

Lightning Critiques

Send your samples:
jmark@gravityswitch.com



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A Little About You



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Your


Programming
Design
Usability
Project Management
Other



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Design

- ★ Crayons
- ★★ Use Photoshop well
- ★★★ Design 5 color palettes from  this:
- ★★★★ Win awards for graphic design

A Little About Me



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Gravity Switch

- ▶ 17 years in the biz
- ▶ 4 years of blitzes
- ▶ Web & Mobile
- ▶ Large and small organizations



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Jason Enjoys

Complex problems
Simple solutions
Chaos



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Tuesday, November 12, 2013



I do all the
work

A Little About

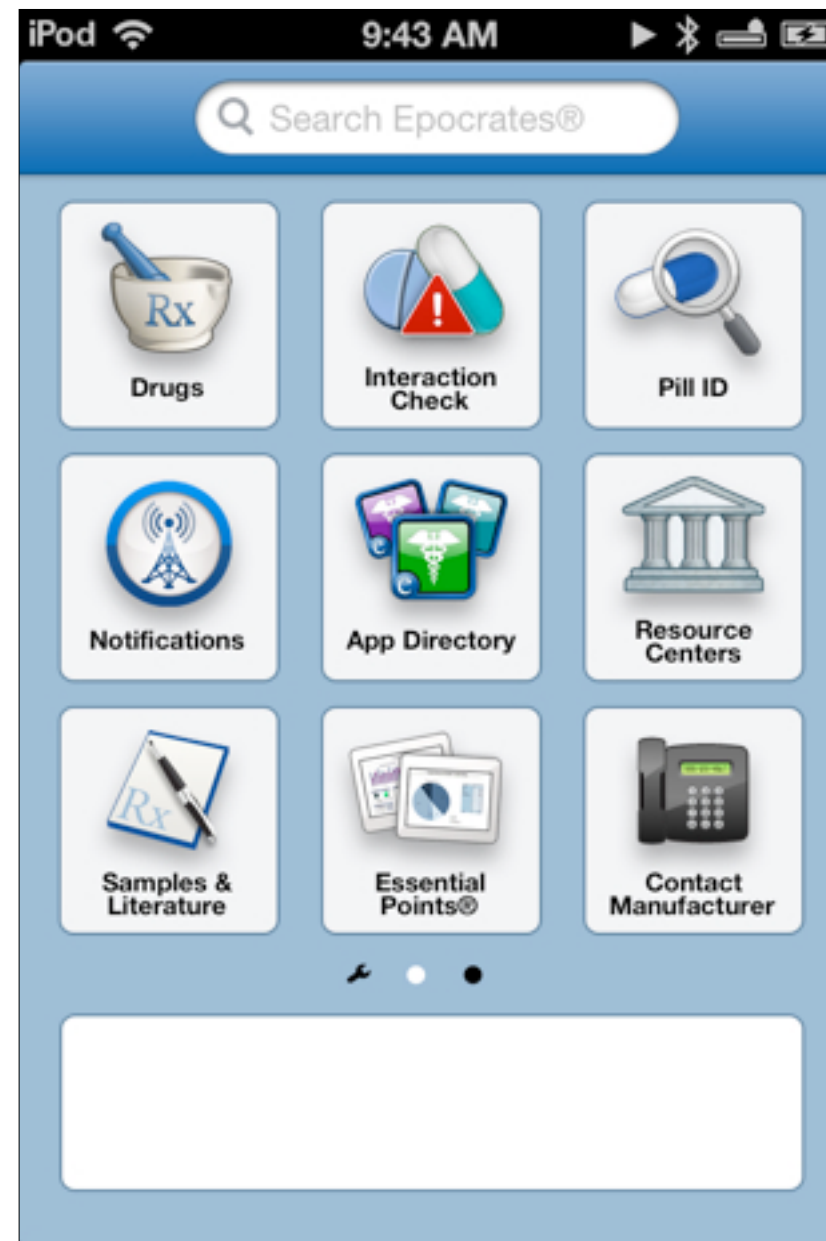


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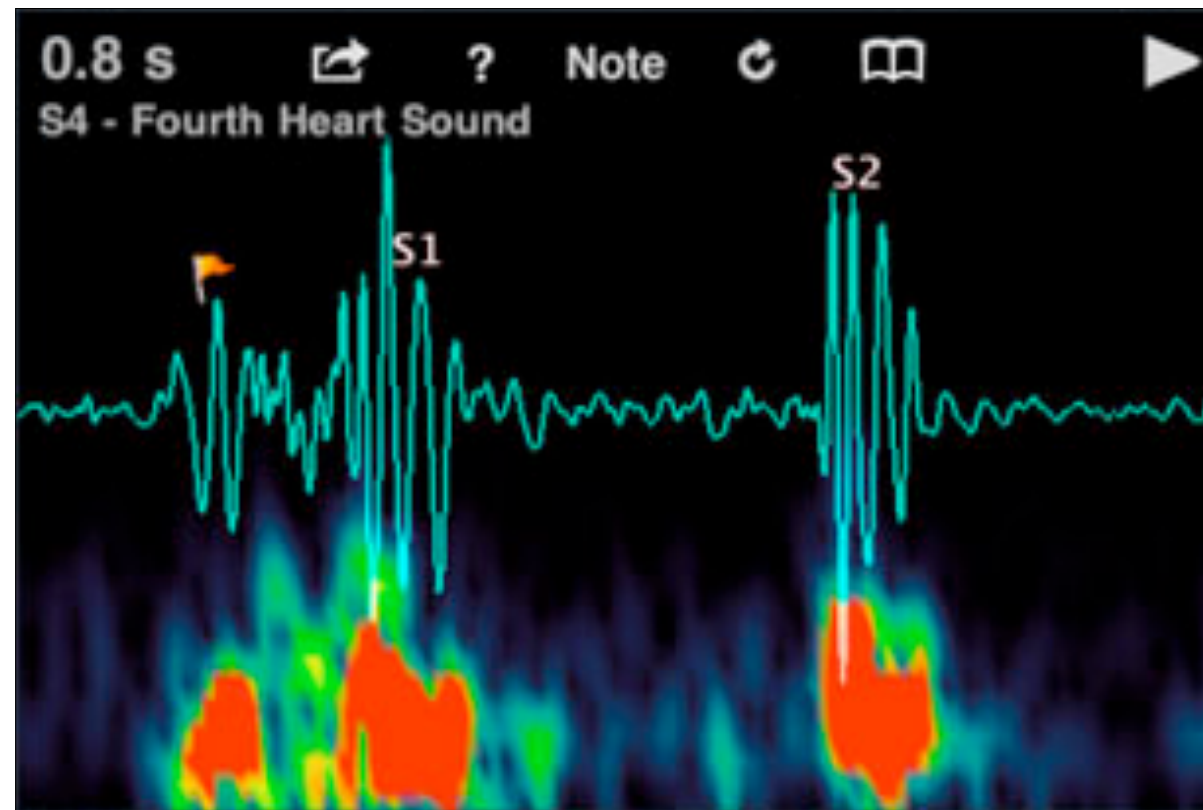
Pay Attention

- ▶ Which is targeted to women?
- ▶ Which is for doctors only?
- ▶ Which is the most popular?
- ▶ Which is made by a \$2b company?
- ▶ Which is homegrown?

