Project 3 for web and mobile

Graphic design

homepage -

Good composition - how to get a good composition, rules from class such as four squares, contrast, etc. **done**

tutorials - photoshop, illustrator (videos)

personal projects - completed projects

OR

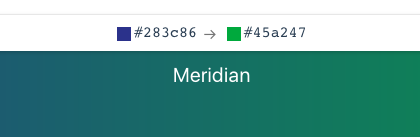
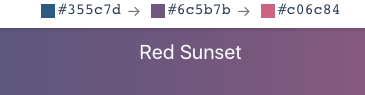
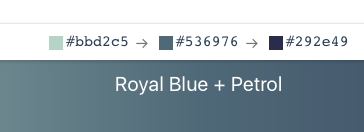
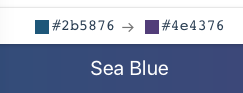
Ideas - for ones own personal projects **done**

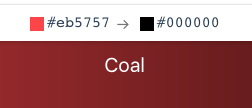
Artists -

Resources - citation from all sources APA format

Colors:

* Background: Gradient
  + <https://www.w3schools.com/css/css3_gradients.asp> for details and options on gradients





* + Example: #grad {   
        background: red; /\* For browsers that do not support

gradients \*/  
    background: -webkit-linear-gradient(red, yellow); /\*

For Safari 5.1 to 6.0 \*/  
    background: -o-linear-gradient(red, yellow); /\* For

Opera 11.1 to 12.0 \*/  
    background: -moz-linear-gradient(red, yellow); /\* For

Firefox 3.6 to 15 \*/  
 background: linear-gradient(red, yellow); /\* Standard

syntax \*/  
}

* Text: most likely white or #fff

#grad1 {

/\*Nimvelo\*/

background: red; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#314755, #26a0da); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#314755, #26a0da); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#314755, #26a0da); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#314755, #26a0da); /\* Standard yntax \*/

}

#grad2 {

/\*Sea Blue\*/

background: red; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#2b5876, #4e4375); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#2b5876, #4e4375); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#2b5876, #4e4375); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#2b5876, #4e4375); /\* Standard yntax \*/

}

#grad3 {

/\*Royl Blue + petrol \*/

background: red; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#bbd2c5, #536976, #292e49); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#bbd2c5, #536976, #292e49); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#bbd2c5, #536976, #292e49); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#bbd2c5, #536976, #292e49); /\* Standard yntax \*/

}

#grad4 {

/\*Windy\*/

background: red; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#acb6e5, #86fde8); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#acb6e5, #86fde8); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#acb6e5, #86fde8); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#acb6e5, #86fde8); /\* Standard yntax \*/

}

#grad5 {

/\*red sunset THIS ONE WINNER\*/

background: #6c5b7b; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#355c7d, #6c5b7b, #c06c84); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#355c7d, #6c5b7b, #c06c84); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#355c7d, #6c5b7b, #c06c84); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#355c7d, #6c5b7b, #c06c84); /\* Standard yntax \*/

}

#grad6 {

/\*meridian\*/

background: red; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#283c86, #45a247); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#283c86, #45a247); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#283c86, #45a247); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#283c86, #45a247); /\* Standard yntax \*/

}

#grad7 {

/\*visions of grandeur\*/

background: red; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#000046, #1cb5e0); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#000046, #1cb5e0); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#000046, #1cb5e0); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#000046, #1cb5e0); /\* Standard yntax \*/

}

#grad8 {

/\*coal\*/

background: red; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#eb5757, #000000); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#eb5757, #000000); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#eb5757, #000000); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#eb5757, #000000); /\* Standard yntax \*/

}

#grad9 {

/\*love and liberty\*/

background: red; /\* For browsers that do not support gradients \*/

background: -webkit-linear-gradient(#200122, #6f0000); /\* For Safari 5.1 to 6.0 \*/

background: -o-linear-gradient(#200122, #6f0000); /\* For Opera 11.1 to 12.0 \*/

background: -moz-linear-gradient(#200122, #6f0000); /\* For Firefox 3.6 to 15 \*/

background: linear-gradient(#200122, #6f0000); /\* Standard yntax \*/

}

Good composition:

There are six visual elements, these are the basic visual material used to make art. The six visual elements are color, line, shape, value or tone, texture, and volume or form.

