



FOUNDATIONS OF WEB DESIGN

CLASS 7

Design **Principles** and Layouts

https://dem-1323.github.io/foundations-of-web-design/

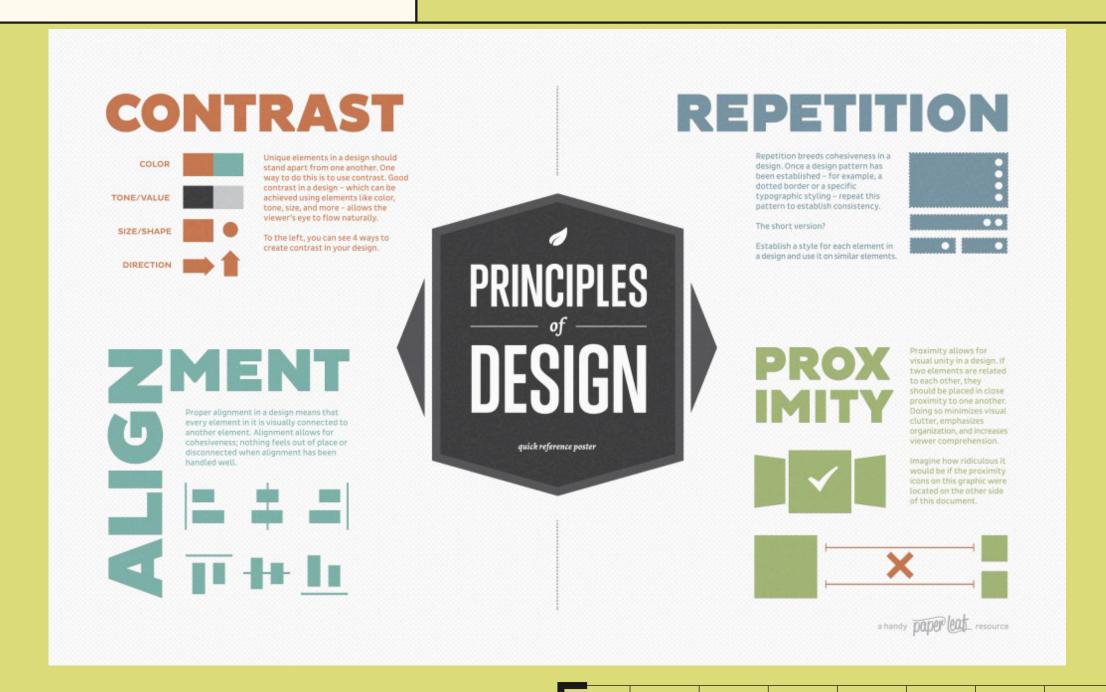
DESIGN PRINCIPLES





Key Principles

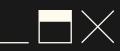
- Contrast
- Repetition
- Alignment
- Proximity



VISUAL HIERARCHY



Organizing content to guide where the user should be looking

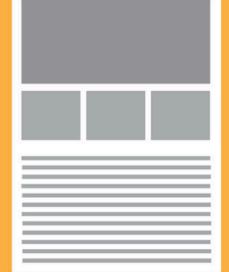


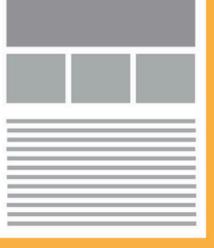
Techniques

- Scale/Size
- Contrast
- Alignment
- Position

EXAMPLES of **VISUAL HIERARCHY**







SCALE

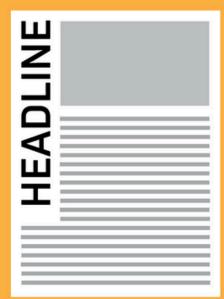
In hieratic scaling, the most important information is the largest element in the design. Lesser information is scaled

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CONTRAST

The more difference there is between light and dark colors, the more something will advance visually and we'll see it first. Shape contrast is also used. For example, the HEADLINE stands out due to its complex shapes.



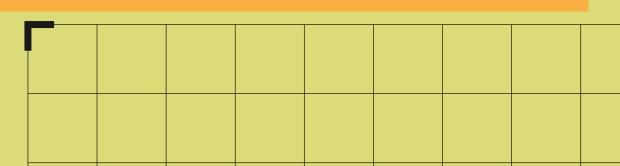
DIRECTION

Elements that are aligned differently from the majority of will stand out visually. If a design is mostly horizontal in stress, tall, vertical or diagonal shapes will be noticed first.



POSITION

Position on the page creates an automatic hierarchy. The most important position when reading left to right is the upper left quadrant. The next most important is the lower right quadrant., Then upper right, and least is lower left.



