

You're a Designer; I promise

Bryan Robinson, bryanrobinson.com



Design Twitter



Jared Spool

@jmspool



Everyone is a designer.

Not everyone is a good designer.

Everyone can become a better designer.

1. Everyone is a designer

2. Not everyone is a GOOD designer

3. Everyone can be a BETTER designer

Who is This Guy?

@brob

Bryan Robinson

Code Contemporary



I'm a designer and developer with over a decade of experience building experiences and leading teams on the web. I write and record about HTML, CSS, the power of static sites and good, clean design.

On the web: [**https://bryanrobinson.com**](https://bryanrobinson.com)

Twitter: **@brob**

Twitch: **twitch.tv/bryanrobinson**

Design is BIG

What are we covering today?

What is Usability?

How can I improve my layout skills?

How can I improve my Aesthetic Judgement?

Defining Terms

DESIGN

Design is a funny word. Some people think design means how it looks. But of course, if you dig deeper, it's really how it works.

- *Steve Jobs*

Design Guidelines

Usability | Informational Layout | Aesthetic Judgement

Usability

Usability

USABILITY

1. Learnability
2. Efficiency
3. Memorability
4. Errors
5. Satisfaction

Usability

 **HOT DRAMA ALERT!** 

Usability

Usability is

**Advanced.
Common.
Sense.**

Usability

**Three steps to make your
common sense *ADVANCED***

Usability

1. Know your users

As many of them as you can!

Usability

2. Exercise EXTREME empathy

— Usability

3. Act in THEIR best interest

Information Layout

Information Layout

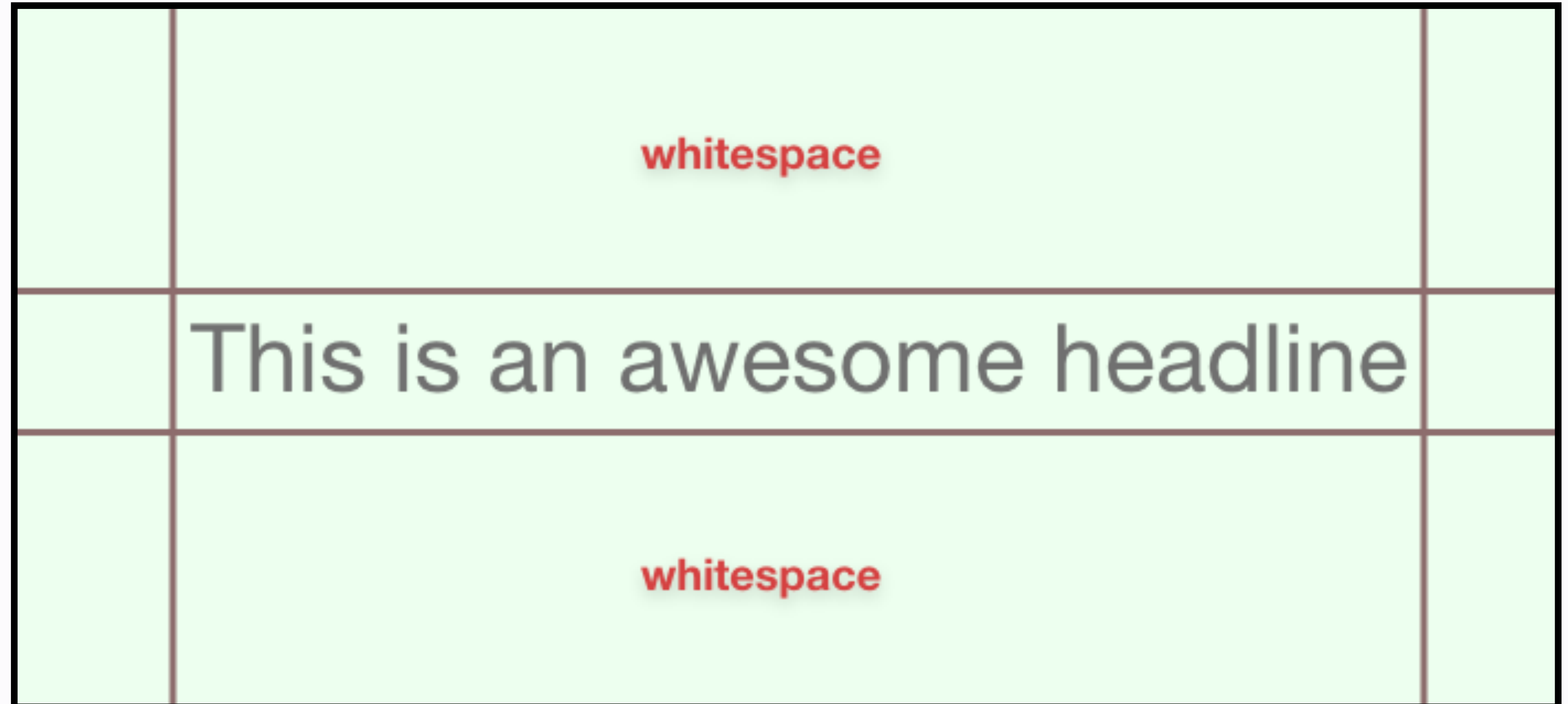
WHITESPACE

Whitespace doesn't have to be white. It's merely the space that does not contain content whether through padding, margins and gutters. Sometimes referred to as Negative Space.

