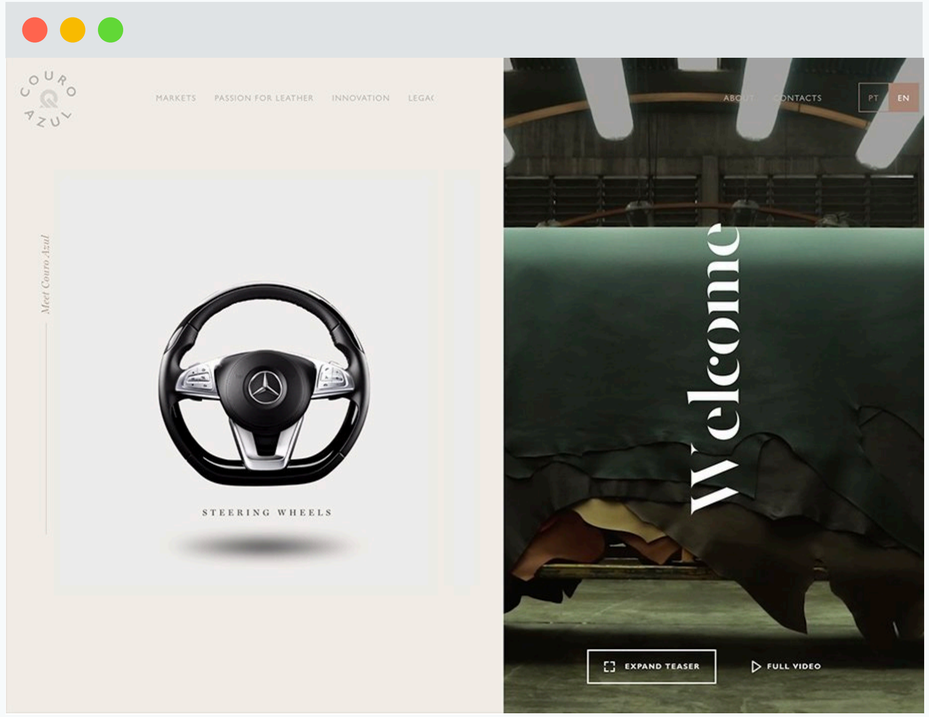
DesignAcademy.io

Which design styles to use?

DESIGN FUNDAMENTALS

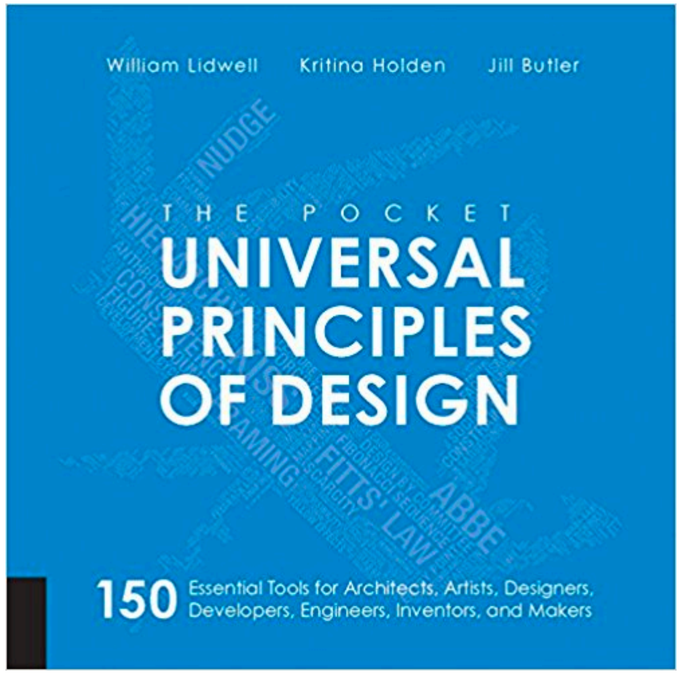
Designing in a style that's
appropriate for your audience

GOOD DESIGN



BAD DESIGN

So... good design is design we like?

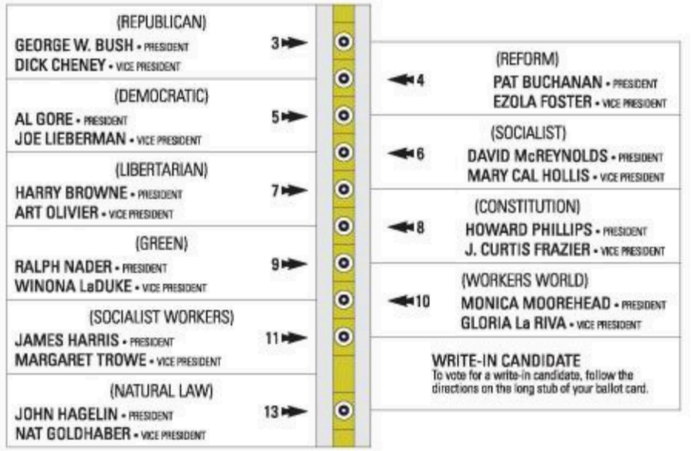

William Lidwell
Kritina Holden
Jill Butler
THE POCKET
UNIVERSAL PRINCIPLES OF DESIGN
150 Essential Tools for Architects, Artists, Designers, Developers, Engineers, Inventors, and Makers

007 # Alignment

The placement of elements such that edges line up along common rows or columns, or their bodies along a common center.

- Alignment among elements in a design creates a sense of unity and cohesion.
- Left- and right-aligned text blocks provide better alignment cues than center-aligned text blocks.
- Justified text provides more alignment cues than unjustified text, and should be used in complex compositions with many elements.
- Treat the edges of the design medium (e.g., edge of a page) and the natural positions on the medium (e.g., centerlines) as alignment elements.
- Align every element in your designs with one or more other elements. This will improve the design's perceived stability and overall aesthetic.

See Also Area Alignment • Mapping • Signal-to-Noise Ratio



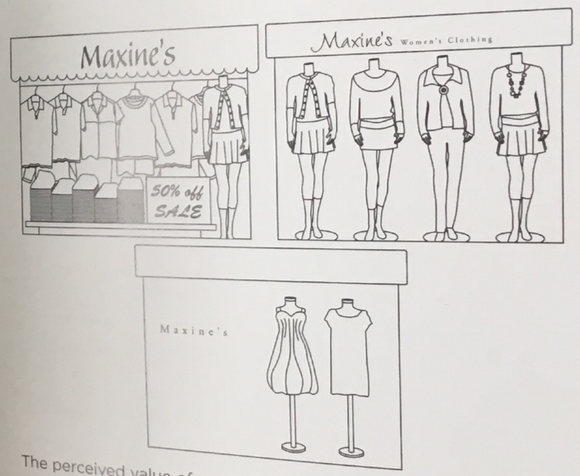
The poor alignment between rows and punch-hole lines in the infamous Palm Beach County butterfly ballot led to errors that awarded Pat Buchanan votes intended for Al Gore, costing Gore the U.S. presidential election of 2000.

070 # Horror Vacui

A tendency to fill blank spaces with things rather than leaving spaces empty.

- A Latin expression meaning "fear of emptiness".
- Though the term has varied meanings dating back to Aristotle, today it is principally used to describe a style of art and design that leaves no empty space.
- The style is commonly employed in commercial media such as newspapers, comic books, and websites.
- As horror vacui increases, perceived value decreases.
- For example, the number of products in retail windows tends to be inversely related to the average price of products and store brand prestige.
- Consider horror vacui in the design of commercial displays and advertising. Favor minimalism to signal high-priced products. Favor horror vacui to signal low-priced products.

See Also *Inattentional Blindness • Left-Digit Effect Ockham's Razor • Signal-to-Noise Ratio*



The perceived value of a store's merchandise in a storefront window is inversely related to its horror vacui.

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Lots of items = cheaper clothes

The perceived value of a store's merchandise in a storefront window is inversely related to its horror vacui.

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Lots of items = cheaper clothes

Less items = expensive clothes

The perceived value of a store's merchandise in a storefront window is inversely related to its horror vacui.

