



MONASH
University

程序代写代做 CS编程辅导

FIT1050 Web Fundamentals

Visual Design for the Web

Week 4



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Learning objectives

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What is design?



- Appreciate the role of design in web development.
- Consider examples of web design influences.

Design principles and methods

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Colour and typography

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- Colour theory and colour formats
- Font classification and font stacks

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What is Visual Design?

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Web development vs. web design

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Development is...

- Understanding how things work
- Understanding functional requirements
- Technical implementation and testing
- Solving technical problems



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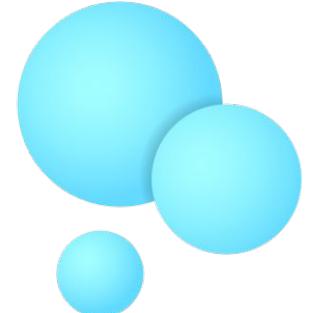
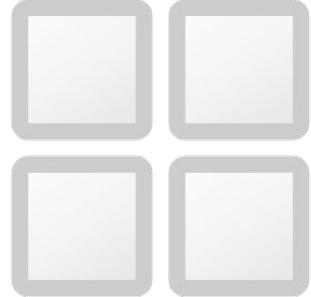
Design is...

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- Aesthetics and emotional appeal
- Understanding user needs and preferences
- Creating and implementing visual design
- Content, media and communication



Design is influenced by popular technology

1991

Text

Simple Graphics

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JPEG

Present

Formatting

Animated GIF

1998

CSS Formatting

Colour Displays

CSS Layout

WeChat

JavaScript

Flash

2005

Modern Smartphones

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Scalable Vector Graphics

Tablet Devices

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Mobile Apps

2012

HTML5 Video

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Web Fonts

CSS Effects

Bootstrap

CSS Flexbox Layout

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CSS Animation

HTML5 Canvas

2019

CSS Grid Layout

Design is influenced by cultural context

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The screenshot shows the Yahoo! US homepage with a search bar at the top. Below it, a banner for 'Coronavirus Updates' states 'Worldwide cases surpass 650,000, with more than 30,000 deaths'. The main content includes a large image of people wearing masks, a headline 'People should probably wear masks, experts say', and several news articles. A QR code is overlaid on the page.

The screenshot shows the Yahoo! Japan homepage. It features a search bar and various links like 'Travel', 'Yahoo!', 'Shopping', 'Premium', 'Card', and 'Mail'. The main content area has sections for 'News', 'Economy', 'Sports', etc., with a large image of a flower. A red watermark with contact information is overlaid on the page.

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Design follows style trends

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TINKER

We transparently build high-quality minimal watches from the finest components and materials.



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Tinker Watches started with a question: How can we make a watch that is clean and timeless without being too serious, thoughtfully-detailed without over-branding, honestly-priced and well-constructed, without unnecessary features or superfluous detailing?

As a team of mechanical engineers and designers, we then 3D modeled our idea and began sourcing: We scoured tanneries from the U.S. to Australia, factories in China that machine the highest-grade steel, and tested movements from Japan to Switzerland. After finding the best producers and materials, we made the buying experience straight-forward and simple: You choose the size, strap color, and

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Werkzeug Lernung

[Twitter](#) [Facebook](#) [Instagram](#)

WERKLEITZ
FESTIVAL 2018
20. Okt - 4. Nov
Halle (Saale)

HUB



PRÄSENTATION
DER
WORKSHOPER-
GEBNISSE

Leben in der unterschiedlichen



DAS WERKLEITZ
FESTIVAL 2018 IST
ERÖFFNET

Das diesjährige Werkleitz Festival wurde am gestrigen Abend erfolgreich eröffnet. Noch bis zum 4. November 2018 besteht die Möglichkeit

Holzen und
Bringen

Design is for the target audience

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The screenshot shows the ABC Kids website interface. At the top, there's a navigation bar with links for Home, Watch, Games, Make, Listen, Shows, Apps, and Early Education. A QR code is displayed in the center. Below the navigation, there's a section titled 'Featured' with several game cards:

- Global Glitch** (On Go Jetters): An image of characters flying with parachutes.
- Catch the Ninjalinos** (On PJ Masks): An image of three PJ Masks characters.
- Jam Badge** (On Hey Duggee): An image of the dog Duggee.
- Sticky Splat Soccer** (On PJ Masks): An image of the PJ Masks characters playing soccer.
- Ice Skating** (On Peppa Pig): An image of Peppa Pig ice skating.

