Logos, Style Tiles & Toolkits, Oh My!

Class 11

visual interaction design :: erin malone

CCA CALIFORNIA COLLEGE OF THE ARTS

Project Two: Phase One

WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Class Critique - Project 1 Introduction - Project Two	**Logos, Styletiles & Toolkits**	Designing for Multiple screens	Designing for Multiple screens	Data Info & visualization
Brand Moodboards	Class Critique	Class Critique	Class Critique	Designing with Data

Learning Objective

Develop skills in simplification in logo design
Practice going broad and then narrow in logo design
Understand how and when to create Style Tiles

logos

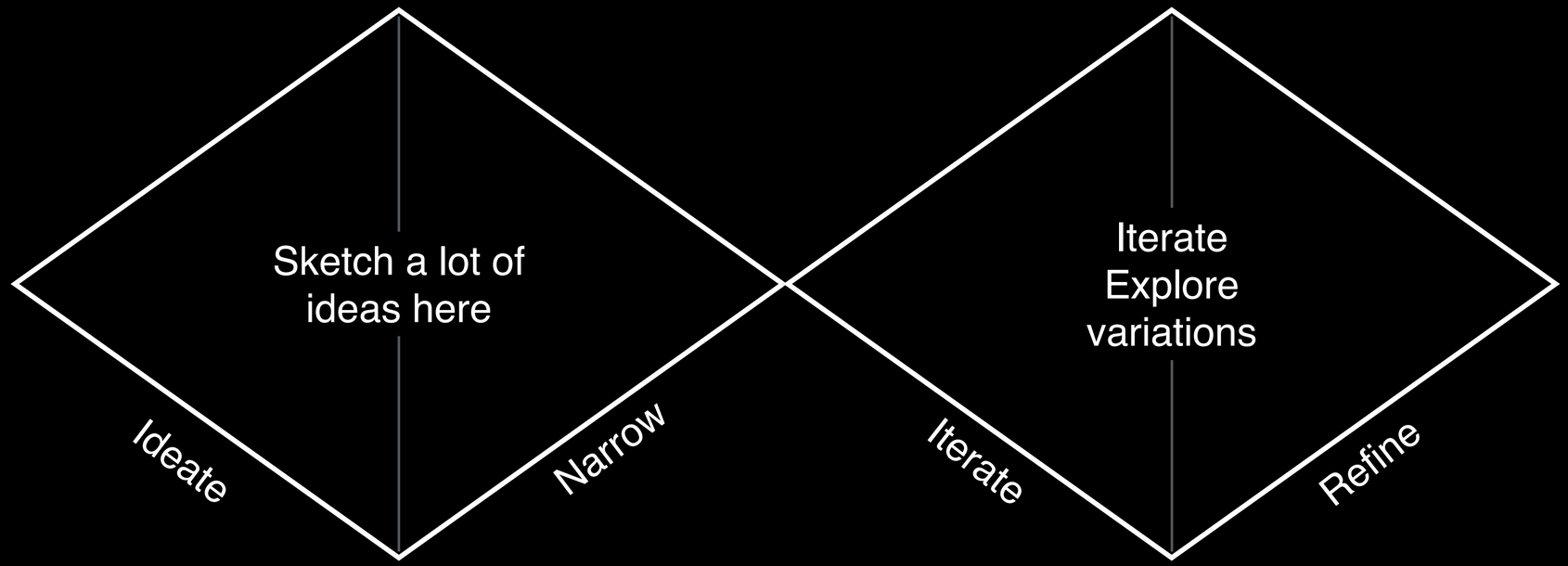
TYPE ONLY

TYPE / MARK (SYMBOL)

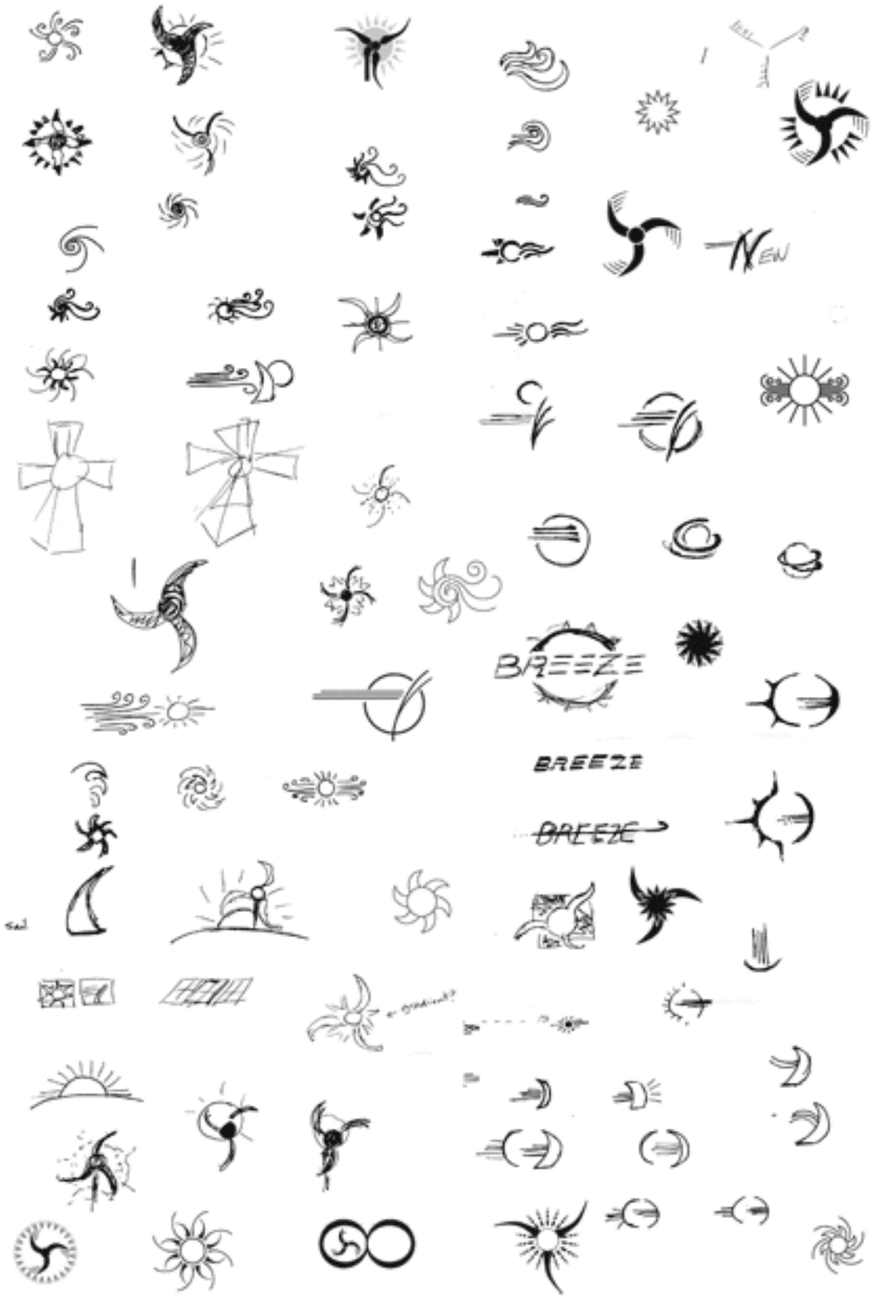
MARK (SYMBOL)

B M W

B M W



Sketch > Sketch more > Narrow Choices > Move to Digital > Iterate more Variations

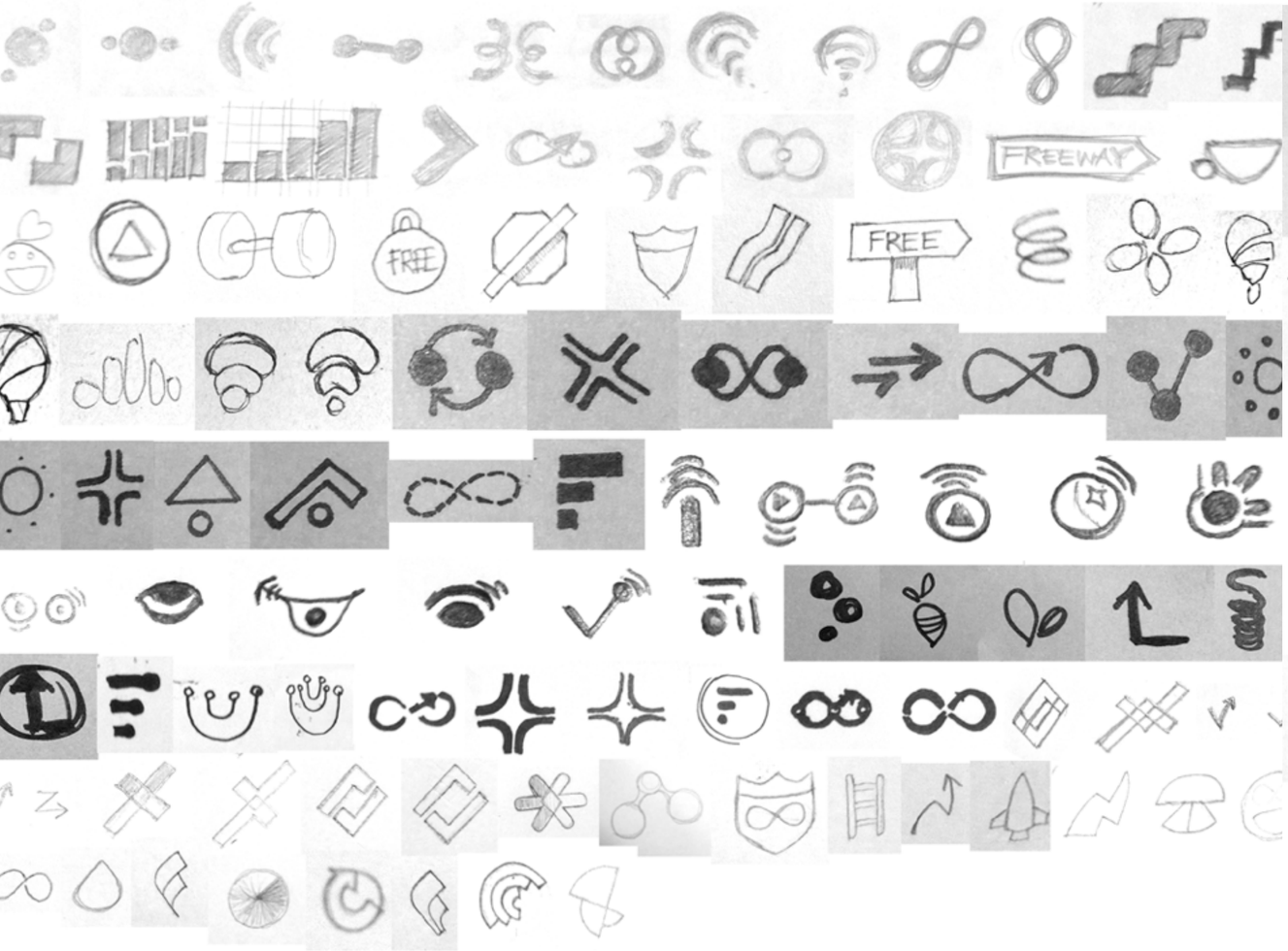
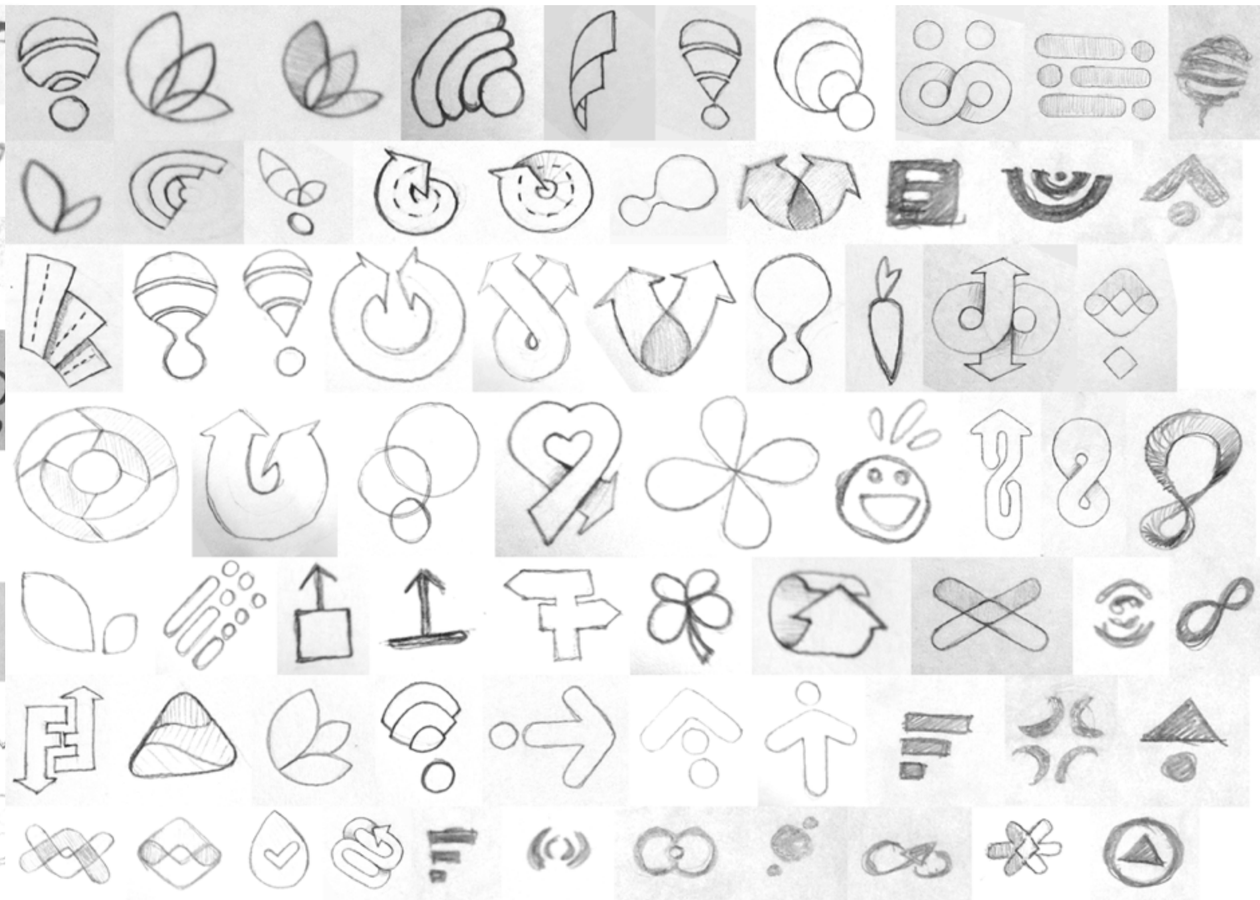

