

Consistency: Consistency in website design matters a lot. Match design elements throughout each page. Your fonts, sizes, headings, sub-headings, and button styles should be the same.

Simple is best: Putting too many elements on the page may distract visitors from the main purpose of your website.

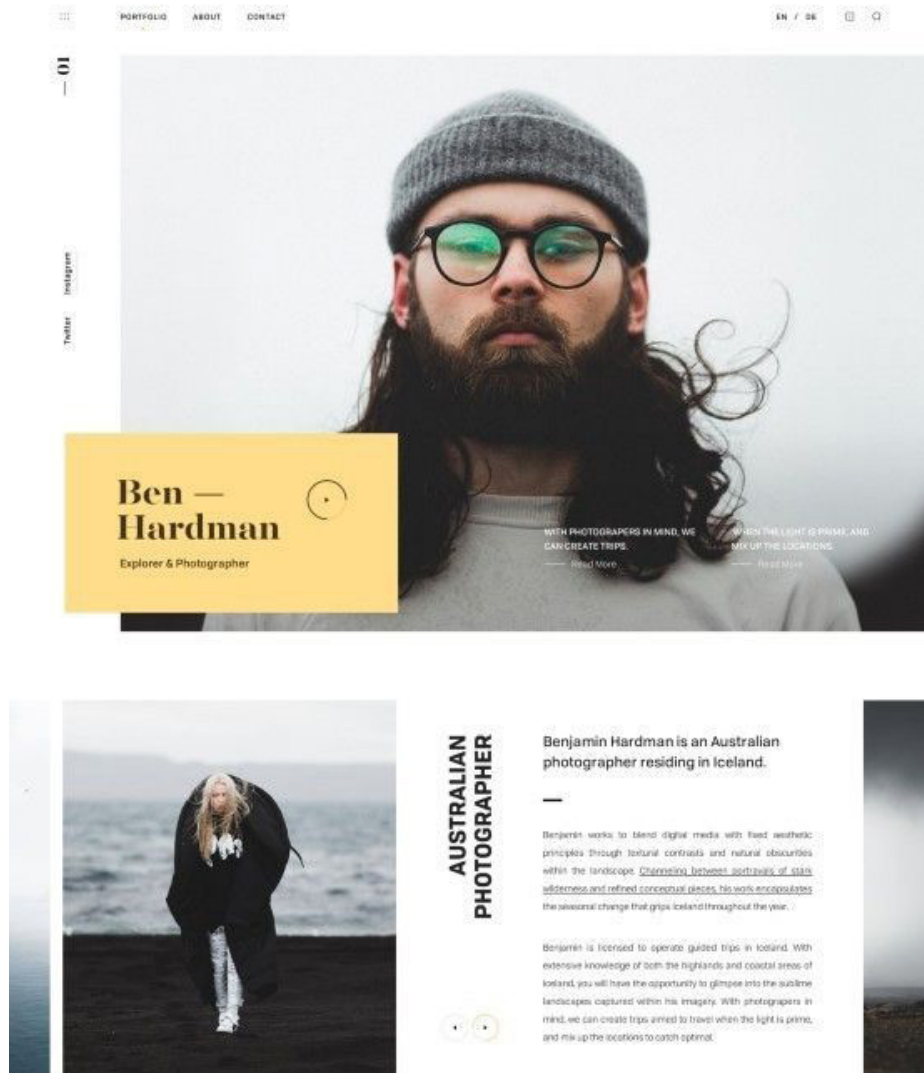
Choosing Images: Don't use images simply to fill space. Instead, only use images which communicate useful information.

Animated Images: Avoid images that move. Resist the urge for flash or animated gifs, unless executed with the utmost skill. In general, studies show viewers much prefer websites that keep still.

Image File Size: Make image sizes as low as possible (resolution at 72 ppi and use the actual size). Images often account for 60% or more of a web page's size/load time.

Navigation: Design at either the top or left side. Navigation at the bottom or right can get cut off. Use color contrast so the navigation is easy to spot. Include descriptive words so the viewer understands where the links are taking them. Navigation should be the first thing the viewer sees, so they have a nice experience going through your website.

Easy Navigation: Visitors spend more time on websites with easy navigation. Follow the “three-click-rule” so that visitors can get the required information within three clicks.



Indents or space between paragraphs separate paragraphs. An indent signals a break, so avoid indenting the very first line of a body of text.



How to use mindfulness
in your everyday life



What are the best walking
meditations



How to go deep into
the mind of hope



ABOUT

Since 1989 we have created a living space for the modern person. Our focus is on creating a warm, inviting atmosphere, and we believe that a well-designed interior can make a difference in your life. We are passionate about creating spaces that are both functional and beautiful. Our designs are inspired by nature and the art of living. We are committed to creating a space that is both functional and beautiful. Our designs are inspired by nature and the art of living. We are committed to creating a space that is both functional and beautiful.



