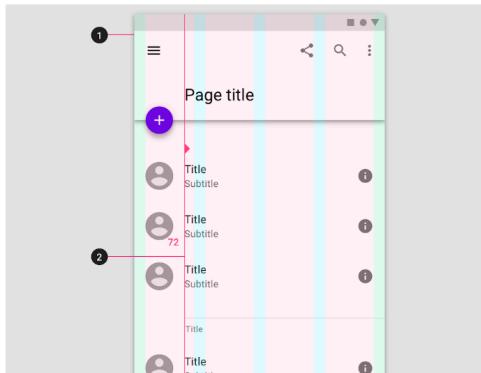


LINES

The line is a basic element in the graphic composition of web interfaces.

Follow an invisible Grid

- ★ The elements and containers follow imaginary lines, both vertical and horizontal, that make up a grid
- ★ Alignment of the elements so that they are easier to differentiate / identify



- ★ Example of Grid: [Baseline Grid de MD](#)

Line style

- ★ It is important to define how the lines will be (thickness, style, color)
- ★ Neutral colors from the Color Palette are usually used

[LINK](#) Elmundo.es combine gray and blue lines (from your color palette) to highlight containers and separate sections

- ★ Borders help highlight or identify an element and separate it from the rest

The screenshot shows the official website of the Spanish Tax Agency (Agencia Tributaria). At the top, there's a banner with the Spanish flag and the text "Así mejoramos todos". Below the banner, there are three main navigation links: "Agencia Tributaria" (highlighted with a black border), "Ciudadanos" (highlighted with a blue border), and "Empresas y profesionales" (highlighted with a red border). On the left side, there's a sidebar with a "Contacte con nosotros" section containing links for "Direcciones y teléfonos" and "Denuncia tributaria". On the right side, there's a blue box titled "AVISO" containing information about the progressive reopening of offices. A blue link at the bottom left of the page says "LINK Here menu sections are highlighted using palette colored lines".

Shading and Elevation

- ★ Shading is used to give an element a three-dimensional feel
- ★ The longer the shadow, the more elevation the component has

The screenshot shows a promotional banner for the digital magazine "TIME OUT". The banner features a small thumbnail image on the left, the text "Llegeix la Time In Pocket!", and a large blue button with a white arrow pointing right on the right. The button has a prominent three-dimensional shadow effect, making it stand out from the background.

[LINK](#) The digital magazine Timeout uses shading at the bottom of some links to highlight the button with the three-dimensional effect that the shadow provides

shading is conceptualized as a Elevation, a concept that arises from the analogia entre món virtual (web, mobile) i el món real

SPACED

- ★ Spacing is the separation of the elements that make up a page (text, images, containers, buttons, etc.)
- ★ It is essential to provide clarity and ease of reading.

It does not compress the content

- ★ Avoid contact or intersection between the text and the container boundary

 <p>Sport and fitness</p> <p>These yoga studios are streaming online classes right now</p> <p>Clear the mind, quieten anxieties and strengthen your body with these live-streams</p> <p>More</p>	 <p>Sport and fitness</p> <p>These yoga studios are streaming online classes rig...</p> <p>Clear the mind, quieten anxieties and strengthen your body with these live-streams</p> <p>More</p>
The text is attached to the bounds of the container	Solution: increase the padding

 Events are changing fast. Read the latest advice.	 Events are changing fast. R
The circle in the image touches the line above	Solution: increase margin or padding

VIDEOJUEGOS >

El Comecocos afronta la ‘crisis’ de los 40 en plena forma

El icónico juego que revolucionó la industria cultural y de los videojuegos hace cuatro décadas, mantiene su vigencia. “Me sorprendió por completo”, asegura a EL PAÍS su creador



The three sections of the header are too close together and make it hard to read.