Whitespace

	whitespace	
	This is an awesome headline	
	whitespace	

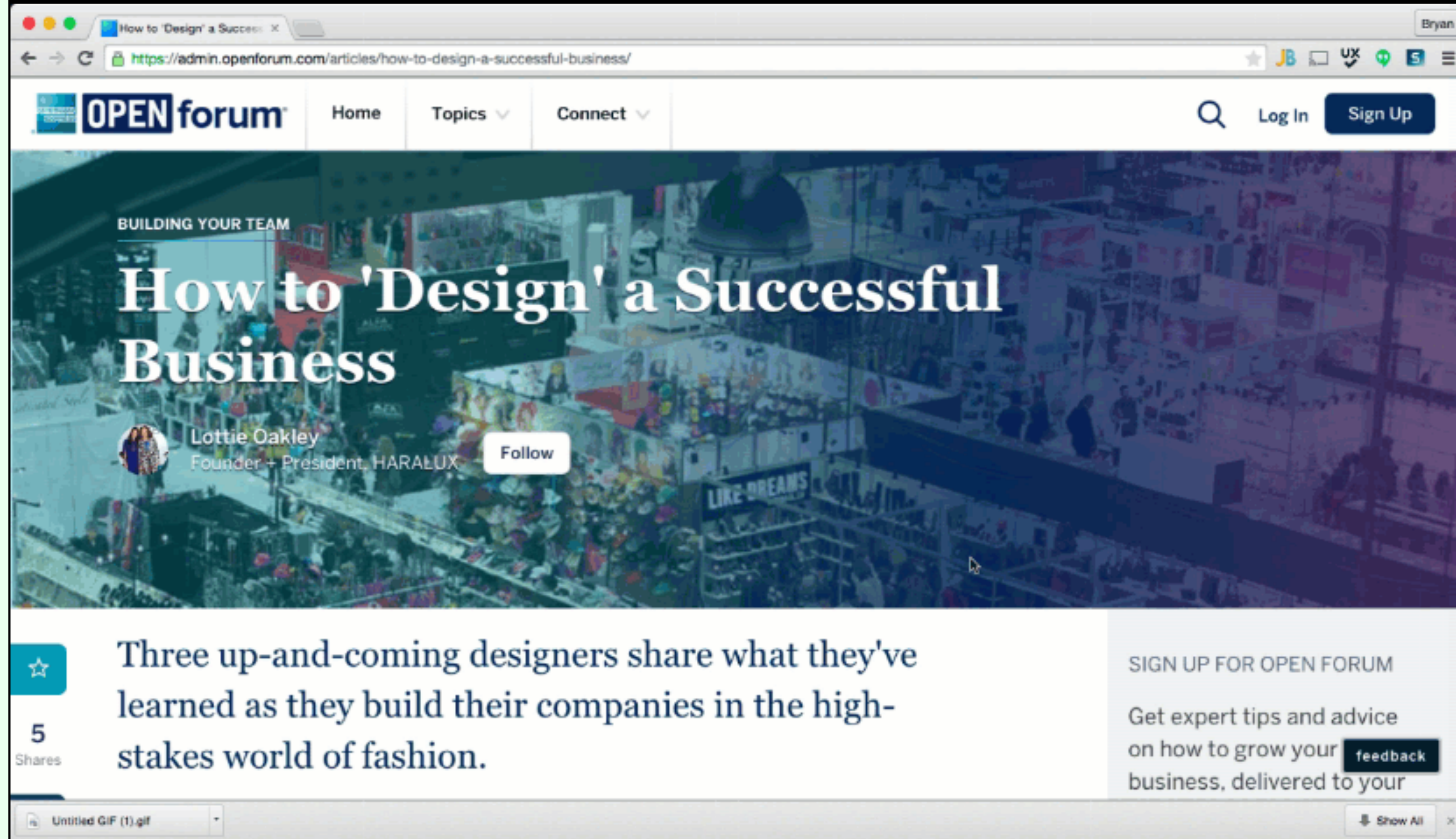
Whitespace



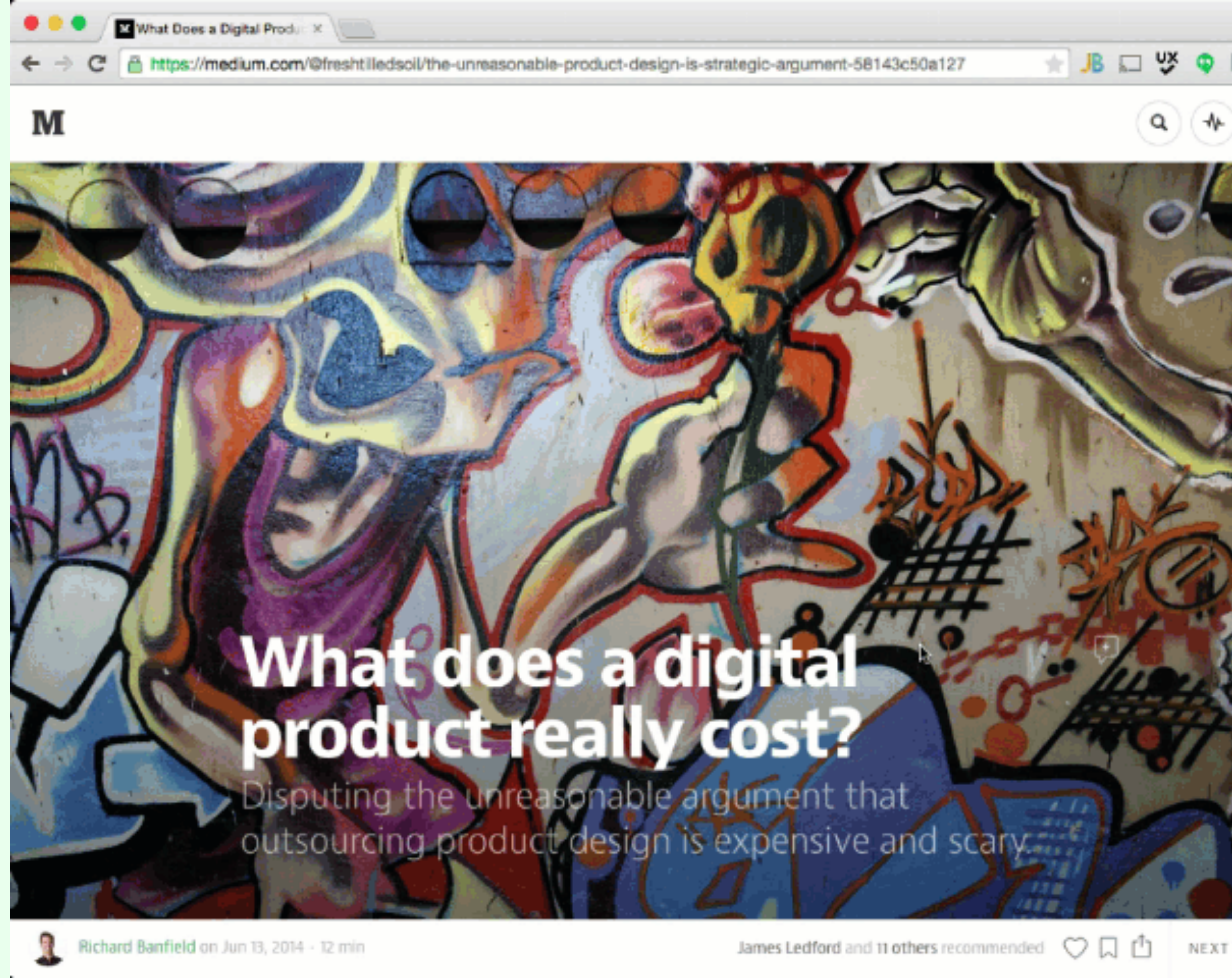
Whitespace



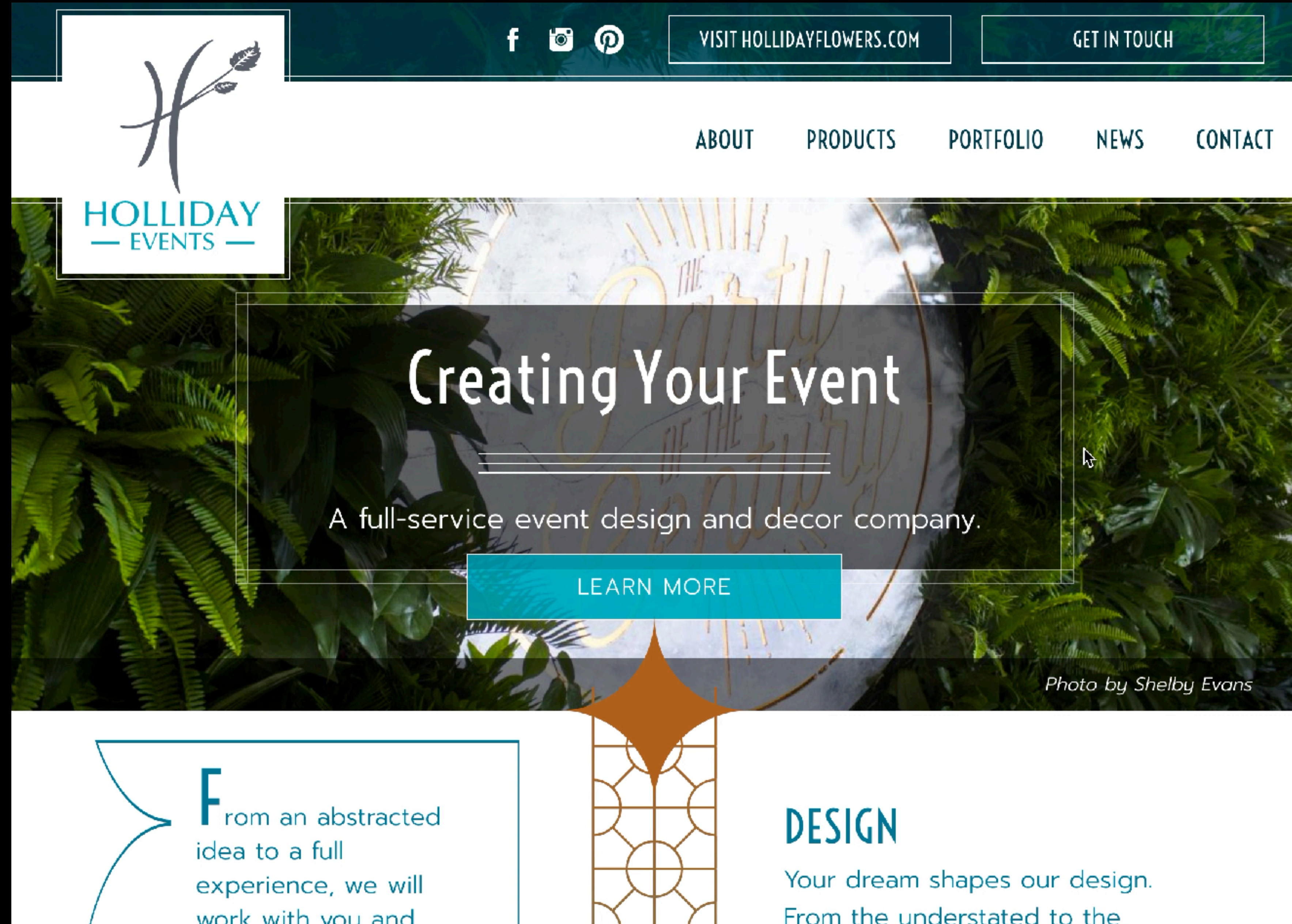
Whitespace



Whitespace



Whitespace



Whitespace



HOLLIDAY
— EVENTS —



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PORTFOLIO

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Creating Your Event

A full-service event design and decor company.

LEARN MORE

Information Layout

GROUPING

Items grouped together on a page have either an implied or an inferred relationship to one another. Make sure you're implying the relationship, don't let your user make the inference.

Grouping



This Guy Has a Complicated Relationship with Hotdogs



This Guy Has a Complicated Relationship with Hotdogs



Grouping



Events

Imprints

Partners

OUR BOOKS

BESTSELLERS

NEW RELEASES

COMING

The Miserable Mrs.

10 weary wives in literature



Written by Jess Bonet

Jess works at Random House and spends her free time gallivanting about New York City.



Domesticity isn't always what it's cracked up to be. To celebrate Jill Alexander Essbaum's debut novel, *Hausfrau*, here are ten ladies of literature who could give the *Desperate Housewives* cast a run for their money. Attention: spoilers ahead!

Grouping

↳ Andy Bell Retweeted



Estelle Weyl @estellewv · 38m

Ticket prices go up Friday, so register ASAP!



#PerfMatters @perfmattersconf · 1h

#PerfMatters Conference is the best front end web performance conference in North America.

And we're not just saying that because we're the only front end web performance conference in North America.

Well, maybe we are.

Either way, you should come!

perfmattersconf.com



↳ 2

♥ 1



Marcy Sutton @marcysutton · 2h

Am I the only one who finds it weird when someone who doesn't follow me tries to provide advice? (It's almost always a single type of person.)

💬 8



♥ 25



[Show more replies](#)



Jake Archibald @jaffathecake · 12m

Replying to @supersole and @marcysutton
everything is retweet now 😞

💬 1



Information Layout

VISUAL HEIRARCHY

Using size, color, weight and layout to create a visual flow for a user through content.

Information Layout

VISUAL HIERARCHY

Hello There World

Lorem ipsum dolor sit amet, consectetur adipiscing elit adipiscing elit adipiscing.

By Bryan Robinson

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Information Layout

VISUAL HIERARCHY
SIZE

Hello There World

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By Bryan Robinson

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Information Layout

VISUAL HIERARCHY
COLOR

Hello There World

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BY BRYAN ROBINSON

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Information Layout

VISUAL HIERARCHY
STYLE

Hello There World

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BY BRYAN ROBINSON

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Information Layout

VISUAL HIERARCHY
LAYOUT

Hello There Beautiful World

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BY BRYAN ROBINSON

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Aesthetic Judgement

Aesthetic Judgement

COLOR CHOICES

Colors influence users strongly, but often in subconscious ways. Designers don't pick colors because they're pretty, they always have a plan utilizing color theory and color psychology.

