

Web Designing (KCS-052)		
Course Outcome ( CO )		Bloom's Knowledge Level ( KL )
<b>At the end of course , the student will be able to:</b>		
CO 1	Understand principle of Web page design and about types of websites	K <sub>3</sub> , K <sub>4</sub>
CO 2	Visualize and Recognize the basic concept of HTML and application in web designing.	K <sub>1</sub> , K <sub>2</sub>
CO 3	Recognize and apply the elements of Creating Style Sheet (CSS).	K <sub>2</sub> , K <sub>4</sub>
CO 4	Understand the basic concept of Java Script and its application.	K <sub>2</sub> , K <sub>3</sub>
CO 5	Introduce basics concept of Web Hosting and apply the concept of SEO	K <sub>2</sub> , K <sub>3</sub>
<b>DETAILED SYLLABUS</b>		<b>3-0-0</b>
Unit	Topic	Proposed Lecture
I	<b>Introduction :</b> Basic principles involved in developing a web site, Planning process , Domains and Hosting, Responsive Web Designing , Types of Websites (Static and Dynamic Websites), Web Standards and W3C recommendations. <b>Introduction to HTML:</b> What is HTML , HTML Documents, Basic structure of an HTML document , Creating an HTML document , Mark up Tags , Heading-Paragraphs , Line Breaks	<b>08</b>
II	<b>Elements of HTML:</b> HTML Tags., Working with Text , Working with Lists, Tables and Frames, Working with Hyperlinks, Images and Multimedia, Working with Forms and controls	<b>08</b>
III	<b>Concept of CSS:</b> Creating Style Sheet, CSS Properties , CSS Styling(Background, Text Format, Controlling Fonts) , Working with block elements and objects , Working with Lists and Tables , CSS Id and Class, Box Model(Introduction, Border properties, Padding Properties, Margin properties) CSS Advanced(Grouping, Dimension, Display, Positioning, Floating, Align, Pseudo class, Navigation Bar, Image Sprites, Attribute selector) , CSS Color , Creating page Layout and Site Designs.	<b>08</b>
IV	Introduction to Client Side Scripting , Introduction to Java Script , Javascript Types , Variables in JS, Operators in JS , Conditions Statements , Java Script Loops, JS Popup Boxes , JS Events , JS Arrays, Working with Arrays, JS Objects JS Functions , Using Java Script in Real time , Validation of Forms, Related Examples	<b>08</b>
V	<b>Web Hosting:</b> Web Hosting Basics , Types of Hosting Packages, Registering domains , Defining Name Servers , Using Control Panel, Creating Emails in Cpanel , Using FTP Client, Maintaining a Website <b>Concepts of SEO :</b> Basics of SEO, Importance of SEO, Onpage Optimization Basics	<b>08</b>
<b>Text Books:</b>		
1. Steven M. Schafer, "HTML, XHTML, and CSS Bible, 5ed", Wiley India		
2. Ian Pouncey, Richard York, "Beginning CSS: Cascading Style Sheets for Web Design", Wiley India		

Exam Name	Weightage	Max. Marks	Duration
Pre-CT Test	10%	3	1 Lec
CT Exam	40%	12	2 hr
PUE Exam (Mandatory)	50%	15	3 hr
Makeup Exam	Makeup exam weightage as per missed CT exam		3 hr
PIT Exam with Continuous assessment of slow learners	For PIT Max marks will be 10 with capping of 60% marks i.e. (30 marks)		

#### **3.5.4 Internal Marks (AT+TA) Scheme**

Criteria	Marks
<b>Attendance</b>	<b>5 Marks</b>
<b>Teacher Assessment</b>	<b>15 Marks</b>
i) Video Assignments (min 5-8 minutes) per subject/ Seminar/Group Discussion per subject OR 1 MOOC (NPTEL) related to any subject in curriculum / Project Based Learning	5 Marks (7 Marks for B. Tech-First and Final Year, B. Pharm-First, Second & Final Year MCA-Final Year)
ii) Average of 3 Random Quizzes / Average of 3 Regular Assignments	5 Marks
iii) Discipline (Student conduct in class)	3 Marks
iv) Soft Skill (for B. Tech-Second and Third year; B. Pharm-Third year; MBA-First and Second year; MCA-First year)	2 Marks per subject

# Basics of internet

## **Identify each of the ARPANET and the INTERNET**

- ARPANET (The Advanced Research Projects Agency Network ) was the network that became the basis for the Internet.
- in 1967, ARPANET was developed under the direction of the U.S. Advanced Research Projects Agency (ARPA)
- In 1969, the idea became a modest reality with the interconnection of four university computers.
- The initial purpose was to communicate with and share computer resources among mainly scientific users at the connected institutions.

