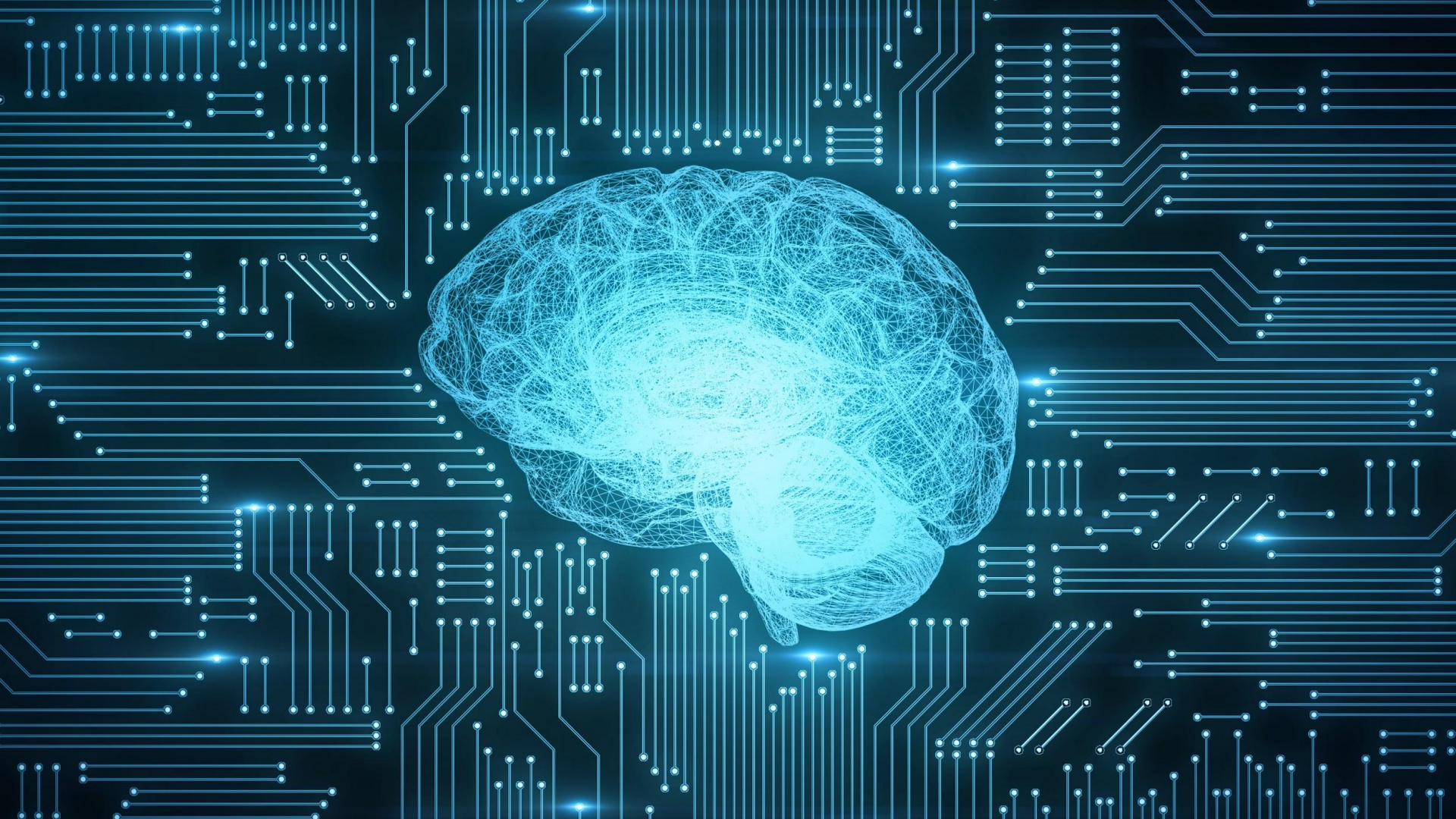


Design for Developers

Ruth Leopold



DESIGN4DRUPAL
BOSTON 2020



MICRO PRODUCTS COMPANY IS A MANUFACTURER OF

**BUTT WELDING MACHINES FOR STEEL,
COPPER, ALUMINUM WIRE, ROD OR CABLE, SOLID
OR STRANDED, BRASS, ALLOYS
FOR OVER 90 YEARS.**



THE MOST ADVANCED BUTT WELDERS IN THE WORLD

Butt welding machines for wire, rod, cable
and much much more.

[Request information →](#)

90 YEARS OF
EXPERIENCE



DARK PATTERNS

TYPES OF DARK PATTERN

Trick questions

While filling in a form you respond to a question that tricks you into giving an answer you didn't intend. When glanced upon quickly the question appears to ask one thing, but when read carefully it asks another thing entirely.

Sneak into Basket

You attempt to purchase something, but somewhere in the purchasing journey the site sneaks an additional item into your basket, often through the use of an opt-out radio button or checkbox on a prior page.

Roach Motel

You get into a situation very easily, but then you find it is hard to get out of it (e.g. a premium subscription).

Privacy Zuckering

You are tricked into publicly sharing more information about yourself than you really intended to. Named after Facebook CEO Mark Zuckerberg.

