

READER

*Stop trying to make the
web look 'beautiful'*

MAIN TEXT

Stop trying to make the web look 'beautiful' - I've forgotten it already

<https://www.theguardian.com/news/oliver-burkeman-s-blog/2014/feb/04/facebook-paper-aesthetic-web-beautiful?key=201>

Design

Stop trying to make the web look 'beautiful' - I've forgotten it already

Facebook's new Paper app is all polished minimalism and white space, but a grittier reading experience can be more satisfying

Oliver Burkeman
@oliverburkeman
Wed 5 Feb 2014 01.27 AEDT


 140 |  100



▲ The correct setting in which to enjoy Facebook's Paper, or Ev Williams's Medium. Photograph: Justin Pumfrey/Getty Images

WHY THIS TEXT

I chose this text as I am interested in the relationship between aesthetics and cognitive disfluency. It is important when we as designers are presenting information, it is clear, concise and aesthetically pleasing so that it is easier for the reader to obtain the information.

3 ADDITIONAL TEXTS

Website Aesthetics - what has it got to do with usability?

<https://www.webcredible.com/blog/website-aesthetics-what-has-it-got-do-usability/>

Aesthetics vs. Usability in Web Design

<https://www.digitalhill.com/blog/aesthetics-vs-usability-in-web-design/>

The importance of Aesthetics in Web Design

<http://www.5stonesmedia.com/blog/the-importance-of-aesthetics-in-web-design>

Website aesthetics - what has it got to do with usability?

by Yeevon Ooi on 1 March 2009

When you choose an apple from a pile, what do you look for? You'll find a lot of reasons are aesthetic - whether it's shiny, it's colour, it's shape...

How we choose what to buy is a key question that should be asked when designing an ecommerce website. While we all like to think we all make rational decisions, considering the functional nature of products, **aesthetics clearly influences people** and their choices.



COMPANY SOLUTIONS WORK RESOURCES C

Aesthetics vs. Usability in Web Design

 Aesthetics vs. Usability in Web Design

When it comes to your website, a site that's easy to the eye will leave a positive, lasting impression. First impressions matter on the web where people make decisions in seconds on whether to stay or go! And while it's easy to get carried away with design extravagances that look cool, you must always keep usability in mind. Let's take a closer look at aesthetics vs. usability in web design.

If you're selling a product or service, a great looking website can help convert browsing visitors into paying customers. That is unless it gets overly complicated.

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THE IMPORTANCE OF AESTHETICS IN WEB DESIGN

Written by SuperUser Account on 4/16/2013

 The Importance of Aesthetics in Web Design

A lot of rookie entrepreneurs – or even some who have been in business a long time – have a misconception about web design. As a business owner, a common mistake is designing a site that YOU like, rather than thinking about the end user, which are your prospects and customers. Looking cool and suiting your purpose are two completely different mindsets, but they can be merged together. For starters, just take a look at the aesthetics of your web design from an outsider's perspective, rather than from the point of view of where you are now, as the business owner.

First of all, yes visual appeal is important. But that's not the highest priority and you must consider that everyone has different tastes, preferences and likes. It's kind of like art. Some people like dark and mysterious, while others prefer colorful and lively, and yet another crowd may prefer the abstract or strange. Unless you're selling artwork on your website, then many of these typical rules should fall further down the scale of priorities.

With that said, here are the main components of an aesthetically (and strategically) appealing website:

- **Flow:** In tekkie terms, this is the navigation of your website. It shouldn't jump all over the place and have too many boxes or confusion. It

WEBSITE STRUCTURE

I have structured my web-page so that the user can change the aesthetic of the webpage to their preference and they can choose to view different texts using a different aesthetic.

I thought that this structure related to the content as it is all about aesthetics and its impact on readability, the ability to obtain information and engagement.



STOP TRYING TO MAKE THE WEB LOOK 'BEAUTIFUL' –
I'VE FORGOTTEN IT ALREADY

Facebook's new Paper app is all polished minimalism and white space, but a grittier reading experience can be more satisfying



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STOP TRYING TO MAKE
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AESTHETICS VS.
USABILITY IN WEB
DESIGN