A



B



C




D

Carrier

1:49 PM

Back

M.B. Yousuf



M.B. Yousuf, MD

Specialty
Cardiothoracic Surgery

Practice
Binghamton Cardiovascular &
Thoracic Surgeons, PC

More Info

Address

41 Arch Street
Johnson City, NY 13790

Phone

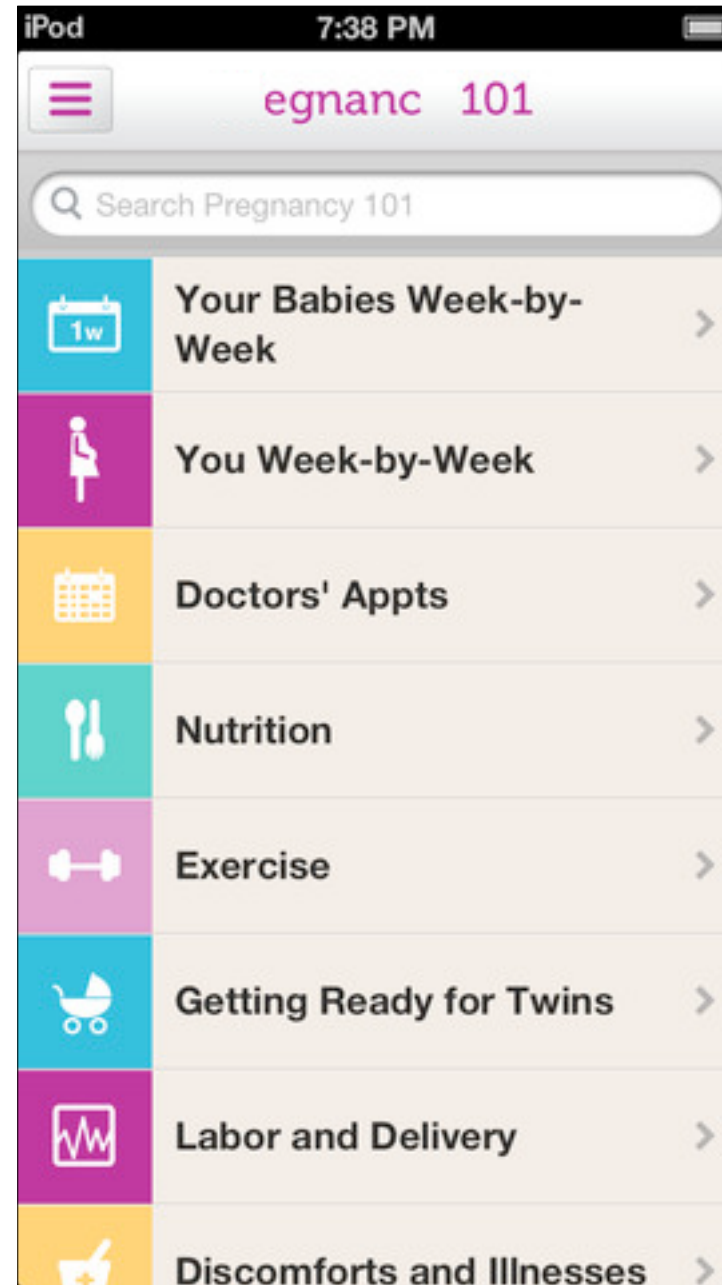
607-770-1018

Call

Visit Website

Map

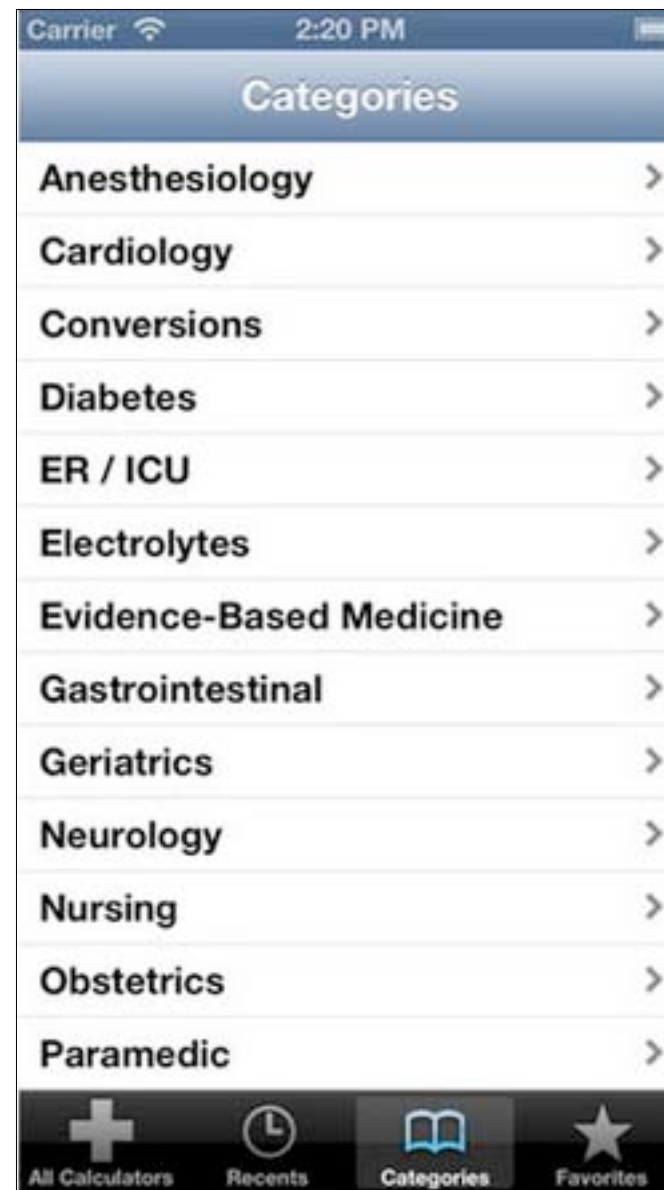
E



F



G



Who Has a Guess?

