

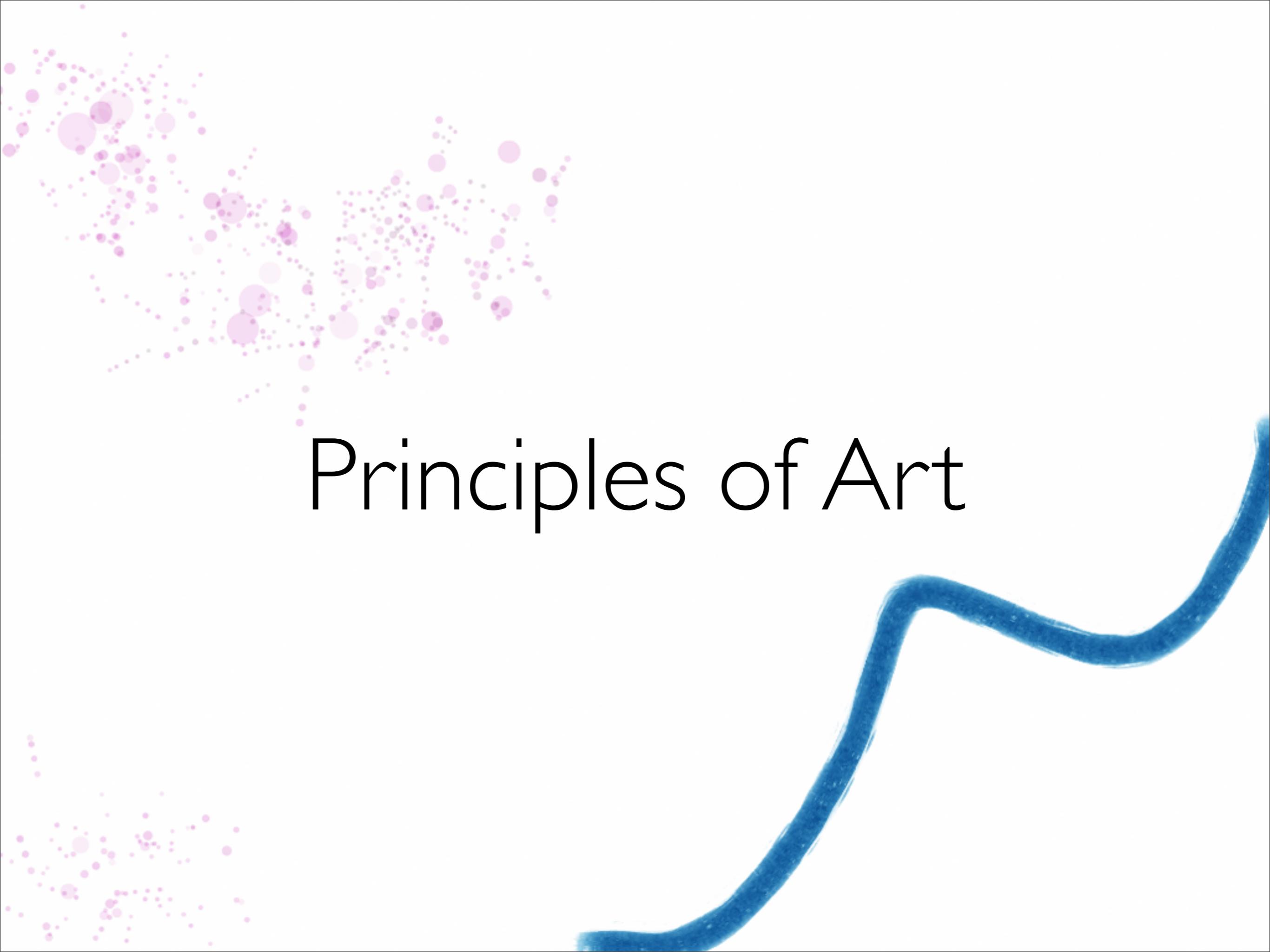
The background features a dynamic, abstract design. On the left, a cluster of semi-transparent blue circles of varying sizes moves from top-left to bottom-right. On the right, a thick, vibrant green brushstroke starts at the top and curves down towards the bottom-right corner.

Web Design

Good Design is Usable Design

Principles of Art + Elements of Design



The background features a dynamic, abstract design. In the upper left, a cluster of pink dots of varying sizes moves diagonally from top-left to bottom-right. A thick, dark blue brushstroke starts at the bottom center, curves upwards and to the right, then descends towards the bottom right corner.

