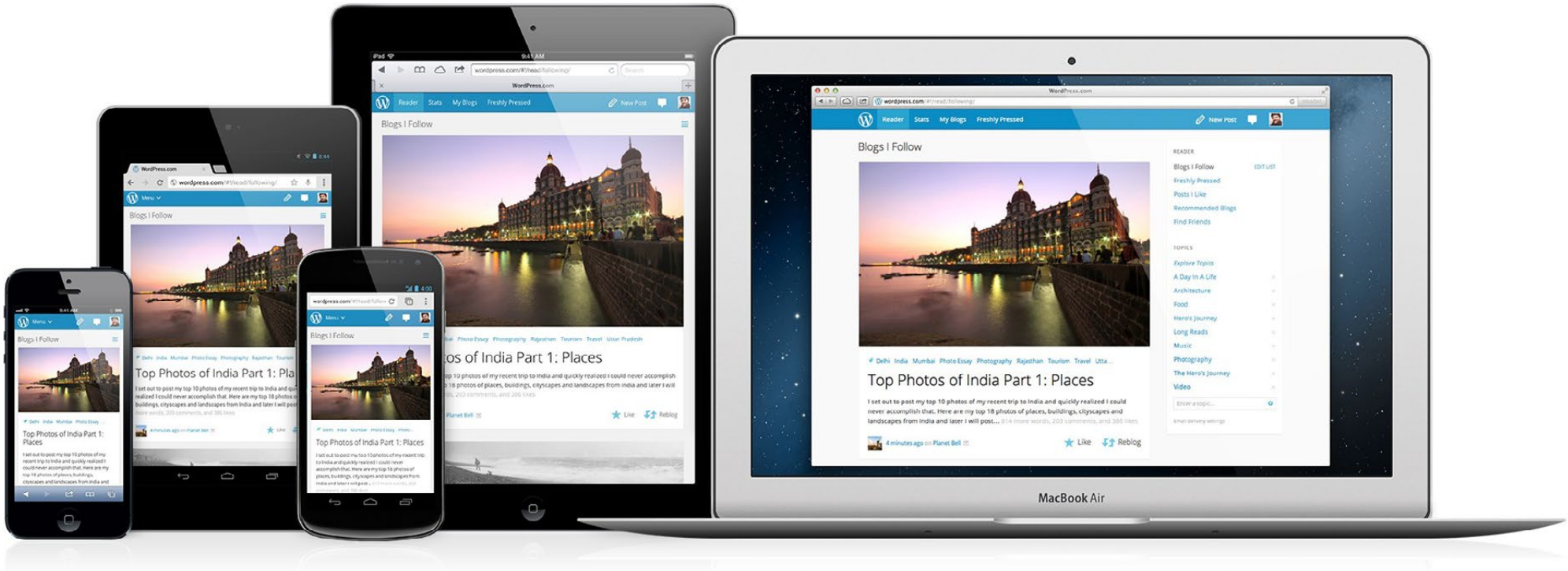
“Above The Fold”

