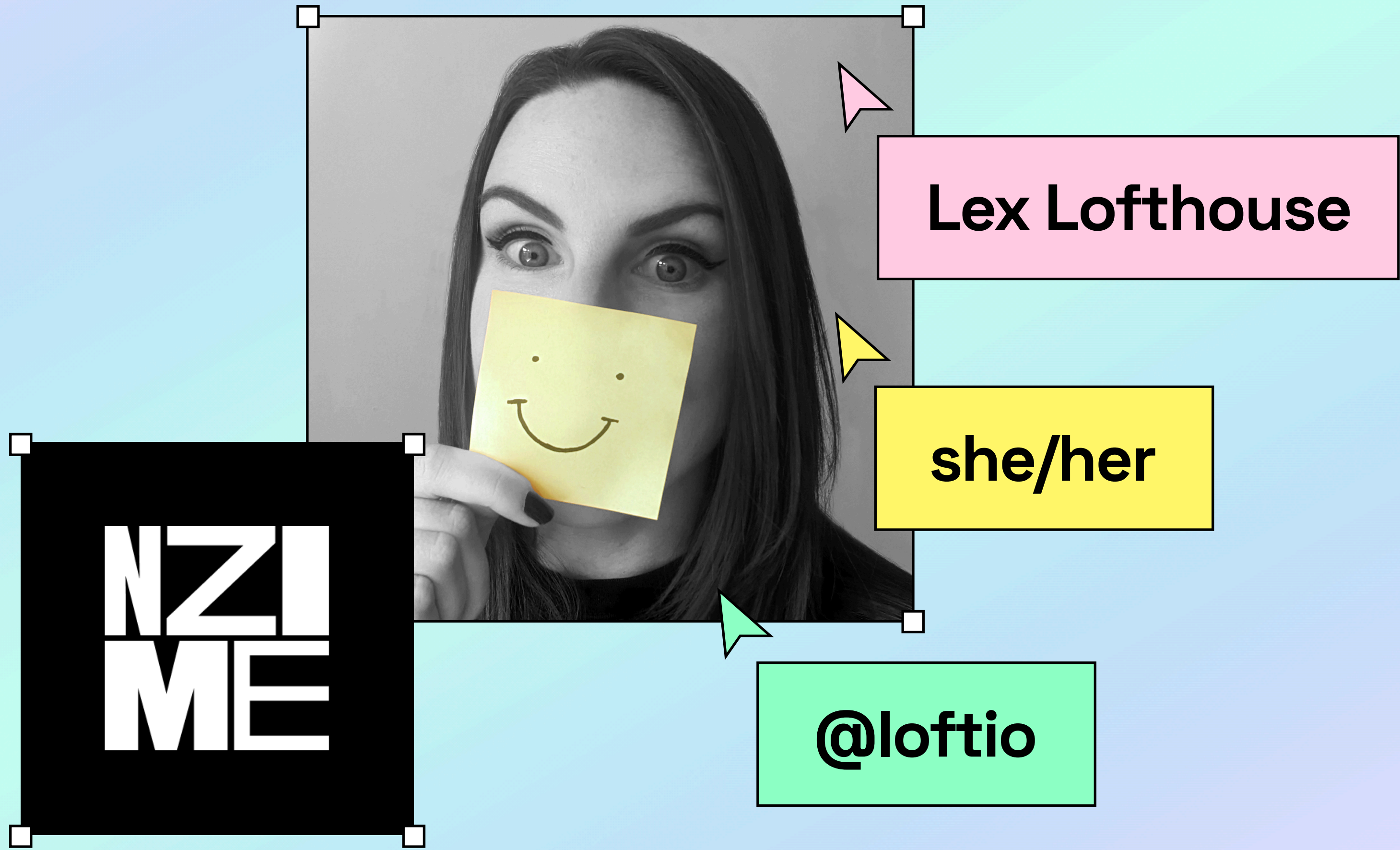


# Design for Developers

Lex Lofthouse @ #MFE24



**Lex Lofthouse**

**she/her**

**@loftio**

**NZI  
ME**

**Hierarchy**

**Proximity**

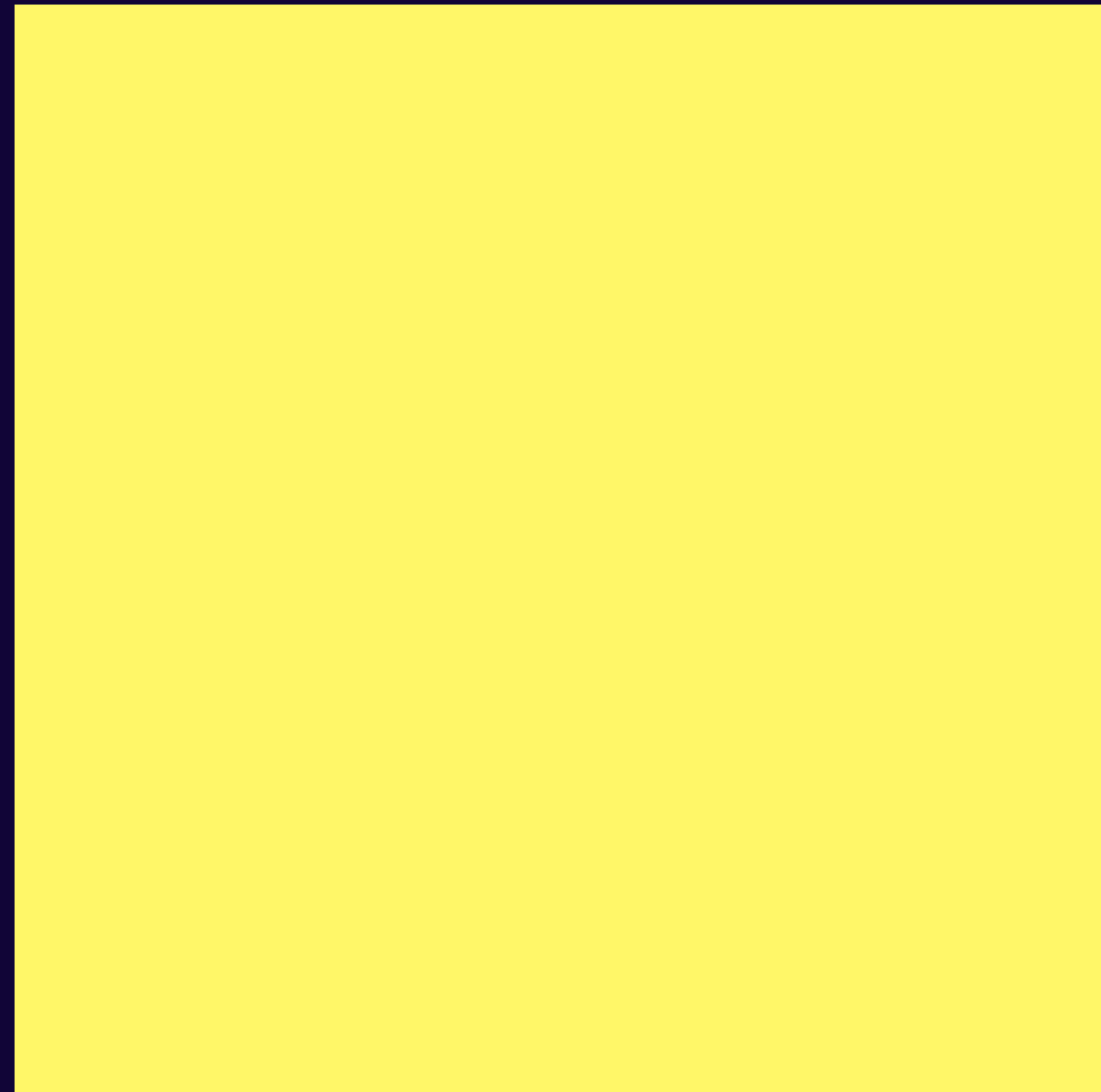
**Contrast**

**Balance**

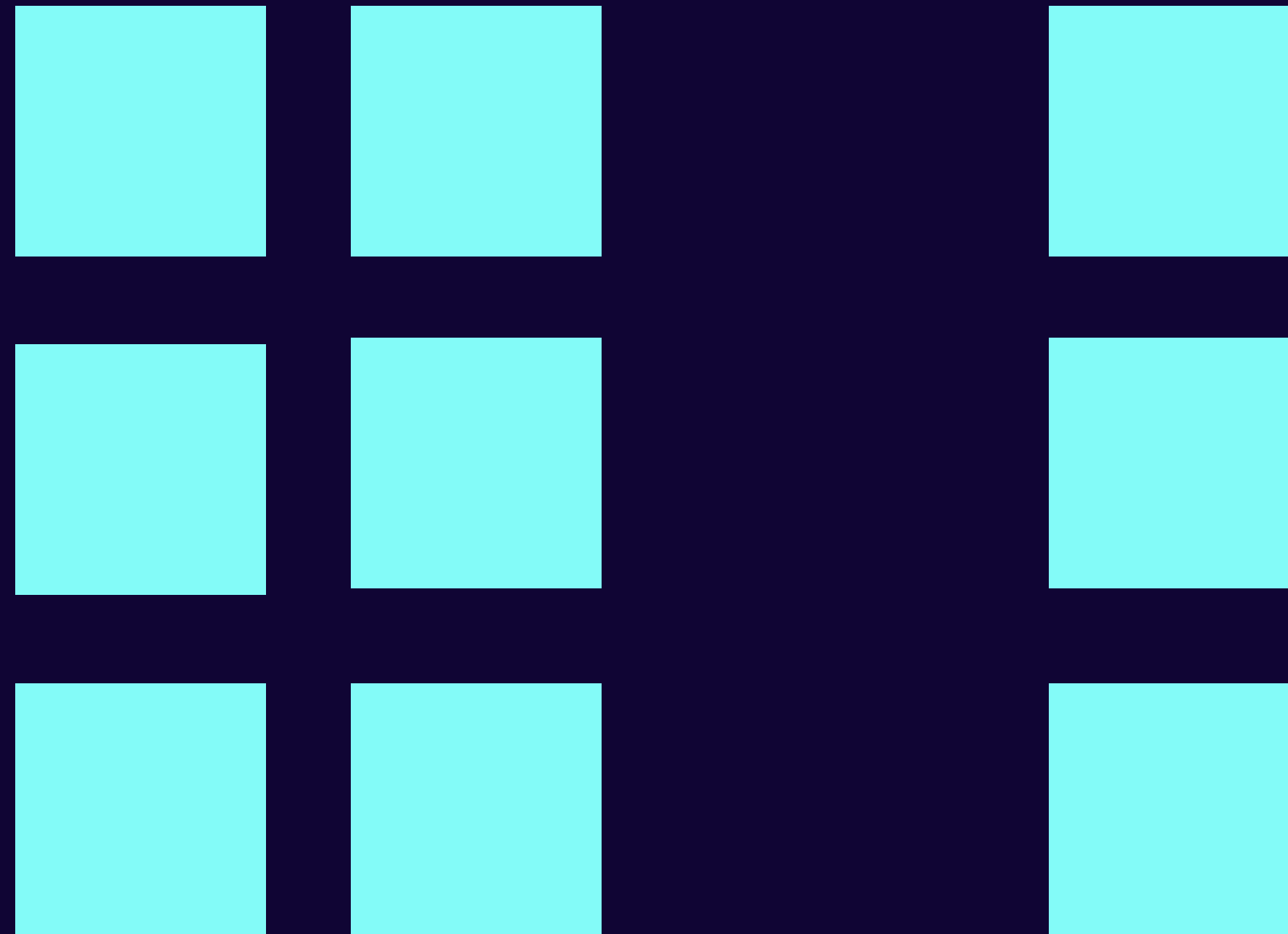
# Hierarchy



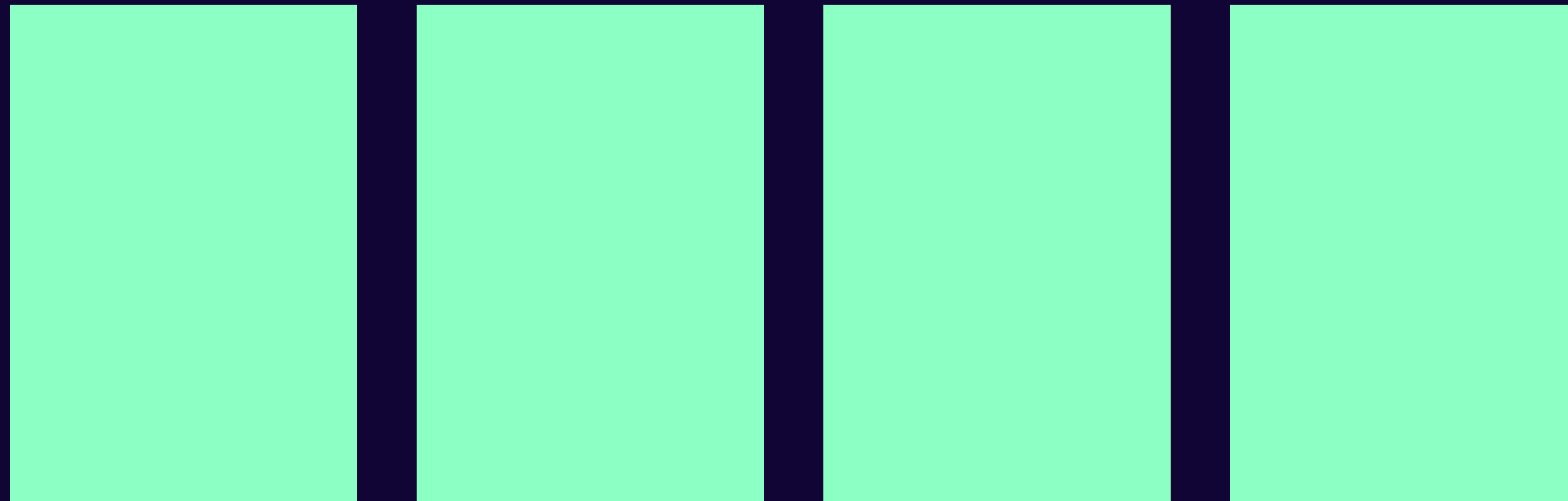
# Contrast



# Proximity



# Balance



**Hierarchy**

**Proximity**

**Contrast**

**Balance**



**Typography**

# Choosing fonts

How do you choose the correct fonts for your project?

