

# CMPT I65

# INTRODUCTION TO THE

# INTERNET AND THE

# WORLD WIDE WEB



## Unit 6

## Design Principles

# Learning Objectives

In this unit you will learn the following.

- **Explain** some principles of design.
- **Apply** design principles to the creation of websites.
- **Evaluate** the design of websites and other materials.
- **Create** websites where the user can quickly navigate to the desired information.

# Topics

1. General Design
2. The Proximity Principle
3. The Alignment Principle
4. The Repetition Principle
5. The Contrast

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6. Web Design Principles
7. Conventions and Readability
8. Page Design
9. Other Design Considerations

Lecture 1

Lecture 2

# General Design

*def.* create with a specific purpose or intention in mind.

- Create a website that is usually **appealing**.
- Deliver information is **easily** found and understood.
- **Be memorable** — have them coming back
- Many website are not designed well.
- What works well for print and TV does not for web.
- You must understand the **principle of design**, but you must design for a specific *medium*.

**Medium** *def.* how information is communicated or expressed (**media** is plural).

# Defining Good Design

- Sometimes it is easier to define good design by given examples of bad design.
- When you visit a website ask yourself:
  - What is the first thing I notice?
  - Where is my attention being focused?
  - Can I find the information that I am looking for?
  - What would make it easier to do so?
- *The Non-Designer's Design Book* by Robin Williams suggests 4 principles:

**proximity, alignment, repetition, and contrast**



# Proximity

- “Group related items together” (p. 15).



- Elements should not be scattered randomly.
- Elements should not be grouped tightly together.

# Proximity

- Related items should be placed near each other;
- Unrelated items should be separated by some space.



- Benefits:
  - realize what items are related before reading
  - easier to scan your page and find the relevant information.

# Proximity

- Help your web page / document look organized
- Before you create a web page spend time thinking about
  - What information do I want on this page?
  - Can this information be broken down into smaller subjects/groups?
- These questions help organize your web page(s).
- In the example we have separated:
  - the business information from
  - the personal contact information

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

**hubze**  
simplifying social.

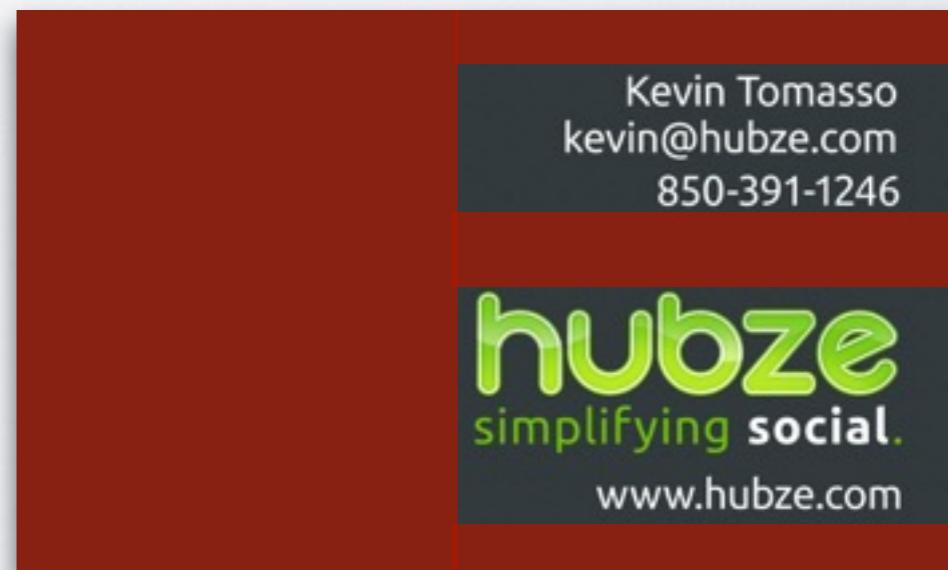
[www.hubze.com](http://www.hubze.com)

# Whitespace

def. blank space where there are no foreground objects (text and images).

- Do not be afraid to use whitespace.
- Help separate different subjects/topics.

In the example  
whitespace  
highlighted in **red**.



# Alignment

def. is the positioning of text and images on a page.

- “Nothing should be placed on the page arbitrarily. Every item should have a visual connection with something else on the page” (p. 31)



# Alignment

- Text/images need to line up with other text/images.
- It creates a common line for the eye to follow.
- Centring does not always work.



- Right alignment creates a strong, clear line.

# Alignment Example

(a poster for a fine dining restaurant)



There may be nothing wrong with **centre alignment, but** it is **pretty forgetful** and **not effective**.

# Alignment Example

(a poster for a fine dining restaurant)

