

Hello again!

Wir sinds wieder! 🙌

Moodboards für Websites

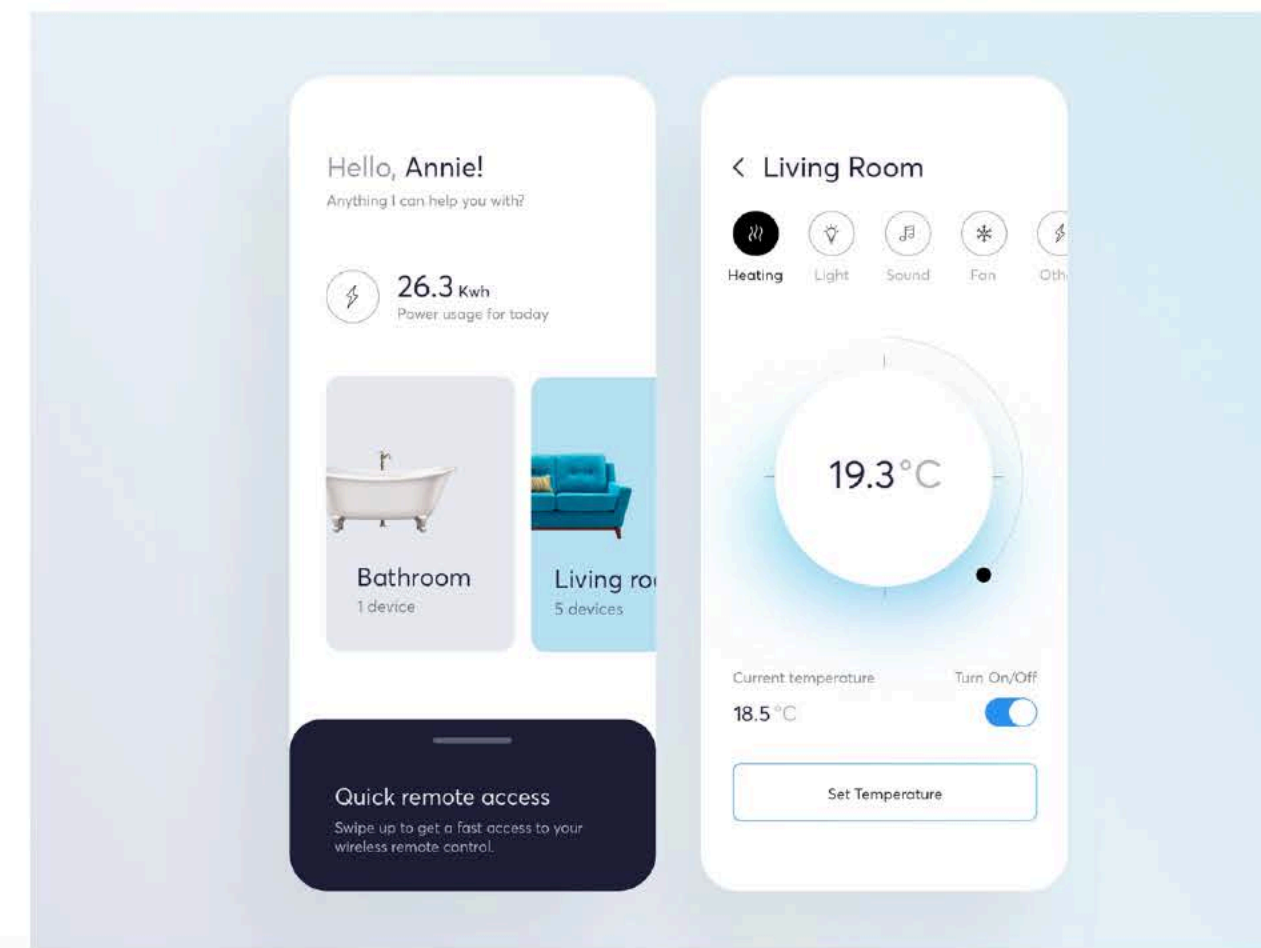
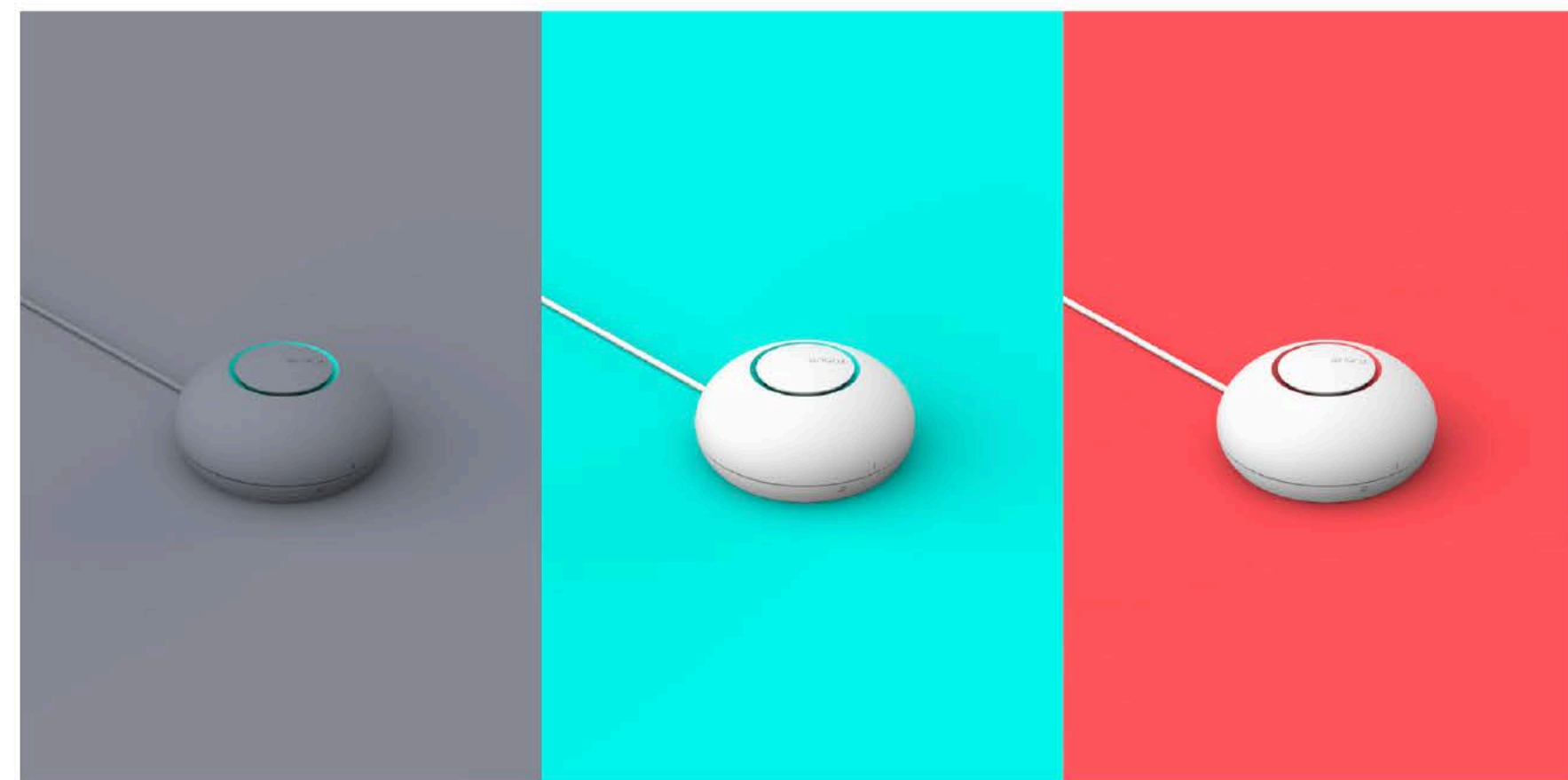
Was ist ein Moodboard?

