

DESIGN HACKS

— *for the* —

PRAGMATIC MINDED

a hoppy talk from Kyle Neath with a sweet finish

Kyle Neath is...

A dark blue silhouette of the GitHub Octocat mascot is centered on a light blue background. The Octocat's head is a large circle containing text. Its two ears are at the top, and its tentacles are at the bottom. Two thin, curved lines extend horizontally from the sides of the head. The text is white, except for the '@' symbol which is a lighter blue-grey.

~designer

@

github
SOCIAL CODING



@kneath



warpspire.com

What's Important

My favorite beer

Dogfish Head 90 minute IPA



But Firestone's DBA
is **so delicious...**



I can **always** go for a
Black Butte Porter



And Sierra Nevada has
never let me down





Luckily, I don't have to choose

Oh yeah, and I like to
fall in the snow



If I'm a designer...

**What am I doing at
a Ruby Conference?**

**Developers design
lots of things**

Documentation

Admin Sections

Miniapps & Side Projects

But more importantly..

Designers vs. Developers
is a false separation

it's a lot more like a spectrum

**Design is just as
important as Tech**

it's all about the end product

You should **want to be
a better designer**

A little bit about

My design background

**I just wanted to build
websites**

Steal Everything

**Turns out good design is
just a collection of hacks**

This talk is not...

Design theory

Anything I learned in school

Organized or coherent

This talk is...

A collection of hacks

Tips to polish your designs

A couple design strategies

A little bit about **Type**

**Good typography is 90%
what you **aren't doing****

you don't have to be fancy

Classic fonts go a long ways

Helvetica, Arial, sans-serif

Times New Roman, Georgia, serif

Monaco, Courier New, monospace

Playing with font weights and styles is easy & less risky

Tweets containing **The Personal Hotspot**



kaiyau Kai Yau Teo



@yynnii @kaypeeeff but with the personal hotspot on iOS4.3 all you need is your iPhone for the iPad's internet connection right?

9 minutes ago

font-weight: 300

Playing with font weights
and styles is easy & less risky

font-weight: bold

Tweets containing **The Personal Hotspot**



kaiyau Kai Yau Teo



@yynnii @kaypeeeff but with the personal
hotspot on iOS4.3 all you need is your
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9 minutes ago

font-weight: normal

Increase line height to improve readability

We're GitHub! If you're ordering a tshirt, you probably know that this isn't the main gig. Please enjoy one of our cheeky grey shirts and be sure to check back periodically for new designs. Exercise patience while waiting for your crisp new attire - we are busy every day doing things...

Increase line height to improve readability

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**A baseline grid can be
a great tool**

