Today's Agenda

- Unit 6

- Midterm solutions – Review #1

- A2 discussed

- Q/A for E7 if time permits

CMPT 165
Unit 6 – Design Principles - Part 2

July 8th, 2015

Webpage design issues

Visual design issues

– Design principles…

   • To guide your design features:

     – Colour schemes

     – Shapes

     – Font-faces

– Visual flow

Contrast
Alignment
CRAPy designs
Repetition
Proximity

Usability design issues

– Consistency

– Readability

– ….

Usability issues

– Criteria to keep in mind:

- Consistency

- Readability

  – Users don't read, they scan

  – … Not text-heavy

- Simplicity

– Web conventions to follow…

Simplicity

"Minimalism"

- Use white space to help
    - Reduce cognitive overload
    - Provide hierarchical structures (easier to navigate)
    - Reduce complexity
- Other strategies?
    - Large graphics to aid

Examples from http://www.awwwards.com/websites/clean/

CSS Zen garden http://www.csszengarden.com/

Strive for simplicity

- visually appealing/laid out
- large buttons/graphics to better convey messages

Main messages ("low" subscription costs) clearly stated in main page…

www.getfinch.com

finch

BLOG   ARCHIVES   ABOUT   CONTACT

Startup Stagnation

I examine startups and their impact, in an excerpt from my Distance essay.

READ FEATURE POST

DISTANCE 02

ABOUT

Hello, my name is Francisco Inchauste. I'm a designer, writer, and wrangler of smaller versions of myself. I do design stuff at Universal Mind. I make nice apps at Simplebots.

In a former life I was the UX editor for Smashing Magazine. You should keep up with me on the Twitters.

Follow @iamFinch

RECENT THOUGHTS

Don't Believe The Hype

By FRANCISCO INCHAUSTE on April 9, 2013

Last year I helped create an alarm clock app, called Rise. To our surprise, it received a lot of attention. A lot more than we had ever anticipated. With this kind of attention there are bound to be haters. It just comes with the territory. It's not that I think the app is perfect and there should not be criticism. To the contrary, there are a lot of things we have changed that were not even on our radar. Customer feedback has really helped us improve the base product. Listening to customers has made Rise what it is today.

That said, we've seen a few of what I call "sniper emails." Those are the kinds of critiques where that individual, or troll, is just angry and wants to inflict the

SELECTED WRITING

You Suck at Design (Here's Why)

The Creativity Trigger

What Would Jason (Santa Maria) Do?

Avoiding the Uncanny Valley of Interface Design

UX is 90% Desirability

Design is Not the Goal

Long Live the Redesign

What are "Conventions"?

"Unwritten rules"

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Web conventions

- Examples:
  - Where is the "log out" link on most websites?
  - Where can you find information about the author of an online news article?
  - From the main page of a blog site, how do you make a comment on an entry?
  - …

- How to be creative but be consistent with web conventions?
  - Must hyperlinks always be underlined + coloured in blue?
  - No
    - Strategy: change one style property and keep the rest