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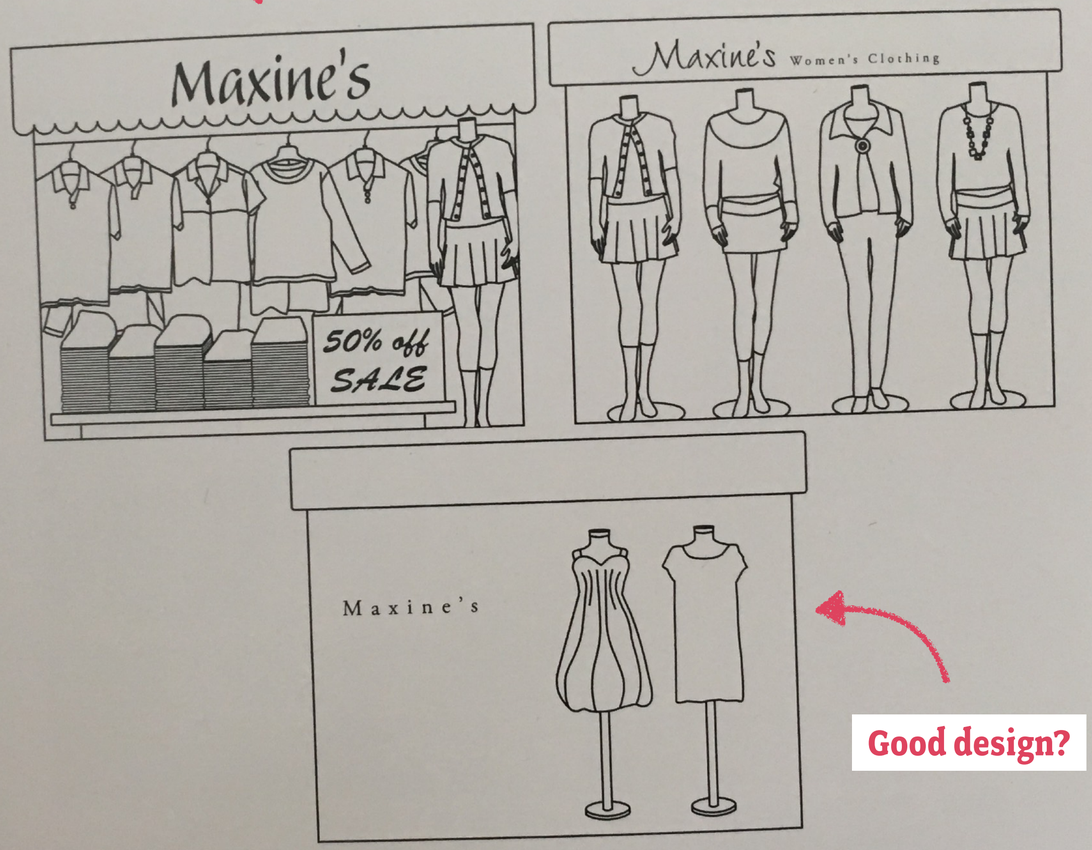
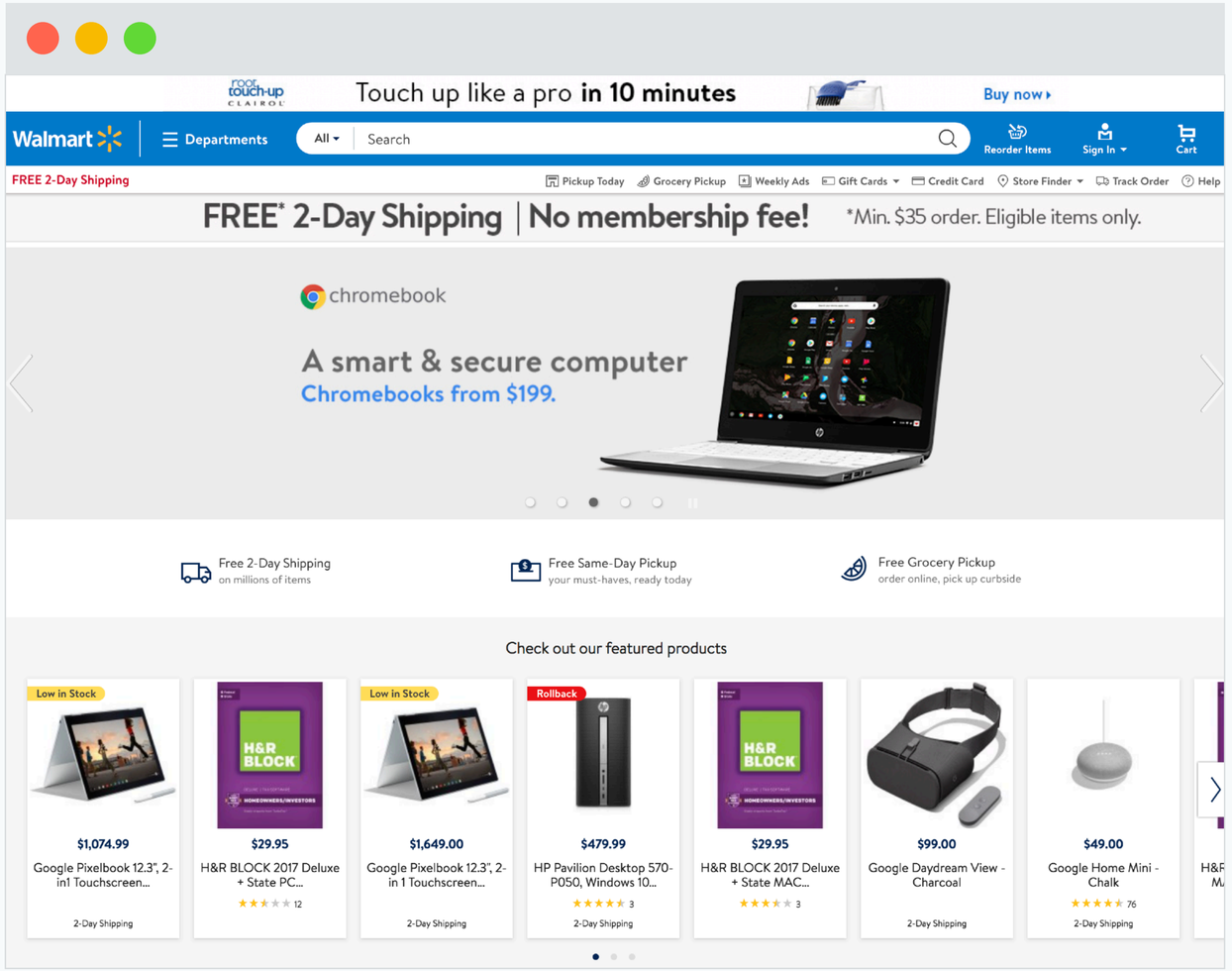
Bad design?



Good design?

The perceived value of a store's merchandise in a storefront window is inversely related to its horror vacui.


root touch-up CLAIROL
Touch up like a pro in 10 minutes
Buy now
Walmart
Departments
All
Search
Reorder Items
Sign In
Cart
FREE 2-Day Shipping
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Grocery Pickup
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Store Finder
Track Order
Help
FREE* 2-Day Shipping | No membership fee!
*Min. $35 order. Eligible items only.
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A smart & secure computer
Chromebooks from $199.
Free 2-Day Shipping
on millions of items
Free Same-Day Pickup
your must-haves, ready today
Free Grocery Pickup
order online, pick up curbside
Check out our featured products
Low in Stock
$1,074.99
Google Pixelbook 12.3", 2-in1 Touchscreen...
2-Day Shipping
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H&R BLOCK 2017 Deluxe + State PC...
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Rollback
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HP Pavilion Desktop 570-P050, Windows 10...
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H&R BLOCK 2017 Deluxe + State MAC...
3
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Google Daydream View - Charcoal
2-Day Shipping
$49.00
Google Home Mini - Chalk
76
2-Day Shipping

Celebrate Women! NEW ARRIVALS GALORE shop new clothing shop new home support International Women's Day

search

Walmart

registry usd: english sign in / sign up

New Arrivals Dress Shop Clothing Shoes & Accessories Home & Furniture Beauty & Wellness Sale Terrain BHLDN

MARCH 2018

the

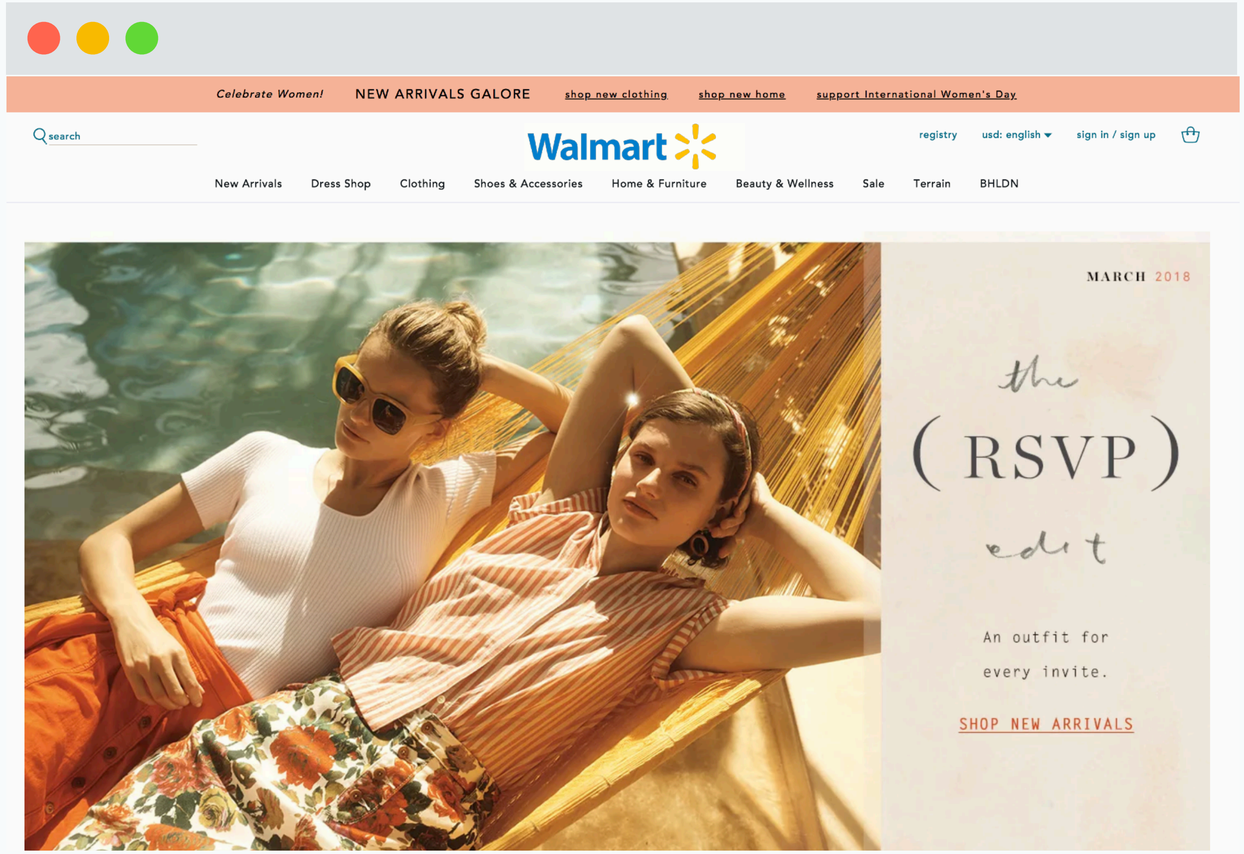
(RSVP)

edit

An outfit for

every invite.

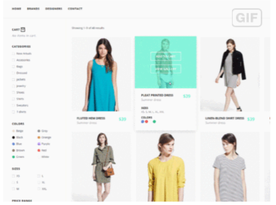
SHOP NEW ARRIVALS



"Uh oh! Walmart went up-market. Can't shop there anymore."

How do you decide on a design style for your projects?

Clothing website



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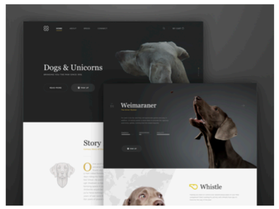
Virgil Pana

109,465 50 2,443

KREATIVA Studio



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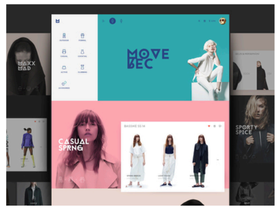
Unity



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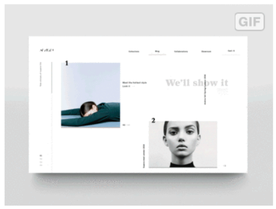

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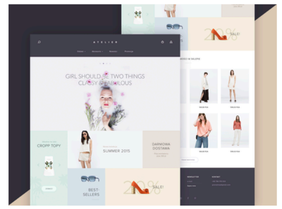

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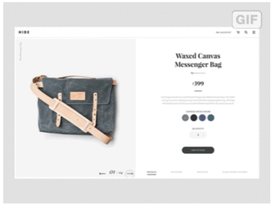

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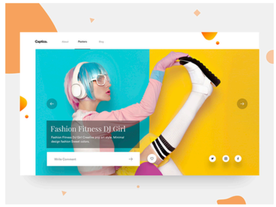

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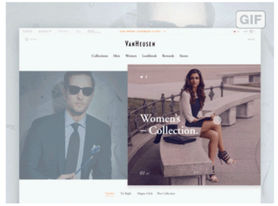

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FANTASY

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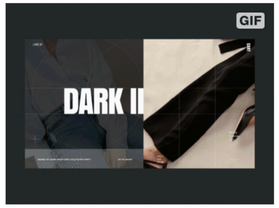
Paul Flavius Nechita