Price Comparison Prevention

The retailer makes it hard for you to compare the price of an item with another item, so you cannot



The Instagram aesthetic that made QAnon mainstream

youtu.be



Elements of Design

Red

Excitement
Strength
Love
Energy

Orange

Confidence
Success
Bravery
Sociability

Yellow

Creativity
Happiness
Warmth
Cheer

Green

Nature
Healing
Freshness
Quality

Blue

Trust
Peace
Loyalty
Competence

Pink

Compassion
Sincerity
Sophistication
Sweet

Purple

Royalty
Luxury
Spirituality
Ambition

Brown

Dependable
Rugged
Trustworthy
Simple

Black

Formality
Dramatic
Sophistication
Security

White

Clean
Simplicity
Innocence
Honest



Search input field with magnifying glass icon and microphone icon

Google Search

I'm Feeling Lucky

Browser developer tools showing HTML and CSS for the search input field.

```

<!DOCTYPE html>
<html itemscope itemtype="http://schema.org/WebPage" lang="en">
  <head>...</head>
  <body jsmodel="TvHxbe" class="hp vasq big" id="gsr" jsaction="VM8bg:.CLIENT;hWT9Jb:.CLIENT;WCUlWe:.CLIENT;NTJodf:.CLIENT;szjOR:.CLIENT;PY1zjf:.CLIENT;wnJTPd:.CLIENT;qmWBbf:.CLIENT;tbSCpf:.CLIENT;hwLEjc:.CLIENT;D9uYNe:.CLIENT;SgU1Eb:.CLIENT;FKSkld:.CLIENT;Reiqfc:.CLIENT;TdqOFb:.CLIENT;OIVYlc:.CLIENT;mHat8:.CLIENT;z3NTEf:.CLIENT;i5olz d:.CLIENT;Sc901c:.CLIENT:Jl90Dc:.CLIENT:kw1xhc:.CLIENT;qGMTIf e"> == $0
    <style data-...
    <div></div>
    <div class="1">
      <style data-...
      <div cla...
    </div>
    <script>
    </script>
    <style data-...
  </body>
</html>
  
```

Color picker for `background-color: hsl(186deg 83% 58%);`

186	83%	58%	1
H	S	L	A

```

body, html {
  font-size: 16px;
  background-color: hsl(186deg 83% 58%);
}

body {
  background: #fff;
  color: #202124;
}

body, td, a, p, .h {
  font-family: arial,sans-serif;
  
```

MONOCHROMATIC



COMPLIMENTARY



SPLIT COMPLIMENTARY



ANALOGOUS



TRIADIC



TETRADIC



Practical Color Theory for People Who Code

Pick your call to action color!



Let's get started!

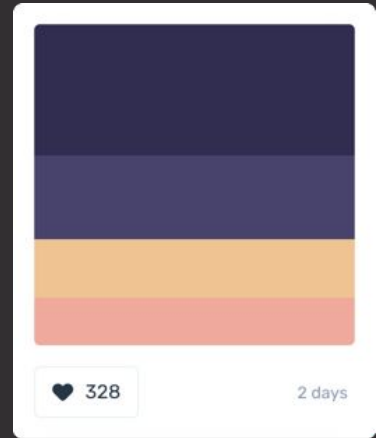
Natalya Shelburne
@natallyathree

Color Palette Tools

From one color: mycolor.space

From multiple: colors.co/generate

From scratch: colorhunt.co





CAP-HEIGHT | the height of the capital letter measured from the baseline

X-HEIGHT | the height of lowercase letters reach based on lowercase x

BASELINE | the invisible line where all characters sit

DESCENDER | the invisible line marking the lowest point of the descenders within a font

Serif

Sans Serif

Script

Display

Elements of Design

- Color
- Type
- Lines
- Shapes
- Imagery
- Iconography
- Animation

WELCOME TO THE GARDNER

HOW TO USE GUIDE

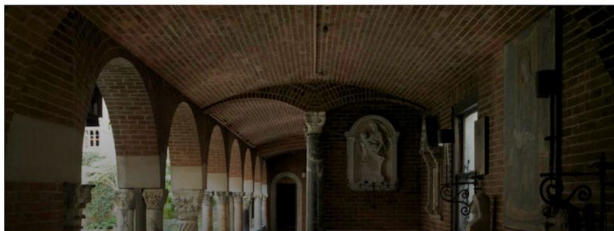


INTRODUCTION TO ISABELLA

ALL ROOMS



MUSEUM MAP

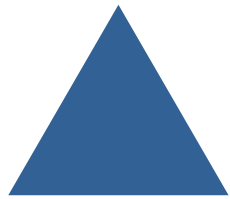
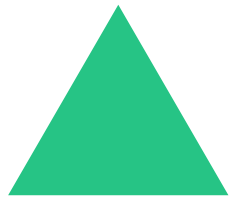
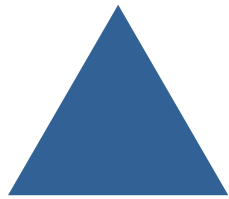
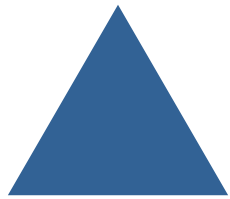
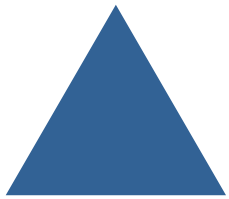
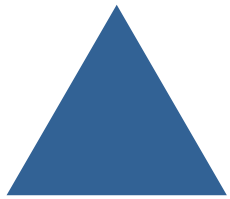
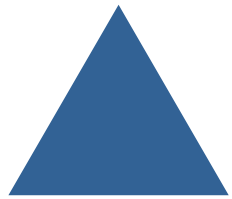