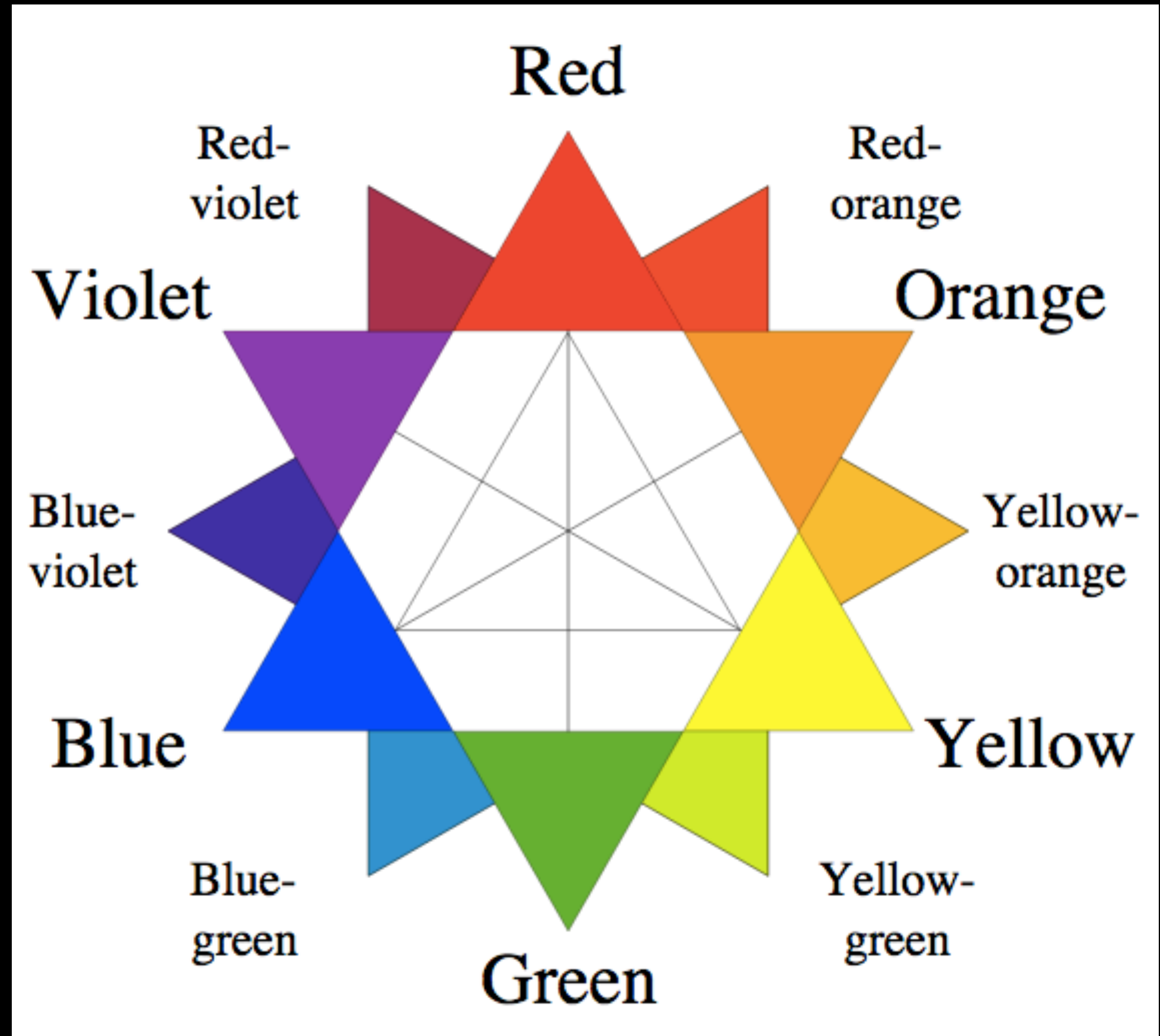
Rule of thumb: Stick to neutrals with one accent color if you're unsure of your color skills.

Aesthetic Judgement

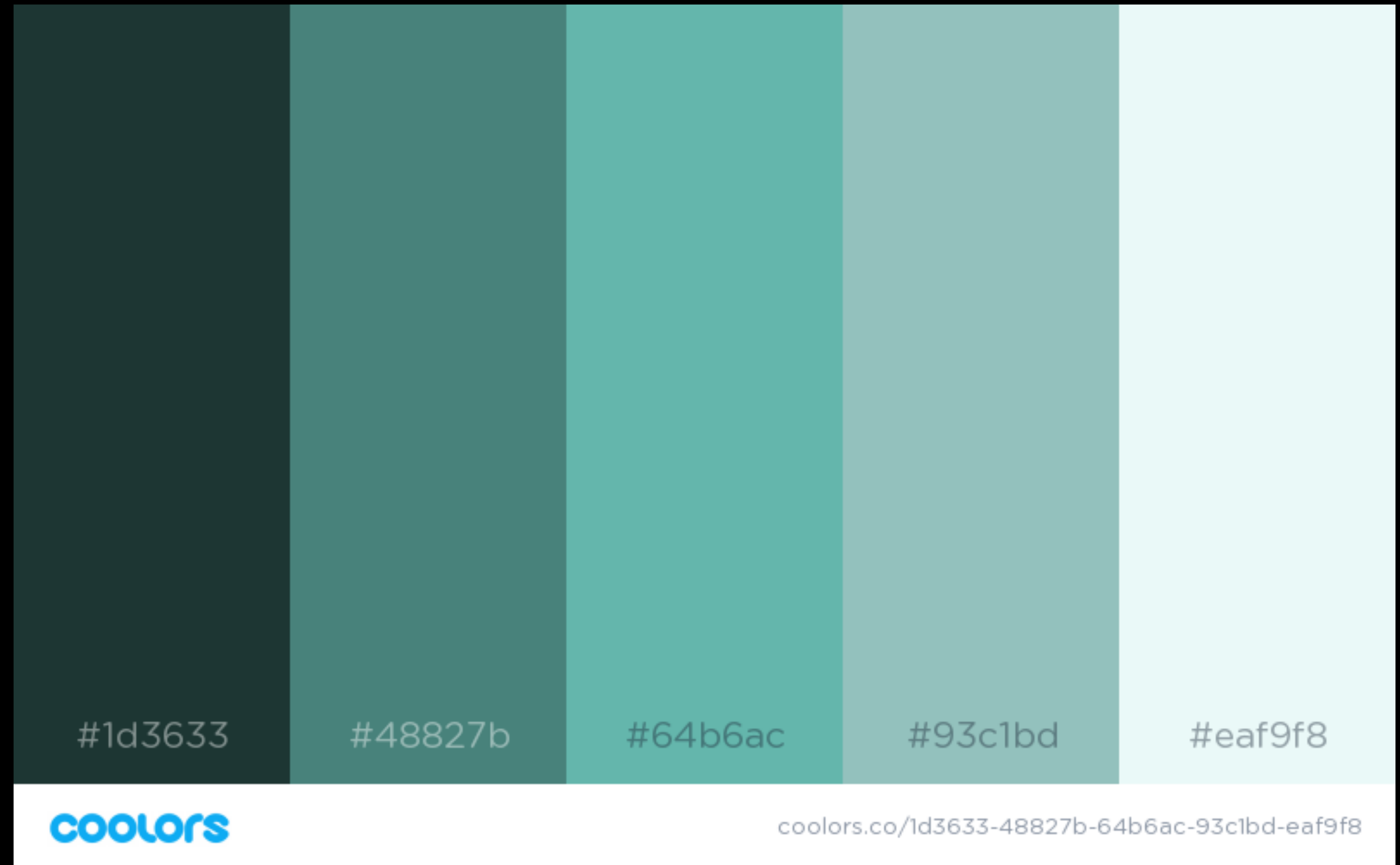
RED	PINK	PURPLE	NAVY	GREEN	BLUE	ORANGE
<p>MEANS: passionate active EXCITING bold energy youthful physical PIONEERING leader willpower confidence ambition POWER</p>	<p>MEANS: love calm respect WARMTH longterm feminine intuitive care assertive sensitive NURTURE possibilities UNCONDITIONAL</p>	<p>MEANS: DEEP creativity unconventional original stimulation individual WEALTHmodesty compassion DISTINGUISHED respectable fantasy</p>	<p>MEANS: trust order LOYALTY sincere authority communication confidence PEACE integrity control responsible success CALM masculine</p>	<p>MEANS: BALANCE growth restore sanctuary EQUILIBRIUM positivityNATURE generous clarity prosperity good judgement safety stable</p>	<p>MEANS: spirit perspective CONTENT control rescue determination self-sufficient modern goals awarePURPOSE OPEN ambition</p>	<p>MEANS: INSTINCT WARMTH gut reaction optimistic spontaneity extrovert socialNEW IDEAS FREEDOM impulse motivation</p>
<p>BRANDS:     </p>	<p>BRANDS:     </p>	<p>BRANDS:     </p>	<p>BRANDS:    </p>	<p>BRANDS:     </p>	<p>BRANDS:    </p>	<p>BRANDS:     </p>