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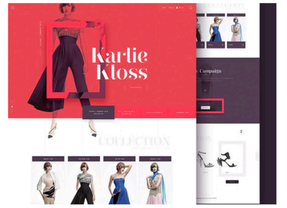

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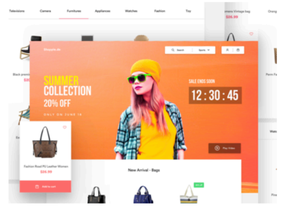

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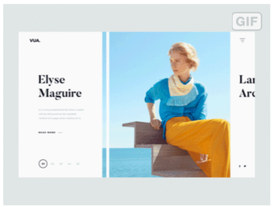

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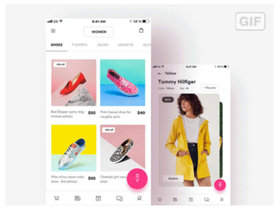

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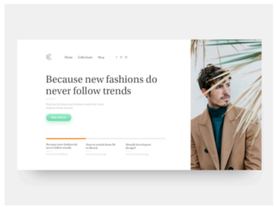

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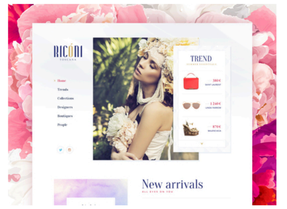

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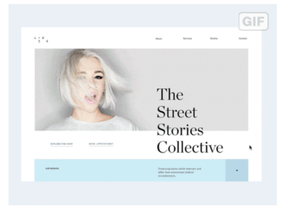
Mike | Creative Mints



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Mario Šestak

Hosting website

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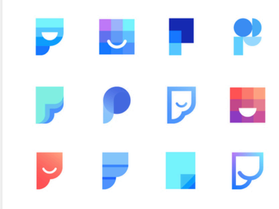

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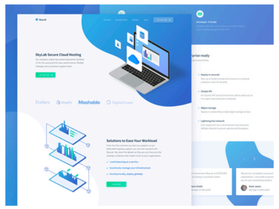

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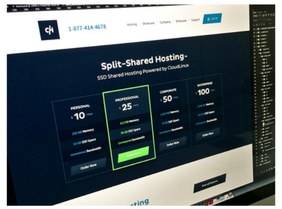

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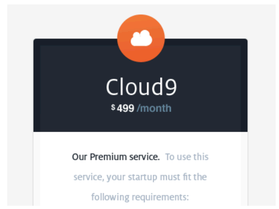

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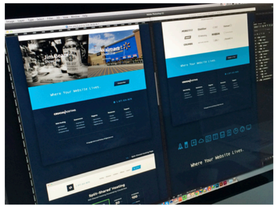

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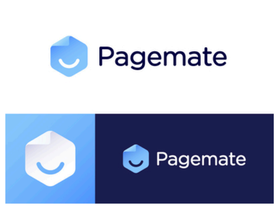

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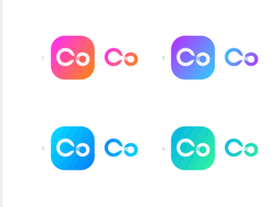

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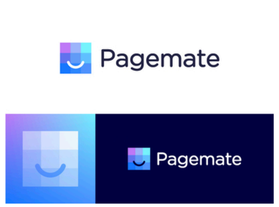

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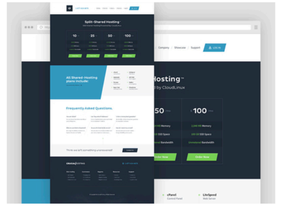

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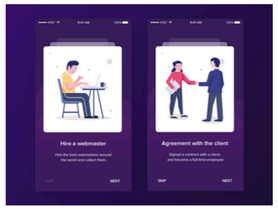

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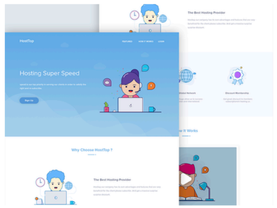

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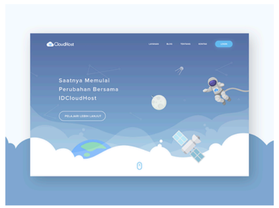

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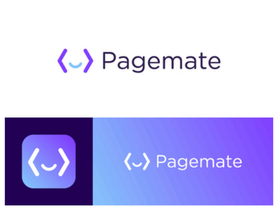

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Vadim Carazan

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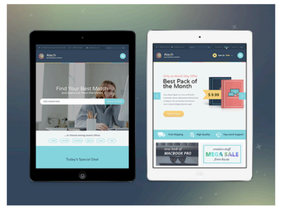

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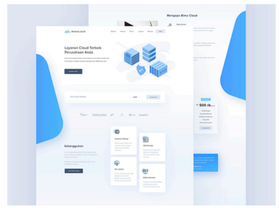

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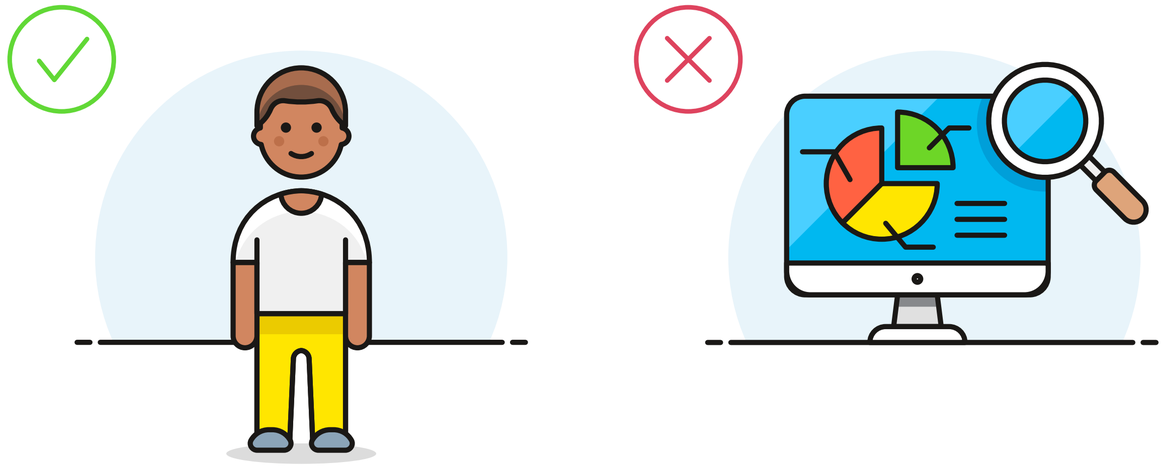

Find inspiration that appeals to your ***audience***... not your business type

Design in a style that appeals to your audience, not the software

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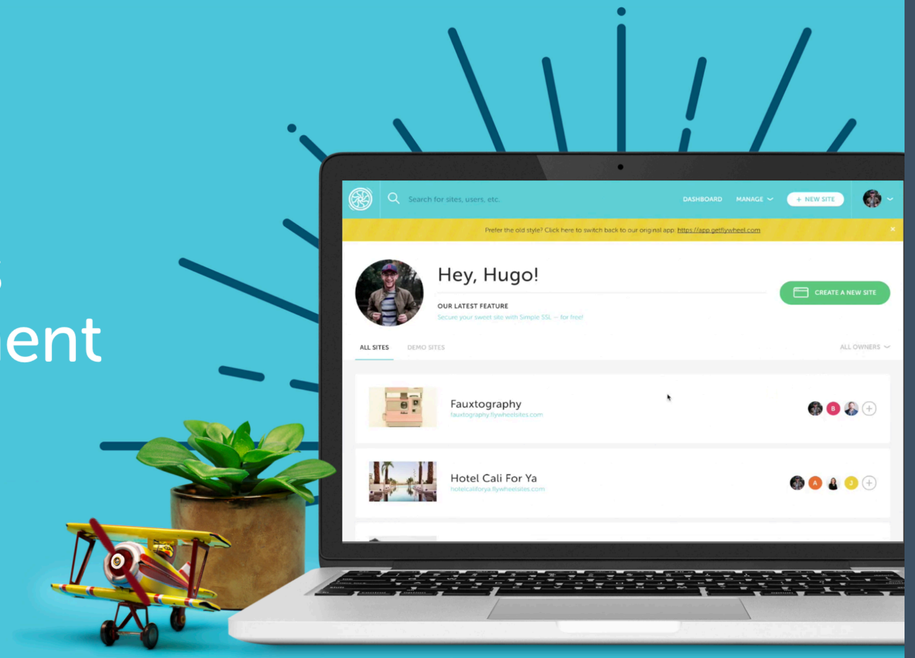

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Beautiful WordPress hosting & management

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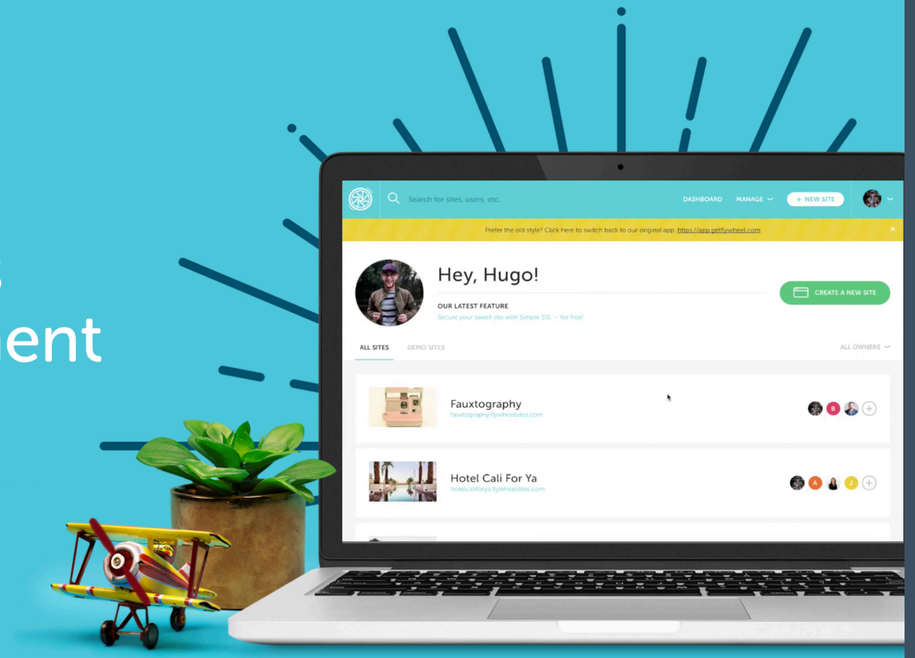

Flywheel hosting features

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If you're targeting designers, it needs to be:

- Very well designed

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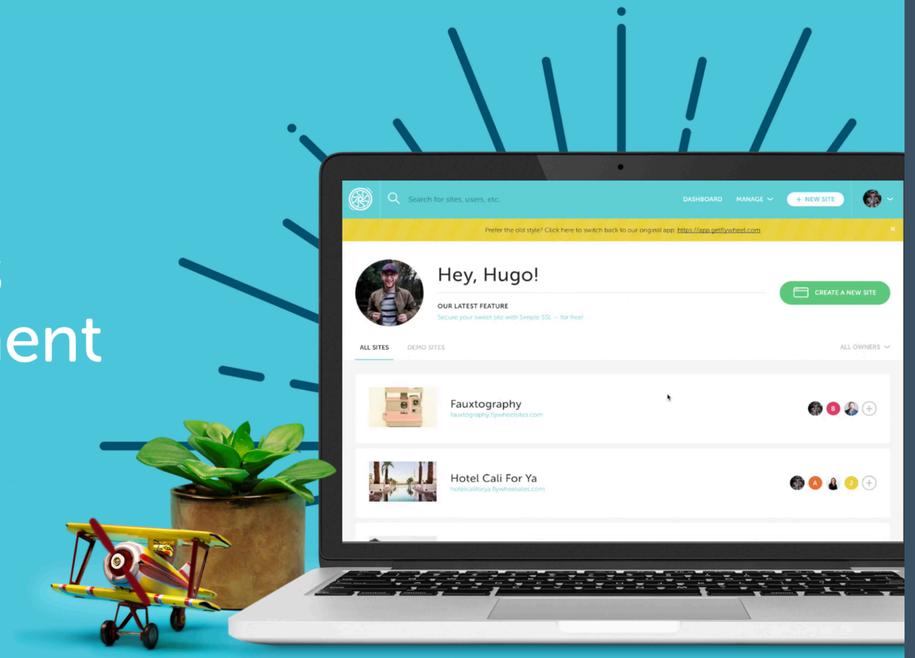

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Chat now

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- Very well designed
- Approachable and non-technical

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a free SSL certificate!

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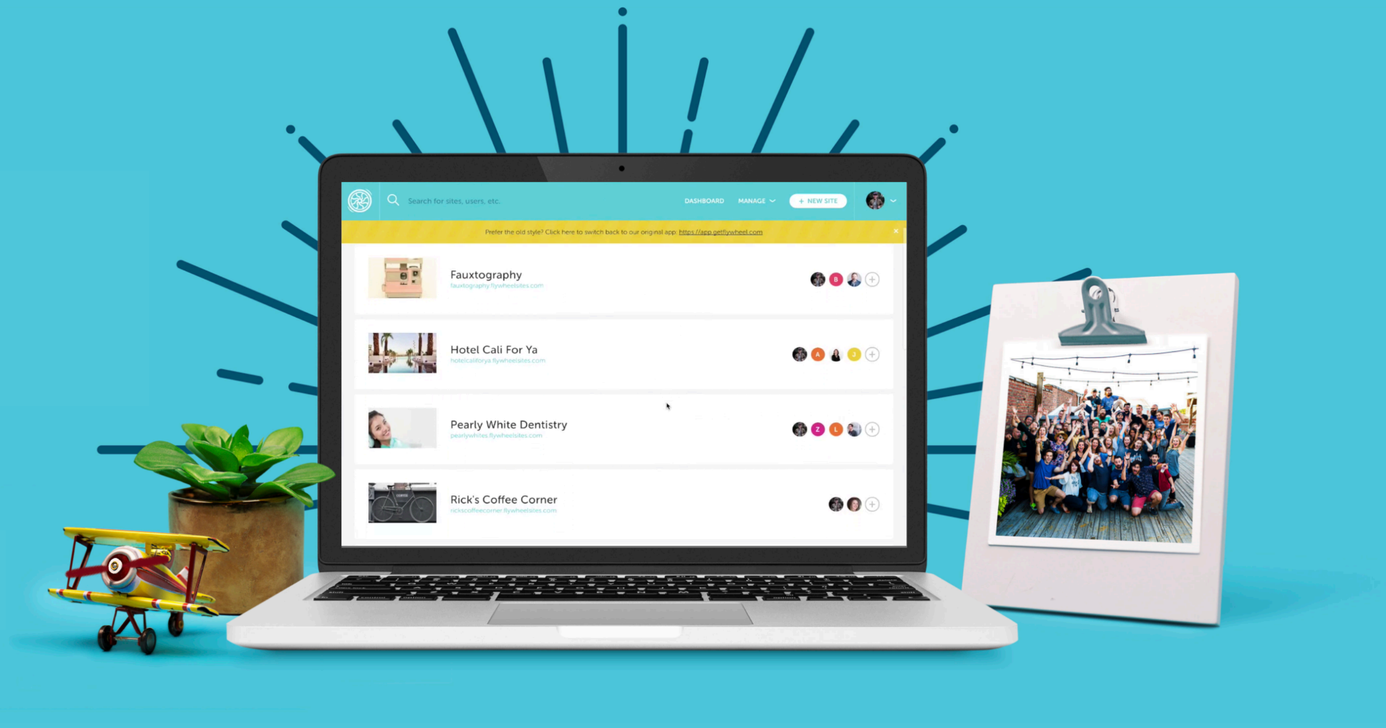

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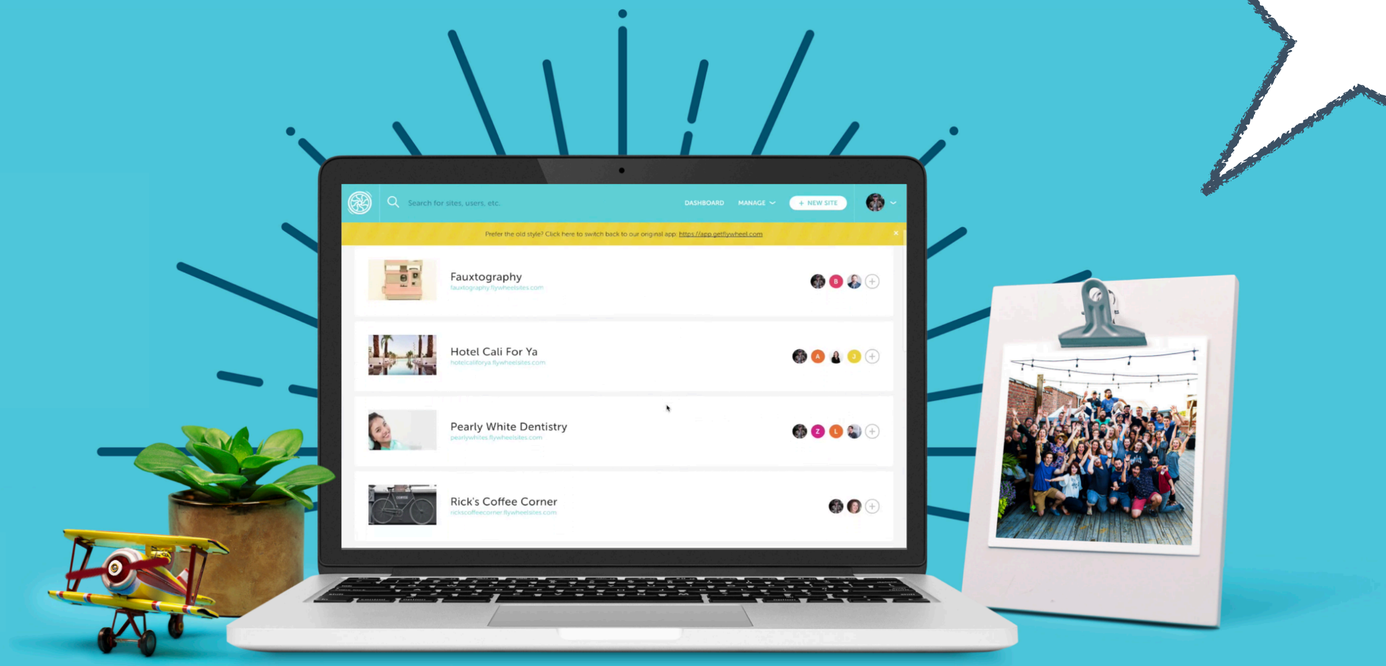

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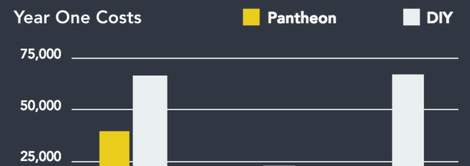
Pantheon Elite vs Amazon Hosting

Use our dynamic calculator to analyze the cost of building your own hosting and development infrastructure versus migrating

Year One Savings on Pantheon:

$130,000



If you're targeting enterprise companies, it needs to be:

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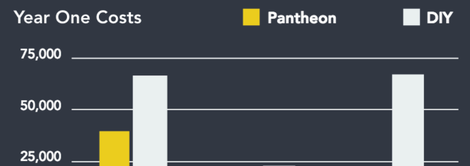

If you're targeting enterprise companies, it needs to be:

- Powerful

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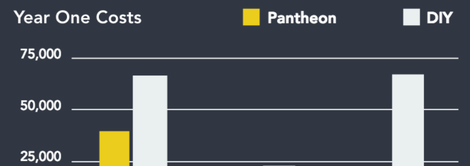

If you're targeting enterprise companies, it needs to be:

- Powerful
- Fast

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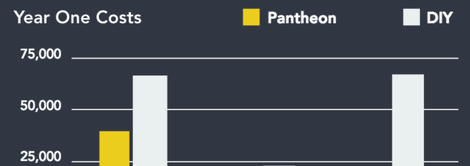

If you're targeting enterprise companies, it needs to be:

- Powerful
- Fast
- Reliable

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MailChimp is the world's largest marketing automation platform. It's like a **second brain** that helps millions of customers—from small e-commerce shops to big online retailers—find their audience, engage their customers, and build their brand.