To have a nice-looking piece there are specific design principles that help to make it look more developed. These design principles or design rules are emphasis, harmony, unity, and opposition. Emphasis is basically the “center of interest,” it is the main focal point in the piece. Many artists put this a bit off center and use some minor themes to balance it and maintain interest, others completely avoid any emphasis so the entire work is equally interesting. The next rule is harmony, this is so that every layer and piece of the composition fits together. Then there’s unity, unity is when nothing distracts from the whole. Lastly opposition, this uses contrasting concepts to make the composition more dramatic and expressive.

Another step that’ll help to create a good composition is balance. Balance is the considering the visual weight and importance. It compares the right and left side of a composition. There are many different types of balance the first is symmetrical balance. A butterfly for example would have similar visual weight and would be almost mirrored on both sides. This balance often looks stiff and formal and can be called formal balance. Next is asymmetrical balance, it is where both sides are similar in visual weight, but are not mirrored. It is considered more casual, dynamic, and relaxed, this is often called informal balance. There’s variety which is where one uses similar shapes but then change the size to give it variety and unity at the same time or changing different elements to create a different variety. Depth is effecting depth, space, and projection to add interest. Repetition can be done in many different ways. One being size variation which can apply to shape, form, etc. Repetition can be used on any visual element. To keep the piece interesting though one should us variation or variety. Overlapping is also used by artists, this is used to create depth.

How to come up with ideas:

1. What is the purpose of the design?
2. Who are the target audience?
3. Don’t include something that has no reason of being there
4. Try to find some inspiration
5. Explore outside or search though movies
6. Use tutorials
7. Practice
8. Redesign other works

Color:

Color is considered very important in art. This is because it can tell out a lot about a work of art. If the colors are bright it has a happier feeling to it. Whereas, if the colors are darker it’ll have more of a sad feeling to it. There are warm colors which are yellow, orange, red, and pink, these colors cause a picture to look brighter. Cool colors are blues, greens, and purples, these sometimes make you imagine a wintry world. Different colors cause the piece to have a different mood. Mood is the feeling one gets when looking at a piece of art.

Milton Glaser:

The “I Heart New York “logo was created by Milton Glaser. New York City’s crime rate was up in the mid-1970s, and the city was perceived as dangerous and on the verge of bankruptcy. The city hired both an advertising agency, Wells Rich Greene, and Milton Glaser in 1977. They were hired to design a logo, this was to increase tourism and boost morale. Glaser was the one who came up with the design while he was in a taxi heading to the meeting. His inspiration for the logo had been Robert Indiana’s LOVE design that includes the four letters stacked on top of each other. Glaser ended up giving the design to New York City for free due to his love for New York and hoped it would become public property. This logo earns the state $30 million each year, as well as is a pop culture icon.

Paul Rand:

The ABC logo was designed by Paul Rand in 1962. Paul Rand has 4 principles for designing a logo:

* “A logo derives meaning from the quality of the thing it symbolizes, not the other way around.”
* -“The only mandate in logo design is that they be distinctive, memorable and clear.”
* - “Presentation is key”
* - “Simplicity is not the goal. It is the by-product of a good idea and modest expectations.”

Chip Kidd:

Chip Kidd is the graphic designer that created the Jurassic Park book cover that has now been used to symbolize the four-movie franchise. To do a design for a book cover Kidd reads either the entire book or most of the book. Kidd was initially an art director at Knopf in 1986 and since then has become one of the world’s best-known book designers. He’s mostly known for works with Alfred A. Knopf, Pantheon Graphic Novels and other imprints of the Penguin Random House Group. Kidd has designed covers for many different books, as well as for graphic novels. The DC Comics Batman graphic novel in 2012 was created by Chip Kidd and he has edited comics for Pantheon for over a dozen years.

Michael Bierut:

Michael Bierut created the current Verizon logo that came out in 2015. It was Verizon’s first logo change since its formation 15 years ago. It was meant to mark the beginning of the next chapter. So that Verizon is distinguished in the minds of consumers. It’s meant to show that the company is simple, reliable and works in a way the consumer wants. The previous logo mainly focuses on the check-mark which was taken from the V in Verizon.

Massimo Vignelli:

Massimo Vignelli was the creator of the New York City Subway Map. This map was released by the Metropolitan Transportation Authority in 1972. The map had to be later replaced in 1979 due to it being confusing, the new one was more geographically faithful. It also earned a place in the MoMA Design Collection and was called “a nearly canonical piece of abstract graphic design” by Paul Goldberger, an architecture critic.