**Ted's Fine Dining**

specializing in fine,  
eclectic cuisine



123 Spooner St, Quahog, RI

**Ted's Fine Dining**

specializing in fine,  
eclectic cuisine

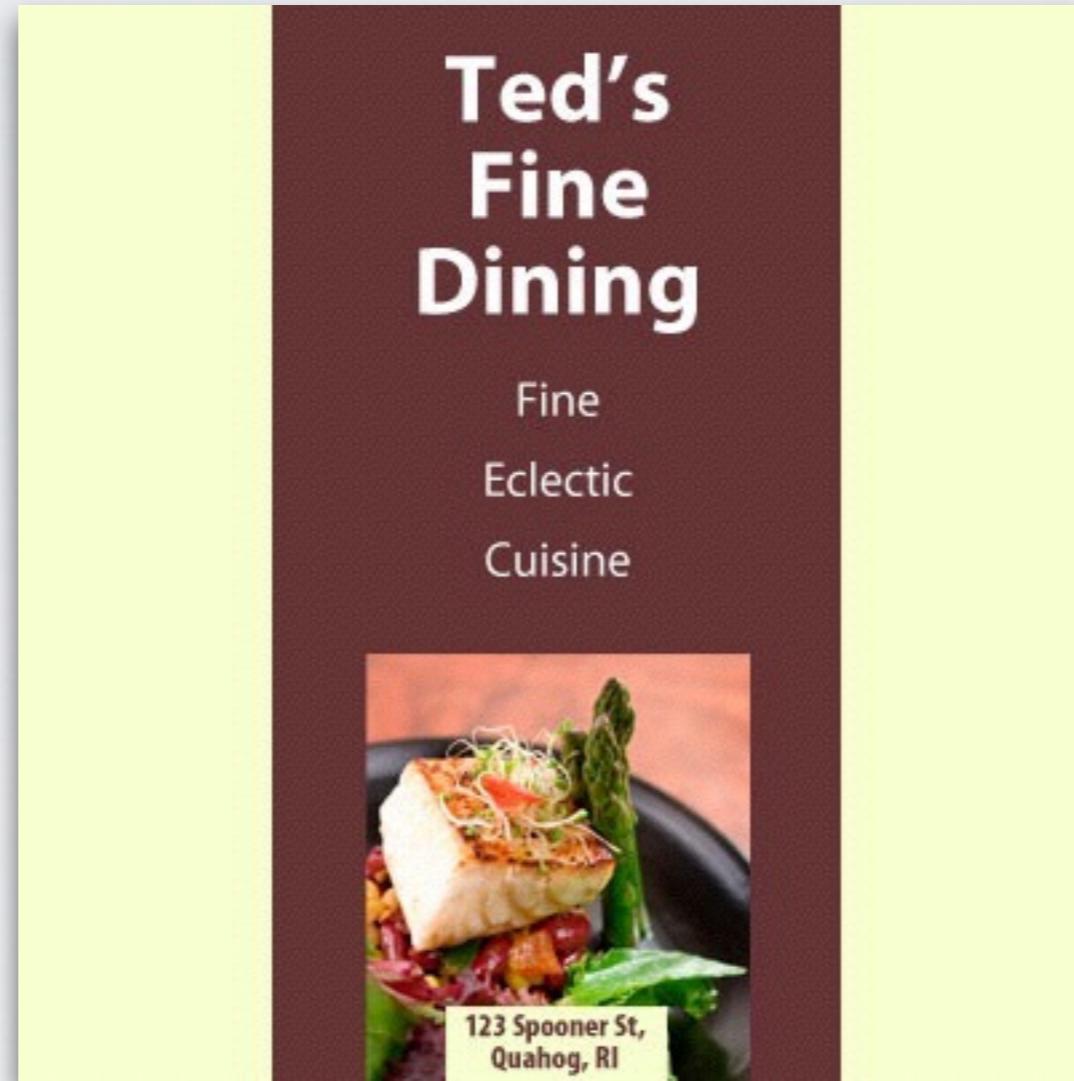


123 Spooner St, Quahog, RI

No content change, right alignment and bar creates a more professional feel. **Which one conveys fine dining?**

# Alignment Example

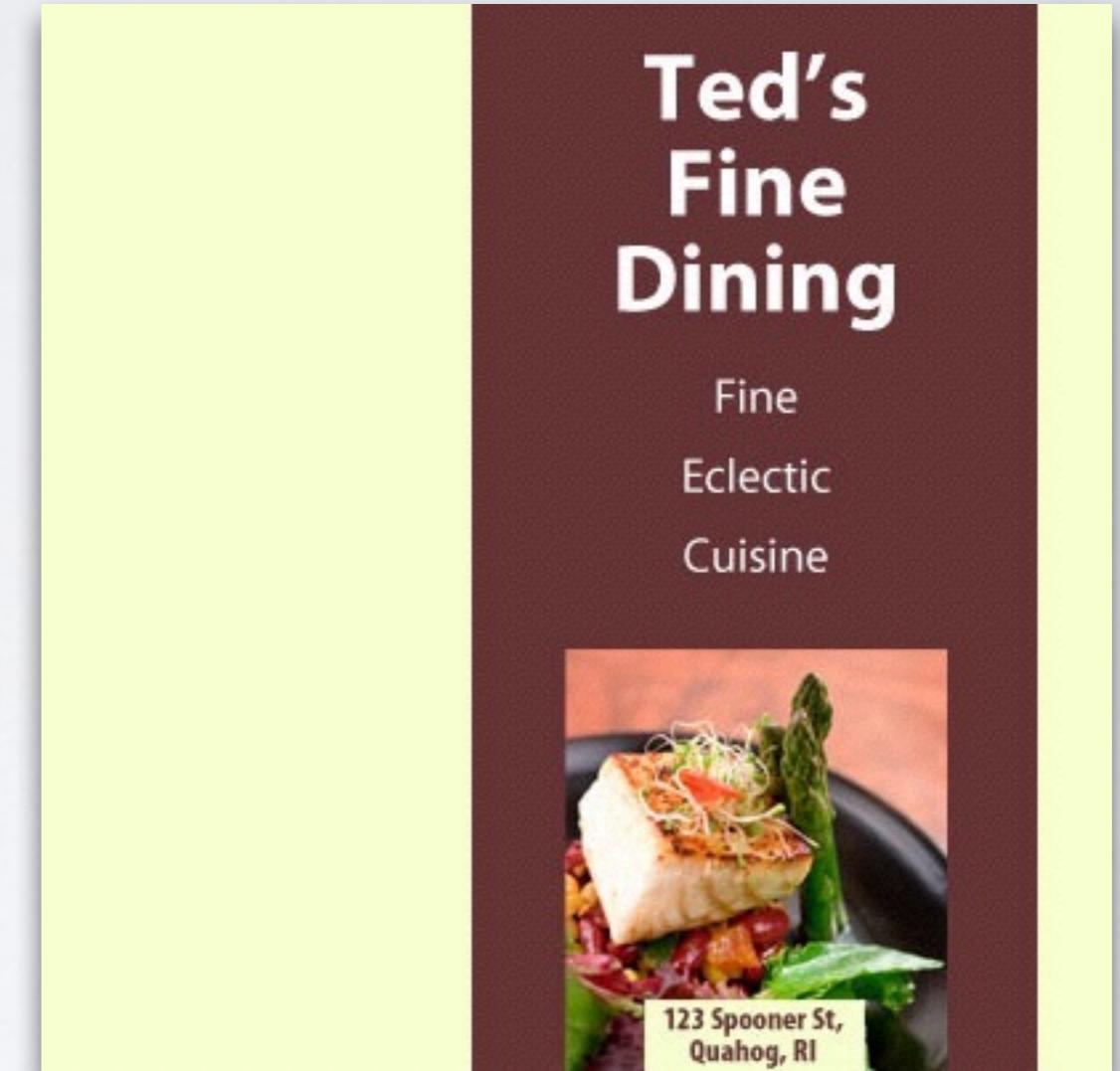
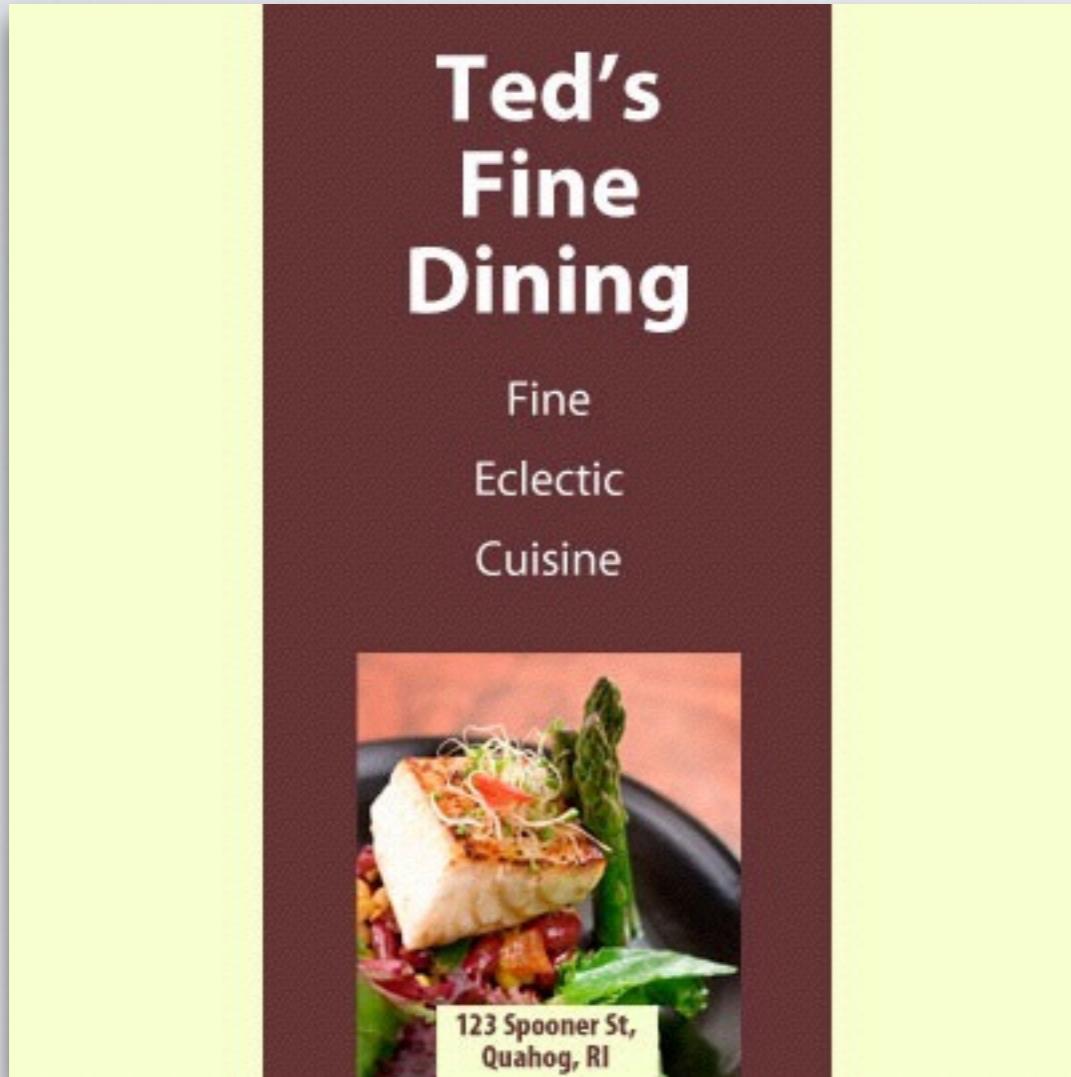
(a poster for a fine dining restaurant)



