

HIGH FIDELITY MOCKUPS

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Static visual representation of a final design

Help communicate final design to stakeholders

Represent structure of information, visualize content and demonstrate basic functionality

Provide visual details

Colour, texture, patterns, type, iconography, imagery, illustration etc.

Based on mid-fidelity wireframes and mood boards

Must use **real content**

TACTICS

HIERARCHY

Example from "Refactoring UI"

Don't use size exclusively to denote hierarchy

Use color, weight, space etc.

Space used to improve hierarchy, contrast, layout

Dashboard Quote Buy/Sell Orders Transfers Watchlists

Overview As of December 11, 2018, 8:00 AM PT

Total Balance: \$16,412.92 +\$648.83	Investments: \$15,606.14 +\$648.83	Cash: \$806.78
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Holdings Activity Performance Gain & Loss

Name	Quantity	Price	Avg Cost	Mkt Value	Gain/Loss	Gain/Loss%	% of Portfolio	Buy/Sell
TDB900 - TD CDN INDX -E...	140.143	\$25.70	\$24.49	\$3,601.68	+\$170.00	+4.95%	10.10%	Buy Sell
TDB902 - TD US INDX CS -...	65.218	\$54.86	\$51.95	\$3,577.86	+\$189.70	+5.60%	12.90%	Buy Sell
TDB909 - TD CD BD IDX-E...	415.872	\$11.64	\$11.63	\$4,840.75	-\$6.01	-0.12%	8.00%	Buy Sell
TDB911 - TD INTL IDX E SE...	271.861	\$13.19	\$12.15	\$3,585.85	+\$283.04	+8.57%	12.00%	Buy Sell



Dashboard Quote Buy/Sell Orders Transfers Watchlists

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NAME	QUANTITY	PRICE	AVG COST	MKT VALUE	GAIN/LOSS	% OF PORTFOLIO	BUY/SELL
TDB900 TD CDN INDX -E /NLFRAC	140.143	\$25.70	\$24.49	\$3,601.68	+\$170.00 +4.95%	10.10%	Buy Sell
TDB902 TD US INDX CS -E /NLFRAC	65.218	\$54.86	\$51.95	\$3,577.86	+\$189.70 +5.60%	12.90%	Buy Sell
TDB909 TD CD BD IDX-E SE/NLFRAC	415.872	\$11.64	\$11.63	\$4,840.75	+\$6.01 +0.12%	8.00%	Buy Sell



PERSONALITY

Choose a personality, stick to it

Language, typography, colors, imagery etc. should contribute to your sites personality

TYPOGRAPHY

Use good fonts

Google Fonts

Limit line length between 45–75 characters

Increase font sizes

Minimum point size for body copy ≥ 14 pt

Increase line height (leading)

Minimum line height for body copy ≥ 1.25

Avoid justified (and, if long, centered) text

TYPOGRAPHY



There was no use in arguing with a person like this. I promptly put such a strain on my memory that by and by even the shoal water and the countless crossing-marks began to stay with me. But the result was just the same. I never could more than get one knotty thing learned before another presented itself. Now I had often seen pilots gazing at the water and pretending to read it as if it were a book; but it was a book that told me nothing. A time came at last, however, when Mr. Bixby seemed to think me far enough advanced to bear a lesson on water-reading. So he began--

Mark Twain — Life on the Mississippi

Verdana

12pt / 1.1

~200 characters / line



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Mark Twain — Life on the Mississippi

Nato Serif

16pt / 1.75

~75 characters / line

TYPOGRAPHY: LINE HEIGHT (LEADING)

SCHOOL OF GRADUATE STUDIES WELCOME THE EXPERIENCE

TRENTU.CA / SCHOOL OF GRADUATE STUDIES / PROGRAMS / THESIS-BASED MASTER'S PROGRAMS / MASTER OF ARTS IN ANTHROPOLOGY M.A.

Master of Arts in Anthropology M.A.

Embark on a once-in-a-lifetime experience and adventure alongside world-class researchers. In Anthropology at Trent, you'll have the opportunity to undertake fascinating fieldwork around the world, and advance our understanding of the human past and present.

Digging deep into the area of study that interests you as either a full- or part-time M.A. student, you will prepare yourself for a future in higher education, field and lab research, museums, cultural-heritage tourism, or heritage management.

At Trent, your experience will be based on the Anthropology graduate program's more than 40-year track record of educational excellence, and inspired by real-life learning. Three full-year courses and the research required for the completion of a thesis will see you explore the complexities of human biology and culture. Consider topics of societal importance through archaeological, biological, ethnographic, or linguistic research. Faculty members and students before you have undertaken fieldwork across Canada, in the U.S. southwest, in Mesoamerica, the Mediterranean, South and Southeast Asia, and Papua New Guinea. Their investigations have focused on mortuary practices, forensics, settlement patterns, civilization collapse, art, religion, and much more.

