

WEB DESIGN

Comm Lab
Spring 2017

<http://paperplanes.world>

what is the web?

a series of ~~tubes~~ sites

Introducing Web Platform Docs

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More Info

Tim Berners-Lee
Web Developer



1:32 / 1:51



YouTube



what is design?

*“All design work seems to have three common traits: there is a **message** to the work, the **tone** of that message, and the **format** that the work takes. Successful design has all three elements working in co-dependence to achieve a whole greater than the sum of the individual parts.”*

- Frank Chimero

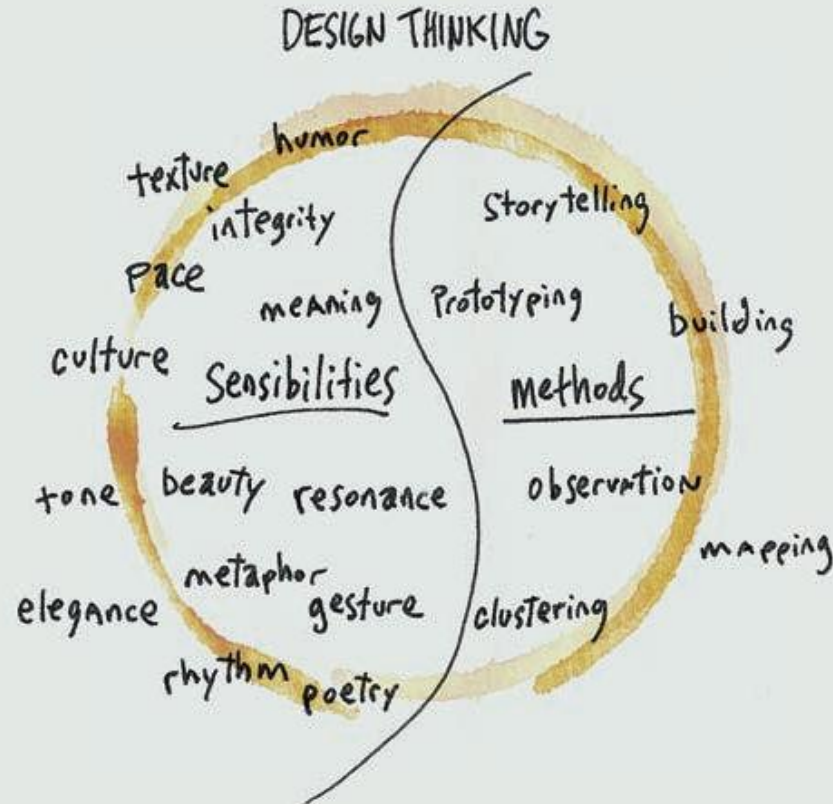
Design organizes meaningless raw material, whether physical or digital, and turns that raw material into something that makes sense to the user.

Design insufflates intent.

Design shapes identities, and creates moments, experiences that combine **emotion** with **logic**.

all design
is
human-centered design

Balancing Design Methods and Design Sensibilities



Jane Fulton Suri,
Design Sensibilities

SOME DESIGN ELEMENTS

color
shape
texture
space

SOME DESIGN PRINCIPLES

balance

contrast

emphasis

rhythm

unity

what is the goal of a website?

deliver & format
digital information
from far away

information architecture
site infrastructure

user interface
navigation
images
layout
colors
fonts

what do you need to design a good
website?

diy
offline software
web-based platforms

code

<http://motherfuckingwebsite.com>

code
assets

code
assets
concept

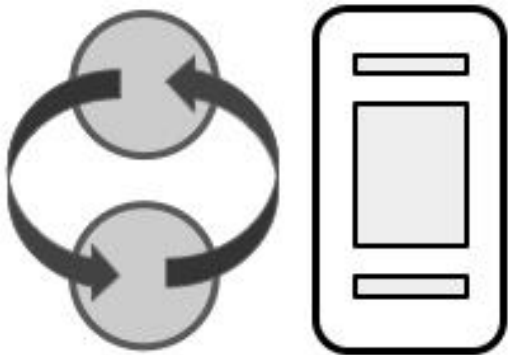
(web development edition)

concept
assets
code

(web design edition)

who do you need to have a good
website?

