

Tổng quan Thiết kế Web

ThS. Trần Thị Bích Hạnh



KHOA CÔNG NGHỆ THÔNG TIN
TRƯỜNG ĐẠI HỌC KHOA HỌC TỰ NHIÊN

Nội dung

1
Qui trình

2
Interface
Design

3
Page
Design

4
Graphic
Design

Tổng quan Thiết kế Web





Qui trình Thiết kế web



Tổng quan Thiết kế Web

Creative Monkeys



Design is in everything we make, but it's also between those things. It's a mix of craft, science, storytelling, propaganda and philosophy

Erik Adigard

Proud to make them unique



WeGraphics.net

WeGraphics is a creative studio specialized into the creation of graphic design resources. We do the best to provide **high-quality products** that our subscribers can use in their commercial projects.

[know more](#)



PvmGarage.com

PV.M Garage is a Web Design Blog/Community that spreads good and fresh information for web designers and developers. The website includes a Community News Section, a Web Design News Aggregator and it weekly delivers useful resources, freebies and awesome stuff for your inspiration.

[know more](#)



WgTemplate.net

In this tutorial I'll show you how to create a textured web layout, starting from the concept on paper to Photoshop design. We will discuss about site structure and will use the 960 grid to **organize our contents**.

[know more](#)

Born to be creative

Who we are

Creative Monkeys was created to help you! We create unique resources that you can use in your **commercial projects** without any restriction, we produce ready-to-use sets to make your job easier. Every week we work hard to provide the best of our efforts keeping a relevant quality in our packs, but this is not enough for us: we want to offer a great and comfortable service.

Our mission doesn't stop here. We show how you can create amazing works using our resources, in fact we produce original and creative works and through our tutorials you can learn



Our services for you

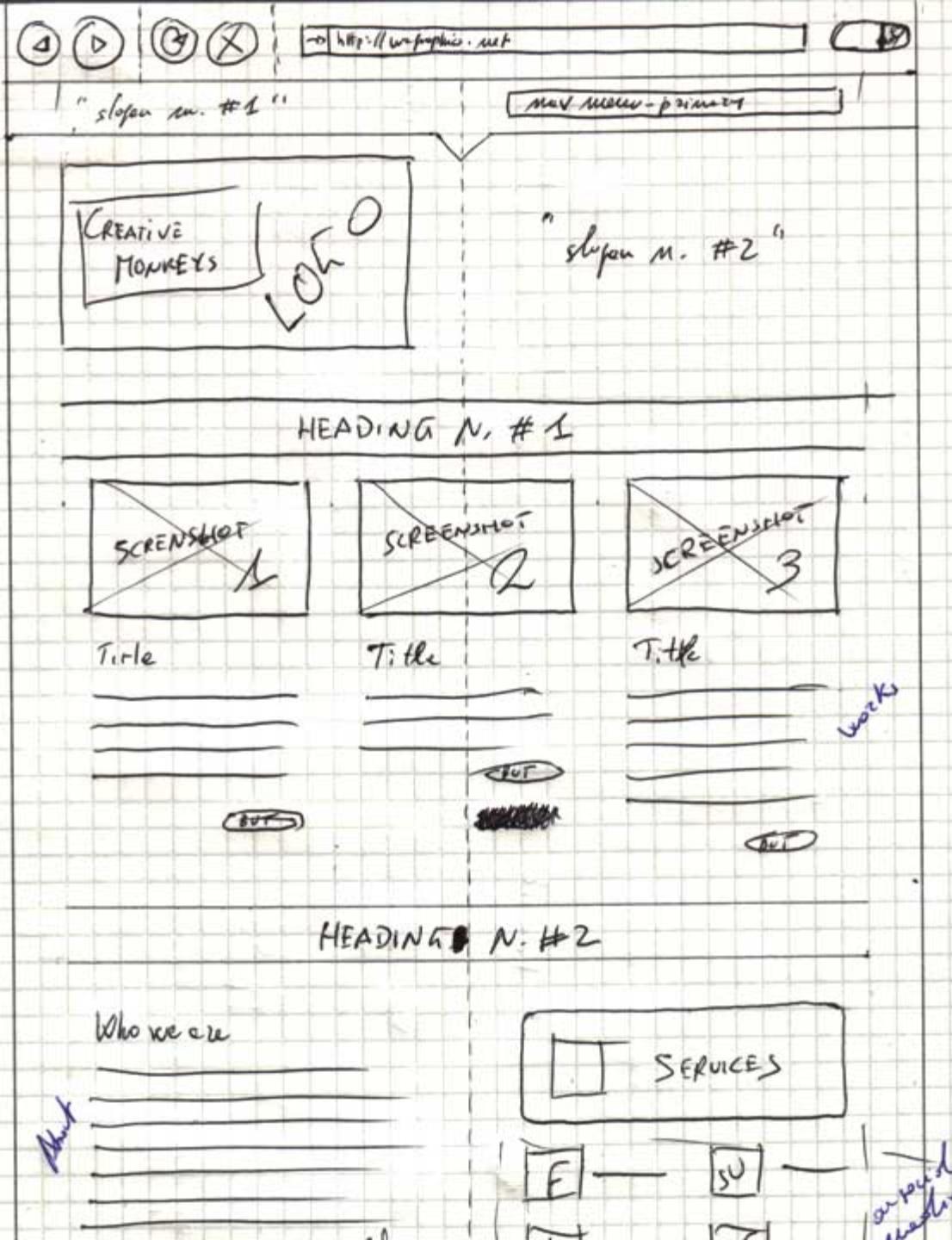
Original Design	WordPress
Handcrafted Code	Drupal
PSD TO HTML	SEO and New Media



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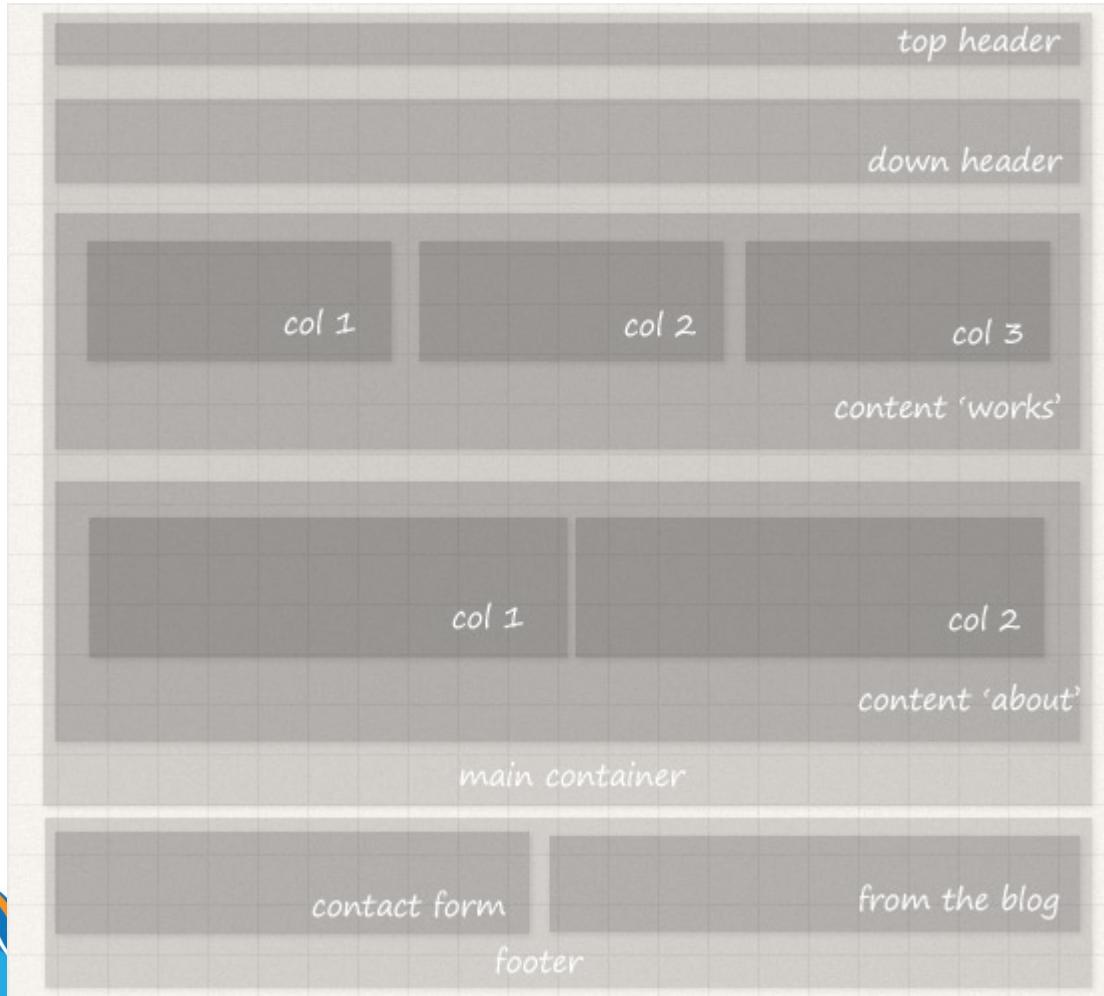


Bước 2 - Thiết kế bằng Photoshop

- File PSD



Bước 3 - Chuyển từ PSD sang HTML và CSS



```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.1//EN"
 "http://www.w3.org/TR/xhtml11/DTD/xhtml11.dtd">
<html xmlns="http://www.w3.org/1999/xhtml">
<head>
<title>Creative Monkeys - Design Studio</title>
<meta http-equiv="content-type" content="text/html; charset=UTF-8" />
<link rel="stylesheet" href="style.css" media="screen" />
</head>
<body>

</body>
</html>
```

Bước 3 - Chuyển từ PSD sang HTML và CSS - HTML Body

```
<body>

<div class="back"><!-- container useful for the background -->
<div class="main_container"><!-- 960 pixels limit, centered -->

    <div id="top_header">

    </div>

    <div class="down_header">

    </div>

    <div class="clear"></div><!-- div useful to separate the different
boxes avoiding float issues -->

    <div id="content_works">

    </div>

    <div class="clear"></div>

    <div id="content_about_us">

    </div>

</div>

<div class="clear"></div>
```

```
body { background: url(images/back_pattern.jpg); font: 14px Georgia, Palatino, Palatino Linotype, Times, Times New Roman, serif; line-height: 1.6em; color: #38170c; }

a { text-decoration: none; }

.back { background: url(images/main_cont_bck.jpg) repeat-x; }

.main_container { margin: 0 auto; width: 960px; }

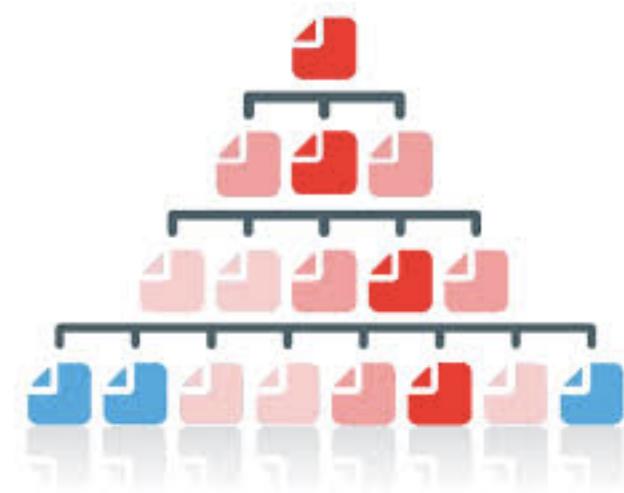
#top_header { background: url(images/top_head_bck.jpg) no-repeat top center; height: 71px; }

    .quote_top { float: left; padding-top: 18px; }
    .quote_top p { font-size: 16px; text-shadow: 1px 1px 0px #fff; font-style: italic; }

    ul.navigation { float: right; padding-top: 14px; }
    ul.navigation li { display: inline; margin-left: 30px; }
    ul.navigation li a { display: inline-block; text-indent: -9999px; width: 67px; height: 31px; background-position: 0px 0px; }
        a.home:hover, a.about:hover, a.works:hover, a.contact:hover {
background-position: 0px -31px; }
        a.home { background: url(images/home.jpg) no-repeat; }
        a.about { background: url(images/about.jpg) no-repeat; }
        a.works { background: url(images/works.jpg) no-repeat; }
        a.contact { background: url(images/contact.jpg) no-repeat; }
```