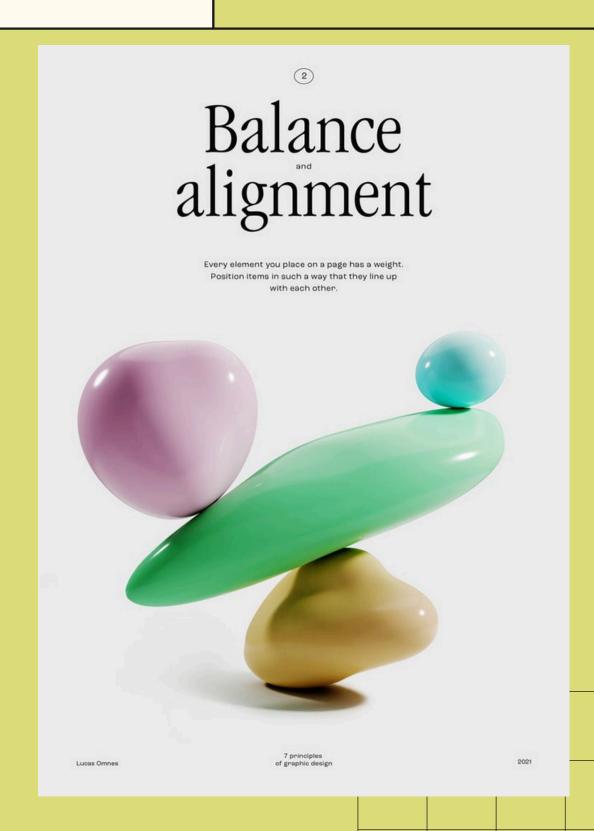
BALANCE & ALIGNMENT

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Balance:

- Symmetrical Balance: Elements are evenly distributed, creating a sense of stability.
- Asymmetrical Balance: Different elements are balanced through contrast, creating a dynamic look.

Alignment: Ensures elements are visually connected and organized.
Common types include left, center, right, and justified alignment.



CONSISTENCY

Q

Maintaining a uniform look and feel



Use of

- Colors
- Fonts
- Spacing
- Button styles



Recipe Title

Cook Time: 15 Min.

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Get Cooking



Recipe Title

Cook Time 15 Min

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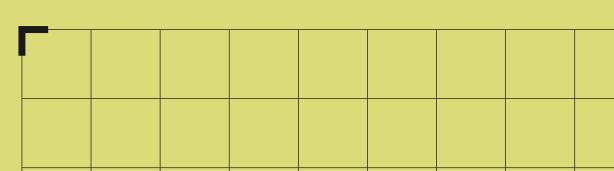


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Get Cooking

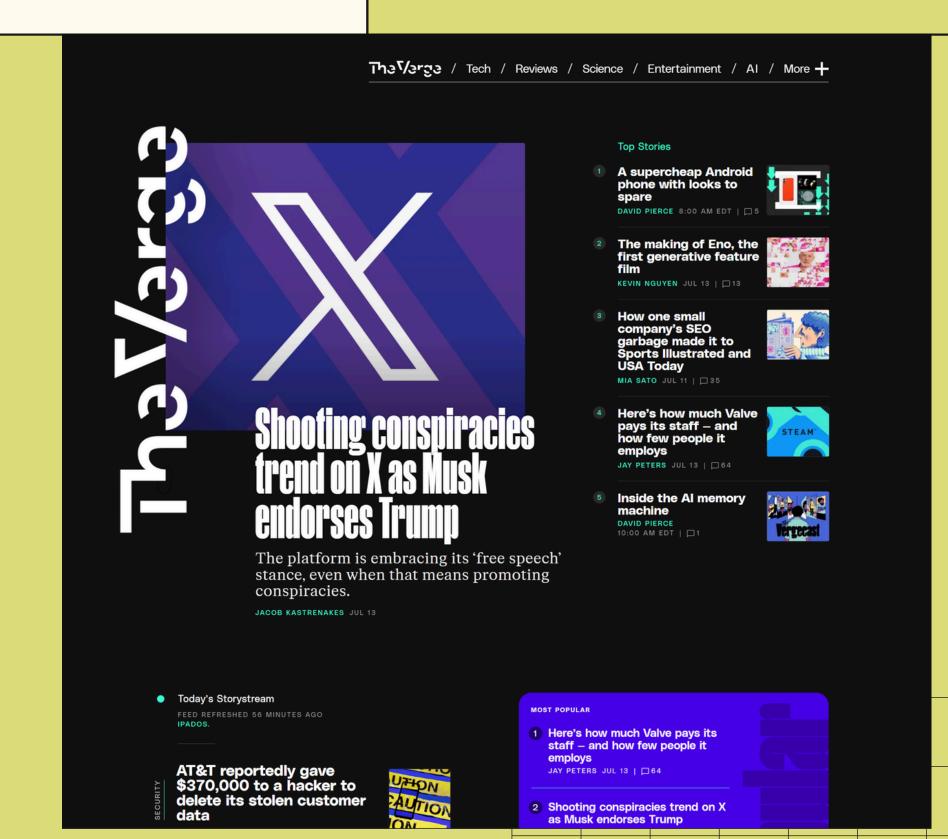


WEBSITE LAYOUTS





- Single Column
- Multi-Column
- Grid-Based
- Magazine Style
- F-Pattern
- Z-Pattern



FIGMA



- Collaborative design tool
- Wireframing
- Prototyping
- Design systems