boutique

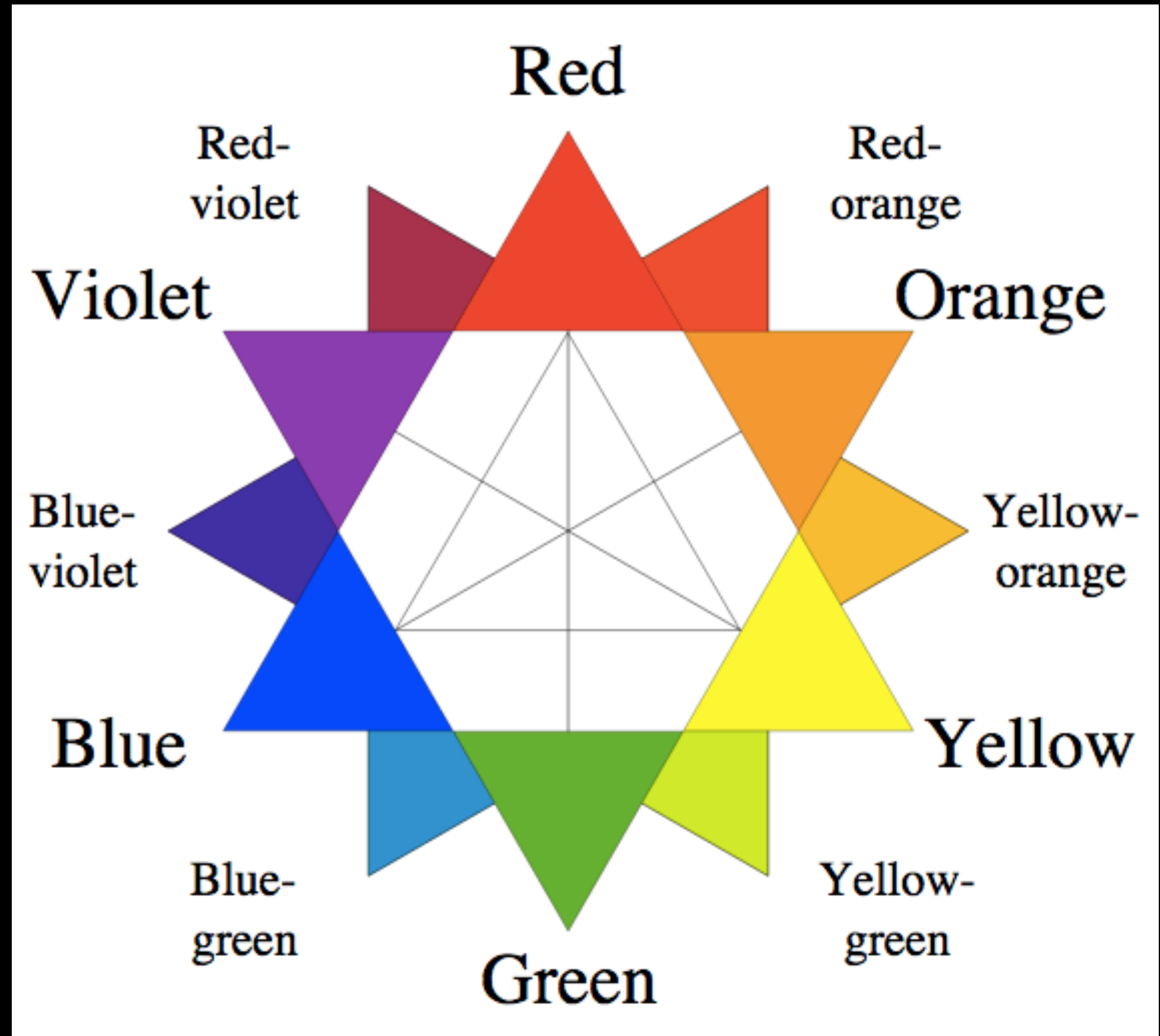
Aesthetic Judgement



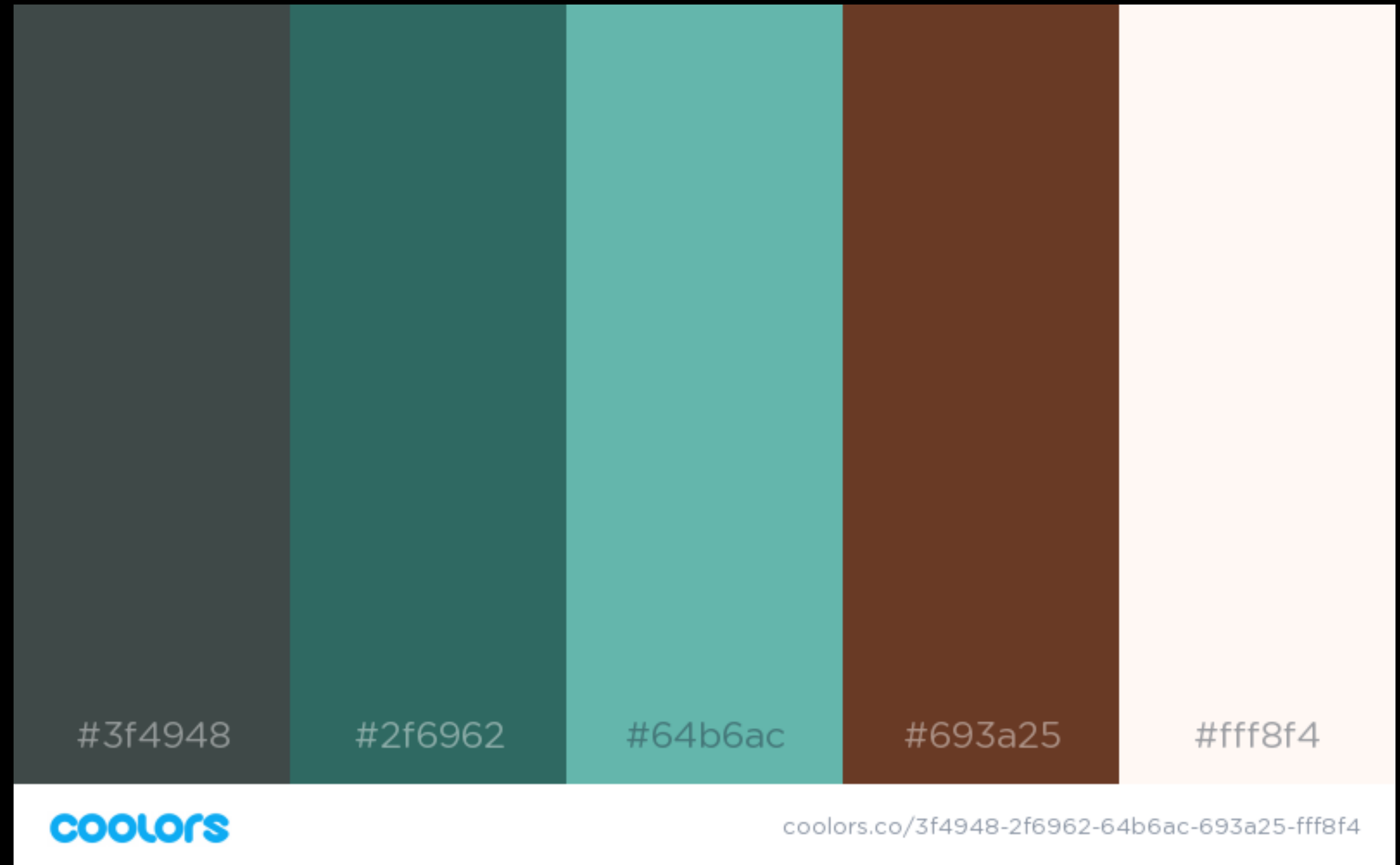
Aesthetic Judgement



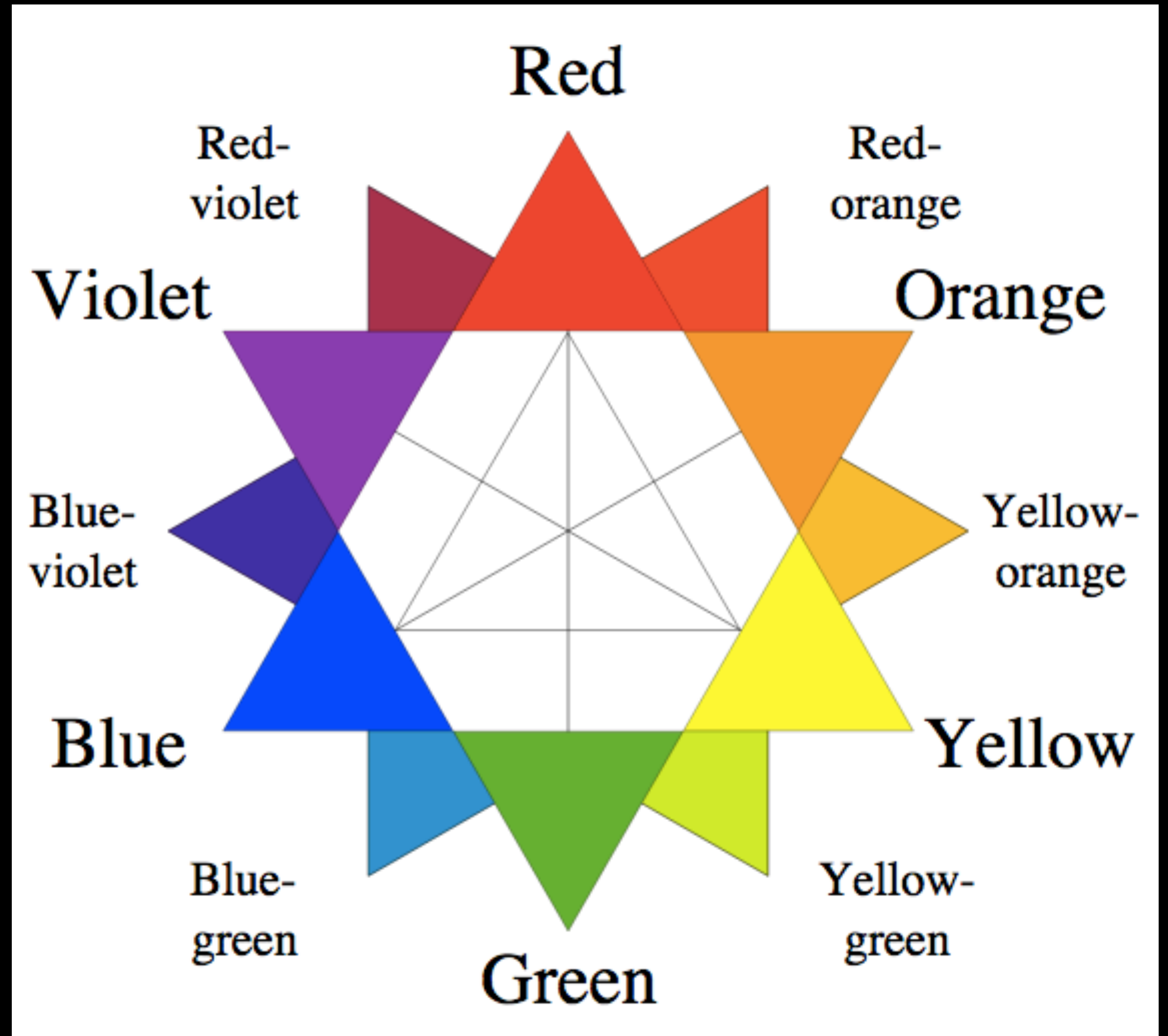
Aesthetic Judgement



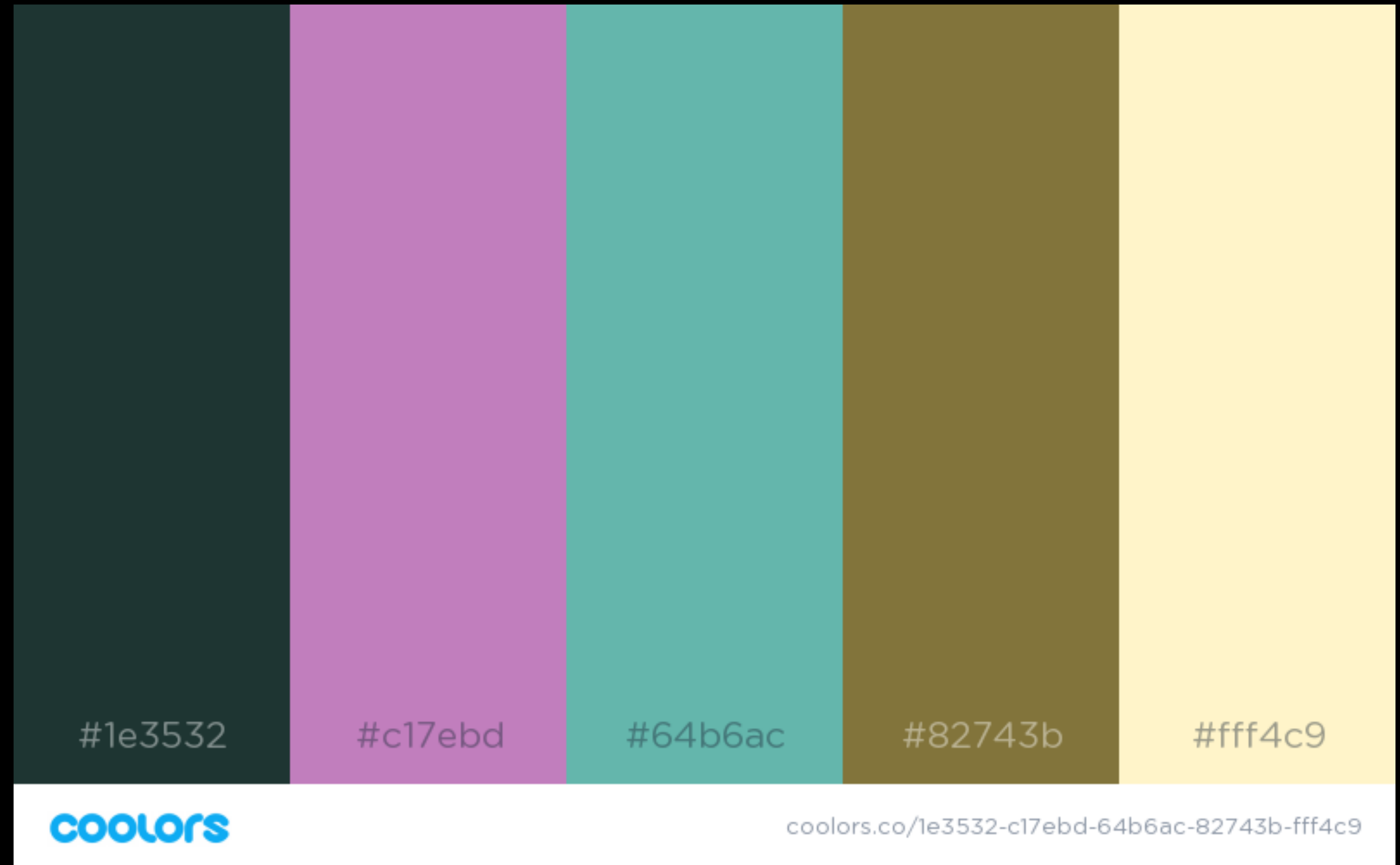
Aesthetic Judgement



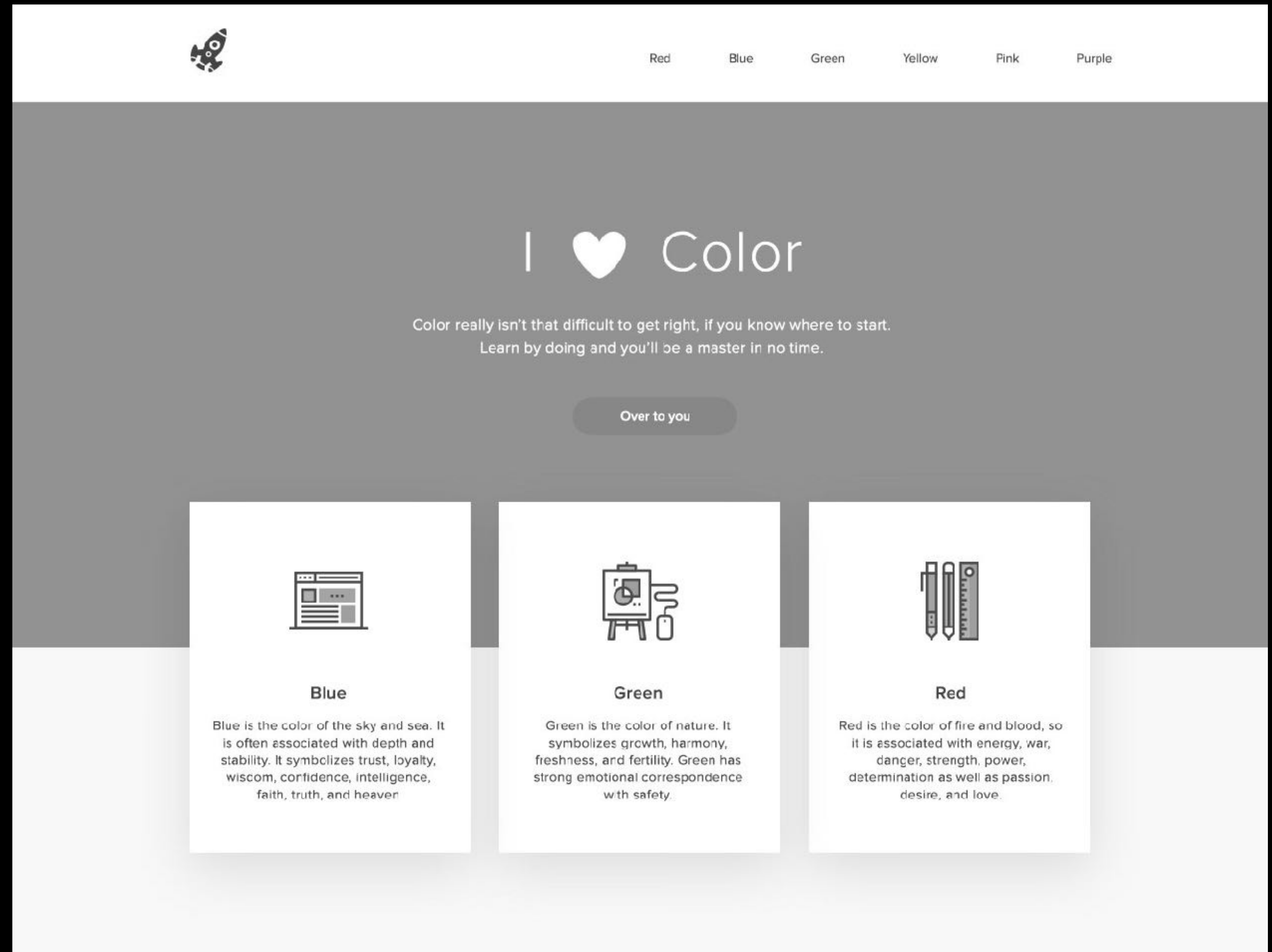
Aesthetic Judgement



Aesthetic Judgement



Aesthetic Judgement




The screenshot shows a website titled "I ♥ Color". At the top, there is a navigation menu with color options: Red, Blue, Green, Yellow, Pink, and Purple. The main heading is "I ♥ Color". Below the heading, there is a sub-heading: "Color really isn't that difficult to get right, if you know where to start. Learn by doing and you'll be a master in no time." A button labeled "Over to you" is centered below the text. The main content area features three white cards on a grey background, each representing a color: Blue, Green, and Red. Each card contains an icon, the color name, and a paragraph of text describing the color's symbolism.

Red Blue Green Yellow Pink Purple

I ♥ Color


Color really isn't that difficult to get right, if you know where to start.
Learn by doing and you'll be a master in no time.

Over to you




Blue

Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.



