Pj Ellis - Module 1 - Things 1-12

Module 1.1 Discussion Board (Click Here to Submit Your Post)

Discussion Question: 100 Things

Using the 100 Things Every Designer Should Know About People reading assignment, select two (2) of the "things" you read about and then do two embellishments, one embellishment and one visual example, or two visual examples. Try not to select or duplicate something that has already been posted. The early bird…

Embellish: Tell us something that the reading did not tell us on that specific "thing" or embellish on what was presented. Be sure you are adding meaningful content to the conversation and not just making noise. Your addition can be a link to an article or you can write out your embellishment.

Visual Example: Provide us with a visual example that is relevant to web design. This can be something you create or something you find. Again, be sure to add meaningful content to the conversation.

\*\*

It is always fun to have realizations, especially when learning something new, that some elements of ‘rules’ you learned in other areas can be relevant in someway to what you are learning about now. As I have mentioned before, I come from an Entertainment background, and some aspects of things I have learned are actually able to carry over into web design. They are both variations of art, if we think about it, so it makes sense that these concepts would work for both areas.

The two “things” I have chosen to discuss are:

2) Peripheral Vision Is Used More Than Central Vision To Get The Gist Of What You See

6) People Scan Screens Based On Past Experience And Expectations

In the book, while reading about Thing 2, the book made mention about how people can’t help but notice movement in their peripheral vision. With the use of blinking and flashing used in ads by advertisers to grab your attention. This reminded me of a concept I learned about when taking a Stage Lighting class for Lighting Design in Theater. The eye is naturally drawn to whatever is the brightest element in the field of vision. When you next see a Broadway show, you will notice it more now, but the lighting designers are working to make sure you are seeing what you are suppose to see. They will dim lights in one area of the stage, and brighten them in another, so that your eye will move to that area to watch what is going on. They also use spotlights to highlight who is signing, or where they want you to focus your attention. This concept, which in stage lighting is called FOCUS, can be used in web design. Highlight what is important, and soften what is not. Make the viewer *focus* on what you want them to see. Even if it means making your own flashing and blinking. Ill provide a link to a webpage that touches on some other aspects of stage lighting, since some other “Things” in the first portion of the book also touch on some other aspects of stage lighting, and you might find some interesting similarities.

[Functions of Stage Lighting - STAGE LIGHTING (weebly.com)](https://thtr382.weebly.com/functions-of-stage-lighting.html)

The second “thing” I wanted to embellish is Thing 6. While the book discusses how people will scan screens based on past experiences, they also talk about how you shouldn’t put your important information close to the edges, and should be at least 30% down from the top, and 30% in from the edge. This also reminded me of another Art related field I studied, Photography. In photography we have “The Rule of Thirds”. This has a few aspects to it, but primarily it states that the main focus of your picture should not be centered in the frame, but rather along one of the rule of thirds points. Imagine your frame has two evenly spaced vertical lines and two evenly spaced horizontal lines like a tic-tac-toe board. Where the lines intersect are the rule of thirds points, and this is where your primary subject should be.

<insert picture here>

While yes, this concept is for photographs, it does correlate to web design in the fact that it will help when choosing photos for your page, but also you can use this concept in the placement of your primary subject matter. Image the monitor screen is your frame so that you put your primary subject along one of those points or lines. Not only would it help keep your important information at least 30% away from edges, it is also something that people are used to seeing in photographs already, a well-balanced image.

Here is a link to a page that covers the concept of “The Rule of Thirds” in a very basic way to give you a brief understanding of some key aspects of good photo placement, that I feel could translate to good web design.

[Rule of Thirds in Photography: A Complete Guide | PetaPixel](https://petapixel.com/rule-of-thirds/)

\*\*

RESPONSES

Isaac Frett

Isaac Frett - Module 1

Great post for this module Isaac! Great examples as well. I know the feeling you speak of when talking to someone and they glance away, that it must mean that something is behind me and I start to freak out! In one of my posts for module 1 or 2, I discuss something about my time in photography and one thing we talk about is where the subject is looking, you don’t want them looking towards something outside of the frame, but rather towards something in the frame. If they are looking at something outside the frame, they should be placed on the opposite side. Your Alabama picture for example, if there wasn’t a football in the frame, the player is placed on the correct side to give you some space to fill. If he was looking the opposite way, it would not be a good option, since he is looking away from everything you are trying to show to the users.

Micah Smith

Micah Smith - D1: Accessibility and Colors

What an excellent post that offers some different views on these topics. I do recall reading about how autistic people don’t process faces, but didn’t think any more about it. They extra information you provide about what they do notice makes complete sense. I definitely am going to research this a bit more so I can use aspects of it in my designs. I also am not a fan of “busy” webpages so I already try to do that when designing anything, but would like to learn more about this. As for the use of color that is mentioned in “thing 5”, I thought the same as you, that even thou that group of circles is all different colors, the two red ones still stood out to me. I didn’t realize it might be because of wavelengths and such that you mention, I just noticed it due to how I look for patterns. But you raise some good points about the meanings of colors, and how their use should be used correctly. You can set the mood or change the mood just by switching colors, things I’ve learned from years of theater.

Michael Streed

MStreed discussion 1

Great post this week. I really enjoy optical illusions and things of those nature, just because it forces you to look at things in a different way. I know that when designing things I know what I am trying to show, but that is not always what is perceived. So by having fresh eyes look at it, or even just looking at something from a different angle you will see that it appears differently, and you can adjust accordingly. The graphic about “You Will Read This First”, I almost used in module 2 discussions about Fonts, because it holds true for that as well. Font sizes are important because we will start with what is biggest, and work our way down to the smallest.