BREEZE
BREEZE
BREEZE

Pinterest

Pinterest

Pinterest

VIP
IN
FW
ULMLT
FREE
DATA
DATA FLOW
OPEN DATA
FREEWAY
FREE
Simply
SPRING/
MERGE


FREEWAY
FREE
FREE


Design 1

a1 a2 a3 a4 a5 a6 a7 a8 a9 a10

a11 a12 a13 a14 a15 a16 a17 a18

a19 a20 a21 a22 a23

Design 2

b1 b2 b3 b4 b5 b6 b7 b8 b9 b10 b11

b12 b13 b14 b15 b16 b17 b18 b19 b20

Design 3

c1 c2 c3 c4 c5 c6 c7 c8 c9 c10 c11

Design A22

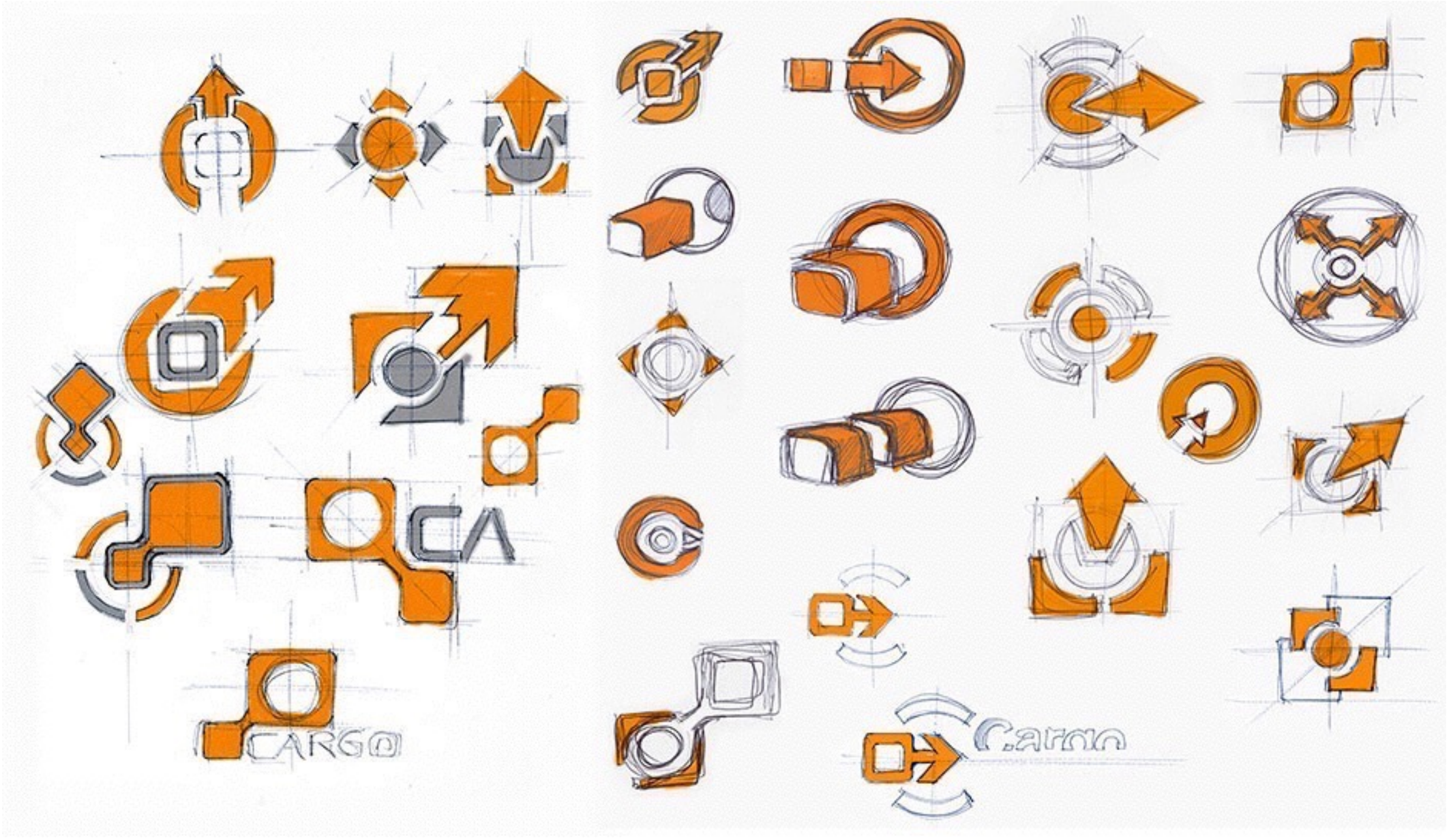
a22.1 a22.2 a22.3 a22.4 a22.5 a22.6

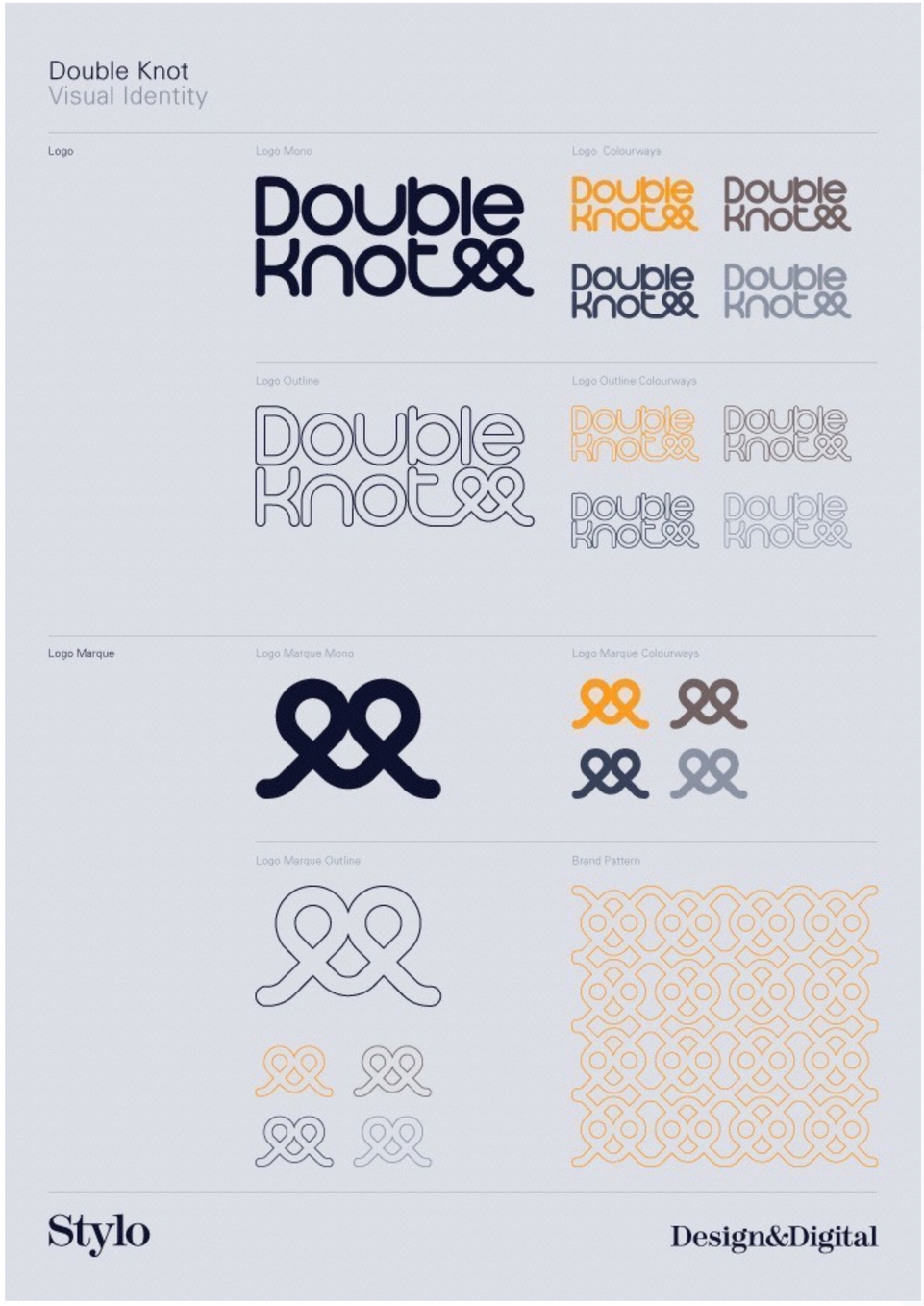
a22.7 a22.8 a22.9 a22.10 a22.11 a2212

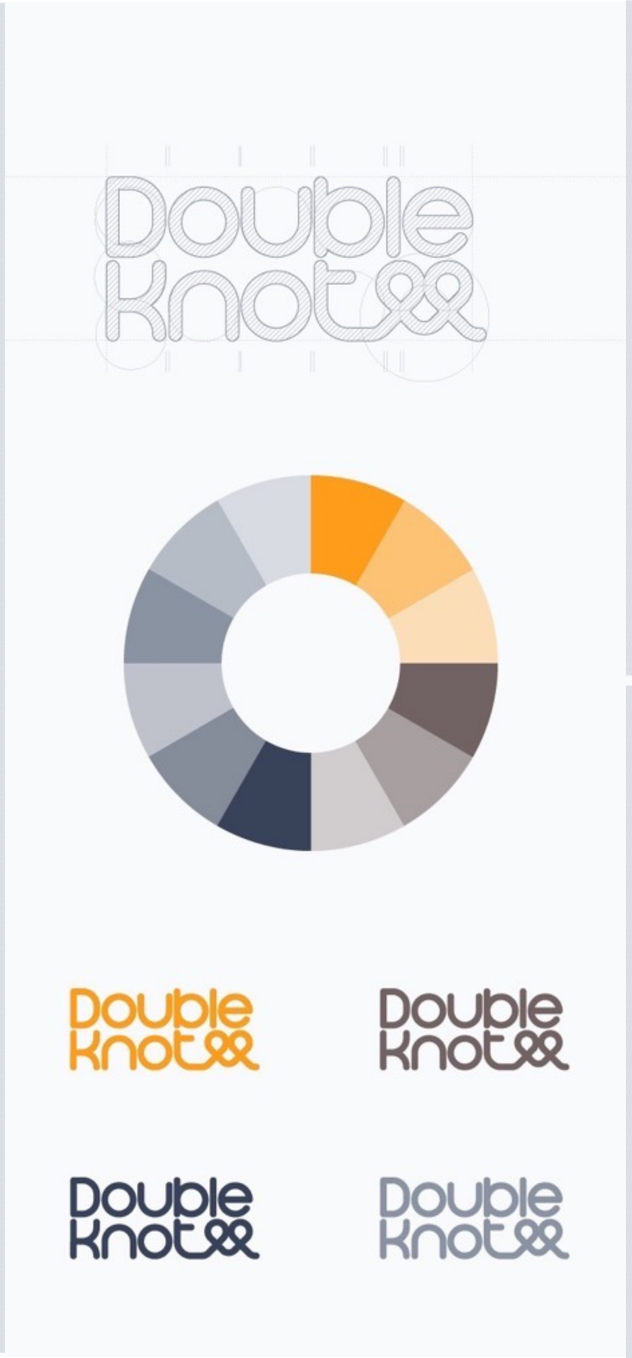
a22.13 a22.14 a22.15 a22.16 a22.17 a22.18

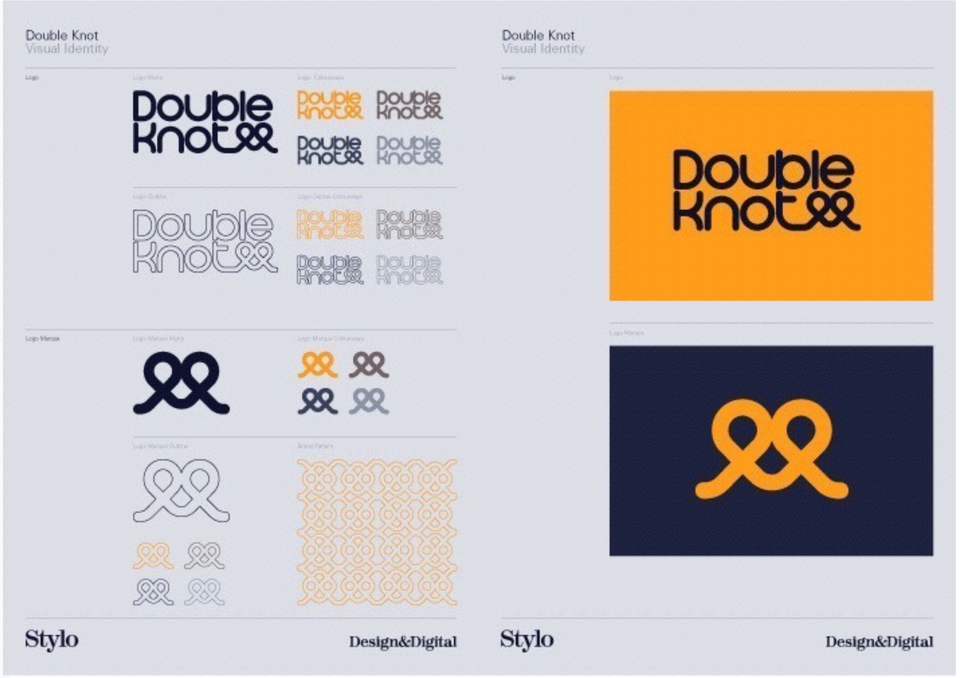
a22.19 a22.20 a22.21 a22.22 a22.23 a22.24

