Lab 4: Visual

Design



slides by Michael Bernstein, Scott Klemmer, &

Philip Guo

Get paid to participate in a design study!

- ·bit.ly/design-study-signup
- •\$15 for an hour where you can learn and do design tasks

Review: jQuery events



Review: Writing functions

```
function projectClick(e) {
  $(this).hide();
  console.log("This is a function");
$("a").click(function(e) {
  $(this).hide();
  console.log("This is a function");
```

Review: Javascript functions

```
function name(parameters) {
    statements
}
```

- ·Functions are subprograms that execute when called
- Functions take parameters, which are the variables that are defined in the function (i.e. function buttonClick(e) {})

After pushing changes, go to your github.io URL

Projects



·Without checking your site in a browser, you won't notice errors like this.

How to make an email link

Email me!

What are some visual design principles to follow?

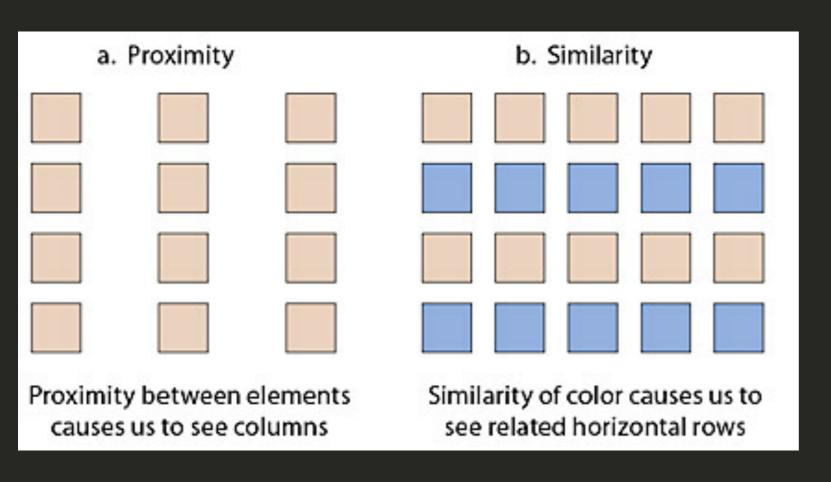
- ·Balance
- ·Proximity
- ·Alignment
- ·Repetition
- ·Contrast

Balance



·More important things should stand out more than less important things

Proximity



·Related elements should be closer together than unrelated elements

Proximity

NEWS POLITICS ENTERTAINMENT LIFE TECH BUSINESS SUSTAINABILITY INNOVATION







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Love and contracts aren't strange bedfellows at all -- and sometimes it's the deals we make that keep us together

MARTHA M. ERTMAN

MONDAY, MAY 25, 2015 05:00 PM CDT IFE LOVE AND SEX, BOOKS, THE LAW

Taylor Swift is not an "underdog": The real story about her 1 percent upbringing that the New York Times won't tell you

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MOST READ



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RACHEL KRAMER BUSSEL



Rebel Wilson lied to us about her age and history because we asked

COLIN GORENSTEIN



7 times women shut down sexist reporters

COLIN GORENSTEIN



AUDIO: Let's revisit what Michelle Dupper said about LORT papels

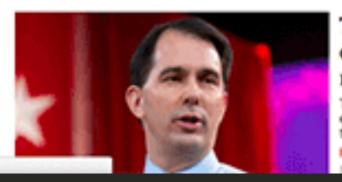


The right's big history lie: Reagan, Disney, Vietnam and the war to redefine America

The battle over history is the battle to define America's story. This Memorial Day, it is more important than ever

ANDREW HARTMAN

MONDAY, MAY 25, 2015 11:00 AM COT NEWS BOOKS, CULTURE WAR, RONALD REAGAN.