# Introduction to Internet

- The internet in simple terms is a network of the interlinked computer networking worldwide, which is accessible to the general public.
- These interconnected computers work by transmitting data through a special type of packet switching which is known as the IP or the internet protocol.
- The **World Wide Web** (www) is only a portion of what makes up the internet, but it is the fastest growing part of the internet.
- The Web lets people, organizations and companies publish information for other people to see.

# Introduction to Internet

- The Web is a large number of computer documents or "**Web pages**" .
- They are stored on computers around the world and are connected to one another using hyperlinks.
- These Web pages can be seen by anyone through their computer's "**Web Browser**".
- A group of Web pages that follow the same theme and are connected together with hyperlinks is called a "**Web site**" .
- Web sites and Web pages are written in a coding language that makes it possible to add pictures, sound and interactivity to plain old text .

# History and Growth of Web

- Before the World Wide Web the Internet really only provided screens full of text (and usually only in one font and font size). So, although it was pretty good for exchanging information, and indeed for accessing information such as the Catalogue of the US Library of Congress, it was visually very boring.
- The web had some **important predecessors**, perhaps! the most significant of these being **Ted Nelson's Xanadu project**, which worked on the **concept of Hypertext** - where you could click on a word and it would take you somewhere else. Ted Nelson envisaged with Xanadu a huge library of all the worlds' information.
- **In order to click on hyperlinks**, as they were called, **Douglas Engelbart** invented the **mouse**, which was to later become a very important part of personal computers. So, the idea of clicking on a word or a picture to take you somewhere else was a basic foundation of the web.
- Another important building block was the **URL** or Uniform Resource Locator. This allowed you a further option to **find your way around by naming a site**. Every site on the worldwide web has a unique URL
- The other feature was **Hypertext Markup Language (html)**, the language that allowed pages to display different fonts and sizes, pictures, colours etc. Before HTML, there was no such standard, and the "GUIs we talked about before only belonged to different computers or different computer software.
- It was **Tim Berners Lee** who brought this all together and created the **World Wide Web**. The first trials of the World Wide Web were at the CERN laboratories (one of Europe's largest research laboratories) in Switzerland in December 1990. **By 1991 browser and web server software** was available.

# Some of the basic terminologies used in web

- **Domain name**
- A domain name is a unique name (e.g. [google.com](http://google.com)) used to identify the location of a website on a web server. When you access a website through a web browser like Google Chrome, the domain name is translated to an Internet Protocol (IP) address (e.g. 172.217.12.206) which represents the server on which the website is hosted. This translation is dynamically performed by a domain name server (DNS).
- **DNS**
- Domain Name Servers are the Internet's equivalent of a phone book or directory. They keep an updated list of domain names and translate them back into IP addresses. This is necessary because, although domain names are easy for humans to remember, computers (which include all devices that can connect to the internet) use IP addresses to access websites.

- URL
- A Uniform Resource Locator (URL) is the file address of a resource on the Internet. A URL can represent a web page, an image, a video, a style sheet, and much more. A URL typically consists of several components, including but not limited to:



- Web Server
- Web Servers are used to store, process and deliver web pages to clients (e.g. web browsers like Google Chrome). Although you could purchase a server to run your website, most businesses use cloud storage services such as Amazon Web Services (AWS) to host websites due to the cost savings and added security

- **Web Browser**
- A web browser, often referred to as a “browser” is a software application used for accessing information on the Web. Some of the most popular web browsers include Chrome, Firefox, Safari, Internet Explorer, Edge, and Opera. As with all software applications, web browsers have different features and functionality, appealing to different user types.
- **IP Address**
- An Internet Protocol address is a unique numerical label assigned to each device connected to the Internet, including computers, phones, tablets, servers, cars, and more. A quick Google search for “what is my IP address” will bring up the IP address associated with your internet connection.

- **HTTP/HTTPS**
- HyperText Transfer Protocol Secure (HTTPS) is the secure version of HTTP, the protocol over which data is sent between your browser and the website you're connected to with the help of GET and POST.
- **Hosting**
- In order to get a website online, you need to host (or save) your website files on a Web server connected to the internet. Hosting service providers are a type of business that enables individuals to save and access their website quickly without having to purchase and connect their own web server. Most website builders include hosting within their subscriptions.