PRODUCT STUDIO PRESS SHOP

PLEASE ENJOY THE ATMOSPHERE

Since 1989 Björn has designed lamps, furniture, and items of everyday use in their product design studio in Bergen with as much an accent on life as style. Simple and elegant, their designs have something primal about them, harkening back to a time when we did so much more with so much less.

Photography
by Lisa Kay



VIEW MORE



If captions are essential to understanding the visual content, keep them close to the pictures.

Capital letters form more stable stacks than lowercase.



Designers break up text into pieces and offer shortcuts. One of design's most important functions is to help readers avoid reading. In some ways, pictures can be read and words can be seen.

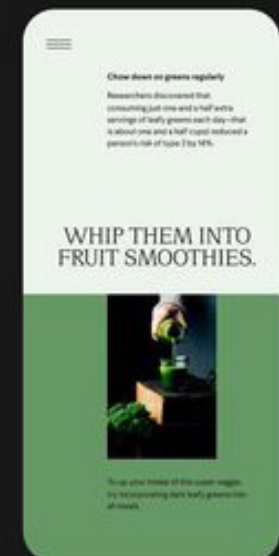
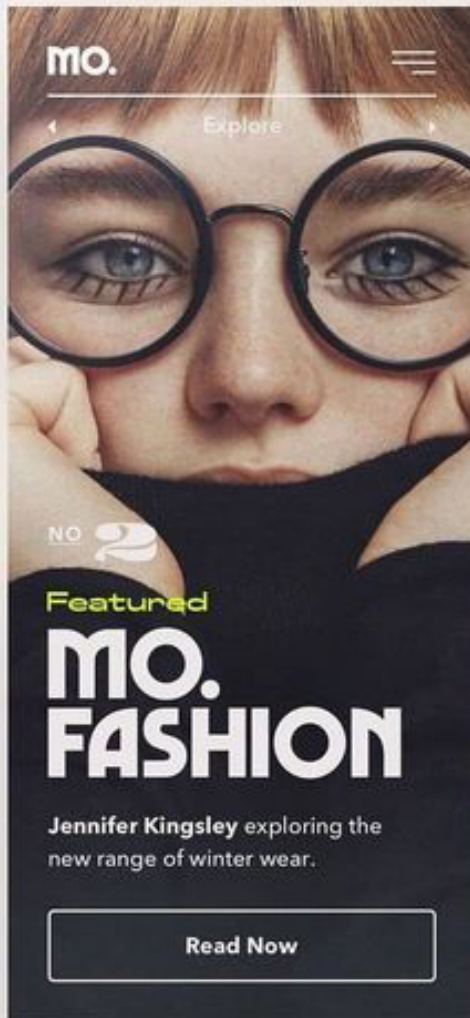
Contrast is used to make elements stand out and grab attention.



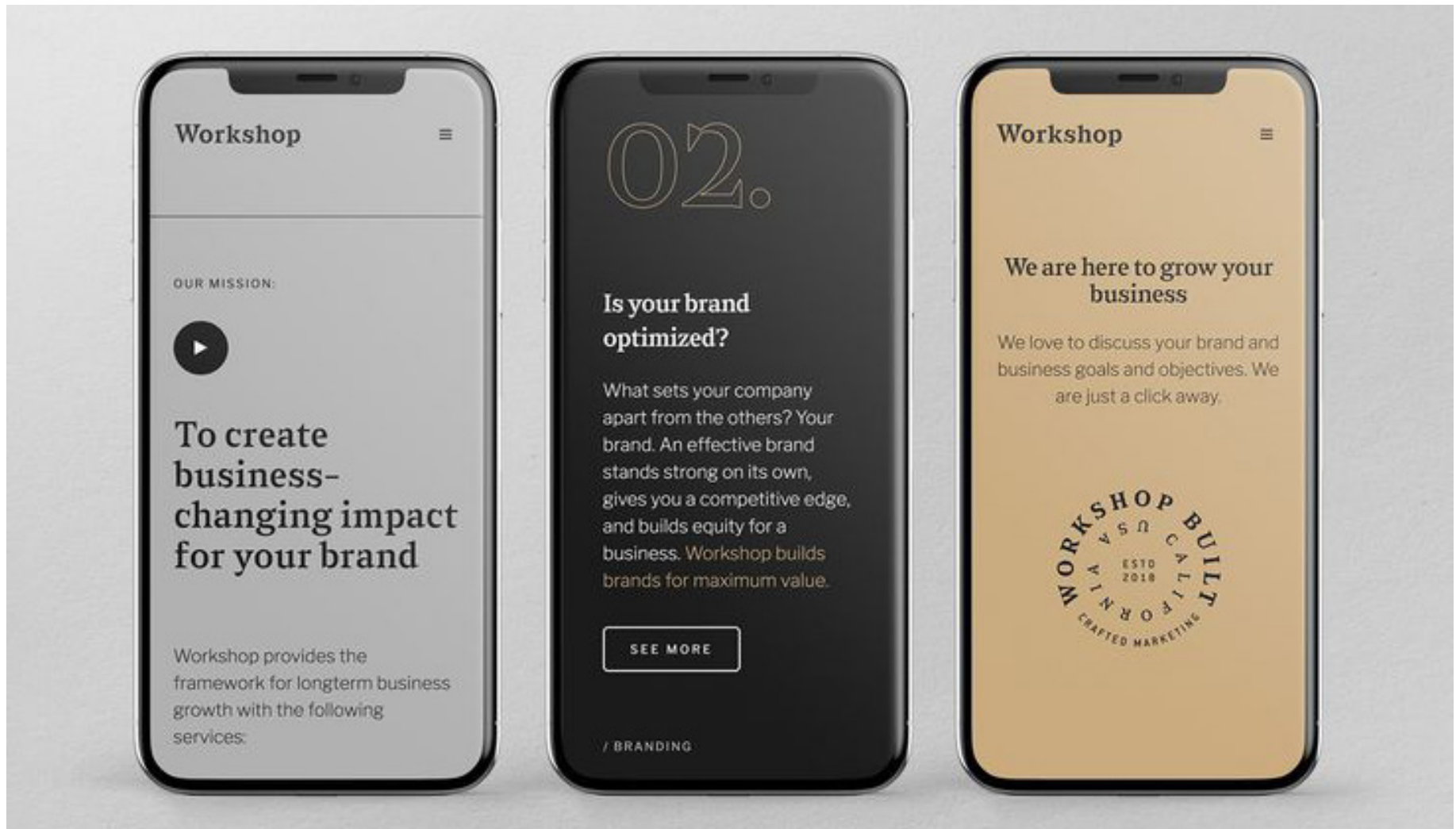
A typographic hierarchy expresses the organization of content, emphasizing specific elements. A visual hierarchy helps readers scan a text, knowing where to enter and exit.

