

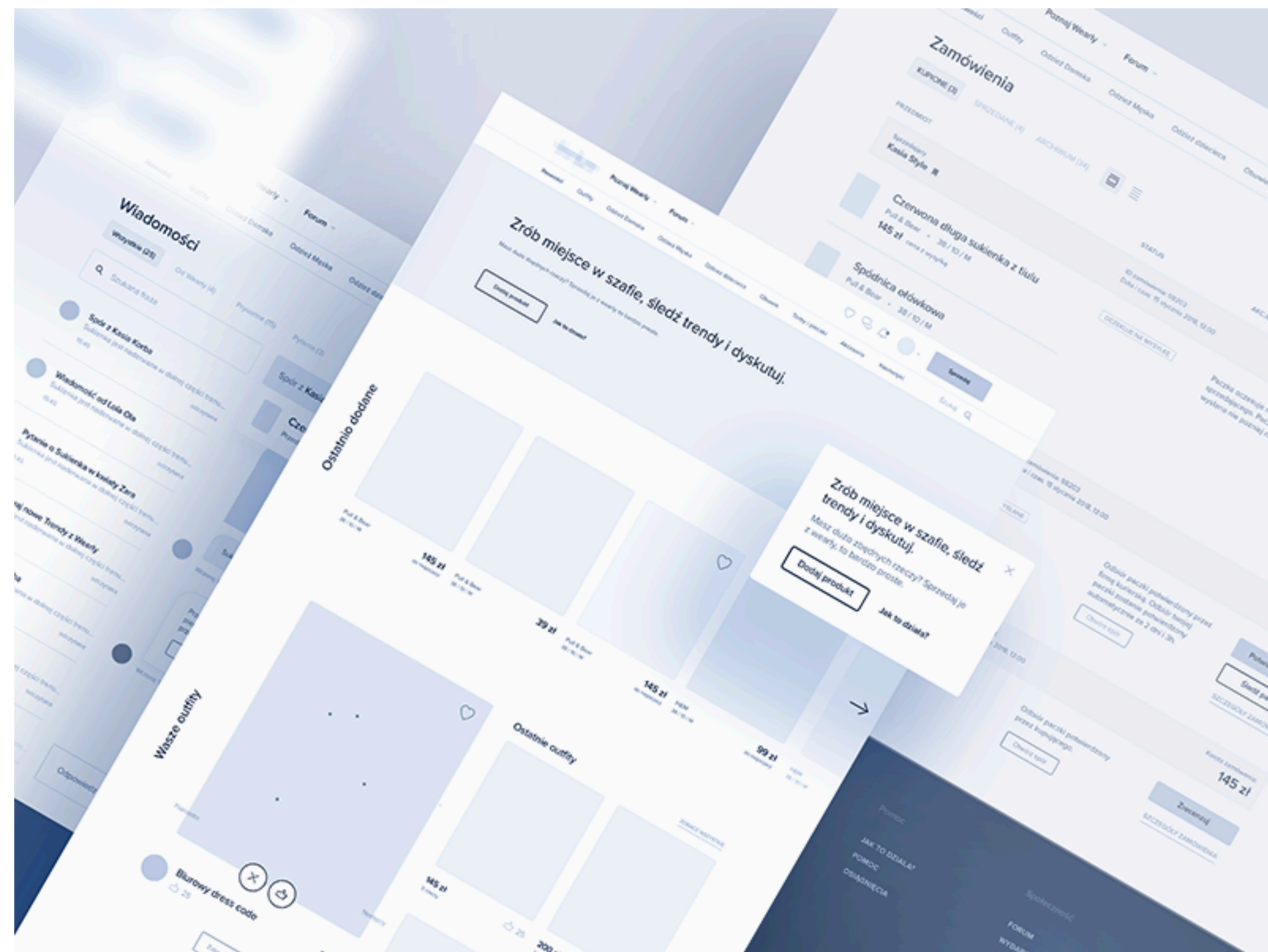
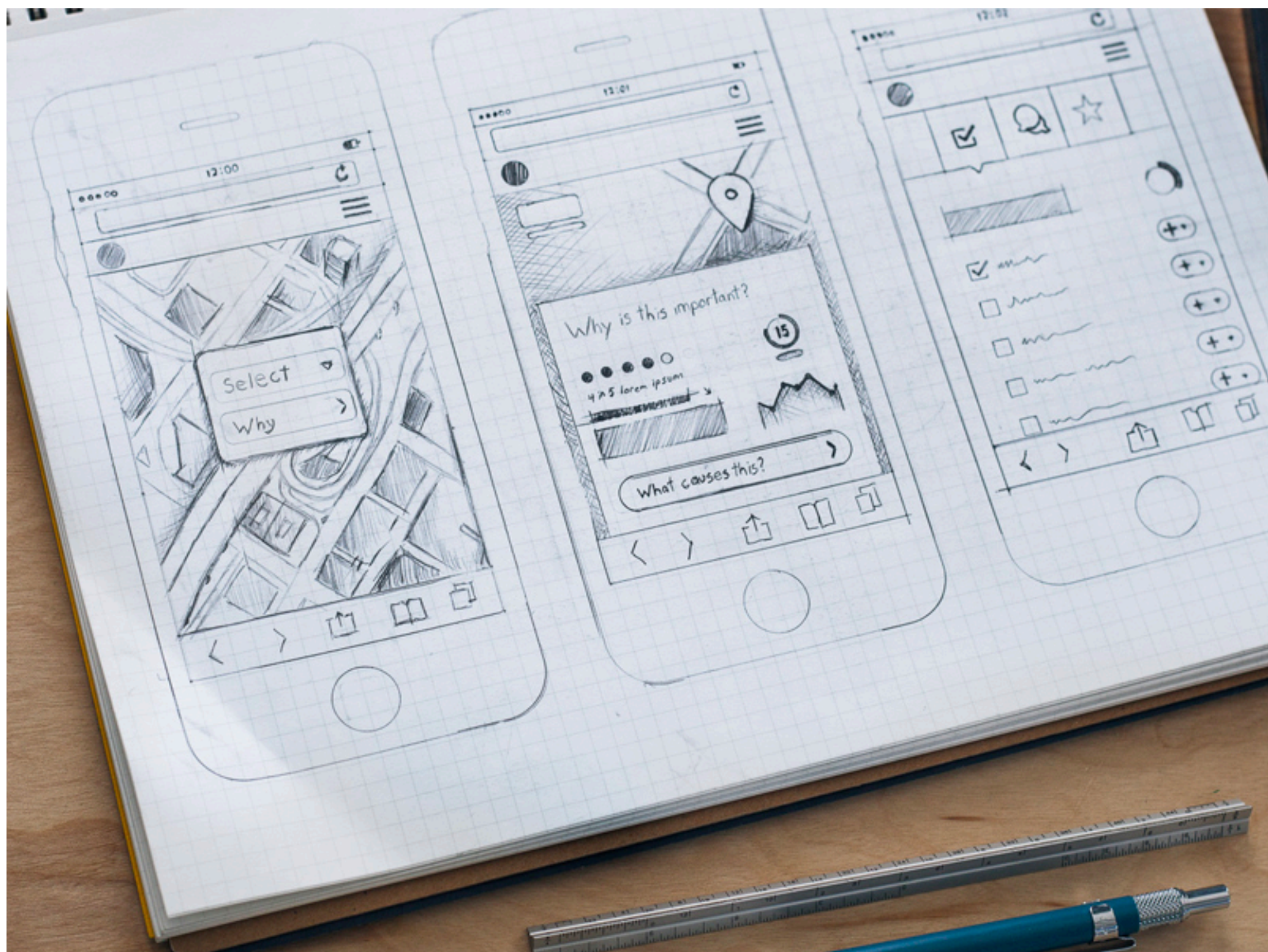