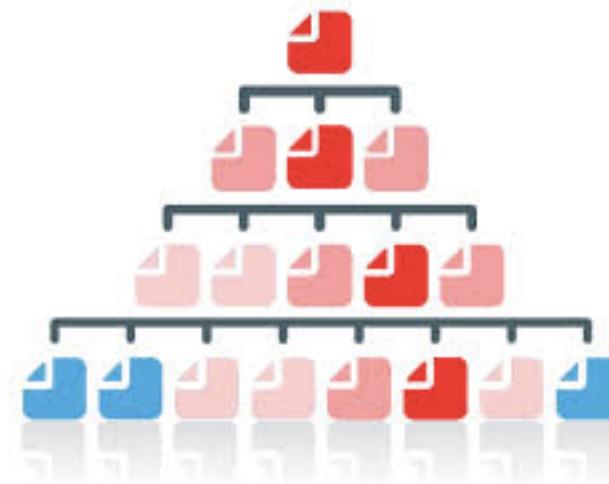
Interface Design



Tổng quan Thiết kế Web

Interface Design

- Tính định hướng
- Trang Dead-end
- Khả năng tìm kiếm



Giúp đỡ định hướng rõ ràng

- Người dùng có thể trả lời các câu hỏi:
 - Đang ở đâu ?
 - Có thể làm gì ?
 - Có thể đi tiếp tới đâu ?
- Biểu tượng nhất quán, dễ hiểu, theo chuẩn qui định



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Daily Objects
Locations
Numbers
Verbs
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Restaurant Vocabulary
Sentence Building
Sports, Activities, Hobbies

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Learn French CD

German

Learn German CD

Italian

Learn Italian CD

Spanish

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Grammar Practice

Present Perfect	Present Perfect Continuous	1st Conditional	2nd Conditional
3rd Conditional	Mixed Conditionals	to be used to/used to	Adjective order
Adjective + prepositions	Adverbs	Articles	Gerund or Infinitive?

Ads by Google

[Free English Grammar](#)

A free full grammar of English. Includes free tests and help.
free-esl.com/

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Download our units and exercises Take lessons in our virtual class!
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The new age of fitness is here Workout and training regimes
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English grammar, and vocabulary exercises grouped by topic.

Existing exercises

If you cannot find what you are looking for, make sure you bookmark our website and come back later. We are adding new exercises every week.
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English vocabulary topics for students of English:

[actions and activities](#)

verbs, what things do, what people do, movements

[adjectives](#)

quality, comparatives, superlatives, compound adjectives, modifiers, gradable adjectives

[art and entertainment](#)

music, theatre, television, dancing, classic arts, visual arts, performing arts, humour, literature

[business](#)

everyday words used in business and finance

[character and personality](#)

adjectives to describe a person's character traits and personality

[clothes](#)

children's clothes, men's wear and women's wear, sport's wear

[countries and nationalities](#)

languages, geography, nationalities, people

[family](#)

births, marriages, deaths, family members, family relationships, ancestors and descendants

[foreign words](#)

foreign words and expressions originating from French, Latin, Greek ... used in everyday English

[Homepage](#)

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[Pre-intermediate tests](#)

[Lower intermediate tests](#)

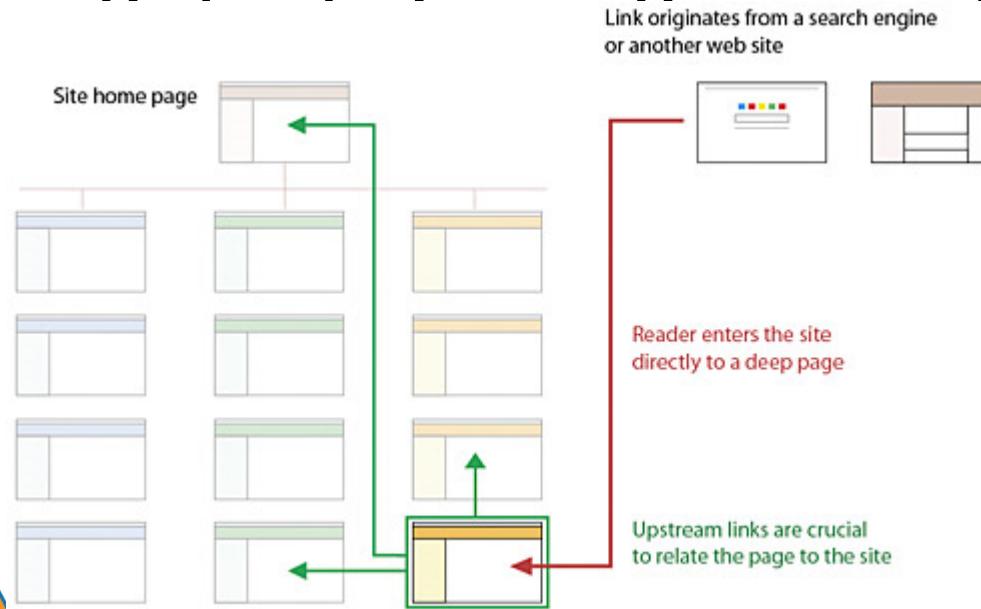
[Upper intermediate tests](#)

[Advanced level exercises](#)

[Professional level](#)

Không có trang cuối cùng (dead-end)

- Trang “dead-end” → thất vọng, mất khả năng đến với các trang khác.
- Mỗi trang có ít nhất một liên kết. Luôn có khả năng quay lại trang chủ hoặc các trang





The Microsoft homepage features a large banner for Microsoft Silverlight, which is described as the "next generation of rich-media experiences for the Web". A "DOWNLOAD THE PLUG-IN" button is present. To the right, there's a sidebar titled "All Microsoft Sites" with links to Microsoft.com Home, Products & Related Technologies, Downloads & Trials, Resources & Solutions, Security & Updates, Training & Events, and Support.

The Microsoft TechNet homepage has a top navigation bar with "Welcome" and "Sign In". Below it, a search bar says "Search TechNet with Live Search". The main content area is titled "Resources for IT Professionals" and includes tabs for "Home", "Library", "Learn", "Downloads", and "Support". Under "Learn", there's a section for "IT Training and Certification Resources" with a link to "Microsoft TechNet: IT Training and ...". A sidebar on the right lists "Product Families" like Office, Windows, and Windows Server System, along with "Resources" such as Microsoft Update and Office Update. A red circle highlights the "Microsoft.com" dropdown in the top right corner of the sidebar.

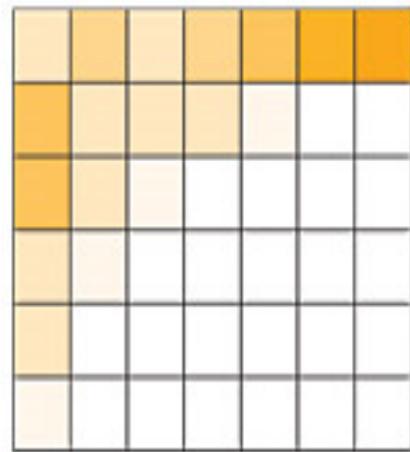
The MSDN Magazine homepage features a search bar at the top with "MSDN" and "Search for" fields, and a dropdown for "MSDN Magazine". The main content area shows an article by Daniel Moth titled "Write Code Once For Both Mobile And Desktop Apps". The article discusses writing code once for both mobile and desktop platforms, mentioning Windows Mobile and Windows desktop development, porting applications between platforms, retargetable assemblies, and sharing code between platforms. A sidebar on the right includes a "Popular Searches" and "Popular Downloads" section, and a footer with "Choose Your Language: English". A red circle highlights the "Search Microsoft.com for:" field in the top right corner of the page.

AMYUNI
Technologies

You need a
good engine
for your

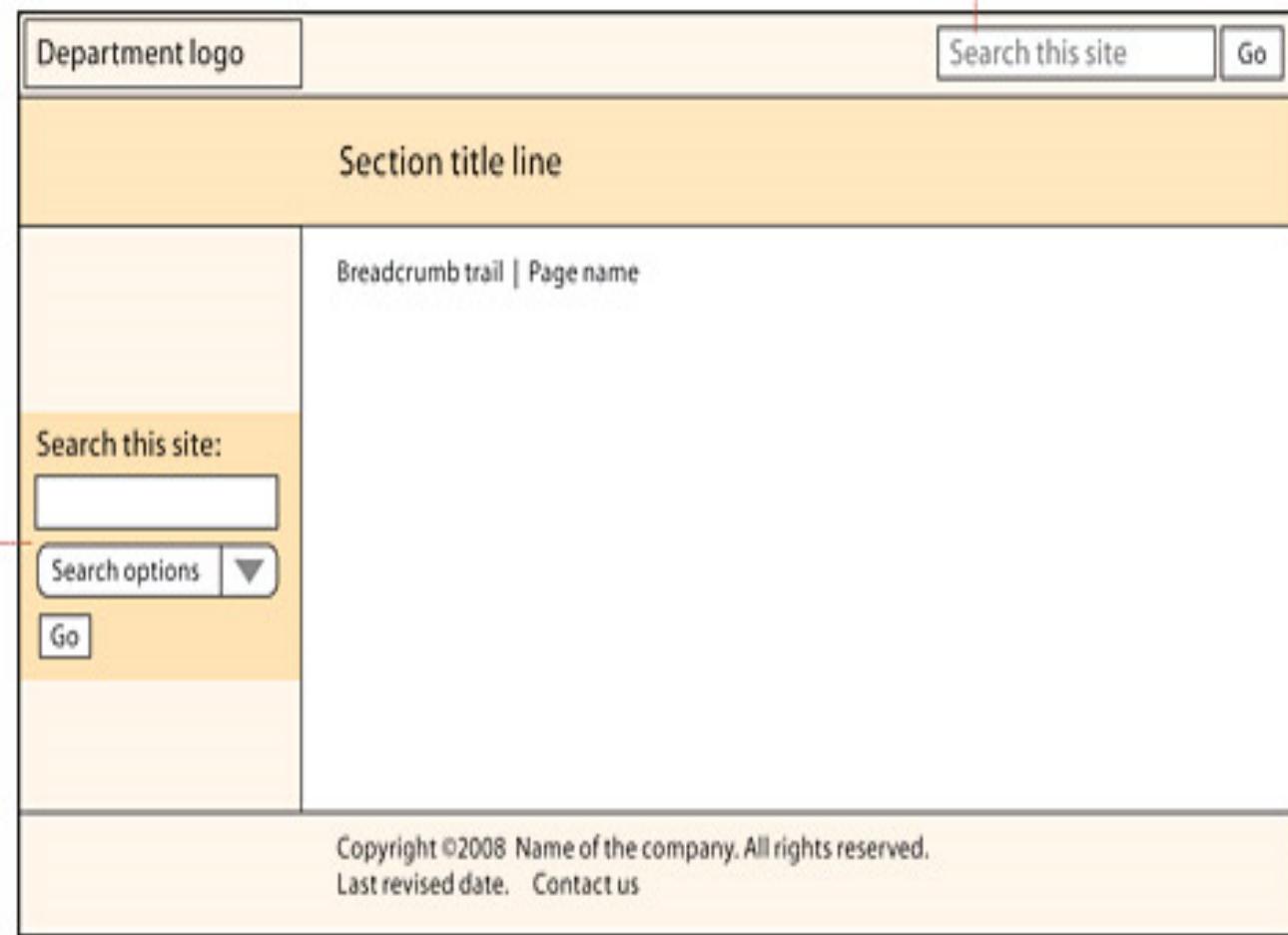
Hỗ trợ tìm kiếm

User expectations for search location:



Placing a search box in the scan column
allows space for more options

Primary search location, but in a constricted space



Department logo

Search this site Go

Section title line

Breadcrumb trail | Page name

Search this site:

Search options ▾

Go

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Last revised date. Contact us



Page Design

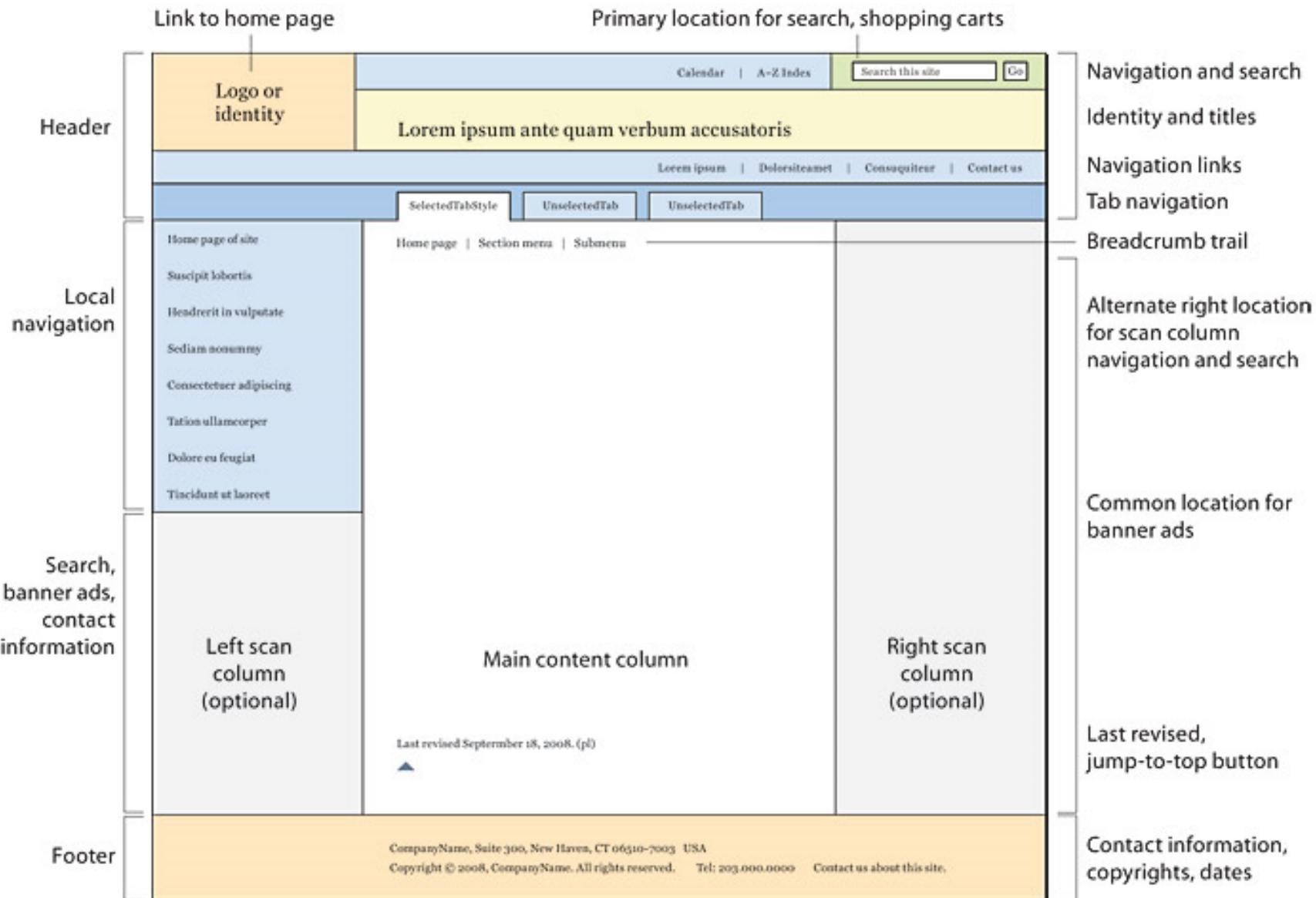


Tổng quan Thiết kế Web

- Bố cục Layout
- Kích thước Khung nhìn
- Tính nhất quán
- Tính ổn định
- Tương thích trình duyệt



Bố cục layout



Wedding Portal

[Home](#) [Site Map](#) [Contact](#)Search [View Cart](#)[Catalog](#)[Dress](#)[Jewelry](#)[Accessories](#)[Services](#)**BROWSE BY CATEGORY**

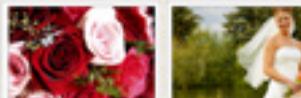
- » [Wedding Gowns](#)
- » [Tuxedos/Suits](#)
- » [Children's Apparel](#)
- » [Accessory Jewelry](#)
- » [Jewelry](#)
- » [Bride & Groom Rings](#)
- » [Bridal Party Gifts](#)
- » [Wedding Bouquet](#)
- » [Flowers](#)
- » [Shoes](#)

**Welcome to our online Wedding Shop!**

Enim ad minim veniam, quis nostrud exercitation ullamcorper. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat.

- » [Free Catalog](#)
- » [Current Specials](#)
- » [100% Back Guarantee](#)

Enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in in vulputate velit esse molestie consequat. Duis autem vel eum iriure dolor in in vulputate velit esse molestie consequat.

New Wedding Collection[Bride & Groom](#) [Ring Sets](#)[Natural Flowers](#) [Gowns](#)[Shoes](#) [Accessories](#)

RECIPES HOME


NEW
FREE!

QUICK-COOKING & EASY COOKING


Special Offers!
 This is just a dummy text. Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod
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MKAE YOUR RECIPES

LATEST RECIPES



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• **WELCOME TO KIMBORLY AUSTN** 

Aussie Cooking was borne out of a frustration for finding recipes and cooking tips that suit Australians. How often have you gone searching for a recipe only to find that it includes ingredients with strange names and measurements that you don't know? What follows is more searching to discover a measurement conversion or the terminology we use for a food, i.e. courgette is zucchini. Hence Aussie Cooking is born.

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• **THE NEW RECIPES** 



Strawberry cake



Indian Salad



Sunday Ice-Cream



Gujarati Thali



Recipe Hints

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COLLECTIONS[» more](#)WINTER
COLLECTIONS[» more](#)YOUR BEAUTY
COSMETICS[» more](#)

STORE plus CORPORATE

Invidunt ut labore

Lorem consetetur dolor sit amet,elitr,sed diam sit sed diam nonumy. [read more](#)

Invidunt ut labore

Lorem consetetur dolor sit amet,elit,

[Read more](#)

EXCLUSIVE SALE

- Storage + Organisations
- Home Decor & window Coverings
- Wedding + Anniversary Gifts
- Home Decor & window Coverings
- Storage + Organisations

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TRENDY COLLECTIONS

- Fashion Shoes
- Mini Zip Hand bag
- Master Bedding Collections
- Leather Turn-ons

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MEN



WOMEN



KIDS

NEW SEASON?, NEW COLOR!

**Invidunt ut labore**

Lorem consetetur dolor sit amet,elitr,sed diam sit sed diam nonumy. [read more](#)

Invidunt ut labore

Lorem consetetur dolor sit amet,elit,

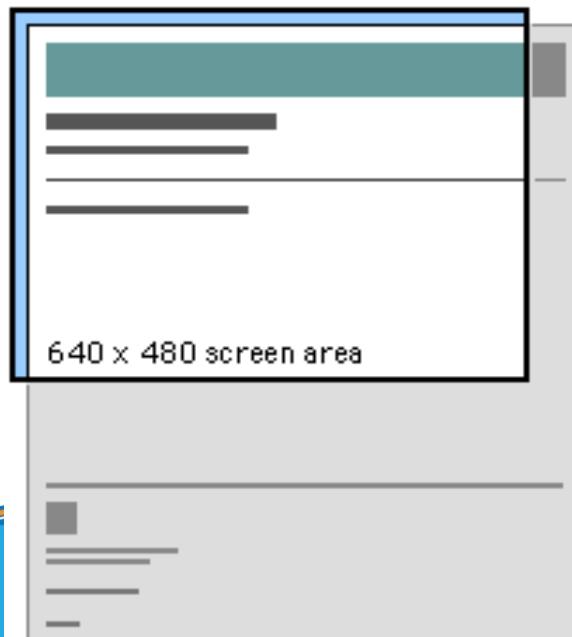
[Read more](#)

NEW COLLECTIONS

Lorem consetetur dolor sit amet,elitr,sed diam sit Sed diam nonumy.

[View more](#)

- Phải làm cho người dùng cảm nhận được kích thước của trang thông tin, biết họ đang ở đâu, có thể làm gì ?
- Lưu ý, hầu hết các trang web đều không vừa khớp với màn hình 14-15 inch.



Tính nhất quán

- Mọi website đều được thiết lập quanh Homepage
- Xây dựng theo cấu trúc cơ bản của website
- Nhất quán, phù hợp với các thuộc tính đã định dạng trước



The image displays three screenshots of the Hiram College website, showing how design consistency is maintained across different sections:

- Top Navigation Bar:** All three screenshots show a consistent top navigation bar with links: SITEMAP, CONTACT HIRAM, SEARCH, Apply, Academics, Give to Hiram, Calendar, Adult Studies, and Athletics.
- Header Area:** The header area features a large image of a building, the Hiram College logo, and the text "HIRAM COLLEGE".
- Content Areas:**
 - Left Sidebar:** Consistent across all three screens, featuring "Latest News" and "Upcoming Events".
 - Right Sidebar:** Consistent across all three screens, featuring "Men's Athletics" and "Women's Athletics" lists.
 - Footer Area:** Consistent across all three screens, featuring "Employment Opportunities" and "Summer Programs".
- Specific Pages:**
 - Home Page:** Shows "Intimate learning. Global opportunities." and a brief history of the college.
 - Future Students Page:** Shows sections for "High School & Transfer Students", "Weekend College Students", "Graduate Students", and "International & Overseas US/LPR Students". It also mentions summer course availability.
 - Athletics Page:** Shows a list of men's and women's sports.

Tính ổn định

- **Ôn định về cấu trúc và nội dung**
- Cấu trúc: các thành phần được đặt đúng chỗ và hoạt động nhịp nhàng.
- Nội dung:
 - các mối liên kết luôn đảm bảo có đích đến
 - nội dung luôn đảm bảo thích hợp và phải cập nhật cho phù hợp với ngữ cảnh tại thời điểm đọc giả duyệt Web.

Tính tương thích trên các trình duyệt khác nhau

- Không phải mọi trình duyệt đều hiển thị trang web của chúng ta giống nhau.
- Một số web browser không có khả năng hỗ trợ đồ họa (mobile, PDA,).





Graphic Design



Tổng quan Thiết kế Web

Graphic Design

Hình
ảnh

Màu
sắc

Font
chữ



- Phông chữ → phụ thuộc vào
 - Đặc điểm thông tin
 - Độc giả
 - Trình duyệt, độ phân giải
 - Ngôn ngữ sử dụng
 - Font có chân, không chân...
- Gam màu → thống nhất trong toàn bộ Website
- Font tiếng Việt: VNI, TCVN3, Unicode...