Centring can be made to look more effective.

# Alignment Example

(a poster for a fine dining restaurant)



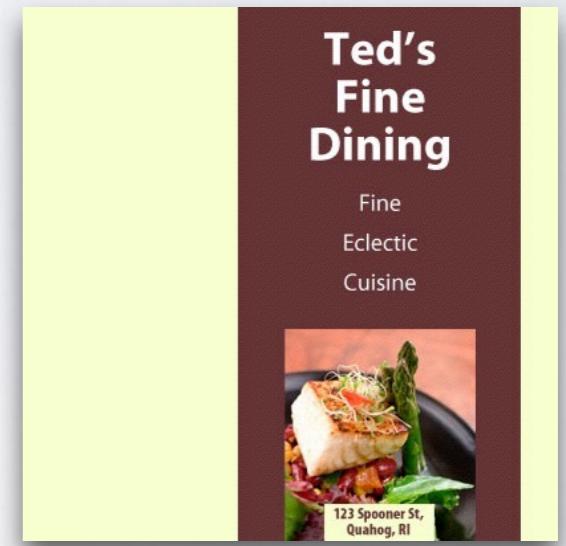
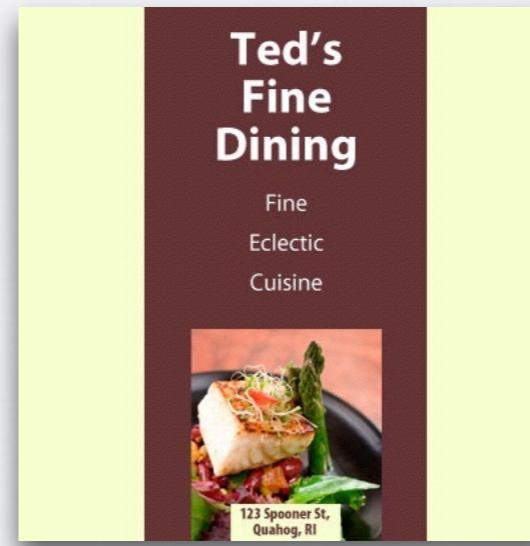
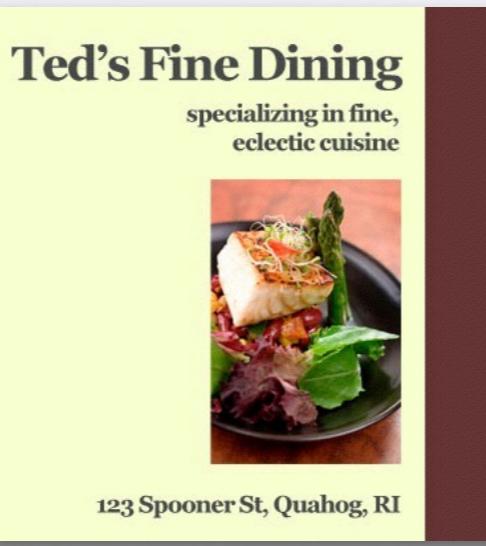
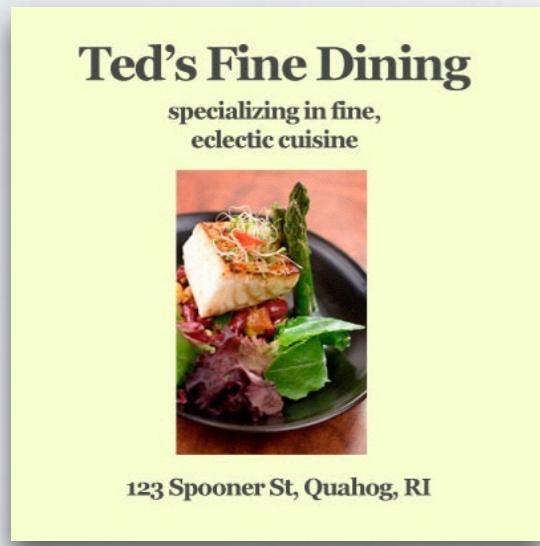
But having a inner centred element off-centre is less boring and creates a bit of excitement.