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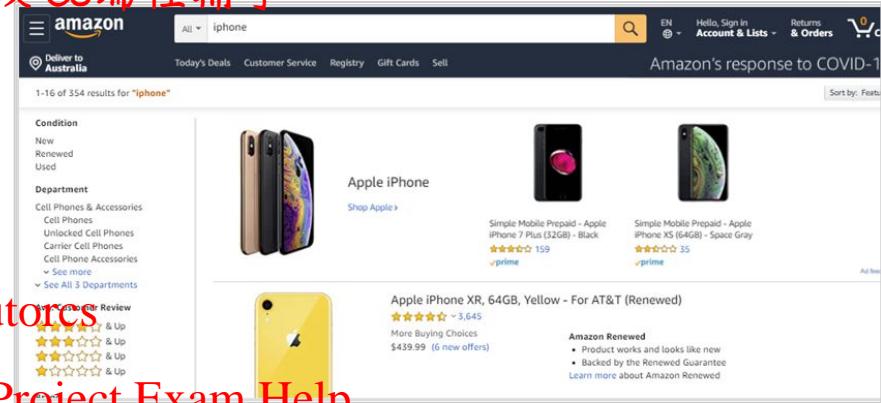
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The screenshot shows the Studio Job website. At the top, there's a navigation bar with links for Studio Job, Gallery, Shop, Work, News, and About. A search bar and a shopping cart icon are also present. The main area features a large, stylized logo 'Studio Job' set against a background of a yellow wall covered in black graffiti. Below the logo, there are several project thumbnails:

- DON'T LOOK**: A man sitting at a table with a large pile of gold coins.
- Train Crash** (2015): A photograph of a toy train crash.
- WHO THE HELL ARE STUDIO JOB**: A graphic with the text 'WHO THE HELL ARE STUDIO JOB'.
- Bubble Gun** (2016): A photograph of a bubble gun.
- Search**: A search bar.

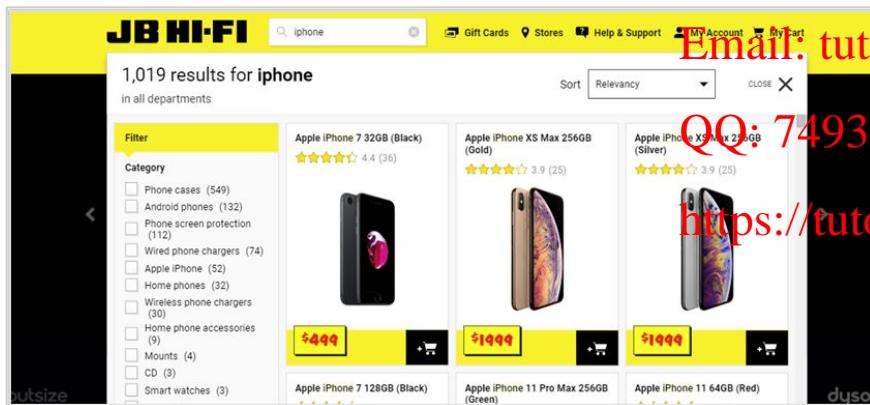
Design for different user experiences

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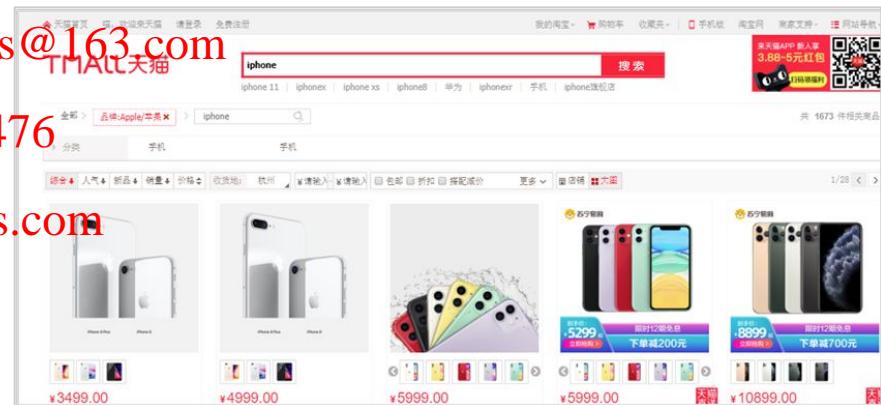
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Form versus function

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1.RUDGWICK STE 4 ENTRIES/CAMP 6. SHOW PICTURE 8. SHOW PICTURE 12. VISITORS PAG www.rudgwicksteamshow.co.uk

A GREAT FAMILY DAY OUT AT RUDGWICK STEAM & COUNTRY SHOW

709047 VISITORS

This family run show is now in it's 3rd year and is one of the last remaining events of its kind. It is organised and run in the same way as it was done years ago.

NEW EXHIBITORS, TRADERS & PUBLIC CAMPERS WELCOME

THIS YEAR SUPPORTING
WSPA
World Society for the Protection of Animals

IF YOU HAVE SOMETHING OF INTEREST AND WOULD LIKE TO JOIN IN AT THE SHOW PLEASE CONTACT US.

NOTICE BOARD
email: chanaburi1@aol.com Tel: 07803 581415
3 DAYS OF AUGUST BANK HOLIDAY WEEKEND 26th, 27th, 28th AUGUST 2017
EXHIBIT, TRADE AND CAMPER PASS ARE SENT OUT APPROX 6 WEEKS BEFORE THE SHOW
NEW CRAFT MARQUEE (UNDER NEW MANAGEMENT) FOR 2017. PLS EMAIL US FOR SPACE.
GROUND TO LET FOR TRADITIONAL FUN FAIR RIDES AND ASSOCIATED EQUIPMENT. PRIME LOCATION NEXT TO THE BEER MARQUEE. RIDING FROM FRIDAY EVENING THROUGH TILL MONDAY CLOSE OF SHOW.

