Design principles

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Design principles

A note on what we’re going to learn today:

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Design principles

A note on what we're going to learn today:

Design is by its nature something that we all process individually. There's no universal "right" or "wrong" way to do design. We can all have our own responses to what's shown here — both examples from participants in this seminar and from elsewhere.

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Design principles

A note on what we're going to learn today:

Design is by its nature something that we all process individually. There's no universal "right" or "wrong" way to do design. We can all have our own responses to what's shown here — both examples from participants in this seminar and from elsewhere.

That said, though, we *can* talk about basic design principles and apply those to critiquing what we see here, in a manner that will help us to find a common way to talk about what's successful or unsuccessful.

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Design principles

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Design principles

Today's lecture is going to cover the following basic design principles:

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Design principles

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1) Elements of design

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Design principles

Today's lecture is going to cover the following basic design principles:

1) Elements of design

2) Color, balance, contrast in design

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1) Elements of design

2) Color, balance, contrast in design

3) Visual hierarchy

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2) Color, balance, contrast in design

3) Visual hierarchy

4) Typography

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Design principles

Today's lecture is going to cover the following basic design principles:

1) Elements of design

2) Color, balance, contrast in design

3) Visual hierarchy

4) Typography

5) Grids

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The elements of design: Line

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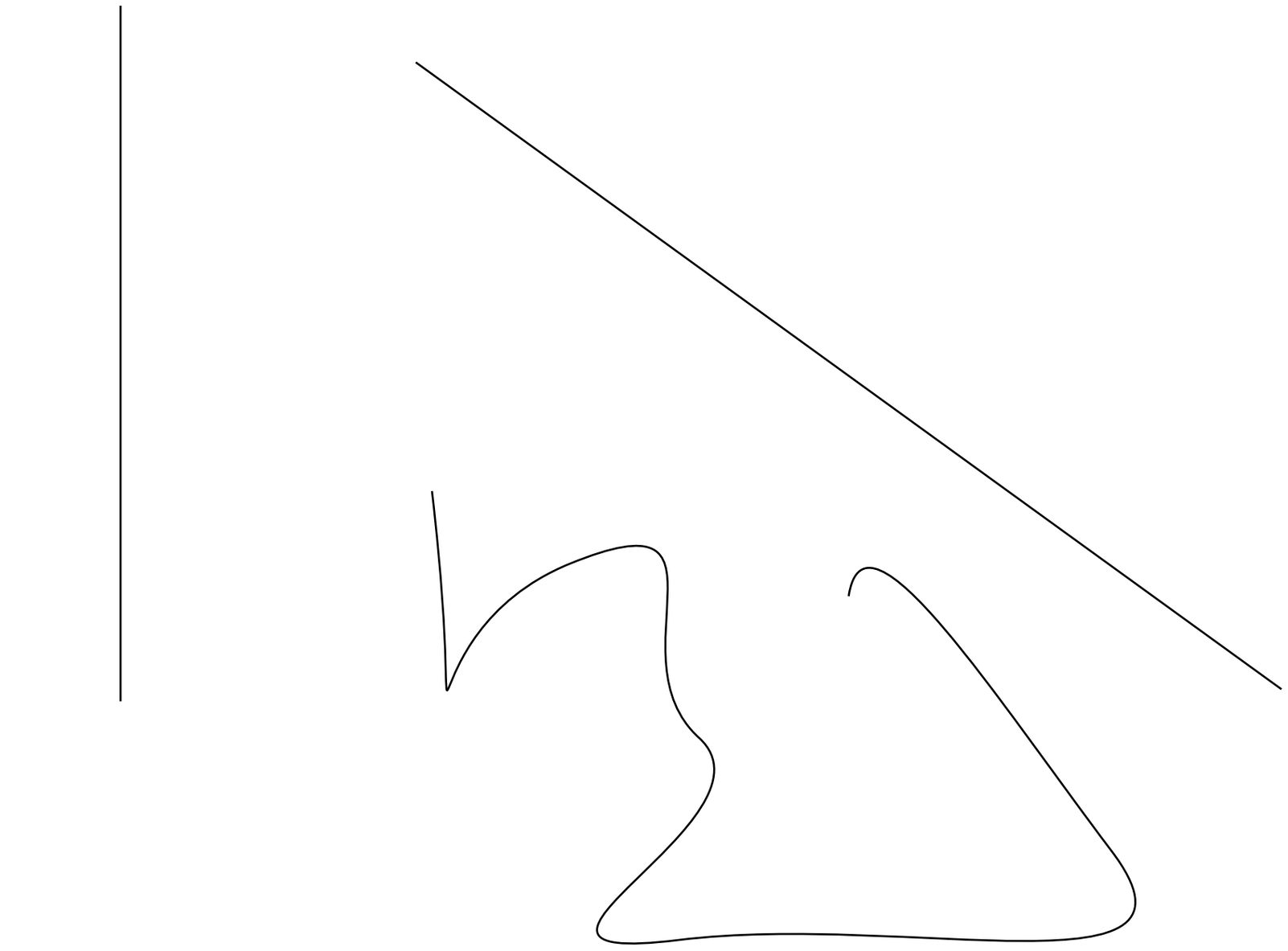
The elements of design: Line



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The elements of design: Line

A line connects two points.

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A line connects two points.

Lines can be used for a wide variety of purposes:

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The elements of design: Line

A line connects two points.

Lines can be used for a wide variety of purposes:

* moving the eye from one spot to another

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Lines can be used for a wide variety of purposes:

* moving the eye from one spot to another
* setting visual boundaries among types of content

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Lines can be used for a wide variety of purposes:

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* setting visual boundaries among types of content
* grouping or separating elements

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The elements of design: Line

A line connects two points.

Lines can be used for a wide variety of purposes:

* moving the eye from one spot to another
* setting visual boundaries among types of content
* grouping or separating elements
* creating patterns

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The elements of design: Line

A line connects two points.

Lines can be used for a wide variety of purposes:

* moving the eye from one spot to another
* setting visual boundaries among types of content
* grouping or separating elements
* creating patterns

Lines don’t have to literally be drawn on the page as marks. They can be formed by repeating elements (a series of photos); as backgrounds; as long blocks of content; and in other ways.

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The elements of design: Shape

Shapes connect several points in space, filling them with a color or texture or other information.

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The elements of design: Shape

Shapes connect several points in space, filling them with a color or texture or other information.

There are three basic kinds of shapes:

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The elements of design: Shape

Shapes connect several points in space, filling them with a color or texture or other information.

There are three basic kinds of shapes:
* geometric

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The elements of design: Shape

Shapes connect several points in space, filling them with a color or texture or other information.

There are three basic kinds of shapes:
* geometric
* natural

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The elements of design: Shape

Shapes connect several points in space, filling them with a color or texture or other information.

There are three basic kinds of shapes:
* geometric
* natural
* abstracted

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The elements of design: Shape

Geometric shapes are the basic ones we learn in school:

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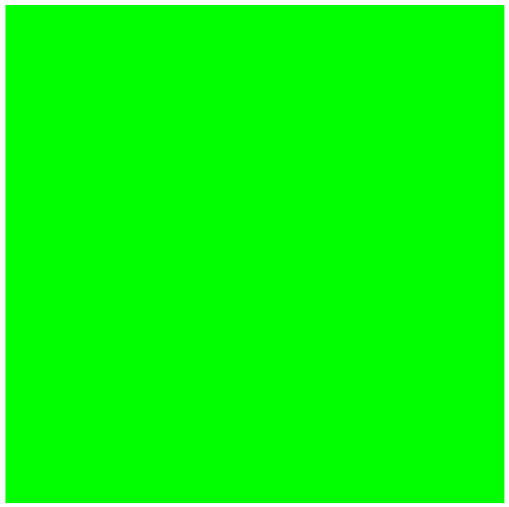
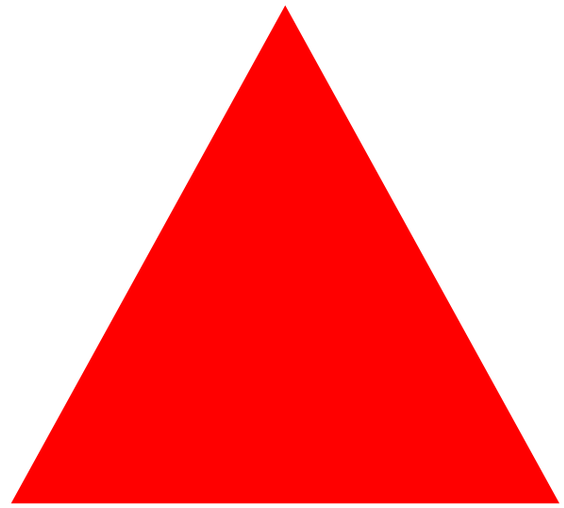
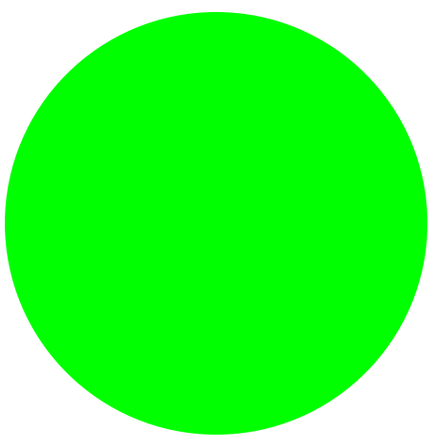
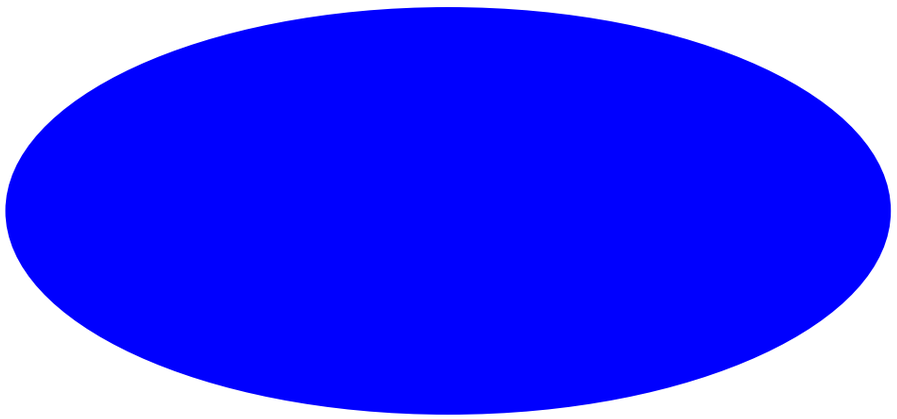
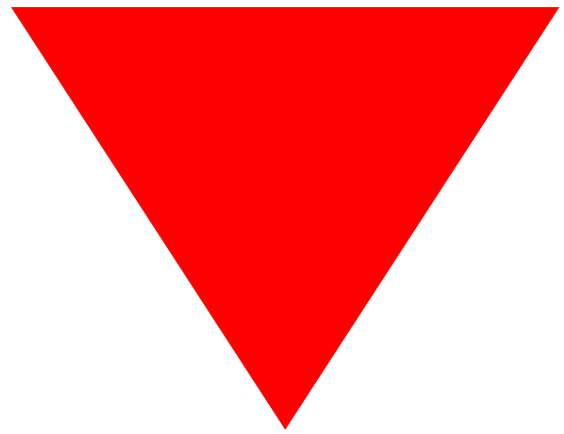
The elements of design: Shape

Geometric shapes are the basic ones we learn in school:



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The elements of design: Shape

Natural shapes are those found in nature:

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The elements of design: Shape

Natural shapes are those found in nature:

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The elements of design: Shape

Natural shapes are those found in nature:

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The elements of design: Shape

Abstract shapes are stylized versions of natural or geometric shapes:

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The elements of design: Shape

Abstract shapes are stylized versions of natural or geometric shapes:

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The elements of design: Shape

Abstract shapes can also include logos:

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The elements of design: Shape

Abstract shapes can also include logos:

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The elements of design: Shape

Abstract shapes can also include logos:

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The elements of design: Value

Value is the measurement of how light or dark an area looks, and the amount of variation in its light-dark spectrum.