Thứ Hai, 17/09/2007 - 12:36 AM

Đất liền đón gió lạnh, bão mới “đe doạ” biển Đông



Mưa lớn kèm không khí lạnh sẽ đổ về khu vực Bắc bộ và Bắc Trung bộ. (Ảnh minh họa).

Tin từ Trung tâm Dự báo Khí tượng Thuỷ văn Trung ương cho hay: Đợt không khí lạnh này có hướng di chuyển hơi lệch về phía tây, hôm nay (17/9), nó sẽ ảnh hưởng và đem mưa tới cho các tỉnh phía tây Bắc bộ. Không khí lạnh về đêm theo nhiều khả năng gây ra các hiện tượng thời tiết cực đoan như: dông, tố, lốc xoáy... tại các tỉnh thuộc nơi này.

Các tỉnh phía đông Bắc bộ, do hướng di chuyển lệch tây nên đêm nay không khí lạnh mới ảnh hưởng xuống khu vực này. Các tỉnh Bắc Trung bộ muộn hơn, đến sáng ngày 18/9, không khí lạnh sẽ tác động đến đây, khiến trời nhiều mây, mưa lại tái lập tại khu vực này. Riêng ngày 18-19/9, Bắc Trung Bộ rải rác mưa vừa, có nơi mưa to và dông; gió đông đến đông bắc cấp 3, cấp 4.

Thứ Hai, 17/09/2007 - 12:36 AM

Đất liền đón gió lạnh, bão mới “đe doạ” biển Đông



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Google Web Fonts

F
Sans-serif

Google web fonts

Open Sans	Grumpy wizards make toxic brew for the evil Queen and Jack.
Lato	Grumpy wizards make toxic brew for the evil Queen and Jack.
Raleway	Grumpy wizards make toxic brew for the evil Queen and Jack.
Monsterrat	Grumpy wizards make toxic brew for the evil Queen and Jack.
PT Sans	Grumpy wizards make toxic brew for the evil Queen and Jack.

Google Web Fonts

F
Serif
(red serifs)

Google web fonts

Cardo Grumpy wizards make toxic brew for the evil Queen and Jack.

Merriweather Grumpy wizards make toxic brew for the evil Queen and Jack.

PT Serif Grumpy wizards make toxic brew for the evil Queen and Jack.

Sử dụng Font-Size từ 15 → 25px



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

GOOD

For you to understand the *how* I did it, first I must tell you the *why*.

Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.



Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,534 others recommended



NEXT STORY

22px

Sử dụng Font-Size từ 15 → 25px



BAD

Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for *any* platform. Thinking about it now, I had no idea what I was up against...

For you to understand the how I did it, first I must tell you the why.

14px

BAD

Traveling back in time

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30px



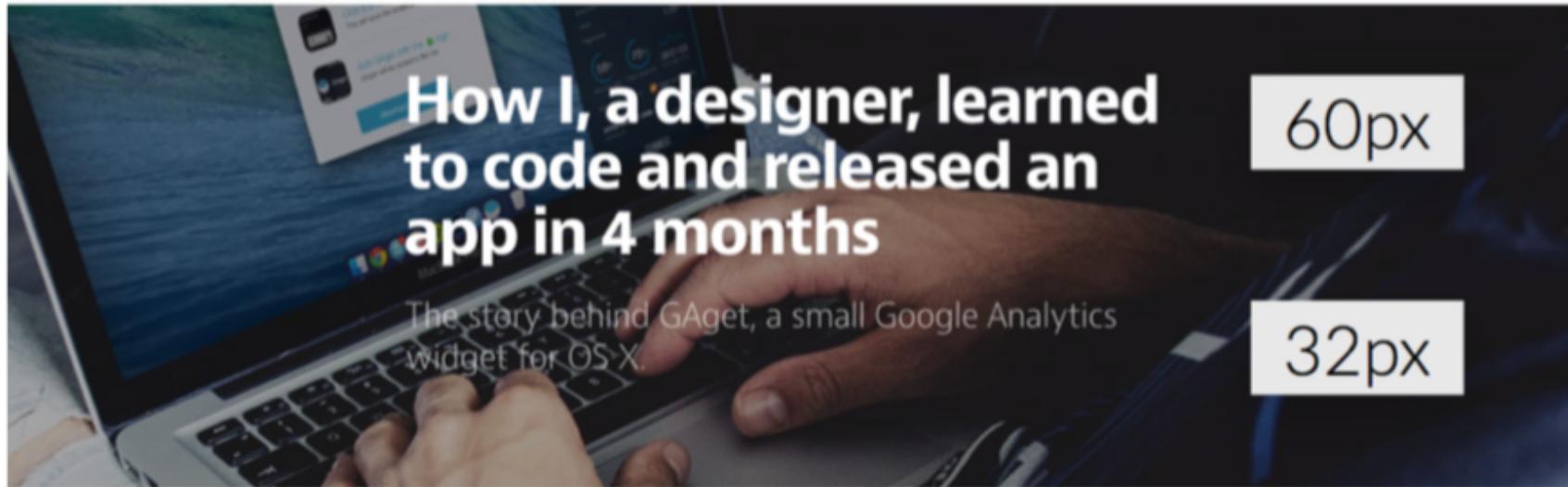
Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,535 others recommended



NEXT STORY

Sử dụng Font-Size lớn cho Headlines



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

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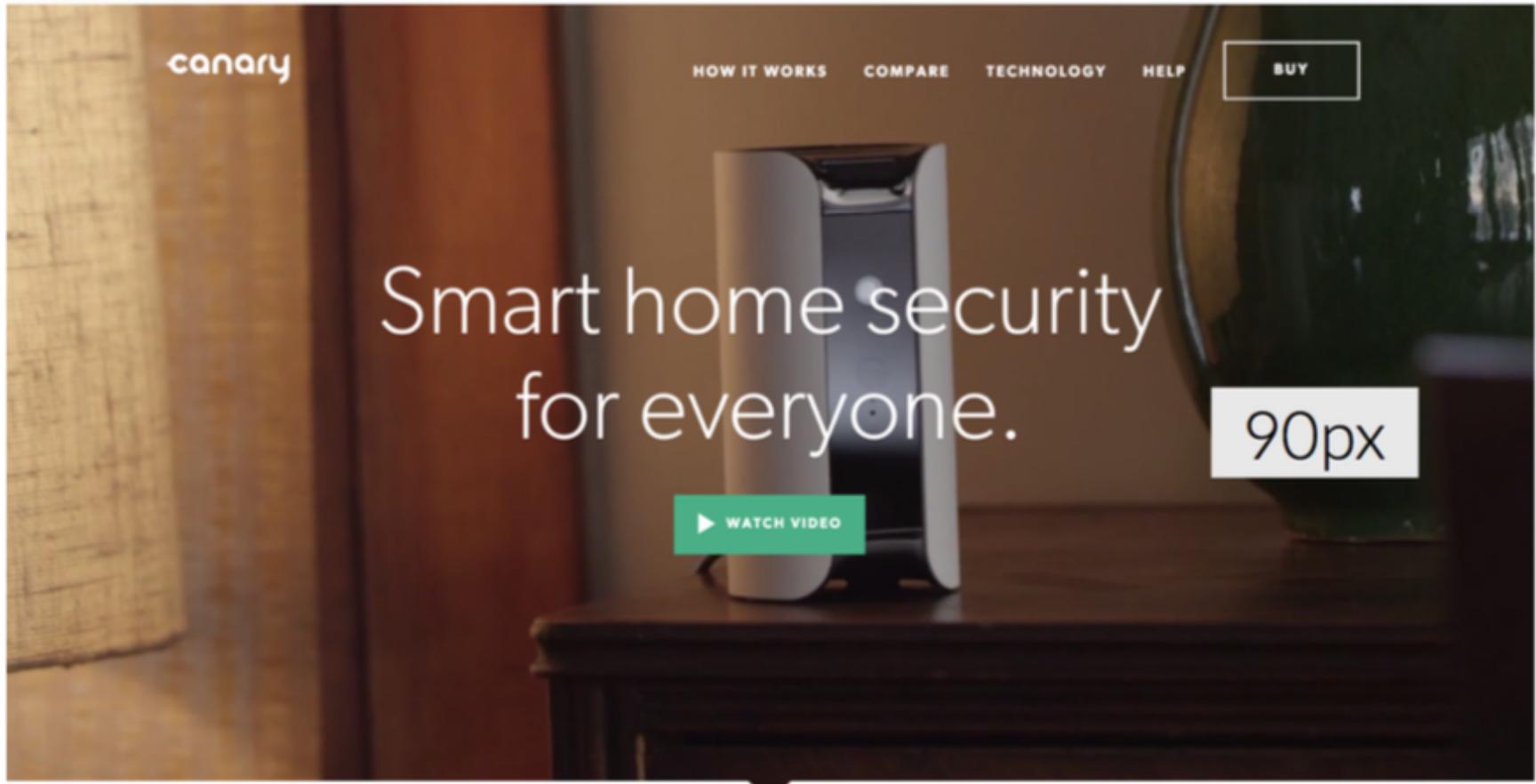
 Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,535 others recommended



NEXT STORY

Sử dụng Font-Size lớn cho Headlines



Sử dụng Line Spacing từ 120 → 150%



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

GOOD

For you to understand the *how* I did it, first I must tell you the *why*.

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Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,534 others recommended



150%

NEXT STORY

Sử dụng Line Spacing từ 120 → 150%



BAD

Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

100%

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BAD

200%

45 đến 90 ký tự một dòng



Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

78 chars

GOOD

For you to understand the *how* I did it, first I must tell you the *why*.

Traveling back in time

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Zoltán Hosszú on Mar 9 · 8 min

You, Josh Muccio, and 1,534 others recommended



NEXT STORY

45 đến 90 ký tự một dòng



BAD

Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against....

36 chars

BAD

Traveling back in time

141 chars

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the whole environment. I learned about how a PC worked, turned all the knobs and switches in the programs and became the guy others came to for tech-advice.

 Zoltán Hosszú on Mar 9 · 8 min

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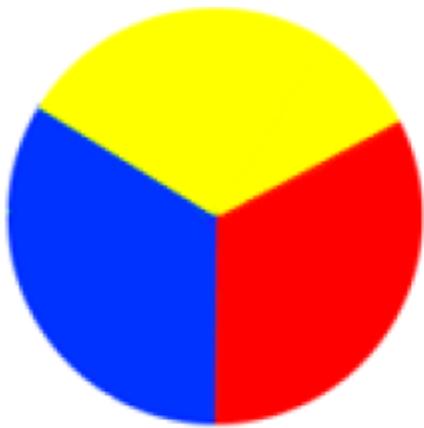
NEXT STORY