# Alignment Example

## (a poster for a fine dining restaurant)

Which looks better, more professional?

Which speaks fine dining to you: A, B, C, or D?



**Sample A**

**Sample B**

**Sample C**

**Sample D**

# Text Justification

Which looks better, more professional, left or right?

Sed virtute nominavi dissentiant et. Ei has malis accumsan mediocrem, elit oratio luptatum ei mea. Sit atqui utroque nusquam eu. Eum graeco probatus et, sit id intellegam persequeris, primis lucilius suavitate te eam. Tamquam nostrud ornatus at usu, usu verterem urbanitas an. Te feugiat scaevola intellegat est, pertinax salutandi erroribus vis at, sed in soluta postea iudicabit. Ne nec duis assum nusquam. Malis dicam fabellas ea pri, no sea choro utroque detracto. Diceret mediocrem ad duo, sint mutat usu in. His nonumy omittam efficiendi ei, augue invenire expetendis pro ut. Te suas pertinacia suscipiantur nam, putant delenit facilisis ad usu. Ignota dictas vim at, alii dicant laoreet duo ei, ut erat noster vim. Usu eligendi signiferumque ne. Odio albucius eu vix, nibh eros efficiendi in duo. Veri interesseret contentiones eos ne, regione iuvaret neglegentur in his, dicunt adversarium est ex. Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.



Figure 1: Some museum somewhere in London, UK

Sed virtute nominavi dissentiant et. Ei has malis accumsan mediocrem, elit oratio luptatum ei mea. Sit atqui utroque nusquam eu. Eum graeco probatus et, sit id intellegam persequeris, primis lucilius suavitate te eam. Tamquam nostrud ornatus at usu, usu verterem urbanitas an. Te feugiat scaevola intellegat est, pertinax salutandi erroribus vis at, sed in soluta postea iudicabit. Ne nec duis assum nusquam. Malis dicam fabellas ea pri, no sea choro utroque detracto. Diceret mediocrem ad duo, sint mutat usu in. His nonumy omittam efficiendi ei, augue invenire expetendis pro ut. Te suas pertinacia suscipiantur nam, putant delenit facilisis ad usu. Ignota dictas vim at, alii dicant laoreet duo ei, ut erat noster vim. Usu eligendi signiferumque ne. Odio albucius eu vix, nibh eros efficiendi in duo. Veri interesseret contentiones eos ne, regione iuvaret neglegentur in his, dicunt adversarium est ex. Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.



Figure 1: Some museum somewhere in London, UK

# Repetition

def. “repeat[ing] some aspect of the design throughout the entire piece” (p. 49).

- Use the same font, rule, bullet for the entire page.
- Use a consistent colour from your colour scheme for the same tag/element.



# Repetition

- Alignment and repetition create a unify presentation.
- A repeated element gives the user something to hang on to and gives the presentation a consistent feel.



# Repetition

- On the other hand, you shouldn't repeat too much.
- Everything in your presentation shouldn't look the same.

The screenshot displays a website template with a header, a sidebar, and a main content area.

**Header:** The header features a blue circular icon with three horizontal lines, followed by the text "Design Solutions" and "solving your design problems". It also includes a search bar with a magnifying glass icon and the placeholder "Search".

**Address:** 1234 Main St, Springfield, IL 60528, 123-456-7890

**Navigation Sidebar:** A sidebar on the left is titled "Navigation" and lists several items in red text:

- Nulla neque habitant morbi
- Nullam laoreet commodo
- Sed vitae nisi lacus enim
- Curabitur cursus faucibus
- Proin quis metus erat volutpat
- auctor mauris tincidunt quis

- Quisque sit amet est et
- ullamcorper placerat eleifend
- vehicula elit feugiat vitae

**Main Content Area:** The main content area contains several sections with green and blue headings and text:

- FUSCE PORTA SUSCIPIT EROS** (green heading)  
Mauris elementum. Proin quis dolor ut augue magna ut eleifend aliquam, risus lorem sapien. Donec eget dui. Praesent a diam, sequat scelerisque. Donec bibendum, neque non dignissim accumsan urna nec
- Buy Now** (pink button)
- Duis vitae urna** (blue heading)  
Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.
- Fusce non ligula** (blue heading)  
Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.
- Donec hendrerit magna** (blue heading)
  - Nulla sed tortor id neque consectetur auctor.
  - Nullam laoreet erat eget nibh.
  - Sed vitae nisi non enim semper rhoncus.
  - Curabitur ac magna eu elit rhoncus ultrices.
  - Proin quis metus nec mauris dictum convallis.
  - In auctor mauris quis neque.
- Vivamus sodales** (blue heading)
  - Nulla sed tortor id neque consectetur auctor.
  - Nullam laoreet erat eget nibh.
  - Sed vitae nisi non enim semper rhoncus.
  - Curabitur ac magna eu elit rhoncus ultrices.
  - Proin quis metus nec mauris dictum convallis.
  - In auctor mauris quis neque.

**Footer:** A dark footer bar contains the text "eget | turpis | metus | rutrum | commodo".

# Repetition

Which looks better, more professional, left or right?



**Design Solutions**  
solving your design problems

1234 Main St  
Springfield, IL 60528  
123-456-7890

Q- Search

## Navigation

Nulla neque habitant morbi

Nullam laoreet commodo

Sed vitae nisi lacus enim

Curabitur cursus faucibus

Proin quis metus erat volutpat

auctor mauris tincidunt quis

Quisque sit amet est et

ullamcorper placerat eleifend

vehicula elit feugiat vitae

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas.

Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.

## FUSCE PORTA SUSCIPIT EROS

Mauris elementum. Proin quis dolor ut augue magna ut eleifend aliquam, risus lorem sapien. Donec eget dui. Praesent a diam. sequat scelerisque. Donec bibendum, neque non dignissim accumsan urna nec

Buy Now

### Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

### Fusce non ligula

Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

### Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

### Vivamus sodales

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

eget | turpis | metus| rutrum | commodo



**Design Solutions**  
solving your design problems

1234 Main St  
Springfield, IL 60528  
123-456-7890

Q- Search

## Services

Nulla neque habitant morbi

Nullam laoreet commodo

Sed vitae nisi lacus enim

Curabitur cursus faucibus

Proin quis metus erat volutpat  
auctor mauris tincidunt quis

## Products

Quisque sit amet est et

ullamcorper placerat eleifend

vehicula elit feugiat vitae

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas.

Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.

## FUSCE PORTA SUSCIPIT EROS

Buy Now

### Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

### Fusce non ligula

Phasellus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

### Donec hendrerit magna

#### Curabitur mollis

- Nulla sed tortor id lectus neque.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper.
- Curabitur ac magna eu elit rhoncus.
- Proin quis metus nec mauris dictum.
- In auctor mauris quis neque.

#### Ultricies commodo

- Nulla sed tortor id neque.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper.
- Curabitur ac magna eu elit.
- Proin quis metus nec mauris.
- In auctor mauris quis neque.

eget | turpis | metus| rutrum | commodo

# Contrast

def. having text/images standout from one another, and from the background.

- “If two items are not exactly the same, then make them different. Really different” (p. 63).



# Contrast

Reader should be able to tell at a glance what parts of the page serve the same purpose.



- the person
- contact information
- the company

Create contrast by using different typefaces, font size, foreground/background colour with **obvious** difference.

# Vary Typefaces

Vary typefaces between headings and paragraph text.

## THE MUSEUM

Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.

## **Sample A**

# THE MUSEUM

Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.

# **Sample B**

# Vary Typefaces

Vary typefaces between headings and paragraph text.

## THE MUSEUM

Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.

# **Sample A**

# THE MUSEUM

Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.

# **Sample B**



# Vary Font Size

Vary font sizes between headings and paragraph text.

# THE MUSEUM

Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.

# Sample A

# THE MUSEUM

Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.

# **Sample B**

# Vary Font Size

Vary font sizes between headings and paragraph text.

## THE MUSEUM

Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.

# **Sample A**

# THE MUSEUM

Lorem ipsum dolor sit amet, te melius integre assentior est. Sea cu ornatus mentitum offendit, in ius clita forensibus, per soleat ridens ad. Quas commune eleifend ut sed, ex quo libris blandit referrentur, ex duo partem fierent. An nam facer summo. Ut sonet solet iracundia sed, ei etiam clita disputando vix. Cum ne iuvaret urbanitas definiebas. No soleat iisque pro. Dicta vivendo ius ne, pro cu option offendit accommodare. Te mei probo mediocrem sententiae, sit ne feugiat elaboraret, his timeam docendi assentior cu. In dignissim forensibus quo, enim oportere est te.

# **Sample B**



# Contrast

- Done be afraid to play around and try new ideas.
- Remember too much is not good either.
- If the result is ugly, then refine, tweak it , make small changes.
- Use a your pre-defined colour scheme to highlight and separate subjects/topics.





# IMPORTANT

to remember, are these 4 principles

# CRAP Design

Easy to remember as [kevintomasso.com](http://kevintomasso.com) writes:

**CRAP** is the acronym for the four basic principles of design.

Contrast

Repetition

Alignment

Proximity



# QUESTIONS?

# Website Design

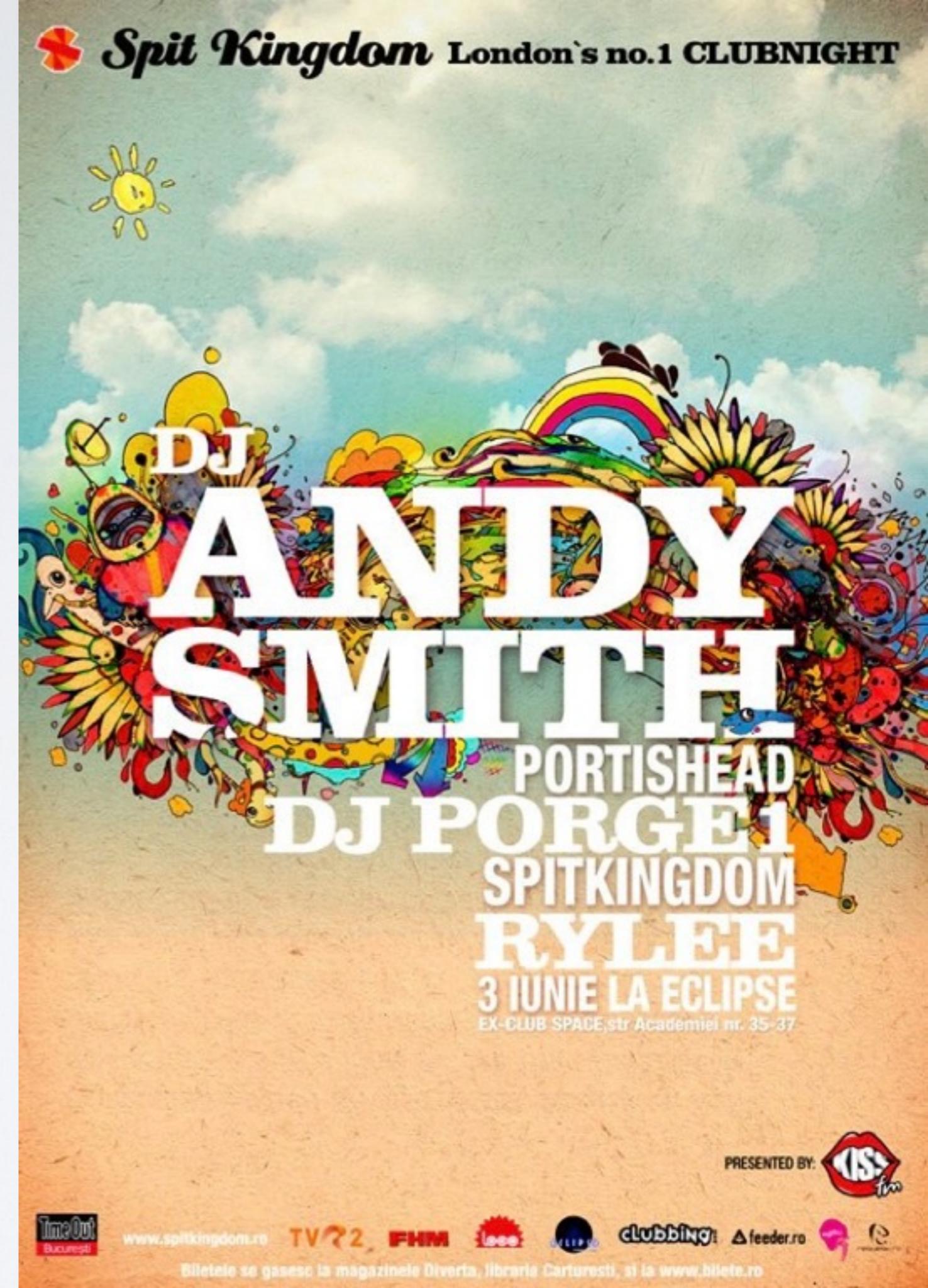
As with any form of media:

- We use Contrast, Repetition, Alignment, and Proximity.
- **But** how we use these 4 principles will be different.
- Cannot use the visual layout of a poster for a web page.
  - A poster can be **any** shape or size
    - The creator chooses.
  - A website is **limited by the screen size** of the view's computer
    - The creator **has no choice!**
    - On a web page you would need to **scroll**.

# A Poster

Notice:

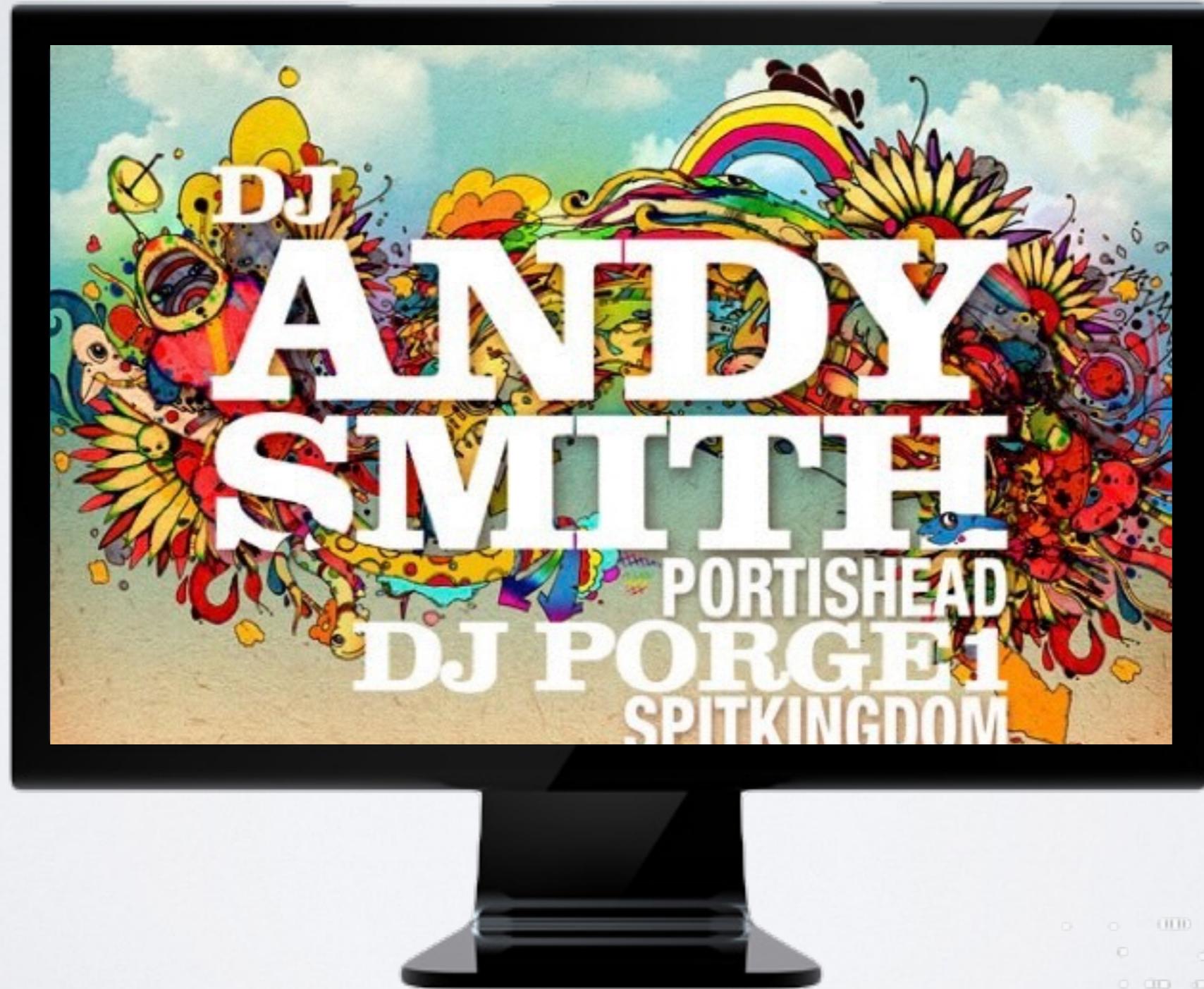
- We can appreciate the entire poster at a glance
- We can focus on specific aspects and information
- The poster info is both specific and subtle:
  - Specific through text
  - Subtle information through art



# The Poster as a Web Page



# The Poster as a Web Page



# The Poster as a Web Page



# The Poster as a Web Page

As we can see it is **very hard** to experience the entirety of the poster when we have to scroll down.

Subtle information is lost. The mood, the particular feeling the poster is trying to portray is not fully realized when **scrolling**

We are only given a small window from which to view what could be a masterpiece.