Intro:

Graphic design is defined as creating visual and textual content to communicate messages to a target group. This process involves typography, photography, and illustration with visual hierarchy and page layout techniques. Modern day graphic design isn’t simply print media, it is web design, packaging, wayfinding, and exhibition design. “Graphic design” in terminology is related to visual and information design.

Works cited

<https://uigradients.com/#TalkingToMiceElf>

<http://jscolor.com>

<https://hdwallsource.com/purple-galaxy-wallpaper-46002.html/purple-galaxy-wallpaper-46002>

<http://www.graphic-design-employment.com/how-do-graphic-design.html>

<https://www.goshen.edu/art/ed/Compose.htm>

<https://www.youtube.com/watch?v=WOgj4J8Kus4>

<http://inspirationalpixels.com/tutorials/creating-a-dropdown-menu-with-html-css#html>

<https://www.youtube.com/watch?v=pFyOznL9UvA>

<https://www.youtube.com/watch?v=UgE5FrFVFKI>

<https://www.youtube.com/watch?v=IBouhf4seWQ>

<https://www.youtube.com/watch?v=Tw2qUdfvbEQ>

<https://www.youtube.com/watch?v=RbbQl2sU-ag>

<https://www.youtube.com/watch?v=bGJX9qT9hmk>

<https://www.youtube.com/watch?v=mBoVoj5jLfc>

<https://www.youtube.com/watch?v=AmEIWgFYtGU>

<https://en.wikipedia.org/wiki/Milton_Glaser>

<http://www.paul-rand.com>

<http://content.time.com/time/photogallery/0,29307,1853737,00.html>

<https://www.designweek.co.uk/issues/31-august-6-september-2015/us-telecoms-giant-verizon-rebrands-with-new-michael-bierut-logo/>

<http://www.printmag.com/ellen-shapiro/massimo-vignelli-fearless-critic-of-junk/>

<http://mcoyle.com/learn/middle-school/painting-with-paper/why-is-color-important-in-art/>

<https://www.linkedin.com/pulse/15-tips-how-become-more-creative-graphic-designer-nidhi-varma>

<http://robertindiana.com/works/love-2/>

<https://nanimarquina.com/designer/milton-glaser/>

<https://99designs.com/blog/creative-inspiration/4-principles-by-paul-rand-that-may-surprise-you/>

<https://www.interaction-design.org/literature/topics/graphic-design>

<http://www.straitstimes.com/lifestyle/arts/judging-books-by-chip-kidds-covers>

<https://www.pentagram.com/about/michael-bierut>

**All above done**

For my site, I created a logo from scratch. I had a galaxy picture and made that into my desired size, then I took a swirly image and turned that into a brush. With that newly created brush I placed a couple black swirls where I wanted them, then I added the text on top with it being beveled and have an outer glow. My embedded media was the nine Youtube videos I put into the tutorials section. The images in the common pieces page can all be clicked to another part of the site. I used a prewritten Javascript library and used that to have a color changer on my webpage, it changes the color of the text on that page.

In this project, I feel like one of the things most well done was my logo. The logo was the part I was most excited about and I feel it turned out really well. The next part I fell turned out really well was the background with the text. The background I spent a lot of time on and use CSS3 to do it, I have different options for the different browsers as well as a backup color if it does not work. I was very adamant on having a gradient and to find the right colors alone took a while. I initially was between 9 different gradients with different colors until I picked this one. I feel it fits really well with my text color and my logo, and due to it being on art I thought that having it be colorful would be fitting. It also took a while to finally get the padding completely working otherwise the gradient would restart after my content finished which didn’t look nice. The third thing I feel turned out really well is the navigation bar. I did it a different way than I had previously and had to figure out how to have a pull-down tab for other links. The padding for this was also an issue but it was worth it because I like how it turned out.

I feel I could improve on the overall content. It could’ve been much more informative and detailed, but I was more excited about the design aspect and making it look nice rather than having large amounts of content. I also think I could’ve done better on the shrinking aspect. When the browser is shrunk down it does change so everything fits without too much scrolling, but it definitely could’ve been done better.

Title(maybe logo)

Navigation

BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH SHOULD WRAP AROUND IMAGE BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH

All content……. BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH BLAH

Image, maybe with nice rounded edges – cant cut off image