

**INFX 1606**

INTRODUCTION TO  
WEBSITE CREATION



# Elements of Design

Raghav V. Sampangi, Ph.D.

Instructor, Faculty of Computer Science, Dalhousie University

[raghav@cs.dal.ca](mailto:raghav@cs.dal.ca)

## Labs this week

- Use it as assignment help. Your TAs will be available to help you.

## Assignment - 1

- DO NOT submit Wirify.com wireframes!
  - You will get a **0** for such wireframes!
- Use Wirify.com wireframes to see the current wireframe structure of the website.
- Wireframes need to be designed by you for the web pages that you choose.

## Two things for today

- Purpose of good design
- Design elements

# Design Elements

# A good approach to design and development

Good design lets you...

- Connect with user's sensibilities
- Design styles based on:
  - Current trends
  - Available technology
- Defining the hierarchical structure allows for a good design approach

# Elements of design

You'll need to consider...

- Colour
- Texture
- Images and iconography
- Scale
- Depth and dimension
- Animation
- Variability
- Typography

# Colour

Colour guides and persuades users.

- Appeals to emotions
- Conveys meaning
- Can depend on demographics (e.g. culture)
- Helps create associations among elements
- Can direct a user through a layout



# Colour

The characteristics of colour include:

- **Hue**
  - The colour itself
- **Value**
  - Lightness or darkness of the colour
- **Saturation**
  - Vibrancy
  - High saturation colours look rich and full
  - Low saturation colours look dull and gray-ish



# Colour

In web design, colours are based on colours of light:

- Combinations of Red, Green and Blue

E.g. **#F2AC00** =>

Red: [ F2 ]<sub>hex</sub> = [ 242 ]<sub>dec</sub>;

Green: [ AC ]<sub>hex</sub> = [ 172 ]<sub>dec</sub>;

Blue: [ 0 ]<sub>hex</sub> = [ 0 ]<sub>dec</sub>

- Wider range of colour than print design

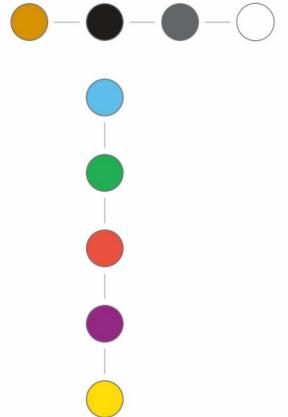
- Good web (and app) designers must test their designs on:

- Different monitors,
- Different operating systems,
- Different devices, etc.

6.0 COLOUR | 6.01 PALETTES

### Dalhousie's colours

Ask a student or grad what Dal's colours are, and they'll tell you in a heartbeat: black and gold. The strength of that connection tells you something about the **ability of colour to contribute to a strong visual brand identity**. But black and gold aren't the only colours available for designers of Dalhousie materials. The **core brand colours** include white and slate grey along with black and gold. As well, we have a palette of **supporting colours** that align with our brand attributes. **They are fresh and bold. Their clarity and energy is impactful and invigorating.**



Dalhousie Brand Guide and Tool Kit | Winter 2017

# Colour

## Colour theory

- **Primary** colours
  - Red, yellow, blue
- **Secondary** colours
  - Orange, green, purple
  - i.e. 1 primary + 1 primary combination
- **Tertiary** colours
  - Six tertiary colours
  - i.e. 1 primary + 1 secondary combination

