Visual Design
part deuX

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CS 247
Negative space

Wherein negatives beget positives
If it’s not adding to the design, it’s subtracting from it.

- Whitespace is the single best way to emphasize an element of a design. Remove everything around it.
Start something new.

When you start with amazing products, you can create amazing things.

View the gallery ›
Digest is a brand new, A3-sized magazine: a seasonal digest of culture that surrounds the world of the creative professional; a lifestyle publication that provides inspiration for the discerning traveller; a reminder that the world away from our computers is ripe for exploration.
The epic tale of how loading your website with higher-caliber words & design will increase your conversion rates (and make you more loot)...as told by the dashing & debonair marketing ace & attention-thief, D Bnoon Tennant

WHAT’S THE EASIEST WAY TO GET YOUR AUDIENCE’S ATTENTION? STEAL IT.

DID YOU KNOW THAT THE ABILITY TO WRITE PERSUASIVELY IS TRAINED out of us from the moment we can put words together? I’ll prove it in a minute—but first I have a question for you.
Let’s practice subtraction.

Go to http://hci.st/247english for instructions

Use the Chrome debugger to set items to:

```javascript
visibility: hidden; /* hides it but leaves it in place */
display: none; /* entirely removes it */
margin: 10px 9px 8px 7px; /* margin pixels: top right bottom left */
```
Color

Do it last.
Reminders from CS 147

• Start in grayscale, then keep the luminance values
• Common schemes: analogous and split complement
Benefit from color theory

- Adobe Color CC [http://color.adobe.com](http://color.adobe.com)
- Fork popular schemes [https://color.adobe.com/explore/most-popular](https://color.adobe.com/explore/most-popular)

- Sandy Stone Beach Ocean...
- Firenze
- Neutral Blue
- Phaedra
Coloring time

Recolor our starter website at http://hci.st/247english
Use the Chrome debugger or edit cs247.css
Six minutes: go!
Making mocks

From wireframes to pixel-perfect
Wireframes: shifting ground

- This is what a wireframe used to look like:
Wireframes: shifting ground

- This is where things are going:

https://dribbble.com/shots/1773563-Sketch-Mobile-Wireframe-Checkout-Template
What’s the difference?

- Basic UI elements are now included as stock
- Even a wireframe chooses some elements to instantiate more carefully
Music in your pocket, from the Cloud.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum ut nec nisi, Pellentesque eu vehicula orci. Quisque non purus turpis. Pretammet ut metus vitae diam fringilla elementum, bibendum et leo.

Access your music from the place you trust the most.

Donec a dolor lobortis, pharetra eros in, cursus magna. Quisque in tristique arcu. Vestibulum auctor elit quis liber a pharetra pulvinar vitae non id magna. Suspendisse vitae amet enim sapien euismod, eu turpis faucibus non, mollis nam. Veniam, convallis nam enim scipio edit.

email@example.com  
Sign Up

1. Connect to the Cloud
2. Create playlists
3. Listen and enjoy

Simply enter your email and password of your favourite service to login quickly and securely.

Creating playlists doesn't need a lot of effort. The only thing you need to do is order tracks in folders.

Yup. No more steps required. It's up to you now, enjoy beautiful moments with your own customized playlists.
“Wireframing with Sketch3” by Masaaki Komori on YouTube
Wireframing: goals

- Instantiate the major design elements
- Hash out the central interaction and visual design problems
- Utilize UI components from kits
- Still relatively quick to iterate on and explore with
Pixel-perfect mocks

- After your wireframe has settled
- Pixel-perfect mocks are a spec for development
- Focus on low-level visual design and interaction design decisions
Prototypes have politics.

- Wireframe: communicate high-level ideas
- Pixel-perfect: orient the viewer to detail

- Get comfortable with both of them. P2 will help.
Project 2, Parts II and III

- Part II, due next Monday
  - Create three wireframes of different concepts
  - Create three pixel-perfect mocks

- Part III, due two weeks from today
  - Choose a direction and revise your pixel-perfect mock
  - Implement your portfolio using HTML/CSS/Javascript