

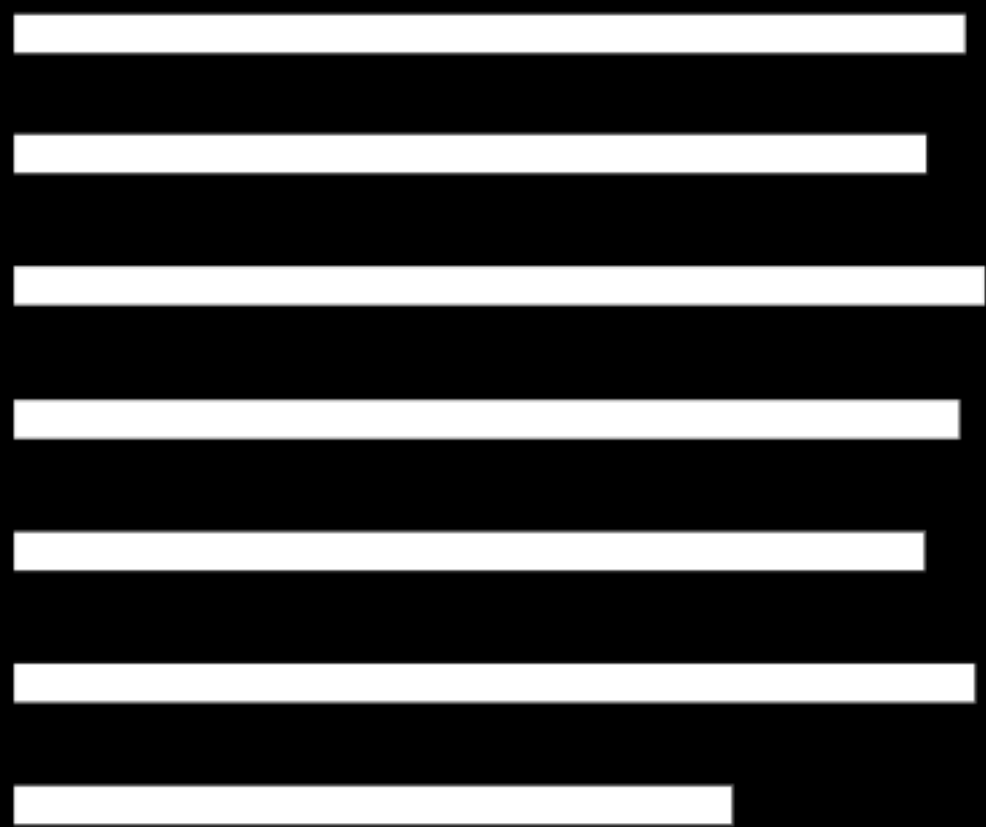
Design Tips for Non-Designers

a brief tour of web design fundamentals

Today we'll look at:

- ☑ Line Length
- ☑ Hierarchy
- ☑ White Space
- ☑ Contrast
- ☑ Color Selection

Line Length



Long Lines of Text Are Hard to Read

Either the well was very deep, or she fell very slowly, for she had plenty of time, as she went down, to look about her. First, she tried to make out what she was coming to, but it was too dark to see anything; then she looked at the sides of the well and noticed that they were filled with cupboards and book-shelves; here and there she saw maps and pictures hung upon pegs. She took down a jar from one of the shelves as she passed. It was labeled "ORANGE MARMALADE," but, to her great disappointment, it was empty; she did not like to drop the jar, so managed to put it into one of the cupboards as she fell past it.

Very Short Lines Are Hard to Read

Just at this
moment her
head struck
against the
roof of the
hall; in fact,
she was now
rather more
than nine
feet high,
and she at
once took
up the little
golden key
and hurried
off to the
garden
door.

45-75 Characters Per Line

For ease of reading, the longest line on a * web page should be between * 45 and 75 characters in length.

Use this paragraph to test the line length on your page, and adjust your column widths as needed.

Test Your Line Length

Paste this into a post or page.

Be sure to use the Text tab, not the Visual tab!