Green

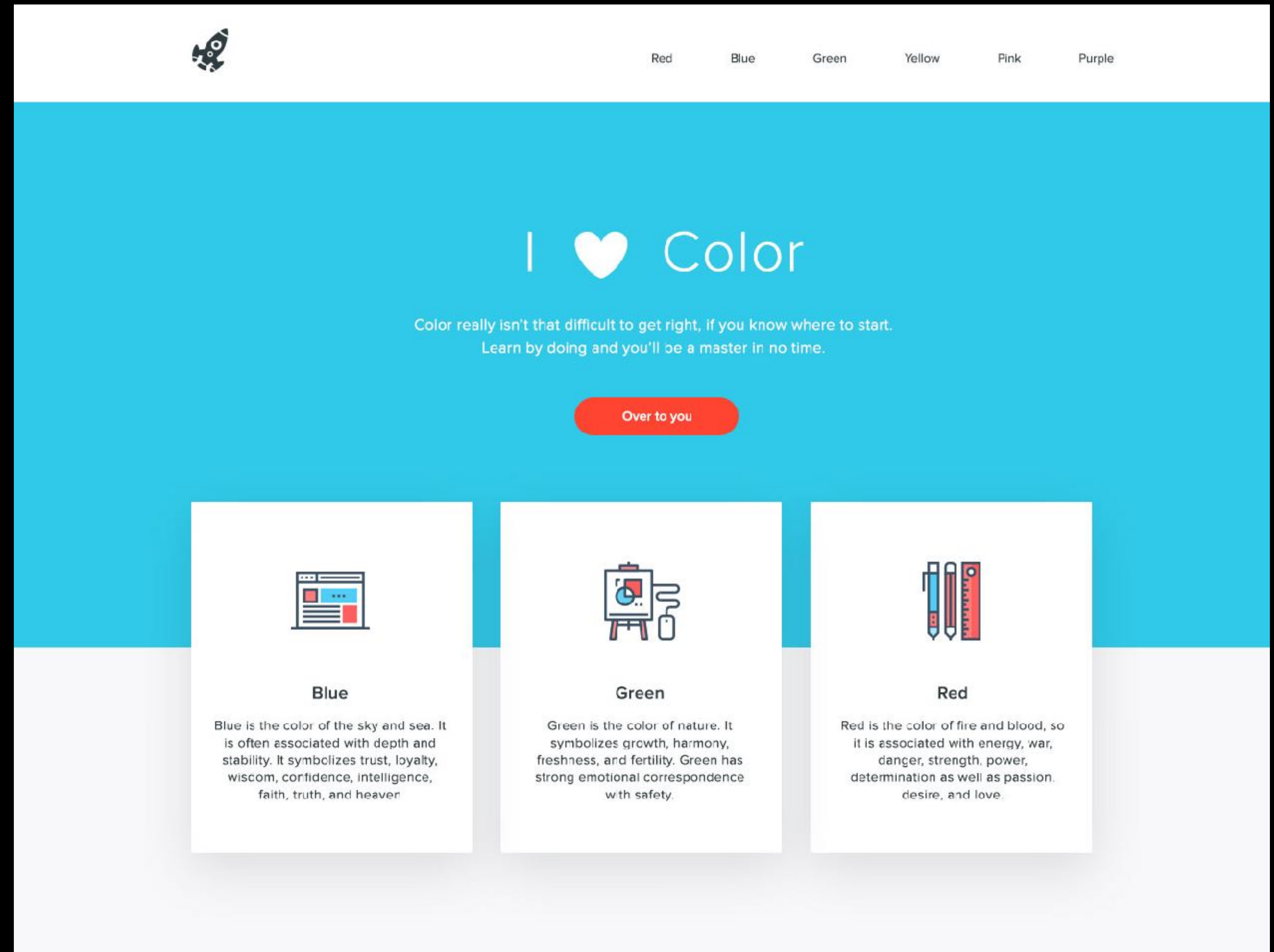
Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety.



Red

Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

Aesthetic Judgement



The screenshot shows a website titled "I ♥ Color" with a navigation menu at the top containing links for Red, Blue, Green, Yellow, Pink, and Purple. The main content area features three cards, each with an icon and a description of a color's meaning and associations.

- Blue**: Represented by a laptop icon. Description: Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.
- Green**: Represented by an easel icon. Description: Green is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety.
- Red**: Represented by a pencil and ruler icon. Description: Red is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

Aesthetic Judgement

CONTINUED READING AND TOOLS

- [Using Color Theory to Create a Better Color Palette](#)
- [Color Theory for Designers, Part 1: The Meaning of Color](#)
- [Smashing Mag article on Color](#)
- [colors.co](#)
- [paletton.com/](#)

Aesthetic Judgement

FONT CHOICES

Start using non-standard fonts. Open Sans (san serif), Droid Sans (san serif), Roboto (san serif), Josefin Slab (slab), Merriweather (serif).