- Ein unmittelbarer, intuitiv erfassbarer Gesamteindruck
- Ein Weg, die Anmutungsqualitäten, also die Stimmung eines Entwurfs zu verdeutlichen
 - Look & Feel schärfen
- Eine gute Möglichkeit, Stakeholder von Beginn an am Designprozess zu beteiligen
 - Im Gespräch Stilrichtungen evaluieren

Was enthält ein Moodboard für Digital?

- Typografie
- Farben
- Bildwelt
- Illustrationen
- konkrete UI-Elemente
- ...

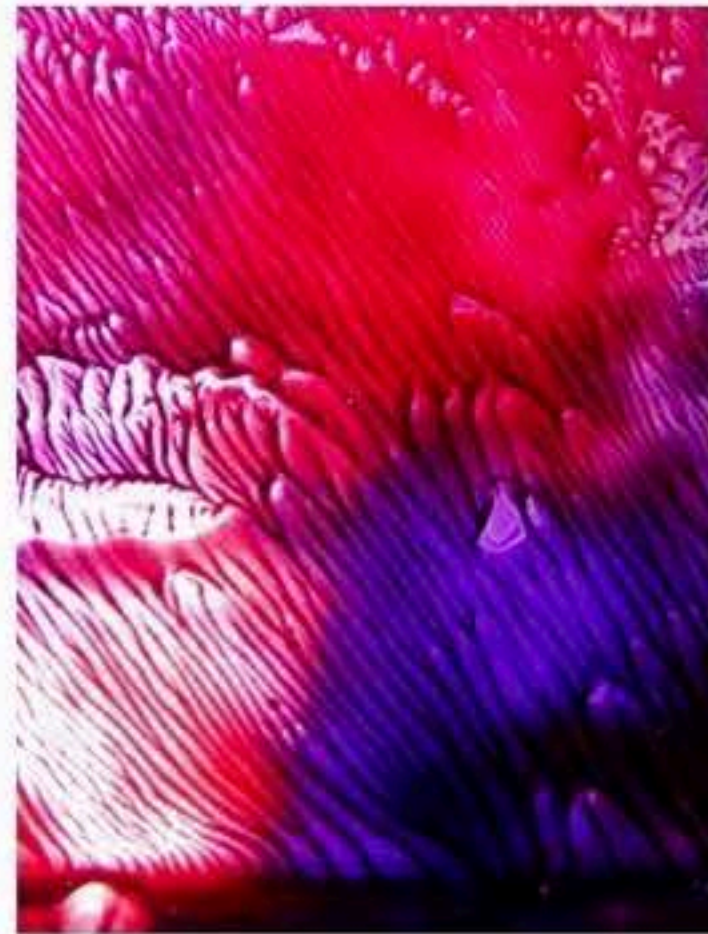
#Imagery



P

I

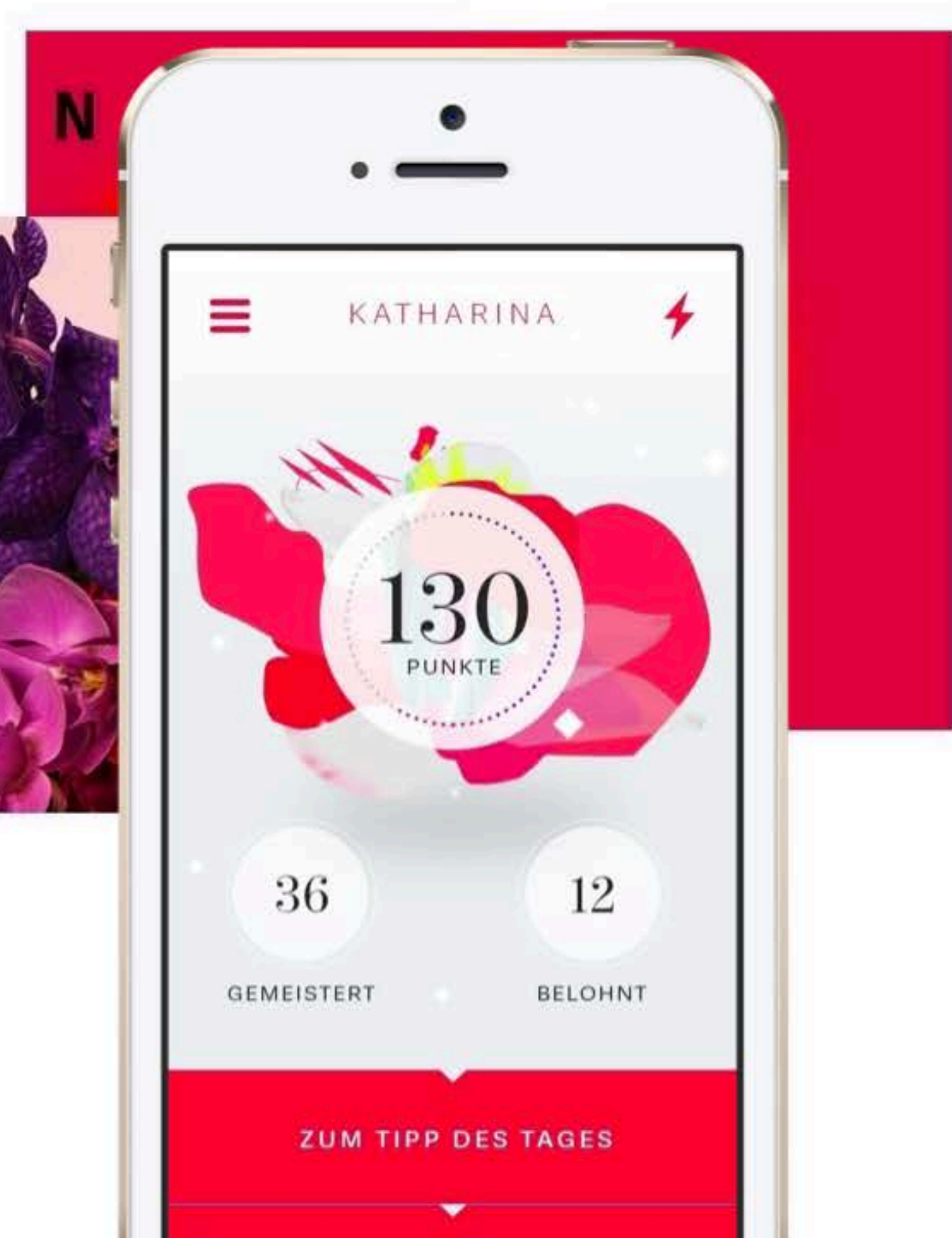
N



R

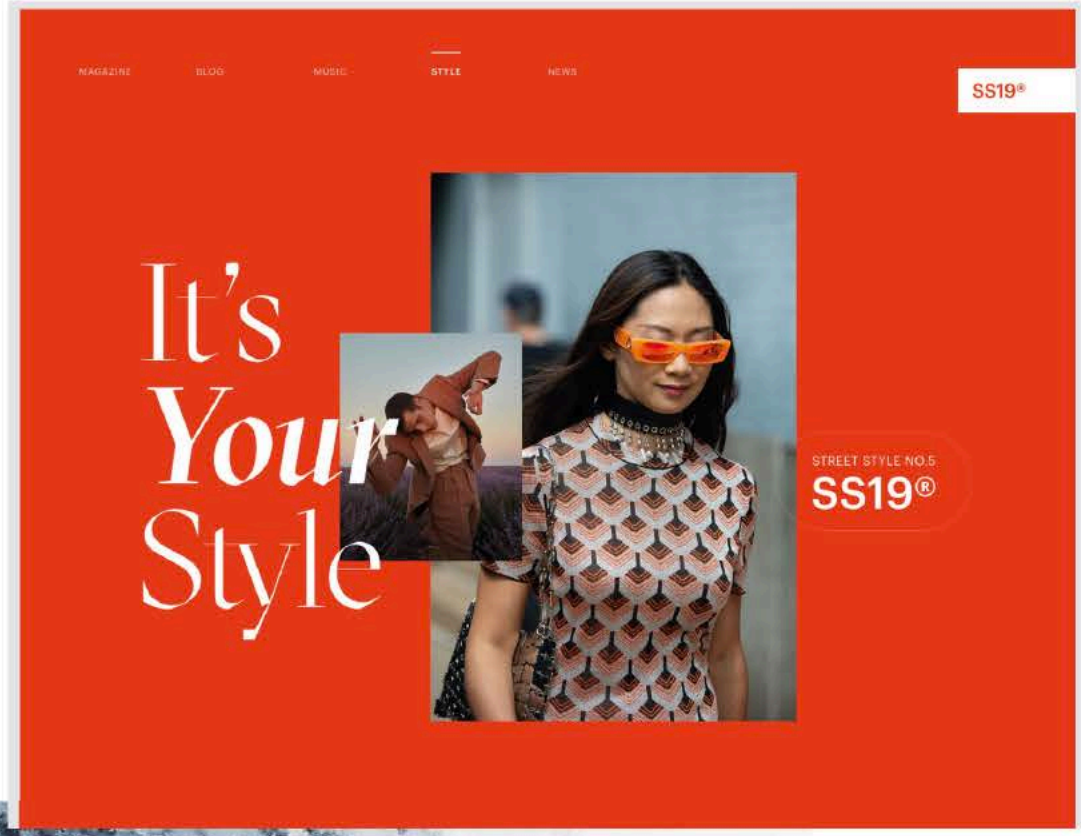
O

T



MOBANO

Real wares, for
simple *lives*, with
a *nomad soul*.



Aēsop.

Für kühles Klima

Sich den wechselnden
Jahreszeiten anpassen

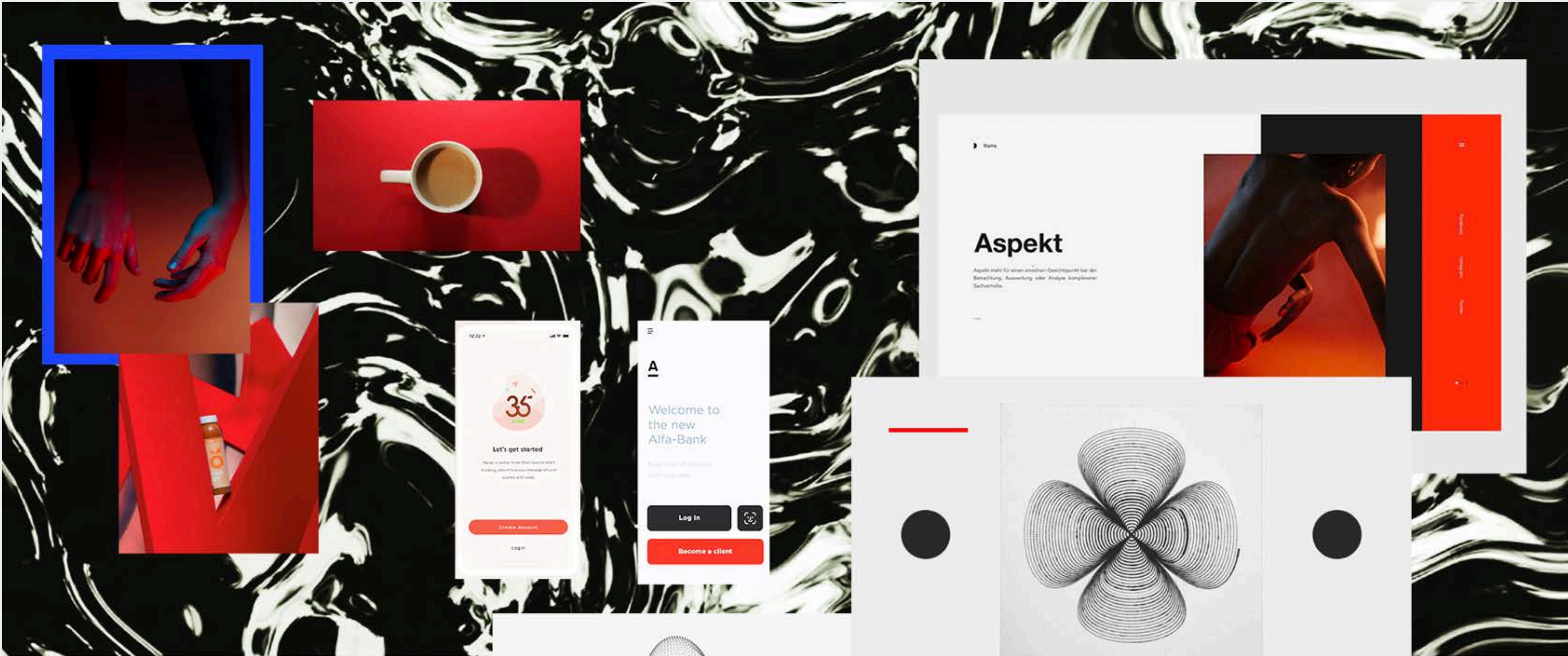
In den kühleren Monaten verliert die Haut mehr Wasser, denn sie wird einer geringeren Luftfeuchtigkeit und vermehrtem Wind ausgesetzt. Wählen Sie Pflegeprodukte, die Ihnen helfen, die empfindsame Hautoberfläche zu schützen.

[Entdecken Sie Hautpflege für den Winter →](#)



Entdecken Sie Ihren Lieblings Look

Einzigtiger persönlicher Stil, Kleiden Sie sich ein! -3€ Rabatt auf Ihre erste Bestellung, Typen: T-Shirts, Kleider, Pullover, Denim, Hosen. Kostenloser Rückversand. Bonuspunkt. 100% Qualitätsgarantie. Kostenlose Anprobe.



Atiba
FRANCHISE

Grumpy wizards make toxic brew for the evil Queen and Jack.

Version 0.01
Grumpy wizards make toxic brew

This morning, when Grumpy Wizards were busy creating formulas for Special Wizard's personal brew, he had been a horrible example. He dug up his wizard-like hands, and if he didn't do back a little, he could not his former body, digging down and buried by water into still waters. The building was lucky able to cover it and avoid every to while off any accident. His long legs, probably fish compared with the size of the rest of his, seemed about helpfully to be back.