- ▶ Which is targeted to women?
- ▶ Which is for doctors only?
- ▶ Which is the most popular?
- ▶ Which is made by a \$2b company?
- ▶ Which is homegrown?

Sorry, I lied.

12 DESIGN RULES FOR NON DESIGNERS

JASON MARK, Co-Founder & Creative Lead

With Jason at the helm, Gravity Switch continues to be the leader in New England at web, iPhone, and iPad development. Always passionate about teaching, Jason was one of the first dozen professors of web design in the country and has taught at Marlboro College and the University of Massachusetts. He writes for the popular Smashing Magazine and Six Revisions blogs, and speaks across New England on web and mobile design and usability.

GRAVITYSWITCH.COM // (413) 586-9596



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- 1 START WITH A GOOD, SIMPLE LOGO**
Read **4 Essential Rules of Effective Logo Design** at webdesignerdepot.com.
- 2 3:1:1 COLOR PALLETTE**
3 similar colors. 1 contrasting accent. 1 for legibility (often black or white).
- 3 STICK TO SANS-SERIF FONTS**
Unless you're a bank, or trying to look traditional.
- 4 USE FEWER THAN 3 FONTS**
Including different variations of the same font.
- 5 USE LARGE (ENOUGH) TEXT**
Your content is equally important to readers over 40.
- 6 ALIGN LEFT**
Centering is great for meditation but bad for lengthy content.
- 7 ONE BIG PHOTO, WITH EYES**
The bigger the eyes, the better your conversion rate.
- 8 SQUINT AT YOUR LAYOUT**
Note how your eyes "flow" over your screen. Make sure key areas stand out.
- 9 HAVE (CONSISTENT) MARGINS**
Elements need breathing room, but make sure everything lines up.
- 10 MAKE YOUR ICONS ICONIC**
Opt for basic shapes à la Font Awesome or Entypo.
- 11 DON'T USE FILTERS OR EFFECTS**
Avoid distracting effects (including shadows). Stick to blur and sharpen.
- 12 ONLY ANIMATE REACTIONS**
(i.e. rollover, scroll, click). Animations should never begin unprompted.

Critiques

Let's look at examples
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Icons



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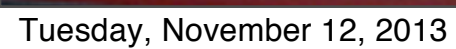
Icons = Iconic

