Today's Agenda

- Unit 6: Part 1

- ~~Midterm solutions – Review #1~~ Postponed

- Lab exercise #7 discussed

CMPT 165
Unit 6 – Design Principles - Part 1

July 6th, 2015

Webpage design issues

Visual design issues

– Effective use of colors

– Effective use of shapes

– Visual flow

Usability design issues

– Consistency

– Web conventions

– ….

Learn by evaluating others' websites…

When you visit a website ask yourself:

What is the first thing I noticed? Where is my attention being drawn to?

Can I find the information that I am looking for? What would make that easier?

Visual design principles

The Non-Designer's Design Book suggests principles:

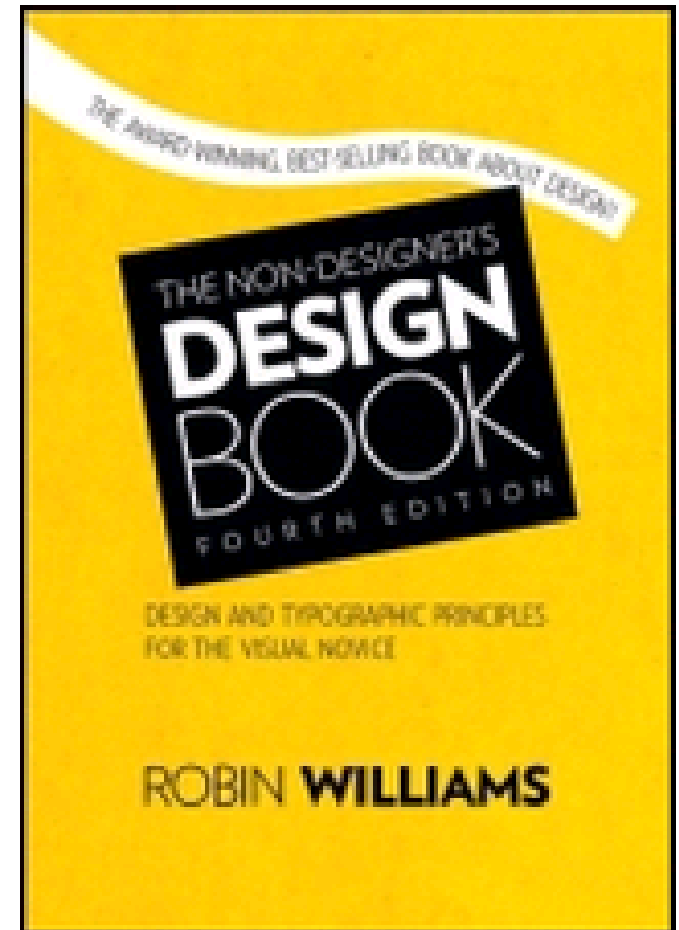1. Proximity

2. Alignment

3. Repetition

4. Contrast

Examples in this lecture from above book + links below:

http://kevintomasso.com

http://www.vanseodesign.com

http://www.csszengarden.com/

http://www.presentationzen.com/

Principle #1: Proximity

☺ Related elements should be "proximal" to (close by) each other
→ Proximity principle

☹ Elements should not be placed in

- Random matter
- Cluttered without intention

Why proximity principle matters?

Personal

Kevin Tomasso
kevin@hubze.com
850-391-1246

Corporate

Helps to improve usability:

• Easier to scan your page

• Easier to find relevant information

• Realize what items are related before reading

 – E.g. Business vs. personal

Tip: use white space for separation

Another example...

Another option:

Better echoes "proximity" principle

Another example…

First Friday Club
Winter Reading Schedule

Friday November 1 at 5 p.m. *Cymbeline*
In this action-packed drama, our strong and true heroine, Imogen, dresses as a boy and runs off to a cave in Wales to avoid marrying a man she hates.
Friday, December 6, 5 p.m. *The Winter's Tale*
The glorious Paulina and the steadfast Hermione keep a secret together for sixteen years, until the Delphic Oracle is proven true and the long-lost daughter is found.
All readings held at the Mermaid Tavern. Sponsored by I Read Shakespeare.
Join us for $3!
For seating information phone 555-1212
Also Friday, January 3 at 5 p.m. *Twelfth Night*
Join us as Olivia survives a shipwreck, dresses as a man, gets a job, and finds both a man and a woman in love with her.