For ease of reading, the longest line on a `* web page should be between 45 and 75 characters in length. Use this paragraph to test the line length on your page, and adjust your column widths as needed.`

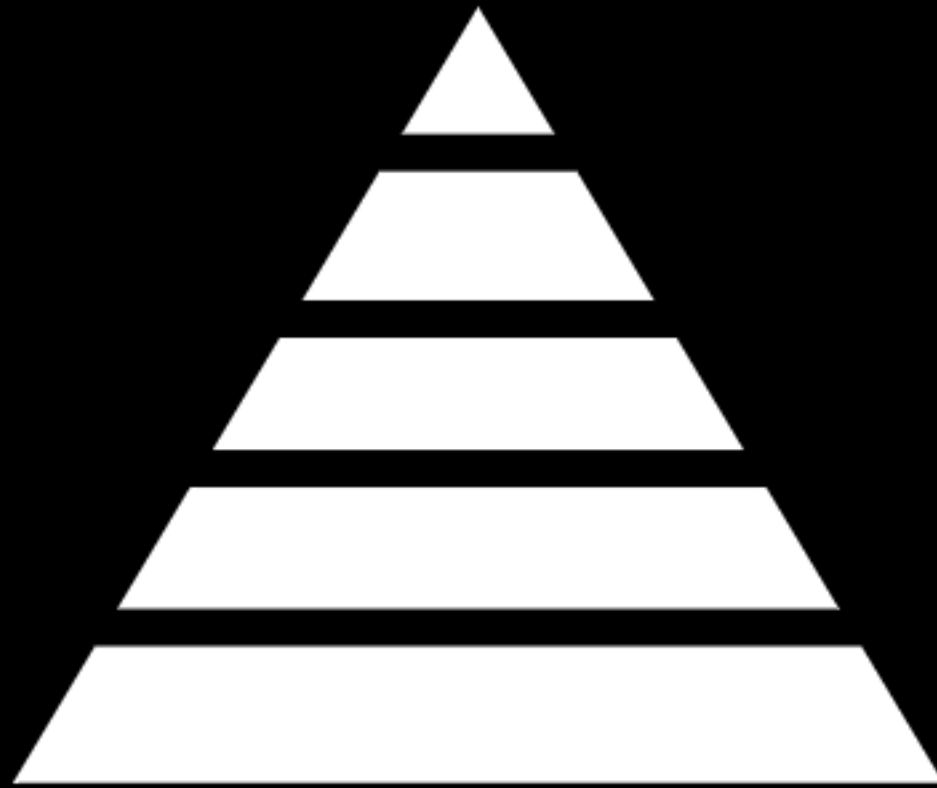
Adjust as Needed

- Change column width
- Change margins or padding
- Change font size
- Float two or more columns side by side

Additional Tools

- [45-75 Bookmarklet](#)
- [Typesetwith.me](#)

