

The Nine Biggest Design Mistakes You're Making

(Okay maybe not all but maybe some!)

Hi, I'm Tracy!

@limerdaring
(daring, not darling)

slides



```
graph LR; slides --> limerdaring; speakerdeck["(also speakerdeck username)"] --> limerdaring;
```

(also speakerdeck
username)

1.

You start every design
project from scratch with
no inspiration.




Don't be afraid of
imitation.

HELLO WEB APP

LEARN HOW TO BUILD A WEB APP

Your next side project.
Your next lifestyle business.
Your next startup.

BY TRACY OSBORN

 A BOOK APART
Brief books for people who make websites

11

Jason Santa Maria

ON WEB TYPOGRAPHY

FOREWORD BY Ellen Lupton

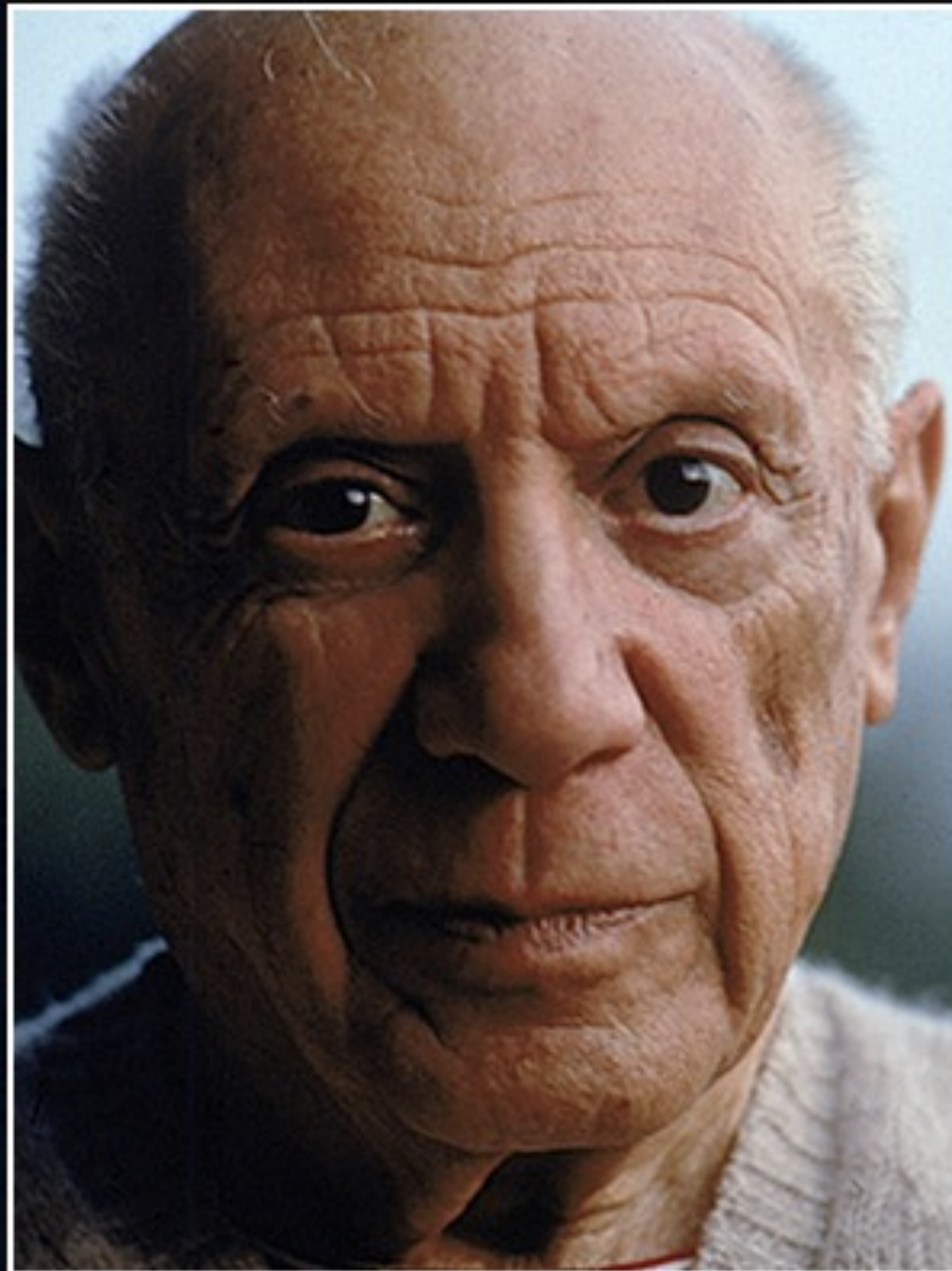
 A BOOK APART
Brief books for people who make websites

12

Mike Monteiro

YOU'RE MY FAVORITE CLIENT

FOREWORD BY Austin Kleon



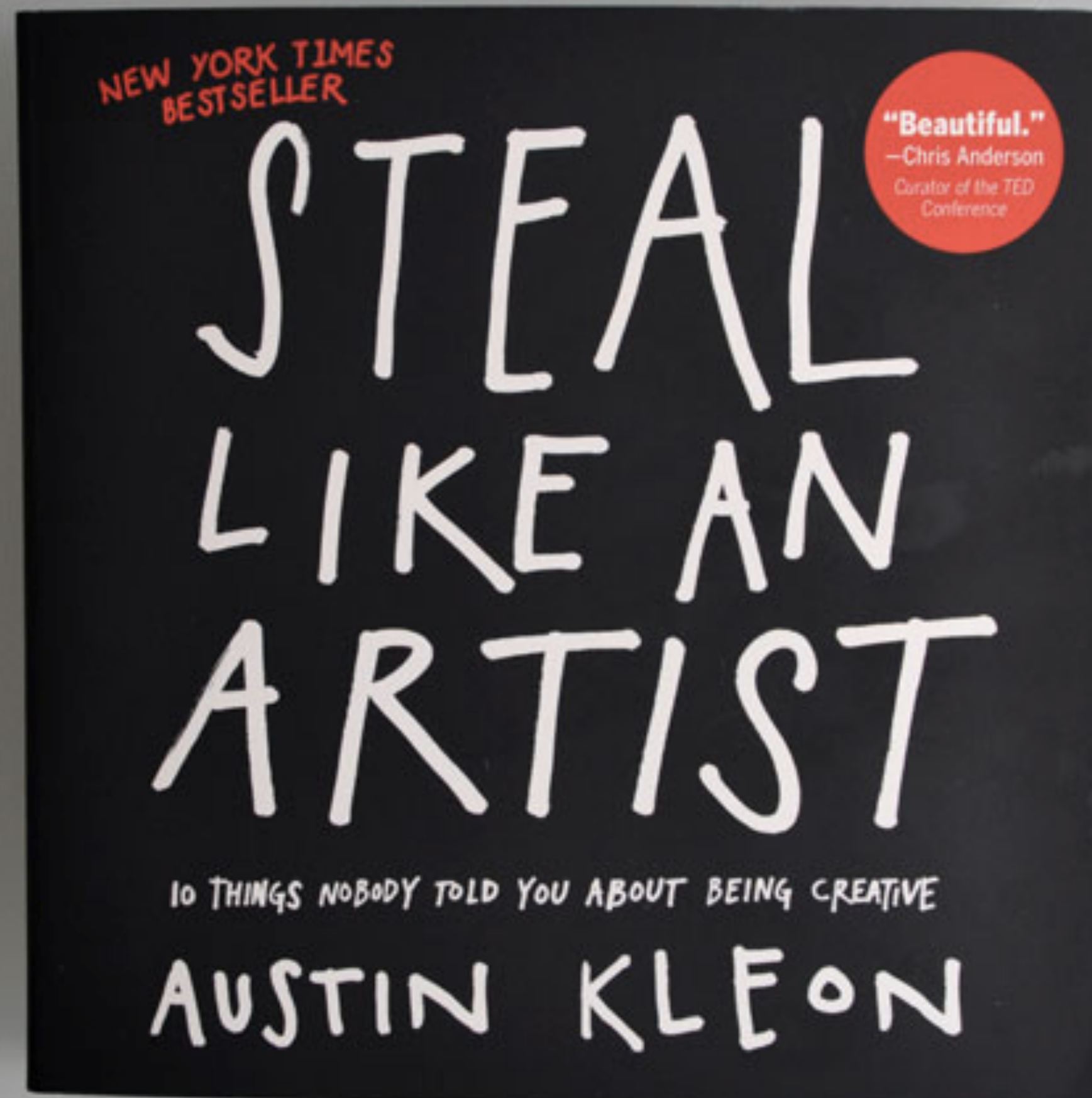
Good artists copy, great artists steal.

— *Pablo Picasso* —

AZ QUOTES

“THE BAD ARTISTS
IMITATE, THE GREAT
ARTISTS STEAL.”

~~PABLO PICASSO~~
BANKSY



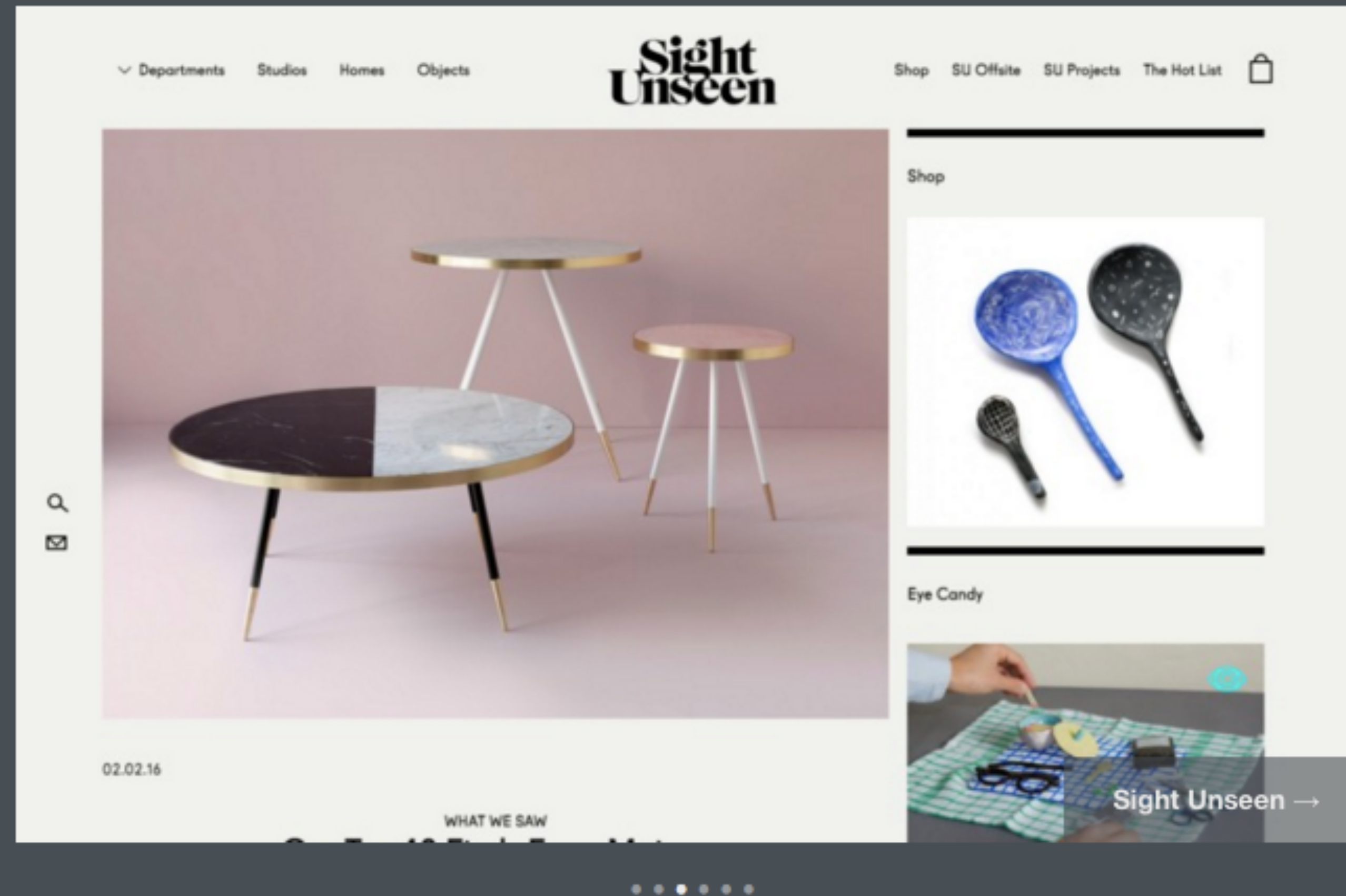


Websites Directory About

Styles ▾ Types ▾ Subjects ▾ Platforms ▾ Search ▾



Latest from the Showcase



What are you working on? Dribbble is where designers get inspired and hired.

