

4COSC011W WEB DESIGN AND DEVELOPMENT

Resources

2/89

Google

usability



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Settings Tools

About 136,000,000 results (0.38 seconds)

Usability is the ease of use and learnability of a human-made object such as a tool or device. In software engineering, **usability** is the degree to which a software can be used by specified consumers to achieve quantified objectives with effectiveness, efficiency, and satisfaction in a quantified context of use.

[Usability - Wikipedia](https://en.wikipedia.org/wiki/Usability)

People also ask

- What is UX and usability?
- What is meant by website usability?
- What is usability of a test?
- Which of these are attributes of usability?

Google

user experience



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About 3,890,000,000 results (0.38 seconds)

Dictionary

Search for a word



user experience

noun

the overall experience of a person especially in terms of how easy or pleasant it is to use something

If a website degrades the user experience, it becomes less useful.

Translations, word

User Experience Basics |

<https://www.usability.gov/what-and-why.html>

User Research focuses on understanding users' needs, behaviors, and motivations. Techniques, task analysis, and other methods help us understand how users can learn and use a product to achieve their goals.

User Research Basics - User Interface Design

The Definition of User Experience

<https://www.nngroup.com/articles/user-experience-definition/>

"User experience" (UX) encompasses all aspects of a user's interaction with a service, product, or system.

User Experience: What is it? - NNG

Google

web usability



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About 50,700,000 results (0.55 seconds)

Web Usability: Home

<https://www.webusability.co.uk/>

We identify usability issues through lab, remote & field based testing and expert reviews. Web Usability Viewing Facility is a leading usability and observation studio ...

Web usability - Wikipedia

https://en.wikipedia.org/wiki/Web_usability

Web usability is the ease of use of a website. Some broad goals of usability are the presentation of information and choices in a clear and concise way, a lack of clutter, and a logical flow of information.

Web Usability definition ... · Web Usability Criteria · Universal Usability ...

5 Key Principles Of Good Website Usability - Crazy Egg

https://www.crazyegg.com/Blog/User_Experience

26 Mar 2013 - It's true, usability has become a commodity. Over the past few years, we have gotten used to certain standards in web design. In order to make ...

Resources

3/89

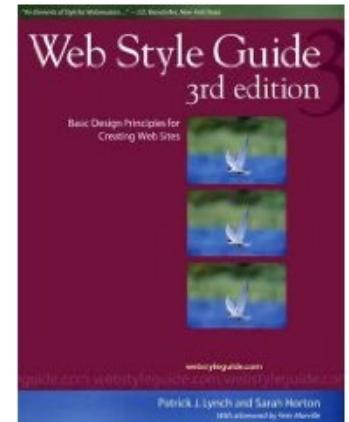
- [W3C](#)
- [usability.gov improving the User Experience](#)
- [Yale Web Style Guide, 3rd Edition](#)
- [Uxmatters](#)
- [NN/g Nielsen Norman Group](#)

Yale web style guide

4/89

- 1 **Process**
- 2 Universal Usability
- 3 Information Architecture
- 4 **Interface Design**
- 5 Site Structure
- 6 **Page Structure**
- 7 **Page Design**
- 8 **Typography**
- 9 **Editorial Style**
- 10 Forms and Applications
- 11 Graphics
- 12 Multimedia

UX topics week 15 & 16

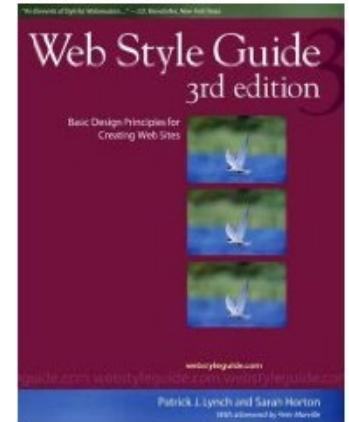


Yale web style guide

5/89

- 1 Process
- 2 Universal Usability
- 3 **Information Architecture**
- 4 Interface Design
- 5 **Site Structure**
- 6 Page Structure
- 7 Page Design
- 8 Typography
- 9 Editorial Style
- 10 Forms and Applications
- 11 Graphics
- 12 Multimedia

UX topics week 17

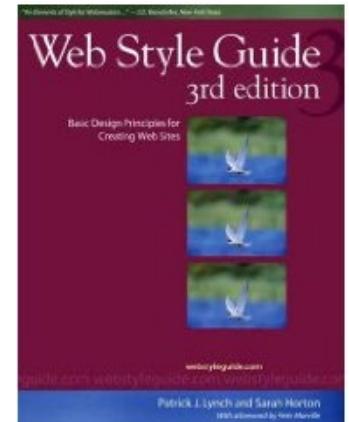


Yale web style guide

6/89

- 1 Process
- 2 **Universal Usability**
- 3 Information Architecture
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- 6 Page Structure
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- 9 Editorial Style
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- 11 Graphics
- 12 Multimedia

UX topics week 19



Usability

7/89

- Usability is defined by **5 quality components**:
 - **Learnability**: How easy is it for users to accomplish basic tasks the first time they encounter the design?
 - **Efficiency**: Once users have learned the design, how quickly can they perform tasks?
 - **Memorability**: When users return to the design after a period of not using it, how easily can they re-establish proficiency?
 - **Errors**: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?
 - **Satisfaction**: How pleasant is it to use the design?

<https://www.nngroup.com/articles/usability-101-introduction-to-usability/>



Utility = the design's functionality

8/89

- **Utility** = whether it provides the features you need.
- **Usability** = how easy & pleasant these features are to use.
- **Useful** = **usability + utility**.

Why Usability Is Important?

9/89

If a website is **difficult** to use

people leave

If the homepage fails to clearly state what a company offers and what users can do on the site

people leave

If a website's information is hard to read or doesn't answer users' key questions

people leave

For intranets

usability is a matter of employee productivity

Current best practices call for spending about **10% of a design project's budget** on usability.

Why visual design matters? Because it directs users to content

10/89

This screenshot shows the official U.S. Census Bureau website. The page features a sidebar on the left with links like 'Income, Poverty & Health Insurance Coverage', 'Census 2000', 'People & Households', 'Business & Industry', 'Geography', 'Newsroom', and 'Special Topics'. The main content area includes a 'Data Finders' section with a large 'Population Clocks' box displaying 'U.S. 302,740,627' and 'World 6,615,157,975'. Below this are sections for 'Population Finder', 'Find An Area Profile with QuickFacts', 'Latest Economic Indicators', and 'Economic Indicators'. A heatmap overlay is applied across the entire page, with darker colors (blue/purple) appearing over the sidebar and the 'Data Finders' section, while the main content area is lighter (yellow/orange). At the bottom, there's a banner for the 'NEW - Annual Capital Expenditures Survey 2005'.

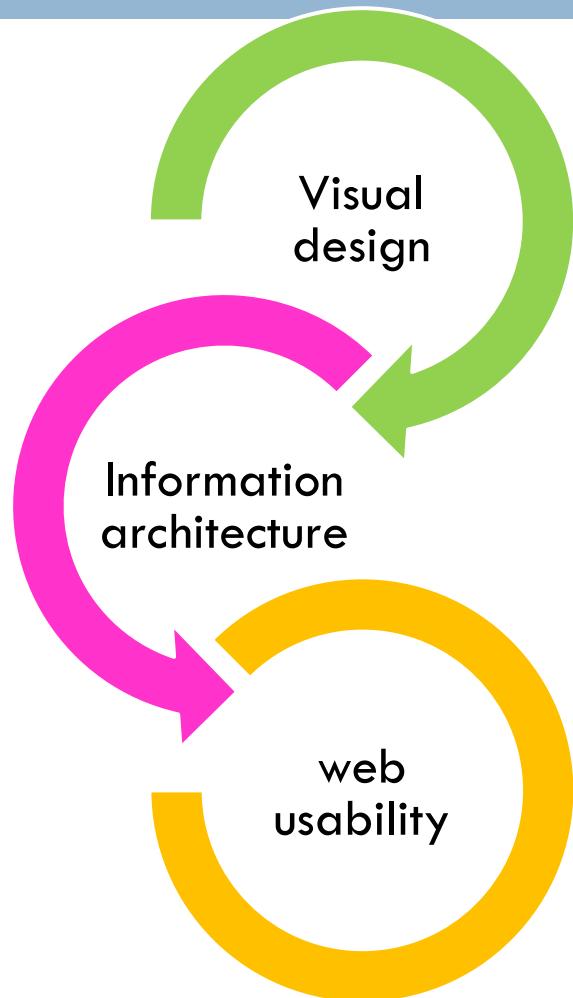
This screenshot shows the same U.S. Census Bureau website as above, but with a more pronounced heatmap overlay. The colors are more saturated, creating a strong visual contrast between the dark sidebar and content area and the lighter heatmap regions. The heatmap highlights the sidebar, the 'Data Finders' section, and the 'Population Clocks' box, while the main content area is less intense. The overall effect is more dramatic than the first screenshot.



What web usability comprises of?

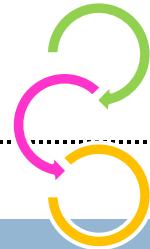
11/89

UX topics week 17



UX topics week 15 + 16

1 Design process



12/89

- design process
 - set and state goals
 - set performance and/or preference goals
 - share independent design ideas
 - create and evaluate prototypes
- design considerations
 - establish level of importance
 - reduce user's workload
 - be consistent
 - provide feedback to users
 - Identity – include logo
 - limit maximum page size
- content and content organisation
 - establish level of importance
 - provide useful content
 - put important information at top of hierarchy
 - use short sentence/paragraph lengths
 - provide printing options
- implementation
- how? by discovery – find information about the client – product
 - What does the company do
 - Company branding
 - What is the scope of the site
 - What is the information that needs to come across
 - Who comprises your target audience
 - Who are your competitors
 - What is the timeline + budget to complete the project
- If this is a redesign
 - What the users are looking for when they use this app
 - What are the problems with the current app
 - What do you hope to achieve with the redesign
 - How do you think the users will react to the new app
- Exploration
 - what is the user looking for
 - information architecture

Visual design

visual appeal – emotional design

composition

visual weight / balance

visual hierarchy

consistency

page dimensions

page length

design grids

14/89

Emotional design

Appeal

Entry Point = First Impressions

Sets the emotional tone for subsequent interactions

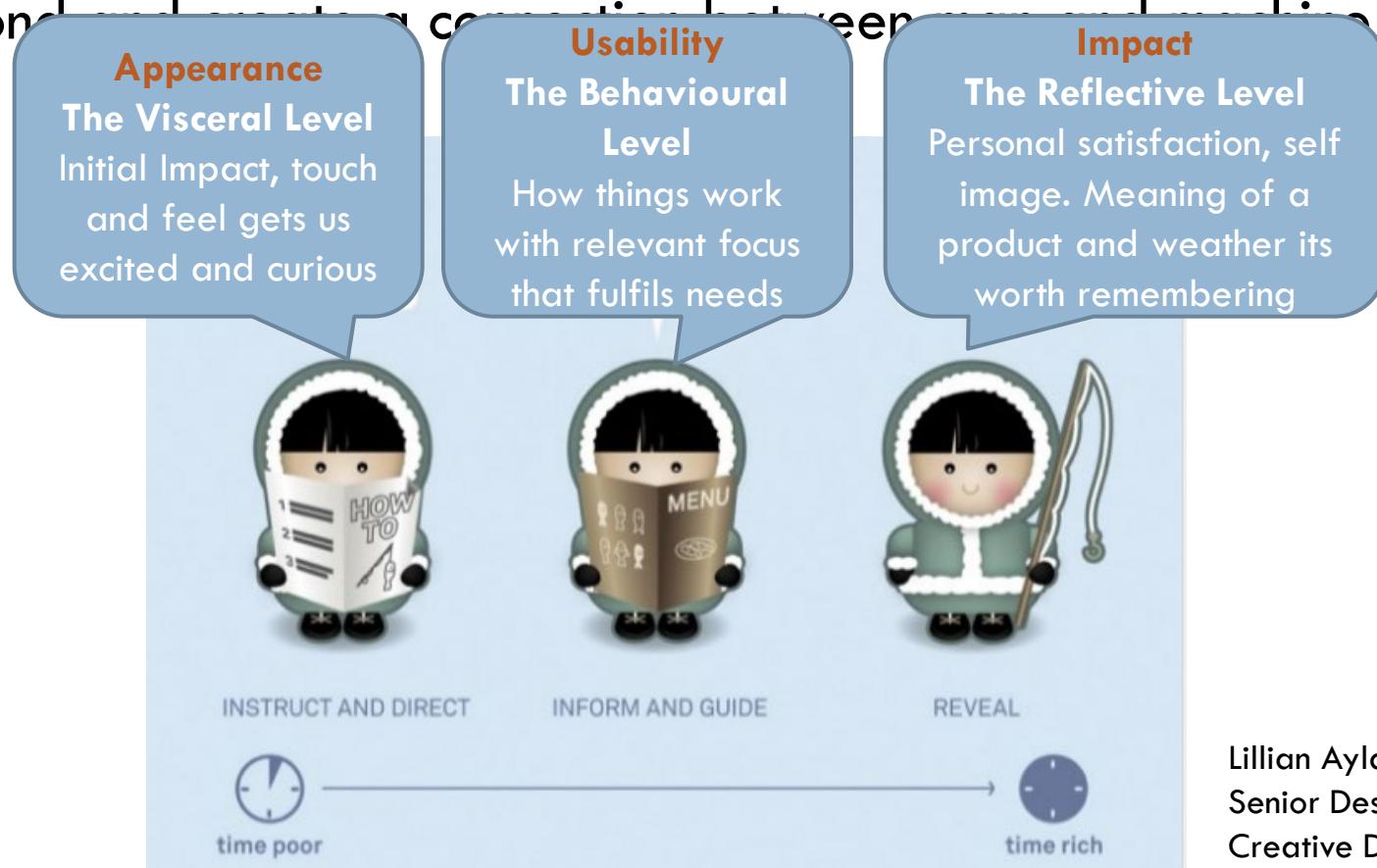


Donald Norman's inspirational talk on emotional design

Principles of emotional design

15/89

- Emotional design revolves around our needs as humans to bond and maintain connections between people and things



Lillian Ayla Ersoy
Senior Designer
Creative Director

Emotional goals

16/89



Emotional design goals

17/89



Lillian Ayla Ersoy
Senior Designer
Creative Director

How to achieve emotional design?