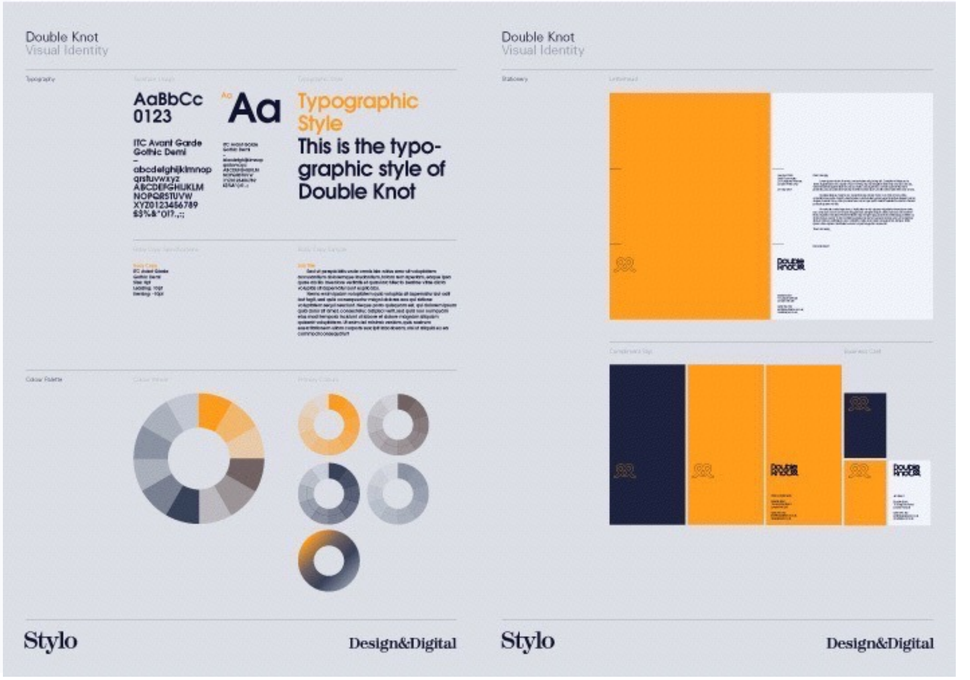
a22.25 a22.26 a22.27 a22.28


CARGO
Carma



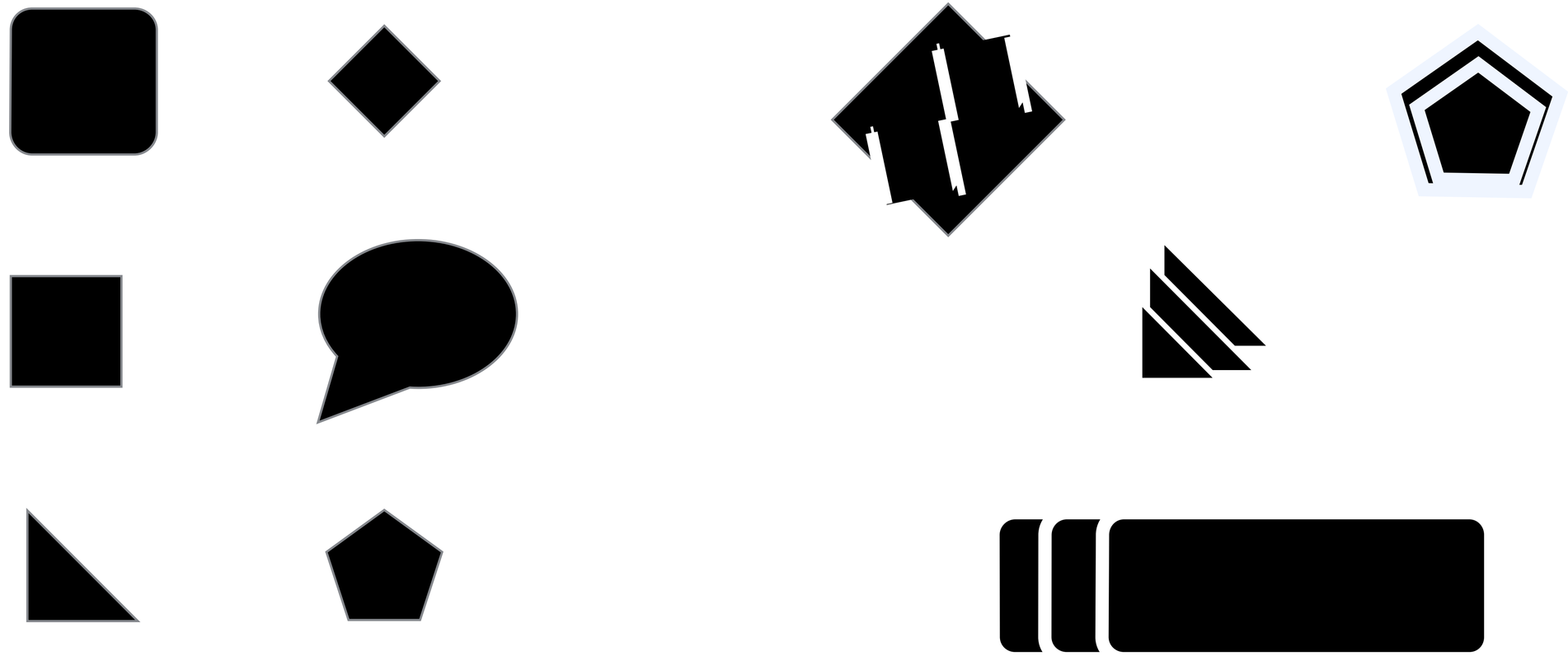






http://www.stylodesign.co.uk/info/branding/double-knot

simple



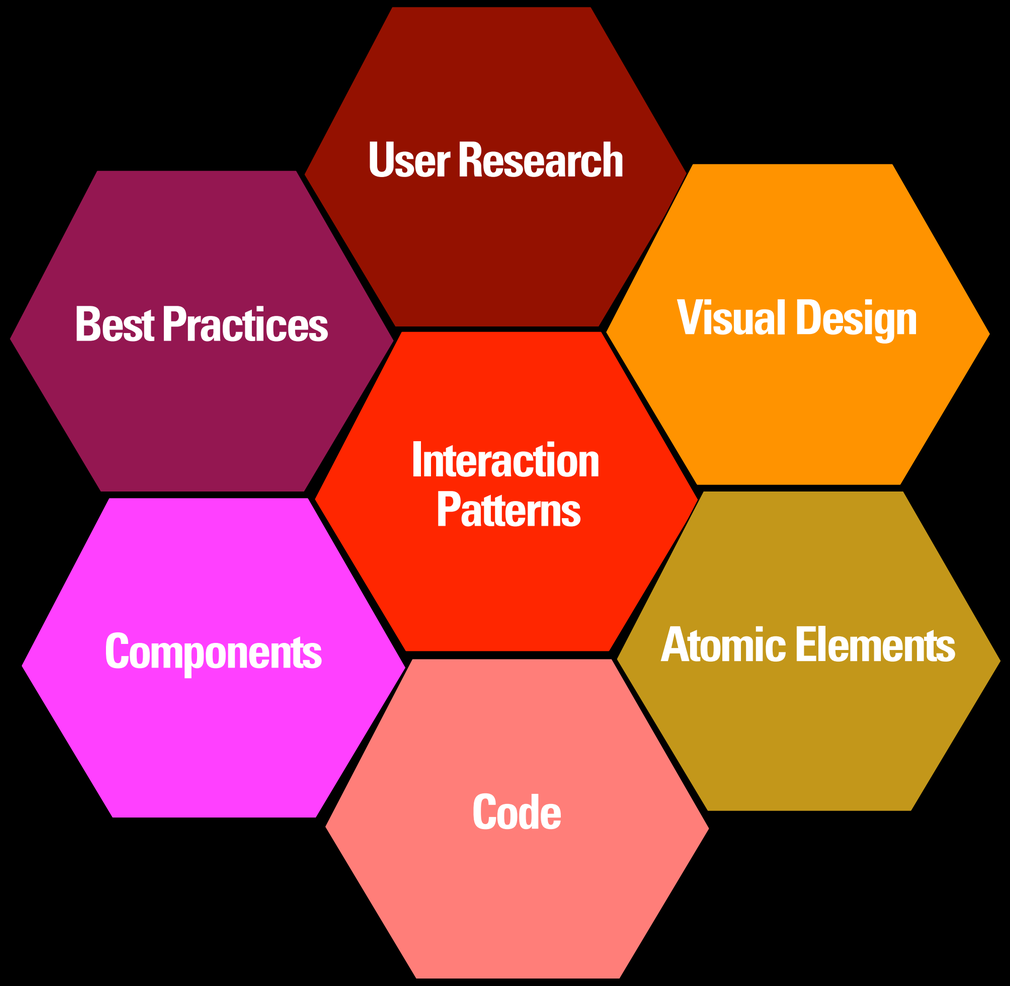
Exercise

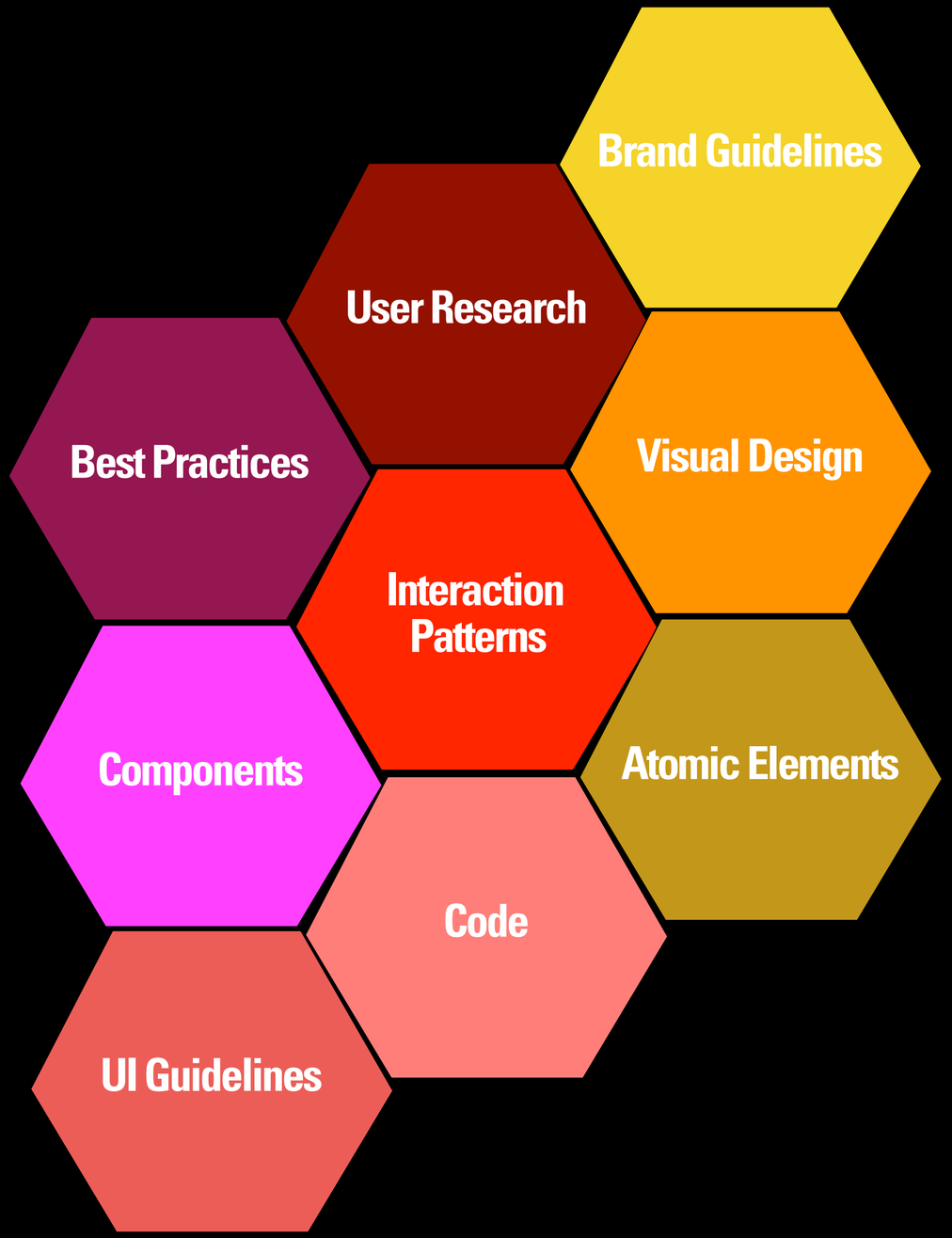
Create at least 50 sketches of possible logo treatments for your brand

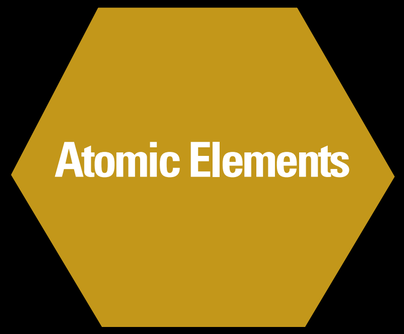
1. start by writing down words from your mood board that evoke your company personality
2. then start sketching shapes, images that come to mind from those words
3. create variations and combinations

tips: work fast, don’t edit yet, explore all variations, go beyond the obvious

the design toolkit


User Research
Best Practices
Visual Design
Interaction Patterns
Components
Atomic Elements
Code


Brand Guidelines
User Research
Best Practices
Visual Design
Interaction Patterns
Components
Atomic Elements
Code
UI Guidelines



A single atomic item that cannot be further broken down into multiple parts.

- Text snippets
- Image
- Button
- Logo
- Form field
- Radio button
- Link
- Containers
- Tab
- Icon

Components

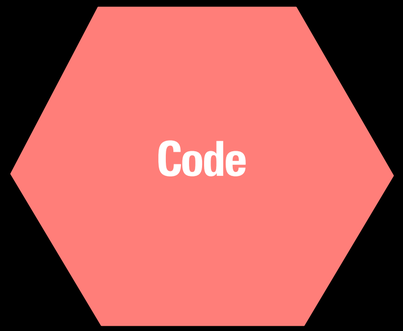
Accordians
Carousel
Search Box
Sign In Module
Tabbed Navigation
Forms
Tables
List Item
Pagination
Modals
Action Bars
Lists

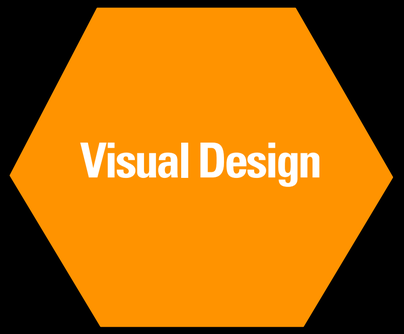
A combination of elements that create a purposeful, reusable and independent structure.

Components are specific instances of interaction patterns.

Bootstrap
jQuery
node.js
YUI
Rails
Silverlight
Laszlo
Flash/Flex

The code component that creates a given design component behavior and interface presentation.



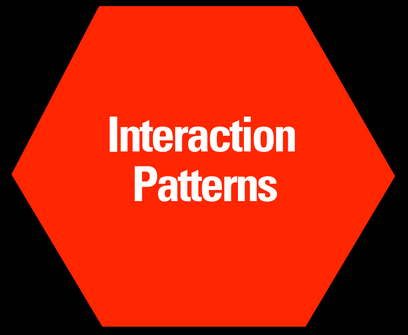


The specific visual design for a given component. Defines the look across all the interactions and states. Part of the brand of the product experience.

Color
Type
Sizing
Image style
CSS
Brand

A pattern describes an optimal solution to a common problem within a specific context.

A pattern is not a finished piece of code or design. Rather, it reflects the sum total of a community's knowledge and experience or expertise in a given domain about a specific interaction or set of experiences.



Brand Guidelines

Overarching brand guidance across all media for a given company or business unit - applies equally to marketing as to product