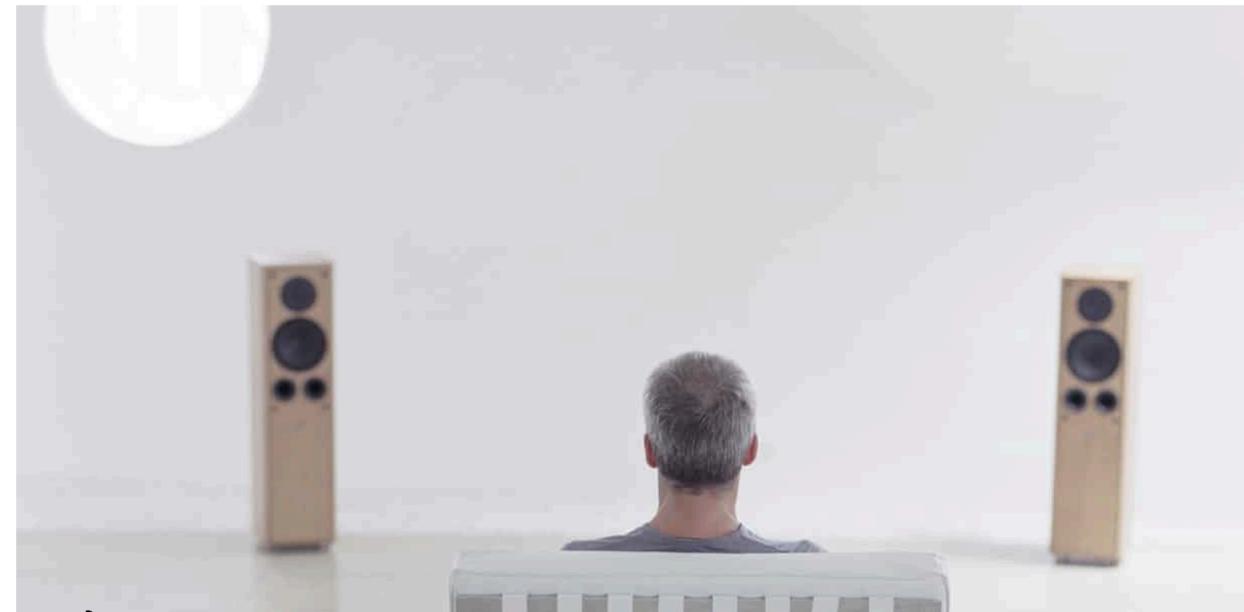
WEBSITE AESTHETICS -
WHAT HAS IT GOT TO DO
WITH USABILITY?

THE IMPORTANCE OF
AESTHETICS IN WEB-
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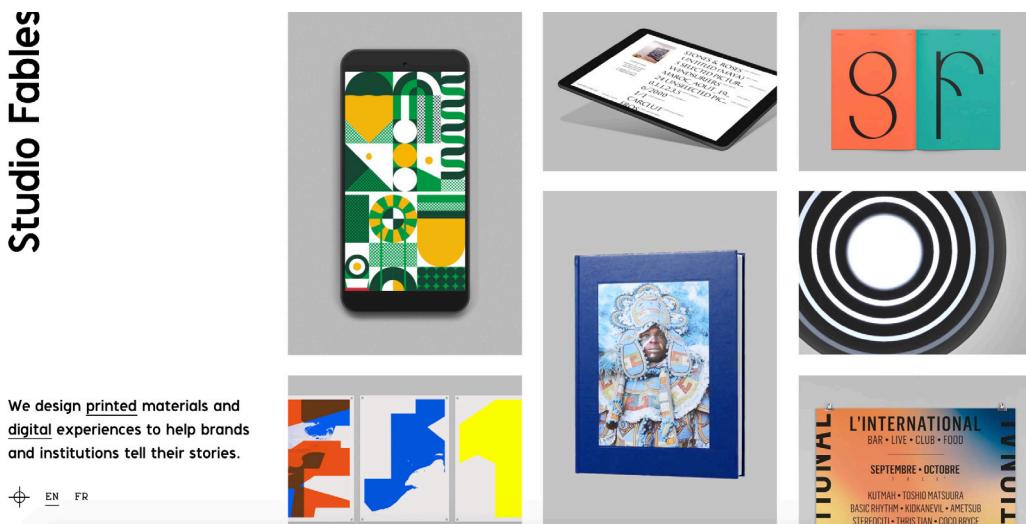
Stop trying to make the web look 'beautiful'