BEST OF BRITISH
WITH ALL THE VEHICLES AND MACHINERY, CHILDRENS

www.rudgwicksteamshow.co.uk

Many New Attractions for 2017

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This family run show is now in its 31st year and is one of the last remaining events of its kind. It is organised and run in the same way as it was done years ago.

NEW EXHIBITORS, TRADERS & PUBLIC CAMPERS WELCOME.

MANY NEW ATTRACTONS FOR 2017

CRAFT MARQUEE & FOOD HALL AT RUDGWICK SHOW

www.rudgwicksteamshow.co.uk

RUDGWICK COUNTRY SHOW GREAT FAMILY FUN
A GREAT FAMILY DAY OUT AT RUDGWICK STEAM & COUNTRY SHOW

THIS YEAR SUPPORTING
WSPA
World Society for the Protection of Animals



This family run show is now in its 31st year and is one of the last remaining events of its kind. It is organised and run in the same way as it was done years ago.

NEW EXHIBITORS, TRADERS & PUBLIC CAMPERS WELCOME.

MANY NEW ATTRACTONS FOR 2017

FIELD MARSHALS OF

1.RUDGWICK STEAM & COUNTRY SHO

2.RUDGWICK SHOW

3.SHOW INFORMATION PAGE

4 ENTRIES/CAMPERS FORMS

4a TRADE FORM

5. MAP / DIRECTIONS TO RUDGWIC

6. SHOW PICTURES

6a.SHOW PICTURES

7. SHOW PICTURES

8. SHOW PICTURES

9. SHOW PICTURES PART 2

11. SHOW PIC'S

12. VISITORS PAGE

13. SHOW PIC'S AT RUDGWICK SHO

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Visual Design Principles and Design Methods

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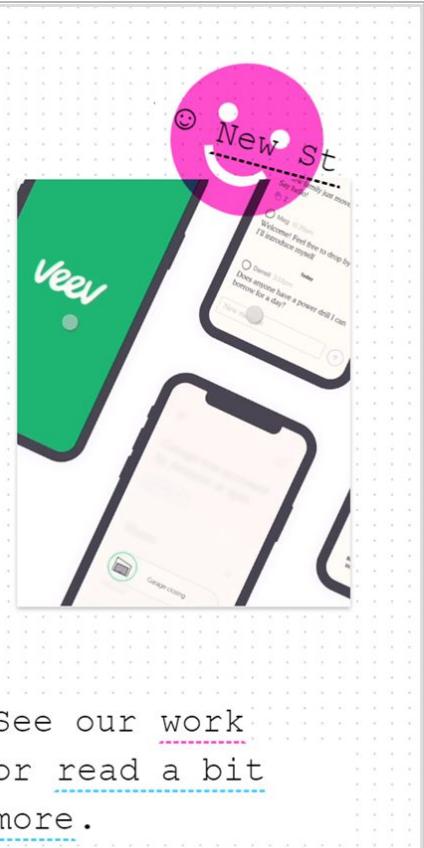
Contrast is visual difference that improves visibility

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Be bold,
Build
wisely

hello@newdealdesign.com



Repetition reuses elements to create consistency

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TOP 10 WEBSITE hitwise JAN-JUN 2009
TOP 10 WEBSITE hitwise JAN-JUN 2009
TOP 10 WEBSITE hitwise JAN-JUN 2010

Viewer: 84385062 Since: 01-01-2012 RA Serviced Last Week: 665 Calls Answered Yesterday: 1909

Transcend SSD220S 120GB 240GB 480GB VOLANS DOCKING STATION

MSY The name you can trust

DEAL OF THE DAY

LIMITED TIME ONLY - WHILE STOCKS LAST

\$29 WAS \$35 17% OFF

31% OFF

56% OFF

MBAT (MB-UTC-02) ATTACHE DUO TYPE-C TO USB 3.1 ADAPTER WITH TYPE-C CHARGING PORT

UNITEK (V-1077) USB 3.0 TO SATA III DOCKING STATION

CABLELIST CL-FCATC CAT6E NETWORK CABLE

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GIGABYTE™ AORUS 18th Nov - 31st Dec, 2016 CHRISTMAS TIME

BBC Sign in News Sport Weather iPlayer TV Radio More

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England N. Ireland Scotland Alba Wales Cymru

BBC Sign in News Sport Weather iPlayer TV Radio More...

WEATHER

London Tue Wed Thu Fri Sat

BBC Sign in News Sport Weather iPlayer TV Radio More...

iPlayer

Channels Categories A-Z

EXCLUSIVE TODAY'S Most Popular BBC ONE CBeebies CBeebies iPlayer Grown-ups TV Guide More

CBeebies Home Shows Games Watch & Sing Join In Make & Colour Radi

Alignment places elements to reduce chaos

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Book On-Line Here

www.ParadiseWithAView.com
Distinctive Vacation Rentals and Executive Housing

Royal Garden (3 condos here VRBO 83193, 554021, 568751)



Click Here for photos, prices and availability calendar for the Royal Garden at Waikiki.