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The elements of design: Value

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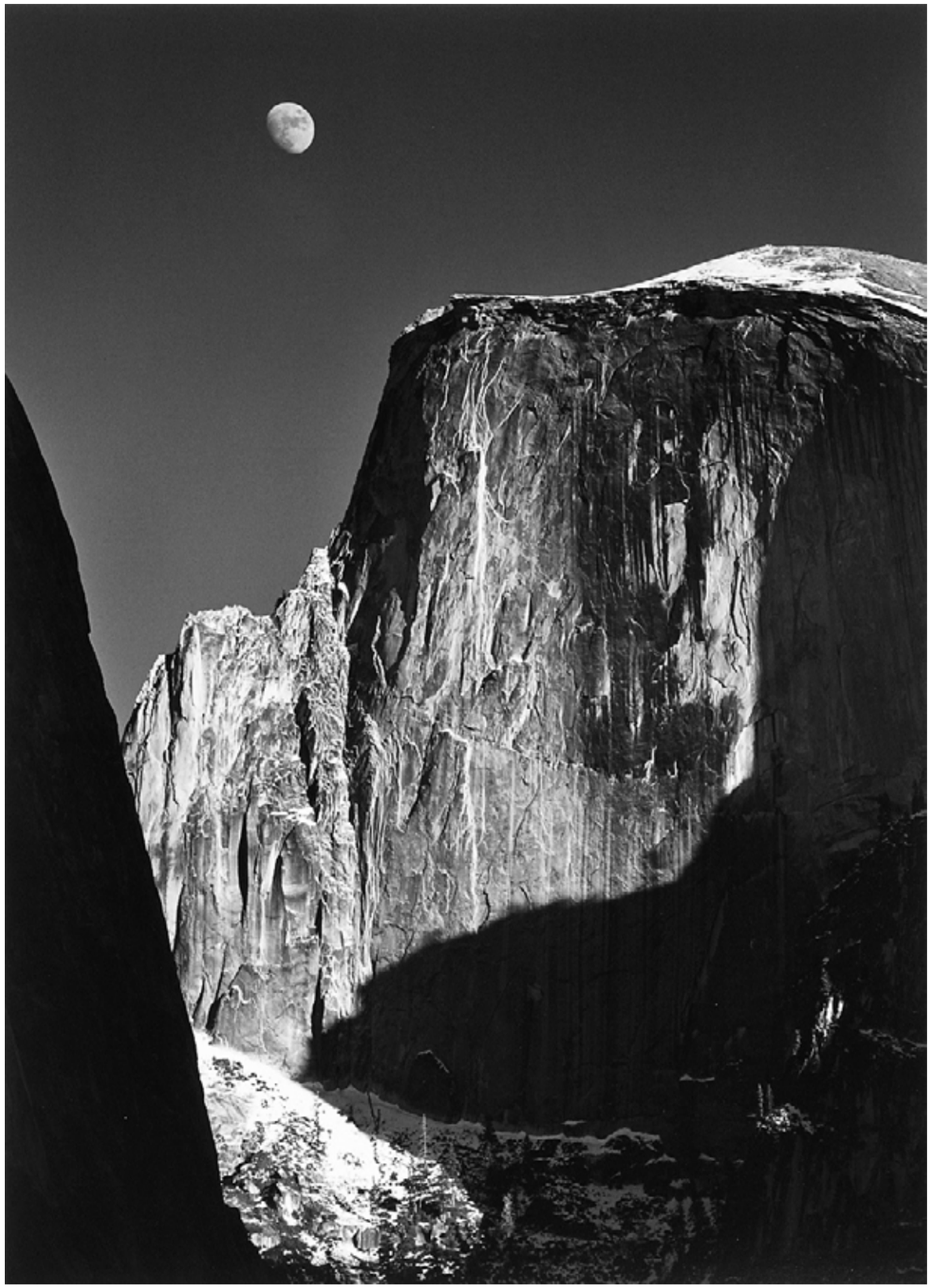
The elements of design: Value



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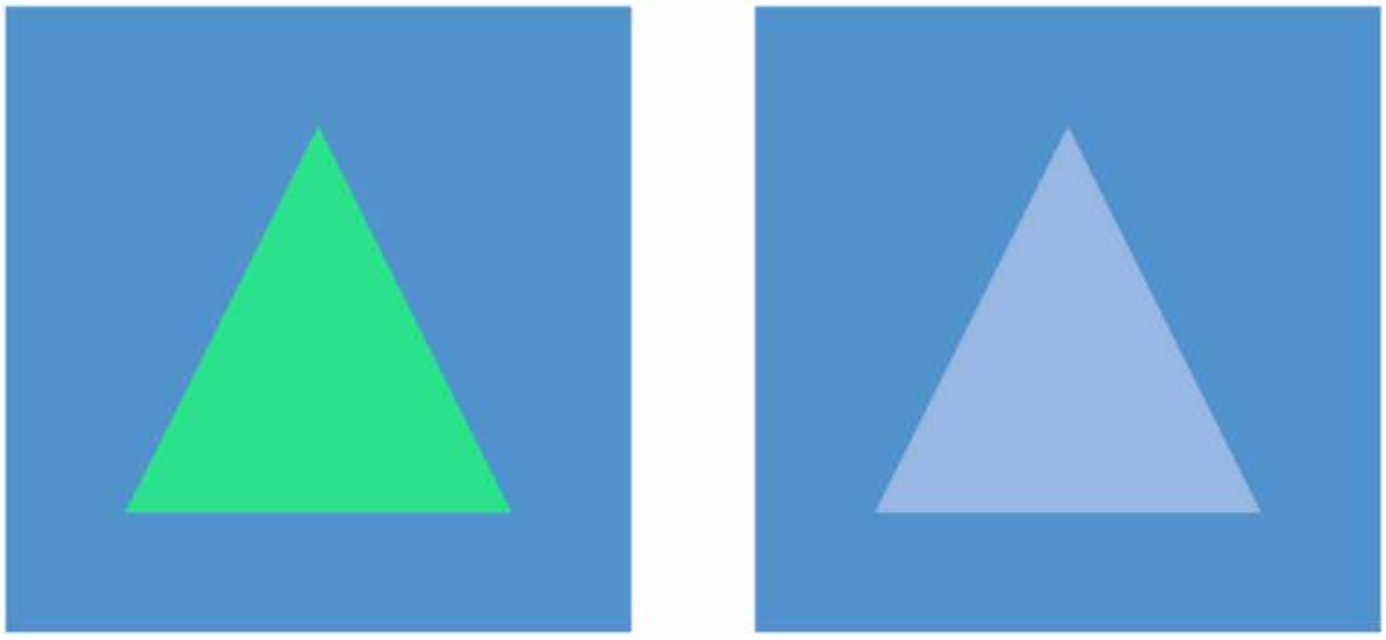
The elements of design: Value



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The elements of design: Texture

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The elements of design: Texture

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The elements of design: Texture

Texture is the quality of a surface. It can be difficult to express visually, because we generally experience texture with our sense of touch. Printed material has literal texture, while visual (web) material has implied texture.

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The elements of design: Texture

Texture is the quality of a surface. It can be difficult to express visually, because we generally experience texture with our sense of touch. Printed material has literal texture, while visual (web) material has implied texture.

There are two basic kinds of textures:
* realistic
* implied

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The elements of design: Texture

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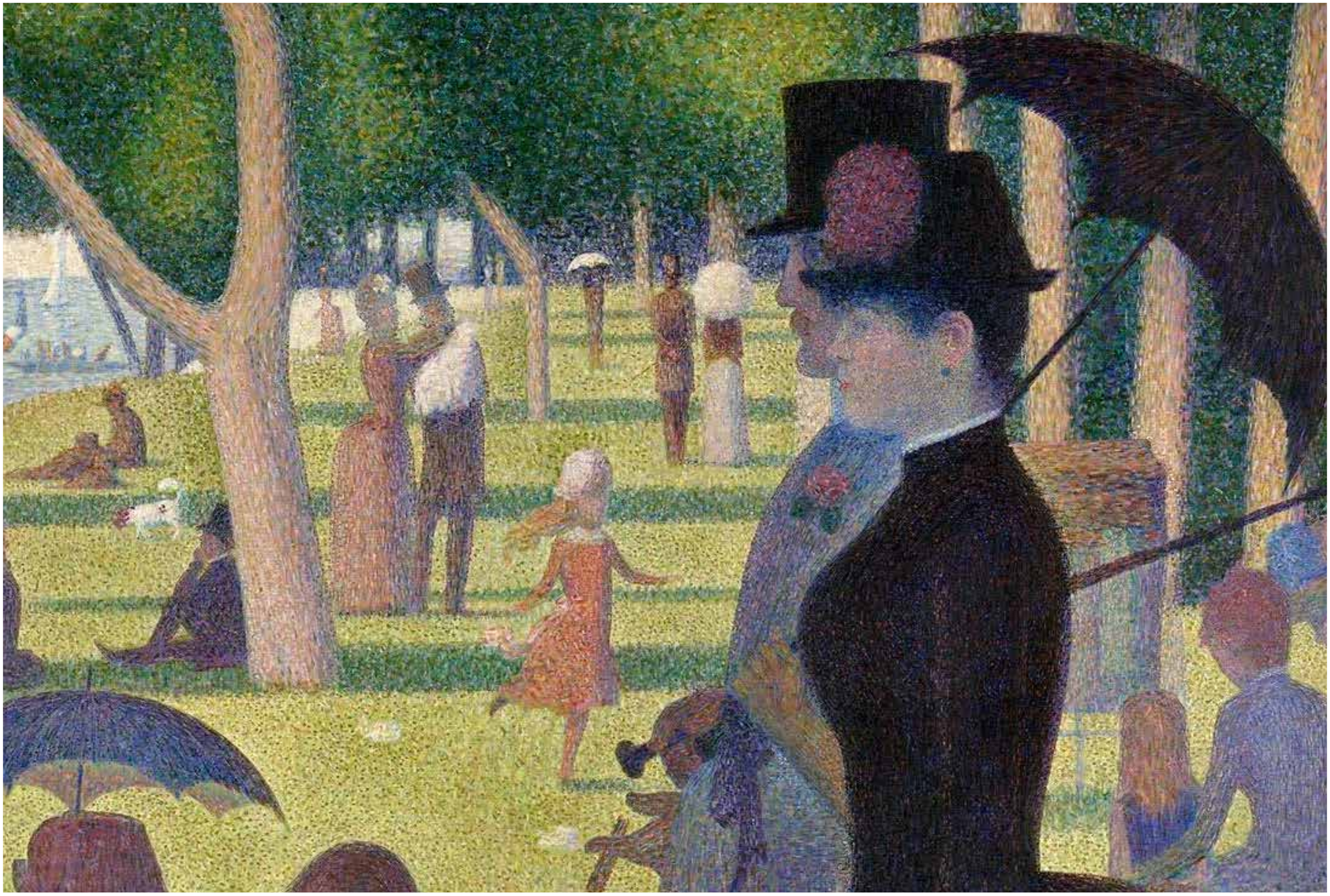
The elements of design: Texture