18/89

- Create a sense of belonging
- Stimulating visualisation
- Stand out from the crowd
- Know your audience
- Engaging and relevant
- Exciting
- Attention to detail
- Telling or guiding
- Storytelling
- Personality

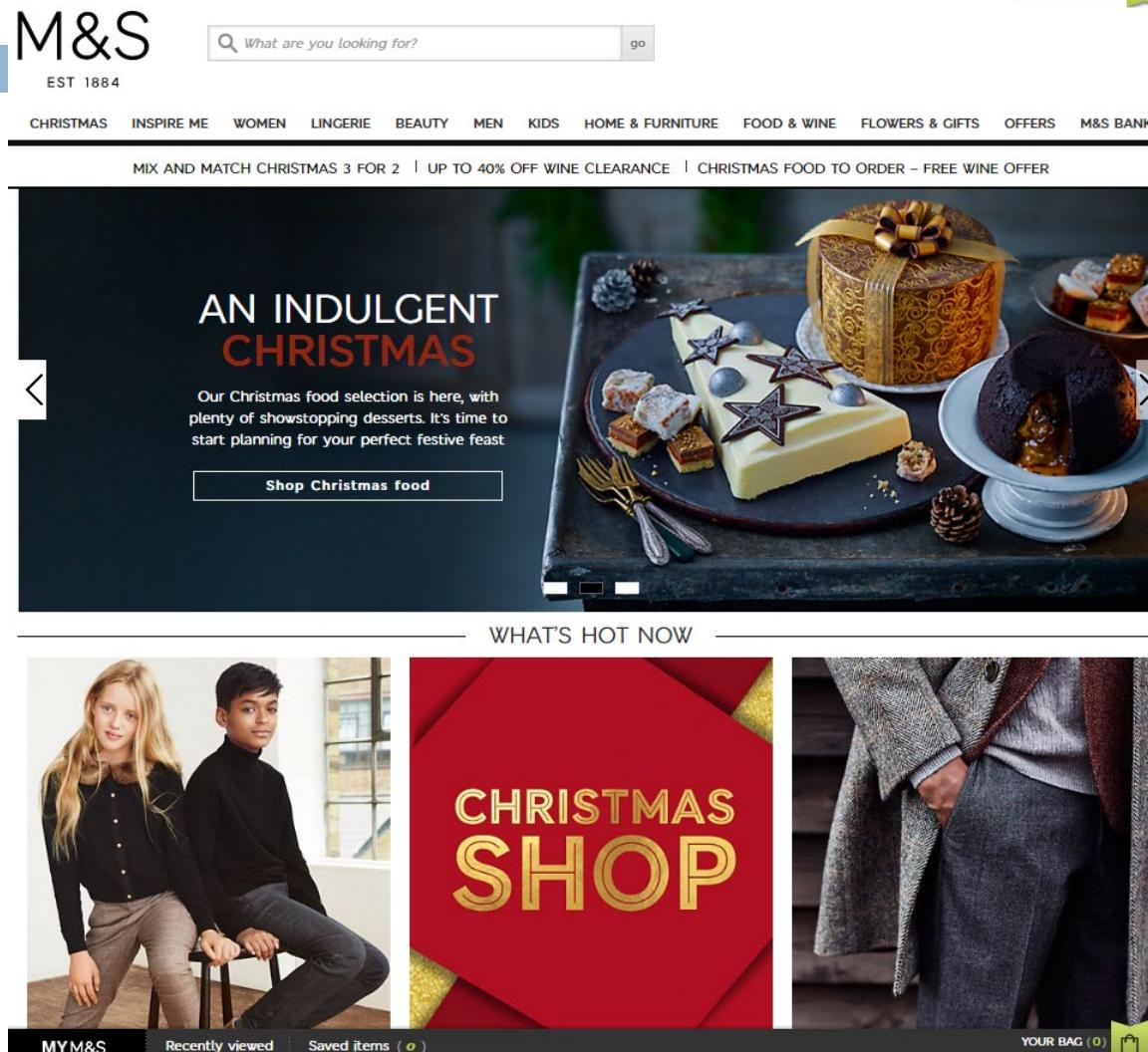
Toned to the target audience

19/89

- colour
- shapes
- typography
- iconography
- follow the brand tone & language
- use good quality graphics
- indicate functionality

Toned to the target audience & business goals

20/89



The image shows the homepage of the M&S website during the Christmas period. At the top, there is a navigation bar with links for 'M&S BANK', a flag icon, 'FIND A STORE', 'HELP', 'SIGN IN', 'REGISTER', 'SPARKS', and 'YOUR BAG (0)'. Below the navigation is the M&S logo and the text 'EST 1884'. A search bar with the placeholder 'What are you looking for?' and a 'go' button is positioned above a horizontal menu bar. The menu bar includes links for 'CHRISTMAS', 'INSPIRE ME', 'WOMEN', 'LINGERIE', 'BEAUTY', 'MEN', 'KIDS', 'HOME & FURNITURE', 'FOOD & WINE', 'FLOWERS & GIFTS', 'OFFERS', and 'M&S BANK'. Promotional banners at the top of the page mention 'MIX AND MATCH CHRISTMAS 3 FOR 2', 'UP TO 40% OFF WINE CLEARANCE', and 'CHRISTMAS FOOD TO ORDER - FREE WINE OFFER'. The main feature is a large banner titled 'AN INDULGENT CHRISTMAS' with a subtext: 'Our Christmas food selection is here, with plenty of showstopping desserts. It's time to start planning for your perfect festive feast'. A 'Shop Christmas food' button is present. To the right of the banner is a photograph of various Christmas desserts like a gold cake, a white cake with stars, and a chocolate pudding. Below this is a section titled 'WHAT'S HOT NOW' featuring three images: two models (a girl and a boy) in black clothing, a red graphic with the text 'CHRISTMAS SHOP', and a person in a grey tweed jacket and dark trousers. At the bottom, there are links for 'MYM&S', 'Recently viewed', 'Saved items (0)', and 'YOUR BAG (0)'.

<http://www.marksandspencer.com/>

Toned to the target audience & business goals

The screenshot shows the YHA website homepage. At the top, there's a navigation bar with links for 'Please Donate', 'Staying with YHA', 'Events', 'News', 'Blogs', 'About YHA', 'YHA shop', and 'Help'. On the right, there are links for 'Register', 'Login', 'View Basket (0 items)', and 'Other YHA sites'. Below the navigation is a green header with the YHA logo and the text 'Welcome to YHA'. A main search bar allows users to 'Search for location' and 'Choose a property'. The main content area features a large image of a city skyline at night, with a green overlay containing the text 'Private rooms from £39'. To the left, there's a 'Search' section with fields for 'Search Location' (using a placeholder like 'e.g. city, area, postcode, point of interest'), 'Search By' (set to 'Location'), and date selection fields for 'Check-in' and 'Check-out'. There are also dropdowns for 'Adults (18 and over)' and 'Children (Under 18)'. A large green 'SEARCH' button is at the bottom of this section. Below the search area is a promotional banner with the text 'Take a break to the bright lights' and a small 'Group of more than 16?' link. At the bottom, there are two promotional boxes: one for 'YHA Members.. Save More' showing a handshake icon, and another for 'Free Wifi.. For Everyone' showing a Wi-Fi icon.

YHA in England and Wales

We have accommodation all over England and Wales. So wherever you are heading there is sure to be a Youth Hostel close by. Use our interactive map to see where the closest hostel is to your destination.

<http://www.yha.org.uk/>

Toned to the target audience & business goals

22/89

BBC CBBC Newsround CBBC iPlayer CBBC on TV Bitesize CBeebies More Search

Shows Games Quizzes Watch Join In Topics Newsround

Can you escape the mine in Gumble Run?

Play Now >

Get ready to doodle with Little Roy!

Play Now >

Take on Mecha Greenback in Danger Mouse Ultimate!

Play Now >

Sort Games by... All Type

<http://www.bbc.co.uk/cbbc/games>

Toned to the target audience & business goals

23/89

The screenshot shows the homepage of the Virgin Trains website. At the top left is the Virgin Trains logo. To the right are links for "Log in / register" and a shopping cart icon. A navigation menu icon is also present. The main header features a woman in a patterned dress and a dark jacket, with the text "Are you bound for glory?". Below this is a search bar with fields for "Where from?" and "Where to?", and dropdown menus for date ("Today"), departure time ("Depart 10:45"), and arrival time ("Arrive"). A yellow banner at the bottom of the search area displays a warning icon and the text "ALL ROUTES - live update" followed by "2 Line issues". The main content area is divided into three sections: "Unbeatable prices. Guaranteed" (with a "Price promise" link), "No booking fees. No card fees" (with a "More ways to save" link), and "Cheap train tickets. Faster" (with a "Best Fare Finder" link). Below these are three images: children on a train, a large clock, and a person using a tablet. At the bottom, there are three more sections: "Take the family away for less" (with a "Fixed price Family ticket" link), "The future of Delay Repay" (with a "Train delayed? Get your money back" link), and "BEAM entertainment app" (with a "Blockbuster movies, TV and loads more" link). The footer includes a "Journey Planner" link, a "Powered by Google" badge, and the URL <https://www.virgintrains.co.uk/>. There is also a circular arrow icon in the bottom right corner.

Toned to the target audience & business goals

24/89

The screenshot shows the homepage of The British Museum's website. At the top left is the museum's name. To the right are links for "Visiting", "What's on", "Research", and "Learning". Further right are "Membership", "Support us", and "About us". A search bar with a magnifying glass icon and a dropdown menu follows. Below that is a link to the "British Museum shop".

Free, open daily
10.00–17.30
Fridays until 20.30

[Getting here](#) > [Plan your visit](#) > [Groups](#) >
[Full opening hours](#) >
[Exhibitions and events](#) >

English Deutsch Español Français
Italiano Русский 中文 日本語 한국어

Special exhibitions

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Explore 100,000 years of South African art

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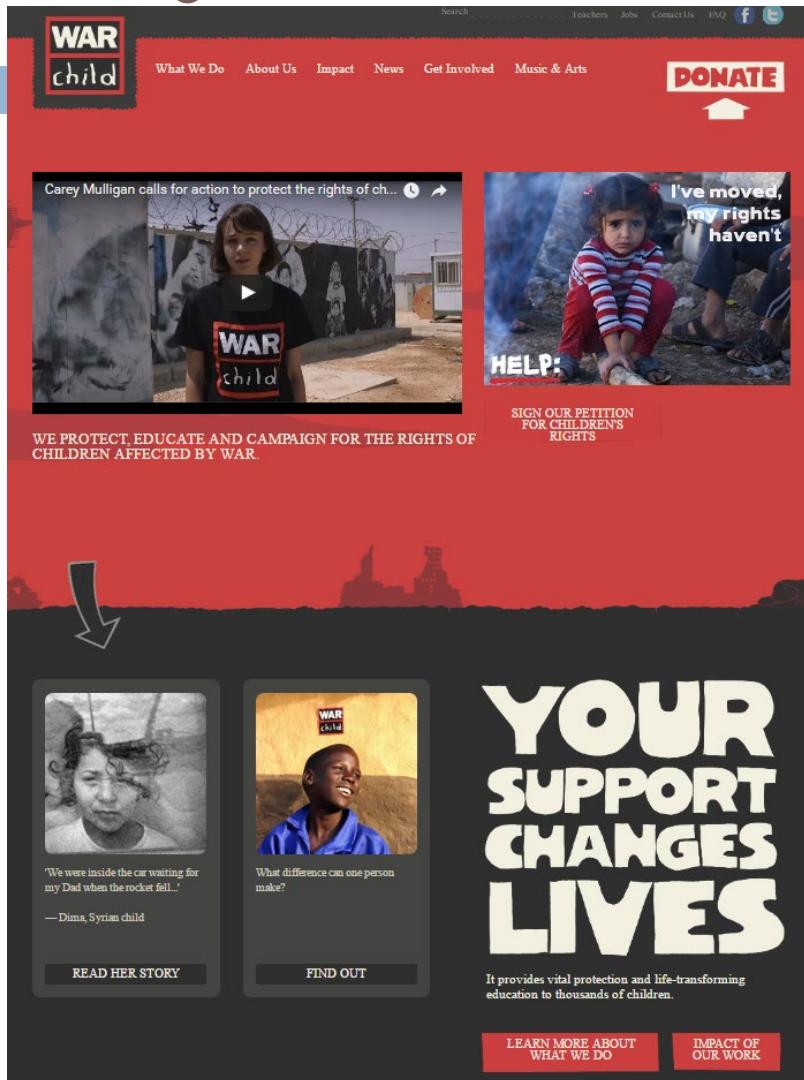
The American Dream – coming soon

At the bottom, there are four images: a pile of ancient coins, a bronze helmet, a king chess piece, and a view of the museum's interior with the glass roof.

<http://www.britishmuseum.org/>

Toned to the target audience & business goals

25/89



<http://www.warchild.org.uk/>

When something goes wrong

26/89



Visit Exhibitions Calendar Learn Collaborations



SOMETHING WENT WRONG

The page you're trying to access doesn't appear to exist.
Looking for anything specific? Maybe our [Search tool](#) can help?

Left: Untitled, Maurizio Cattelan
[VIEW IN DIGITAL ARCHIVE →](#)

Gamification

27/89

Expedia.co.uk

Add your property Account My Lists Manage Trips Support

Home Hotels Flights Flight + Hotel Car Trains Holiday Rentals Things to Do Last Minute Deals City Breaks Rewards

Flights Hotels Flight + Hotel Cars Things to Do NEW Trains Holiday Rentals

Flight + Hotel Flight + Hotel + Car Flight + Car Hotel + Car

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Human like interactions

28/89

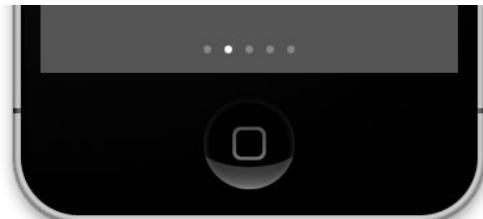
- Jumping icons



- Shaking icons



- Embodiment – the 3 dots



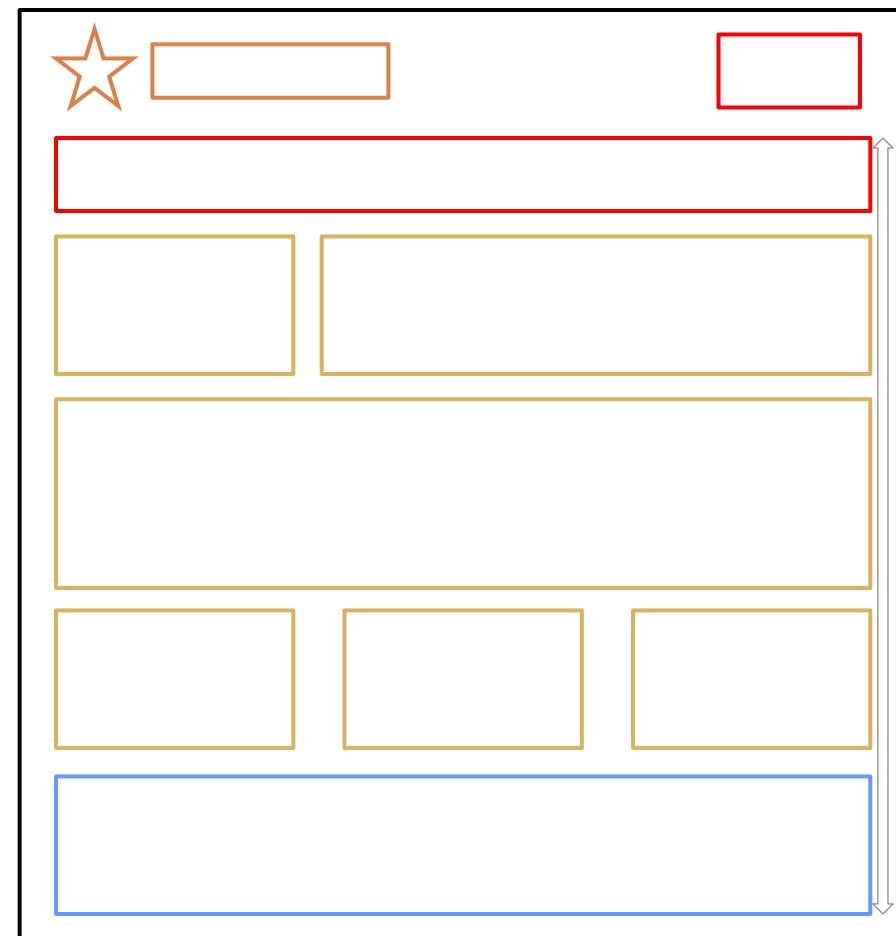
Composition

visual weight and visual hierarchy

Page / node anatomy

30/89

- Container
- Logo - identity
- Navigation
- Content
- Footer
- Whitespace



Good design = beautiful + usable/functional

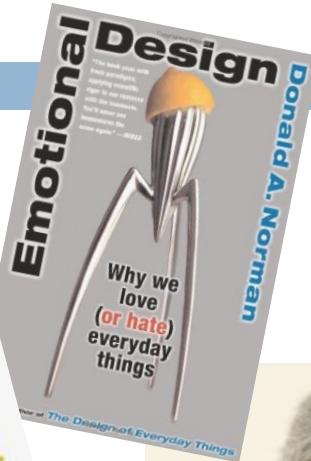
31/89

- Artistic value and visual appeal
 - design should be pleasing by the design but **drawn to the content**
 - the usability angle should not be neglected
- Usability angle
 - functionality
 - effective presentation of information
 - efficiency





I can't use it,
but it looks
rather good!



