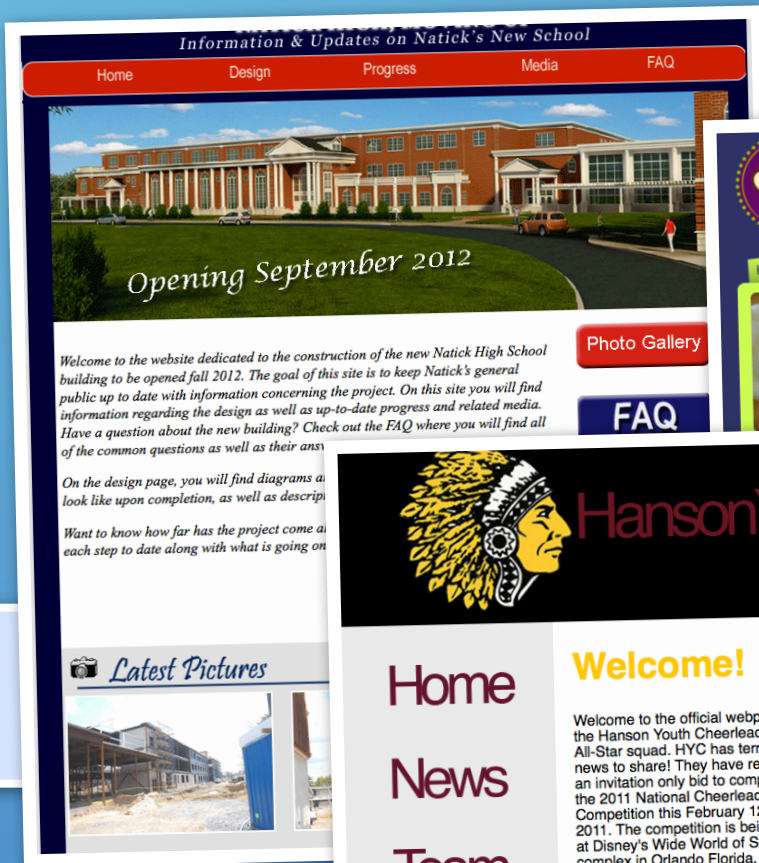


# Mrs. Cullen's Design for Beginners

Introduction to Web Design

Natick High School



Inspired By

The Non-Designer's Web Book, Third Edition

By: Robin Williams & John Tollett

# In This Book



Alignment



Proximity



Repetition



Contrast



Interface & Navigation



Color



Graphics



Typography



Tips & Tricks

# Emotion

**Simply Put:** We want an audience to commit to a relationship with the site. Page views, mailing list signups and product purchases are all the result of this emotional connection

**How To:**

- Show the visitor value, trust and most importantly create a connection.
- If you Website and its products don't measure up visually, trust and value won't be established and views or sales could be lost.
- More and more, companies are focusing on building a personality and story into every Website and product. This evokes an emotional reaction from a visitor. Expressing the company's personality helps create an emotional connection with the audience.
- Emotional design puts the audience first and to do this design with the following in mind:
  1. How will this serve our audience better?
  2. How will this Website or product make their lives easier?
  3. What about this Website or product is valuable to them?
- Emotionally attractive design makes people feel good. It makes them feel like they belong with the product, company, person.
- Think of this concept with products as well. Would Apple sell as many computers or softer if it didn't all look gorgeous? Even the way products are sold appeal more to how you feel when you use them than the actual technical specifications.