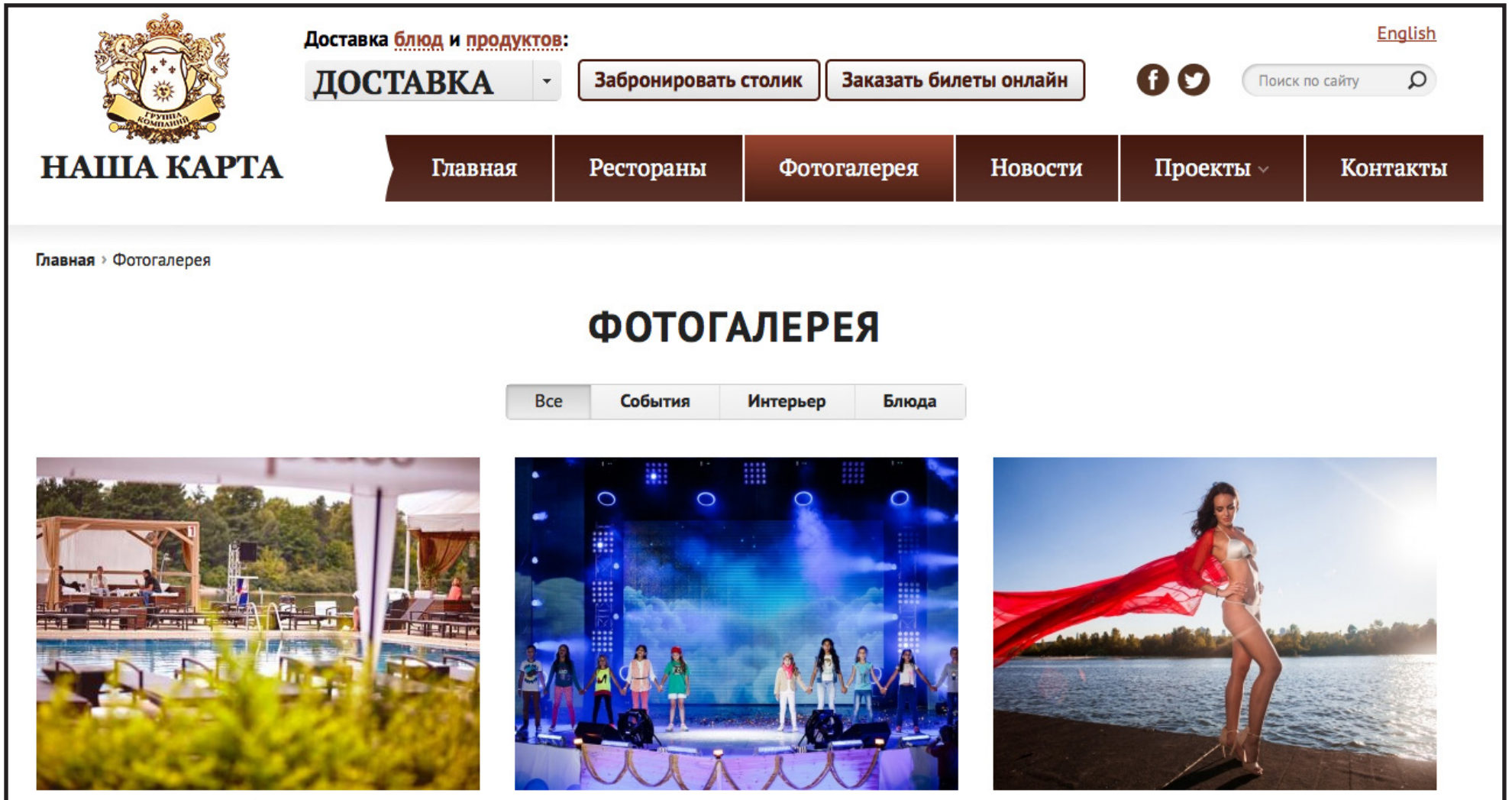


“Design is about having a plan.
Web design is about having a backup plan.”

Things we can’t control:

→ Conventions are our friends

Conventional design of site elements doesn't result in a boring web site. In fact, **conventions are very useful** as they reduce the learning curve, the need to figure out how things work.