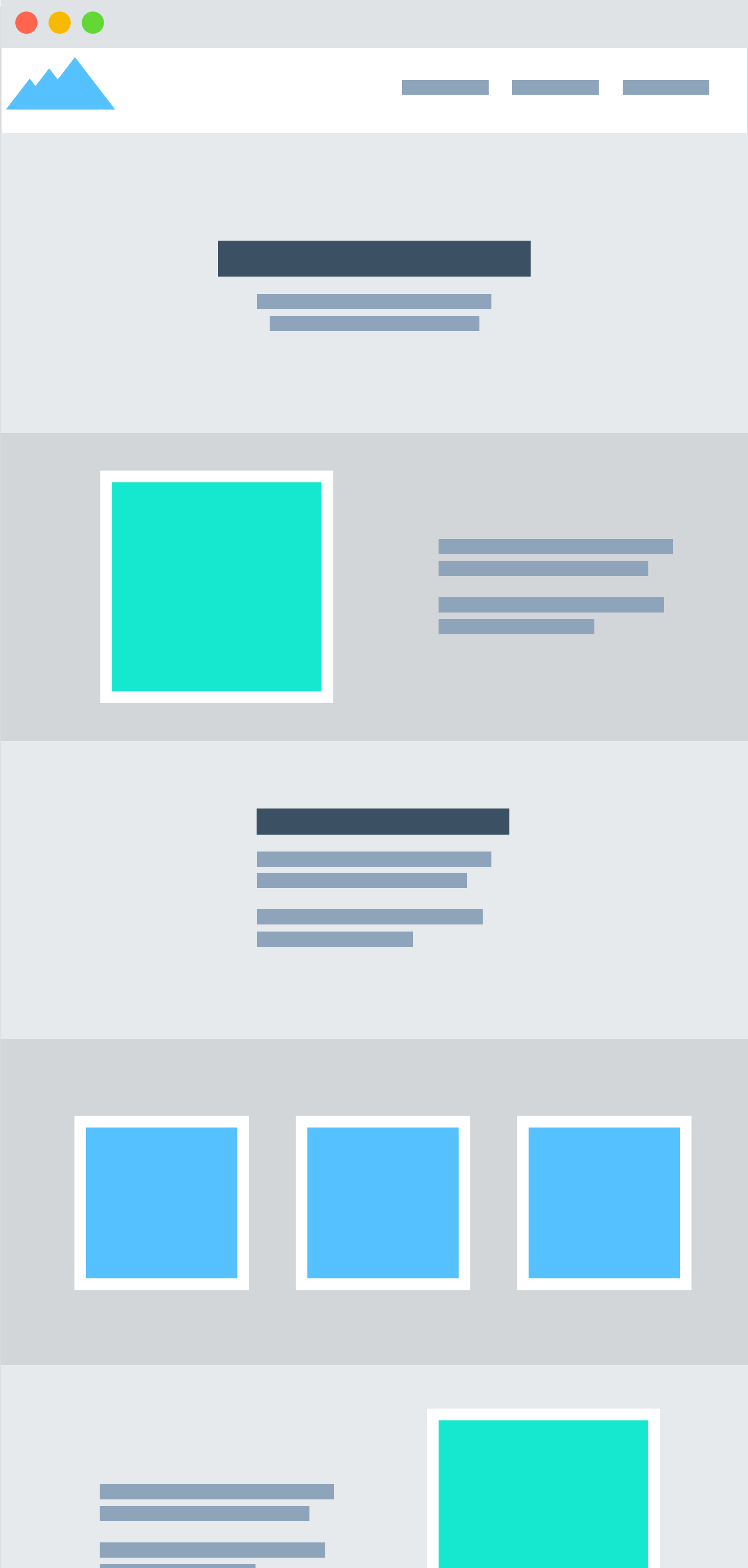
How to identify and fix problem areas

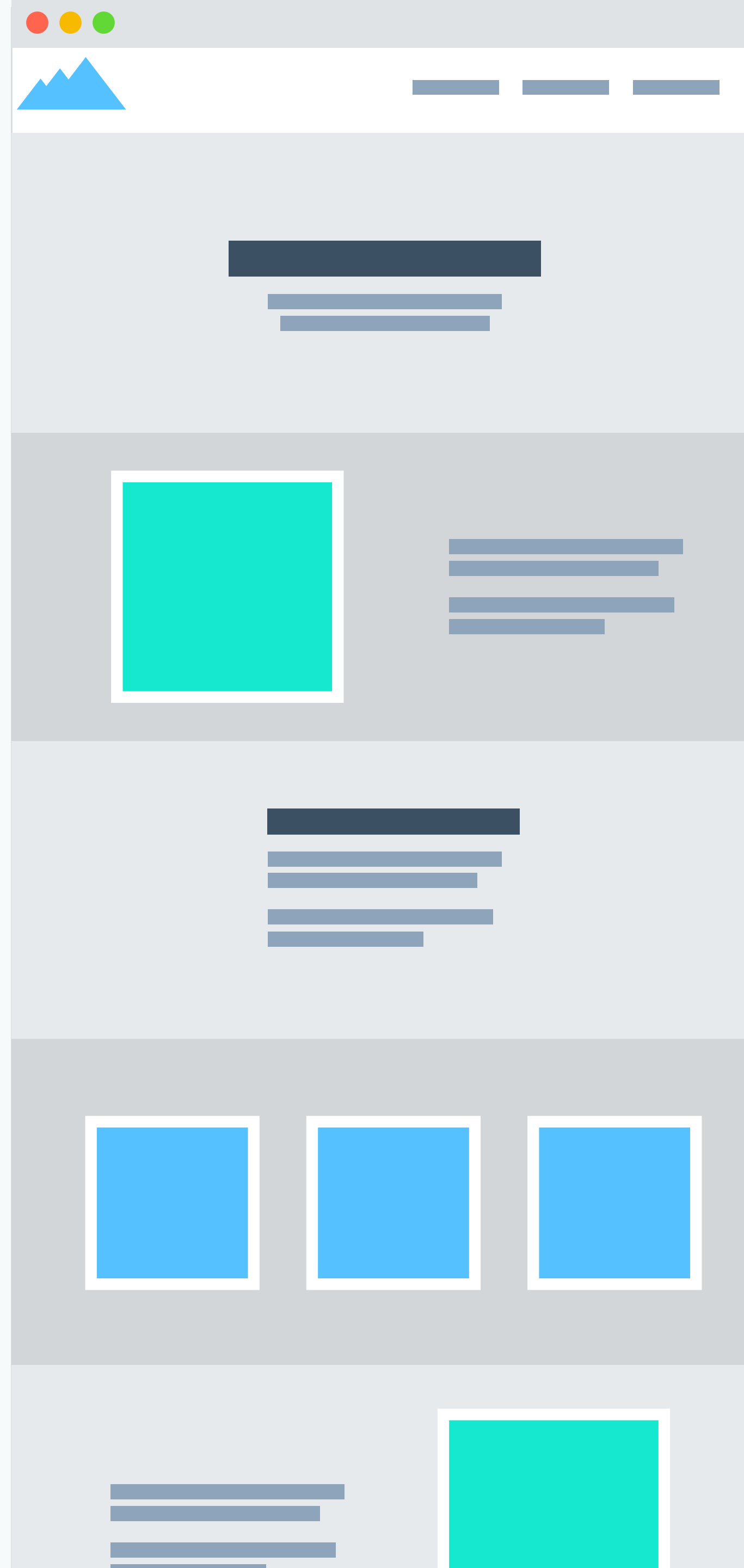