but don't be too obsessive about it

Vertical Grid = 50px

**A baseline grid can be
a great tool**

but don't be too obsessive about it

font-size: 100px

font-size: 50px



A little bit about **Color**

**Color can be a great way
to highlight content**

It can also serve to set expectations

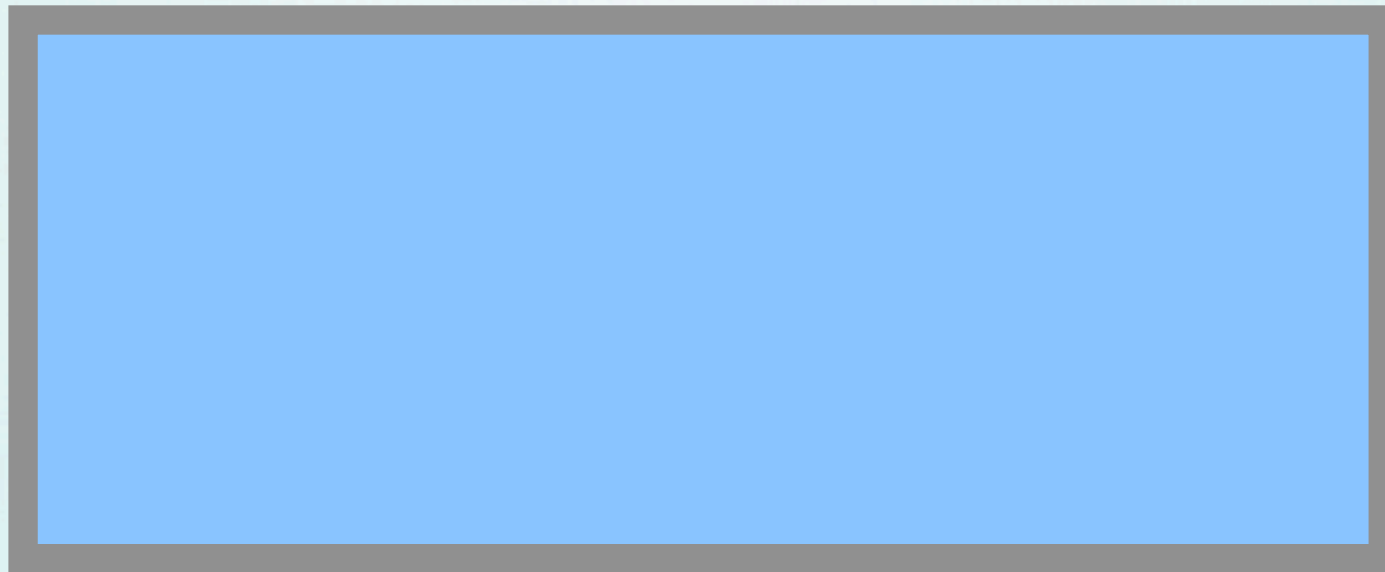
Hey guys! We just restocked the GitHub mugs today. Head on over to the [GitHub Shop](#) to pick one up today!

**But using color for the
sake of color can be
distracting & harmful**

Start with greyscale

Add color later

**A lot of people use grey
on colored backgrounds**



**Add some of the
background hue instead**



Wondering why your gradients look so... drab?



Blend Mode Superpower

Overlay Gradient



Blend Mode Superspower Color Burn Gradient



Lesson Learned

**Adding black or white
desaturates colors**

Cheating with **Stock Icons & Images**

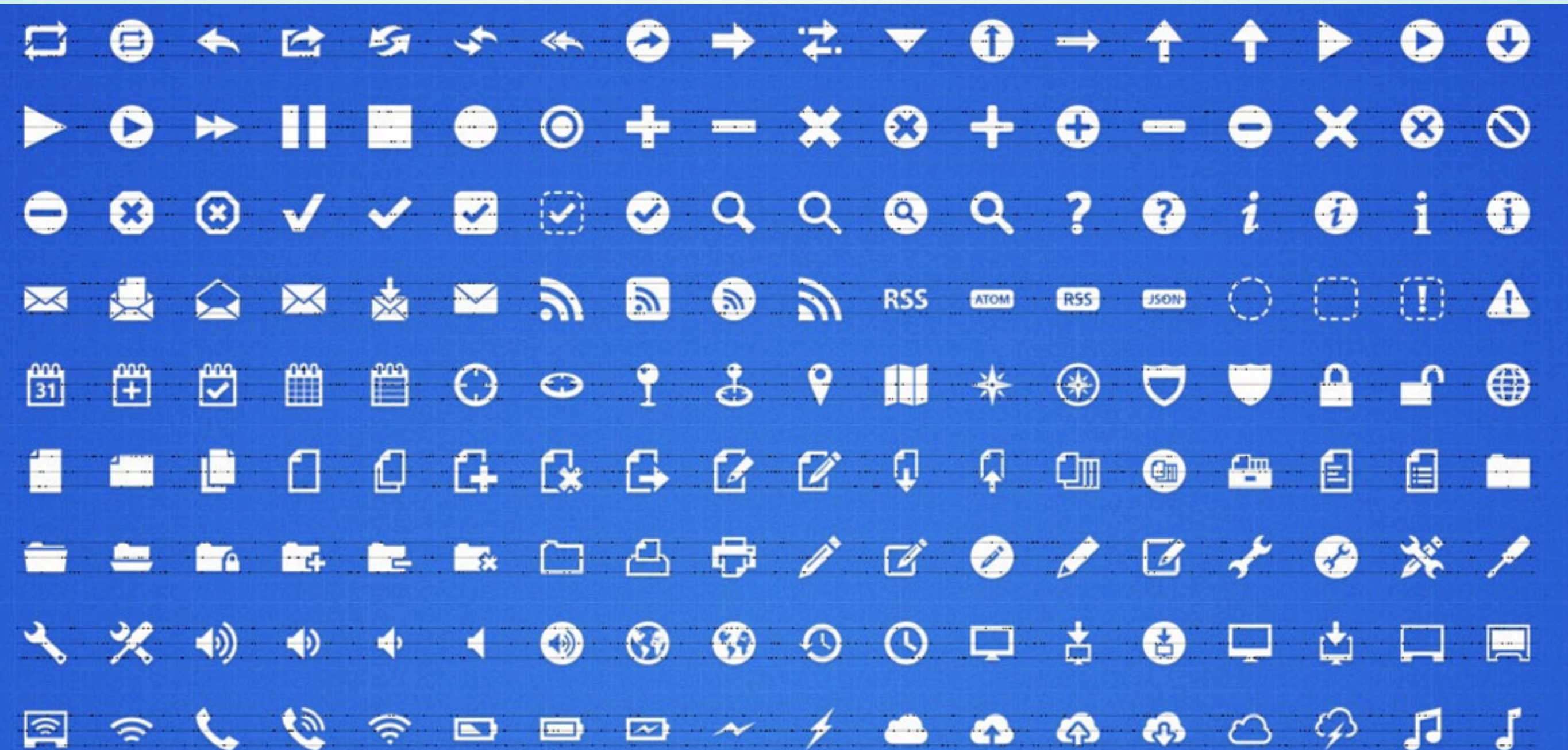
Salads are hilarious and spice up boring pages