C.R.A.P. Principles of Design

C.R.A.P. Principles of Design

CONTRAST REPETITION ALIGNMENT PROXIMITY

Contrast





Google



Google Search

I'm Feeling Lucky



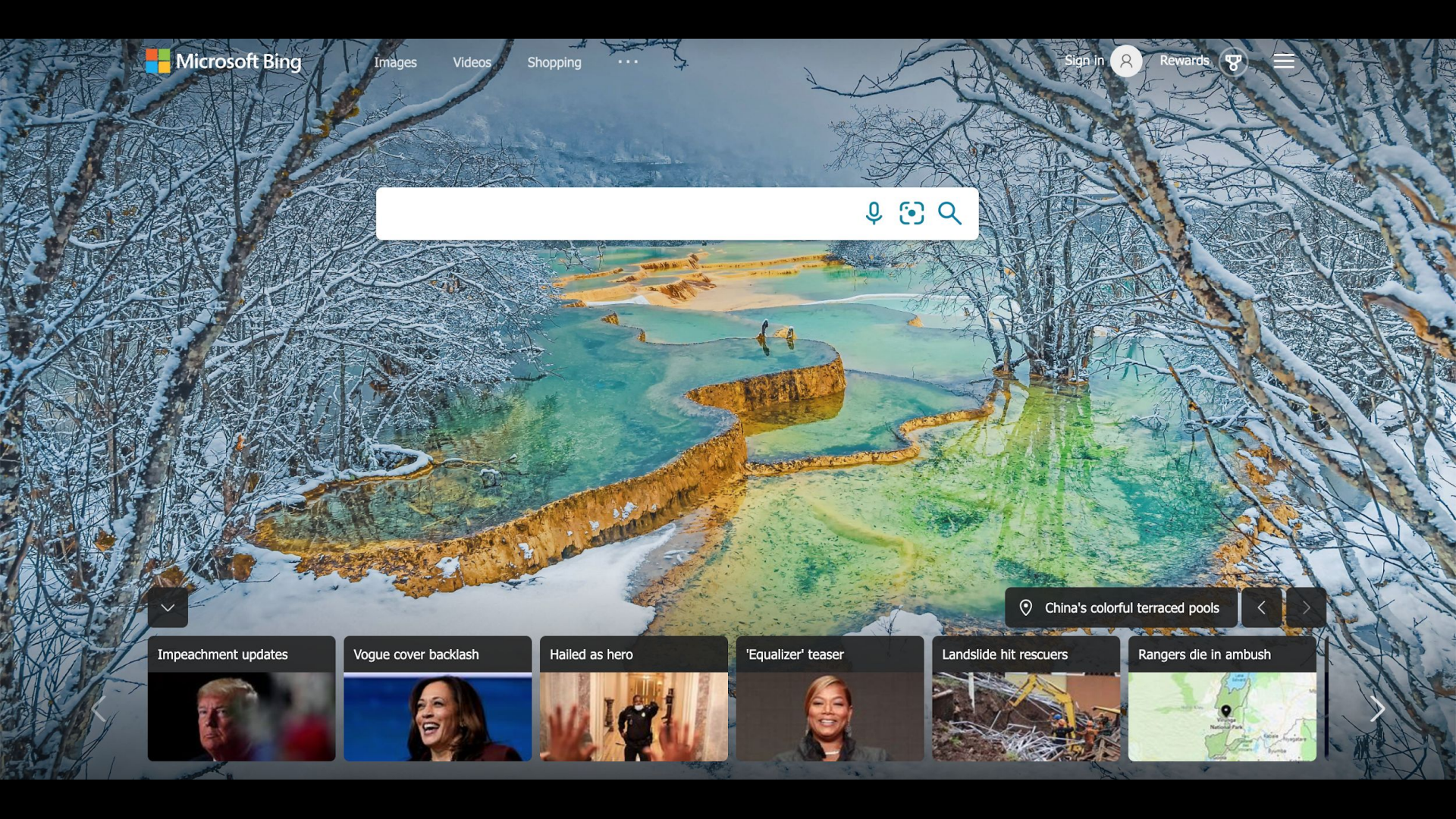
Google

Google Search

I'm Feeling Lucky



Search bar with icons for voice search, image search, and magnifying glass.



China's colorful terraced pools < >

Impeachment updates

Vogue cover backlash

Hailed as hero

'Equalizer' teaser

Landslide hit rescuers

Rangers die in ambush

Page Title

Heading 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ergo ita: non posse honeste vivi, nisi honeste vivatur? Facile est hoc cernere in primis puerorum aetatulis. Iam id ipsum absurdum, maximum malum neglegi. Summum a vobis bonum voluptas dicitur. Duo Reges: constructio interrete. Audio equidem philosophi vocem, Epicure, sed quid tibi dicendum sit oblitus es. Me igitur ipsum ames oportet, non mea, si veri amici futuri sumus. Ac tamen hic mallet non dolere. Ac ne plura complectar-sunt enim innumerabilia-, bene laudata virtus voluptatis aditus intercludat necesse est. In his igitur partibus duabus nihil erat, quod Zeno commutare gestiret. Commoda autem et incommoda in eo genere sunt, quae praeposita et reiecta diximus;

Heading 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ergo ita: non posse honeste vivi, nisi honeste vivatur? Facile est hoc cernere in primis puerorum aetatulis. Iam id ipsum absurdum, maximum malum neglegi. Summum a vobis bonum voluptas dicitur. Duo Reges: constructio interrete.