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The elements of design: Color

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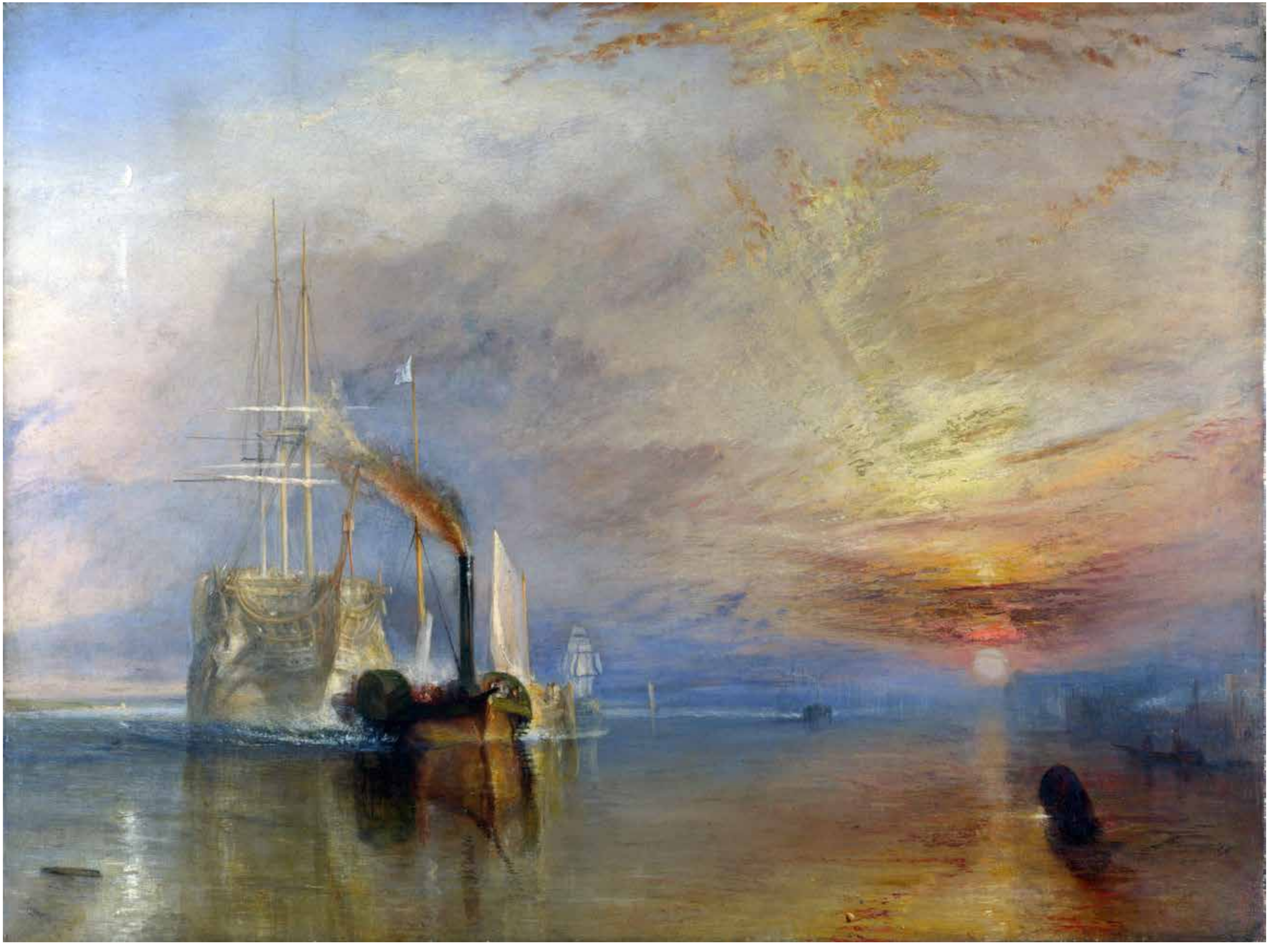

The elements of design: Color

Color is one of the most complicated aspects of design, because colors have different meanings across cultures. In the United States, green is the color of money while white is what a bride would wear at a wedding. In India, white is a color of mourning.

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The elements of design: Color

Color is one of the most complicated aspects of design, because colors have different meanings across cultures. In the United States, green is the color of money while white is what a bride would wear at a wedding. In India, white is a color of mourning.

I’m going to show some color swatches and we can talk about what those colors mean to you.

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The elements of design: Color

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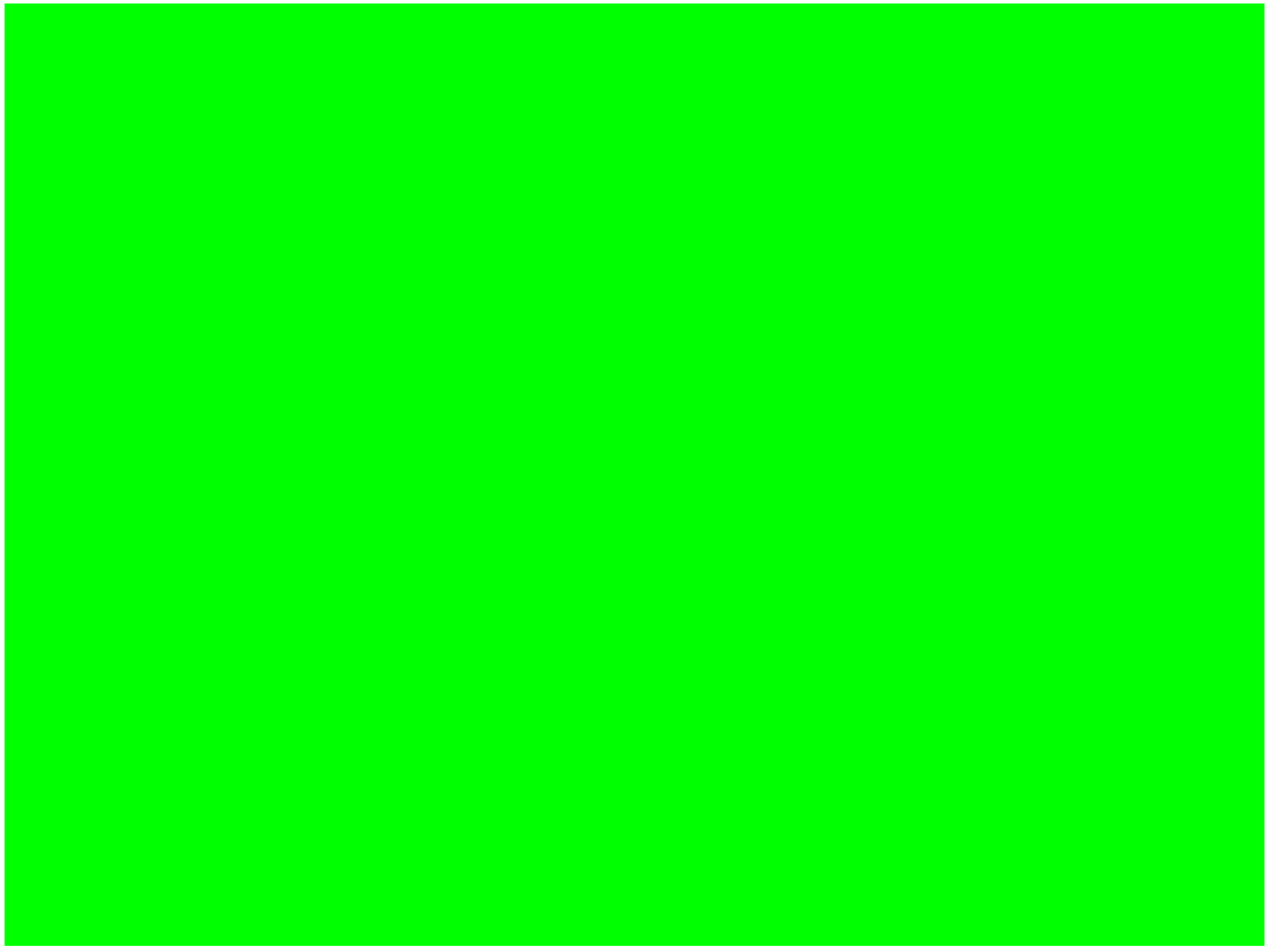
The elements of design: Color



