

# Intro to Web Design and Computer Principles

CSCI-UA 4 005

3:30 PM - 4:45 PM

Professor Sarah Dahnke



Design is a process that involves you.



# Design Thought Process

1. **Empathize:** Learn about and understand your audience.
2. **Define:** Narrow the problem you're addressing to a simple statement.
3. **Ideate:** Brainstorm solutions to your problem statement.
4. **Prototype:** Create a first draft of your design that you can use to demonstrate your solution to a potential audience.
5. **Test:** Show your prototype to your sample audience, gauge reactions, and adapt as necessary.



A simplified look at the design thought process



# Design forms

- Photography
- Illustration
- Line and Shape
- Texture
- Color
- Typography
- Composition



# Color

- Hue
- Value
- Intensity



# Typography

- Font selection
- Type size
- Alignment
- Letter spacing
- Line spacing
- Grammar



# Composition

- Rhythm
- Proportion
- Structure
- Variation
- Balance
- Boundary
- Space





# Context is important!

- Age
- Ethnicity
- Geography
- Interest
- Education
- Market
- Social Group



# Wireframing

- Website wireframing allows you to plan the layout of your website
- It is the process of making design decisions before they are implemented
- Wireframing can range from a simple skeletal framework to a detailed mockup of each page
- Spending time planning your site makes coding easier



YouTube

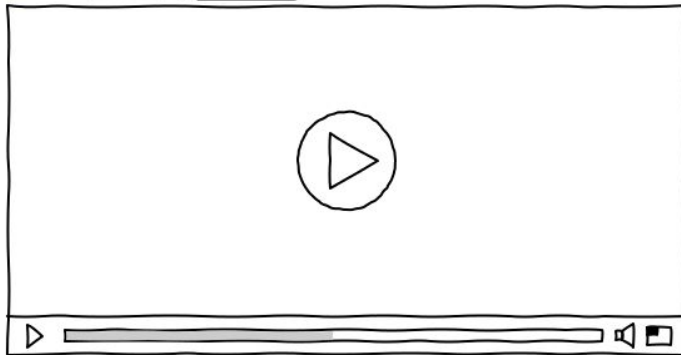
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## Matrix - The pill

[johndoe](#)

9 videos

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534,151

Uploaded by [johndoe](#) on Sep 25, 2007

1,241 likes, 24 dislikes

Morpheus shows Neo two pills: a blue and a red one. If Neo chooses the

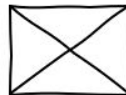
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All Comments (1,838)

youtube is the matrix!!!! I'm trapped!!!! AHHHH!!!!

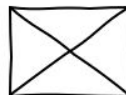
[matrixuser](#) 7 hours ago

### Suggestions

[How The Matrix Should Have Ended](#)

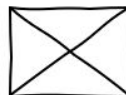
by otheruser

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[Neo vs Morpheus](#)

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2 views

[No it's not](#)

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2 views

[Yeah, it is!](#)

by otheruser

2 views

[Where am I??!](#)

