Web Design & User Experience Engineering – Lecture-7

Design Elements for good UX

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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, Evaluating for good UX

- 8) Project work begins, wireframes and learning about design & style guide, development and content gathering

- 9) Review styled website with actual content, learn about interactive javascipt

- 10) Review functional websites, learn about website Personalization techniques - Storing information, Advanced HTML5 Apis

- 11) Review personalization features and learn about performance

- 12) Review performance & learn about AngularJS (Understand Angular JS, Separation of Responsibilities, Integrating Angular JS with existing JavaScript and JQuery Applications, Global APIs)

- 13) SEO and Accessibility Techniques & Tools + Project work

- 14) Written exams, Final project submission & Demo

What makes a good UX?

- Building a site for your visitors

  - Define Persona

- Understanding how people browse your site

  - Search engine or links than directly (11%)

- Its all about information

  - Each page has to say what the site is about, and give visitors an understanding of how the information is laid out.

  - You can accomplish this by having a clear site tagline, and by making sure that your navigation is descriptive, either of the items that people can find on the site or of the tasks that they can perform.

  - Each page should also clearly show what it's about using a descriptive page heading, and if it's relevant, informative pictures and summary text

- What causes them to leave?

  - The biggest issues are things that stop visitors from finding the information they're looking for.

    - One is using nonsensical or technical product names in navigation.

    - using puns or teases in your link text so that visitors don't know what they'll get if they click through.

    - using technical jargon instead of plain language

    - overly distracting advertising

    - Lack of navigating through next steps in the workflow

What makes a good UX?

- Simple Design

- Consistent Design (eg. Interactions, colors, link height, etc?)

- Standard Design (innovate on content & capabilities)

Modern Web Design Techniques

- Aesthetics
  - Is Visual attractiveness and cohesiveness of a work.

  - Good design communicates more than words, it communicate a mood, or a feel that goes beyond the content in the design

  - the prevalence of the internet and touch-enabled devices like tablets and smartphones, design aesthetics is moving beyond the visual to include other senses like hearing and touch.

Elements of Design

- Color (hue) – mood/emotion
- Value
- Shape
- Space
- Line
- Type

1) Colors

- Primary – Red Blue Yellow

- Secondary – combining adjacent primary colors, eg. Red+blue=green, blue+yellow=green, yellow+red=violet

- Tertiary color – Primary + Secondary. For instance, yellow and green create yellow-green. And violet plus red create violet-red.

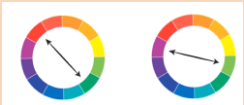- Tint – Any color + white

- Shades – Any color + shade

Color Harmonies

Monochrome
- Represents a single color and all of its iterations from white to black

Complementary
- Represent a pair of colors at opposite ends of the color wheel

Split Complementary
- Created when you select a main color, like yellow-orange, and then choose two colors on either side of that first color's complement, such as yellow-green and green-blue

Adjacent
- Pair any two or more colors that are right next to each other on the color wheel

Triads
- Any three colors that are equally distant on the color wheel, like red, green, and blue.

Color usage

▶ When you use color deliberately, it can help you set the mood or feel of your design.

▶ And if you think about it, you probably already have natural associations with particular colors. For example,

- ▶ Red makes us think of passion,
- ▶ Orange is energy
- ▶ Yellow is happiness,
- ▶ Green represents harmony, and
- ▶ Blue brings a sense of calmness.
- ▶ For many people, violet is the color of luxury,
- ▶ Black is used for power,
- ▶ White for purity, and brown for friendliness

How to decide which colors to use?

- When choosing colors for your web layouts, think about
    - which colors will best represent the product or service you're designing for
    - which colors will appeal most to the site's target audience.
    - the mood you want to project, and refer to the color wheel to ensure that you choose color harmonies that are tried and true.
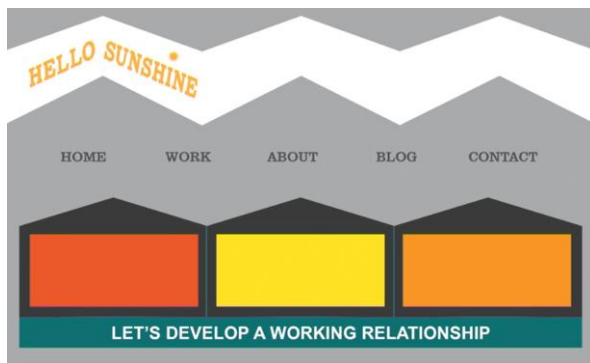
2) Value (tone)

- The degree of lightness or darkness in a given color

- In web design, colors can be used to create contrast in areas of emphasis, as well as to set a focal point within a composition.

- For example, any light object on a dark background is usually the first place the eye goes to and vice versa

- Color values can set a mood, create contrast, add depth, give the illusion of reflections. Most importantly, you can use color values to create visual areas of emphasis within your web designs.

PURE COLOR	WHITE	TINT
PURE COLOR	GREY	TONE
PURE COLOR	BLACK	SHADE

3) Shape

- Any flat area bound by line, or outline, value or color.
  - Geometric & Organic
  - Unity & Cohesion -> Repeating shapes
  - Eg- http://www.estudiopicnic.cl/

4) Space

- ► Spaces the intervals, areas, or measurable distances between all of the objects or items in a design.
- ► Why whitespace-
  - ► So that the eye has a place to rest between and around the elements, and so that the person looking at it can easily distinguish the more important information from the less important information.
  - ► Eg. http://rule-of-three.co.uk/
  - ► It doesn't feel crowded. Easy to communicate, so that you can read the little blurbs that pass by.
- ► For best results, space should be considered as an integral element throughout your entire web design process.
- ► Use space by evenly distributing your elements, or by varying the space between the elements throughout your site.

5) Line

- Line can be used in a variety of ways. Not only can you use line to define and enhance the shapes within your layout, but you can also use line to set boundaries between objects within a page

- Eg. http://lowdi.com/

  - Here's lines created with color and shape.

  - Defines the space.

  - In the navigation - lines used to organize and create a sense of unity,Used for emphasis, like underlined headers appear.

  - Areas using line to separate bits of information and space

6) Type

▶ Type refers to the fonts you choose for displaying text in your designs and how you actually use them.

▶ Choosing the right fonts can communicate the right mood to the target audience and often designers will use fonts from the same typeface along with one or two contrasting fonts to keep a design cohesive.

▶ In general, the two main font styles you can choose from are "Serif" (Times New Roman, Georgia, and Century Gothic) and "Sans Serif" (Helvetica, Arial and Verdana).

▶ Others - slab-serif, cursive, handwriting, decorative, and typewriter.

▶ On the web, which has traditionally been low resolution, sans-serif fonts generally display more crisply and are therefore, the preferred font type for the body text on a website.

▶ Line height can really help to create a more open sense of space within a design

▶ Consistent font format – so easy to understand

Project

- Evaluate your Porfolio project keeping these techniques in mind & update and send the link