# What are the Browsers & Search Engines

- A **Web Search Engine** is designed to search for information on the World Wide Web.
- The search results are generally presented in a line of results often referred to as search engine results pages (SERPs).
- **Google** is the most popular search engine in the world, and a multinational, publicly-traded organization built around the company's hugely popular search engine.
  - ✓ User can search for any information by writing what he is looking for in the search text box.
  - ✓ Google can view the searched information as a web pages, pictures and there is a part for Maps, YouTube, and news.
  - ✓ Google have its own E-Mail Application called “Gmail”.

# Basics about a web page

# Design For The Medium

- A Web site is designed for the computer – not paper
- Look and Feel:
  - The *interface* that the user must navigate often is called the *look and feel* of the Web site.
  - Users look & feel when they explore the info design of the site.
  - Look and feel implies the *personality* that the Web site conveys to the user and the *way* it works.

# Design For The Medium

## ■ Make your Design Portable:

- The Web site must be **portable** across different browsers, OS and computer platforms (hardware).
- Test the website in **different browsers** such as Internet Explorer, FireFox, Google Chrome, Opera, etc.
- Certain features of HTML like **cascading style sheets** cannot be interpreted properly by certain browsers.
- If necessary, **design separate websites** for different types of browsers; detect the user's browser and direct him to appropriate version of the Web site
- Check website in different browsers; a website designed for a desktop PC may not be usable on a **mobile device**.

# Design For The Medium

## ■ Design for Low Bandwidth:

- Different types of Internet connections are used – POTS (dial-up), broadband, cable, etc.**
- Plan your pages so that they are accessible at different connection speeds.**
- Avoid large images, complicated animations, movies as these take time to download.**
- Provide alternate text (by using the ALT tag of HTML)**
- Design an alternate page that uses less graphics so that it will download quickly for users with a slow connection.**

# Design For The Medium

- **Plan for Clear Presentation of Information:**

- Information design (ID) means the presentation and organisation of your information. ID is the most important factor in determining the success of a Web site.**
- Don't use too many fonts & colors as this distracts the user.**
- Provide direct links to the areas in the Web site that you think are the most in demand.**
- Use contrasting colors so that the text is easy to read.**
- On the computer screen, users tend to scan rather than read the whole page.**

# Design For The Medium

- Plan for Clear Presentation of Information:

- Break **large** paragraphs into **smaller** paras.
- Provide a suitable **headings** so that users can find the info quickly.
- Break up long text into columns.
- Link text with **hyperlinks**

# Screen Resolutions

- Horizontal and Vertical Dimensions
- 640 x 480, 800 x 600, 1024 x 768
- Fixed Resolution Designs

800 x 600

640 x 480

1024 x 768

- Flexible Resolution Designs

640 x 480

800 x 600

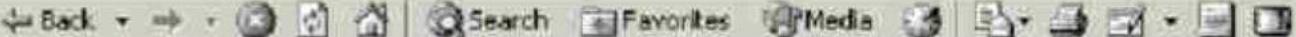
1024 x 768

1152 x 864

Summary

Next Slide

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08/19/2002 - Updated 12:46 PM ET



**Terrorist leader**  
Abu Nidal  
reportedly dead



**New role for Hurley**  
Actress stars as single  
mom | Photo gallery

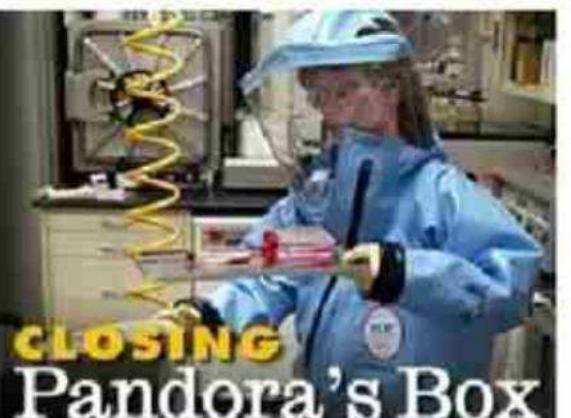


**Video headlines**  
9/11 donations divided  
the Blue Crush girls

Search Go

Site Web 

By LYC@S

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**CLOSING**  
**Pandora's Box**

A global tug-of-war over anthrax

## Big gaps found in 9/11 benefits

Emergency workers' kin get close to \$1M — 7 times that of others.

