

web design

Building a Website 2018

this week we **built** and **styled** our
first web pages

previously on building a website

- site mapping
- goals
- audience

previously on building a website

- html elements
- css styling
- page assets

web design=

- site mapping
 - goals
 - audience
- 
- html elements
 - styling
 - page assets

[ADMISSIONS](#)[ACADEMICS](#)[CAMPUS LIFE](#)[NEW CAMPUS](#)[SUPPORT CCA](#)[ABOUT](#)[PORTAL](#)[APPLY NOW](#)[GET INFO](#)

SPRING 2018

GLANCE



Read the Spring
2018 issue now! →

[REQUEST
INFO >>>](#)[APPLY
NOW >>>](#)[READ
OUR BLOG >>>](#)[GIVE
TO CCA >>>](#)

today we're going to talk about
principles and tools for
visual site design

the *background*

Web design

The many different skills and disciplines in the production and maintenance of websites

[wikipedia.org](https://en.wikipedia.org/wiki/Web_design)

web design as a discipline was **born**
with the internet in the early 90's

Find It

Product Information
Customer Support
Technology & Research
Developer World
Groups & Interests
Resources Online
About Apple

Apple Sites Worldwide

Switzerland
Taiwan
Turkey
UK & Ireland
United States



Welcome to Apple



Introducing CyberDrive

Register today for a free CD-ROM.

What's Hot

Preorder Mac OS 8

Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more

Be the First to Know

Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and

iMATE 300

Mobile,
Affordable,
& Smart



MOVIES FROM MARS



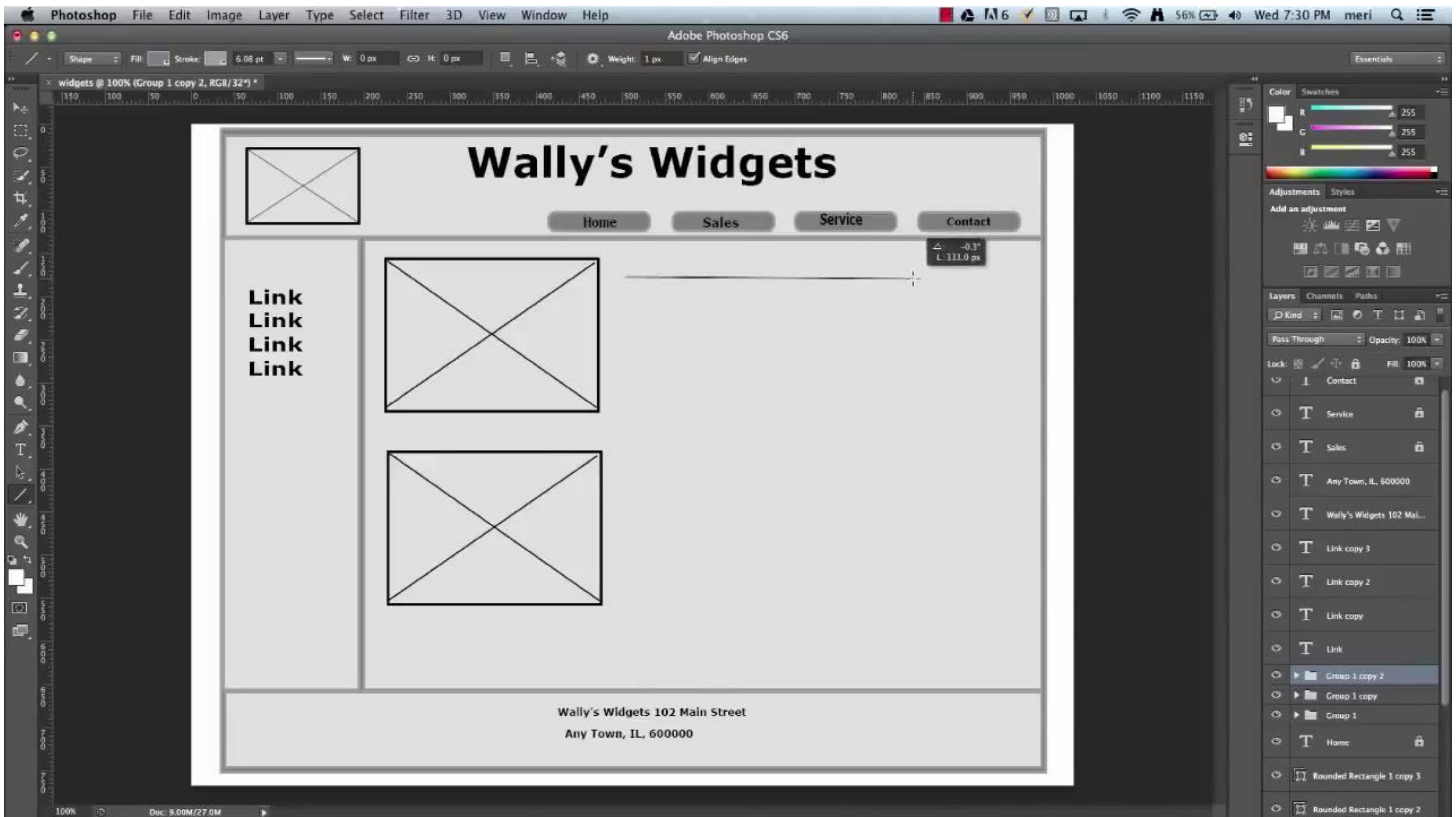
QuickTime VR
Takes You Out
of this World

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

iPhone X

Say hello to the future.





According to creativebloq.com



Justinmind



Adobe
Creative
Cloud



Fluid UI



Balsamiq

axure

Axure RP

pidoco⁺

Pidoco



Microsoft
Visio

The 18 best wireframe tools

- Promoted: Justinmind.
- **Wireframe.cc.**
- Moqups.
- UXPin.
- Fluid UI.
- Balsamiq Mockups.
- Axure RP.
- Pidoco.

More items...

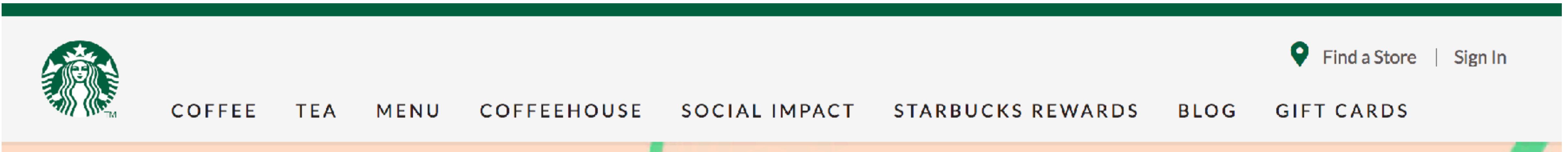
The 18 best wireframe tools | Creative Bloq

<https://www.creativebloq.com/wireframes/top-wireframing-tools-11121302>

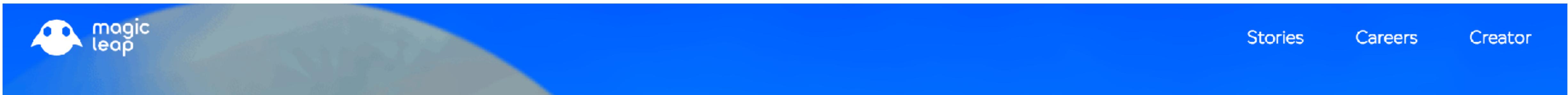
over time, general standards emerged
for website design

this has affected what audiences
consider to be **usable**

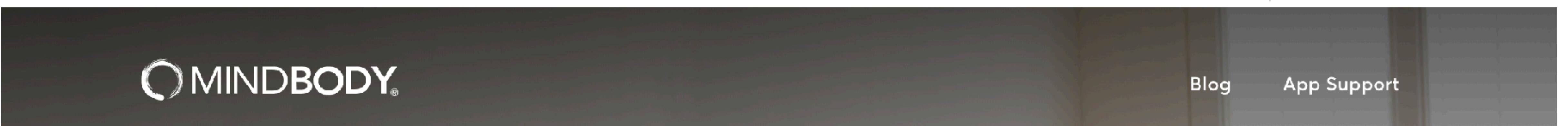
headers + navigation



The Starbucks header features a dark green top bar. On the left is the Starbucks logo. Below it, a white navigation bar contains links for COFFEE, TEA, MENU, COFFEEHOUSE, SOCIAL IMPACT, STARBUCKS REWARDS, BLOG, and GIFT CARDS. To the right are links for 'Find a Store' with a location pin icon and 'Sign In'. A decorative orange and green horizontal bar is positioned below the white bar.



