

# Today's Agenda

- Q/A on
  - Assignment 1
  - Midterm review
- Start on Unit 6

# CMPT 165

## Unit 6 – Design Principles - Part 1

June 24<sup>th</sup>, 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

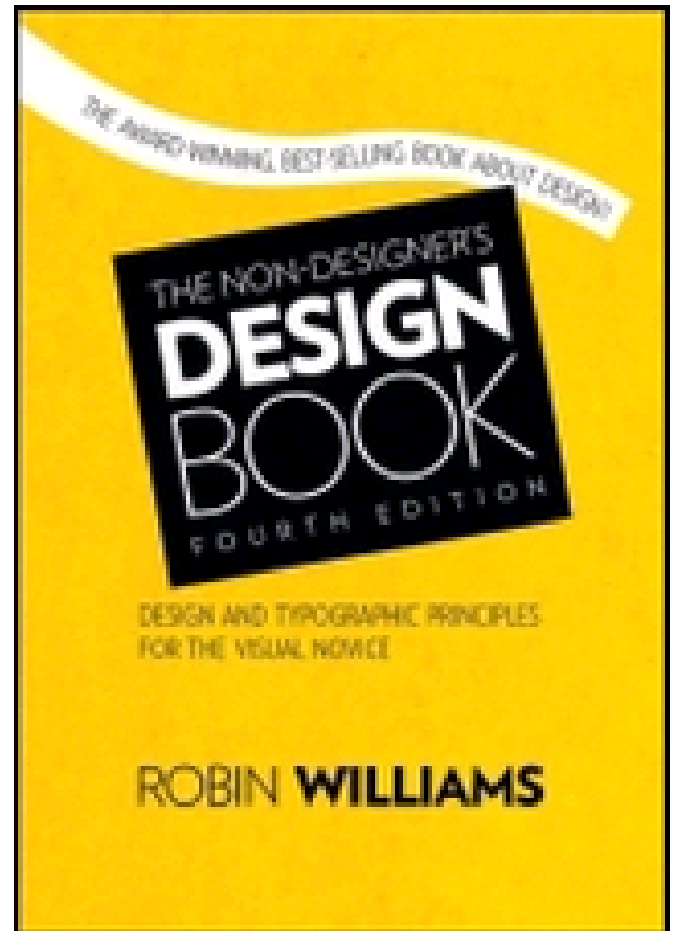
Examples in this lecture from links below:

<http://kevintomasso.com>

<http://www.vanseodesign.com>

<http://www.csszengarden.com/>

<http://www.presentationzen.com/>



# Principle #1: Proximity



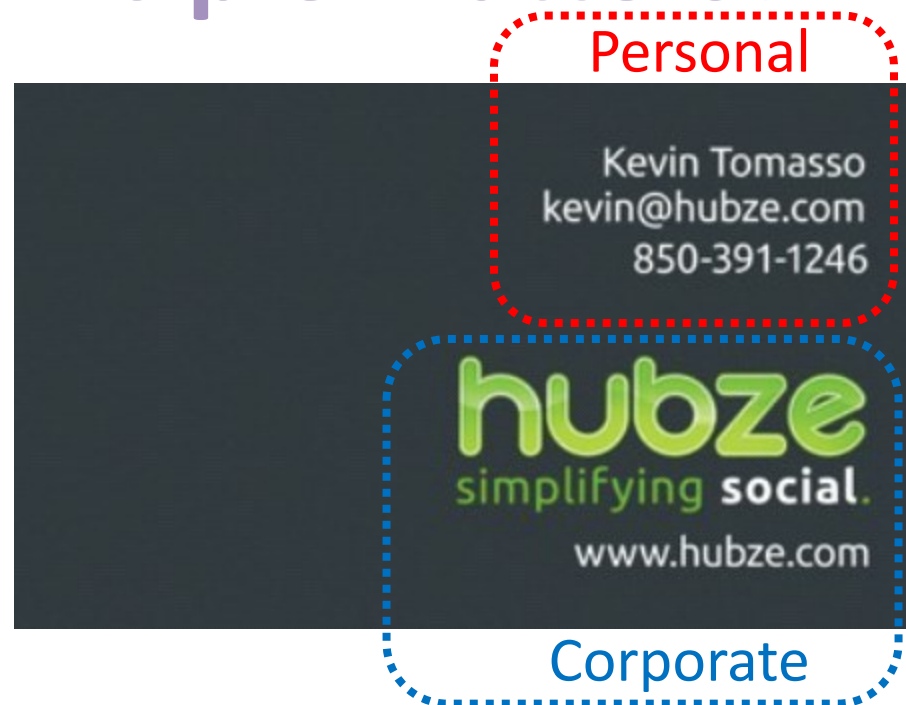
- ☺ Related elements should be “proximal” to (close by) each other  
→ Proximity principle
- ☹ Elements should not be placed in
  - Random matter
  - Cluttered without intention

