



**LAUREA**  
AMMATTIKORKEAKOULU

*Yhdessä  
enemmän*

**LAU  
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Ro244 - Verkkosivujen kehittäminen / Ro278 - Foundations of Web Development



# Web Design

# Contents

- Audience
- Website Structure
- Design Principles
- Accessibility Principles
- Text in web pages
- Colors in web pages
- Browsers and Screen sizes
- Navigation Design
- Wireframe
- Layout
- Mobile Design
- Questions, comments?



# Who Is Your Target Audience

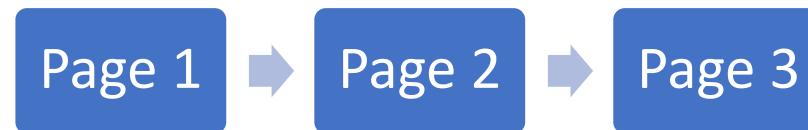
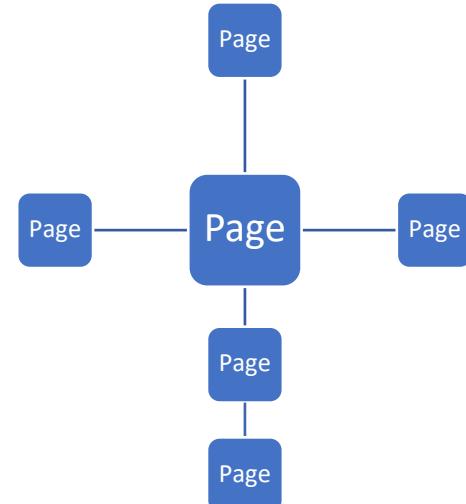
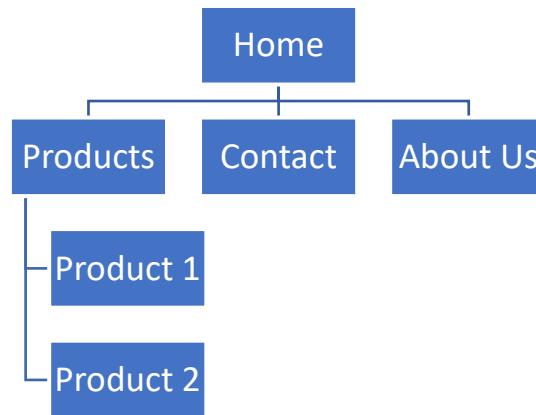


- First question to ask when starting your web design is who is your target audience.



# Website Structure

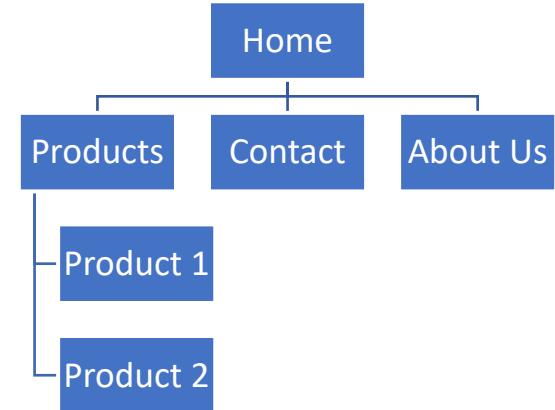
- There are three main ways to organise your website
  1. hierarchical
  2. linear (Sequence site)
  3. random (Web Organisation, Web-linked site)



# Hierarchical Organisation

## ■ Hierarchical

- Home page is clearly defined.
- Navigation has links to major sections on page.
- Typical for commercial and corporate websites.
- Make sure your organisation is not too **shallow**:
  - May lead to confusing web site.
  - "*Adults typically can keep about four items in short term memory*" (*Nelson Cowan*)
  - Group navigation links to lessen the number of items in navigation.
- Make sure your organisation is not too **deep**:
  - May lead to too many clicks needed to get to a specific page.
  - *Three click rule*: every page should be reachable with three clicks.