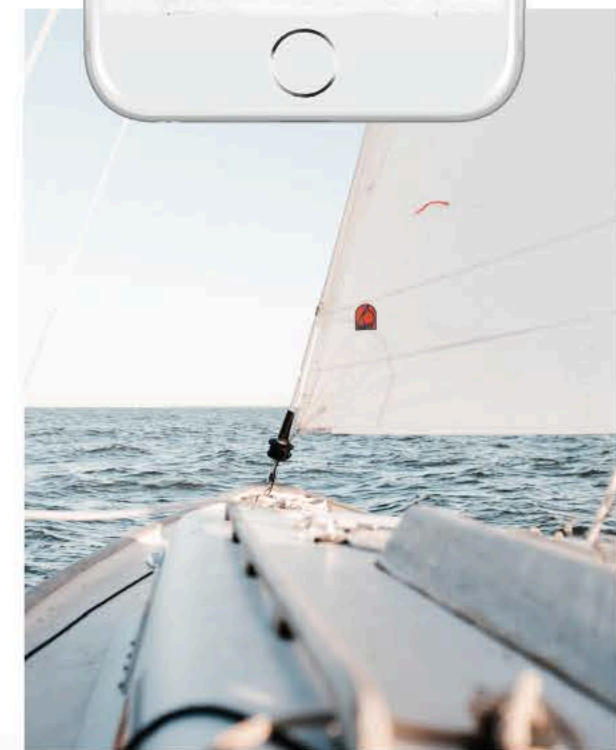
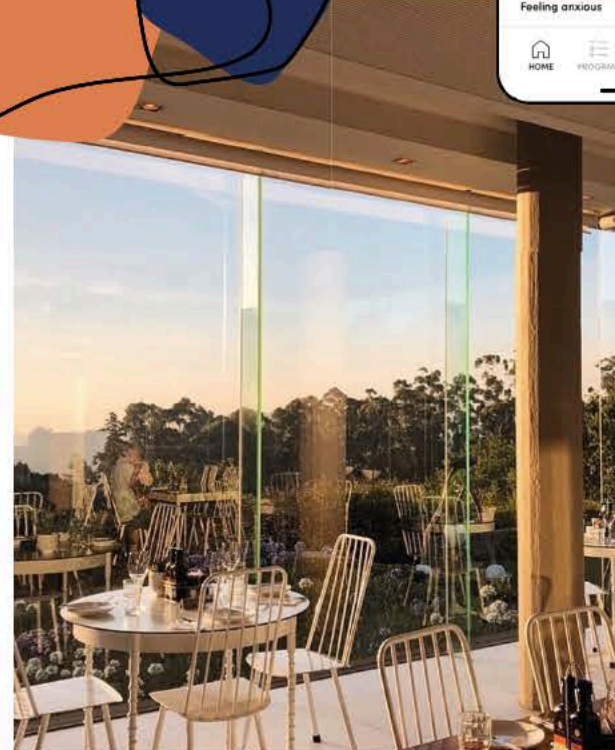
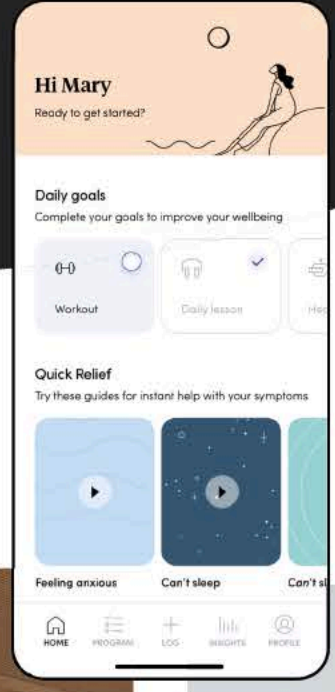
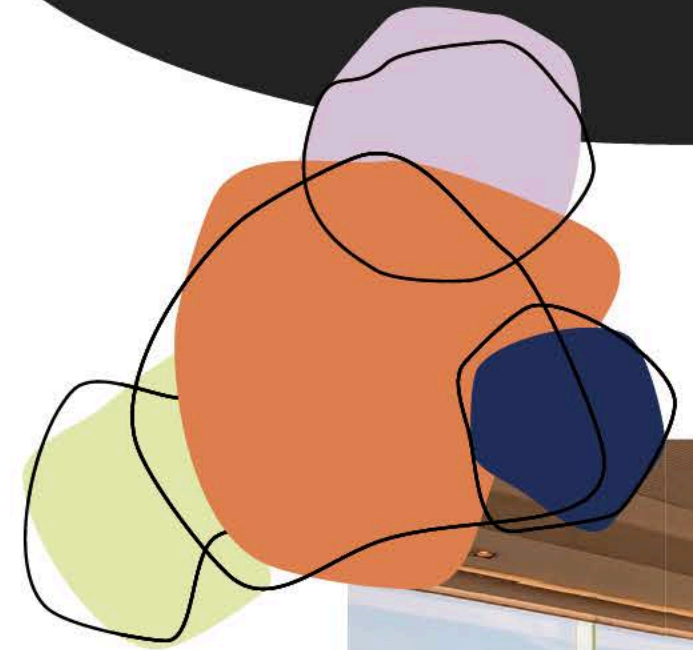
Salt & Pepper
digital production

Ruby on Rails web programming
Consulting, Development & Technical support



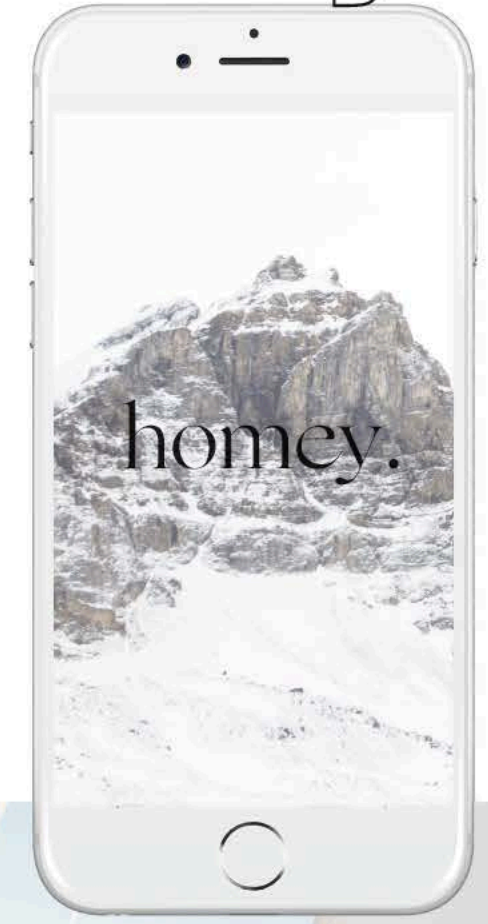
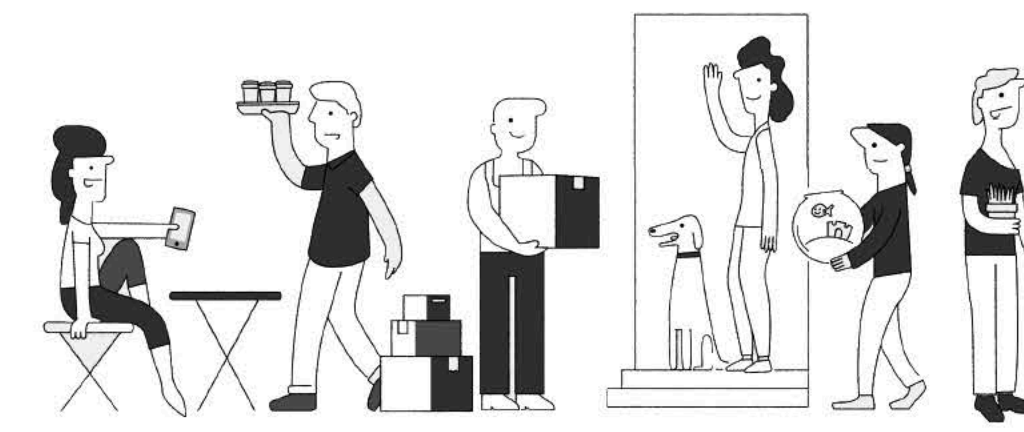
green is the new **black**.

Photos of guests



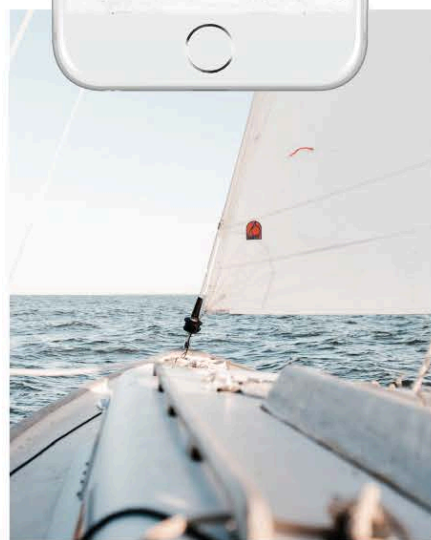
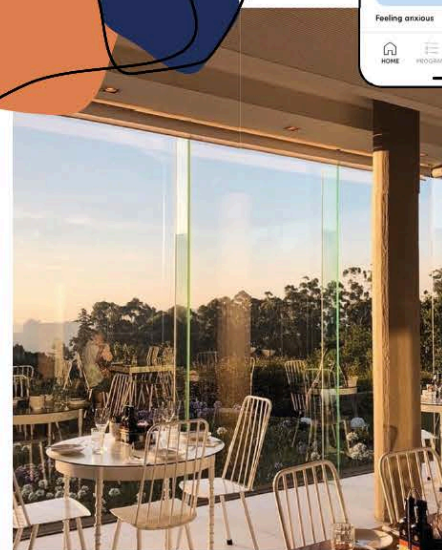
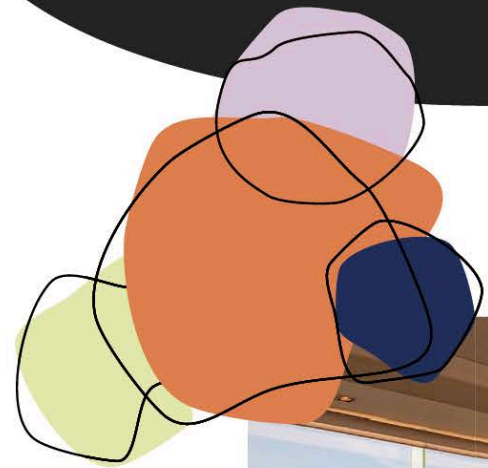
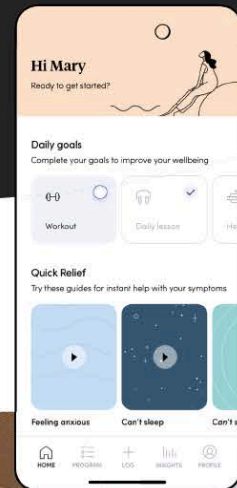
think locally - act globally.

hello homey.