# Font pairings

One font for **headings**,  
one font for **paragraphs**.



**Hierarchy**

# Headings

Can be **bold**,  
**stylised**, **interesting...**

# Paragraphs

Needs to be **easy to read**,  
especially at **smaller sizes**.

# Which fonts?

Your font choices should work together and **embody** the brand.

OUR MISSION

# Protecting you against viruses

Keep unwanted bugs at bay with our virus protecting solutions.  
It's our mission to keep you safe.

OUR MISSION

# Protecting you against viruses

Keep unwanted bugs **at bay** with our virus protecting solutions.  
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OUR MISSION

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## Stint Ultra Expanded & Pontano Sans

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Stint Ultra Expanded

Pontano Sans



## Karla & Inconsolata

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Karla

Inconsolata



## Playfair Display & Lato

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Playfair Display

Lato



## Libre Baskerville & Source Sans Pro

All of this text is editable. Simply click anywhere in the paragraph or heading text and start typing. You can copy and paste your own content in to see what it looks like with these font combinations.

Libre Baskerville

Source Sans Pro



20px  
19px  
18px  
17px  
16px

15px  
14px  
12px  
11px  
10px  
9px

**Contrast**

**Heading One**  
**Heading Two**  
**Heading Three**  
**Heading Four**

**Hierarchy**

- New Board
- My Boards
- Bookmarks
- Likes
- Explore

Body size 16 px

Scale 1.250 - Major ...

RESPONSIVE

Min-width 767 px

Body size

Scale inherit

BODY

Font Inter

Weight 500

Line-height 1.6

Letter-spacing em

Color #222222

Background #FFFFFF

HEADINGS

Font inherit

Weight 700

Line-height 1.15

Letter-spacing -0.022 em

Color

Sixty zippers were qui...

REM PX PT

h1 61.04px **Sixty zippers were quick**

h2 48.83px **Sixty zippers were quickly p**

h3 39.06px **Sixty zippers were quickly picked fr**

h4 31.25px **Sixty zippers were quickly picked from the w**

h5 25px **Sixty zippers were quickly picked from the woven jute b**

h6 20px **Sixty zippers were quickly picked from the woven jute bag**

p 16px **Sixty zippers were quickly picked from the woven jute bag**

small 12.8px **Sixty zippers were quickly picked from the woven jute bag**

10.24px **Sixty zippers were quickly picked from the woven jute bag**

Blog post

The Blog

# Exploring the mysteries of Atlantis

Jul 14th, 2024 — By Seraphina

Atlantis, the Lost City of Myth and Legend, has captivated the human imagination for centuries. In this article, we will delve into the depths of this enigmatic sunken realm and uncover the secrets hidden beneath the waves.

## The origins of Atlantis

type-scale.com

You'll read this last.

**You'll read  
this first.**

**Then you'll read this bit of text next.**

Then I bet you'll read this smaller text next.

Only when they set aside their differences did I see the true power they all share deep inside. I see now that the circumstances of one's birth are irrelevant. It is what you do with the gift of life that determines who you are.

Only when they set aside their differences did I see the true power they all share deep inside. I see now that the circumstances of one's birth are irrelevant. It is what you do with the gift of life that determines who you are.

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**Proximity**

**Balance**

# Time travel

People assume that time is a strict progression of cause-and-effect.

But actually, from a non-linear, non-subjective viewpoint, it's more like a big ball of wibbly-wobbly timey-wimey stuff.

## Fixed points in time

There are fixed points throughout time where things must stay exactly the way they are.

This is not one of them. This is an opportunity!  
Whatever happens here will create its own timeline, its own reality, a temporal tipping point.

# Time travel

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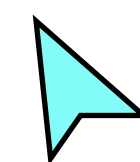
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# Time travel

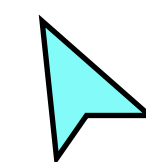
People assume that time is a strict progression of cause-and-effect.

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Whatever happens here will create its own timeline, its own reality, a temporal tipping point.



**Proximity**

**Colour**

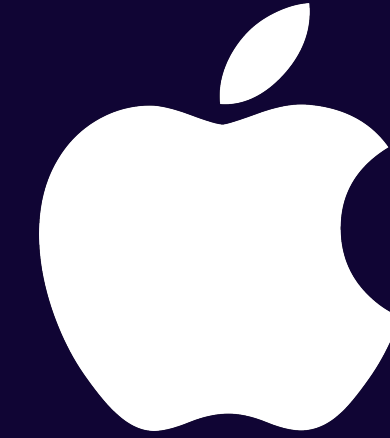
# Choosing colours

Where do you start?



# Start with one

Choose your main colour and  
**then build on it.**



Wisdom

Calm

Growth

Energy

Enthusiasm

Passion

Light

Power

Wealth

Stability

Health

Happiness

Warmth

Strength

Clean

Mystery

Royalty

Wisdom

Harmony

Warmth

Success

Love

Spacious

Elegance

Power

Trust

Safety

Logic

Creativity

Warning

Cold

Mourning

Luxury

Confidence

Nature

Joy

Excitement

Anger

Pure

Stable

Magic

Depth

Refreshing

Fun

Optimism

Excitement

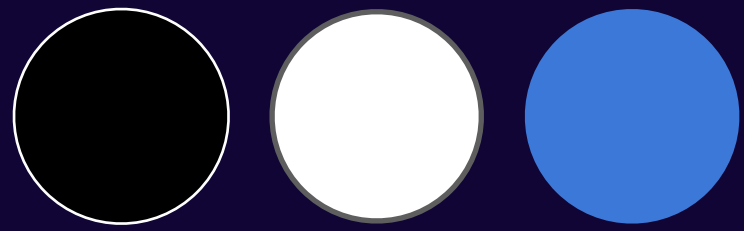
Simple

Confidence

**Main**

**Supporting**

**Neutrals**



Uber Company Safety Help EN Products

# Uber's technology offerings

Changing how people can request trips and get from point A to point B is just the beginning.

[Download the app](#)

## Uber apps, products and other offerings

Uber is an app enabling transportation requests, whose mission is to reimagine the way the world moves for the better. Our technology helps us develop and maintain multi-sided platforms that match consumers looking for trips with drivers using our app, as well as with other forms of transportation, including public transit, bikes and scooters.

We also connect consumers and restaurants, grocers and others so they can buy and sell meals, groceries and other items, then connect them with independent delivery service providers. Plus, Uber connects shippers and carriers in the freight industry.

Our technology helps people connect and move in over 70 countries and 10,000 cities around the world.

 <b>Trip options</b> Access to trips on demand. <a href="#">Learn more</a>	 <b>Uber Eats</b> Food delivery on demand. <a href="#">Learn more</a>	 <b>Making money with Uber</b> Opportunity is everywhere. <a href="#">Drive or deliver with Uber</a>
---	--	---

## Alex Lofthouse

★ 4.82

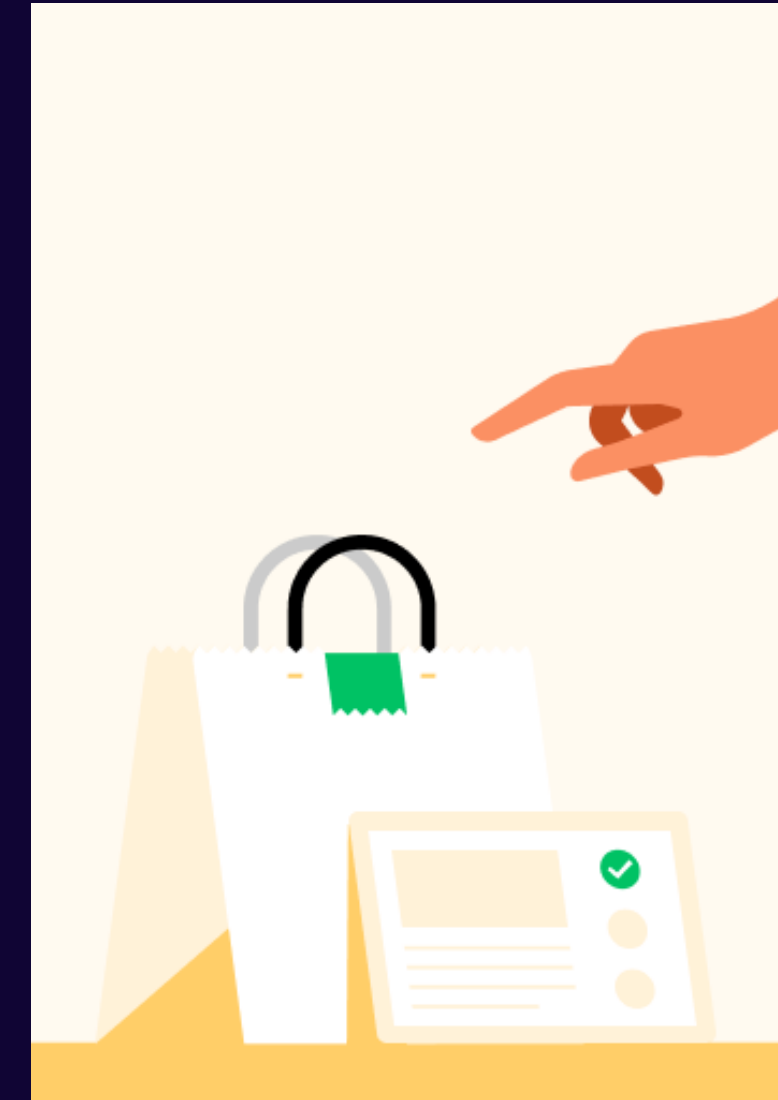
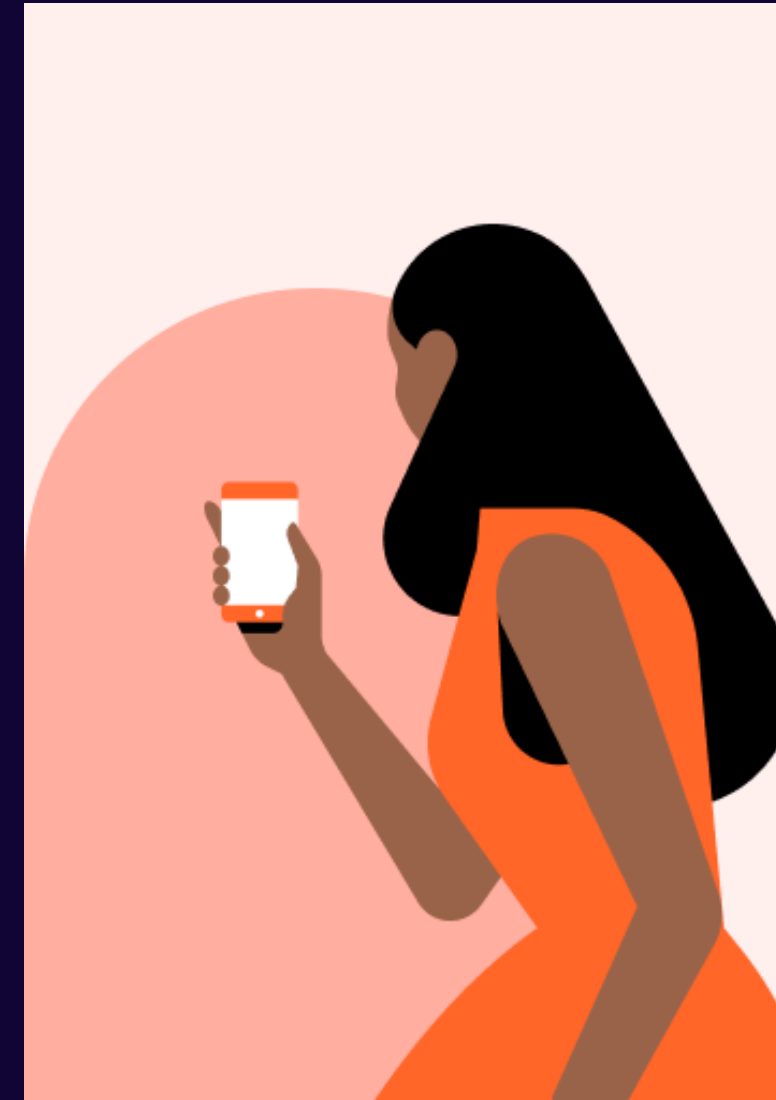
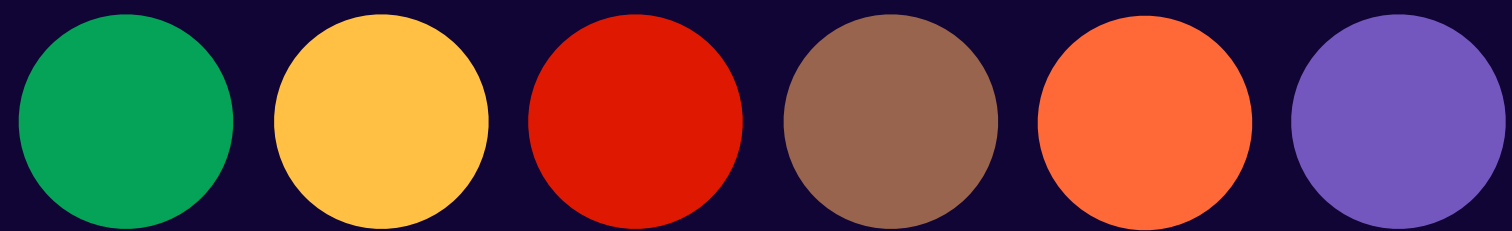
[Help](#) [Wallet](#) [Trips](#)