The Magic Leap header has a blue gradient background. On the left is the Magic Leap logo. On the right are links for Stories, Careers, and Creator.



The Mindbody header features a dark grey background with diagonal stripes. On the left is the Mindbody logo. On the right are links for For Everyone (in red), For Business, Blog, and App Support.

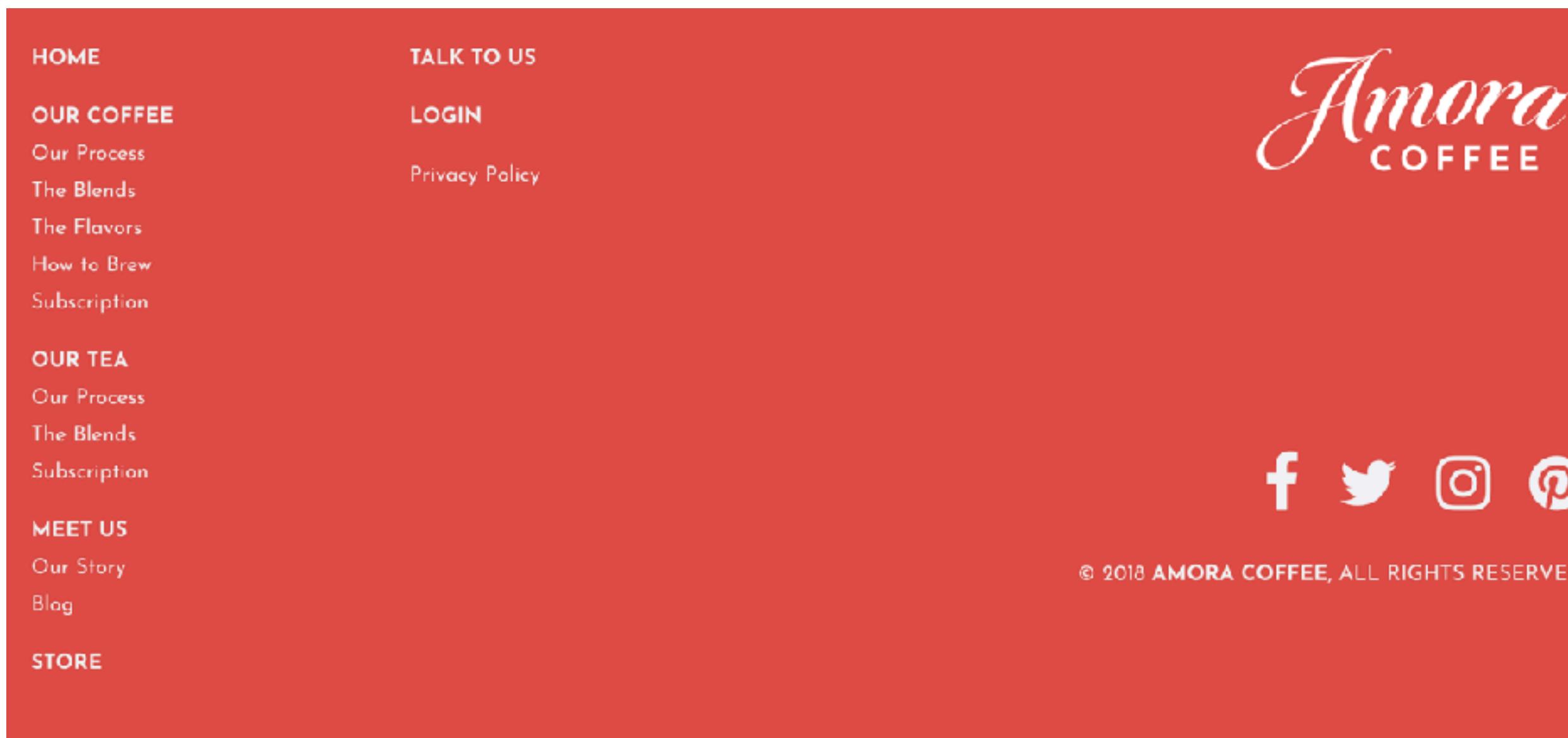


The LA Homelessness Challenge header has a yellow background. On the left are links for MENU, 40 DAYS TO REGISTER, and SHARE. On the right is the text 'LA HOMELESSNESS CHALLENGE' next to a large black square icon.

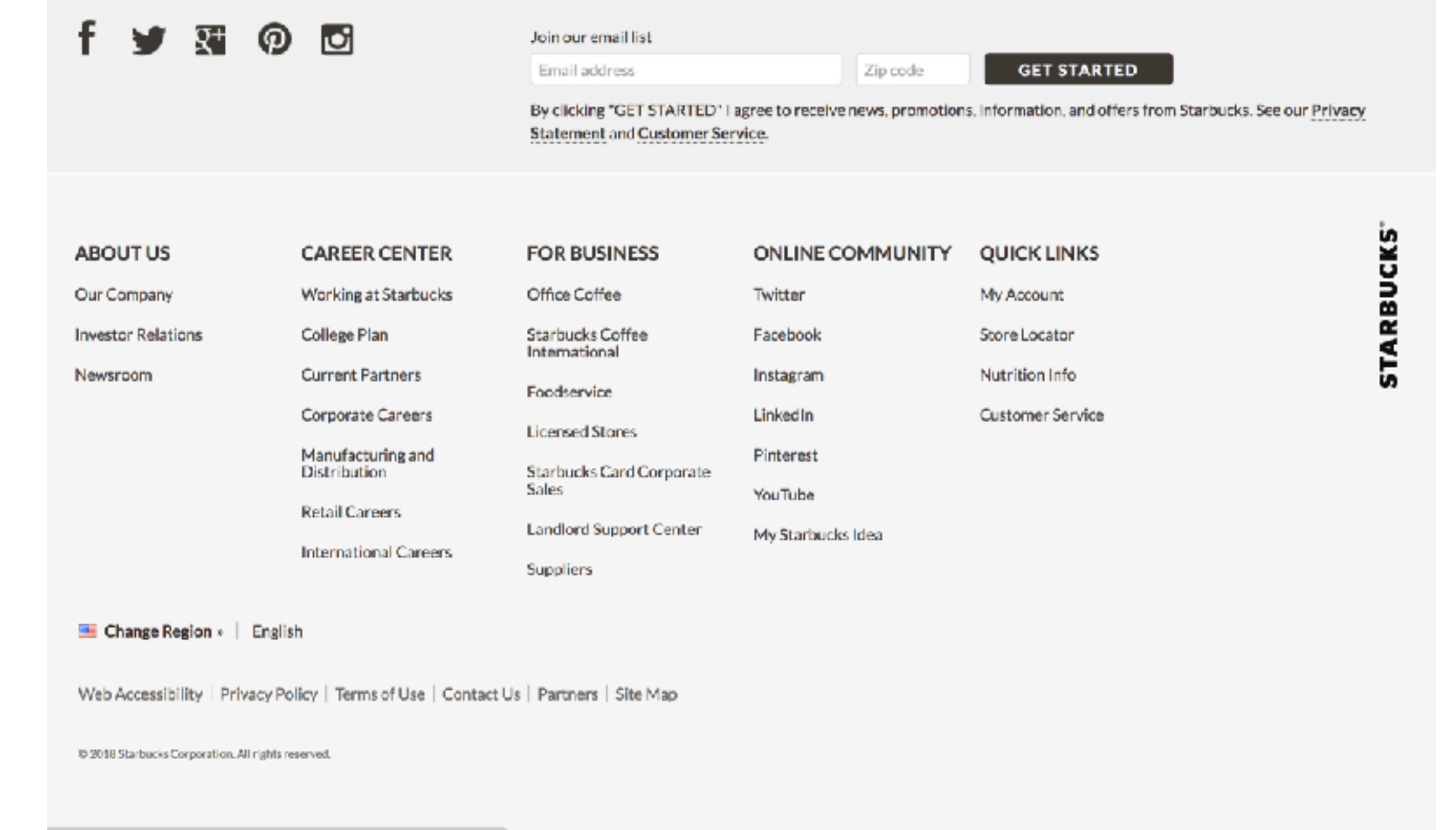
informational footers

[Privacy Policy](#) [Terms & Conditions](#) [Contact](#)

Challenge designed by [Common Pool](#); powered by [Rampit](#). © 2017 Rampit.



The footer of the Amora Coffee website features a red background. On the left, there are links for **HOME**, **OUR COFFEE** (with sub-links for Our Process, The Blends, The Flavors, How to Brew, and Subscription), **OUR TEA** (with sub-links for Our Process, The Blends, and Subscription), **MEET US** (with sub-links for Our Story and Blog), and **STORE**. In the center, the *Amora* logo is displayed above the word "COFFEE". Below the logo are social media icons for Facebook, Twitter, Instagram, and Pinterest. At the bottom, a copyright notice reads "© 2018 AMORA COFFEE, ALL RIGHTS RESERVED".