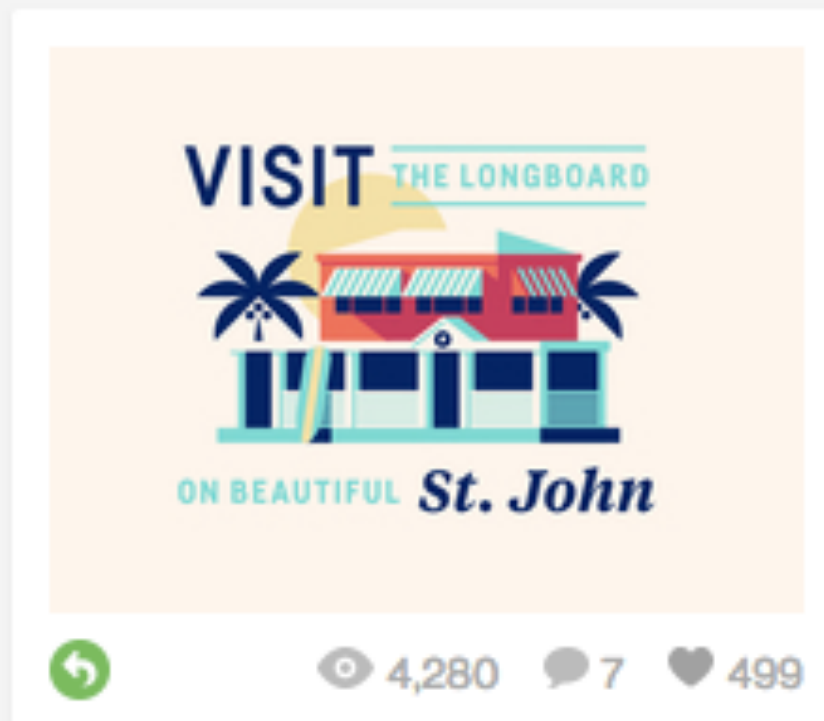
Continue →

Looking to hire a designer? [Learn more](#)