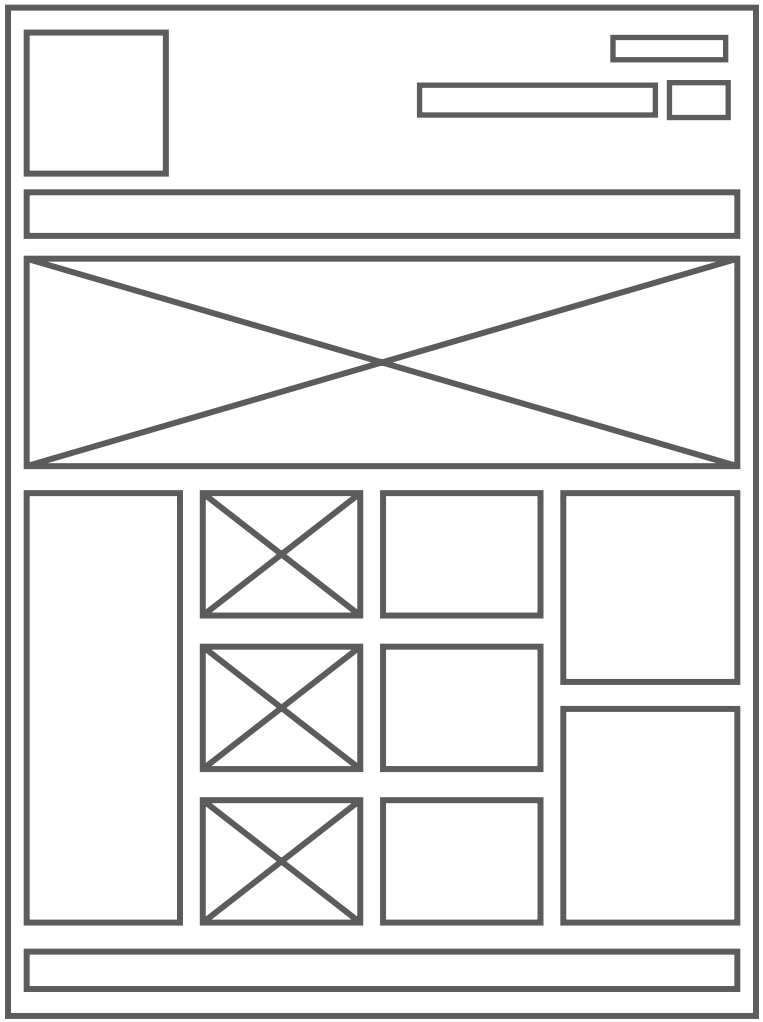
Conventional location of elements

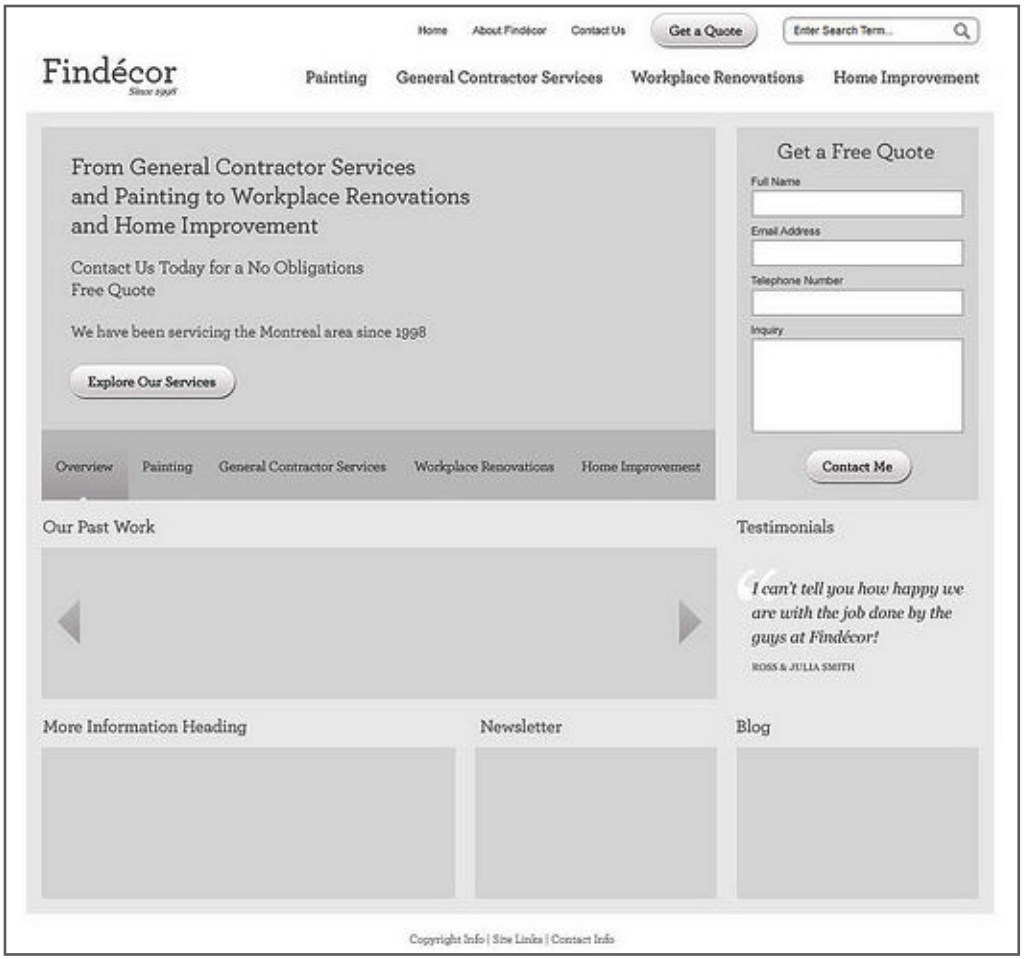
Conventional scale of elements and font sizes

