Enough Design to be Dangerous

Jonathan Julian ~ RailsConf 2011
A STORY
Design eye for the developer guy
What makes a pleasing design
Spacing
Borders
Box model
Links
Buttons
Header
Border radius
Text shadow
Box shadow
Alignment
Floating
Beautiful Markup
Design eye for the developer guy

pleasing design

114 days ago  
Jan 21 12:40 AM

shadow

Alignment

Floating

Beautiful Markup
LEARNING TO BE DANGEROUS
SASS
COFFEESCRIPT
FUNDAMENTALS
jjuilian (Jonathan Julian)

- Name: Jonathan Julian
- Website/Blog: http://jonathanjulian.com
- Location: Baltimore, MD
- Member Since: Apr 16, 2008

**Public Repositories (21)**

- **bmoreonrails**
  - Technology: JavaScript
  - Last updated: 4 days ago
  - Pushed to master at jjuilian/bmoreonrails 4 days ago

- **Conflagration**
  - Forked from pjb3/Conflagration
  - A chat room written 22 minutes during lunch at Rubynation 2011

**Public Activity**

- **jjuilian pushed to master at jjuilian/bmoreonrails 4 days ago**
  - 210d4af Merge pull request #1 from ccahoon/master
  - e7ce533 left align speaker stuff (it's a couple pixels off, I think, but...
  - 688e986 move the big "join us" header above who we are, tweak alignments
  - 1 more commits »

- **jjuilian merged pull request 1 on jjuilian/bmoreonrails 4 days ago**
  - a bit of alignment stuff
  - 3 commits with 63 additions and 18 deletions

- **jjuilian commented on pull request 1 on jjuilian/bmoreonrails 4 days ago**
PROXIMITY
GRIDS
COLOR
Pick equidistant
Pick adjacent
KULER.ADOBE.COM
COLORSCHEMER.COM
TYPOGRAPHY
Founded in 1853 by Levi Strauss in San Francisco, the company started as a dry goods wholesaler but quickly found its place in history when a tailor named Jacob Davis partnered with the company to create a superior pair of pants that utilized copper rivets to reinforce areas of the jeans that commonly tore under heavy stress. Patent number 139,121 was awarded in 1873 and the rest is history. Utilizing the best denim in the world at the time, Levi Strauss and Co established itself as a beacon of quality for next 150+ years.
The History of Levi’s

Founded in 1853 by Levi Strauss in San Francisco, the company started as a dry goods wholesaler but quickly found its place in history when a tailor named Jacob Davis partnered with the company to create a superior pair of pants that utilized copper rivets to reinforce areas of the jeans that commonly tore under heavy stress. Patent number 139,121 was awarded in 1873 and the rest is history. Utilizing the best denim in the world at the time, Levi Strauss and Co established itself as a beacon of quality for next 150+ years.
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USE A GRID
ADD MORE MARGIN
CENTER OR LEFT-ALIGNED?
Jonathan Julian
410Labs
jonathan@410labs.com
STYLE ALL FORM ELEMENTS
USE UNIQUE FONTS
GREYS ARE EASY

#333

#666

#999

#CCC
AVOID #0000 AND #FFF
TEXT-SHADOWS
BOX-SHADOWS
GRADIENTS
AN EXAMPLE
Free Beer

Free Beer
Free Beer

font-family:'Cabin Sketch',sans-serif;
font-size:42px;
line-height:42px;
color:#333;
background-color:#e8e8e8;
background-image: -webkit-linear-gradient(#e8e8e8, #b1b1b1);
background-image: -moz-linear-gradient(#e8e8e8, #b1b1b1);
Free Beer

text-align:center;
width:200px;
padding:10px 30px;
text-decoration:none;
text-shadow:#fff 0 1px 0;
Free Beer

border:1px solid #333;
border-top:1px solid #a5a5a5;
border-left:1px solid #a5a5a5;
box-shadow:#000 1px 1px 2px;
-webkit-border-radius:6px;
-moz-border-radius:6px;
border-radius:6px;
def shiny_button_to(args)
    link_to(args.merge(:class => 'shiny_button'))
end
THANKS!
Discussion

Jonathan Julian
@jonathanjulian
jonathanjulian.com
410labs.com