**Resource for the information on this page:**  
<http://thenextweb.com/dd/2014/02/25/importance-emotion-design/>

**How To:**

- Design that speak to emotion is:
  1. *Clear and easily understood.* Navigation and logical next steps.
  2. *Visually appealing.* Design looks professional, consistent and elements of the layout are in expected places.
  3. *Enjoyable.* The design wants to be looked at, the writing wants to be read and there are cues a visitor want to follow to further pages.
  4. *Personal.* No false claims or corporate schemes. It reflects the honest personality of what it represents.
- Three Main Points of Effective Emotional Web design:
  1. *First Impressions.* The look of a Website is an instant trust builder or trust loser. If there are flames on buttons, horrible stock photos or poorly matched colors, a visitor will leave the site.
  2. *How it functions.* Once a visitor is past a favorable first impression, they'll look for elements like: clear navigation and intuitive next steps for a task they want to accomplish.
  3. *Perceived Value.* Because attention spans are short, what's the value of staying on the Website? Is the content worthwhile? Is the product or service worth paying for?
- To achieve #1-3 think of a Website as a person. Ask the following:
  1. How would they dress?
  2. How would they speak?
  3. What would they like/dislike?



# Alignment

**Alignment** Items on the page are lined up with each other. You can align items on the left side, right side, or centered, as shown on the left. The rule is choose one!

## Do:

- Line up text and graphics with horizontal and vertical alignment. You can line objects up horizontally by using the “baseline” alignment button.

- Place objects on a page with a reason. Don't just throw it and see where it sticks. You should be able to state in words why an element is placed where it is.

- On pages where there is a lot of information to present, it's important that the layout follow some strict alignment guidelines. This is not just to make it look prettier - it's for clear communication. Easier to find the important pieces on the page.

- Create unity. Pages with strong flush left or flush right alignments usually look more sophisticated than pages where there is a mixture of alignments. The alignment creates a unifying force.

- Create a cohesive unit. Even when aligned elements are physically separated from each other, there is an invisible line that connect them, both in your eye and in your mind. Even though items are not close, they belong to the same piece because of the alignment set up.

**Alignment** doesn't mean that everything is aligned along the same edge. It just means that everything has the same alignment - either all flush left, all flush right, or all centered.

## Don't:

- Don't mix alignments. For example, if you choose to align the basic text on the left, then don't center the headline.

- Don't center align objects unless you have a reason. Center alignment is safe for a beginner designer because it is weak. There is an invisible line down the middle, but the edges have no definition.

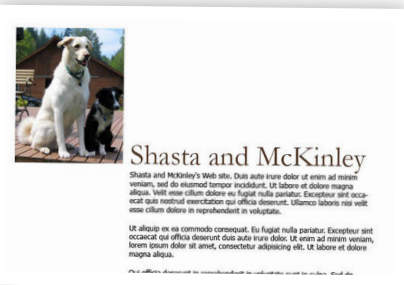
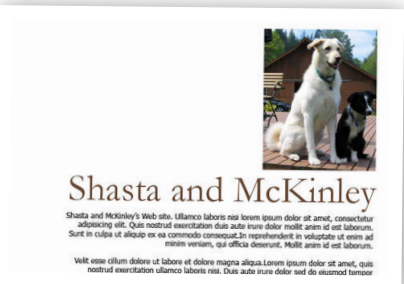
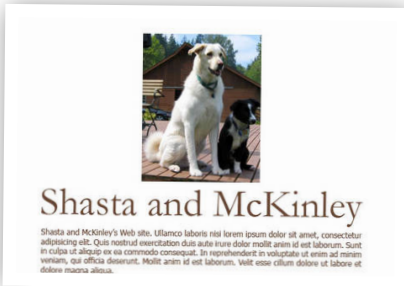
- Don't line up text to the edge of the left edge. It is not clean and distracting to have your eyes bump into the left edge of the browser page.

- Don't indent text on a new paragraph instead use double space to show the start of a new paragraph.

- Don't use borders when aligning text in a table. If you align the text in the table correctly you will not need the borders because the alignment will create its own visual borders.

- Don't place text and graphics on the page wherever there happens to be space, often without regard to any other items on the page. This will create a sloppy effect.

- Don't break alignment rules! You must know what the rule is before you can break it --see column to the left.