The footer of the Starbucks website features a light gray background. At the top right is the **STARBUCKS** logo. To the left of the logo are social media icons for Facebook, Twitter, Google+, Pinterest, and Instagram. Below the icons is a "Join our email list" form with fields for "Email address", "Zip code", and a "GET STARTED" button. A note below the form states: "By clicking 'GET STARTED' I agree to receive news, promotions, information, and offers from Starbucks. See our [Privacy Statement](#) and [Customer Service](#)". The footer is organized into five columns: **ABOUT US** (links to Our Company, Investor Relations, Newsroom), **CAREER CENTER** (links to Working at Starbucks, College Plan, Current Partners, Corporate Careers, Manufacturing and Distribution, Retail Careers, International Careers), **FOR BUSINESS** (links to Office Coffee, Starbucks Coffee International, Foodservice, Licensed Stores, Starbucks Card Corporate Sales, Landlord Support Center, Suppliers), **ONLINE COMMUNITY** (links to Twitter, Facebook, Instagram, LinkedIn, Pinterest, YouTube), and **QUICK LINKS** (links to My Account, Store Locator, Nutrition Info, Customer Service, My Starbucks Idea). At the bottom, there is a "Change Region" dropdown set to English, links to Web Accessibility, Privacy Policy, Terms of Use, Contact Us, Partners, Site Map, and a copyright notice: "© 2018 Starbucks Corporation. All rights reserved."

hero image

The image displays four distinct website hero sections arranged side-by-side:

- Amora Coffee:** A wooden background featuring coffee beans shaped into a heart. Text on the left reads "Fall in Love WITH THE TASTE OF FRESH COFFEE ROASTED JUST FOR YOU". A "JOIN NOW" button is at the bottom left. Social media icons (Facebook, Twitter, Instagram, Pinterest) are at the bottom right.
- Homelessness Has a Face:** A yellow header with "MENU", "40 DAYS TO REGISTER", and "SHARE". Below is a black and white photograph of people on a street. Overlaid text reads "Homelessness has a face" and "Supporting scalable services for those facing homelessness in Los Angeles". A "LEARN MORE" button is at the bottom left.
- MINDBODY app:** A dark grey background with the MINDBODY logo. Text includes "THE ALL NEW MINDBODY APP" and "Fit your life.". A descriptive paragraph follows. At the bottom are download links for the App Store and Google Play.
- Fitness Studio Website:** A light-colored background showing a person in a stretching pose. A smartphone screen shows a class at "Natalie's Barre Studio". A map of San Francisco is below. Text on the right says "Scroll down to explore".

these are not rules, but they do inform
how people **expect to use** websites

“The easier it is for people to use and navigate throughout your site, the longer they are likely to interact with it.”

–Nate McGuire

as in any design, if you're violating a norm, have a **good reason**

the conceptual

web design uses the **same basic principles** as other forms of design

3 principles of web design

Density

Contrast

Flow

density

how many things are on the page, and
how much space is between them

density

- images
- text
- negative space

density

density vs scarcity

Find It

Product Information
Customer Support
Technology & Research
Developer World
Groups & Interests
Resources Online
About Apple

Apple Sites Worldwide

Switzerland
Taiwan
Turkey
UK & Ireland
United States



Welcome to Apple



Introducing CyberDrive

Register today for a free CD-ROM.

What's Hot

Preorder Mac OS 8

Now you can [preorder Mac OS 8](#), described by Macworld as "the most comprehensive update to the Mac OS in years, sporting a bold new look, a speedier Finder, more

Be the First to Know

Learn about new Macintosh software releases the moment they become available. Check [Hot Mac Products](#) to hear about programs like Speed Demon, ReBirth RB-338 and

iMATE 300

Mobile,
Affordable,
& Smart



MOVIES FROM MARS



QuickTime VR
Takes You Out
of this World

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

iPhone X

Say hello to the future.



[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

iPhone X

Say hello to the future.



contrast

the difference between elements

contrast

- color
- value
- size

[For Individuals](#)[For Teams](#)[Sign in](#)[Download](#)

Put your creative energy to work, with Dropbox

Dropbox is a modern workspace designed to reduce busywork—so you can focus on the things that matter.

Sign up

or [sign in to your account](#)

First name

Last name

Email

Password



This page is protected by reCAPTCHA, and subject to the Google [Privacy Policy](#) and [Terms of service](#).



I agree to the [Dropbox Terms](#)

[Sign up](#)

THE NEW YORKER

[Shop](#) [Sign in](#) | [Link your subscription](#)



News

Culture

Books

Business & Tech

Humor

Cartoons

Magazine

Video

Podcasts

Archive

Goings On



Introducing **The New Yorker Recommends**, where our writers share their cultural enthusiasms.



OUR COLUMNISTS

HARLEY-DAVIDSON'S ANNOUNCEMENT SHOWS THE FOLLY OF TRUMP'S TRADE WAR

By John Cassidy



News & Culture

Iran vs. Portugal and Technologically Enabled Meta-Bewilderment

By Brian Phillips



In Turkey, Erdogan Consolidates His Power



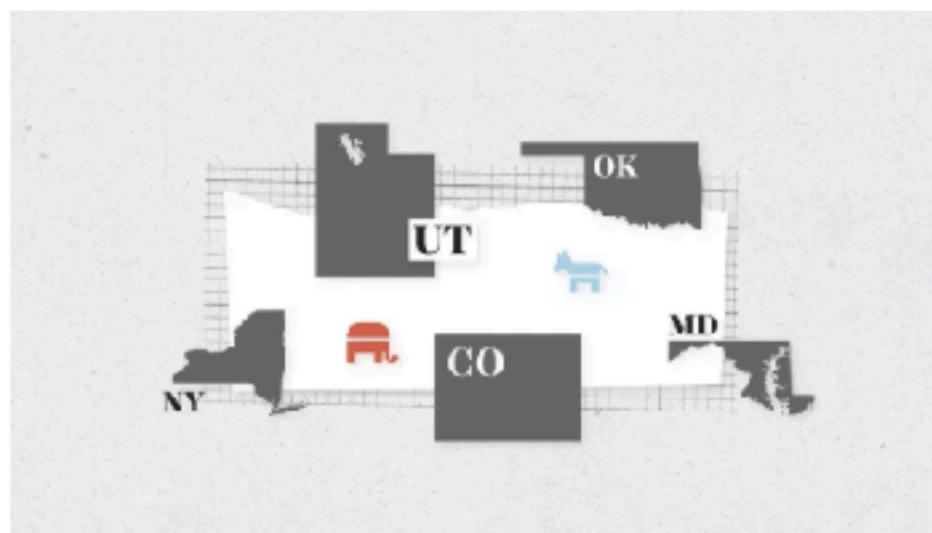
flow

how the user is **guided** through web
pages and web sites

flow

- hierarchy
- visual rhythm
- affordances

TOP STORIES



Every June 26 primary election you should know about, briefly explained

Voters head to the polls in New York, Utah, Colorado, Oklahoma, and Maryland.

By Li Zhou, Tara Golshan, and 2 others

House Republicans' "compromise" immigration push is actually very conservative

How Republicans' "compromise" immigration bill became a partisan exercise.



How Trump's travel ban became normal

The ban has been tamed. So has the resistance to it.

By Dara Lind

Supreme Court sides with anti-



Mitch McConnell's stunning Supreme Court success

The travel ban ruling is the latest major consequence of his blockade of Merrick Garland.

By Andrew Prokop

Read: Sotomayor condemns Trump's "unrelenting attack on the Muslim religion"

Sotomayor read Trump's tweets too and wants to know why the rest of the Supreme Court didn't.

By Dylan Matthews

we talked about the **affordances** of
the web earlier this week

but as a designer, you also
create affordances

A design you love or your money back

Get started

How it works →



by Soyelchino



Watch the video



Logo design



Logo & brand identity pack

★ Most popular

Logo and essentials to establish your
brand...