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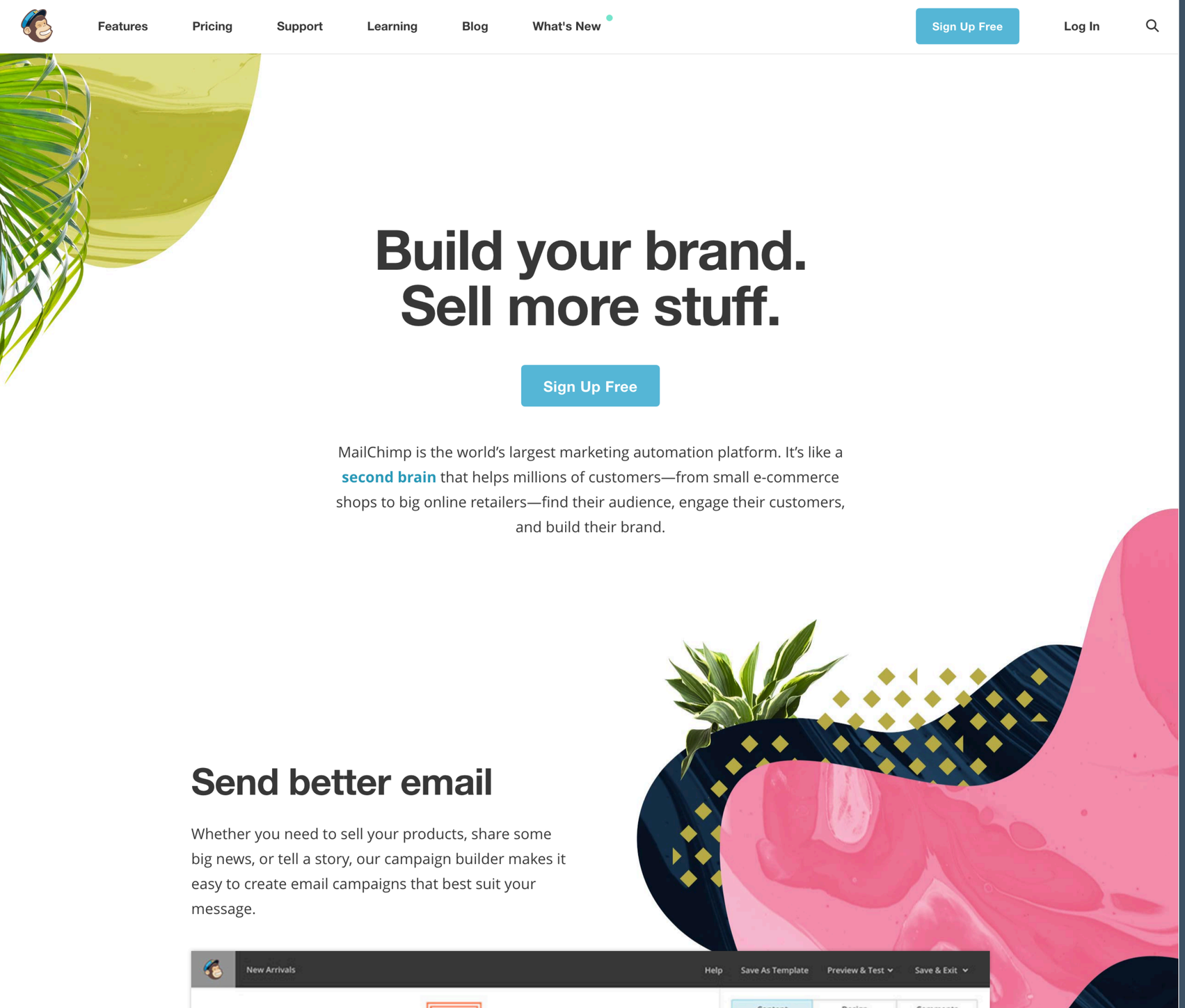
Whether you need to sell your products, share some big news, or tell a story, our campaign builder makes it easy to create email campaigns that best suit your message.

MailChimp targets small, e-commerce stores:



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- Appeal to Instagrammers

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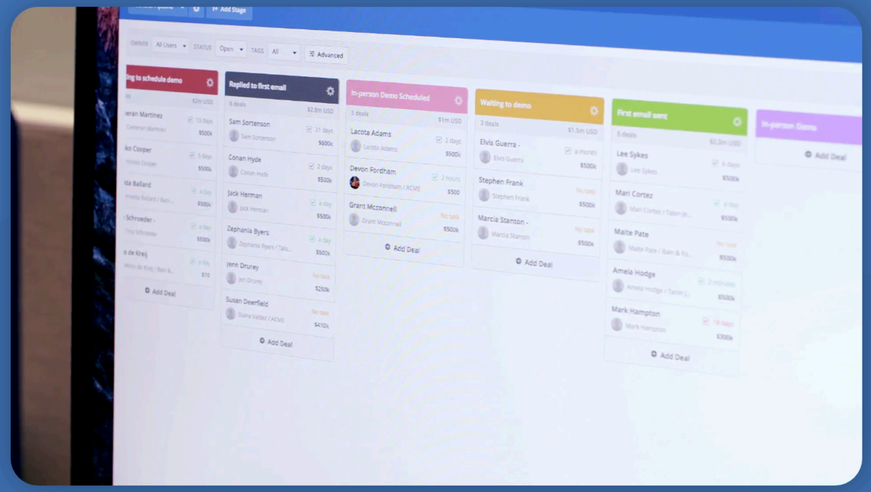

Identify, nurture, convert and retain more customers

Strike the right balance of automation and human touch to delight customers and create value for your business. Go beyond the basics of marketing automation.

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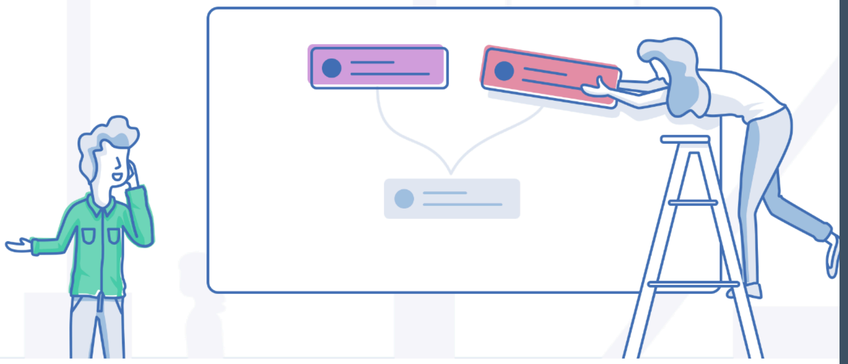

Active Campaign targets enterprise companies:

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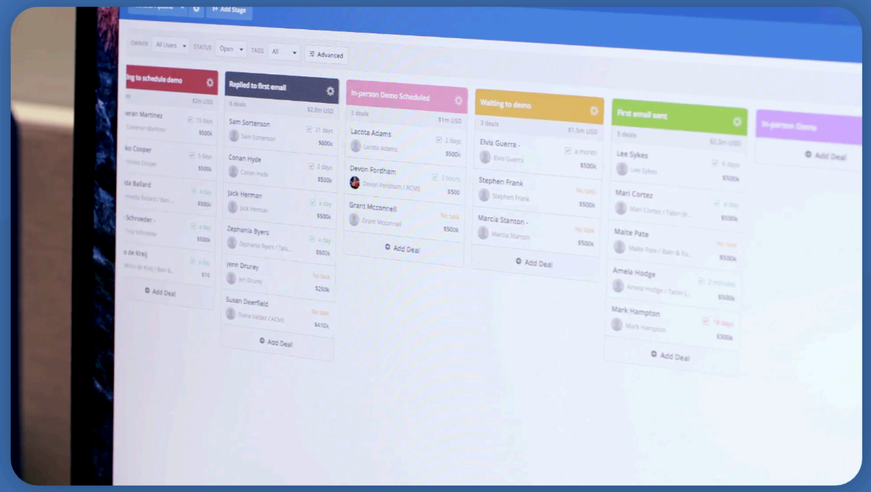

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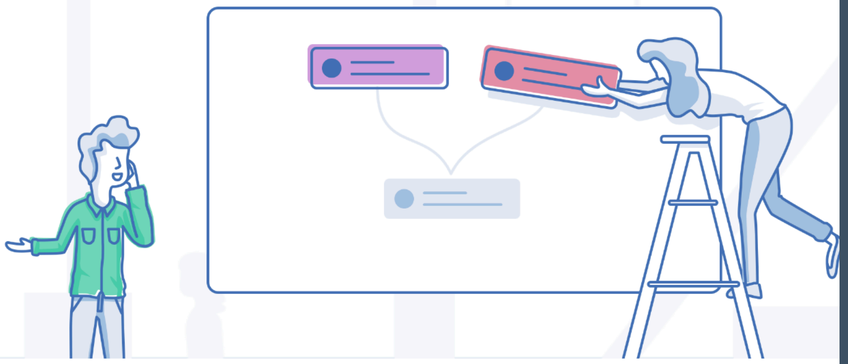

Active Campaign targets enterprise companies:

- Corporate

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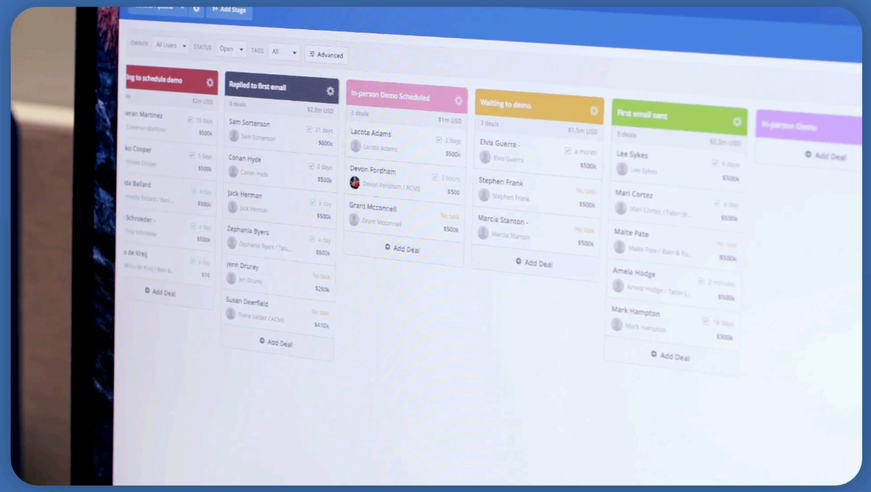

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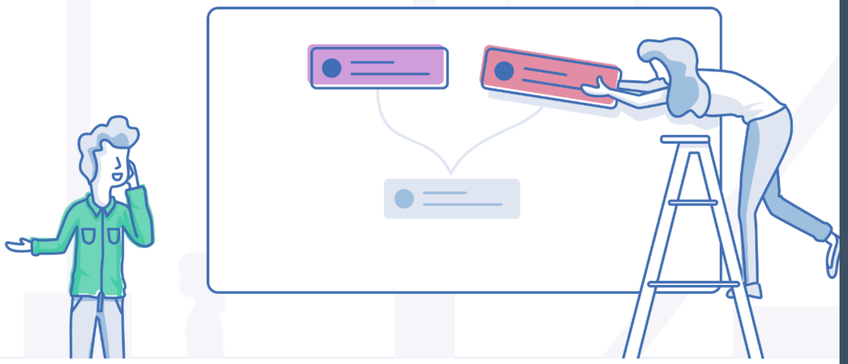

Active Campaign targets enterprise companies:

- Corporate
- Light-hearted

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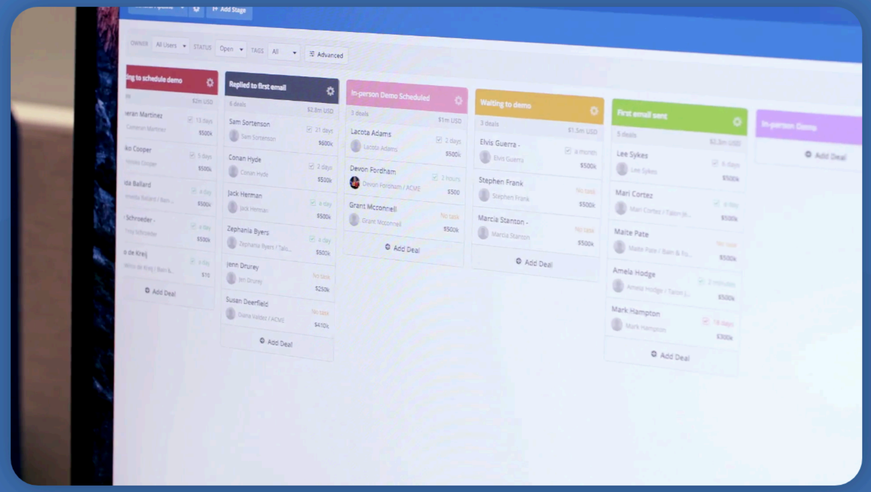

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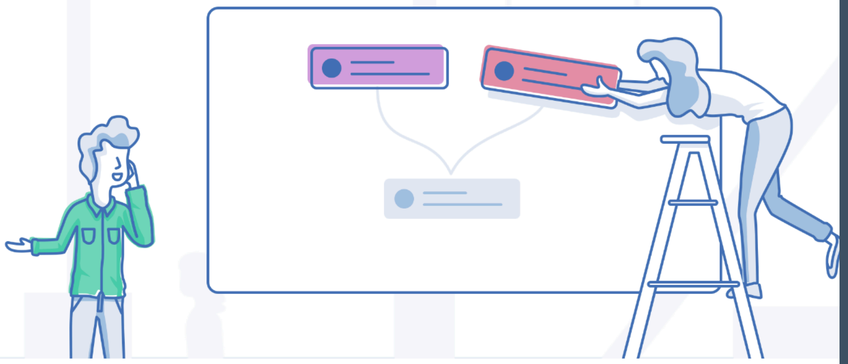
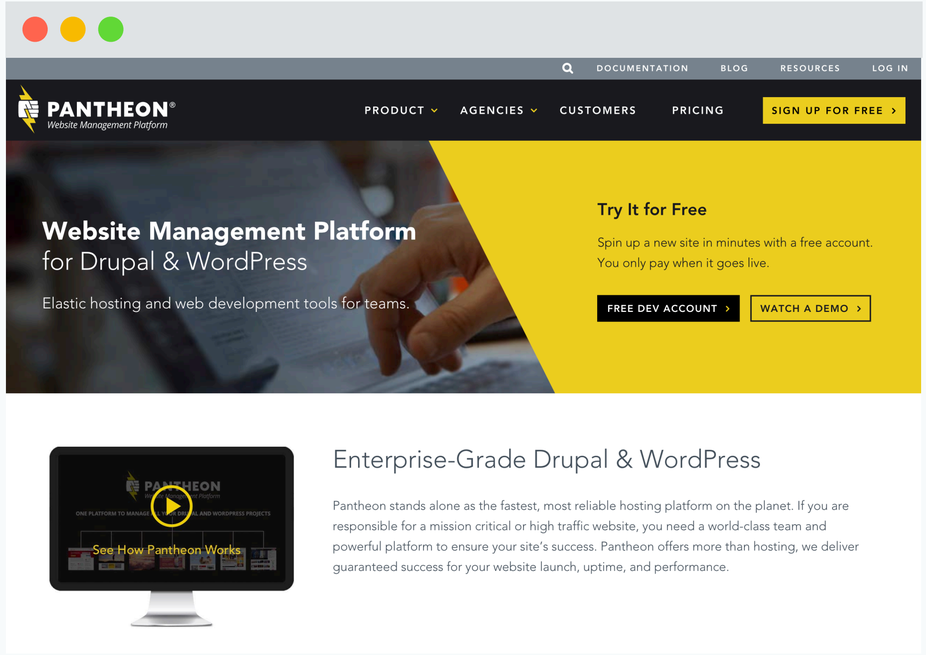


Active Campaign targets enterprise companies:

- Corporate
- Light-hearted
- Business-y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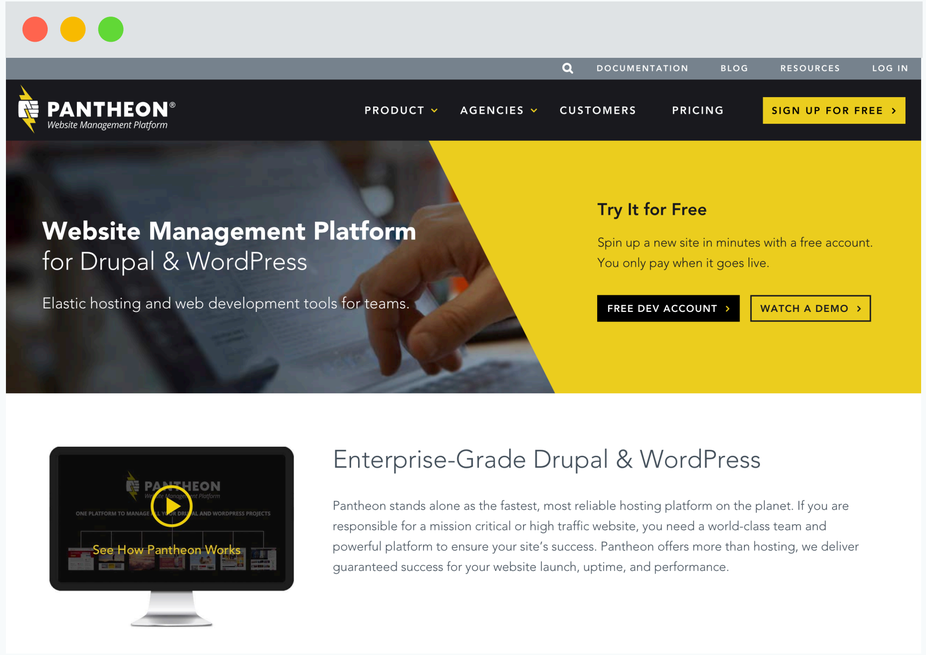
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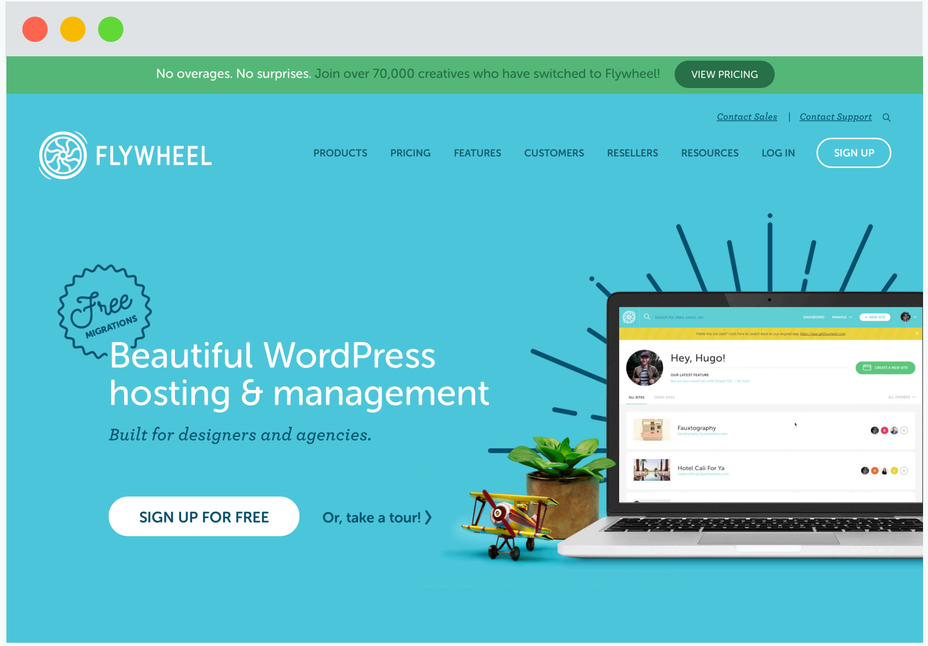
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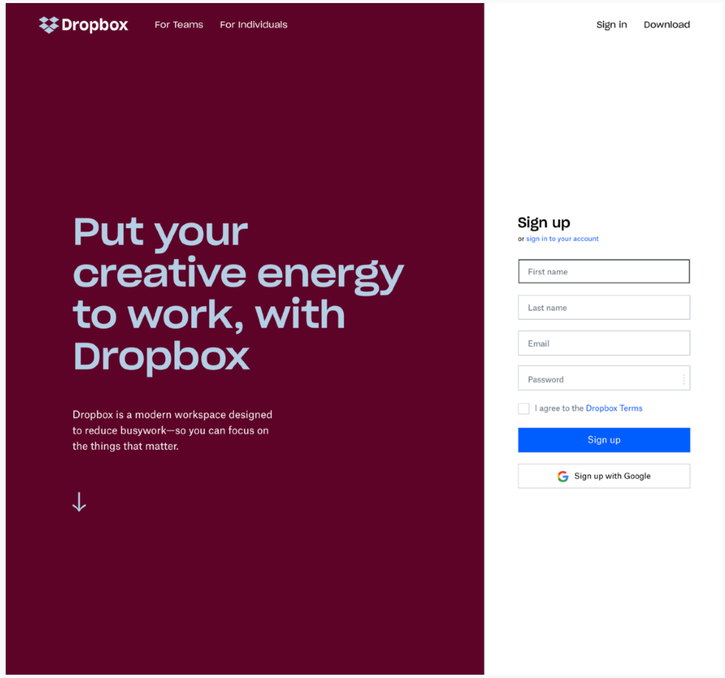
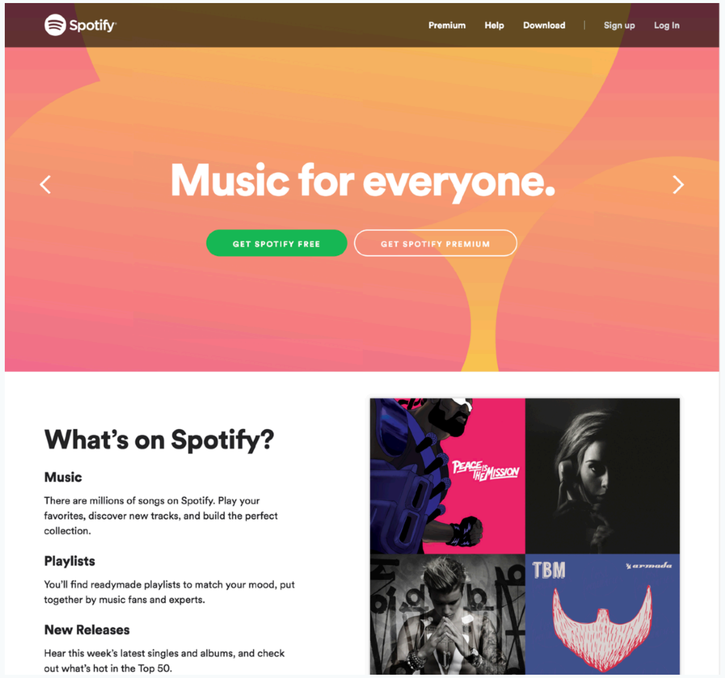
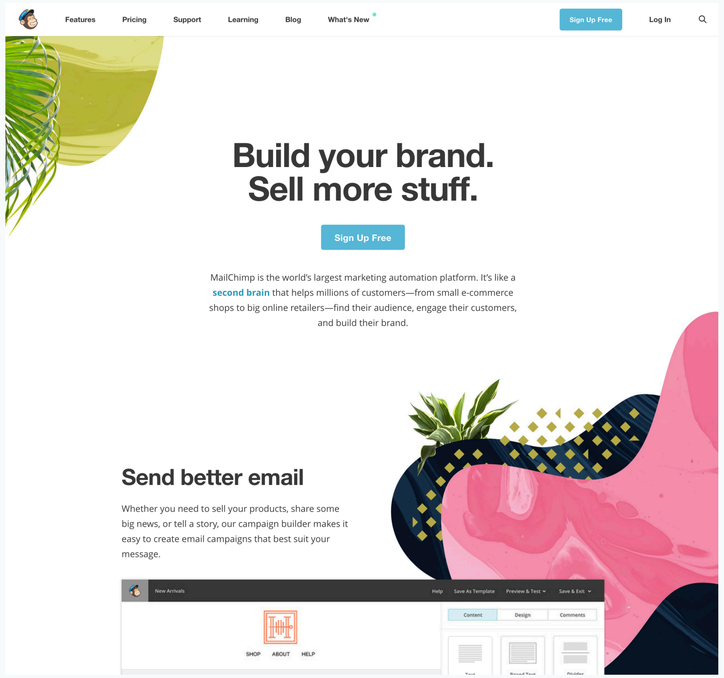
“But how can I make anything look good when my client has such horrible taste in design”

