

typesetting literature

project plan

Design for real life, Ch. 2: Make Space for Real People

by Eric Meyer and Sara Wachter-Boettcher, 2016

about the text

This chapter encourages designers to consider *all* users.

what do inclusive fonts look like?

what do inclusive color palettes look like?

typography

each character looks distinct

ex: lowercase L vs. uppercase I

l I ||

Lora

Arial

typography

letters do not mirror one another
ex: lowercase Q vs. lowercase P

qp

Lora

qp

Arial

color palette

high contrast

careful with reds, greens

-  poppy
-  cobalt blue
-  soft purple
-  black
-  seasalt

color palette

| | | | | | |
|---------------|--------|--------|--------|--------|--------|
| Original | DE4343 | 004AAD | 71437A | 000000 | F9F8F8 |
| Protanopia | 9A9943 | 202095 | 5D5C6C | 000000 | F8F8F8 |
| Protanomaly | C17643 | 0D31A0 | 685273 | 000000 | F8F8F8 |
| Deutanopia | A3AF43 | 1B168F | 5F6369 | 000000 | F8F8F8 |
| Deuteranomaly | BF6A43 | 0E369E | 674E72 | 000000 | F8F8F8 |
| Tritanopia | D64343 | 03827D | 6E625F | 000000 | F8F8F8 |
| Tritanomaly | D84343 | 02649A | 6F516F | 000000 | F8F8F8 |
| Achromatopsia | 717171 | 3F3F3F | 575757 | 000000 | F8F8F8 |
| Achromatomaly | A25C5C | 224470 | 624D66 | 000000 | F8F8F7 |

source: [Allie Fisher](#), [coolors](#)

layout & visual hierarchy

Chapter 2: Make Space for Real People

summary • takeaways

OUR USERS AREN'T US. Our users aren't us. We hear this constantly—but as we've seen already, we're not always great at living it out.

It's not only a matter of considering extreme circumstances, though.... (to be continued)

Understand your bias

Making space for our users begins with understanding our biases—something all of us have. (to be continued)