Solutions inherently should be backed up by research

User Research

Best Practices

Visual Design

Interaction Patterns

Components

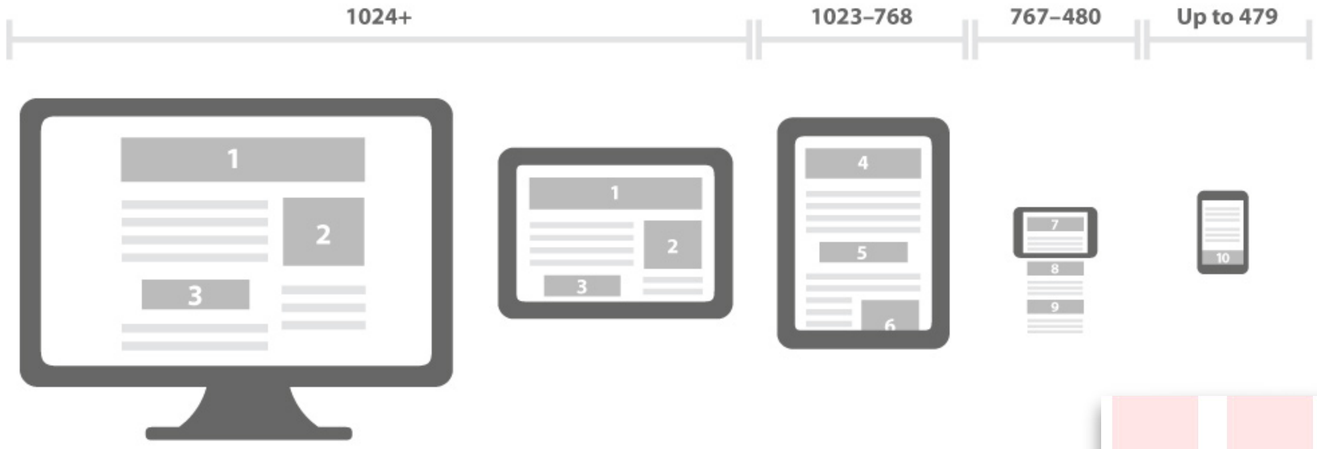
Atomic Elements

Code

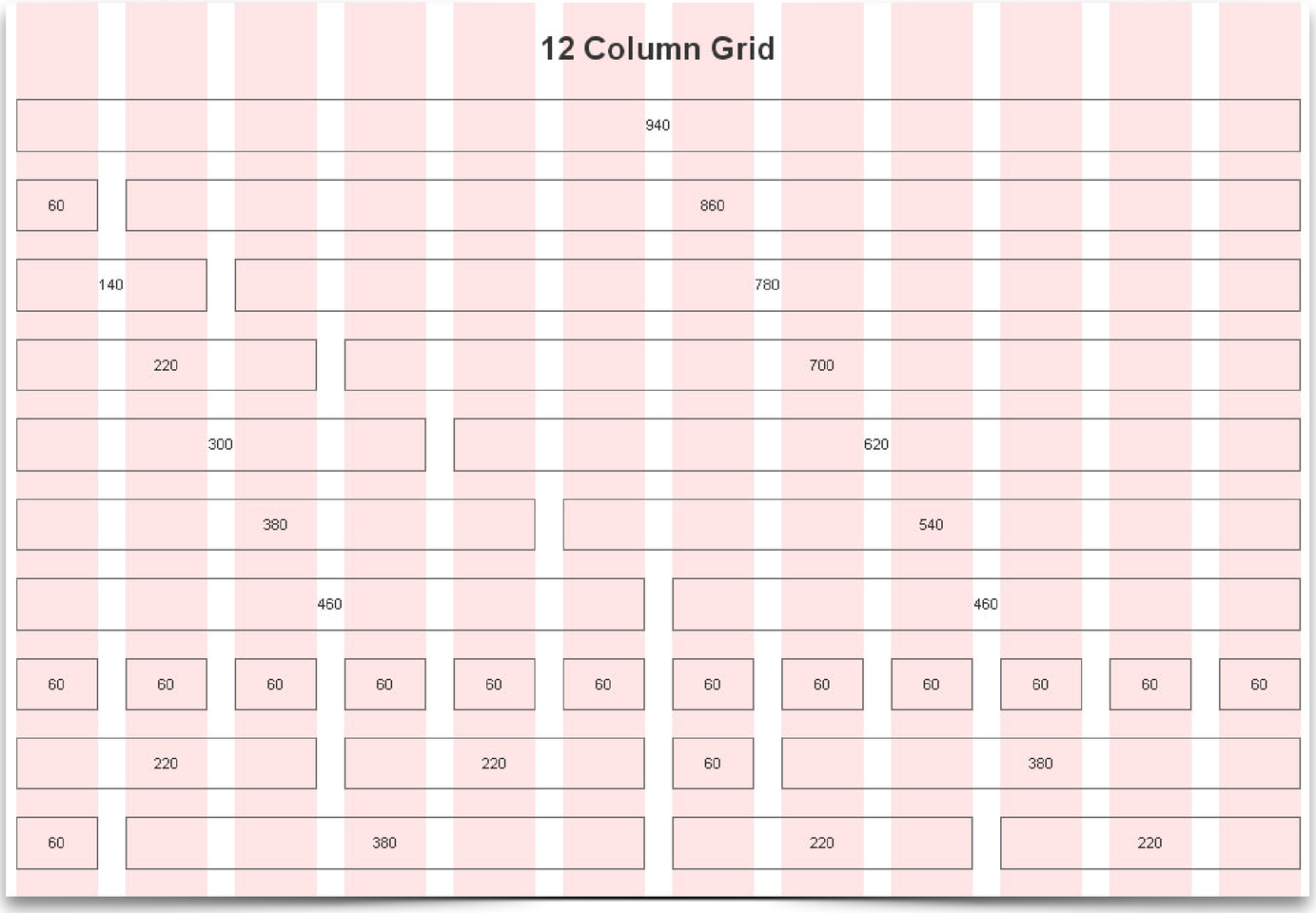
UI Guidelines

Specific instructions for building the UI as defined through mocks or prototypes using components

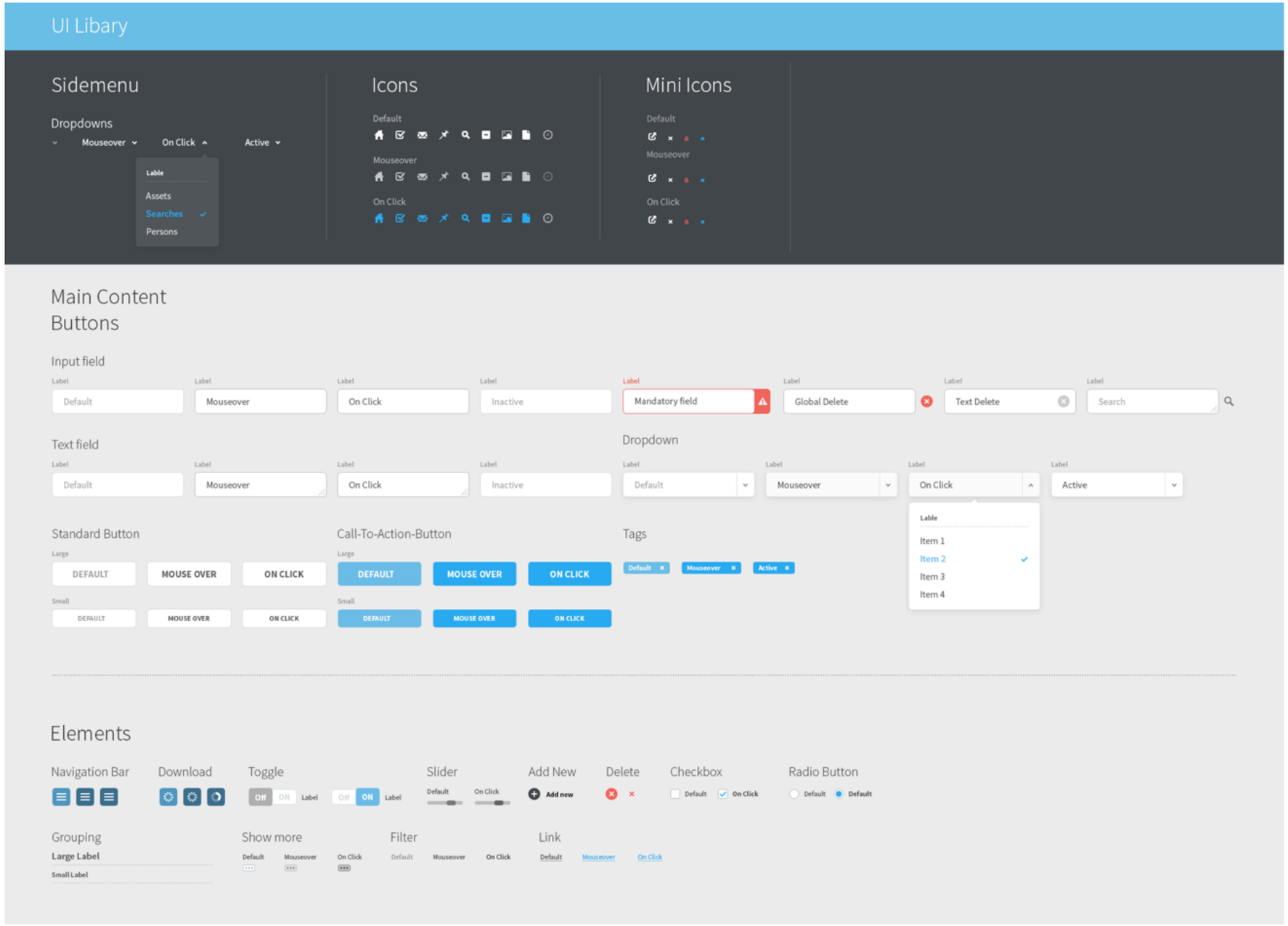
the base



Target devices
Grid system

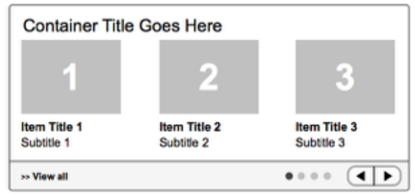


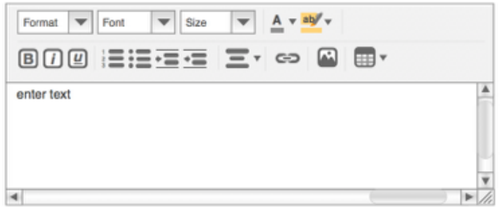
atomic elements

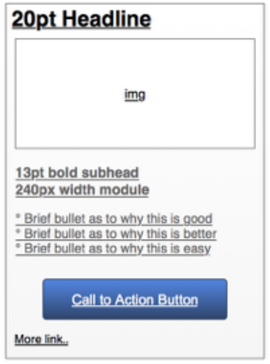


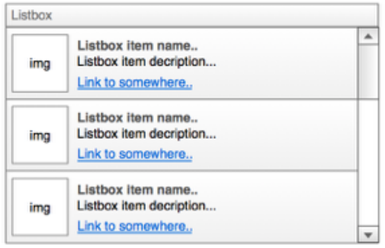
Text snippets
Image
Button
Logo
Form field
Radio button
Link
Tab
Icon

