

How to make things that *not* ugly

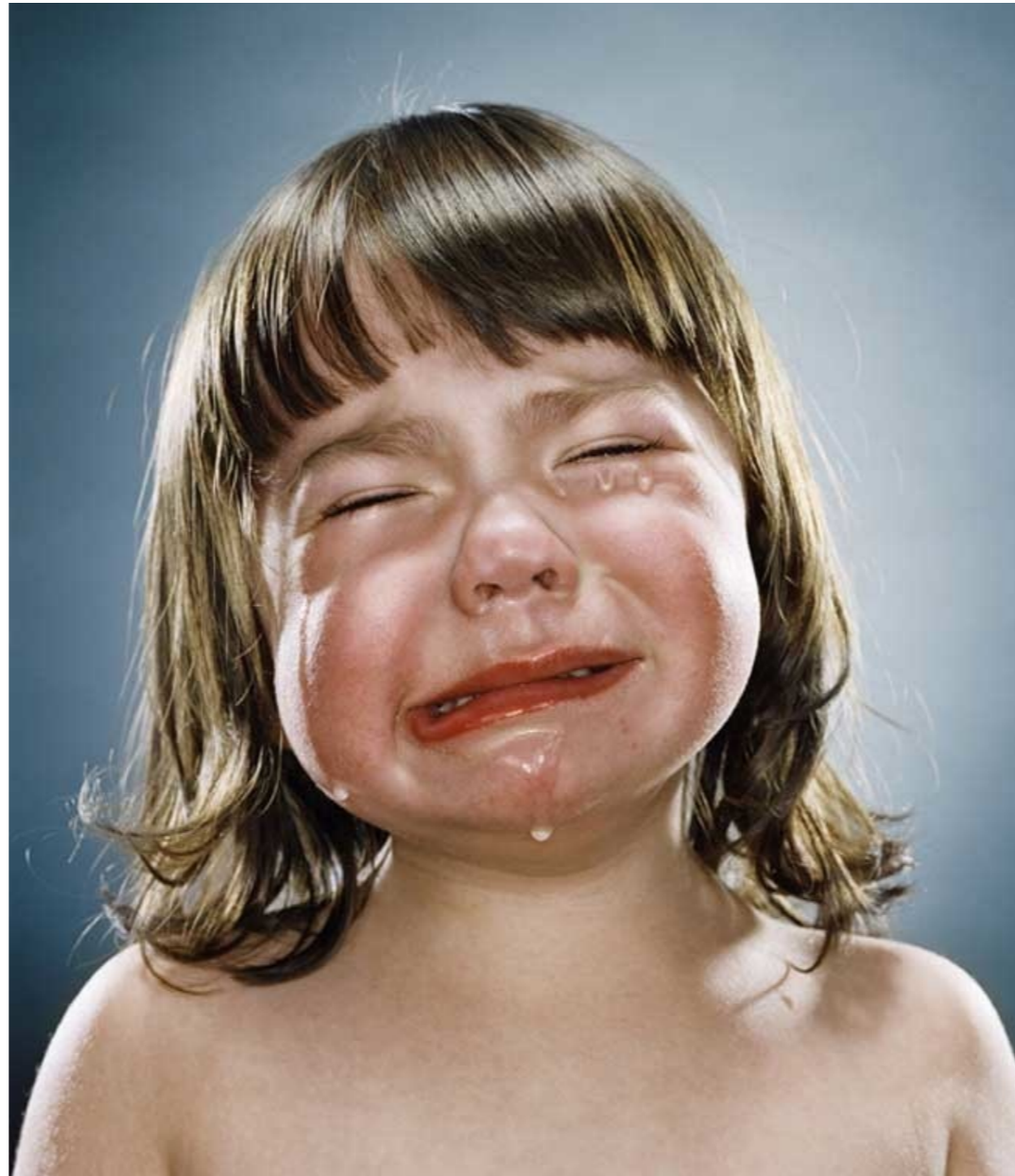
Jack Wang



The first version of Facebook

(Image from: <http://greatpreneurs.com/what-features-did-the-first-version-of-facebook-have/>)

But...