- Benefit from Trent's top-notch facilities and an emphasis on individual instruction.
- Study at the intersection of physical sciences, social sciences, and the humanities.
- See the world and while doing original research on a topic that you love.
- Gain the skills employers of today want – adaptability, resourcefulness, and versatility.

Anthropology M.A. website

Program Options

- M.A.
- Full- or part-time studies
- Thesis-based program
- 2 years full-time or 4 years part-time to complete

Admission Requirements

- B.A. or B.Sc. honours degree (a four year undergraduate bachelor's degree) in Anthropology or a related field, or equivalent
- Minimum B+ (77%) or equivalent in the work of the last four semesters or the last two undergraduate years (last ten full credits)
- A foundation in appropriate research methodology

Required Documents

Official Transcripts

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IMAGERY

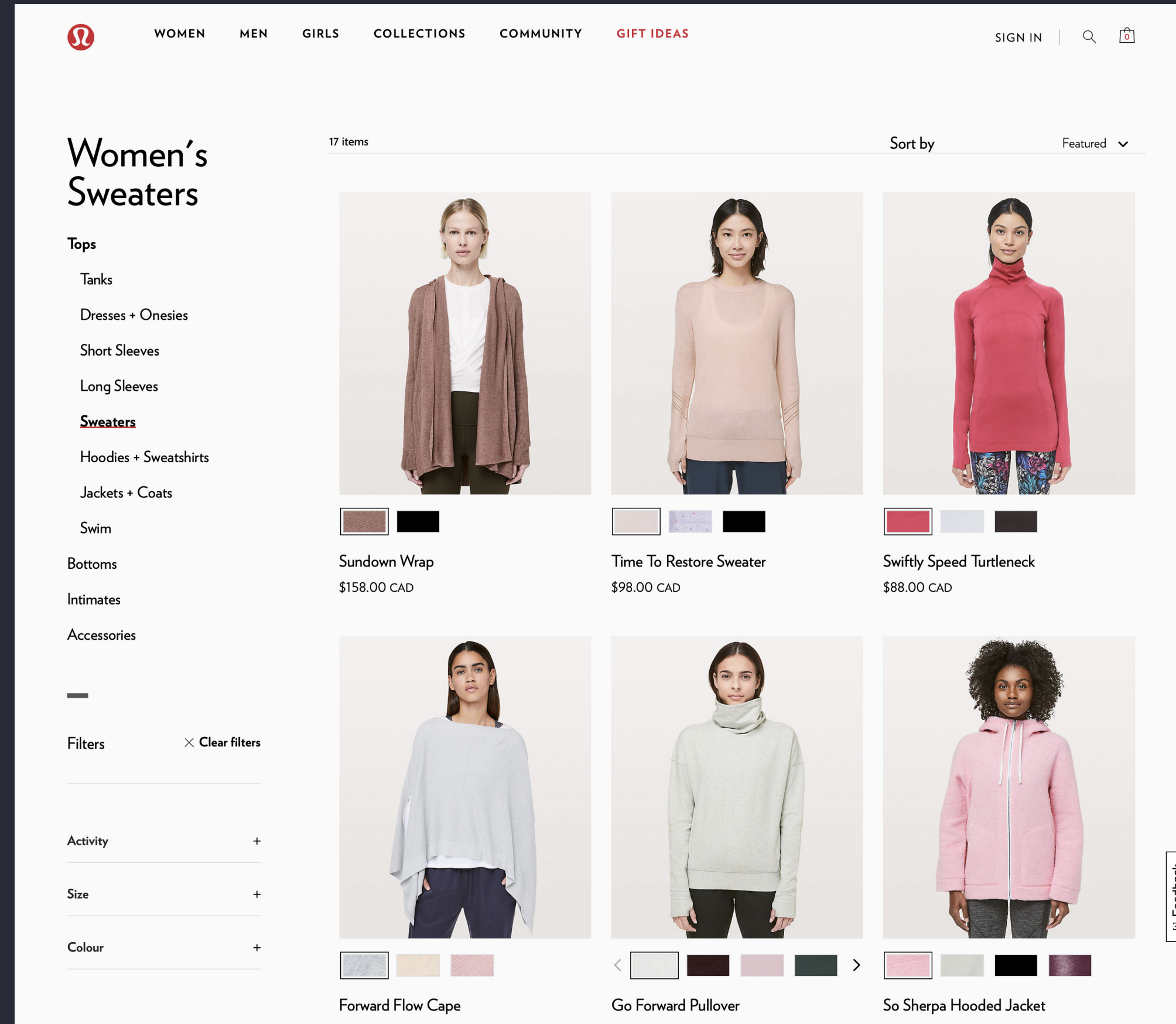
Use good imagery and icons

Unsplash, The Noun Project

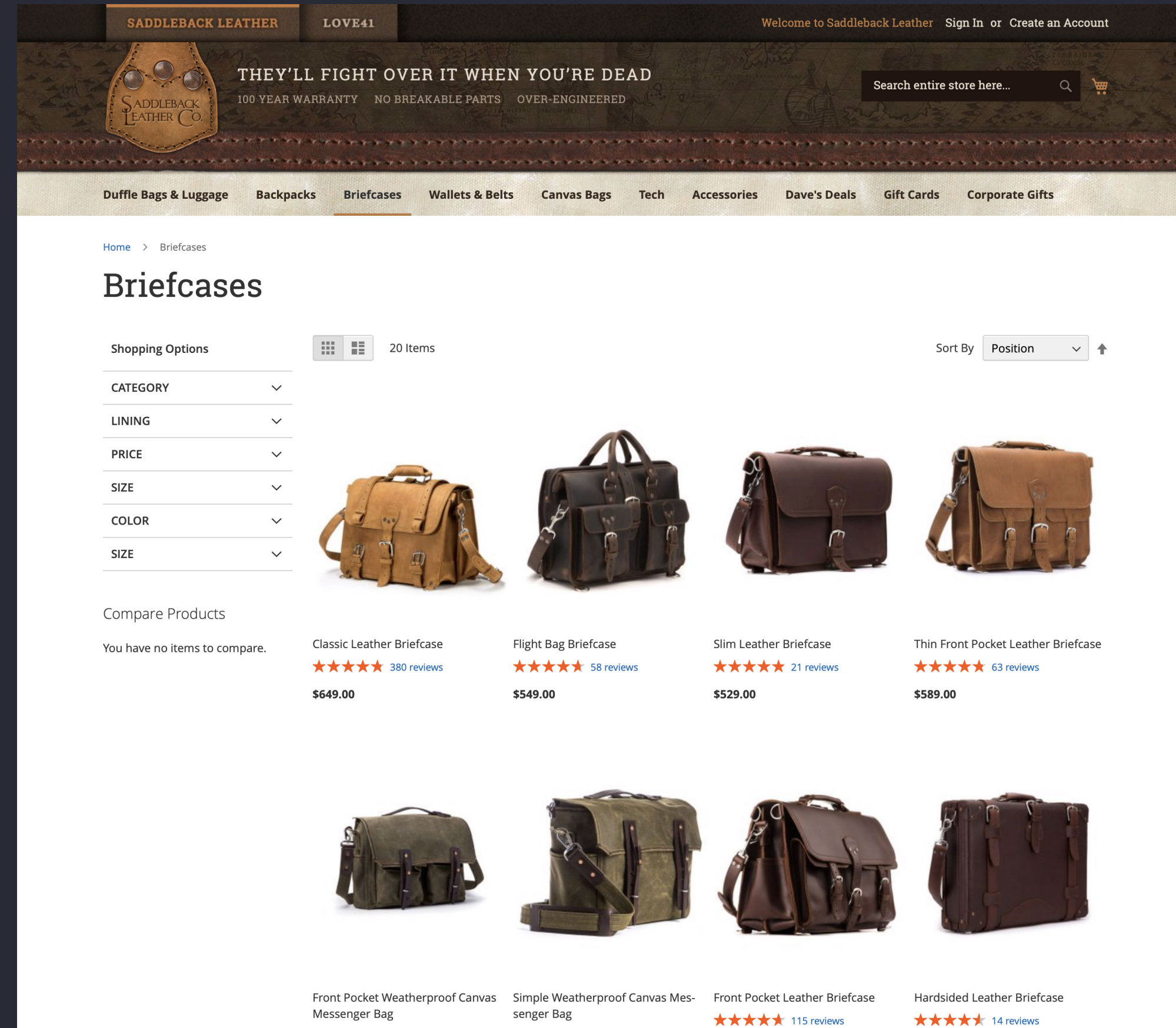
Consistency of tone and style for images, illustrations, and icons

Consider cropping, backdrop of images

IMAGERY: CONSISTENCY



Lululemon



Saddleback Leather



IMAGERY: STOCK PHOTOGRAPHY



SERVICES & SOLUTIONS

- Benefits Consulting
- Benefits Technology
- Business Insurance
- Executive Planning
- Life Insurance
- HR and Compliance
- International Coverage
- Mergers and Acquisitions
- Retirement Plans
- Wellness Solutions

Request A Consultation

SERVICES & SOLUTIONS

Share Tweet Share

Review the services and solutions below to learn more about what BBG can offer you.



Benefits Consulting

Our Employee Benefits Division is at the heart of our organization. After decades of providing trustworthy and reliable services, the Business Benefits Group operates primarily on a referral basis. Review our page on [Employee Benefits](#) to learn more.



Benefits Technology

The comprehensive Benefits Technology solutions offered by BBG allows for simplified management, automated auditing capabilities, carrier feeds, employee self-service in addition to other financial and time savings. Read our informational page on [Benefits Technology](#) to find out more.