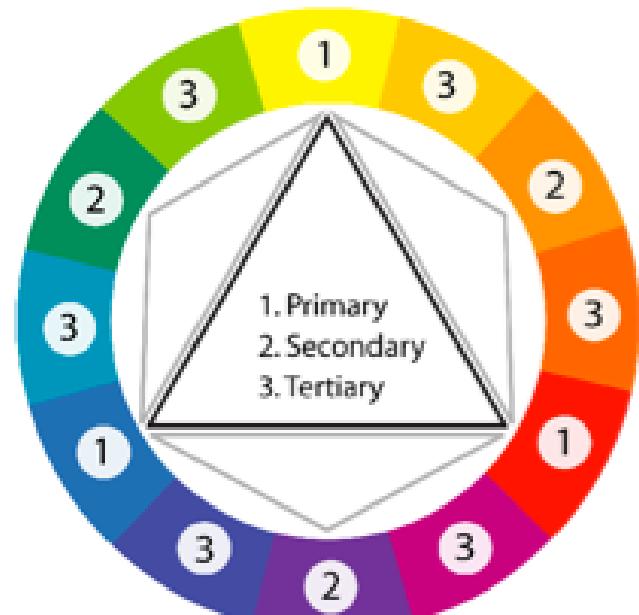


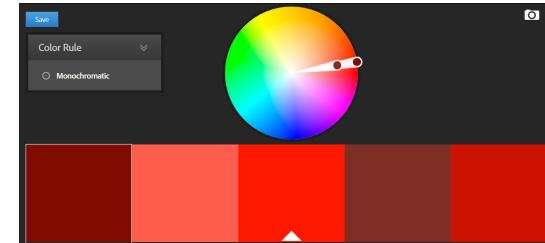
Fig. 4. The traditional red, yellow, and blue artists' color wheel

Beard, 2010

# Colour

## Colour schemes

- **Monochromatic**



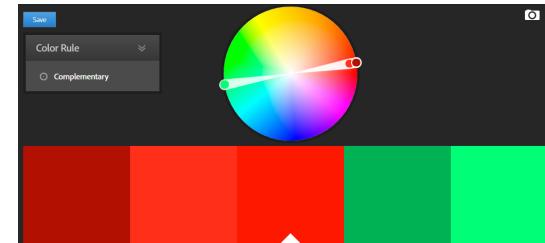
- **Analogous**

- i.e. adjacent to each other



- **Complementary**

- i.e. opposite to each other



# Colour

## Colour schemes

- **Split complementary**

- 2 colours adjacent to the base of colour's complement



Fig. 17, "Split-complementary color scheme examples"

- **Triadic**

- All 3 colours equally spaced



Fig. 18, "Triadic color scheme examples"

- **Tetradic**

- Combines any complementary colour scheme with another complementary colour scheme



Fig. 19, "Tetradic color scheme examples"

# Colour

## Colour-based associations

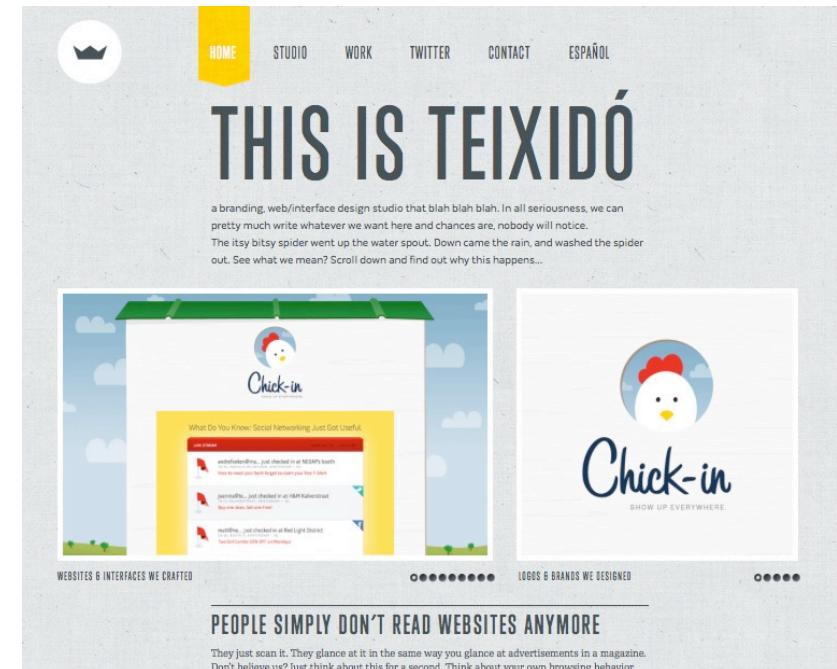
Color	Associations
Red	Power, energy, love, passion, aggression, danger
Blue	Trust, conservative, secure, clean, sorrowful, order
Green	Nature, earth, health, jealousy, renewal
Orange	Fun, happiness
Yellow	Optimism, hope, philosophy, cowardice
Violet	Royalty, mystery, religion
Brown	Reliability, comfort, endurance, earth
Gray / Silver	Intellect, futurism, modesty, sadness, decay, elegance
Black	Power, sexuality, sophistication, mystery, fear, unhappiness, death
White	Purity, cleanliness, precision, innocence, sterility, death