# Alignment

**TUITION INFORMATION**

Class Length	Tuition	Priority Payment Dates	Term Dates
40 Minutes	\$150.00	Week of 9/07/10	07/2010-11/13/2010
50 Minutes	\$165.00	Week of 11/01/10	11/15/2010-01/29/2011
1 Hour	\$185.00	Week of 01/17/11	01/31/2011-04/09/2011
1 1/4 Hours	\$210.00	Week of 03/28/11	04/11/2011-06/18/2011
2 Hours	\$270.00	Week of 06/06/2011	06/27/2011-08/27/2011

Priority dates are for current students. New students do not wait for payment dates, register as early as possible. Tuition is pro-rated.

**Bad:** In this table the text is center aligned and without the lines you would not notice the table set up.

**TUITION INFORMATION**

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2 Hours	\$270.00	Week of 06/06/2011	06/27/2011-08/27/2011

Priority dates are for current students. New students do not wait for payment dates, register as early as possible. Tuition is pro-rated.

**Good:** When the text is left aligned there is a strong edge created. The edge is so strong that the lines are no longer necessary.

**GPA+**  
for academic success

Thank you for your interest in GPA+ Solutions. It would be a pleasure to discuss how this workshop can be successfully offered at your school. The workshop is targeted for students in Grades 5-12 interested in advancing their reading and study strategies and habits. Sessions with faculty can also be arranged.

To initiate a discussion and have your questions answered, contact:

GPA + Solutions, LLC  
Gerard A. Lozeau, Ph.D.  
509 West Washington Street  
Hanson, Massachusetts 02341  
(c) 508-454-6665 (fax) 781-523-1104  
[GerryLozeau@gmail.com](mailto:GerryLozeau@gmail.com)

**Bad:** Center heading, flush left body copy. The flush left elements are bumped up against the left edge. Counter placed in an unnecessary position.

**GPA+**  
for academic success

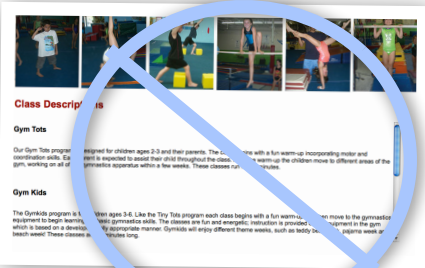
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[GerryLozeau@gmail.com](mailto:GerryLozeau@gmail.com)

**Good:** All objects are left aligned. Elements are moved away from the extreme left edge of the page. The counter has been removed; if it is really necessary place it in a less prominent position (at the bottom.)

# Proximity



**Proximity** Sometimes grouping items into close proximity, you need to make some changes, such as in the size or weight or placement of text or graphics. Example: body text does not have to be 12 point!

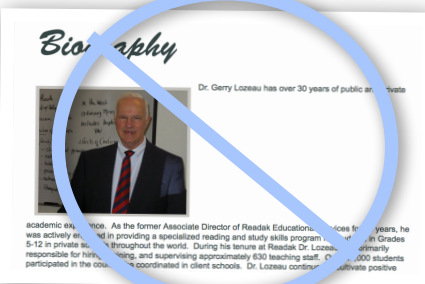
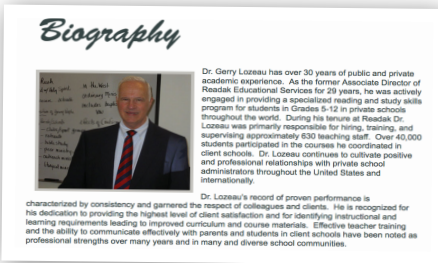
## Do:

- Be conscious of the space between elements. Group items together that belong together.
- Open your eyes to the relationships on the screen: squint your eyes and see what elements on the page seem to have connections because of the spatial arrangements. Are they appropriate?
- Every headline should be close to what it is related to.
- Set up your page so that if it was set in another language, you would still know what each piece of text referred to because of the spacing.