Principles of Art

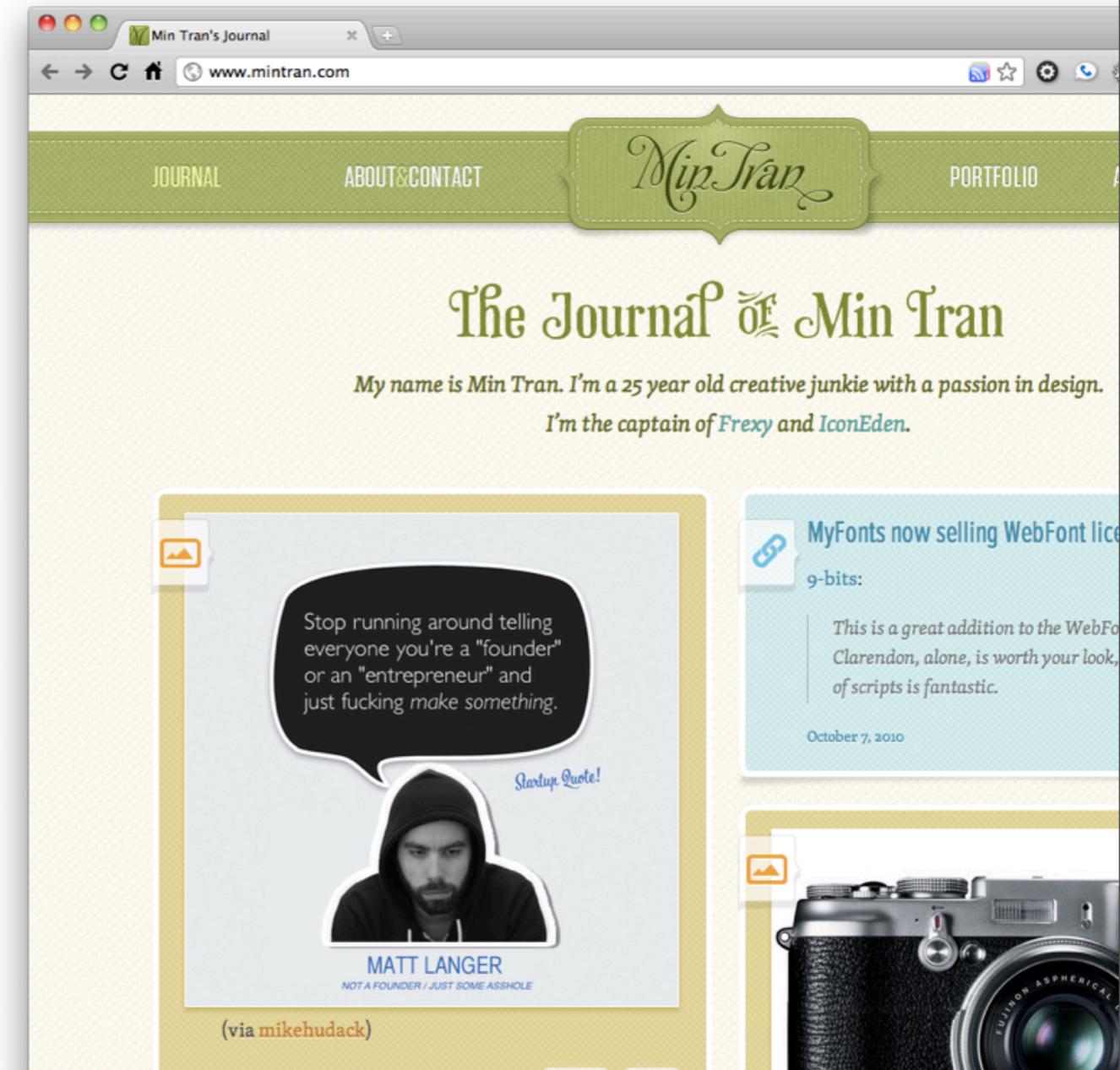
Emphasis

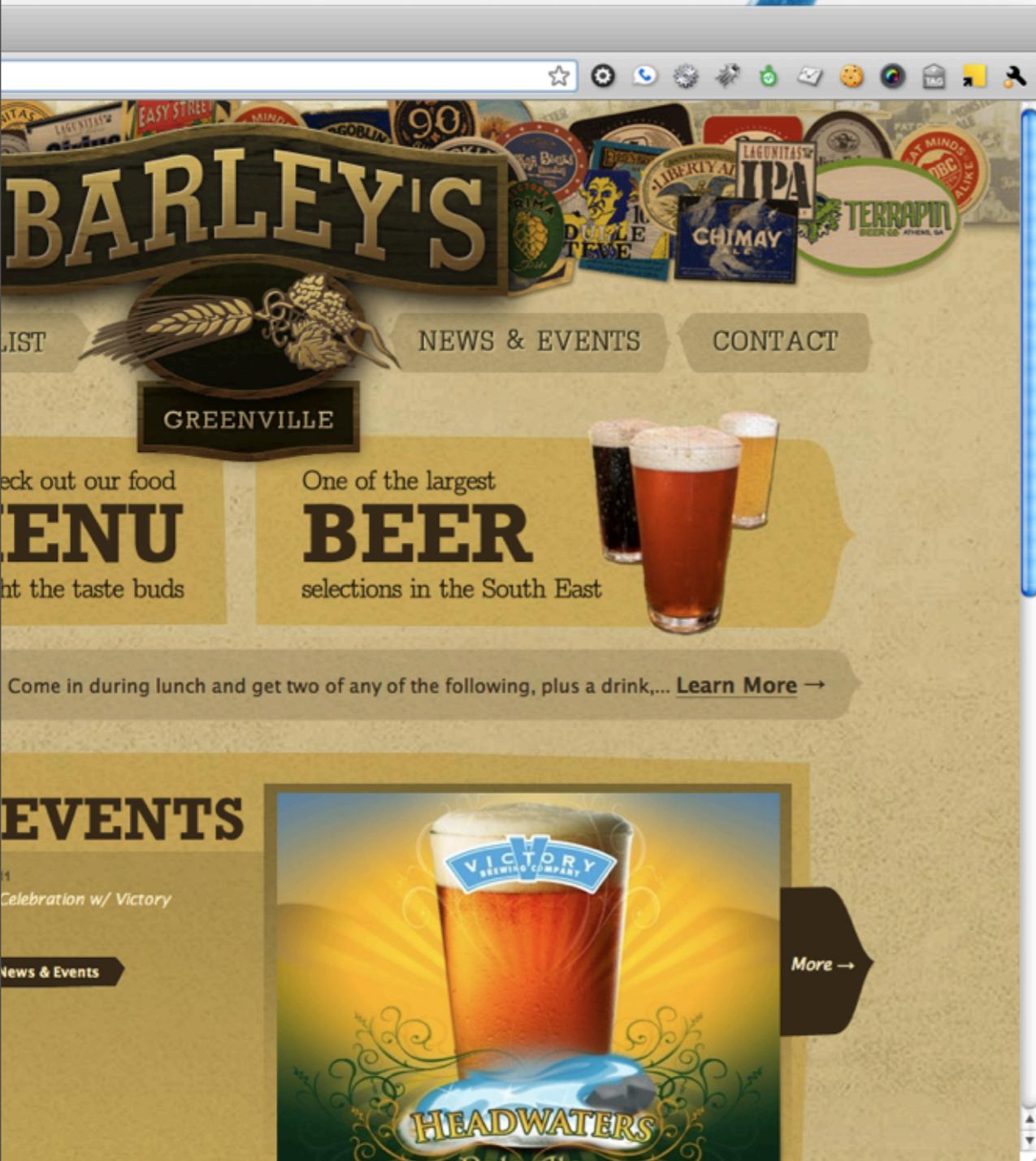
Placing most important elements
in the most important areas.

