

Web Design – Lecture- 11

INSTRUCTOR: VIDHI KESARIA

Northeastern University
Seattle

Class Schedule

- ▶ 1) Website Architecture, Design, Strategy and Planning and Creating web pages – Semantic HTML4/5
- ▶ 2) Design using CSS (covers CSS3)
- ▶ 3) Responsive web design,
- ▶ 4) Making the web page Interactive - JavaScript (Datatypes, Inline, Embedded and external JavaScript, variables, operators, loops, functions, arrays, objects)
- ▶ 5) Working with DOM Model and JavaScript Events
- ▶ 6) Using JQuery & Hosting on AWS
- ▶ 7) Assignment presentation with demo.
- ▶ 8) Local storage, cookies, Personalization & wireframing for project
- ▶ 9) Design Style guide, Using LESS Preprocessor + Project work
- ▶ 10) Performance + Project work
- ▶ 11) Review styled website with actual content, learn about interactive JavaScript + Project work
- ▶ 12) SEO Techniques + Project work
- ▶ 13) Accessibility Techniques & Tools + Project work
- ▶ 14) Written exams, Final project submission & Demo

Web Design Concepts to add to your project

Microinteractions

- ▶ Minor interactions between bigger interactions, often small enough that users engage them without a second thought
 - ▶ Tapping an alarm to turn it off,
 - ▶ a button color change to indicate it's been pressed,
 - ▶ a "ding" indicating a new comment on your picture
- ▶ <http://www.webdesignerdepot.com/2015/07/7-secrets-for-enhancing-ux-with-micro-interactions/>

Benefits

- ▶ Shape and teach users how to interact with site.
- ▶ Communicate status, changes, or draw attention to certain areas.
- ▶ Provide feedback for completed actions.
- ▶ Add delightful elements without detracting from main experience.
- ▶ Strengthen brand identity
- ▶ Meet expectations (microinteractions are now the norm in many sites and products)

Web Design Concepts to add to your project

Cards - 1 concept

- ▶ all the most relevant information about a single topic is organized into a single container.
 - ▶ Title
 - ▶ Media
 - ▶ Copy
 - ▶ Link
- ▶ Eg - <https://econsultancy.com/blog/64646-15-delicious-examples-of-card-based-web-design>

Benefits

- ▶ Intuitive and easy to understand without explanation.
- ▶ Allow sites to organize a large amount of content into digestible pieces. Especially useful for sites with user-generated content, like social media.
- ▶ Easier to share content across social channels.
- ▶ Perfect for responsive design. Card layouts can easily reorganize themselves to fit different breakpoints.

Web Design Concepts to add to your project

Minimalistic Design

- ▶ Content is king, and as web design measures, visual layouts all hail to the king.
- ▶ Stripping away distractions keeps focus on content, and when done artfully creates the popular visual aesthetic of minimalism.
- ▶ Eg. Apple - <http://www.apple.com/shop/buy-iphone/special-edition-iphone-7>

Benefits

- ▶ At-a-glance understanding of UI functionality, content, and location of elements.
- ▶ Emphasis on content, especially visuals.
- ▶ Reduced loading times.
- ▶ Atmosphere of sophistication.
- ▶ Increased legibility.

Web Design Concepts to add to your project

Rich animations

- ▶ Animation ranges in scale, from a tiny, intricate spinners to a full-blown, lively illustration in the foreground or background

Benefits

- ▶ Creates a more lively, engaging experience than just static images.
- ▶ Smoother visual feedback, making learnability more intuitive.
- ▶ Motion attracts attention to specific elements.

Web Design Concepts to add to your project

Dramatic Typography

- ▶ Better device resolutions, faster internet speeds, and the availability of new web type tools ([Google Fonts](#), [Adobe Typekit](#), etc.) make this the golden age of typography

Benefits

- ▶ Expected by users as higher screen resolutions (Retina) allow more options for typography.
- ▶ Opportunity to display brand identity.
- ▶ Enhances the text content.
- ▶ A tool for visual hierarchy, especially useful for CTAs.

Web Design Concepts to add to your project

More Vibrant Colors

- ▶ Use Color harmonies
- ▶ Create your brand through colors

Benefits

- ▶ Different hues and gradients can help distinguish content
- ▶ Visually stimulating, especially useful for minimal sites

Web Design Concepts to add to your project

Long Scrolling

- ▶ Sites with long or infinite scrolling are quickly cementing themselves as a web design staple

Benefits

- ▶ Translates well to mobile devices; smaller screens mean more scrolling, and the format works well with touch controls.
- ▶ More storytelling potential to engage users.
- ▶ Simplifies navigation.
- ▶ Infinite scrolling adds an element of surprise to the experience.