Rule of thumb: Use a slab or serif font for an “accent” font (headlines) and a sans-serif for body copy.



Aesthetic Judgement

FONTS

SERIF

Tradition Stability Reliable



Aesthetic Judgement

FONTS

Sans Serif

Modern Clean



Aesthetic Judgement

FONTS

Hand Written

Creative Fun hard to read?



Aesthetic Judgement

FONTS

Display

FUN

Very Different

Dangerous

Tips and Tricks

Squint Test

Look at a design. Squint your eyes. Can you tell the hierarchy of the page?

Provide a next step

Direct the user. They want to know where to go next. Calls to Action are your friend.

Use Icons

The Noun Project - Get a subscription to The Noun Project. Unlimited icons for \$10/month. Totally worth it.

Don't Use Rotators

It's been proven that rotators and carousels actually hurt conversion rates. Don't use them.

ShouldIUseaCarousel.com

Be Careful with Convention

Just because Amazon does it, doesn't mean it will work for you.

Conventions

Be Careful with Convention

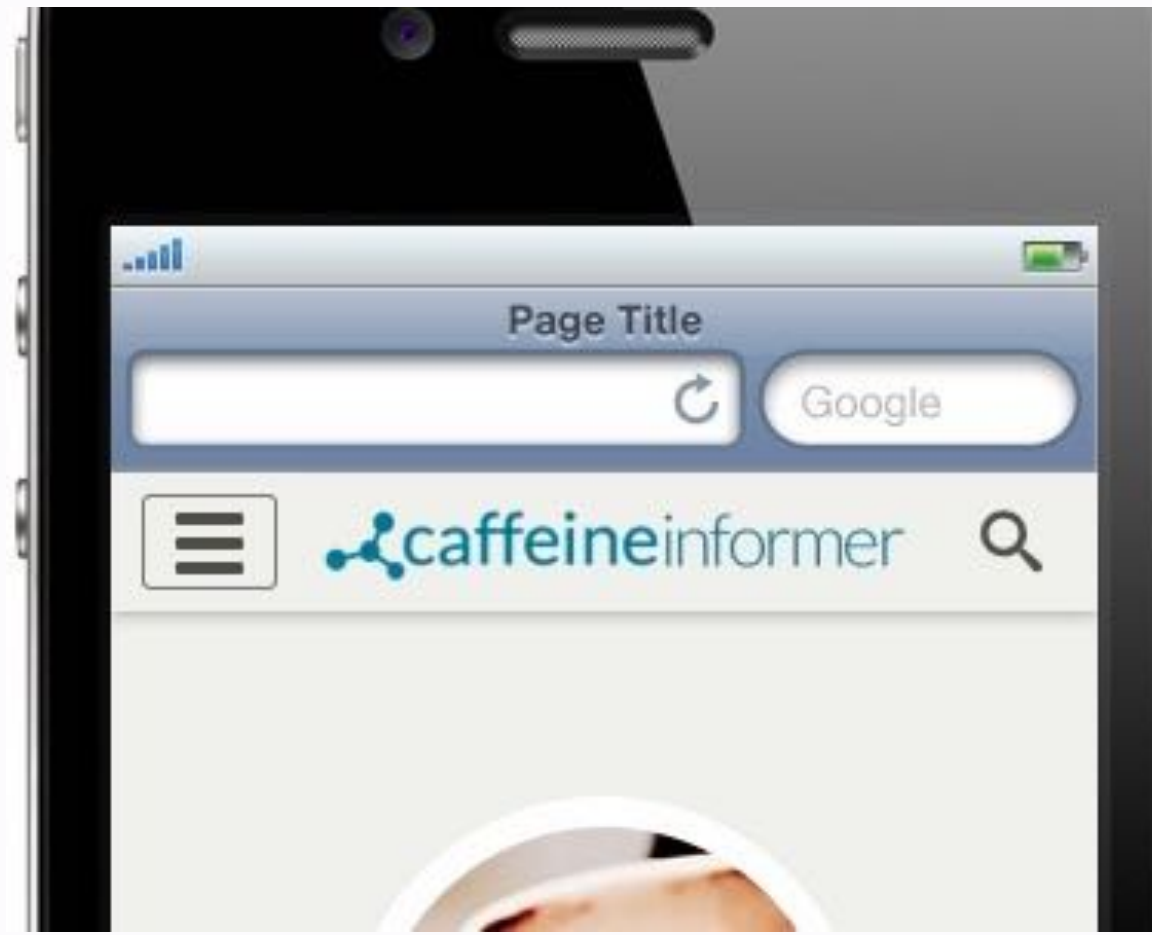


Hamburger

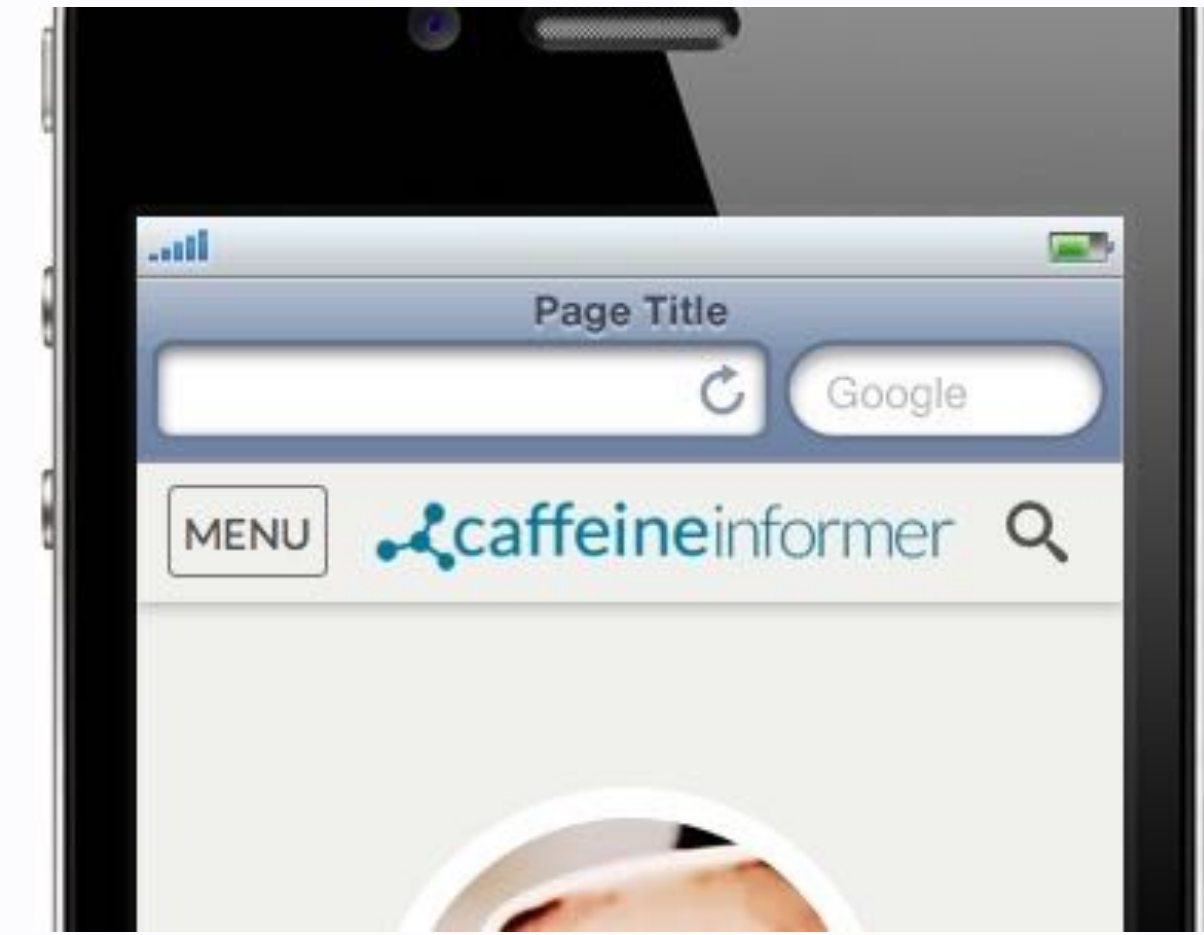
“Like a cheap fast food chain, it got designers addicted to its convenience, and now serves millions each day, both on mobile devices and on desktops.”