The screenshot shows a website for the Greater Dunnellon Historical Society. The header features a logo with a train and the text "GREATER DUNNELLON HISTORICAL SOCIETY". Below the header is a navigation bar with links for HOME, COMMUNITY EVENTS, BOOK YOUR EVENT, HISTORY, and ABOUT. The main content area features a colorful illustration of a historical train station with a water tower, surrounded by trees and houses. A text overlay on the right side reads: "We've come together to preserve Dunnellon's history for the benefit of the community, and we'd love it if you joined us." At the bottom, there is a section titled "A Commitment To Our History" with a paragraph about the society's mission to maintain the historic depot and ensure its place in history. On the far right, there are news items and a "JOIN TODAY" button.

Balance

Arranging elements so that no one part of a work overpowers, or seems heavier than any other part.





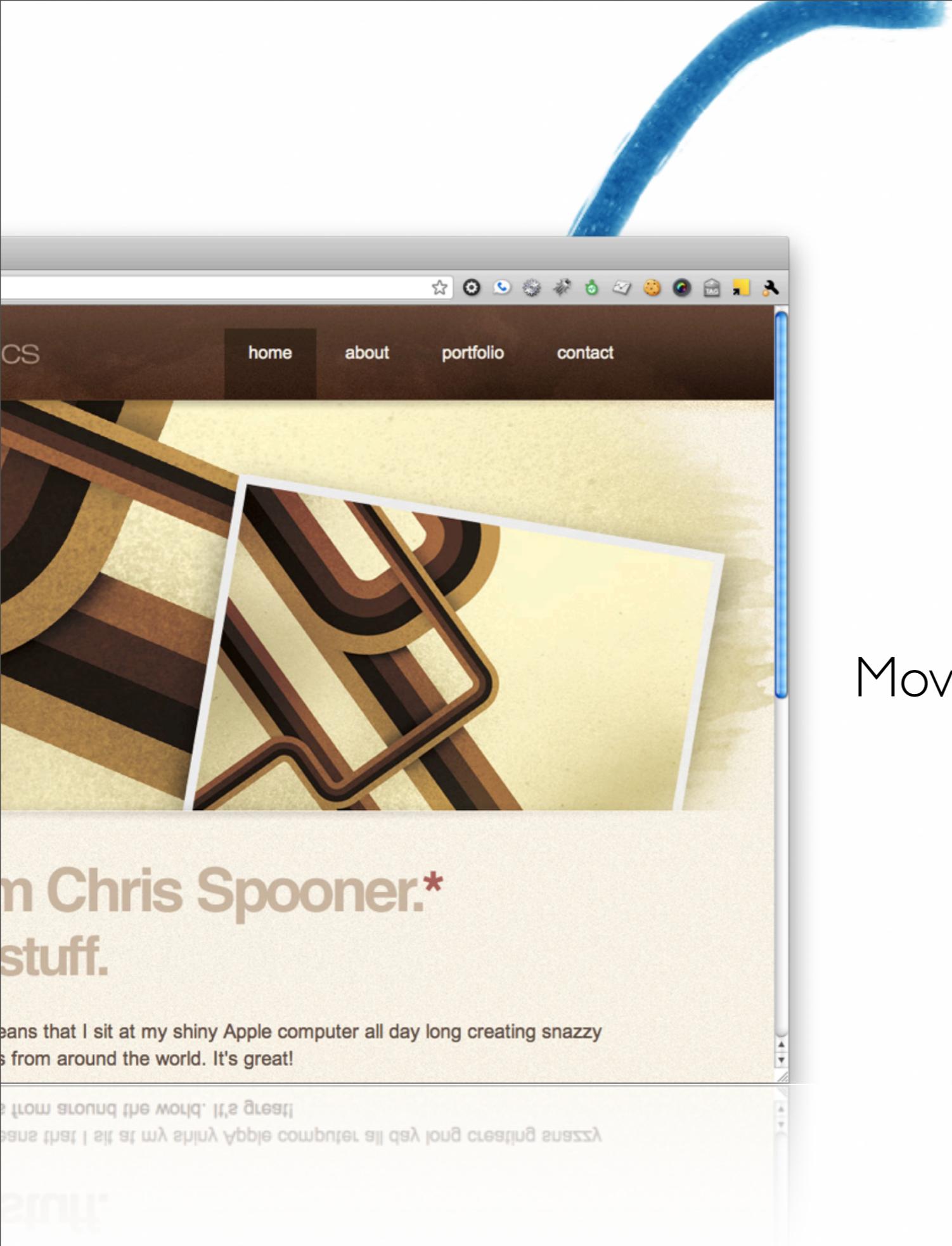
Harmony

Using similar elements throughout the design.

Variety

Having different forms or types. The differences which give a design visual and conceptual interest.