UX designer
graphic designer - UI designer
developer



UX

Quick brown fox
Quick brown fox
Quick brown fox

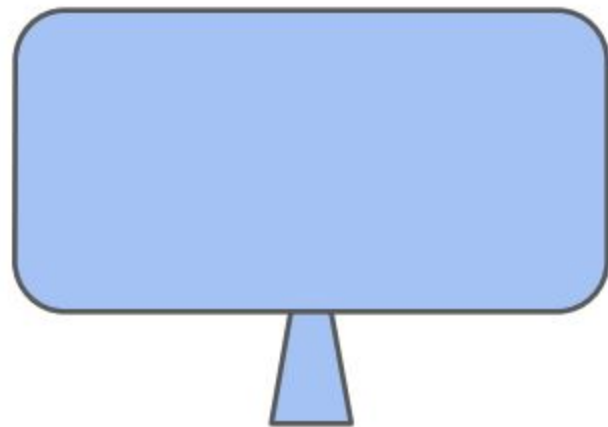
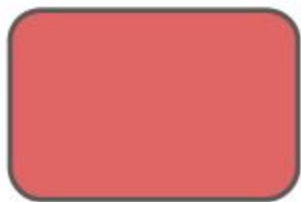


UI



DEV

multiple platforms
multiple screens
multiple broadband



information <> emotion

BRANDING

aka giving personality



branding is storytelling

where to start web designing?

goal?

user?

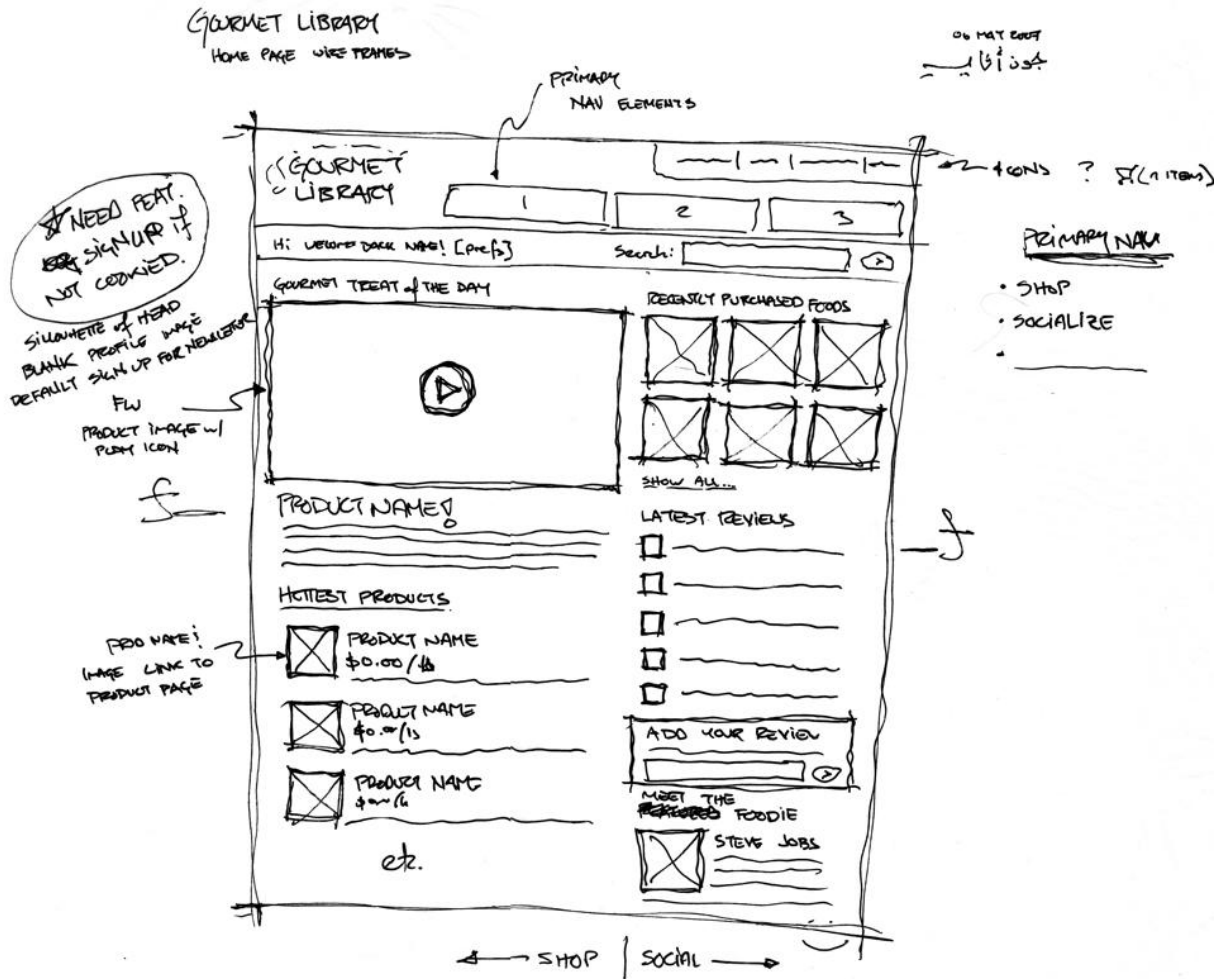
identity?

content?

websites evolve

<https://archive.org/web/>

wireframing



abstract browsing

how to do a wireframe?