The course reader says:

*“You cannot include a hyperlink on a poster” (page 108)*

**Is this correct?**

The course reader says:

*“You cannot include a hyperlink on a poster” (page 108)*

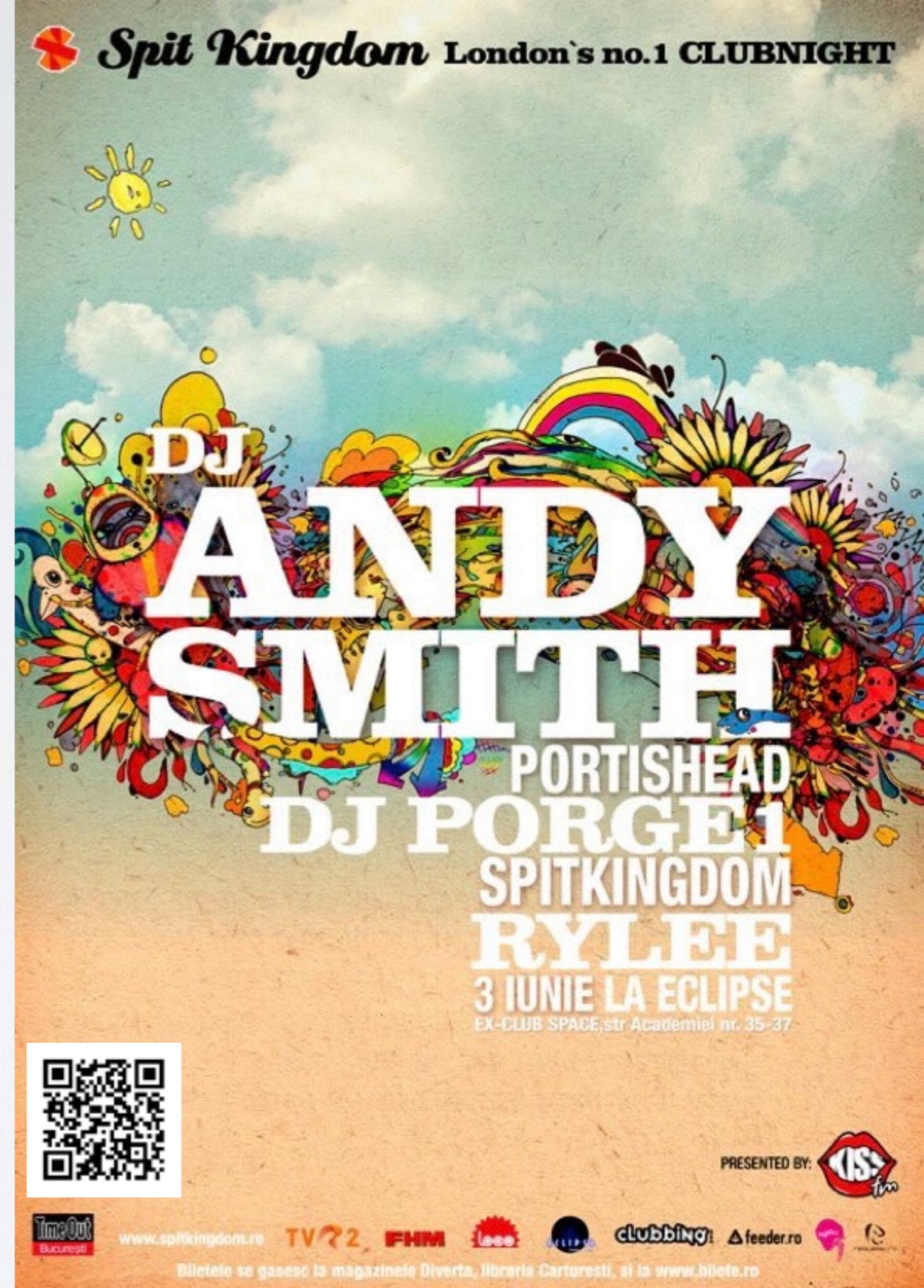
**Is this correct?**

**NO**

(well, sort of)

# Where is the hyperlink?

 **Spit Kingdom** London's no.1 CLUBNIGHT



DJ **ANDY SMITH**

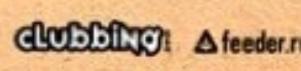
PORTISHEAD  
DJ PORGE1  
SPITKINGDOM  
RYLIEE

3 IUNIE LA ECLIPSE

EX-CLUB SPACE, str Academiei nr. 35-37

PRESENTED BY: 



Time Out Bucuresti [www.spitkingdom.ro](http://www.spitkingdom.ro) TV 2 FHM  Billato

Biletele se gasesc la magazinele Diverta, libarie Carturesti, si la [www.billato.ro](http://www.billato.ro)

# QR Codes

*def.* acronym for Quick Response Code

- Scan with your mobile and you are:
  - Taken to a website or specific URL with media
    - e.g. YouTube video, Dropbox files, map, iTunes, etc.
  - Give contact information, or email address
  - Given event details for you calendar
  - Given a plain text, SMS, or email message
  - Use for wi-fi login, a Skype call
- See [Wikipedia](#) for an in-depth article
- Goto [QRStuff](#) to create your own!





# CRAP Web Design

- The graphics design options used in a poster is limitless.
- Using XHTML 1.0 and CSS 1 is very limiting.
- We can still apply the design principles of:

**C**ontrast

**R**epetition

**A**lignment

**P**roximity

- We just need to be smart and creative about it.
- Use tags and styles effectively to create the design we want.

# CRAP Web Design

## C is for Contrast

To achieve contrast on a web page you need to:

- Make sure your headings are really different than other elements (e.g. paragraphs and lists):
  - Use **font-family** to vary the typeface.
  - Use **font-size** to vary the size of the font.
- Separate different sections with borders and/or different background colour or image.
- Have the foreground elements distinguishable from the background style.
- Make sure hyperlink as easy to spot and click on.

# CRAP Web Design

## R is for Repetition

To achieve repetition on a web page you need to:

- Use CSS style selectors:
  - tag selectors to apply the same style to all tags.
  - class to apply the same style to elements of that label.
- Use style properties **list-style-type** and **list-style-image** to create a consistent list.
- Style hyperlinks, borders, headings consistently.
- Use the same font for paragraphs and lists.
- Use the same (but different) font for headings.

# CRAP Web Design

## A is for Alignment

Web pages use strong left alignment.

To achieve good alignment on a web page you need to:

- Use CSS style properties:
  - **text-align** to:
    - centre, right justify inline elements and content
    - full-text justification for paragraphs
  - **float** to:
    - align block elements and images left or right

# CRAP Web Design

## P is for Proximity

To achieve proximity on a web page you need to:

- Think about how the text and images of your message fit together.
- **Separate** your message into sub-topics.
- **Separate** these sub-topics using:
  - HTML headings, lists, etc.
  - CSS style properties: margin, padding, border, etc.
- If there is **too much information** for each sub-topic
  - **use multiple pages.**



# Web Conventions

*def.* an assumed way a of appearing, operating, responding, and/or doing.