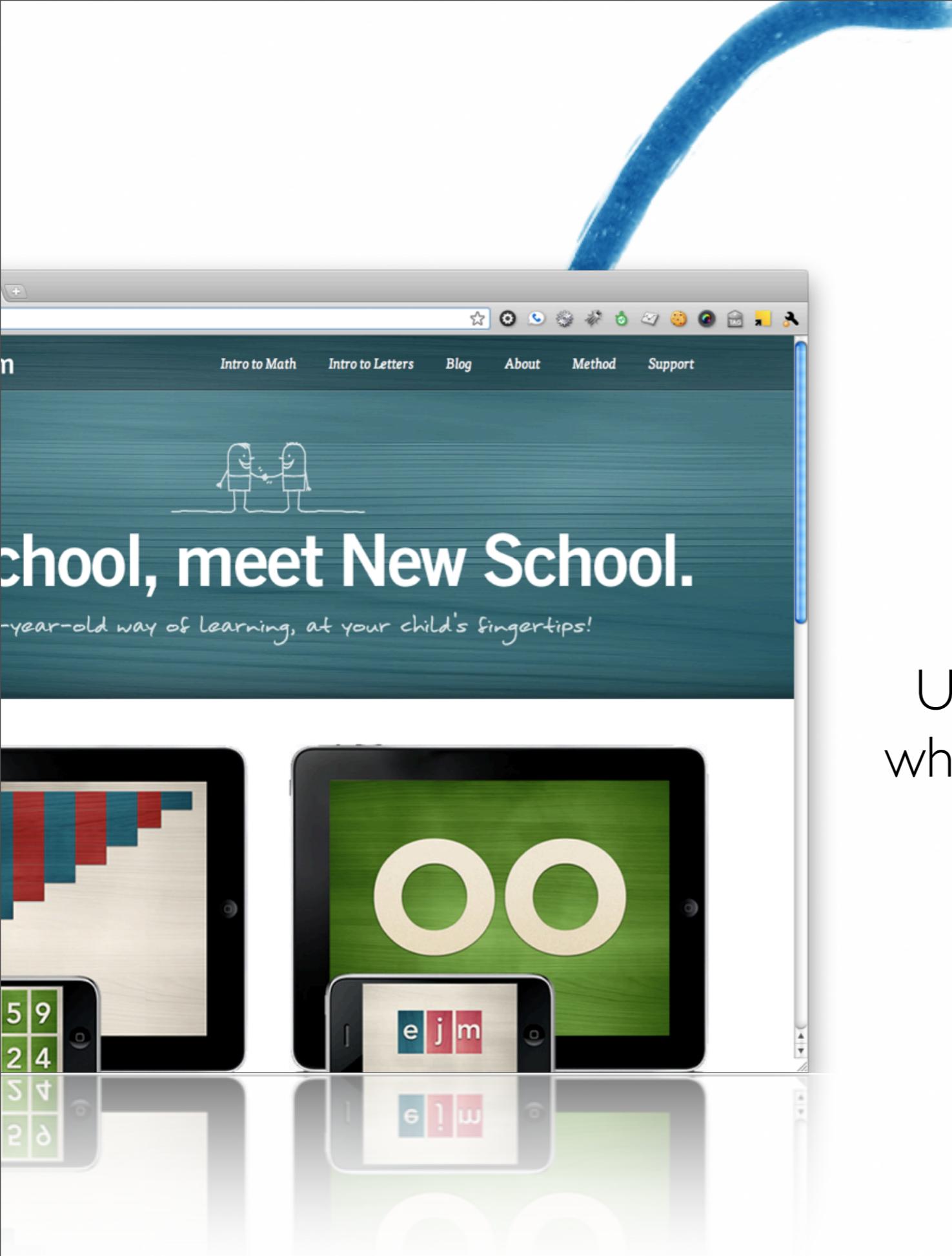
Movement

Move the user's eyes through the design.

Rhythm

This deals with consistency.
Remember, you want the eye to move and rest on certain elements.

The screenshot shows a web browser window displaying the Buffalo website at www.builtbybuffalo.com. The page has a green header with the word "Buffalo". Below it is a large image of a snowboarder performing a trick on a snowy slope. The main title "On the slopes" is displayed prominently in large, dark letters. A subtext below the title reads: "Wiski is a community that brings the world of skiers and snowboarders closer to each other and to everyone involved in the snowsports industry." There is a "View Project" link. On the left, there's a section titled "Hello, we're Buffalo" with text about creating websites and working with clients. On the right, there's a list titled "Some things we do" with items like HTML/CSS, User Interface Design, Information Architecture, E-commerce, PHP/MySQL, and Social Networking. At the bottom, there are four cards with images and text: "Over 95% of water buffalo are found in..." (with a world map icon), "Buffalo milk has..." (with a milk carton and glass icon), "The domestic buffalo is descended from the wild..." (with a bull icon), and "Cheese made from buffalo milk is known for its..." (with a cheese wedge icon). The sidebar on the right shows social media posts from users like "work@bul" and "3 days ago".

