

Design for Developers

A guide to basic **design rules** and formulas to create good looking components, colors and typography.



Colors



Fonts



UI



Components

By Adrian Twarog & George Moller

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FOREWORD

This book is for people who love to create websites and applications that are easy to use, and importantly to also **look great**.

Here you will find a beginner's **step-by-step guide** to using the design formula to help you create your own user interfaces or UI. You will learn how to select colors, and use layouts and components to great effect.

Our primary mission is to help you **stand out**. We want to give you all the tools and skills to go out there and create fun, great looking websites and apps that people love using and will keep coming back to.

We cannot wait to see what you create and come up with!

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INTRODUCTION

This book is structured to develop your foundational skills, and then to build upon these with each chapter. As you learn more design concepts and skills, your overall ability to judge and create aesthetically effective designs will continue to grow and improve.

The first chapters focus on the basics of **color**, **typography**, and **layout**, which are the building blocks of later chapters on components and **user interfaces**.

The later chapters will combine everything, covering **visual hierarchy**, **wireframing**, and **designing** a website or application. We will bring it together to showcase how the combination of subtle design aspects can result in a well-balanced and nicely crafted website or application.

WEBSITE DESIGN HIERARCHY OF NEEDS

5 Website Design

Wireframing

Style Guide

Web Design

4

Visual Hierarchy

Consistency

Spacing

Proximity

Alignment

3

Components

Buttons

Forms

Icons

Labels

Dividers

Alerts

1

Color Theory

Colors

Contrast

Hue

Tone

Shade

Tint

2

Typography

Typeface

Size

Weight

Height

Bold

Serif



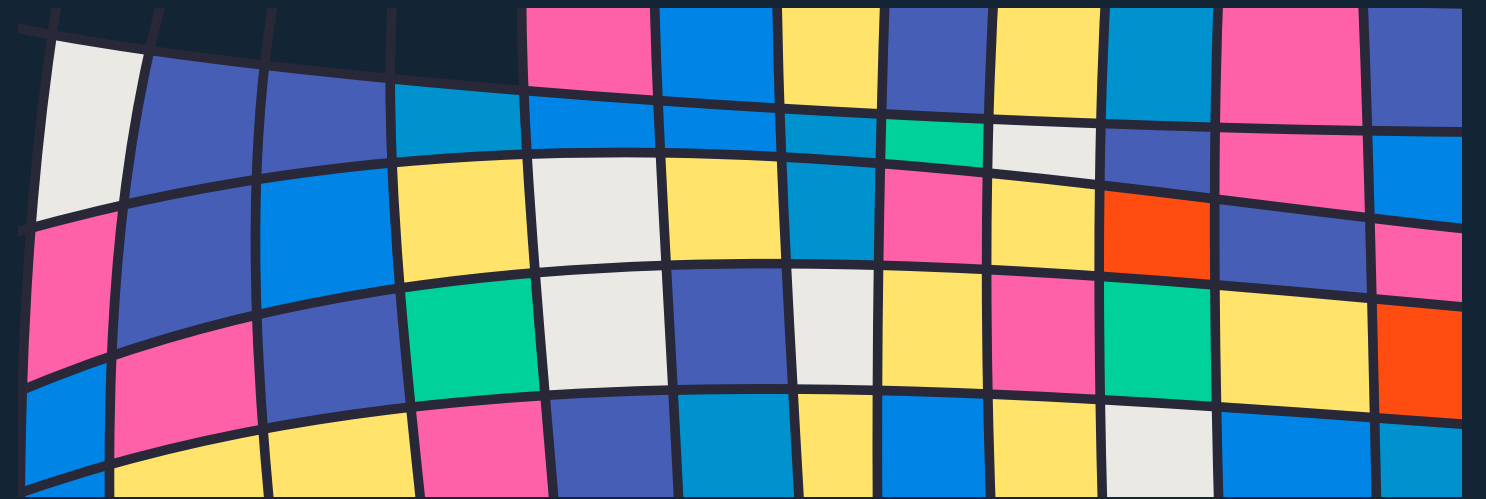
COLOR THEORY

Color theory helps us understand colors. In this chapter we will cover:

- Primary, secondary and tertiary colors
- Color hues and temperature
- Saturation
- Tint, shade and tone
- Analogous and complimentary colors
- Color psychology
- Color weights
- Contrast