First Friday
Winter Reading Schedule

Cymbeline
In this action-packed drama, our strong and true Imogen, dresses as a boy and runs off to a cave to avoid marrying a man she loathes.
November 1 • Friday • 5 P.M.

The Winter's Tale
The glorious Paulina and the steadfast Hermione a secret together for sixteen years, until the Delphic is proven true and the long lost daughter found.
December 6 • Friday • 5 P.M.

Twelfth Night
Join us as Olivia survives a shipwreck, dresses as a job, and finds both a man and a woman in love.
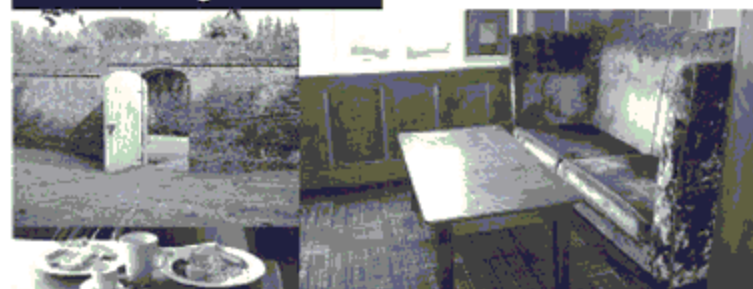January 6 • Friday • 5 P.M.

The Mermaid Tavern
All readings are held at The Mermaid Tavern.
Sponsored by **I Read Shakespeare**
For seating information phone 555-1212
Tickets $5

BEST VALUE IN MILES CITY

- Free Hot Breakfast: Eggs, Waffles
- Outdoor Pool
- Free Wireless Internet
- Microwave/Fridge
- Truck Parking
- Restaurants Nearby
- HBO
- Beautiful Courtyard
- Flat screen TV in all rooms

Moonlight Inn

We have lovely secret courtyard and spacious outdoor pool. Clean and quiet. Very comfortable big room. Free Wi-Fi in room, nice english breakfast, microwave and refrigerator in all rooms. Friendly staff. Short walk to restaurant. Pets allowed with pet fee.

9715 Cerro Blanco, Miles City, MT 35492
Phone: 765-555-8970 Fax: 765-555-7999
moonlightinnofmilescity@gmail.com

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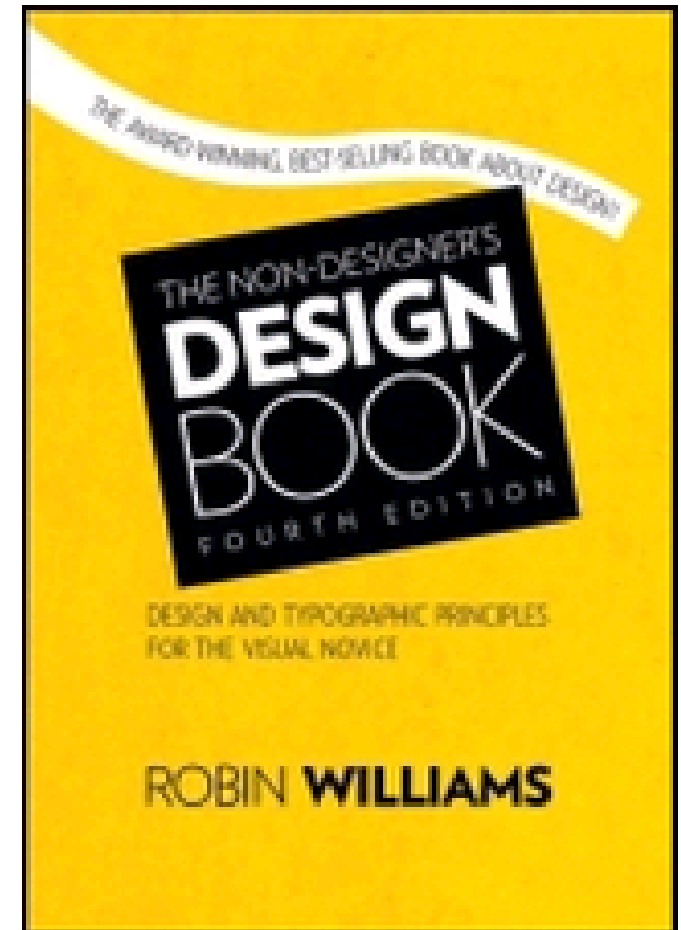
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Principle #2: Alignment