Keep it plain
and simple!



Make is obvious

33/89



Visual weight

34/89

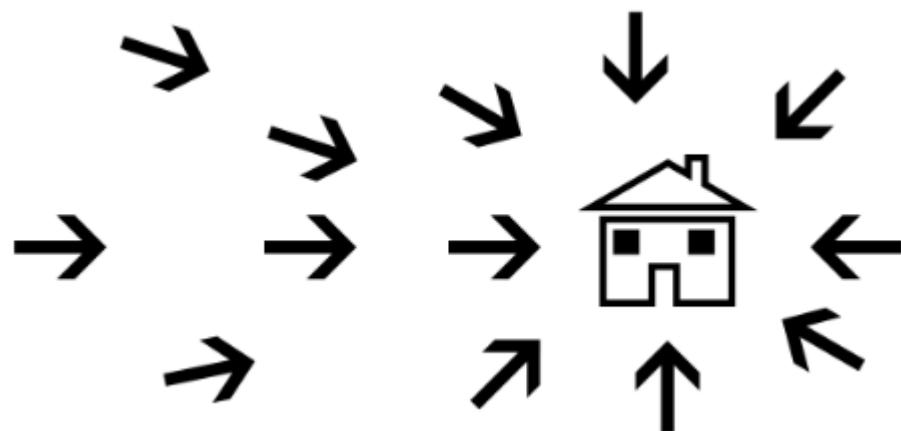
- **Visual weight** is the perceived weight of a visual element. It's a measure of how much anything on the page attracts the eye of the viewer.
- Visual weight to convey **prominence & hierarchy**
- The most important element on the page should have the most **visual weight**:
 - position
 - scale
 - colour

Visual direction

35/89

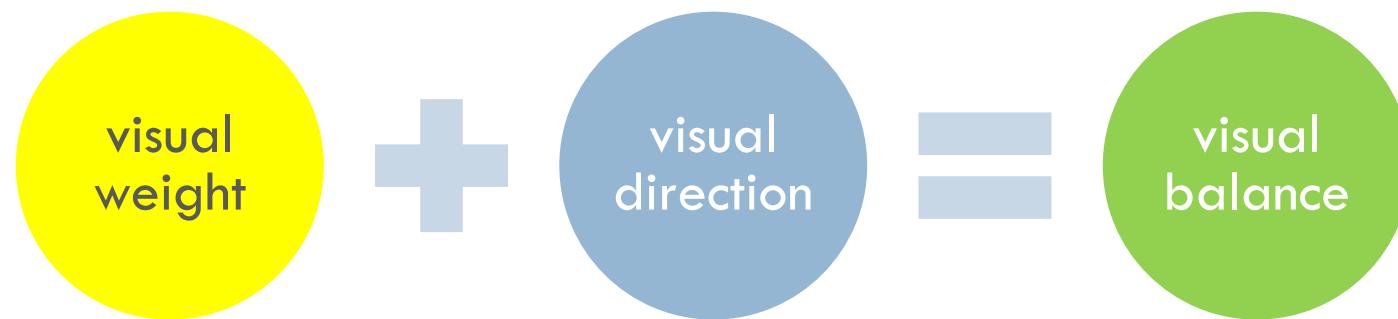
□ **visual direction**

This is the perceived direction of a visual force. It's the direction in which we think an element should be moving if it were given a chance to move according to the forces acting on it.



Visual balance

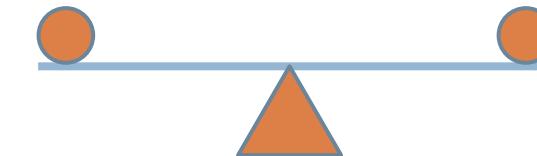
36/89



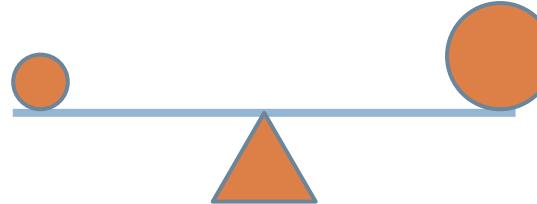
- An unbalanced composition can feel uncomfortable for the viewer.

Physical And Visual Balance

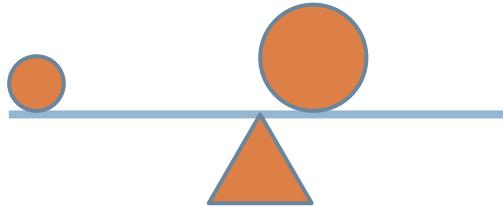
37/89



Symmetrically balanced



Unbalanced

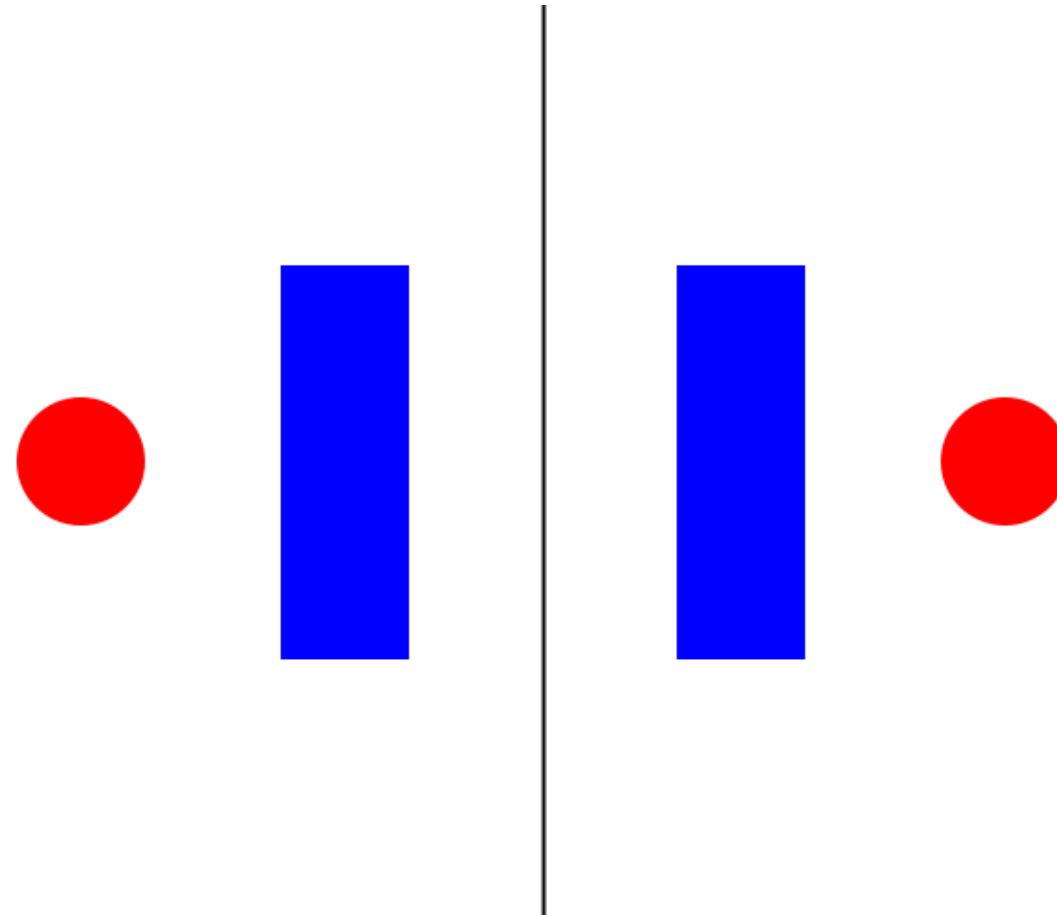


Asymmetrically balanced



Symmetrical balance

38/89



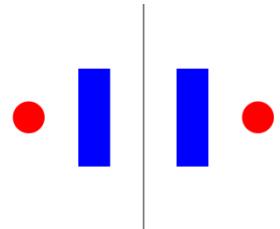
Symmetrical Balance

39/89



ABOUT US TESTIMONIALS FOLLOW US ON

HOME PRIVATE EVENT CATERING CORPORATE CATERING VENUES IN THE SOUTH EAST CONTACT HARDINGS



WEDDINGS & PRIVATE EVENTS



CORPORATE EVENTS



MENUS



WORD OF MOUTH

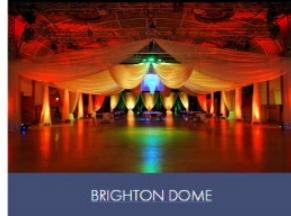
"A CRACKING night out. The food was outstanding. The atmosphere was amazing. The DJ played killer tunes all night. And all against the backdrop of the Royal Pavilion and ice rink to boot."

Cathy Reeves, New Year's Eve 2013

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PARTNER VENUES



BRIGHTON DOME

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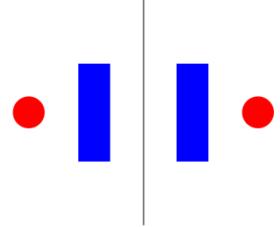
ICE RINK BAR & KITCHEN

[READ MORE >](#)

<http://www.hardingscatering.co.uk/>

Symmetrical Balance

40/89



Symmetrical Balance

41/89

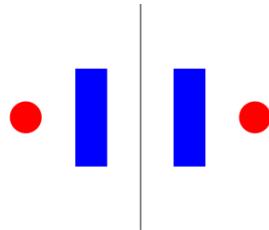
The screenshot shows the homepage of the Musée d'Orsay website. The top half features a large, horizontal painting of men in a park by Gustave Caillebotte. On the left side of the painting, there is a vertical navigation bar with the letters 'M' and 'O' partially visible. Below the painting, a yellow banner displays the text: "The museum is open on the following public holidays: 1 and 11 November." To the right of the painting, there is a "Support us" button. The bottom half of the page is organized into several sections: a red box for "Current and forthcoming events", a grid of five smaller images for various exhibitions and performances, and a "Museum and" section with a yellow box. On the right side, there is a sidebar with language options (Search, Français, Deutsch, Español, Italiano, etc.) and social media links (Facebook, Instagram, Twitter). The overall layout is balanced and symmetrical.

<http://www.musee-orsay.fr/en/home.html>

Symmetrical Balance

42/89

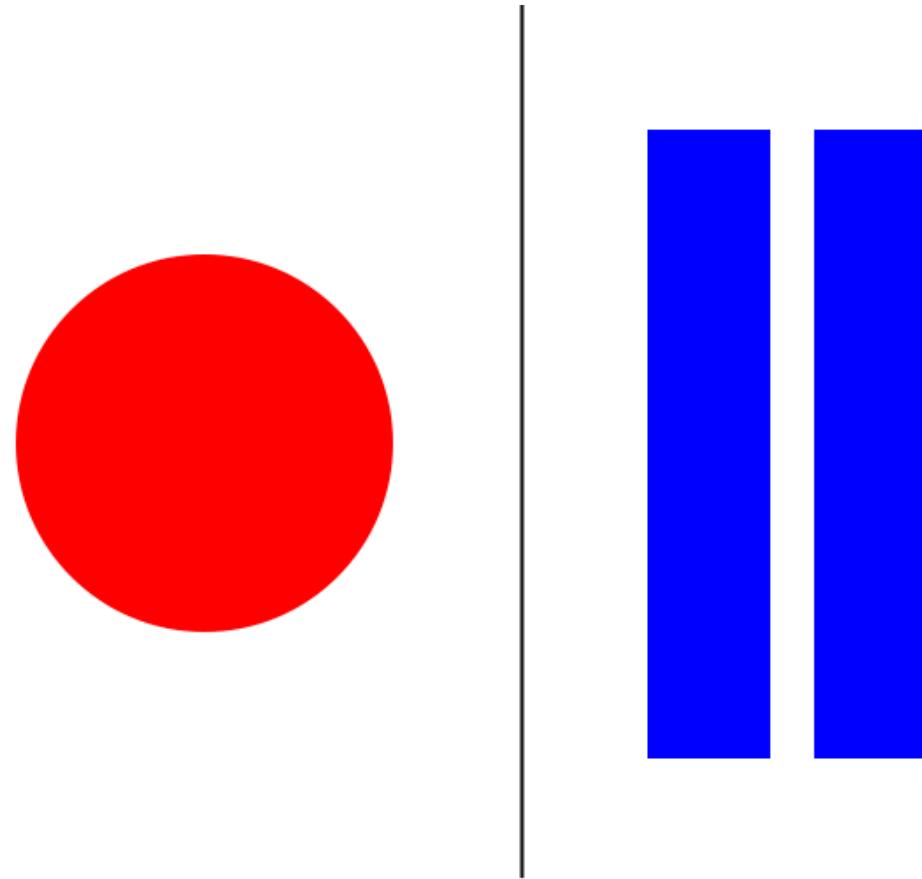
The screenshot shows the homepage of the Wonder Bread website. At the top left is a blue circular logo with a white bread shape containing three colored dots (red, yellow, blue) and the word "WONDER" in white. To its right are navigation links: PRODUCTS, OUR STORY, SPREAD THE WONDER, CONNECT, and SPOT THE WONDER. The main visual features a large white hot air balloon with colorful dots and the "WONDER" logo on a dark blue background. Below the balloon is a loaf of "WONDER CLASSIC WHITE" bread on a yellow background. A call-to-action text "LET YOUR WONDER TAKE FLIGHT!" is displayed above the balloon. Below the balloon, there are two buttons: "MEET OUR PILOT" and "MORE WONDER HISTORY". On the yellow section, there's a product description for "WONDER CLASSIC WHITE" bread, a "SEE ALL PRODUCTS" button, and a "SPREAD THE WONDER" button with a small icon. At the bottom, there's a "VISIT OUR TUMBLR" link and a URL: <https://www.wonderbread.com/>.





Asymmetrical balance

43/89



Asymmetrical balance

44/89

The image shows the homepage of the Orangina website. At the top, there is a navigation bar with icons for Home, Heritage, and Products, along with a language selection for English. Below the navigation, the Orangina logo is displayed with the tagline "Shake the pulp!". To the left, there is a stylized illustration of a hand holding a bottle. The central focus is a large photograph of an Orangina bottle with a blue label that says "ORANGINA Original". The bottle is surrounded by splashes of orange juice and an orange fruit at the bottom. A circular arrow icon with a downward arrow is located in the bottom left corner of the main image area.