Packaging design



Brand guide



T-shirt design



Book cover
design



Logo & business
card

Show more

3 principles of web design

Density

Contrast

Flow

the practical

these are all just **ideas** about design

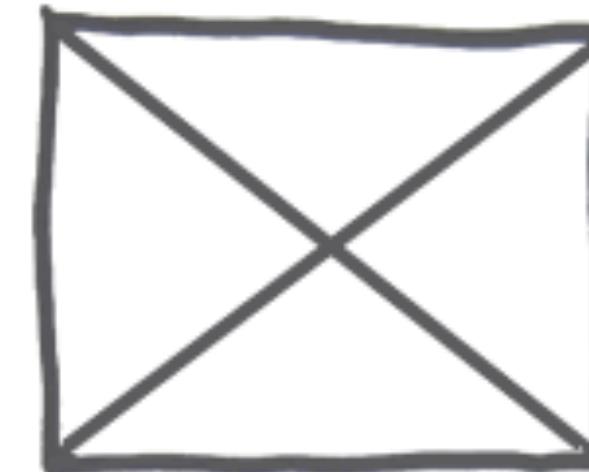
how do we put them into practice?

we start with **wireframes**

Wireframe

An image or set of images which displays the functional elements of a website or page, typically used for planning a site's structure and functionality.

[wikipedia.org](https://en.wikipedia.org/wiki/Wireframe)



Profile Name

245 Blackfriars Road

Ludgate House

London, SE1 9UY

Email: firstname@surname.com

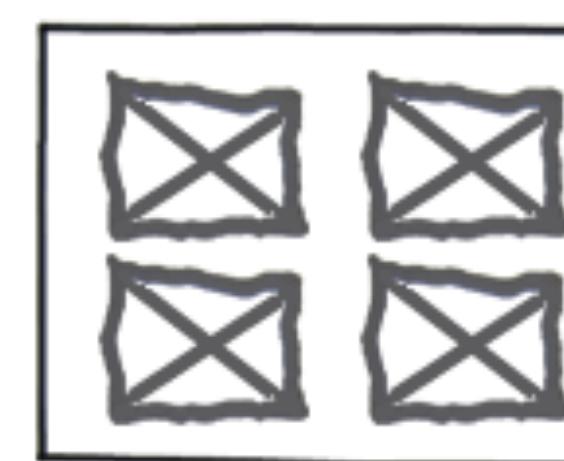
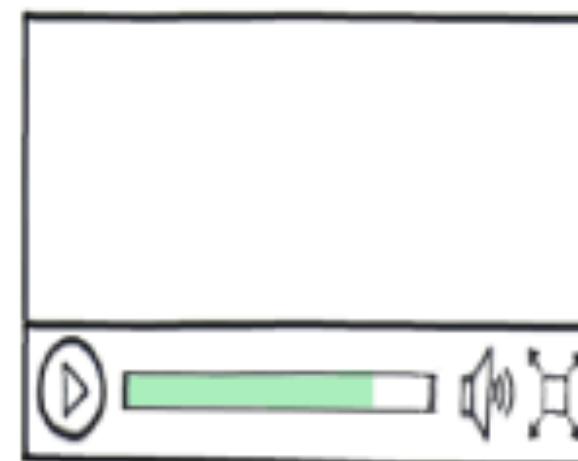
Telephone: 0207 955 3705

Categories

Lorem ipsum
dolor sit
amet
dolor sit

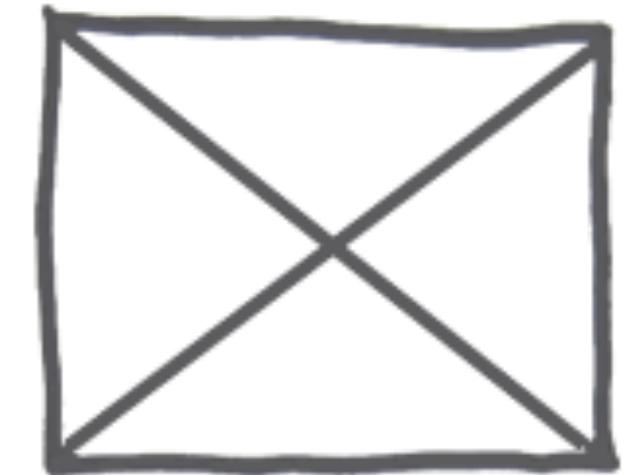
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris sapien. Nam laoreet nisi non magna iaculis vitae convallis lorem porttitor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris



Attachments

-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)



Profile Name

245 Blackfriars Road

Ludgate House

London, SE1 9UY

Email: firstname@surname.com

Telephone: 0207 955 3705

Categories

Lorem ipsum

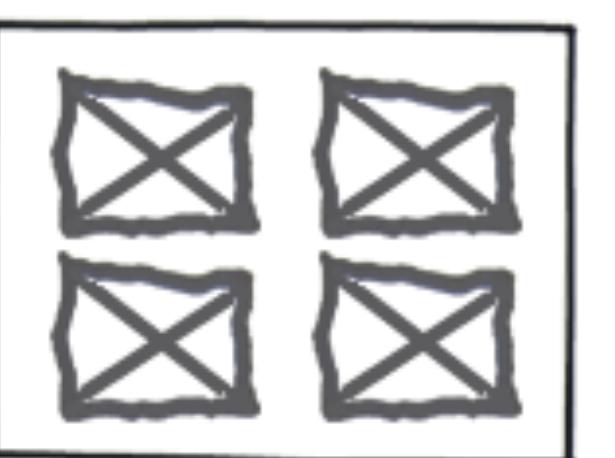
dolor sit

amet

dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris sapien. Nam laoreet nisi non magna iaculis vitae convallis lorem porttitor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris



Attachments

- [Lorem ipsum dolor sit amet.](#)