DESIGN FUNDAMENTALS

Design never comes out
perfect first time

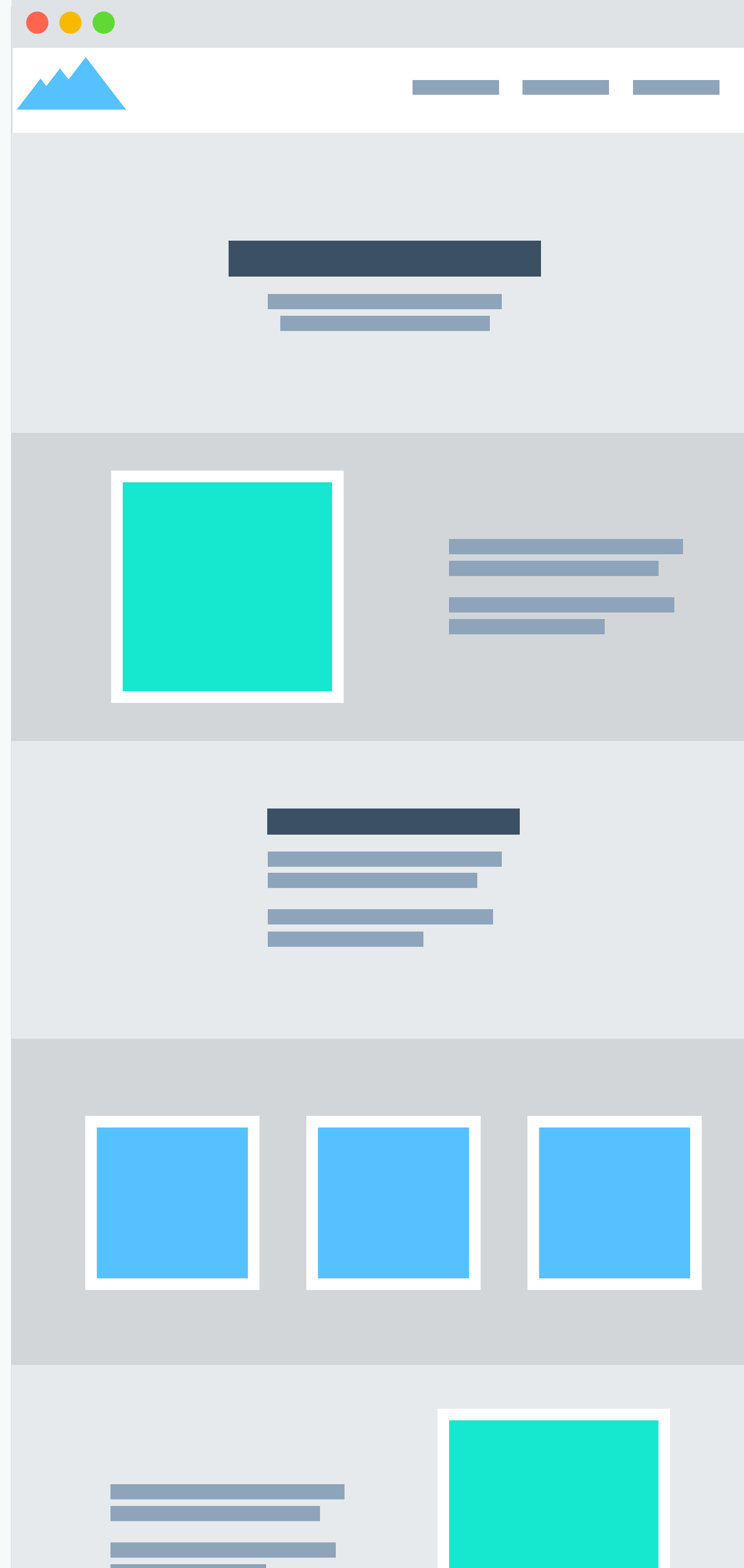