CONTRAST

Emphasizing a word or phrase within a body of text usually requires one signal. Italic is standard; however, bold, small caps, change in color, or a different font works well.



PROXIMITY



It is important to organize content structurally rather than stylistically. Refer to the parts of the document rather than to specific visual attributes.

Adjust the point size

create contrast small and dark

Strive for contrast rather than harmony.

Mixing typefaces on the same line, designers usually adjust the point size so the x-heights align.

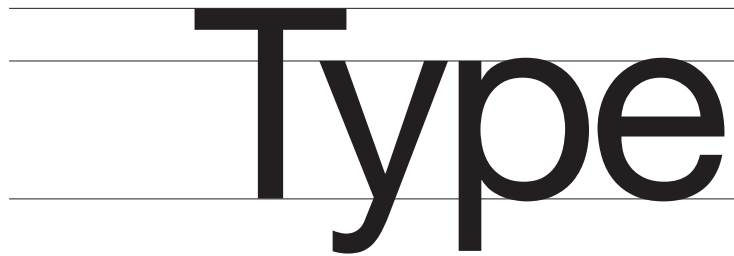
Placing typefaces on separate lines, create contrast in scale as well as style or weight. Mix big, light type with small, dark type for contrasting textures.

leading
height

leading
height

Line-height measures the space between lines of text. Tight line-height happens when the ascender and descender interfere with each other. Large x-heights need more line-height.

SCALE



Type

helvetica 76 pts.

x-height larger

appears large



Type

mrs. eaves 76 pts.

x-height smaller

appears small

These texts are set in the same point size, but their perceived scale is completely different. Scale and proportion are used to indicate the exact size of an object or to emphasize the difference between two objects.

SCALE

The x-height of a typeface affects its apparent size, its space efficiency, and its overall visual impact. Like hemlines and hair styles, x-heights go in and out of fashion. Bigger type bodies became popular in the mid-twentieth century, making letterforms look larger by maximizing the area within the overall point size.

Typefaces with small x-heights, such as Mrs Eaves, use space less efficiently than those with big lower bodies. However, their delicate proportions have lyrical charm.

Like his lovely wife, MR EAVES has a low waist and a small body. His loose letterspacing also makes him work well with his mate.

The perceived size of a typeface is a function of its x-height as well as its cap height.



blackoak 54 pts.

large set width

louder, more aggressive, greater importance



universe 54 pts.

condensed set width

softer, quieter

**The set width is the body of
the letter plus the empty space
around it.**

Contrast in set width helps distinguish type. A letter has a horizontal measure called its set width. Look for typefaces that are condensed, compressed, wide, extended.

the words are spaced evenly

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Word-spacing measures the space between words. Always reduce the amount of space, never increase it.

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A bad rag is when the text is too deep and becomes a forced edge. A rag that is unforced and invisible is desirable.

The width of the paragraph depends heavily on the size of type being used and, therefore, how many characters can be fit onto a single line.

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The line length should be between 8 to 12 words per line.