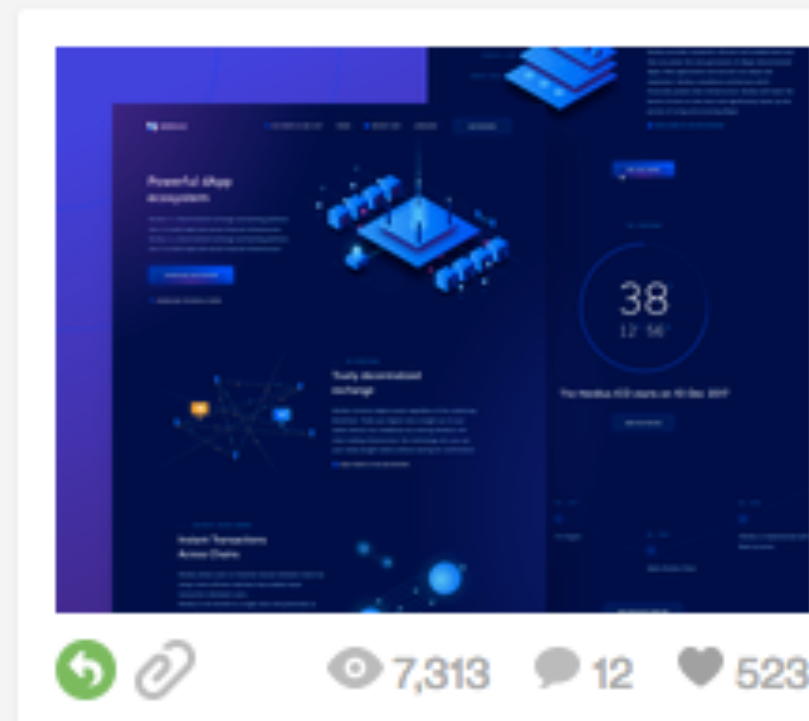
Popular ▾

Shots ▾

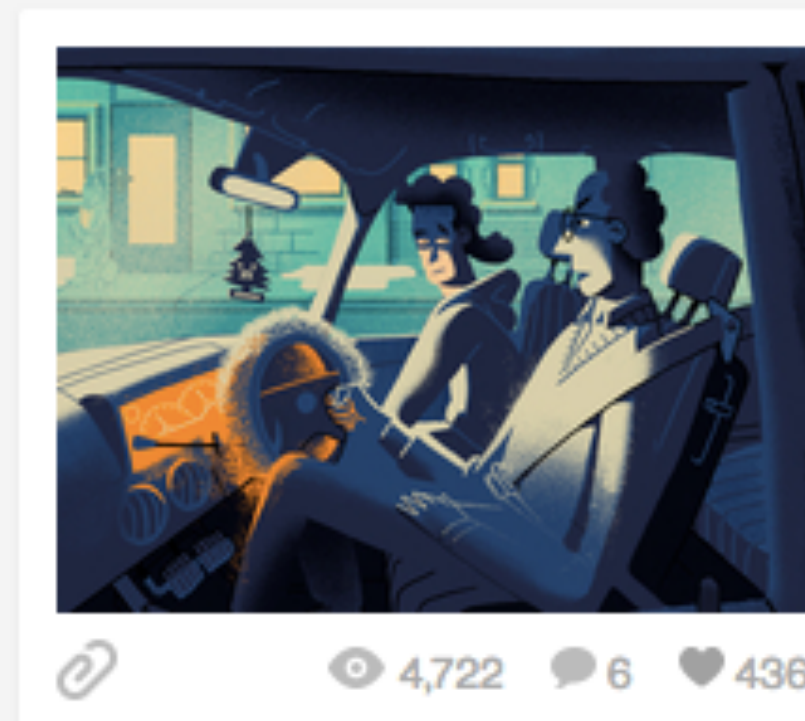
Now ▾



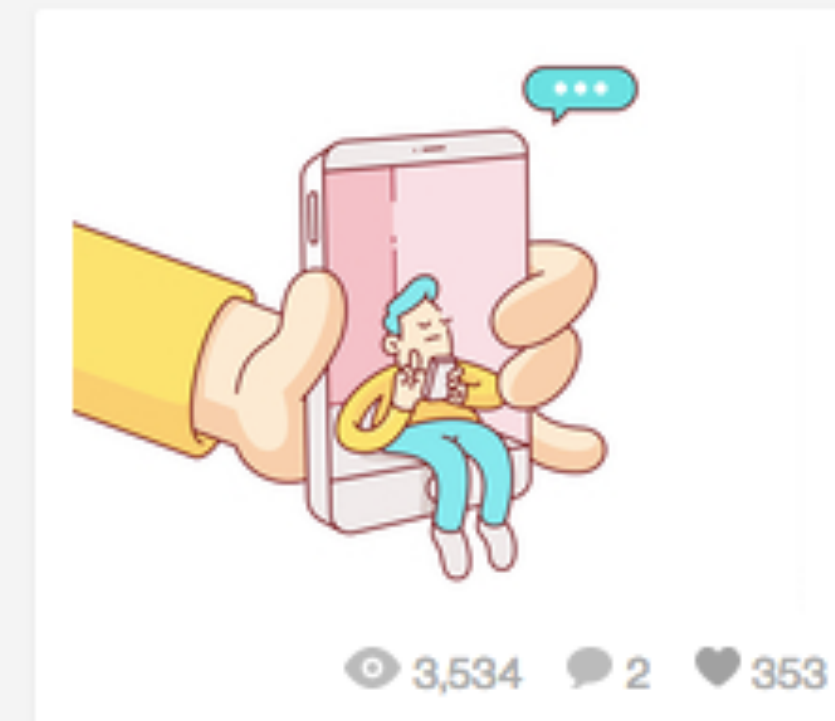
JF Jay Fletcher



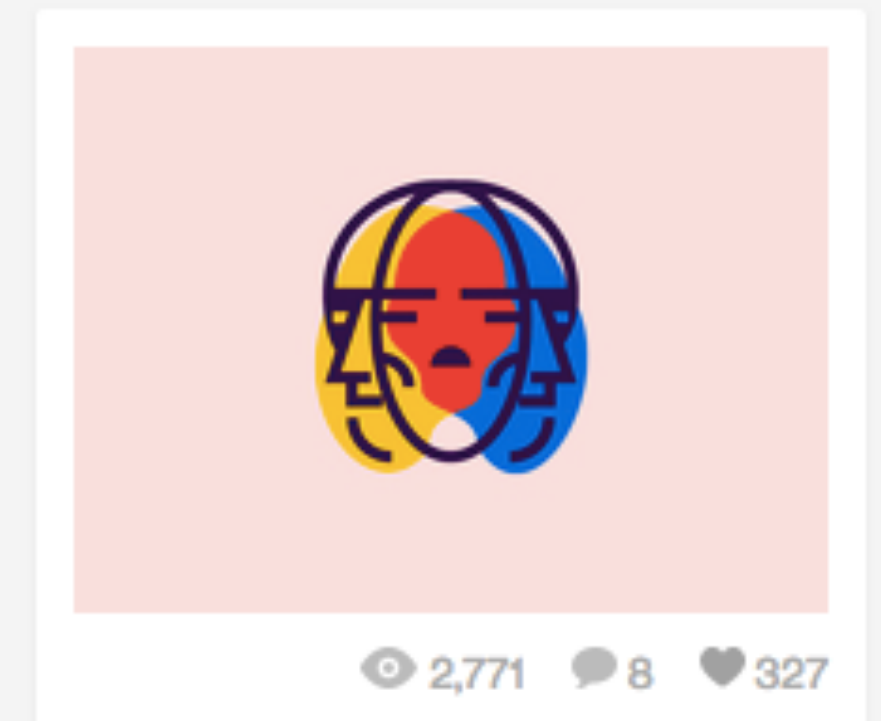
N Netguru



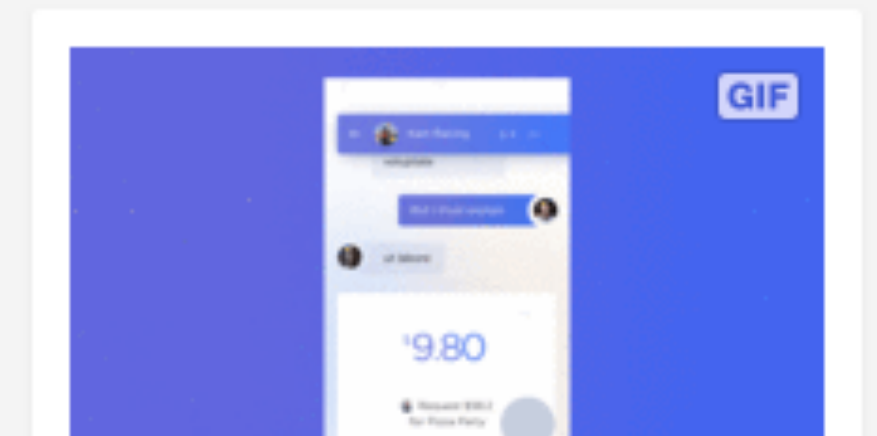
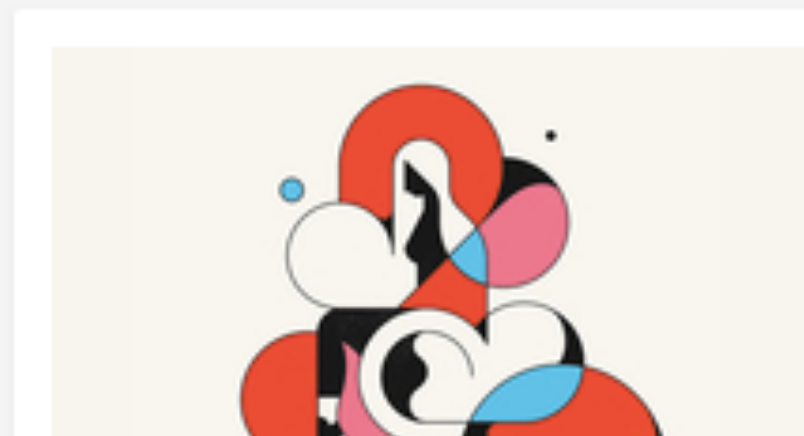
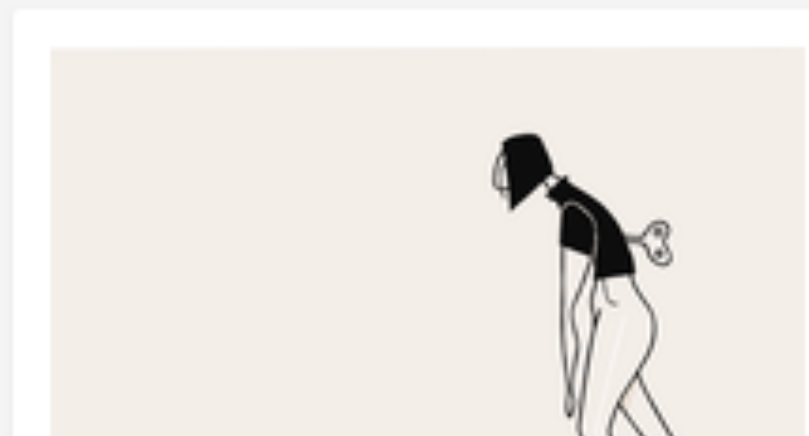
M MUTI



BT Burnt Toast Creative



NK Nick Kumbari






919.829.9600INFO@HUTCHLAW.COM@HUTCHLAW

LATEST PODCAST

BizCraft Episode 59: Sustainability and how not to be a jerk doing it



In this Episode of BizCraft we answer a listener question, we discuss sustainability and how not to be a jerk doing it

NEWS & ARTICLES

Accelerated Mobile Pages



A different approach to improving your web pages' speed by 51 Degrees.

Site of the Day December 05, 2017



Super Crowds inc.

BY **SUPER CROWDS INC.** FROM JAPAN WITH 7.57

7.86

DESIGN

7.30

USABILITY

7.46

CREATIVITY

7.46

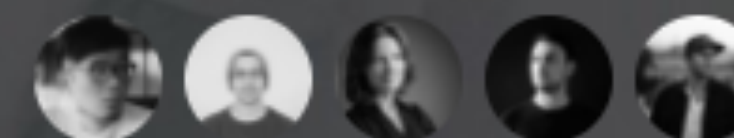
CONTENT

Visit Site

Visit Case

♥ 49 Collect me

Jury Votes



Sites of the day Previous Winners

Mobile Excellence recognized by Google


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[MANAGEMENT](#)
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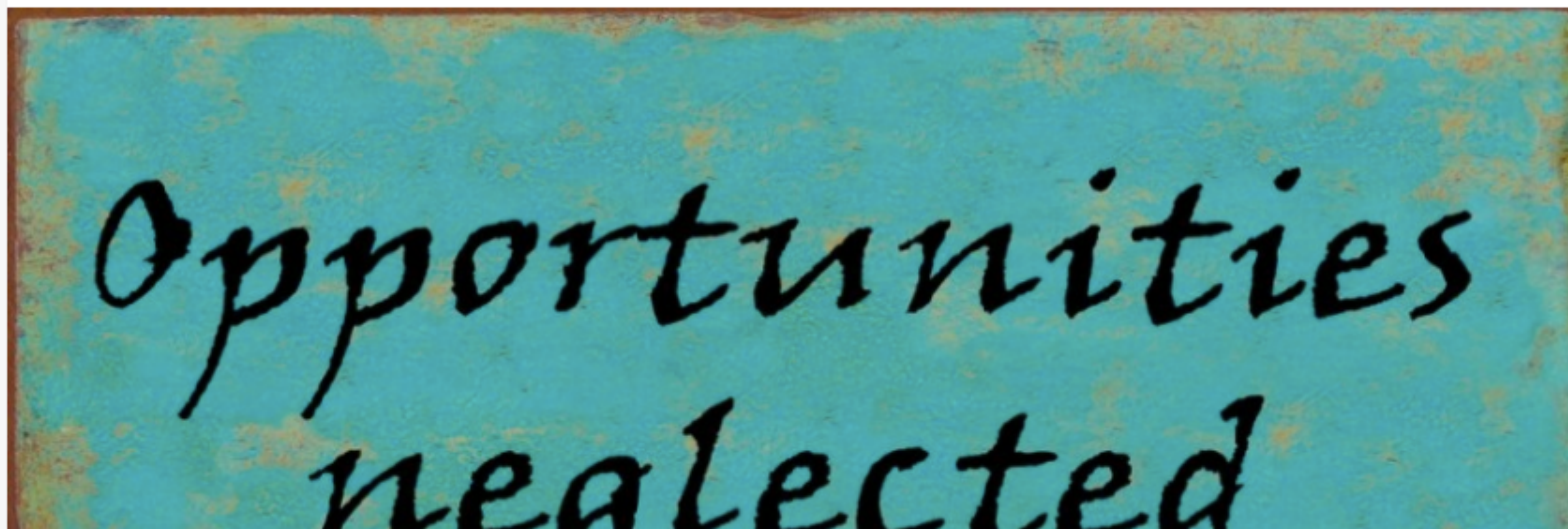
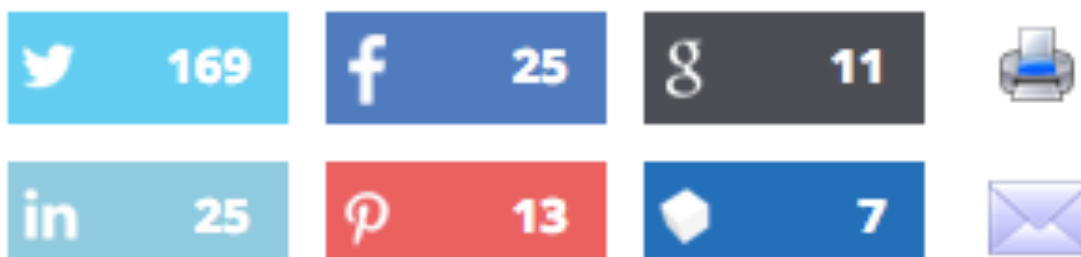

Trending: [On Location](#) [Instagram](#) [Dreamforce](#) [Microsoft](#)

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When Stealing Is Good: Drawing Inspiration From Competitors

Last Updated: Sep 3, 2013 by Amie Marse In Marketing Tips 11

219
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SMALL BUSINESS RESOURCES

Small Business TRENDS Social Media Calendar for a Small Business					
	Monday	Tuesday	Wednesday	Thursday	Friday
Facebook	Post link to content from your blog with short update	Share community content	Post an interesting question to the community	Create an original image-based post	Share humorous fun content (cartoon, meme, video, etc.)
		Share a promotional item, special offer, discount			Remind people to join your mailing list and the benefits they get if they do
Google Plus	Share community content	Write a 100-word original piece about a recent development in your industry	Share community content	Post link to content from your blog with short update	Post humorous fun content (cartoon, meme, video, etc.)

Think **critically** about what
makes a design good/bad.

[Features](#)[Business](#)[Explore](#)[Marketplace](#)[Pricing](#)[Sign in](#) or [Sign up](#)

Built for developers

GitHub is a development platform inspired by the way you work. From open source to business, you can host and review code, manage projects, and build software alongside millions of other developers.

Username

Email

Password

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

Sign up for GitHub

By clicking "Sign up for GitHub", you agree to our [terms of service](#) and [privacy policy](#). We'll occasionally send you account related emails.

2.

Your design is cluttered
with too many fonts, colors,
and misalignments.



Home

Auctions

Marketplace

Media

Support & Community

Bob's Video Blog

Domains

Hosting

Email

Site Builders

Business

SSL Certificates

Resellers

Start Domain Search

GO!

Manage

Renew

Upgrade

MY PRODUCTS

Show All My Products

MY ACCOUNT

Preferences

Account Settings

Customer Information

Order History

Pending Account Changes

My Downloads

Assign an AccountExec

Buyer Profiles

My Payment Information

Gift Card Balance

GoodAsGold Balance

Domain Related

Domain Transfers

Investor's Edge Domains

Domain Forwarding

Domain Monitoring/Backordering



Off-Site DNS Management

Web Site Tools

For Sale/Starter Web Page

\$1.99* Domains  Buy Now!

For all new & current customers w/any new, non-domain purchase! No quantity limit!**

New .COMs  per year & lower .COM Transfers  FREE 1-yr ext!**\$10.69*****\$6.99***

Start a Domain Name search:

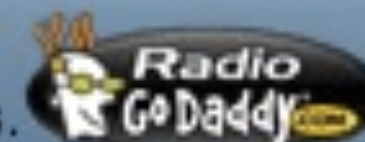
.com

GO!


Or get your domain fast with **EXPRESS BUY!** >NEW! .mx, SALE! .info \$0.89*, SALE! .net \$8.99*
SALE! .me \$9.99, SALE! .mobi \$7.99*, SALE! .us \$4.99[View Domain Options & Pricing](#) · [Bulk Registration](#)[Transfer Your Domains](#)**FREE EXTRAS!**
OVER \$100[†]

#1 in Domain Registrations

*Plus ICANN fee of 18 cents per yr

Tune in Wednesdays @ 2 PM PT to hear Go Daddy
CEO & Founder, Bob Parsons®, and his fascinating guests.Entrepreneur,
IndyCar® Series Star
& Go Daddy Girl®WEB CONTENT:
UNRATED

TOO HOT FOR TV!

See the commercials
we couldn't show
you on TV... 

How do I get started?

Our online Product Advisor will recommend ideal products and solutions for you. **Help me!**

Boost your online business exposure!

Get your site listed on major search engines. From \$29.99/yr
Learn more!

Host your Web site on fast European-based servers!

Enjoy FREE setup and software, 24/7 support and up to unlimited storage and transfer on local servers. From \$4.99/mo **Learn more!**

Hosting Options

> Web Hosting

Web Site Design

> WebSite Tonight®

Email Plans

> Web-Based Email

Business Solutions

> School of Business

Security & Privacy

> SSL Certificates

Tools & Wizards

> Product Advisor

Line things up — pixel differences
are definitely unconsciously noticed.

An underlying grid gives a
feeling of cohesiveness.



Hello Web Design

[HOME](#)[ABOUT](#)[BUY THE BOOK](#)

Recommended by you, Andrey Petrov, and 828 others



Tracy Osborn

Author of Hello Web App and creator of WeddingLovely. Traveling the world and climbing mountains.

