Design

Date

Design is not just what it looks like,
design is how it works.

–Steve Jobs

Visual Design

- Visual Design (C.R.A.P. principle)
- Functional design
- Visual Thinking
- Typography and color

Jakob Nielsen

Designing Web Usability

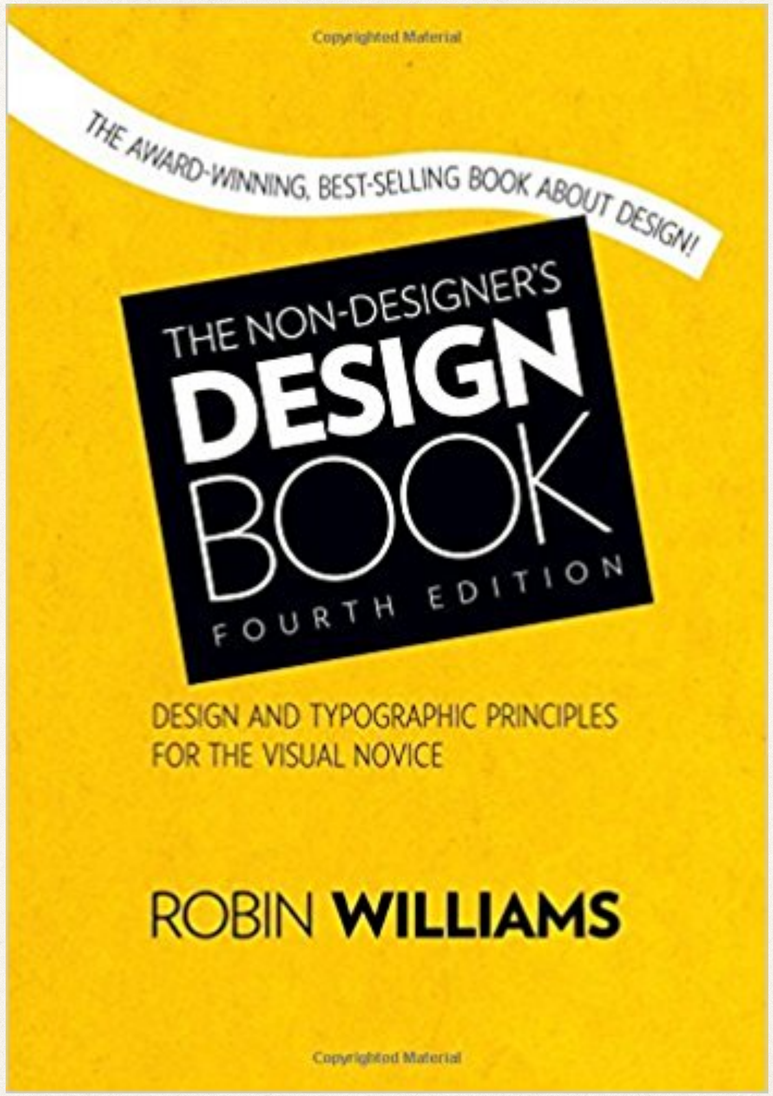
Steve Krug

UPDATED with three new chapters!

DON'T MAKE ME THINK

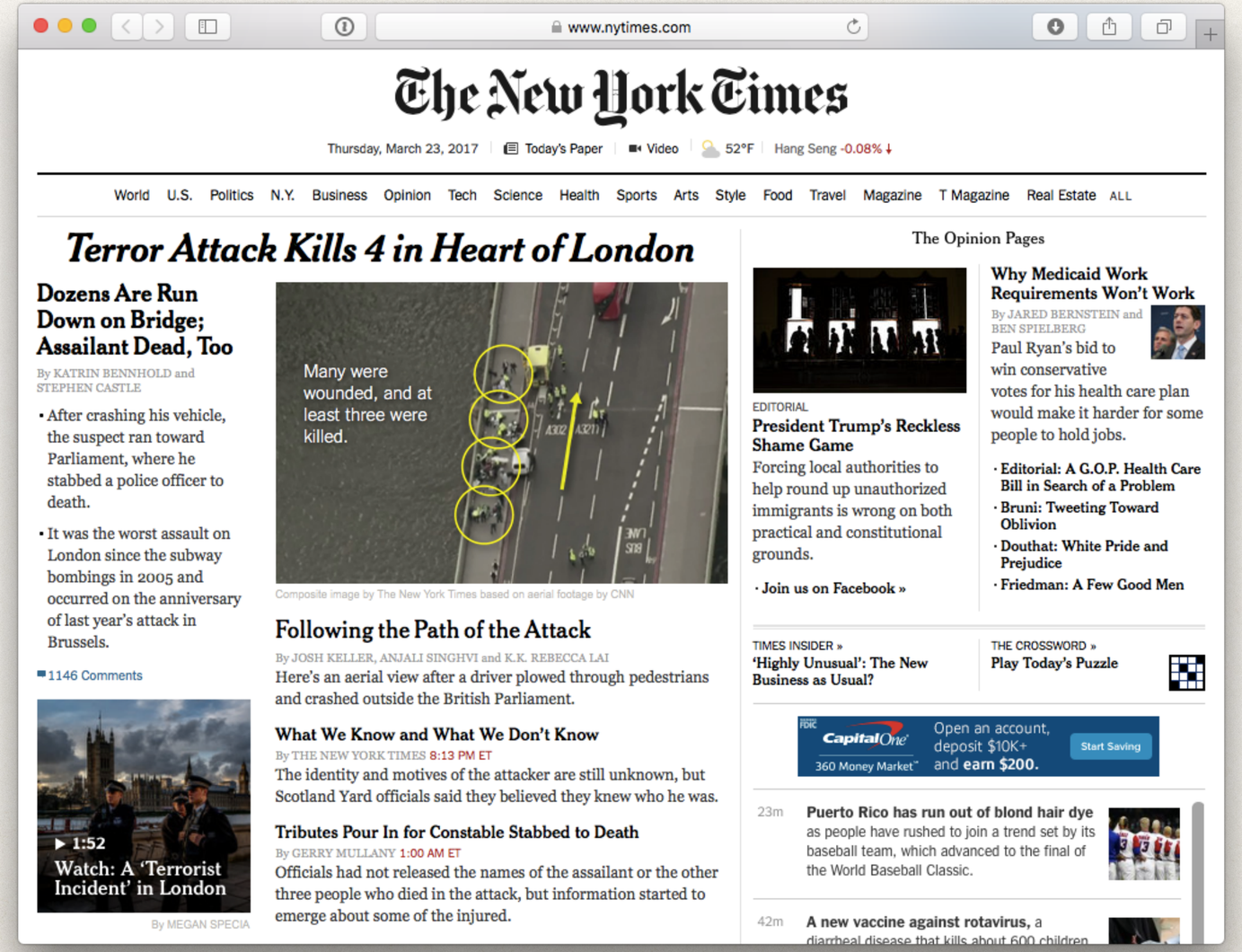
A Common Sense Approach to Web Usability

SECOND EDITION

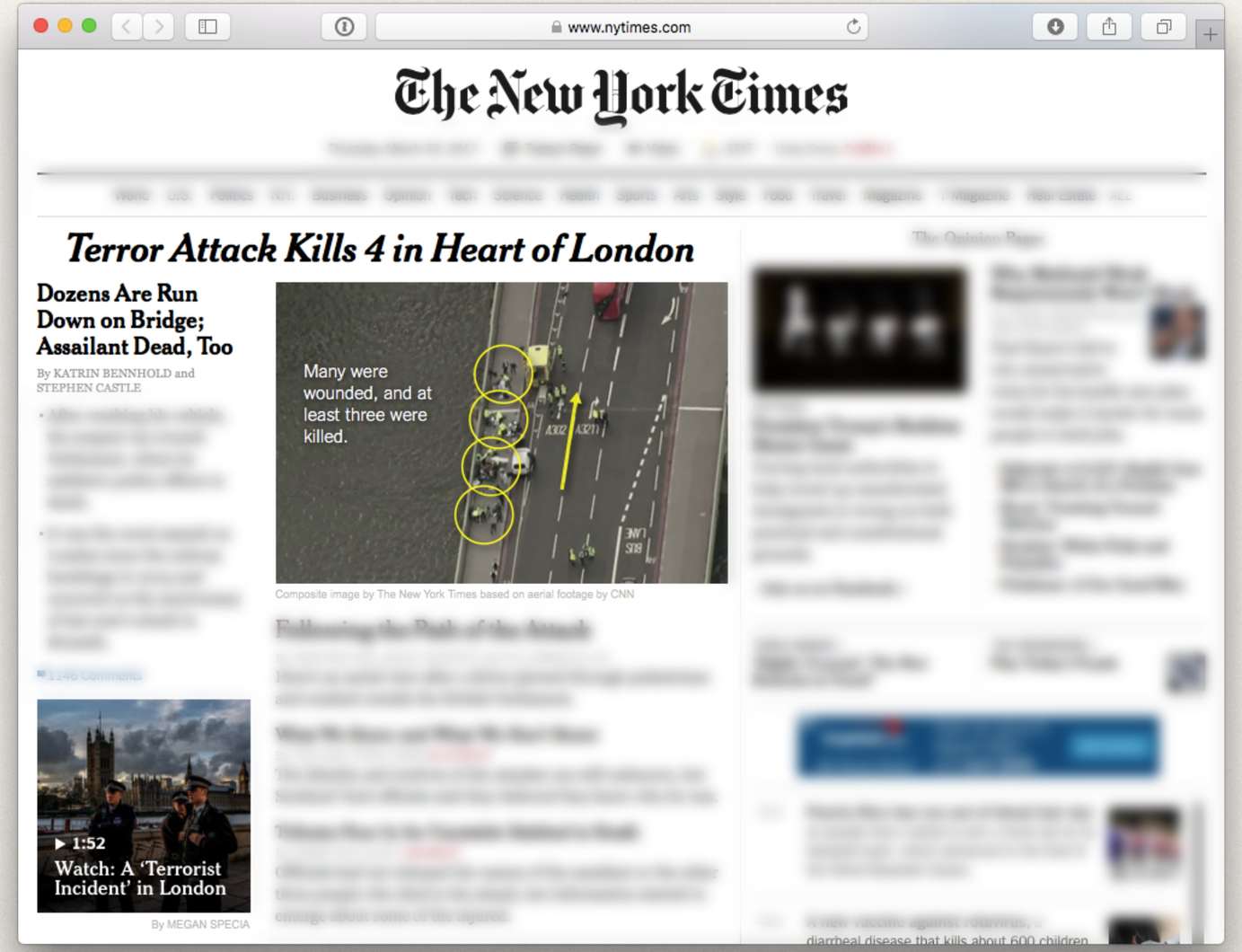

Copyrighted Material
THE AWARD-WINNING, BEST-SELLING BOOK ABOUT DESIGN!
THE NON-DESIGNER'S
DESIGN
BOOK
FOURTH EDITION
DESIGN AND TYPOGRAPHIC PRINCIPLES
FOR THE VISUAL NOVICE
ROBIN WILLIAMS
Copyrighted Material

A BOOK APART
Brief books for people who make websites
№ 13
Scott Jehl
RESPONSIVE RESPONSIVE DESIGN
FOREWORD BY Ethan Marcotte