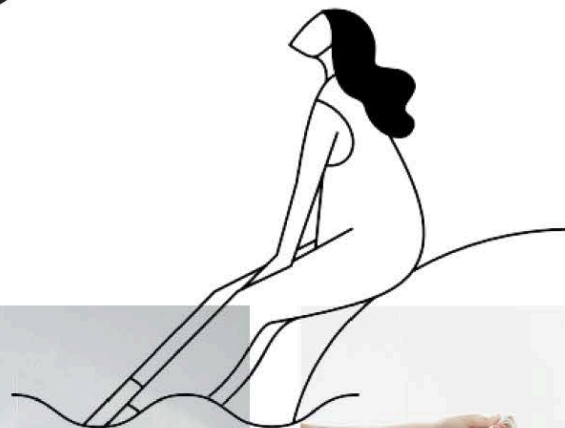
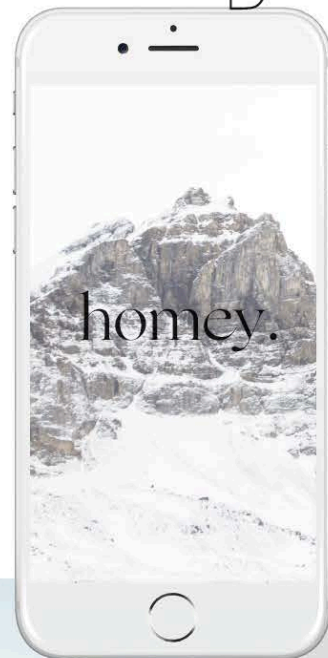
green is the new black.

Photos of guests



think locally - act globally.

hello homey.



GO GREEN

ECO CREDIT

car

pooling

Madrid June 2019

Airline's Transformation
The show must go on

4AM

we want you to travel green.

with homey.

and for the globe

Wie nutzen wir Moodboards?

Digitaltypografie

Digitale Schriftart



→ Rudolf Hell's

PostScript

→ John Warnock

→ Charles Geschke



PageMaker



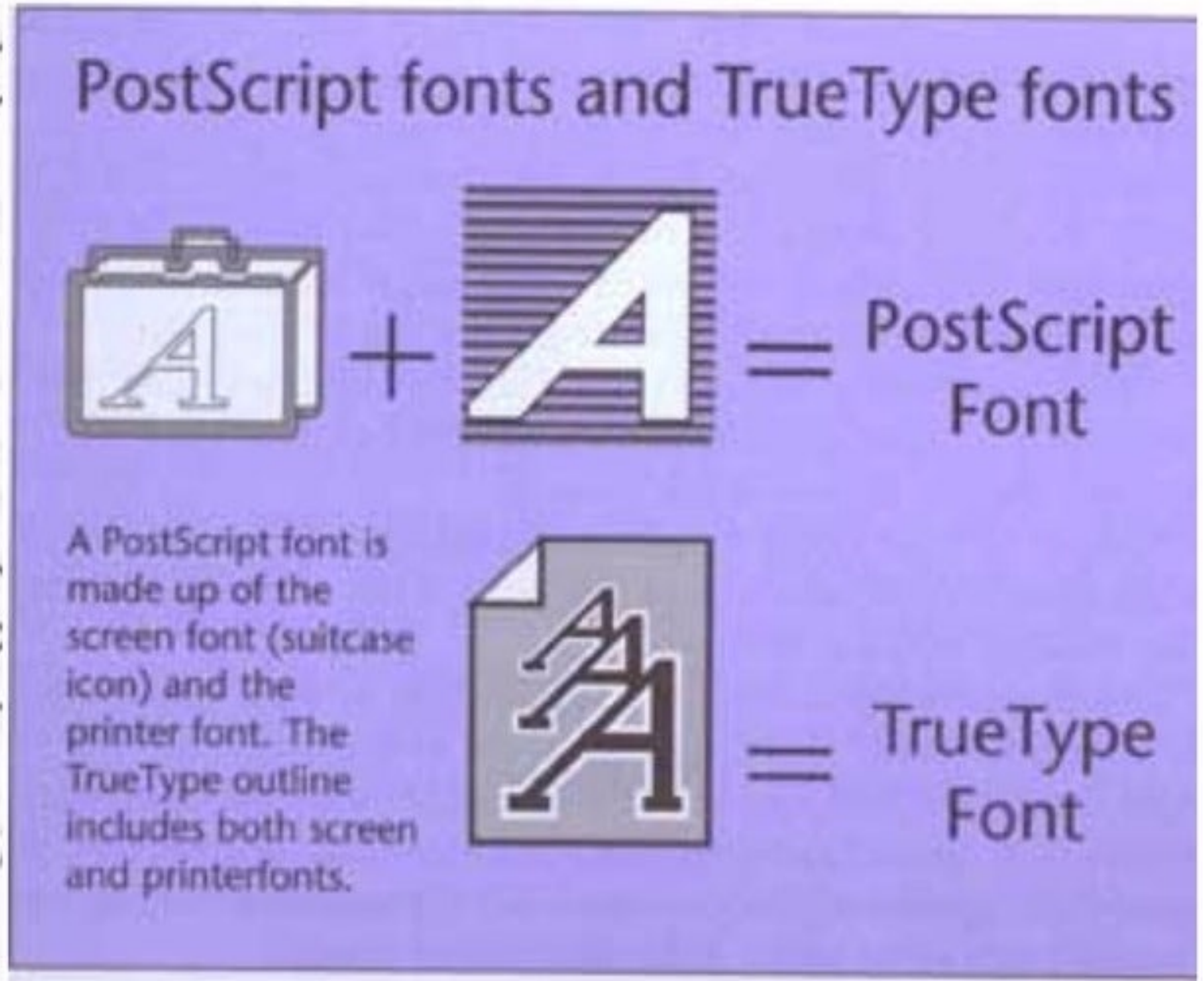
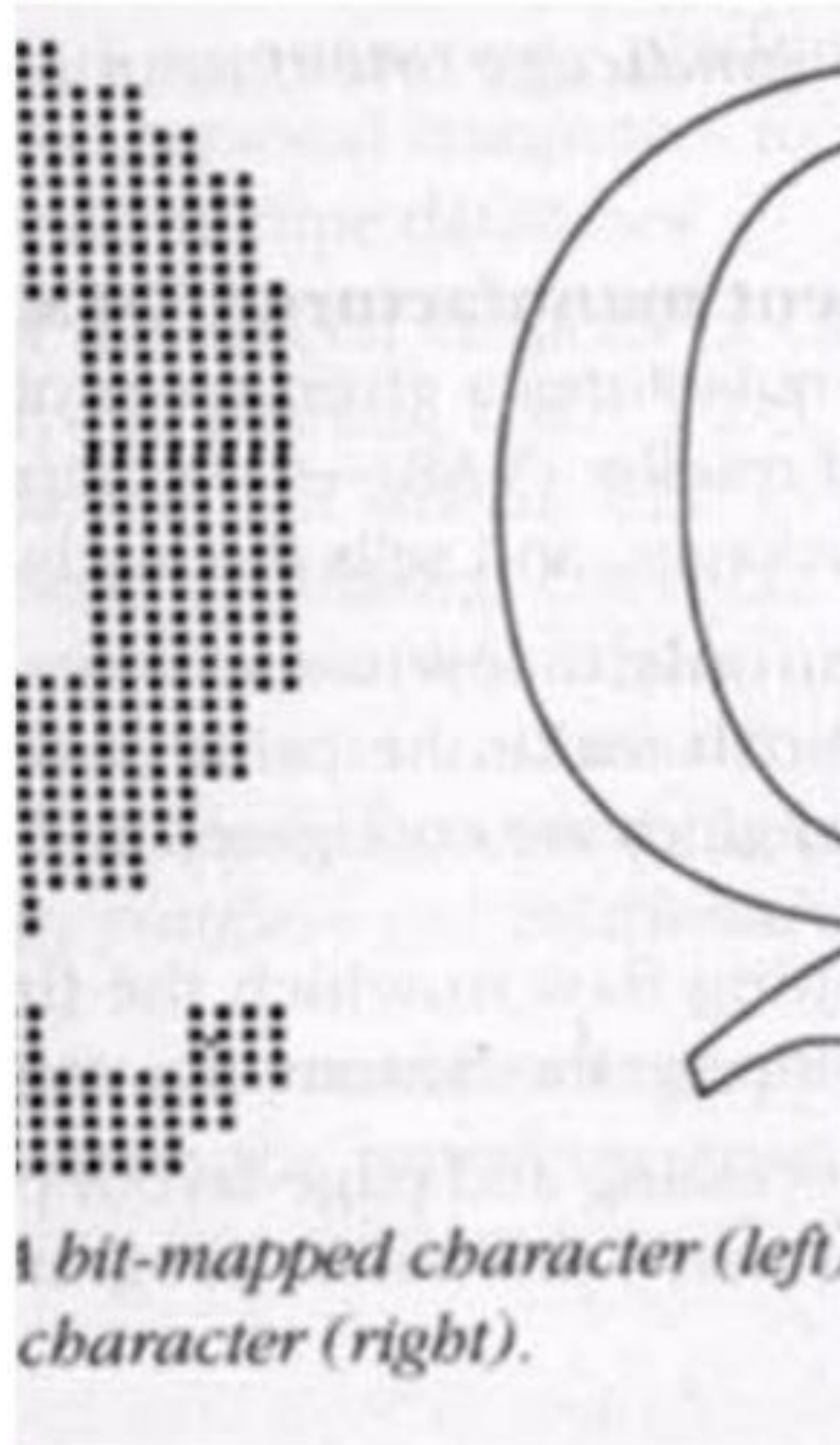
Page Type Lines Shades