What's awkward about this?

- Elements are not aligned
- Elements appear to be randomly positioned

Principle #2: Alignment

- Concerns the proper positioning of elements

VS.

- In this example, right alignment (& proximity) helps guide the visual flow

Principle #2: Alignment

Visual design principles

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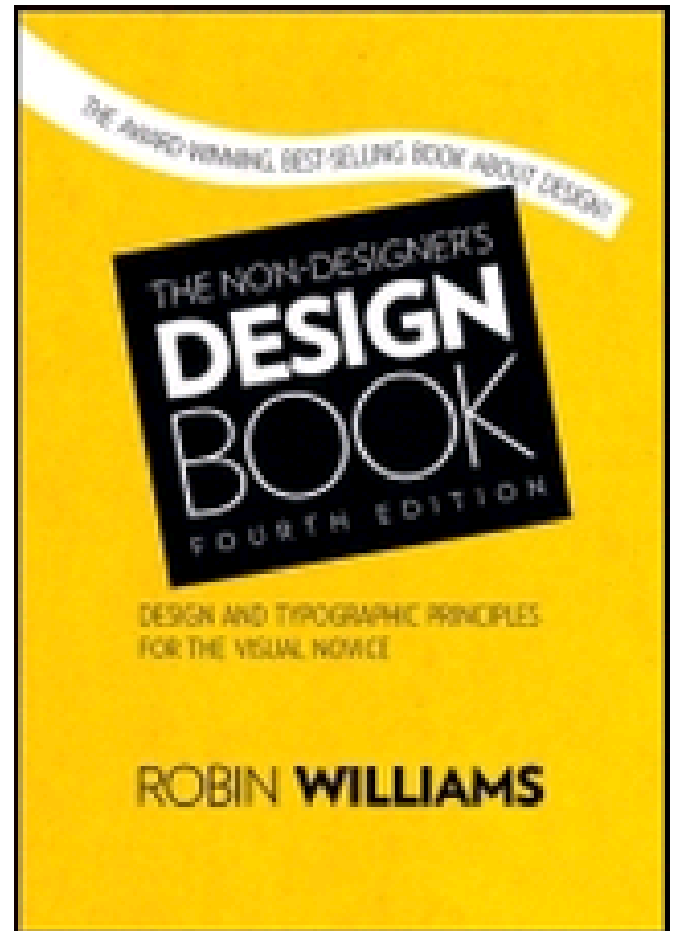
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Principle #3: Repetition

"Repeating some aspects of a design feature throughout…"

Q: why?