ParadiseWithAVView.com At The Royal Garden Waikiki

Pacific Monarch Top Of the Beach Front Tower



VRBO 89039

Click Here for Pacific Monarch for photos, prices and availability calendar for the Pacific Monarch, Waikiki.



Royal Friends II
The NEW ROYAL on the calendar



Email: Admin@ParadiseWithAVView.com

Royal Garden 1711
Availability Calendar Jan 2017

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Royal Garden 1808
Availability Calendar Jan 2017

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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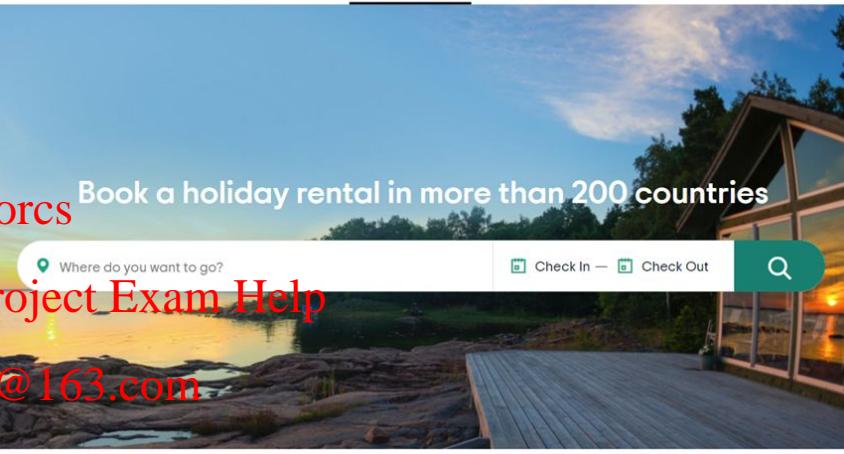
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Tripadvisor

Hotels Things to do Restaurants Flights Holiday Rentals Package Holidays ...

Book a holiday rental in more than 200 countries

Where do you want to go? Check In — Check Out



Holiday rentals provide space, privacy, amenities and great value

Discover full home rentals, condos, villas, beach rentals, cabins, cottages and more

Thanks to Payment Protection and millions of reviews, you can feel confident booking on Tripadvisor

Proximity establishes relationships

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The screenshot shows a Norwegian online store website (www.ARNGREN.net). The top navigation bar includes links for 'Teknologi & Gadgets', 'Index', and 'el-retur'. The main page displays a grid of products such as 'RC-Drone med Kamera', 'Walkere QR X350PRO', 'Forbruker Elektronikk', 'Elektrisk-Fat-bike.', 'Sne-kjøring kr. 13.998,-', 'Uten skilter 7998,-', 'Mercedes SUV m/Gummihjul fra kr. 2998,-', 'El-ATV til Barn & Voksne fra kr. 3998,-', 'Mercedes SUV m/Gummihjul fra kr. 2998,-', 'El-ATV til Barn & Voksne fra kr. 3998,-', 'Hoppeslott Elektriske-Biler til Barn, Unisex & Voksne', and 'Drone-bike Last: 7 kg kr. 19.998,-'. A QR code is visible in the center of the page.

The screenshot shows the homepage of Mashable.com. The header features the 'Mashable' logo and a navigation menu with categories: VIDEO, ENTERTAINMENT, CULTURE, TECH, SCIENCE, and SOCIAL GOOD. Below the menu, there are sections for 'Channels' (Video, Entertainment, Culture, Tech, Science, Social Good), 'Company' (About Us, Licensing & Reprints, Archive, Mashable Careers), 'Contact' (Contact Us, Submit News, Mashable Shop), 'Advertise' (Advertise, AdChoices), and 'Legal' (Privacy Policy, Terms of Use, Cookie Policy, Accessibility S).

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The illustration features a woman with curly hair smiling. In the background, a calendar page shows 'MONDAY' and 'TUESDAY'. The text 'How to make Mondays feel less draining' is overlaid on the image. The 'MARCH MINDFULNESS' section of the Mashable website is visible at the top.

Jakob's Law of Internet User Experience

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Experimentation is fun, but conventions based on tried and tested techniques deliver reliable and predictable outcomes.



Users spend most of their time on other sites. This means that

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***users prefer your site to work the same way as all the other
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sites they already know.

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- Sites that look and behave in unconventional ways require more time to learn.
- The quickest usable design is a familiar design.

<https://www.youtube.com/watch?v=wzb4mK9DiHM>

Understand how conventions aid understanding

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Observe how visual elements normally appear and behave. Design them with an appearance that matches their functionality.



Is this text clickable?

Is this text clickable?
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Is this text clickable?

Is this a button?

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Is this a button?