Even for professional designers







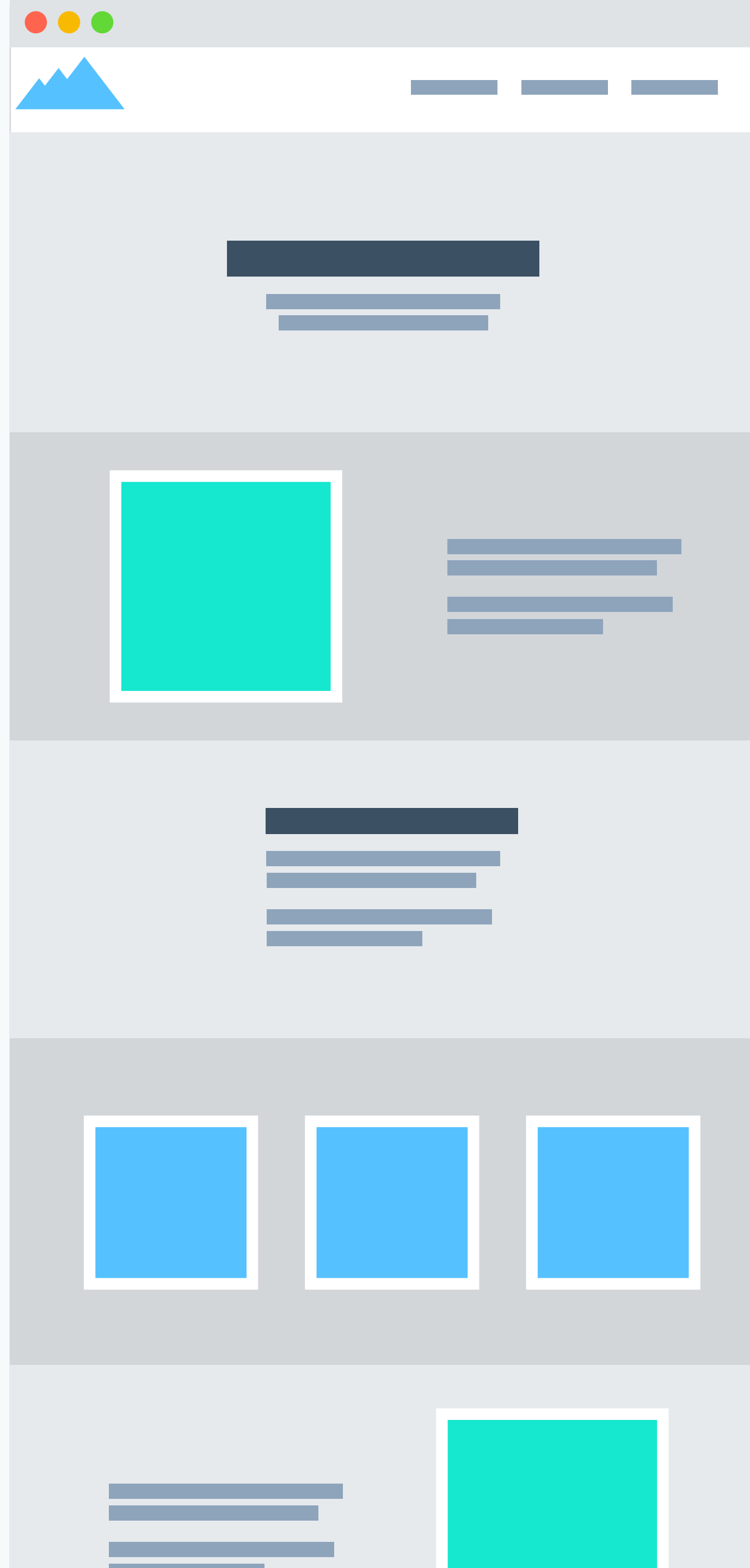
This hasn't come
out like I expected
it to...