When we visit a web page we make certain assumptions:

- If I click on a hyperlink it takes me somewhere
- A list of links on the left or right, or top ribbon
  - is a most likely a site menu.
- Larger text is for titles and headings.
- The title of a web page is at or near the top.
- There are lots of others...

# Using Conventions

- Use these conventions to your advantage:
  - allows the visitor to easily use your website.
  - visitor can concentrate on reading your message.
  - **not** figuring out how to navigate your website.
- Most conventions are *de facto* because they are commonly used amongst all websites.
- People visit other websites more often than yours.
- Having a website that does not use conventions will cause **frustration** and **confusion**.

# Web Readability

def. how well a visitor can read/understand your message.

- Most do not read a website from top to bottom
- They scan quickly trying to find the information they want.

A Heat Map: tracked the eye movements of a person visiting a website.

It clearly shows that the web page is scanned for information on read from top to bottom.

Notice an “F” pattern?



# Readable Design

- **Design with scanning in mind.**
- Make it easy for a person to scan and find the information they want.
  - Divide pages using `<h2>`, `<h3>`, (so on); and style.
  - Keep your pages short and your text concise.
  - With contrast, create obvious parts:
    - page title, site menu, hyperlinks
  - Follow common web conventions.
  - Create clear links and avoid rollovers.

# Writing for the Web

*Writing for a book or magazine:*

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

*Writing for a website:*

In 1996, six of the most-visited places in Nebraska were:

- Fort Robinson State Park
- Scotts Bluff National Monument
- Arbor Lodge State Historical Park & Museum
- Carhenge
- Stuhr Museum of the Prairie Pioneer
- Buffalo Bill Ranch State Historical Park

# Clear Readable Links

*The old way:*

```
<a href="xyz.html">Click here</a>  
for more information about XYZ.
```

[Click here](#) for more information about XYZ.

*The new, more better way:*

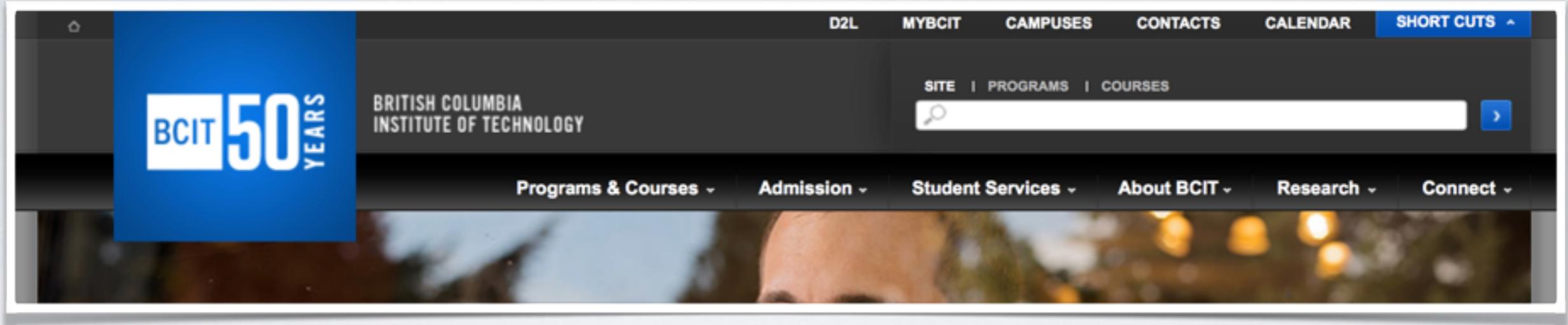
We also have [more information about XYZ](xyz.html).

Search Engine  
Friendly



We also have [more information about XYZ](#).

# Avoid Rollovers (if possible)



peek-a-boo? 😳

A screenshot of the BCIT website homepage, similar to the one above but with a different visual effect. The "Programs &amp; Courses" link in the navigation bar is highlighted with a green background, while the other links are white. The rest of the page content, including the sidebar with program categories and international links, remains the same.

# Page Design

- There are many ways to get to your web page:
  - emailed link
  - business card
  - google search
  - another site (e.g. twitter, blog)
- If you have multiple web pages, visitor may not land on your front page — *no guarantee!*
- If they do not land on your front page, will get the information they need? Or, will they be lost, confused?

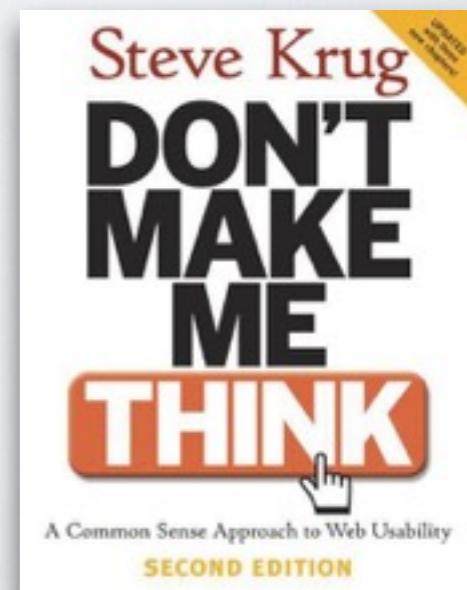
# Page Design

- Each page must (to some degree) **stand on its own.**
- Have a **meaningful** web page with a title and headings.
  - e.g. a products page should discuss products.
- Make it easy for the visitor to **navigate** to other parts of your site. Make it easy to find home.
- Have an **about page** to let them know who you are, the purpose of your site.
- Make sure you do not have any **broken links.**
- If file names change **redirect** old name to the new one.

# Krug's Usability

Krug's three facts of life:

1. We don't read pages, we scan them.
2. We don't make optimal choices, we satisfy.
3. We don't figure out how things work, we muddle through.



# ShortieDesigns Top 10

1. Each page should have a purpose.
2. Communicate clearly and concisely.
3. Use the right font typeface and size.
4. Create a colour palette and stick to it.
5. Use images, the right image for the right message.
6. Make it easy to navigate around your website.
7. Use grid-based layouts, no randomness.
8. Use “F” pattern design for pages.
9. Web pages should load fast, optimize image size.
10. Make your site mobile device friendly.

# Summary

- Learnt about general design principles.
- Looked at how to apply these to web pages.
- Discussed the ideas of conventions and readability.
- Provide a basis for use with assignments — practice.
- Looked at other design considerations.

**Next Unit:** an introduction to programming.



# QUESTIONS?