VIDEOJUEGOS >

El Comecocos afronta la ‘crisis’ de los 40 en plena forma

El icónico juego que revolucionó la industria cultural y de los videojuegos hace cuatro décadas, mantiene su vigencia. “Me sorprendió por completo”, asegura a EL PAÍS su creador



Better but not enough

VIDEOJUEGOS >

El Comecocos afronta la ‘crisis’ de los 40 en plena forma

El icónico juego que revolucionó la industria cultural y de los videojuegos hace cuatro décadas, mantiene su vigencia. “Me sorprendió por completo”, asegura a EL PAÍS su creador



- ★ The space allows: to reduce visual clutter and increase legibility
- ★ It also allows prioritizing the contents

www.ARNGREN.net

23 Butikker Teknologi & Gadgets

Se alle våre el-Kjøretøy til Barn og Ungdom. Norges største utvalg

el-biler til barn Nyhet!

12V 24V 48V 4WD fra kr. 1.798,-

3-hjul Cargo-el-Bike

Ingen alders-grense el-scooter PEDALS

Alle Produktene på denne siden lagerføres hos ARNGREN i Oslo. Se Lagerkoden etter Prisene (lev. 2 - 5 dager) :

- Er på Lager
- Kommer før 3 uker
- Lengre enn 3 uker

el-sykkel

Fatbike-1500w

el-ATV

Video

Roboter Elektronikk

el-jeep

Fotball-Trenrer

Ta alltid ut 230Vac Adapteren når du ikke er tilstede, eller sover

RC Fly-Båt

Video

Drone-Bike Lætevevne: 8kg el-retur kr. 19.998,-

Kjøpsloven Angreskjema

Ava

Ny

kr.

Elekt

Elek

Fra

Ele

[LINK](#) A website with crammed elements is confusing for the user

Don't give too much space!

- ★ That is why it is important not to leave too much space between the elements to avoid giving the impression of scarcity.

Suzanne Collins

Welcome

Hi! Thanks for visiting my website. Here's a picture of me with a rat at Central Park. If you liked my Harry Potter series, The Tales of Beedle the Bard, you will have a clue as to why I chose this photo. If not, you may want to click around and find out a little more about my books. Or visit the Scholastic website for cool games and info!

Click here to check out Scholastic's Underland Chronicles website!

Fly You High!

#1 USA Today Bestseller
#1 New York Times Bestseller

Selected Works

Picture Book

- YEAR OF THE JUNGLE "Important and necessary" -Kirkus Reviews, STARRED REVIEW
- WHEN CHARLIE MCBUTTON LOST HIS CLOVER "A clever, humorous story in rhyme" -School Library Journal

Sci-Fi

- MOCKINGJAY "...every bit as original and thought provoking as in The Hunger Games." -Los Angeles Times
- CATCHING FIRE "...doesn't disappoint when it comes into the pulse-pounding action readers have come to expect" -Publishers Weekly, STARRED REVIEW
- THE HUNGER GAMES "...a spare tale of physical torment, political suspense, and romance." -Booklist, STARRED REVIEW

Fantasy

- GREGOR THE OVERUNDER "...readers will likely find [the Underland] to be a fantastical yet engaging place" -Publishers Weekly, STARRED REVIEW
- GREGOR AND THE PROPHECY OF BANE "Yessss!" -Kirkus Reviews
- GREGOR AND THE CURSE OF THE WARMIBLOODS "Yessss!" -Kirkus Reviews

That is why it is important not to leave too much space between the elements to avoid giving the impression of scarcity.

Suzanne Collins

HOME WORKS BIOGRAPHY INTERVIEW

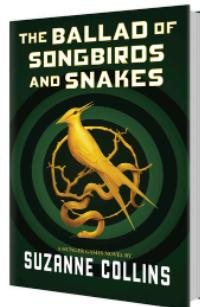


FLY YOU HIGH!

WELCOME

Hi! Thanks for visiting my website. Here's a picture of me with a rat in Central Park. If you've read my fantasy series, *The Underland Chronicles*, you will have a clue as to why I chose this photo. If not, you may want to click around and find out a little more about my books. Or visit the Scholastic website for cool games and info!