Jan 23 · 7 min read



Hello Web Design



HOME ABOUT | BUY THE BOOK

Recommended by you, Andrey Petrov, and 828 others



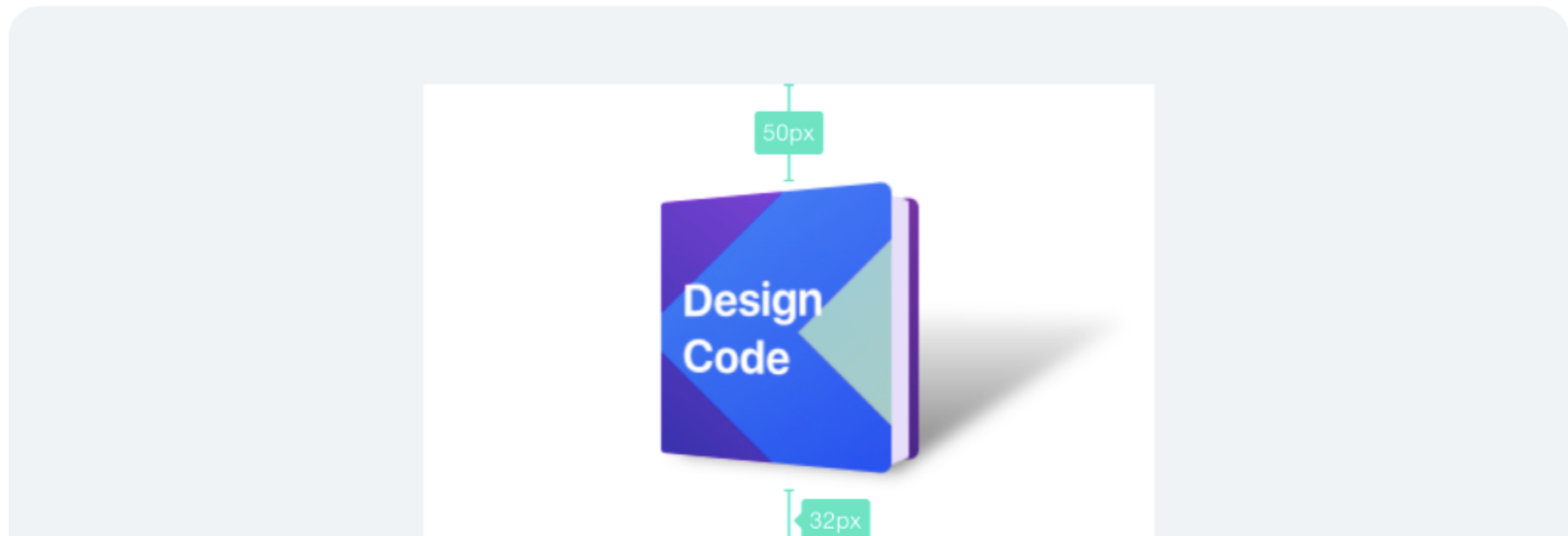
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Jan 23 · 7 min read

CONSISTENT SPACING

Having a consistent spacing in the design will make your layout look more clean and legible. This can help users have more breathing space to consume the content in the app. We are using a **50px** padding around the Get the Book section. Between the book image and descriptions, there is 20px. Between the description and the button is 50px.



Use integrated CSS grid **systems**
and guides as a shortcut.

Layout

Options for structuring your pages with Bootstrap, including global styles, required scaffolding, grid system, and more.

Grid system

Bootstrap includes a powerful mobile-first grid system for building layouts of all shapes and sizes. It's based on a 12 column layout and has multiple tiers, one for each [media query range](#). You can use it with Sass mixins or our predefined classes.

Contents

- [How it works](#)
- [Quick start example](#)
- [Grid options](#)
- [Sass mixins](#)
 - [Variables](#)
 - [Mixins](#)

Getting started

Layout

Overview

Grid

Media object

Responsive utilities

Content

Components

About

Migration

Foundation

The most advanced responsive front-end framework in the world.

Download Foundation 6

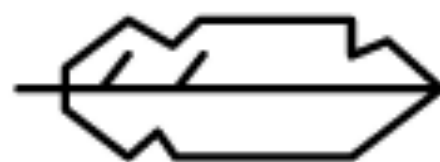
★ 25.5k GitHub stars

🐦 @ZURBfoundation



A dead simple, responsive boilerplate.

DOWNLOAD



Light as a feather at ~400 lines &
built with mobile in mind.



Styles designed to be a starting
point, not a UI framework.



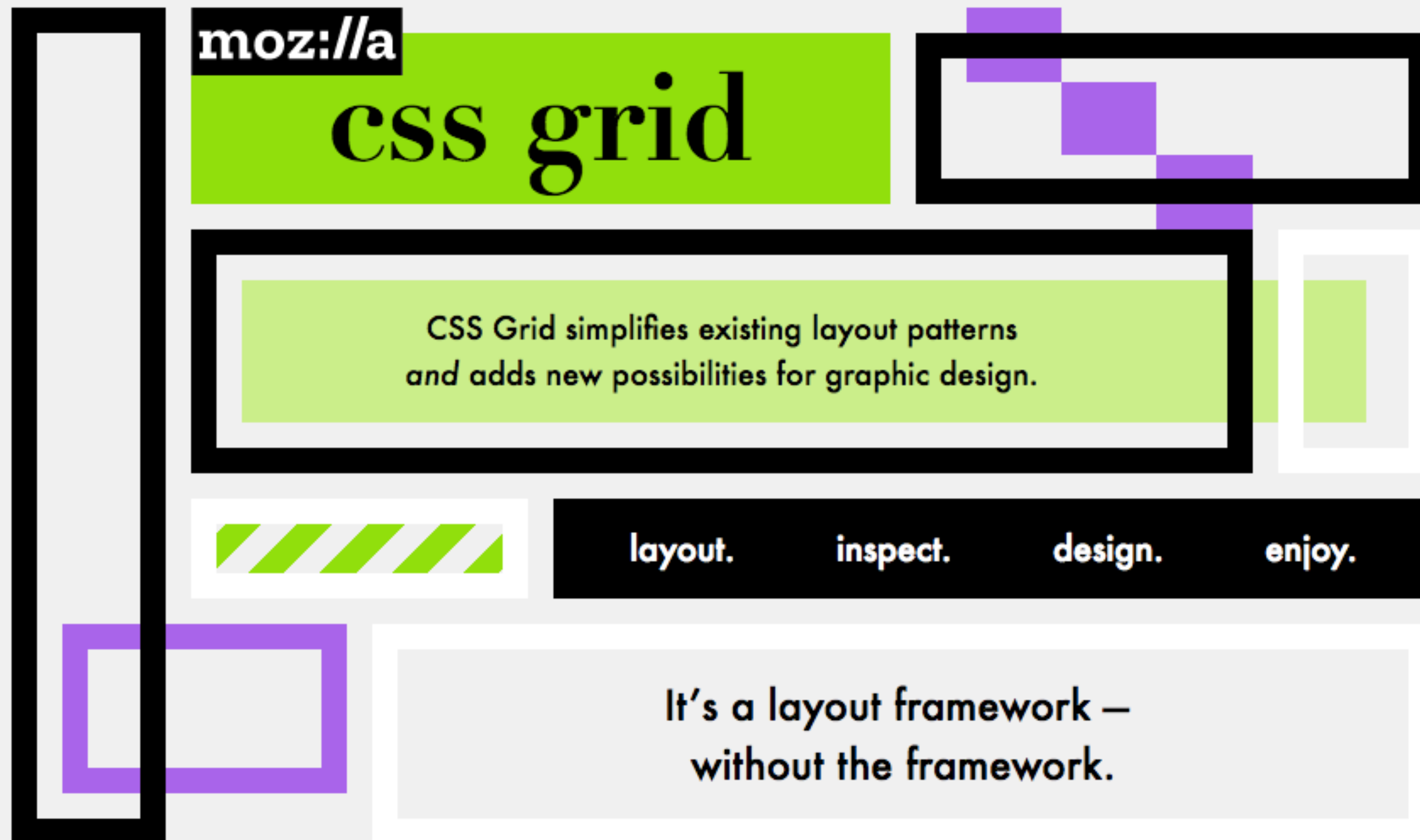
Quick to start with zero compiling
or installing necessary.

INTRO

CODE

EXAMPLES

MORE



**Avoid using a lot
of different colors.**

Keep your colors complimentary.

Use mostly neutrals + one brighter
color for important bits.

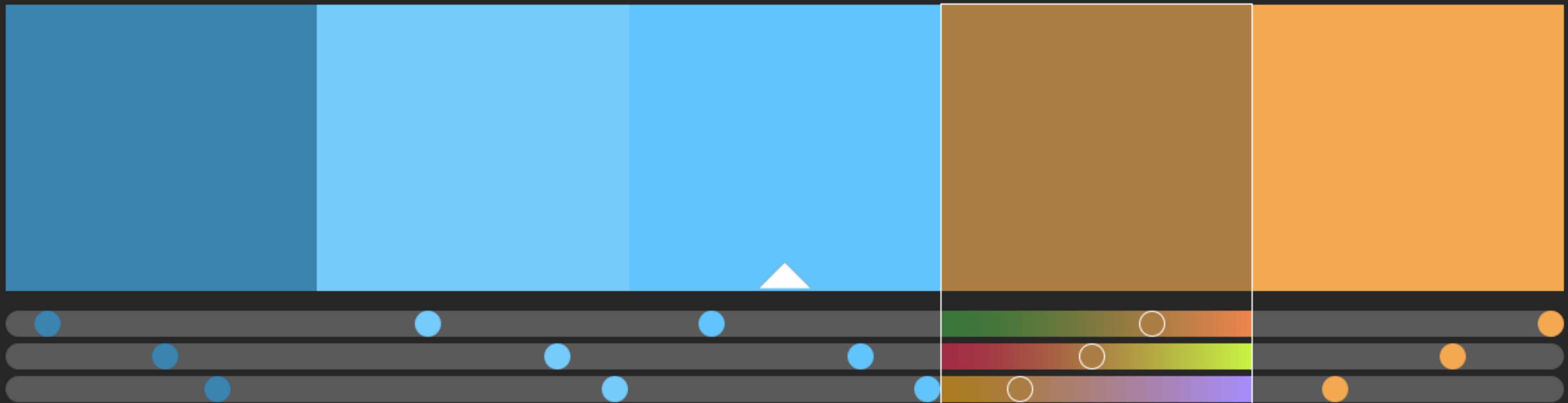
Shortcut:
Use color palette websites

Save

Color Rule



☒ Complementary





A3DAB5



519D72




72635F



D89B30



F3B8A3

 Generate

Colormind is a color scheme generator that uses deep learning. It can learn color styles from photographs, movies, and popular art.

Different datasets are loaded each day, check back tomorrow for even more color inspiration. Visit the **blog** for tech info or have a look at our **API**

Avoid using a lot of
different **typefaces** and **fonts**.

Keep the number of fonts low — two different fonts is usually a good rule of thumb.

Use fancy/display fonts sparingly — very cluttery.

Vary weights (bold), style (italics), and transforms (uppercase, etc.) **to differentiate bits.**

Tracy Osborn

loves to chat about
entrepreneurship, teaching,
design, development, and more.



Categories

[ENTREPRENEURSHIP](#)[SPEAKING](#)[INSTRUCTIONALS](#)[DESIGN](#)[DEVELOPMENT](#)[AUTHORSHIP](#)

Learning design vs. becoming a designer

One of the criticism's of the [Hello Web Design](#) book is whether teaching folks how to design will take away work from professional designers.

Specifically, on Twitter recently:

"So, let me get this right... she wants to help people D.I.Y. their work, which means real designers won't be hired/paid?"

As a "real" designer (degree in Art & Design from Cal Poly SLO, and building websites for, yes, 20 years), I get where this person is coming from. We often see folks asking about hiring a designer, and inevitably someone chimes up that the original poster should just do it themselves ("because it isn't that hard.") It's hard finding jobs as a freelance designer, made harder because folks want cheap, fast design and seem to not care about quality.