[Full coverage](#) | [More than half of charity funds distributed](#)**Latest Headlines**[Al-Qaeda terror on tape](#) CNN videos show poison gas tests.[New leads in missing girl case](#) Weapons seized from home.[Leading indicators down](#) 0.4% drop is largest since last Sept.

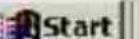
How to spot advance tickets to DAYTONA...



CLICK TO OPEN

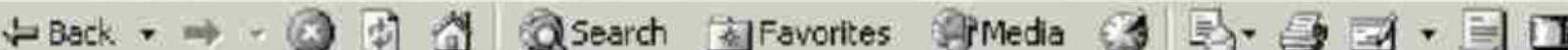
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# USA TODAY

08/19/2002 - Updated 12:46 PM ET



Terrorist leader  
Abu Nidal  
reportedly dead



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Site

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## Big gaps found in 9/11

Emergency workers' kin get close to \$1M -

[Full coverage](#) | [More than half of charity funds dis](#)

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Notes

Help和支持

我的电脑

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我的音乐

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我的游戏

我的设置

我的帮助和支持

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How to spot advance tickets to DAYTONA

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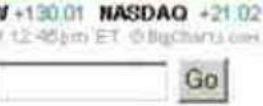
## TRAVEL SMART

Travel talk  
Airline  
restructuring?  
Dream on

## MANAGE YOUR CAREER

Hire smart  
Sift applicants to  
find the right  
person

## TRACK THE MARKETS

DOW +130.01 NASDAQ +21.02  
As of 12:45 pm ET © BigCharts.com

## TODAY'S PICK

Market report  
Wall Street rally  
extends into  
fourth week

## TALK MONDAY



- [Frequent flier tips with Randy Petersen, 1 p.m.](#)
- [TV Talk, 2 p.m.](#)
- [Relationship tips, 4 p.m.](#)

## Nation

[Utah man arrested for kidnapping, raping girl](#)

11-year old was taken from bedroom she shared with her brother

[Amtrak back on track](#)

Nine Acela Express trains return to service

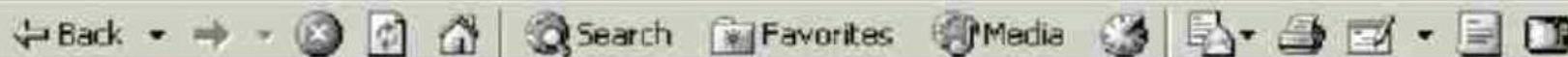
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MSNBC FUTURE IN DOUBT...

GRUNER & JAIR MAY SELL 'ROSIE' TO ROSIE...

FEDS MOVE IN: U.S. AGENTS ARREST DOZENS

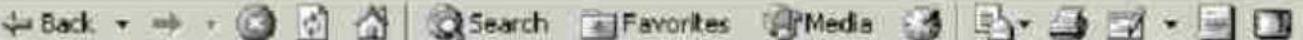
MARTHA STEWART SAID TO SEE POLITICAL CONSPIRACY; REPUBLICANS PROBE 'SEX LIFE'...

BBC: Anthrax killer is US defence

CACHE OF VIDEOS CHRONICLES AL-QAIDA EXPERIMENTS WITH CHEMICAL WEAPONS...

Streisand out of retirement for a star-filled \$500-a-ticket concert for Dems...

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IN CHILD-SUPPORT CASES...](#)

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Asphyxiated Hundreds of  
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Jail, Transporting Them in  
Cages, Driven by Hunger...](#)

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1:14 PM

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Transporting Them in Sealed Cargo  
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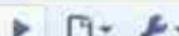
# Design For The Medium

## ■ **Summary**

- Look and Feel**
- Make Your Design Portable**
- Design for Low Bandwidth**
- Clear Presentation, Easy Access**
- Design for Different Screen Resolutions**

# Design the Whole Site

- When designing the site, plan the **unifying themes** and **structure** that will **hold** the **pages** together.
- The theme should reflect the personality of your organization
- E.g., consider the Web site of ESA – sober, subdued colors
- If designing a site for children, consider use of visuals, bright colors, and lively animations, big font