[Click here to check out Scholastic's Underland Chronicles website!](#)



AN AMAZON BEST BOOK OF MAY 2020

"The Ballad of Songbirds and Snakes' delivers a mesmerizing look into the life of Coriolanus Snow and the root causes of his villainous behavior. Collins once again proves that she is a master of building a fascinating world around complex characters who must grapple with the complications of chaos and control and their effects on human nature."

--*The Associated Press*

"The twists and heartbreaks captivate despite tragic inevitabilities."
--*Kirkus Reviews, STARRED REVIEW*

"It is a steep challenge to write a book whose hero is, everyone knows, destined to become deeply evil. Do we want to hear — now, after we know the endgame — that the young Voldemort was unfairly saddled with a demerit in class or that

SELECTED WORKS

PICTURE BOOK

YEAR OF THE JUNGLE

"Important and necessary."
--Kirkus Reviews, STARRED REVIEW

WHEN CHARLIE MCBUTTON LOST POWER

"A clever, humorous story in rhyme."
--School Library Journal

SCI-FI

MOCKINGJAY

"...every bit as original and thought provoking, as *The Hunger Games*. Wow."
--Los Angeles Times

CATCHING FIRE

"...doesn't disappoint when it segues into the pulse-pounding action readers have come to expect."
--Publishers Weekly, STARRED REVIEW

[LINK.](#) Suzanne Collins, new website: problem solved:

ALIGNMENT

- ★ Align elements and components with respect to their frames of reference, in order to give a cohesive look to the interface



Comerç i màrqueting
Família professional de comerç i màrqueting

[Més informació...](#)



Informàtica i comunicacions
Família professional d'informàtica i comunicacions

[Més informació...](#)



Imatge personal
Família professional d'imatge personal

[Més informació...](#)



Sanitat / Seguretat i medi ambient
Families professionals de sanitat i seguretat i medi ambient

[Més informació...](#)

LINK Both text and icons are centered horizontally with respect to their container. Containers and icons are centered vertically



Listen to 'The Daily'
Georgia's election meltdown.



In the 'DealBook' Newsletter
Did Washington get in Uber's way?

Texts centered vertically with respect to images

HIERARCHY

If a user sees the elements in the same order and similar style, without priorities, their interest declines

We will establish levels of importance using:

- larger fonts or with accent colors
- containers marked with space or with lines of a certain color

visual weight

- ★ Each component of the web page has a hierarchy with respect to the others and a visual weight that depends on many factors:
 - Size: Larger items are more visible
 - Color: More saturated colors are more visible
 - Shape: Elements with irregular shapes are more visible. [Example](#)
 - Fixed position: The elements on the left are immediately visible to Western users, because the texts are written from left to right
 - White space: More space around elements makes them more visible

The screenshot shows the homepage of the Telepizza website. At the top, there is a red header bar with the Telepizza logo on the left and user account and shopping cart icons on the right. Below the header is a black navigation bar with links for OFERTAS, MENÚS, PIZZAS, ENTRANTES, HAMBURGUESAS, PASTA, ENSALADAS, BEBIDAS, POSTRES, and MI TELEPI. The main content area features a large illustration of three Telepizza staff members (two men and one woman) wearing red uniforms, aprons, and face masks. One staff member is holding a large pizza paddle. To the left of the illustration, there is a red button labeled "VER MÁS" and a text block that reads: "Conoce nuestros Servicios de Entrega CERO CONTACTO". To the right of the illustration, there is a sign-up form with fields for email and password, a "Recordarme" checkbox, and links for "EMPEZAR PEDIDO", "REGISTRARME", and "PEDIDO SIN REGISTRAR". The overall layout uses a combination of large images and text boxes to establish visual weight.

[LINK](#) The center of attention of the page is the carousel since: 1) it is on the left 2) it uses red color in the foreground and its relative size is larger.