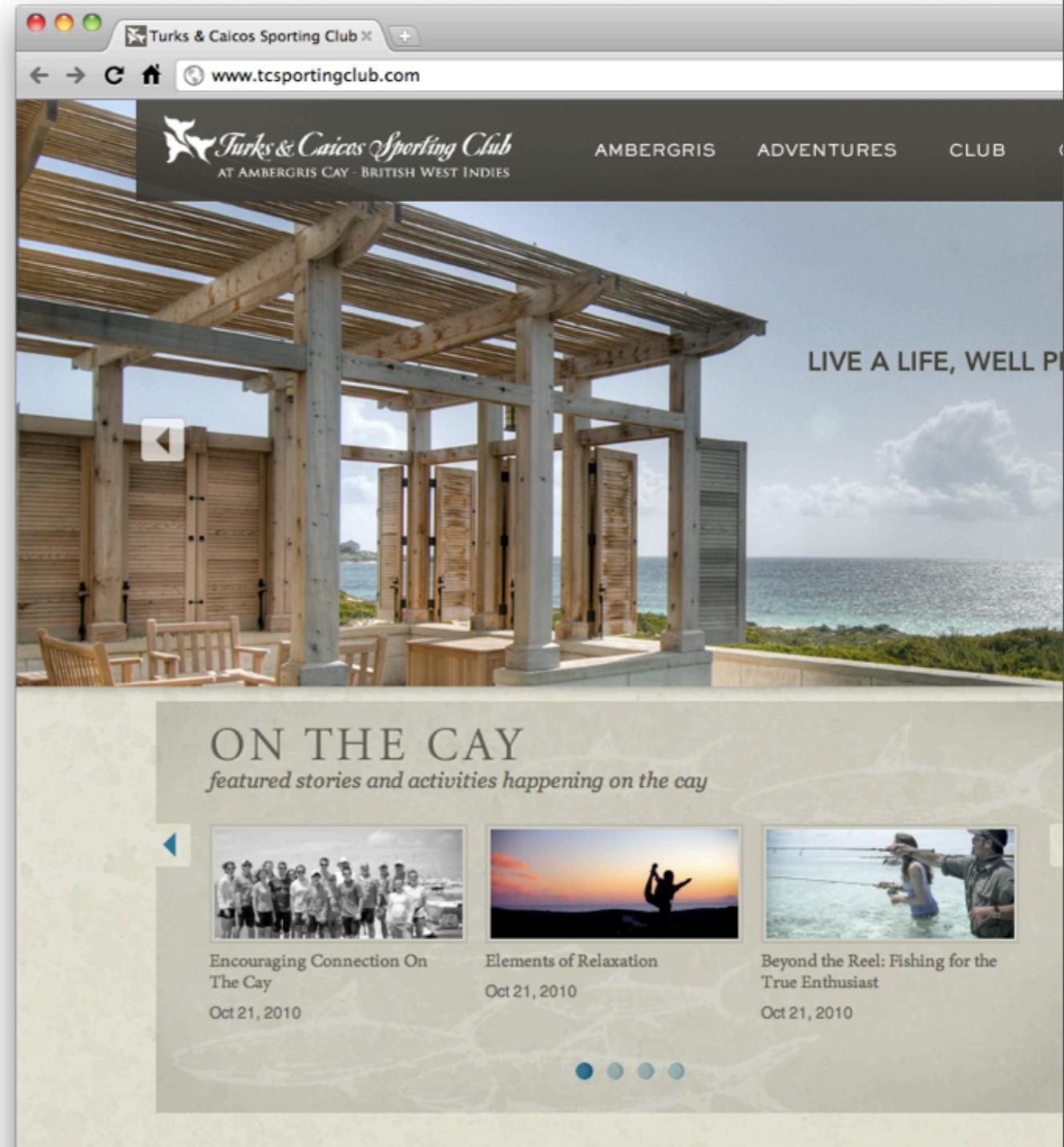


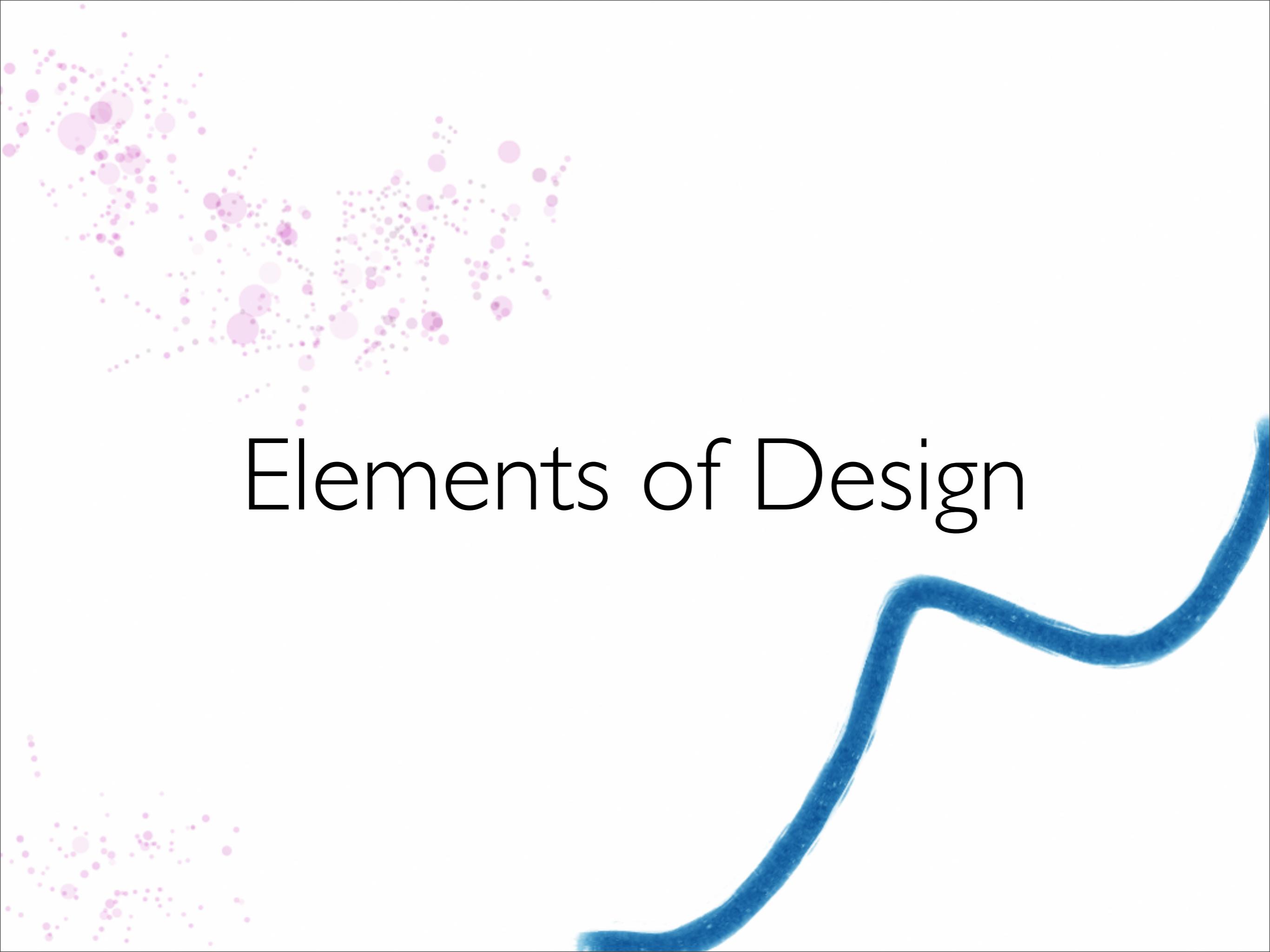
Scale

Used for importance. Dictate which objects deserve the most attention in a layout.

Unity

All the pieces of the design work together, nothing stands out as foreign.



The background features a dynamic, abstract design. In the upper left, a cluster of pink dots of varying sizes moves from left to right, creating a sense of motion. In the lower right, a thick, dark blue, brush-stroke-like line forms a large, sweeping curve that starts low on the left and rises sharply before curving back down towards the bottom right.

Elements of Design

Lines

Important element that creates breaks and separations.

What's happening?