**Uber One**  
Join free for 1 month

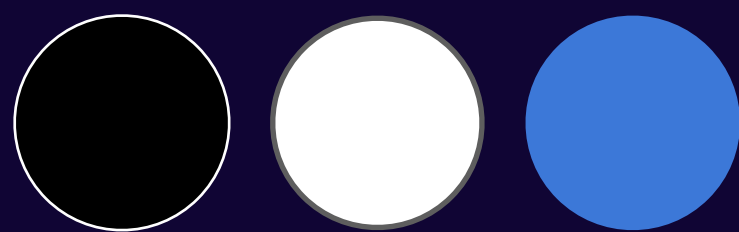
**Safety check-up**  
Boost your safety profile by turning on additional features 1/3

- [Messages](#)
- [Send a gift](#)
- [Uber Eats promotions](#)
- [Uber Eats favourites](#)
- [Settings](#)

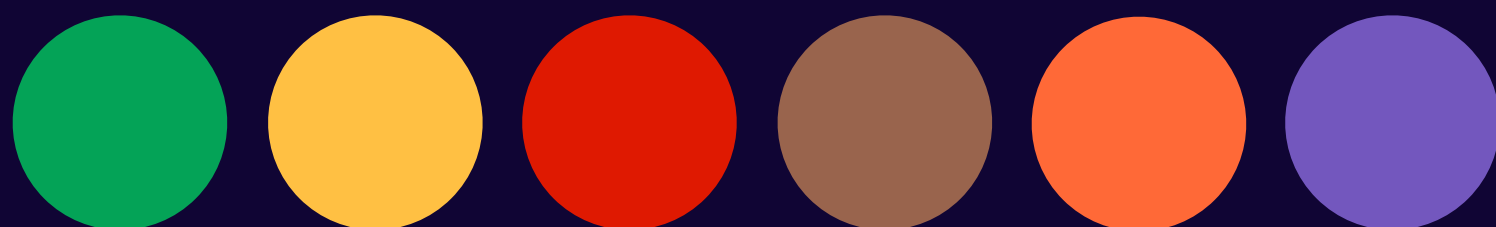
[Home](#) [Services](#) [Activity](#) [Account](#)



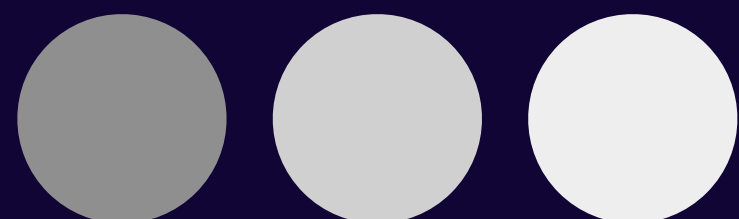
Main



Supporting



Neutrals



**Hierarchy**



Rides



Delivery



Where to?



Now



Suggestions

See all



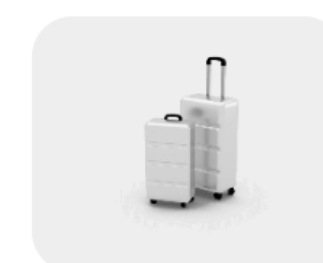
Ride



Reserve



Rent



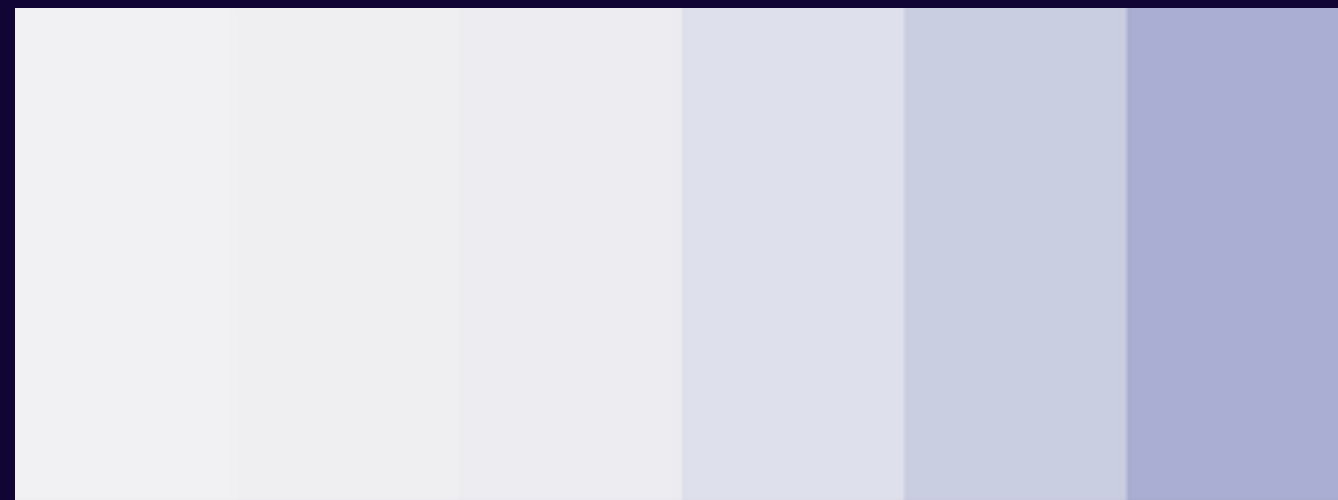
Travel

Ways to plan with Uber





Cool Shades



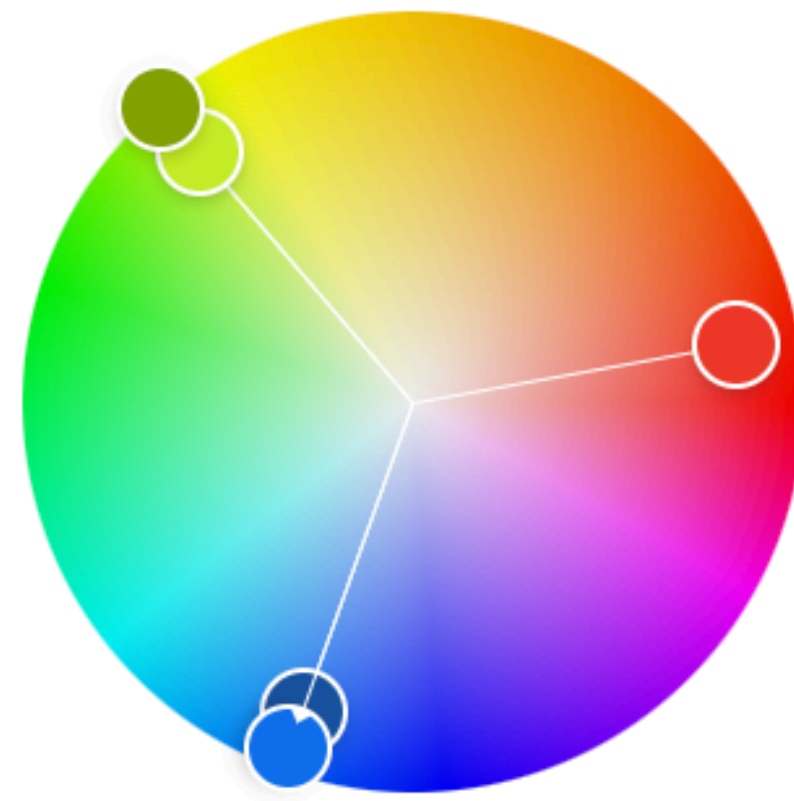
Warm Shades



Color Wheel Extract Theme Extract Gradient Accessibility Tools **New**

Apply Color Harmony ?  
Rule

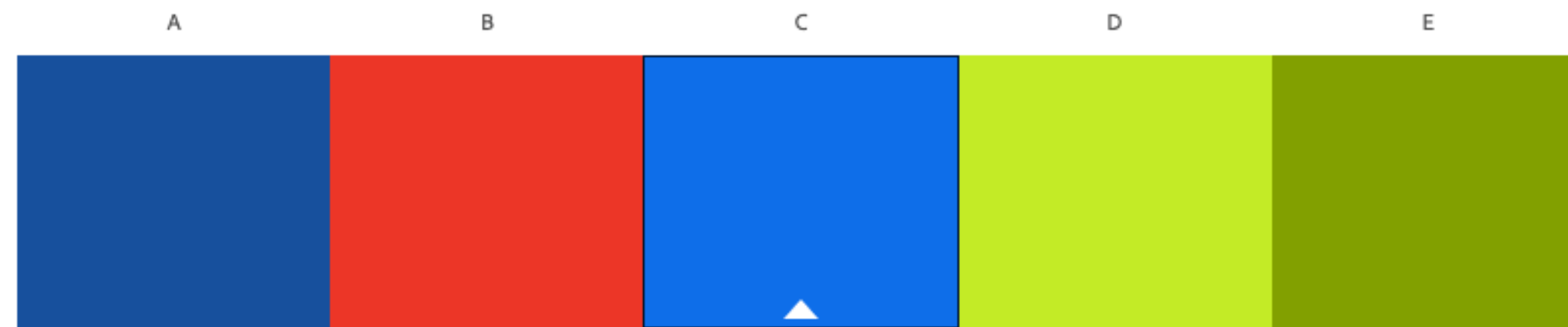
- Analogous
- Monochromatic
- Triad
- Complementary
- Split Complementary
- Double Split Complementary
- Square
- Compound
- Shades
- Custom



Color wheel (or image in Extract Theme tab) can be used to generate color palette, which can be saved into Creative Cloud, after signing in.

You can then use your saved color palettes in Adobe products (Photoshop, Illustrator, Fresco, etc.), via CC Libraries.

Save



	#1A54A1	#ED3A26	#0E6FED	#C7ED26	#82A102
R	26	237	14	199	130
G	84	58	111	237	161
B	161	38	237	38	2
Lightness	63	93	93	93	63

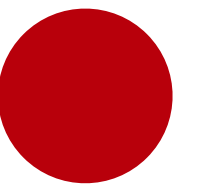
Color Mode  
RGB

colour.adobe.com

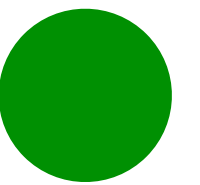


**I don't like Chicken Parmos**

---



**I LOVE Chicken Parmos!** 🥰



**I don't like Chicken Parmos**

---



**I LOVE Chicken Parmos!** 🥰



I hate Chicken Parmos

Inactive 

---

I LOVE Chicken Parmos! 