# Colour

Your Audience's Perception of Color	
Color	Influence
Red	In China, a symbol of profound good luck. When mixed with white, this intensifies. More women choose red over blue.
Blue	Color of immortality in many Eastern countries. Represents holiness in the Jewish religion, and Krishna in Hinduism. Preferred more by men.
Green	In the US, associated with money. Has strong emotional associations in Ireland (Irish Catholic nationalists). Women identify more named hues of green than men.
Orange	In the US, used to signify inexpensive items. In Ireland it represents Protestantism. Men prefer orange to yellow.
Yellow	Sacred, imperial color in Asian cultures. Women associate it with warmth and optimism (they prefer it to orange)
Violet	In Europe, associated with mourning. New-age and alternative religions.
Brown	Culturally, and gender-wise, a neutral color
Black	Mourning and death in most Western cultures
White	Purity and chastity in most Western society. Mourning and death in most Asian cultures.

# Texture

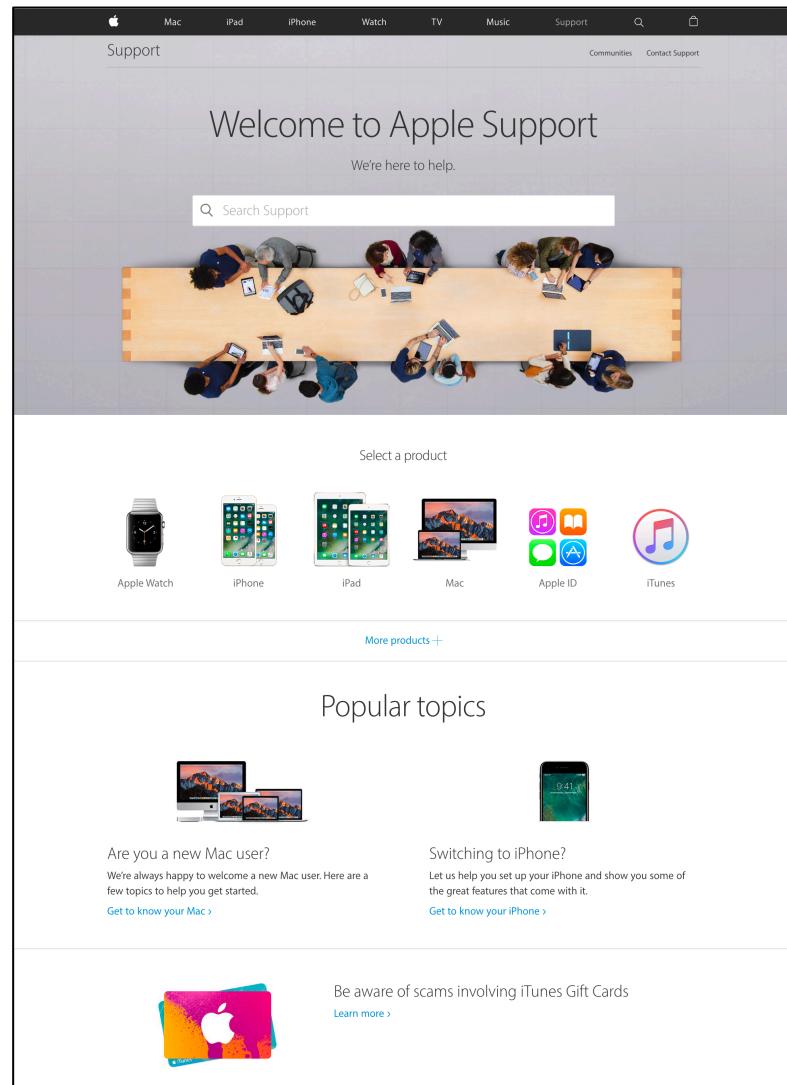
- Texture is used to enhance a design, as it provides a tactile experience
- Intentional or not, every design has texture
- E.g. type, images, illustrations...



# Images and iconography

Users typically do not read your website, unless they're specifically looking for something. They scan.