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I'm a designer, but I wear a lot of other hats as well. I'm a startup founder, funded by

EXPERIENCE

Limedaring limedaring.com

SPEAKING, FREELANCE DESIGN & DEVELOPMENT

May 2010 – present

Personal brand. Keynote speaker on design, open source community, and learning to code with 32 engagements in the last two years. Client work providing design and development work with startups, such as Docker, Rapportive (acq. LinkedIn), Joy, Briefmetrics, and Third Workplace.

SELECTED SPEAKING ENGAGEMENTS

PyCon Ireland (*Keynote*) – Oct. 2017

Web Unleashed – Sept. 2017

DjangoCon US (*Keynote*) – Aug. 2017

EuroPython (*Keynote*) – Jul. 2017

DjangoCon Europe – Apr. 2017

CUSEC (*Keynote*) – Jan. 2017

WeddingLovely, Inc. weddinglovely.com

FOUNDER & CEO

Jan. 2011 – present

500 Startups Fall 2011 accelerator batch.

Wedding vendor marketplace and planning application. 8,500

PROJECTS

Hello Web Books hellowebbooks.com

AUTHOR & PUBLISHER

Book series and video courses teaching beginner web design (*Hello Web Design*) and web app development with Python & Django (*Hello Web App*).

Owned entire end-to-end process from the printing process, to shipping logistics, to promotion and community building. Effectively operating a small publishing company.

Raised over \$48,000 in total on Kickstarter and available on Amazon. Thousands of readers worldwide.

EDUCATION

California Polytechnic State University

BFA ART & DESIGN, CONC. GRAPHIC DESIGN

San Luis Obispo, California

Sept. 2002 – June 2007

Computer Science from Sept. 2002 to Mar. 2014.

Art & Design from Mar. 2004 to June 2007.

3.

Your design lacks
white space.

Tracy Osborn

is an outdoorsy designer, developer, author, and entrepreneur living in Toronto, Ontario.

PROJECTS



CONTACT ME



RECENT WRITING

Overview and lessons learned from running my third Kickstarter campaign [↗](#)

My Kickstarter campaign for my third book, Hello Web Design, wrapped up about a month ago, raising \$22,362. Not bad! This is my third Kickstarter (previously: Hello Web App, Hello Web App: Intermediate Concepts) and over the last few years, ...

UPCOMING SPEAKING ENGAGEMENTS

9/25/17 Web Unleashed Toronto, Ontario

10/16/17 Release Notes Chicago, Illinois

10/22/17 PyCon Ireland Dublin, Ireland

Try giving your designs
more space than you initially
feel comfortable with.

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PROJECTS



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- | | | |
|----------|---------------|-------------------|
| 9/25/17 | Web Unleashed | Toronto, Ontario |
| 10/16/17 | Release Notes | Chicago, Illinois |
| 10/22/17 | PyCon Ireland | Dublin, Ireland |

Hussein Video Grips Iraq; Attacks Go On

Shiites See Turning Point, but Others Express Doubts

By JOHN F. BURNS

Iraqis spent much of the day crowding around televisions to watch replays of a video showing Saddam Hussein at the gallows.

- Obituary: A Dictator Who Ruled Iraq With Violence and Fear
- VIDEO: The Times's Marc Santora on the Execution
- Times Topics: Saddam Hussein

On the Gallows, Curses for U.S. and 'Traitors'

By MARC SANTORA

Saddam Hussein never bowed his head, until his neck snapped.

- VIDEO: At the Gallows

NEWS ANALYSIS

Hussein Divides Iraq in His Death as He Did in Life

By SABRINA TAVERNISE

Saddam Hussein has faded from relevance in the life of everyday Iraq, but in many ways the country is living the legacy he built.

- Complete Coverage »

Ford, in Final Journey, Returns to Washington

By ANNE E. KORNBLUT

The body of Gerald R. Ford was brought to the Capitol



Bassim Daham/Associated Press

In Tikrit, Mr. Hussein's hometown, the execution was denounced.

MORE ON HUSSEIN AND IRAQ

- Week in Review: In the End, No Mercy for Hussein
- Case Won't Bolster Rights Law, Experts Fear
- Around World, Unease and Criticism of Penalty
- Arab Critics See Victory of Vengeance Over Justice
- Troops Who Caught Hussein Take Death in Stride
- The TV Watch: Images of the Hangman's Noose

READERS' OPINIONS

Share your thoughts on the execution of Saddam Hussein.

- Post a Comment | Read Comments (1,777)

INTERACTIVE FEATURE

Death of the Iraqi Tyrant

A multimedia feature with John F. Burns, Neil MacFarquhar and Jeff Zeleny.



TRAVEL »

36 Hours in London

A weekend visiting electric, beguiling London.

- London Travel Guide »



The 25 Most Popular Travel Articles of 2006

A look at the articles most often forwarded by Times readers this year.



Holiday on Ice

Visitors to St. Petersburg, Russia, find a city aglow.

MOST POPULAR DESTINATIONS

Select a destination

Get Home Delivery | Personalize Your Weather

Real Estate | Autos | Job Market | All Classifieds

Get Home Delivery | Personalize Your Weather

Real Estate | Autos | Job Market | All Classifieds

Get Home Delivery | Personalize Your Weather

Real Estate | Autos | Job Market | All Classifieds

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Real Estate | Autos | Job Market | All Classifieds

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Get Home Delivery | Personalize Your Weather

Real Estate | Autos | Job Market | All Classifieds

Get Home Delivery | Personalize Your Weather

Real Estate | Autos | Job Market | All Classifieds

Get Home Delivery | Personalize Your Weather

Real Estate | Autos | Job Market | All Classifieds

OPINION »

Kristof: Bush's Legacy

- Op-Art: Year in Questions
- Editorial: Chile's Example
- Public Editor: Magazine



MARKETS 2:50 PM ET BigCharts

DOW	12,501.52	+93.89	+0.76%
NAS	2,431.27	+17.76	+0.74%
S&P	1,426.10	+9.20	+0.65%

My Portfolio » Quotes: Go

Tools: Alerts | Stocks | Sectors

\$8 Trades

Fidelity

Internet Archive

WayBack Machine

Internet Archive

WayBack Machine

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ACCESSORIES

WORLD U.S. NEW YORK BUSINESS OPINION SPORTS SCIENCE ARTS FASHION & STYLE VIDEO

Christie Faces Scandal on Traffic Jam Aides Ordered

By KATE ZERNIKE 10:33 PM ET

A series of emails shows that aides to Gov. Chris Christie of New Jersey told officials to close lanes on the George Washington Bridge, in what appeared to be political retribution.

2005 Comments

Email Exchanges

Democrats and G.O.P. Put Political Focus on Inequality

By JEREMY W. PETERS 9:03 PM ET

As the two parties offer different prescriptions, income inequality is taking on unanticipated prominence at the beginning of a midterm election year.

BlackRock Agrees to Stop Pursuing Nonpublic Views

By GRETCHEN MORGENSON 10:01 PM ET

As part of a settlement with the New York attorney general, the asset management company agreed to no longer ask

95 Comments

U.S. to List Those Tied to '12 Attack as Terrorists

By DAVID D. KIRKPATRICK

The designations would be the government's first formal accusations of responsibility for the Benghazi attack.

95 Comments

A Redesign of MoMA Does Not Spare a Neighbor

By ROBIN POGREBIN

The Museum of Modern Art unveiled a sweeping redesign of its Midtown building and reaffirmed its intention to demolish the former American Folk Art Museum.

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95 Comments



Joshua Bright for The New York Times

Plunging Temperatures Test Utilities

By CLIFFORD KRAUSS

Several utility companies have recently announced increases in their retail electricity rate as they struggle to meet peak periods of demand, especially after the cold snap.

With Freeze, a Chance to Kill Off Invasive Species

By LISA W. FODERARO

Entomologists have welcomed the below-zero temperatures as a good way to rid the region of some pests that are threatening treasured local tree and plant species.



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95 Comments



The Opinion Pages

Gov. Cuomo Begins His Campaign

By THE EDITORIAL BOARD

Cutting taxes while helping businesses and favoring the wealthy was at the heart of his political agenda in New York.

MORE IN OPINION

- Editorial: The Bully Was a Dupe
- Fixes: In War on Poverty, Small Victories Matter

How to Help College Students Graduate

By DAVID L. KIRP

Better support systems lead to lower dropout rates.

OP-ED COLUMNISTS

- Blow: As the Political World Turns
- Collins: Bridge Over Troubled Politics
- Kristof: Progress in the War on Poverty

MARKETS »

At 2:10 AM ET

JAPAN	CHINA
Nikkei	HangSeng
15,880.33	22,735.46
-241.12	-251.13
-1.50%	-1.14%


Data delayed at least 15 minutes

Get Quotes | My Portfolios »


The New
nytimes.com

TRY IT FOR JUST
\$5 FOR 12 WEEKS »

MEMBER FDIC



- JOIN MILLIONS OF OTHER SUPER SAVERS
- MAKE A SMALL DEPOSIT TO GET STARTED



START SAVING

PERSONAL TECH »

STATE OF THE ART

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95 Comments

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95 Comments

APP SMART

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95 Comments

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Complete Coverage »

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By TRACIE ROZHON

TRAVEL »

36 Hours in London

A weekend visiting electric, beguiling London.

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London Travel Guide »

The 25 Most Popular Travel Articles of 2006

A look at the articles most often forwarded by Times readers this year.

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2:50 PM ET BigCharts

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NAS 2,431.27 +17.76 +0.74%

S&P 1,428.10 +9.20 +0.65%

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2005 Comments

Email Exchanges

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Latest

REAL ESTATEAUTOSJOB MARKETALL CLASSIFIEDS

Christie Faces Scandal on Traffic Jam Aides Ordered

By KATE ZERNIKE 10:33 PM ET

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2005 Comments

Email Exchanges

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By JEREMY W. PETERS 9:03 PM ET

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Joshua Bright for The New York Times

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The Opinion Pages

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By THE EDITORIAL BOARD

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OP-ED COLUMNISTS

Blow: As the Political World Turns

Collins: Bridge Over Troubled Politics

Kristof: Progress in the War on Poverty

MARKETS »

At 2:10 AM ET

JAPAN	HangSeng	CHINA
Nikkei	Shanghai	
15,880.33	22,735.46	2,027.62
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nytimes.com

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- MAKE A SMALL DEPOSIT TO GET STARTED

Capital One 360 SM START SAVING

PERSONAL TECH »

STATE OF THE ART

APP SMART

White space makes a website feel
more professional and luxurious.



GET STARTED

DESTINATIONS

YACHTS

HOW IT WORKS

EXPLORE



Yachting holidays uniquely tailored to you.

CREATE YOURS

Gallery

The header of the BigPixel website features a white background with a small orange square at the top center. Below it, the text reads: "Hi! We are Big Pixel, a firm specializing in designing, developing, and delivering websites, mobile apps, and awesomeness for startups and businesses." A "Learn More" button is positioned at the bottom of this section.

BigPixel
0 Comments

The header of the Hutch Law website has an orange background with a cityscape image. The text "Hutchison PLLC" is in the top left, and "DRIVEN BY OUR CLIENTS' SUCCESS." is centered in white. A navigation bar at the bottom contains icons for a phone, email, and social media, along with the text "HUTCH LAW", "INFO@HUTCHLAW.COM", and "@HUTCHLAW".


Hutch Law
0 Comments

The header of the Gabriel Faucon website shows a man with glasses looking at a laptop. The text "FAUCON" is prominently displayed in the center, with "Sr. Art Director & Full Stack Designer" written below it.