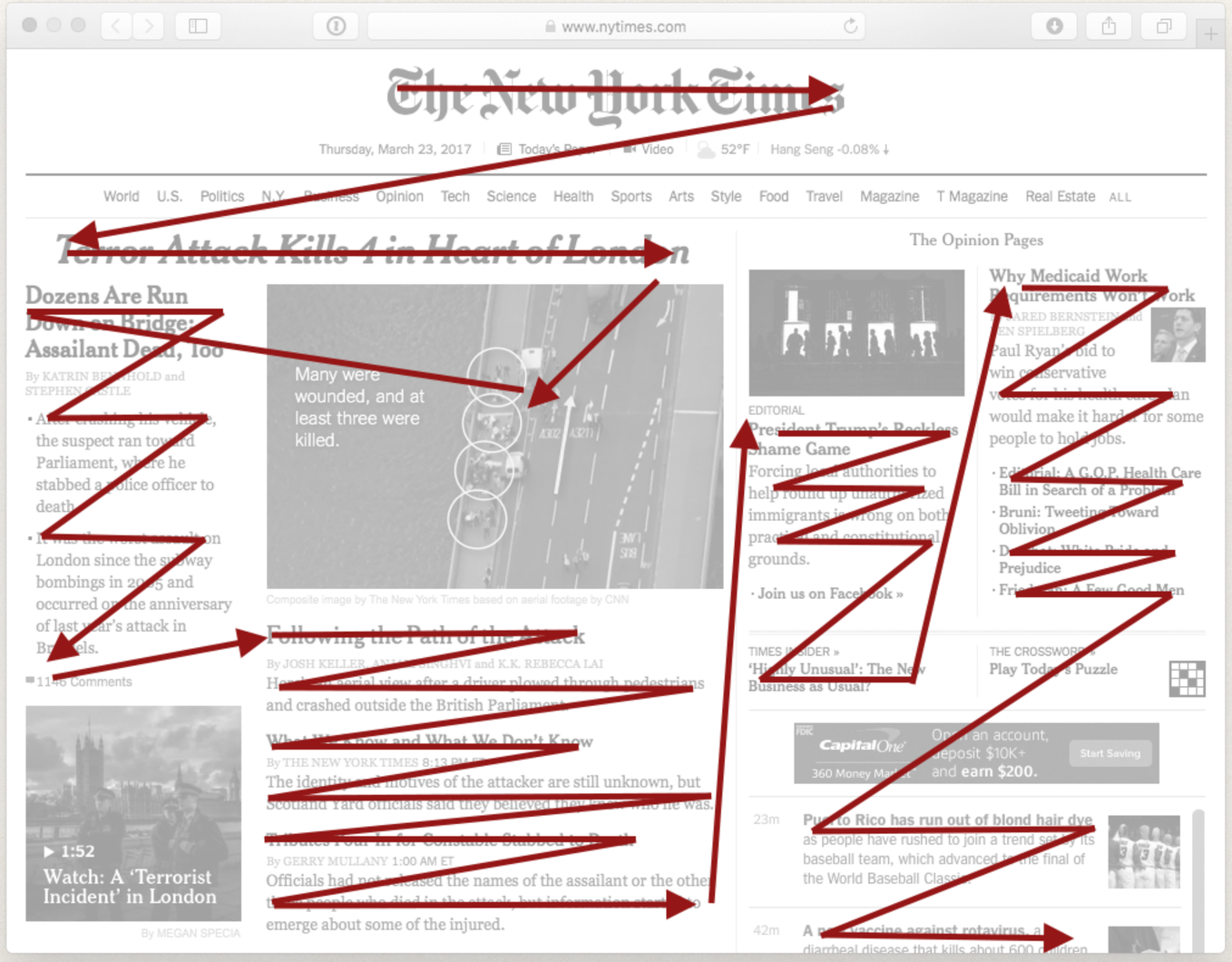
What designers build…



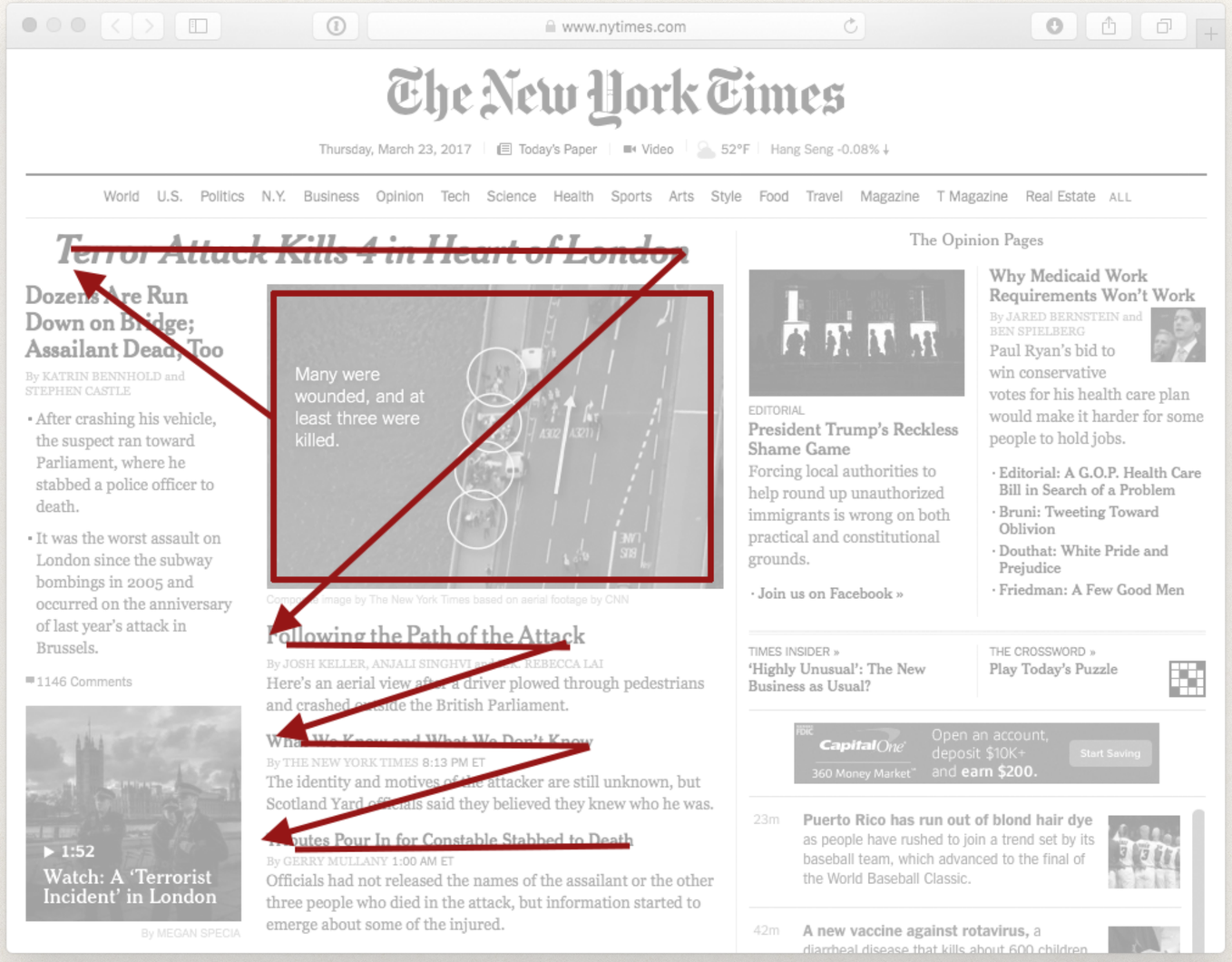
What people see.



What we design for…



The reality:


www.nytimes.com
The New York Times
Thursday, March 23, 2017 | Today's Paper | Video | 52°F | Hang Seng -0.08%
World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL
Terror Attack Kills 4 in Heart of London
Dozens Are Run Down on Bridge; Assailant Dead, Too
By KATRIN BENNHOLD and STEPHEN CASTLE
After crashing his vehicle, the suspect ran toward Parliament, where he stabbed a police officer to death.
It was the worst assault on London since the subway bombings in 2005 and occurred on the anniversary of last year's attack in Brussels.
1146 Comments
Many were wounded, and at least three were killed.
Following the Path of the Attack
By JOSH KELLER, ANJALI SINGHVI and REBECCA LAI
Here's an aerial view after a driver plowed through pedestrians and crashed outside the British Parliament.
By THE NEW YORK TIMES 8:13 PM ET
The identity and motives of the attacker are still unknown, but Scotland Yard officials said they believed they knew who he was.
By GERRY MULLANY 1:00 AM ET
Officials had not released the names of the assailant or the other three people who died in the attack, but information started to emerge about some of the injured.
1:52
Watch: A 'Terrorist Incident' in London
By MEGAN SPECIA
The Opinion Pages
EDITORIAL
President Trump's Reckless Shame Game
Forcing local authorities to help round up unauthorized immigrants is wrong on both practical and constitutional grounds.
Join us on Facebook »
Why Medicaid Work Requirements Won't Work
By JARED BERNSTEIN and BEN SPIELBERG
Paul Ryan's bid to win conservative votes for his health care plan would make it harder for some people to hold jobs.
Editorial: A G.O.P. Health Care Bill in Search of a Problem
Bruni: Tweeting Toward Oblivion
Douthat: White Pride and Prejudice
Friedman: A Few Good Men
TIMES INSIDER »
'Highly Unusual': The New Business as Usual?
THE CROSSWORD »
Play Today's Puzzle
Capital One 360 Money Market
Open an account, deposit $10K+ and earn $200.
Start Saving
23m Puerto Rico has run out of blond hair dye as people have rushed to join a trend set by its baseball team, which advanced to the final of the World Baseball Classic.
42m A new vaccine against rotavirus, a

WHAT WE DESIGN FOR...

Read

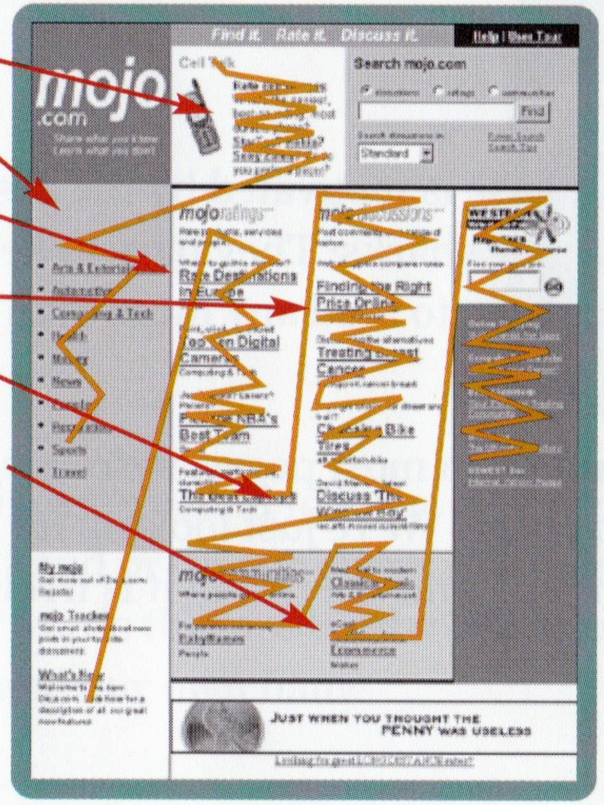
Read

Read

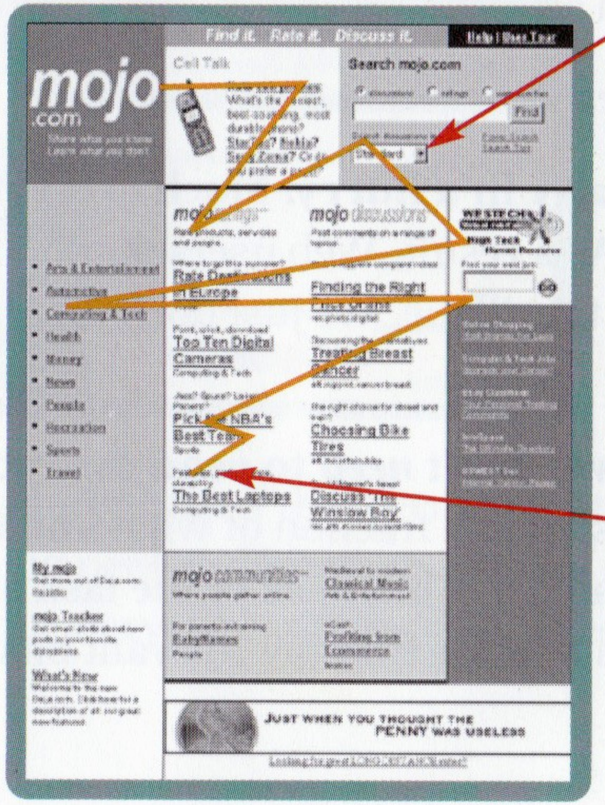
Read

[Pause for reflection]

Finally, click on a carefully chosen link



THE REALITY...



Look around feverishly for anything that

a) is interesting, or vaguely resembles what you're looking for, and

b) is clickable.

As soon as you find a halfway-decent match, click.

If it doesn't pan out, click the Back button and try again.

The Ration | Business of Food - Windows Internet Explorer
http://berkeley.news21.com/theration/category/business/
Bing
Favorites
Suggested Sites
Upgrade Your Browser
Page
Safety
Tools

Continue reading→

ORGANIC AND GLUTEN-FREE PASSOVER FOODS ON THE RISE

A new spin on an ancient tradition

By Rebecca Wolfson

They tried to kill us, we survived, let's eat. If the majority of Jewish holidays had a single tag line, that's what it would be, and Passover is no different.

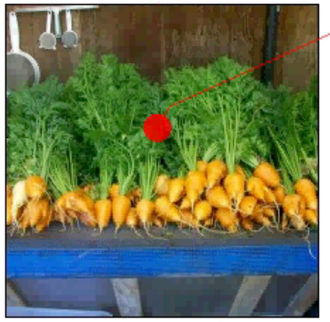
On Passover Jewish people around the world re-tell the story of the Israelites' exodus from Egypt. When the Jews fled from Pharaoh in order to escape slavery, they didn't have time to wait for their bread to rise so they ate unleavened bread. Continue reading→

AWAY AT FOOD CAMP

Roasted pig, halibut sashimi, ricotta blintzes, foodies around a campfire.