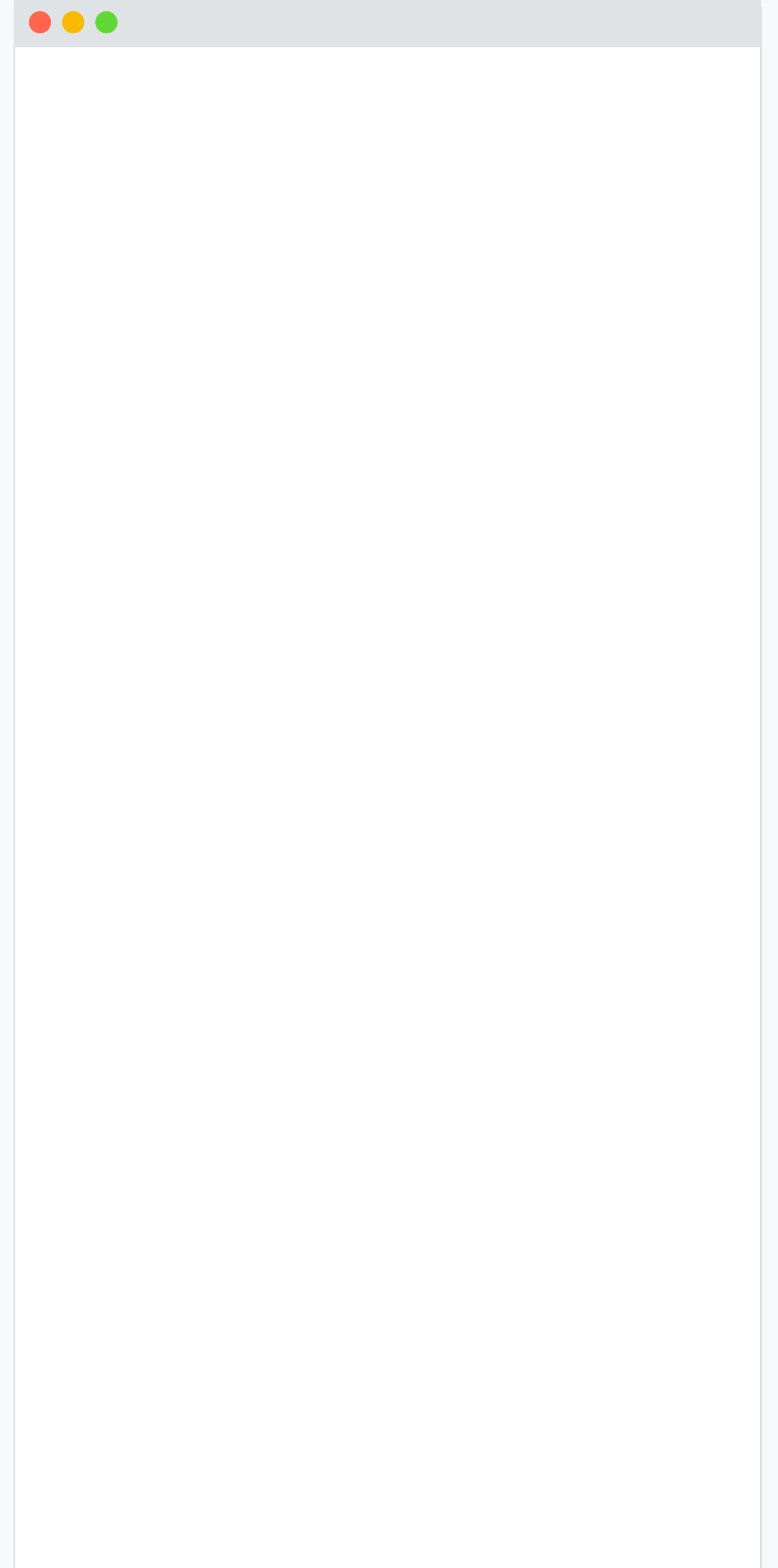
This hasn't come
out like I expected
it to...

That's OK! 👍

This:



Is so much better than this:



First, take a break!