Heading 3

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PAGE TITLE

Heading 2

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Heading 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ergo ita: non posse honeste vivi, nisi honeste vivatur? Facile est hoc cernere in primis puerorum aetatulis. Iam id ipsum absurdum, maximum malum negligi. Summum a vobis bonum voluptas dicitur. Duo Reges: constructio interrete.

Heading 3

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ergo ita: non posse honeste vivi, nisi honeste vivatur? Facile est hoc cernere in primis puerorum aetatulis. Iam id ipsum absurdum, maximum malum negligi. Summum a vobis bonum voluptas dicitur. Duo Reges: constructio interrete.

WHEREVER YOU ARE IN YOUR CALLING, WE HAVE THE DEGREE PATH FOR YOU.

Our quality programs provide students the opportunity to advance in a successful nursing career.

Baptist College offers a quality education to students who have “a calling” and aptitude to become successful nurses and to nurses who are ready to explore their career potential for growth and advancement from a baccalaureate through the doctoral level.

Wherever you are in your calling, we have the degree path for you.

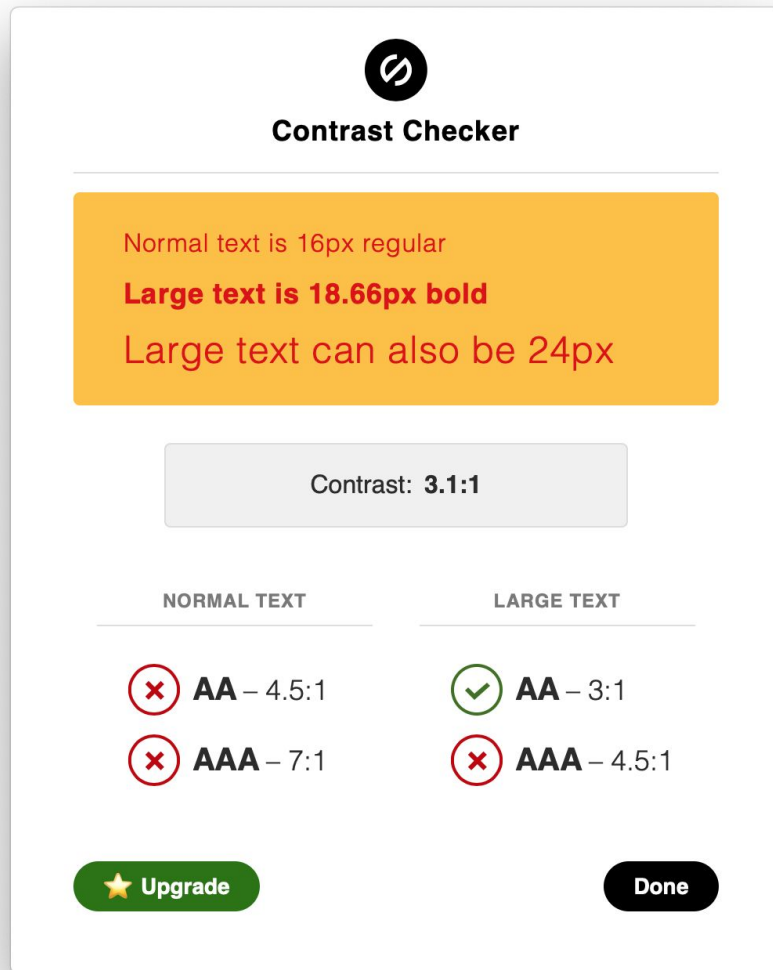
Our quality programs provide students the opportunity to advance in a successful nursing career.

Baptist College offers a quality education to students who have “a calling” and aptitude to become successful nurses and to nurses who are ready to explore their career potential for growth and advancement from a baccalaureate through the doctoral level.

Accessibility tip

Normal text is 16px regular

Large text is 18.66px bold or 24px








The screenshot shows a 'Contrast Checker' interface. At the top is a circular logo with a stylized 'S'. Below it, the title 'Contrast Checker' is centered. A large orange box contains the text: 'Normal text is 16px regular', 'Large text is 18.66px bold', and 'Large text can also be 24px'. Below this box is a grey button displaying 'Contrast: 3.1:1'. The interface is divided into two columns: 'NORMAL TEXT' and 'LARGE TEXT'. Under 'NORMAL TEXT', there are two rows: the first with a red 'X' icon and 'AA - 4.5:1', and the second with a red 'X' icon and 'AAA - 7:1'. Under 'LARGE TEXT', there are two rows: the first with a green checkmark icon and 'AA - 3:1', and the second with a red 'X' icon and 'AAA - 4.5:1'. At the bottom left is a green button with a star icon and the text 'Upgrade'. At the bottom right is a black button with the text 'Done'.

Contrast Checker

Normal text is 16px regular
Large text is 18.66px bold
Large text can also be 24px

Contrast: **3.1:1**

NORMAL TEXT	LARGE TEXT
 AA – 4.5:1	 AA – 3:1
 AAA – 7:1	 AAA – 4.5:1

 Upgrade

Done

Common Contrast Issues in Drupal

- Skip to main content link
- Local action tabs

Log in

Create new account

Reset your password

Username *

Enter your MOOSE username.

Password *

Enter the password that accompanies your username.