But seriously



Icon sets are crazy helpful Insanely cheap



Pictos

648 Icons

PNG & Vector & Fonts

\$240

**Your time is better
spent elsewhere**

It's all about
Spacing & Alignment

Your text is crying for padding

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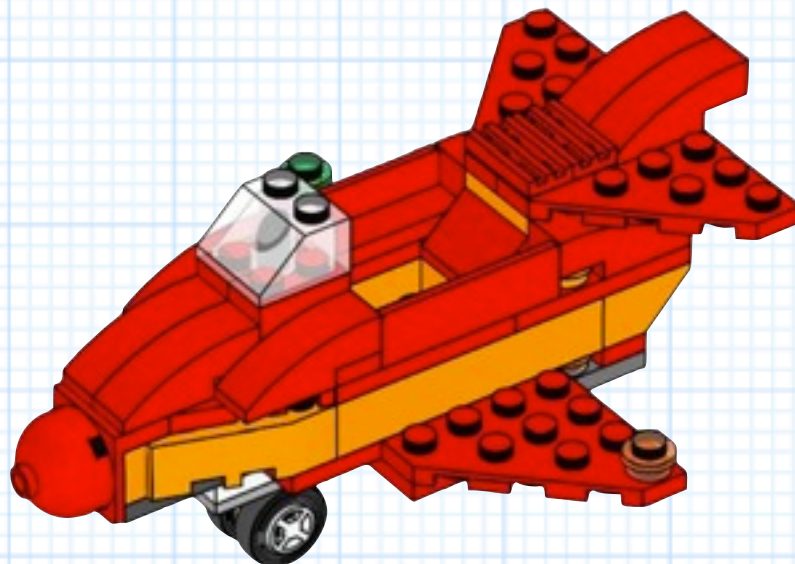
When in doubt...

We're GitHub! If you're ordering a tshirt, you probably know that this isn't the main gig. Please enjoy one of our cheeky grey shirts and be sure to check back periodically for new designs.

padding = margin = font size

Grids are awesome

<http://960.gs> will make your design 10x better



**PLEASE JUST
ALIGN ALL
THE THINGS**

Alignment is not hard

It is not a special skill

It just takes effort

**ALIGN ALL
THE THINGS**

Bring it together with
Visual Hierarchy

The image features three nested rectangles on a light blue background. The outermost rectangle is the largest, followed by a medium-sized one, and then a smaller innermost one. All three rectangles are outlined with a thin, light blue border. The text is centered within the innermost rectangle.

**Visual hierarchy is all
about boxes within boxes**

Related elements should be grouped together



Scottocat Chacon

800 whiskey points

[Dashboard](#) [Your Profile](#) [Log Out](#)

The avatar (Scottocat) owns this box: everything descends from it



Scottocat Chacon

800 whiskey points

[Dashboard](#)

[Your Profile](#)

[Log Out](#)



Scottocat's links (and no one else's)

Always be thinking about what owns the box



Scottocat Chacon
800 whiskey points

🔍 Search the whole site...