# Why proximity principle matters?

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



# Visual design principles

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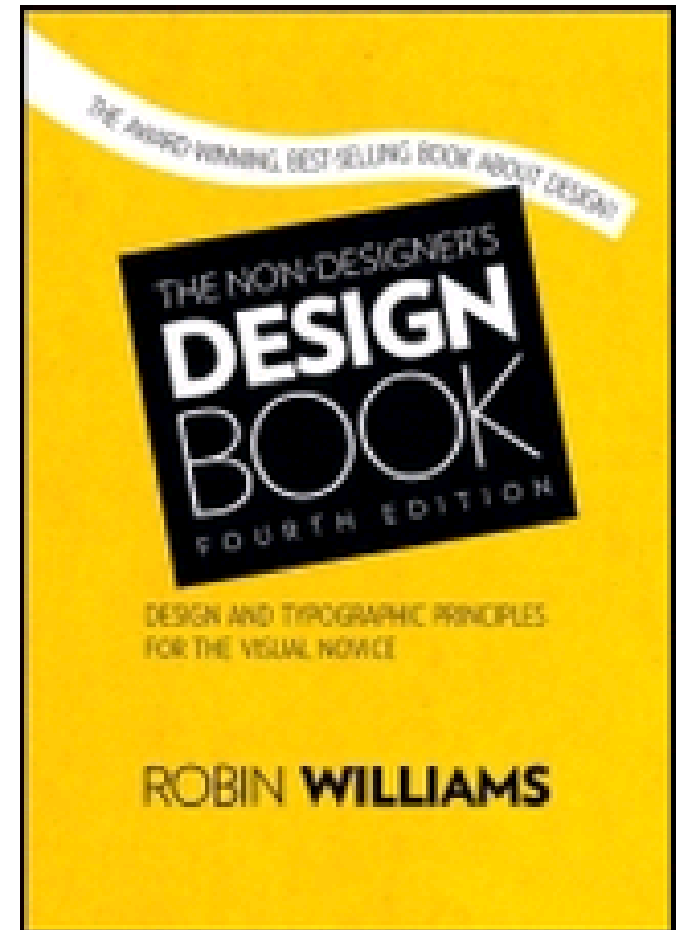
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# Principle #2: Alignment

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**

# Another example...

Center-alignment does not always work!



## Ted's Fine Dining

specializing in fine,  
eclectic cuisine



123 Spooner St, Quahog, RI

VS.