**Proximity** The principle of proximity refers to the relationship that items develop when they are close together, in close proximity.

## Don't:

- Many items are orphaned unnecessarily, and many other items have inappropriate relationships.
- Don't stray a headline or a subhead far from the text it belongs with
- Never hit two returns between paragraphs - it creates too much separation between items that belong together.
- Don't misuse paragraph and break....
- The paragraph code in HTML, `<p>`, automatically creates extra space between the elements. You create a paragraph by hitting return/enter.
- The break code in HTML, `<br>`, make the line break at the point where you enter it but a break does not create extra space. Create a break by hitting shift return/enter.



- Individual groups of information are still separated by space, but the space is organized and has a purpose -- it's not random space that is breaking elements apart that should be together.
- When items that belong together are grouped closer together, the information is much more organized and easier to read. The visual spaces create a hierarchy of information.
- Make the page tidy and communications clearer.

## break:

This is a paragraph  
This is another paragraph with a line break

## paragraph

This is a paragraph

This is another paragraph

- Don't align using diagonals; either align vertically or horizontally.

# Repetition



**Repetition** is the concept that throughout a project you repeat certain elements that tie all the disparate parts together.

**Do:**

- Each page in the site should look like it belong to the same Web site, the same company, educational topic and concept.
- Repetitive elements can be but not limited to the logo, background page color, color scheme, typography, basic layout, links and navigation.
- Aim for purposeful repetition and not accidental repetition. Plan out your repetitive areas!

**Repetition** can be though of as “consistency” with a conscious effort.

**Do:**

- A repetitive navigation system creates a clean look and also helps visitors get the most out of your site. Consistent navigation means the viewer doesn’t have to learn their way around your site every time they visit a new page.
- The home page graphics should be adapted to apply to the rest of your site pages.
- Go big! Create a strong and noticeable repetition but with a subtle look.

# Contrast



**Contrast** is created when two elements are different. If the two elements are sort of different, but not really, then you don’t have contrast, you have conflict.

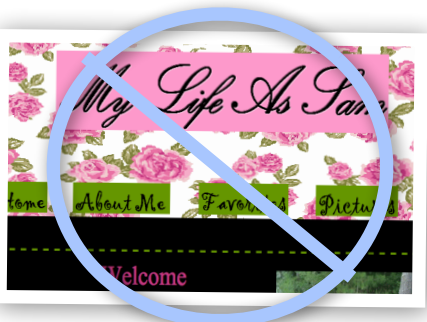
**Do:**

- If two elements, such as type, rules, graphics, color, texture, etc. are not the same, make them very different.
- Create a focal point; something must be the dominating force, and the other elements follow a hierarchy that point down. Something should be the most important!
- Make a reader be able to instantly understand they way the information is organized.

**Contrast** has two purposes, create an interest on a page and to aid in the organization of the information.

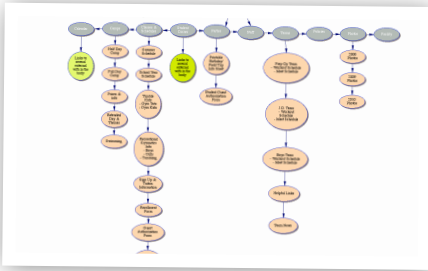
**Don't:**

- Have every element have the same priority, then nothing has priority.
- Don't place contrast in an area you need to flow. Example: make links in a paragraph of text subtle so they do not break up the paragraph at unnecessary points.
- Place a box around a graphic. Do not place contrasting colors around a link box without careful attention to design.





# Interface



**Interface** refers to how the pages look, and also how the pages work and interact with the viewer.

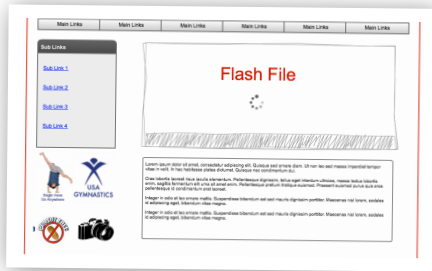
**Interface** design can sometimes be pre-determined by the nature of how web pages work: cursor changes to a hand when placed over a link...