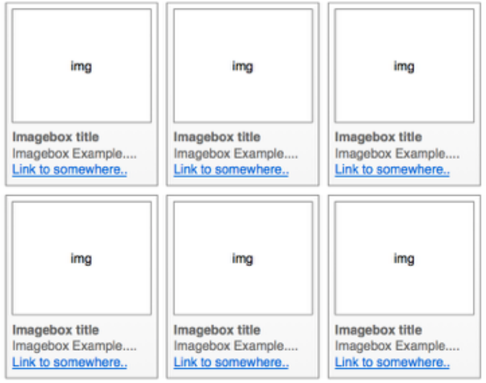
components

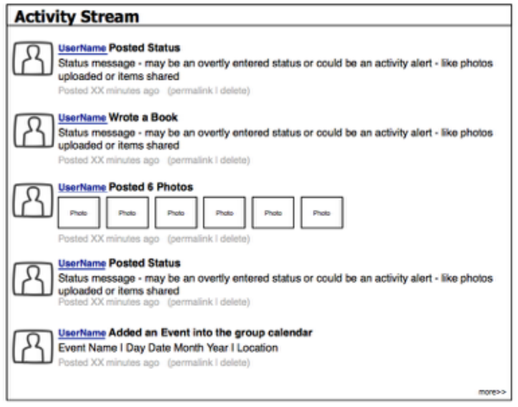


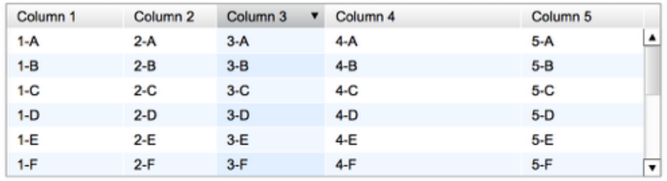


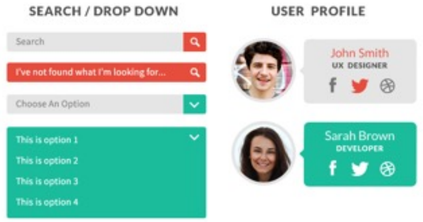


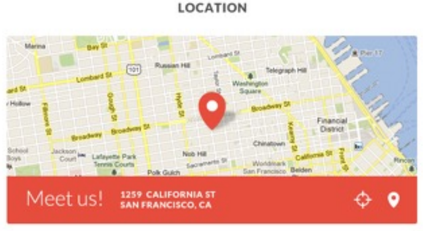


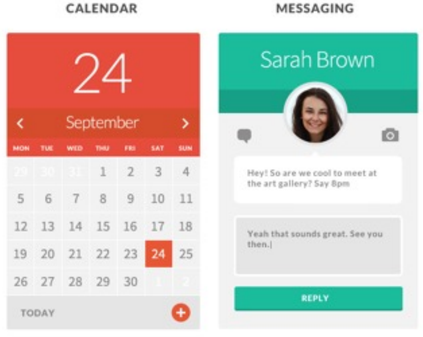






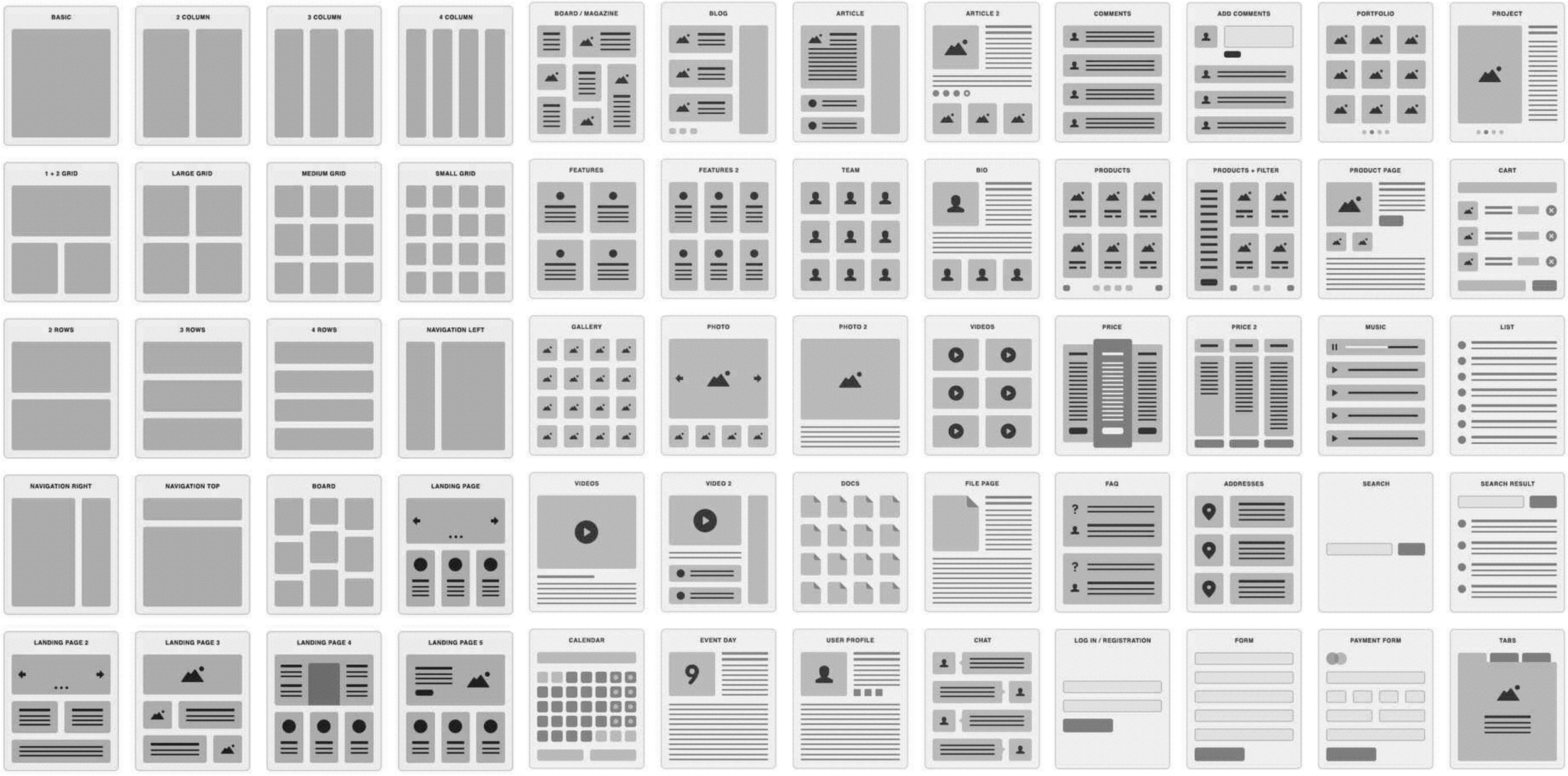






Accordians
Carousel
Search Box
Sign In Module
Tabbed Navigation
Forms
Tables
List Item
Pagination
Modals
Calendar
Action Bars
Lists

screen types


BASIC
2 COLUMN
3 COLUMN
4 COLUMN
BOARD / MAGAZINE
BLOG
ARTICLE
ARTICLE 2
COMMENTS
ADD COMMENTS
PORTFOLIO
PROJECT
1 + 2 GRID
LARGE GRID
MEDIUM GRID
SMALL GRID
FEATURES
FEATURES 2
TEAM
BIO
PRODUCTS
PRODUCTS + FILTER
PRODUCT PAGE
CART
2 ROWS
3 ROWS
4 ROWS
NAVIGATION LEFT
GALLERY
PHOTO
PHOTO 2
VIDEOS
PRICE
PRICE 2
MUSIC
LIST
NAVIGATION RIGHT
NAVIGATION TOP
BOARD
LANDING PAGE
VIDEOS
VIDEO 2
DOCS
FILE PAGE
FAQ
ADDRESSES
SEARCH
SEARCH RESULT
LANDING PAGE 2
LANDING PAGE 3
LANDING PAGE 4
LANDING PAGE 5
CALENDAR
EVENT DAY
9
USER PROFILE
CHAT
LOG IN / REGISTRATION
FORM
PAYMENT FORM
TABS

style tiles

what?

a collection of fonts, colors and interface elements that communicate the essence of a visual brand for the product

why?

to present interface choices without
making full mockups

why?

Style tiles establish a direct connection with actual interface elements without defining layout.

how

Style tiles can include the following:

- Logo
- Color palette
- Typography choices (head, sub, body, labels, captions)
- Imagery style
- Textures
- Buttons & States
- Backgrounds
- Adjectives

Logo Here

Project Name

Style Tile
version:1

Possible Colors

Textures

This is an example of a Button

Submit Button Example Here

This is an Example of a Header

Font: Name #hexcode

This is an Example of a Sub Head

Font: Name #hexcode

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Name #hexcode

This is an example of a Text link »

Adjectives

Lorem	Ipsum	Dolor
Sit	Amet	Magna

http://www.styletil.es
Template by @Samanthatoy

Be creative, don't just use this template as-is!

REDFIN

Redfin Style Tile
option:1

Housing starts rise in June

Font: Avenir Black #3a3a3a

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Verdana #3a3a3a

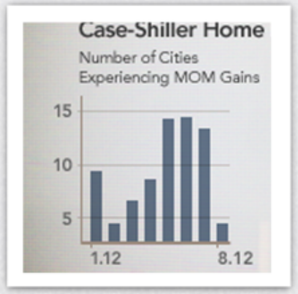
A sub head breaks up the visual structure

Font: Avenir Roman #3a3a3a

This is an example of a Text link »

Possible Colors

Textures & Elements



SEARCH LISTINGS

VIEW DETAILS ›

Adjectives

Professional trusted SMART

informed ***EXPERTISE***

ZOOBIT

h1 Heading
h2 Heading
h2 Heading

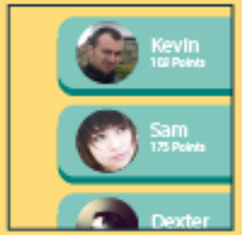
Phat crackalackin mi nizzle maurizzle that's the shizzle bibendizzle. Gizzle lacinia lectizzle. Pimpin' izzle.

Button

Button

POSSIBLE COLORS

TEXTURES



MODERN

Friendly

Fun Playful

FOOD WITH INTEGRITY

Font: Franchise

The Business of Good Food

Font: AW Conqueror Sans

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Helvetica

This is an example of a Text link »

BUTTON BUTTON

Possible Colors

Imagery

Marks – Size / Color

Icons – (Iconmonstr)

Colors

Typography

Display Heading

COLUMN DISPLAY HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris turpis quam, scelerisque vel dignissim in, scelerisque sit amet dui. Mauris condimentum nisi erat, quis fermentum urna. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

CALLOUT LINK →

COLUMN DISPLAY HEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris turpis quam, scelerisque vel dignissim in, scelerisque sit amet dui. Mauris condimentum nisi erat, quis fermentum urna. Class aptent taciti sociosqu ad litora torquent per conubia nostra.

CALLOUT LINK →

Home Mark

Link Structure

SHOW: EVERYTHING / WEBSITES / ANIMATION / PRINT / DESIGN

Isotope / Masonry Layout

Dividers

LOGO VECTOR:

TERASU

COLOUR PALLETTE:

+ BODY TEXT COLOUR

SOCIAL ICONS:

ARTICLE IMAGE GALLERY:

ROLLOVER TITLE

READ ARTICLE

MAIN NAV STYLE OPTIONS:

TITLE ONE TITLE TWO TITLE THREE DROP DOWN

MAIN HEADER

Smaller sub-headers

MINI TITLE

MAIN BUTTONS:

MAIN BUTTON

BUTTON HOVER

Latest from this category:

ARTICLE 1

ARTICLE 1

ARTICLE 1

ARTICLE 1

LINE / BORDER STYLE:

NAVIGATION / PAGINATE ICONOGRAPHY:

MAIN HERO SLIDER:

The Welsh coast unleashed ... READ ARTICLE

Web Design II - Moodboard

www.krispykreme.com.my

Krispy Kreme DOUGHNUTS®

CENTURY GOTHIC
FUTURA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi lacinia pulvinar orci, eget pellentesque felis rhoncus id. In non erat magna. Nunc scelerisque euismod in consequat massa laoreet imperdiet.

- calibri

Soft
Clean
Cozy
Light
Delicious
Warm

COLORS

#02528a

#0286e3

#d73009

#71bf44

#3a373d

#cccccc

#ffffff

TYPOGRAPHY

This is a Headline

Proxima Nova Bold 36px #02528a

SECTION TITLES LOOK LIKE THIS

Proxima Nova Bold Uppercase 18px #3a373d

Body copy is simple, clean and easy to read. It is set in Proxima Nova, which is modern, readable, and fun. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec tincidunt, risus quis hendrerit hendrerit, orci dui rhoncus lectus, ut semper lacus neque nec orci. Aliquam.

Proxima Nova Regular 18px #3a373d

BUTTONS

See Results

Cancel

Options

Options

Reassign

Mark as Sufficient

STATUS TAGS

NOT ASSIGNED

ASSIGNED

PASSED

MARKED SUFFICIENT

NOT PASSED

NOT PASSED

4.3 Divide a 2-digit number by a 1-digit number, with remainder.

UI ELEMENTS

Active Tests | Basic Operations | Fractions | Area & Perimeter

ADDITION

Add two 4-digit numbers, with carrying

- 1.1 Add two 2-digit number, with sum less than 10
- 1.2 Add two 2-digit numbers, with summ greater than 10
- 1.3 Add two 2-digit number, without carrying — Take Test
- 1.4 Add a 1-digit number and a 2-digit number with carrying
- 1.5 Add two 2-digit numbers, with carrying

EXAMPLE HEADER

Body mode elit. D semp

EXAMPLE MODAL FORM

This is an example of a modal form.

FIRST NAME | LAST NAME: Stephenopo

FIRST NAME | LAST NAME: Stephenopo

THERE WAS AN ERROR WITH THIS FIELD!

+ Add another student

What Happens Next? | Cancel | Add Student

SIDEBAR NAVIGATION

- Overview
- Active Tests
- My Students

SECOND SECTION

- Basic Operations
- Area and Perimeter
- Fractions
- Decimals

Word Problems in All 4 Operations

Add two 2-digit numbers, without Carrying

NOT PASSED

Options

ACTIVITY

Assigned by **Landa K.** on 10/23/2014

Test taken and failed by **Angela S.** on 10/26/2014

Capability marked as sufficient by **Landa K.** on 10/27/2014

TEST RESULTS

Angela only completed 6 of 10 questions in the allotted 2 minutes.

	32
+	42
	74

	23
+	13
	34

NOTES

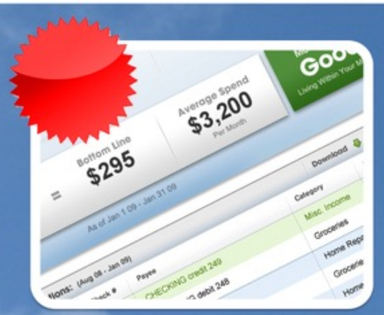
LANDA JONES | 10/27/2014

I went ahead and marked as sufficient because

Quicken

Easy
Obvious
Clear
Stress-free
Inviting
Encouraging

Welcoming
Friendly
Playful
Enjoyable
Colorful
Gentle



Button Sample

Button Sample

Tab Sample

Home | Products

Sample Page Heading : Quicken Deluxe 2010

Sample Subheading : Simplify your personal finances.

Includes all the features of Quicken Starter Edition plus additional tools to help you and your family see where your money is going. Make online banking even better -- connect to your bank, credit card, 401(k)s, or brokerage accounts with a single password.