Business Insurance

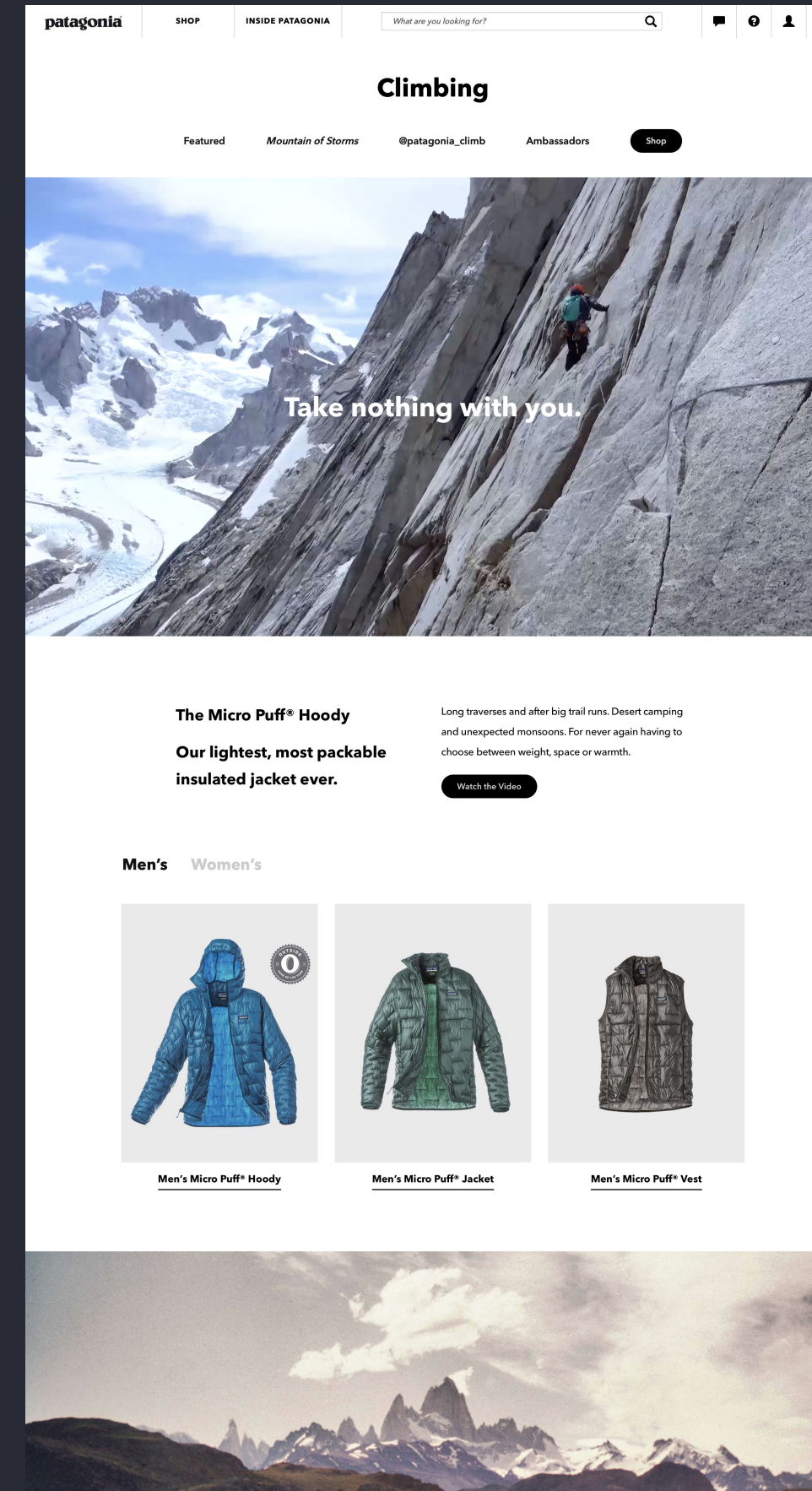
Helping to protect assets and providing well designed risk-management services is one of our central focuses. Our clients rely on us for professional guidance for choosing ideal coverage at the most affordable rate. Review our information on [Business Insurance](#) to find out more.