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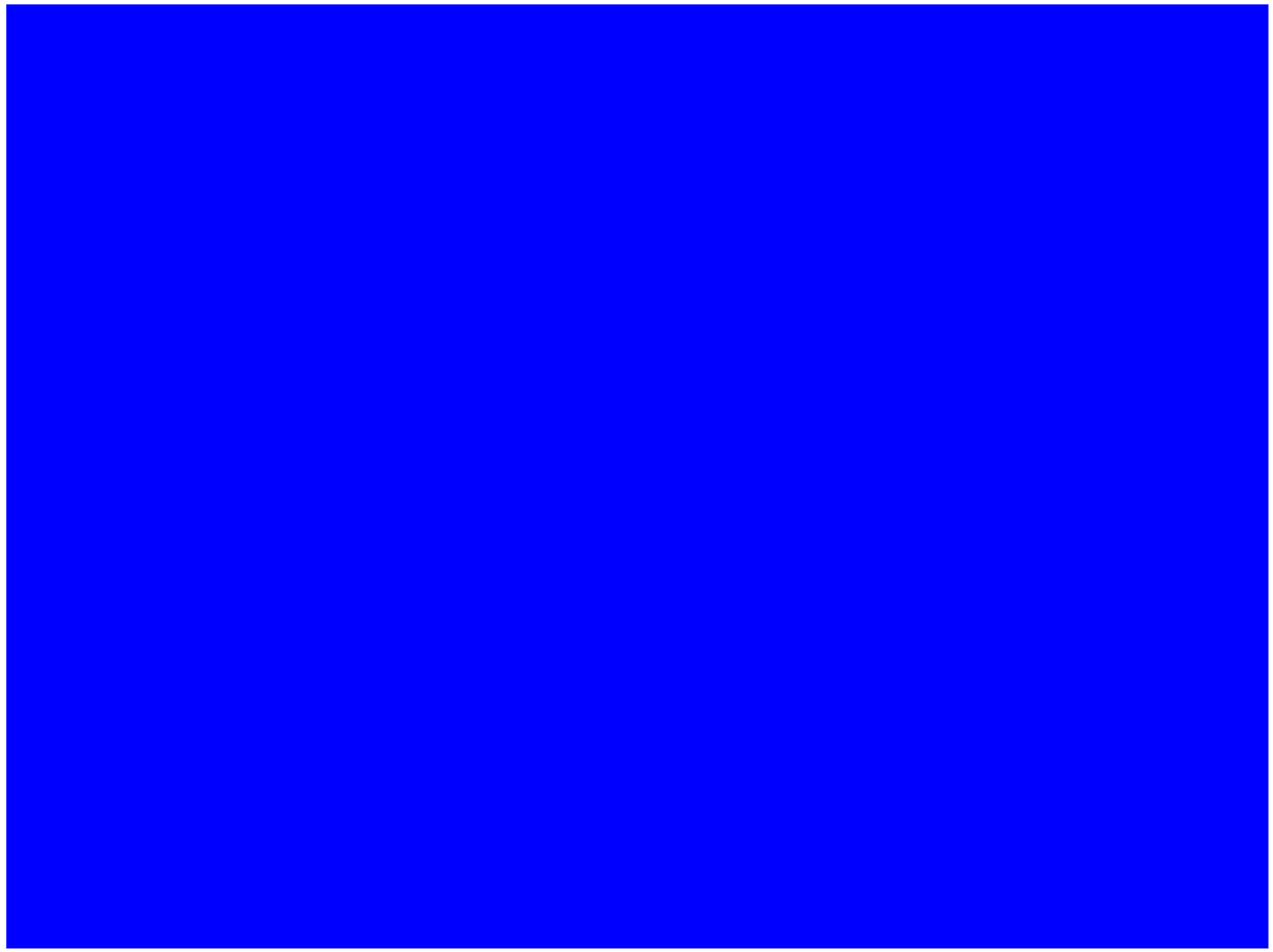
The elements of design: Color



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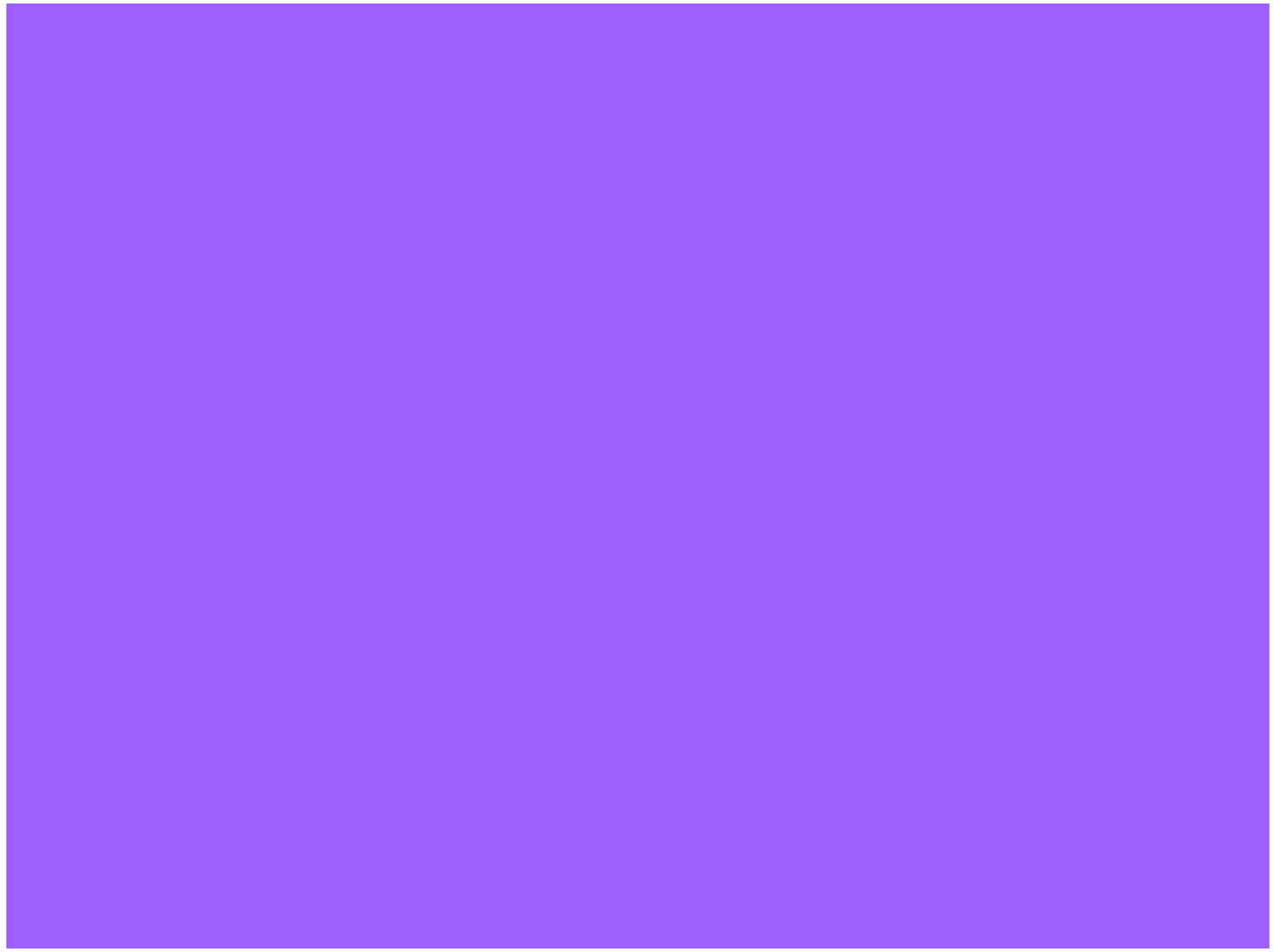

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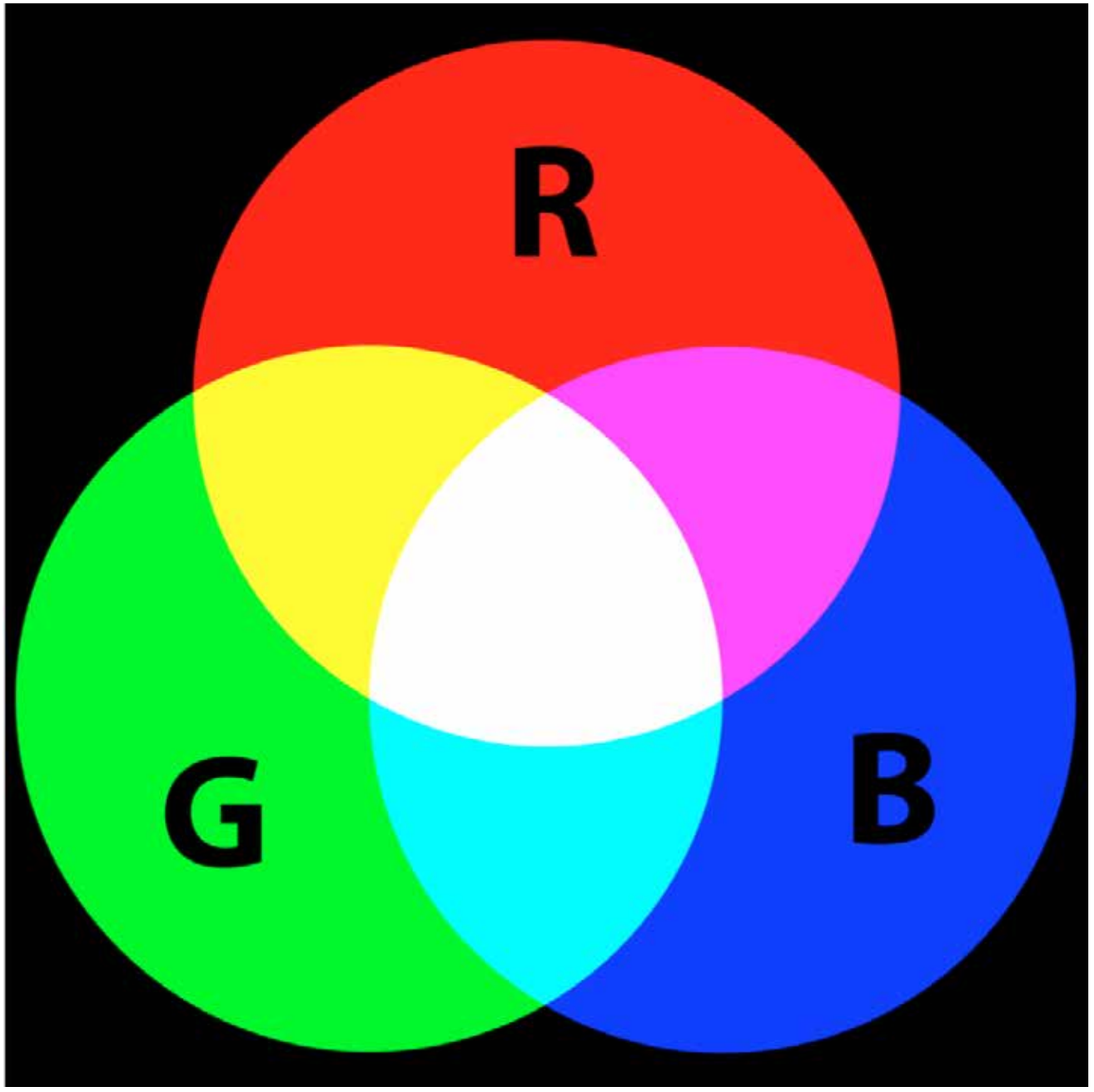
The elements of design: Color



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The elements of design: Color

The RGB color model, which is used to make colors for the screen, is an “additive” color model.