Màu sắc



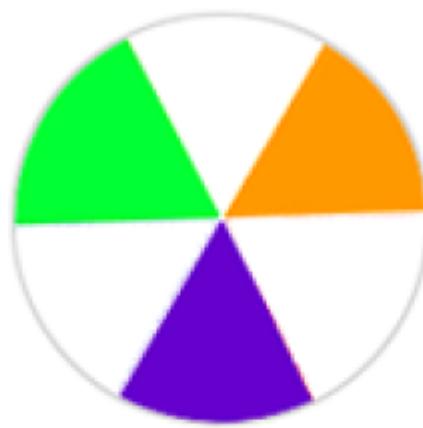
The Color Wheel

Màu sắc – Phân loại



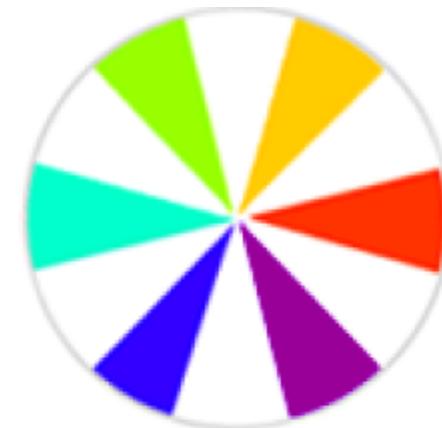
PRIMARY COLORS

Red, yellow and blue



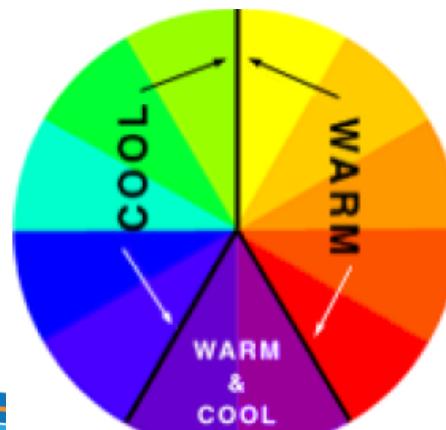
SECONDARY COLORS

Green, orange and purple

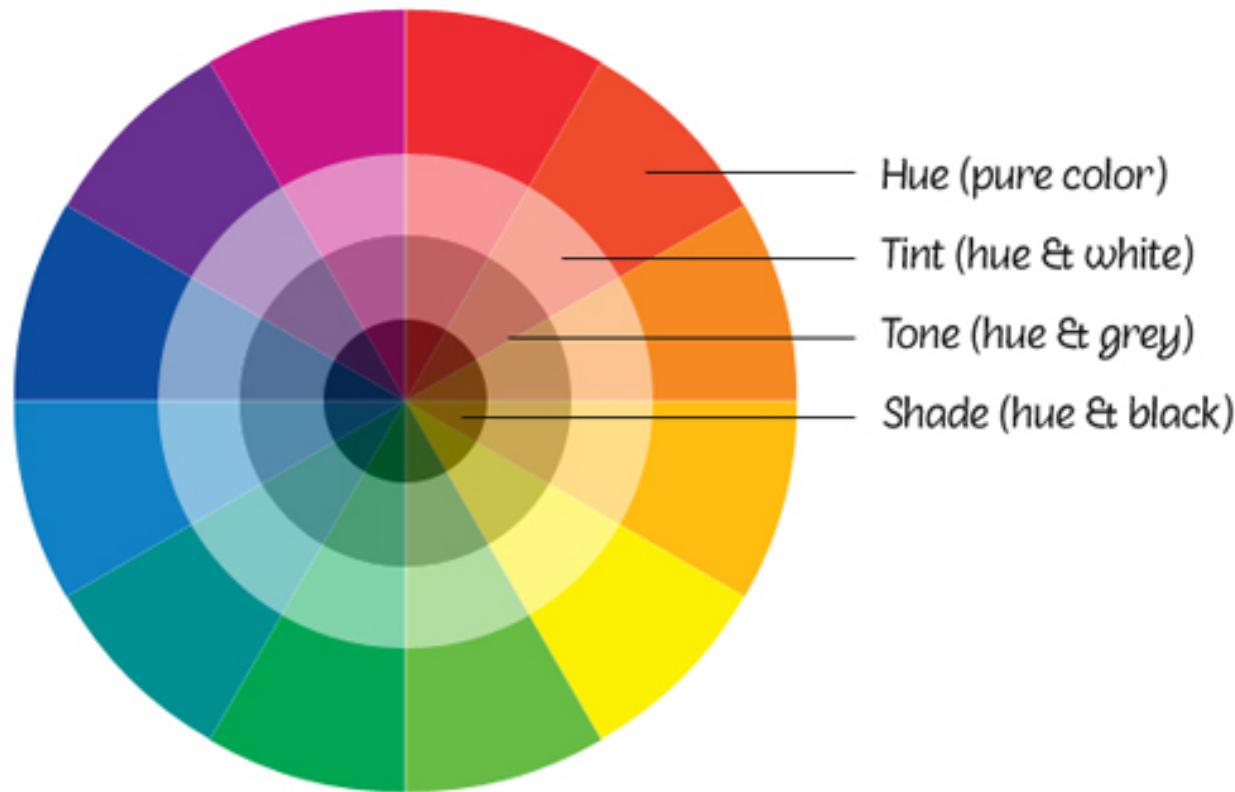


TERTIARY COLORS

Yellow-orange, red-orange,
red-purple, blue-purple,
blue-green and yellow-green.



Hue – Tint – Tone – Shade



Hue (pure color)

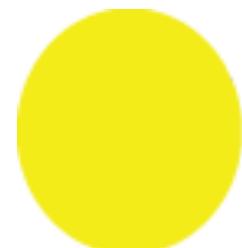
Tint (hue & white)

Tone (hue & grey)

Shade (hue & black)

□ Gam màu nóng

- **Màu đỏ** - thu hút sự chú ý, tượng trưng cho lửa, sức mạnh, tình yêu và sự đam mê
- **Màu cam** – ấm áp và nồng nhiệt, tượng trưng cho sức khỏe và kích thích sự ngon miệng
- **Màu vàng** – hình tượng của ánh nắng và sự ấm áp, mang ý nghĩa về niềm hi vọng, ánh sáng và sinh lực



□ **Gam màu lạnh**

- **Xanh lá cây** – tượng trưng cho sức khỏe, sự phát triển, giàu có
- **Xanh dương** – an toàn, biểu hiện về trí óc, sự bảo đảm và tín nhiệm
- **Màu tía** – tượng trưng cho tính sáng tạo, thần thánh và sự huyền bí

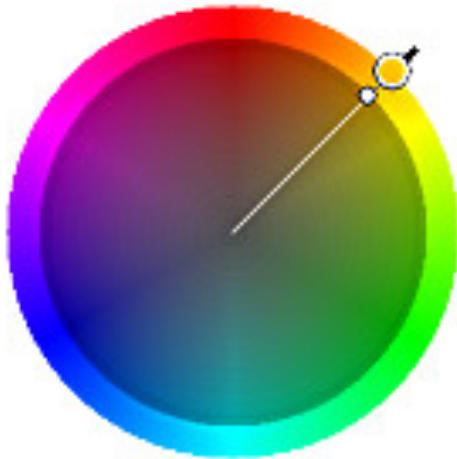


□ **Gam màu trung tính**

- **Màu đen** – tượng trưng cho sức mạnh, sự thanh lịch và tinh tế, chết chóc, thảm họa, nỗi buồn và sự giận dữ.
- **Màu trắng** – thể hiện sự sạch đẹp, tinh khiết và sự duy linh.
- **Màu xám** – sự an toàn, tính chín chắn và tin cậy, nỗi buồn và ảm đạm.
- **Màu nâu** – sự tin cậy, ổn định, sức khỏe, quê hương và trái đất.

Màu sắc – Cách phối màu

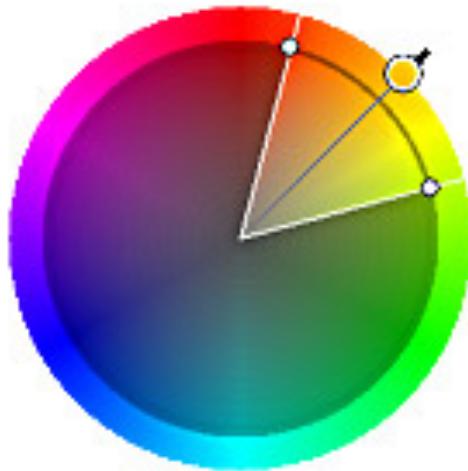
Monochromatic color scheme



Examples:



Analogous color scheme

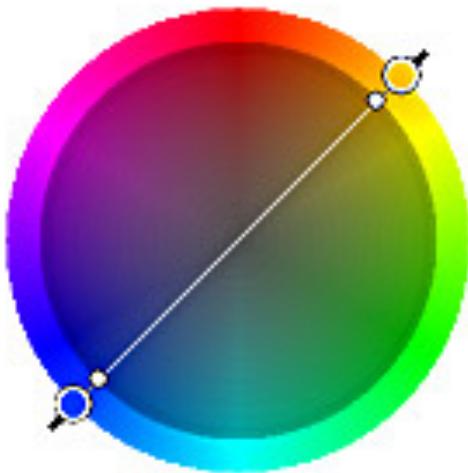


Examples:



Màu sắc – Cách phối màu

Complementary color scheme

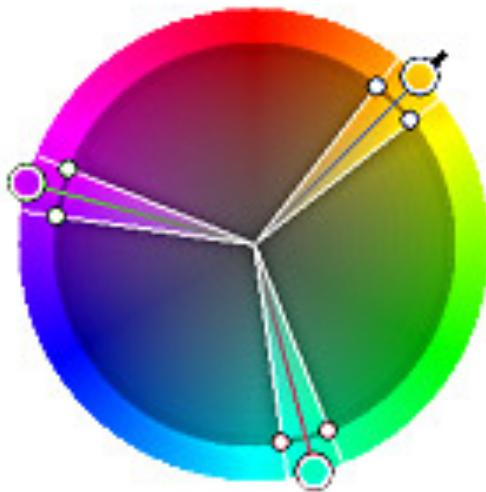


Examples:



Màu sắc – Cách phối màu

Triadic color scheme

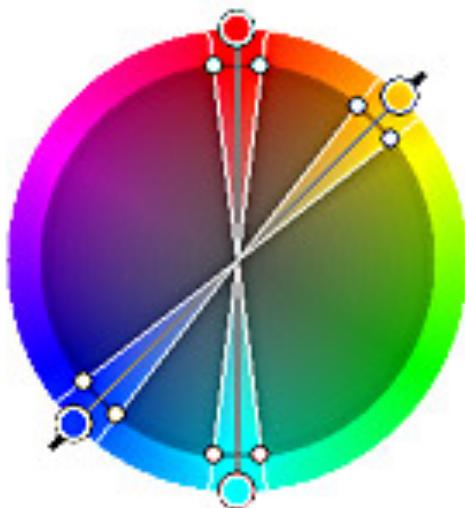


Examples:



Màu sắc – Cách phối màu

Tetradic (double complementary) color scheme



Examples:



□ Dithering

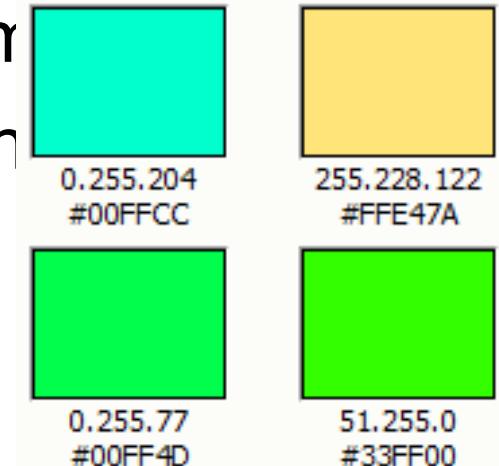
- Khả năng hiển thị đồ họa của các màn hình khác nhau
- 24-bit colors (True color) hay 32-k

□ → Sử dụng Web Palette

- 216 Web Colors / 136 color nam
- Nhìn giống nhau đối với tất cả n



**Bad
Ugly**





216-color browser-safe palette table



000000	003300	006600	009900	00CC00	00FF00
000033	003333	006633	009933	00CC33	00FF33
000066	003366	006666	009966	00CC66	00FF66
000099	003399	006699	009999	00CC99	00FF99
0000CC	0033CC	0066CC	0099CC	00CCCC	00FFCC
0000FF	0033FF	0066FF	0099FF	00CCFF	00FFFF

330000	333300	336600	339900	33CC00	33FF00
330033	333333	336633	339933	33CC33	33FF33
330066	333366	336666	339966	33CC66	33FF66
330099	333399	336699	339999	33CC99	33FF99
3300CC	3333CC	3366CC	3399CC	33CCCC	33FFCC
3300FF	3333FF	3366FF	3399FF	33CCFF	33FFFF