Log in

SKIP TO MAIN CONTENT

VISIT

CALENDAR

ABOUT

ART

JOIN & GIVE

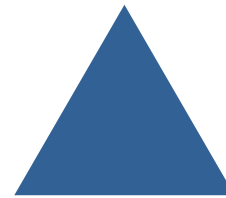
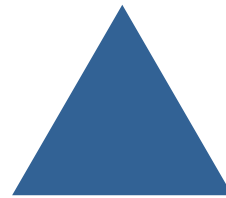
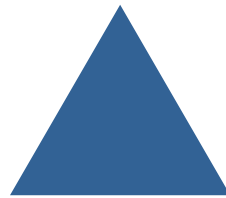
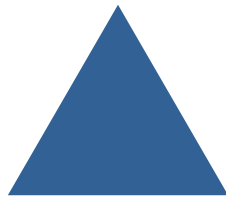
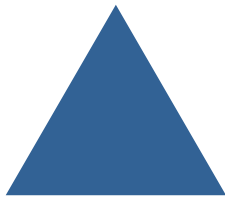
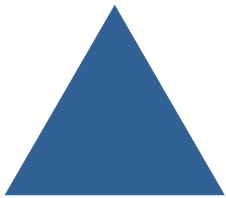
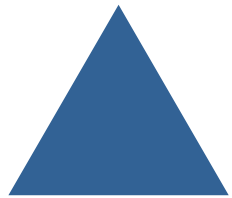
WELCOME
G

HOW TO USE C

ALL ROOMS



Repetition



Consistency

- Spacing
- Breakpoints
- Component patterns

Buttons



Priority Disabled Loading Pagination Combo Gro

Priority

Buttons are categorized by importance and can be applied to a variety of nodes. Each variation has intention and should be used sparingly.

Example

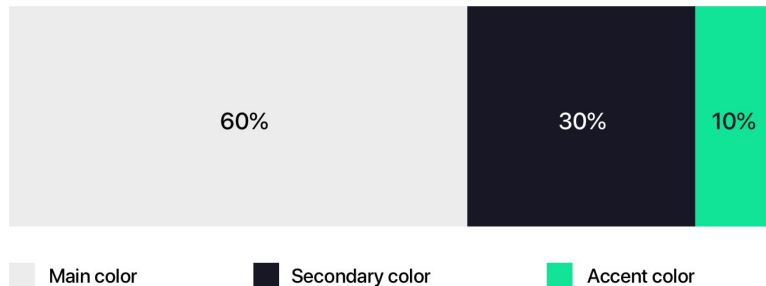


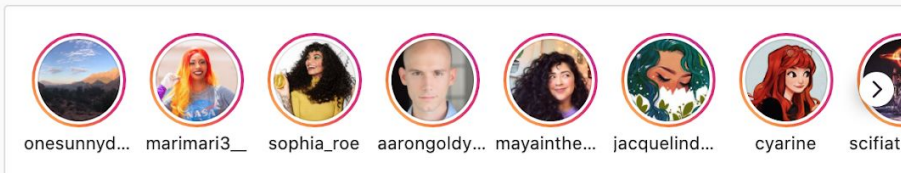
```
1 <button class="button margin-bottom--lv3">Default</button>
2 <button class="button p0 margin-bottom--lv3">Important</button>
3 <button class="button p1 margin-bottom--lv3">Primary Action</button>
4 <button class="button p2 margin-bottom--lv3">Caution</button>
```

Not
You
acc
To s
clas
To s
def

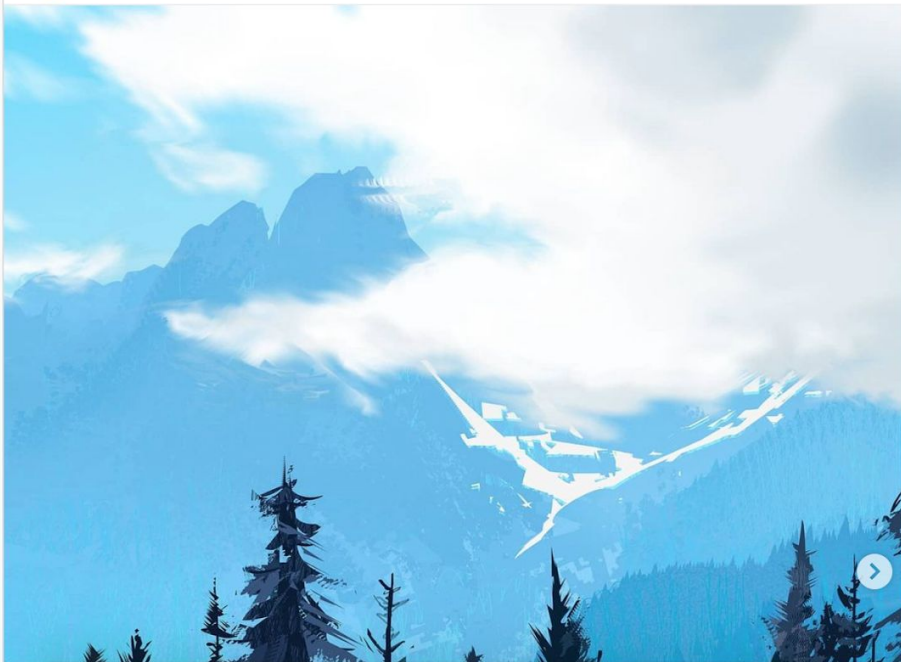
Limit styles

- 2 fonts
- 60 30 10 rule





 **mathiaszamecki**
Wroclaw, Poland



ruth.nao.leo
Ruth Leopold

[Switch](#)

Suggestions For You

[See All](#)



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Followed by i.enoch + 4 more

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robfin5
Followed by ariellecostello + 9 more

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hanna.karas
Followed by sylviaгуzсар + 3 more