Quicken

Refined
In control
Confident
Vibrant
Savvy
Stylish

Contemporary
Eye-catching
Successful
Empowered
Powerful
Exciting

Home | Products

Sample Page Heading : Quicken Deluxe 2010

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The Examiner
WASHINGTON

Style Tile
version:3

Election Headline

Font: FF Tisa Web Pro Bold Typekit

Election Subhead

Font: FF Tisa Web Pro Typekit

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at

This is an example of a Text link »

Learn More →

Possible Colors

Possible Patterns

Accessible Personable
Reliable Inviting
Modern **Friendly**

STORY BY MODCLOTH

Standard, full size

STORY
BY MODCLOTH

Stocked, full size

STORY
BY MODCLOTH

Black & White, small, no in-line

STORY
BY MODCLOTH

Hi-Contrast, small, no in-line

Primary

Secondary

Neutral

Museo Slab

Museo 500 • *Museo 500 Italic* • **Museo 700**

Brandon Grotesque

BRANDON BOLD

Info and body copy font within images

TREND SANS
TREND SLAB
LEAGUE GOTHIC
Thirsty Rough
Learning Curve

Display fonts within images

Numbering, Trend Sans One

Misc. Shapes

Arrows

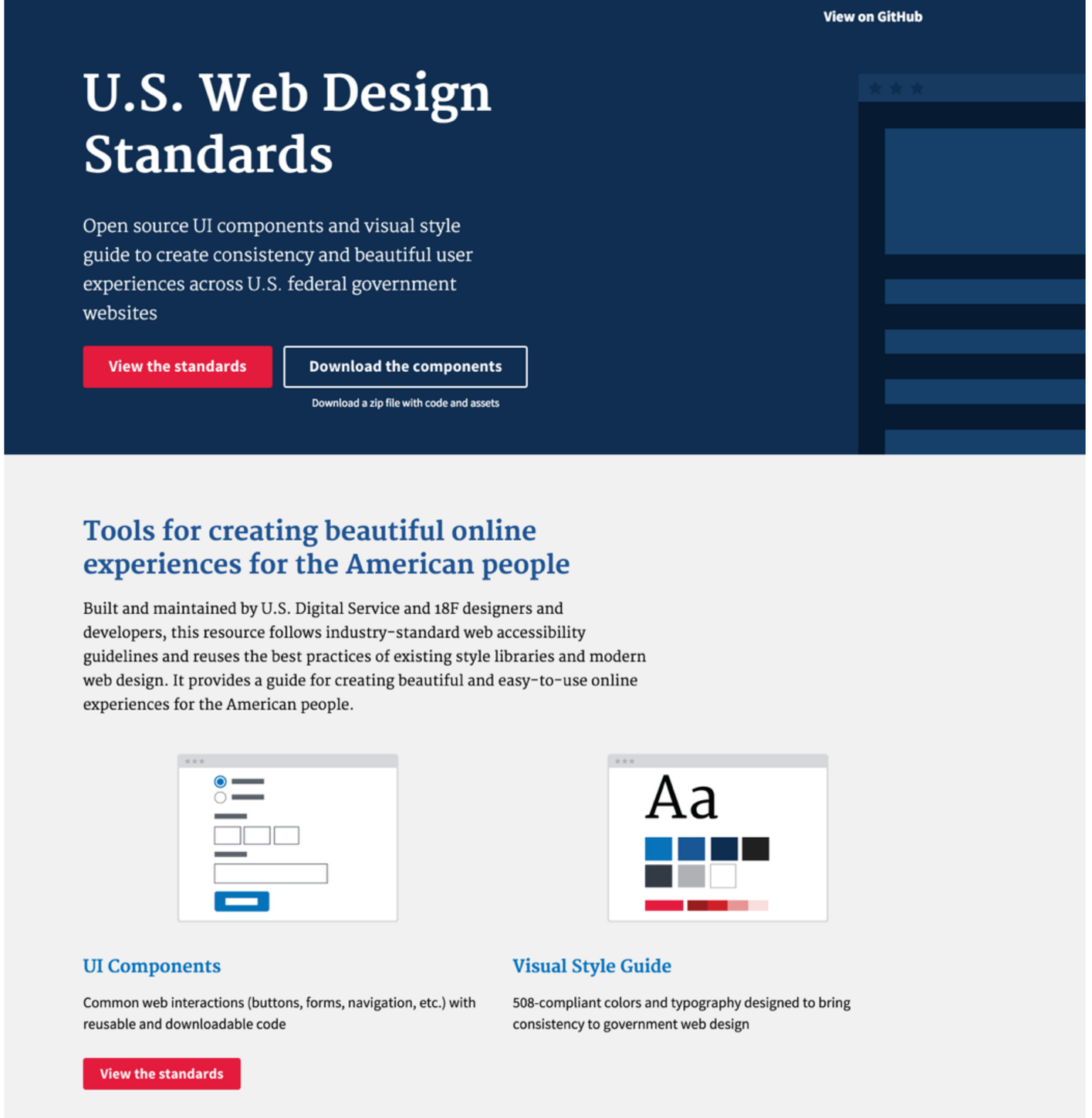
Line Elements

Universal 'shop' CTA and category 'shop' CTA

Textures & Patterns

full toolkit

& variants



Digital Design Services

https://playbook.cio.gov/designstandards/visual-style/

Code Academy Toolkit

https://www.codecademy.com/blog/141-codecademy-reimagined

Kinvo Style Guide — Typography

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Web Safe Font - Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()_+

Brand Font - PT Sans

PAGE TITLE

44pt PT Sans, Regular, Letter Spacing 25pt, #003057

Header

24pt Arial, 10pt Letter Spacing, Regular, #003057

Data Label

15pt PT Sans, #003057

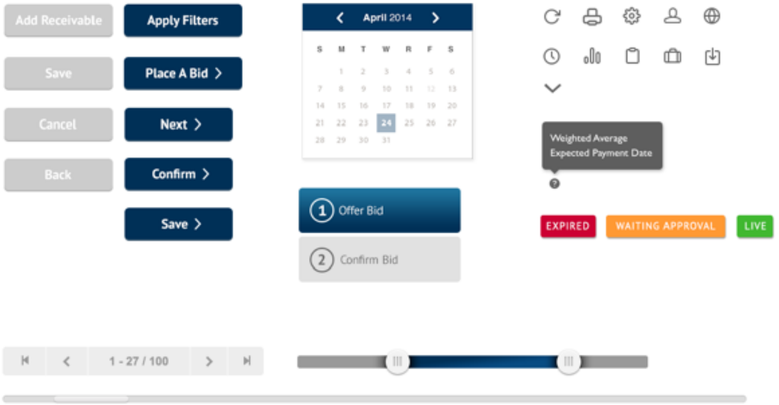
MODULE TITLE

14pt Arial, 10pt Letter Spacing, Regular #666666

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras lorem tortor, elementum vitae bibendum vitae, tempus non sapien. Fusce auctor molestie scelerisque. Nullam diam tellus, molestie egestas viverra ut, pellentesque vitae risus. Donec pretium pellentesque ipsum vitae semper. Integer justo metus, mattis id malesuada quis, tempor lobortis eros. Nulla massa