660000	663300	666600	669900	66CC00	66FF00
660033	663333	666633	669933	66CC33	66FF33
660066	663366	666666	669966	66CC66	66FF66
660099	663399	666699	669999	66CC99	66FF99
6600CC	6633CC	6666CC	6699CC	66CCCC	66FFCC
6600FF	6633FF	6666FF	6699FF	66CCFF	66FFFF

990000	993300	996600	999900	99CC00	99FF00
990033	993333	996633	999933	99CC33	99FF33
990066	993366	996666	999966	99CC66	99FF66
990099	993399	996699	999999	99CC99	99FF99
9900CC	9933CC	9966CC	9999CC	99CCCC	99FFCC
9900FF	9933FF	9966FF	9999FF	99CCFF	99FFFF

CC0000	CC3300	CC6600	CC9900	CCCC00	CCFF00
CC0033	CC3333	CC6633	CC9933	CCCC33	CCFF33
CC0066	CC3366	CC6666	CC9966	CCCC66	CCFF66
CC0099	CC3399	CC6699	CC9999	CCCC99	CCFF99
CC00CC	CC33CC	CC66CC	CC99CC	CCCCCC	CCFFCC
CC00FF	CC33FF	CC66FF	CC99FF	CCCCFF	CCFFFF

FF0000	FF3300	FF6600	FF9900	FFCC00	FFFF00
FF0033	FF3333	FF6633	FF9933	FFCC33	FFFF33
FF0066	FF3366	FF6666	FF9966	FFCC66	FFFF66
FF0099	FF3399	FF6699	FF9999	FFCC99	FFFF99
FF00CC	FF33CC	FF66CC	FF99CC	FFCCCC	FFFFCC
FF00FF	FF33FF	FF66FF	FF99FF	FFCCFF	FFFFFF

136 browser color with name

Color	Hex Equivalent
White	#FFFFFF
Red	#FF0000
Orange	#FFA500
Yellow	#FFFF00
Green	#008000
Blue	#0000FF
Purple	#800080
Black	#000000
Alice Blue	#FOF8FF
Antique White	#FAEBD7
Aqua	#00FFFF
Aquamarine	#7FFFDD
Azure	#F0FFFF
Beige	#F5F5DC
Bisque	#FFE4C4
Blanched Almond	#FFEBCD
Blue Violet	#8A2BE2
Brown	#A52A2A
Burly Wood	#DEB887
Cadet Blue	#5F9EA0

Chartreuse	#7FFF00
Chocolate	#D2691E
Coral	#FF7F50
Corn Flower Blue	#6495ED
Corn Silk	#FFF8DC
Crimson	#DC143C
Cyan	#00FFFF
Dark Blue	#00008B
Dark Cyan	#008B8B
Dark Goldenrod	#B8860B
Dark Gray	#A9A9A9
Dark Green	#006400
Dark Khaki	#BDB76B
Dark Magenta	#BD008B
Dark Olive Green	#556B2F
Dark Orange	#FF8C00
Dark Orchid	#9932CC
Dark Red	#8B0000
Dark Salmon	#E9967A
Dark Sea Green	#8FBC8F
Dark Slate Blue	#483D8B
Dark Slate Gray	#2F4F4F
Dark Turquoise	#00CED1

Dark Violet	#9400D3
Deep Pink	#FF1493
Deep Sky Blue	#00BFFF
Dim Gray	#696969
Dodger Blue	#1E90FF
Fire Brick	#B22222
Floral White	#FFFFAF
Forest Green	#228B22
Fuschia	#FF00FF
Gainsboro	#DCDCDC
Ghost White	#F8F8FF
Gold	#FFD700
Goldenrod	#DAA520
Gray	#808080
Green Yellow	#ADFF2F
Honeydew	#F0FFFF
Hot Pink	#FF69B4
Indian Red	#CD5C5C
Indigo	#4B0082
Ivory	#FFFFFF
Khaki	#F0E68C
Lavender	#E6E6FA

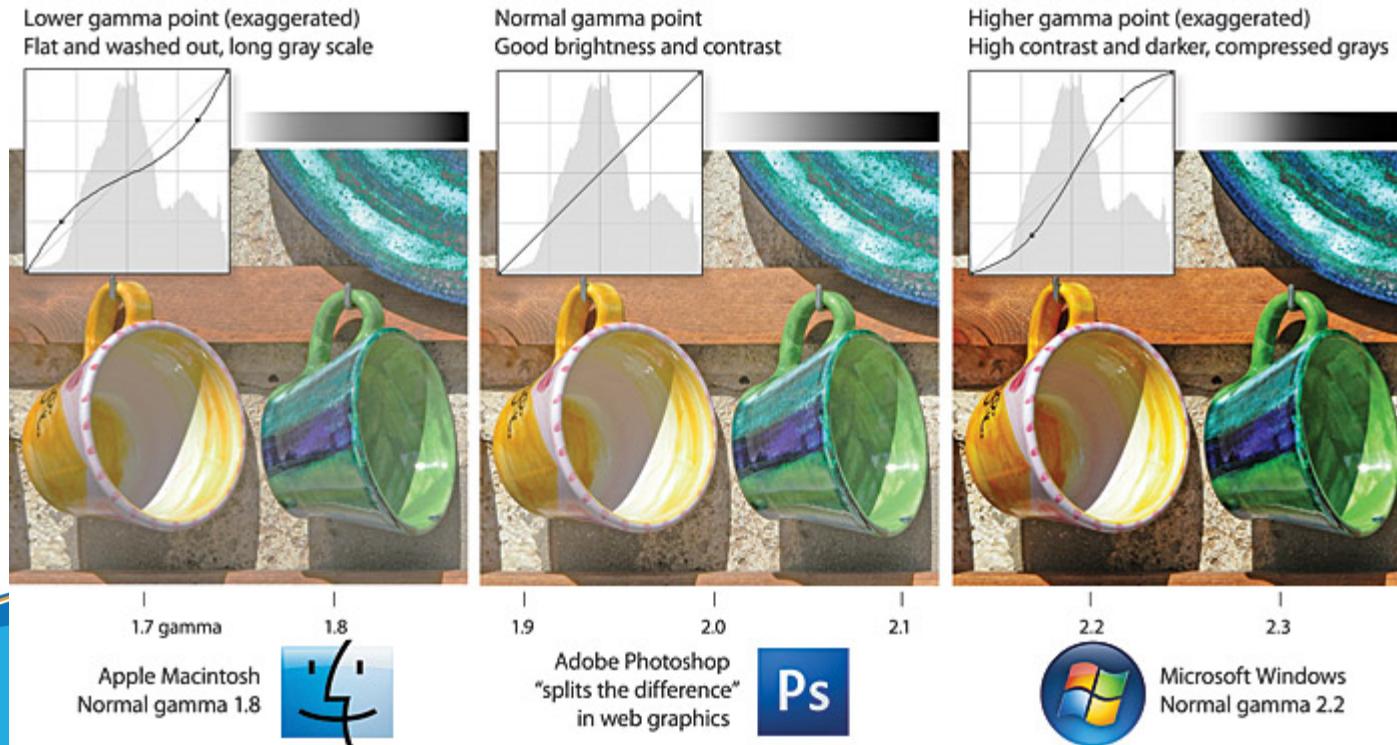
Lavender Blush	#FFF0F5
Lemon Chiffon	#FFFFACD
Light Blue	#ADD8E6
Light Coral	#F08080
Light Cyan	#E0FFFF
Light Goldenrod Yellow	#FAFAD2
Light Green	#90EE90
Light Grey	#D3D3D3
Light Pink	#FFB6C1
Light Salmon	#FFA07A
Light Sea Green	#20B2AA
Light Sky Blue	#87CEFA
Light Slate Gray	#778899
Old Lace	#FDF5E6
Olive	#808000
Olive Drab	#6B8E23
Orange Red	#FF4500
Orchid	#DA70D6
Pale Goldenrod	#EEE8AA
Pale Green	#98FB98
Pale Turquoise	#AFEEEE
Tomato	#FF6347
Turquoise	#40E0D0

Pale Violet Red	#DB7093
Papaya Whip	#FFEFD5
Peach Puff	#FFDAB9
Peru	#CD853F
Pink	#FFC0CB
Plum	#DDA0DD
Powder Blue	#B0E0E6
Rosy Brown	#BC8F8F
Royal Blue	#4169E1
Saddle Brown	#8B4513
Sea Green	#2E8B57
Sea Shell	#FFF5EE
Sienna	#A0522D
Light Steel Blue	#B0C4DE
Light Yellow	#FFFFFF
Lime	#00FF00
Lime Green	#32CD32
Linen	#FAF0E6
Magenta	#FF00FF
Maroon	#800000
Medium Aquamarine	#66CDAA
Medium Blue	#0000CD
Violet	#EE82EE
Wheat	#F5DEB3

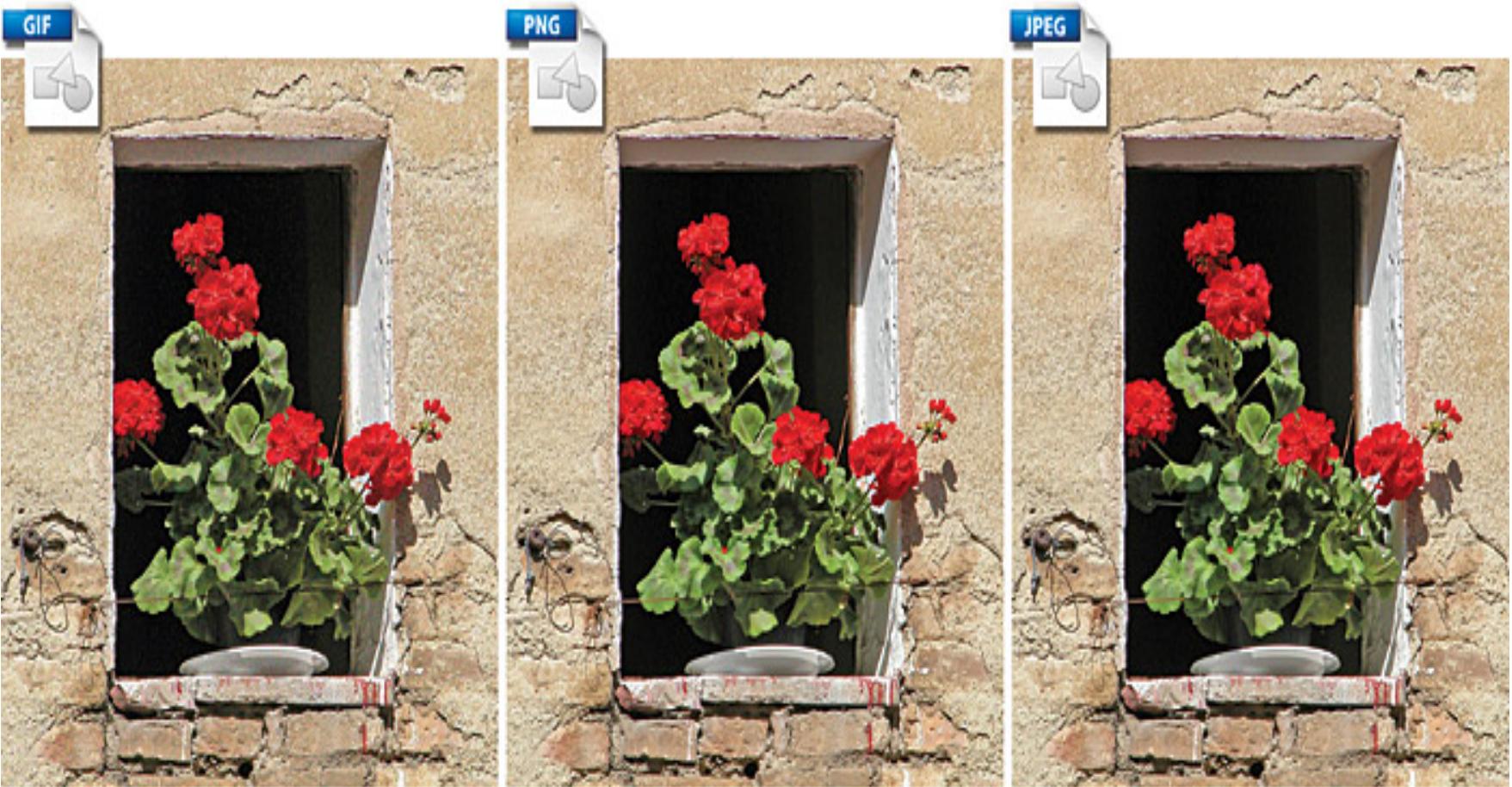
Medium Orchid	#BA55D3
Medium Purple	#9370DB
Medium Sea Green	#3CB371
Medium Slate Blue	#7B68EE
Medium Spring Green	#00FA9A
Medium Turquoise	#48D1CC
Medium Violet Red	#C71585
Midnight Blue	#191970
Mint Cream	#F5FFFA
Misty Rose	#FFE4E1
Navajo White	#FFDEAD
Navy	#000080
Silver	#C0C0C0
Sky Blue	#87CEEB
Slate Blue	#6A5ACD
Slate Gray	#708090
Snow	#FFFFFA
Spring Green	#00FF7F
Steel Blue	#4682B4
Tan	#D2B486
Teal	#008080
Thistle	#D8BFDB
White Smoke	#F5F5F5
Yellow Green	#9ACD32

