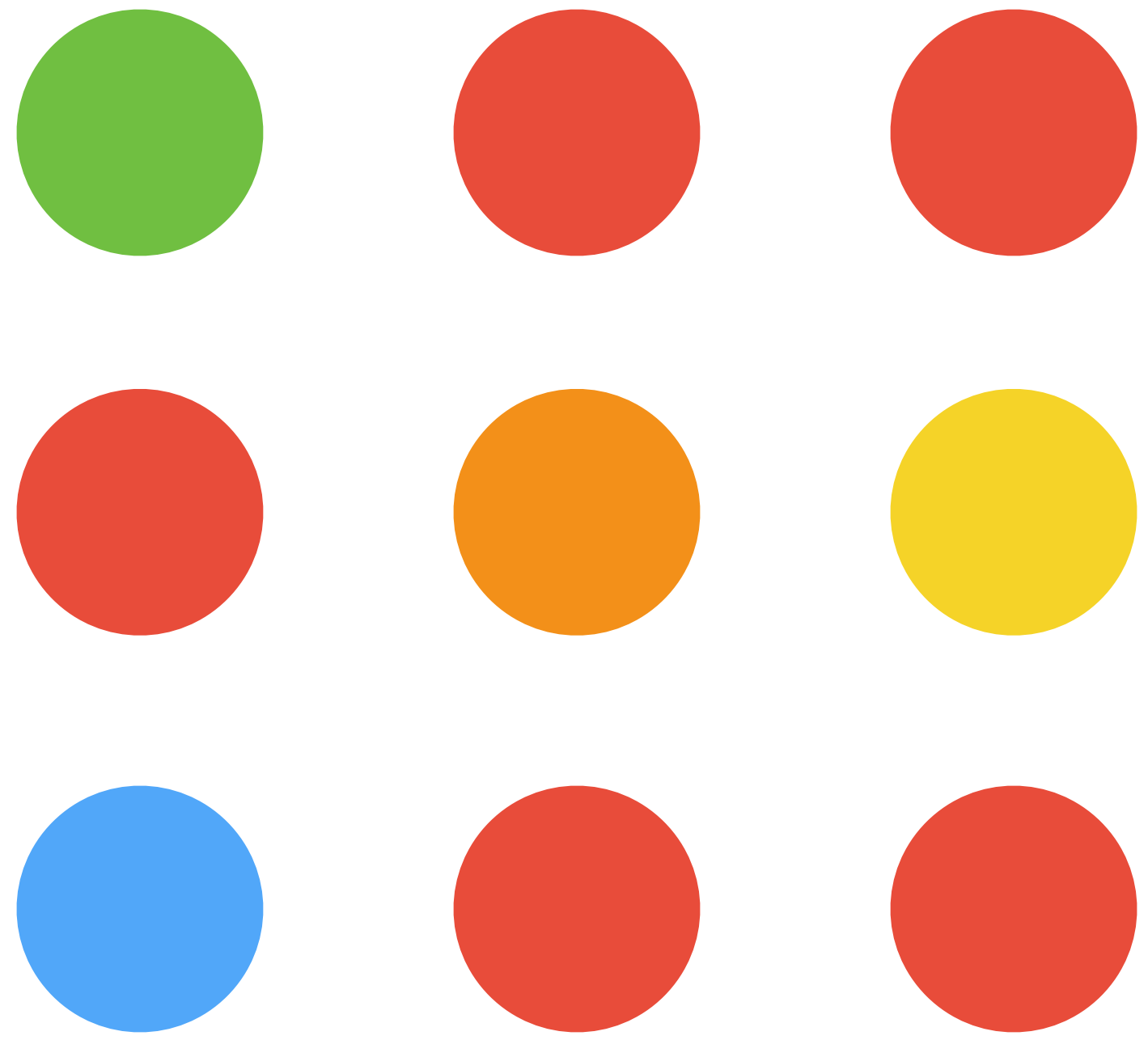
What is most important?











What is typography?

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

Diagram illustrating the typographic structure of the word "Typography". The word is shown in a serif font, with various parts highlighted in different colors and labeled. The labels include: STEM (vertical bar of the capital T), BRACKET (top curve of the capital T), DESCENDER (tail of the capital T), EAR (top curve of the lowercase 'g'), LINK (middle curve of the lowercase 'g'), LOOP (bottom curve of the lowercase 'g'), BOWL (main body of the lowercase 'a'), SPUR (tail of the lowercase 'a'), ASCENDER (vertical bar of the lowercase 'h'), and another ASCENDER (vertical bar of the lowercase 'y'). On the right side, vertical alignment lines are labeled: ASCENDER HEIGHT (top line), CAP HEIGHT (line below ascender height), X-HEIGHT (line below cap height), BASELINE (line below x-height), and DESCENDER LINE (line below baseline).

is Awesome

Diagram illustrating the typographic structure of the word "is Awesome". The word is shown in a serif font, with various parts highlighted in different colors and labeled. The labels include: SPINE (main body of the lowercase 'i'), APEX (top point of the capital 'A'), ARM (top curve of the lowercase 'w'), COUNTER (inner space of the lowercase 'o'), and CROSSBAR (horizontal bar of the lowercase 'e').