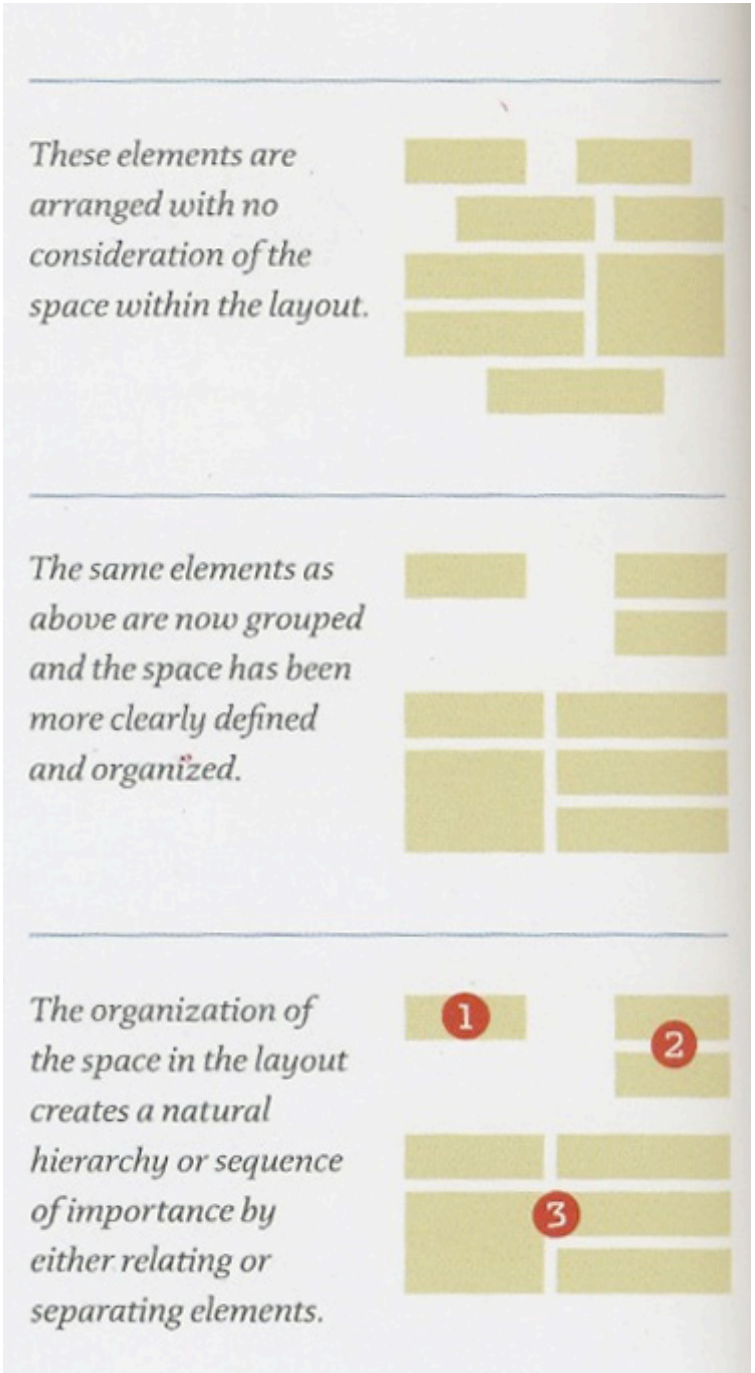
container:

logo:

navigation font size:







White space (negative space) creates organization and hierarchy

CURRENTLY 53°

Base	Mid-Mtn	Peak
60°	53°	47°

CAMS MAP MTN REPORT

Maps & Directions

Trail maps, Village map and directions to Snowbird.

MORE

Summer Activities

Mountain Coaster, Alpine Slide, Mountain Flyer, Vertical Drop, Bungee Trampoline, Climbing Wall and Kid's Inflatables and more.

MORE

BUY ONLINE

- Lodging
- Summer Tickets
- Season Passes
- Mountain School
- The Cliff Spa
- Ground Transport
- Apparel & Gifts
- Gift Cards

1-800-232-9542

SPECIALS

- Oktoberfest
- Bed & Breakfast
- Spa Discovery
- Winter 2015/16
- All Specials

- **Users don’t read, they scan.** Analyzing a web-page, users search for some fixed points or anchors which would guide them through the content of the page.

Implications of the F Pattern

The F pattern's implications for Web design are clear and show the importance of following the guidelines for writing for the Web instead of repurposing print content:

- **Users won't read your text thoroughly** in a word-by-word manner. Exhaustive reading is rare, especially when prospective customers are conducting their initial research to compile a shortlist of vendors. Yes, some people will read more, but most won't.
- **The first two paragraphs must state the most important information**. There's some hope that users will actually read this material, though they'll probably read more of the first paragraph than the second.
- **Start subheads, paragraphs, and bullet points with information-carrying words** that users will notice when scanning down the left side of your content in the final stem of their F-behavior. They'll read the third word on a line much less often than the first two words.

Which of these two lists is easier for you to scan?

List One:

- Subregional office for Central Africa
- Subregional office for East Africa
- Subregional office for West Africa
- Subregional office for North Africa
- Subregional office for Southern Africa
- Subregional office for Sahil Region

List Two:

- Central Africa - subregional office
- East Africa - subregional office
- West Africa - subregional office
- North Africa - subregional office
- Southern Africa - subregional office
- Sahil Region - subregional office

It’s easier to digest bite-sized chunks

warum signalfeuer.

Vielleicht fragen Sie sich jetzt, warum Sie ausgerechnet mit uns zusammenarbeiten sollten? Wir haben einige Gründe für Sie zusammengefasst.

aufmerksam.

Bei aller Motivation hören wir Ihnen erst einmal zu, gehen auf Ihre Wünsche ein und beraten Sie ausführlich - auch während des Projektverlaufs.

zuverlässig.

Wir lassen Sie nicht im Regen stehen! Jeder in unserem Team gibt immer sein möglichstes, um verabredete Termine und Absprachen auch einzuhalten.

kreativ.

Bei signalfeuer. glauben wir an richtig gute Ideen, an erstklassiges Design und daran, dass das ganze Internet noch viel, viel schöner sein könnte.

akribisch.

Unser Kapital ist die hohe Qualität – deshalb achten wir auch auf die kleinen Dinge und arbeiten neben aller Kreativität sehr sorgfältig.

erfahren.

signalfeuer. gibt es seit 2008 – Leif und Dennis arbeiten allerdings seit fast 15 Jahren in den Bereichen Grafik und Web – und das auch noch gerne.

total nett.

Zu guter Letzt sind wir sehr umgänglich und unkompliziert. Zu vielen unserer Kunden pflegen wir ein partnerschaftliches und freundschaftliches Verhältnis.