By Lily Mihalik

The heritage pig carcass arrived first, followed by 30 chefs, foodies, beer connoisseurs, food bloggers, designers, doctors, food stylists and community food organizers from New York to San Francisco. The menu looked a little like this: 48 hours on a ... Continue reading→

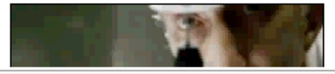


RESTAURANT GARDENS A BOON TO NEW FARMERS

By Natalie Jones

In this era when consumers want to know how many "food miles" their carrots traveled and restaurant menus list the distance from farm to fork, restaurant owners are increasingly putting in their own farms on rooftops, abandoned lots and nearby agricultural plots.

The trend has caught on with high-end, Michelin-starred restaurants in California such as The French Laundry in Napa and Manresa in Los Gatos as well as more casual places, such as Pauline's Pizzeria in San Francisco and the Fremont Diner in Sonoma. Continue reading→



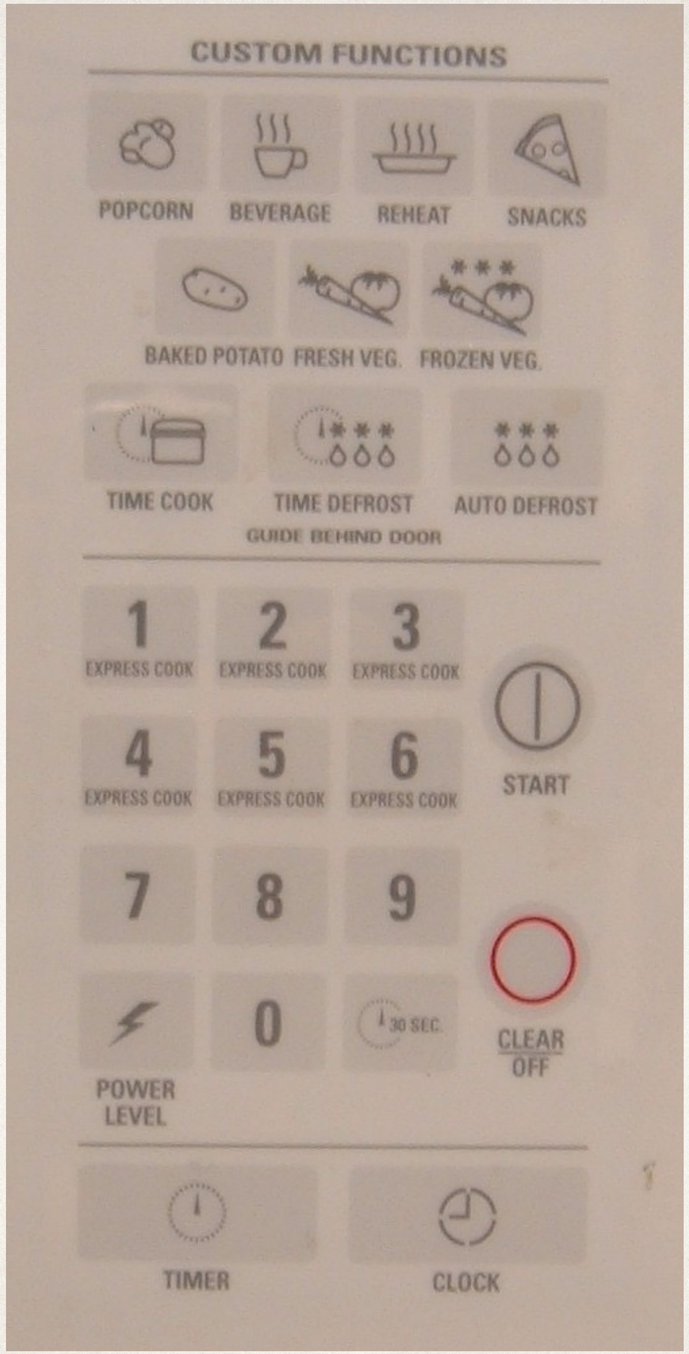
VIDEO: THE DARK FUTURE OF FOOD ADVERTISING

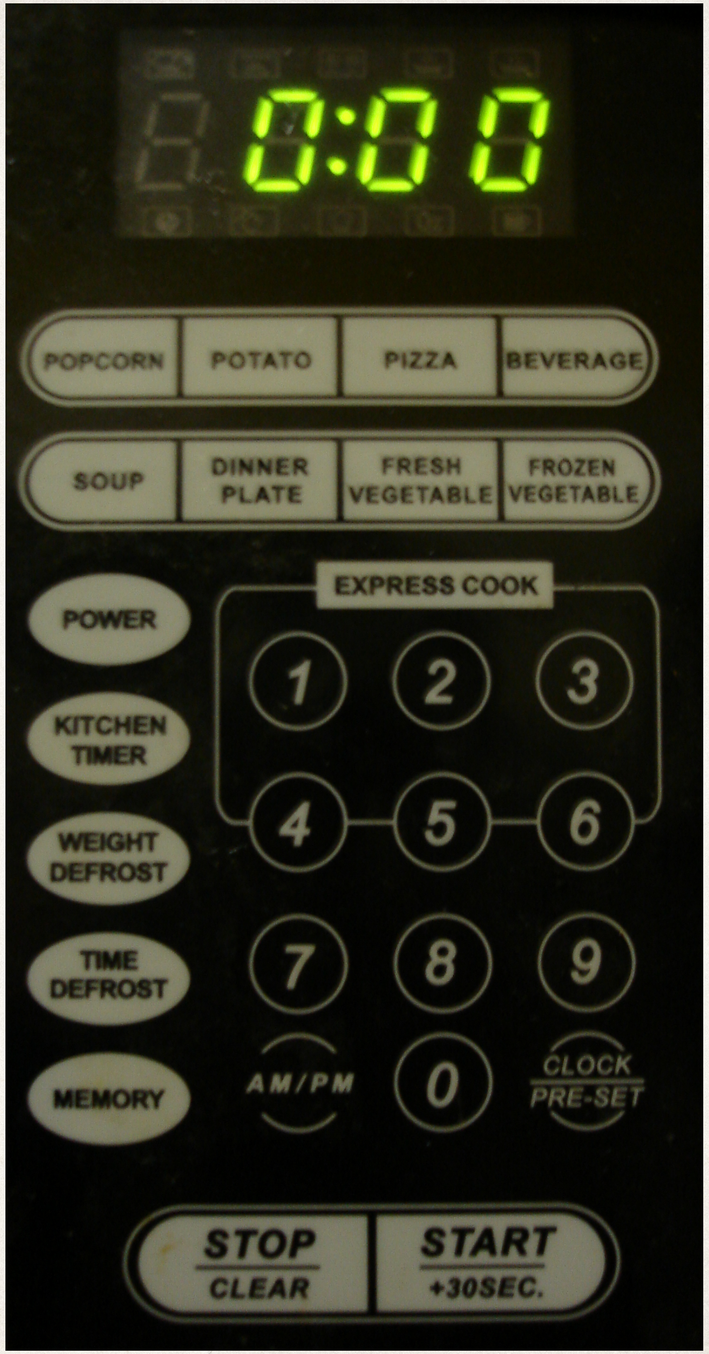
DORITOS 626 interactive ad campaign

Internet | Protected Mode: Off
100%

Why do we scan?

- **We're in a hurry** — Web use is often motivated by the desire to accomplish a task. Web users tend to act like sharks: They have to keep moving or they'll die. They don't read more than is necessary.
- **We don't need to read everything** — On most pages, we're only interested in a fraction of what's presented.
- **We're good at it** — We scan newspapers, magazines, e-mails, fliers to find the parts we're most interested in.


CUSTOM FUNCTIONS
POPCORN
BEVERAGE
REHEAT
SNACKS
BAKED POTATO
FRESH VEG.
FROZEN VEG.
TIME COOK
TIME DEFROST
AUTO DEFROST
GUIDE BEHIND DOOR
1 EXPRESS COOK
2 EXPRESS COOK
3 EXPRESS COOK
4 EXPRESS COOK
5 EXPRESS COOK
6 EXPRESS COOK
START
7
8
9
0
30 SEC.
CLEAR OFF
POWER LEVEL
TIMER
CLOCK


0:00
POPCORN
POTATO
PIZZA
BEVERAGE
SOUP
DINNER PLATE
FRESH VEGETABLE
FROZEN VEGETABLE
EXPRESS COOK
POWER
KITCHEN TIMER
WEIGHT DEFROST
TIME DEFROST
MEMORY
1
2
3
4
5
6
7
8
9
AM/PM
0
CLOCK PRE-SET
STOP CLEAR
START +30SEC.

We don't figure out how things work. We muddle through.

- **True of all technology** — Web sites, software, household appliances. We use things all the time without understanding how they work. Few people read the instructions.

- **If we find something that works, we stick with it** — Once we find something that works, no matter how badly, we tend to not look for a better way. (We might stumble upon a better way, but seldom look for one.)

- **Not much penalty for wrong guesses** — Unlike firefighting, penalty is usually only a click or two to go back.

The Good News

Create a clear visual hierarchy

The more important something is,
the more prominent it is.

This can be done with size, boldness, **color**, or groupings

Your design should be

CRAP

Contrast
Repetition
Alignment
Proximity

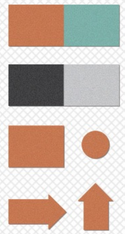
CONTRAST

COLOR

TONE/VALUE

SIZE/SHAPE

DIRECTION

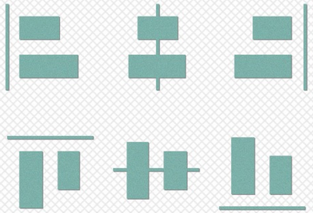


Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



PRINCIPLES *of* DESIGN

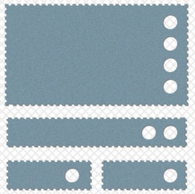
quick reference poster

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.



PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.

a handy paperleaf resource

CCYC'S ANN
GOOD FRIDAY F
FEATHER P
APRIL 22,

FISH FRY: 4 p.m

WHOLE WAL
PERCH
BAKED POTA
COLE SLA
ROLL & BU
DESSER

FEATHER PAR
I-PAD RAF

COMMODORE SPINS

CCYC Annual Good Friday

FISH FRY & FEATHER PARTY

April 22, 2011
4pm–7pm

- Whole Walleye and Perch
- Baked potatoes
- Cole slaw
- Roll & Butter
- Dessert

Fish Fry starts 4pm; Feather Party at 7pm.
Includes iPad Raffle. The commodore will spin!

designwise

we are creative people.

portfolio about us contact home

Good design is good business.

DesignWise is a creative services studio located in Yorktown, Virginia. We create websites, print graphics, and logo & identity branding both locally and nationwide.

more about us >>

see our work

Is this easy to read?

Is this easy to read?

CLOUDS OVER CUBA
THE CUBAN MISSILE CRISIS AND WHAT MIGHT HAVE BEEN
ENTER THE DOCUMENTARY
REAL-TIME CALENDAR
DOCUMENT DOSSIER
SYNC WITH MOBILE
CHAPTER SELECTION
FOLLOW JFK
© 2012 JOHN F. KENNEDY PRESIDENTIAL LIBRARY & MUSEUM
TERMS

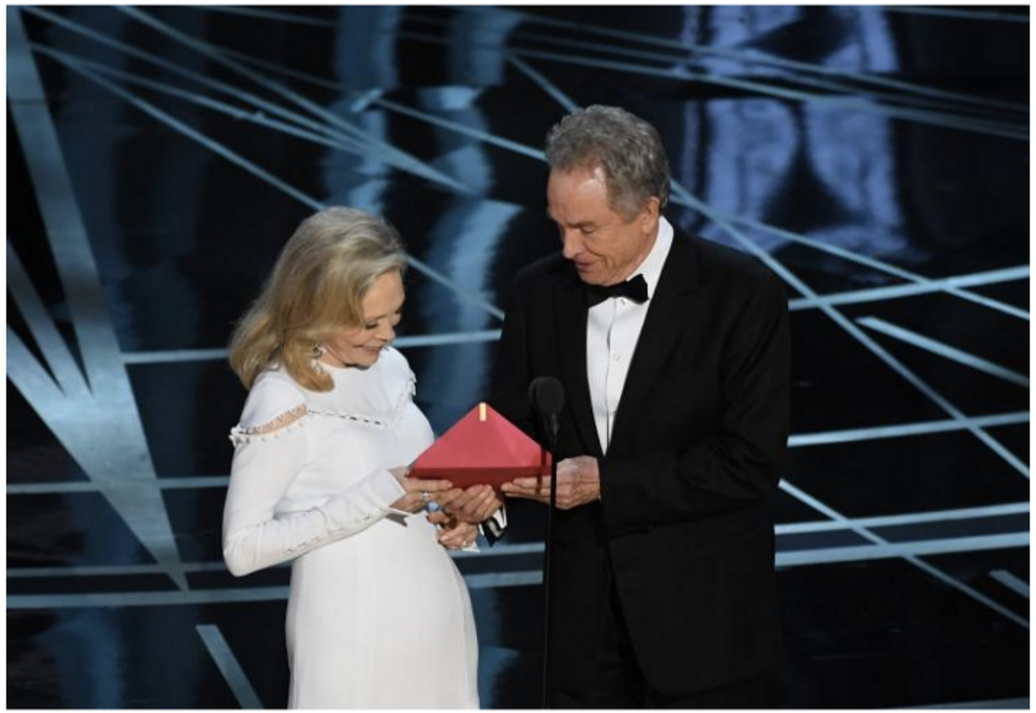
Real-world scenario

THE OSCARS

EMMA STONE

"LA LA LAND", FILM

Best Actress



What we're starting with

THE OSCARS

"MOONLIGHT"