How to Pick a Typeface

1. Does it have a variety of weights?

Archer Hairline

Archer Hairline Italic

Archer Thin

Archer Thin Italic

Archer Extra Light

Archer Extra Light Italic

Archer Light

Archer Light Italic

Archer Book

Archer Book Italic

Archer Medium

Archer Medium Italic

Archer Semibold

Archer Semibold Italic

Archer Bold

Archer Bold Italic

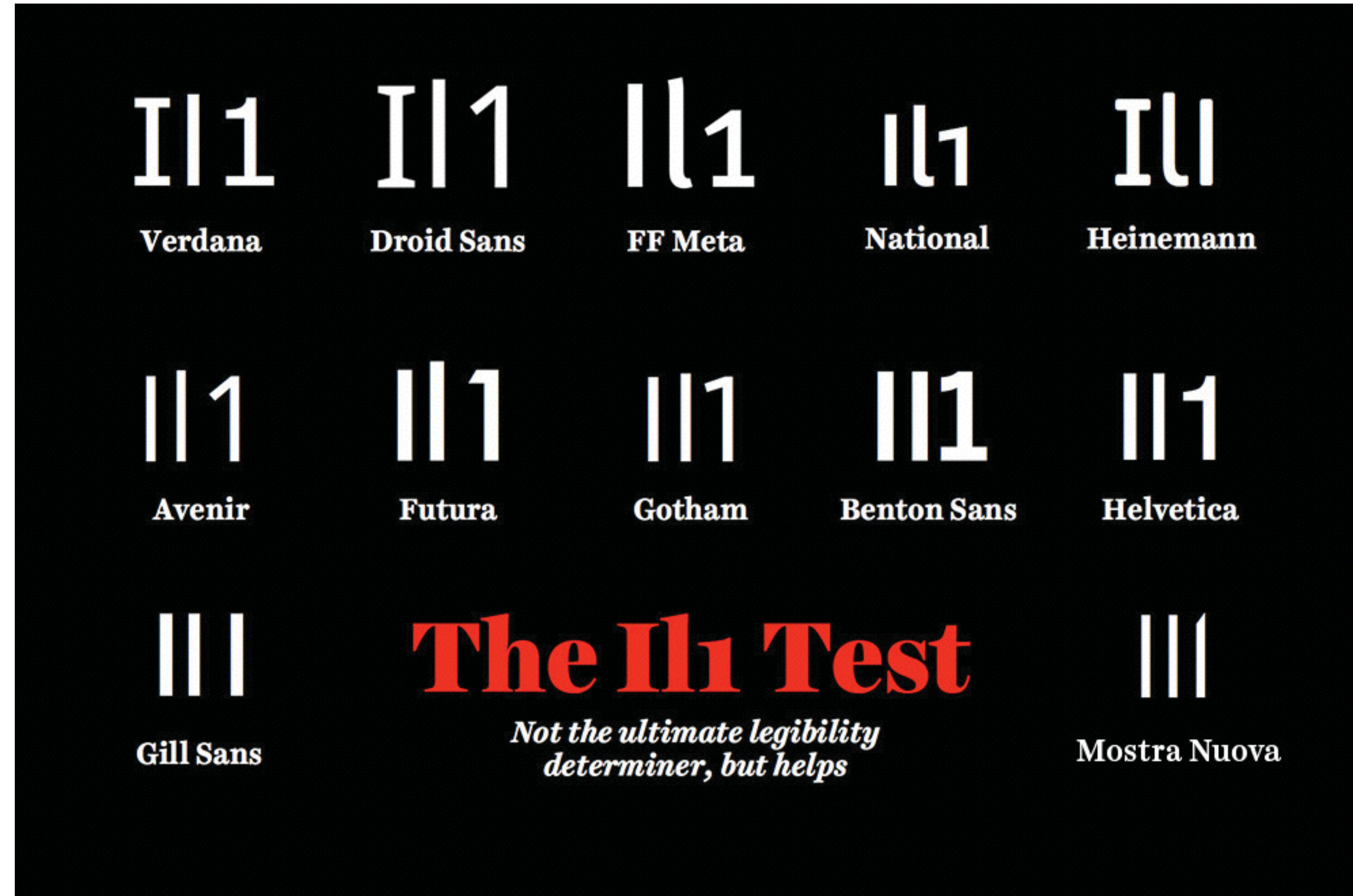
2. Does it have a tall x-height?