Bite-sized chunks

OUR PROPRIETARY TALENT ASSESSMENT

The exhaustive work we put into finding and vetting only the very best creative talent ensures that you'll only see the right people for your job. Our proprietary talent assessment includes:

FACE TO FACE MEETINGS

We meet every creative talent we represent.

TECHNICAL AND BUSINESS INTERVIEWS

We make culture and technical matches with expert interviews.

REAL WORLD ASSESSMENTS

The only way to gauge someone's hands-on skills.

QUICK HIRE

We believe finding creative talent should be fast and easy (for you). Our Quick Hire tool lets you explore the creative talent we represent and contact us to quickly find the person you need.

TALENT BRIDGE

Take a 3-month spin with creative talent and see how they perform outside the interview and in your actual work environment. Your team and your talent get a chance to interact before a permanent hire is made, so you can be sure they're the right fit long beyond right now. Learn more about Talent Bridge.

HERE'S HOW WE'RE DIFFERENT

PORTFOLIOS IN 24 HOURS OR LESS

OUR CREATIVE TALENT ARE LIKE FAMILY

CONTACT US!

The 3 Kinds of Type on the Web

1

2

3

The 3 Kinds of Type on the Web

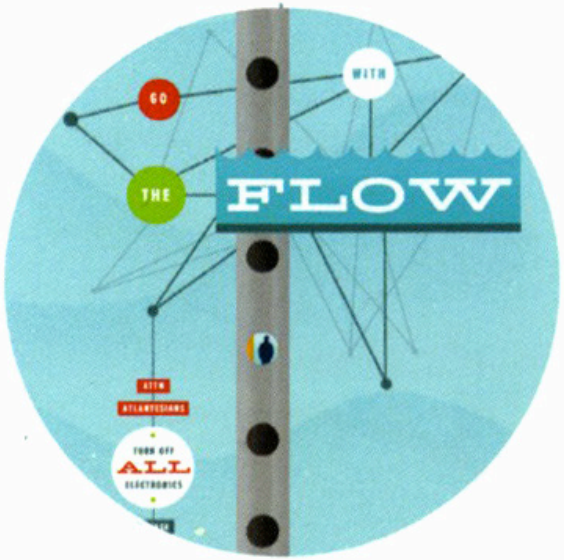
1. Images of type
2. Web-safe type / system fonts
3. Embedded type – @font-face

"Live" type

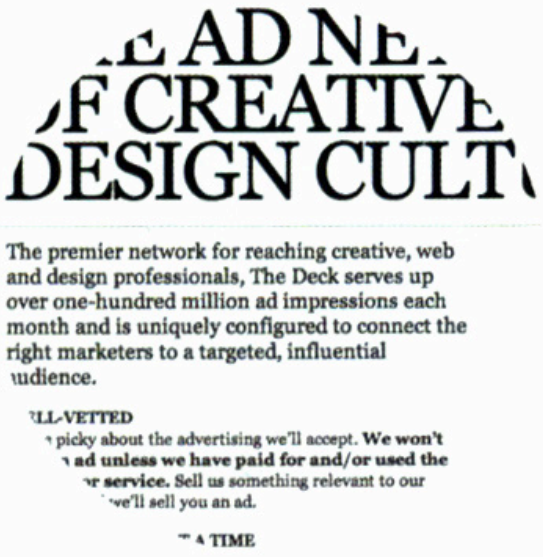
Designer Control

User Control

Images of type



@font-face



Web-safe type

Font stacks

Design is about having a plan.
Web design is about having a backup plan.

font-family = Georgia, [if you don't have that then use]
"Times New Roman", [if you don't have that then use]
Times, [if you don't have that, please just give me something with a...] **serif;**

@font-face

```
@font-face {
font-family: "Dispatch";
src: url(http://www.WebSite.com/fonts/dispatch.ttf);
format("truetype");

}
```

```
h1 { font-family: "Dispatch", Helvetica, sans-serif }
```