DESIGN HACKS for the PRAGMATIC MINDED

a hoppy talk from Kyle Neath with a sweet finish
Kyle Neath is...
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

@ynnii @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
Playing with font weights and styles is easy & less risky.

Tweets containing **The Personal Hotspot**

`kaiyau` Kai Yau Teo
@ynnii @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
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.
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A little bit about Color
Color can be a great way to highlight content
Hey guys! We just restocked the GitHub mugs today. Head on over to the GitHub Shop to pick one up today!

It can also serve to set expectations.
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
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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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.
When in doubt...

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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
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

This doesn’t belong!
It’s not owned by Scottocat
UI design is just a series of boxes within boxes
th erealjess replied to your photo: MeToday — “Me Meet Me” (on pie0’s flickr)
There’s...

I only see 4 Pies?
Stare harder :)

#therealjess
Owned by the activity stream
therealjess replied to your photo: MeToday — “Me Meet Me” (on pie0’s flickr)

There’s...

I only see 4 Pies?
Stare harder :)
#therealjess
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
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/
g
Git is an extremely fast, efficient, distributed version control system ideal for the collaborative development of software.
```

```
git-hub  /'git.hab/

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
1000px → 400px
Improve your Presentations
For the love of all that is good in this world...

INCREASE YOUR FONT SIZE
def code_blocks
    warning = "Long strings should be truncated..."
    display(warning)
end
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
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
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