 Agencia Tributaria

Agencia Tributaria Ciudadanos Empresas y profesionales Colaboradores

Así mejoramos todos



 DECLARACIONES
mádulos y
formularios

 Contacte con nosotros

- ▶ Direcciones y teléfonos
- ▶ Denuncia tributaria
- ▶ Denuncia de pagos en efectivo
- ▶ Denuncias Vigilancia Aduanera
- ▶ Consultas informáticas
- ▶ Cita previa

AVISO

Cierre de Oficinas para atención presencial

Las Oficinas de la AEAT estarán TEMPORALMENTE CERRADAS PARA LA ATENCIÓN PRESENCIAL debido al estado de alarma declarado mediante RD 463/2020.

 IMPUESTOS 

 Renta 2019 Avanzando contigo

 Calendario del contribuyente 2020

 Pre303 Ayuda modelo 303. SII

 CITA PREVIA



 Videos explicativos Renta 2019

Le interesa conocer  Histórico  RSS

14-05-20 Atención telefónica en la Campaña de la Renta 2019: ¿Desde qué teléfonos le puede llamar la Agencia Tributaria?

06-05-20 Información sobre donativos COVID 19: efectos fiscales y obligaciones formales.

05-05-20 Solicitud de cita previa para atención telefónica campaña Renta 2019 (Plan "Le Llamamos")

05-05-20 Nuevo servicio de ayuda para la confección de modelos 131 y 303

 Opine

- ▶ Buzones de sugerencias
- ▶ Encuestas

 Enlaces de interés

Novedades  Histórico  RSS

20-05-20 Plazo de ingreso en periodo voluntario de los recibos del IAE

19-05-20 Estadísticas de matriculaciones (abril 2020)

19-05-20 Estadísticas de Comercio Exterior. Datos estadísticos. Últimas estadísticas publicadas

[LINK](#) En les web governamentals, és difícil interpretar a què es dóna més importància, ja que es solen acumular els continguts i els enllaços sense una jerarquia visual clara

The F-Pattern

1. Users first read in a horizontal movement, usually across the upper part of the content area.
2. Next, users move down the page a bit and then read across in a second horizontal movement that typically covers a shorter area than the previous
3. Finally, users scan the content's left side in a vertical movement.

Attention is focused on the upper left part and it loses intensity as it goes down

COLOUR PALETTE

A correct choice of colours allows the interface to fit within the social, cultural and economic context in which the application will be used.

The meaning of Color

Presentation: [The meaning of colour.](#)

We will see the meaning of colour and the different types of colours used in web design, from an introductory perspective.

Colour palette

- ★ The **Colour Palette** (or *Color Scheme*) is an indication of the colours that are used in a web page.
- ★ Normally we **won't use a color if it doesn't belong to the colour palette**
- ★ Color palettes are usually created from one or two colors + an accent color
- ★ There are automatic tools that generate color palettes