**After you've slept on it, look at
your design in the browser**

**Look out for
these things:**

1. Check the spacing!

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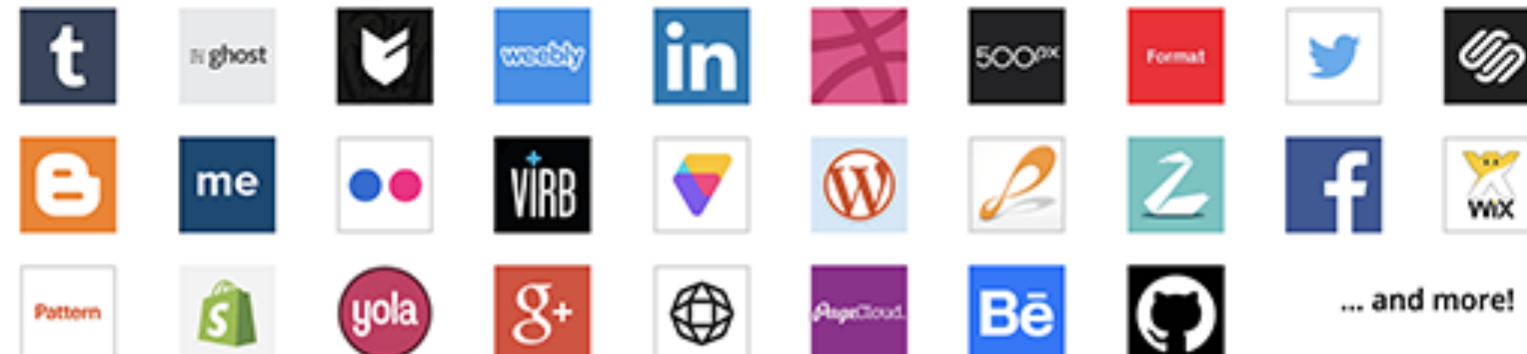
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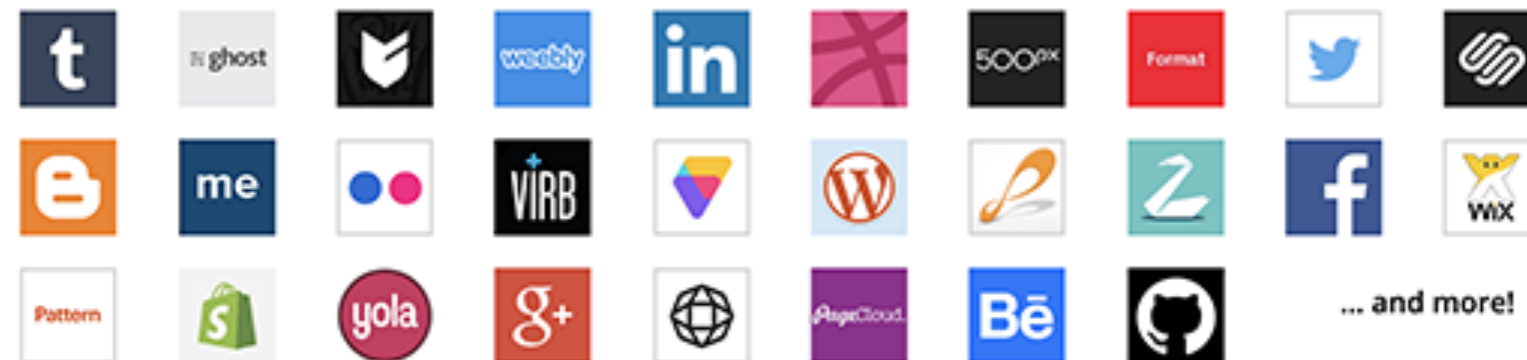
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... and more!

Behind great ideas are great stories.

Be inspired by people who have turned their ideas into reality.



**Look out for
these things:**

1. Check the spacing!
2. Are your line lengths roughly
between 45-75 characters per line?



Every digital business faces a crucial challenge when they begin to scale—how to ship better products, faster, while still creating consistent user experience on every screen. It’s incredibly hard to do.

To solve for this, **the world’s most successful digital product companies leverage the power of comprehensive design systems** to scale consistently. It’s how they collect and connect interdependent UX components—including colors, symbols, fonts, shapes, and more—guided by clear design standards.

GET EARLY ACCESS NOW

“Design systems represent an exciting paradigm shift in the landscape of design and development. Developers move faster, designers don’t have to reinvent the wheel, and ultimately, your users have a better experience.” —

Katie Sylor-Miller, Staff Software Engineer, Frontend Systems, Etsy

INVISION



INTRODUCING DESIGN SYSTEM MANAGER + BRAND.AI IS JOINING INVISION



by Clark Valberg
on October 25, 2017

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Widow



Ut placerat mauris a est consectetur vulputate.