**Do:**

- Start with a simple plan. Make a written list of general topics that need to be included in the site. (Inspiration - Site Map)
- Use a horizontal format. Monitors are wider than they are tall. Recommend a 800 x 600pixels set up.
- Use the “under the bed” approach. Details that are not so important (such as credits, dates, etc.) can be tucked away in a lower position.

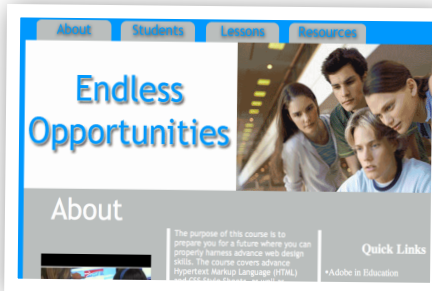
**Don't:**

- Make a viewer scroll horizontal on your page.
- Design the home page to NOT scroll vertically or horizontal. Fit the entire page on the screen.
- Create a junky look. This can easily happen with thoughtless design or because of classless advertisements.



The interface and the navigation are generally inseparable elements. If the interface is great that means your site is easy to navigate.

# Navigation



**Navigation** The way people get around your site and understand where to go.

**Navigation** goal is to easily find your way around a site and find your way back to the home page at any time from any page.

**Do:**

- Create clear and simple navigation. Allow to viewer to easily know what page they are visiting (page title)
- Place a fancy graphic version of the navigation system at the top of he page, add a simple, all-text version of the links at the bottom of the page.
- Choose a navigation style which represents the site and can be carried out through out the entire site.
- Clearly separate links using icons, borders, correct spacing...

**Don't:**

- Depends on graphics for good navigation. Make navigation clear with words.
- Trade clear communication for unclear cleverness.
- Make irritating links. Check your links often to make sure they still work! Avoid giving the reader a link just because you can. Use selective linking!



# Color



**Color** can include aesthetics of color theory, color psychology, color models, color wheels and color management.

## Aspects: This is a great!

- CMYK model; what we use when printing in full color. It stands for **C**yan (blue), **M**agenta (red), **Y**ellow and **B**lac**K**. If you look at a printed color image with a magnifying glass you can see the four dots of the four colors.

- RGB model; **R**ed, **G**reen, and **B**lue. Monitors, including television, video and computer monitors, all create their images on the screen by emitting red, green, and blue light. The colored lights overlap each other, which allows a monitor to display up to millions of different color combinations.

- CMYK vs. RGB; with CMYK the light comes from the sun or a light bulb, it hits an object such as a magazine page or a tree, and the color is reflected from the object into our eyes. RGB the color comes straight from the light source to our eyes without bouncing off any objects.

- RGB values which are known as hexadecimal code. Example: Yellow: Red= 255, Green= 255 Blue=0 and the hex code is #ffff00.

- Indexed color; A mode that is simply a limited selection, called a palette, of up to 256 colors.

- Browser Safe Colors; There are only 216 colors that are common to the browsers and operating systems of different computers. If you use any other color outside of the common 216, the browser will convert to the

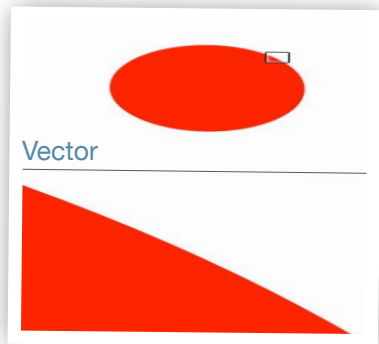
**Color** for print is different for color on the Web in several ways which you can read below.

