

DIKULT 105

CANDIDATE NUMBER: 137

ASSIGNMENT NUMBER?

A CLASH OF COLOURS.

[HTTP://DESIGNCONFERENCE.AIGA.ORG/#!/](http://designconference.aiga.org/#!/)

WORD COUNT: 0000

November 12, 2016

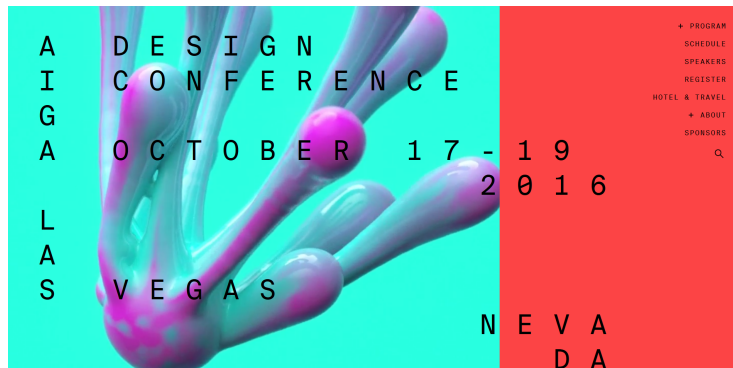


Figure 1: The front page of the website <http://designconference.aiga.org/>

## 1 Preface

Balanced, and yet not. Controlled, but flawed. Sleek, and stressful. These are some of my first impressions when entering this website. Steve Jobs said in an interview while talking about design that: "It's not just what it looks like and feels like. Design is how it works." (Walker, 2003) And I agree, but it is important how it looks and feels; and while i was initially sceptical and a bit taken aback by this my analysis gave grounds for This will be explain more in the design-section of the analysis. Working my way through this sites navigational elements I will show how they can be seen as a metaphor for Las Vegas and the atmosphere the city and indeed the name gives.

## 2 Introduction

The AIGA (The American Institute of Graphic Arts) conference website is part of the awwwards collection of websites using unusual navigation. Aiga is a community of design advocates and practitioners where members can learn, help, share and create content that makes the design community thrive. The website I have chosen is for the yearly conference that AIGA hosts, where members can go to and listen to selected speakers and gather as a community. The AIGA conference that was hosted this year in October was a milestone for the Institute. Therefore this website was clearly made for drawing members of AIGA to the conference and give them the information they need/want to have. I chose this site then because the way it caught my eye and the chance of analysing a website made by designers, for designers.

## 3 The analysis

### 3.1 The squid in the room - focal points, shapes and colours

There are many things to discuss and analyse about this website and the first object on the agenda is the huge abstract figure flowing down the screen. "A focal point is any element on a page that draws the viewers eye" (Beaird, 2010, Page. 22). The figure here is working well as a metaphor for the ever changing community of design and the fluidness of what is defined as design. And more working as a focal point, that is exiting enough to make a user stay on the website rather than discard it like so many other websites.

More than giving the front page something to look at, the figure in the background might represent the floating and evolving of web design as a whole. As Beaird says in his book - "Freeform shapes have a free-flowing nature that conveys a sense of informality and spontaneity" (Beaird, 2010, Page. 86) So it is more than giving a focal point the figure in the background.

The shape conveys that the website is informal and spontaneous and navigates you downwards with its motion. This urges you to scroll down and get more information, giving more to the idea of evolving from the simple letters and figures at the top to a more complex world below. The free-form shape in the background also offsets the strict and rectangular feel that the rest of the website creates and gives the user a sense of a more organic and smooth website. All the boxed further down the page is completely fixed and solid so the fluency the shape gives really compliments the rest of the page.

This also complements the way the text is structure. Just like the figure the text comes in gradually and announces itself. This gives the letters importance and since this is a conference it fits nicely to the theme. Giving it the structure the text has gives meaning with the different proximity of the letters. Here the words gives their own focal point and gives the feeling of reading words rather than just scattered letters.