ADELE ROMANSKI, DEDE GARDNER
AND JEREMY KLEINER, PRODUCERS

Best Picture

THE OSCARS

"MOONLIGHT"

ADELE ROMANSKI, DEDE GARDNER
AND JEREMY KLEINER, PRODUCERS

Best Picture

Header

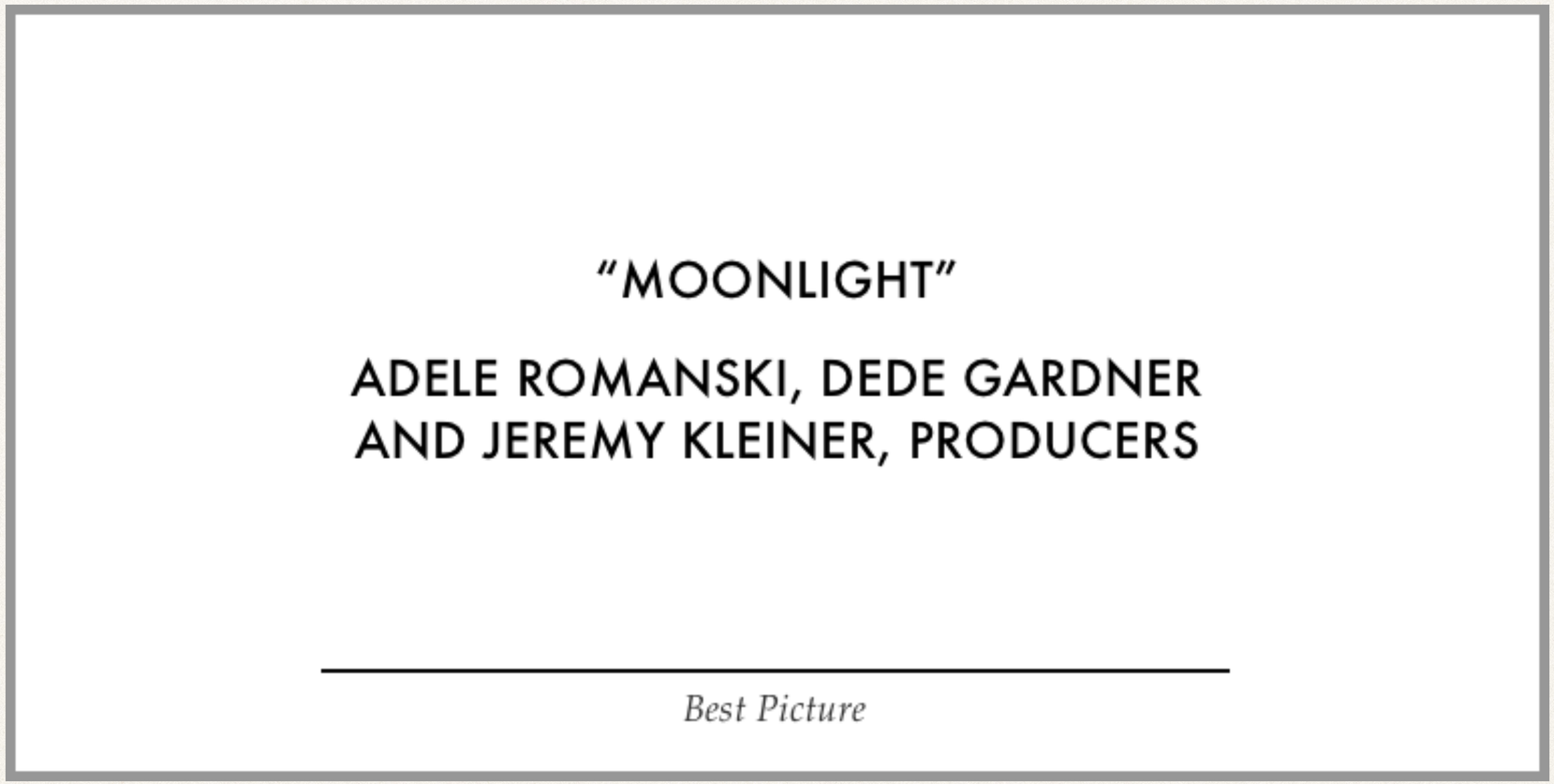
Body

Footer

on contrast

"If two items are not exactly the same, then make them different. Really different."

–Robin Williams, The Non-Designer's Design Book



Header is essentially a logo. Ask, "does this help me solve my problem?"

Add some contrast in the size.

Add some contrast in the titles.

Swap the descriptor, so that it's read first (unmistakable).

Move the footer it becomes the header, or most important part of card.
Make italics for further contrast.

on repetition

"[Repetition] is a conscious effort to unify all parts of a design [by achieving consistency]"

–Robin Williams, The Non-Designer's Design Book

Best Picture

MOONLIGHT

PRODUCERS: ADELE ROMANSKI, DEDE GARDNER AND JEREMY KLEINER

The descriptors are in two different typefaces. The Award Category title is in Palatino Italic and the Producers title is in Futura Medium. Change them both to Palatino Italic.

Remember: contrast includes size, boldness, font, and **color.**

on alignment

"Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page."

–Robin Williams, The Non-Designer's Design Book

Best Picture

MOONLIGHT

Producers: ADELE ROMANSKI, DEDE GARDNER AND JEREMY KLEINER

Good alignment for tighter visual flow.

The problem with center alignment with multiple lines is that it creates jagged edges.

Left-align on a 12-column grid.

on proximity

"Group related items together. Items or groups of information that are not related to each other should not be in close proximity to the other elements, which gives the reader an instant visual clue to the organization and content of the page."

–Robin Williams, The Non-Designer's Design Book

Move similar elements closer together.

Insert a monkey wrench, without disturbing the card's overall harmony.

Lighten logo to keep it minimal, and not crowding the visual flow too much.

THE OSCARS

EMMA STONE

"LA LA LAND", FILM

Best Actress

Best Actress

EMMA STONE

Film

La La Land

THE OSCARS

Apply this in everything you do…

To: Faculty
From: Curriculum Committee
Date: December 4, 2012
RE: First Year Student Advising

As a policy, the UC Berkeley Graduate Division includes mentoring as an element of best practices for each college, school and department, "Effective mentoring must be built on a commitment to providing every student with individual access to professional, collegial and supportive guidance throughout their enrollment in graduate program at UC Berkeley."
Faculty advising plays an important part in laying the groundwork for student mentoring. The Curriculum Committee would like to bring the Journalism School into compliance with its mentorship responsibility by reactivating student advising.
Informal advising has been underway at the school, but it needs a formal structure to assure that no first-year is left behind. As outlined below, the framework will facilitate a smooth transition for first-year students to the spring semester, when a number of the permanent faculty members will be away. The following structure will be communicated to all first-year students to aid them in their advising during the spring semester.

1. J200 faculty will remain as advisers for their J200 students. This is an advising relationship that the student carries with them throughout their J-School career.
2. As students pursue their interests in particular media, they may seek out the following permanent faculty members as warranted:
    Paul Grabowicz or Richard Koci Hernandez advise students interested in Multimedia.
    Joan Bieder, Bob Calo or Jon Else advise students interested in Television or Documentary.
    Susan Rasky or Deidre English advise students interested in Long Form Writing.
    Bill Drummond advises students interested in Radio.
    Ken Light advises students interested in Photography.
3. Lecturers are a resource for all students interested in the lecturer's areas of expertise, but the primary responsibility for advising lies with permanent faculty members.
4. As Associate Dean, Joan Bieder continues in her current roll with academic affairs and addresses all academic issues that cannot be resolved between instructors and students.
5. Master's Project Adviser selection for the current first year students is scheduled to take place during March and April of 2013 under the supervision of Associate Dean Bieder.

The advising and mentorship responsibilities of faculty are explained in detail in this website
http://grad.berkeley.edu/policies/guides/appendix-11-best-practices-for-faculty-mentoring-of-graduate-students-approved-by-the-graduate-council-march-6-2006/
##

Joanne Straley

to First, Ben, Kara, me, Michele, Richard, Christopher, Janice, Joan, david

Hello First Year Students!

(There is ALOT of information in this email, with many important deadlines. Grab a coffee/tea and take some time

The Kaiser Fellowship and Merit Fellows information and applications are ready the intranet. https://intranet.journalism.berkeley.edu/awards/

Or--Go to INTRANET/MISC/STUDENT HANDBOOK/ SECOND YEAR FUNDING INFORMATION for details.

Here is the funding timeline as discussed at our meeting last week:

- March 1--**Release of Kaiser Application and Fellows Application**
- March 2 - **FAFSA Renewal Due** (priority deadline, don't panic if you miss it, but don't delay. You will need t Report) as part of your merit applications if applying).
- March 14 - **Applications due for Fellows**
- March 18 - **Application due for Kaiser**
- April 8 - **Decision for Fellows and Kaiser complete**
- April 15 - **Application for J-Peers released**
- April 22 - **Application for J-Peers due**
- May 1 - **Decision for J-Peers announced**

As discussed (go to the intranet for full details):
1. **The Kaiser Fellowship**--The Kaiser Fellowship for reporting on disparities in health and health care access in the U funding toward your fees and a reporting stipend.
The process requires a reporting proposal. Details on intranet.

2. **School Merit Fellows** - Each student will be able to apply for any position that is of interest. Positions includes a semester, and a semester salary of about $2,500. We anticipate 14-18 positions for next year. Full details will be pro positions include: Audio, New Media, Video/Doc, J200, Equipment Manager, IRP.

****

Concision

Omit ~~needless~~ words

Omit needless words

Vigorous writing is concise. A sentence should contain no unnecessary words, a paragraph no unnecessary sentences, for the same reason that a drawing should have no unnecessary lines and a machines no unnecessary parts.

— William Strunk, Jr. and E.B. White, The Elements of Style

Happy talk must die

Thank you for agreeing to take this brief survey. The following questionnaire is designed to provide us with information that will help us improve the site and make it more relevant to your needs. Please select your answers from the drop-down menus and radio buttons below. The questionnaire should only take you 2-3 minutes to complete.

At the bottom, you can choose to leave your name and phone number. You may be contacted in the future to participate in a survey to help us improve the site.

Happy talk must die

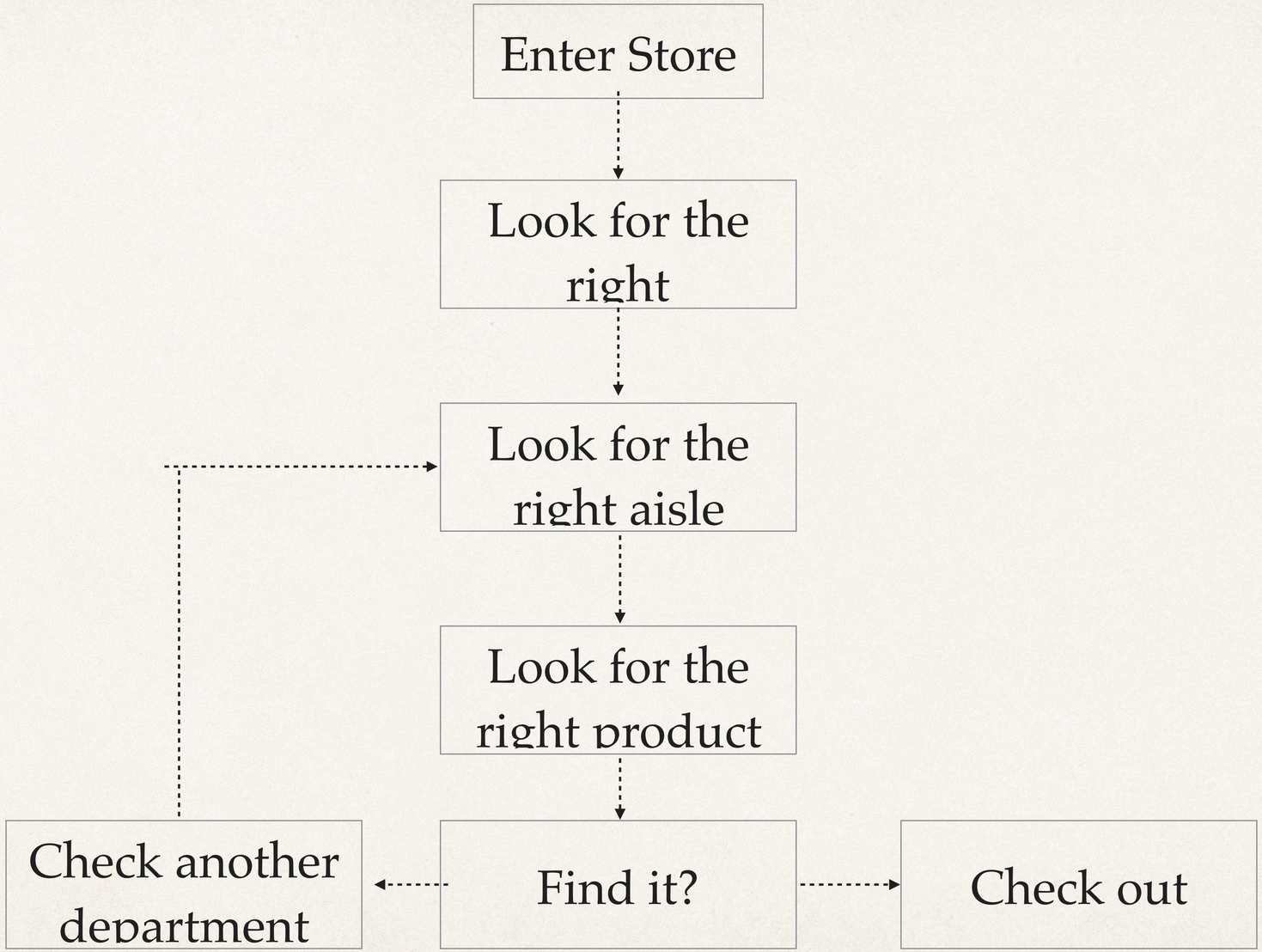
Please help us improve the site by answering these questions. It should only take you 2-3 minutes to complete this survey.