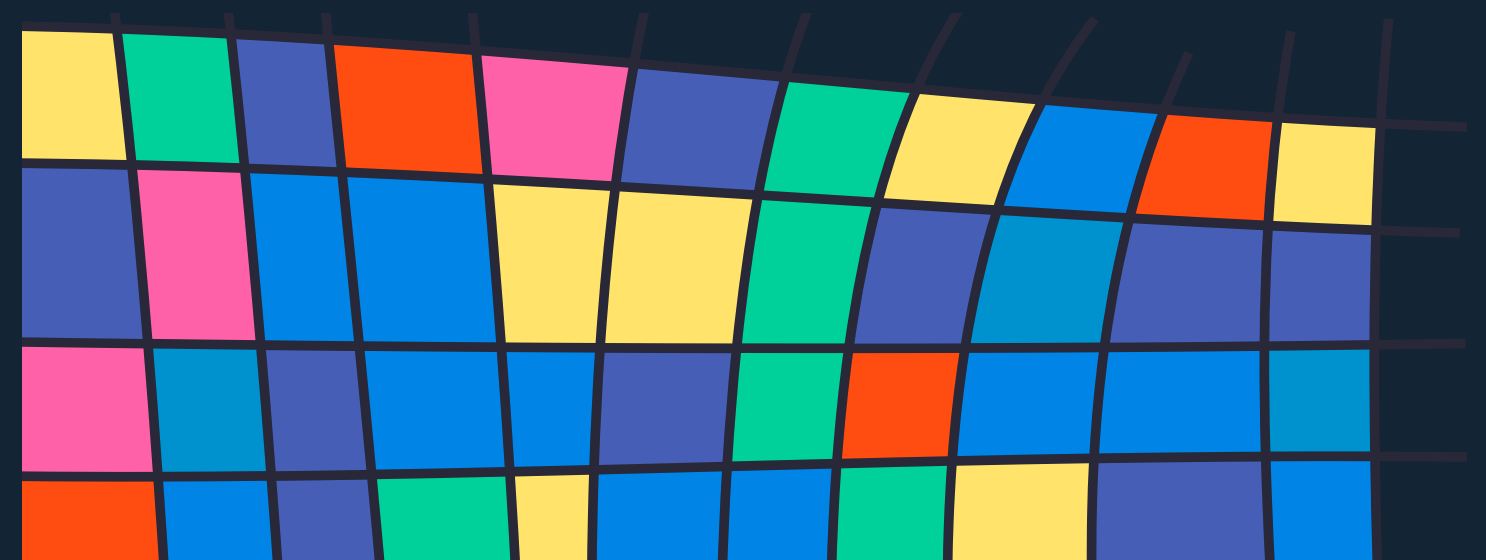
After completing this section, you will be able to do the following with colors:

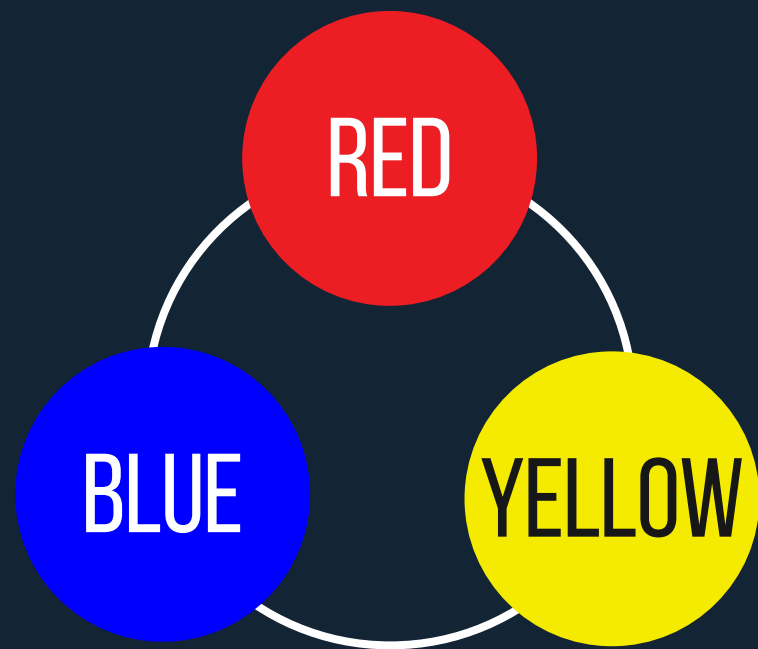
- Create color schemas
- Pick harmonious colors
- Spot ineffective color selections
- Understand the meaning behind color selections



HAVE NO FEAR OF
PERFECTION
YOU WILL NEVER REACH IT.