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The elements of design: Color

The RGB color model, which is used to make colors for the screen, is an “additive” color model.

When all the wavelengths of visible colors are added together, the result is white; when there’s an absence of visible light, the result is black.

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The elements of design: Color

The RGB color model, which is used to make colors for the screen, is an “additive” color model.

When all the wavelengths of visible colors are added together, the result is white; when there’s an absence of visible light, the result is black.

The light receptors in the human eye are what’s called “trichromatic” — they respond to red, green and blue wavelengths of light, so adding red+green+blue together in various combinations creates colors on the visible spectrum.

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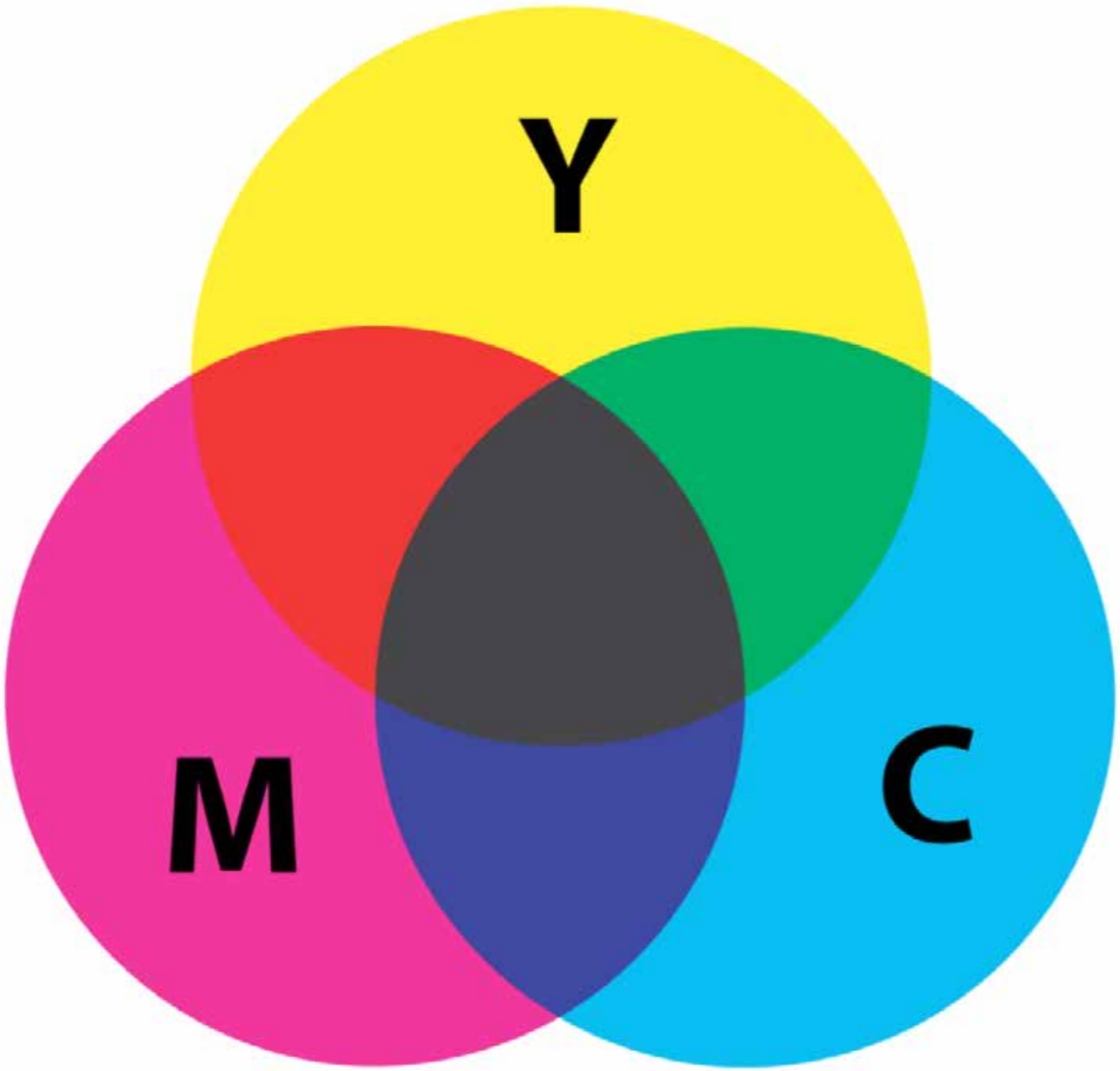
The elements of design: Color



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The elements of design: Color

Colors of pigment work on a “subtractive” color model.

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The elements of design: Color

Colors of pigment work on a “subtractive” color model.

Most pages (canvases, etc.) start out white, which reflects all the spectrums of visible light. We add pigments to them that absorb certain shades and reflect others; the combination of various pigments gives us black.

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The elements of design: Color

Colors of pigment work on a “subtractive” color model.

Most pages (canvases, etc.) start out white, which reflects all the spectrums of visible light. We add pigments to them that absorb certain shades and reflect others; the combination of various pigments gives us black.

The primary colors used in printing are cyan, magenta and yellow. In four-color printing, there’s also a “key” color, usually black, that’s added. The combination of CMY+K creates the visible spectrum we see on printed pages.

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Color theory

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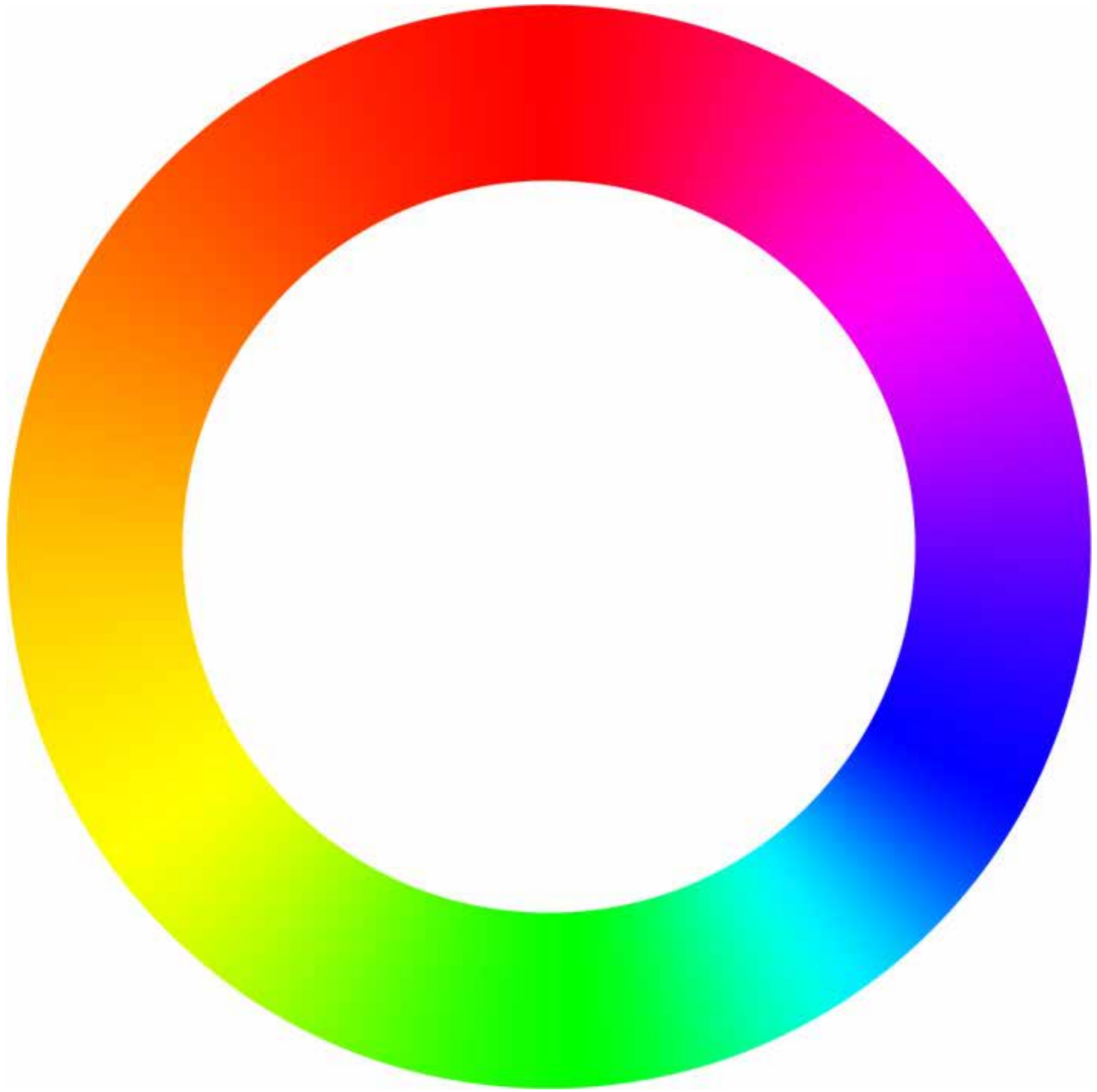
Color theory



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Color theory

The color wheel above lets us understand how colors relate to one another and start to understand how we can use color to highlight variations and to accent our work.

Some common color schemes are:

Monocrhomatic: uses one hue, but different values (tints and shades) of that hue. Monochromatic colors often feel stoic, authoritative and melancholy.

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Color theory

The color wheel above lets us understand how colors relate to one another and start to understand how we can use color to highlight variations and to accent our work.

Some common color schemes are:

Analagous: Uses colors that are next to one another on the color wheel. These types of colors are often found in nature:

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Color theory

The color wheel above lets us understand how colors relate to one another and start to understand how we can use color to highlight variations and to accent our work.

Some common color schemes are:

Complementary: Uses colors that are across from one another on a color wheel. Creates high contrast and bold effects, so use sparingly.

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A note on that blue-orange complementary color scheme

http://priceonomics.com/why-every-movie-looks-sort-of-orange-and-blue/

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Color theory

https://color.adobe.com/

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The elements of design: Space

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The elements of design: Space

The amount of space around elements in a design is crucial to our understanding of how they relate to one another.