## Ted's Fine Dining

specializing in fine,  
eclectic cuisine



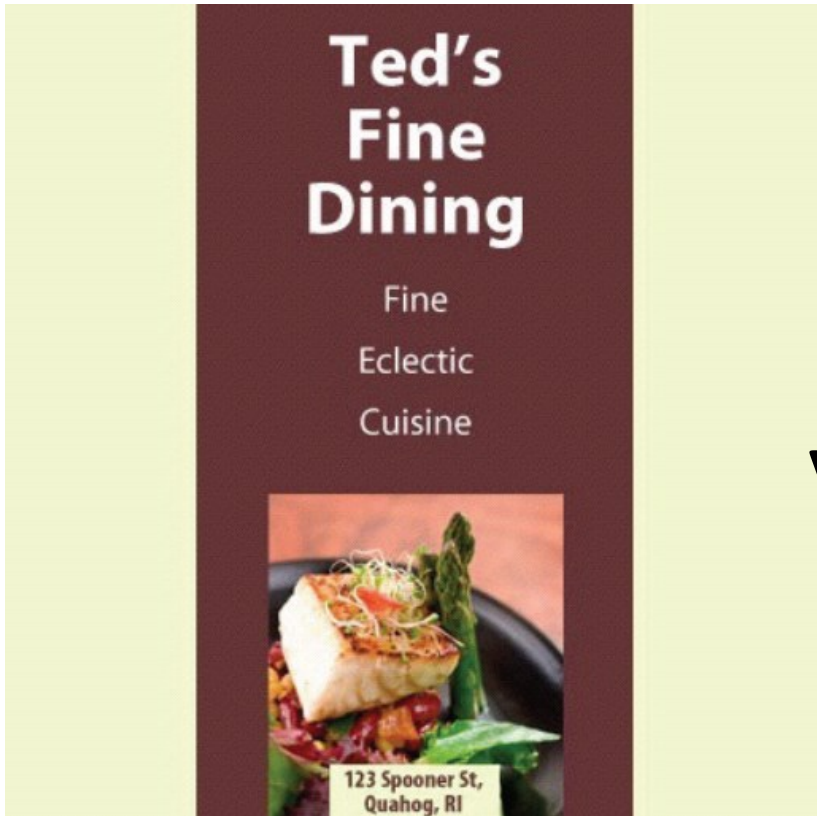
123 Spooner St, Quahog, RI

Notes:

- Effective use of shape + colors
- Why effective?
  - Similar tone with image

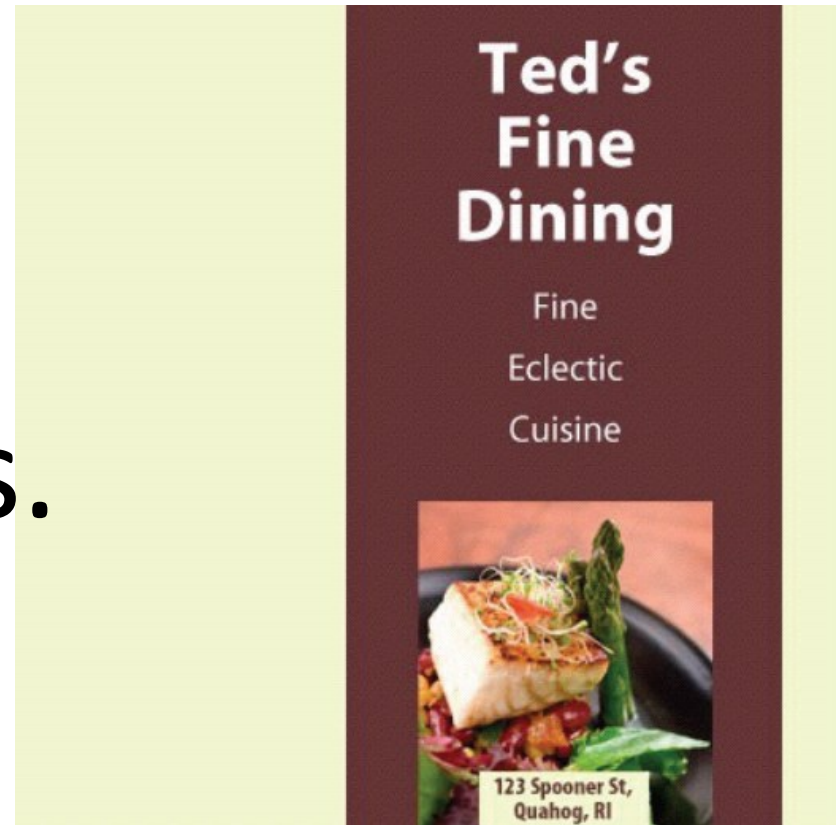
# Another example...

What about this?



... and this?

VS.



# Visual design principles

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1. Proximity

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To be  
continued

Examples

<http://kev>

<http://www.vanseodesign.com>

<http://www.csszengarden.com/>

<http://www.presentationzen.com/>

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