Hierarchy



Stacking Order

1

2

3

Size Matters



2

1

3

Heading 1

HEADING 2

Heading 3

HEADING 4

White Space



Embrace the Space

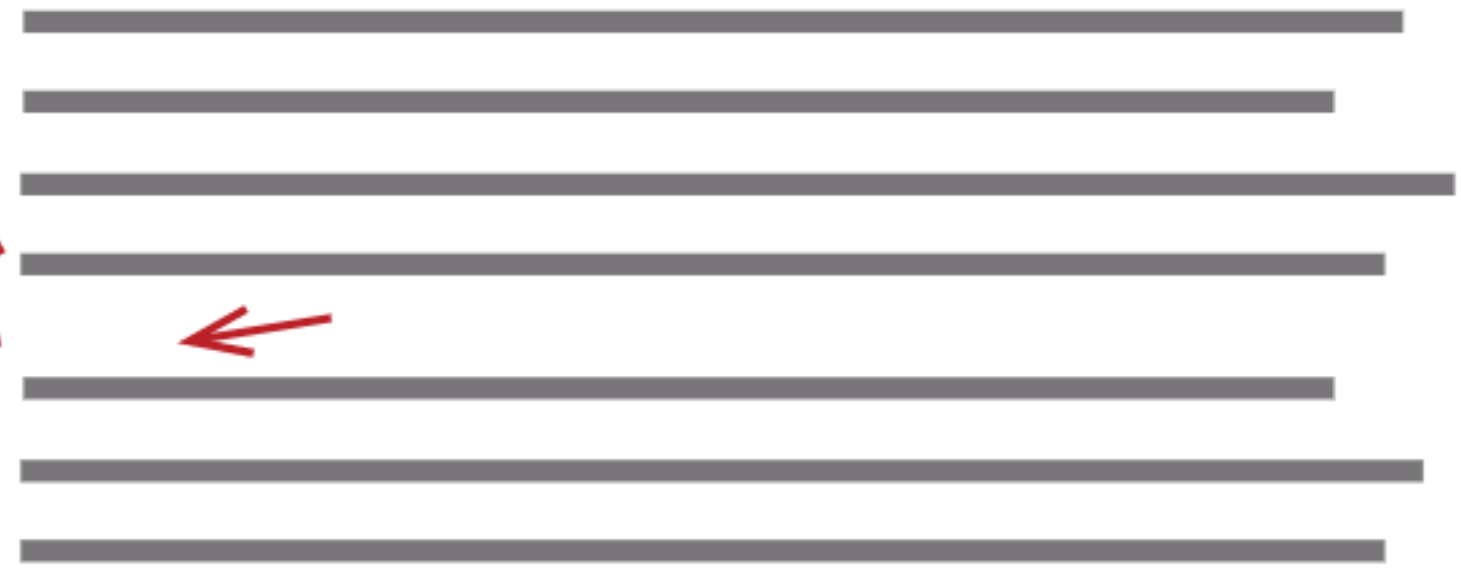
How set in stone are the project's and movement's names at this point? To grow faster, the movement needs to make a good first impression, taking advantage of anyone's fleeting first exposure to it so a person will want to learn more and believe it could actually offer a possible real solution or they won't bother. But this name, "The Venus Project", rather than encouraging one to listen with an open mind could cause one's antennae to go up, waiting for the crazy, not realistic, "out of this world" part. I'm guessing the Venus in the Venus Project comes from Jacque being in Venus, Florida, but to any newbie "Venus" means something "out there" on other planet, and I think that makes an easily avoidable bad first impression. The "Venus Project" name doesn't sound serious to me, it sounds childish. Also the name of the movement, "Zeitgeist", is not only needlessly non-self-descriptive (we're wasting valuable exposure time with a mysterious name - losing the opportunity that on each occasion when the name of the organization is mentioned, that in itself could be sending an introduction to a new idea, like if the name were Technology Solves All Movement for a sloppy example), but it will also forever tie the movement to what some will call the conspiracy stuff (911, religion, etc.) because of your identically named movie Zeitgeist, and this will only distract and alienate from the RBE pizza. I was in the 911 Truth Movement and saw up front & personal so many who had an instinctively negative visceral reaction to any suggestion that 911 was an inside job, that they would hear no more. Also, why alienate those with strong beliefs in their religion? Is it really necessary for us to first convince everyone they've been led to about everything their whole life before introducing a sane alternative to a profit based society when there are no good jobs anymore even in the first world? People are desperate for an alternative and these other things I think are unhelpful distractions to a beginner's introduction to the possibility of another way. Activists for a new system won't get so many bites at the mainstream media exposure apple that we can afford to squander any by tying a hand behind our back with unimportant inconsequential stuff like names and logos. Perhaps if we eliminate these easily changed hurdles, the movement will grow faster and have less back and debunking charges to respond to. Trust me, I know that responding to 911 debunking charges is a full time job in itself, it's a rabbit hole. Unless we get away from the Zeitgeist movie name, we will be linked to the what people call the 'conspiracy' stuff. Of course, this suggestion should not in anyway detract from your contribution, Peter. You actually created the movement, right? and probably lots of us learned of BECAUSE of your movie's addressing of the 'conspiracy' stuff. This is truly only a request for a superficial and easily made change to de-link the V.P. and a R B E. with the unrelated items others deem conspiracy and/or non-positive theories. I say easily made because people's flyers, dvd sleeves, logos, stuff that is printed when needed, can be changed digitally on computers the existing technology generally available to those who print the stuff (just retyping, or simple editing, right?) and there are stockpiles of stuff with the current names on it that would be wasted I assume? Thanks in advance for your consideration, and please also address whom you think such a decision as to the movement's name should be made.