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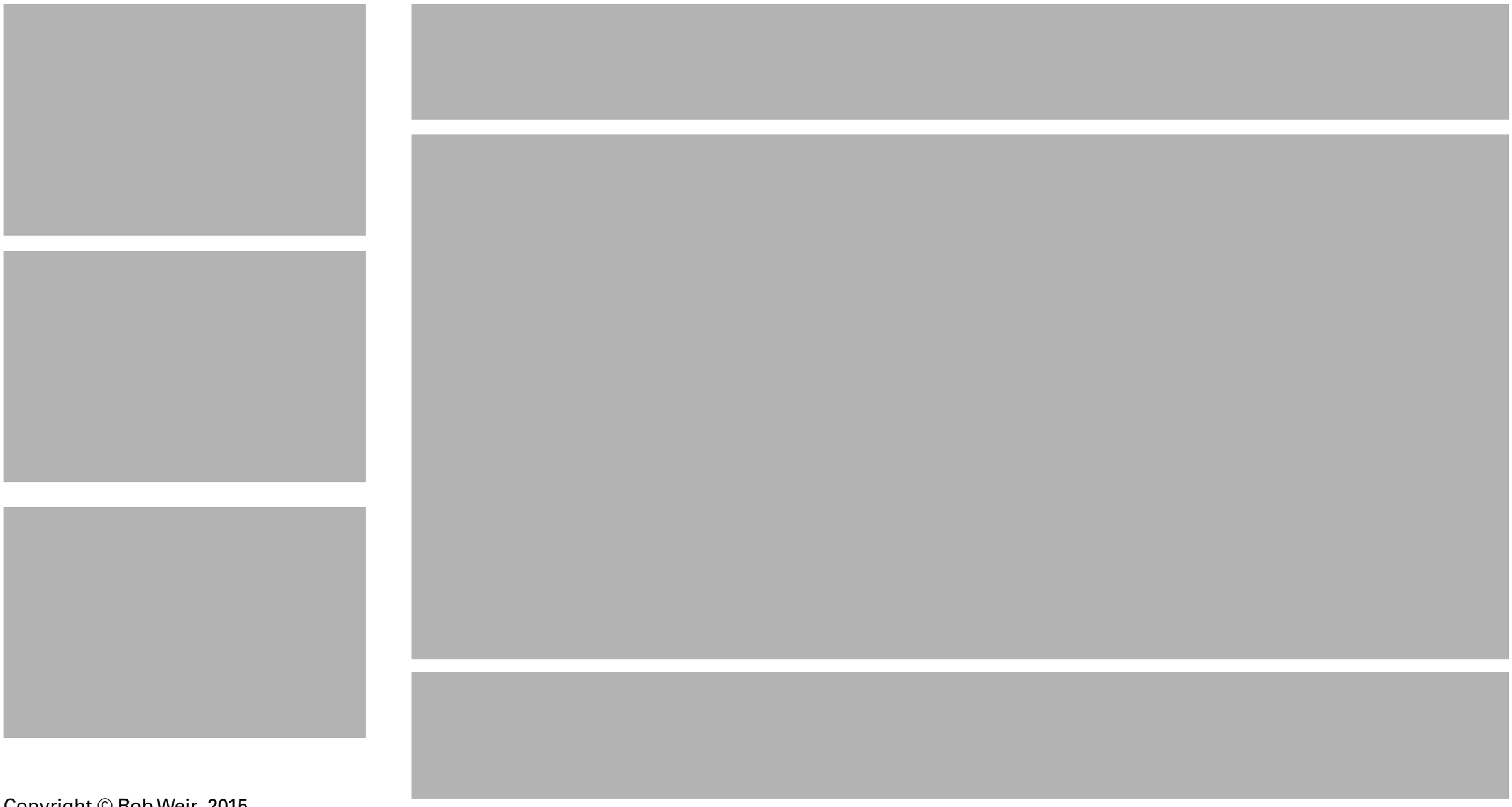
The elements of design: Space

The amount of space around elements in a design is crucial to our understanding of how they relate to one another.



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The elements of design: Space

The amount of space around elements in a design is crucial to our understanding of how they relate to one another.

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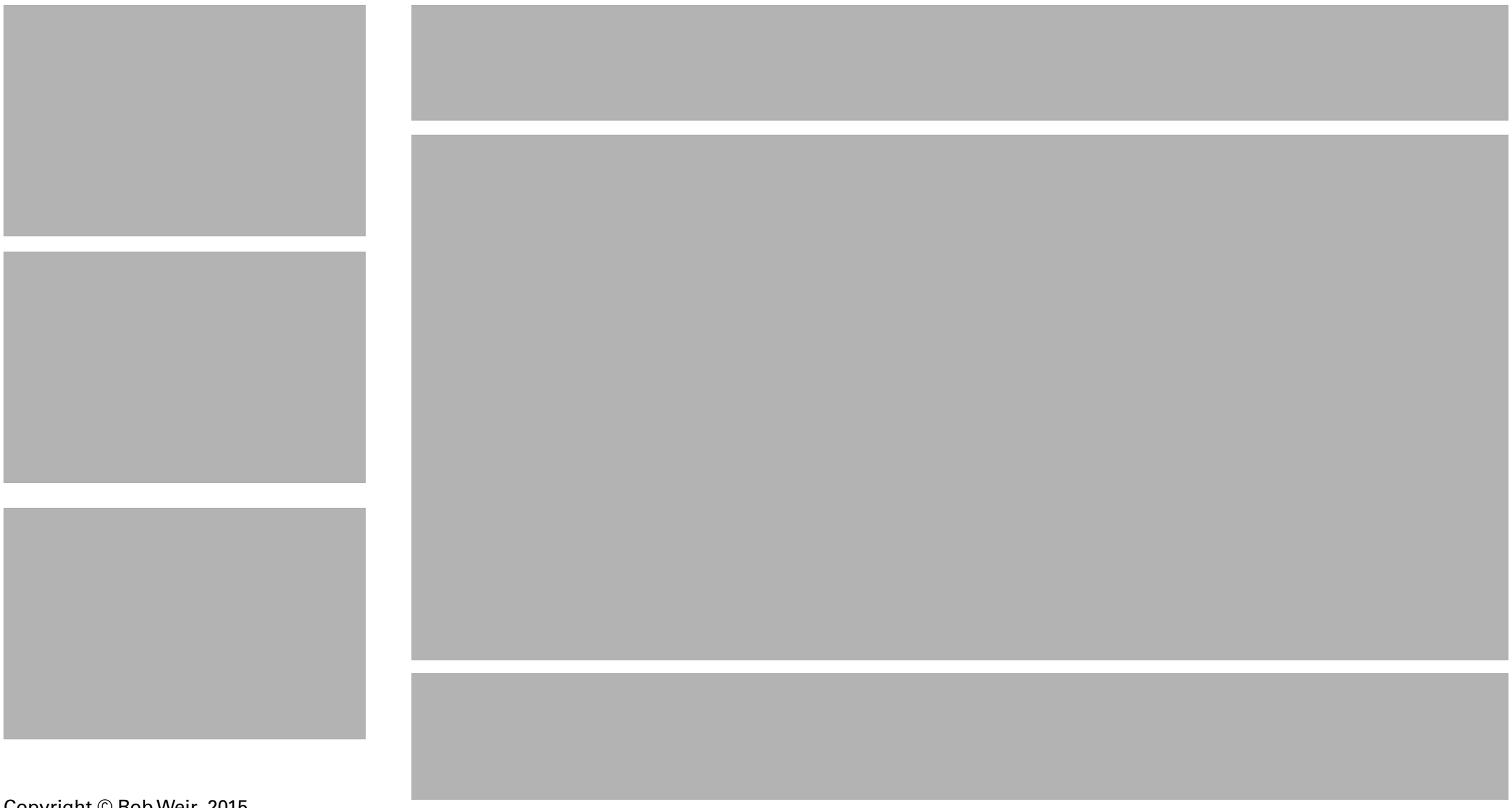
The elements of design: Space

Elements with too little space around them look crowded.



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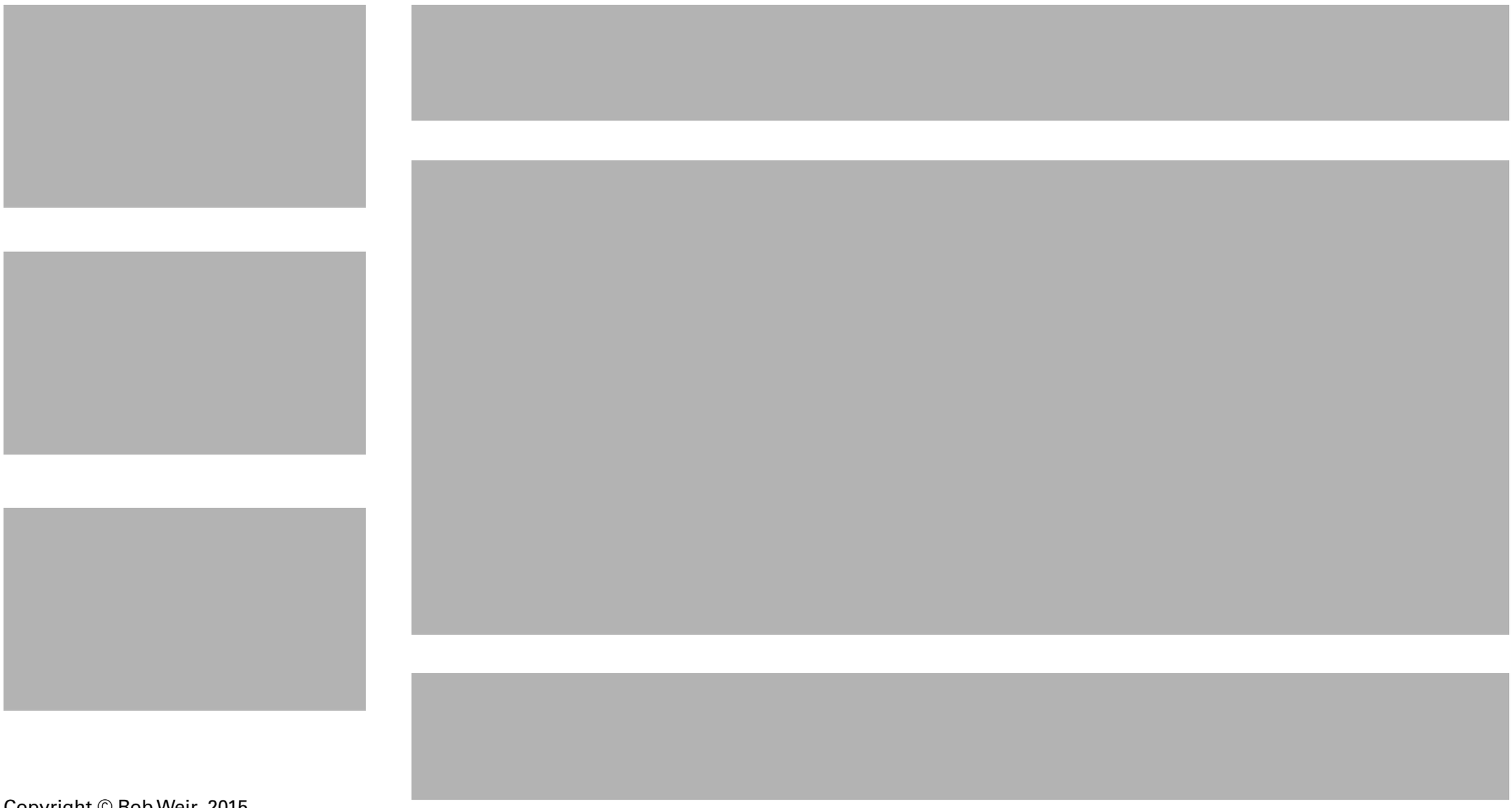
The elements of design: Space