Scene from a Mall

TOOLS **HOUSEWARES** **LAWN AND GARDEN**

Scene from a Mall

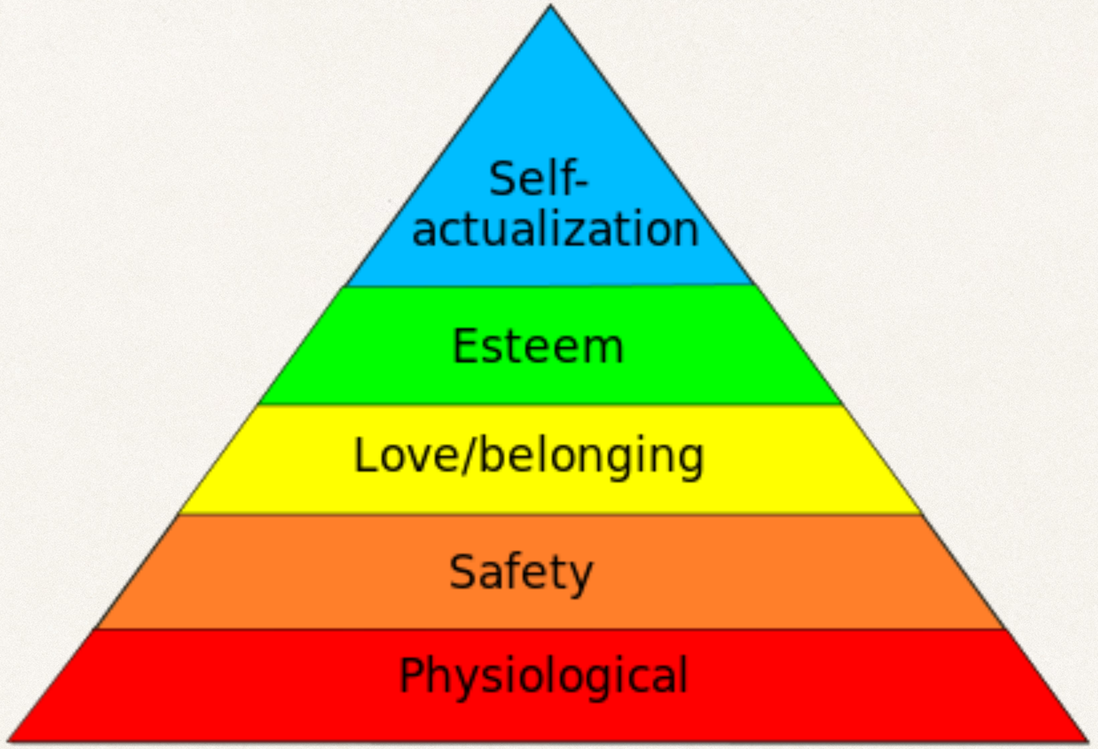
Power Tools **Hand Tools** **Sanding and Grinding**


Enter Store
Look for the right
Look for the right aisle
Look for the right product
Find it?
Check another department
Check out

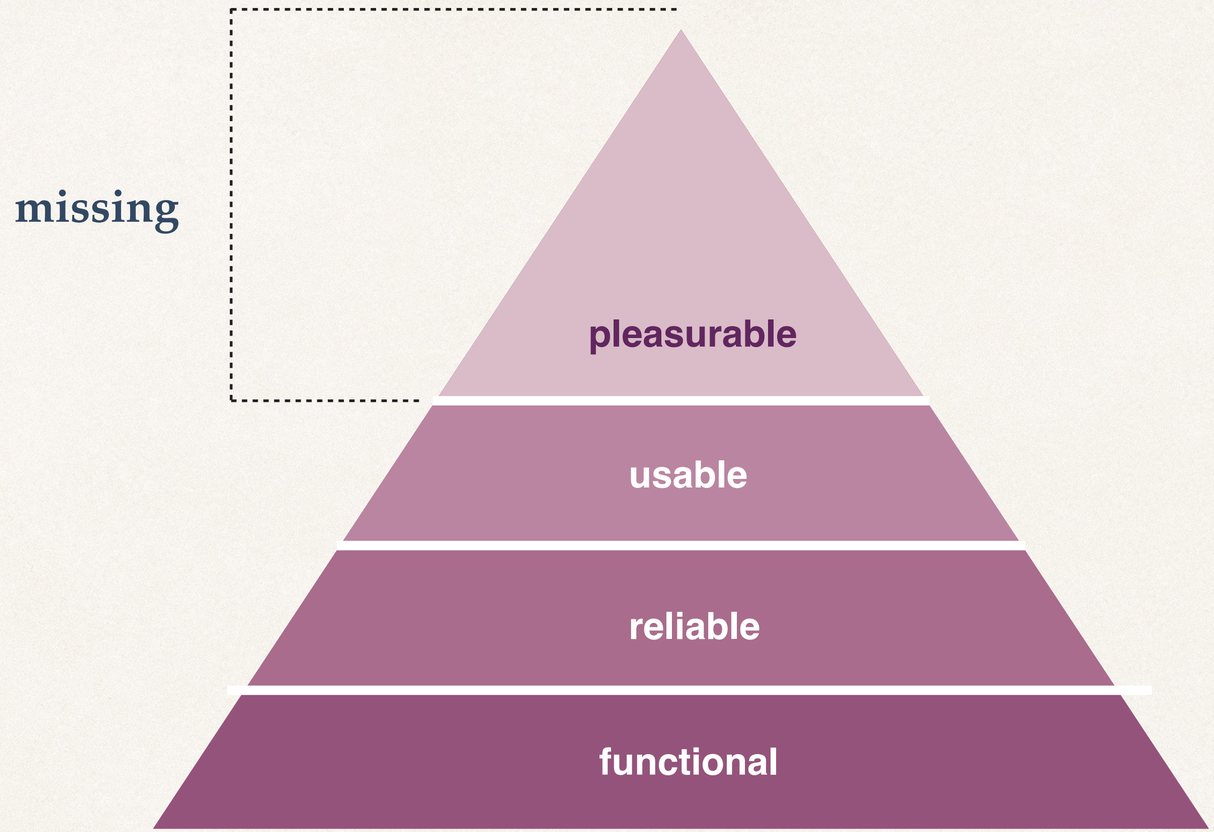
Navigation

- **Keep a clear and consistent navigation** guiding people through the page/ site. (Breadcrumb navigation)
- **The banner or site logo** should be a beacon for getting back to the beginning.
- **Navigation gives a sense of scale** of the web project.
- **Hierarchy can help provide a logical path** through the project.

Maslow's Triangle

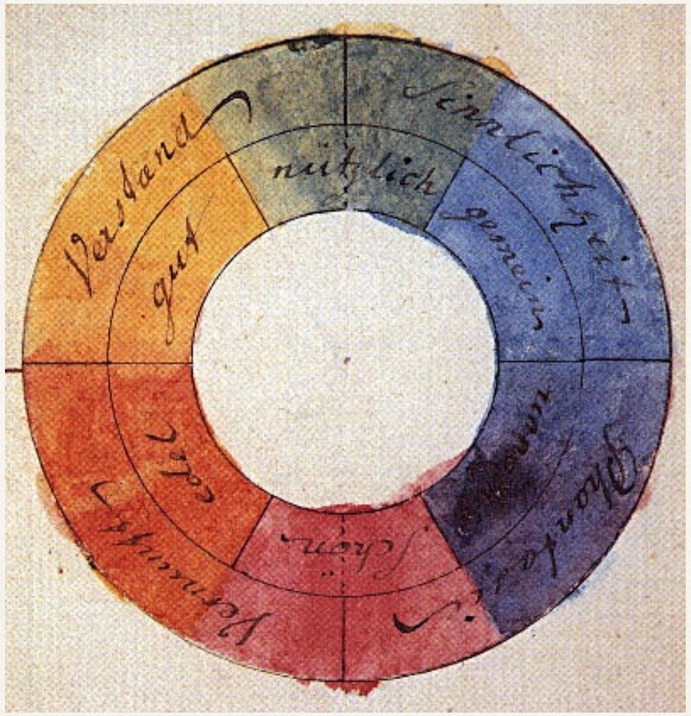


Abraham Maslow in his 1943 paper "A Theory of Human Motivation"