Timeline @Mentions Retweets Searches Lists

Scobleizer Robert Scoble
Inside IBM's coolest lab: Lithium Air: IBM's quest for the super-battery <http://is.gd/SVSPGE> Car battery of future! Major geekery.
15 seconds ago

GuyKawasaki Guy Kawasaki
Infidelity: why we can't look away <http://is.gd/RXQZkH>
38 seconds ago

gordon_ryan Gordon Ryan
Guitar is getting played tomorrow. Might even indulge in a brief video game session. Big things are happening :)
53 seconds ago

Adora Lisa Brewster
RT [@joshuatopolosky](#): Our interview with Jon Rubinstein and Steven McArthur about HP's event yesterday! <http://is.gd/ETo7UM>
3 minutes ago

thisismedium thisismedium
Your own personal meeting room is waiting: <http://imeet.com> <http://fb.me/GTICyB3K>
4 minutes ago

ycombinatornews Y Combinator Newest! [by Scobleizer](#)
Quora's opportunity to disintermediate journalism <http://bit.ly/hzy3oD>
6 minutes ago

GuyKawasaki Guy Kawasaki
How love lasts <http://is.gd/ROFh1Q>
5 minutes ago

Your Tweets 1,141

5 hours ago: I can tell students with questions

Following 624

markgr A wake up call - R
@chronicle: Penn State Accus of Discriminating...

Favorites 3

Worldwide · change
#youwillnevercatchme
#1day
BornThisWayFriday
YaNoMusicVideo
Tim Higgins
Jerry Sloan
Kuno Becker
Anthony Grant
ParabénsMarizeteSantana
Ray Allen

Trends

Twitter Tweet Button

n. the easiest way for users to

About · Help · Blog · Status · Jobs · Advertisers · Businesses · Media ·

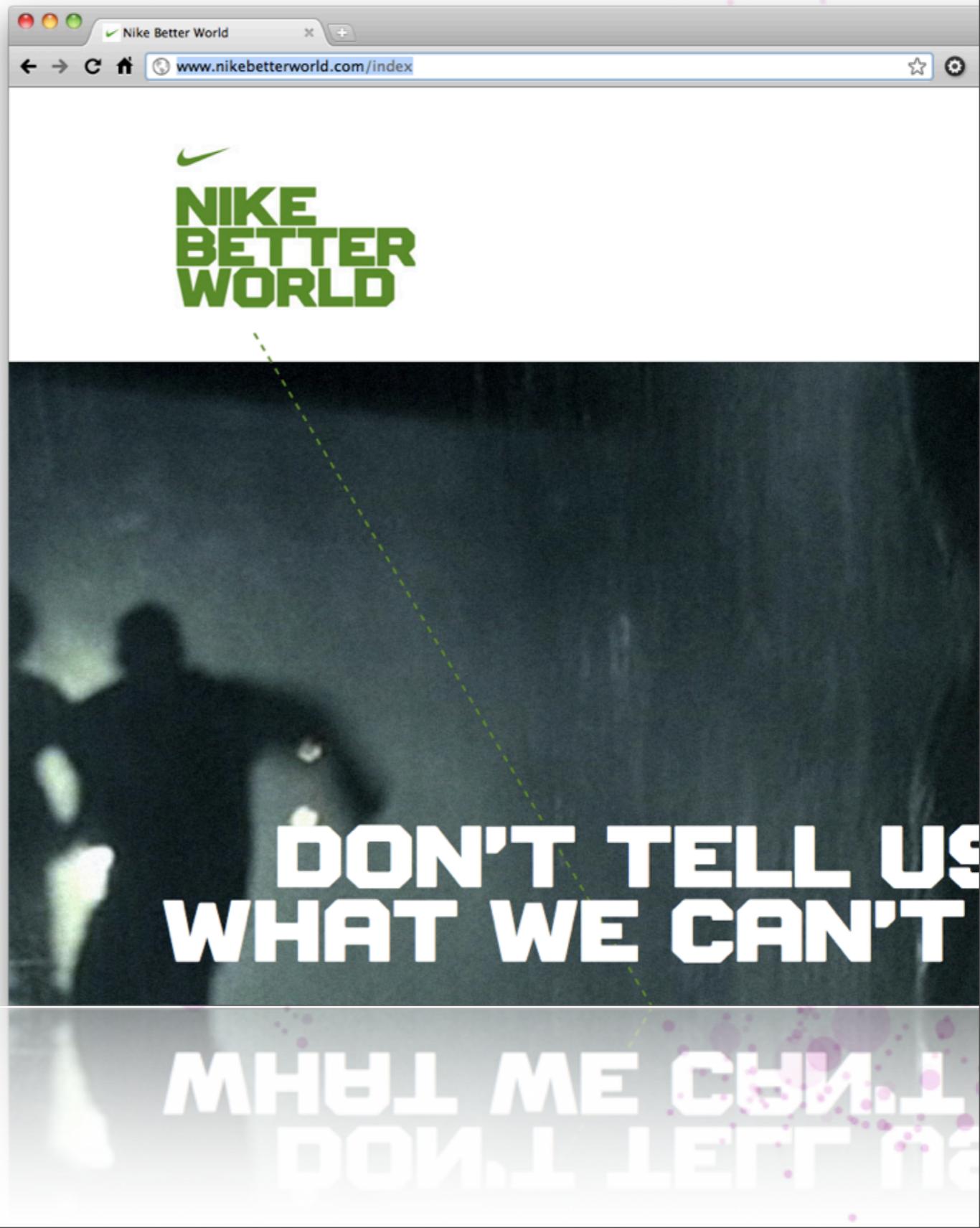
Shape

Rectangles are the most common; they can be stacked, arranged and read easily. But other shapes bring interest.

The screenshot shows a website for "The Noodle Box Restaurant". The header features a logo with the text "The Noodle Box" and a stylized red character. Below the logo is a navigation bar with links for Home, Story, Press, Values, and MERCHA. A dropdown menu for LOCATIONS, MENUS + WEEKEND SPECIALS shows options for Victoria and Vancouver. The main content area includes a photograph of the restaurant's interior with warm lighting and people dining at tables. A section below the photo displays a dish of "Malay Style Fried Rice" with a description: "Fragrant Jasmine rice, with Prawns, Chicken and a free range egg, fired with mild curry spices and asian greens."