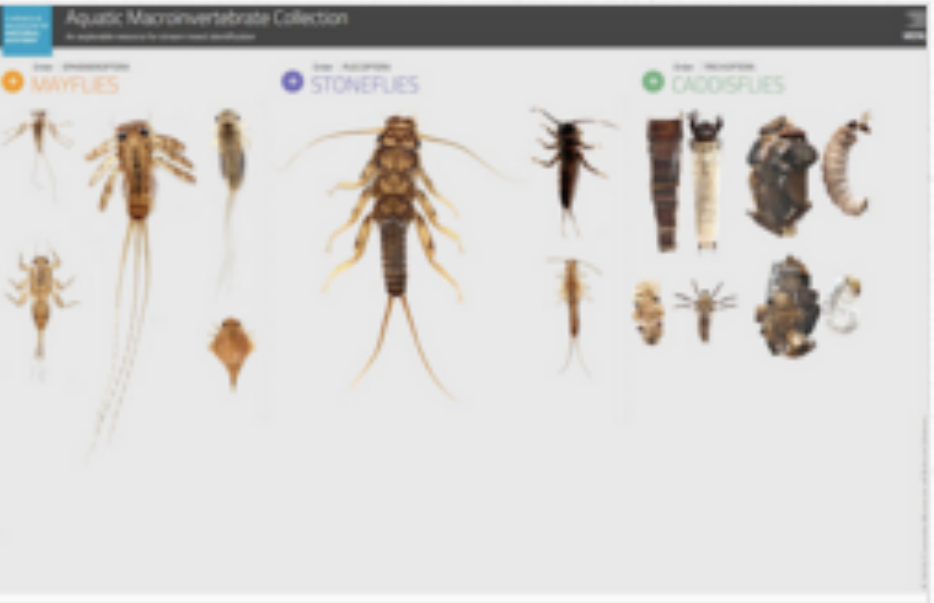
Gabriel Faucon
0 Comments

The header of the Nest 100 Project website features a dark, starry background with a central graphic of a nest. The text "01% ACHIEVED" is in the top left, and "nest" is in the center.

Nest 100 Project
0 Comments

The header of the Beat Box Academy website has a light orange background. It features four circular images of different types of drums. Below them is a navigation bar with icons for "HOME", "ABOUT", "SERVICES", "TEAM", "CONTACT", and "DONATE".

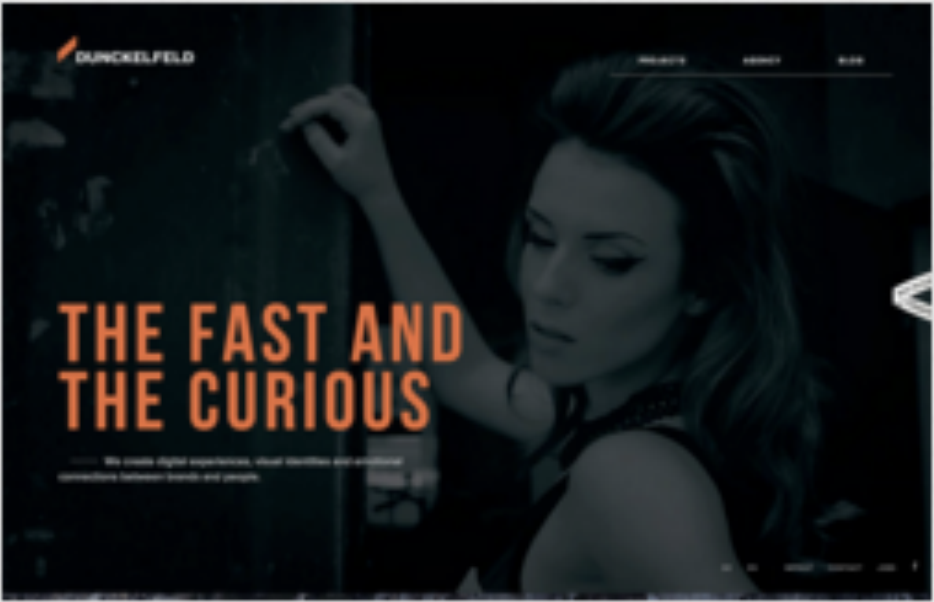
Beat Box Academy
0 Comments

The header of the Aquatic Macroinvertebrates website shows a collection of various aquatic insects and larvae. The text "Aquatic Macroinvertebrate Collection" is at the top, and "MAYFLIES", "STONEFLIES", and "CADDISFLIES" are listed below.


Aquatic Macroinvertebrates
0 Comments

The header of the Isaias Mulatinho website features a close-up of a wooden gongu with a circular logo that reads "ALOHA BEACH CLUB" and "PONTA PIAZIL". The text "MARCAS DO AMANHÃ" is overlaid on the image.

Isaias Mulatinho
0 Comments

The header of the Dunckelfeld website shows a woman looking at a wall. The text "DUNCKELFELD" is in the top left, and "THE FAST AND THE CURIOUS" is in the center.

Dunckelfeld
0 Comments

The header of the Slack website features a Mars rover on a desert planet. The text "A messaging app for teams who put robots on Mars!!" is in the center. Below it is a search bar and a "Sign up" button.

Slack
0 Comments

CATEGORIES

Blog

Business

Case Study

Church/Religious

Community / Social

Networking

Conference

Design

Design Firm

Editorial

Education

Email Newsletter

Entertainment

Environment

Events

Experiment

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Government

Healthcare

Holiday

Marketing Company

Medical

Miscellaneous

Music

Newspaper

Nonprofit

Photography

Platform

Political

Portfolio

Product

Real Estate

Screencast Review

Service

Shopping

Social Cause

Social Media

Software

Sports/Recreation

Star Wars

Super Hero

Travel

UMS Radar

Video

**White space makes your website
easier to use — affecting your
bottom line.**

view all specifications >

	Add to cart see online dealers > find local dealers >	Add to cart see online dealers > find local dealers >	Add to cart see online dealers > find local dealers >
Add toner and save!	ColorQube 8580/N with ink bundle	ColorQube 8580/DN with ink bundle	ColorQube 8580/DT with ink bundle
ColorQube 8580	\$599.00	\$749.00	\$1,049.00
Solid Ink			
Cyan (108R00926)	\$154.99	\$154.99	\$154.99
Magenta (108R00927)	\$154.99	\$154.99	\$154.99
Yellow (108R00928)	\$154.99	\$154.99	\$154.99
Black (108R00930)	\$154.99	\$154.99	\$154.99
Total Price	\$1,218.96	\$1,368.96	\$1,668.96
20% discount	-\$243.79	-\$273.79	-\$333.79
Total Price	\$975.17	\$1,095.17	\$1,335.17
	Add to cart	Add to cart	Add to cart

VS

view all specifications >

	Add to cart	Add to cart	Add to cart
Add toner and save!	ColorQube 8580/N with ink bundle	ColorQube 8580/DN with ink bundle	ColorQube 8580/DT with ink bundle
ColorQube 8580	\$599.00	\$749.00	\$1,049.00
Solid Ink			
Cyan (108R00926)	\$154.99	\$154.99	\$154.99
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	Add with toner	Add with toner	Add with toner

“By replacing the extra links around the Add to Cart buttons with whitespace, Xerox saw a **20% improvement in engagement**, **5% boost in products added to cart**, and a **33% improvement in customers continuing through purchase.**”

<https://studio.uxpin.com/blog/ux-case-study-designing-whitespace-to-improve-conversions/>

Reduce visual clutter, by keeping the number of fonts and colors low, add white space, and line things up.

Aim for a “clean” design.

4.

Your content is
lacks contrast.

CURRENCY INPUT

DATE INPUT

DATE RANGE

FORGIVING INPUT FORMAT

GOOD DEFAULTS

INPUT VALIDATION

MULTIPLE VALUE SELECTION

NUMERIC VALUES

PASSWORD FIELDS

SINGLE VALUE SELECTION

TIME INPUT

Problem

The user needs to enter some data into a field and doesn't want to worry about how the data is formatted.

Solution

It is possible that the user doesn't exactly know how format the data. By accepting multiple formats and variations in the input fields, interpretation is left to the system rather than the user who is not forced to think about it in the "correct" way.

Use this to reduce the anxiety the user might have of entering information in an unsupported format and increase form completion

Use real-time search for suggesting the correctly formatted value. It is easy for the user to pick the correct value from a short list of options.



Implement these patterns and more with Mobiscroll (*Tools for productive developers*)



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[Lieu: Trump committing obstruction of justice 'in plain view'](#) ▶

[Did other Trump associates know about Flynn and Russia contacts?](#) ▶

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[Congressman: 'Collusion is hiding in plain sight'](#) ▶

[Trump tweet suggests he knew Flynn lied to FBI](#) ▶

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1
OF
10



watch video ▶

Trump's lawyer says he wrote president's tweet about Flynn

#AMJOY

TOP STORIES

ASSOCIATED PRESS 10:04 AM ET

EXCLUSIVE

Why hasn't Pence been contacted by Mueller?