## Aspects:

- Bit Depth; Pixel Depth or Bit Resolution. A bit is the smallest unit of information that a computer understands. The computer screen is divided into tiny pixels, or picture elements. These pixels turn on or off, white or black, depending on the bits of information that are sent to them. Around 1985 monitors had pixels that weren't very smart. The monitors were called 1-bit monitors because the pixels could only understand one bit of information at a time. With only one bit of information, a pixel could be one of two colors - either white or black, on or off. Large monitors and pixels got smarter. For example, 2-bit monitors. That means every pixel can understand two bits of information at once. With two bits of information sent to a pixel, that pixel could be any of four colors. Most monitors are at least 8-bit color.

- Monitor Resolution; The number of colors your monitor can display is what gives you the impression, on the screen, of higher resolution. The more pixels you have on your screen, the more bits of information the computer has to send. Sending all of these bits takes memory. The bigger the monitor and the more pixels you choose, the more memory it will take to put lots of color in every single pixel. The more pixels per inch in the image (such as 300 ppi as opposed to 72ppi) does not mean the image looks better on screen. On paper yes, but on the screen, the pixel count in the image itself isn't really a factor because the monitor can only display it at 72 or 96ppi.

# Graphics



**Graphics** can be rasterized or vector. Think of rasterized as pixels (square based graphics) and vector as line shaped graphics.

## Aspects:

- Graphics on the Web are usually rasterized (pixels/bitmapped.) Rasterized are created by changing the colors of individuals pixels on the screen.
- Print graphics are usually Vector. Vector graphics are generally smooth-edged because the shapes are mathematically defined instead of being mapped to individual pixels.
- Save for the Web file formats; .GIF and .JPG .GIF stands for Graphic Interchange Format .JPG stands for Joint Photographic Experts Group.

**Color** for print is different for color on the Web in several ways which you can read below.

## Tips & Key Words:

- Check these sources for downloadable graphics:  
[www.istockphoto.com](http://www.istockphoto.com)  
[www.veer.com](http://www.veer.com)  
[www.EyeWire.com](http://www.EyeWire.com)  
[www.DGusa.com](http://www.DGusa.com)  
[www.fotosearch.com](http://www.fotosearch.com)  
[www.artbitz.com](http://www.artbitz.com)
- Use 72 ppi: The standard resolution used on the Web.
- Use the indexed color mode: A color mode used by .gif files
- Reduce the color palette: Reduce the number of colors used to the minimum necessary to maintain the image integrity.
- Image maps; once an image is put saved onto an .html file and has several links placed on an image you create an image map (key word to know but will learn more about this in the Dreamweaver unit.)
- Anti-Aliasing; Refers to the smoothness of the edge of a graphic. A non anti-aliased has smoother edges (similar to vector when zoomed in) and anti-aliased has less blended edges.

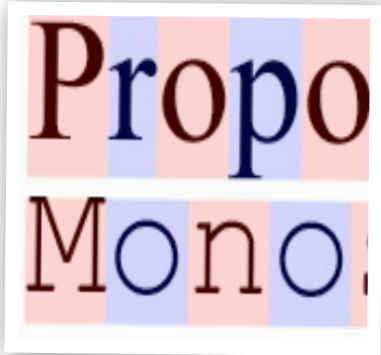
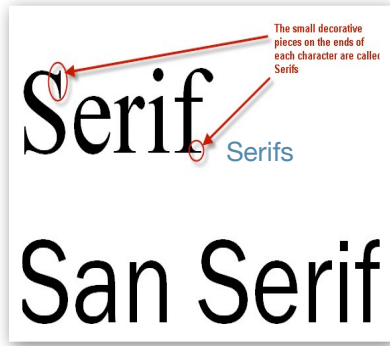


- .GIF files can be viewed by all computers and have been used since 1987. They are also compressed files. Compression makes a file smaller, smaller in file size but not in dimensions. Also, .GIF provides transparency!!
- .JPG are also cross-platform and compressed. .JPG does not provide transparency.
- .GIF vs. .JPG; .GIF is best for flat colors (no shading) and usually computer graphic designed files (also if you want animation or transparency.) .JPG is best for digital photographs.