- Encourages **consistency**; use same:
    - formatting rules for headings, paragraphs, lists, etc.
    - colour scheme throughout entire website
    - layout (repeated placement of buttons)

This is another reason why we should use style sheet!
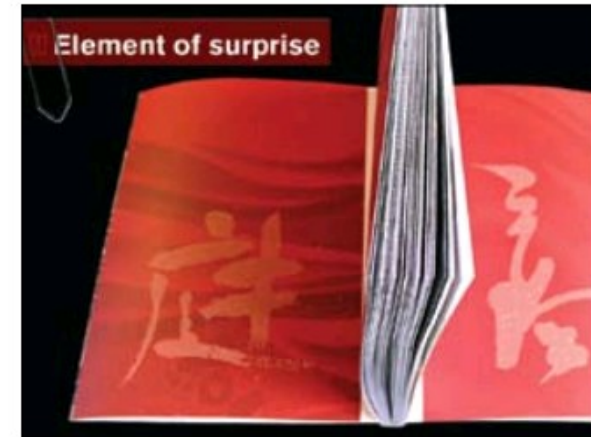
…Reuse one external style sheet

Q: What elements are repeated?

- Caption in semi-transparent red blocks

Q: what elements violated consistency?

- Colour: red in different hues

CSS Zen Garden: The Bea... ✕

www.csszengarden.com/210/

CSSOCEANGARDEN
THE BEAUTY OF CSS DESIGN

A demonstration of what can be accomplished visually through CSS based design. Select any style sheet from the list to load it into this page.

Download the example html file and css file

THE ROAD TO ENLIGHTENMENT

Littering a dark and dreary road lay the past relics of browser-specific tags, incompatible DOMs, broken CSS support, and abandoned browsers.

We must clear the mind of the past. Web enlightenment has been achieved thanks to the tireless efforts of folk like the W3C, WaSP, and the major browser creators.

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SELECT A DESIGN

MID CENTURY MODERN
by Andrew Lohman

GARMENTS
by Dan Mall

STEEL
by Steffen Knoeller

APOTHECARY
by Trent Walton

SCREEN FILLER
by Elliot Jay Stocks

FOUNTAIN KISS
by Jeremy Carlson

A ROBOT NAMED JIMMY
by Meltmedia

VERDE MODERNA
by Dave Shea

search 🔍

Circle Of Friends Services

Emergency Receiving, Transportation & Supervision Services

Care for Kids in Care.

Home
About Us
Our Services
COFS Approval and Order Form

Additional Information
Frequently Asked Questions
Site Information
Site Map

Contact Information
Contact Us

📄 Printer Friendly Version

Notes:
→Effective use of colours + shapes
→Why effective?
- Reuse of shape (puzzle pieces)
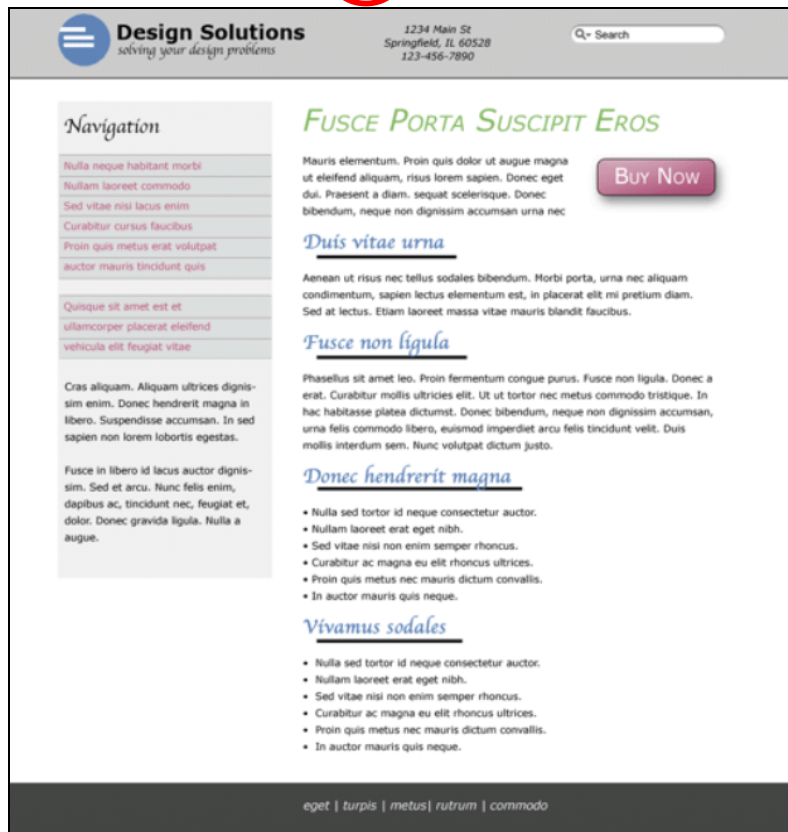- Colour scheme?
- Monochromatic puzzle pieces