FLYNN FLIP

'Very, very, very bad,' says WH source

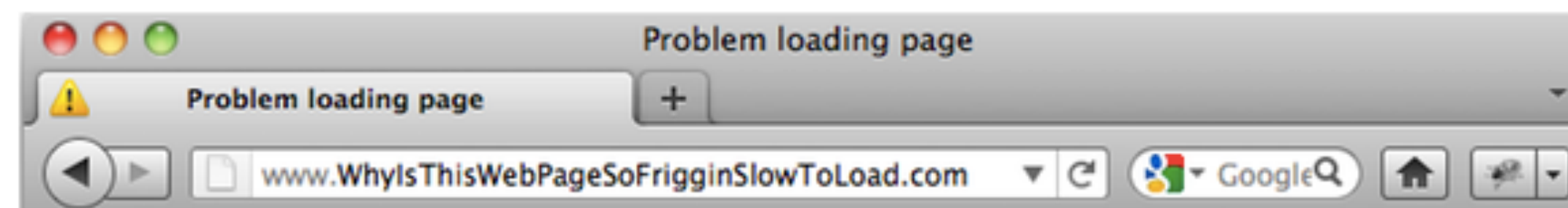
RUSSIA PROBE

Panetta: 'Credibility of the U.S.' at stake



Web pages are getting more bloated, and here's why

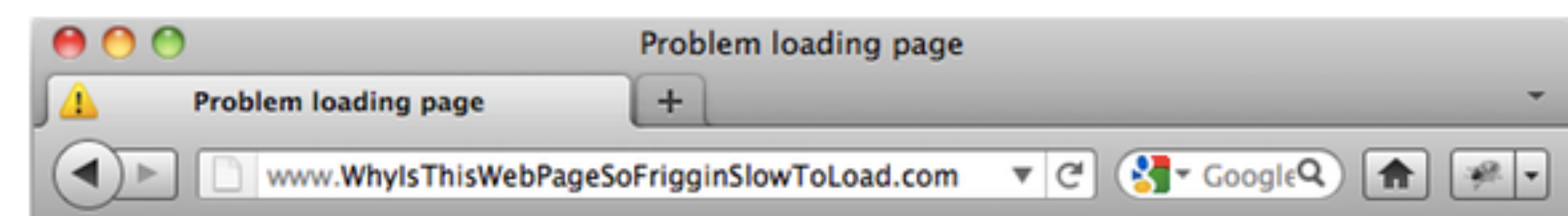
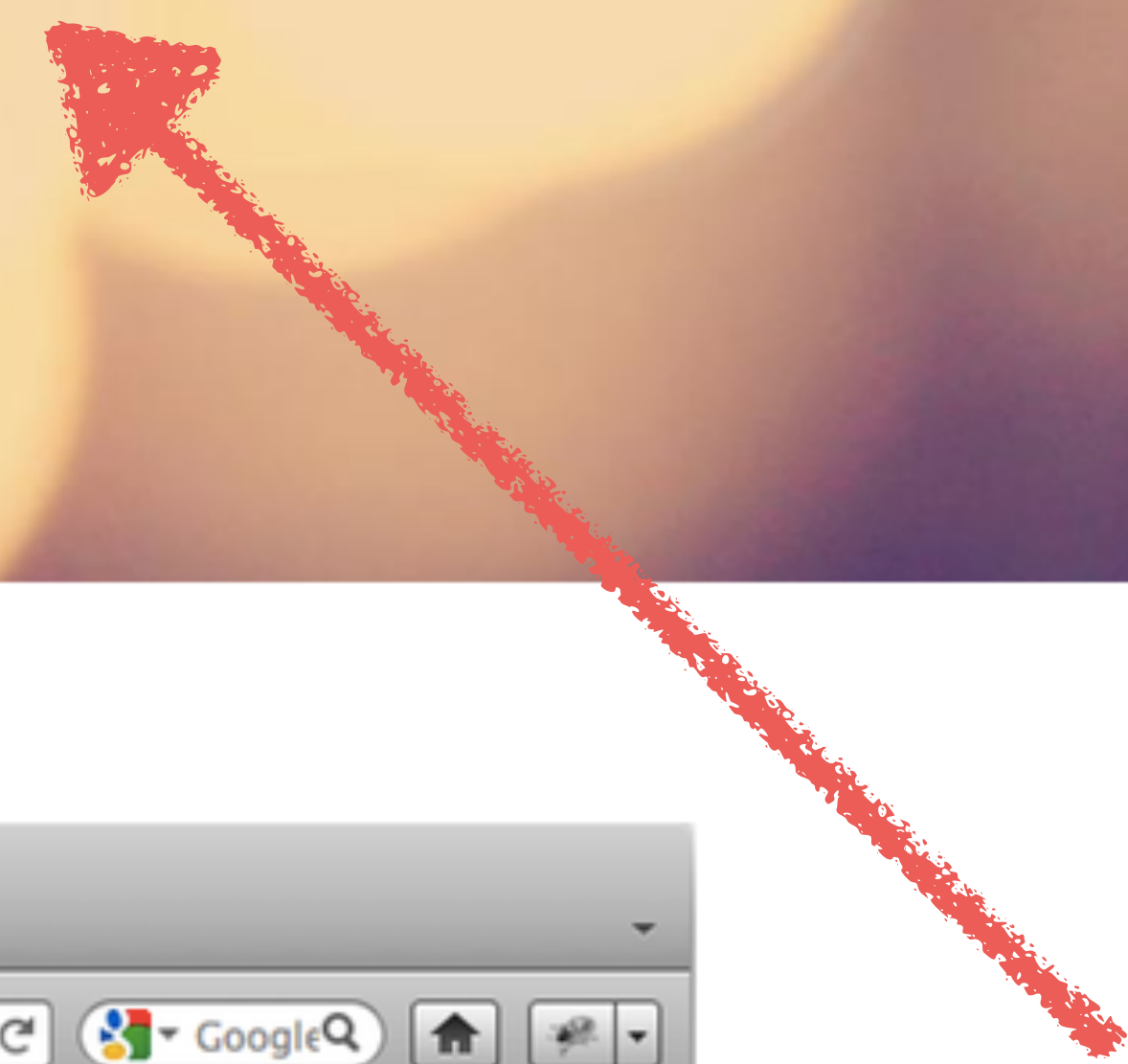
NOVEMBER 21, 2011
IN DATA & ANALYSIS



Over the past year, web pages have on average become **25% bigger**. We're not talking

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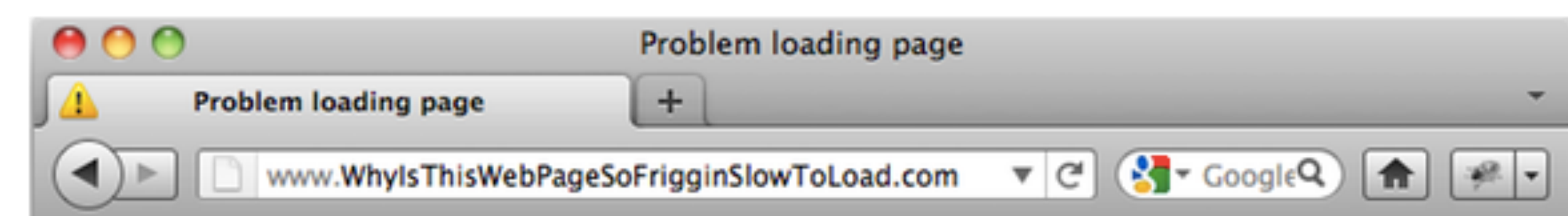
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Make sure you have **enough**
contrast between **your content**
and the background.



Introduction to Web Accessibility



WebAIM Training

Color Contrast Checker

[Home](#) > [Resources](#) > Color Contrast Checker

Foreground Color

#0000FF



Lightness



Background Color

#FFFFFF



Lightness



Contrast Ratio

8.59:1

[permalink](#)



Related Resources

- [Quick Reference: Testing Web Content for Accessibility](#)
- [Constructing a POUR Website](#)
- [Web Accessibility for Designers](#)
- [Links having a 3:1 Contrast Ratio with Surrounding Text \[W3C\]](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

(**Tidbit:** Too much contrast can
also cause issues.)

A good rule of thumb: Set your minimum to half (or less) of what you actually would like to raise.

My Kickstarter's minimum was \$15,000, which tells you that I was really aiming for \$30,000. So while my campaign looks wildly successful, it actually hit less than I was aiming for.

A couple reasons why you should aim your campaign for less than you want:

- With Kickstarter, **you don't get your cash unless you hit your minimum**, so it would suck to raise less than you hoped *and* not get anything.
- **A lot of folks will only jump on already-successful campaigns**, so by setting your minimum lower, you can psychologically induce more folks to pledge.

This leads to quite a few frustrating conversations. I emailed a *lot* of folks to

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5.

Your content is hard to
read and understand.

Wild Animals I Have Known

By Ernest Thompson Seton

These stories are true. Although I have left **the strict line of historical** truth in many places, the animals in this book were all real characters. They lived the lives I have depicted, and showed the stamp of heroism and personality more strongly by far than it has been in the power of my pen to tell.

I believe that natural history has lost much by the vague general treatment that is so common. What satisfaction would be derived from a ten-page sketch of the habits and customs of Man? How much more profitable it would be to devote that space to the life of some one great man. This is the principle I have endeavored to apply to my animals. The real personality of the individual, and his view of life are my theme, rather than the ways of the race in general, as viewed by a casual and hostile human eye.

This may sound inconsistent in view of my having pieced together some of the characters, but that was made necessary by the fragmentary nature of the records. There is, however, almost no deviation from the truth in Lobo, Bingo, and the Mustang.

Lobo lived his wild romantic life from 1889 to 1894 in the Currumpaw region, as the ranchmen know too well, and died, precisely as related, on January 31, 1894.

Bingo was my dog from 1882 to 1888, in spite of interruptions, caused by lengthy visits to New York, as my Manitoban friends will remember. And my old friend, the owner of Tan, will learn from these pages how his dog really died.

The Mustang lived not far from Lobo in the early nineties. The story is given strictly as it occurred, excepting that there is a dispute as to the manner of his death. According to some testimony he broke his neck in the corral that he was first taken to. Old Turkeytrack is where he cannot be consulted to settle it.

Wully is, in a sense, a compound of two dogs; both were mongrels, of some collie blood, and were raised as sheep-dogs. The first part of Wully is given as it happened, after that it was known only that he became a savage, treacherous sheep-killer. The details of the second part belong really to another, a similar yaller dog, who long lived the double-life—-a faithful sheep-dog by day, and a bloodthirsty, treacherous monster by night. Such things are less rare than is supposed, and since writing these stories I have heard of another double-lived sheep-dog that added to its night amusements the crowning barbarity of murdering the smaller dogs of the neighborhood. He had killed twenty, and hidden them in a sandpit, when discovered by his master. He died just as Wully did.

All told, I now have information of six of these Jekyll-Hyde dogs. In each case it happened to be a collie.

Redruff really lived in the Don Valley north of Toronto, and many of my companions will remember him. He was killed in 1889, between the Sugar Loaf and Castle Frank, by a creature whose name I have withheld, as it is the species, rather than the individual, that I wish to expose.

It was the White Rabbit, trotting slowly back again, and looking anxiously about as it went, as if it had lost something; and she heard it muttering to itself `The Duchess! The Duchess! Oh my dear paws! Oh my fur and whiskers! She'll get me executed, as sure as ferrets are ferrets! Where CAN I have dropped them, I wonder?'

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Bookmarklet to Colorize Text Between 45 and 75 Characters (for line-length testing)

BY **CHRIS COYIER** ON NOVEMBER 1, 2013

Recently at the CSS Dev Talk, I attended [Clarissa Peterson's talk](#) on responsive web typography. One part of it was about line length and readability. Of course, there are exceptions to every rule and your mileage may vary, but the traditional thinking is that body copy (long text, multiple paragraphs, takes more than a glance to read...) should be between 45 and 75 characters per line to be

css-tricks.com/bookmarklet-colorize-text-45-75-characters-line-length-testing/

Content principles

Less is more

Big paragraphs are a sign of clutter.

Break into bullets if you can.

Please note that although Chrome is supported for both Mac and Windows operating systems, it is recommended that all users of this site switch to the most up-to-date version of the Firefox web browser for the best possible results.

Please note that although Chrome is supported for both Mac and Windows operating systems, it is recommended that all users of this site switch to the most up-to-date version of the Firefox web browser for the best possible results.



For best results, use the latest version of Firefox. Chrome for Mac and Windows is also supported.

We made a bunch of changes:
The registration chapter has been split in two, between adding registration and then associating users with objects. The chapter was giant before so this makes it more manageable. Screenshots of the admin have been updated to reflect the new Django 1.9 styles. The few minor typos have been fixed. Updated the version of django-registration-redux that we use to 1.3. Last but not least, the Introduction has been updated.



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6.

Your headlines don't explain
what the product is and
aren't exciting.

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Design and build your own custom web app using Python and Django.

Tailored for non-programmers, written by a designer.

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Headlines:

Talk benefits, not details.

Keep it short.

Use natural, friendly language.

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Case study: How a simple headline change improved conversions by 52.8%

by Alex Cleanthous - Get more articles like this sent to your email [here](#)

I often talk about the importance that a headline plays in the performance of a website, but it can be hard to understand what kind of impact it can really have without seeing it in action.

So in this article I'll share a case study on how a simple headline change improved conversions by 52.8%.

What we tested?

Wilson HTM is an investment group listed on the ASX. They came to Web

7.

It's hard for your users to find
what you want them to do.



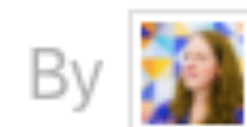
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vs

I believe folks who know a bit about design will be more likely to hire a professional designer when the time is right. I'm a designer, and even I hire designers for things bigger than me.

**If you agree, you should
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Vinli brings an endless range of apps to your car, from safety to entertainment to onboard WiFi. The open road has never been this open.

▶ See it in action



Kevin Yeh

3 Ways to Integrate Third-Party Metrics into Your Data Platform

From both a company and engineering standpoint, Wealthfront values making decisions backed by quantitative methods. As noted in our previous blog post, *Statistics is Eating the World*, the key to enabling decisions backed by data is to build a platform that is automated and can scale across all aspects of our business. One of the [...]

November 24, 2015



Martin Loncaric

How We Avoid A/B Testing Errors with Shrinkage

At Wealthfront, we use A/B tests to make our services more effective, informative, and convenient. Each A/B test consists of two or more variants of a feature or design, which we expose to visitors at random until we have enough data to infer which is better. In a previous post, we explained why we [...]

October 29, 2015



Eli White

Testing JavaScript Modules

In our previous post we outlined benefits of writing JavaScript in modules. One benefit we didn't mention was how much more testable JavaScript modules are. In your test file you can require the module under test and let the require system import any dependencies. The goal of this post is to outline some of the [...]