Extra space can let a design breathe and allow us to feel less constrained while looking at it:



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The elements of design: Space

Extra space can let a design breathe and allow us to feel less constrained while looking at it:

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The elements of design: Size

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The elements of design: Size

Space is closely related to size. The size, or relative size, of elements on the page gives us a clue as to what's more important:

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The elements of design: Size

Space is closely related to size. The size, or relative size, of elements on the page gives us a clue as to what's more important:

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Color, balance, contrast on the Web

Color considerations:

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Color, balance, contrast on the Web

Color considerations:

* accessiblity (colorblindness)

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Color, balance, contrast on the Web

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* accessiblity (colorblindness)
http://webaim.org/articles/visual/colorblind

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Color, balance, contrast on the Web

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http://webaim.org/articles/visual/colorblind

* Color should be used sparingly, for accent. Your sites are probably already using color in the images.

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http://www.theverge.com/2013/1/16/3740422/the-life-and-death-of-the-american-arcade-for-amusement-only

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http://www.theverge.com/2013/1/16/3740422/the-life-and-death-of-the-american-arcade-for-amusement-only

* Too much use of color is confusing for users.

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Color, balance, contrast on the Web

What we often achieve with color, we should strive to achieve with **contrast.**

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Color, balance, contrast on the Web

What we often achieve with color, we should strive to achieve with **contrast.**

Consider these two sites:

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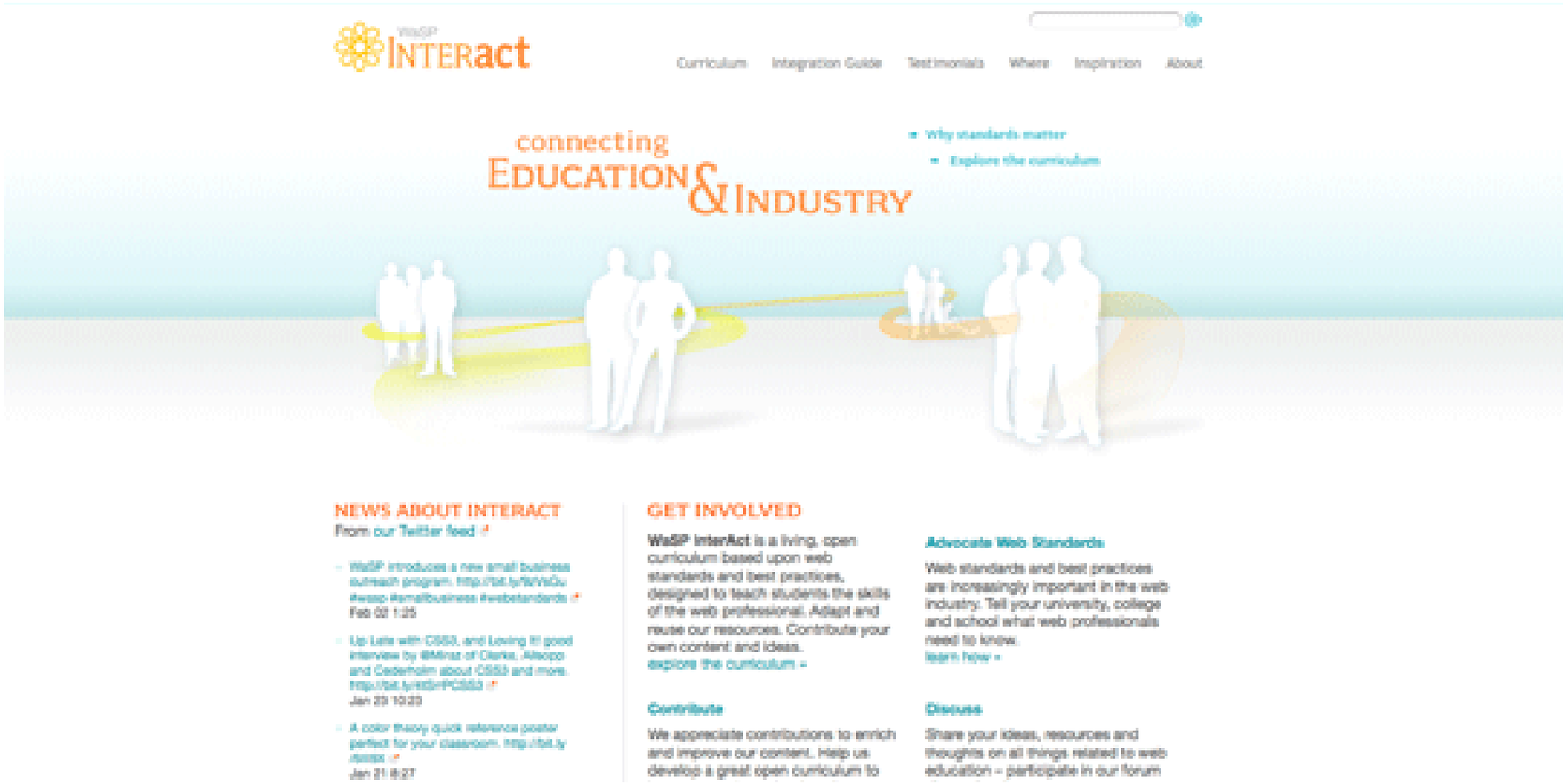
Color, balance, contrast on the Web

What we often achieve with color, we should strive to achieve with **contrast.**

Consider these two sites:



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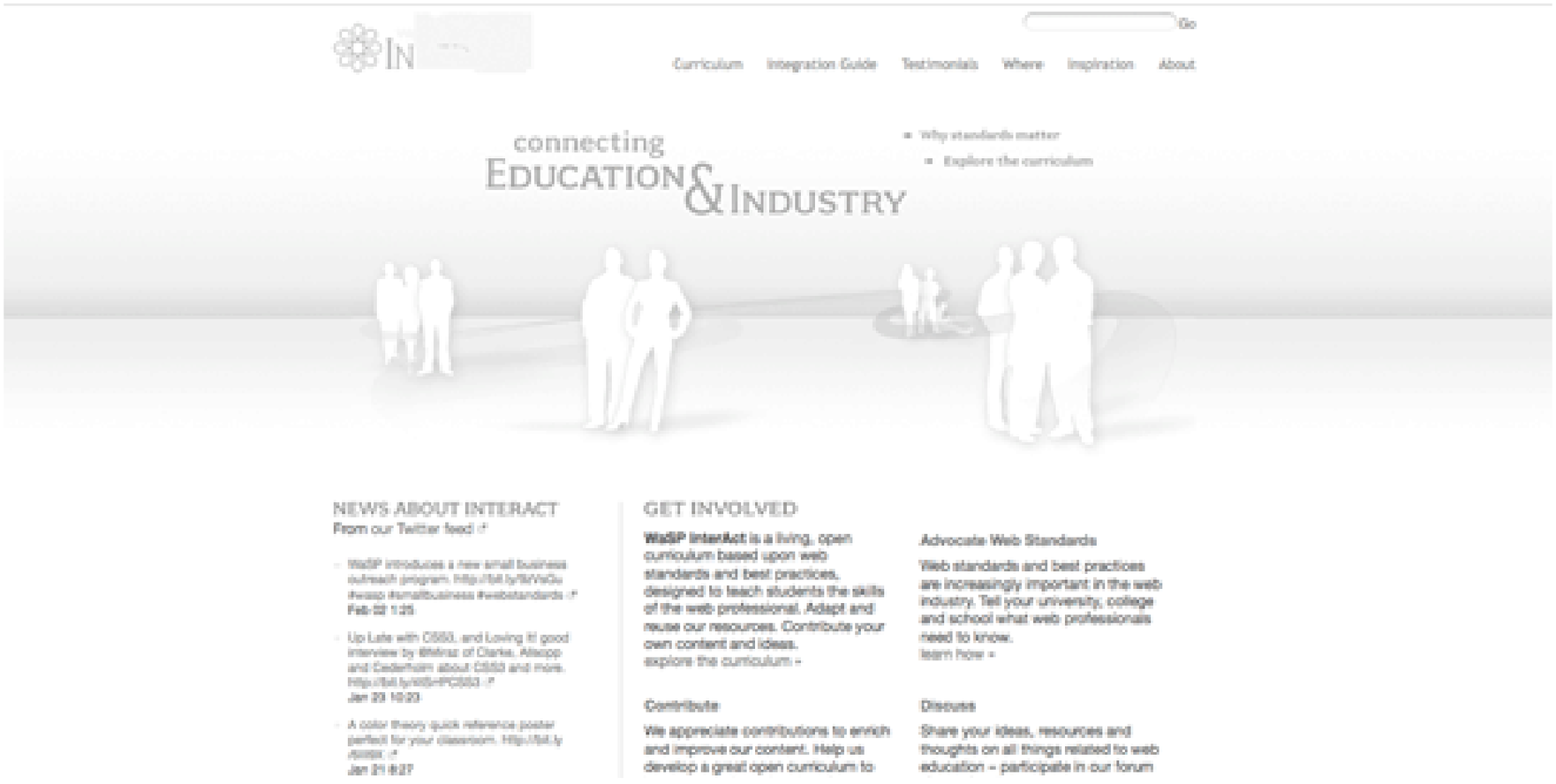

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Color, balance, contrast on the Web

What we often achieve with color, we should strive to achieve with **contrast.**

This is actually the same site, processed through:
http://gray-bit.com/

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Color, balance, contrast on the Web

What we often achieve with color, we should strive to achieve with **contrast.**

This is actually the same site, processed through:
http://gray-bit.com/

The goal of the gray-bit site is to render the site as completely desaturated, to simulate the experience of users who can’t see colors.

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Color, balance, contrast on the Web

What we often achieve with color, we should strive to achieve with **contrast.**

This is actually the same site, processed through: http://gray-bit.com/

The goal of the gray-bit site is to render the site as completely desaturated, to simulate the experience of users who can’t see colors.