Density

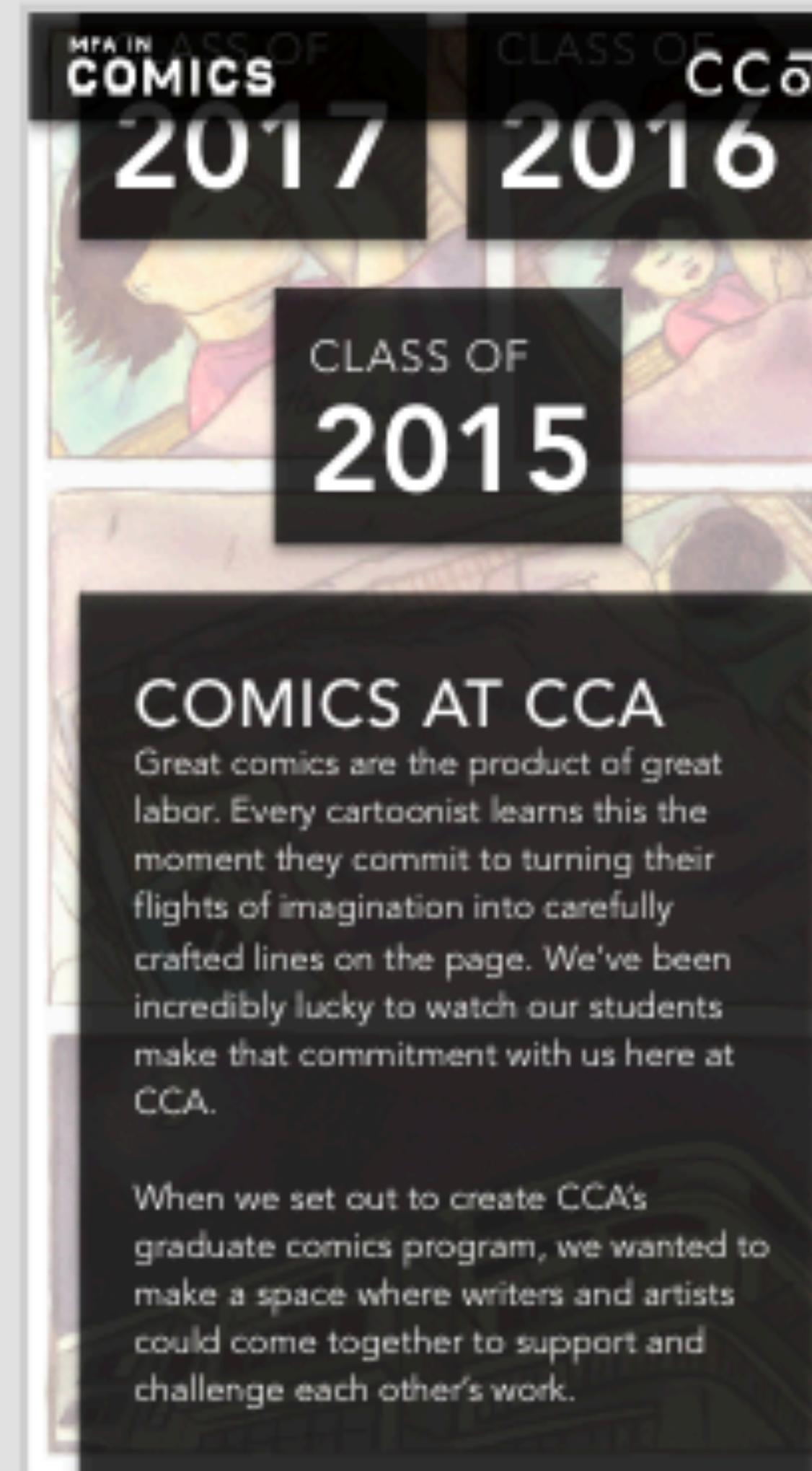
Contrast

Flow

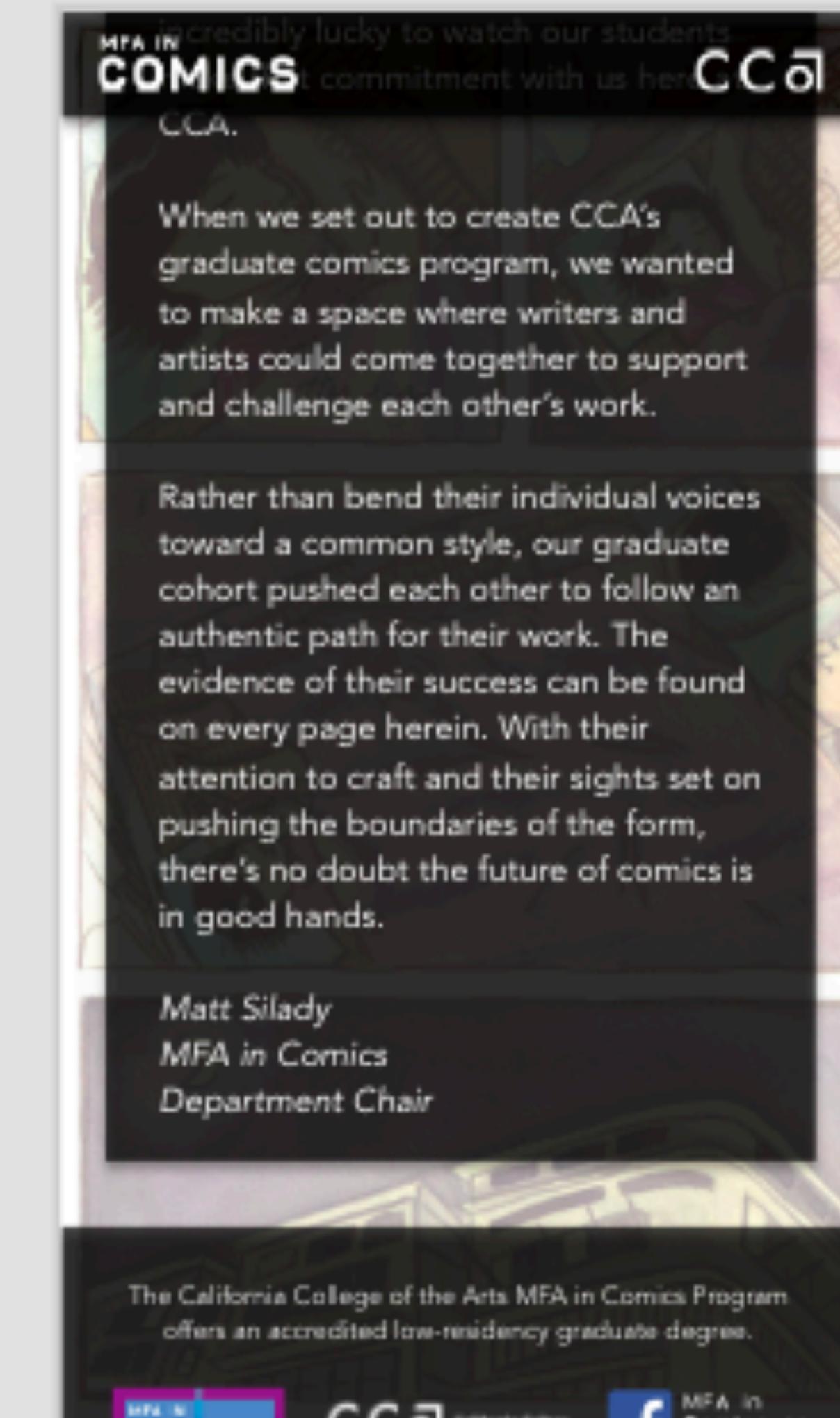
iPhone 6/7 – 23



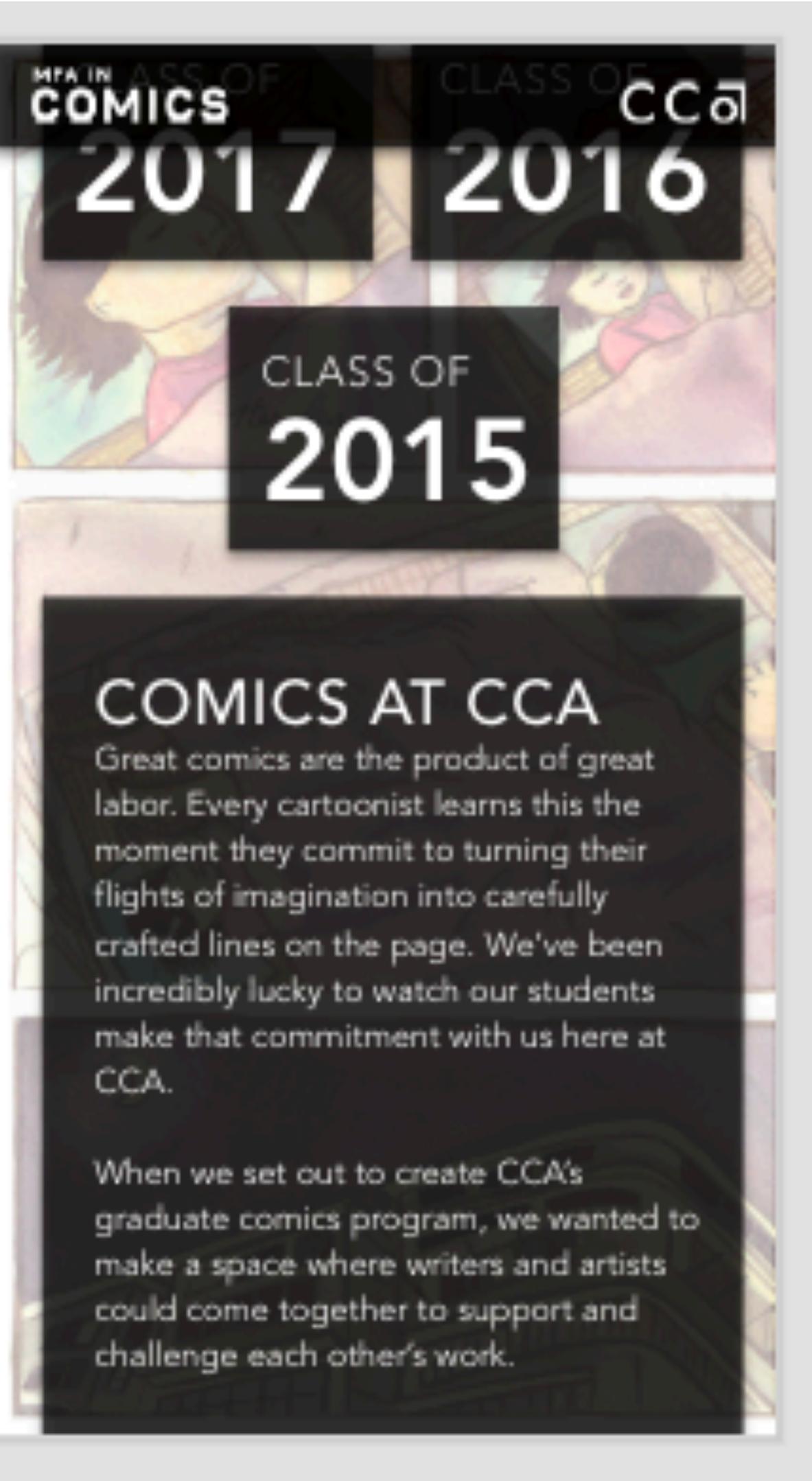
iPhone 6/7 – 31



iPhone 6/7 – 32



wireframes



wireframing **saves you time**





wireframing is **iterable**

iPhone 6/7 – 1



Great comics are the product of great labor. Every cartoonist learns this the moment they commit to turning their flights of imagination into carefully crafted lines on the page. We've been incredibly lucky to watch our students make that commitment with us here at CCA.

When we set out to create CCA's graduate comics program, we wanted to make a space where writers and artists could come

iPhone 6/7 – 2



Great comics are the product of great labor. Every cartoonist learns this the moment they commit to turning their flights of imagination into carefully crafted lines on the page. We've been incredibly lucky to watch our students make that commitment with us here at CCA.