<http://orangina.eu/>

Asymmetrical balance

45/89

HOME ABOUT OUR CENTRES TRAINING & SUPPORT CASE STUDIES NEWS EVENTS DIRECTORY RESOURCES CONTACT

FOLLOW US  



WE CAN HELP

The Enterprise Foundation provides affordable, flexible office space in vibrant, sustainable and supportive environments to nurture and support those with the vision, drive and enthusiasm to start or grow their own business.



TRAINING &
SUPPORT
SERVICES

SOCIAL
ENTERPRISE
AND CHARITIES

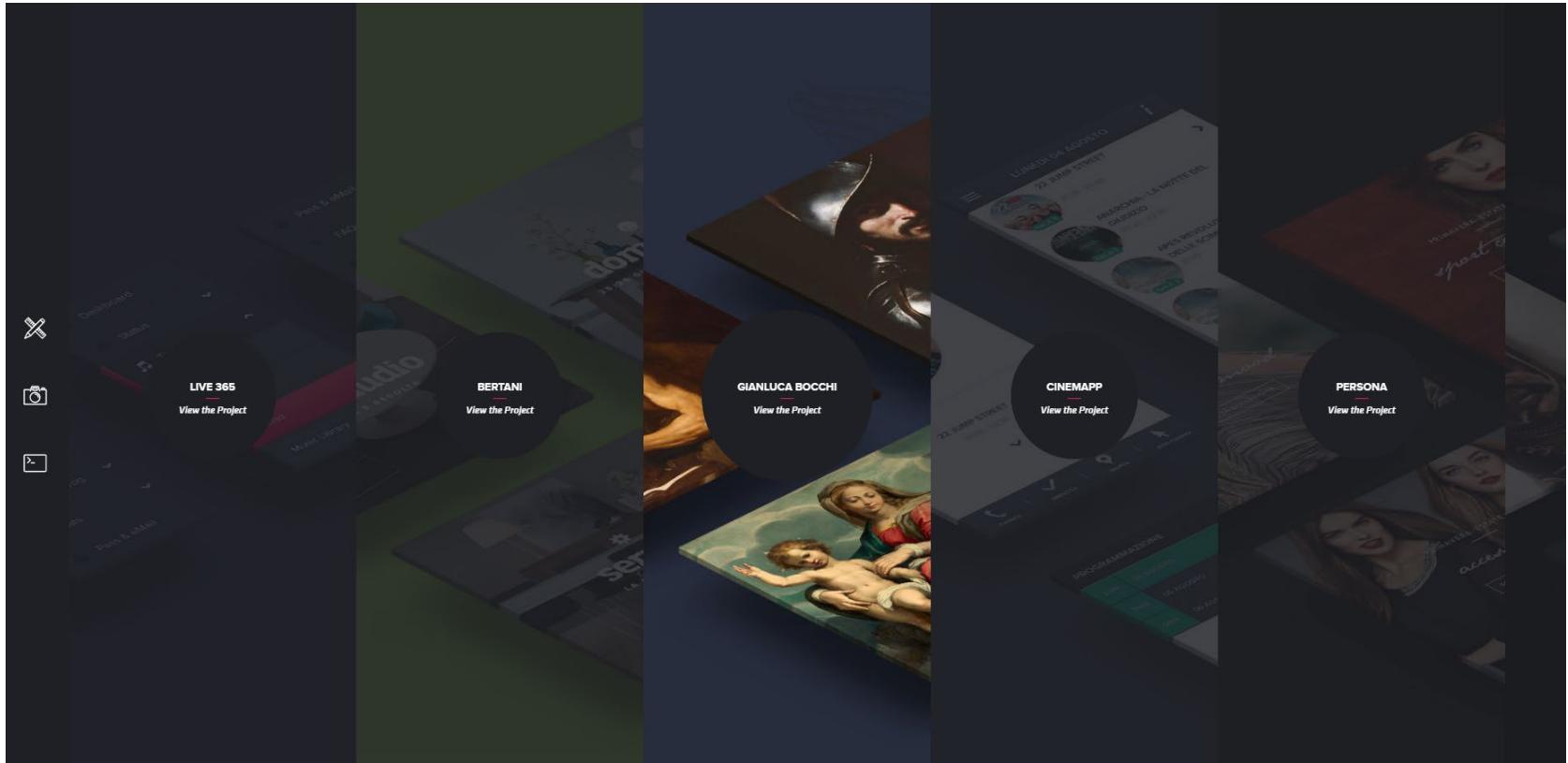
NEW
BUSINESS
IDEAL FOR START UPS



<http://www.enterprisefoundation.net/>

Horizontal balance

46/89



<http://portfolio.lorenzobocchi.com/en/design/>

Horizontal balance

47/89



SEAFOOD FRONTIER MIGHTY MURRAY WAY EXPLORERS WAY EPICUREAN WAY SOUTHERN OCEAN DRIVE

ROADTRIP | MAP VIEW MAP ROADTRIP | MAP ROADTRIP | MAP ROADTRIP | MAP

MIGHTY MURRAY WAY

Follow the journey of Australia's largest river

START ROADTRIP

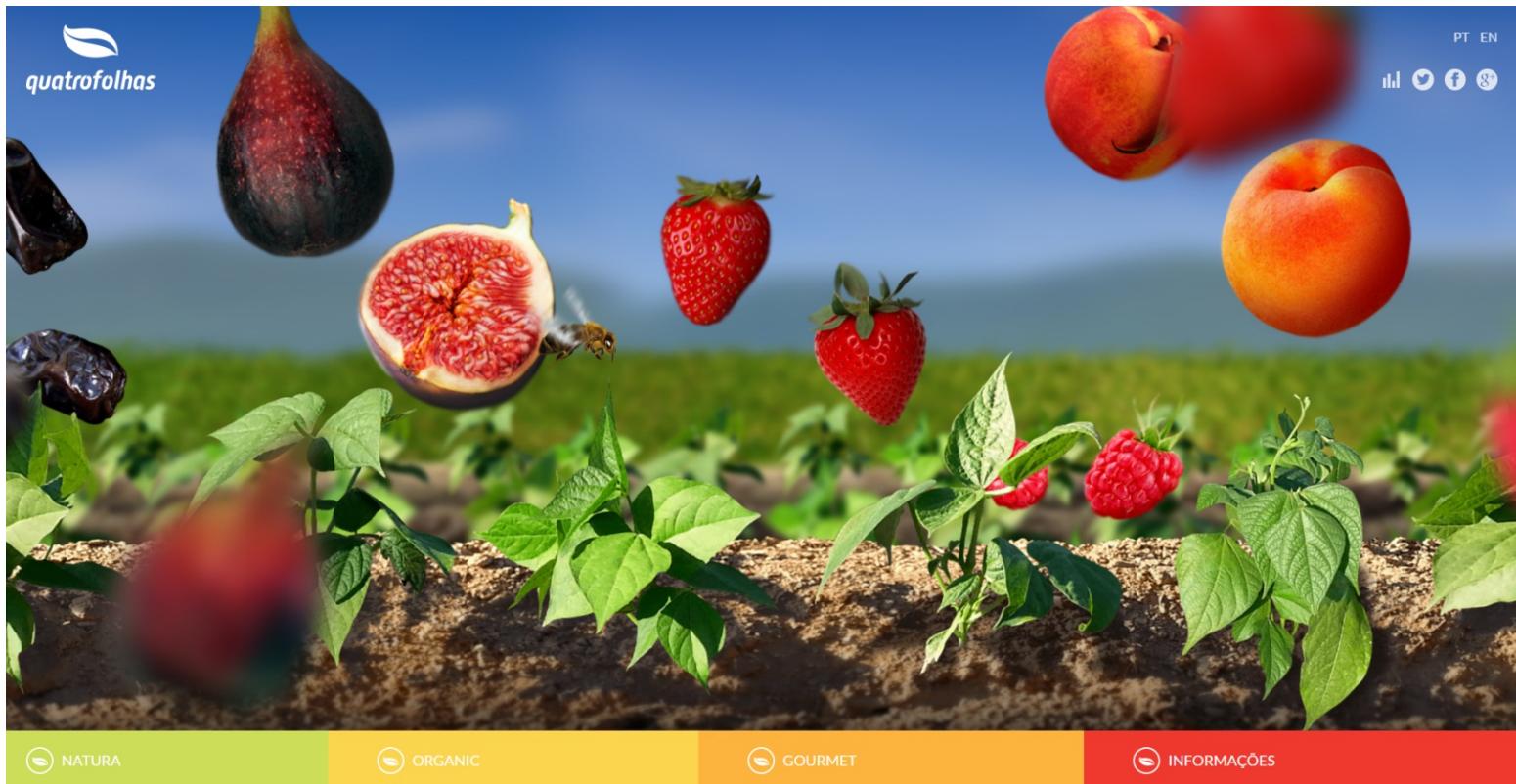
southaustralia.com

ROADTRIP... Visit southaustralia.com for more information

<http://roadtrips.southaustralia.com/murray>

Horizontal balance

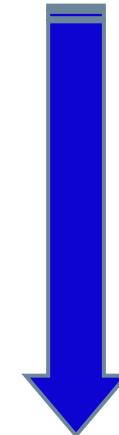
48/89



<http://quattrofolhas.pt/#>

Vertical balance

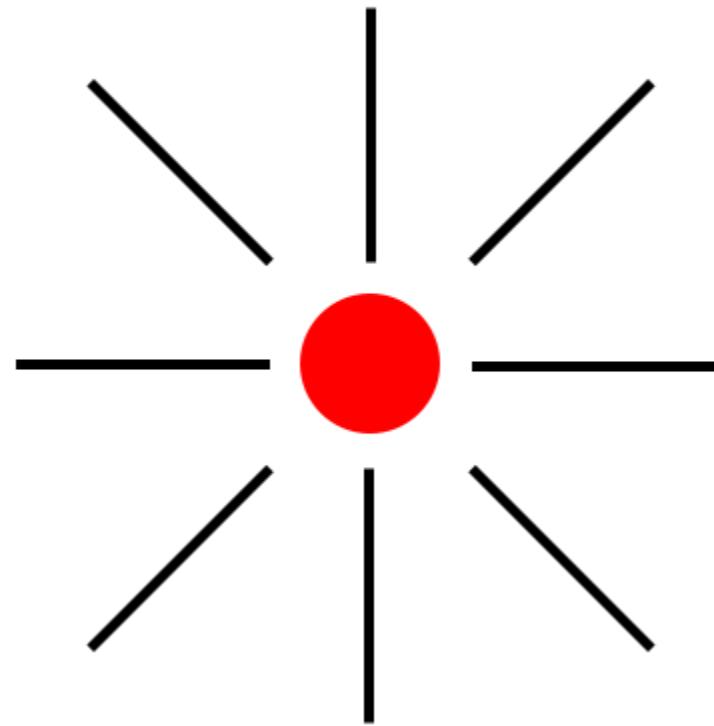
49/89



<http://www.wix.com/website-template/>

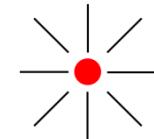
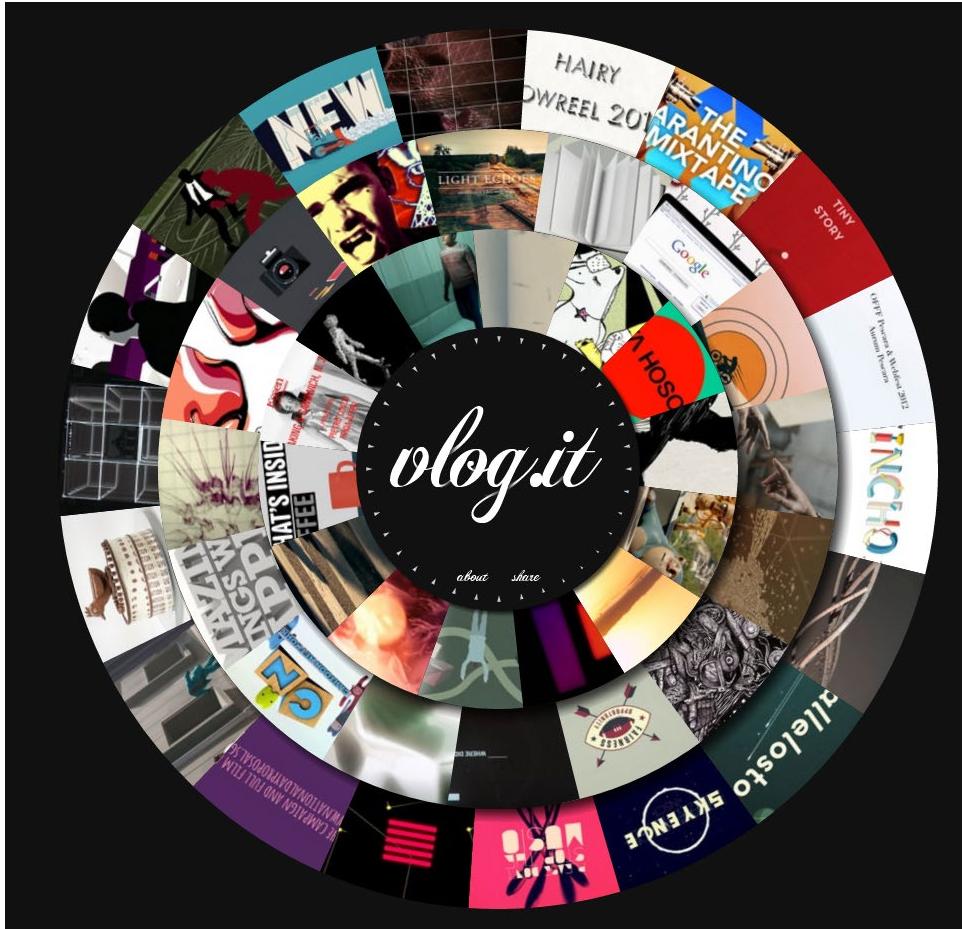
Radiant balance