| | | |
|-------------------------------------|------------------|----|
| <input checked="" type="checkbox"/> | Plain | ⌘P |
| <input type="checkbox"/> | Bold | ⌘B |
| <input type="checkbox"/> | <i>Italic</i> | ⌘I |
| <input type="checkbox"/> | <u>Underline</u> | ⌘U |
| <input type="checkbox"/> | Outline | ⌘O |
| <input type="checkbox"/> | Shadow | |
| ----- | | |
| <input type="checkbox"/> | Type specs... | ⌘T |
| <input type="checkbox"/> | Tabs... | |
| ----- | | |
| <input checked="" type="checkbox"/> | Black type | |
| <input type="checkbox"/> | White type | |
| ----- | | |
| <input checked="" type="checkbox"/> | Align left | |
| <input type="checkbox"/> | Align center | |
| <input type="checkbox"/> | Align right | |
| <input type="checkbox"/> | Justify | |

By the 16th century, the press had — as one historian I
noted — "lost the sheen of novelty without acquiring the la

→ Aldus

TrueType vs. OpenType



- Apple
- Microsoft
- Adobe

Verdana

- Virginia Howlett
- Matthew Carter



Verdana

Aa Ee Rr

Aa Ee Rr

a

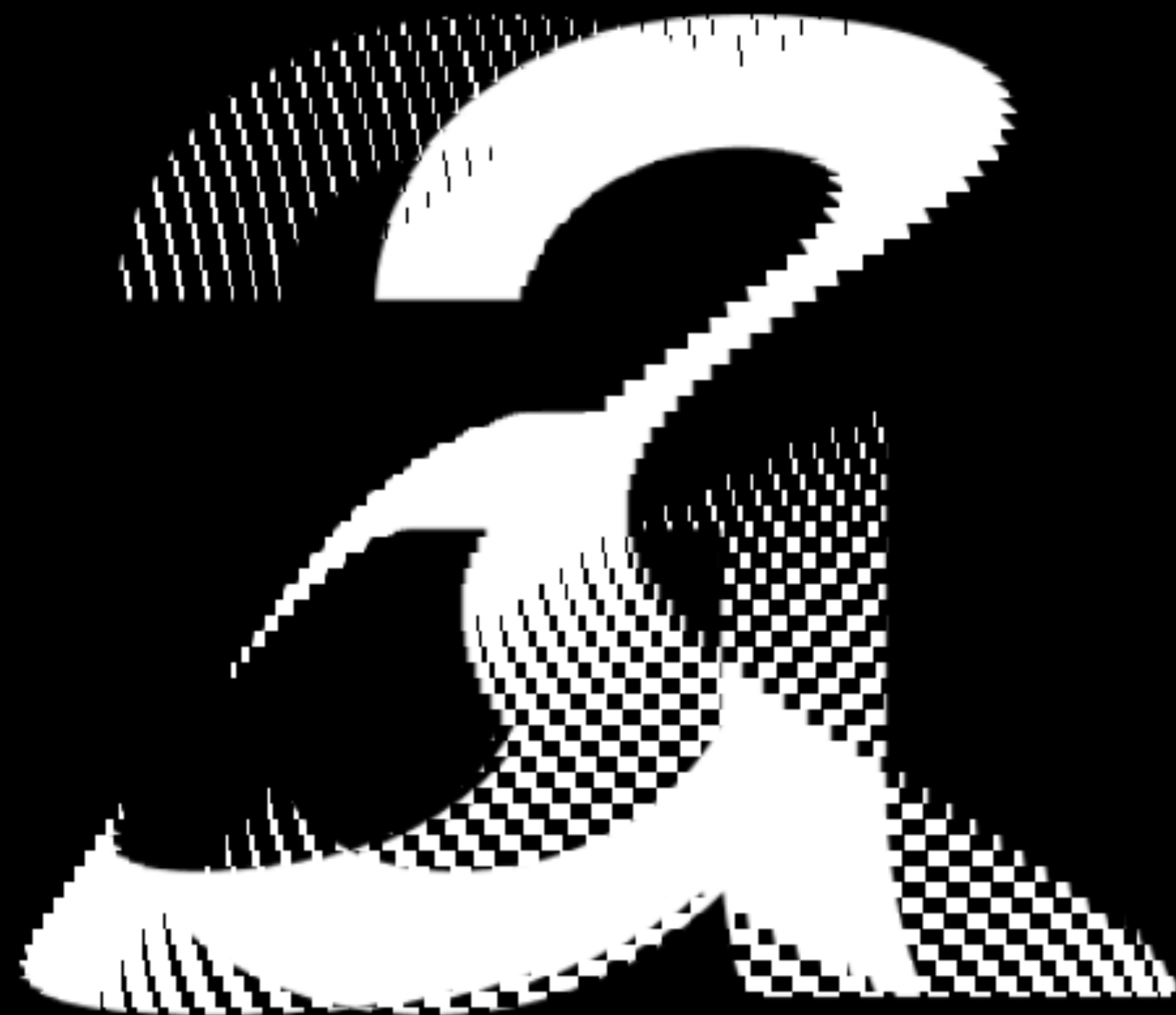
Sylvestris

abcdefghijklm
nopqrstuvwxyz
0123456789

Moderne Schriftarten

- Robert Palladino
- Steve Jobs





Was zeichnet gute Webfonts aus?