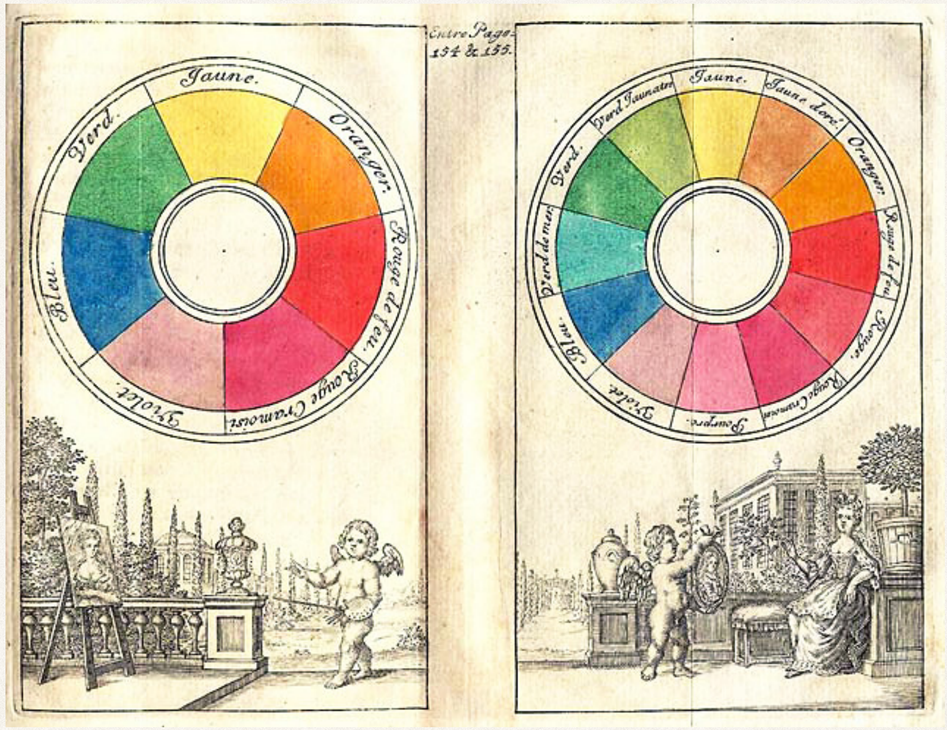


Aaron Walter in Designing for Emotion

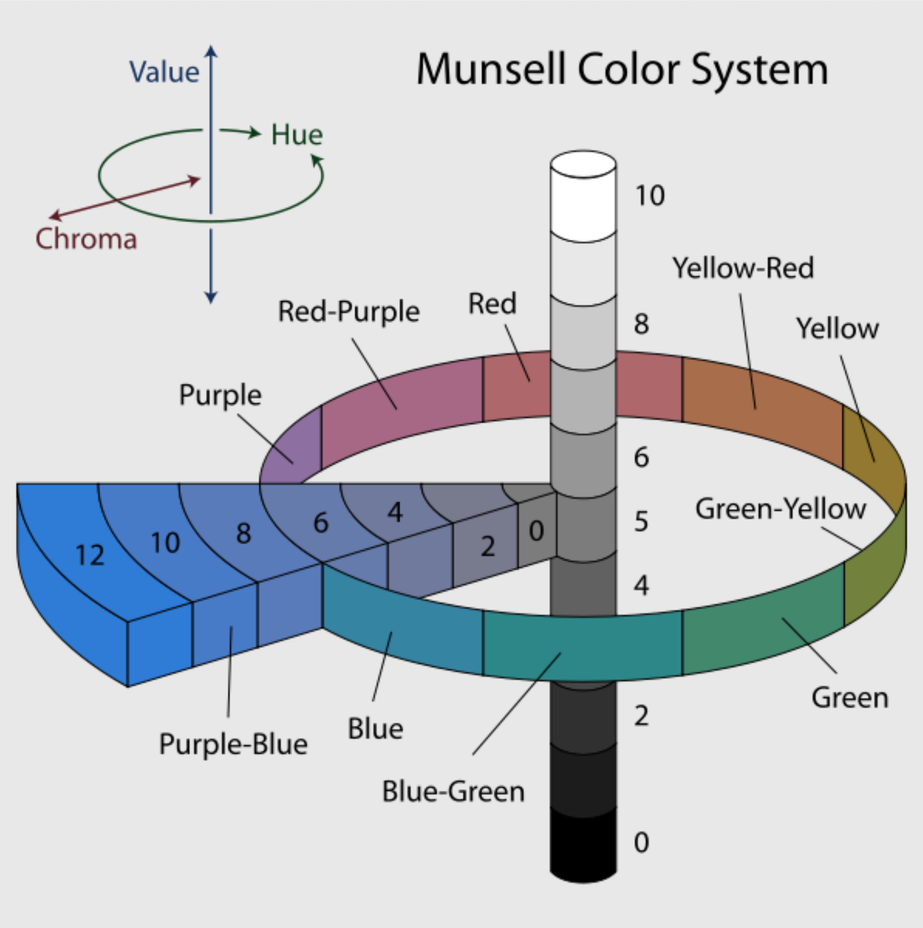
Color Theory



Goethe's color wheel from his 1810 Theory of Colours



Boutet's 7-color and 12-color color circles from 1708



Saturation

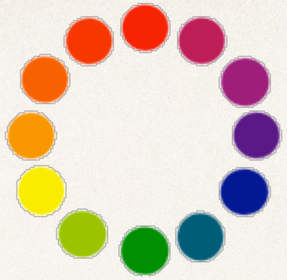
How vivid a color is (more saturated means more brilliant, mid-saturation is pastel, no saturation is gray)

Hue

The color on the color wheel.

Lightness

On a scale from black to white, or how bright/dark the color is



Complementary colors

Analogous colors

Triad (secondary) Colors

Tertiary colors

http://paletton.com/

Reds are passionate, energetic & confident.

Oranges are warm, cheerful & creative.

Yellows are bright, lively & optimistic.

Purples are imaginative, elegant, royalty

Blues are trustful, harmonious & calm.

Greens are peaceful, refreshing & natural.

Calm, modern, clean

In China

Joy, government, wealth, increase

Royalty, perfection

Emperor, earth, political, middle/center

Misfortune

Aging, ill

Life, vitality, greed, decrease

Dull, cheap

COLOR EMOTION GUIDE

Typography

sans-serif

serif

Serif sans-serif

Serifs are easier to read long text, like in books or long articles. Serifs are a authoritative, serious font.

Sans-serifs are easier to see at a glance. San-serifs are generally more modern, minimalistic.

Display Fonts

HERCULANUM

PHOSPHATE

Noteworthy

Snell Roundhand

Zapfino

Once upon a time there lived in a certain village a little country girl, the prettiest creature that ever was seen. Her mother was very fond of her, and her grandmother loved her still more. This good woman made for her a little red riding-hood, which became the girl so well that everybody called her Little Red Riding-hood.

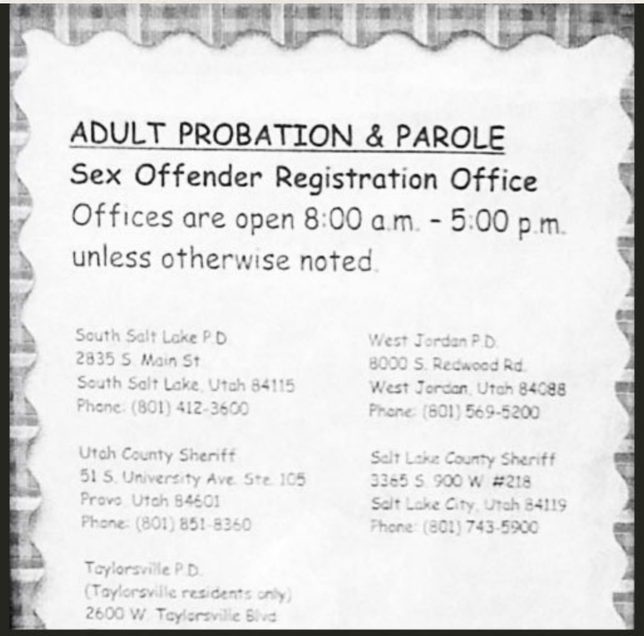
Once upon a time there lived in a certain village a little country girl, the prettiest creature that ever was seen. Her mother was very fond of her, and her grandmother loved her still more. This good woman made for her a little red riding-hood, which became the girl so well that everybody called her Little Red Riding-hood.

Once upon a time there lived in a certain village a little country girl, the prettiest creature that ever was seen. Her mother was very fond of her, and her grandmother loved her still more. This good woman made for her a little red riding-hood, which became the girl so well that everybody called her Little Red Riding-hood.

ALL FONTS HAVE PERSONALITY & A PURPOSE

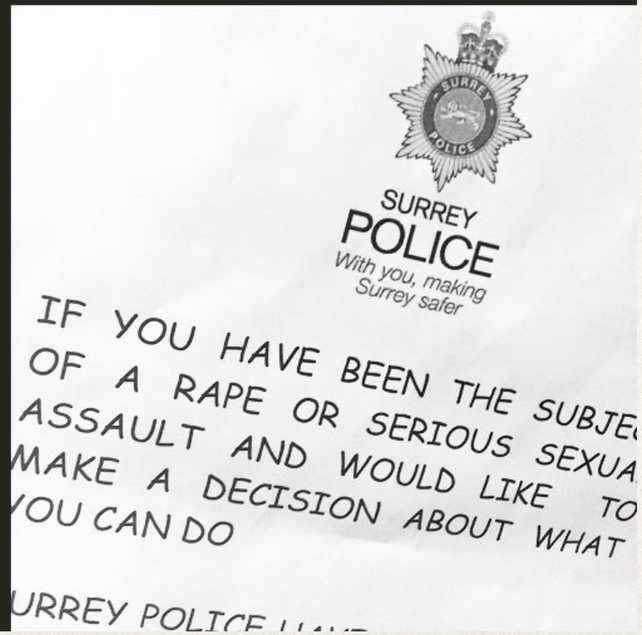
Comic Sans Criminal

HELP PREVENT A TRAGEDY
If you see children or adults inside
or attempting to enter this substation
please call 08000 727282
or the local police immediately
SSE Power Distribution
DANGER OF DEATH
KEEP OUT


ADULT PROBATION & PAROLE
Sex Offender Registration Office
Offices are open 8:00 a.m. - 5:00 p.m.
unless otherwise noted.
South Salt Lake P.D.
2835 S. Main St.
South Salt Lake, Utah 84115
Phone: (801) 412-3600
Utah County Sheriff
51 S. University Ave. Ste. 105
Provo, Utah 84601
Phone: (801) 851-8360
Taylorsville P.D.
(Taylorsville residents only)
2600 W. Taylorsville Blvd
West Jordan P.D.
8000 S. Redwood Rd.
West Jordan, Utah 84088
Phone: (801) 569-5200
Salt Lake County Sheriff
3365 S. 900 W. #218
Salt Lake City, Utah 84119
Phone: (801) 743-5900

DEFIBRILLATEUR
HEARTSTART
DEFIBRILLATOR
DEFIBRILLATEUR

PLATTEVILLE
EMERGENCY MEDICAL SERVICE
AMBULANCE
Supported By
& Serving
Townships of:
Elkgrove
Ellenboro
Lima
Smelser
Platteville
Belmont
Harrison
& the
City of Platteville


SURREY
POLICE
With you, making
Surrey safer
IF YOU HAVE BEEN THE SUBJE
OF A RAPE OR SERIOUS SEXUA
ASSAULT AND WOULD LIKE TO
MAKE A DECISION ABOUT WHAT
YOU CAN DO
URREY POLICE

Dear Jimmy,

You are invited to my super-awesome castle birthday party fun day, in Times New Roman. Are you excited?

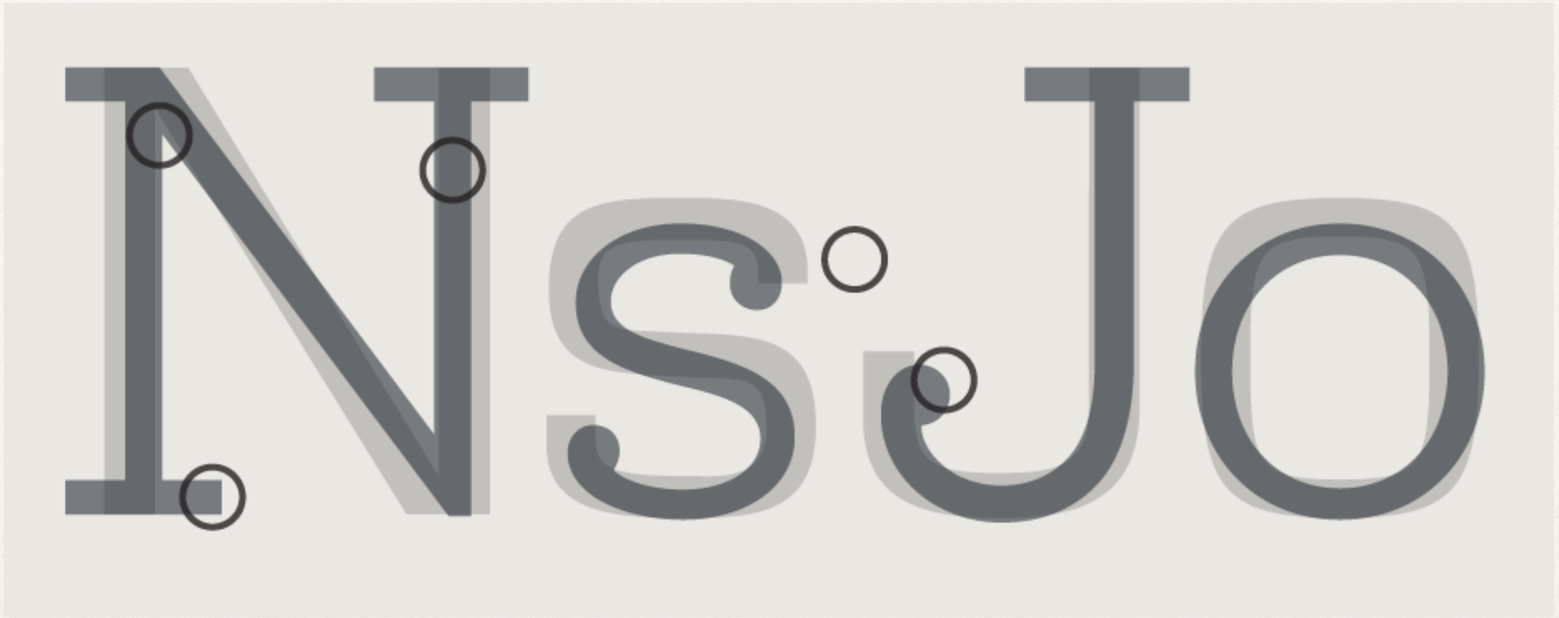
Timmy

Dear James,

It is with my deepest regret that I write to inform you that our test results indicate that you have disease X.