— Salvador Dali





PRIMARY COLORS

Color theory starts with the **primary colors**, which can be used to mix and form all other colors.

The primary colors are **red**, **blue** and **yellow**.

They are part of a color wheel created by **Isaac Newton** in 1666. The wheel is still used today to help select color palettes, mix colors, and to construct color harmony.

This color wheel helps pick harmonious colors better than what is generally selected using RGB for HEX.



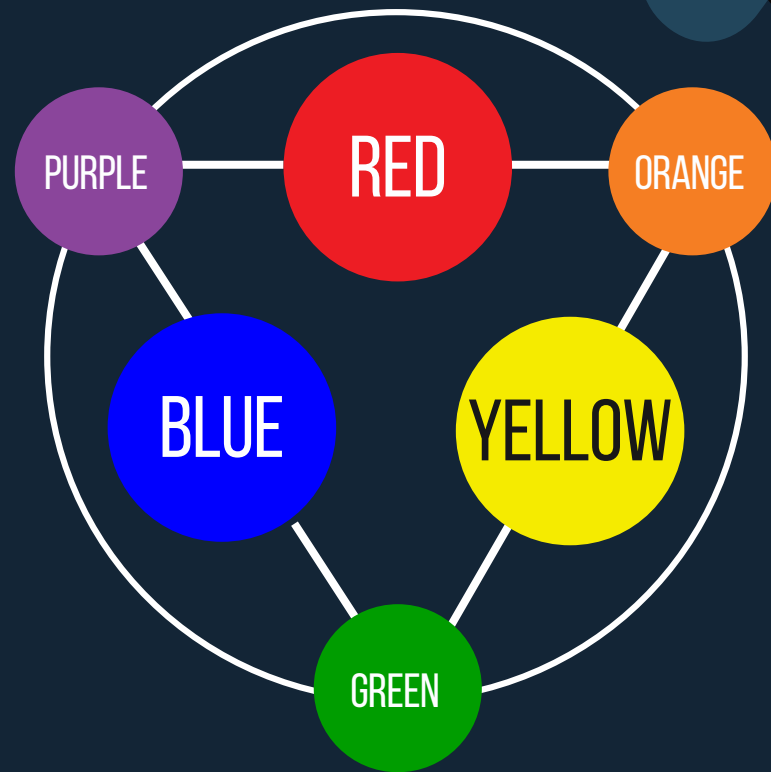
YOU CAN'T USE UP

— Maya Angelou

CREATIVITY

THE MORE YOU USE

THE MORE YOU HAVE



— Joel Spolsky

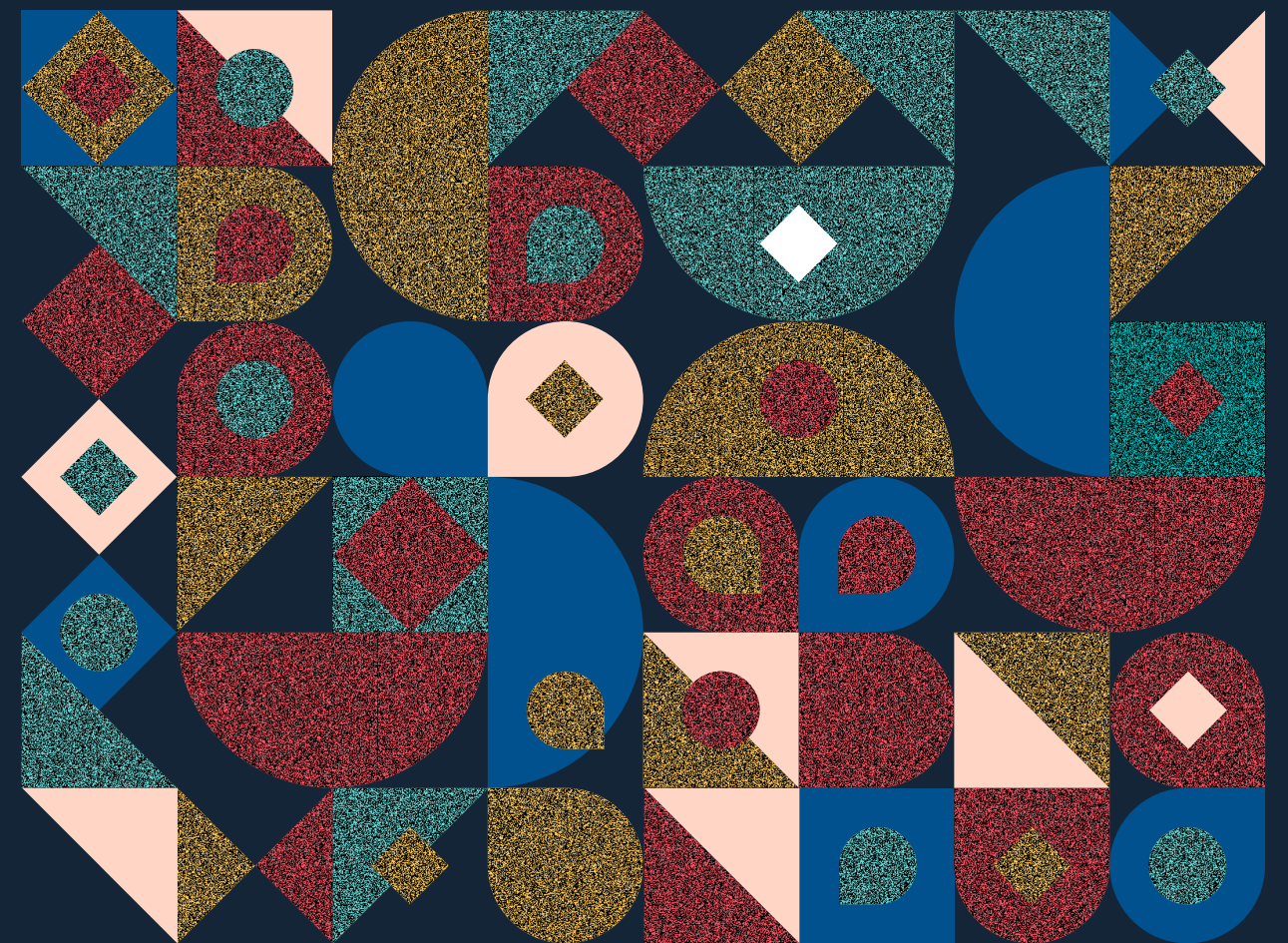
DESIGN ADDS
VALUE FASTER THAN IT
COSTS

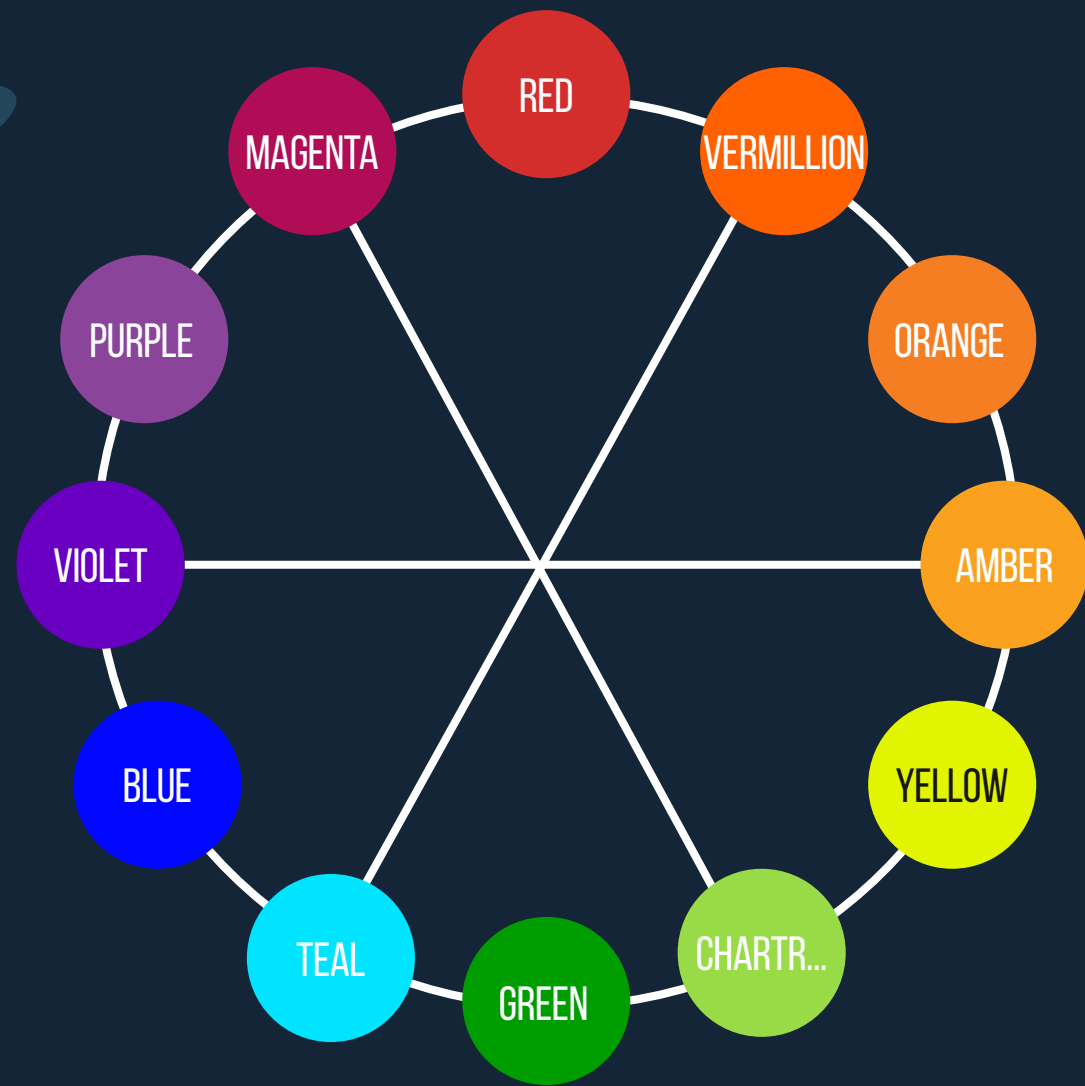
SECONDARY COLORS

Primary colors can be mixed to obtain secondary colors: **orange**, **purple**, and **green**.