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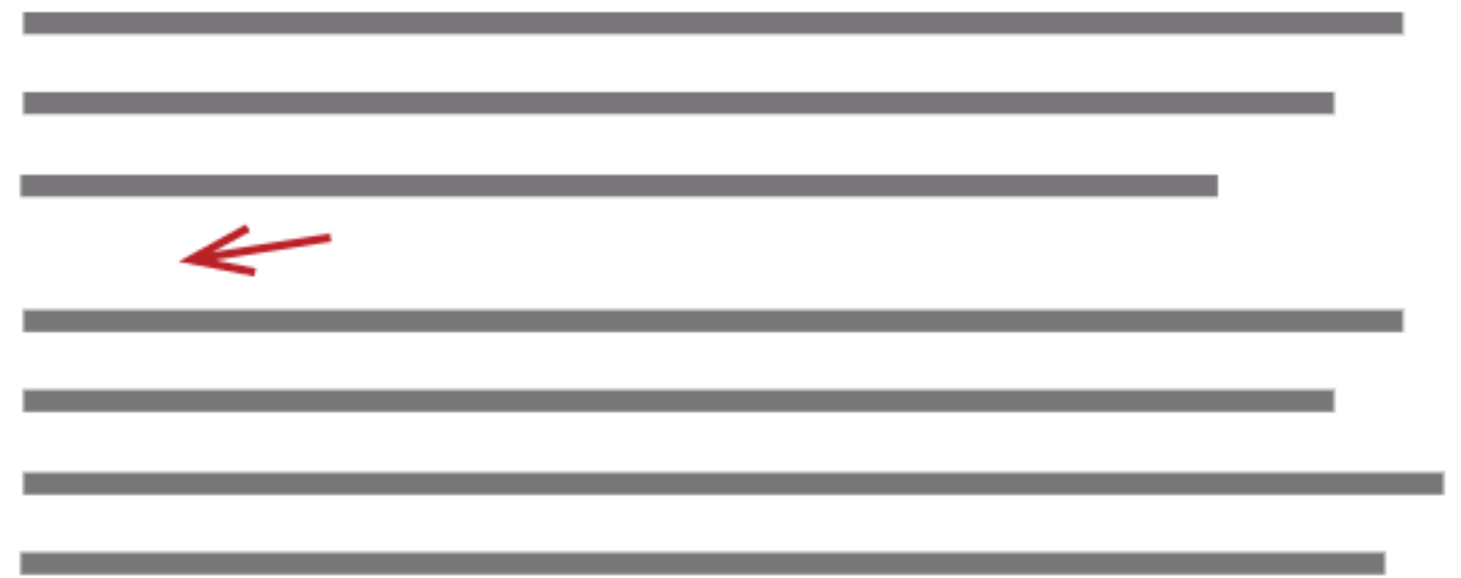


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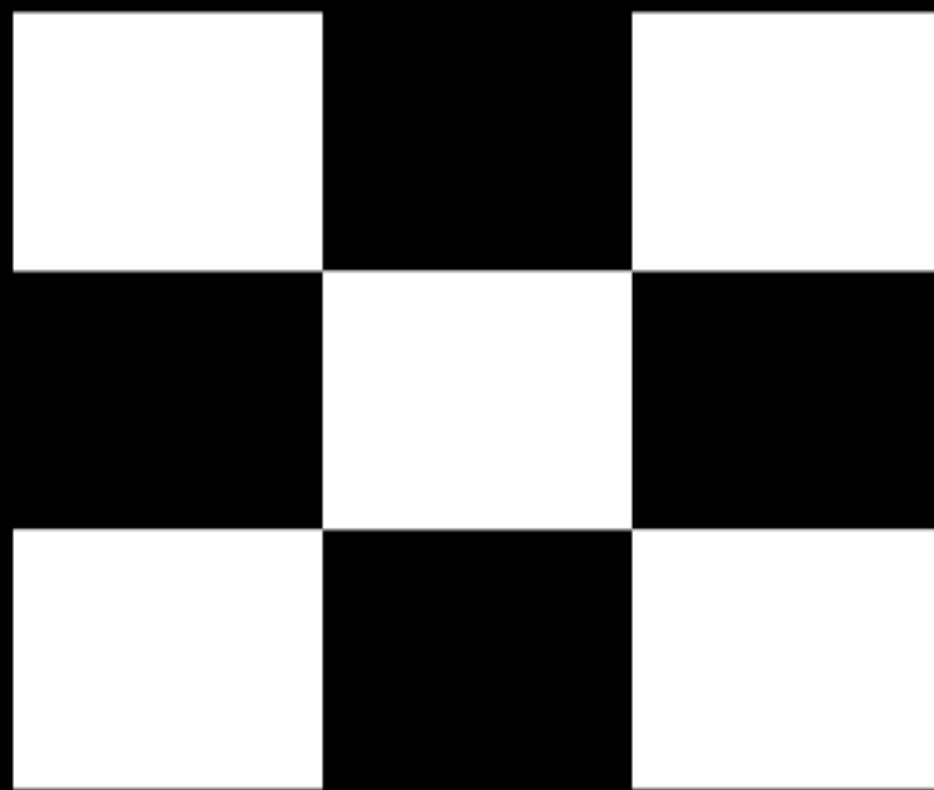
Headline