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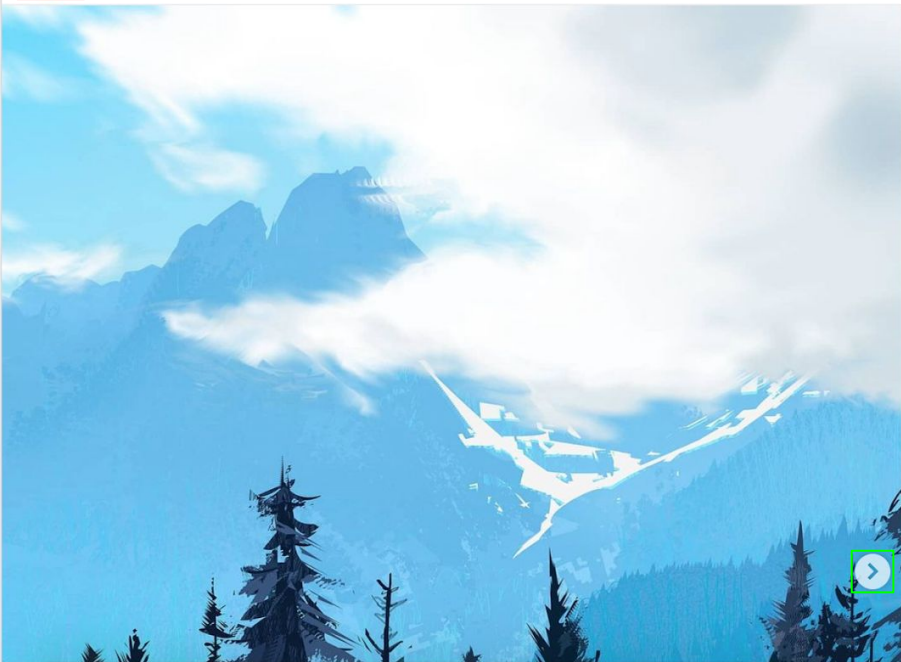
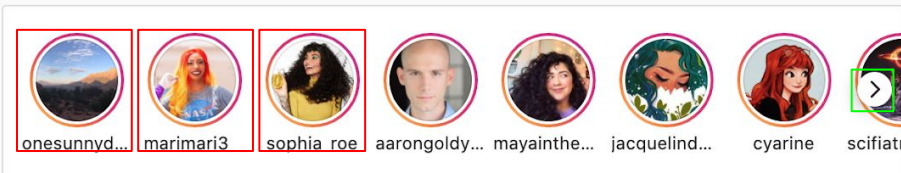
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Alignment



Left aligned text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quoniam et advesperascit et mihi ad villam revertendum est, nunc quidem hactenus; Audax negotium, dicerem impudens, nisi hoc institutum postea translatum ad philosophos nostros esset.

Right aligned text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quoniam et advesperascit et mihi ad villam revertendum est, nunc quidem hactenus; Audax negotium, dicerem impudens, nisi hoc institutum postea translatum ad philosophos nostros esset.

Center aligned text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quoniam et advesperascit et mihi ad villam revertendum est, nunc quidem hactenus; Audax negotium, dicerem impudens, nisi hoc institutum postea translatum ad philosophos nostros esset.

Justified text

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed quoniam et advesperascit et mihi ad villam revertendum est, nunc quidem hactenus; Audax negotium, dicerem impudens, nisi hoc institutum postea translatum ad philosophos nostros esset.

Readability

- Left align for readability
- Right align only 1-3 words or a short single line
- Don't justify text in a CMS
- Avoid centering paragraphs of text
- Keep line length to 50-75 characters

create a posting
my account

search craigslist

event calendar

M	T	W	T	F	S	S
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	31

craigslist app new
help, faq, abuse, legal
avoid scams & fraud
personal safety tips
terms of use
privacy policy new
system status

about craigslist
craigslist open source
craigslist blog
best-of-craigslist
"craigslist joe"
craig newmark
philanthropies

english ▾

community

activities
artists
childcare
classes
events
general
groups
local news

lost+found
missed
connections
musicians
pets
politics
rants & raves
rideshare
volunteers

services

automotive
beauty
cell/mobile
computer
creative
cycle
event
farm+garden
financial
household

labor/move
legal
lessons
marine
pet
real estate
skilled trade
sm biz ads
travel/vac
write/ed/tran

discussion forums

android	frugal	pets
apple	gaming	philos
arts	garden	photo
atheist	haiku	politics
autos	help	psych
beauty	history	recover
bikes	housing	religion
celebs	jobs	rofo
comp	jokes	science
cosmos	legal	spirit
diet	linux	sports
divorce	manners	super
dying	marriage	tax
eco	money	travel
feedback	music	tv
film	open	vegan

housing

apts / housing
housing swap
housing wanted
office / commercial
parking / storage
real estate for sale
rooms / shared
rooms wanted
sublets / temporary
vacation rentals

for sale

antiques	farm+garden
appliances	free
arts+crafts	furniture
atv/utv/sno	garage sale
auto parts	general
aviation	heavy equip
baby+kid	household
barter	jewelry
beauty+hlt	materials
bike parts	motorcycle parts
bikes	motorcycles
boat parts	music instr
boats	photo+video
books	rvs+camp
business	sporting
cars+trucks	tickets
cds/dvd/vhs	tools
cell phones	toys+games
clothes+acc	trailers
collectibles	video gaming
computer parts	wanted
computers	wheels+tires
electronics	