Dr. Tim

Font pairings



Font pairings

http://justmytype.co/

http://fontpair.co/

http://www.typegenius.com/

http://www.typeconnection.com/

Steal like an artist

Points of inspiration

- GraphicRiver.net
- veer.com
- VideoHive.net
- sidebar.io

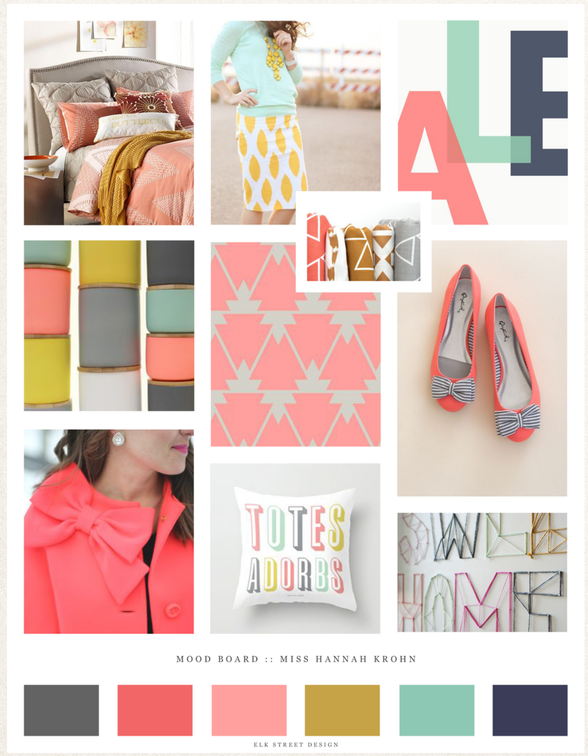
- GraphicRiver.net
- Codrops
- CodePen

https://dribbble.com/

Design Workflows

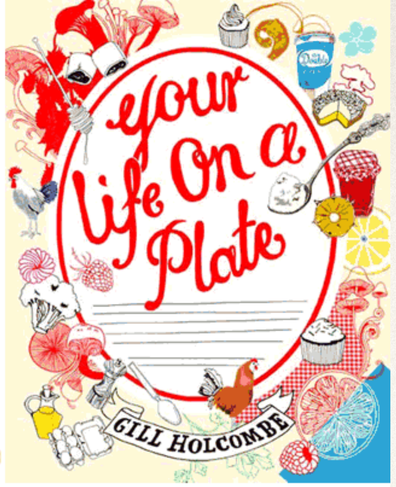
Research
Sketch
Gather
Mock-up
Build

It always starts with inspiration.



Passion
Leadership
Intelligence
Togetherness

LIVING



THE RATION

THE RATION

the Ration

the Ration

THE Ration

The Ration

The Ration

The Ration

1.

2.

3.

4.

5.

6.

7.

8.

9.

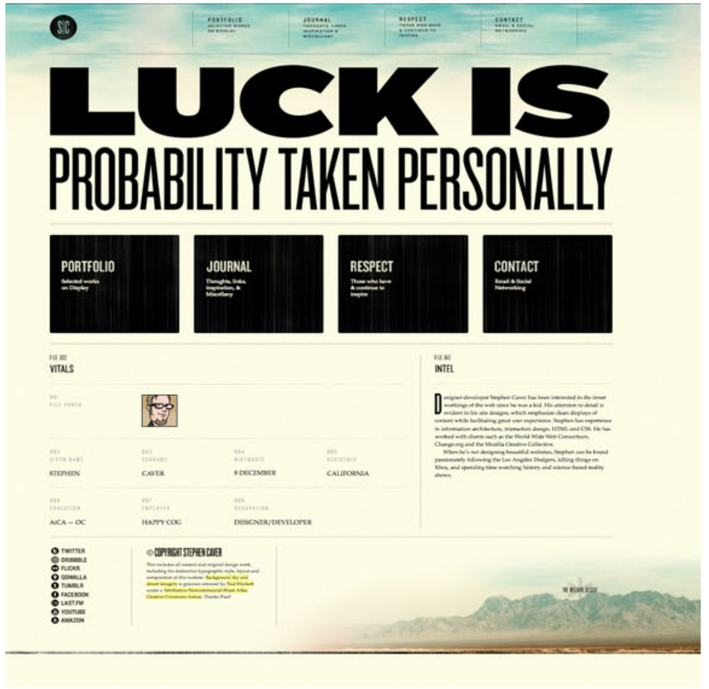
colors

sites

PHOOT CAMP
ATTENDEES ABOUT PRESS BLOG HOW TO APPLY CONTACT
the STORY of PHOOT CAMP
WE TURNED UP THE VOLUME ON
PHOOT CAMP
THIS YEAR, THANKS TO
VIRB
OUR EXCLUSIVE SPONSOR,
WHO MAKES THE PLATFORM ON WHICH
WE BUILT THIS LOVELY WEBSITE.
THE PHOOT TRAILER
THE STORY
PAST CAMPS
FUTURE CAMPS
#PHOOTCAMP
2009
2011

PRINT MOR
QUESTIONS? CALL US! 212-777-7624
ABOUT | SERVICES | RESOURCES | GET A QUOTE | CONTACT
UPLOAD FILES
DVD COVERS
LEARN MORE
FEATURED SERVICES
VIEW ALL SERVICES
BUSINESS CARDS
POSTCARDS/FLYERS
POSTERS/BANNERS
GREETING CARDS
ABOUT PRINT MOR
OUR LOCATION
SPECIAL PROMOTIONS
Order 500 Business Cards
Get 500 Free!!!
LATEST PROMOTIONAL TWEETS

CLIMATE WISCONSIN
STORIES FROM A STATE OF CHANGE
ABOUT THIS PROJECT
CREDITS
PREV STORY
NEXT STORY
ADAPTATION & MITIGATION
SHARE
LOCATION
WISCONSIN
TEACHING TIPS


LUCK IS
PROBABILITY TAKEN PERSONALLY
PORTFOLIO
JOURNAL
RESPECT
CONTACT
VITALS
INTEL
STEPHEN
CAVER
8 DECEMBER
CALIFORNIA
AICA — OC
HAPPY COG
DESIGNER/DEVELOPER
TWITTER
DRIBBBLE
FLICKR
DEVMILLA
TUMBLR
FACEBOOK
LAST.FM
YOUTUBE
AMAZON
© COPYRIGHT STEPHEN CAVER