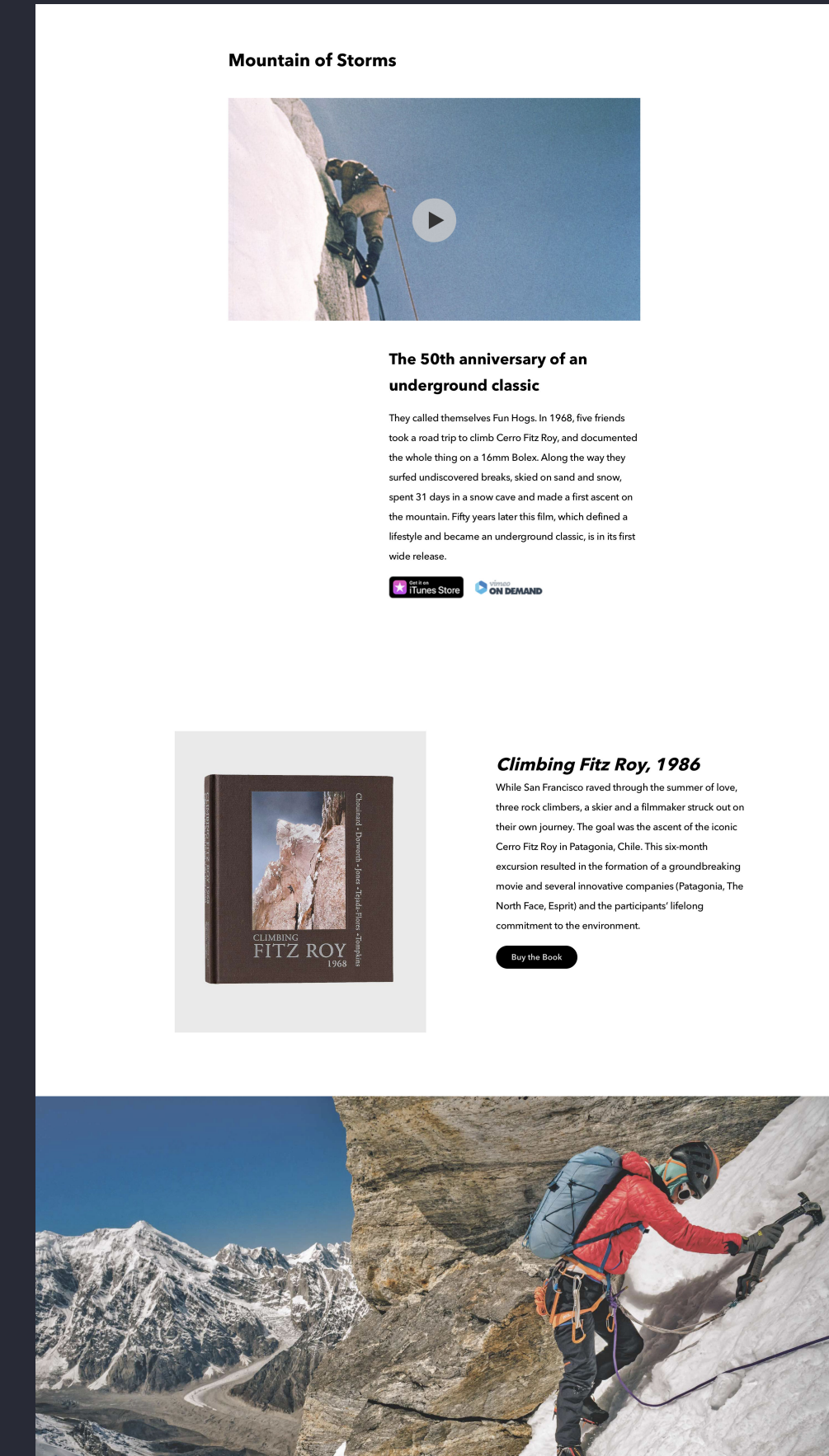
DBA Insurance

BBG is a leader in DBA (Defense Base Act) Insurance Coverage in the

bbgbroker.com



Patagonia



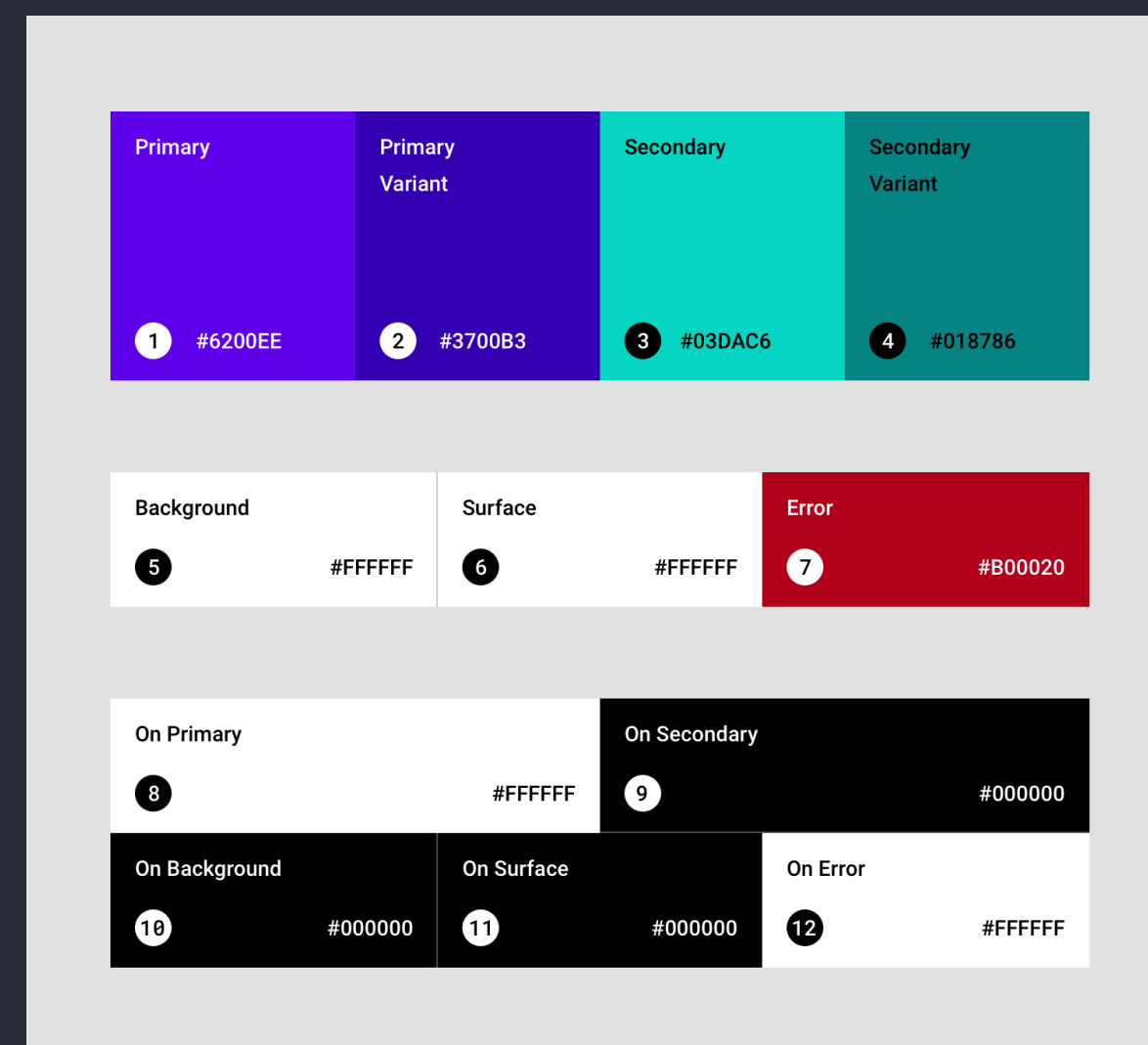