Active 

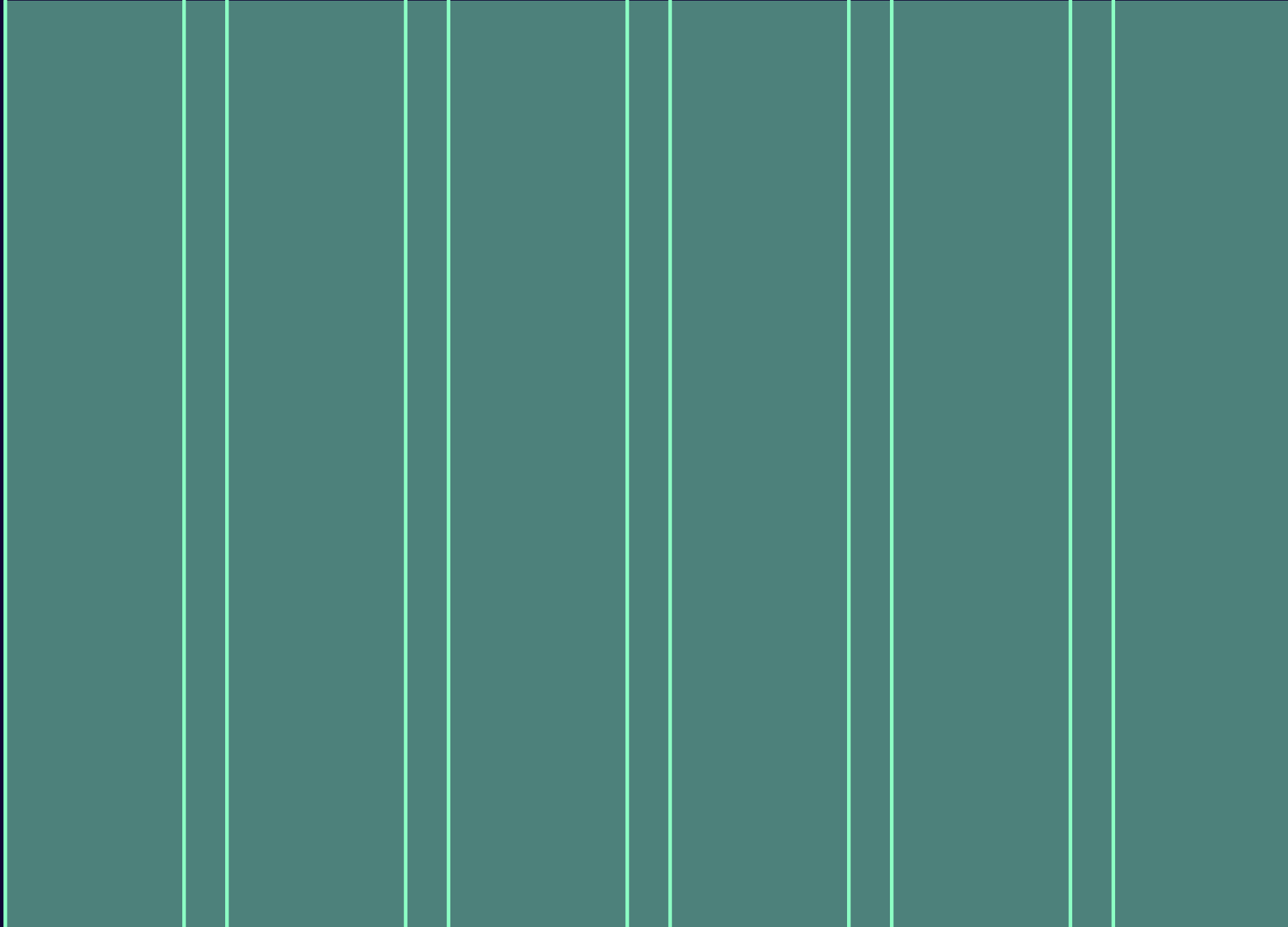
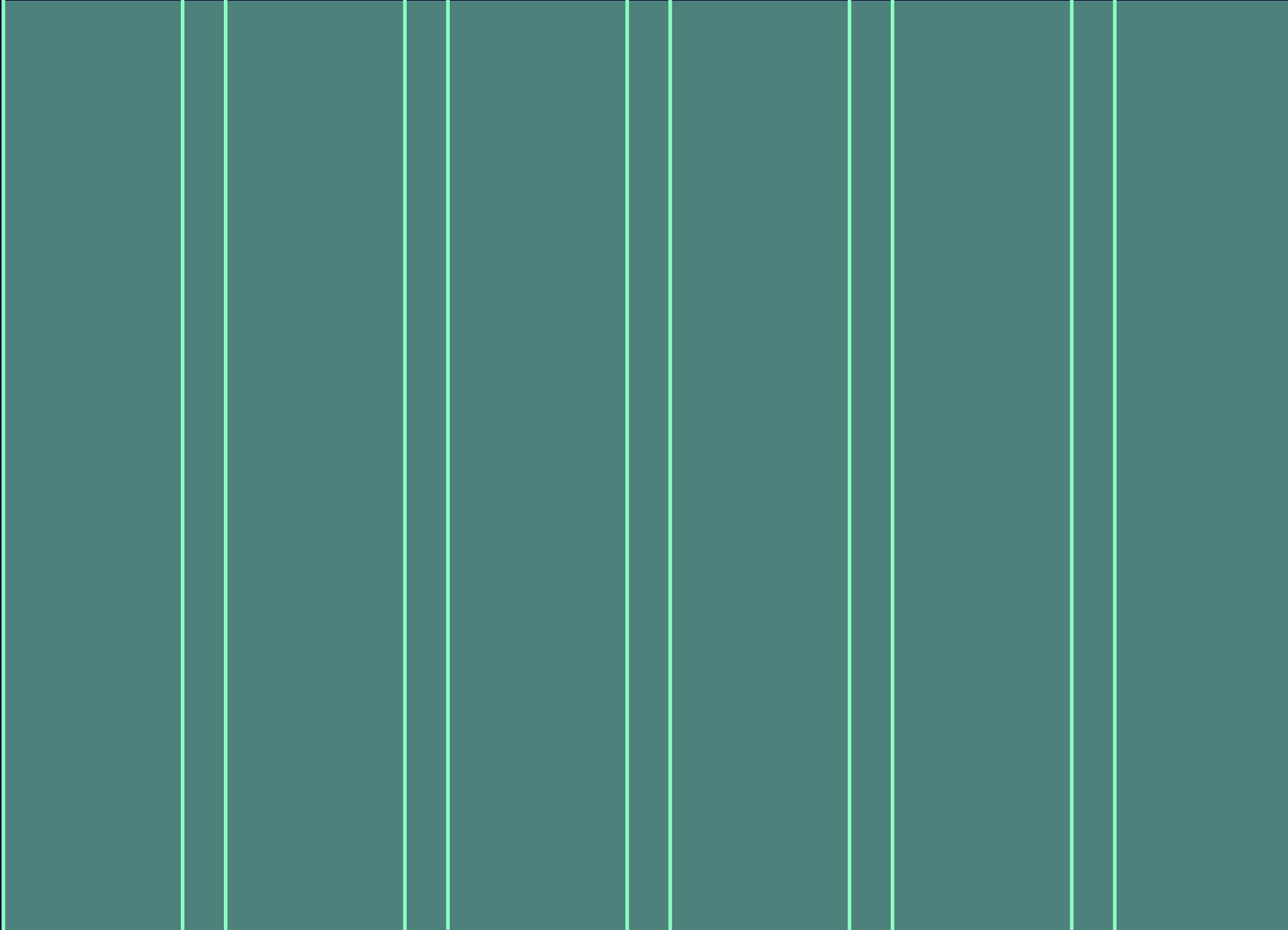