When we set out to create CCA's graduate comics program, we wanted to make a space where writers and artists could come

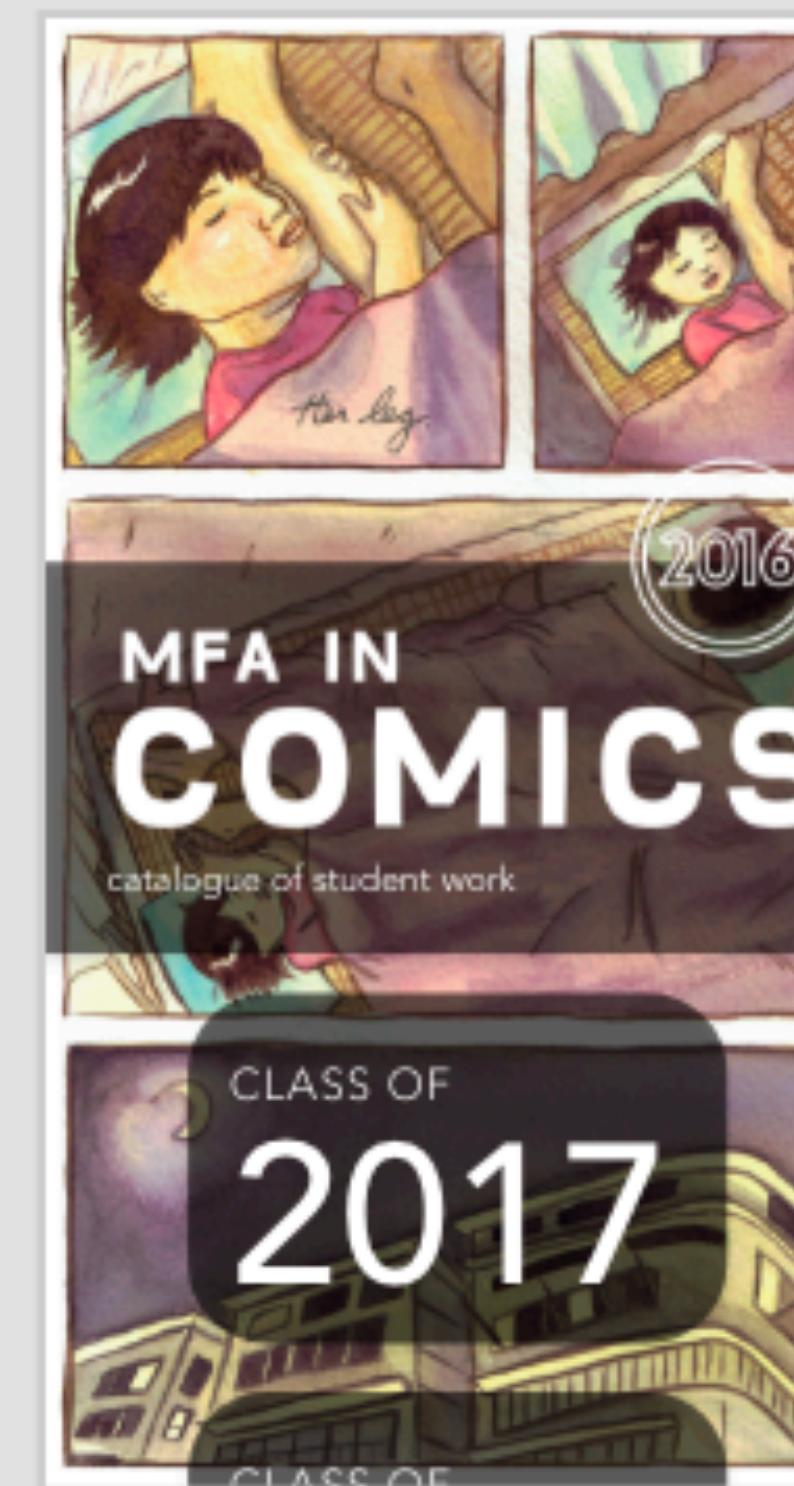
iPhone 6/7 – 3



Great comics are the product of great labor. Every cartoonist learns this the moment they commit to turning their flights of imagination into carefully crafted lines on the page. We've been incredibly lucky to watch our students make that commitment with us here at CCA.

When we set out to create CCA's graduate comics program, we wanted to

iPhone 6/7 – 4



catalogue of student work

CLASS OF

2017

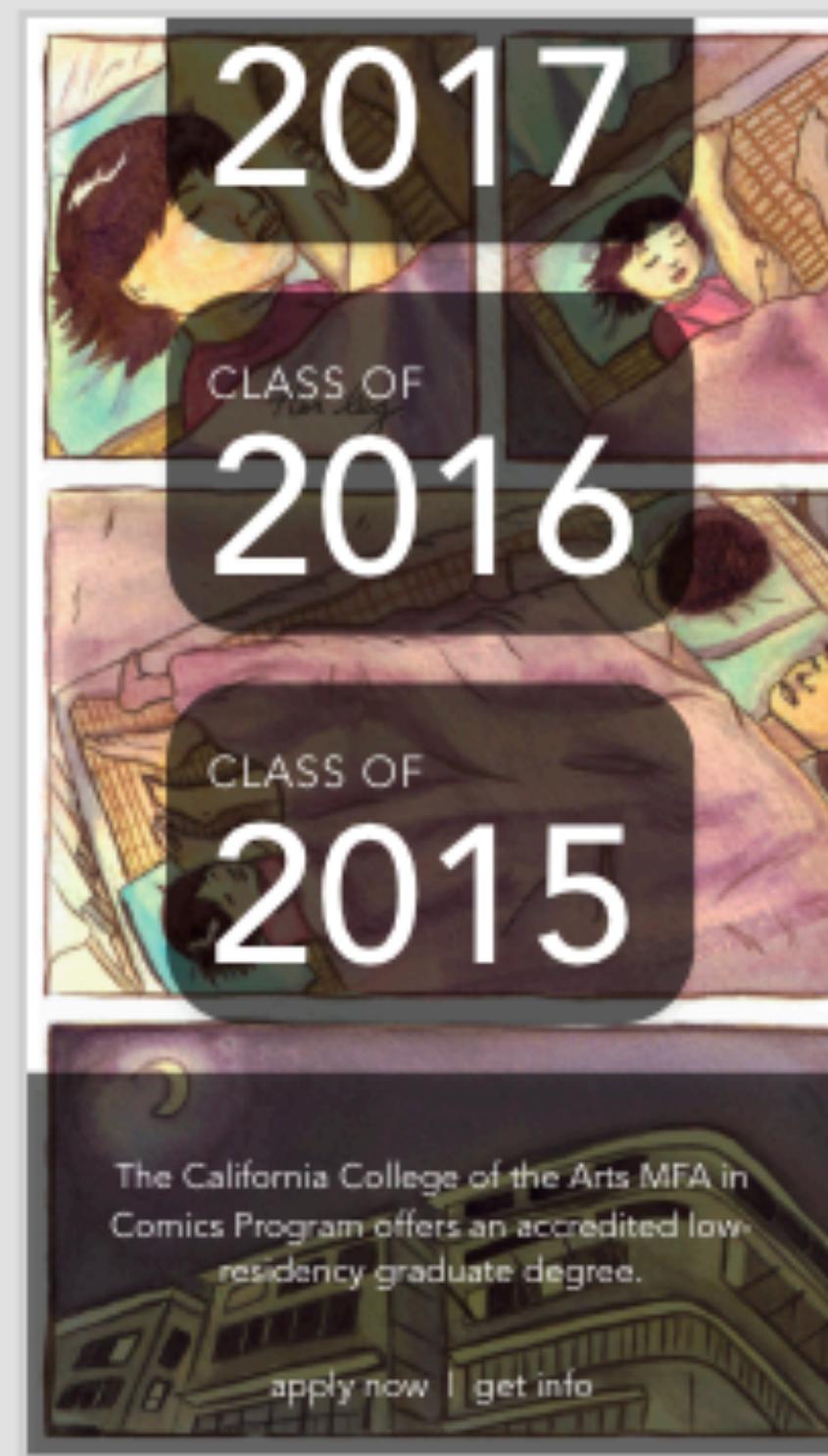
The California College of the Arts MFA in

Comics Program offers an accredited low-

residency graduate degree.

apply now | get info

iPhone 6/7 – 5



CLASS OF

2016

CLASS OF

2015

break your work into parts



body

header

div

wireframes focus on:

what elements are on the page?

what is the hierarchy?

what can the user do?