This doesn't belong!
It's not owned by Scottocat

**UI design is just a series
of boxes within boxes**



Text



Photo



Quote



Link



Chat



Audio



Video



pie0:

[reply](#) [reblog](#)



therealjess replied to your photo: *MeToday — "Me Meet Me" (on pie0's flickr)*
There's...

I only see 4 Pies?

Stare harder :)

#therealjess



teawithlemon:

4 notes [reply](#) [reblog](#)



Following 77 people

Liked 33 posts

i has a kyledog ▾

kneath.tumblr.com

484 posts

64 followers

Messages

Drafts

Queue

Customize

Tracked Tags

github (10+)

Radar



via [urhajos](#)

tumblr.

Dashboard

Explore

Goodies

Account ▾

Q Search Tumblr



T

Text



Photo



Quote



Link



Chat



Audio



Video

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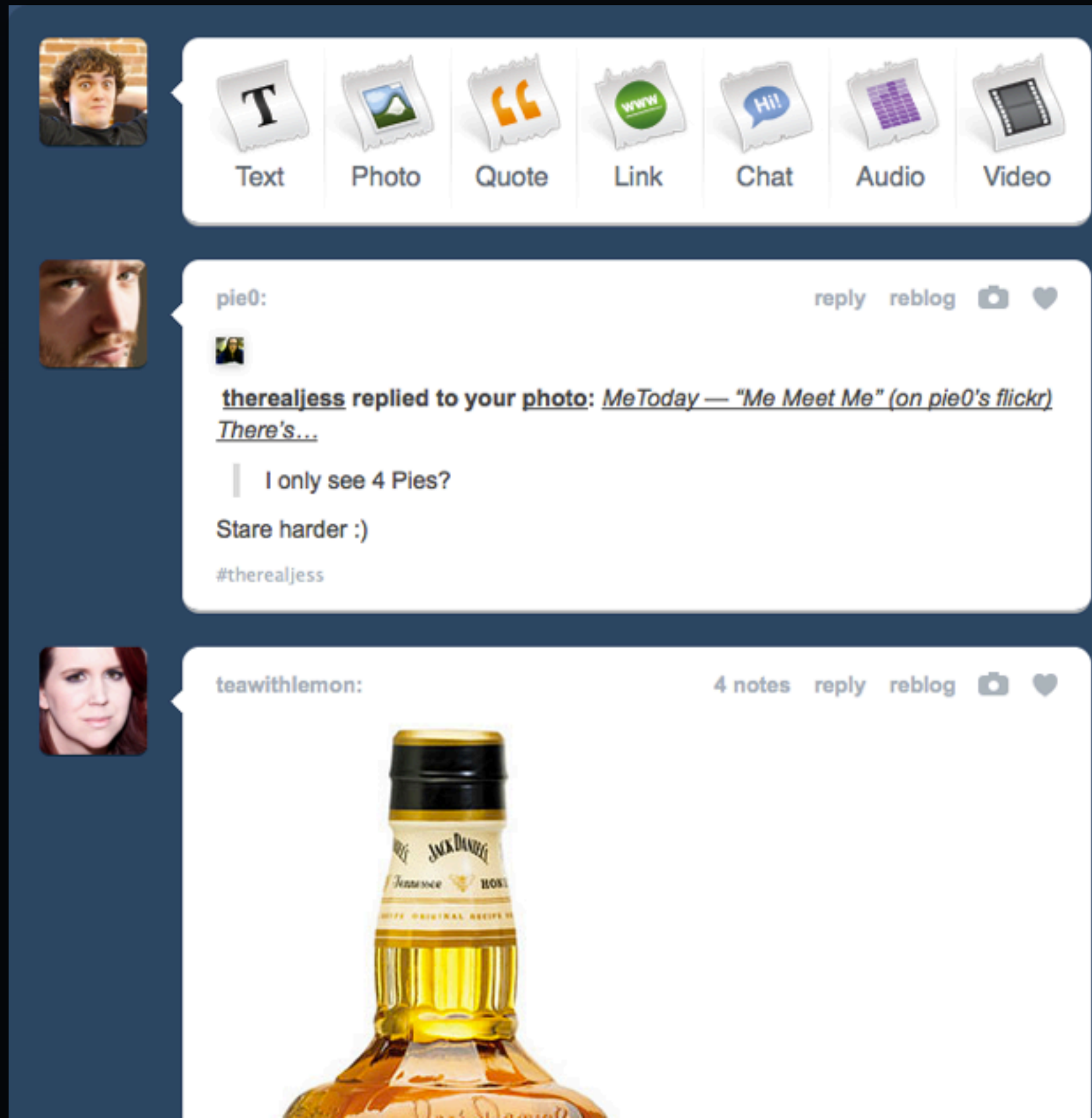