**Layout**

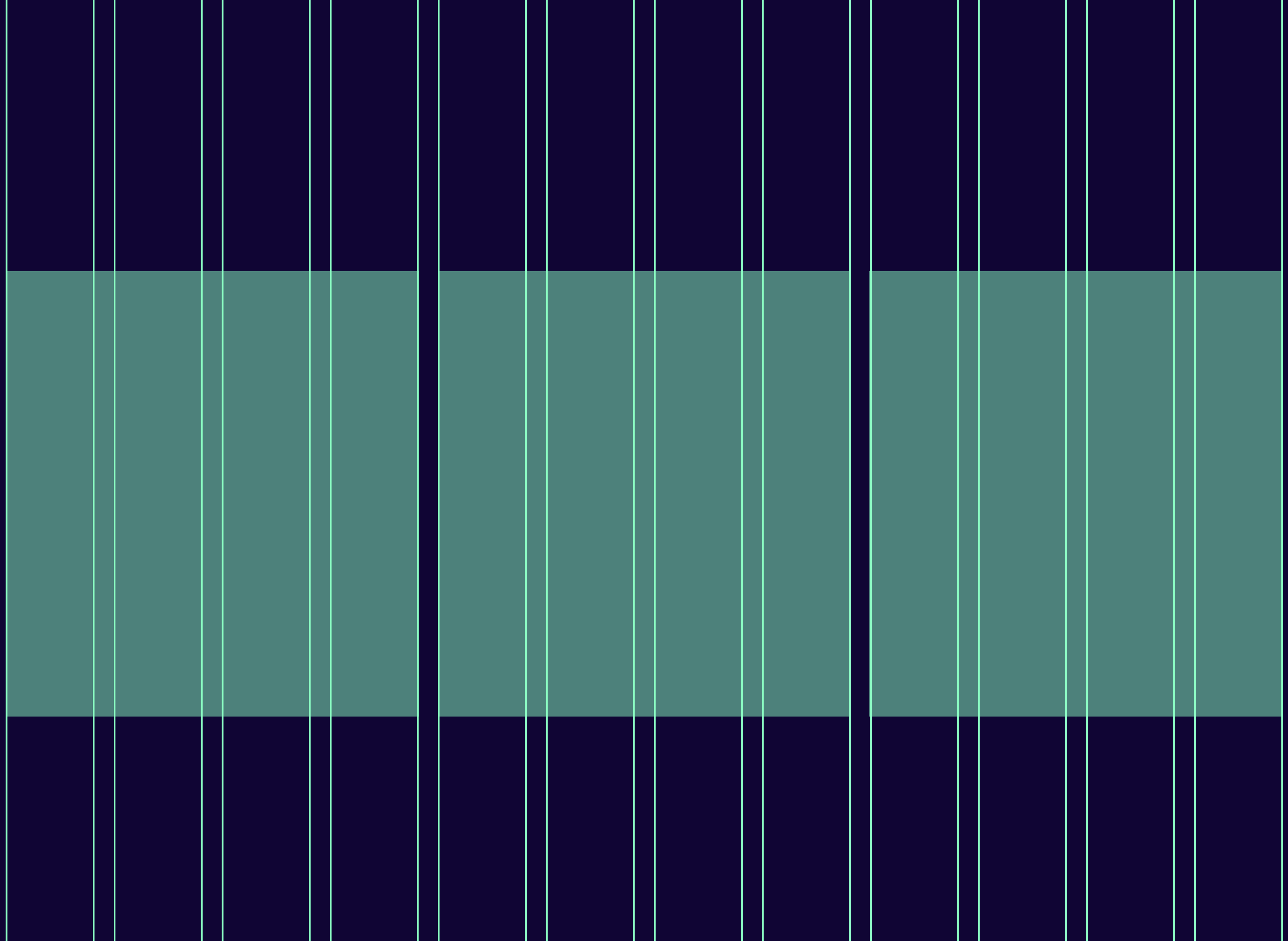
# Setting up a grid

**12 column grids** allow for  
division by 2, 3, 4 and 6

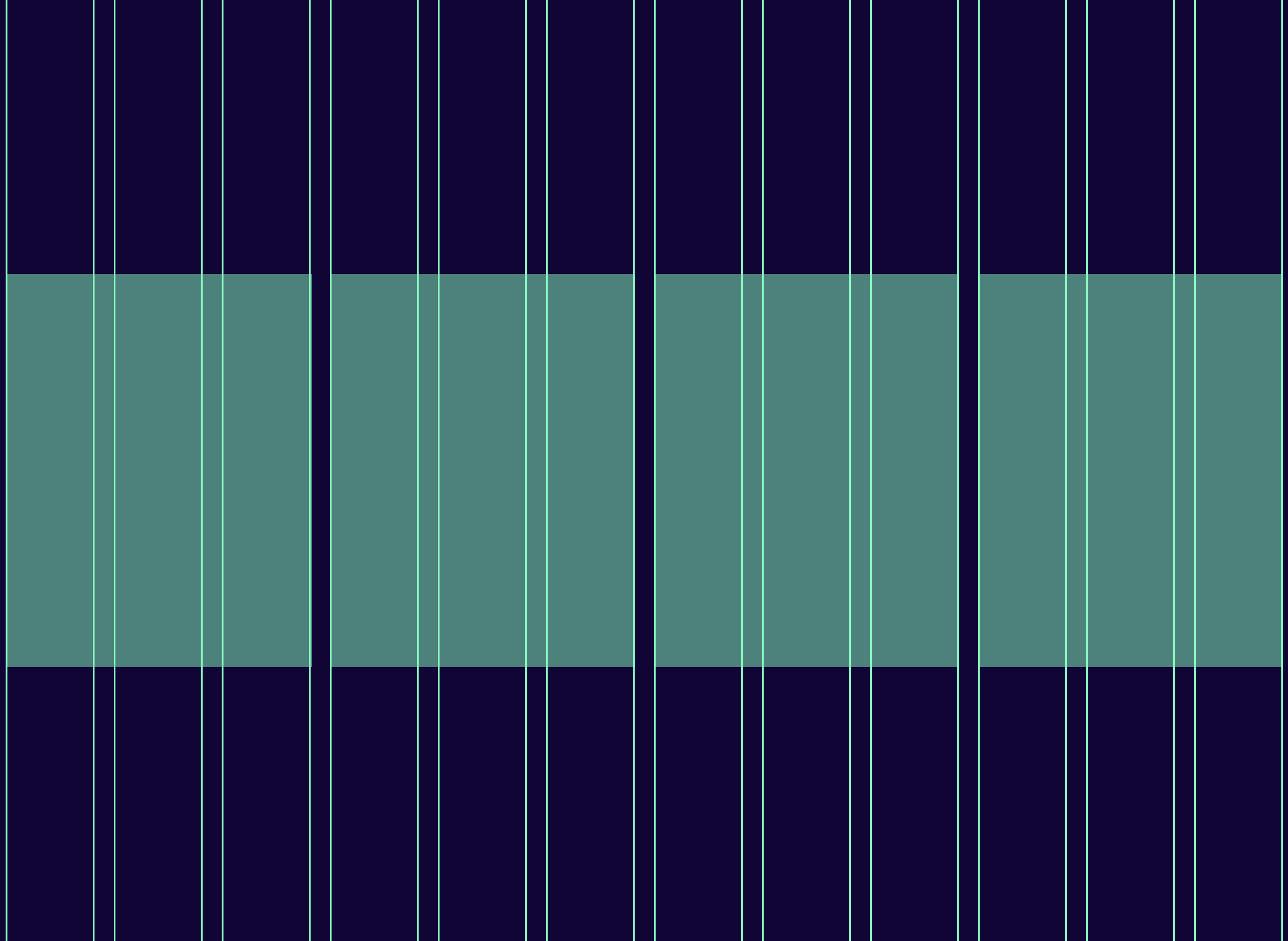


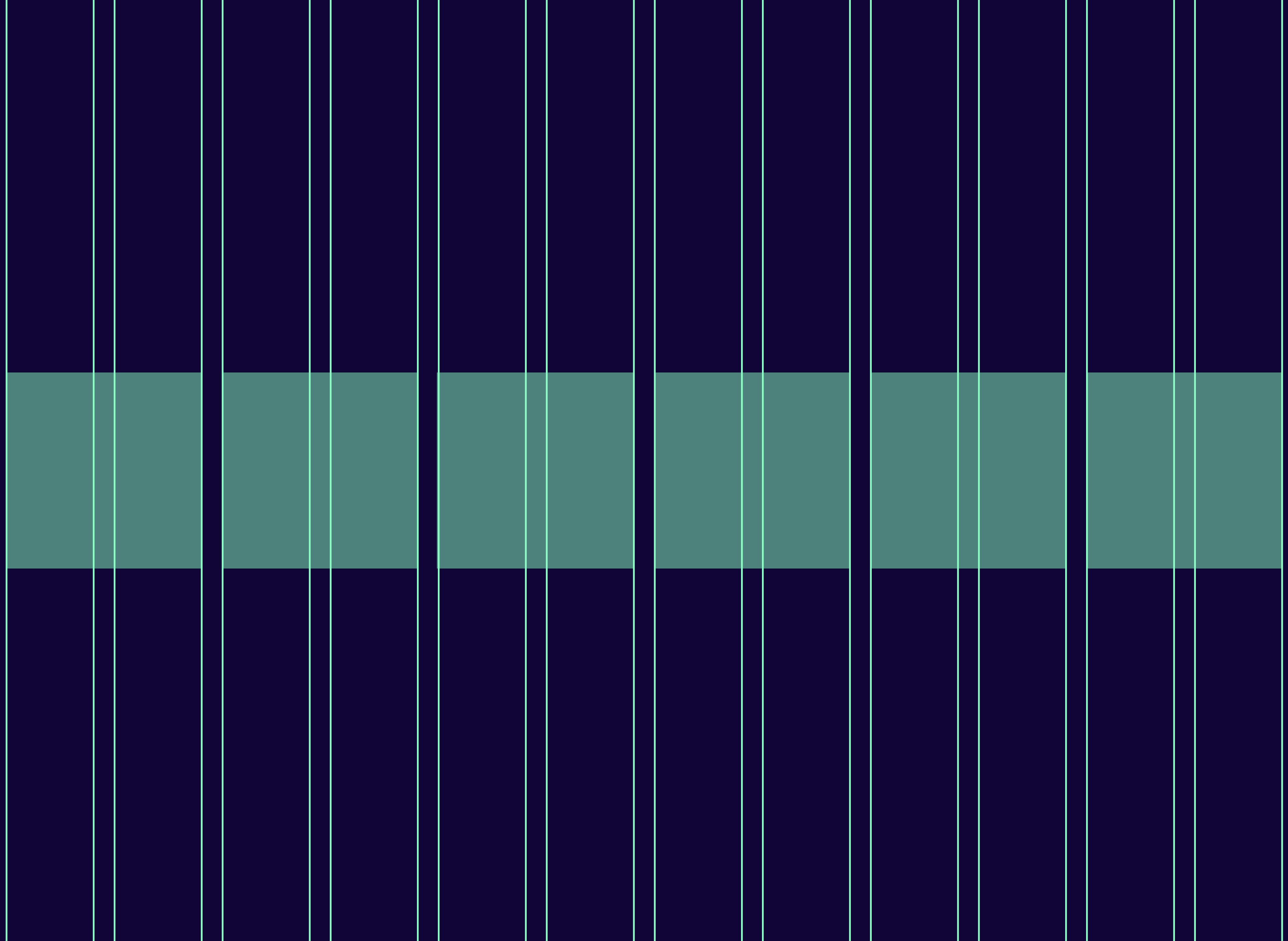


**Balance**







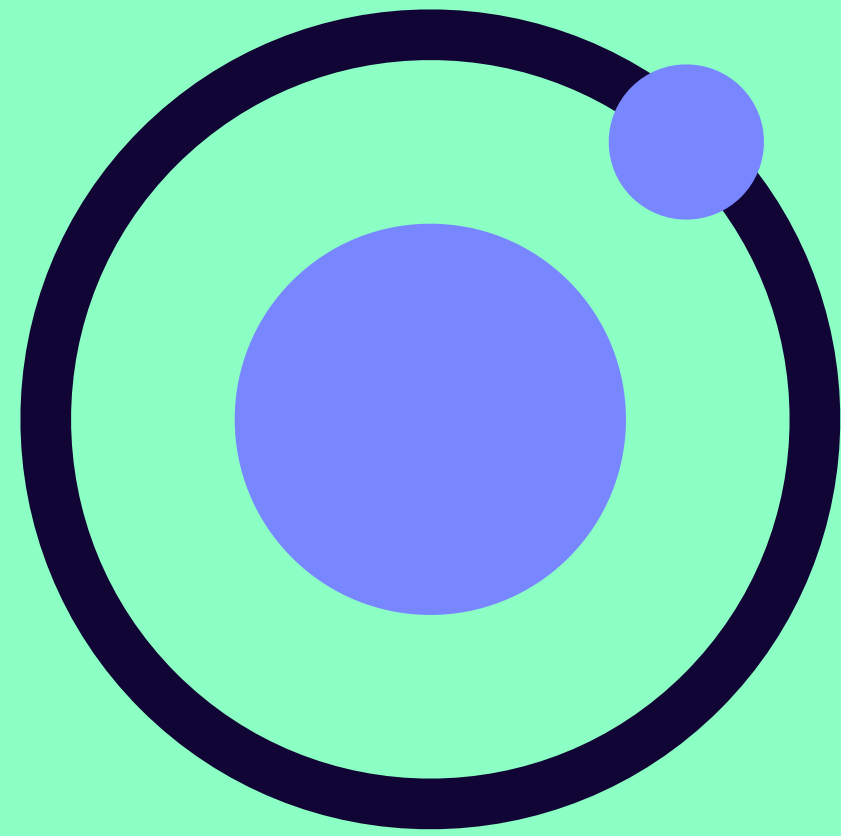


# Repeating components

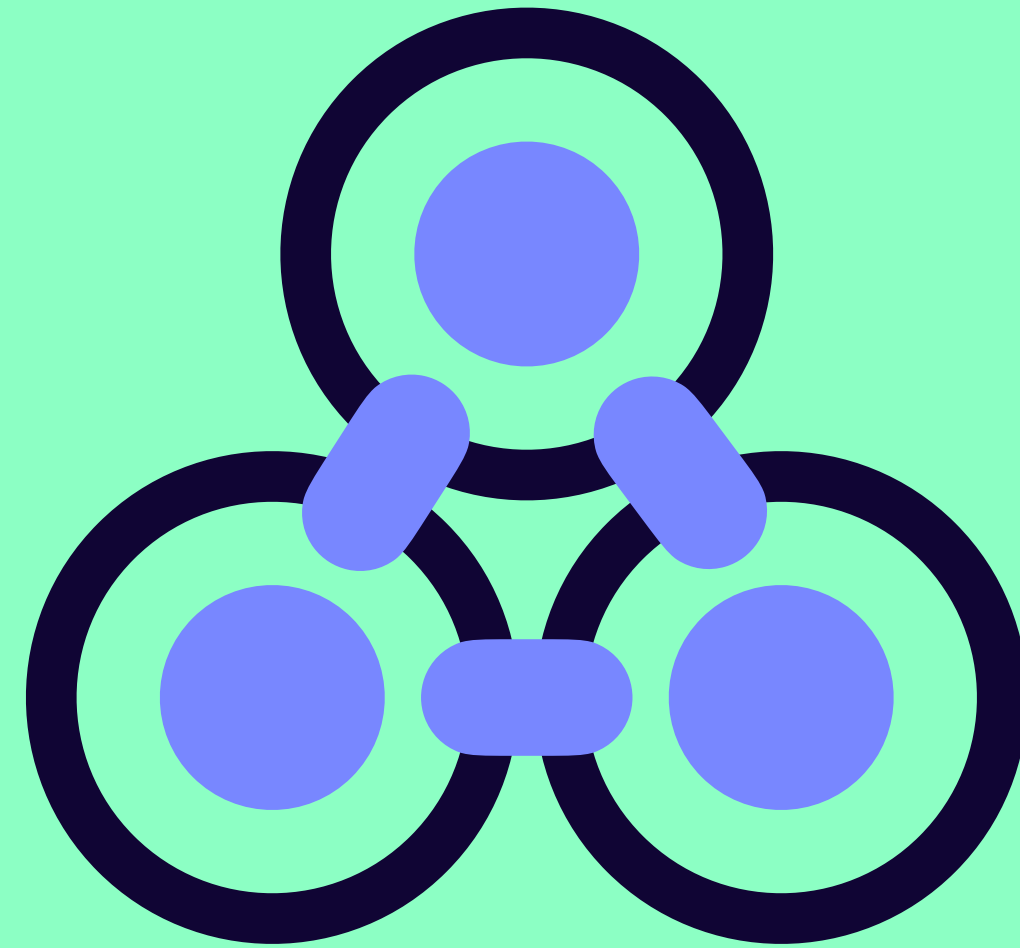
Apply repetition for familiarity in UI.