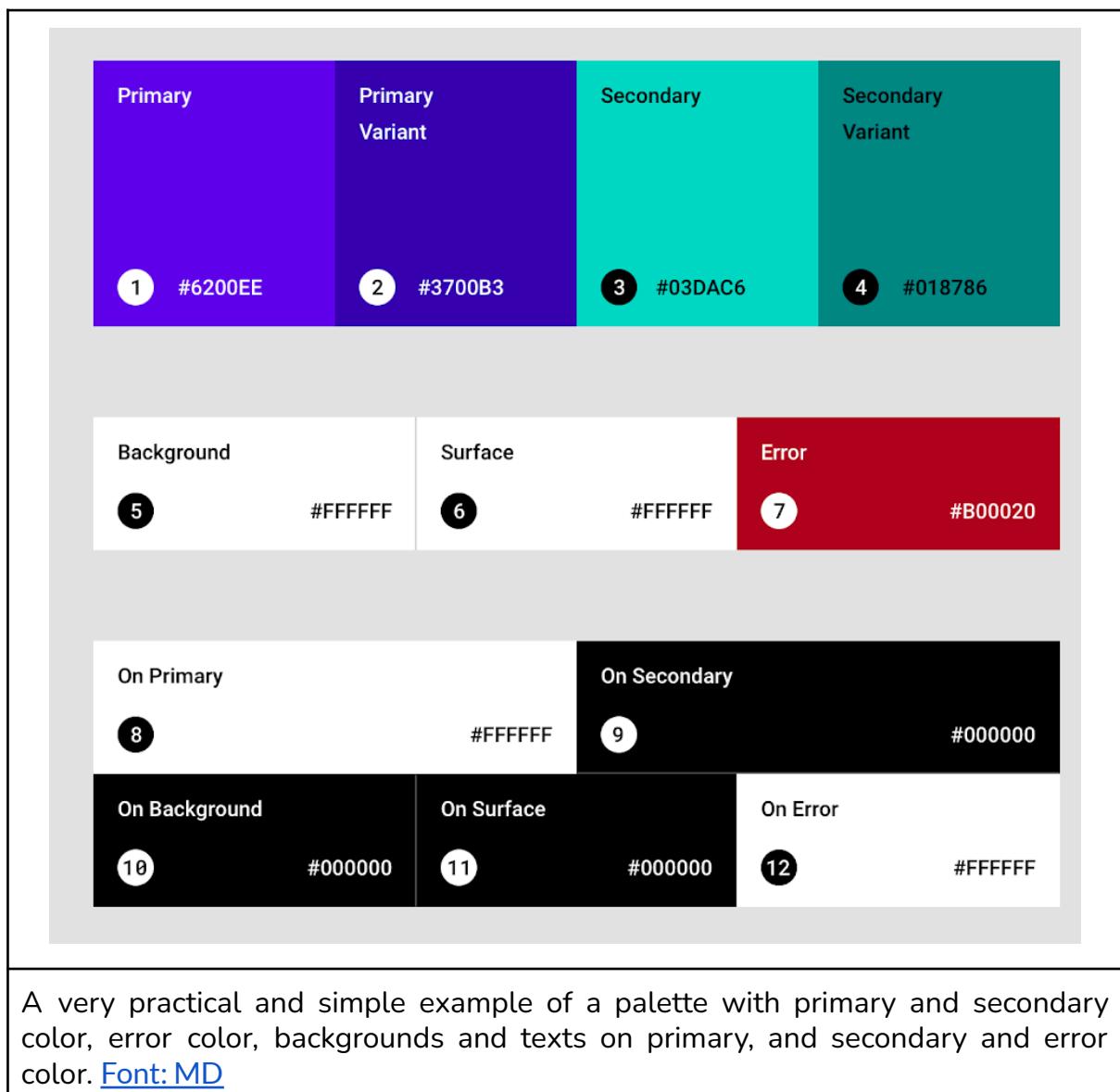


MATERIAL DESIGN

[This page](#) clearly explains how to create and use a color palette

- ★ **Color primari:** is the color displayed most frequently in the website
 - Lighter and darker variants are created from the primary color to distinguish elements within the interface
- ★ **Secondary Color:** it contrasts with the primary color
 - Lighter and darker variants are also created from the secondary color to distinguish elements within the interface
- ★ **Accent Color:** It is normally used to accentuate some parts of the web (buttons, arrows, links)
 - We will usually use the secondary color as an accent color
- ★ **Color Error:** When an error occurs, for example in a form, and an error should be displayed
- ★ **Color Background, Color Surface:** We use them for page backgrounds, container backgrounds, etc

- o Neutral colors white, black, gray and sometimes brown



Sushi a domicili i 'take away'

Més



Llegeix la Time Out Pocket!



Love local: Time Out amb la cultura local



Les millors terrasses de Barcelona obertes a la fase 1

Últimes notícies

MÉS >



[LINK](#). Check out the Time Out page. What do you think is the primary color? And what is the secondary color - or accent color?

telepizza

Acceso Carrito

OFERTAS MENÚS PIZZAS ENTRANTES HAMBURGUESAS PASTA ENSALADAS BEBIDAS POSTRES MI TELEPI

¡APROVÉCHALOS!