elements on the page

Web 1920 – 9

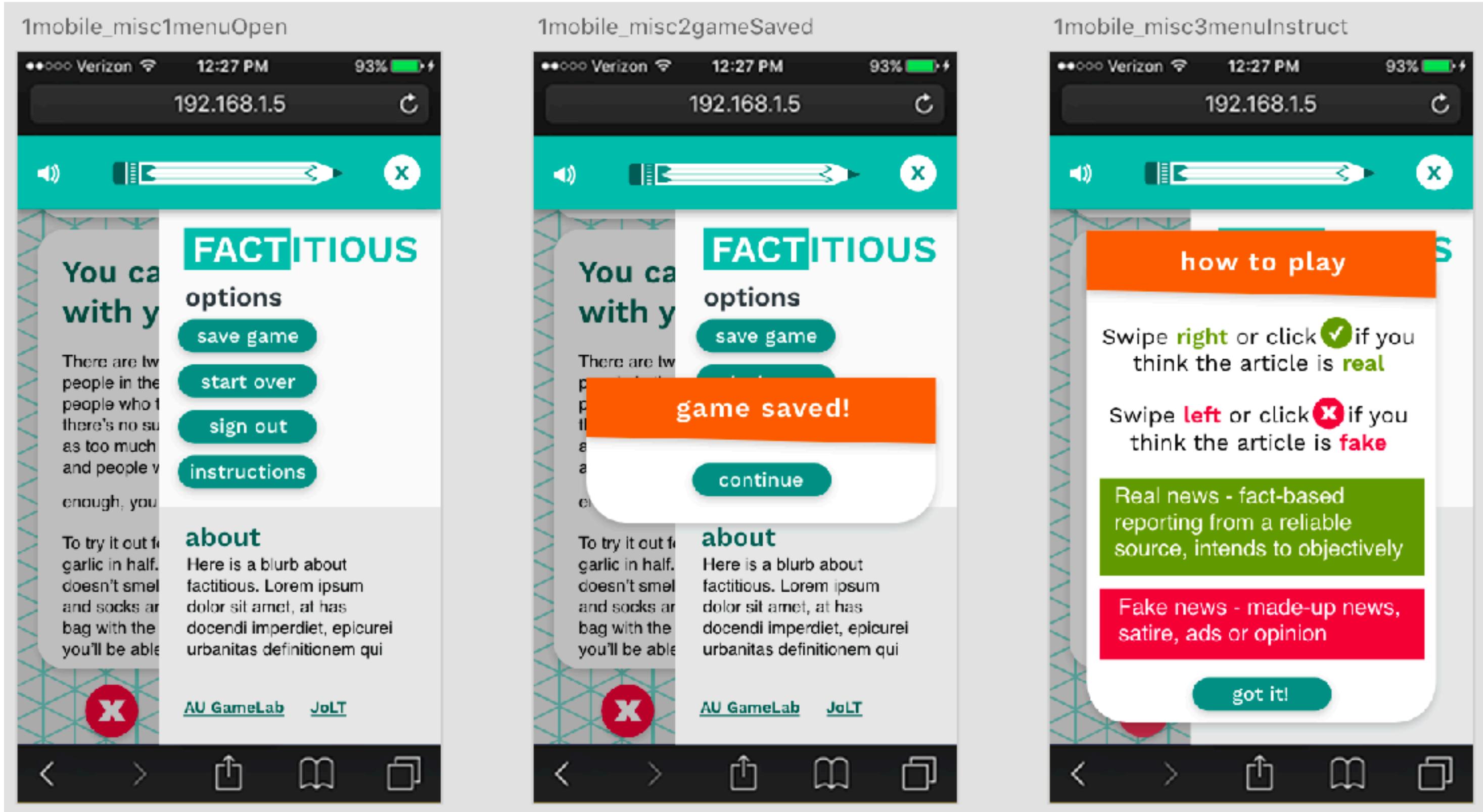
The screenshot shows a website layout with a white header containing the text "joyce rice" and "product design et al.". Below the header is a pink navigation bar with links for "work", "about", "news", and "contact". The main content area has a white background. At the top of this area is a pink horizontal bar with the text "Factitious". Below it, the word "Newsgame" is displayed. A red button labeled "Play Factitious" is present. To the right of the text, there is a grid of six gray squares arranged in two columns and three rows. The first column is labeled "Fakey" above its first row. To the left of the text, there are several sections with headings and descriptions:

- Client:** AU Game Lab
- My roles:** Game design, UX design, UI design
- Brief:** In the wake of the 2016 election, there was a huge discussion in the journalism community about how readers evaluate truth and trustworthiness in a news outlet. The client was interested in conducting a research project about readers' ability to identify "truthiness" in a news story, and wanted to get as many plays as possible.
- Product:** Using game design principles, we designed an interface that made news story evaluation fun. Users were presented with a new story, and a Tinder-like swipe mechanic let them designate a story as "real" or "fake" news.
- Outcomes:** Factitious was played over 1.6 million times in the first three days it was released and was covered in several major media outlets. The client was able to collect enough data for their own research, as well as ultimately making the core software available as an open source tool for playful polling systems.
- Selected Coverage:**
 - NPR:** [To Test Your Fake News Judgment, Play This Game](#)
 - Newsweek:** [Fake News Test: Donald Trump Thinks He Can Spot Fact From Fiction. Can You?](#)
 - TechCrunch:** [The Next Web: Learn to spot fake news with this Tinder-style browser](#)

static elements:

- header/footer
- images
- titles/text

elements on the page



user interactions:

- buttons
- options
- outcomes

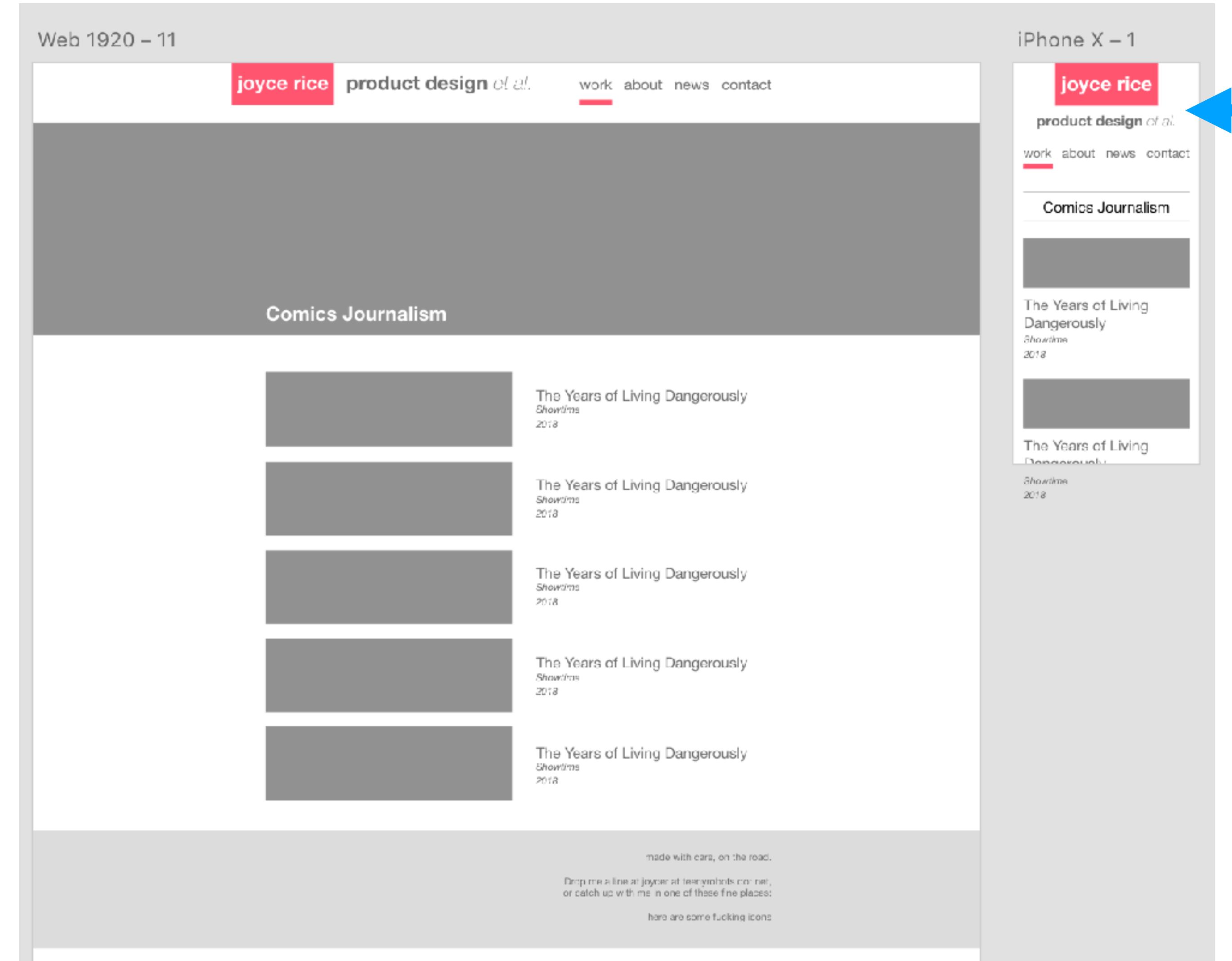
what is the hierarchy?