via [urhajios](#)

Owned by the
logo (site)

Global Actions

Owned by the activity stream



The image shows a screenshot of the Tumblr web interface. At the top, there is a navigation bar with links for Dashboard, Explore, Goodies, and Account, along with a search bar. Below the navigation bar, the main content area is titled "Owned by the activity stream". This section displays a list of posts from users following the viewer. Each post includes a user profile picture, a header with the username, and a content area. The first post is from "pie0:" and contains a text-based reply to a photo. The second post is from "teawithlemon:" and features a photo of a Jack Daniel's bottle. The interface uses a clean, modern design with a light blue background and white post containers.

Dashboard Explore Goodies Account Search Tumblr

Text Photo Quote Link Chat Audio Video

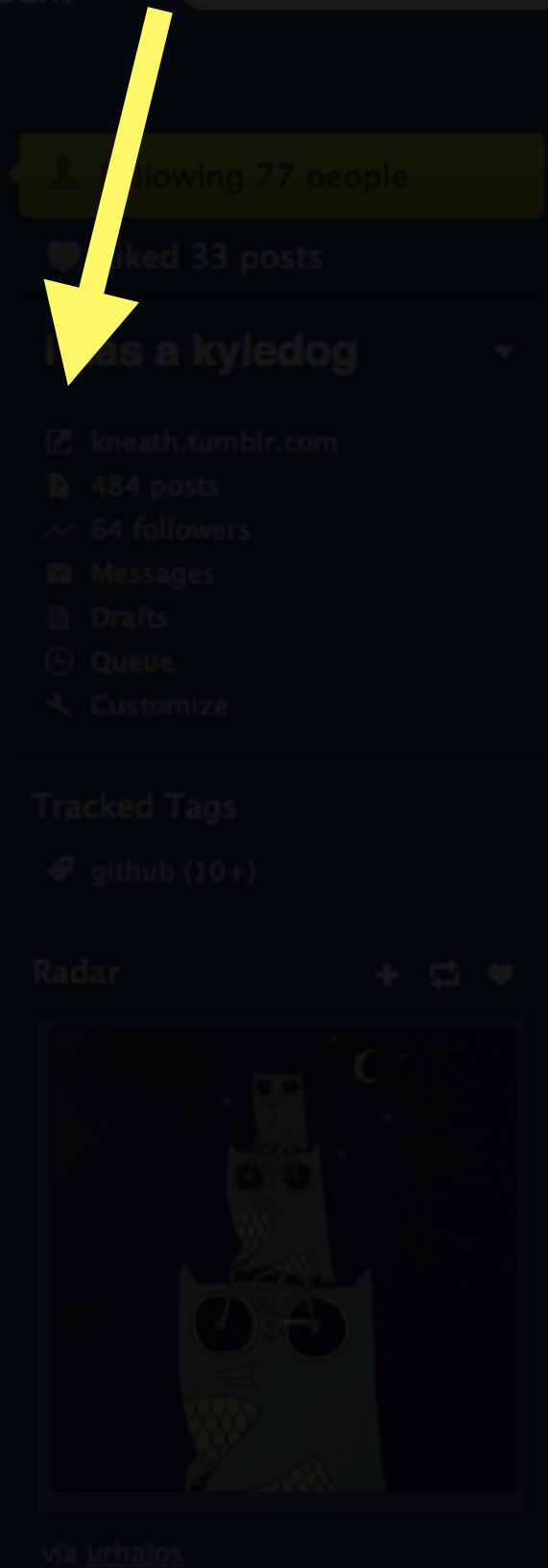
pie0: reply reblog

therealjess replied to your photo: *MeToday — "Me Meet Me" (on pie0's flickr)*
There's...