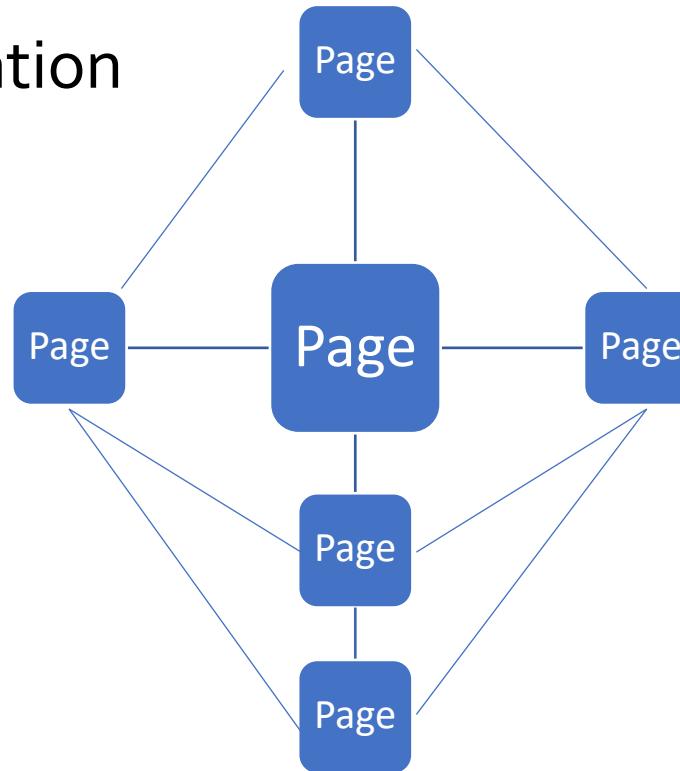
# Linear Organisation

- Tutorial, tour or presentation.
- Sequential viewing

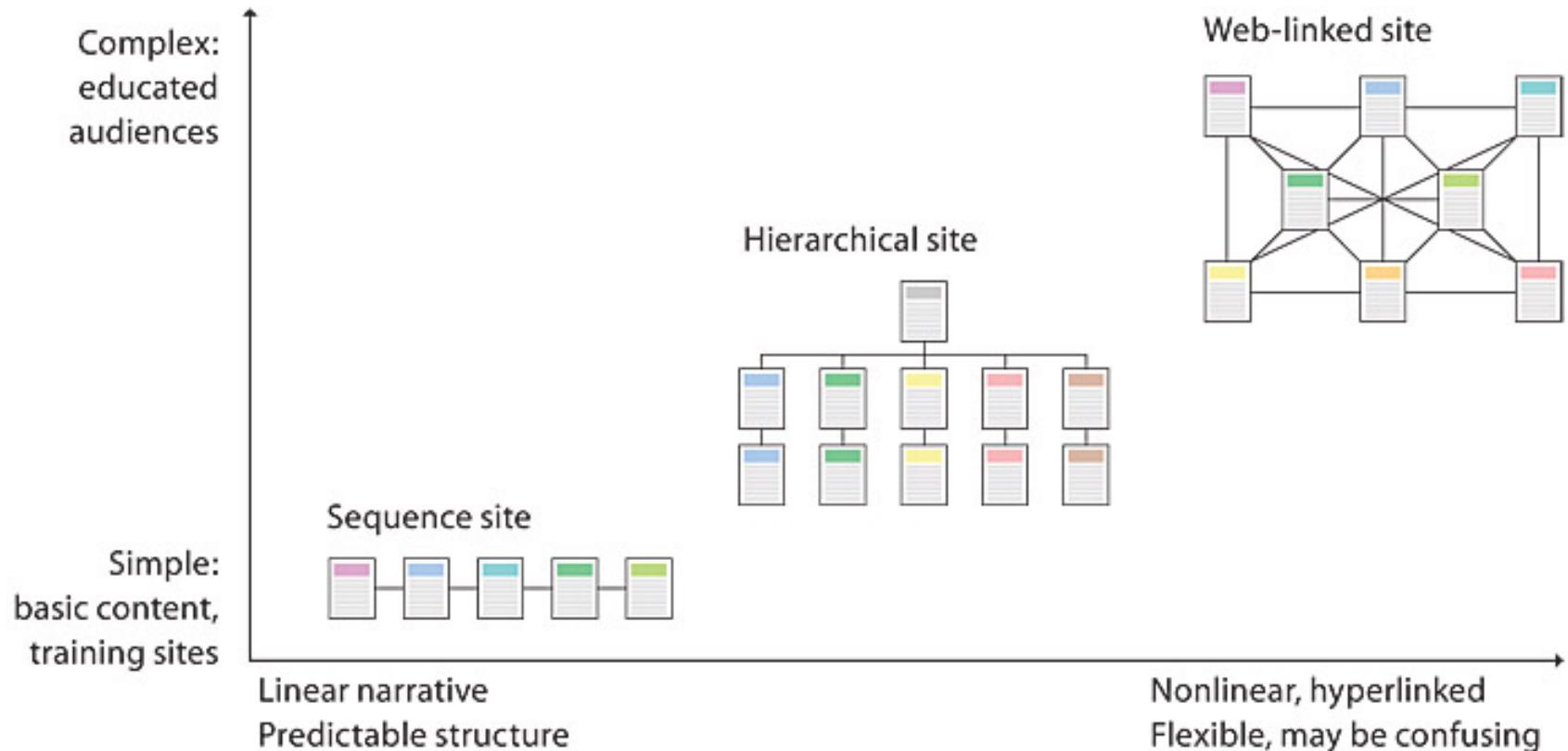


# Random Organisation

- Artistic, concept sites
- Also called Web Organisation
- No clear path to follow.



# Website Structure



(Pic: <https://webstyleguide.com/wsg3/3-information-architecture/3-site-structure.html>)



# Design Principles (CRAP)

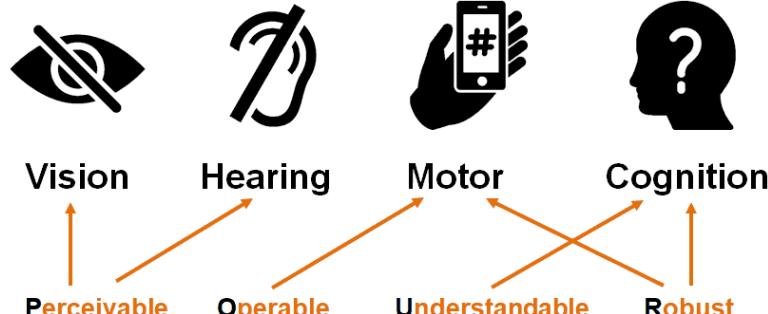
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- **Contrast:** add visual excitement and draw attention.
- **Repetition:** repeat visual elements throughout design.
- **Alignment:** align elements to create unity.
- **Proximity:** group related elements.



# Accessibility Principles (POUR)

- **Perceivable** (havaittavissa olevaa): content must be perceivable.
- **Operable** (käyttökelpoista): interface components must be operable.
- **Understandable** (ymmärrettäväää): content and controls must be understandable.
- **Robust** (kestävää): content should be robust enough to work with current and future user agents including assistive technologies.



(Pic: <https://www.evolvecreativegroup.com/ultimate-guide-to-ada-compliance-website-accessibility/>)



# Text in Web Pages

- Don't...
  - ...write long blocks of text.
  - ...use "Click me" for hyperlinks.
- Do...
  - ...use bullet points.
  - ...use headings and subheadings.
  - ...use short paragraphs.
  - ...use common fonts (like Arial, Helvetica, Verdana, Times New Roman).
  - ...use appropriate font size (medium, 1em, 100%).
  - ...use strong contrast between background and text colours.
  - ...use columns instead of wide areas of horizontal text.
  - ...carefully choose text in hyperlinks.
  - ...check your spelling.



# Colors in Web Pages

- Colour theory should be the basis when designing colours to be used on a web site.

- Know your colour wheel!

- Primary colours
  - Secondary colours
  - Tertiary colours



- Colour schemes based on the colour wheel:

- **Monochromatic:**

- shades, tints, or tones of the same colour.



- **Analogous:**

- a main colour and two colours adjacent to it on the colour wheel.



- **Complementary:**

- two colours that are opposite each other on the colour wheel.