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What is this? ▼

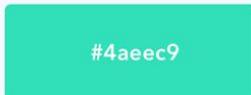
What is this? ▼

What is this? X

Create a set of styling rules

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MAIN



maf_primary1



maf_addition



maf_primary2



maf_texts

GRADIENT



maf_gradient

GRAYSCALE



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Aa

Avenir Next Regular

Aa

Avenir Next Medium

Body

14pt

Title

18pt

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Avenir Next Demi Bold

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Aa

Avenir Next Bold

Subheader

20pt

Header

35pt

Aa

Mr Eaves Roman Lining

Theme Font

N/A

Planning layouts with wireframes

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Wireframes are an early step in the design process to plan the content structure and layout of a design.



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The wireframe shows a website layout with the following components:

- Header:** Includes a logo icon, navigation links for HOME, SERVICE, ABOUT, TEAM, BLOG, CONTACT, LOGIN, and SIGN UP, and a search bar.
- Main Content Area:** Features a large text block with placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit." Below it is another text block: "Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui."
- Image Placeholder:** A large rectangular area containing two gray shapes: a triangle and a circle.
- Section Headers:** "ORDER" and "CREATE AN ACCOUNT" are placed near the bottom of the main content area.
- Section Title:** "ED RHONCUS, TORTOR SED ELEIFEND TRISTIQUE" is centered above a text block.
- Text Content:** "Quisque nec mauris sit amet elit iaculis pretium sit amet quis" and "Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam."
- Image Grid:** A grid of six smaller image placeholders, each containing a gray mountain and sun icon. Two of them have text below: "NULLA QUAM VELIT Ac blandit elit tincidunt id. Sed rhoncus, tortor sed" and "Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci ullamcorper at ultricies metus viverra. Pellentesque arcu mauris, malesuada quis ornare accumsan, blandit sed diam."

Planning visual style with mockups

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Illustrated mockups are then created to apply and test visual styles with depiction of content.



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A mockup allows design ideas to be tested without worrying about coding.

The image shows a digital mockup of a website homepage. The header features a navigation bar with links to HOME, SERVICES, ABOUT, TEAM, BLOG, CONTACT, and LOGIN. Below the header is a large blue banner with the text "Inject Your Brand and Values into a Physical Space" and a subtext about placing orders and creative wordsmiths. A "CONTENT" button is visible. To the right of the banner is a graphic of a physical space with vertical lines and colored dots (blue, orange, green). Below the banner are logos for various companies: airbnb, shopify, salesforce, NETFLIX, Dropbox, and HUGE. The main content area includes sections for "HOW WE CAN HELP YOUR BUSINESS", "We Are a Full-Service Marketing and Design Firm", and "DIGITAL & SOCIAL MEDIA" and "BRAND MARKETING" services. There are also sections for "Share your expertise with us." and "Not only fitness classes should be fun, but also their internal management. With busy class schedules and wide variety of".

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Digital Colour on the Web

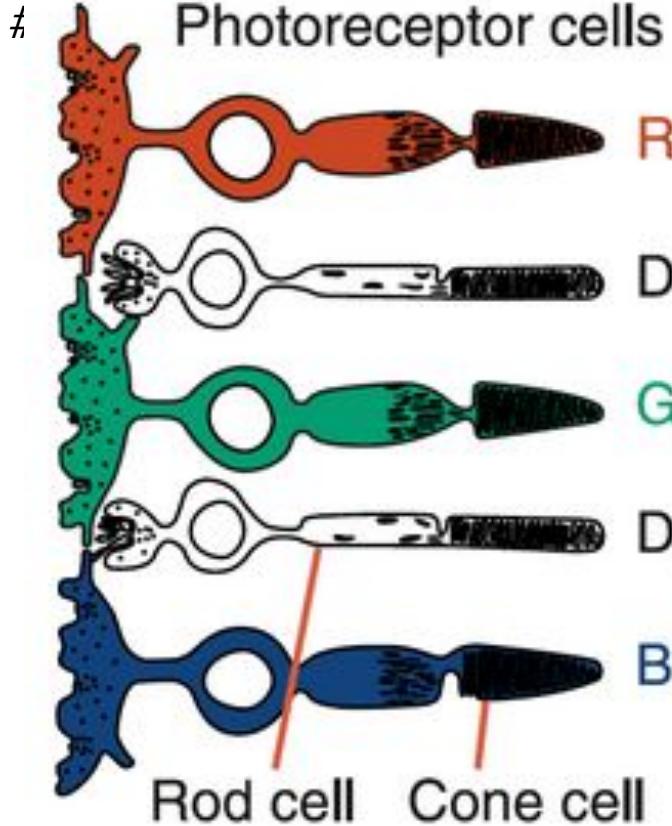
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How we see colour, how computers show colour