LIMIT YOUR CHOICES

Colors, font styles (faces, sizes, weights), icons, spacing

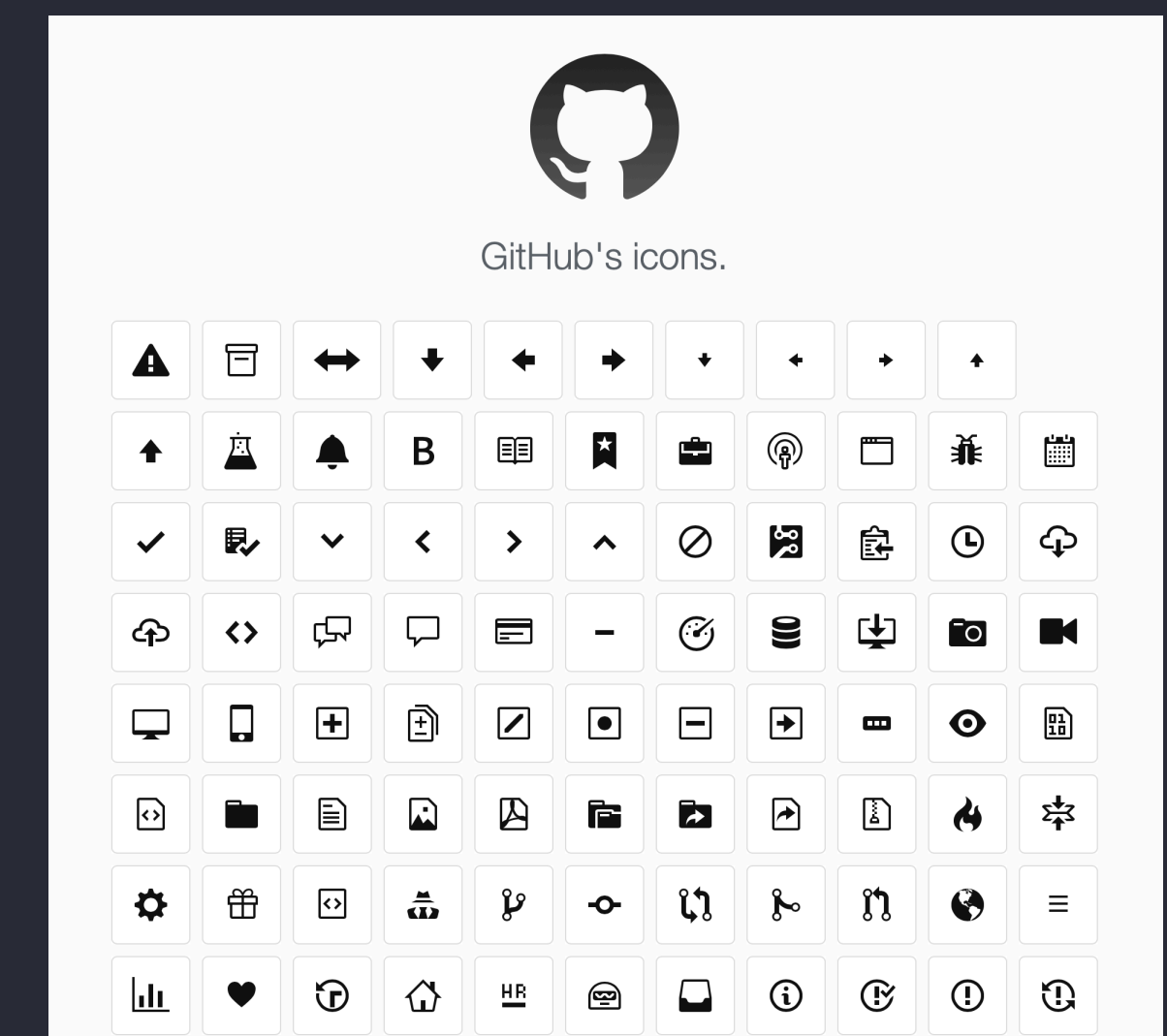
Create a system for all elements and styles, then stick with it