European Space Agency

ESA

Life in Space

Expanding Frontiers

Improving Daily Life

Protecting the Environment

Benefits for Europe

23-Jun-2009

Welcome to ESA

Establishments  
and facilities

Careers at ESA

Education with ESA

ESA activities

Observing the Earth

Human Spaceflight

Launchers

Navigation

Space Science

Spacecraft Engineering

Spacecraft Operations

Technology

Telecommunications

Future activities

Multimedia

ESA Multimedia gallery

Earth images gallery

National galleries

Media Centre

Press Releases

ESA Television

Launch Media Corner

Exhibitions

Business with ESA

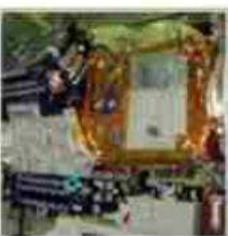
Services

Calendar

National News

**City information directly on your mobile**

23 June 2009 This month, a start-up company from ESA's Business Incubation Centre launched a new mobile phone service which provides, with the help of satellite and telecommunication technology, location-based information on shopping, entertainment, tourism, and public transportation.

[Full story >](#)**SMOS and Proba-2 launch rescheduled for November**

22 June 2009 Following an agreement between ESA, Krunichev Space Centre and Eurockot Launch Services, ESA's next Earth Explorer mission SMOS and a secondary payload, the technology demonstrator Proba-2 satellite, will now launch on 2 November 2009.

[Full story >](#)**Take your classroom into space**

22 June 2009 A Europe-wide education event will link the International Space Station with hundreds of schoolchildren in several European cities. In a live link-up with the ISS, scheduled for 21 September, ESA astronaut Frank De Winne will perform a simple experiment in space to demonstrate the effects of freefall.

[Full story >](#)**More News**

Focus on

[Le Bourget in pictures](#)[Space in videos](#)[Soyuz in French Guiana](#)['Focus on' Archive](#)

IYA 2009



MIRAVI: Earth live



Space Live

[Spacecraft tracker](#)[See the ISS](#)[Building the ISS](#)



European Space Agency

ESA Kids



Our Universe



Life in Space



Liftoff



Useful Space



Earth



23-Jun-2009

Lab



Fun

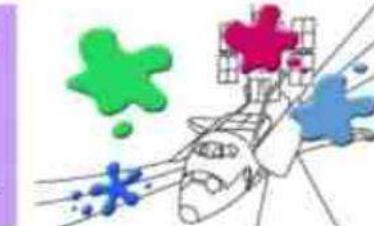
News



10 June 2009  
ESA seeks name for next  
European mission to ISS



20 April 2009  
Space software supports  
firefighters



Magnetar



26 May 2009  
ESA selects six of the  
best!



# Design the Whole Site

- **Create Smooth Transitions**
  - Create a **unified** look among the pages
  - Reinforce the **identifying** elements of the site
  - Create **smooth transitions** from one page to another – this is done by **repeating colors** and **fonts** for similar page elements.
  - E.g., all para headings in a particular font and color on all pages
  - All body text in a **particular** color and font style on all pages.

# Design the Whole Site

## ■ Create Smooth Transitions

- All pages must have same color scheme, navigation icons, & graphics which create a smooth transition from one page to another.
- Reinforce the identifying elements of the site
- Create smooth transitions from one page to another – by repeating colors and fonts for similar page elements.
- All para headings in a particular font and color
- All body text in a particular color and font style

