

1. Optimizing for performance

- **Fonts:** less is better
- Use system fonts: <http://jordanm.co.uk/tinytype/>
- Hosted fonts (CDN, FOUC under control, free may not be best)
- Use optimized fonts (don't include every single style for instance).
- Show mood boards to client with the fonts you will actually use on site.
- **Icon Fonts:**
- Icon fonts are essentially a font in different file formats for different operating systems and browsers and devices etc. The great thing about icon fonts is that they're scalable. They are a font file which can be downloaded once if you need to, you can use tons of different icons in one set or one font.
- **Vector Artwork (SVG)**
- SVG is a vector image format for the web.
- They are relatively small in file size.
- They scale without losing quality.
- One image for responsive.
- Can be animated, have filters applied, and controlled via scripting.
- You can make vector objects in Photoshop or illustrator.
- **Best image formats:**
- Another way to ensure that what you design is going to be best for performance, is to choose the best web formats for your images.
- Use vector formats when possible.
- Pick the best format for raster.
- Experiment with quality settings and optimize them further afterwards.
- **Optimizing images further**
- Images should be optimized whenever needed.
- There are different tools available to do it.
- **Web design tips**
- Design wireframes.
- Make prototypes.
- Design a grid.
- Make artboard according to the size of different sizes.

- You can make libraries to save colors such as fill and strokes to bring consistency in design.