Headings		
Main Heading	30px/48px	Semibold
Subpage title	25px/36px	Semibold
Section header	21px/24px	Semibold - italicized
Sub section heading	17px/30px	Semibold
Bold content within body or form labels	15px/24px	Semibold
Body content / copy	15px/24px	Regular
button labels / meta content	13px/22.5px	Semibold

Mailchimp Typography



Google Material Design Color Theme



GitHub Octicons

RESOURCES

<https://refactoringui.com>

<https://fonts.google.com>

<https://type-scale.com>

<https://unsplash.com>

<https://thenounproject.com>

NY LIFE

Lifestyle&events

[GO TO WEBSITE](#)

Don't you dream to live in «The Big Apple»?
Let us show you the best places which will totally
amaze you. You won't stay home, we promise!



THE TRAILS

OUR BIKES

DIRT DAYS

COACHING

EVENTS

BOOK IN!

MTB HIRE WHISTLER

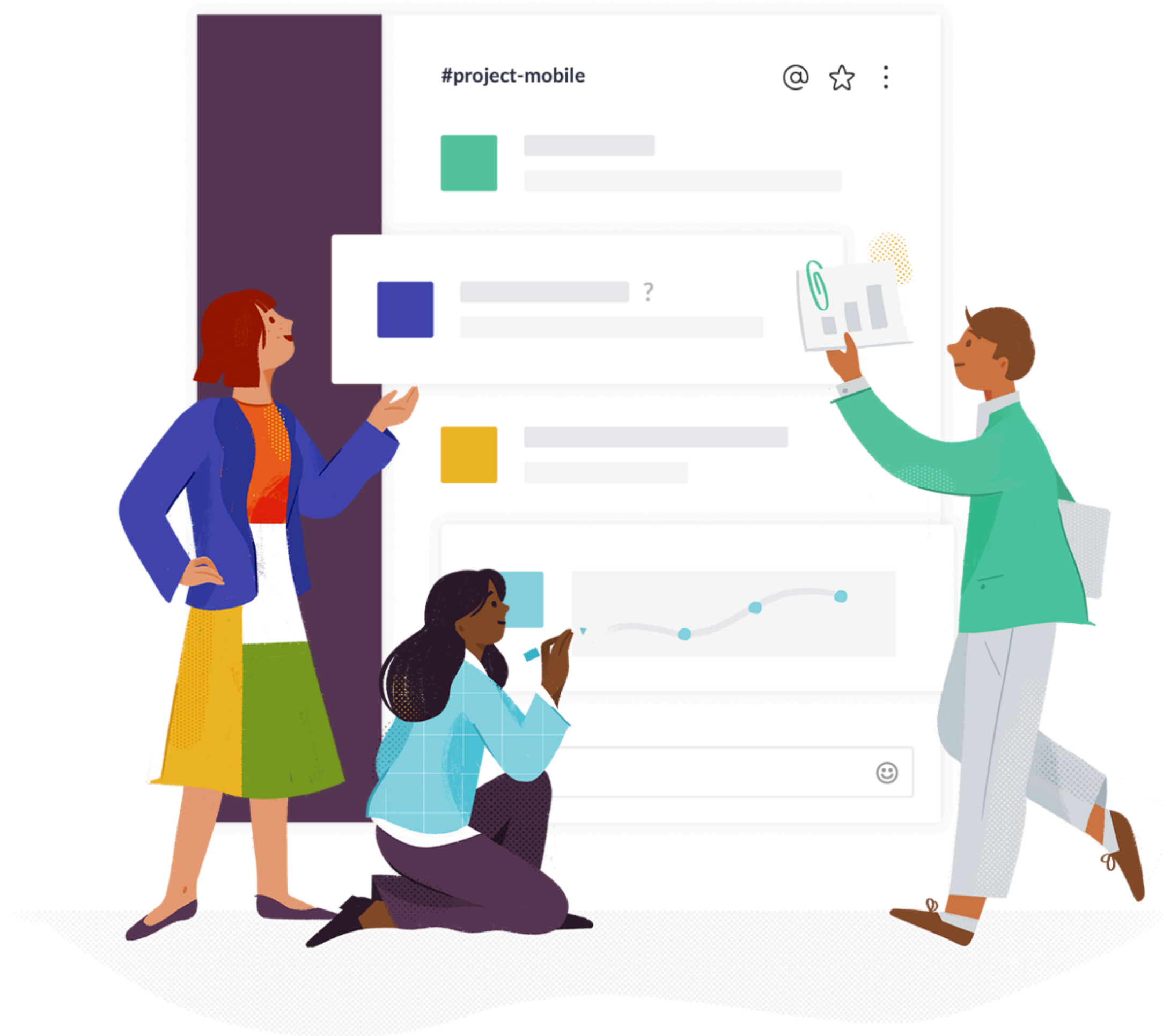
01 **TRAILS**

02 **BIKES**

03 **COACHING**



Photo credit Robin O'Neill



Where Work Happens

When your team needs to kick off a project, hire a new employee, deploy some code, review a sales contract, finalize next year's budget, measure an A/B test, plan your next office opening, and more, Slack has you covered.

[GET STARTED](#)

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DATA CAPTURE



EVENT VISUALIZER



USERS



GRAPHS



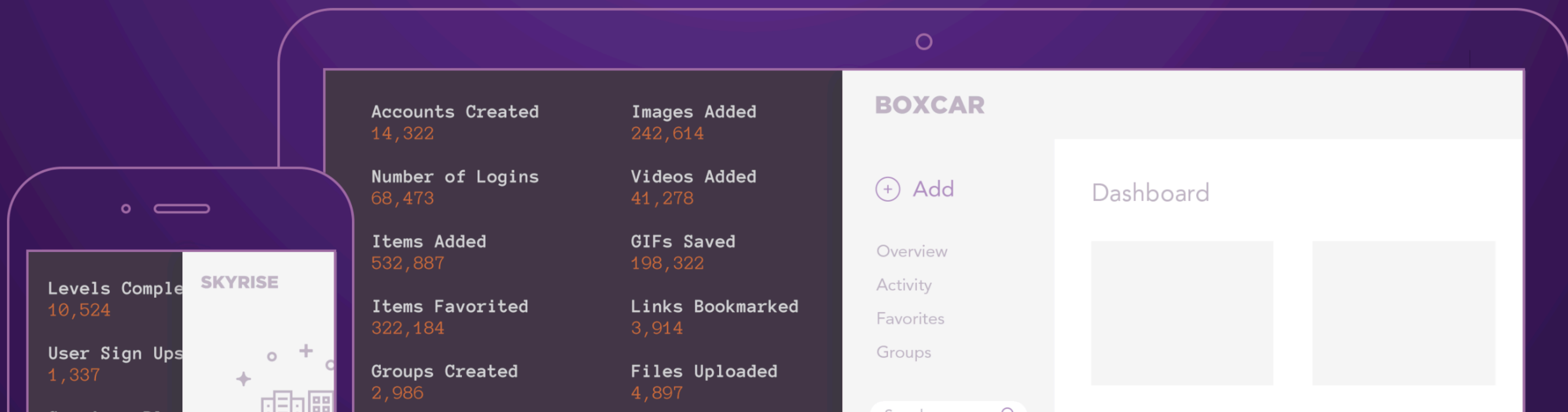
FUNNELS



SQL

Capture Everything