VISUALS AND REFERENCES THAT RELATE TO CONTENT BEAUTIFUL WEBSITE DESIGN

<https://designcanada.com>



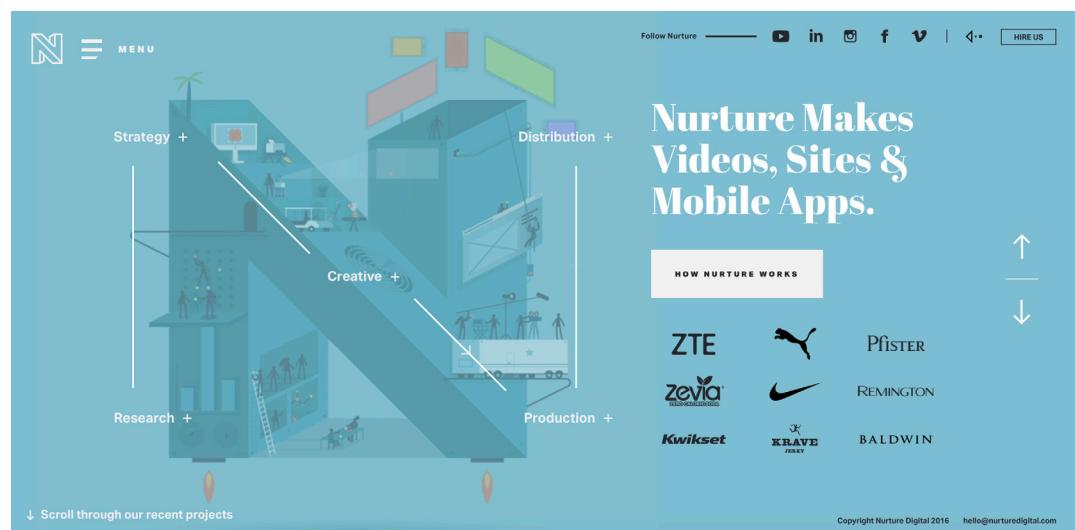
<https://studiofables.com>



<https://twindolphinloscabos.com/real-estate/>



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



VISUALS AND REFERENCES THAT RELATE TO CONTENT POOR/UGLY WEBSITE DESIGN



Top brand of Gate Openers and Operators, Elite, Viking, DockKing, Power Master, Ramset, Allstar, FANCI, Apollo, SEA. We are also manufacturer of Custom gates in Aluminum, Steel, Wood our Ornamental gates are second to none. For your Driveway automatic electric gates come with a full line of access control equipment, Telephone entry system, intercom, keypad and gate accessories and safety devices. (low deflector, safety light, photo cell). Offering complete Custom decorative fencing matching designs and style. 100's of fence patterns to choose from.

Welcome To: Gates N Fences

L.A. Ornamental Corp
3708 N.W. 82nd Street
Miami, Florida 33147
Phone: 305-696-0419
LAOrnamental@aol.com

Designed to Enhance the Entry of your home with Custom Ornamental Decorative Driveway Gates while bringing Safety, Security and convenience.







All of our Aluminum or Wrought Iron Gates, or Fences are designed and manufactured to withstand a range of outdoor conditions. Our commitment to our customers and dedication to produce quality gates has earned us thousands of satisfied customers.

Although we offer a wide selection of Ornamental designs or Decorative designs, we can design and manufacture any style as aluminum or wrought iron materials. L.A. Ornamentals & Rack Corp also offers Fences, Garden or Walk Thru Gates to protect your driveway, garage, with over thirty five years of experience in manufacturing and designing elegant, garden, or exotic **Aluminum Driveway Gates** and Fences, our past & future customers can have peace of mind that they are receiving quality workmanship. We are a Fence Company that gives our customers 100% of dedication to making quality driveway gates and fences.

For a quote please send an e-mail to LAornamental@aol.com

If you're looking for Privacy with your Driveway Gates, Garden Gates, or Walk Thru Gates, we offer a Solid Backing with your choice of Aluminum, Steel, Plexiglass or Plastic. All solid backing are offered in many different colors to choose from. **Privacy Gates**

We offer a large selection of Gate Openers and Gate Operators for Residential Driveway Gates, Light or Heavy Commercial Gates, or Industrial locations. If you're not sure the style or size of the Gate opener / gate operator you need, please e-mail or contact us so we can gladly help you to the correct choice. We offer all type of Gate Openers / Gate Operator, Sliding Gate Openers / Gate Operator, Swing Gate Openers / Gate Operator, hydraulic Gate Openers / Gate Operator. We also have a wide selection of replacement **Main Circuit Boards** for all brands, and **Remote Controls** for Visitors or Keychains.

Railings - L.A. Ornamental Rack Corp offers top quality Balcony Railings, Front Porch Railings, Deck Railings in Metal, Aluminum, or Wrought Iron Steel. We offer rails for residential or commercial locations for either Interior or Exterior locations. We also offer Custom Made Railings for Decorative Railings, or Handrails that are powder coated paint for low maintenance and long last! Balcony Railings, Porch Rails, or Deck Railings.

Garden Gates or Walk Gates can be designed to match any existing or ordered driveway gate. Customers can choose between wrought or aluminum as material and choose from our wide selection of powder coated colors. Garden or Walk Gates are custom made that can fit your home that special and elegant look.