LAYOUT

which pages? how to navigate?
primary/secondary/tertiary elements?
header/footer?

(keep in mind the overall hierarchy)

CONTENT

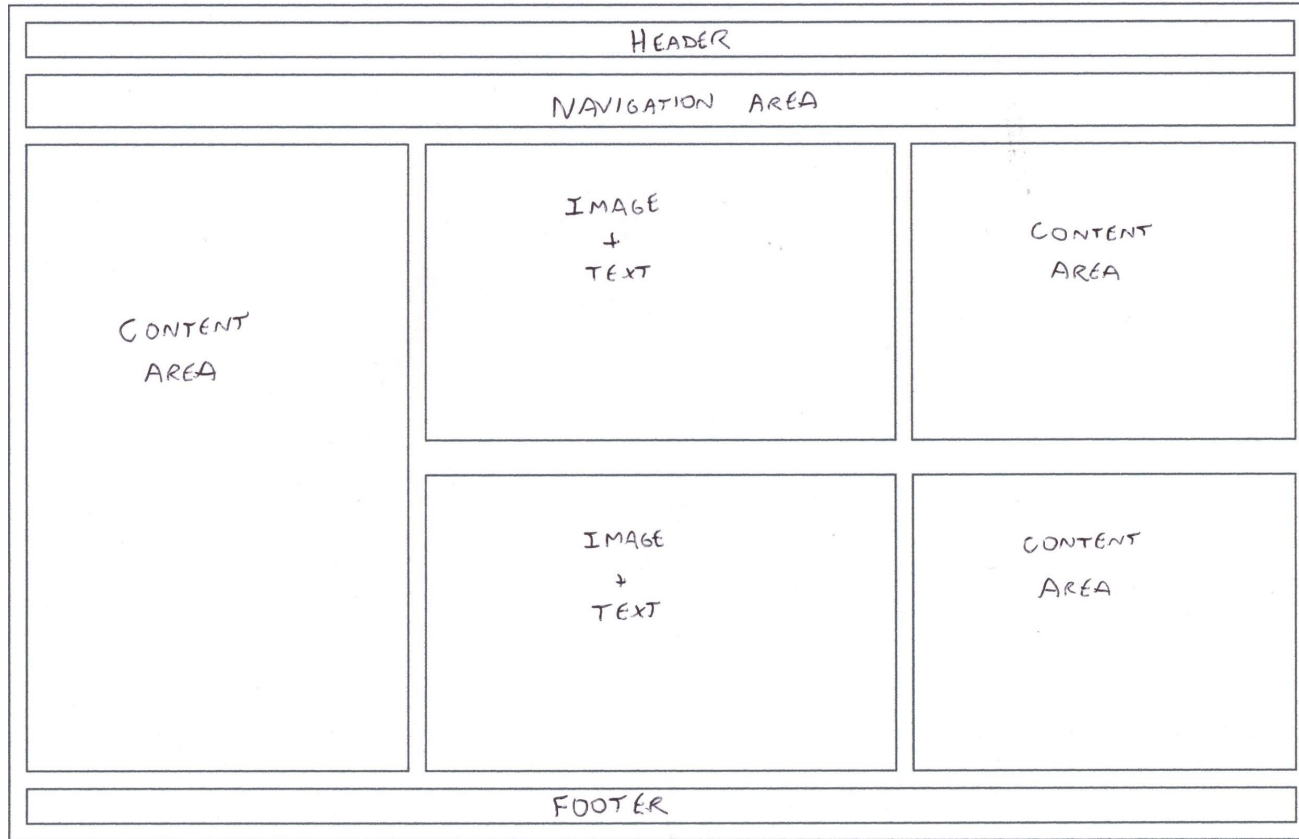
consistent placeholder / similar shapes
for similar interactions

ANNOTATIONS

describe

content / interactions / behaviours

how to evaluate a wireframe?



HOMework

READ ["The Importance of Color, Font, & Icons"](#)

READ Web Tuts ["Introducing Wireframes to Your Design Process"](#)

READ Scott Murray's Interactive Data Viz ["Ch.3 Technology Fundamentals"](#) up to but not including Javascript (**site is broken** :/)

DOWNLOAD A Text Editor

Sublime Text 2 / Atom

DOWNLOAD An FTP Client

Cyberduck

CREATE a "Basic Wireframe" for your 30MFF World Premiere Site. Feel free to draw on paper or use software. Be prepared to share your work in class.