# Typograph



**Readability** refers to how easy it is to read a lot of text, extended text, pages and pages of text. In printed pages that are full of text, a clean serif face is the most readable.

### Readability:

- Print, use serif typeface and on the screen use sans serif type which can be easier to read.
- Not too big (not bigger than 14-18 point for body) & Not too small (not below 8-10 point size.)
- Never set large amount of text in bold, italic, all caps, small caps, script, etc. Small amounts of these are okay when necessary.
- Avoid very long lines of text - text spread out across the entire browser window is hard to read.

**Legibility** refers to how easy it is to recognize short bursts of text, such as headlines, buttons, signs, navigation, etc.

### Legibility:

- Use a sans serif typeface (see to the left for example.)
- Don't set type in all caps. All caps are much more difficult to read because every word has the same rectangular shape. cat vs. CAT the capitals all have the same shape.
- Reverse type = light type on a dark background, makes the text appear smaller, you need to compensate for this change by making the type a little larger.
- If it looks hard to read, it is.

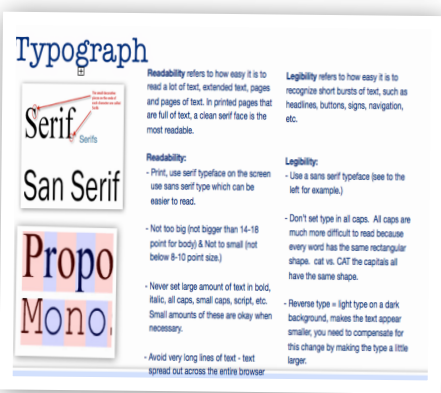
- Make sure there's enough contrast between the type and the background.

### General Tips and Tricks:

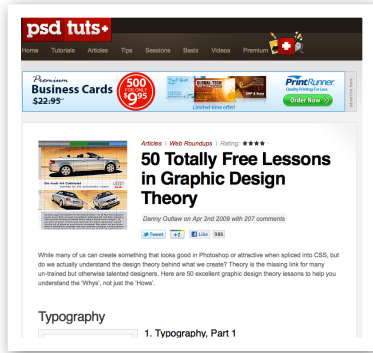
- Text in a column that's not too wide (and not too short) is easy and pleasant to read. A neat and organized layout, and good contrast, adds to the page's readability.
- Body text doesn't have to be black to have enough contrast with the page background. Avoid using garish, vibrant colors for text.

### General Tips and Tricks:

- Text can look slightly different on various operating systems and Web browsers.
- FYI: Proportional type = variable-width font, each character takes up a proportionate amount of space - a capital "W" take up much more space than a lowercase "i" Monospaced Type = fixed-width font, every character takes up exactly the same amount of space. Courier is an example of this type of font.
- Underline: In print, it is against the law to underline text. The underline is a proofreader's make that means the underlines words should be italic. On web pages, underline is a very important visual clue that certain text is a link.

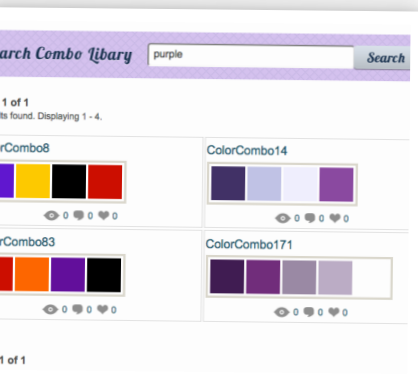


# Resources



## Resources:

- [Mrs. Cullen](#)
- [Adobe TV](#)
- [Typography Lessons](#)
- [Color Combinations](#)
- [Study of Color](#)
- [Graphic file type](#)
- [Lorem Ipsum](#)



# Design On!!