# Colors in Web Pages

- Colour schemes based on the colour wheel:

- Split Complementary:**

- a main color, the color opposite it on the color wheel (the complement) and two colors adjacent to the complement.

- Triadic:**

- three colors that are equidistant on the color wheel

- Tetradic:**

- two complementary color pairs



# Colors in Web Pages

- Choose your dominant colour.
- Use other colours for:
  - headings
  - subheadings
  - borders
  - list markers etc.
- Use neutrals (white, off-white, gray, black, brown).
- Use tints, shades, and tones of colours.



# Colors in Web Pages

- Always pay attention to contrast between text and background!
- Tools to verify sufficient contrast:
  - <https://webaim.org/resources/contrastchecker/>
  - [https://snook.ca/technical/colour\\_contrast/colour.html#fg=33FF33,bg=333333](https://snook.ca/technical/colour_contrast/colour.html#fg=33FF33,bg=333333)
  - <http://juicystudio.com/services/luminositycontrastratio.php>
- Other resources for colour design
  - <http://meyerweb.com/eric/tools/color-blend>
  - <http://paletton.com>
  - <http://www.colorsontheweb.com/colorwizard.asp>
  - <http://kuler.adobe.com>
  - <http://www.colorsinspire.com>
  - <http://hslpicker.com>



# Colors in Web Pages

- Keep your target audience in mind! What's appealing to kids might not be so much so for adult professionals.



# Browsers and Screen Size

- Test with multiple browsers.
- Test with different screen resolutions.
- Design to suit various resolutions.



# Navigation Design

- Navigating your site should be easy
  - Navigation on the same place on each page.
  - Typically across top or on the left side.
- Consider using:
  - Navigation Bar
  - Breadcrumb
  - Graphics for navigation
  - Dynamic navigation
  - Site map
  - Site search
  - Skip to content hyperlink



# Wireframe

- A sketch of blueprint of the page.
- Shows the simplified structure of the page.

Header				
Home	Services	Products	About	Contact
<b>Heading</b>  Lorem ipsum dolor sit amet, consectetur adipiscing elit. <ul style="list-style-type: none"><li>• Fusce volutpat enim</li><li>• Non ornare tellus</li><li>• Sed nec diam erat</li><li>• In sed enim eu dui</li></ul> In molestie massa eu sem dapibus et consequat purus pulvinar.	 <b>Subheading</b> Maecenas ac lorem et leo sagittis dictum. Nam congue fringilla velit.  At bibendum nulla placerat in. Integer dictum tortor sit amet felis placerat sed vehicula nisl lobortis.		<b>Subheading</b> Morbi iaculis libero mi. Integervel dolor at erat. <b>Subheading</b> interdum interdum sit amet sit amet.	
Footer				

# Page Layout

- Important stuff "above the fold".
- Remember whitespace.
- Try to make your layout interesting
  - Consider using columns in your main content.
  - Columns of varying widths and with graphics and headings.

Header				
Home	Services	Products	About	Contact
<b>Heading</b>  Lorem ipsum dolor sit amet, consectetur adipiscing elit. <ul style="list-style-type: none"><li>• Fusce volutpat enim</li><li>• Non ornare tellus</li><li>• Sed nec diam erat</li><li>• In sed enim eu dui</li></ul> In molestie massa eu sem dapibus et consequat purus pulvinar.		<b>Subheading</b> Maecenas ac lorem et leo sagittis dictum. Nam congue fringilla velit. 	<b>Subheading</b> Morbi iaculis libero mi integervel dolor at erat. 	<b>Subheading</b> interdum interdum sit amet sit amet
Footer				

# Page Layout

- Fixed layout
  - Main content has fixed width and is typically centered.
- Fluid layout
  - Main content expands to fill the browser at all resolutions.
- Responsive mobile-first
  - You should design your page to be suitable for all devices i.e. make it responsive to the screen size.
  - You should first design your site to work on the smallest possible screen (mobile) and then add the "extra stuff" to be shown on bigger screens.



# Mobile Design

- Small screen size.
- Bandwidth issues.
- Controls differ from desktop environment.
- Single column layout



# 15. Questions, comments?