50/89



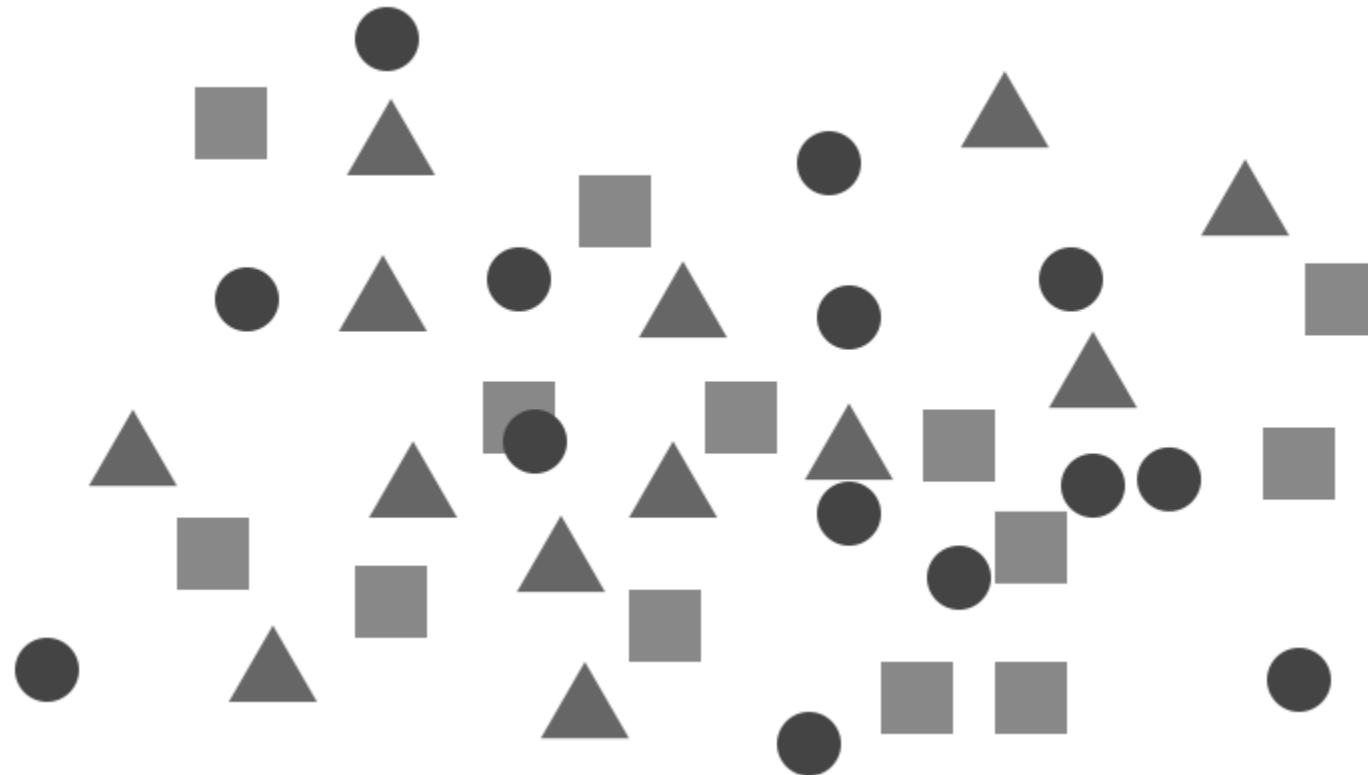
Radiant balance

51/89



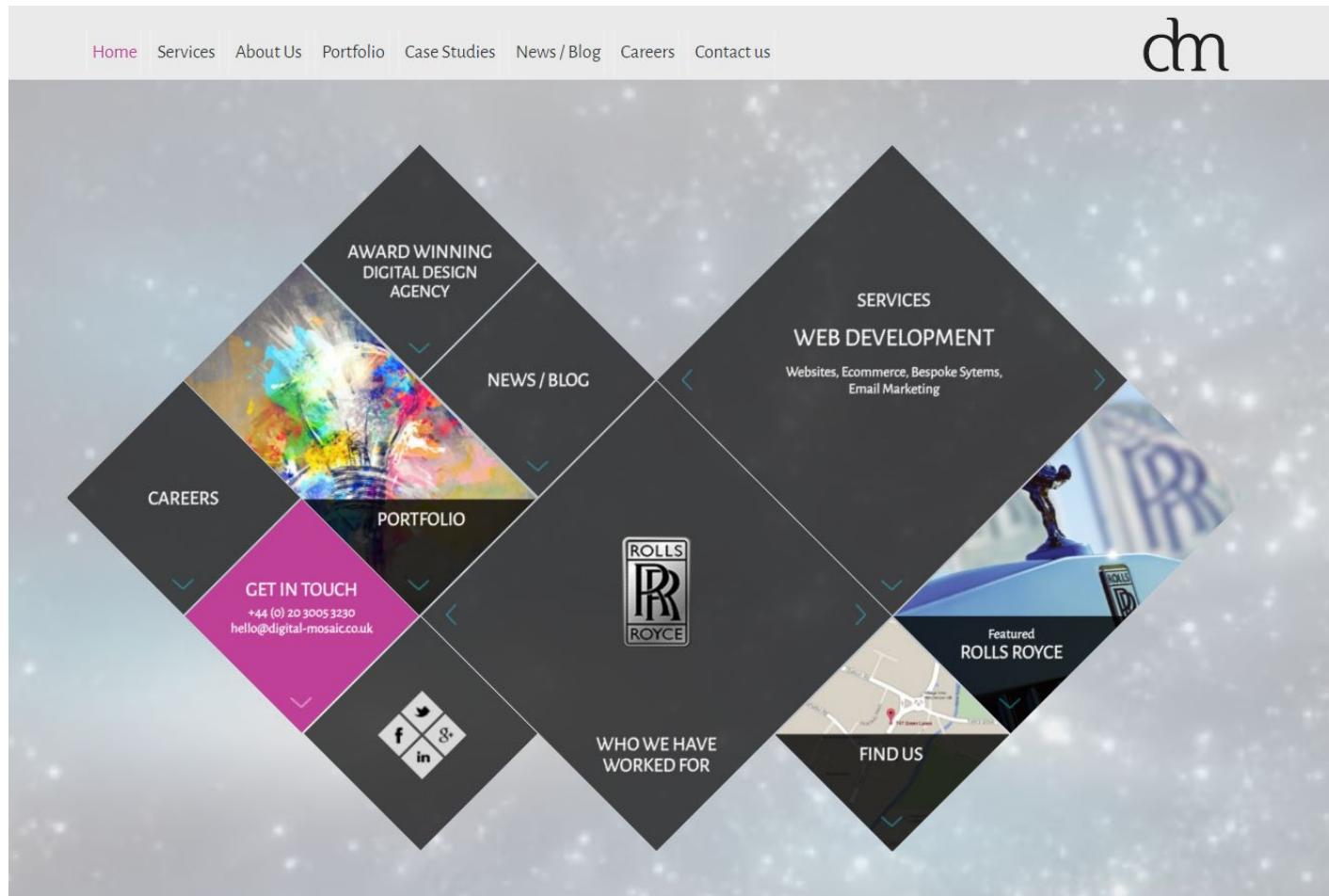
<http://www.vlog.it/>

Mosaic balance



Mosaic balance

53/89



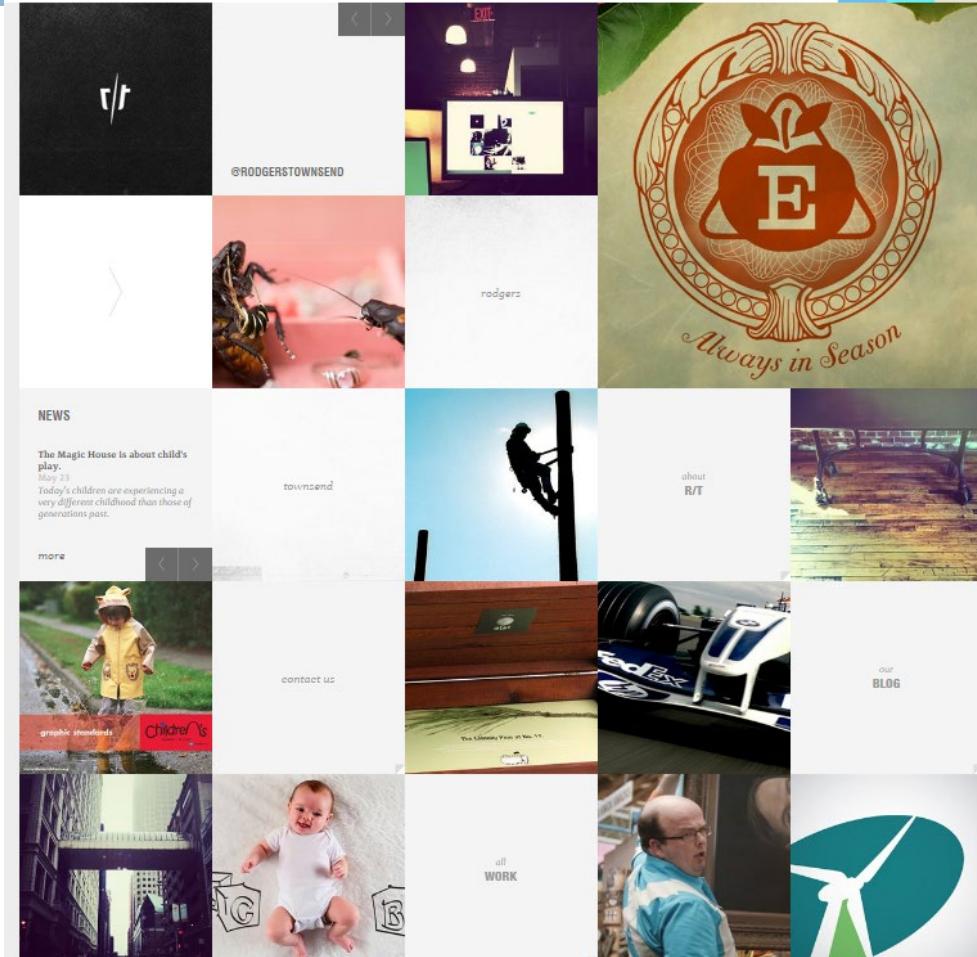
<http://www.digital-mosaic.co.uk/>

Mosaic balance

54/89

ABOUT US
BRANDS
OUR WORK
NEWS & PRESS
CONTACT US
BLOG

f t In



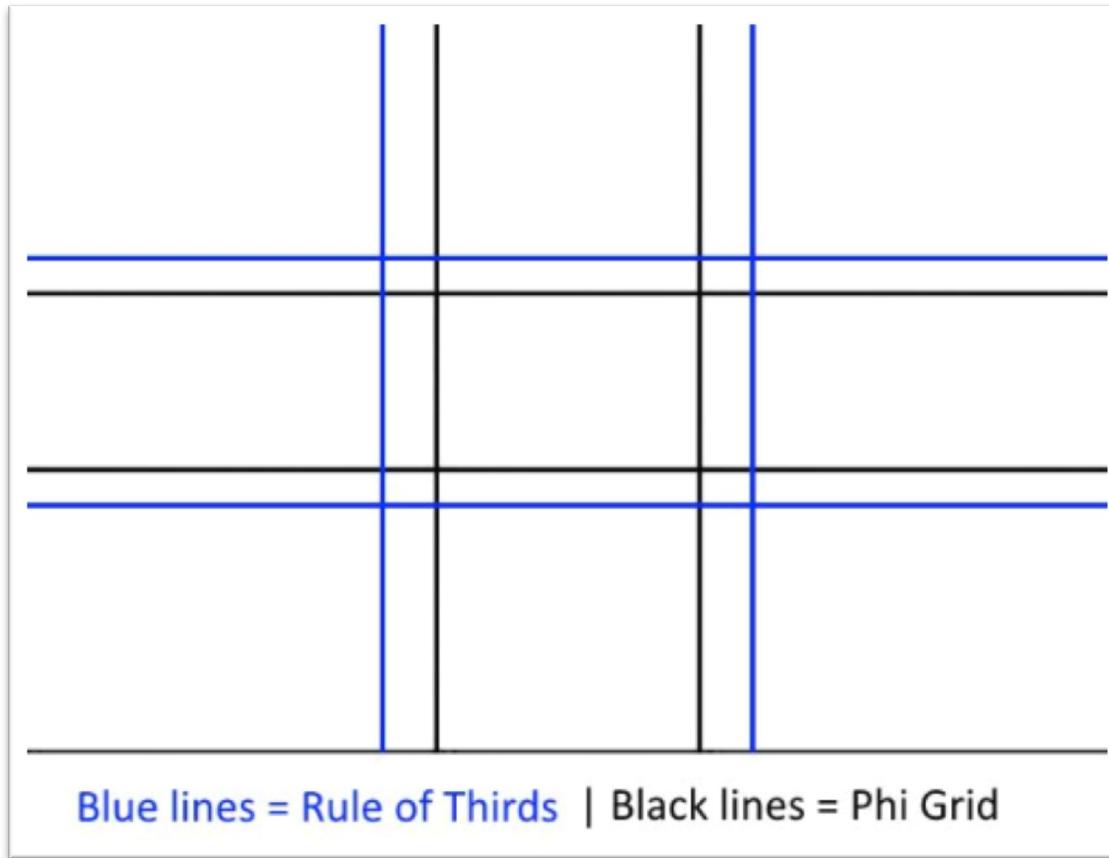
<http://www.rodgerstownsend.com/>

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2/4/2019

Rules of thirds vs the golden ratio (phi)

55/89

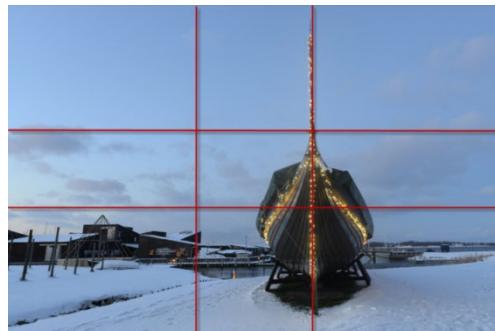


video

Rules of thirds vs the golden ratio

56/89

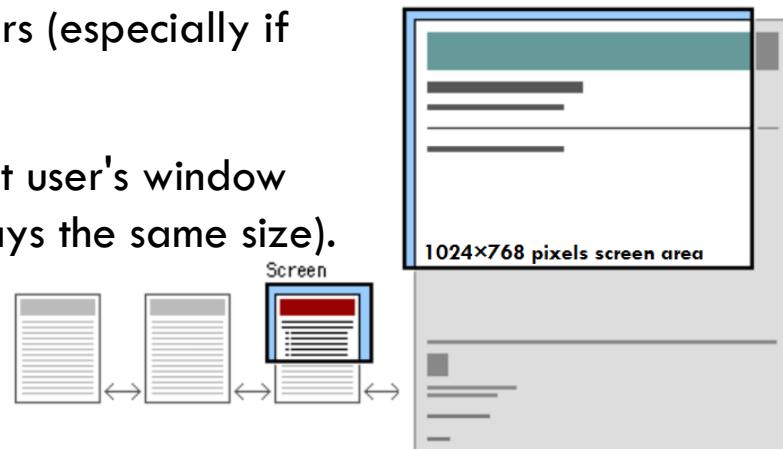
□ Examples from photography



Screen Resolution and Page Layout

57/89

- The general guideline is to **optimize for your target audience's most common resolution** = the page should look and work the best at the most common size
- **Optimize for 1024×768**, which is currently the most widely used screen size (of course the size will change in the future)
- **Do not design solely for a specific monitor size** because screen sizes vary among users. Window size variability is even greater, since users don't always maximize their browsers (especially if they have large screens).
- **Use a liquid layout** that stretches to the current user's window size (that is, avoid frozen layouts that are always the same size).