1. Passt das Kerning des Webfonts?

Av, AV, Aw, AW, LT, LV, Ly, Ta, Te, To, Ty, T., Va, Vo, V., Ya, Yo, Y.

2. Sind Umlaute und alle Sonderzeichen vorhanden?

3. Gibt es den Webfont in unterschiedlichen Schriftschnitten?

4. Ist der Webfont auf unterschiedlichen Plattformen und Bildschirmen gleichermaßen gut zu lesen?

5. Welches Lizenzmodell hat die Schrift?

FontReach x +
Nicht sicher | fontreach.com/#top

Top Fonts

| | |
|----------------------|---------------------|
| Arial | site count: 604,158 |
| Helvetica Neue | 281,150 |
| Verdana | 258,968 |
| sans-serif | 252,705 |
| Monospace | 233,061 |
| Open Sans | 216,295 |
| Helvetica | 170,705 |
| Georgia | 167,066 |
| Tahoma | 164,122 |
| Font Awesome | 143,882 |
| serif | 125,900 |
| Menlo | 101,810 |
| Glyphicons Halflings | 101,009 |
| Trebuchet MS | 84,393 |
| Monaco | 68,967 |
| Roboto | 62,567 |
| ... | 56,224 |

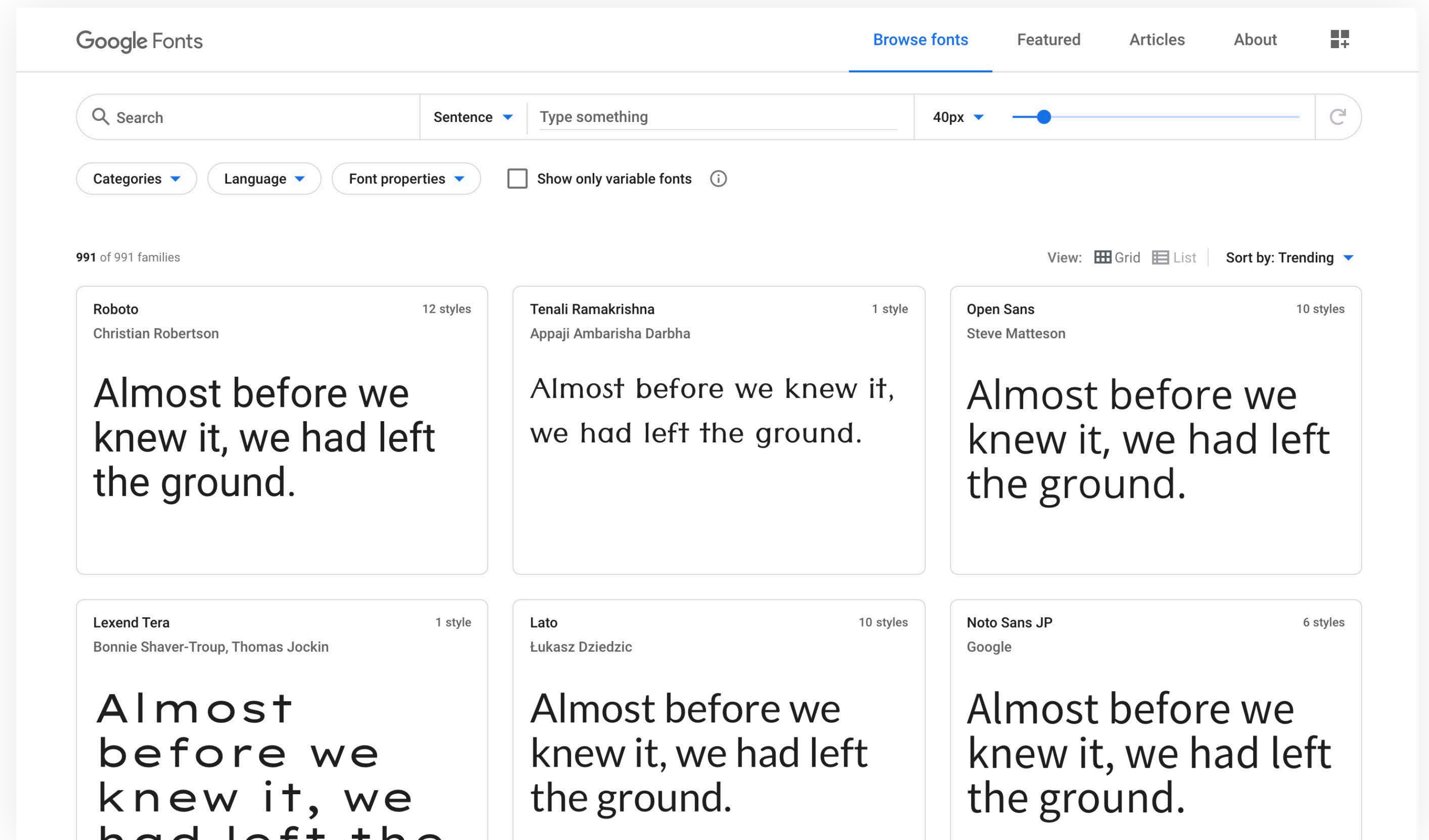
fr

Made By: [Jesse Chase](#) and [Jason Chen](#)

<http://www.fontreach.com/>


Plattformen für (gute) Webfonts

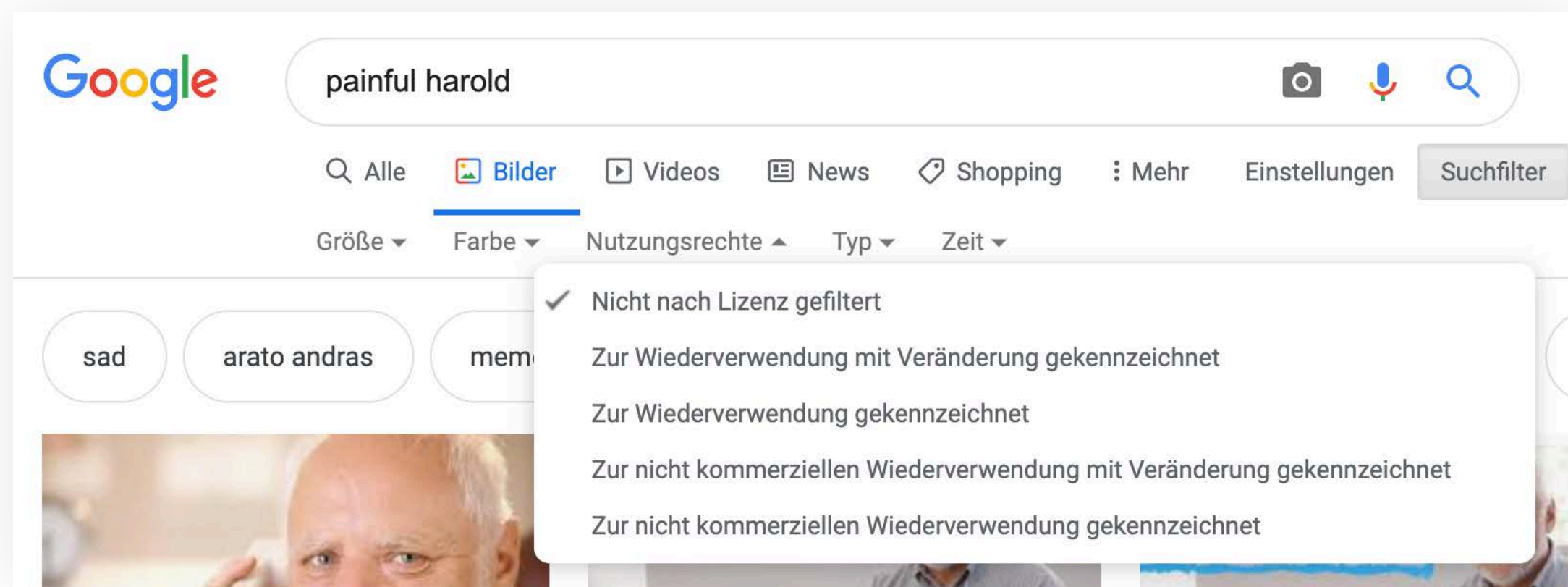
- <https://fonts.google.com>
- <https://fonts.adobe.com/>
- <https://open-foundry.com/fonts>
- <https://fontain.org>
- <https://unblast.com/fonts>
- <https://fontsarena.com>
- <https://fontsquirl.com>



Ressourcen für die Gestaltung
von Websites

Was darf ich für mein Projekt nutzen?