I only see 4 Pies?
Stare harder :)
#therealjess

teawithlemon: 4 notes reply reblog

Jack Daniel's Tennessee Honey Original Recipe



The image shows a screenshot of the Tumblr sidebar, which provides additional information about the user and their activity. It includes a section for "Following 77 people", a list of "Liked 33 posts", and a "kneath.tumblr.com" link. Below this, there are statistics for "484 posts", "64 followers", and "Messages". A "Tracked Tags" section lists "github (10+)". The "Radar" section shows a grid of images, including a cat. The sidebar is designed to be easily accessible and informative, with a light blue background and white text.

Following 77 people

Liked 33 posts

kneath.tumblr.com

484 posts

64 followers

Messages

Drafts

Queue

Customize

Tracked Tags

github (10+)

Radar

via urhajos

tumblr.

Dashboard

Explore

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Search Tumblr

Owned by pie0



Text

Photo

Quote

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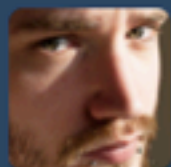
Tracked Tags

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via urhajios



pie0:

reply reblog



therealjess replied to your photo: MeToday — "Me Meet Me" (on pie0's flickr)
There's...

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#therealjess



teawithlemon:

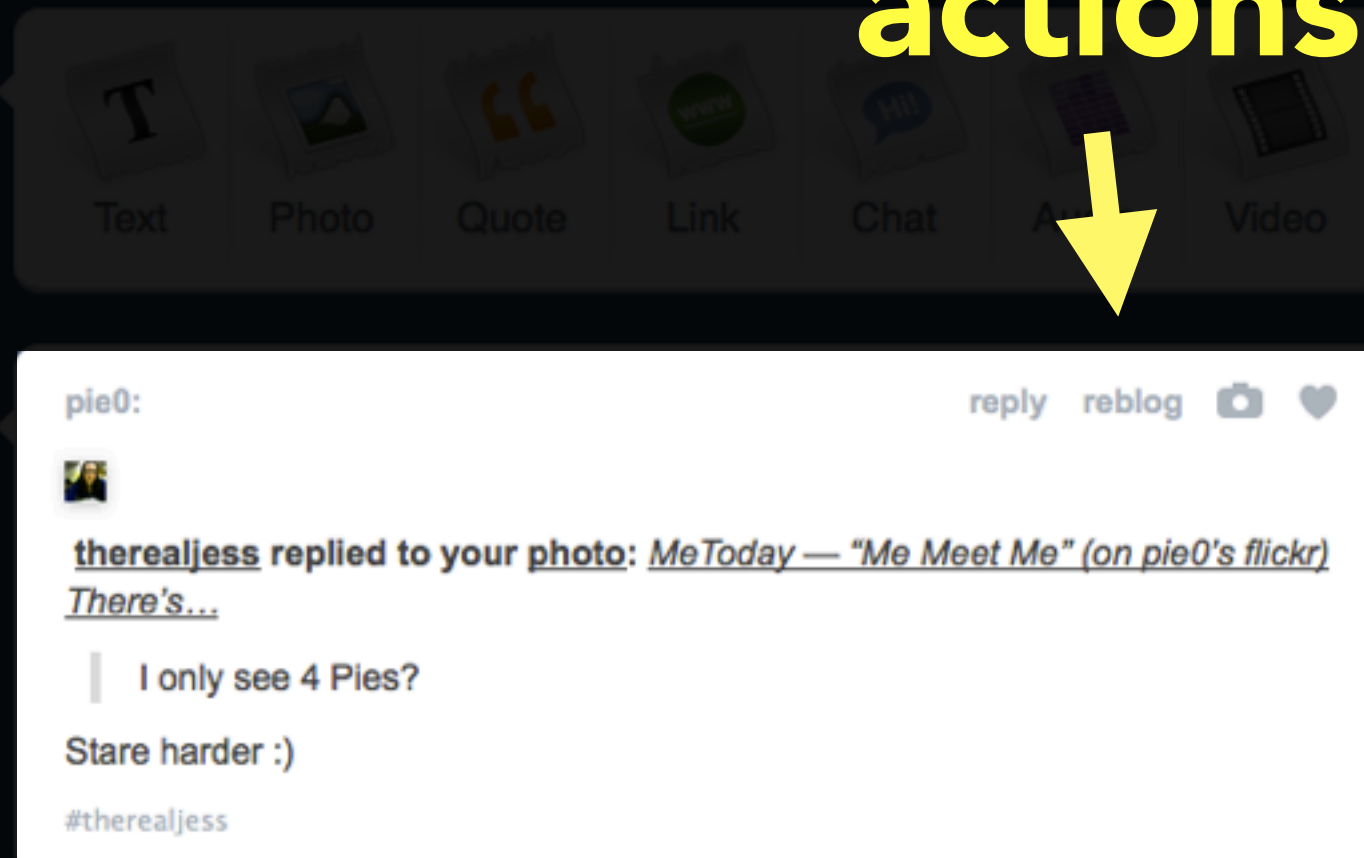
4 notes

reply

reblog



tumblr. These are post-specific actions



...because the post owns this box

**Write out an outline of
your UI elements**

Header

- ▶ **Logo**
- ▶ **Global navigation**
- ▶ **User box**

Dashboard

- ▶ **Activity stream**
 - **My friends' actions**
 - **My actions**
- ▶ **Repository list**
 - **Owned repositories**
 - **Watched repositories**

Try the squish test



kneath 682

[Dashboard](#)[Inbox 3](#)[Account Settings](#)[Translations](#)[Log Out](#)[Explore GitHub](#)[Gist](#)[Blog](#)[Help](#)

655,777 people hosting over 1,867,080 git repositories

jQuery, reddit, Sparkle, curl, Ruby on Rails, node.js, ClickToFlash, Erlang/OTP, CakePHP, Redis, and [many more](#)**git** /'git/

Git is an extremely fast, efficient, distributed version control system ideal for the collaborative development of software.

git·hub /'git,hʌb/