Principle #3: Repetition

…does not mean you avoid changes

Q: What can be improved?

☹ ☺

VS.

➜ Repeat color choice (green) in subheadings to enhance coherency

annual martini tasting
at the mermaid tavern

classic martini

6 parts gin
1 part dry vermouth
Cocktail olive

Stir in a mixing glass with lots of cracked ice. Strain into chilled glass and garnish with olive.

dirty martini

6 parts gin
2 parts dry vermouth
1 part olive brine
Cocktail olives

Combine liquid ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled cocktail glass. Garnish with one or two olives.

cosmopolitan

4 parts vodka
2 parts Cointreau or limoncello liqueur
2 parts cranberry juice
1 part fresh lime (optional)

Combine ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled martini glass.

Lemondrop

6 parts lemon-flavored vodka
1 tsp sugar
1 part Cointreau or lemoncello liqueur

Combine ingredients in a cocktail shaker half-filled with ice cubes; shake well. Swirl half a lemon around the rim of a martini glass and dip in sugar. Pour the contents of the cocktail shaker into the glass and serve.

gimlet

8 parts gin or vodka
2 parts Rose's lime juice

Combine ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled martini glass.

queen bess martini

6 parts gin
1 parts dry vermouth
2 teaspoons Benedictine

Combine all ingredients in a cocktail shaker with cracked ice; shake well. Strain into a chilled cocktail glass.

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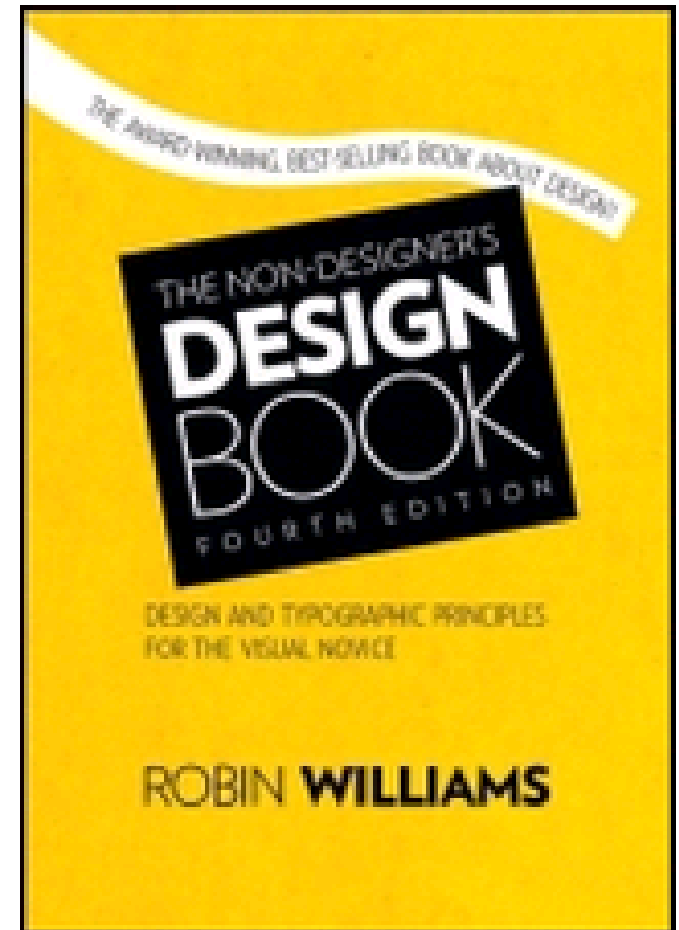2. Alignment
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Principle #4: Contrast

"If two items are not exactly the same, then make them different. Really different!" (p. 63, Robin Williams)

Why it might work better?
- White background
    - Gives strong contrast against the rest: highlights where important info are
    - Connects the graphical portrait to personal info

Principle #4: Contrast

Strategies for contrast:

- Vary colours, e.g.