# Where to start?

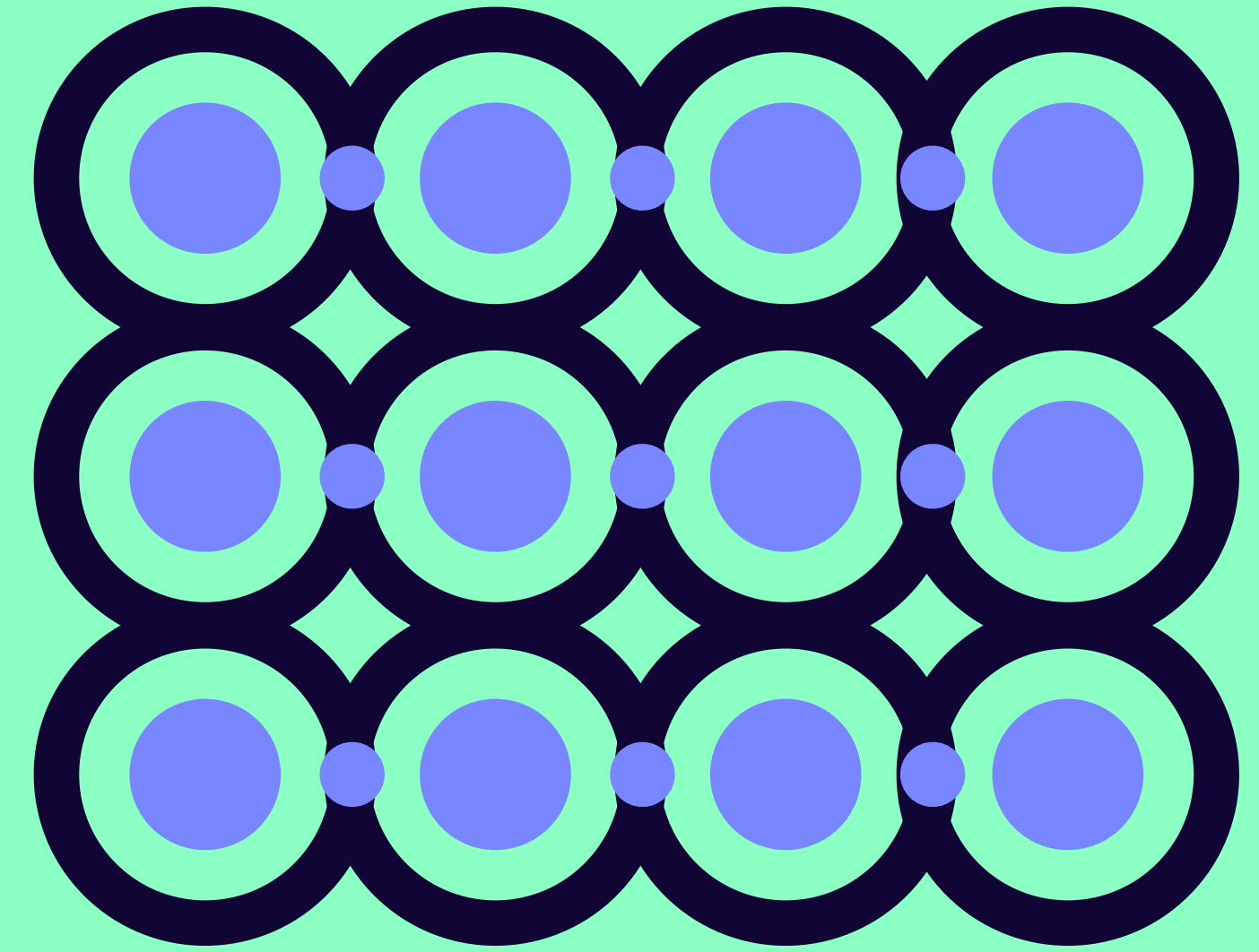
Building a component - start small



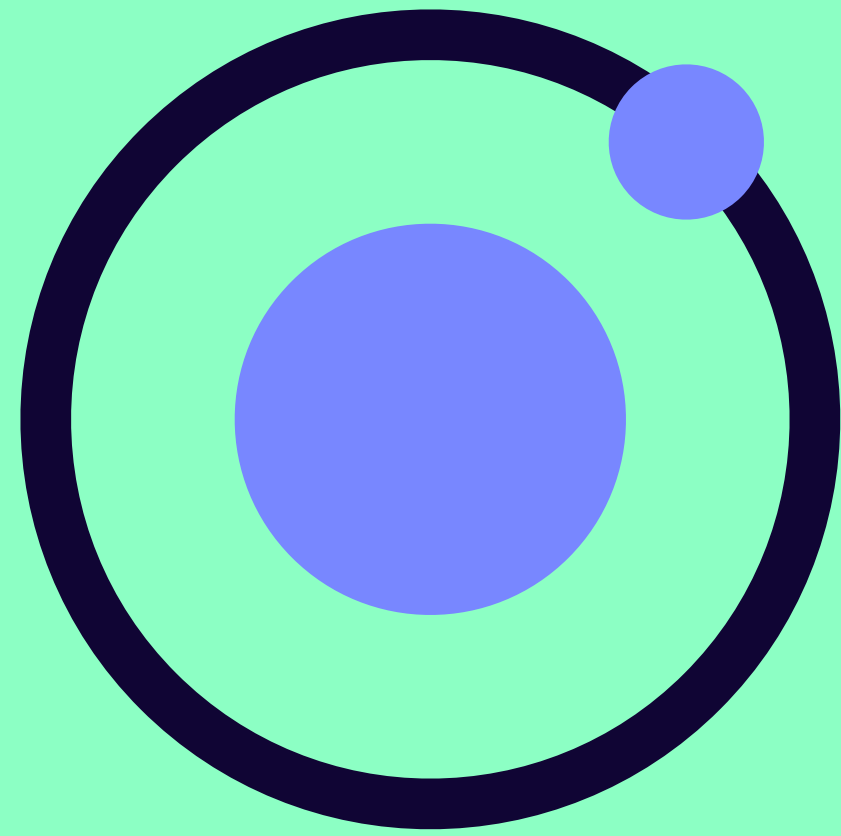
Atoms



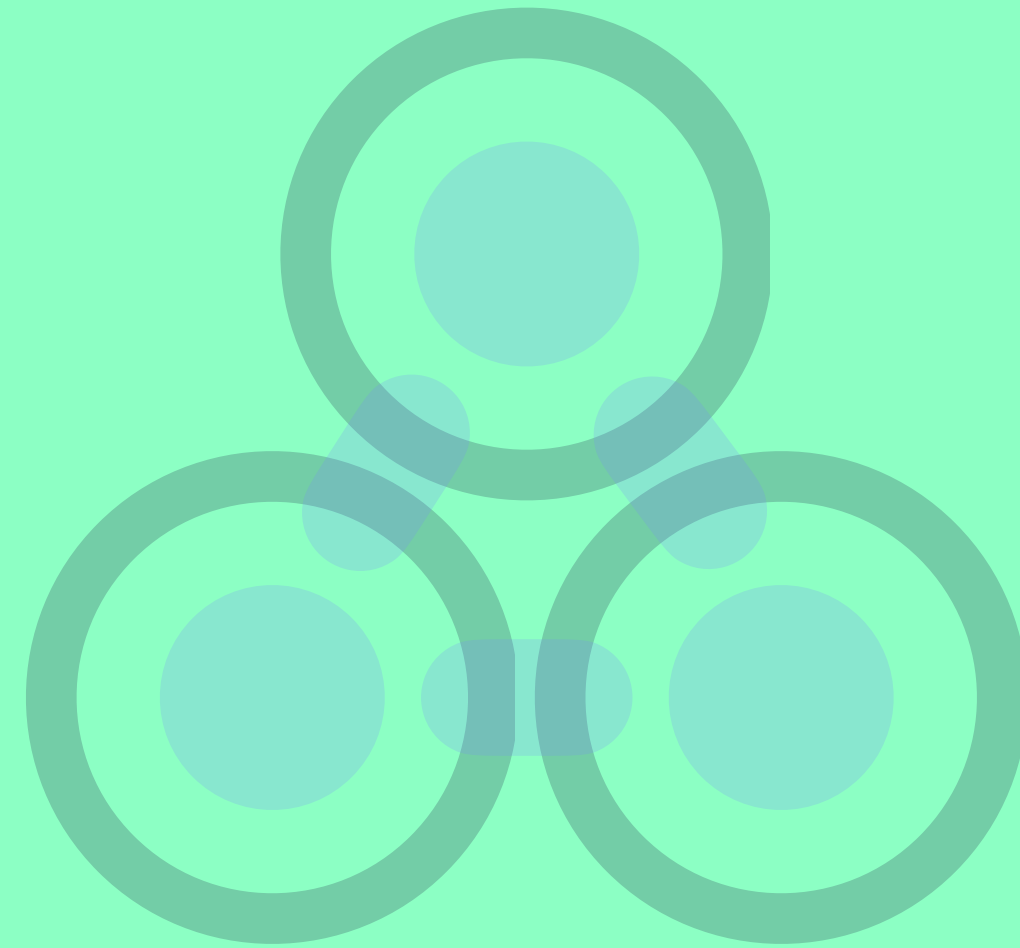
Molecules



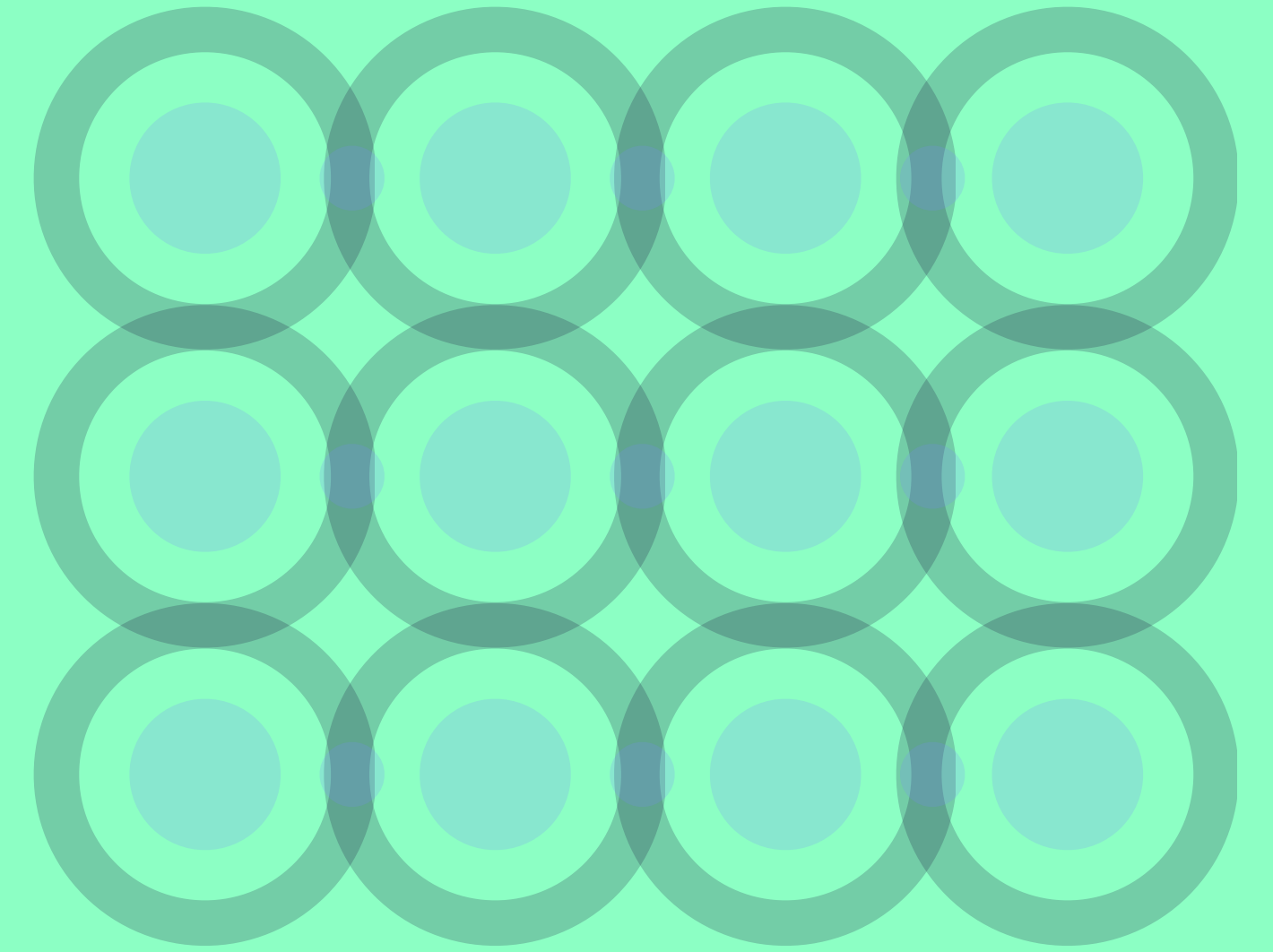
Organisms



Atoms



Molecules



Organisms

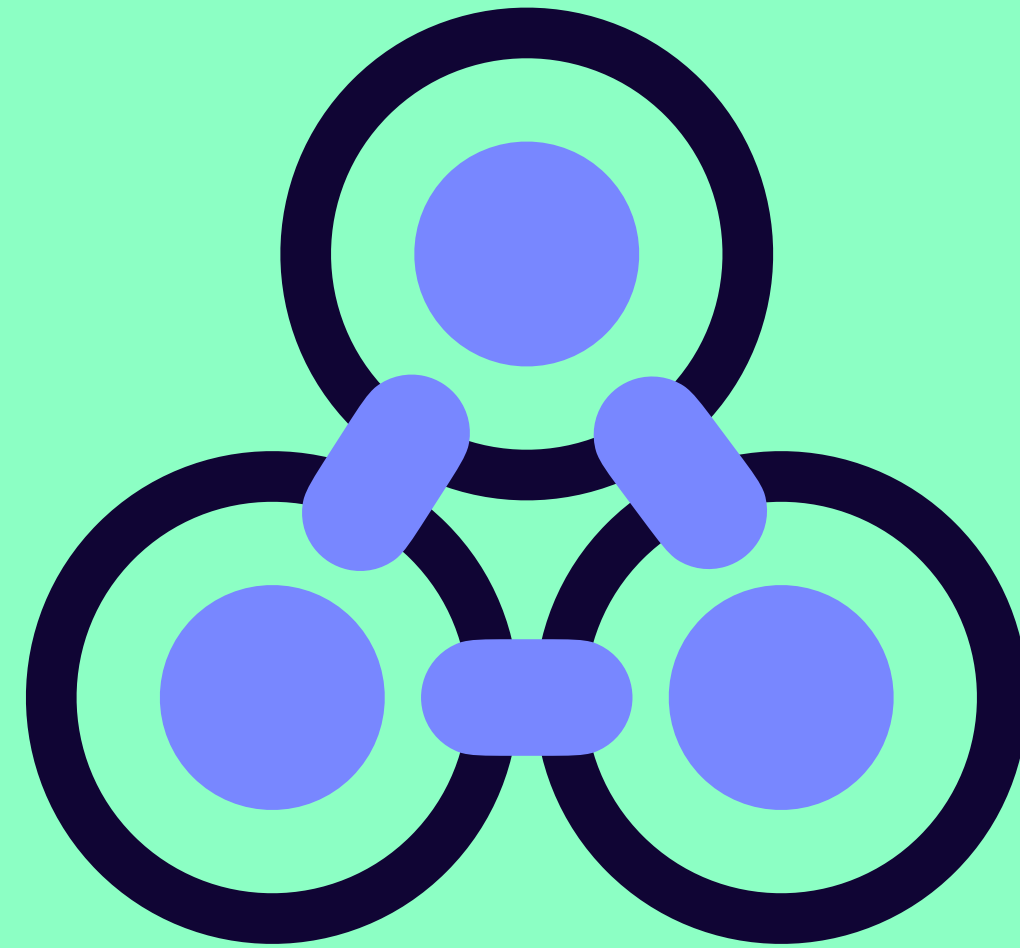


Parmo Guy T-Shirt

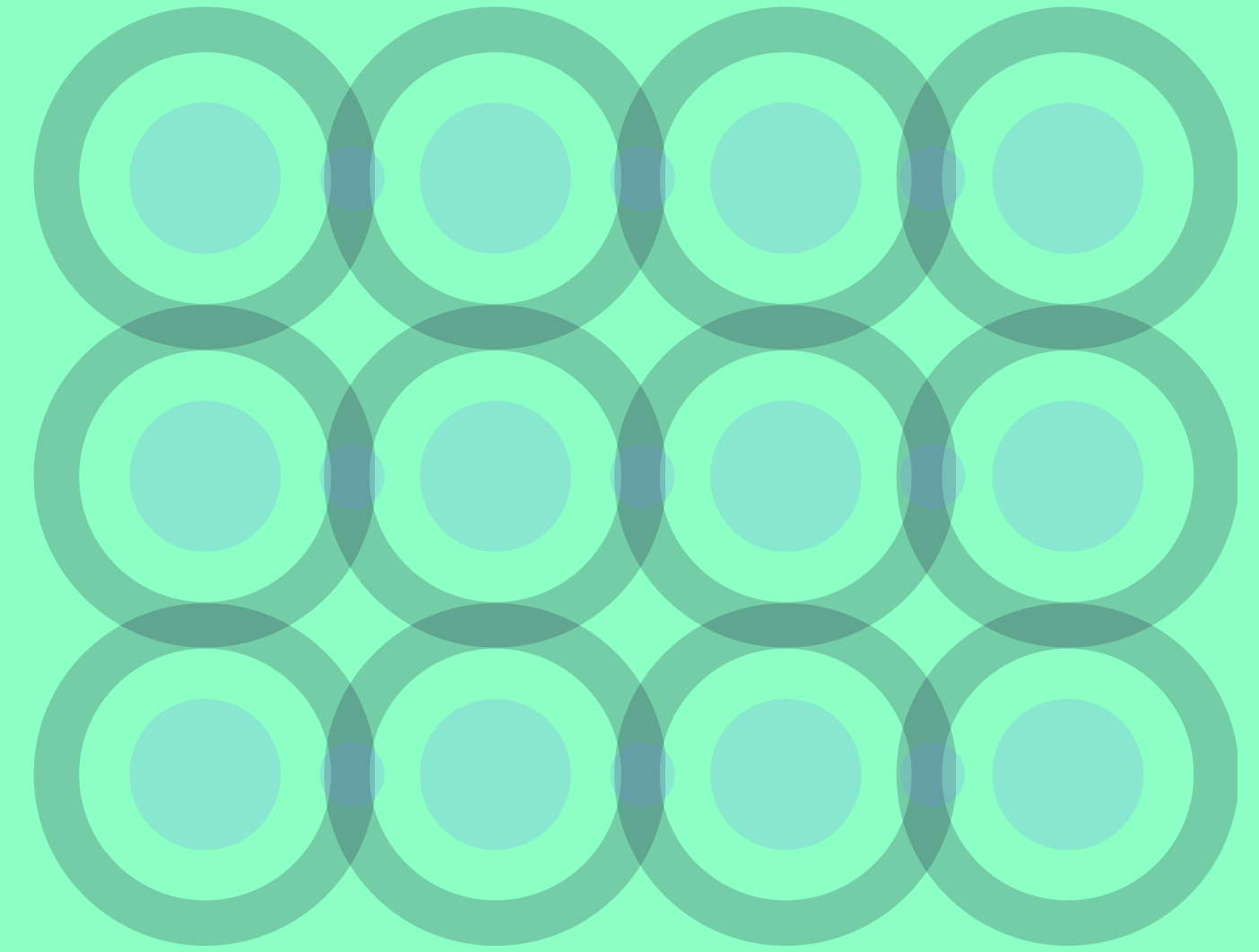
**£25.00**



Atoms



Molecules



Organisms





Parmo Guy T-Shirt

**£25.00**

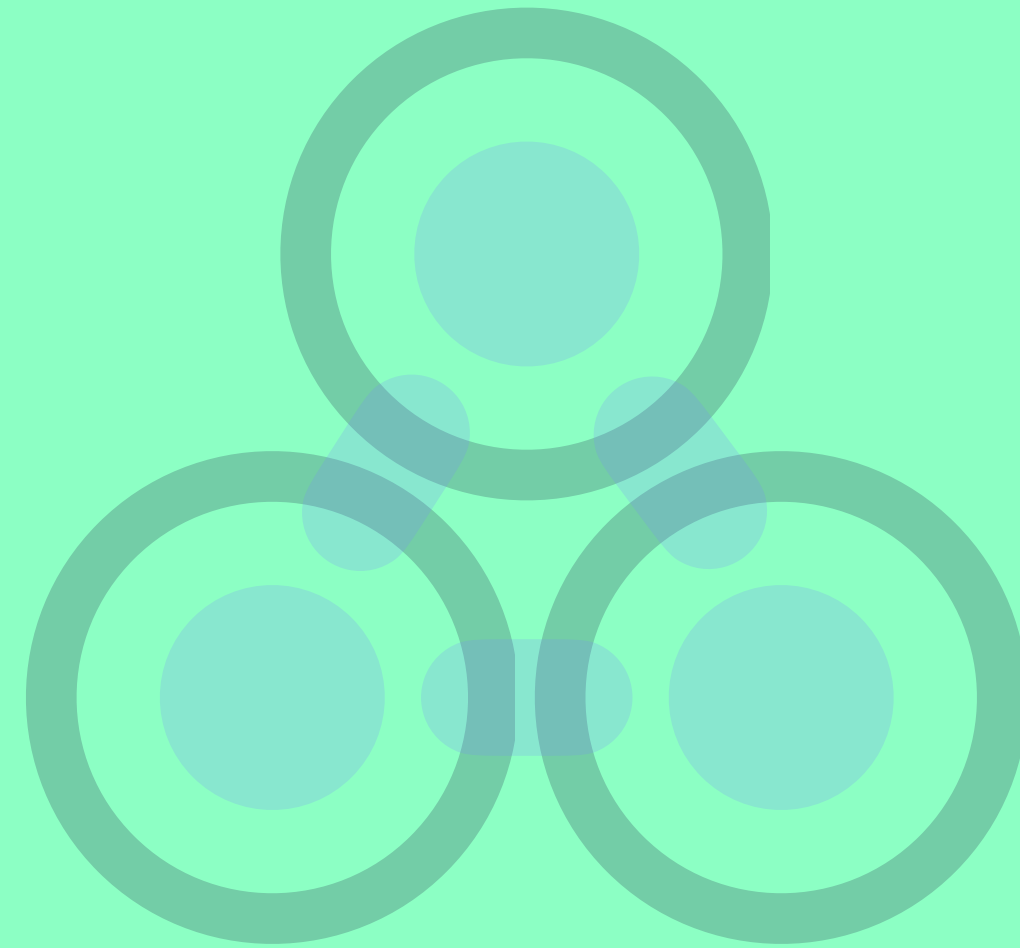


Parmo Guy T-Shirt

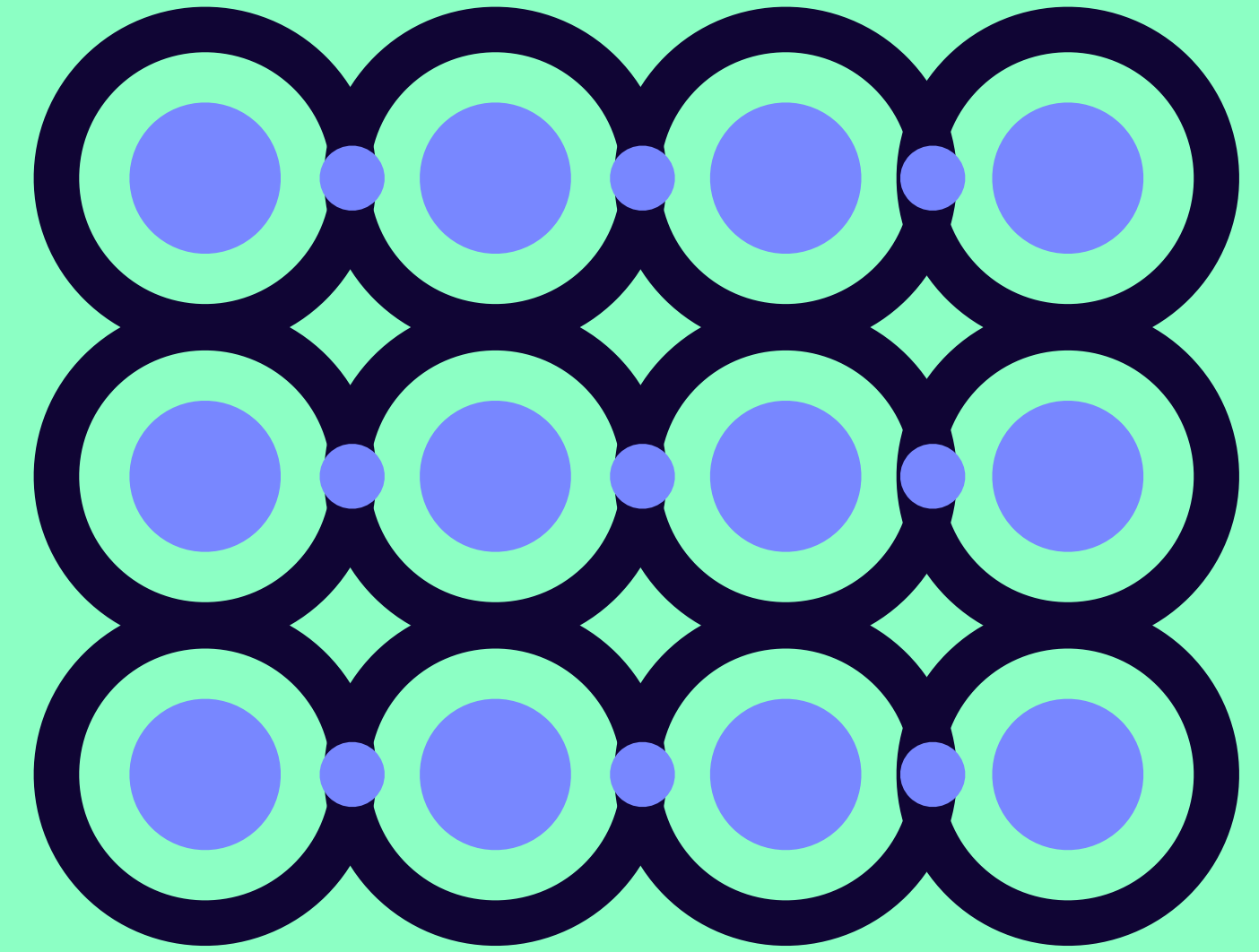
**£25.00**



Atoms



Molecules



Organisms

Add to Basket



Save

Add to Basket

 Save



Parmo Guy T-Shirt

**£25.00**

Add to Basket

♡ Save

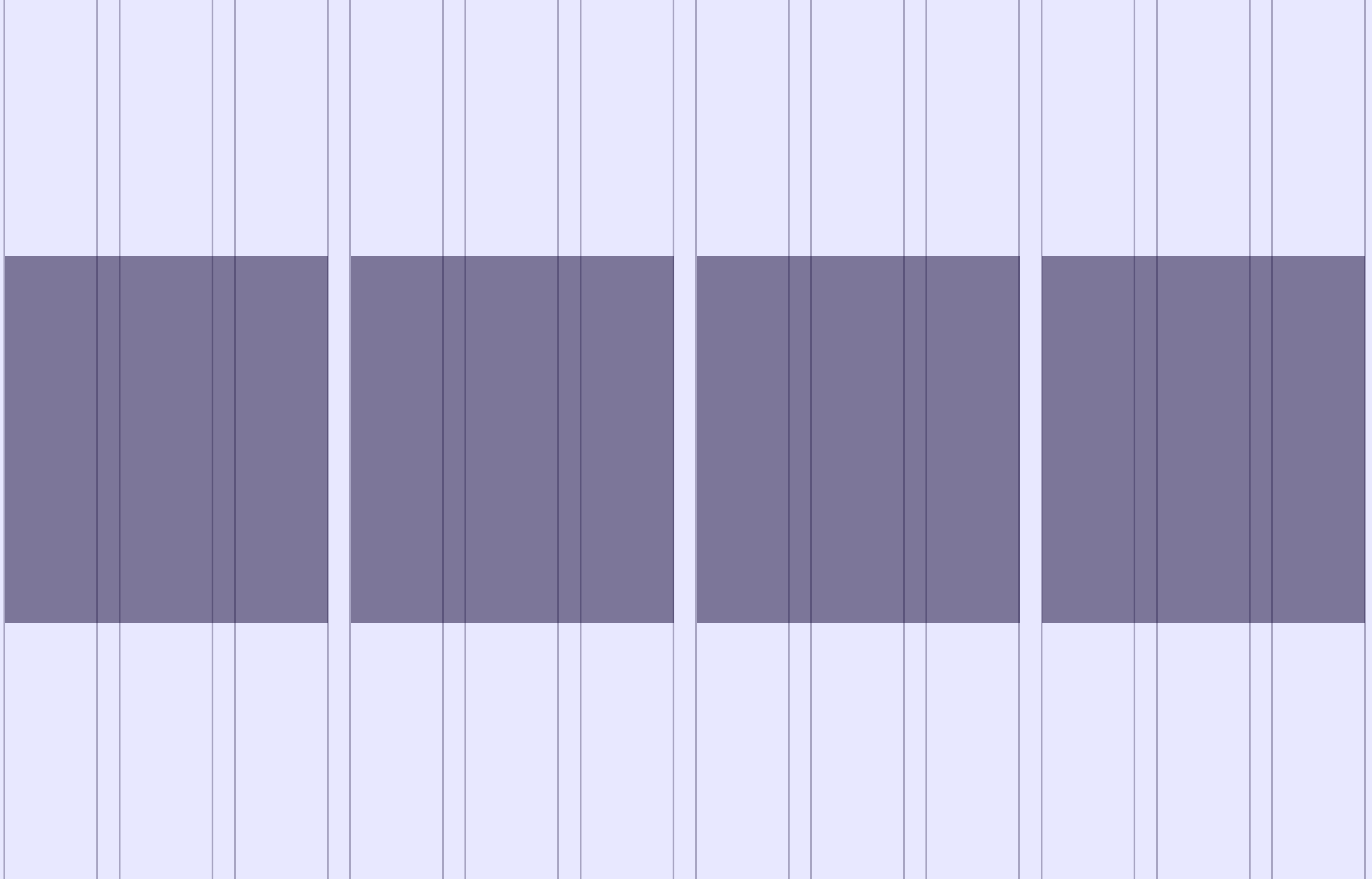


## Parmo Guy T-Shirt

**£25.00**

Add to Basket

♡ Save







### Parmo Guy T-Shirt

**£25.00**

Add to Basket

♡ Save



Parmo Guy T-Shirt

£25.00

Add to Basket

♡ Save



Very Cruel Tee

£30.00

Add to Basket

♡ Save



Gimme Tee

£30.00

Add to Basket

♡ Save



Pat Every Pup Tee

£30.00

Add to Basket

♡ Save

Filter by

Colour



Style



Sort by

Recommended



Parmo Guy T-shirt

£25.00

Add to Basket

♡ Save



Very Cruel Tee

£30.00

Add to Basket