Good old days are gone

(Image from: <http://www.jillgreenberg.com/>)

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Use at least one lowercase letter, one numeral, and seven characters.

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This is a website for **Rational** programmer

We must stop making ugly things.
However...

You need **NOT** to be a design guru.

Practical Rules

- Alignment
- Typography
- Color
- Decoration

Alignment



April 26, 2011

A Web Designer on Fukushima

I'm not a nuclear expert. I am a 40-year-old Swiss Web designer, with a degree in philosophy, living in Tokyo. And I'm a father of a two-year-old boy. I was kind of nonchalant about nuclear energy so far, but not anymore. For obvious reasons.

I've read a lot recently; it's hard to understand the discussion. I'm not talking about technicalities. One can learn the basics pretty quickly. I'm more confused about the overall logic of the debate. The debate about our future. What I'd like to

know: Is more technology really the right solution? Don't we have enough technology? What is it that we are really lacking? [Read more](#)

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Business Class: Freemium for News?

I had a perspective changing talk on the subject of pay walls with the chief executive of a big publishing company (no, I can't tell you who). He asked me what I think about pay walls. I told him what I always say: The main currency of news sites is attention and not dollars and that I believe that it is his job, as a publisher, to turn that attention into money to keep the attention machine running. He nodded and made the following, astonishing statement. [Read more.](#)

How We Work Now

All Japan-based employees of iA are doing well. We are however all but untouched by the current events. The many well-wishes of friends and clients help us a lot and we want to thank you for that. Most of our employees have left Tokyo to the South by now. If the situation should get dramatically [...] [Read more.](#)

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Here are the frequently asked questions about Writer. First things first—a walkthrough/tutorial for iA Writer for iPad. Best viewed on iPad in portrait mode in a 1:1 ratio... [Read more.](#)

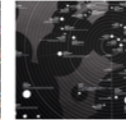
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SEARCH

WEB TREND MAP 4



WEB TREND MAP 5



IA WORDPRESS



WRITER FOR IPAD





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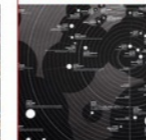
SEARCH

Search

WEB TREND MAP 4



WEB TREND MAP 5



IA WORDPRESS



WRITER FOR IPAD



Use Grid Frameworks

- 960 Grids
- Twitter Bootstrap
- Zurb Foundation
- Others.

Note: Use Align Center Carefully

The title of a Document

Subtitle of the Document

brief

Author Jack

Develop Amateur

The title of a Document

Subtitle of the Document

brief

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Typography

Fonts

- Helvetica
- Arial
- Georgia
- Comic Sans
- Others.

If you have no idea:
Use Helvetica

A Documentary about Helvetica: <http://www.helveticafilm.com/>

Web Fonts

- Google Fonts <http://www.google.com/fonts>
- Typekit <https://typekit.com/>

Tutorials

- https://www.easel.io/tutorials/setting_type
- <http://lamb.cc/typograph/>

Color

Don't treat color as HEX code any more

- Red: #FF0000
 - Green: #00FF00
 - Black: #000000
- 

Use HSB

- H: Hue
- S: Saturation
- B: Brightness

Demo

Use as few color as possible

Great Example: <http://www.subtraction.com/>

Color Test:

<http://www.xrite.com/online-color-test-challenge>

Decoration

- Border
- Shadow
- Background
- Icons

Useful Tools

- Noise Texture generator <http://www.noisetexturegenerator.com/>
- Subtle Patterns <http://subtlepatterns.com/>
- LivIcons <http://livicons.com/>
- Fontello <http://fontello.com/>
- Font Awesome <http://fontawesome.io/>

Break The **Rules**

After you master the rules

Resources

- Designer School <http://designer-school.com/>
- Hack Design <http://www.hackdesign.org/>
- UX Apprentice <http://www.uxapprentice.com/>
- **Thinking with type** <http://www.thinkingwithtype.com/>
- **Designing for the Web** [http://designingfortheweb.co.uk/
book/index.php](http://designingfortheweb.co.uk/book/index.php)
- **The Non-Designer's Design Book** [http://amzn.com/
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Questions?

Thanks!