Family Days

FAMILIARES 6 € CADA UNA A RECOGER

2 FAMILIARES 9 € CADA UNA A DOMICILIO

Ver condiciones.

Inicia sesión y pide más rápido

Tu email _____

Tu contraseña _____

Recordarme [¿Olvidaste tus datos?](#)

EMPEZAR PEDIDO

¿Aún no estás registrado?

REGISTRARME

PEDIDO SIN REGISTRAR

Take a look at the telepizza page. What do you think is the primary color? And what is the secondary color - or accent color?

Tools for creating color palettes

Automatic tools:

- ★ paletton.com
- ★ [Color material design](http://color-material-design.com)

Template: Color palette

MODEL TO INDICATE THE COLOR PALETTE OF THE PROJECT

Normally in a project, in the Style Guide, the colors must be indicated using a model like this: [Color palette](#)

 [COLOR PALETTE EXAMPLES](#)

TYPOGRAPHY

Readable size

- ★ Use font sizes that are readable, neither too big nor too small:

The screenshot shows a website for Suzanne Collins. At the top, there's a navigation bar with links for Home, Works, Biography, and Interview. A sidebar on the right is titled "Selected Works" and lists various books with short reviews. The main content area features a large photograph of a woman with blonde hair looking up at a tree. To the left of the photo is a text block about her books and a link to her Scholastic website. Below the photo is a movie poster for "The Hunger Games: Mockingjay". At the bottom of the page, there's a note about the movie tie-in edition and a Bestseller badge.

In this old website, the text is so small you have to zoom in to be able to read it comfortably.

Large size to stand out

- ★ If we want to highlight a text, we will make it bigger than the text that surrounds it:

The screenshot shows a website with four large, vertically aligned promotional boxes. Each box contains a product image, a discount percentage, a product name, and a price. The boxes are styled with red and white colors and some green accents. The first box is for a garden table, the second for a lawn fertilizer, and the third for a Nilfisk pressure washer.

Produit	Discount	Description	Prix
Table de jardin de repas Marius carrée carmin 2 personnes	-14%	LIVRAISON WEB OFFERTE	75.90 € / Unité au lieu de 89.00€ / Unité
Engrais gazon antimousse SOLABIOL, 14kg, 350 m ²	-12%	Du 13 mai au 30 juin CRÉDIT À 0% PAYEZ EN 5X OU EN 10X SANS FRAIS	34.90 € / Unité au lieu de 39.90€ / Unité
NILFISK Nettoyeur haute pression électrique C 135.1-8 pc, 135 bar(s)	-30.90€	Voir les conditions >	169.00 € / Unité au lieu de 199.90€ / Unité

The text "0%" uses not only a red background color, but also a large size to stand out.

Which fonts should I use on my website?

- ★ Research which sources might work best for your project
- ★ Try different font weight values.
- ★ It is recommended to use, for its ease of use, [Google Fonts](#),
- ★ Material Design provides us with a tool to compare the fonts we use with theirs [Type Scale Generator](#)

Template: Typography

MODEL TO INDICATE PROJECT SOURCES

Normally in a project, in the Style Guide, the sources used must be indicated, following a model like this: [Template typography](#)

ICONS

Presentation: [Icons](#)

Webography

- ❖ [Empleo del color en el diseño de páginas web - Diseño de Paginas Web](#)
- ❖ [El diseño de la interfaz web - Diseño de Paginas Web](#)
- ❖ [Visual Design Basics](#)
- ❖ [Elements of Visual Language \(Presentation\)](#)
- ❖ [Utilización del espacio en blanco en el diseño de una web - Diseño de Paginas Web](#)
- ❖ <https://www.interaction-design.org/literature/topics/visual-hierarchy>
- ❖ [F-Pattern in Reading Digital Content \(Vídeo, 2'\)](#)
- ❖ [F-Shaped Pattern of Reading on the Web](#)
- ❖ [How to Optimize Images for Web and Performance](#)