

INDEX

960.gs 16

A

A Book Apart 93, 132
 A/B testing 68
 Adobe 136
 Adobe Color CC 27, 28, 134
 Adobe Illustrator 108
 Adobe Typekit 39, 40
 A List Apart 132
 analytics 68, 124
 Appcanary 80, 82
 Awwwards 93, 133

B

Balsamiq 107, 108, 136
 Beautiful Web Type 40, 134
 Berne Convention 74
 Bloomberg Terminal 87
 Bootstrap 16, 18, 121, 122, 135
 Bootstrapped.fm 118, 136
 Brick 134
 Brick.im 40

C

call to action 44
 Canva Font Combinations 134
 centered text 36
 Chrome's DevTools 123
 Citysets 24
 clutter 8–9
 CMYK 21
 coding your design 120–126
 color 8, 21–31

color psychology 23–24
 Color theory 21
 Colourlovers 29, 134
 columns 15
 Comovee 83
 Competitive analysis 67
 content 58–65
 contrast 25, 85
 conversion rates 7
 Craigslist 5
 Creative Commons 74, 78, 79
 CSS 1, 77, 111, 121
 CSS Grid 18, 19
 CTA. *See* call to action

D

Dan Mall 76
 Daring Fireball 75
 design eye 94
 display font 34
 Don't Make Me Think 132
 Dribbble 133

E

Ellen Lupton 131

F

finding inspiration 91, 92–97
 Fiverr 79, 135
 Five Second Test 119, 136
 Flickr 79
 font 32
 Font Pair 40, 134
 Foundation 16, 121, 135

Foursquare 45
 “F” pattern 51, 56
 free font resources 38–39
 frontend development 1

G

getting feedback 91, 115–119
 Giles Colborne 59
 GIMP 16, 107, 136
 Google Analytics 69, 71, 124, 135
 Google Fonts 39, 40, 134
 Gratisography 79, 135
 grid 8, 13–20, 51
 Gridset 14, 134
 Gulp 96
 gutters 15

H

Habita 26
 handwriting font 34
 Heap 135
 Hello Web App 62, 93–94
 Hello Web Books 102, 136
 HTML 1, 77, 111

I

icons 74
 Icons 77–78
 images and imagery 73–80
 IM Free 78, 135
 Inkscape 107, 136
 InVision 136
 iStock 77, 78, 135

J

Jarrold Drysdale 133
 JavaScript 70, 121

John Gruber 75
 justified text 36

K

Kerning 35
 Keynote 16, 17, 108
 Kissmetrics 124, 135
 Kite 78

L

layout and hierarchy 51–57
 leading 35, 44
 legibility 44
 letter-spacing 35
 licensing 73
 line height 35
 line length 38
 lorem ipsum 108
 low-fidelity mock-ups 68

M

Material Design Palette 27, 28, 134
 media queries 122
 mini.css 16, 135
 minimum viable product 119
 Mixpanel 124, 135
 Mocha JS 96
 mocking 111–114
 monospace font 33
 Mozilla Developer Network 18
 MVP. *See* minimum viable product

N

negative feedback 115
 negative space 42
 New York Times 14, 15, 55
 Noun Project 135

O

Oblio 24

P

Pablo Picasso 94
 Pattern Tap 133
 PhotoPin 79
 Photoshop 16, 17
 picjumbo 78, 135
 planning 98–101
 PowerPoint 108
 prototypes 68, 102–114
 PureCSS 16, 121, 135
 Python 1

R

readability 44
 Reddit 118, 136
 responsive design 111, 122
 RGB 21
 rights-managed images 73
 Robin Williams 131
 Rouge 96
 royalties 73
 royalty-free images 73
 rule of thirds 81

S

sans-serif 33
 screenshots 74
 Segment 71, 124, 135
 serif 33
 Siminki 26
 Site Inspire 93
 Skeleton 16, 121, 135
 Sketch 16, 107, 108, 136
 sketching 91, 102–106

Skillshare 132
 slab serif 33
 Smashing Magazine 31, 132
 Squarespace 43
 Steve Krug 132
 stock photos 77
 Surveys and interviews 67–68

T

T4S 46, 75
 The Best Designs 93
 The Non-Designer's Design Book
 131
 The Noun Project 79
 Theory Sprints 133
 Thinking with Type 131
 Travis CI 96
 typeface 9, 32
 Typekit 134
 TypeSource 134
 Typewolf 40, 134
 Typ.io 134
 typography 74
 Typography 32–41

U

UI Patterns 133
 unmatchedstyle 93
 Unmatched Style 133
 Unsplash 78, 79, 135
 Upwork 79
 usability testing 68
 user experience 7, 66–72
 User Onboarding 132
 UX. *See* user experience
 UXPin 107, 108, 136

V

vibrancy 24

visual debugging 92

W

WebAim 25

WebAIM 134

webprofits 63, 64

website size 70

white space 42–50

wireframes 68

wireframing 107–111