- Vary text proper...
  - Font face
  - Font size
  - ...both

A Typical Headline

Lorem ipsum dolor sit amet, cum ea periculis complectitur, ex quo option alienum. Ex tale temporibus mei, graeco fuisset omittam an vel, sed ex brute decore. Ea putant fuisset patrioque eum, atqui integre vivendum cum ex, cu sea sadipscing neglegentur. Mea ne wisi commodo, solet feugiat bonorum his eu. No decore voluptua nam. Nullam aeterno liberavisse nec id, doming efficiendi liberavisse no pri. Per ea

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A Typical Headline

Sit amet, cum ea periculis complectitur, ex quo option alienum. Ex tale temporibus mei, graeco fuisset omittam an vel, sed ex brute decore. Ea putant fuisset patrioque eum, atqui integre vivendum cum ex, cu sea sadipscing neglegentur. Mea ne wisi commodo, solet feugiat bonorum his eu. No decore voluptua nam. Nullam aeterno liberavisse nec id, doming efficiendi liberavisse no pri. Per ea alterum expetenda sententiae, quo et rebum nominati dissentiunt, quis diceret rationibus id pri. Ut qui ignota.

A Subheadling

Lorem ipsum dolor sit amet, cum ea periculis complectitur, ex quo option alienum. Ex tale temporibus mei, graeco fuisset omittam an vel, sed ex brute decore. Ea putant fuisset patrioque eum, atqui integre vivendum cum ex, cu sea sadipscing neglegentur. Mea ne wisi commodo, solet feugiat bonorum his eu. No decore voluptua nam. Nullam aeterno liberavisse nec id, doming efficiendi liberavisse no pri. Per ea alterum expetenda sententiae, quo et rebum nominati dissentiunt, quis diceret rationibus id pri. Ut qui ignota.

Another Subheadling

Psum dolor sit amet, cum ea periculis complectitur, ex quo option alienum. Ex tale temporibus mei, graeco fuisset omittam an vel, sed ex brute decore. Ea putant fuisset patrioque eum, atqui integre vivendum cum ex, cu sea sadipscing neglegentur. Mea ne wisi commodo, solet feugiat bonorum his eu. No decore voluptua nam. Nullam aeterno liberavisse nec id, doming efficiendi liberavisse no pri. Per ea alterum expetenda sententiae, quo et rebum nominati dissentiunt, quis diceret rationibus id pri. Ut qui ignota
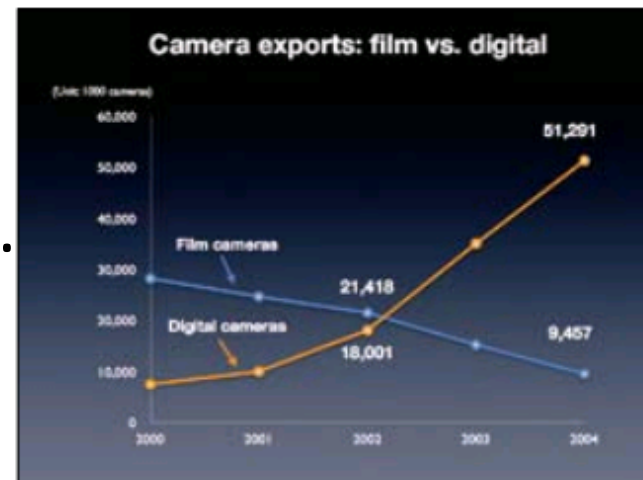
Principle #4: Contrast

And in graphics too…

vs.

