

STYLETIL.ES

A process for more efficient responsive design

Styletil.es is a visual web design process for clients and the responsive web. Samantha Warren developed the site as a platform for sharing her process. Style Tiles are a design deliverable that create a common visual language between the designer and the client. Style Tiles fall into the category of being more advanced than a mood board, but less complex than a mockup. Style Tiles are the perfect balance between the two design deliverables. This website outlines the steps to take when developing this successful communication tool. It begins with listening to each client's invaluable amount of information through multiple meetings and surveys.

Secondly, the designer breaks down the client feedback and interprets it before defining a visual language. The visual language is the actual process of composing the Style Tile. It includes the logo, potential colors, textures, buttons, headers, body, font, and a list of adjectives. Style Tiles make improving the context of a layout take less time which allows the designer to work efficiently. Style Tiles work without implying dimensions, making the process more about the visuals and less about how the design will be responsive. Style Tiles do not imply a specific device, only that the design will be digital.

A template is available at styletil.es.