# Design the Whole Site

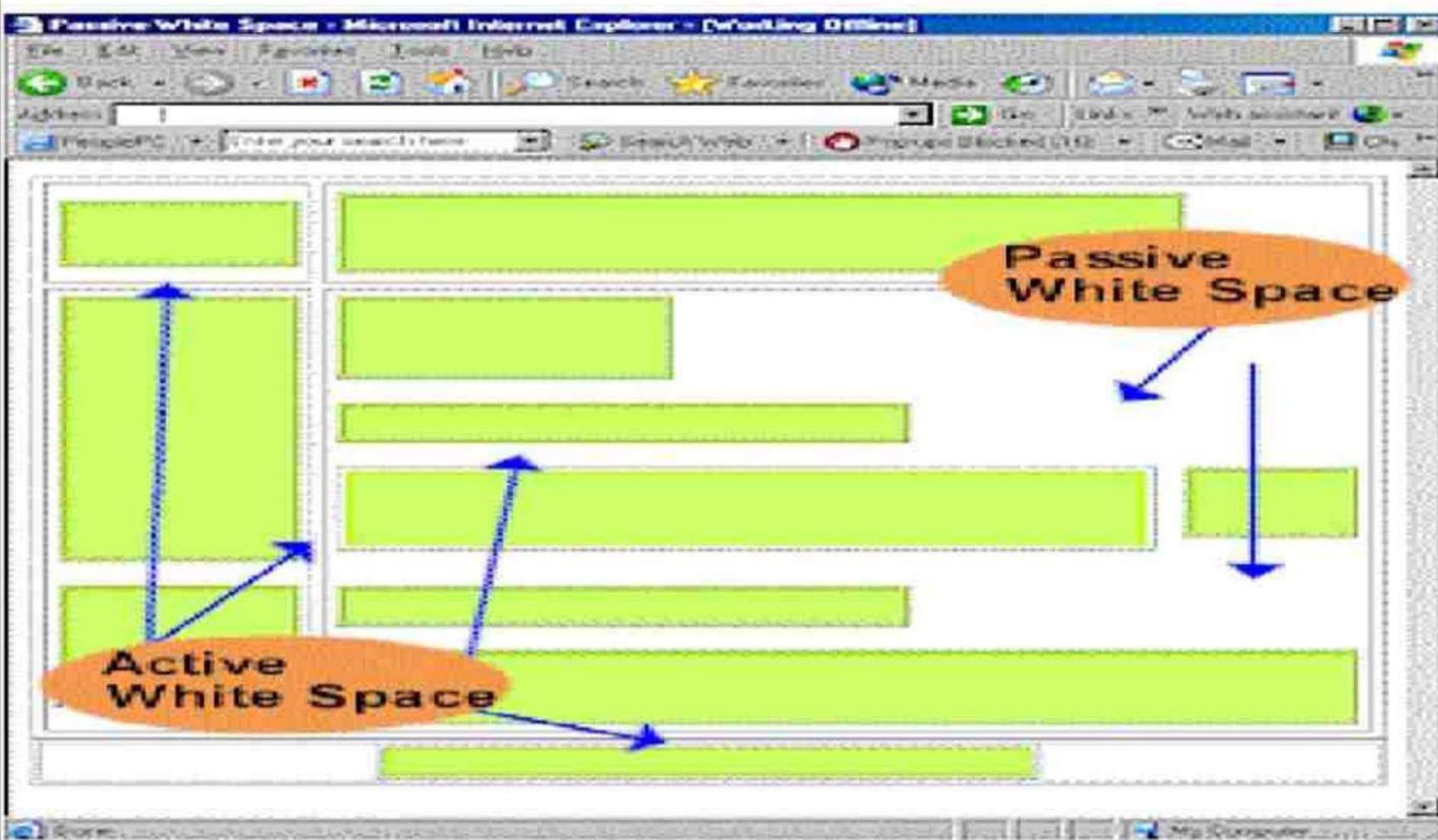
- **Use of Grid to Provide a Visual Structure:**
  - A **grid** is a way of **organising** a page into rows and columns.
  - A **grid** can provide a **uniform look (consistency)** to all the pages of a site.
  - The **TABLE** element of HTML can be used to build the grid for pages.
  - Another way of creating a grid is by using the concept of frames (**FRAMESET** tag)

# Design the Whole Site

## ■ Use of Active White Space:

- **White** spaces are the **blank areas** of a page.
- White space is the area between text, images, paragraphs, etc
- White space **defines** the areas of the page
- White use that is used **deliberately** is called **active white space**.
- **Passive** white spaces are the blank areas that appear on the border of the screen due to screen resolution problems

# Use of Active White Space



# Use of Active White Space

- A lack of white space creates the impression that the page contains **too much** information
- It is **difficult to find information** on a page that does not have sufficient active white space.
- Plenty of active white space reduces clutter.
- Provide **navigation elements** on the **same position** in all pages – this provides uniformity and ease of use.

# Use of Active White Space

- White space is created by:
  - Line spacing
  - Margins – space around a para or a picture
  - Headings – used to separate content into small chunks.
  - Images – can be used to separate text

# Use of Active White Space

National Gallery of Art

http://www.nga.gov/

## NATIONAL GALLERY OF ART WASHINGTON

What's New  
Newsletters  
Calendar  
Recent Acquisitions  
Videos & Podcasts  
About the Gallery  
*Jazz in the Garden*  
*Meléndez*

The Collection  
Exhibitions  
Plan a Visit  
Programs & Events  
Online Tours  
Education  
Resources  
Gallery Shop  
Support the Gallery  
NGAKids

Search the Site

GO



help | search | site map | contact us | privacy | terms of use | press | home  
Copyright © 2009 National Gallery of Art, Washington DC

start WebsiteDesignPrinciples National Gallery of Art... 00:36

# Design the Whole Site

## ■ Summary

- Unifying Themes and Structures
- Smooth Transitions
- Use A Grid
- Use White Space

# Design for the User

- Keep in mind the **user**
- **Why** has the user come to your Web site?
- **What** type of **information** does the user want?
- Is the site for **information, entertainment, ..?**

# Design for the User

## ■ Design for Interaction

- Think about how the user will interact with the Web page
- If the page is a collection of links, interaction will be clicking on the content and scrolling
- Pointing to graphics and clicking on images to reach another page.
- Design page into separate groups, e.g., links for pages of physics, maths, comp sc., ...