GitHub is the best way to collaborate with others. Fork, send pull requests and manage all your **public** and **private** git repositories.

Plans, Pricing and Signup

Unlimited public repositories are free!

Free public repositories, collaborator management, issue tracking, wikis, downloads, code review, graphs and much more...

Team management

30 seconds to give people access to code. No SSH key required. Activity feeds keep you updated on progress.

[More about collaboration](#)

Code review

Comment on changes, track issues, compare branches, send pull requests and merge forks.

[More about code review](#)

Reliable code hosting

We spend all day and night making sure your repositories are **secure**, **backed up** and **always available**.

[More about code hosting](#)

Open source collaboration

Participate in the most important open source community in the world today—online or at one of our meetups.

[More about our community](#)[Blog](#) [Support](#) [Training](#) [Job Board](#) [Shop](#) [Contact](#) [API](#) [Status](#)© 2011 GitHub Inc. All rights reserved. [Terms of Service](#) [Privacy](#) [Security](#)

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1000px → 400px



Improve your **Presentations**

For the love of all that is good in this world...

**INCREASE YOUR
FONT SIZE**

80 characters is way too many

```
def code_blocks  
  warning = "Long strings should be trunca..."  
  display(warning)  
end
```

Got a big hunk of code?

```
def code_blocks
  warning = "Long strings should be trunca.."
  warning = check_warning(warning)
  warning = spellcheck_warning(warning)
  warning = fix_problems(warning)
  warning = create_problems(warning)
  warning = add_dimension(warning)
  warning = move_forward(warning)
  warning = move_backward(warning)
  display(warning)
end
```

Step through it one line at a time

```
def code_blocks
  ...
  warning = fix_problems(warning)
  ...
end
```


Step through it one line at a time

```
def code_blocks  
  ...  
  warning = create_problems(warning)  
  ...  
end
```

**40 characters wide
4 lines of code**

Font size as big as will fit

Brevity over correctness

Contrast is awesome

Does it look sleek?

Increase the contrast

Add 75% white overlay

Add 75% black overlay

Add 75% white overlay

Add 75% black overlay

How to

Be a better designer

Steal Everything

Side Projects

Practice

FIN

