

Web Design Principles

Overview

The principles of good design should be practiced in web design to promote a positive and engaging user experience. One goal of this course is to provide a foundation in good web design. These principles should be understood, practiced, and continuously improved upon. It takes practice and actively seeking constructive feedback from others to improve.

"Effective web design and art are not the same. But many psychological and design principles apply to websites. You can design a great website by applying the relevant aspects of those laws to your layout, typography, and images. Design for the user and your business objectives." - Peep Laja - CXL

Prepare

- **Typography:** Use 2 or 3 fonts at a maximum. If you need variation, use a variation of the font. Remember to use a font that is easy to read and visually appealing. When using Google Fonts, be sure to include only the weights that you need. Here is an example of only including Roboto's regular (400) and bold (700) versions..

```
<link href="https://fonts.googleapis.com/css2?family=Roboto:wght@400;700
```



- **Colors:** Use a color scheme that is visually appealing and conveys the desired mood or message. Limit the color palette to five hues or less. Test color contrast to ensure readability for all users.
- **Clarity:** Keep the design clean and uncluttered. Use ample whitespace to guide the user's focus and avoid overwhelming them with too much information at once. Do not be wordy, use visuals to help communicate your message.
- **Consistency:** Maintain a consistent visual language throughout the design. This includes using consistent typography, color schemes, and layout patterns across different pages or sections of your design.
- **Visual Hierarchy:** Establish a clear hierarchy of information to help users understand the relative importance of different elements on the page. Use

techniques like size, color, and typography to emphasize important content.

- **Accessibility:** Ensure that your design is accessible to all users, including those with disabilities. This may involve considerations such as providing alternative text for images, using sufficient color contrast, and implementing keyboard navigation. You can test your design for accessibility using tools like a WAVE, Axe, or Lighthouse.
- **Feedback:** Provide clear feedback to users when they interact with elements on the page. This could include visual cues such as button states or animations to indicate that an action has been successfully completed.
- **User-Centric Design:** Design with the needs and preferences of your target audience in mind. Conduct user research to understand their goals, behaviors, and pain points, and tailor your design accordingly.
- **Visual Appeal:** Use visually appealing elements such as high-quality images, engaging animations, and attractive typography to capture the user's attention and create a memorable experience.

As an active learner, leverage the resources of the internet and AI to help you apply these principles in your own design and development.

Activity Instructions

Step 1: File and Folder Setup

1. Create a folder named "**week03**" in the wdd131 directory.
2. Add a new file name "**design.html**" to that week03 folder.
3. Add a "**styles**" folder to the week03 folder.
4. Add a new file named "**design.css**" to the **styles** folder.


Step 2: HTML

1. In the design.html file, provide the basic HTML structure to the file.

Remember that Emmet notation built into VS Code provides shortcuts to code snippets. For example, type `html5` and then the TAB key to build a basic HTML5 structure.

User defined custom snippets can also be used: [VS Code Snippets](#).

2. Link the external **design.css** file.

3. Add the given HTML content to the **<body>** of the document provided in this CodePen:  [WDD Design Principles Start](#).

Step 3: CSS

1. In the **design.css** file, copy over the starter CSS code provided in the CodePen.
2. Fix the padding issues on the **div.callout** container.
3. Fix the **<h2>** alignment justification to be left aligned instead of centered.
4. Check the color contrast by using the **CSS Overview** tool in the browser's DevTools.

How to enable and use CSS Overview: [Identify potential CSS improvements](#)

5. Enter the foreground and the background colors given of the **div.callout** container into the [Contrast Ratio](#) tool.

► Using the contrast ratio tool, what is the ratio of the two colors? Is that good or bad?

6. Fix the contrast issues in the **div.callout** and check to make sure it passes both the AA level and AAA level.
7. Layout the **<main>** element content to use two columns for the article and list.
 - Do **not** add any additional HTML.
 - Use the **grid-template-columns** property to create the two columns.
 - The **<h2>** heading within this **<main>** container will need to span the two columns.

► How do you do that?

8. Delete the marquee and replace it with an **<div class="banner">** stationary area as shown in the figure.

Why delete the marquee? The [marquee element](#) is not supported in HTML5 and is considered deprecated (obsolete or being phased out) even though it may be rendered by most browsers. In terms of design and usability, the marquee is not good because it is [unpredictable](#) and distracting. It is also not accessible to users with disabilities.

9. Move the footer content to the left.

Step 4: Check Your Understanding

1. Example Solution: CodePen  [WDD Design Principles](#)
2. What other improvements could be made?

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