# Design for the User

## ■ Design for Location

- Difficult to predict the user's exact viewing path
- However, research has shown that the areas of importance are as shown in the next slide
- Put most important info in the middle, next most important at the top, and so on.

File Edit View Favorites Tools Help

Back Forward Stop Search Favorites Media

Address: http://www.drudgereport.com/ Go Links >

Google

Search Web

Search Site

Page Info

5

2

1

3

4

# Design for the User

## ■ Guide the User's Eye

- A user may **scan** a page in many ways.
- One of the ways is to scan a page from left to right, and then down to next line

# Design for the User

- Guide the User's Eye

# Design for the User

## ■ Keep a Flat Hierarchy

- Don't make users navigate through too many layers to find the information they want
- Provide a **simple menu** for navigation
- Use the **same navigation menu** on all pages for uniformity
- Provide a **site map** that shows the **user's location** in the Web site

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### Physician's First Watch: Current Issue

Bone-Density Monitoring After Starting Bisphosphonates 'Cannot Be Justified'  
Jun 24, 2009

Midlife Migraines with Aura Related to Late-Life Infarct-Like Brain Lesions?

## Latest Advocacy News

[MMS Urges Special Study of Defensive Medicine](#)  
June 23, 2009

[Vital Signs This Week: AMA Vote Keeps Door Open for Health Reform Negotiations](#)  
June 19, 2009

[MMS Flu Advisory: Novel Swine-Origin Influenza A](#)

**Educational Events****Governance Events**

October 08    [CME Accreditation Orientation \(3.0 CME Credit\)](#)

[See Full Calendar](#)

M Massachusetts Medical Soc... X

http://www.massmed.org/AM/Template.cfm?Section=Site\_Index&Template=/CM/HTMLDisplay.cfm&ContentID=28965 ▶ □ ↶ ↷



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<a href="#">Key Issues</a>	<a href="#">Information Technology</a>	<a href="#">Join/Renew</a>
<a href="#">Health Care Reform</a>	<a href="#">Electronic Health Records</a>	<a href="#">Membership Dues &amp; Options</a>
<a href="#">Medicaid</a>	<a href="#">Electronic Prescribing</a>	<a href="#">Group Enrollment</a>
<a href="#">Professional Liability</a>	<a href="#">Practice Management</a>	<a href="#">Member Benefits</a>
<a href="#">Patient Safety and Quality Improvement</a>	<a href="#">Physician Practice Resource Center</a>	<a href="#">Member Directory</a>
Health Care Costs	<a href="#">Practice Ownership and Operations</a>	<a href="#">Mission &amp; Goals</a>
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MMS Testimony	<a href="#">Formulary Guide</a>	<a href="#">Affiliates &amp; Subsidiaries</a>
Testimony Archive	<a href="#">Resident Resources</a>	<a href="#">MMS Alliance</a>
State Advocacy	<a href="#">Boston Medical Library</a>	<a href="#">Charitable Foundation</a>
State Archive	<a href="#">Online CME</a>	<a href="#">PJAM</a>
Federal Advocacy	<a href="#">Personal and Financial Resources</a>	<a href="#">Physician Health Services</a>

The Web site shows all the individual pages and the section in which they appear.

# Design for the User

## ■ Use the Power of Hypertext Linking

- Web pages enable a **non-linear** reading method (like reading a magazine)
- This can be done by providing **hyperlinks** through text or images
- Provide **hyperlinks** directly into the **text**
- **Don't** use the “**Click Here**” phrase for linking
- Provide links that allow the user to **jump to top of page**, bottom of page, go the **menu** from anywhere in the page, etc
- Provide a **hypertext table of contents**

# Design for the User

## ■ How much Content is Enough?

- Don't overload the user with too much information on a single page
- Compare the websites of Google, Yahoo, Times Of India
- Provide short paragraphs and links to more info for each topic.