- ▶ Look like what they do
- ▶ Recognizable



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http://Mantia.me



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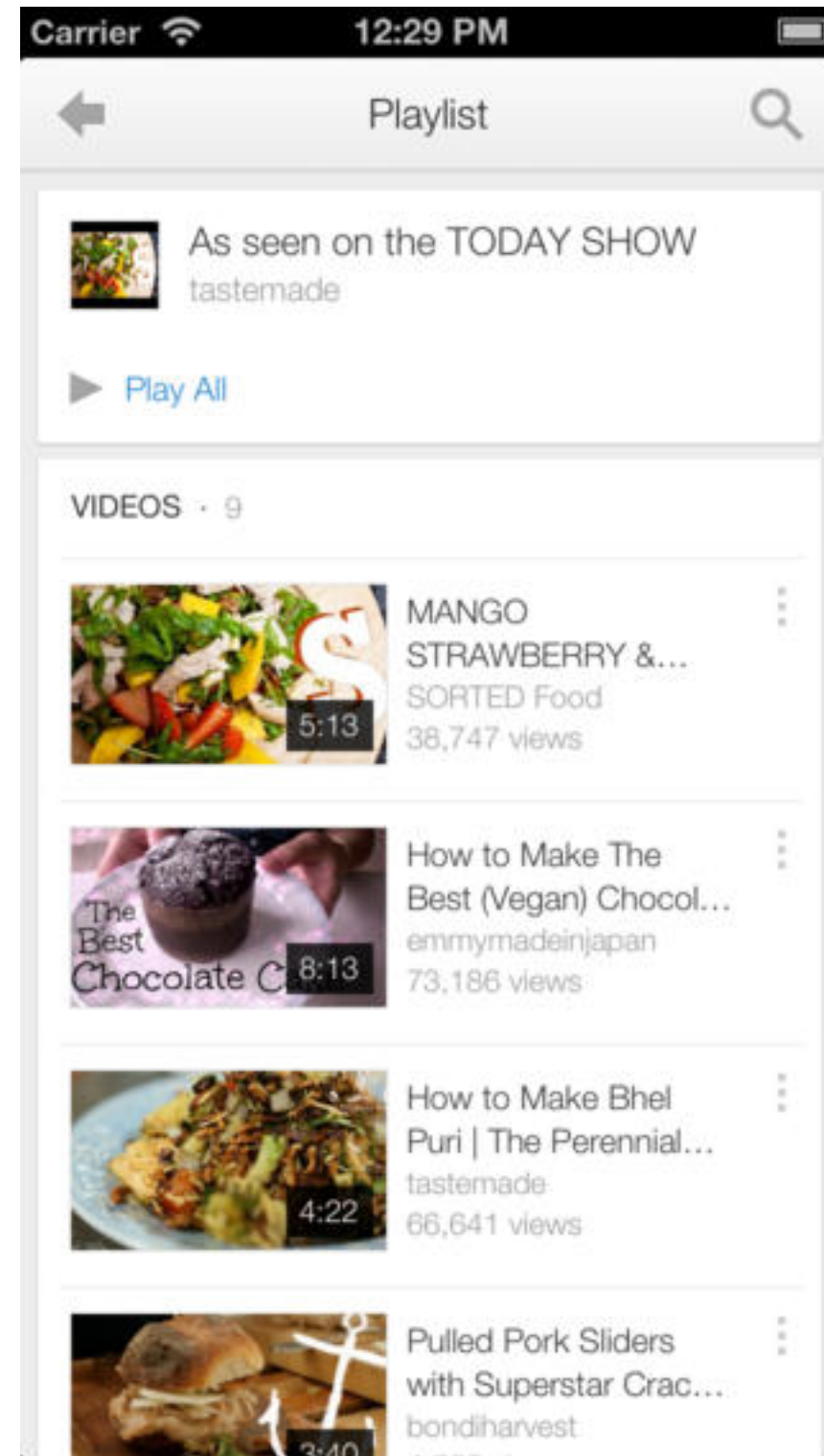
September Top Apps




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Playmobil Apple Store Play Set from ThinkGeek



Playmobil Apple Store Play Set from ThinkGeek
<http://thinkgeek.com/e8bb> Music by Julandrew - <http://julandrew.com> 437K views