by otheruser

0 views

# GOURMET LIBRARY

HOME PAGE WIRE FRAME

ON PAGE CONTENT  
→ 10/10/14

NEED FEEDBACK SIGNUP IF NOT LOGGED IN

SILHOUETTE OF HEAD BLANK PEOPLE WHO DEFAULT SIGN UP FOR HEADLINE

FW PRODUCT IMAGE w/ PLAY ICON

f

PRO NAME: HAVE LINK TO PRODUCT PAGE

PRIMARY NAV ELEMENTS

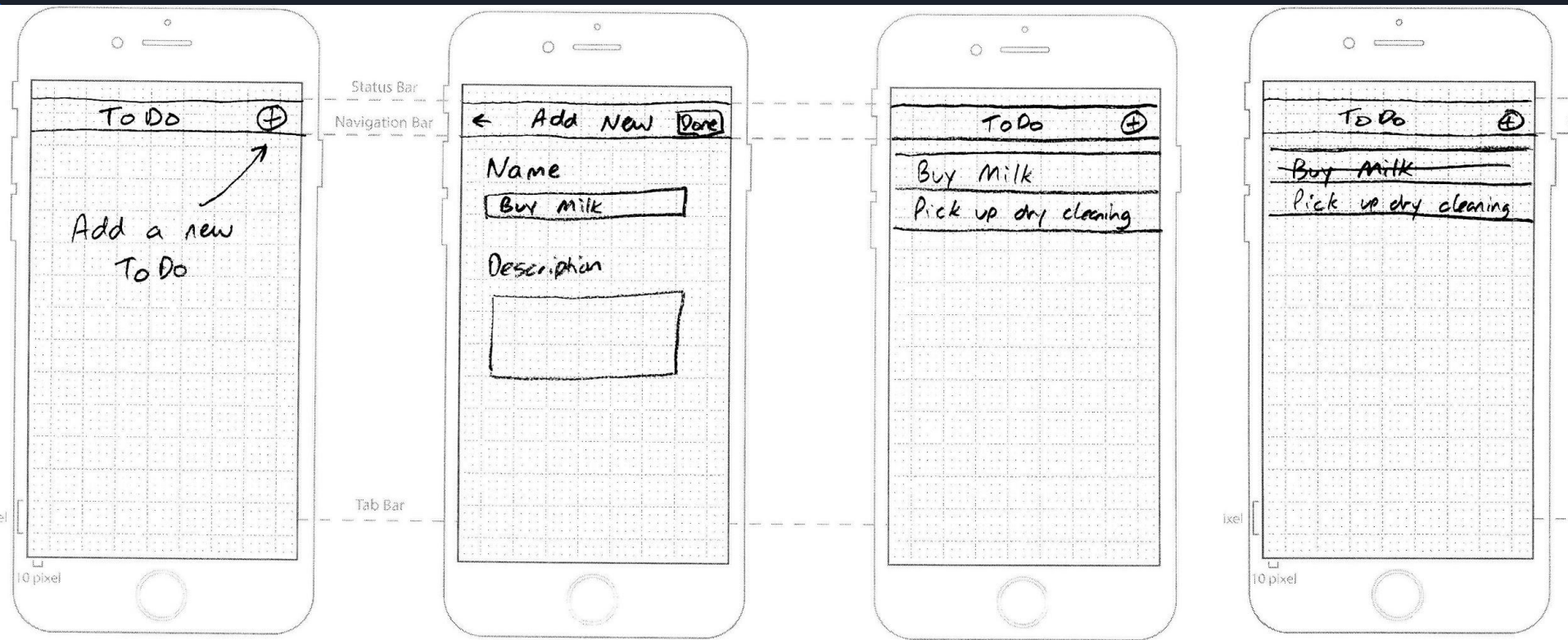
2 icons ? (1 item)

PRIMARY NAV

- SHOP
- SOCIALIZE
- \_\_\_\_\_



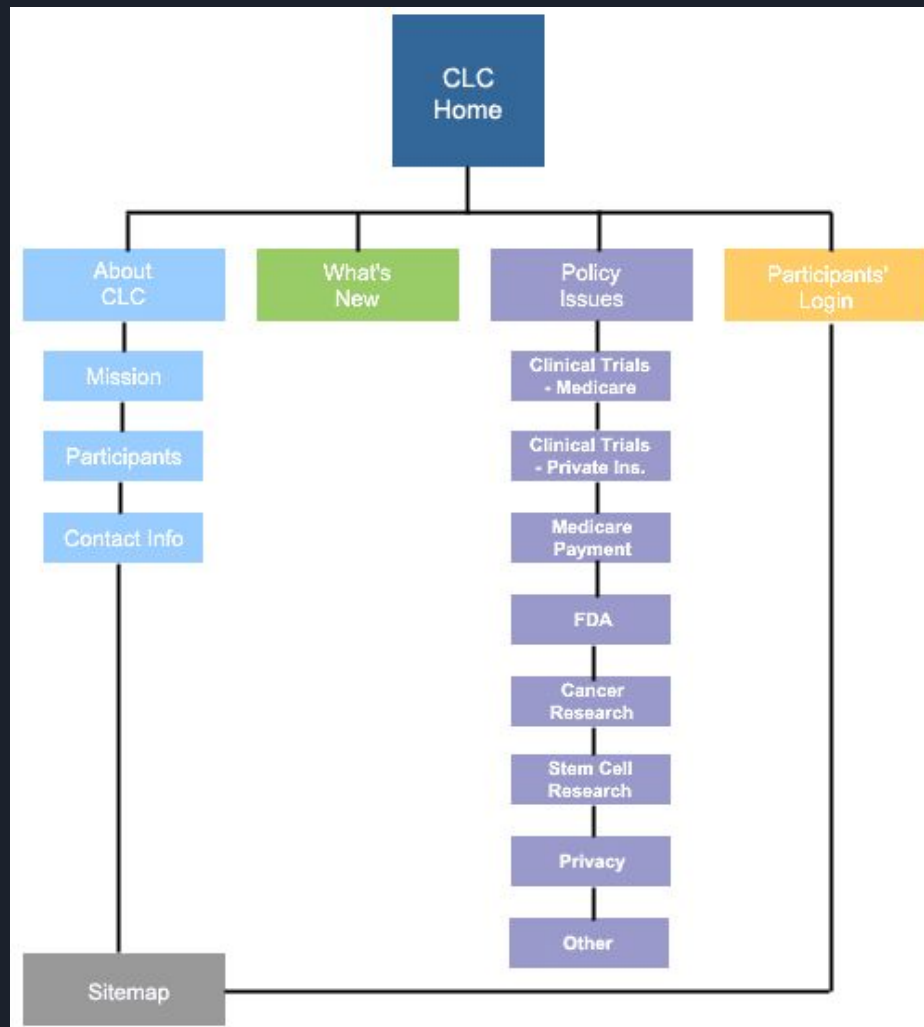
SHOP | SOCIAL





# Approach to Wireframing and Prototyping

- Think
- Design
- Implement
- Revise





Homework

Image editing and CSS Layout assignment on NYU  
Classes (Assignment #4)