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Dark
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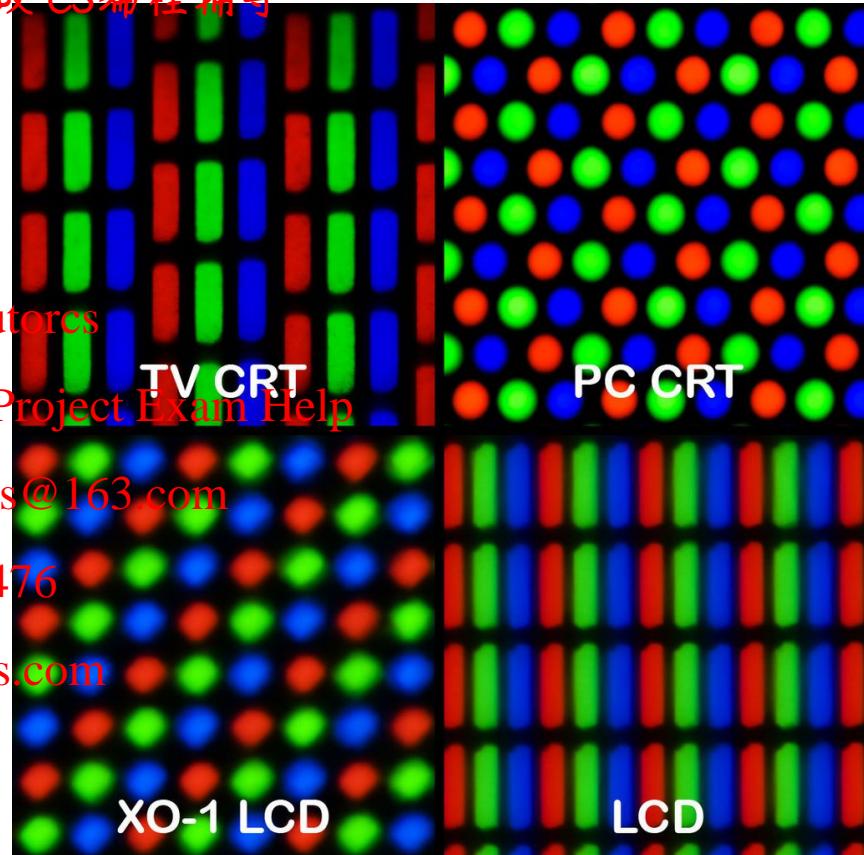
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Dark

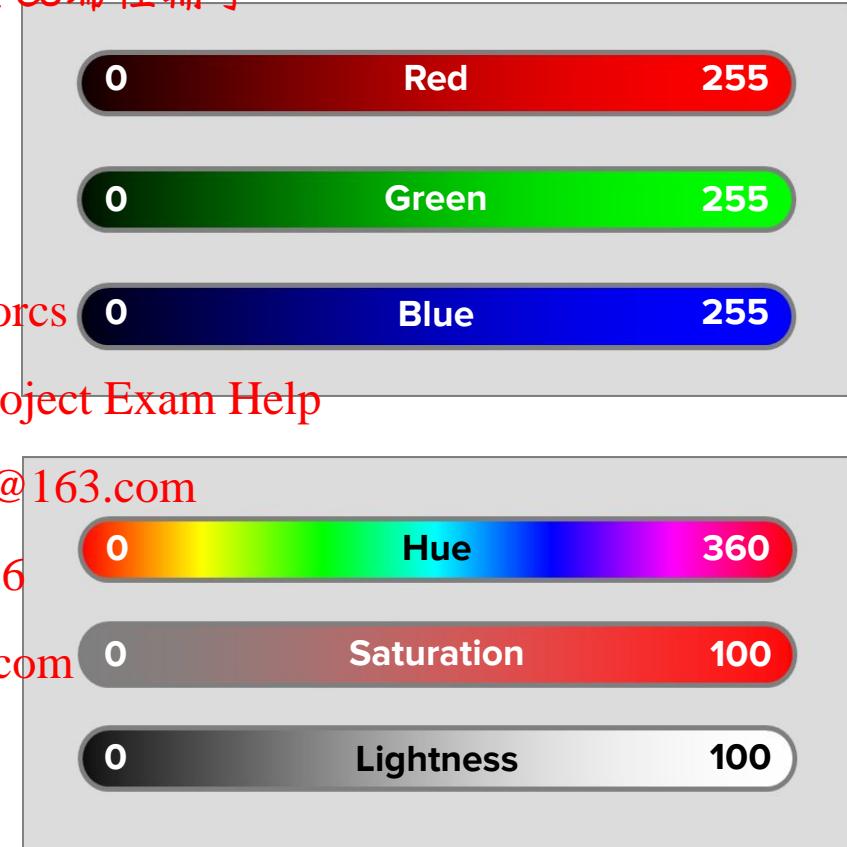
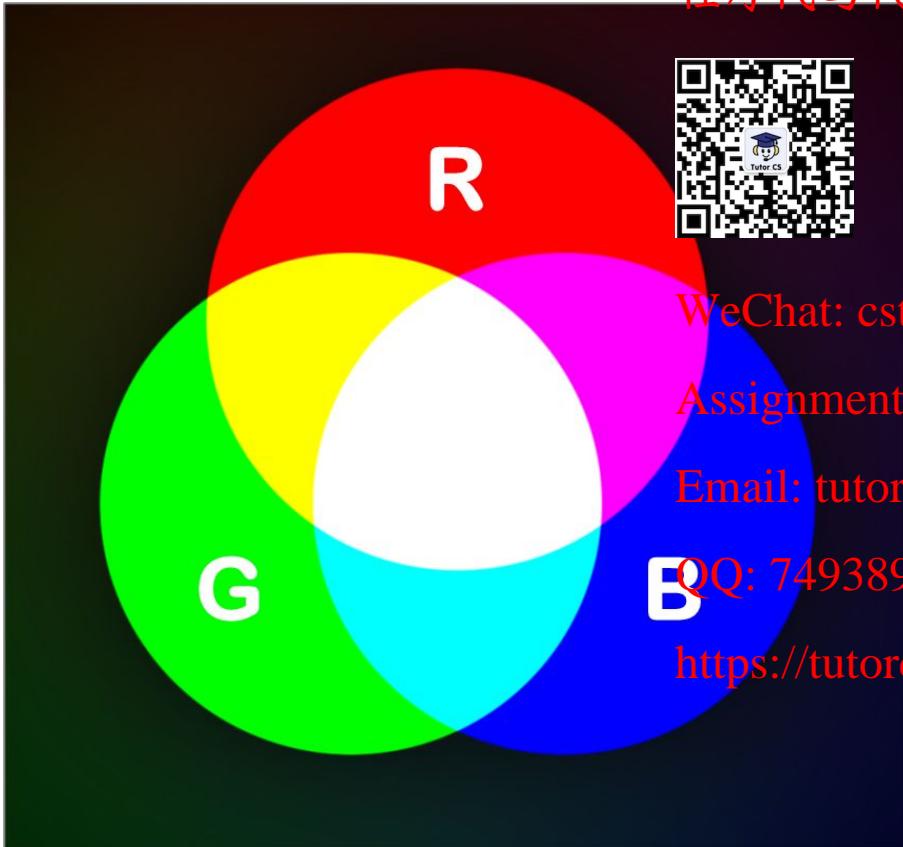
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Different colour notation systems for screens