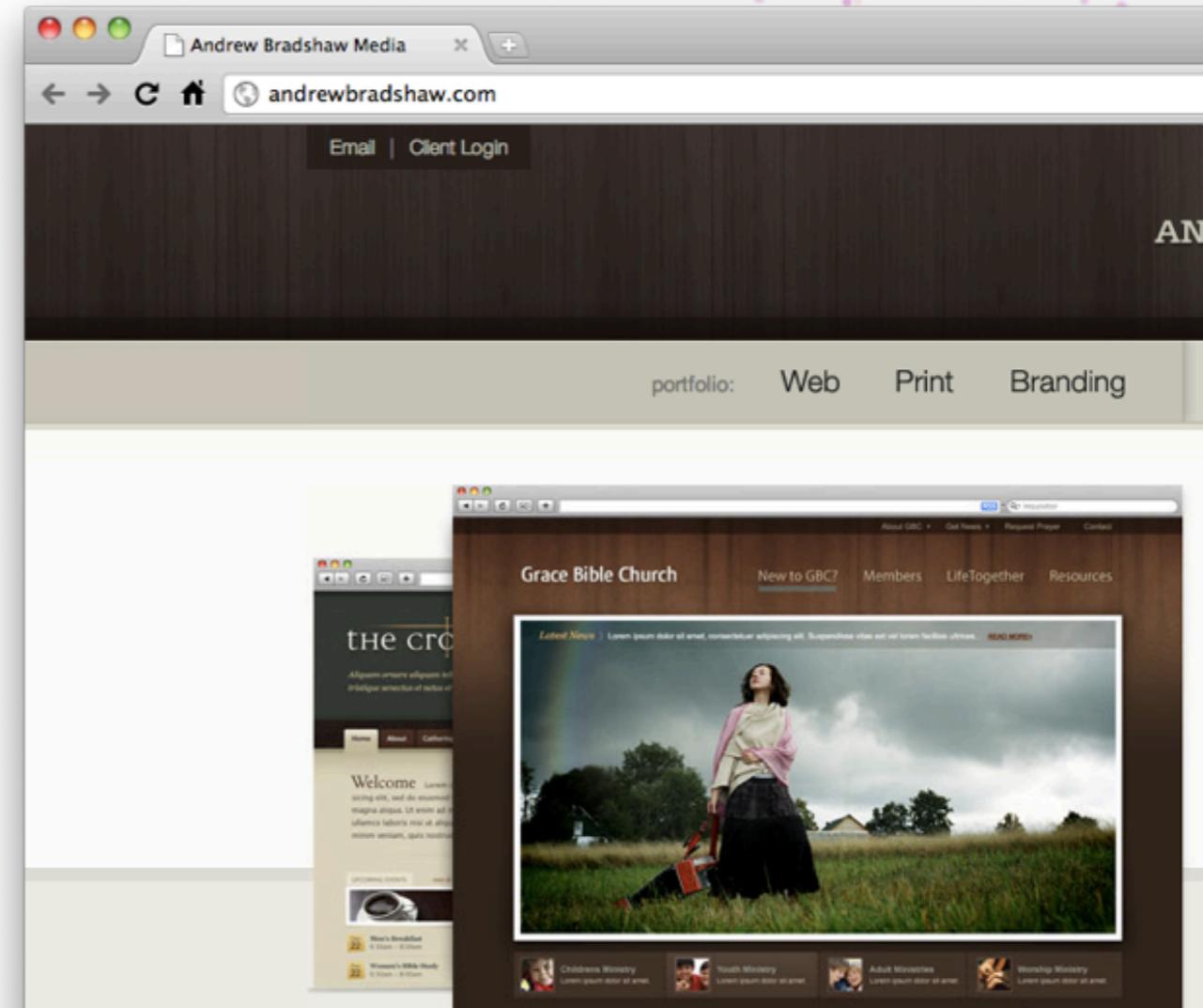
Space & Direction

If you work your design right, users will want to scroll down.



Size

Proportion and scale. 978px wide
is a good place to start.

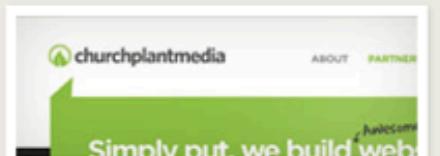


* *Highlighted Work*



The Masters College
October 2009

The Master's College serves to
empower students to make a lasting
impact on the world.
The college is located in Santa Clarita,
California, and offers various academic
programs and extracurricular activities.