- *Nielsen Norman Group*

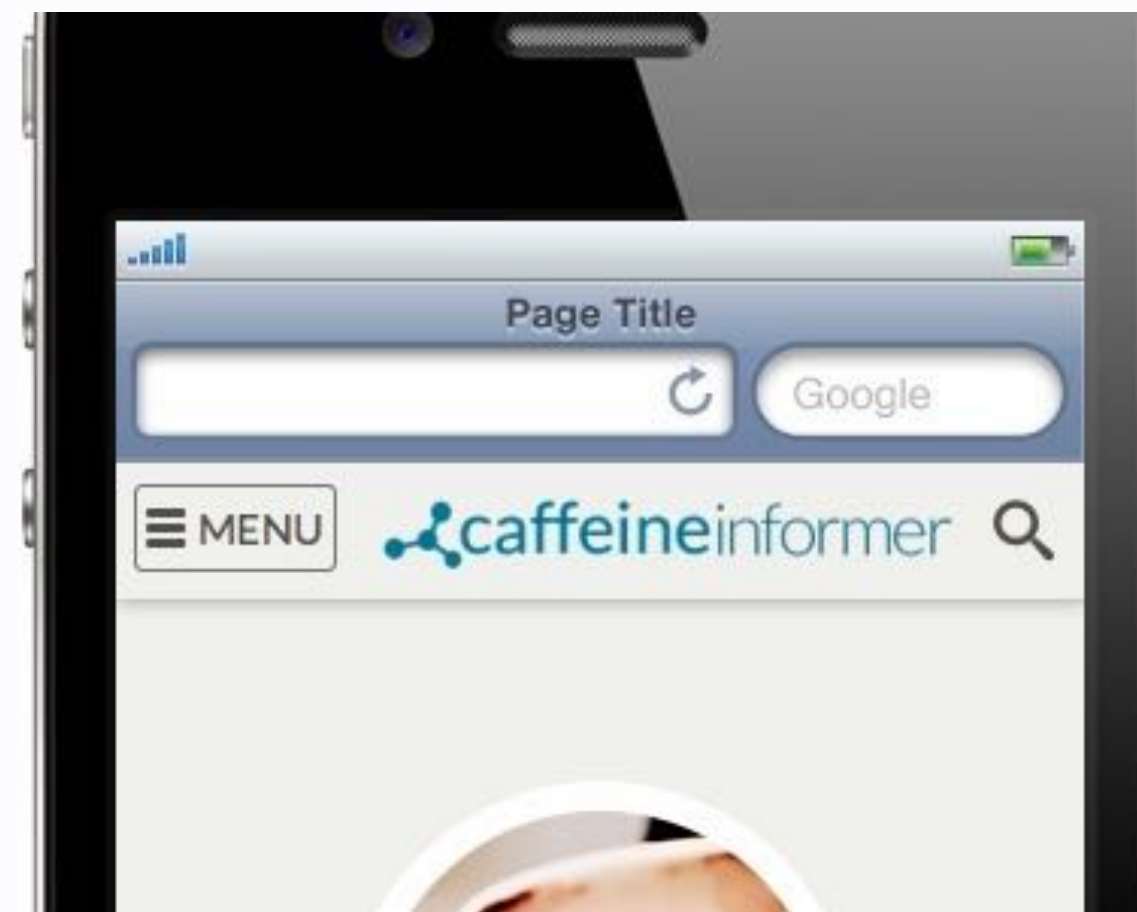
Be Careful with Convention



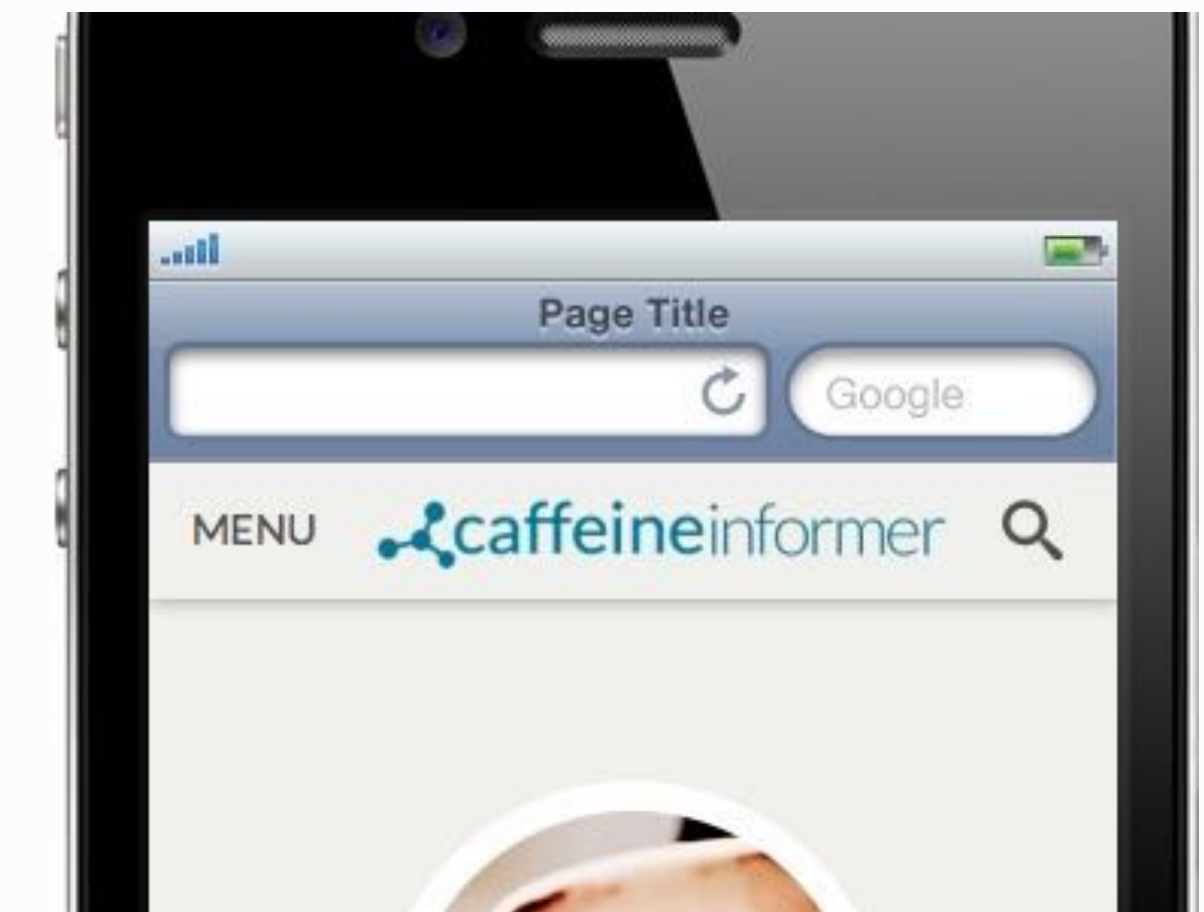
Baseline



Bordered Menu

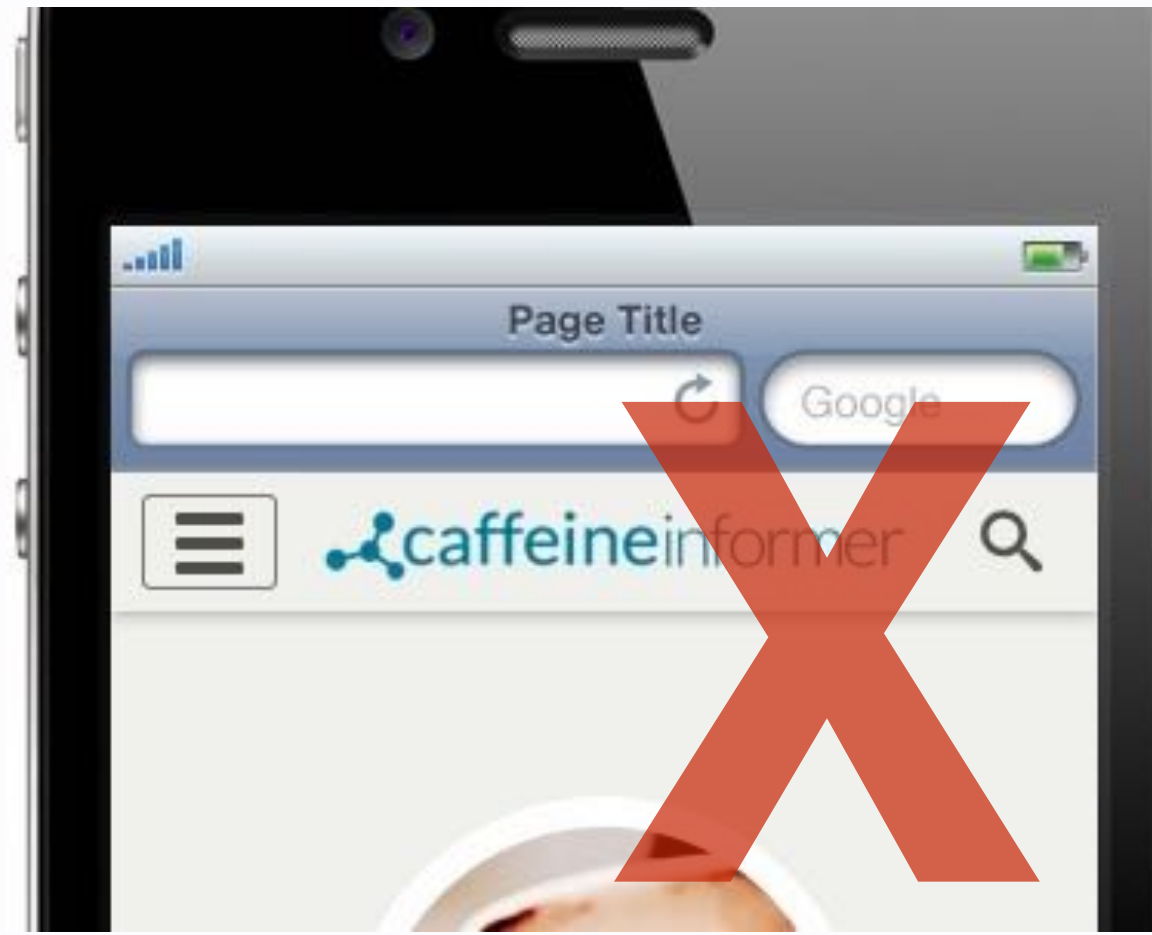


Menu and icon bordered



Unbordered Menu

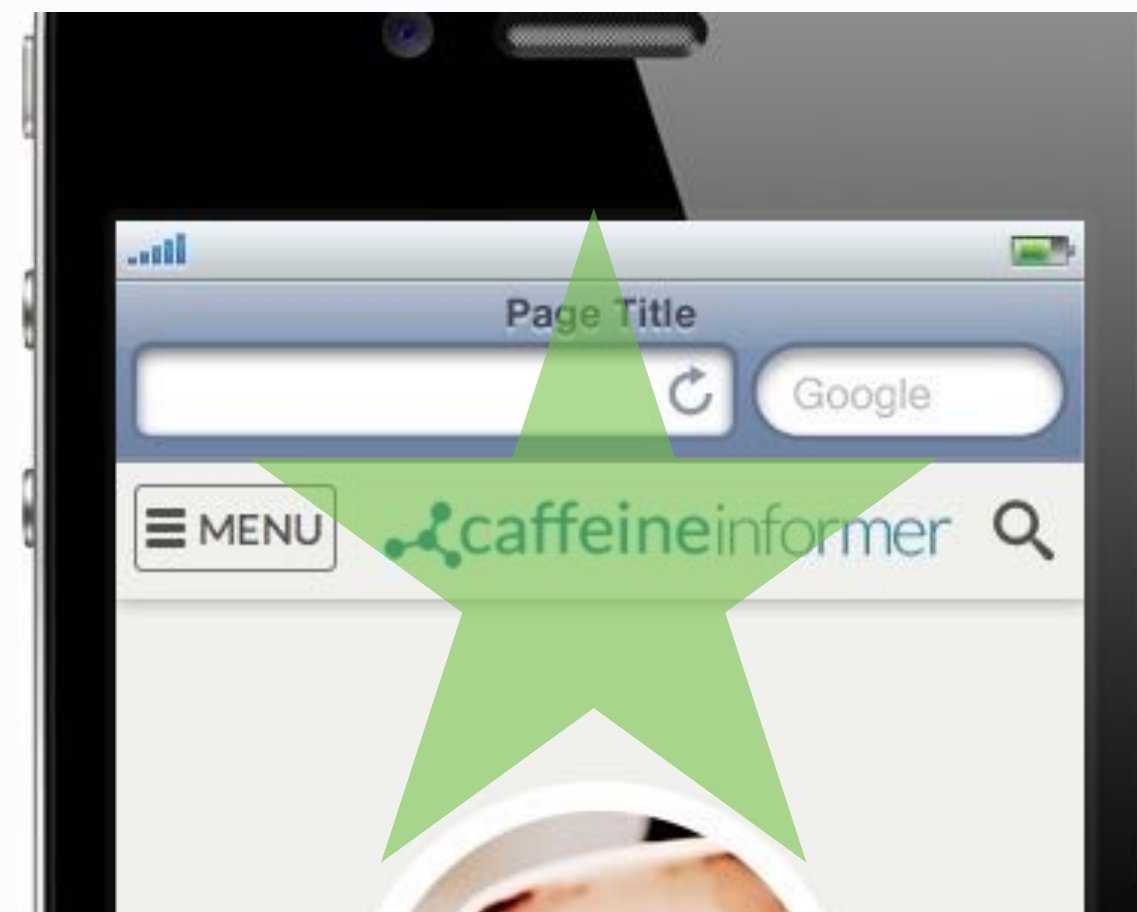
Be Careful with Convention



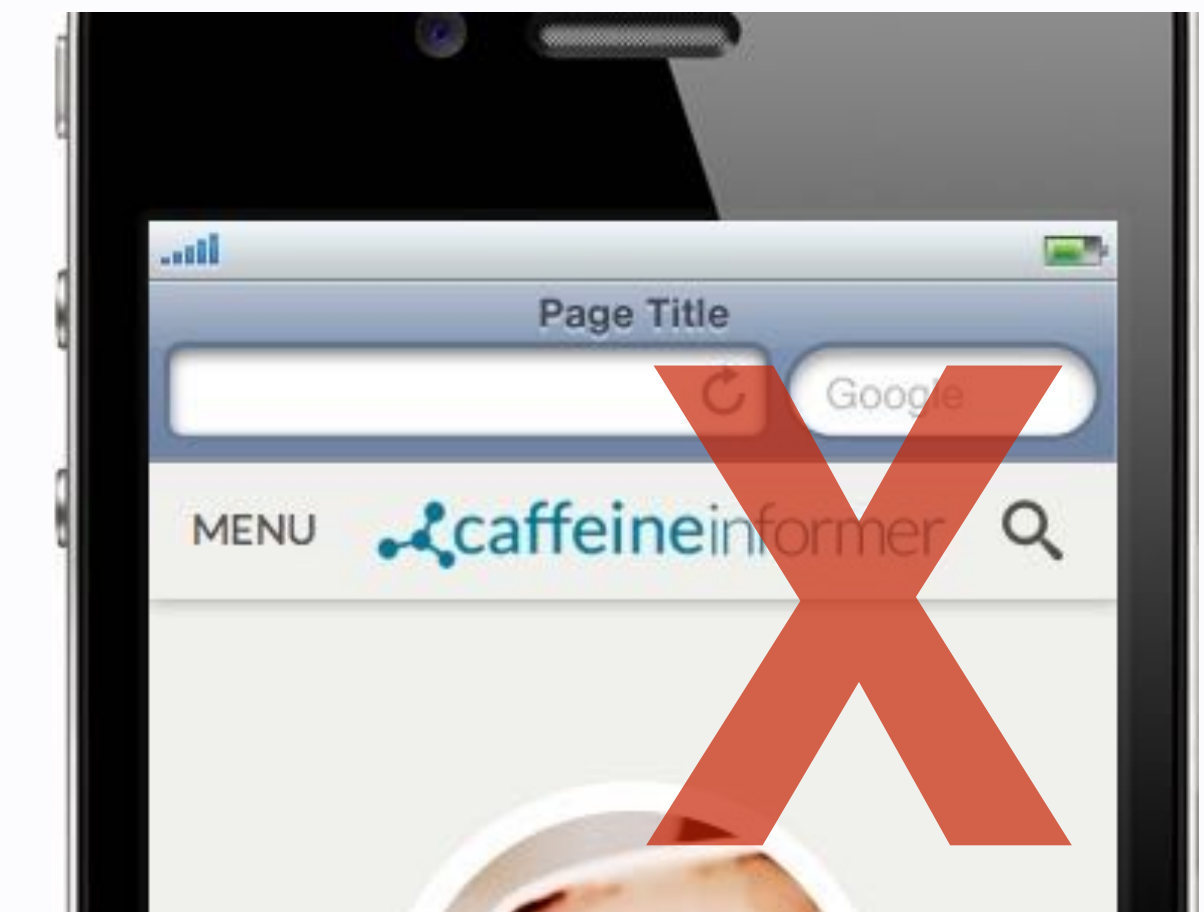
Baseline



Bordered Menu

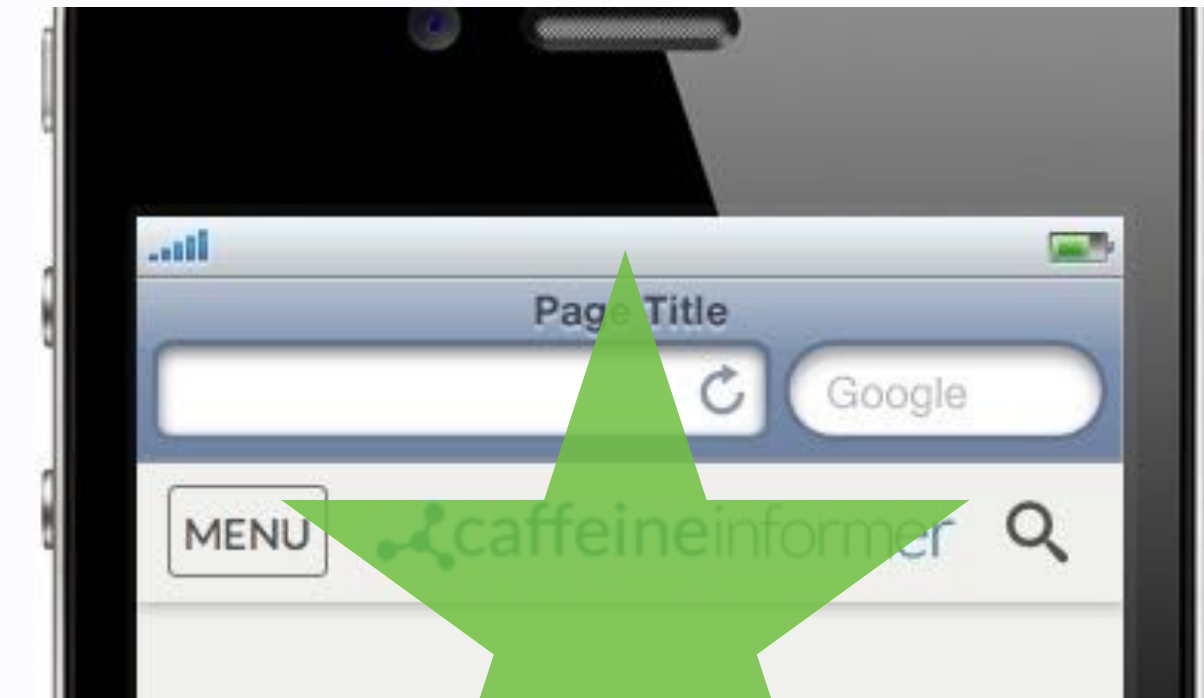
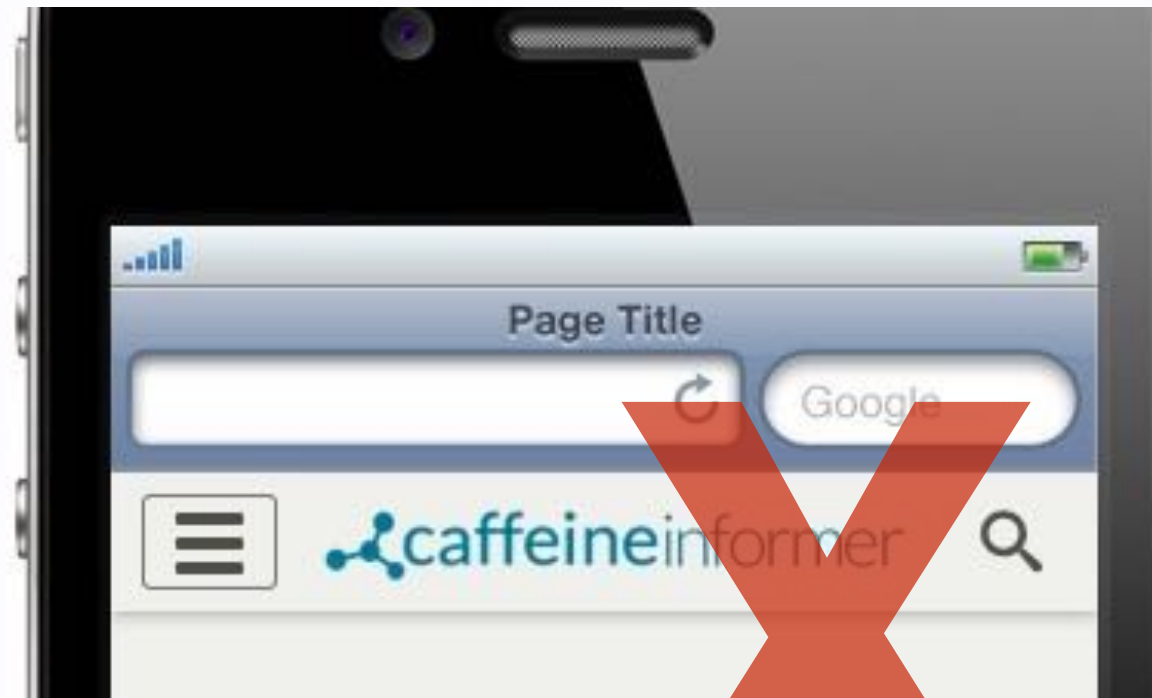


Menu and icon bordered



Unbordered Menu

Be Careful with Convention



VARIATIONS	VISITORS	CONVERSIONS	CONVERSION RATE	IMPROVEMENT
MENU + Border	12,660	347	2.7% (±0.28%)	+12.9%
MENU + Hamburger + Border	12,900	331	2.6% (±0.27%)	+5.7%
Original <small>BASELINE</small>	12,684	308	2.4% (±0.27%)	---
MENU Without Border	13,017	246	1.9% (±0.23%)	-22.2%



Menu and icon bordered



Unbordered Menu

How do you get better?



**How do you
get better?**

Practice



**How do you
get better?**

Think Critically



**How do you
get better?**

Get Critiques

Get a critique from me on Twitch



twitch.tv/bryanlrobinson

(most) Every Wednesday

How do you get better?

Know Who to Follow

- Brad Frost - @brad_frost
 - Mina Markham - @MinaMarkham
 - Jen Simmons - @jensimmons
 - Luke Wroblewski - @lukew
 - Una Kravets - @una
 - Jared Spool - @jmspool
-
- Bryan Robinson? - @brob

Questions?

Now's the time... or... you know... later in one of these places:

Twitter: @brob

LinkedIn: <http://linkedin.com/in/bryanlrobinson>