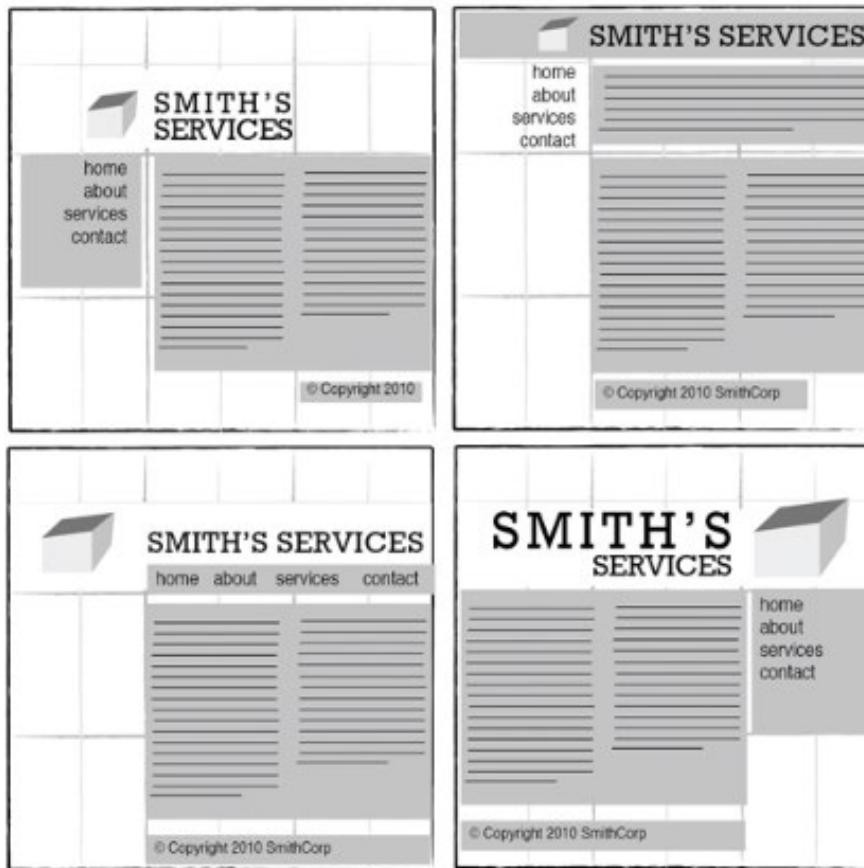


<https://www.nngroup.com/articles/screen-resolution-and-page-layout/>

Achieve visual balance in web design?

58/89

□ Composition – grid theory



<https://www.sitepoint.com/grid-theory/>

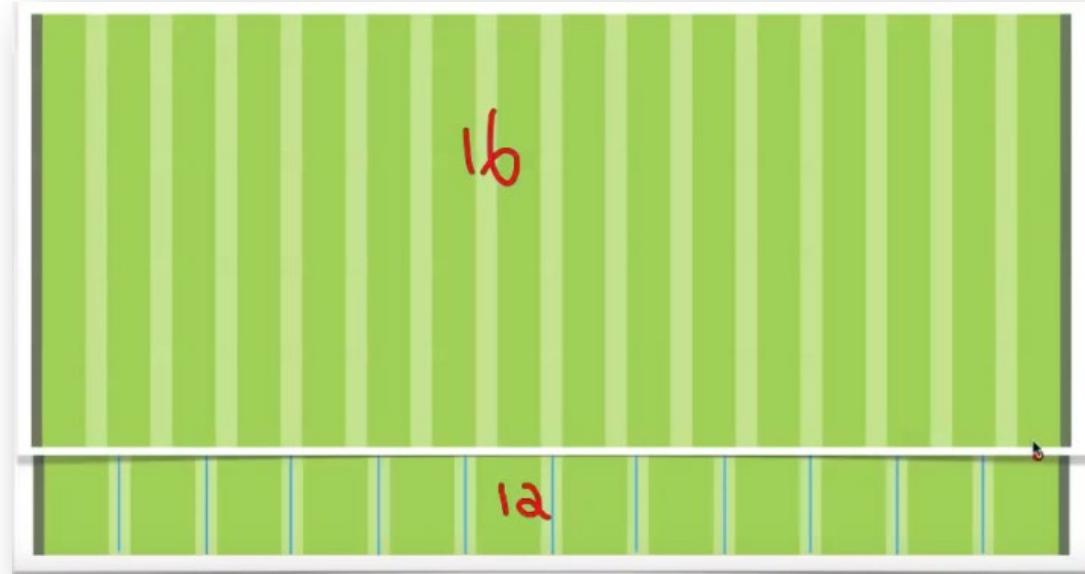
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2/4/2019

960 Grid system by Nathan Smith

59/89

- 960 width pixels
- 1024x768 pixels
- 960 divided by
3,4,5,6,8,10,12,
15,16
- 12 columns
- 16 columns
- 24 columns



960 Grid system by Nathan Smith

60/89

The screenshot shows the homepage of the 960 Grid System. At the top, there's a Twitter header with a bird icon and the handle @NATHANSMITH. Below it is a large, stylized '960' logo with 'GRID SYSTEM' underneath. To the left of the logo is a section with download links for various software. To the right, there are ads for JIRA Service Desk and Fusion, and a testimonial for IT teams. A prominent 'Big ol' DOWNLOAD button :)' is centered below the logo. Below the main header, there are navigation arrows and two buttons: 'the changelog INTERVIEW ABOUT 960.gs' and 'VIEW SLIDES ABOUT THE 960 GRID SYSTEM'. Further down, there are three tabs: 'ADAPT.JS - ADAPTIVE CSS', 'CUSTOM CSS GENERATOR', and 'GRID OVERLAY BOOKMARK'. The 'ADAPT.JS' tab is currently active. Below these tabs, there are three columns: 'Essence', 'Dimensions', and 'Purpose'. The 'Essence' column describes the grid system as a way to streamline web development workflow. The 'Dimensions' column details the 12-column grid with 60px wide portions and 10px margins. The 'Purpose' column explains the system's suitability for rapid prototyping and production environments, mentioning printable sketch sheets and a CSS file with identical measurements.



960 Grid system



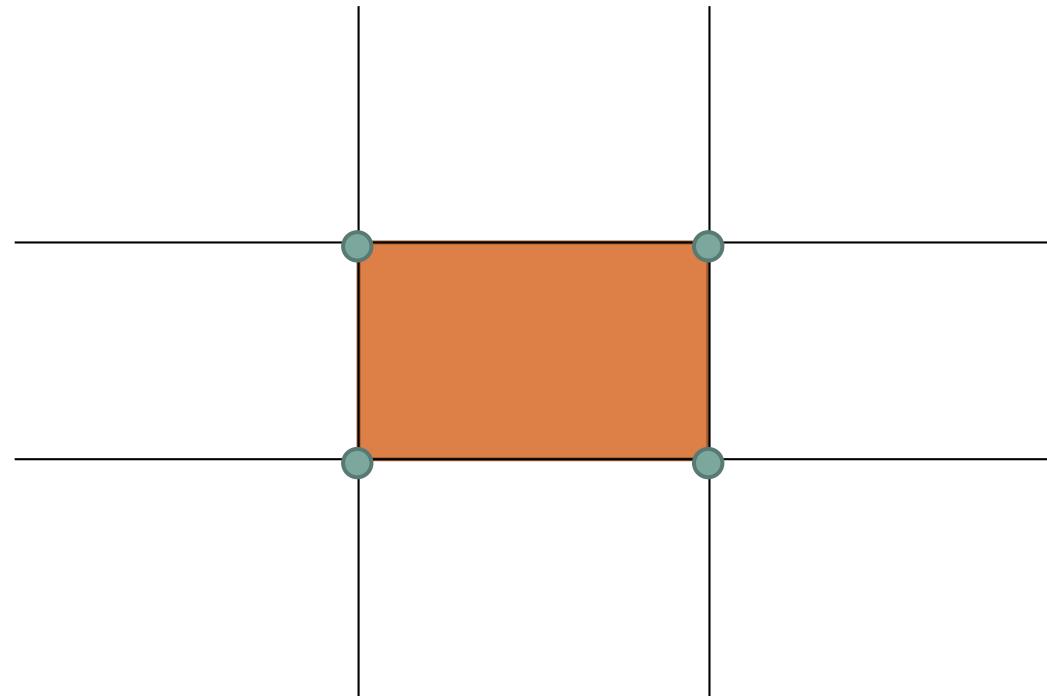
Video demo of 960 grid

Emphasis

How do we direct the user to content? emphasis

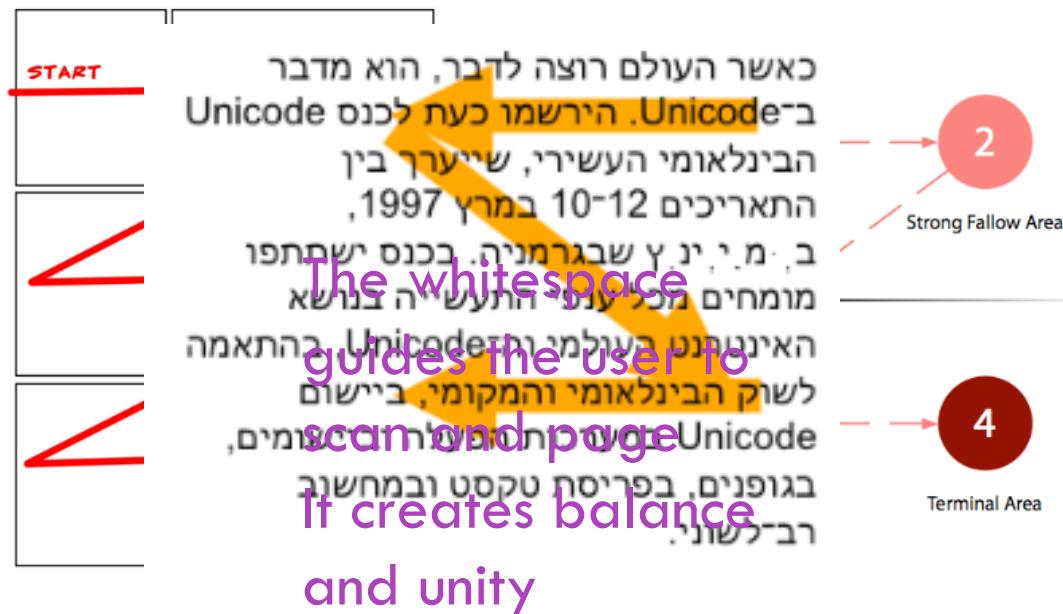
62/89

- placement**
- continuance**
- isolation**
- contrast**
- proportion**



Where do we place important information?

63/89



How do we direct the user to content? emphasis

64/89

- placement
- continuance
- isolation
- contrast
- proportion



How do we direct the user to content? emphasis

65/89

- placement
- continuance
- isolation
- contrast
- proportion

The screenshot shows the easyJet website homepage. At the top, there's a navigation bar with links for Flight info, Holidays, Hotels, Cars, Business, Manage Bookings, Check-in, Sign in, Help, and a language selector (en-GB, UK). Below the navigation is a search bar for flights from London Gatwick (LGW) to Paris, with fields for departing and returning dates, and dropdowns for adults, children, and infants. To the right of the search bar is a large image of a coastal landscape. On the right side of the page, there's a promotional banner for "easyJet holidays" with the headline "POSH HOLIDAYS WITHOUT THE POSH PRICES" and a call to action "Book now >". Below the search bar, there are four travel destinations listed: Nice, Barcelona, Edinburgh, and Rome Fiumicino, each with a "Book now >" button. At the bottom, there are sections for "Travel essentials" featuring Europcar (Up to 25% off* Exclusive easyJet rates), Booking.com (Up to 50% off* Hotels, Apartments, Villas and more), Allianz Travel insurance (Great cover for your trip), and Holiday Extras (Airport parking Up to 60% off*).

<http://www.easyjet.com/en/>

How do we direct the user to content? emphasis

66/89

- placement
- continuance
- isolation
- contrast
- proportion

The screenshot shows the easyJet website interface for booking a trip to Paris. At the top, there's a navigation bar with links for Flights, Flight options, Hotels, Car rental, Checkout, and Confirmation. Below the navigation, the main heading is "Choose your flight". There are tabs for "Choose type of fare" (STANDARD, FLEXI), a date range "SPRING 2017" (Flights available up until 25 June 2017), and a "SEARCH AGAIN" button. To the right of the search area, there are promotional offers: "Lugares à frente" and "Bagagem de porão + mais...". Below these are three viewing options: "3 day view", "3 week view", and "Year view".

The main content area is divided into two sections: "Outbound journey" and "Return journey".

Outbound journey: London Gatwick to Paris Charles de Gaulle. It shows 92 people currently looking at this route. The calendar indicates flights from Wednesday, 19 October to Friday, 21 October. The 21st is highlighted as "Sold Out". Other dates show "Not available".

Return journey: Paris Charles de Gaulle to London Gatwick. It shows 84 people currently looking at this route. The calendar indicates flights from Wednesday, 26 October to Friday, 28 October. The 27th is highlighted as "LOWEST FARE" with a price of £3580. Other dates show "Not available" or "Sold Out".

On the right side of the page, there's a sidebar titled "Your Trip to Paris" with a "Continue >" button. It features a large image of the Eiffel Tower and a summary of the trip details:

- Fri 21 October 2016: London Gatwick to Paris Charles de Gaulle, Dep 13:55 - Arr 16:10, Flight EZY8325, 1 Adult, 1 x £125.49
- Thu 27 October 2016: Paris Charles de Gaulle to London Gatwick, Dep 20:50 - Arr 21:00, Flight EZY8326, 1 Adult, 1 x £142.80

Subtotal flights and options for all passengers: £268.29

Final Price £268²⁹

Payment options: Pay by Credit Card: £270.97 (radio button) or Pay by Debit Card: £268.29 (radio button).

Buttons for "+ Add more flights" and "Continue >".

<http://www.easyjet.com/en/>

How do we direct the user to content? emphasis

67/89

- placement
- continuance
- isolation
- contrast
- proportion



<http://www.bbc.co.uk/cbeebies/watch>

Direct the user to content

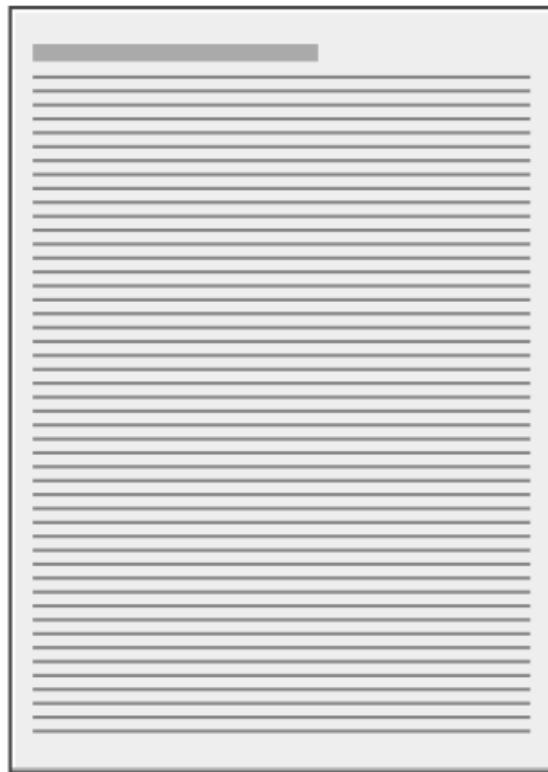
Use grouping applying Gestalt Principles