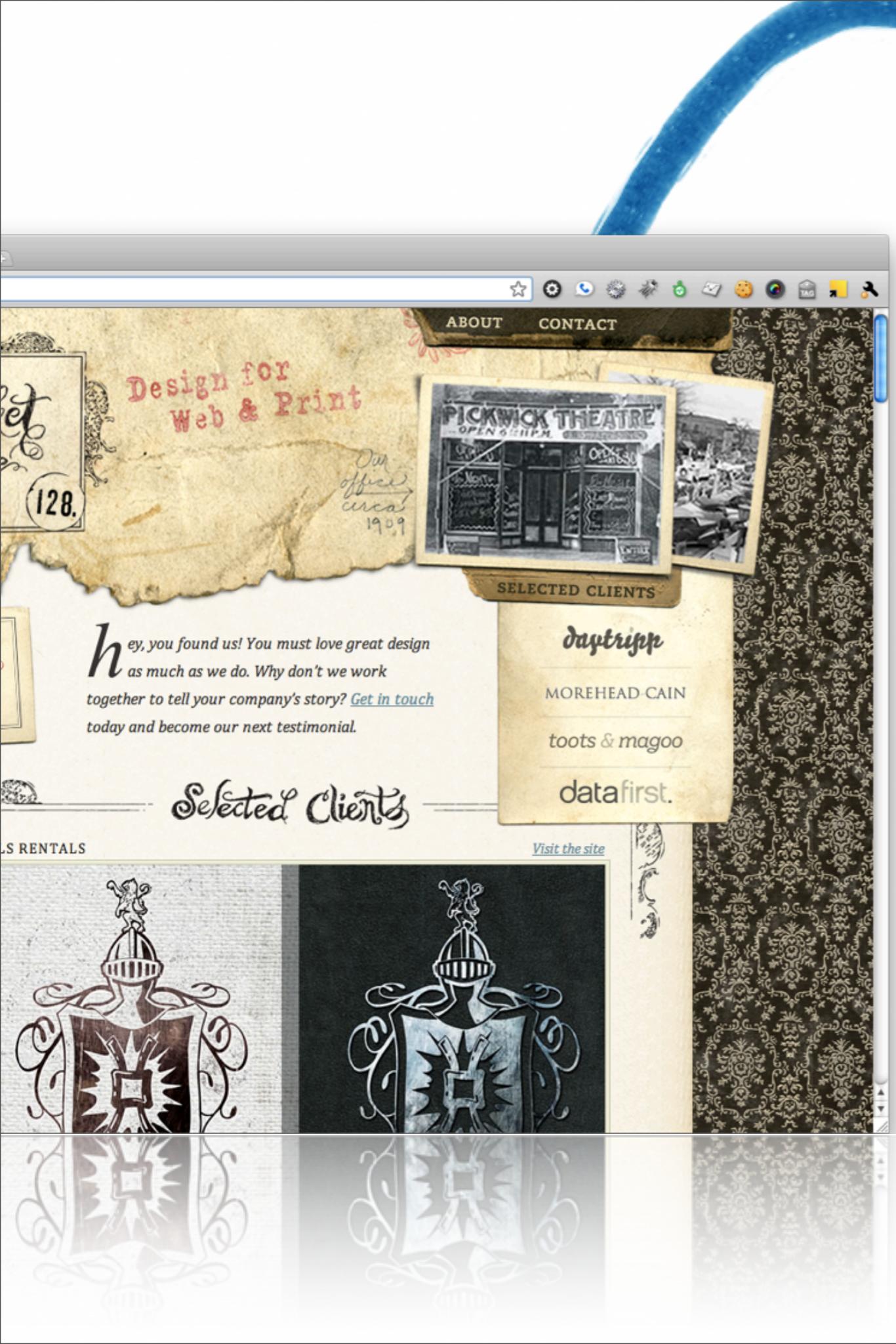


Church Plant Media
November 2009

We just launched the new Church
Plant Media website! It's always fun to
see what others are doing. Check it out at
[churchplantmedia.com](http://www.churchplantmedia.com).

Texture

Subtle characteristics.



Color & Value

The most important element of design. Color can drastically change a design. Understand color theory.

The screenshot shows a web browser window for 'nGen Works' at www.ngenworks.com. The header features a large orange background with the company name 'ngen works' in white lowercase letters. Below the name are navigation links for 'APPROACH', 'WORK', 'TEAM', and 'CONTACT'. A red email address 'INFO@NGENWORKS.COM' is also visible. The main content area has a light gray background with a dark gray rounded rectangle containing the text: 'WE USE STRATEGY, TECHNOLOGY AND CREATIVITY TO HELP PEOPLE GET THINGS DONE IN THE DIGITAL SPACE.' Below this, there are three sections labeled 'HOW', 'WHAT', and 'WHO' each with an icon and a brief description. The 'HOW' section includes a small speech bubble with the word 'hello!'. The bottom of the page shows partial navigation links for 'HOME', 'ABOUT', 'SERVICES', 'PORTFOLIO', and 'CONTACT'.

ngen works

APPROACH WORK TEAM CONTACT

INFO@NGENWORKS.COM

WE USE **STRATEGY**,
TECHNOLOGY AND **CREATIVITY**
TO HELP PEOPLE GET THINGS
DONE IN THE DIGITAL SPACE.

HOW

What matters is how things are used, not how they are built. We're contrary like that.

THE MADNESS TO OUR METHOD.

WHAT

Get a taste of the work we do to bring the world to your digital door.

OUR WORK. YOUR STORY.

WHO

We're a single team that crosses disciplines, experience and borders.

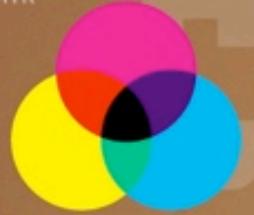
THE CREW YOU'LL WORK WITH.

hello!

HOME ABOUT SERVICES PORTFOLIO CONTACT

SUBTRACTIVE

CREATED WITH INK;
START WITH WHITE, ADD COLOR.
CMYK



COLOR TYPES



PRIMARY



SECONDARY



TERTIARY



COMPLEMENTARY



ANALOGOUS

COLOR THEORY

QUICK REFERENCE SHEET FOR DESIGNERS

ADDITIVE

CREATED WITH LIGHT;
START WITH BLACK, ADD COLOR.
RGB



COLOR RELATIONSHIPS



MONOCHROMATIC



COMPLEMENTARY

SPLIT
COMPLEMENTARYDOUBLE
COMPLEMENTARY

ANALOGOUS



TRIAD



MEANINGS

#FF0000 INTENSE, FIRE & BLOOD.
ENERGY, WAR, DANGER, LOVE
PASSIONATE, STRONG.

#800080 ROYALTY, POWER.
NOBILITY, WEALTH, AMBITION
DIGNIFIED, MYSTERIOUS.

#FFFF00 SUNSHINE, JOY.
CHEERFULNESS, INTELLECT, ENERGY
ATTENTION-GETTER.

SKY, SEA.

DEPTH, STABILITY, TRUST

MASCULINE, TRANQUIL.

NATURE, GROWTH.

FERTILITY, FRESHNESS, HEALING

SAFETY, MONEY.

WARM, STIMULATING.

ENTHUSIASM, HAPPINESS, SUCCESS

CREATIVE, AUTUMN.

CHROMA: How pure a hue is in relation to gray

SATURATION: The degree of purity of a hue

INTENSITY: The brightness or dullness of a hue

LUMINANCE/VALUE: A measure of the amount of light reflected from a hue

SHADE: A hue produced by the addition of black

TINT: A hue produced by the addition of white

*designed by Paper Leaf Design, with thanks & credit to worx.com & color-wheel-pro.com

Principles of Art

- Emphasis
- Balance
- Harmony
- Variety
- Movement
- Rhythm
- Scale
- Unity

Elements of Design

- Lines
- Shapes
- Scale & Direction
- Size
- Texture
- Color
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