If it’s not appropriate for your clients audience, you don’t need to use it

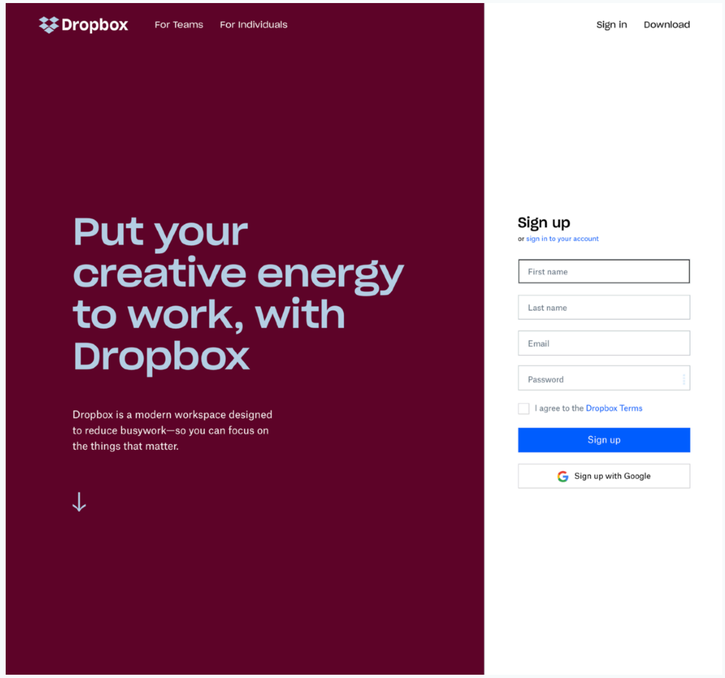
How can we identify elements of a design that appeals to a particular audience

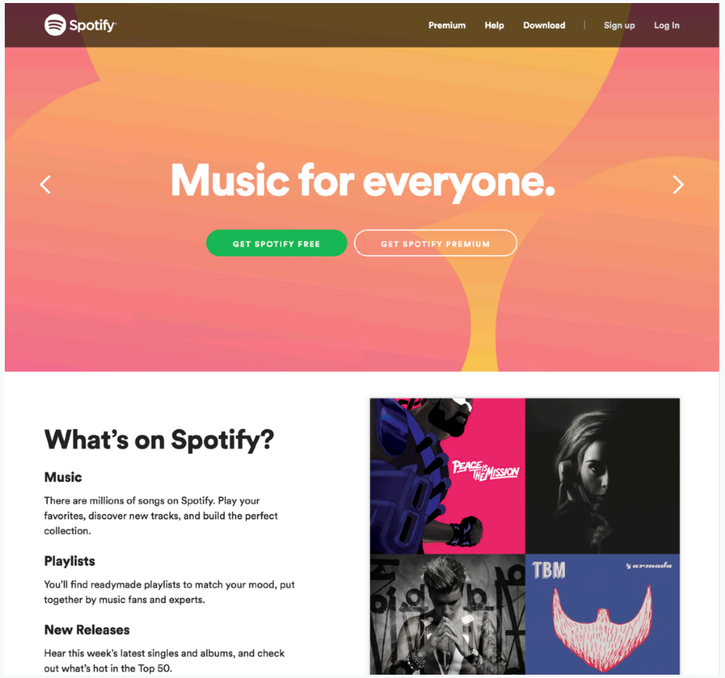


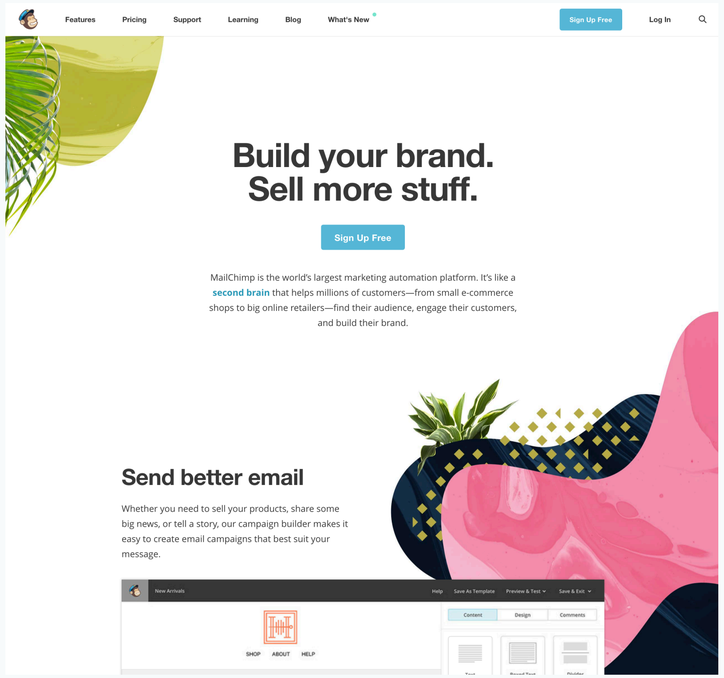




What do these websites have in common?

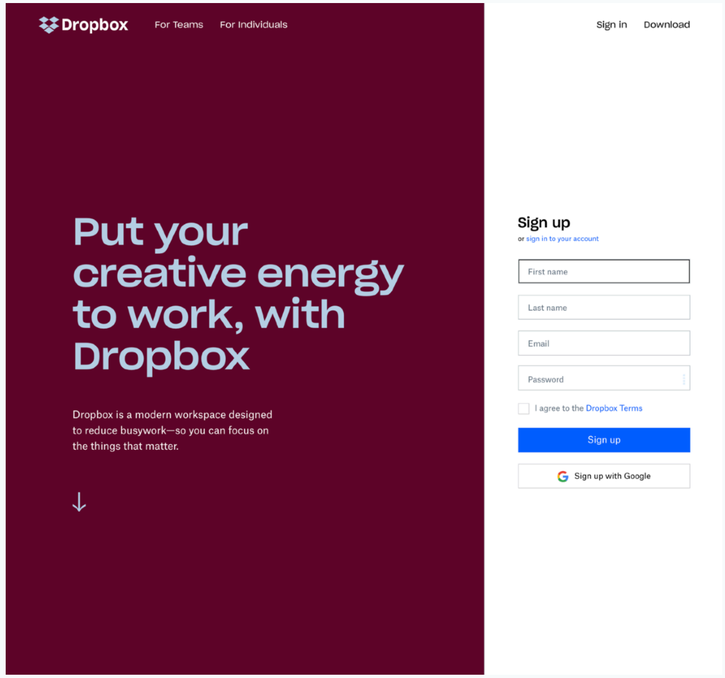


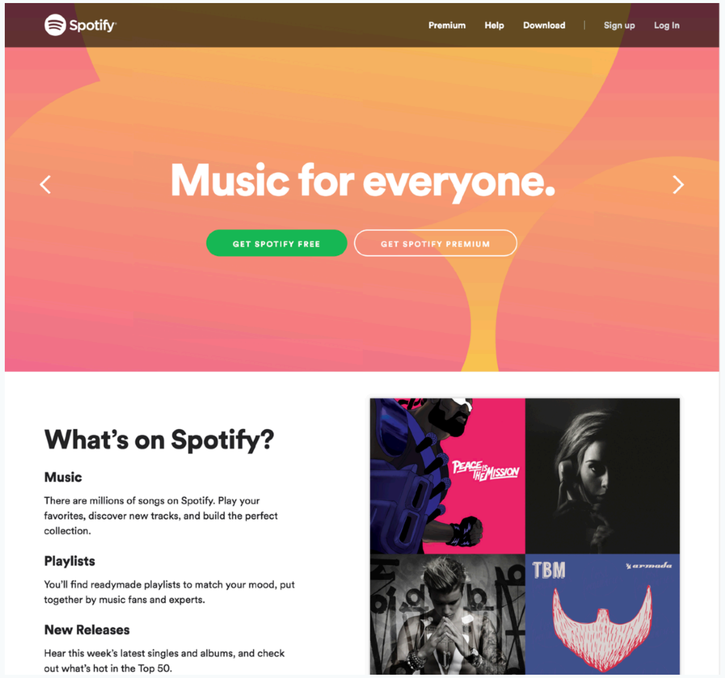


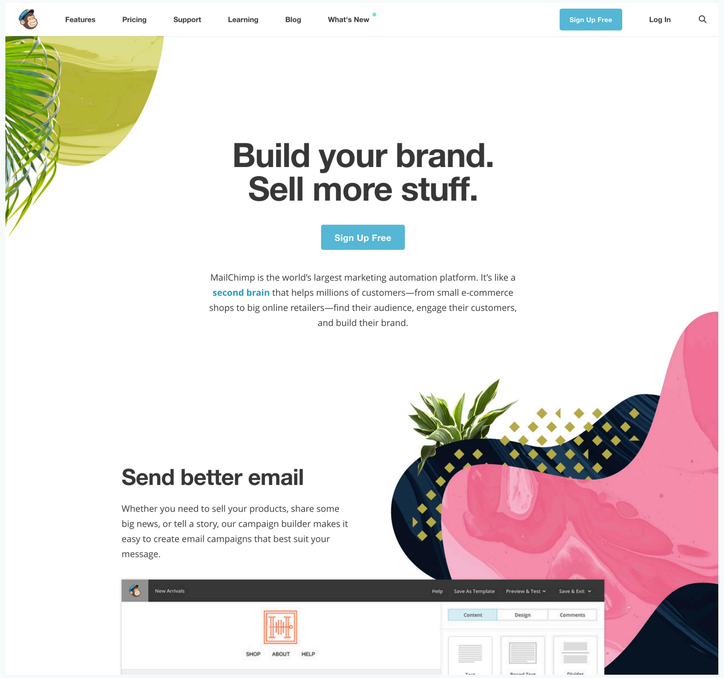


What do these websites have in common?