October 13, 2015



Advice for the Transition from College to Industry

The transition from college to industry comes with quite a few surprises and

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October 13, 2015

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8.

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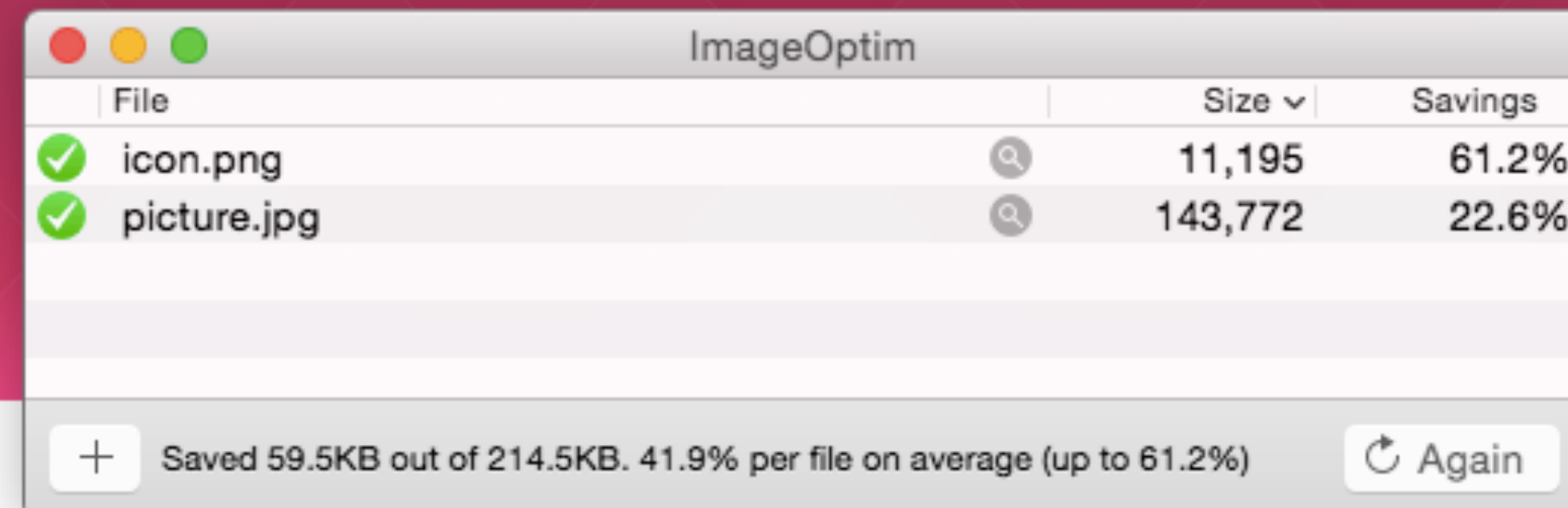


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Seamlessly combines all the best image optimization tools: [MozJPEG](#), [pngquant](#), [Pngcrush](#), [7zip](#), [SVGO](#) and [Google Zopfli](#).

How we use web fonts responsibly, or, avoiding a @font-face-palm

Posted by [Zach](#) on 01/08/2015

02/16/2015 Note: There's an update to this article that recommends a slightly better approach. You can find it here: [Font Loading Revisited with Font Events](#)

Using `@font-face` to load custom web fonts is a great feature to give our sites a unique and memorable aesthetic. However, when you use custom fonts on the web using standard techniques, they can slow down page load speed and hamper performance—both real and perceived. Luckily, we've figured out some methods to apply them carefully to ensure your site correctly balances usability, performance and style.

11 Tips to Optimize JavaScript And Improve Website Loading and Rendering Speeds

[Hiring Headquarters Home](#) > [Web Development](#) > 11 Tips to Optimize JavaScript And Improve Website Loading and Rendering Speeds



upwork.com/hiring/development/11-tips-to-optimize-javascript-and-improve-website-loading-speeds/

PageSpeed Insights



Make your web pages fast on all devices.

ANALYZE

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About PageSpeed Insights

PageSpeed Insights analyzes the content of a web page, then generates suggestions to make that page faster. [Learn more](#).

9.

Your design doesn't work
on phones and other
alternate sizes.

Hi there.

I'm Ethan Marcotte,
an independent web designer.



ETHAN
MARCOTTE

About Writing Contact

Hi there.

I'm Ethan Marcotte,
an independent web designer.

It's nice to meet you.



I started that whole responsive design thing.

I coined the term "*responsive web design*" a few years back. Honestly, I'm still floored by the reception the idea's gotten. *Past Company* named me *one of the Most Creative People in Business*—in *business*—in 2012. Mashable declared 2013 to be the *year of responsive design*.

After the original article, I wrote a *little book* about responsive design. More recently, I wrote a *book* about *responsive design patterns*. (If you've read either: thank you so much.)

I've also got a *blog*—remember those?—where I

t whole design thing.

nsive web design" a few
a still floored by the

Let's work to

As you might imagine, I
sites that work everywhere
likes of *People Magazine*



ETHAN
MARCOTTE

About Writing Contact

Hi there.

I'm Ethan Marcotte,
an independent web designer.

It's nice to meet you.



ETHAN
MARCOTTE

About Writing Contact

Hi there.



Mobile internet usage surpasses desktop usage for the first time in history



Yoni Heisler [@edibleapple](#)

November 2nd, 2016 at 10:35 PM

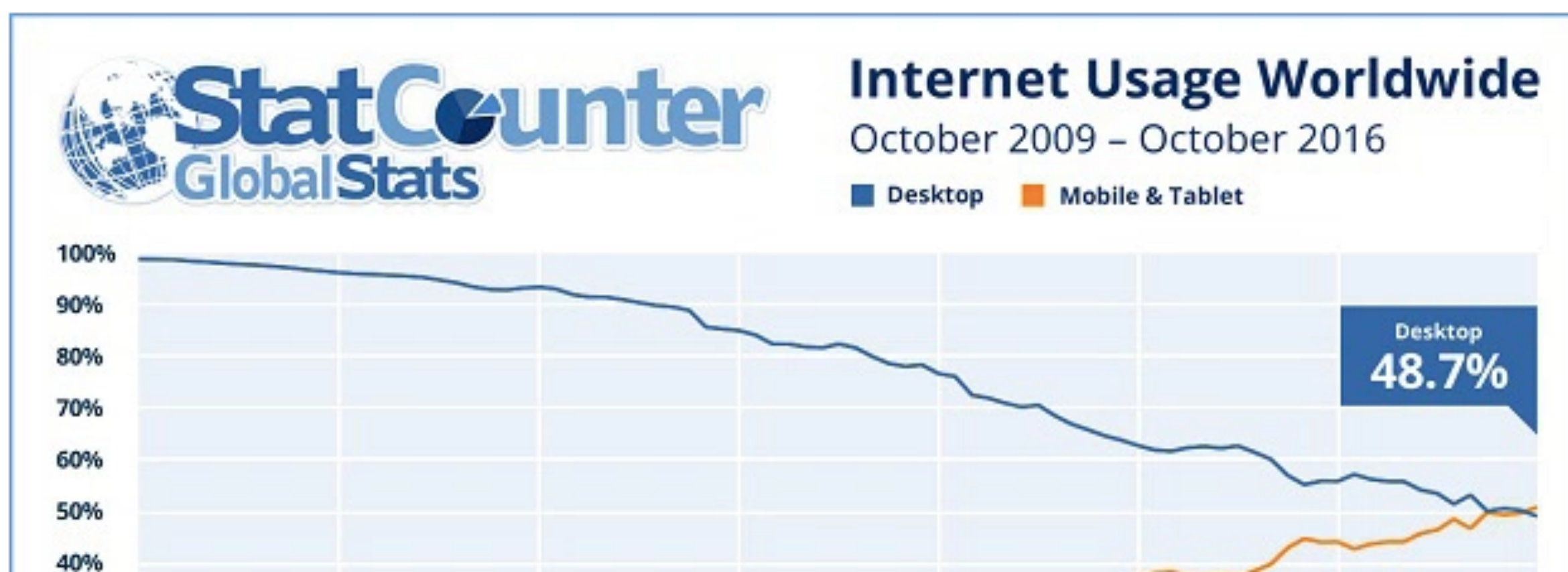
Share

Tweet

For the first time in history, more users last month accessed the web from mobile devices like smartphones and tablets than they did from desktops or notebooks. According to data [released by StatCounter](#) earlier this week, 51.3% of all web visits last month came from mobile devices compared to 48.7% of visits from traditional computing platforms.

DON'T MISS: [We finally figured out why Google's Pixel looks so much like an iPhone](#)

The following chart is a snapshot of worldwide internet usage through October of this year and the result truly speaks volumes.



TRENDING

1 TECH

Qualcomm is going to war against the iPhone, and its best weapon is a 20-year-old PDA

2 DEALS

These Amazon best-sellers convert any car's headlights to LEDs for just \$25

3 TECH

It sounds like some MacBook Pro changes are coming from Apple

4 DEALS

Today's best deals: Best-selling soundbar, Philips Hue, Sonos speakers, Christmas lasers, more

5 TECH

The Galaxy S9 wants to be an even better desktop computer than its predecessor

[Getting started](#)[Layout](#)[Overview](#)[Grid](#)[Media object](#)[Utilities for layout](#)[Content](#)[Components](#)[Utilities](#)[Extend](#)[Migration](#)[About](#)

Responsive breakpoints

Since Bootstrap is developed to be mobile first, we use a handful of [media queries](#) to create sensible breakpoints for our layouts and interfaces. These breakpoints are mostly based on minimum viewport widths and allow us to scale up elements as the viewport changes.

Bootstrap primarily uses the following media query ranges—or breakpoints—in our source Sass files for our layout, grid system, and components.

```
// Extra small devices (portrait phones, less than 576px)
// No media query since this is the default in Bootstrap

// Small devices (landscape phones, 576px and up)
@media (min-width: 576px) { ... }

// Medium devices (tablets, 768px and up)
@media (min-width: 768px) { ... }

// Large devices (desktops, 992px and up)
@media (min-width: 992px) { ... }

// Extra large devices (large desktops, 1200px and up)
@media (min-width: 1200px) { ... }
```

[Copy](#)

Since we write our source CSS in Sass, all our media queries are available via Sass mixins:

```
@include media-breakpoint-up(xs) { ... }
```

[Copy](#)[Containers](#)[Responsive
breakpoints](#)[Z-index](#)

Some reassurances:

My thought process, every time:

My thought process, every time:

*“crap crap crap crap crap crap crap
crap crap crap crap crap crap crap
crap crap crap crap crap crap crap
crap crap crap crap crap crap
... yes!”*

HELLO WEB DESIGN

DESIGN FUNDAMENTALS AND
SHORTCUTS FOR NON-DESIGNERS

Real world examples and easy-to-understand
principles to help you become a better designer.

BY TRACY OSBORN

FOREWORD BY JEREMY KEITH



Learn just enough design to complement
your current career. Hello Web Design will
teach you design principles and handy
shortcuts so you can feel confident designing
your homepage, side-project, future startup,
your next presentation, and more.

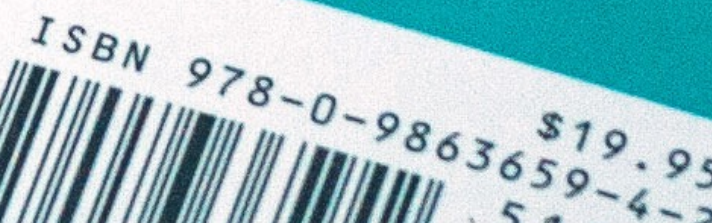
TRACY



OSBORN

Tracy is a designer and developer who has been developing
websites for nearly twenty years. She holds a BFA in Art & Design
and in 2010 learned programming to launch her first startup. Her
presentation, Design for Non-Designers, has been given at
conferences around the world to rave reviews.

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