Unity - grouping

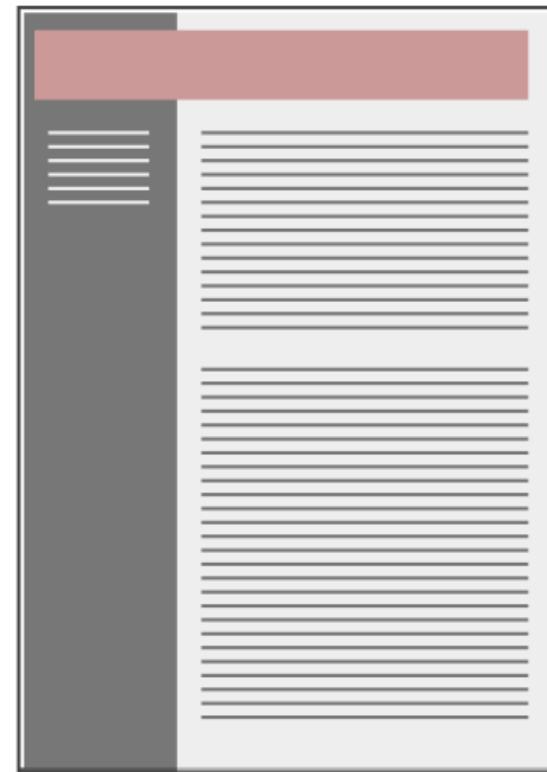
Design for scan-ability

69/89

Dull, no visual focus



Strong visual contrasts



Design for scan-ability

70/89

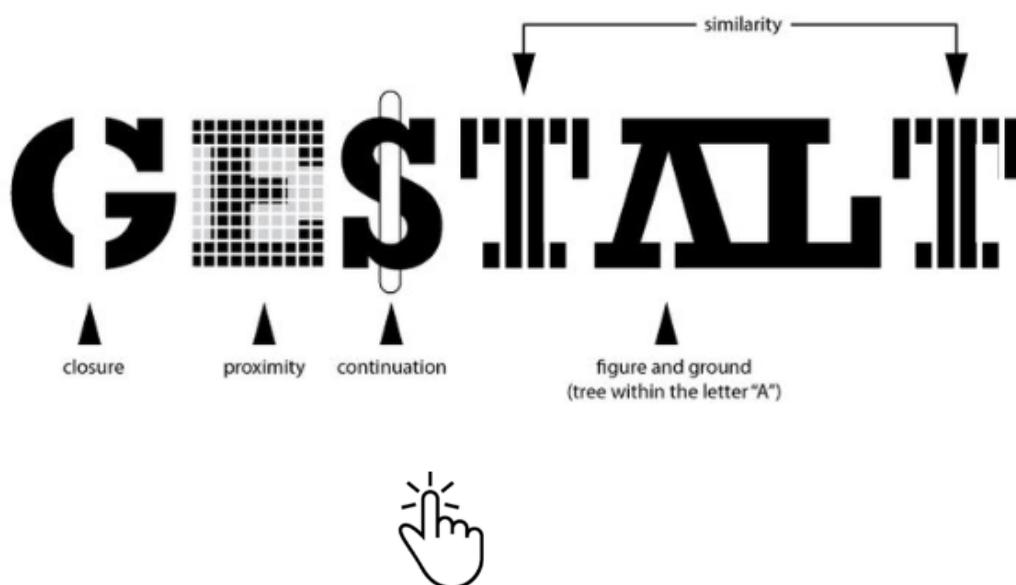




The Gestalt Principles

71/89

Gestalt is a psychology term which means "**unified whole**". It refers to theories of **visual perception** developed by German psychologists in the 1920s. These theories attempt to describe how people tend to organize visual elements into **groups** or *unified wholes* when certain principles are applied.



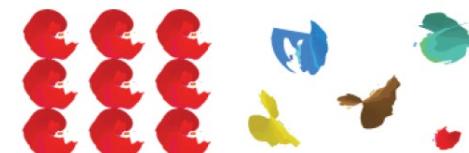
similarity - unity



proximity



repetition



continuance



Gestalt principles applied

72/89



<http://www.debenhams.com/women/dresses>

similarity

proximity

closure

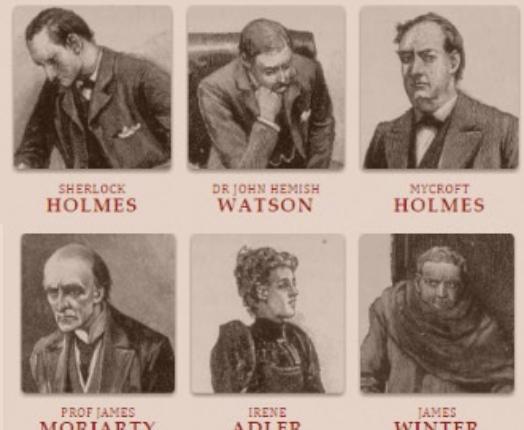
continuance

The Baker Street
INQUIRER

"Give me problems, give me work."

In the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon. The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out. On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.

victors & villains



Illustrations by Sidney Paget, words by Sir Arthur Conan Doyle.
What remains is by Ethan Marcotte.

Gestalt principles applied

73/89

D.Economou, receive £20 on Amazon.co.uk Gift Card with the **aqua** Classic card and build your credit rating. Initial credit line £250-£1,200. Representative 32.9% APR (variable). Subject to terms and conditions.

Shopping Basket



The Design of Everyday Things, revised and expanded edition by Donald A. Norman

Paperback
Only 4 left in stock (more on the way).

Eligible for FREE UK Delivery

This will be a gift [Learn more](#)
[Delete](#) [Save for later](#)

Price Quantity

£10.47

1



Don't Make Me Think: A Common Sense Approach to Web Usability (Voices That Matter) by Steve Krug

Paperback
In stock

Eligible for FREE UK Delivery

This will be a gift [Learn more](#)
[Delete](#) [Save for later](#)

Price Quantity

£21.39

1

Subtotal (2 items): £31.86

<http://www.debenhams.com/women/dresses>

similarity

proximity

closure

continuance

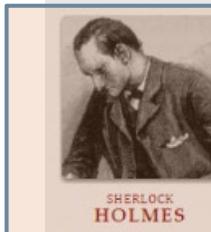
THE WEBLOGUE BACK ISSUES ABOUT OUR PAPER

The Baker Street INQUIRER

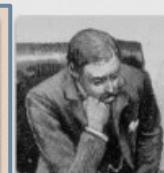
"Give me problems, give me work."

In the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon. The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out. On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.

victors & villains



SHERLOCK HOLMES



DR JOHN HEMISH WATSON



MYCROFT HOLMES



PROF JAMES MORIARTY



IRENE ADLER



JAMES WINTER

Illustrations by Sidney Paget, words by Sir Arthur Conan Doyle.
What remains is by Ethan Marcotte.

Gestalt principles applied

74/89

The screenshot shows the BBC News homepage. At the top, there's a banner for 'City News' with a sub-headline about breaking news from business, politics, entertainment, and more. Below this is a section for 'News - Latest Headlines, Photos and Videos | Daily Mail Online' with a link to [www.dailymail.co.uk > news](http://www.dailymail.co.uk/news). A yellow sidebar on the right encourages users to 'Check out the latest breaking UK and world news'. The main content area displays four news items: 'closure: Pedestrian dies being hit by lorry' (1 hour ago), 'Kenyan girls look to the future' (1 hour ago), 'Pure Gym abandons share sale amid market volatility' (1 hour ago), and 'Apple and Supreme row' (2 hours ago). At the bottom, there's a link to 'Sky News: The Latest News from the UK and Around the World' (news.sky.com) and a section for 'Opinion | Daily Express'.

similarity

proximity

closure

continuance

The screenshot shows the homepage of 'The Baker Street INQUIRER'. The header features the title 'The Baker Street INQUIRER' with a subtitle 'Give me problems, give me work.' Below the header is a paragraph of text: 'In the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon. The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out. On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.' To the right of the text is a section titled 'victors & villains' featuring six black and white illustrations of characters from Arthur Conan Doyle's Sherlock Holmes stories. The characters are: SHERLOCK HOLMES, DR JOHN HEMISH WATSON, MYCROFT HOLMES, PROF JAMES MORIARTY, IRENE ADLER, and JAMES WINTER. At the bottom, there's a note: 'Illustrations by Sidney Paget, words by Sir Arthur Conan Doyle. What remains is by Ethan Marcotte.'

Gestalt principles applied

75/89



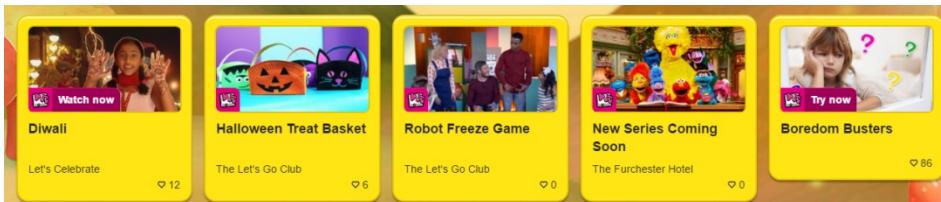
<http://adamtoddard.com/>

similarity

proximity

closure

continuance



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THE WEBLOGUE
BACK ISSUES
ABOUT OUR PAPER

The Baker Street
INQUIRER

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In the year 1878 I took my degree of Doctor of Medicine of the University of London, and proceeded to Netley to go through the course prescribed for surgeons in the army. Having completed my studies there, I was duly attached to the Fifth Northumberland Fusiliers as Assistant Surgeon. The regiment was stationed in India at the time, and before I could join it, the second Afghan war had broken out. On landing at Bombay, I learned that my corps had advanced through the passes, and was already deep in the enemy's country.

victors & villains

SHERLOCK HOLMES
DR JOHN HEMISH WATSON
MYCROFT HOLMES

PROF JAMES MORIARTY
IRENE ADLER
JAMES WINTER

Illustrations by Sidney Paget, words by Sir Arthur Conan Doyle.
What remains is by Ethan Marcotte.

2/4/2019

Gestalt Principles applied

76/89

UK 30% OFF AUTUMN'S HIT LIST MY ACCOUNT | STORES | HELP

long tall sally

continuance

CLOTHING SHOES BRANDS BLOG SALE

MY SIZES

Clothing Size +

Leg Length +

Sub Department +

Season +

Colour +

Price +

Brand +

Leg Shape +

Rise +

JUST ARRIVED

Product View LTS Favourites View 60 137 results 1 2 3 >

Supersoft Legging Jeans £50.00 30% off shown in the basket ★★★★☆

Utility Jean £55.00 30% off shown in the basket ★★★★★

Supersoft Legging Jeans £50.00 30% off shown in the basket ★★★★☆

JUST ARRIVED

JUST ARRIVED

JUST ARRIVED

proximity

<https://www.longtallsally.com/>

The screenshot shows a web page from the long tall sally website. At the top, there's a navigation bar with a UK flag, a '30% OFF AUTUMN'S HIT LIST' banner, and links for 'MY ACCOUNT', 'STORES', and 'HELP'. Below the navigation is the brand name 'long tall sally' and icons for a heart, a shopping bag, and a magnifying glass. A horizontal menu bar includes 'CLOTHING', 'SHOES', 'BRANDS', 'BLOG', and 'SALE'. On the left, a sidebar titled 'MY SIZES' lists filtering options like 'Clothing Size', 'Leg Length', and 'Sub Department'. A large blue arrow points downwards from this sidebar towards the product grid. The main content area displays three pairs of jeans with 'JUST ARRIVED' badges. Each product card includes a small image, the item name, price, a discount message ('30% off shown in the basket'), and a rating. Below the cards are color swatches. A blue curly brace on the right side groups the three jeans products under the heading 'proximity'.

UK 30% OFF AUTUMN'S HIT LIST MY ACCOUNT | STORES | HELP

long tall sally

CLOTHING SHOES BRANDS BLOG SALE

77/89

similarity →   

WEAR IT WITH

The Striped Cotton Stretch Tee £18.00 Buy 2 for £28.00

Longline Check Shirt £35.00 £48.00

Weekend Floral Top £40.00

£30.00 £50.00

£25.00 £50.00

Size (UK) [Size guide](#)

34" leg	8	10	12	14	16	18	20	22	24
36" leg	8	10	12	14	16	18	20	22	24
38" leg	8	10	12	14	16	18	20	22	24

← **similarity**

closure →   

YOU MAY ALSO LIKE

Supersoft Legging Jeans £50.00

Jeggings £35.00 30% off shown in the basket

Jeggings £35.00 30% off shown in the basket

ADD TO WISHLIST ADD TO BAG

DESCRIPTION

All hail the Supersoft Legging Jean, the new jean revolution for those blessed with longer legs. Seven colours, three leg lengths and five pockets. Incredible stretch and hold.

Style note:
‘The best legging jeans you’ll ever wear. The fit is game changing. These jeans are - quite rightly - trending.’ Sandra, Buyer

FIT, FABRIC & CARE

DELIVERY & RETURNS

[✉](#) [f](#) [t](#) [g+](#) [p](#)

REVIEWS (82) ★★★☆☆

← **closure** ↓



QUESTIONS?

CORPORATE

Visual Styles

Skeuomorphism

Flat

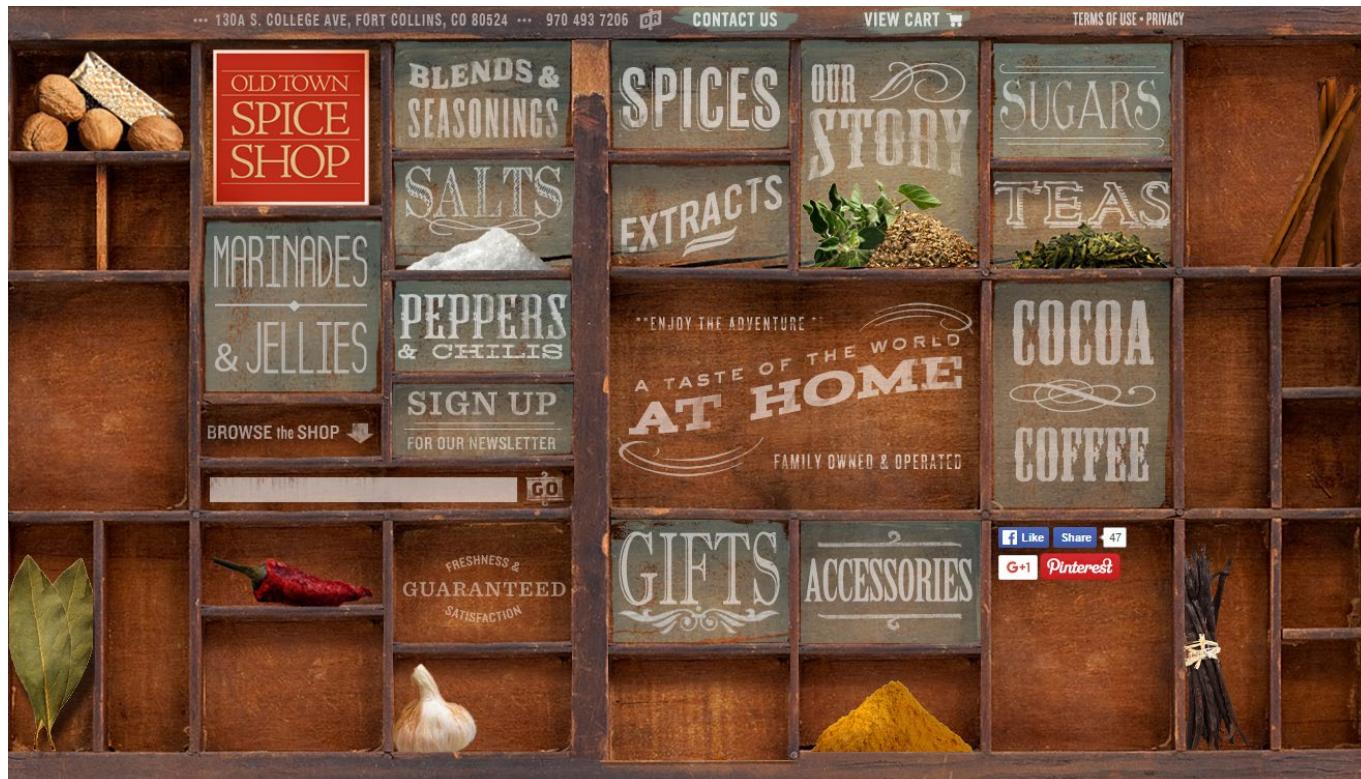
Material Design

<https://www.nngroup.com/articles/flat-design/>

Visual Styles - Skeuomorphism

79/89

- A design that retains ornamental design features that **mimic a real-world, physical object**