- Big, bold typography

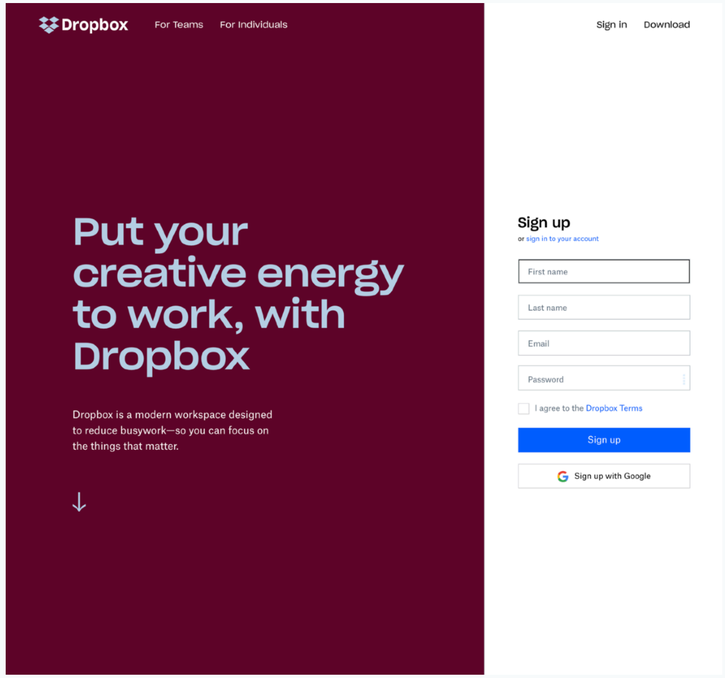


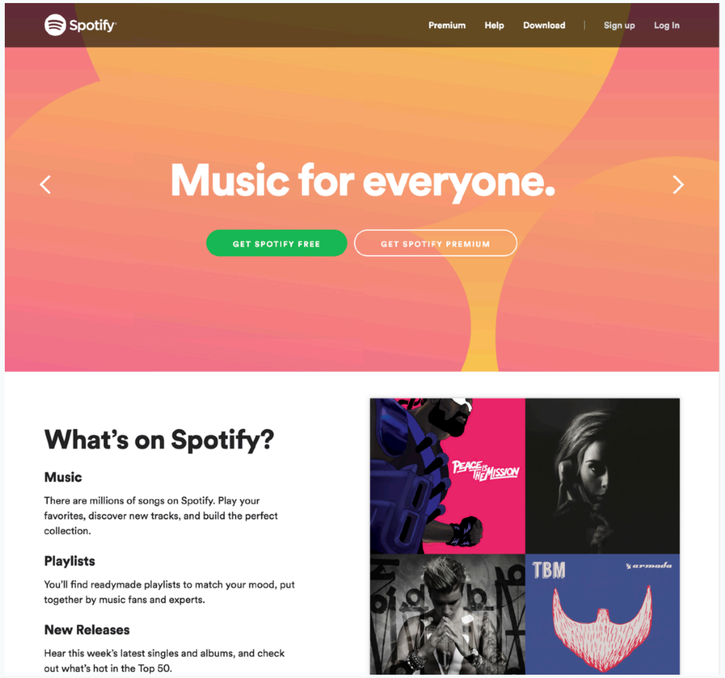


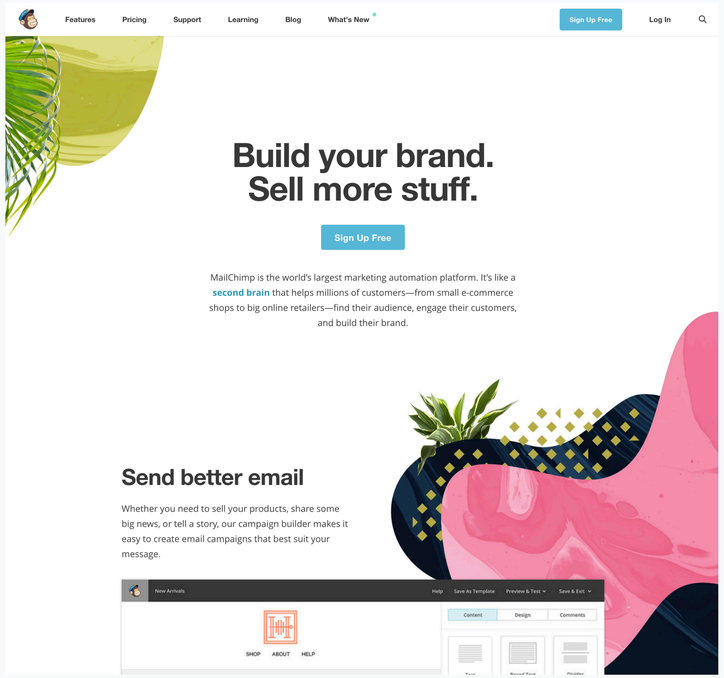


What do these websites have in common?

- Big, bold typography
- Decreased letterspacing

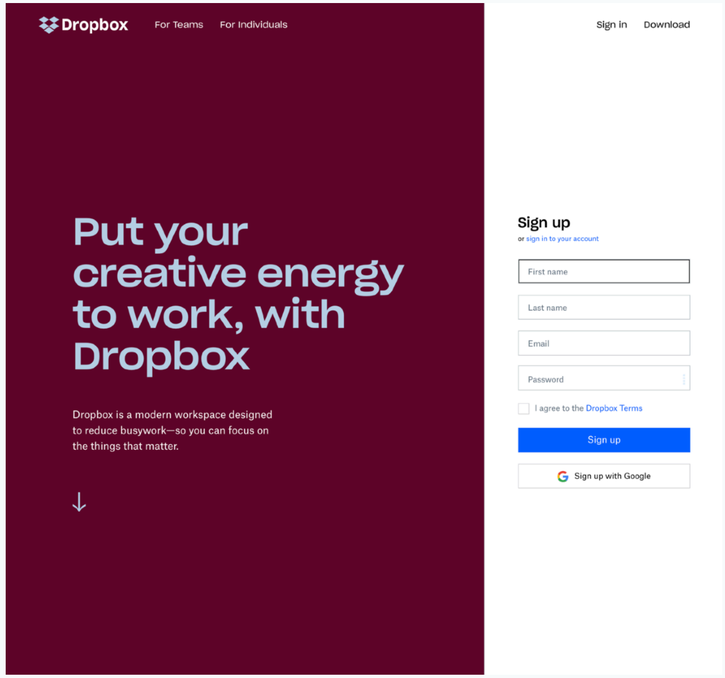


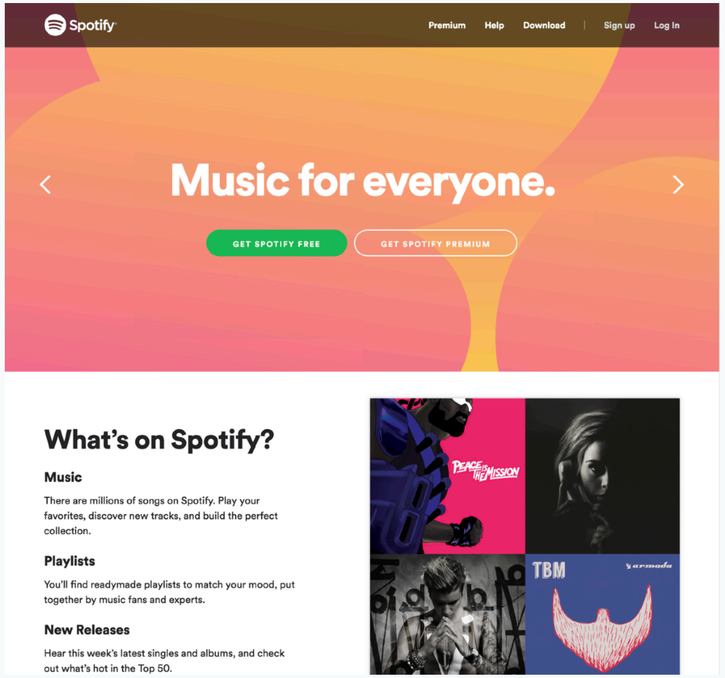


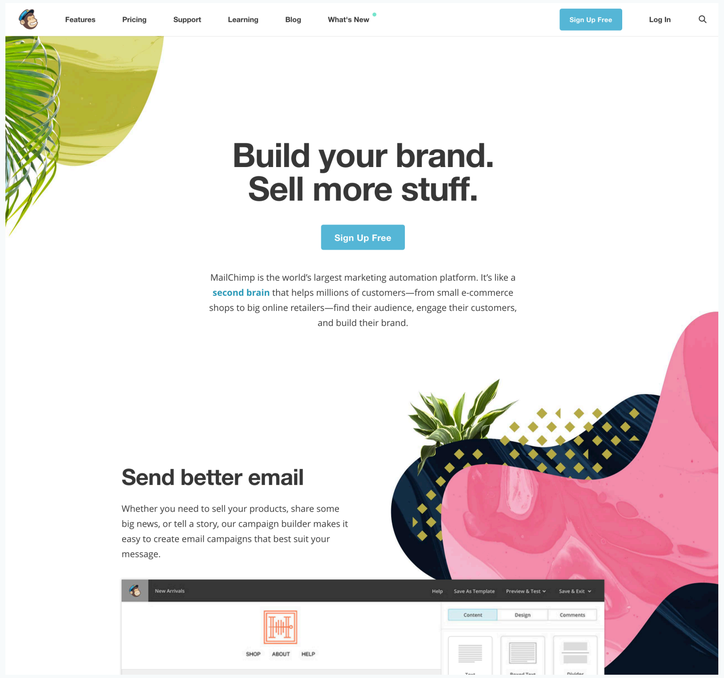


What do these websites have in common?

- Big, bold typography
- Decreased letterspacing
- Bright colors







What do these websites have in common?

- Big, bold typography
- Decreased letterspacing
- Bright colors
- Gradients

Now you'll be making decisions
based on reasoning instead of taste

EXERCISE

Figure out who you're targeting and find similarities in other websites targeting this same group