jobs

accounting+finance
admin / office
arch / engineering
art / media / design
biotech / science
business / mgmt
customer service
education
etc / misc
food / bev / hosp
general labor
government
human resources
legal / paralegal
manufacturing
marketing / pr / ad
medical / health
nonprofit sector
real estate
retail / wholesale
sales / biz dev
salon / spa / fitness
security
skilled trade / craft
software / qa / dba
systems / network
technical support
transport
tv / film / video
web / info design
writing / editing

gigs

computer	event
creative	labor
crew	talent
domestic	writing

nearby cl

albuquerque
amarillo
billings
central sd
clovis-portales
colo springs
denver
eastern co
east idaho
farmington
fort collins
grand island
high rockies
lincoln
logan
north platte
northwest ks
ogden
provo
pueblo
rapid city
salina
salt lake
santa fe
scottsbluff
south dakota
southwest ks
western slope
wichita
wyoming

us cities

us states

canada

cl worldwide

WELCOME TO THE GARDNER

HOW TO USE GUIDE

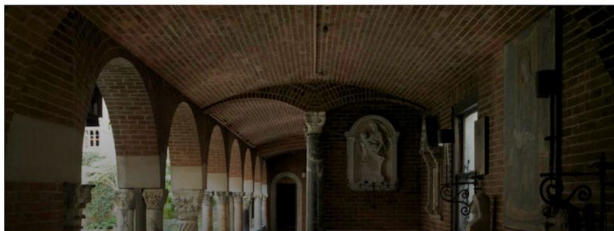


INTRODUCTION TO ISABELLA

ALL ROOMS



MUSEUM MAP



WELCOME TO THE GARDNER

[HOW TO USE GUIDE](#)

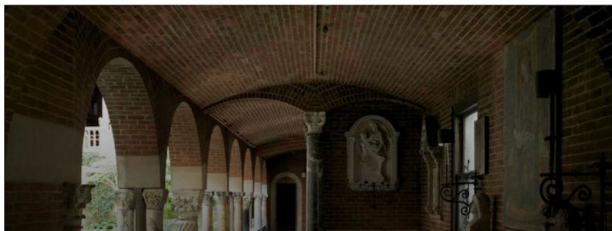


[INTRODUCTION TO ISABELLA](#)

ALL ROOMS



MUSEUM MAP



WELCOME TO THE GARDNER

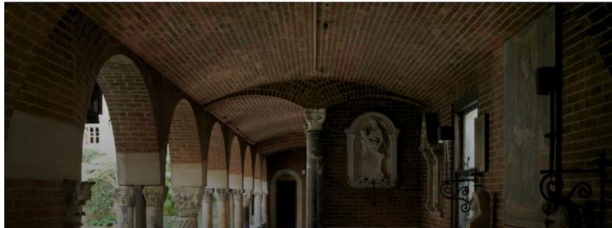
HOW TO USE GUIDE

 INTRODUCTION TO ISABELLA

ALL ROOMS



MUSEUM MAP



VISIT CALENDAR ABOUT

ART JOIN & GIVE

ISABELLA
SEWART GARDNER
MUSEUM

ORGANIZATION

CONTRAST



WELCOME TO THE GARDNER

HOW TO USE GUIDE

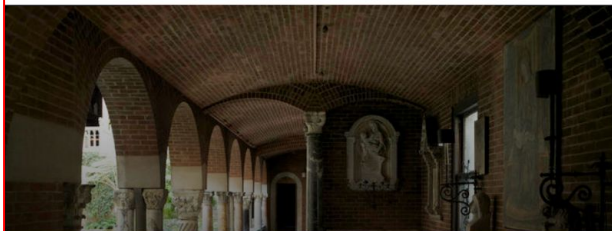


INTRODUCTION TO ISABELLA

ALL ROOMS



MUSEUM MAP



WELCOME TO THE GARDNER

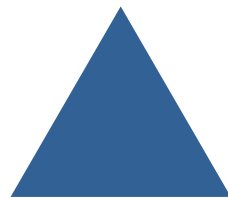
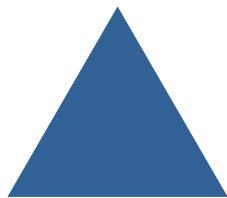
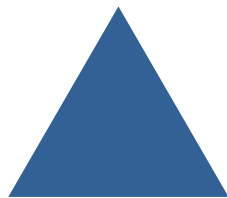
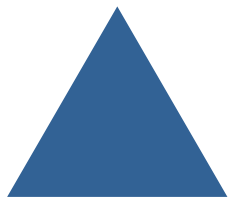
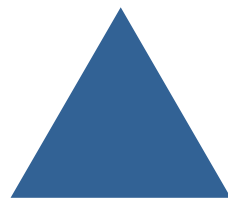
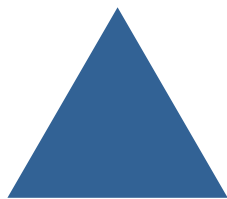
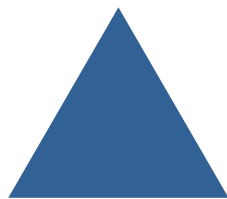
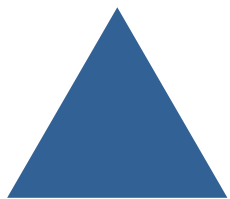
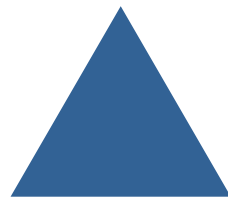
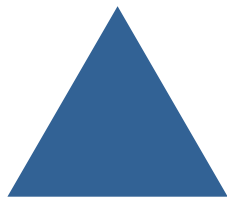
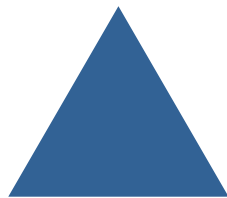
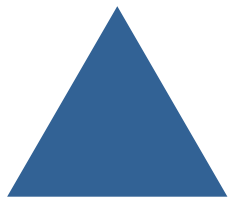
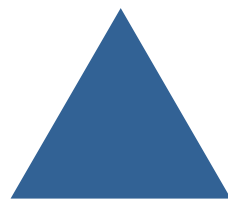
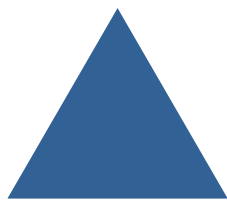
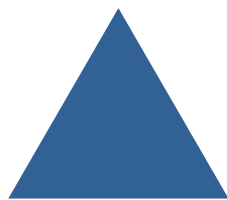
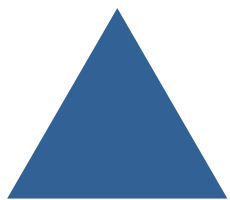
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ALL ROOMS 