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Hexadecimal RGB colour values

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Hexadecimal colour values begin with a

hash followed by **3 hexadecima**

to represent a **24-bit** colour val



#fffffff

#000000	#888888
#ffffff	#ffcc00
#ff0000	#3300cc
#00ff00	#123456
#0000ff	#fedcba

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represent number values.

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0 1 2 3 4 5 6 7 8 9 A B C D E F
0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15

Q

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A pair of hexadecimal digits can represent any integer value between **0** and **255**.

Modern web colour values

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All modern web browsers also accept **functional notation** colour values:



`rgb(0, 0, 0)`

`rgb(255, 255, 255)`

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`hsl(0, 0, 0)`

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Both formats also accept an additional **alpha-opacity** parameter:

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`rgba(0, 0, 0, 0.5)`

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`hsla(0, 0%, 0%, 0.5)`

Choosing a colour scheme

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Press the spacebar to generate color schemes!

#00A6C4
BONDI BLUE

#00495B
MIDNIGHT GREEN (EAGLE GREEN)

#FFFFFF
BABY POWDER

#4C3941
DARK PUCE

#DD403A
VERMILION

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Guidelines for web colour schemes

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Successful colour schemes typically feature:



- A well defined palette based on a theme or company brand.
- A limited number of unique colours.
- A very dark or light colour used for text.
- One or more contrasting colours used as backgrounds.
- A strong feature colour used to indicate interactivity, such as hyperlinks and buttons.

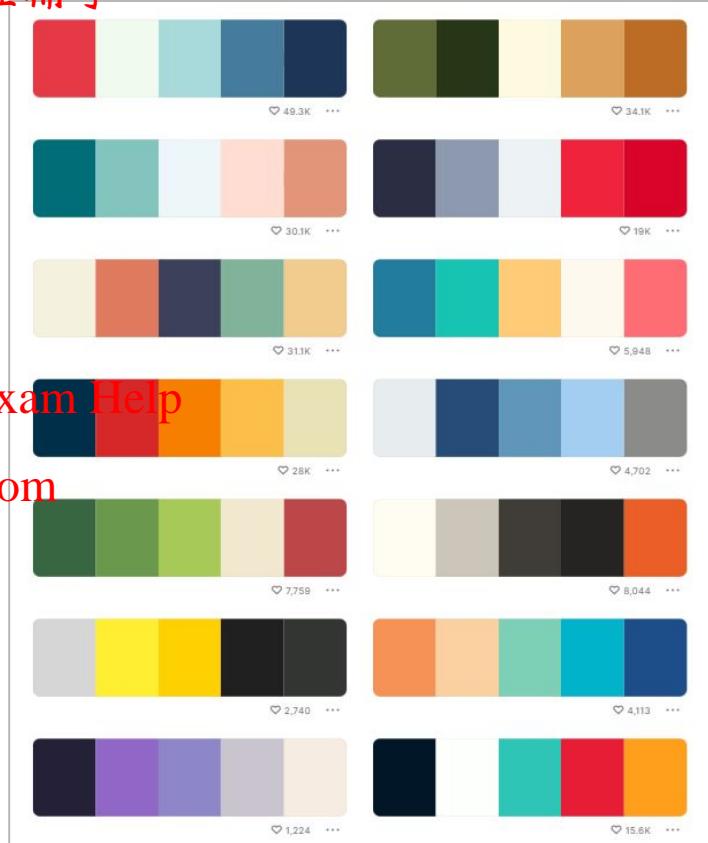
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Digital Typography