The symbolic of colours are also very important and giving the shape the colours that they have done reflects their knowledge of colour psychology. The cold turquoise colour mixed with the warmer pink provides the front page a lot of depth on an emotional level too. The cool turquoise are calming and the pink gives a hint of heat and motion, much like the shape itself. (Beaird, 2010, Page. 50)

### 3.2 The inefficient wall - Design structure

Balance, structure and the rule of thirds. These are some of the concepts that are important for giving importance for the content, to guide where the user should look and what the user should feel. As seen in figure 2 the vertical line going down splits the page into two parts; content origin and main navigational. This creates a barrier that the content origin side breaks constantly and violates, creating drama and excitement on the page. Giving more structure to

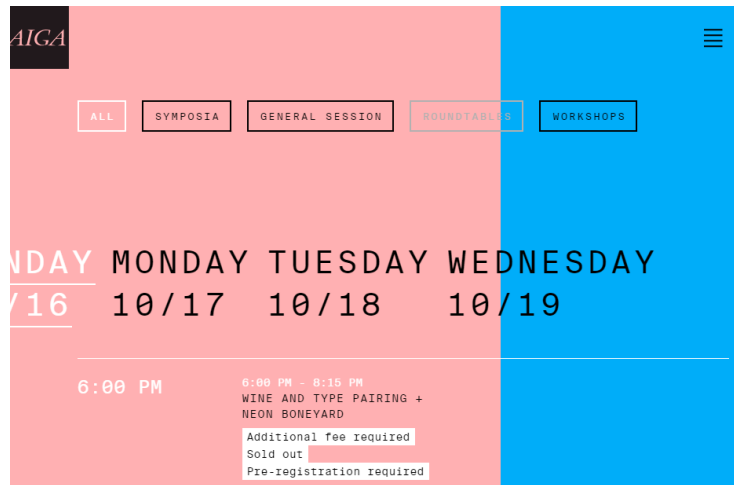


Figure 2: An example of the page-breaker that is used on the AIGA conference website

each page layout is the rule of thirds. "The rule of thirds says that dividing a layout or composition into thirds makes for a more interesting visual composition." - (Golombisky and Hagen, 2010, Page. 252). And this would be true had they did not killed their this design feature by laying content over the clearly designed line out line. This gets very messy with scaling/zooming the site. The vertical lines effect is amplified by the subtle effect of having a heavier and more defined colour on the right side. Giving the effect of lightness and ease for the content with its light and diffuse colour. This is not just the case for the example in figure two, but the site consistently puts a heavy colour on the right and a lighter on the left. The light area gives a subtle, floating feeling to the page that is being observed and hints that there are more dimensions to the page. What this allows is to compliment the other side of the line, more depth. Gaining this the navigational area seems heavier and symbolizes to the user that the are is solid and that it can be trusted. Used for when there is something the user needs. It is important to note that the weight does not really draw draw the eye away from the content, but rather ensures it thanks to the use of the rule of thirds.

### 3.3 The multi dimensional navigational elements - Navigation

As established the weight of the right side gives ground for a navigation system. A simple hamburger icon at the top right of the page. So a simple menu icon for a complicated page. More so when the user have navigated away from the front page to pages where there are more and noisier content. The way this

refuses the user access to the As seen this is when the websites structure gets

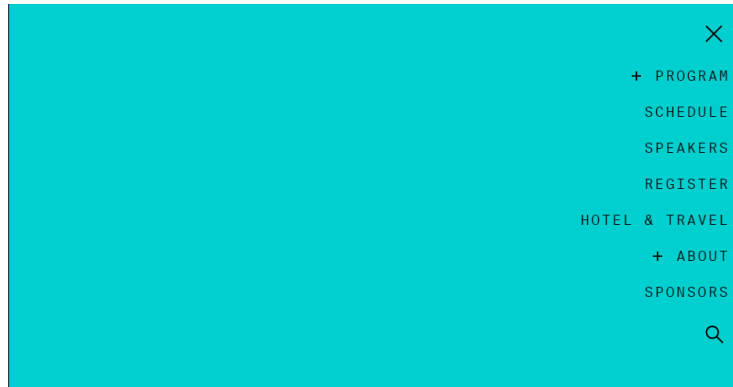


Figure 3: The hamburger icons transformation of the page to the navigational area.

redefined. Casting aside the rule of thirds and not changing colour gives a steady and familiar feeling where there should be. Not having to adapt to a new complex page and just finding this simple screen when the navigational element can be confusing gives a good overview and safety. Here the turquoise colour again gives a feeling of calm and that is what the user needs. Other than the points above this element is just an expandable list of items and sub-items where navigation goes quite smoothly and is relatively

## 4 Conclusion

## References

- Beaird, J. (2010). *The Principles of Beautiful Web Design*. SitePoint Pty. Ltd.
- Golombisky, K. and R. Hagen (2010). *White Space Is Not Your Enemy*. Elsevier INC.
- Walker, R. (2003). *The Guts of a New Machine*. <http://www.nytimes.com/2003/11/30/magazine/the-guts-of-a-new-machine.html> [Accessed: 10.11.2016].