Using 2 colors in close proximity on the color wheel helps generate a visual balance known as color **harmony**. Using colors further away on the wheel will fracture that harmony.

Mixing colors will also help you build a color wheel to assist you with selecting complementary and analogous colors.





TERTIARY COLORS

Tertiary colors exist between our primary and secondary ones. They include: **vermillion**, **amber**, **chartreuse**, **teal**, **violet** and **magenta**.

These colors form the basis of our color wheel that will be used to define color temperature and hue in the next section.

— Steve Jobs

DESIGN IS NOT JUST WHAT IT
LOOKS LIKE



DESIGN IS HOW IT WORKS



COLOR

DOES NOT ADD A PLEASANT QUALITY TO

HUE / COLOR WHEEL

Hue is the specific color that we are targeting. When we change our hue, we are essentially rotating our color wheel.

The **color wheel** is the expanded version of our primary, secondary and tertiary colors.

Adobe provides a great color wheel where you can select your colors:

<https://color.adobe.com/>

DESIGN IT REINFOCES IT

— Wassily Kandinsky, Painter and Art Critic

COLOR TEMPERATURE

Color temperature refers to the **warmth** or **coolness** of a color.

Following nature, color temperature is easy to identify, with reds, oranges and yellows being warm, and blues, greens and purple being cool. Adding blue or yellow to a color will adjust its temperature.

Used side by side, we can help the user better identify what to focus on. Warmer colors will always demand more attention than cooler colors.



◀ **WARM**

Warm colors tend to stand out and are often used also to show warnings or essential interactions.

Cool colors are more general, and blend into the background. They can make up the framework of a layout, its passive options or general interactivity.



◀ **COOL**

— Paul Cézanne

WE LIVE IN A RAINBOW OF CHAOS