 MUSEUM MAP



Proximity





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WELCOME TO THE GARDNER

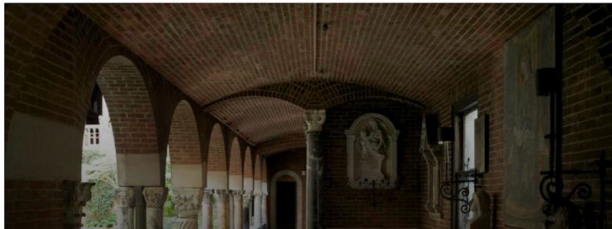
HOW TO USE GUIDE

 INTRODUCTION TO ISABELLA

ALL ROOMS



MUSEUM MAP



Example



\$24

Order

Love® Premium Navel Oranges

Wishing everyone a Happy & Positive NEW YEAR!

What is LOVE Premium? Love® Premium Oranges from Orchard Ranch are grown in the "heart" of "The Orange Belt" of The San Joaquin Valley, California. Tended to by the best farming crew with years of experience, these oranges are expertly farmed, with caring hands. Irrigated by deep well water obtained from run off from the mighty Sierra Nevada mountain range, and raised under the famous "California Sunshine", you simply will not find oranges this good unless you grow them yourself. Sweet and juicy and picked fresh from the farm and shipped right to your door, you too will fall in LOVE with the citrus that has been defining the way people buy oranges online! And don't forget, whether you buy 10, 20, or even 35 pounds of LOVE Premium brand oranges, you are buying with confidence with our 100% satisfaction guarantee!

More reasons for LOVE Premium

There's always more to LOVE when you buy juicy and delicious oranges. With all the wonderful health benefits that oranges have to offer, what a better way to show yourself and your body some LOVE. In fact, here are just two of the many health reasons to enjoy California oranges:

--> *Researchers at the National Cancer Institute have long maintained that a low-fat diet high in Vitamin C-rich foods may help reduce the risk of some types of cancer.*

--> *According to the Journal of the American Medical Association, (JAMA) eating citrus (oranges) and drinking orange juice can cut the risk of stroke by nearly a third.*

--> *"Adequate Folic acid, the B vitamin in orange juice, may reduce the risk of certain birth defects." - March of Dimes*

So now the question is... "why wouldn't you want your very own box of sweet, juicy, and 'oh so good for you', California Oranges shipped right to your door"?



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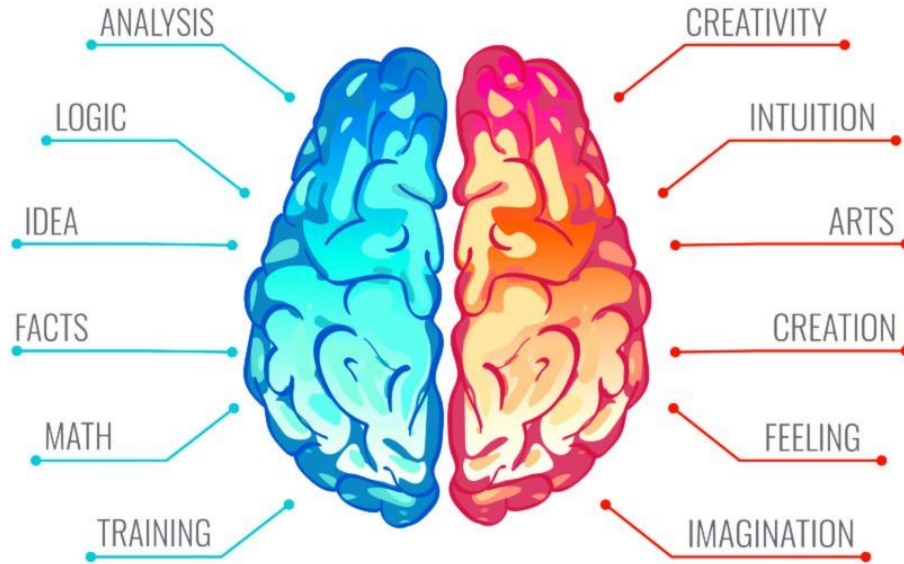
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Bridging the Gap

LEFT vs RIGHT BRAIN



Thanks for listening!