

# GRA 447.2

NEWHOUSE MILITARY  
WEB DESIGN PROJECT

# GRA 540.2

ADVANCED DESIGN  
& PRODUCTION

*Professor Ken Harper* : *Professor Deb Pang Davis* : MPJ/MMM Spring 2012

## WHAT TO INCLUDE IN A STYLE GUIDE

These are just some of the questions you should answer when creating a style guide for your company, organization, development team or anyone who is responsible for brand consistency. Add, modify as needed depending on your organization and be as detailed as possible.

### Grids

- » What kind of grid are you using? (E.g. 960.gs, 1140, Blueprint, etc.)
- » What is the standard column width?

### Color Mixes

- » What are the hex numbers for you colors?
- » How should they be used?

### URLs

- » What is the standard url structure?
- » Are there exceptions?

### Typography

- » What is the default font stack?
- » Which HTML tags are associated with each font stack (if they differ)?
- » Are you using any custom typefaces that require the use of @font-face or a service such as Typekit?
- » How should headlines, body copy, pull quotes, bylines, etc. be formatted and used?

### Logo

- » What is the proper use of the logo?
- » What is considered improper use?
- » Are there variations depending on subsections of the organization?

### Illustrations & Photography

- » What is the proper use of illustrations and/or photography?
- » What size is the default? Is there a standard proportion?
- » Do you have multiple sizes? If so, what are they?

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*Style Guide continued...*

## **Messaging**

- » What is the overall message?
- » What is the “voice”, the writing style?

## **Links & Navigation**

- » What are the various “states” for each link?
- » What colors will signal a link?

## **Form Elements**

- » What style should forms use as they are created?
- » What do the error messages look like?
- » What do the input fields look like?
- » What do the buttons (submit) look like? What are the various states of the buttons?

## **Graphics**

- » Are there any special icons?
- » What color? Are the icons used in more than one color?
- » Who is the source?
- » What is correct use? What is incorrect use?

## **Code Standards & Practice**

- » What is the standard code practice at your organization? Do you follow Web Standards?
- » Where can more information be found?
- » Why is this standard/practice important for your organization?

## **Files & Directory**

- » What are the naming conventions and structure for all files?

## **Accessibility**

- » What is the standard practice for accessibility?

**Source and more for information:** *Paul Robert Lloyd: [http://paulrobertlloyd.com/2010/12/styleguides\\_for\\_the\\_web/](http://paulrobertlloyd.com/2010/12/styleguides_for_the_web/)*

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## MORE RESOURCES FOR WIREFRAMING

» **Greybox Method** (via Jason Santa Maria)

[http://v3.jasonsantamaria.com/archive/2004/05/24/grey\\_box\\_method.php](http://v3.jasonsantamaria.com/archive/2004/05/24/grey_box_method.php)

» **Wireframes Magazine:** <http://wireframes.linowski.ca/>

» **20 Steps to Better Wireframing by Clive Howard** (Think Vitamin 2006)

<http://thinkvitamin.com/uncategorized/20-steps-to-better-wireframing/>

» **Sketches, Wireframes & CSS by Jeff Ward**

<http://jeff.io/posts/user-interface-wireframes>

» **Wireframes: Illustrating Design Strategy**

<http://userpathways.com/2008/01/the-wire-frame-walk-through-illustrating-design-strategy/>

» **The What and Why of Wireframes**

<http://userpathways.com/2008/06/the-what-when-and-why-of-wireframes/>

» **Deliverables that Work: Design Description Documents by Robert Hoekman Jr** (Think Vitamin 2007)

<http://thinkvitamin.com/uncategorized/deliverables-that-work-design-description-documents/>

## RESOURCES FOR UI (User Interface)

### UI PATTERN LIBRARIES

» **UI Patterns:** <http://ui-patterns.com/>

» **Patternry:** <http://patternry.com/>

» **Pattern Tap:** <http://patterntap.com/>

» **Elements of Design:** [http://www.smileycat.com/design\\_elements/](http://www.smileycat.com/design_elements/)

» **UI Scraps:** <http://uiscraps.tumblr.com/>

## FOOD FOR THOUGHT

» **Are Design Patterns an Anti-pattern?** <http://boxesandarrows.com/view/are-design-patterns>

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*UI Resources continued...*

## UI INSPIRATION GALLERIES

» MephoBox: <http://box.mepholio.com/>

## HIGHLY RECOMMENDED WEBSITE

» **Boxes & Arrows:** <http://boxesandarrows.com/>

## RESOURCES FOR UX

» **UX Success:** <http://uxsuccess.com/>

» **UX Movement:** <http://uxmovement.com/>

» **UX Matters:** <http://www.uxmatters.com/index.php>

## MISCELLANEOUS WORTH THE READ

» **Luke Wrobelowski's blog:** <http://www.lukew.com/ff/>

» **Redesigning the ExpressionEngine Website by Jesse Bennett-Chamberlin**

[http://www.digital-web.com/articles/redesigning\\_the\\_expressionengine\\_site/](http://www.digital-web.com/articles/redesigning_the_expressionengine_site/)

» **Poynter's Eyetracking Follies by Andy Rutledge**

<http://www.andyrutledge.com/poynters-eye-track-follies.php>

» **24 Ways to Impress Your Friends:** <http://24ways.org/>