1. Header

2. Hero

3. Projects

4. Footer



reflow for
mobile

what is the hierarchy?

1. Name badge

joyce rice

2. Job title

product design *et al.*

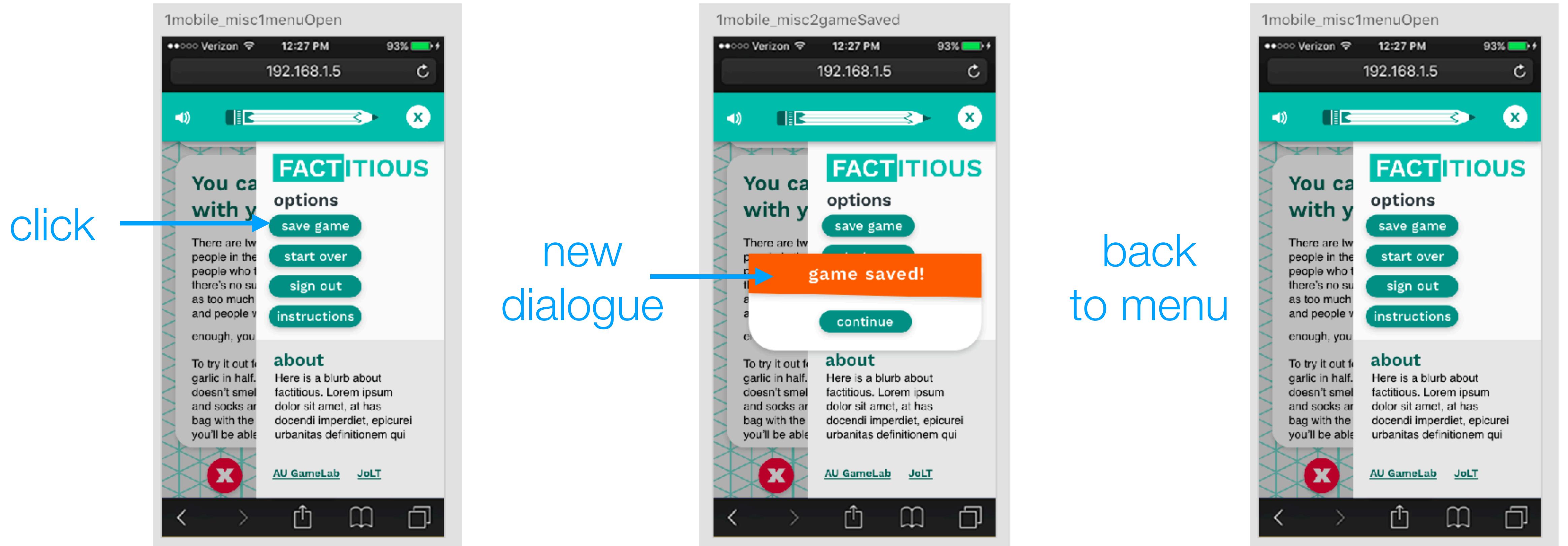
3. Links

work about news contact

Comics Journalism

The Years of Living Dangerously
Showtime

how does that change the page?



iterate!

iPhone 6/7 – 1



Great comics are the product of great labor. Every cartoonist learns this the moment they commit to turning their flights of imagination into carefully crafted lines on the page. We've been incredibly lucky to watch our students make that commitment with us here at CCA.

When we set out to create CCA's graduate comics program, we wanted to make a space where writers and artists could come

iPhone 6/7 – 2



Great comics are the product of great labor. Every cartoonist learns this the moment they commit to turning their flights of imagination into carefully crafted lines on the page. We've been incredibly lucky to watch our students make that commitment with us here at CCA.

When we set out to create CCA's graduate comics program, we wanted to make a space where writers and artists could come

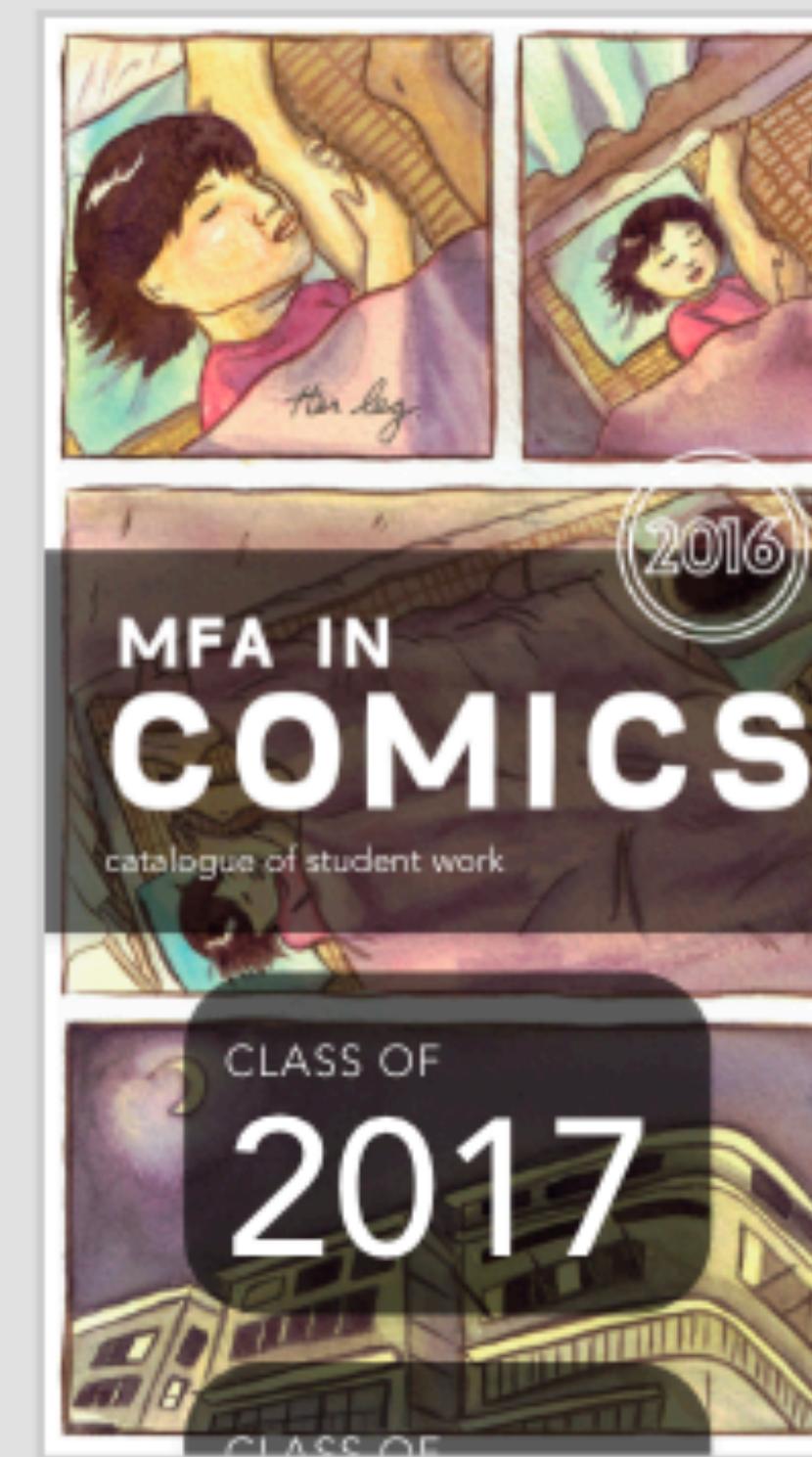
iPhone 6/7 – 3



Great comics are the product of great labor. Every cartoonist learns this the moment they commit to turning their flights of imagination into carefully crafted lines on the page. We've been incredibly lucky to watch our students make that commitment with us here at CCA.

When we set out to create CCA's graduate comics program, we wanted to

iPhone 6/7 – 4



CLASS OF
2017

iPhone 6/7 – 5



apply now | get info

Q's?

let's make our own!

homework

- Create a sitemap and wireframe a site about your favorite art movement.
- It must include: a landing page, a page about the history, and a page of works by one of the movement leaders.
 - Write the HTML and CSS for the index page.

Due Monday.