- Generell: Nichts, das ihr im Internet gefunden habt
- Außer: Es ist ausdrücklich zur Wiederverwendung gekennzeichnet
 -  CC BY-NC-ND 2.0
 - via: Sucheinstellungen, spezielle Plattformen...
- Oder: Ihr habt die Lizenz dafür gekauft...



Freie Ressourcen

→ **Stockphotos**

<https://unsplash.com>
<https://burst.shopify.com>
<https://pexels.com>
<https://photos.icons8.com>
<https://generated.photos>

→ **Illustrations**

<https://undraw.co/illustrations>
<https://humaaans.com>
<https://drawkit.io>
<https://personas.draftbit.com>

→ **Icons**

<https://feathericons.com>
<https://ionicons.com>
<https://ikonate.com>
<https://thenounproject.com>
<https://iconmonstr.com>
<https://icons8.com>
<https://remixicon.com>

→ **Colors**

<https://color.review>
<https://color.adobe.com>
<https://colordrop.io>
<https://colorhunt.co>
<https://grabient.com>
<https://gradients.party>

→ **Mockups**

<https://mockupworld.co>
<https://ls.graphics>
<https://rotato.xyz>
<https://frrames.com>
<https://themockup.club>

→ **Inspiration**

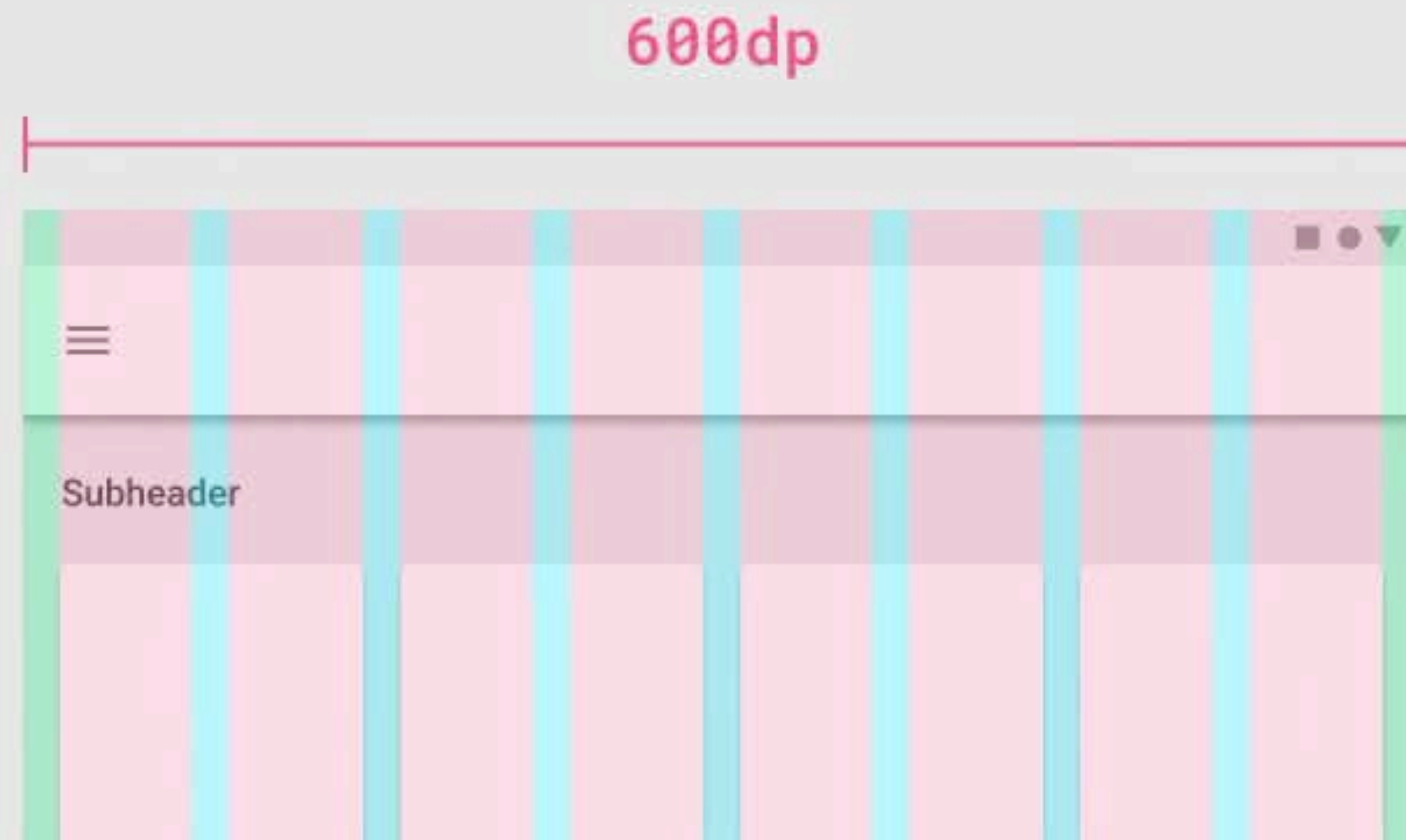
<https://dribbble.com>
<https://uijar.com>
<https://ui8.net>
<https://behance.net>

Raster im Digitalen

Responsiveness

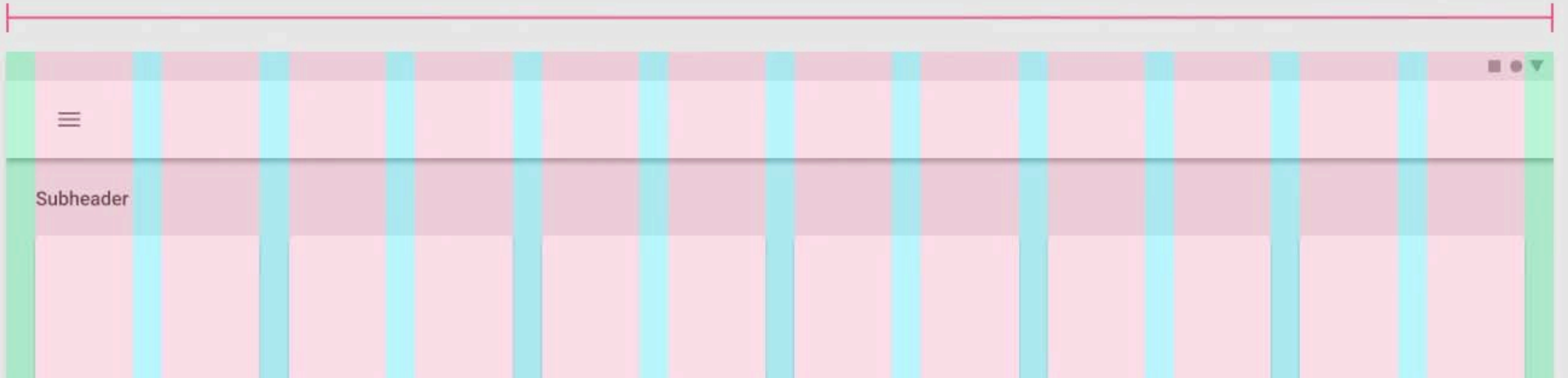


Responsiveness



Responsiveness

1280dp



Beliebte Gridsysteme

- <https://material.io/design/layout/responsive-layout-grid.html>
- <https://www.ibm.com/design/language/2x-grid>
- <https://developer.microsoft.com/en-us/fluentui#/styles/web/layout>
- <https://uxdesign.cc/responsive-grids-and-how-to-actually-use-them-970de4c16e01>

Technologisch:

- <https://getbootstrap.com/docs/4.5/layout/grid/>
- <http://flexboxgrid.com/>

Gestalten mit Köpfchen