Màu sắc (tt)

- Gamma – Độ sáng của màn hình
 - Màn hình Windows & Unix tối hơn Macintosh
→ Kiểm tra hình trên nhiều loại màn hình hoặc sử dụng công cụ kiểm tra độ gamma



Hình ảnh



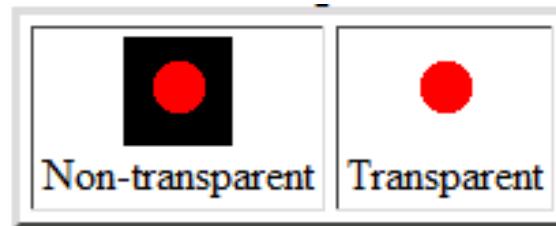
GIF image, 428 Kb file size
Poor image quality due to dithering

PNG image, 968 Kb file size
Excellent quality, lossless compression

JPEG image, 280 Kb (quality = high-8)
Very good quality and file size

Transparent & Interlacing

□ Transparent – Độ trong suốt



□ Interlacing

- Lần lượt hiển thị từng dòng/lớp/điểm màu trên hình
- Kích thước file lớn



- Graphic Interchange Format (GIF)
- Hỗ trợ ảnh động
- Transparency
- Interlacing
- Thích hợp với các hình màu sắc đơn

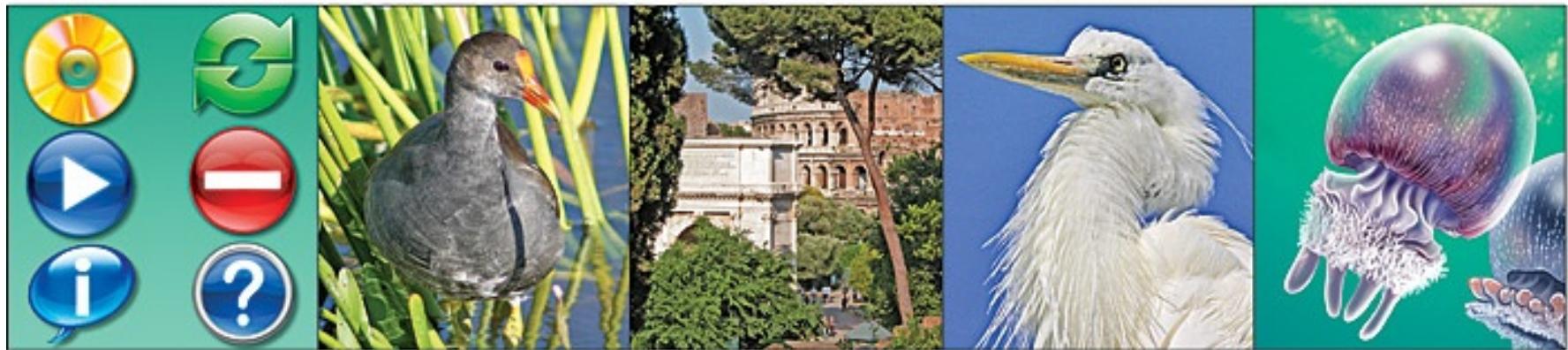
GIF—Diagrams and illustrations with simple color fields and no subtle shading are ideal for the GIF graphics file format



Ảnh JPEG

- Joint Photographic Experts Group (JPEG)
- Hỗ trợ 24-bit màu (True color)
- Kích thước file nhỏ
- Thích hợp với các hình phức tạp, nhiều mảng màu gradation

JPEG—Photographic images, complex icons, and realistic illustrations are ideal for the JPEG graphics file format



Ảnh PNG

- Portable Network Graphic (PNG)
- Kích thước file lớn
- Hỗ trợ
 - True color
 - Transparency
 - Interlacing
 - Tự động điều chỉnh độ hiển thị gamma
 - Tích hợp thông tin mô tả văn tắt (text) trong nội dung hình, cho phép tìm kiếm hình từ Search Engines
- Thích hợp cho các ảnh line art, text, và logos



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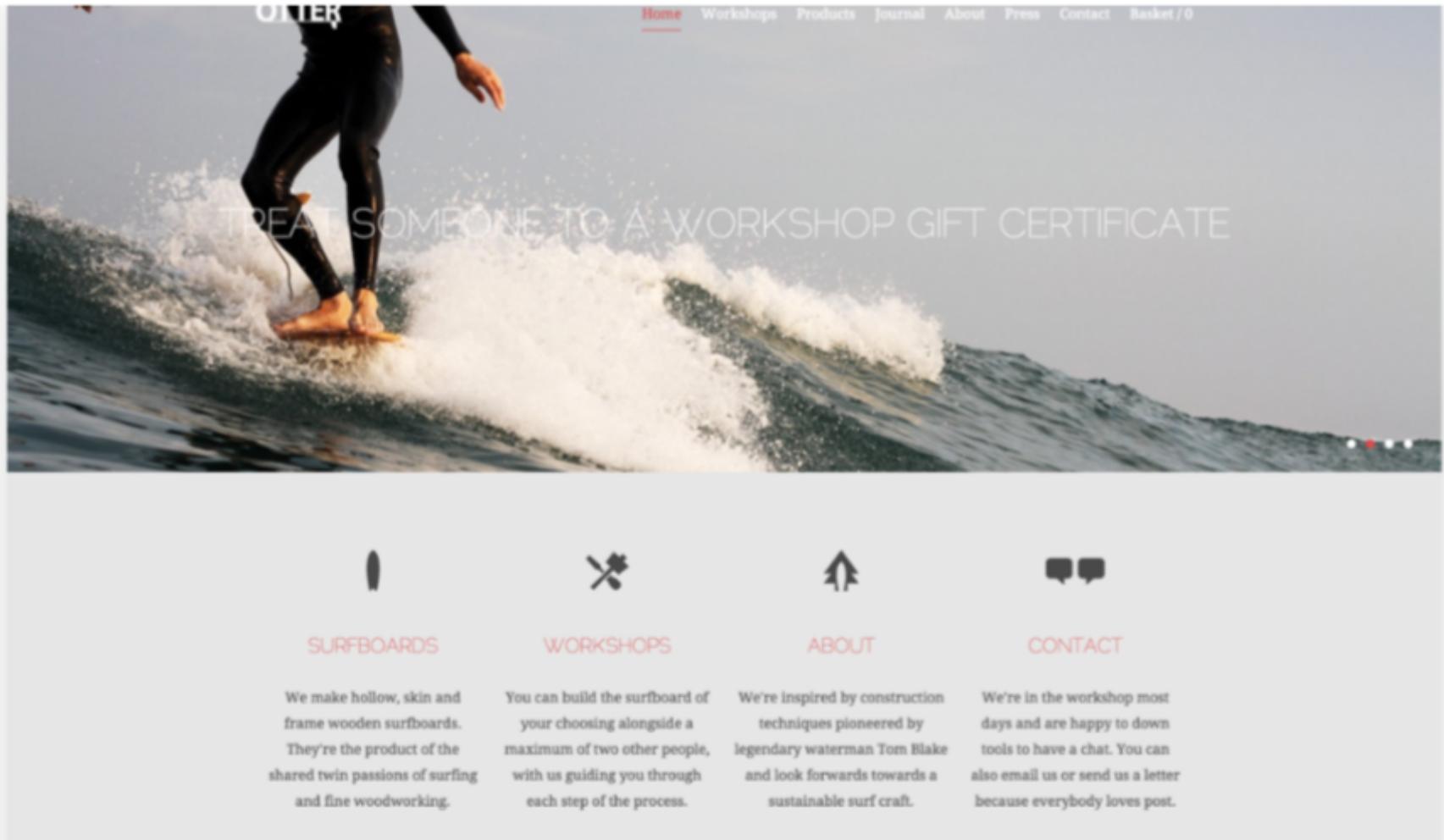
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SURFBOARDS

We make hollow, skin and frame wooden surfboards. They're the product of the shared twin passions of surfing and fine woodworking.

WORKSHOPS

You can build the surfboard of your choosing alongside a maximum of two other people, with us guiding you through each step of the process.