Visual design principles

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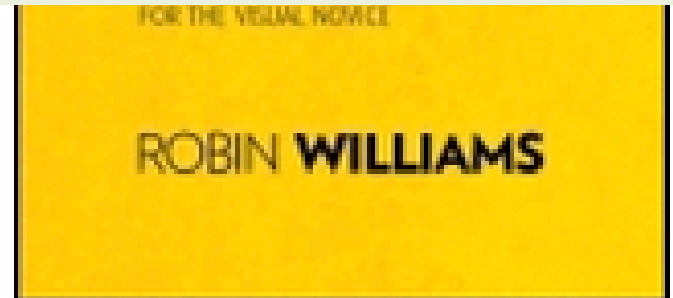Remember, these design principles apply in other forms of media!

- Print

- Web page

- Presentation slides

- Graphics in scientific papers

- ...

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FOR THE VISUAL NOVICE

ROBIN **WILLIAMS**

Brushing up a title slide...

Principles of Presentation Design:
Tips on how to think like a visual designer
By Less Nessman
Director of the PRKW Institute

Brushing up a title slide…

Principles of Presentation Design:
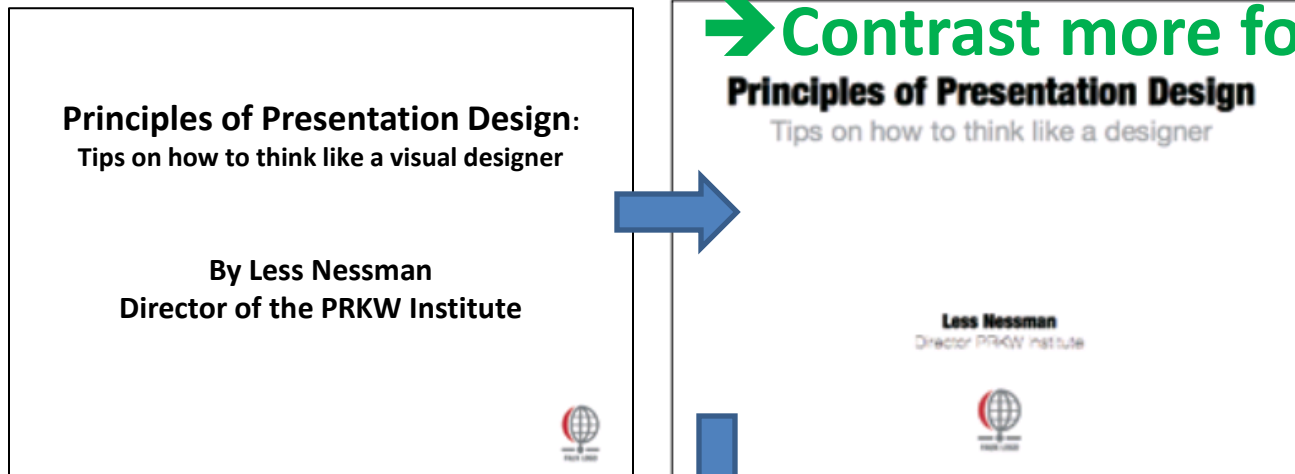**Tips on how to think like a visual designer**