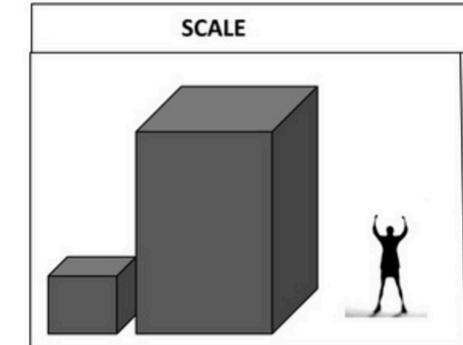
- The choice of images and iconography should be deliberate
  - i.e add to the brand or to the message
- Images can, of course, increase the file size



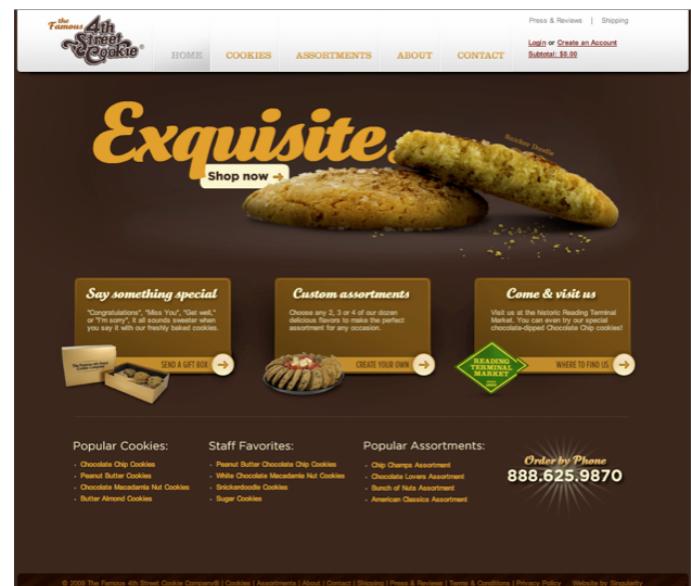
# Scale

## Scale

- Size of an element with respect to another element
- A relative design element
- Include small elements in the layout to give a dynamic feeling of scale



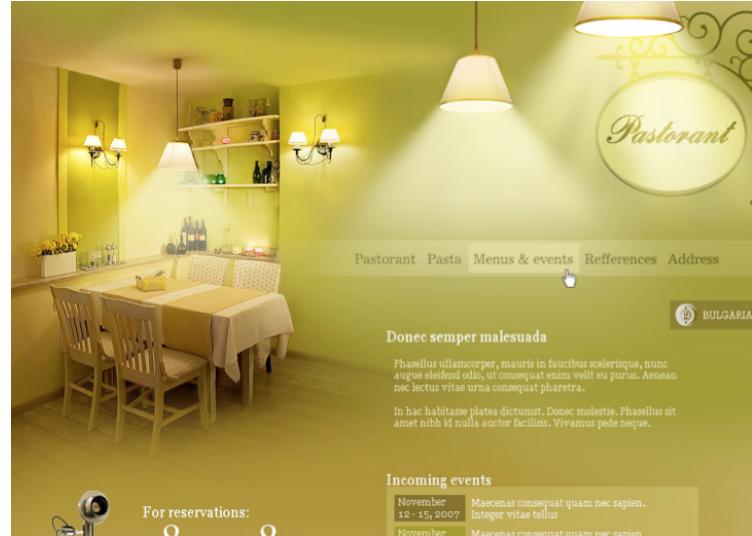
SCALE=RELATIVE SIZE OF ONE OBJECT TO ANOTHER



# Depth and dimension

Adds visual interest and *draws a user into a design*

- Adds an element of realism
- Gives a more tactile experience
- Ways to create depth
  - Overlapping elements
  - Adding colour gradient
  - Adding shadows



# Variability

Ability to change elements design based on **sections** and **content**

- Easiest/fastest way to change a website
  - E.g. *role-based* (or, depending on the type of user): change the appearance based on whether the user is a student or faculty
- Adapt the site for the user (“respond” to your user)
- Gives the user an impression that the site is fresh and current

