

“What developers should know about design”

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communication



design is important

The screenshot shows the homepage of PreteristArchive.com. At the top, the site's name is displayed in a large, bold, red font, with the tagline "The Internet's Only Balanced Look at Preterist Eschatology" below it. A pink banner contains the text: "ASSOCIATING BIBLE ESCHATOLOGY WITH THE FALL OF JERUSALEM TO THE ROMAN ARMIES LED BY GENERAL TITUS DURING THE SIGNIFICANT 70TH YEAR OF THE FIRST CENTURY".

On the left side, there is a navigation menu with links for "INTRODUCTION & WEBSITE KEY", "SITE UPDATES", and "FACEBOOK FOR LATEST WORK". Below this is a book cover titled "Preterist Archive: MATERIALS FOR THE STUDY OF PRETERISM: FULFILLED ESCHATOLOGY".

The main content area features a yellow navigation bar with links for "Books", "Historical", "Modern Debates", "Rapture", and "Mauro". Below this is a quote by Milton: "Truth is compared in Scripture to a streaming fountain ; if her waters flow not in a perpetual progression they sicken into a muddy pool of conformity and tradition." This is followed by a "Latest Online Update - Check it Out!" section for "Romano-Judaeen Eschaton" with a link to "View Dates to Before 63 B.C.". A large quote states: "It is no exaggeration to say that the Fall of Jerusalem is the most significant national event in the history of the world." with a link to "The arch of Titus and Spoils of the Temple".

At the bottom, there is a search engine section for "The Preterist Archive" and "Bible Study Tools". The search engine includes links for "index", "sitemap", and "advanced", and a search box. The Bible Study Tools section includes a search box, a dropdown menu for "All books", and a dropdown menu for "King James Version".

why me?



topics

Font?

Color?

Proportion?

Size?



font

Text

The image shows the word "Text" in a serif font. Three red circles are drawn around the serifs: one on the top right of the capital 'T', one on the bottom left of the capital 'T', and one on the top right of the lowercase 't'. The word "serifs" is written in red above the second circle.

Serif Font

Text

The image shows the word "Text" in a sans serif font. The letters are clean and modern, with no decorative flourishes or serifs.

Sans Serif Font

font

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

how to choose the right font?

Helvetica
Georgia

Lucida Grande
Garamond

Futura
Rockwell



1 Stick with a few go to combinations that you can use with every design you make.

proportion is...

usually unnoticed until something is out of proportion.

BAD



proportion is...

usually unnoticed until something is out of proportion.

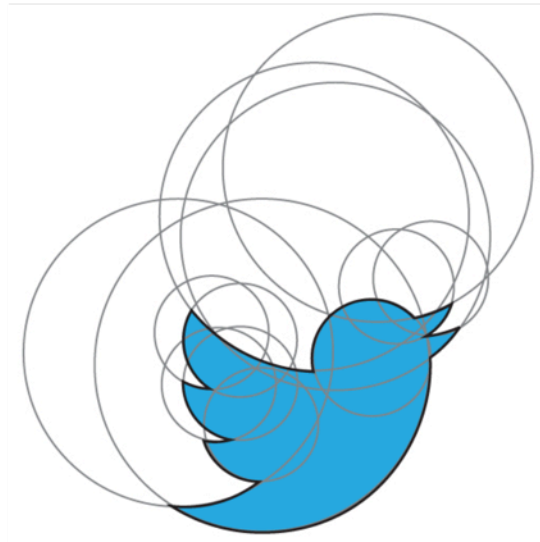
BAD



GOOD



proportion



#3 Use major and minor areas to make your design more lively and interesting.

size

16 21 28 37 50 67

size

This is an example of some bad font. As you can see the letters are rather small so you might find yourself leaning forward to read the text. Similarly, the spacing between each sentence is very small, therefore it makes it harder to track naturally from one line to the next. The rest of the text here is lorem ipsum (filler text) to give you an idea - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultricies, lorem non auctor ultrices, nisl arcu dapibus justo, id placerat elit nisi eget nunc. Donec consectetur leo vitae felis consectetur ut congue leo faucibus. Fusce tincidunt pulvinar metus, ullamcorper ullamcorper elit tincidunt nec. Ut id ante odio, non pretium ante. Mauris vel mi in purus interdum ultrices. Curabitur nec dolor lectus. Mauris malesuada molestie pellentesque. Maecenas vitae mi neque, quis cursus diam.

This is an example of some good font. As you can see the letters are bigger so you can sit back comfortably and read. Similarly, the spacing between each sentence has a bit of spacing, therefore it makes it easier to track naturally from one line to the next. The rest of the text here is lorem ipsum (filler text) to give you an idea - Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ultricies, lorem non auctor ultrices, nisl arcu dapibus justo, id placerat elit nisi eget nunc. Donec consectetur leo vitae felis consectetur



3 Pick a font size of 16 pt. or bigger

color...

can sway thinking, change actions, and cause reactions.



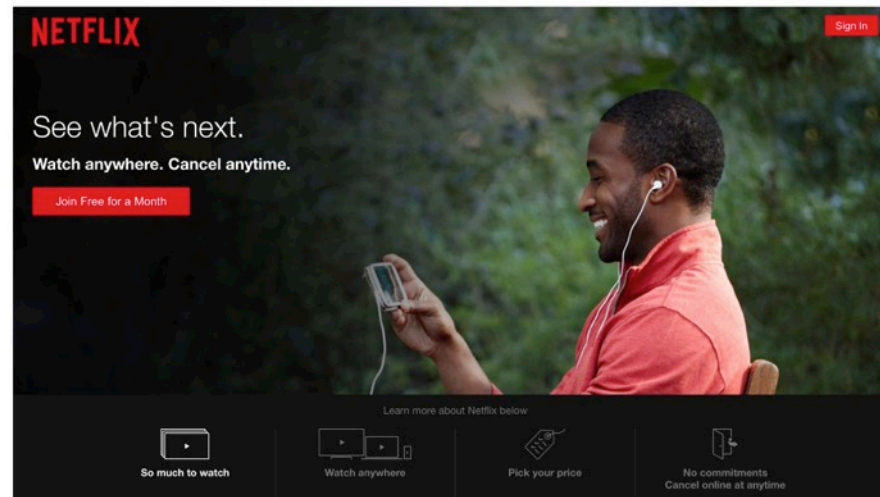
color

COLOR EMOTION GUIDE



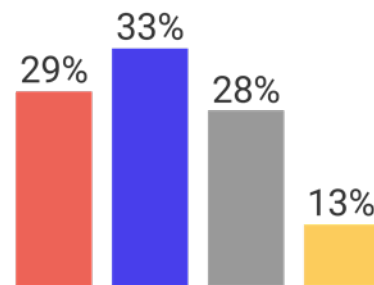
95% of the top 100...

brands use only 1 or 2 colors




95% of the top 100...


brands use only 1 or 2 colors



4 Pick one main color and shades of grey.

What developers should know about design

 # 1 Stick with a few go to combinations that you can use with every design you make.

 # 2 Pick a font size that is 16 pt. or bigger.

What developers should know about design



#3 Use major and minor areas to make your design more lively and interesting.



4 Pick one main color and shades of grey.

“To me style is consistency”

- Adam Ant -