Home
Driveway Gates
Ornamental Driveway Gates
Custom Driveway Gates
Privacy Driveway Gates
Garden Gates
Modern Garden Gates
Privacy Garden Gates
Fencing
Fencing - 2
Railings
Residential Balcony Railings
Openers - Operators
Remote
FANCI
Apollo
SEI
Power Master
Alstar Gate Openers
BFT Gate Openers
PowerMaster Gate Openers
Eagle Gate Operators
Elite Gate Openers
Ramset Gate Operators
DockKing Gate Openers
Viking Gate Operators
OSCO Linear Gate Openers
UPMaster Gate Openers

When you start to add too much colour it becomes confusing and the intensity makes the information hard to read. I will use many colours in my design so that the user can choose the colour scheme of the webpage.

Last updated: Tuesday, 01 December 2015 at 02:39pm, E.S.T. Signs this petition by Robert Applebaum about H.R. 4170, The Student Loan Forgiveness Act of 2012, asking that Student Loan borrowers have bankruptcy protection restored—just like every other borrower has. (They are not totally liberal, as shown in this email to Rep. Lamar Smith (R-TX-21st), the chair of the House Judiciary Committee). Read this first: [Why College Prices Keep Rising](#).

The Register

Fellow Gordon:



Gordon Wayne Watts
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Wisdom
Prev 4: Matt, 10:16, Jas 5:3
Truth
Ex 18:21; Ps 51:6, Prov 3:3; John 8:32;
Righteousness
12:15-17; 1 John 6:9; Matt 10:16
Follow the Master's Example
Duet 13:36; John 13:15; 14:12; 1 Pet 2:21; 5:3
FIGHT for the TRUTH!
Prev 24:10; Luke 14:31; Scrut 4:28
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(Tue, 01 Dec, 2015, from Staff Report) [Chicago](#) Chicago Courts refuse to help elderly (Mortgage Rescue Scam) victim; make him homeless! For those who remember, this is almost exactly like the famous 2009 CHICAGO Mortgage Rescue Scam case in which [Lasse Tamm](#) became temporarily famous, and had a personal visit from former Gov. Pat Quinn (D-IL) to address his problem. ([Google "Pat Quinn" + "Lasse Tamm"](#) who lost his house over this) and/or [Tessie Towne](#) and/or [Pat Quinn](#) and/or ["Mortgage Rescue Scam"](#) to verify/correctly. However, unlike Ms. Towne, Mr. Daniels, the elderly victim, did not actually signs away his house and was even more of an innocent victim (albeit with much less news coverage). For those of you unfamiliar with Mr. Daniels' case, he was a 75 year old man who was duped into signing over his home to a Chicago Regency, Gordon Watts, in the LAW Division case of [the last](#). The filings denote by a Blotting Ink. These are the most updated legal documents. The [LAW](#) Division of the Illinois State Bar Association is [CHANGING](#), at The Register's 4 years since, does it is also a very good - and quite funny in parts! (Note: [The Courts](#) which is [cashed](#) here, does not have image download technology at this time.) Many court observers wonder if Chicago Courts are still corrupt, as in the recent past.

(Mon, 16 Nov, 2015) [Breaking!](#) Dr. Ben Carson flip flags as DIMIGRATION? Dr. Ben Carson flip flags on [DIMIGRATION](#), but why? Trump's plan better, but Carson's plan is way goof and much less rigorous.

(Fri, 06 Nov, 2015) 2016 PRESIDENTIAL ELECTION * Higher-Edu candidate question: [Higher Ed / College Loss QUESTIONS for Presx Candidates & their supporters](#) (read, 100%)

(Sat, 24 Oct, 2015) Special to [The Register](#): Are you reading a [Fictional Mortgage Document](#)?

(Mon, 31 Aug, 2015) [McWorld Disaster](#): China dumping US Treasuries onto World Market. As reported by [Bloomberg](#), back in July and then confirmed by [Bloomberg](#), China has been selling US Treasury Bonds at a rate of \$10 billion per month, which will slowly, but steadily, liquidate these US\$3.67 trillion bonds. This is the [biggest](#) short-term bond market ever, so that one percent of the \$3.67 Trillion is a lot total, and that a "billion" is a thousand million, and that a "million" is a thousand billions - or a [billion](#) millions. [Deficit](#) [Debt](#) [Document](#) [The Register](#), claim, "In [Bonds](#) ... RELATED: "When the Last Tree Is Cut Down, the Last Fish

(Mon, 31 Aug, 2015) [US World Finance](#) Commentary: "The beginning of the end?" Between our continual / continuous printing of EXCESS DOLLARS, and China's dumping on the market, there will be so many dollars floating around, they may not (even) be worth the paper on which they are printed. Who will be the first to notice? Who will be the first to invent it as when it is created, help our fellow-men who he/she is in need. (That sounds religious, but that is at it; it seems quite relate). RELATED: "When the Last Tree Is Cut Down, the Last Fish

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Key "Chicago Mortgage Fraud" and links

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