# Design for the User

## ■ Summary

- Design for Interaction
- Design for Location
- Guide the User's Eye
- Keep a Flat Hierarchy
- Use the Power of Hypertext Linking
- Resist Overload

# Design for the Screen

- Differences between screen and printed page
  - Shape of screen – landscape, paper – portrait
  - Paper reflects light but screen passes light from behind
  - Provide enough contrast on page – light background and dark font
  - Avoid light text on light background
  - Screen has a lower resolution than paper

# Design For The Screen

## ■ Summary

- Shape Of The Screen
- Source Of Light
- Monitor Resolution
- A Screen Is Not A Page

# Worst Site

Web Pages That Such... HavenWorks.com NEWS... http://www.havenworks.com/

HavenWorks.com A-Z Search News by Date NewsStand Global US

A-B-C-D-E-F-G-H-I-J-K-L-M-N-O-P-Q-R-S-T-U-V-W-X-Y-Z +2008 Election

**HavenWorks.com** Wednesday, 24 June 2009 CALENDAR TV Online Television Fair Balance

News Reference Facts Information Sources Intelligence Haven Works

Search: Google GO HavenWorks Web +2008 News / Blog

**Democratic News:** 2010 TV: Blog Radio: US - AK - AL - AR - AZ - CA - CO - CT - DE - FL - GA - HI - IA - IL - IN - KS - KY - LA - MA - MD - ME - MI - MO - MS - MT - NC - ND - NE - NH - NJ - NM - NY - NY - OH - OK - OR - PA - RI - SC - SD - TN - TX - UT - VA - VT - WA - WI - WV - WY

**Republican News:** Atwater Politics

Two Santa Clauses or How The Republican Party Has Conned America for Thirty Years.

HavenWorks.com+A-Z

News Topics A-Z

Hartmann MP3s TV Greenwald Radio/MP3s Blogs! ABlog TV Blog

**Weblog**

20090330 OPINION

+Torture - Criminal - Dick Cheney - +War Crimes - NB - Military - Government - Intelligence - [T] Terrorism - Detainee - +Secret - +Censored TV

DEM 2010 TV

OBAMA TV WHITE HOUSE TV

'News' Media Politics Jay Rosen Glenn Greenwald PBS.org/moyers

Jay Rosen and Glenn Greenwald discuss journalism and media politics on Bill Moyers Journal. Transcript Also

U. S. A.

20090330 Politics John McCain - Government - \$ Money Accounting - Despite McCain's Comments, Senate GOP Not Offering Detailed Budget -

Thursday, House Republicans did wind up offering the frame of an alternative budget -- but then they were widely panned for not releasing a more detailed alternative to the Democratic proposals. "That's what made an

Insurgent Threat Shifts in Pakistan: Assault on Police Academy Indicates Risk Has Moved Beyond Tribal Areas." The brazen occupation of a Pakistani police academy Monday by heavily armed gunmen

TV WORLD

20090331 Terrorism Pakistani Police - Military - Political - Religious - History Soviet - Afghanistan - India Insurgent Threat Shifts in Pakistan: Assault on Police Academy Indicates Risk Has Moved Beyond Tribal Areas." The brazen occupation of a Pakistani police academy Monday by heavily armed gunmen

INTELLIGENCE

IRAQ NE War Crime Law/Legal Poll CT

Criminal - + Poll: Most want investigation into anti-terror tact

"Even as Americans strain under two wars and an economic tatters, a USA TODAY/CNN poll finds majorities in favor of investigating some of the unfinished business from [Republican President] George W. Bush's administration. Whether

Start WebSiteDesignMap HavenWorks.com ... 01:09

# CONTRAST

## COLOR



Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

## TONE/VALUE



## SIZE/SHAPE



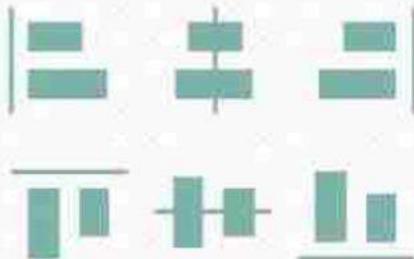
## DIRECTION



To the left, you can see 4 ways to create contrast in your design.

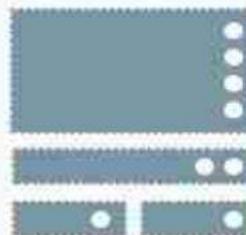
# ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



# REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.



The short version?

Establish a style for each element in a design and use it on similar elements.

# PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