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Establish visual identity with typographic pairs

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We are a modern digital agency

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Generic font family classifications for Web

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Generic Family	Wind	Mac	Others
serif	Times New Roman 	Times	Georgia
sans-serif	Arial Assignment Project Exam Help WeChat: cstutorcs	Helvetica	Roboto
monospace	Console Email: tutorcs@163.com	Courier	Monaco
cursive	Comic Sans MS QQ: 749389476 https://tutorcs.com	Apple Chancery	<i>Brush Script MT</i>
fantasy	Impact	Papyrus	COPPERPLATE

Specifying font stacks

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For a typeface to display correctly in webpage, the font files must be available on the user's computer.



- When a specified font is not found on the computer, the browser will substitute a default font, such as **Times New Roman** or **Arial**.
- For designs that require a specific typographic style, provide a stack with a list of alternatives, ending with a generic font family name.

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Poppins, Century Gothic, Arial, sans-serif

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Downloadable web fonts

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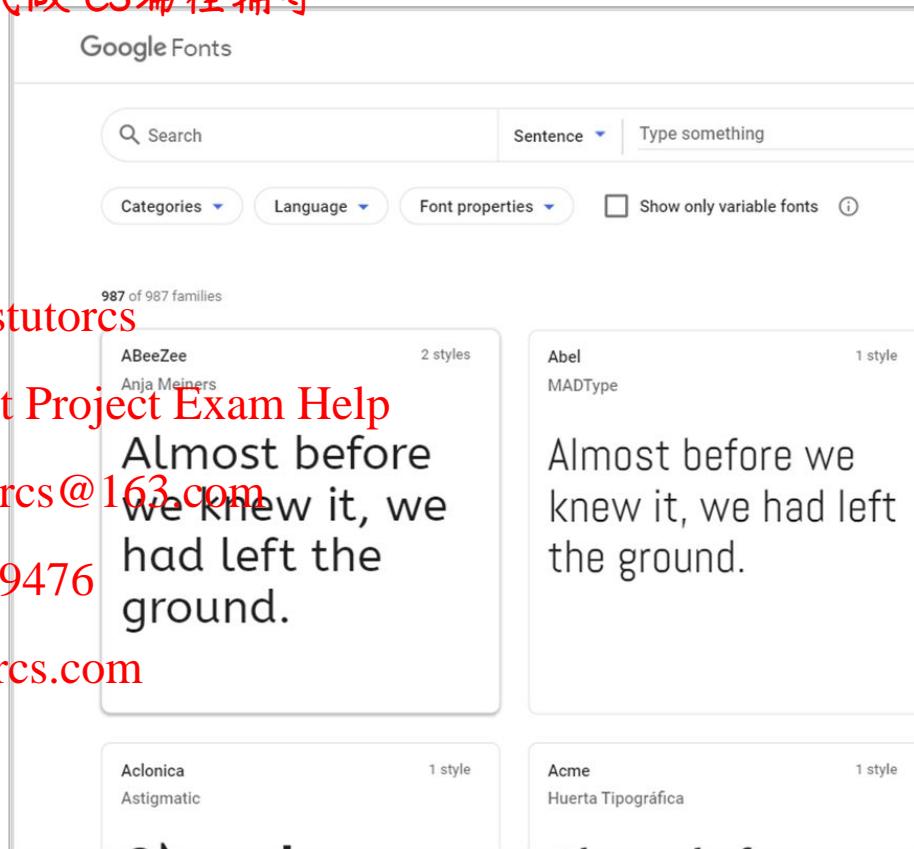
A website can link to font files for modern web browsers to download when a web page is loaded.



Online web font services such as **Google Fonts** (right) provide many fonts that can be used freely in sites.

Note: A font stack should still be defined in case the web font can't be displayed.

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The screenshot shows the Google Fonts website interface. At the top, there is a search bar with placeholder text "Search", a dropdown for "Sentence", and a text input field with placeholder "Type something". Below the search bar are buttons for "Categories", "Language", "Font properties", and a checkbox for "Show only variable fonts". The main area displays a grid of font families. One font family, "ABeeZee" by Anja Meiners, is highlighted with a larger preview window showing the sentence "Almost before we knew it, we had left the ground." in two styles. Other visible font families include "Abel" (1 style), "Aclonica" (1 style), and "Acme" (1 style). The overall layout is clean and organized, typical of a web-based font library.

Next week

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- Media formats for the Web
- Image compression and optimisation



Reminders

WeChat: cstutorcs

- Assignment 1 is due on Friday at 11:55PM
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This week's lab activities include

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- Video optimisation for the web (for Assignment 1 submission)
- How to submit assignment 1 <https://tutorcs.com>