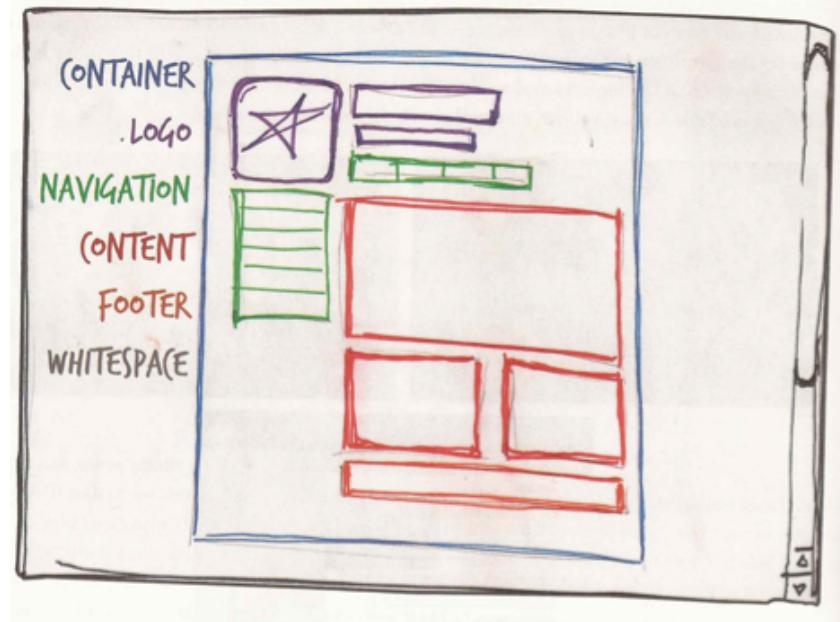


Figure 1.5. Anatomy of a website

Beaird, 2010

# Typography

Significant!

It has the biggest impact on the success or failure of a website

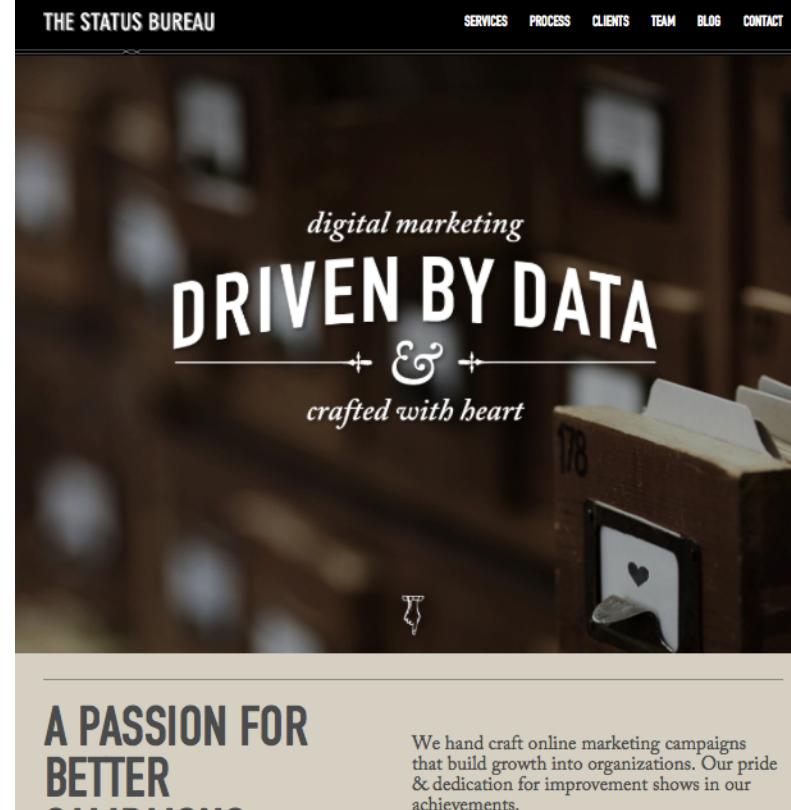
Characteristics of typography:

- **Readability**

- Attracts the reader
- Conveys meaning through form, not just content

- **Legibility**

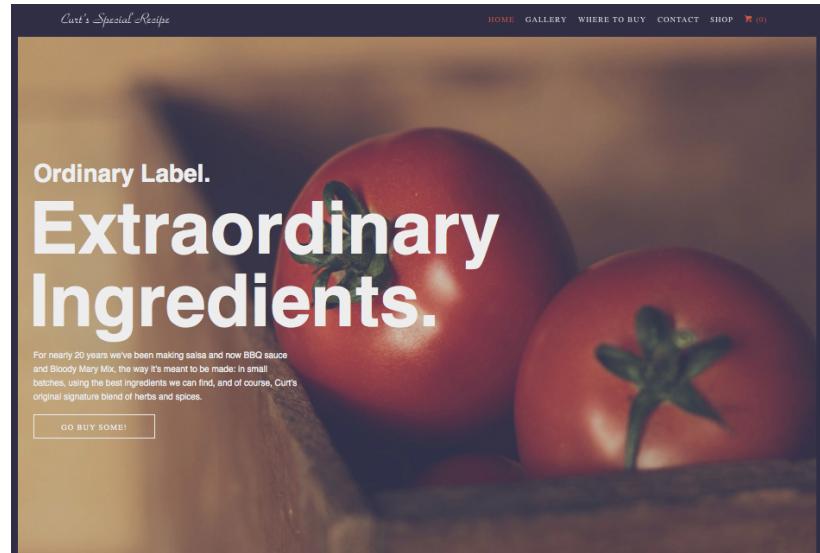
- *Comprehension*: how can you help the user understand a message?
- Influenced by **font**, **font size**, **letter spacing**, **line height**, **line length**, **colour** and **background**



# Typography

## Options in web design

- **Images**
  - Static method of rendering type
- **Web-safe fonts**
  - Desktop v. print v. web fonts
  - Means for displaying content as live text
  - Ability to define a **font stack**
    - A.k.a **font-families**



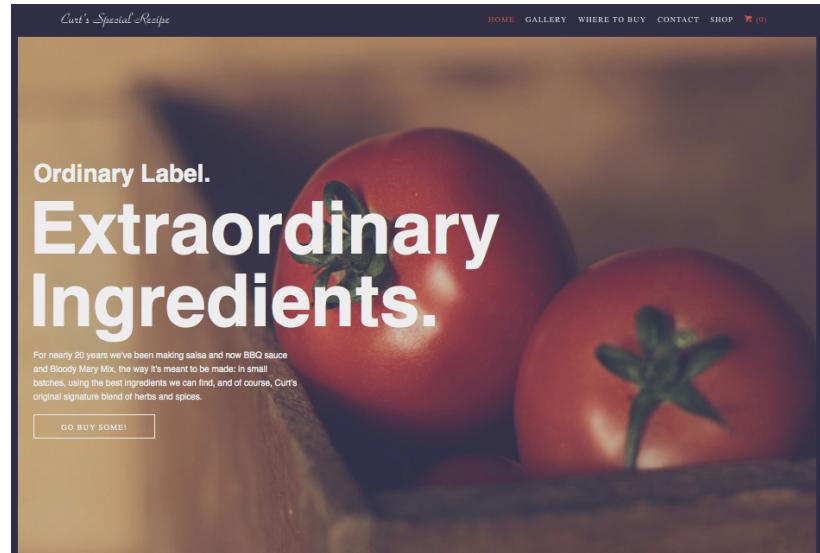
Always remember to use **font families**, and not just single fonts

- E.g. **font-family: Arial, Helvetica, sans-serif;**

# Typography

## Options in web design

- **Font replacement and embedding**
  - Ability to select from wider range of typefaces
  - May result in cross-browser compatibility issues
  - Can be done through:
    - Flash and image-based replacement (e.g. sIFR): allows replacing text elements with Flash
    - The @font-face CSS command (e.g. used by Dal.ca)
    - JavaScript (e.g. Cufón, TypeKit)
  - **Check the font's copyright before using on your site**



# Useful resources

# Resources

## Wireframing tools

- <https://moqups.com/>
- <https://cacoo.com/>
- <https://www.wirify.com/>  
(this one lets you see the structure  
of other websites in the form of  
wireframes)
- <https://balsamiq.com/>

## Font and font replacement

- <https://fonts.googleapis.com/>
- <https://typekit.com/>
- <http://www.myfonts.com/>

## Icons, backgrounds, tutorials, freebies

- <http://mysitemyway.com/>
- <http://www.premiumpixels.com/>

## Design ideas

- <http://www.awwwards.com/awards-of-the-day>
- <https://color.adobe.com>
- <http://www.colourlovers.com/>
- <http://paletton.com/>