

Visual Hierarchy in Design

Assignment 1 Notes

- Our ideas of whether or not something is or is not a good example is less important in the grading than how well we put the content together.
- assignment will be based on a meta analysis of my analysis - the structure of my critique.
- Key question of how my work will be assessed - "Do I write work that is scannable? that can be easily moved into small cards"
- Use exact terms that we are using in class and apply them to the website, 11 principles will be important
- review my formatting against the rubrick
- always zip files when submitting to brightspace, even if it's one file
- Find [assignment information here](#)

11 Design Principles

Use these to frame analysis of web design. Remember to consider not only what's good and bad, but why they are good and bad, and what is perceivable intention behind design approaches - good and bad. Also, when critiquing, consider what could be done better and take note of why you think that.

Principles

Size and Scale

Size variation and scale of items in the view

Perspective

Create illusion of depth

Color and Contrast

Draw attention by providing focal points

Typography

Contrasting typefaces to convey importance

Proximity

Conveys meaning and can create tensions

Negative Space

Draw the eye by removing information

Alignment

How elements are justified. For instance, people who read left to right tend to read in an F direction.

Rule of odds

Images are more appealing when there are odd numbers

Repetition

Repetition causes a feeling of unity and cohesiveness by creating patterns

Leading Lines

Grab users attention and directs gaze. Can be actual lines, can also be people looking at elements on the page.

Rule of Thirds

Divide design into a 3x3 grid with each intersection being a focal point.

Resources

- link: [Video Link](#)
- [Prof Notes](#)

Questions that may be helpful (not from class discussion)

- What works, and what doesn't?
- Why do these things work or not?
- What perceived constraints was the developer working within?
- How is the developer solving a given problem?
- Who is the intended audience?
- When was this developed (older vs modern design ideas)?
- Where on the page are elements?
- Does it make me think to figure out how to use it?
- Is it scannable?

Print Design

- Certain analogies in print don't translate well to web such as 3 column magazine layout

Print Design Elements

There are a lot of elements that have cognates between web and print design.

- Heading
- Caption
- Illustration/Figure

- Keyline (same as a border in web)
- photo credits (attributions in web)
- callout box (block quote in web)

There is no book analogy for web design. The closest thing would be that the entire website is the book.

TIP

Write HTML so that googlebot can read it well. Consider googlebot your more important blind user.

Web Design

An overview of the main web design technologies. What they are used for, and some notes on how they are used.

HTML

Responsible for:

1. Content
2. Structure (Taxonomy)
3. Meaning (semantics)

CSS

Responsible for:

1. Presentation
2. Typography
3. Color
4. Layout
5. Imagery
6. Animation
 - transitions and keyframes

Javascript

Responsible for:

1. Behaviour
 - There is some crossover between css and javascript

Conventions

Conventions

Popular design patterns that evolve over time as users become more knowledgeable. An audience has pre-defined expectations that fall into 3 categories.

- How things work
- How things look

IMPORTANT

Proper usage of tags will be graded. Remember to ask questions and verify on section, article, div etc.

Making web pages scannable

1. Create visual hierarchies
2. Design content for cards
3. Extras

TIP

For readability, use tools to verify contrast. Don't leave this to guessing.

IMPORTANT

See [Designing Card based user interfaces](#)

Design Patterns

So much stuff! we talked about cards today, but go to [the UI patterns website](#) for a good resource of these. Cards:: Cards are used to display content composed of different elements. Check out information on these at [the ui-patterns site](#)

Usability

It's important to make scannable pages with good visual hierarchy. NOTE: Check out [The Nielsen Norman Group](#) for information on web conventions and usability.

Some notes on SEO

This course is created with SEO in mind. Performance and responsiveness are important to SEO.

How google ranks websites

1. Performance
2. Mobile Friendliness
3. Who is linking to you
 - Linking to you is more important than using metatags and keywords. Link farms don't work anymore. Write content that is good for humans and google will figure it out.

Markdown

Markdown is a templating language. This makes it easier to blog and write quick websites. * TODO
Find cognates with asciidoc. * Check the [cheat sheet](#) for reference