THE RATION IS A FOOD ETC. MAGAZINE

THE RATION : FOOD NEWS

the Ration NEWS TO EAT TO

The Ration

we tell stories about the food we eat

RATIONAL THOUGHT

THERATION

THE RATION

NEWS IN THE TIME OF FOOD

theRation vinegar

THE RATION

THERATION

THE RATION

THERATION

THE RATION

THERATION

THERATION

THERATION

THERATION

THERATION

THERATION

THERATION

the Ration

Stone Sans OS ITC TT

#38: Futura®
family of 20 fonts from Adobe

the Ration

#44: Monroe ✚WEB
family of 2 fonts from Sudtipos

the Ration

#45: Avant Garde Gothic®
family of 20 fonts from Adobe

the Ration

Nilland-SmallCaps.ttf

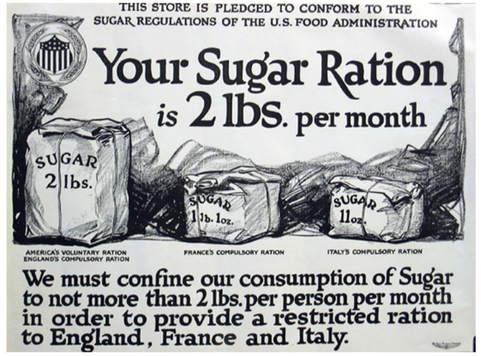
the Ration

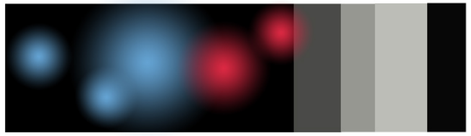
Nilland-SmallCaps-Bold.ttf

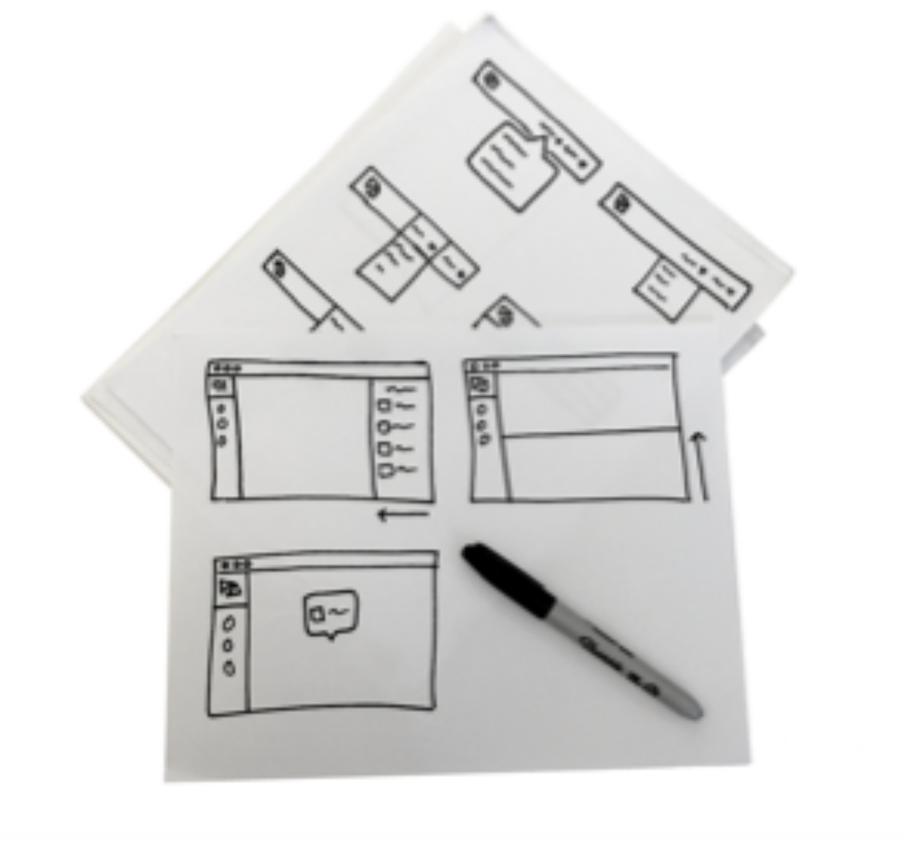
the Ration

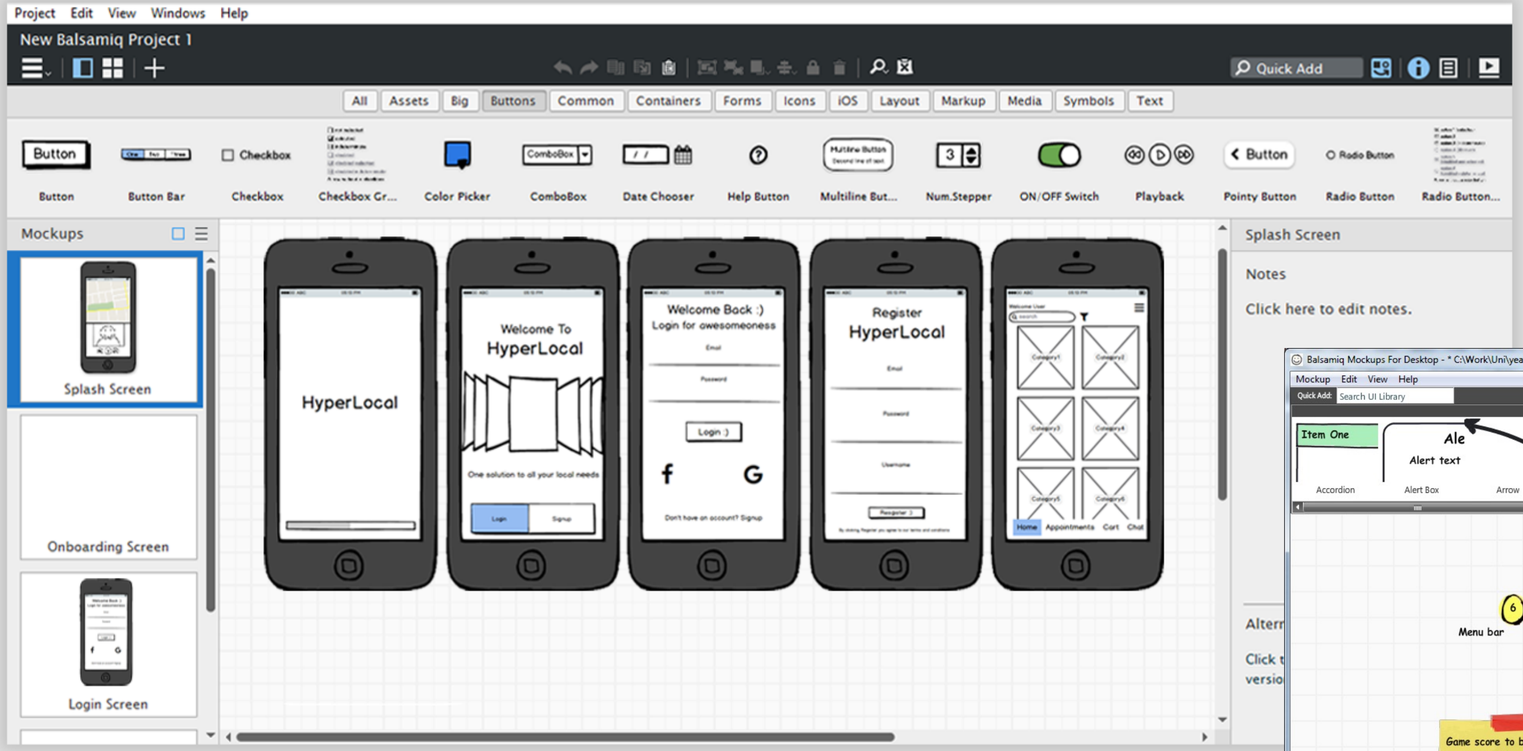
BebasNeue.otf

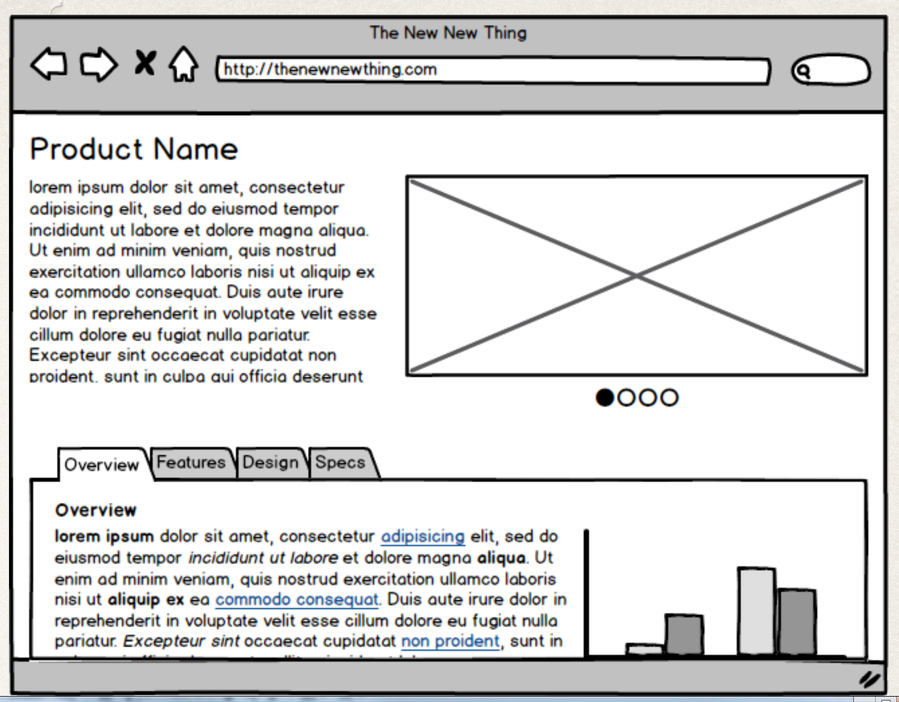
THE RATION

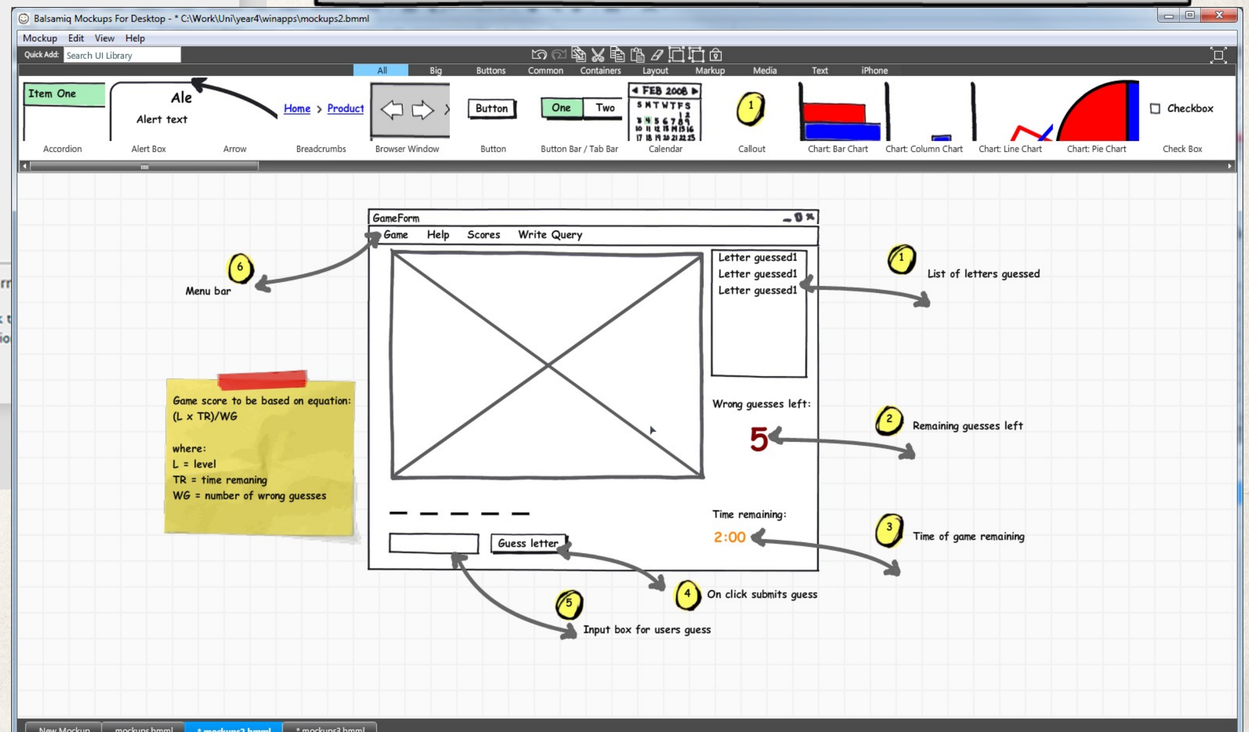

THIS STORE IS PLEDGED TO CONFORM TO THE
SUGAR REGULATIONS OF THE U.S. FOOD ADMINISTRATION
Your Sugar Ration
is 2 lbs. per month
SUGAR
2 lbs.
SUGAR
1 lb. 1 oz.
SUGAR
1 oz.
AMERICA'S VOLUNTARY RATION
ENGLAND'S COMPULSORY RATION
FRANCE'S COMPULSORY RATION
ITALY'S COMPULSORY RATION
We must confine our consumption of Sugar
to not more than 2 lbs. per person per month
in order to provide a restricted ration
to England, France and Italy.






Project Edit View Windows Help
New Balsamiq Project 1
Quick Add
All Assets Big Buttons Common Containers Forms Icons iOS Layout Markup Media Symbols Text
Button Button Bar Checkbox Checkbox Gr... Color Picker ComboBox Date Chooser Help Button Multiline But... Num.Stepper ON/OFF Switch Playback Pointy Button Radio Button Radio Button...
Mockups
Splash Screen
Onboarding Screen
Login Screen
HyperLocal
Welcome To HyperLocal
One solution to all your local needs
Login
Signup
Welcome Back :)
Login for awesomeness
Email
Password
Login :)
Don't have an account? Signup
Register HyperLocal
Email
Password
Username
Register :)
Home Appointments Cart Chat
Splash Screen
Notes
Click here to edit notes.


The New New Thing
http://thenewnewthing.com
Product Name
lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt
Overview Features Design Specs
Overview
lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in


Balsamiq Mockups For Desktop - * C:\Work\Uni\year4\winapps\mockups2.bmml
Mockup Edit View Help
Quick Add: Search UI Library
Item One
Ale
Alert text
Home > Product
Button
One Two
FEB 2008
Checkbox
Accordion Alert Box Arrow Breadcrumbs Browser Window Button Button Bar / Tab Bar Calendar Callout Chart: Bar Chart Chart: Column Chart Chart: Line Chart Chart: Pie Chart Check Box
GameForm
Game Help Scores Write Query
Letter guessed1
Letter guessed1
Letter guessed1
Wrong guesses left:
5
Time remaining:
2:00
Guess letter
Game score to be based on equation:
(L x TR)/WG
where:
L = level
TR = time remaning
WG = number of wrong guesses
1 List of letters guessed
2 Remaining guesses left
3 Time of game remaining
4 On click submits guess
5 Input box for users guess
6 Menu bar

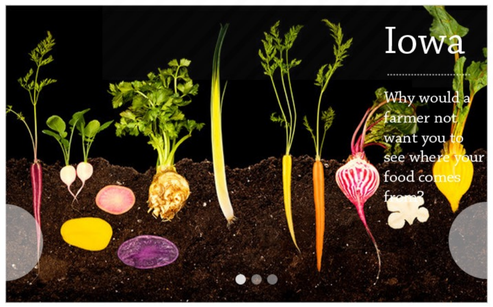
THE RATION

Stories on FOOD and HEALTH

VIDEO MAGAZINE INFOGRAPHICS ABOUT SEARCH GO

Facebook Twitter Subscribe

NUTRITION & OBESITY
FOOD PRODUCTION
THE BUSINESS OF FOOD
PESTICIDES
DOWN ON THE FARM



NUTRITION

How I lost control : Diaries of a food addict

Eat this:What you didn't know you were eating

GMOs are everywhere but does the american public give a damn?

Food Desserts: hunger in the time of plenty. A country that can't feed itself

Eat your superfoods: The science of marketing the next big thing. Sassy berry anyone?

Open Source farming: how one man is making farming beautiful again one photo at a time

"so what if here we had wo pull quotes that were really interesting and were a nother way into thet story. also remind yourself to mention the alamanac"

30% "so what if here we had wo pull quotes that were really interesting and were a nother way into the story. also remind yourself to mention

Graphics & Interactives

Food Addicts
Addiction in the CAKE

Food Addicts
Addiction in the CAKE

Food Addicts
Addiction in the CAKE

Food Addicts
Addiction in the CAKE

STORIES

AG GAG
OPEN SOURCE
TIMELAPSE
BACK TO THE LAND
GM ORGANIC
RETIRED
FOOD DESERTS
SOUNDSCAPES
WIC
FOOD ADDICTION
ADVERTISING
VEG RX

THE RATION. ALL THE NEWS THAT'S FIT TO EAT

VIDEO MAGAZINE INFOGRAPHICS ABOUT SEARCH GO

Facebook Twitter Subscribe

NUTRITION & OBESITY
FOOD PRODUCTION
THE BUSINESS OF FOOD
PESTICIDES
DOWN ON THE FARM

Roll over a photo to see the story: Click to enter

VIDEO UNIT

On the IPAD

Rethink the Nutrition Label

"so what if here we had wo pull quotes that were really interesting and were a nother way into thet story. also remind yourself to mention the alamanac"

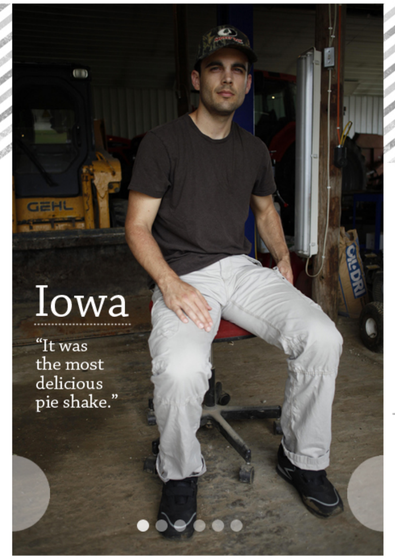
30% "so what if here we had wo pull quotes that were really interesting and were a nother way into the story. also remind yourself to mention

the Ration

all the news that's fit to eat

VIDEO MAGAZINE INFOGRAPHICS SEARCH GO

NUTRITION
WOOD CHIPS DO A BODY GOOD?
FOOD PRODUCTION
PEOPLE SMUGGLE ILLEGAL DRUGS OVER THE BORDER
THE FOOD BIZ
HOW WE TRICK YOU TO EAT WHAT WE WANT YOU TO EAT
PESTCIDES
FARMING 2.0
FOOD DESERTS



Facebook Twitter Subscribe

On the iPAD

ON SCREEN

by the # numbers

3%

1942873664510899

$10.75

click here ---> link to story

featured stories

Food Addicts
Addiction in the CAKE

How Natural is Natural?
An Industry grapels with a definition

"Who gets poisoned by pesticides? It's not the guys who run insurance companies, and it's not senators,"

click here ---> link to story

Food Addicts
Addiction in the CAKE

How Natural is Natural?
An Industry grapels with a definition

Rethink the Nutritional Label Project

Graphics & Interactives

Food Addicts
Addiction in the CAKE

Food Addicts
Addiction in the CAKE

Food Addicts
Addiction in the CAKE

Food Addicts
Addiction in the CAKE

STORIES

AG GAG
OPEN SOURCE
TIMELAPSE
BACK TO THE LAND
GM ORGANIC
RETIRED
FOOD DESERTS
SOUNDSCAPES
WIC
FOOD ADDICTION
ADVERTISING
VEG RX