Share

Playmobil Apple Store Play Set from ThinkGeek 437K views

Star Wars Light Saber Popsicles from ThinkGeek 120K views

Minecraft USB Desktop Portal from ThinkGeek 91K views

ThinkGeek gets The Black Plague 7K views

Shirt Plate from ThinkGeek 29K views

Angry Birds Pork Rinds from ThinkGeek 49K views

Boogie Board LCD Tablet from ThinkGeek 16K views

Illuminated JetBib Feeding System from ThinkGeek 8K views

Japanese Electronic Blinking Eyeballs from ThinkGeek 14K views

NETFLIX

Rango

Melancholia

Top 10 for you

Breaking Bad

DAMAGES

THE DOUBT

Instant Queue

LET THE RAIN FALL

POWER RANGERS SAMURAI

CRAZY ON THE OUT

Carrier 1:30 AM

CHOOSE VIDEO

BACK SETTINGS

00:16 00:18 00:26 00:38

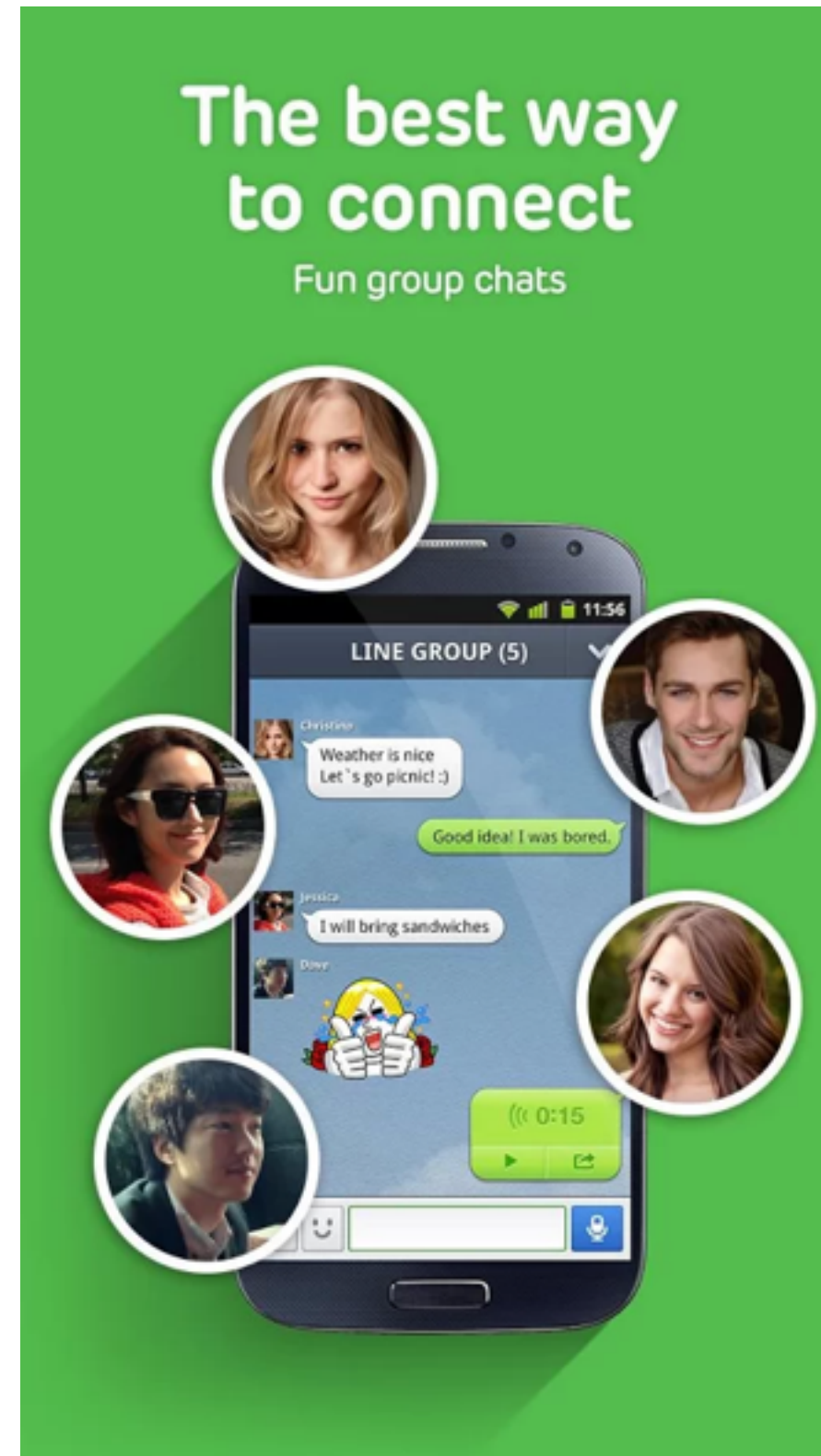
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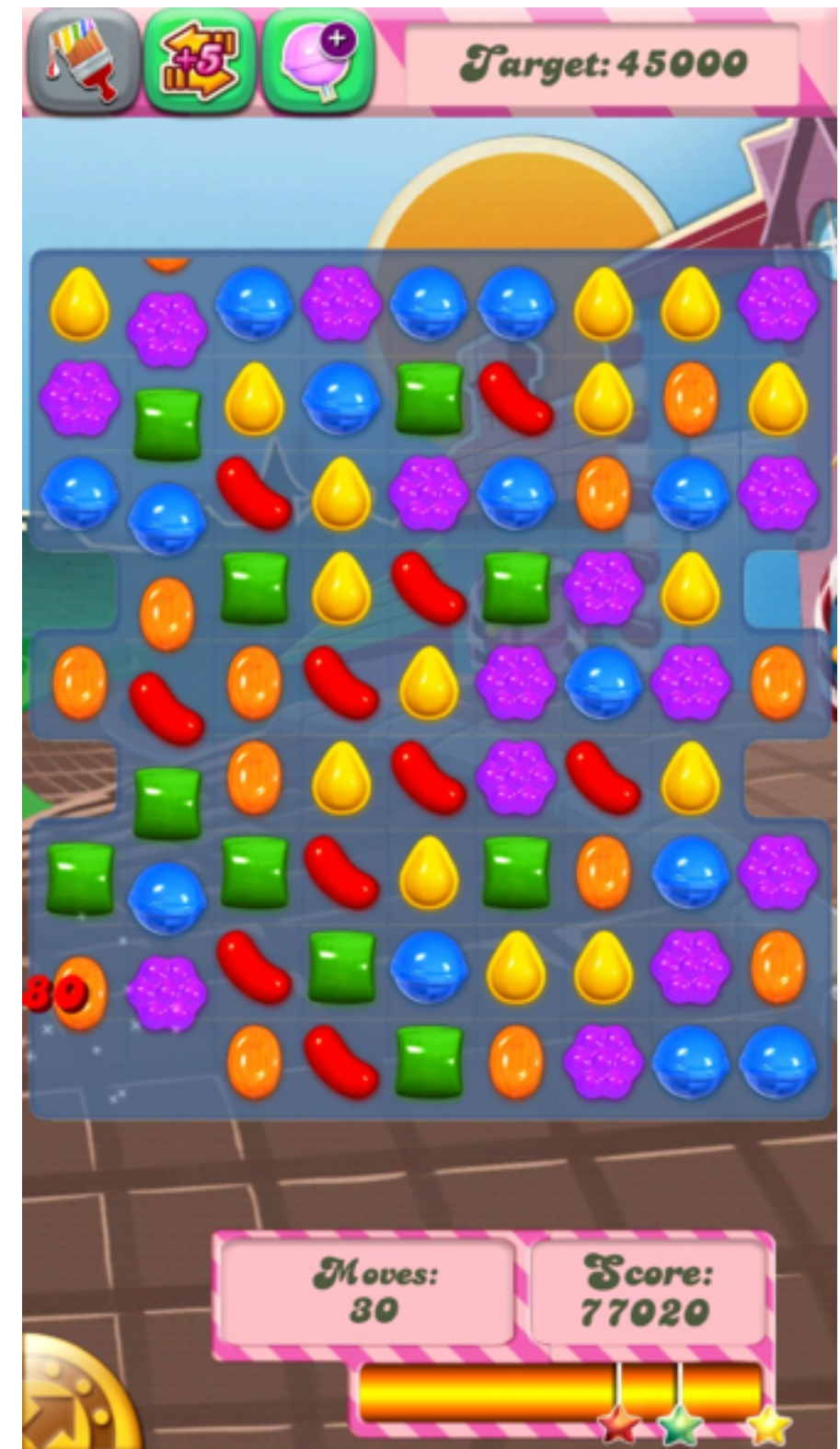
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02:16 00:16 00:31 00:16