Heap automatically captures every user interaction with no extra code. This includes clicks, taps, gestures, form submissions, page views, and more.



Technology alone is not enough. Technology must intersect with the liberal arts and the humanities, to create new ideas and experiences that push society forward. This summer we bring together thousands of brilliant minds representing many diverse perspectives, passions, and talents to help us change the world.

Welcome to
Apple WWDC17
San Jose, CA, June 5–9



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[ABOUT](#) [ROUTES & TRAILS](#) [EXPERIENCES](#) [SHOP](#) [BLOG](#)

Survival Experiences & Adventure Tours.



ADVENTURE

Is Out There

Select Your
LOCATION



Select Your
TERRAIN



Select Your
FEAR FACTOR



DISCOVER IT



// Advanced Search

The payments platform for platforms

Marketplaces and platforms use Stripe Connect to accept money and pay out to third parties. Connect provides a complete set of building blocks to support virtually any business model, including on-demand businesses, e-commerce, crowdfunding, and travel and events.



[EXPLORE THE DOCS](#)

[CONTACT SALES](#)



Integrate quickly

Building the payments infrastructure for your platform used to be a big...



Customize

Connect is API-first and lets you design the best experience for your platform.



Go global

Pay out sellers in 25+ countries around the world. You don't need separate local...

QUESTIONS?