Subhead



Contrast



81% contrast

56% contrast

25% contrast

26% contrast

37% contrast

86% contrast

81% contrast

56% contrast

25% contrast

26% contrast

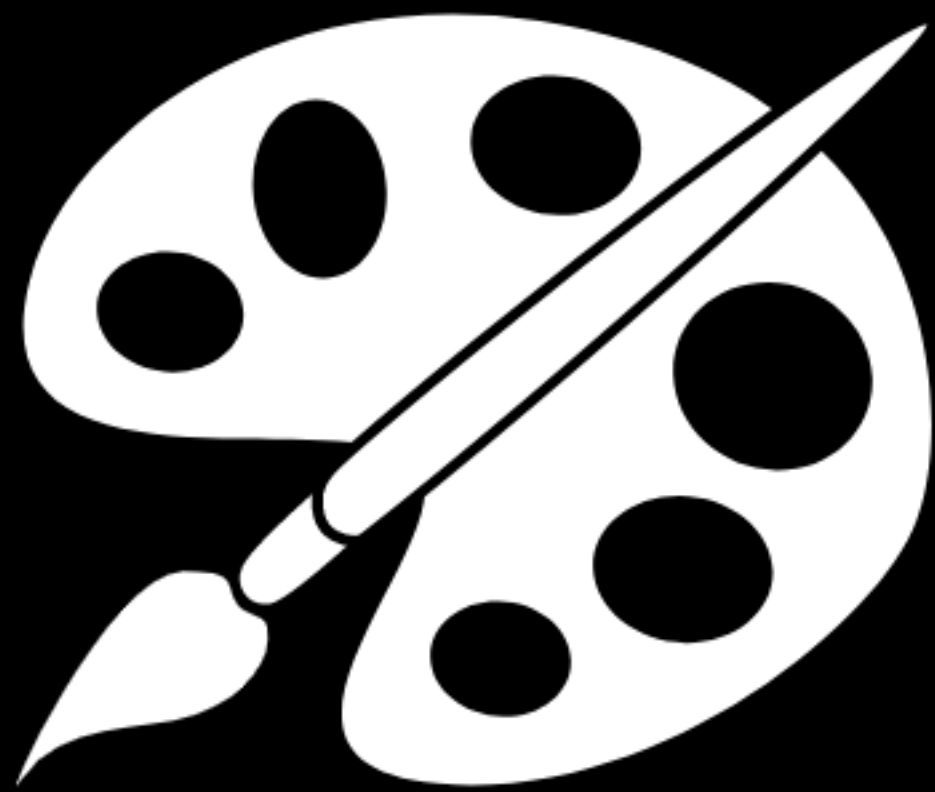
37% contrast

86% contrast

Additional Tools

- [Contrast Ratio Tool](#)
- [Typesetwith.me](#)

Color



Less is More

Limit Your Color Palette

Use different **TINTS**
and **SHADES**
of the same **HUE**.



Color Tools

- Hex Color Tool
- Paletton

Find the Slides

<https://ravengildea.net/wordcamp2017-design-tips.pdf>

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