01:01 00:16 00:16 00:28

ALBUMS





<http://Mantia.me>



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The End

I'm here all week:

Mobile Web at 5

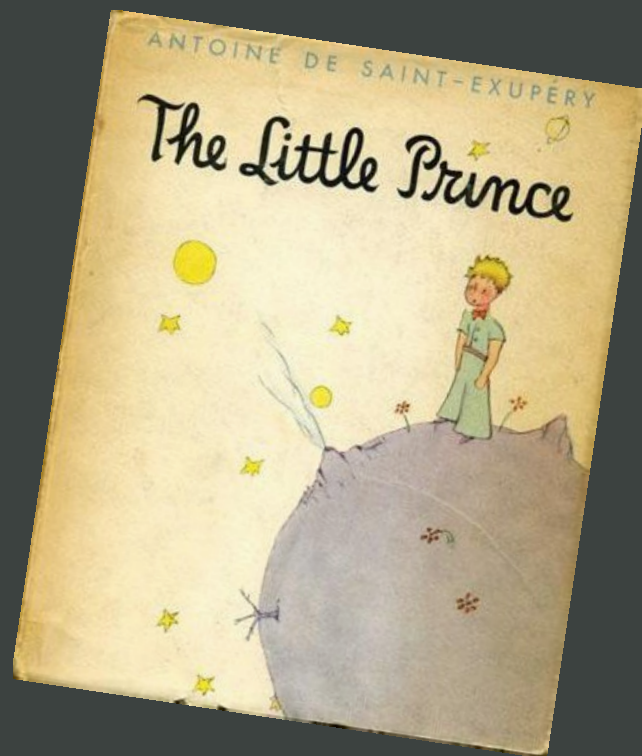
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"Perfection is achieved not
when there's nothing more to
add, but when there's nothing
left to take away."
Antoine de Saint-Exupéry
Author of Little Prince.