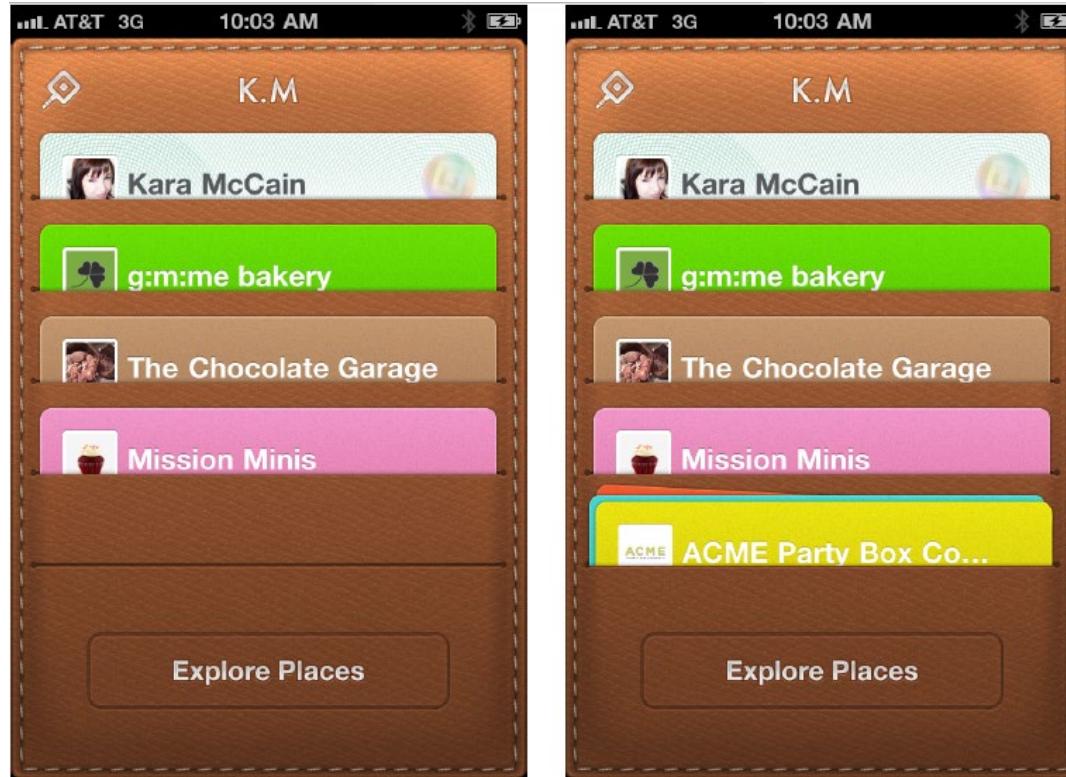


<https://oldtownspiceshop.com/>

Visual Styles - Skeuomorphism

80/89

- But, then bound to physical constraints
- What happens when 4+ cards sit inside the virtual wallet

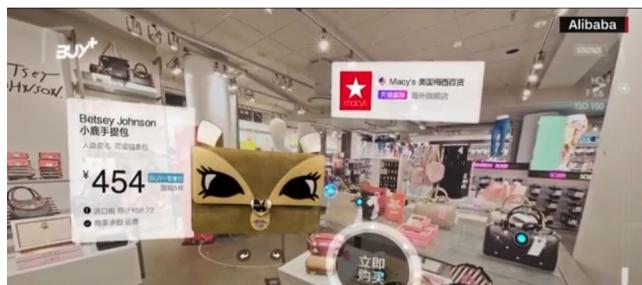
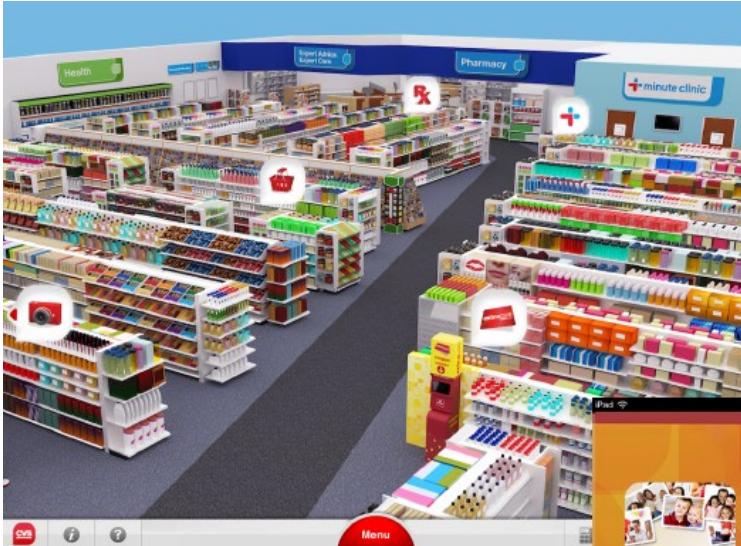


Visual Styles - Skeuomorphism

81/89

□ Mimicking the real physical world

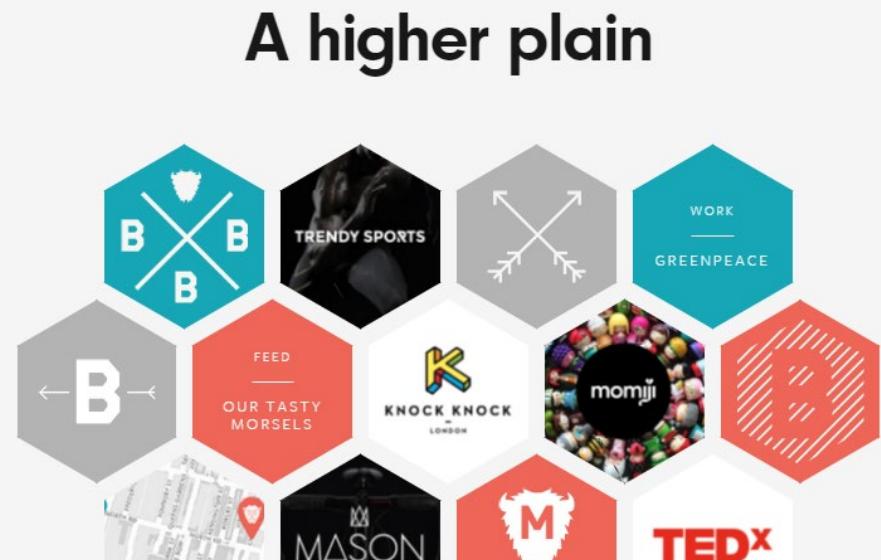
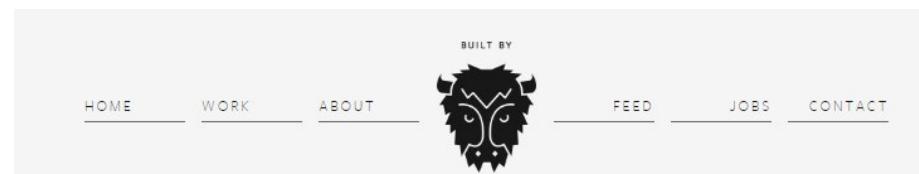
- Consider:
 - Audience?
 - Their experience with mobile devices?
 - Easy to use?
 - Fast/efficient?



Visual Styles - Flat design

82/89

- Reactionary movement against overdone skeuomorphic designs
 - visual simplicity rather than realistic
 - focus on content

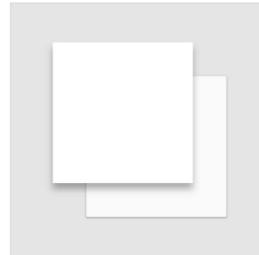
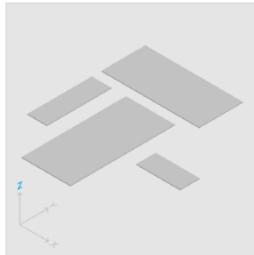


<http://builtbybuffalo.com/>

Visual Styles - Material design

83/89

- Designs that borrow principles from physical objects and their physics to aid interface interpretation and build hierarchy
 - subtle shadows & highlights
 - physics-based animations



<http://www.christmas.com/>

Consistency

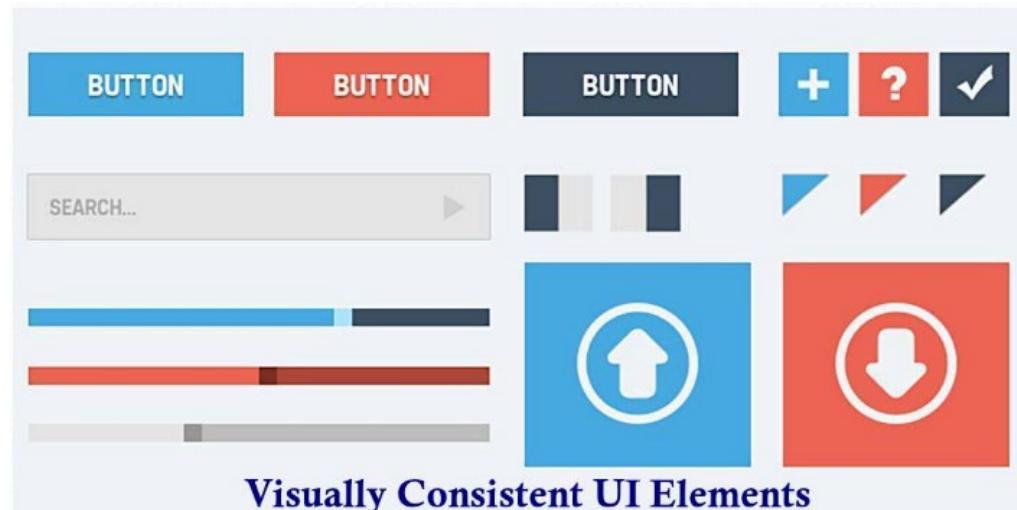
Visual consistency

Interaction style

Consistency

85/89

- A consistent **website design** means that:
 - there is a common style throughout (colour scheme, style, typography, iconography)
 - common user interface elements (Company Logo, Site navigation, page content etc) appear in the same place throughout the website, so when visitors navigate through your website they know where common elements are likely to be found on the page.



Why visual consistency is important?

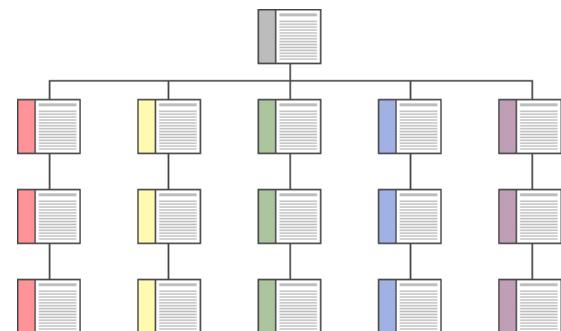
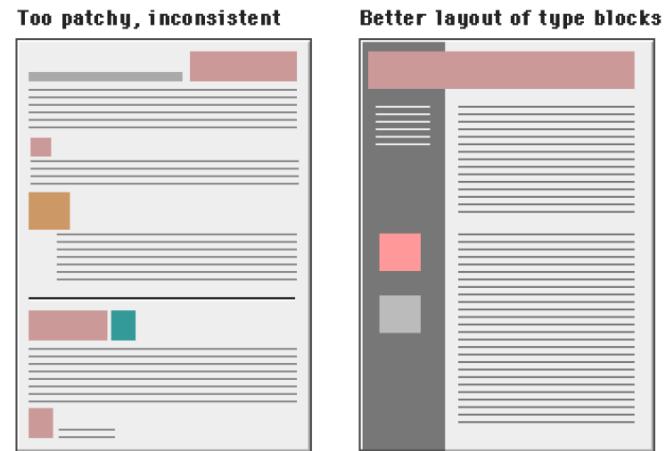
86/89

- **Increases usability because it affects learnability**
 - because it helps in arranging and publishing content in a structured manner
- **Eliminates Flawless Communication**
 - because it makes it easy for users to access the most important content quickly and with ease
- **Evokes a Strong Emotional Response**

Consistency

87/89

- What makes a website consistent?
 - same colours throughout the website
 - consistent vertical and horizontal spacing between elements in the layout
 - headings consistent throughout the site
 - show navigation menus in the same place throughout the website
 - text links the same colour throughout the website
 - website icons of the same family
 - form elements (text inputs, select lists, submit buttons etc) look the same throughout the website
 - same interaction style is followed throughout



Consistency

88/89

Yellow Bird Project
SUPPORTING YOUNG ADULTS WITH CANCER
[about us](#) [catalog](#) [press](#) [gallery](#) [the blog!](#)

[TO THE TUNE OF INDIE ROCK]

LOG IN or JOIN

your cart situation **0**

WELCOME PURITY RING, WARPAINT, METRONOMY & LOCAL NATIVES!

NEW

trekstock
YOUNG ADULT CANCER SUPPORT

BROWSE BY...

- \$20 And Under
- Band Tees
- Books
- YBP Merch
- On Sale

MORE SCHTUFF...

- Theme Song
- YBP TV
- GOOD PEOPLE ROCK
- A Matter Of Time

BUY!

How about our...
NEW TEES!

FEATURED (Designed by the bands, that's right.)

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Yellow Bird Project
SUPPORTING YOUNG ADULTS WITH CANCER
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[TO THE TUNE OF INDIE ROCK]

Collections

ACCESSORIES	Band Designed T-shirts	BOOKS	FEATURED
GIFT CERTIFICATES	New Tees & Back In Stock	SWEATERS	T-SHIRTS

Yellow Bird Project BLOG

Purity Ring join the Yellow Bird family

11 OCTOBER 2011 BY ADMIN

This unique design has come straight from the hands of the super talented Corin and Megan who are better known as **Purity Ring**.

After establishing a relationship at Field Day festival, the duo are helping raise money for **Trekstock**, to quote Corin "They are a rad organisation."

Development **2/4/2019**

Purity Ring arrived back in 2011, when the Corin and Megan came together to release their acclaimed first track "**Ungirthed**". Their distinct, chilly R&B sound has found them fans across the world and seen them sign to 4AD Records. Their

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OUR MISSION
Helping those in need via a few indie rock bands and a lot of creativity.
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THE FRIENDS

- Alicia Vega
- Andy J. Miller
- Ava Clusing
- Big Hassle
- Bonafood
- Chronicle Books
- Dale Edmund
- Dynamo
- EE Storey
- Eleanor Rudge
- Eve Duhamel
- For Folk's Sake
- Giant Artists
- Greenluv
- Jonathan Lindley
- Megan McIsaac
- Meet You At The Show
- Recession Sessions



Reading

89/89

- **Chapter 1** Jason Beaird (2014) *The Principles of Beautiful Web Design*, 3 edition, SitePoint. [E-Resource]
- Jesse James Garrett (2010) *The Elements of User Experience: User-Centered Design for the Web and Beyond*, New Riders; 2 edition. [E-Resource]
- Patrick J. Lynch, Sarah Horton (2009) *Web Style Guide, 3rd edition: Basic Design Principles for Creating Web Sites*, Yale University Press; 3rd edition.
<http://webstyleguide.com/>
- Uxmatters [<http://www.uxmatters.com/>]
- NNG [<http://www.nngroup.com/>]