You can test your designs against common impairments at http://paletton.com/

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A brief detour

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A brief detour

accessibility is important ok

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A brief detour

The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect.

–Tim Berners-Lee

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A brief detour

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Accessibility, and thinking about accessibility, gets our message to more users.

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A brief detour

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–Tim Berners-Lee

Accessibility, and thinking about accessibility, gets our message to more users.

http://24ways.org/2013/why-bother-with-accessibility/

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Color, balance, contrast on the Web

Balance is an aspect of contrast, but it goes beyond shades of color.

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Color, balance, contrast on the Web

Balance is an aspect of contrast, but it goes beyond shades of color.

Balance is the idea that pages look hamonious and regular, and have elements that work well together.

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Color, balance, contrast on the Web

Balance is an aspect of contrast, but it goes beyond shades of color.

Balance is the idea that pages look hamonious and regular, and have elements that work well together.

https://adactio.com

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Color, balance, contrast on the Web

Balance is an aspect of contrast, but it goes beyond shades of color.

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https://adactio.com

http://www.zeldman.com

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Visual hierarchy on the Web

Visual hierarchy is an idea that we've borrowed from print (as we've borrowed many things from print)

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Visual hierarchy on the Web

Visual hierarchy is an idea that we've borrowed from print (as we've borrowed many things from print)

Pages with good visual hierarchy lead you through information by leting you qickly know what's important and what isn't.

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12 Pages
In Two Parts

Virginian-Pilot.

This is the Democratic ...Party IN VICTORY OR DEFEAT

VOL. XIX. NO. 68. NORFOLK, VA., FRIDAY DECEMBER 18, 1903. TWELVE PAGES. THREE CENTS PER COPY.

FLYING MACHINE SOARS 3 MILES IN TEETH OF HIGH WIND OVER SAND HILLS AND WAVES AT KITTY HAWK ON CAROLINA COAST

TALLY SHEETS WILL DECIDE CONTEST

Chairman Forced to Re-Richmond to Get ...es For Committee

TREHY FACTION HAS ADVANTAGE THUS FAR

All Proxies Ruled Out of Meeting by Decisive Vote Before Fight Began

BOTH SIDES TO ABIDE BY FINAL DECISION

(Special to Virginian-Pilot.)
RICHMOND, VA., Dec. 17.

With all outstanding proxies pertaining to voters for the Troy Section, the state democratic committee, after spending seven hours during the Sunday session and, adjourned just before midnight until 10 o'clock tomorrow morning, after a spicy session, in which votes (whose action was taken. Meanwhile Captain W. H. Dill, ...ssey committee from the committee, left for Norfolk, accompanied by two stenographers and by Public Commissioner Reid. They are expected to reach here in the morning and proceed to the books and take charge of the tally sheets. Captain Dill was instructed to do this by the committee, the important features of the day was the passage of a resolution declaring that the votes for good and all. The committee to consider ... made a decision on important ques...

The committee met at Murphy's hotel at noon. Chairman Kinnan, who presided, rang the call for the meeting, and Secretary Hughes called the roll. Some ... or later during the meeting, ... a number of persons holding proxies of absentees.

First District—Lloyd T. Smith, Chesapeake; Hunter Wood, Norfolk; D. L. Ashburn and H. H. Wallace.

Second District—R. W. Day, Orange; ... James J. W. Curtis.

Third District—John C. Kasley, P. V. Cagill, John J. Leach, John H. Hardwick and E. L. Wilson.

Fourth District—W. E. Clarke, A. D. Watkins, Robert Gibson, P. C. Parker.

Fifth District—R. A. Jones, T. C. Smith and George C. Holmes.

Sixth District—H. C. Radford, W. P. ... H. C. Shoemaker and A. P. Craddock.

Seventh District—John S. Patton, R. D. Navaree.

Eighth District—Thomas A. Lynch, ... Chris and P. F. St. Clair.

Ninth District—Joseph Horne, P. P. Whitehead and Edward Echols.

Besides these thirty-five members of the committee present to-night, the following had sent proxies: George W. Ray, Harvey Peakmore, W. Cooper, Byrd, Stanley Hudgins, W. Cooper, ... W. T. Stanford.

PROXIES RULED OUT.

As soon as the meeting was open for business Mr. Whitehead, of Amherst, was recognized and took the floor in opposing in the participation in the ... of proxies. He declared that ... it was not fair to those ... who attended the meeting at great time and trouble to have others cast their votes by proxies in their stead. He ... proxies to be ruled out, and ... the business of the meeting ... the seats to be filled.

Senator Daniel, who is in the sense of this ... opposed to the admission of ... proxies in the determination of the ... which control democratic committee at this or subsequent meetings.

Mr. Whitehead briefly advocated the passage of the resolution and charged that the Trehy faction was trying ... to throw the primaries of the county ... but, he asserted that on the ... control on radical changes should not be adopted at this meeting.

The question was put on the ... and the resolution was declared ... by a large majority, ... declared adopted. Ayes, ... Nays, ...

Those voting in the affirmative were: ... Ellyson, Parker, Hughes, Hunter, ... Chairman Kinnan, Secretary ... Hughes, Pt. Chair, Burton, Wood, ... Holmes, Daniel, Smith and Hobbs—36.

Those voting in the negative were: ... Jones, Curtis, Keatts, Harwood, Patton and Navaree—9.

WILL ABIDE DECISION.

Mr. Joseph T. Lawson, of counsel for the Trehy faction, was present when the ... stated that it would ... that he and his associates would ... the committee and abide ... Mr. Lawson, of counsel for petitioners, ... that the chairman ... to request the ... to be ... the ... DISCREPANCY ON NOTICES. Chairman Kinnan stated that he had written two letters, naming the date, ... to Mr. Trehy requesting the production ... Mr. Odell interrupted to state that ... other the two letters had ever been received, and that no legal notice of ... had ever been served on the ... Chairman. He had never heard the ... then read until it was read by the ... chairman a few minutes before. Mr. ... read a brief notice served upon him by the committee's counsel.

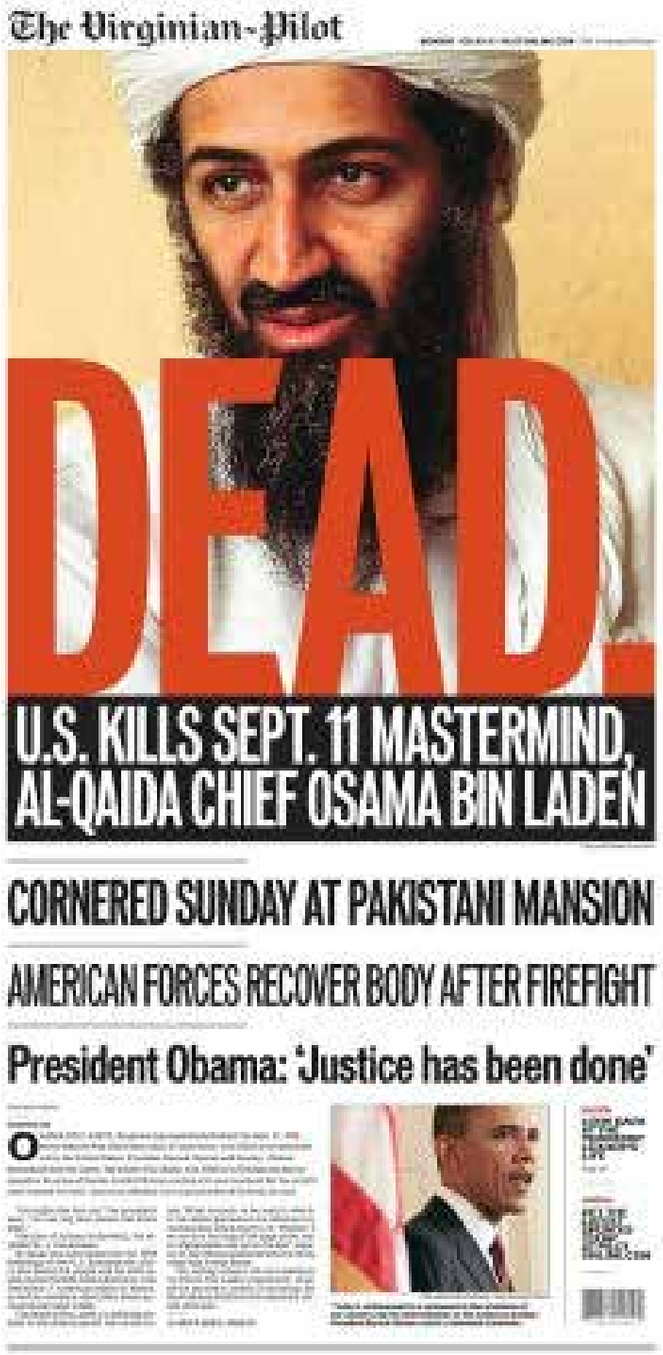
"While we recognize that this is not a legal tribunal," he said, "it is accustomed to serve upon the ... notice in all such cases notice of the ... with specifications. In this case ... of particulars has been filed."

The notice was read which had been served by the counsel for the petitioners. It was dated November 28, stating ... the election was held October 31. It ... Monday and twelve days before.

The statement that the two letters ... Chairman Kinnan, but he read a ... which he said he had received ... Chairman showing that one letter ... been mailed December 7 and the ... December 14.

CARDS IN THE DARK.

Mr. Echols asked if the election held ... the city of Norfolk was legalized. ... called neglect in the majority. ... Mr. Jackson, of counsel for petitioners, then presented ... stating ... the petitioners ... Mr. Echols said the petition ... that he did not know ... that he did not ... the ... The ... ballots ... the ... Mr. Echols ... that he did not ... the ... Mr. Jackson ... Mr. Echols ... Mr. Jackson ... Mr. Echols ... Mr. Jackson ... Mr. Echols


The Virginian-Pilot

DEAD.

U.S. KILLS SEPT. 11 MASTERMIND, AL-QAIDA CHIEF OSAMA BIN LADEN

CORNERED SUNDAY AT PAKISTANI MANSION

AMERICAN FORCES RECOVER BODY AFTER FIREFIGHT

President Obama: 'Justice has been done'

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Visual hierarchy on the Web

https://thegreatdiscontent.com/interview/theron-humphrey

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Rhythm on the Web

Rhythm is the basic idea that patterns will repeat themselves regularly over time. It’s reassuring in music as it is in design.

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We'll talk more about rhythym when we get to typograpy. For now, it's worth considering the visuals on this page:

http://www.girleffect.org

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Design examples and discussion

As we're discussing web projects, let's keep in mind some basic rules for a critique. This should go beyond "I like it" or "I hate it" and get to the point of whether or not the design *works*.

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Design examples and discussion

Questions to consider when judging the success or failure of a design:

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* how do the design elements on the site reflect the content?

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