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. dg

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.












A few iOS Guidelines

Take advantage of the whole screen

Cupertino

Partly Cloudy

63°

Wednesday	Today			81	59
Now	9AM	10AM	11AM	12PM	1P
					
63	63	64	66	70	73
Thursday				84	61
Friday				81	57
Saturday				81	59
Sunday				81	59
Monday				82	61

The Weather Channel






Let color simplify the UI

[← Back](#)

August 16, 2014, 7:04 PM

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

 sleep, perchance to Dream; Aye  

[← Messages](#) **Ian** [Details](#)

iMessage
Today 9:04 PM

Going to the store.
Anything we need?

Delivered




Chocolate. Lots and lots of chocolate.

Ok Thanks Talk later?

Q W E R T Y U I O P
 A S D F G H J K L
 ↑ Z X C V B N M ↵
 123 😊 🎤 space return

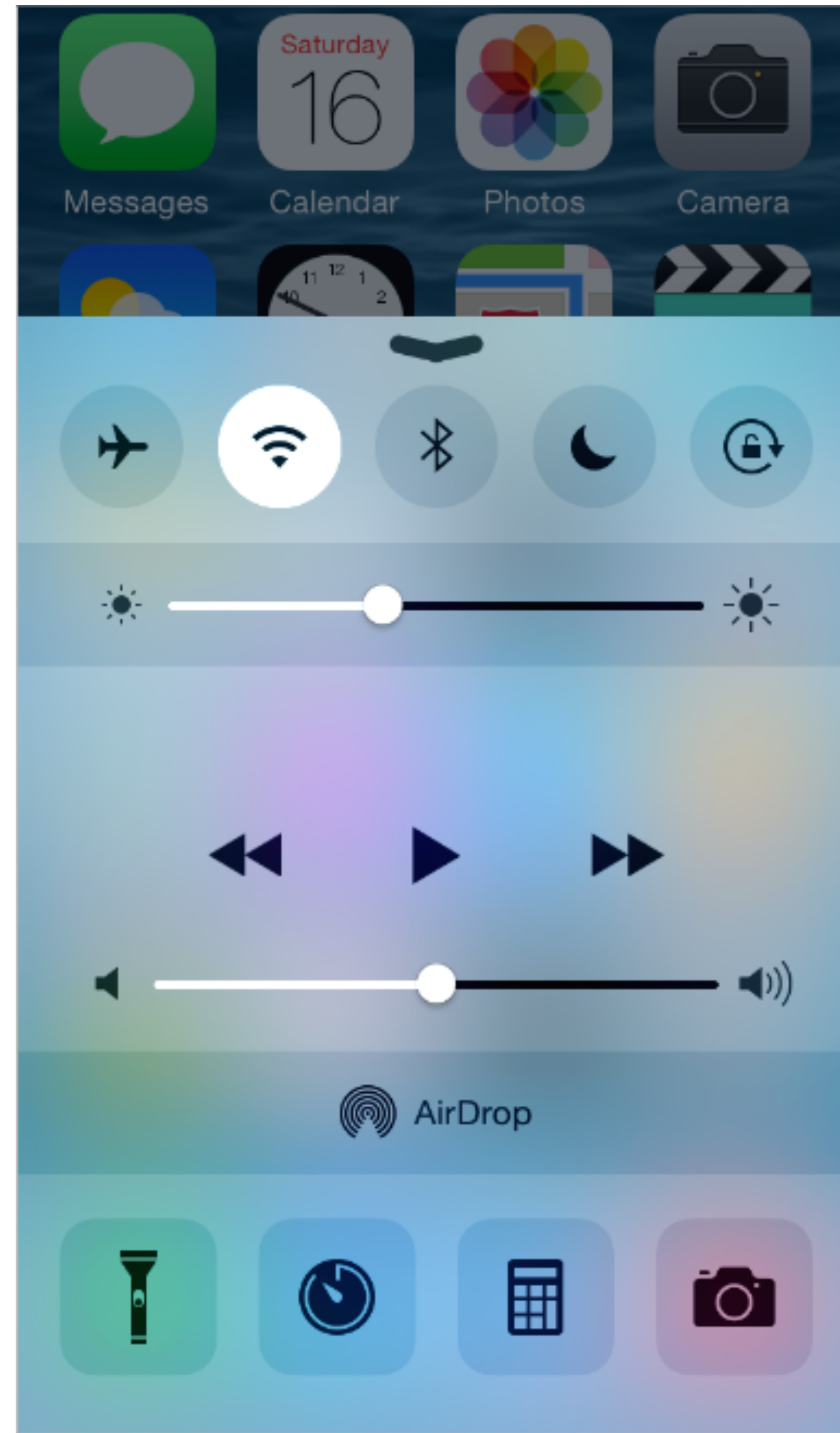
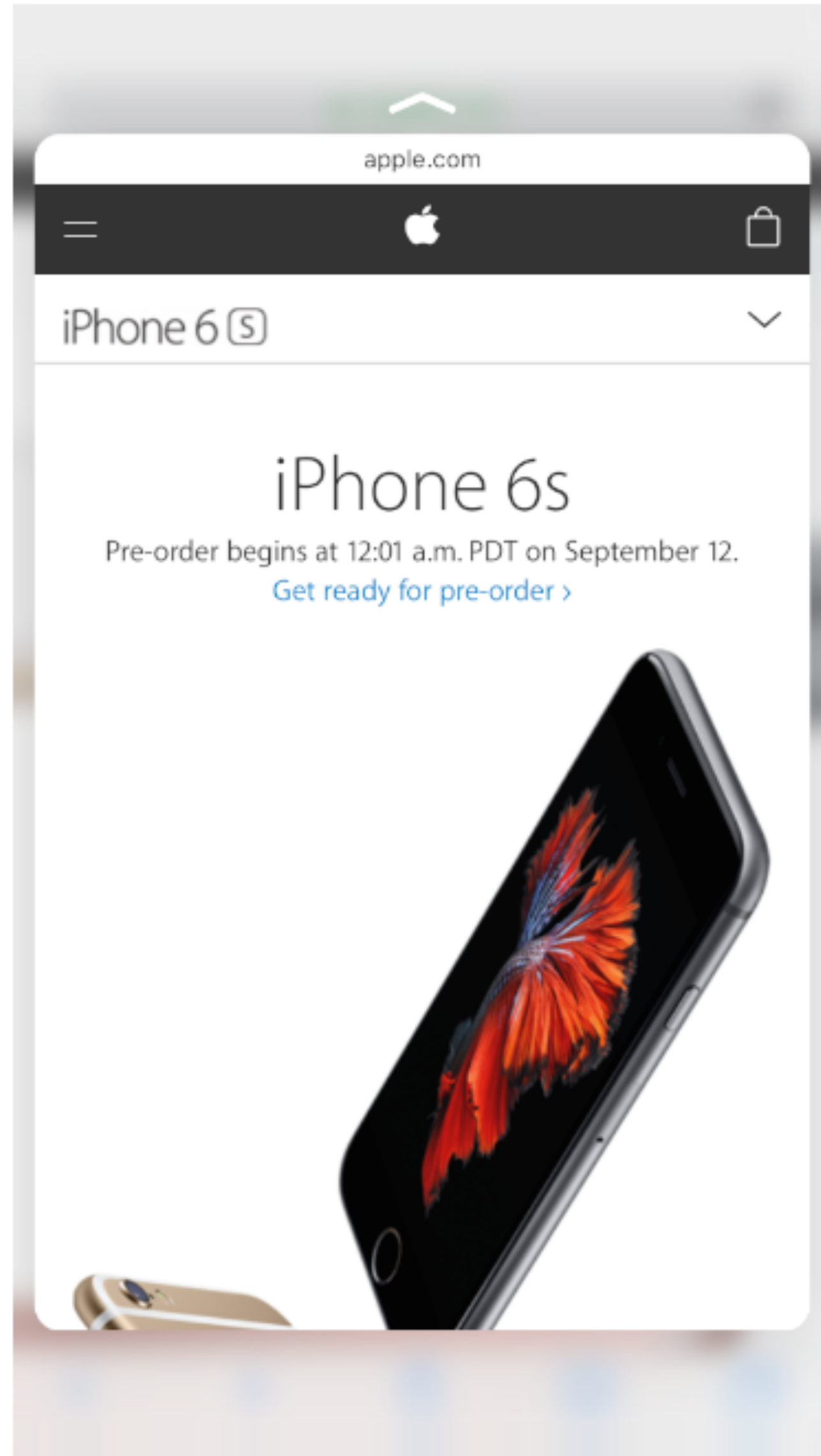
Vivacom 4:58 PM

[← 2015](#)   

S	M	T	W	T	F	S
		SEP				
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			
				OCT		
				1	2	3
4	5	6	7	8	9	10

Today Calendars Inbox

Use depth to communicate



Questions?

Thanks 🙌
elizabethyin@gmail.com