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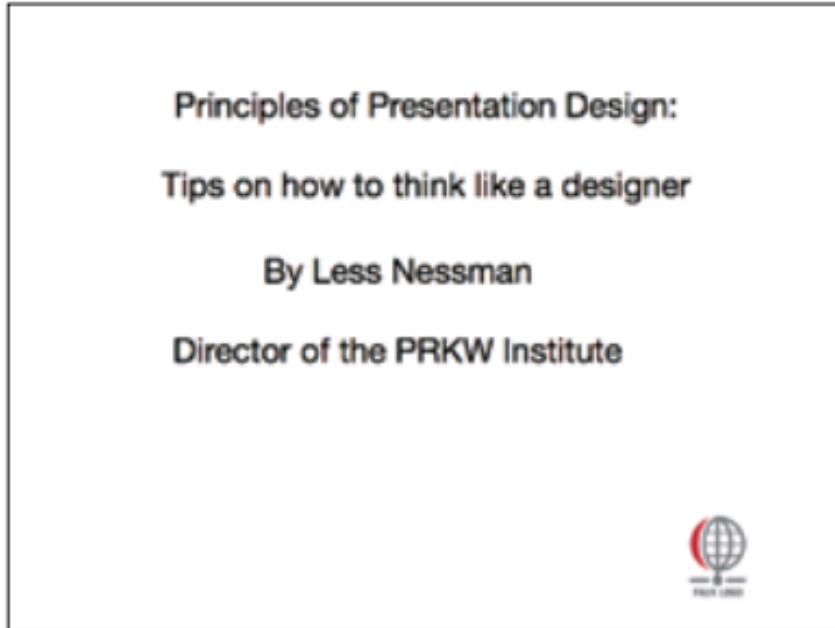➔**Adjust proximity more**

➔**Contrast more font properties**

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Director of the PRKW Institute

Principles of Presentation Design
Tips on how to think like a designer

Less Nessman
Director PRKW Institute

➔**Contrast colours**

Principles of
Presentation Design
Tips on how to think like a designer

Less Nessman
Director PRKW Institute

Principles of
Presentation Design
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Less Nessman
Director PRKW Institute

➔**Alignment**

➔**Repeat design features (red)**

Brushing up a title slide...

VS.

➔ **Adjust proximity**
➔ **Contrast font size, font face, color, etc.**
➔ **Add alignment**
➔ **Repeat design features (red)**

Think about these principles around you…

What's good?
→ **Consistent layout**
→ **Colour theme**

What's bad?
→ **Poor contrast**
→ **Same font face**
→ **Not readable**

More examples

SFU   SIMON FRASER UNIVERSITY

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masters. Begin to see with clarity. Learn to use the time-honored techniques in new and invigorating fashion. Become one with the web.

So What Is This About?

There is a continuing need to show the power of CSS. The Zen Garden aims to excite, inspire, and encourage participation. To begin, view some of the existing designs in the list. Clicking on any one will load the style sheet into this very page. The HTML remains the same, the only thing that has changed is the external CSS file. Yes, really.

CSS allows complete and total control over the style of a hypertext document. The only way this can be illustrated in a way that gets people excited is by demonstrating what it can truly be, once the reins are placed in the hands of those able to create beauty from structure. Designers and coders alike have contributed to the beauty of the web; we can always push it further.

HTML
CSS
CC
A11y
GH

Participation

Strong visual design has always been our focus. You are modifying this page, so strong CSS skills are necessary too, but the example files are commented well enough that even CSS novices can use them as starting points. Please see the CSS Resource Guide for advanced tutorials and tips on

A **demonstration** of what can be accomplished visually through **CSS-based design**. Select any **style sheet** from the list to load it into this page.

CSS ZEN GARDEN
the **beauty** of **css design**

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You may modify the style sheet in any way you wish, but not the HTML. This may seem daunting at first if you've never worked this way before, but follow the listed links to learn more, and use the sample files as a guide.

Download the sample **HTML** and **CSS** to work on a copy locally. Once you have completed your masterpiece (and please, don't

the **road** to **ENLIGHTENMENT**

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DESIGNS

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css zen garden

the beauty
of css design

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CSS allows complete and total control over

And why might this be bad?

Principles restated...

"Repeat some aspect of the design throughout the entire piece" -- Principle of Repetition

"Group related items together." **--** Principle of Proximity

"Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page" -- Principle of Alignment

"Contrast various elements of the piece to draw a reader's eye into the page" -- Principle of Contrast

What have you learned?

CRAPy designs

What have you learned?

Contrast

Alignment

CRAPy designs

Proximity

Repetition

Questions?