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→ Runt

Etiam tempus fringilla tempor. Nu porttitor,



Orphan

River



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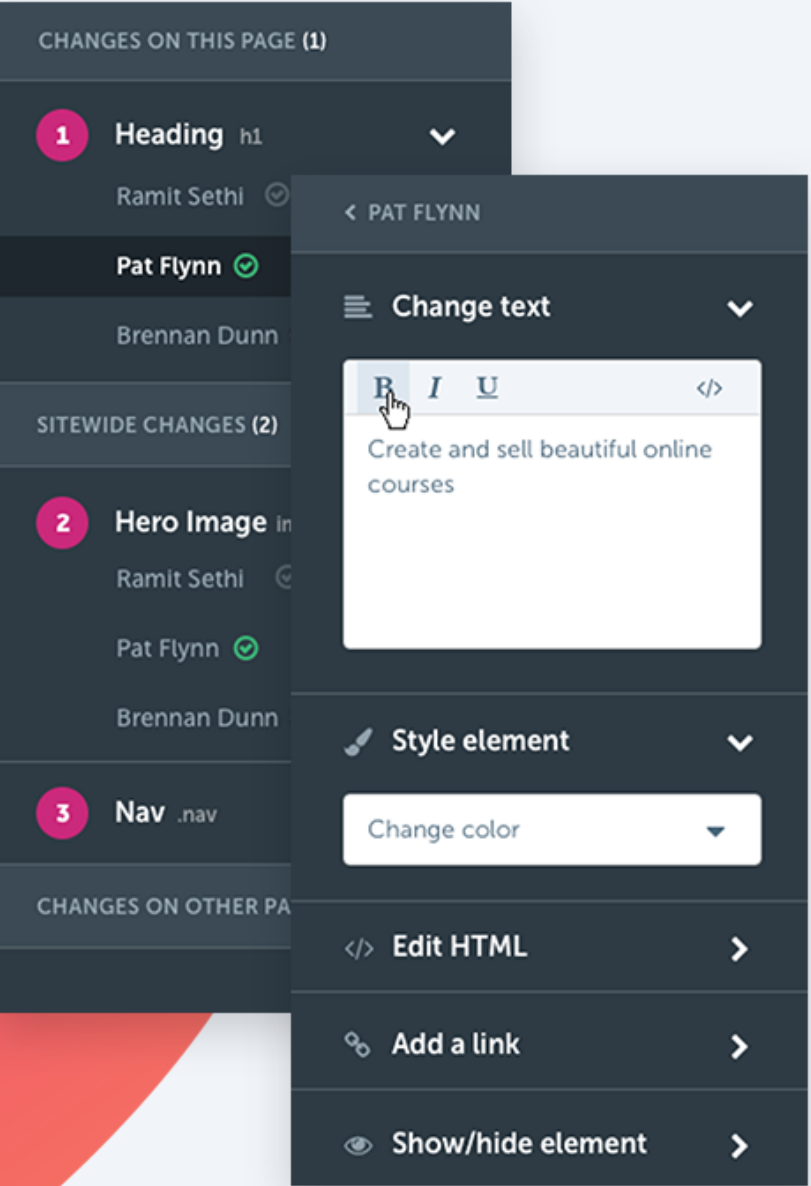
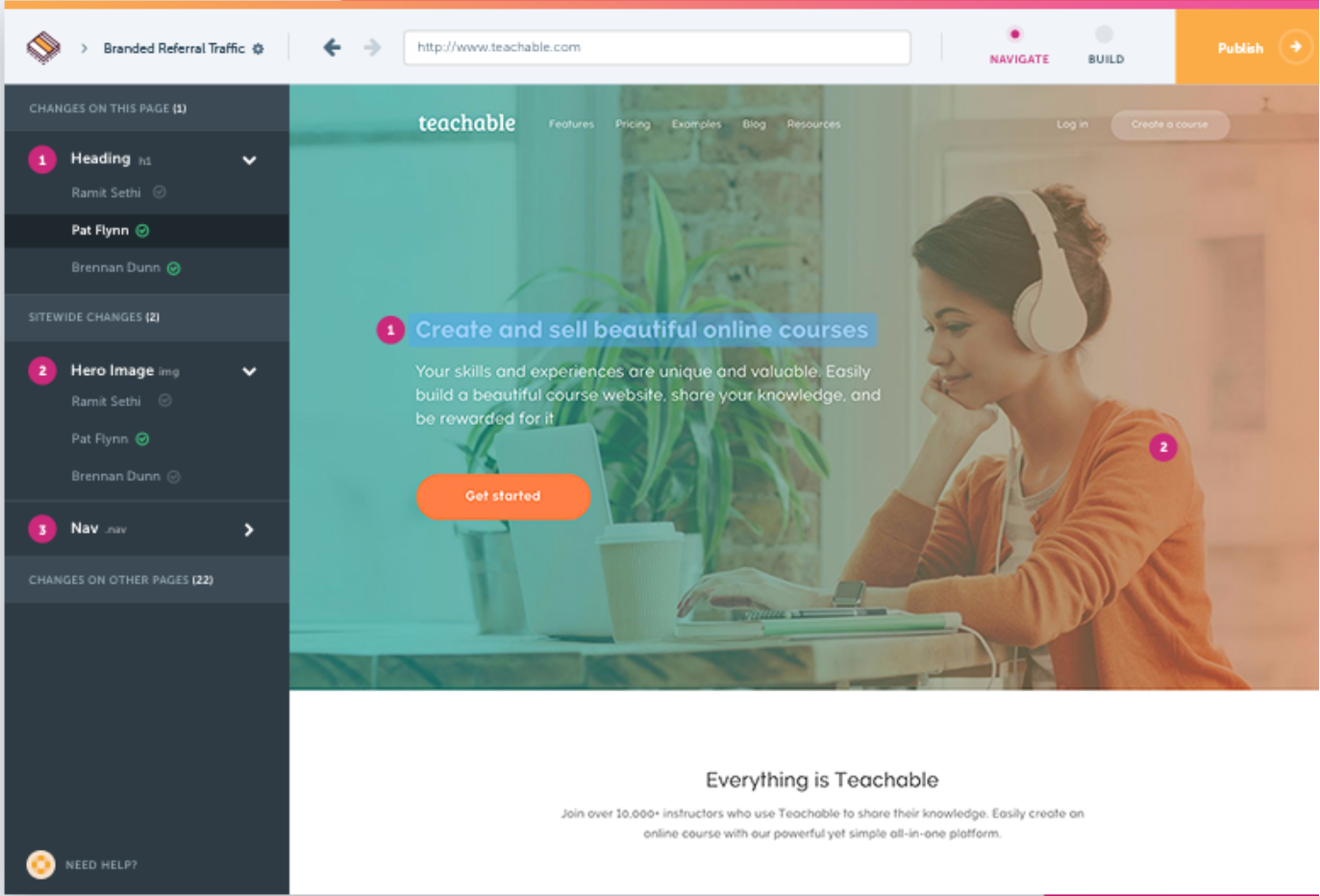
Look out for these things:

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2. Are your line lengths roughly between 45-75 characters per line?
3. Are you using too many colours? Do you like the shades you've chosen?

Convert more of your subscribers into customers

Tailor your website to speak directly to the individuals viewing in real-time. We work alongside the tools you're already using to personalize what your visitors, subscribers, and customers are seeing.

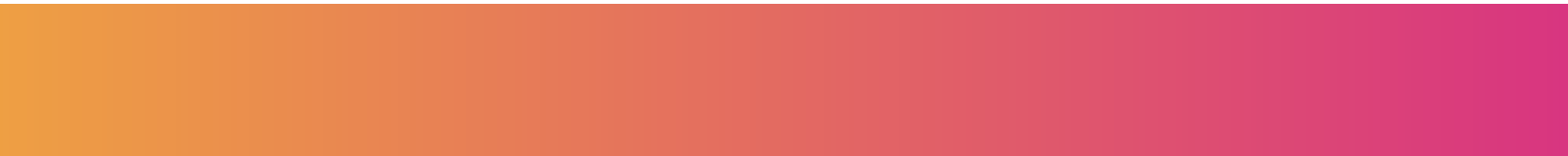
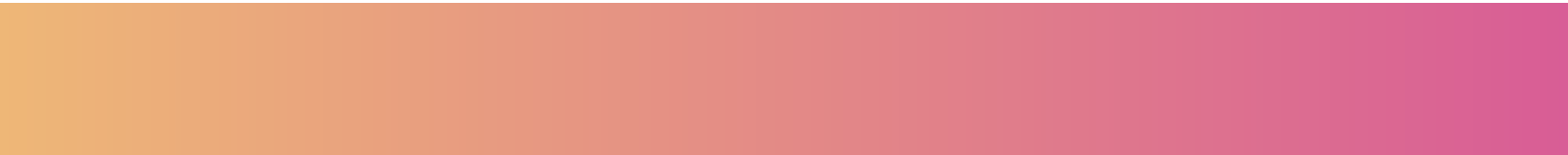
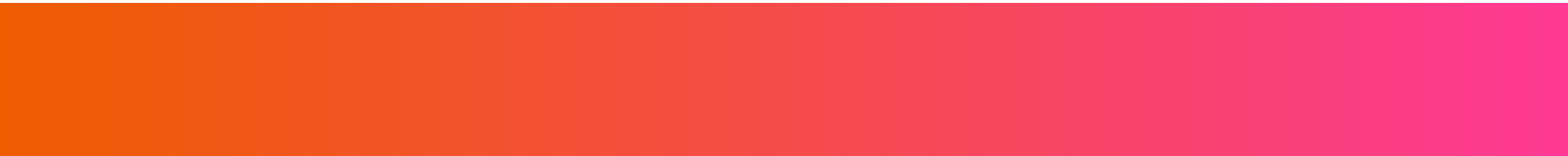
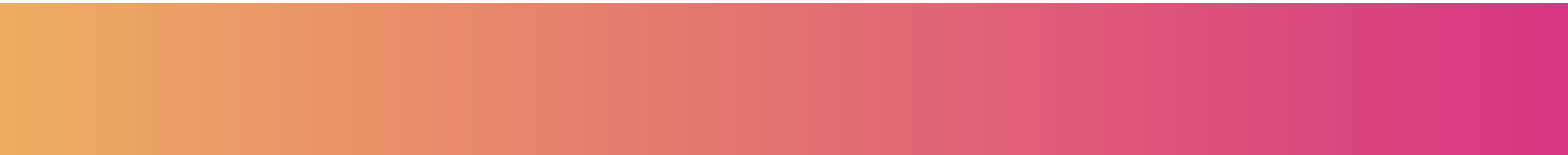
Start Personalizing Your Website



You don't need an Amazon-sized dev team (or, really, any dev team) to personalize your website.

RightMessage sits on top of any website (no matter what it's built on) and allows you to make point-and-click changes to copy, images, call-to-actions, and more.

- **NO CODING**
Point and click interface — no coding necessary.
- **SET & FORGET**
Set it once and it just keeps working forever!



You'll come across the
perfect colour

...Eventually

Look out for these things:

1. Check the spacing!
2. Are your line lengths roughly between 45-75 characters per line?
3. Are you using too many colours? Do you like the shades you've chosen?

Don't get overwhelmed if you feel
like you have a lot to change

Take small steps and focus on the details



EXERCISE

Send some time analysing your design. Put a list together of what you do and don't like — post it in the Facebook group for help & feedback.