15pt Arial, 22pt Line Spacing, #666666

Kinvo Style Guide — UI Elements



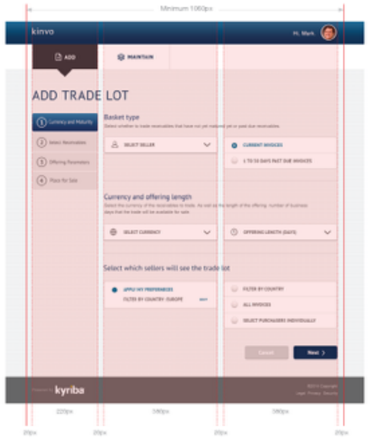
Kinvo Style Guide — Colors

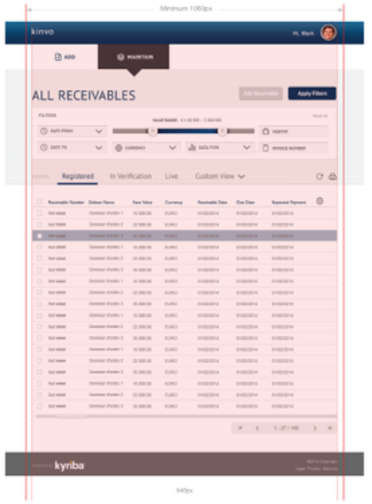
#003057
#007197
#D22A22
#666666

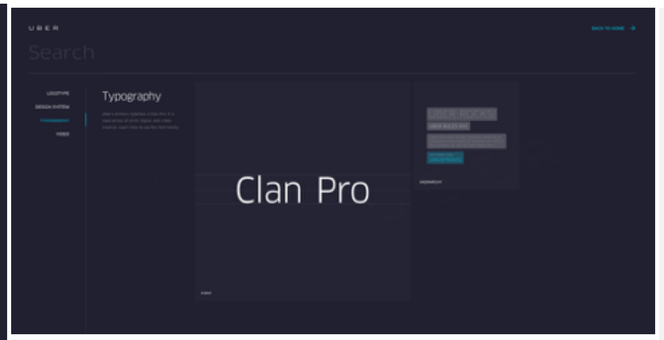
Kinovo Guide

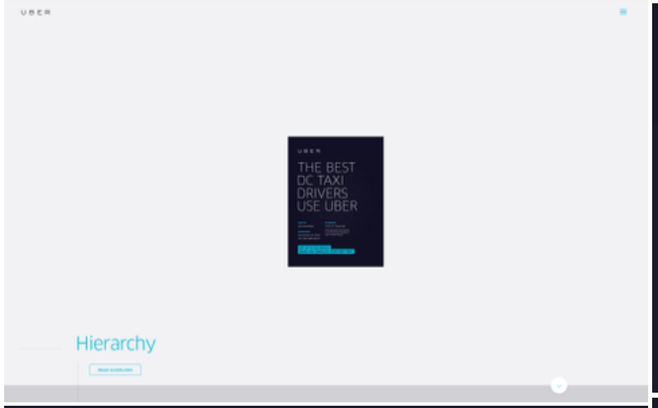
Kinvo Style Guide — Spacing

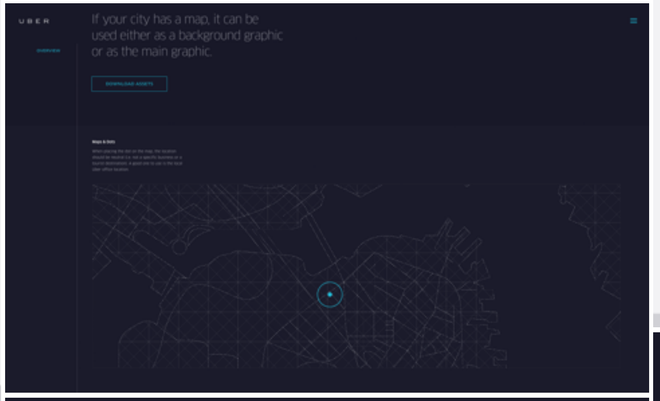
Kinvo Style Guide — Grid System

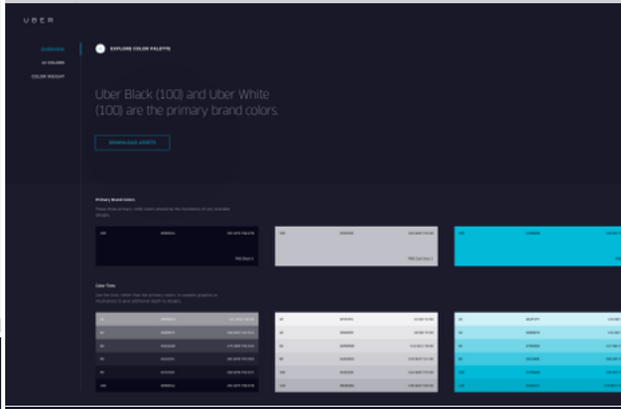


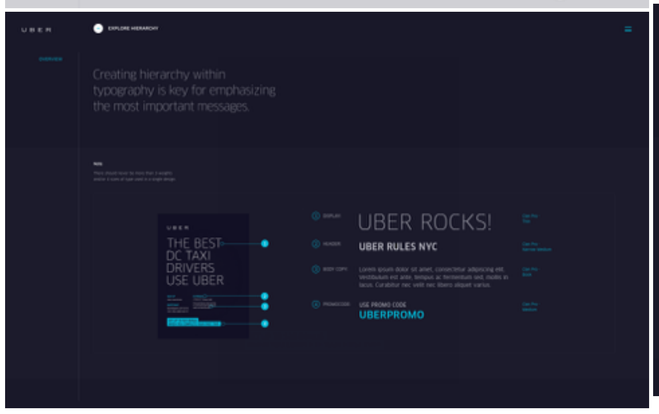


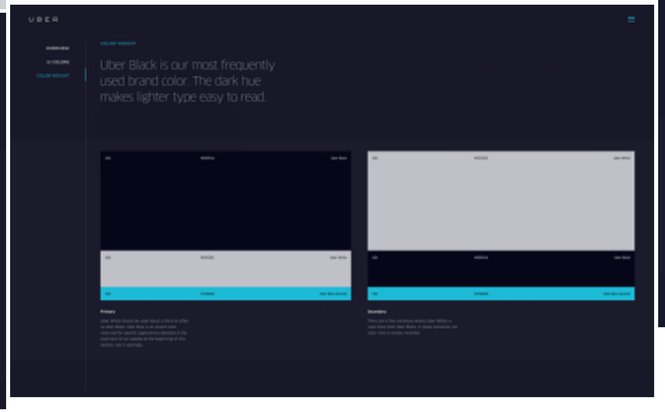


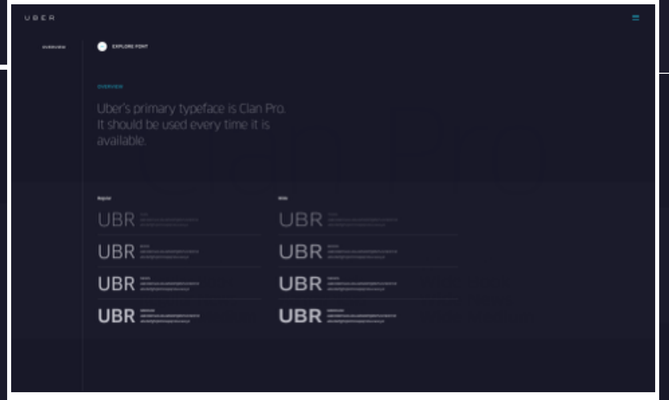






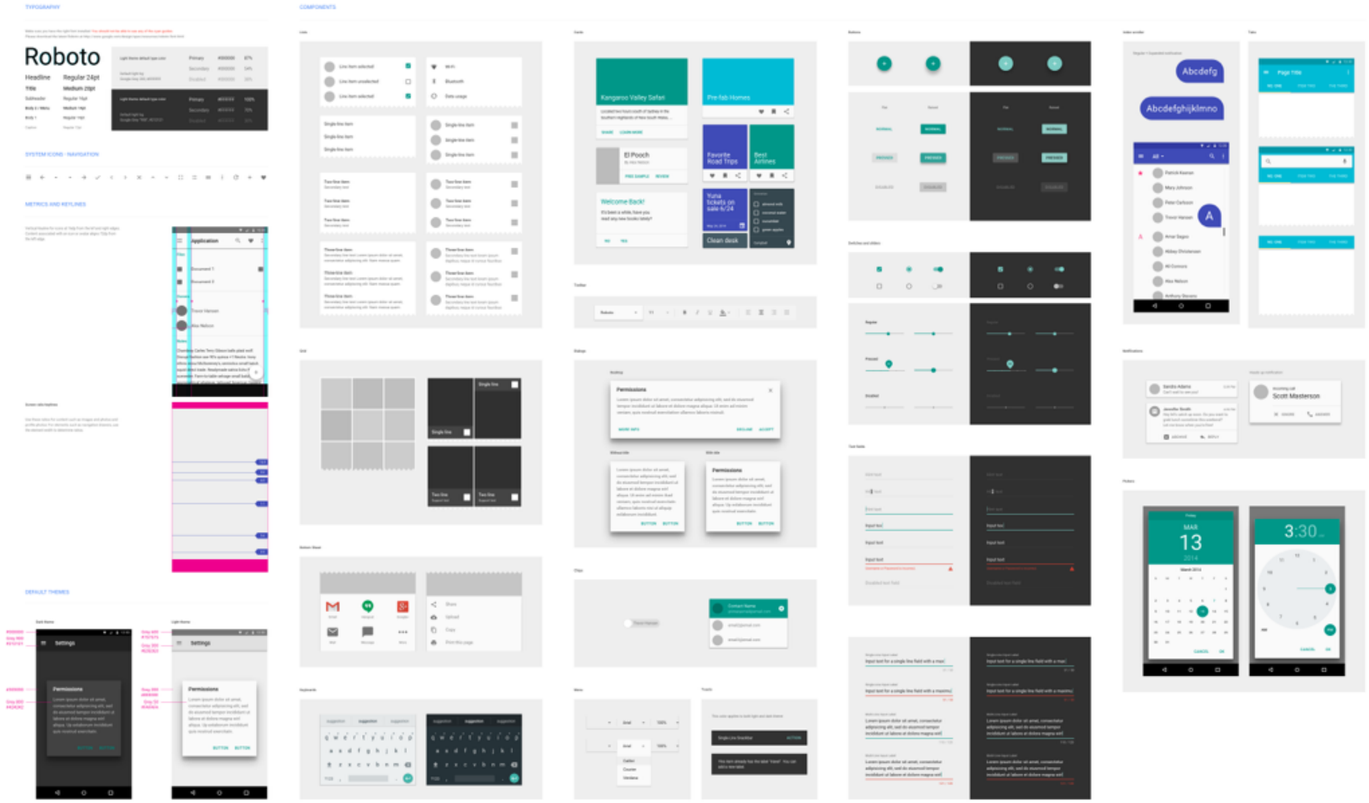






Uber Guide

http://brand.uber.com/

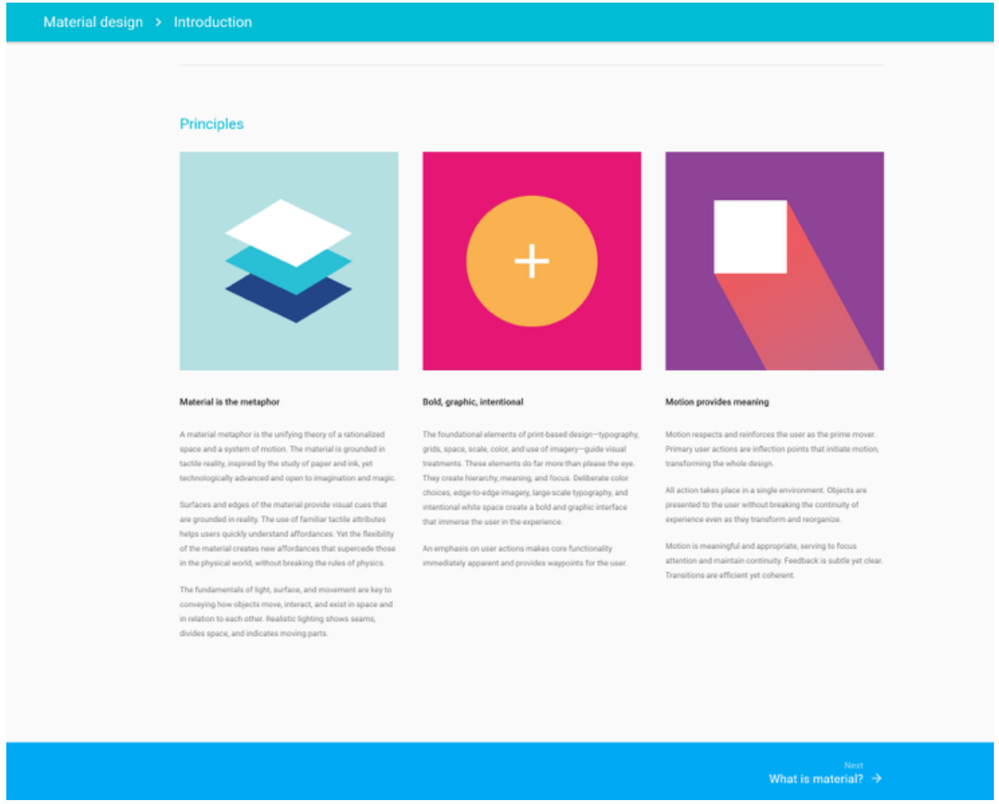


Material Design UI Kit

http://www.sketchappsources.com/free-source/874-material-design-google-sketch-freebie-resource.html

Material Design

https://www.google.com/design/spec/material-design/introduction.html



Style tiles and toolkits exercise

- Begin creating your base toolkit as a Style tile - in the Sketch or Illustrator.
  - Show your type face choices:
    - Headings
    - Subheads
    - Body copy
    - Labels
    - Captions
  - Show your color palette chosen
  - Eventually, you will add designs for the atomic elements and some basic components. Leave space for these as you get started. This will be a working document.

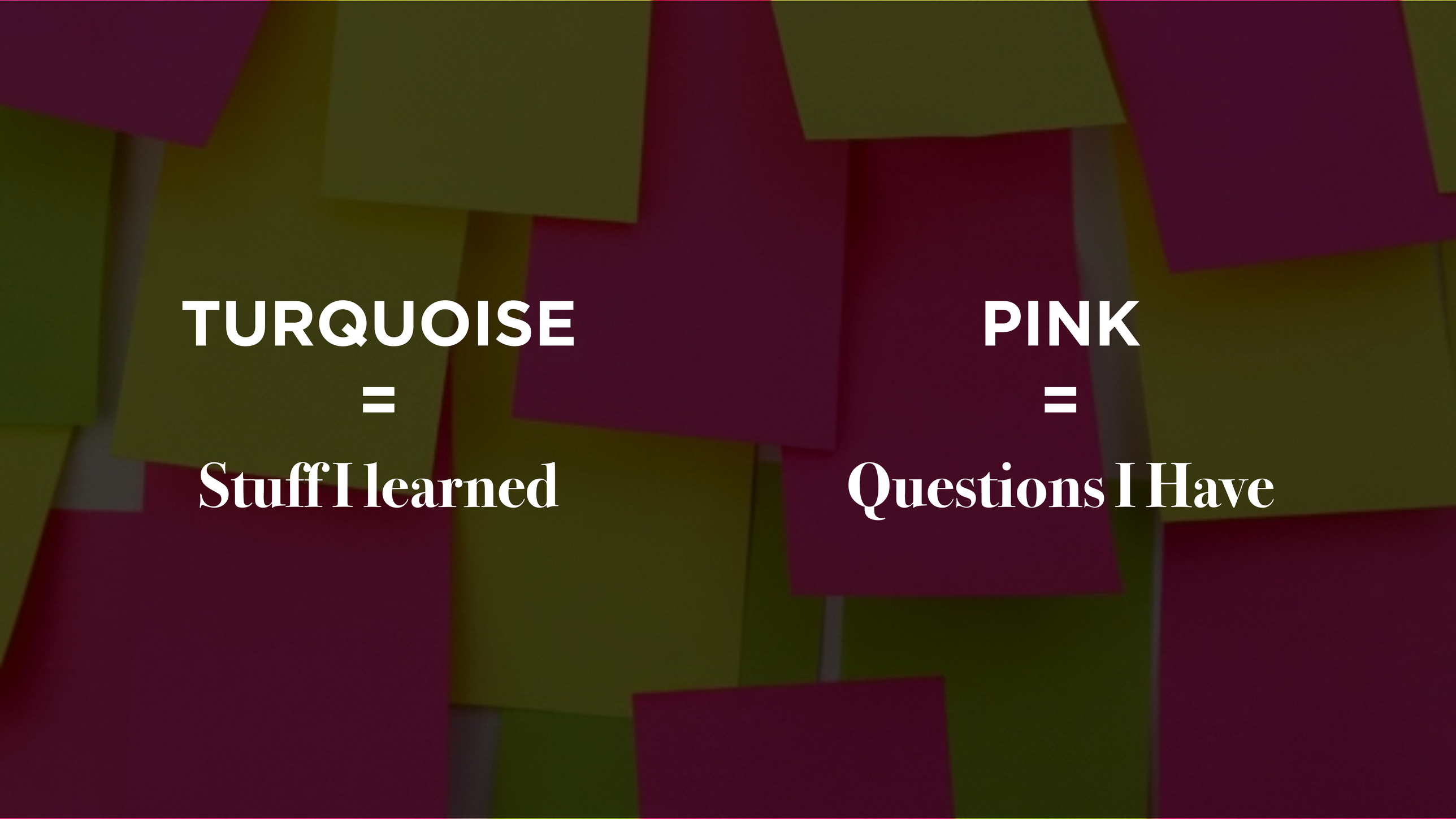
- Make a list of the atomic elements you think you might need for your company screens (website, mobile or device).
- Make a list of page types needed.
- What components do you think you might need? Start that list too -it won’t be complete until later in the semester.

Homework

- Logo designs - Post photo of sketched logos
- Take the logo ideas digital and refine - bring your top 20 to class on Thursday for critique and discussion (you are still in ideation and iteration phase, so no color yet)
- Create your second moodboard - print out and bring to class on Thursday
- Begin fleshing out your style tile

Please make sure your posted files include your name!

- Visual Quest: In motion


TURQUOISE
=
Stuff I learned
PINK
=
Questions I Have