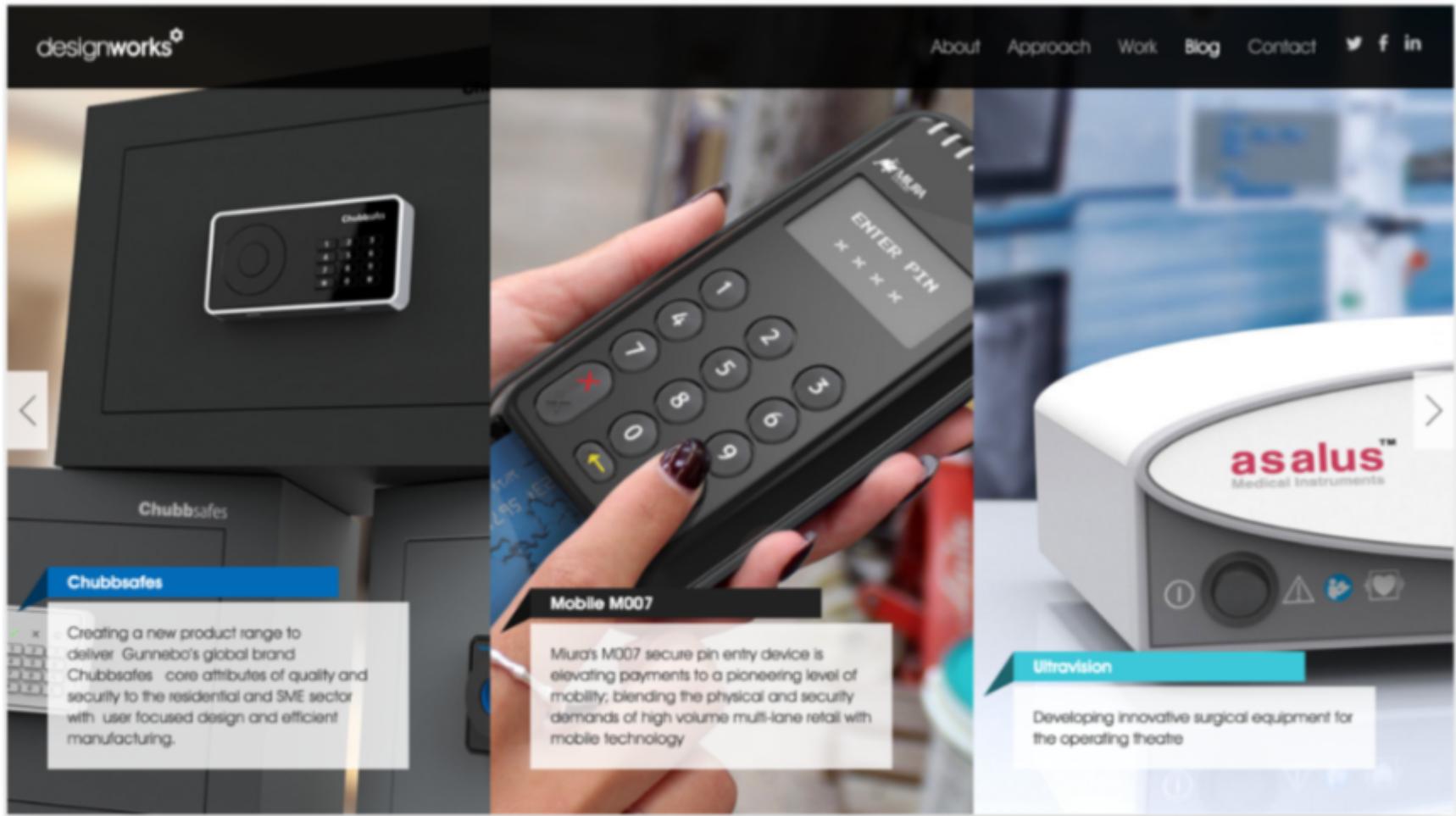
ABOUT

We're inspired by construction techniques pioneered by legendary waterman Tom Blake and look forwards towards a sustainable surf craft.

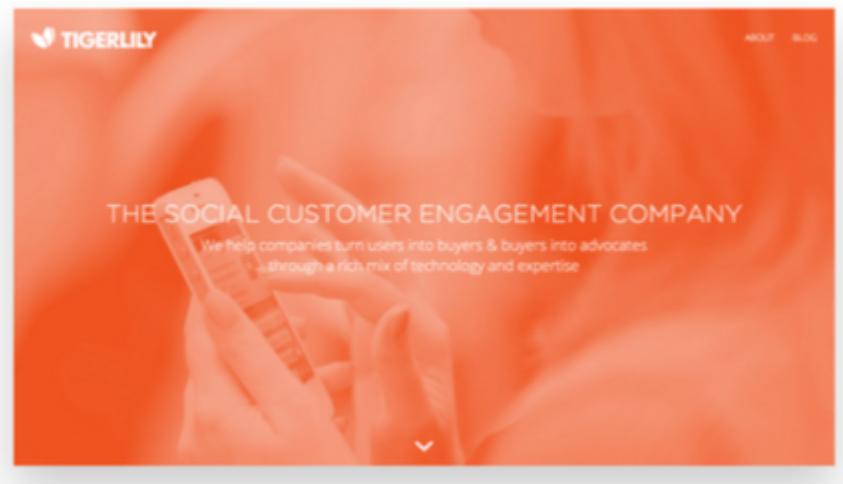
CONTACT

We're in the workshop most days and are happy to down tools to have a chat. You can also email us or send us a letter because everybody loves post.

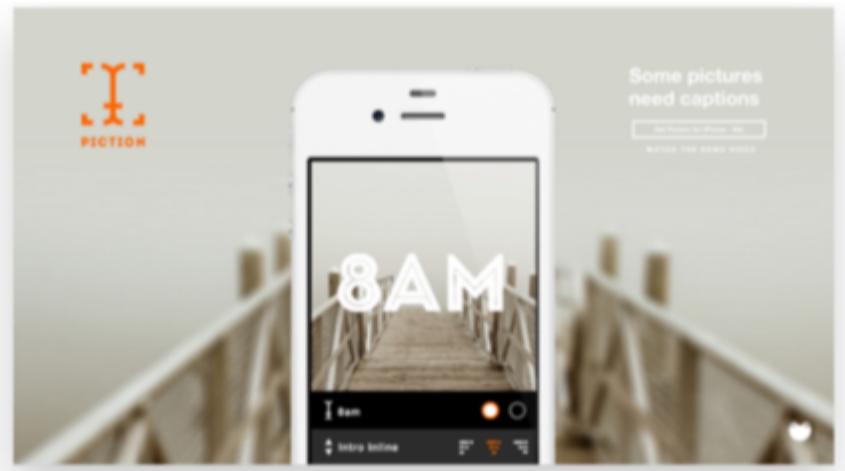
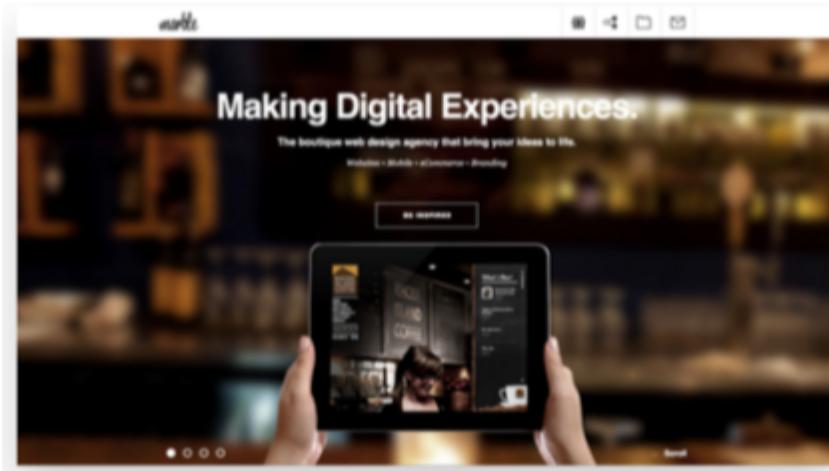
Để Text trong Box



Che phủ hình



Làm mờ hình



Sử dụng Icon cho Feature/Step



Portable WiFi

Connect all of your devices, and never hunt for reliable WiFi again. [Learn more >](#)



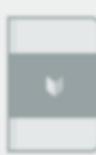
No-nonsense Pricing

Ditch subscriptions and contracts. Pay only for what you use. [Learn more >](#)



Nationwide coverage

Everywhere you go, the WiFi goes with you. Never miss a beat. [Learn more >](#)



Step 1

Enjoy your new Mod notebook. Fill it in 2 days or 2 years. We'll digitize it when you're ready.



Step 2

Once you've filled your notebook, mail it back to us using the pre-paid shipping envelope hidden in the back cover (shipping included).



Step 3

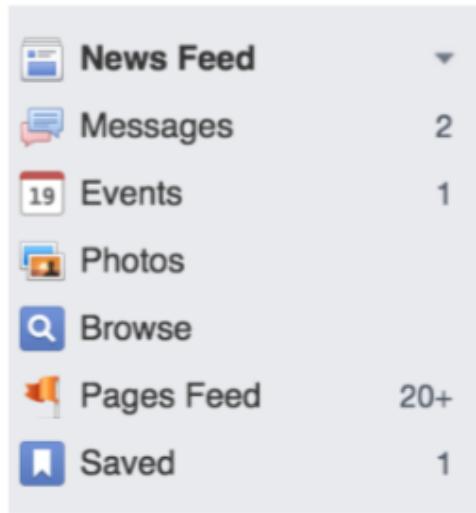
We scan and digitize it for free within 5 days. Have the notebook recycled or returned to you. It's your choice.



Step 4

Enjoy your notes from anywhere in our beautiful Mod app. Start your next notebook, and let the love continue.

Sử dụng Icon cho Action/Link



 **What to Watch**

-  My Channel
-  My Subscriptions
-  History
-  Watch Later

PLAYLISTS

-  Web Design Tutorial for...
-  Liked videos

Write a story




-  New story
-  Import story
-  Your drafts and stories
-  Stats
-  Publications

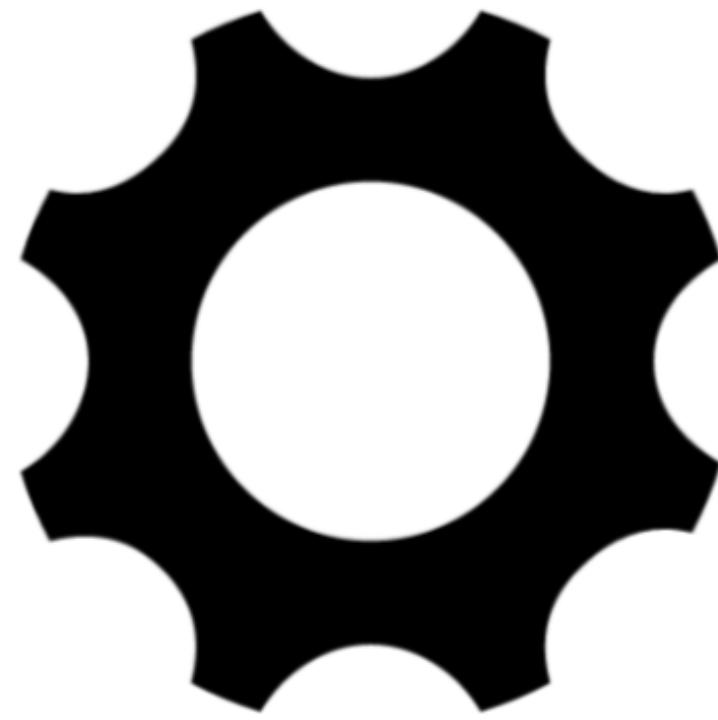
- Your profile
- Settings
- Sign out

1. Icons should be recognizable
2. Label your icons

Sử dụng Icon Font



Static image 300%



Vector icon font 300%

Whitespace & Layout

OVERVIEW FEATURES TESTIMONIALS

[Download free](#)

Grow your business

Powerful enough for anyone

Upgrades automatically

DOWNLOAD THE APP

FEATURES

Track your sales in real time.

By recording cash, cards, or any other kinds of payments through Square Register, you can monitor sales trends and create sales reports for the day, month, or year. You can also track and issue refunds.

Tax preparation made easy

Square Register allows you to instantly populate a spreadsheet with your sales history for tax purposes—which means you don't have to spend nearly as much time preparing for taxes.

Control what information employees see.

With a manager PIN, you can control what your employees can see and do in Square Register on the iPad while logged into the administrative account.

Works offline

Square lets you record transactions even when the internet is down. They'll be stored locally, then automatically sync to your Square account when you're connected again.

[LEARN MORE](#)



With whitespace

Whitespace & Layout

OVERVIEW FEATURES TESTIMONIALS

Download free

Square Register is the perfect point-of-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your counter or on the go.

Grow your business

Square Register is the point of sale that takes care of digital receipts, inventories, and sales reports and provides valuable analytics and feedback—so you can focus on your customers.

Powerful enough for anyone

Square Register serves businesses big and small, from corner bakeries to retailers around the world. It works with hardware and software accessories that make it easier to run your business.

Upgrades automatically

We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.

FEATURES

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LEARN MORE

Manage your inventory effortlessly.

Now you can manage your inventory free from anywhere. Square Inventory is fast to set up and can send you alerts when items are almost out of stock. You can also export your stock levels as a printable spreadsheet at any time.

Edit items with ease

Manage details like names, quantities, or prices quickly and easily. You can even add photos to your items so your employees can identify them more easily.




Without whitespace

□ Interface Design

- Tính định hướng, trang Deadend
- Khả năng tìm kiếm

□ Page Design

- Bố cục Layout, kích thước Khung nhìn
- Tính nhất quán, tính ổn định
- Tương thích trình duyệt

□ Graphic Design

- Font chữ, màu sắc, hình ảnh