♡ Save



Gimme Tee

£30.00

Add to Basket

♡ Save



Pat Every Pup Tee

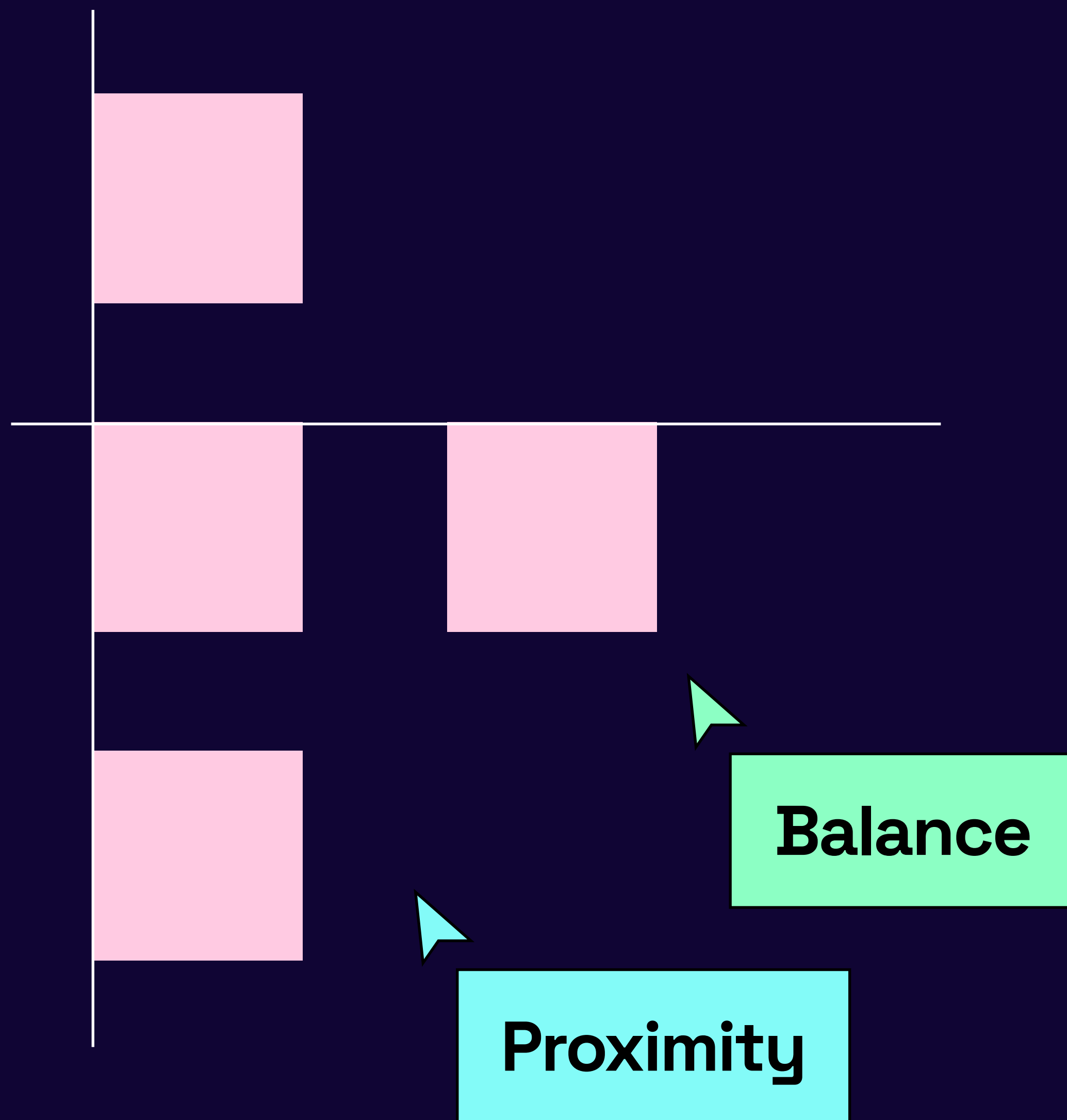
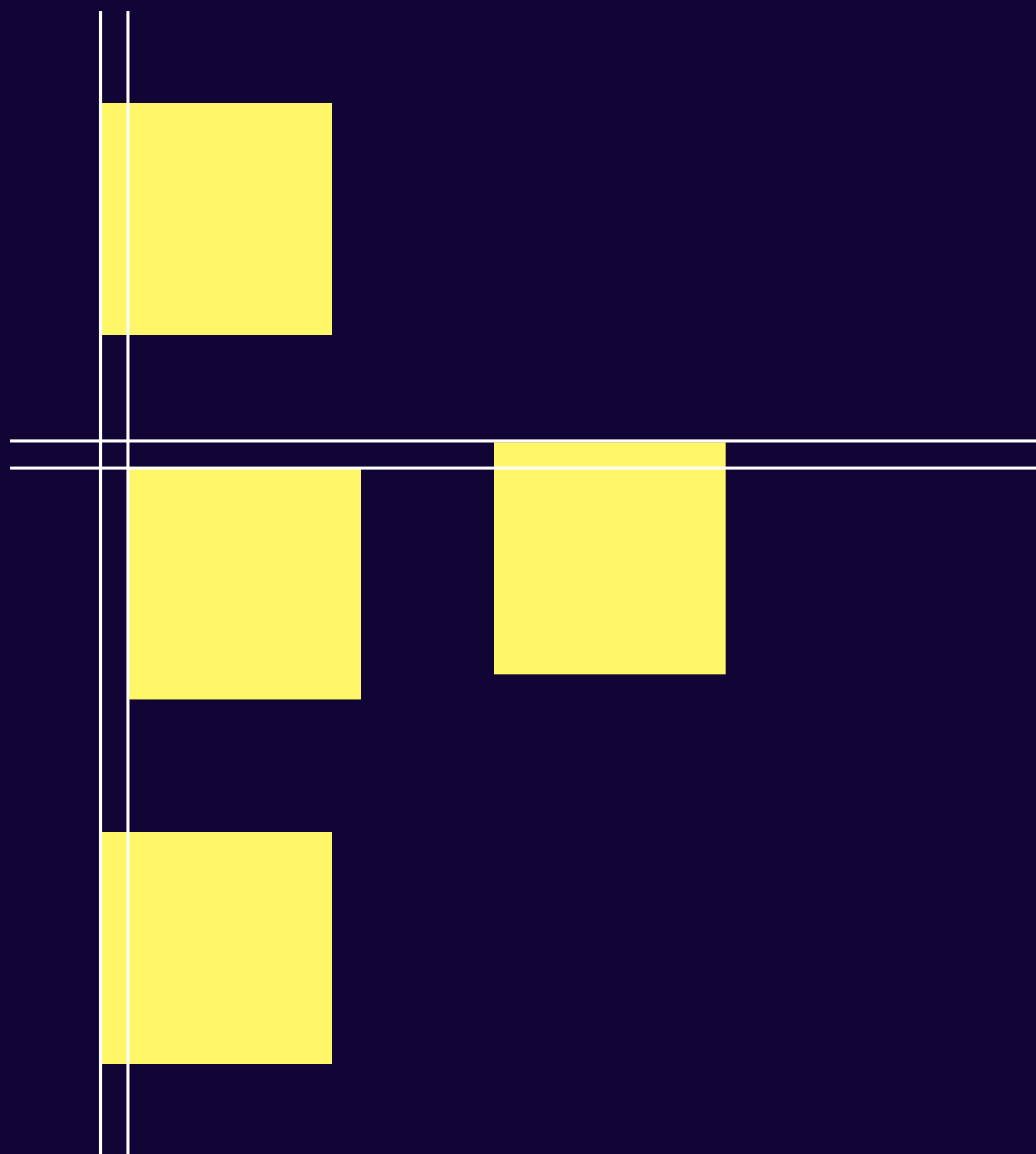
£30.00

Add to Basket

♡ Save

Balance







## Self Destructive Tee

**£30.00**

Add to Basket

♡ Save

**How can we  
improve our  
designs?**

**let's refine!**



Madison Avenue,  
Chaddesden, Derby

[prev](#) 1/10 [next](#)

Guide Price: £200,000

Type: Semi-detached

Bedrooms: 2

Bathrooms: 1

Agent: Purple Bricks

01332 215175

[Request details](#)



Madison Avenue,  
Chaddesden, Derby

[prev](#) 1/10 [next](#)

Guide Price: £200,000

Type: Semi-detached  
Bedrooms: 2  
Bathrooms: 1

Agent: Purple Bricks  
01332 215175

[Request details](#)



GUIDE PRICE  
**£200,000**

Madison Avenue,  
Chaddesden, Derby



TYPE

**Semi-detached**



BEDROOMS

**2**



BATHROOMS

**1**

**PURPLE BRICKS**

**01332 215175**

**Request Details**





Would you like to  
delete this file?

**Yes**

**No**

\*This is an irreversible action

Would you like to delete this file?

Yes

No

\*This is an irreversible action



 This is an irreversible action

Would you like to delete this file?

Cancel

Delete



## Choose your plan

- Basic  
15GB – £10 per month
- Regular  
30GB – £15 per month
- Pro  
60GB – £20 per month

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- Basic  
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## Choose your plan

BASIC	REGULAR ✓	PRO
<b>15</b> GB	<b>30</b> GB	<b>60</b> GB
£10 / MONTH	£15 / MONTH	£20 / MONTH



## Paying later just got better

It's interest free over 3 instalments, but 0% isn't the only way to pay.

With 6 or 12 instalments at 19% APR (variable) you get some wiggle room for bigger buys that might come along.

## Getting started is easy

- Apply in minutes in the app. We'll give you an instant decision.
- You'll go through the approval process – once approved you'll get your own credit limit.
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[Adopt a cat](#)[About us](#)[What we do](#)[Help & Advice](#)[Donate](#)

# Cat Rescue & Adoption

We're working hard to improve the lives of cats. We offer cat adoption, rehoming and neutering assistance as well as help and advice to cat owners and cat lovers

[Adopt a Cat](#)[Cat Care](#)



- Adopt a cat
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**Hierarchy**

**Proximity**

**Contrast**

**Balance**

Comic  
fans

**Thank you!**

**Lex Lofthouse @ #MFE24**