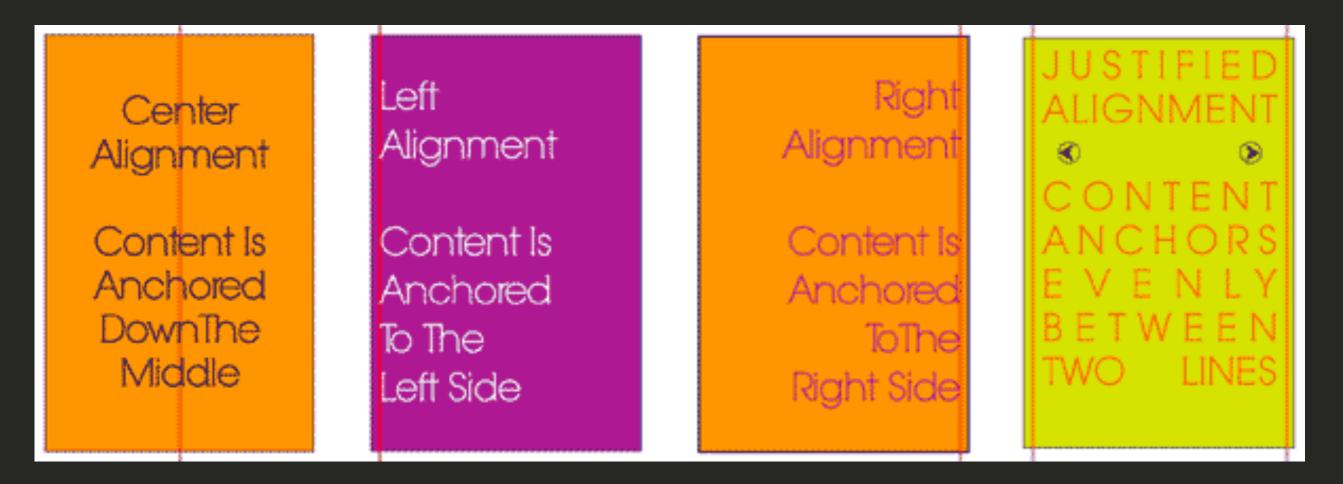
The Republican campaign to destroy the poor stoops to a new low

The party of the rich is now doing everything in its power to make sure those without money live in misery

HEATHER DIGBY PARTON

ADMINIAY, MAY 25, 2015 DESR AM COT

Alignment



- ·Aligned elements create a sense of organization on a webpage
- ·Alignment can be achieved using the text-align, float, and margin properties in CSS

Repetition

Gulls Honor Wrote

Heresy rhoumatic starry offer former's dodder, Violate Huskings, an wart hoppings darn honor form.

Violate lift wetter fedder, oiled Former Haskings, hoe hatter repetition for bang furry retch an furry stenchy. Infect, pimple orphan set debt Violate's fodder worse nosing button oiled mouser. Violate, honor udder hen, worsted furry gnats parson jester purty ladie form gnll, sample, morticed, an unafficted.

Wan mouning Former Huskings mudist have dodder setting honor cheer, during nosing.

Nor symphony

Violate! sorted dole former, Watcher setting darn fur! Yore canned gat retch setting darn during nosing? Genn pup otter dobt cheer!

Arm tarred, Fodder, resplendent Violate warily. Watcher tarred fur, aster stenchy former, hoe dirt half mush symphony further gull. Are budger dirt doe mush woke disk mouning. Ditcher curry done buckles fuller slob darn tutor peg-pan an feeder pegs. Dane worsted furry grats parson wit fairy knifely dependable twos. Nosing during et oil marks neigh cents.



· Water rheumatic form!

Vestibule guardings

Yap, Fodder. Are fetter page. Ditcher mail-car cases an avecep ofter case staple! Off cases, Fodder. Are maict offer cases an avapped ofter staple, fetter checkings, an clammed upper larder inner deckinghouse toe gadder offer aches, an won darn tator westfoule guarding toe peck offer bogs an warms offer vestibules, an watched an earned yore closing, an fetter hearses any oil ding welsh.

Ditcher warder offer heaves, toe? enter-reptured offed Huskings. Nor, Fodder, are dint. Dint warder man bearses. Wire not? double rule on the tops of all pages.

Consistent

Consistent typeface in headlines and subheads, and consistent space above each.

This single rule repeats across the bottom of each page.

Page numbers are in the same place and in the same typeface on each page. Repetition of different styles and elements can create a sense of consistency on a webpage

Contrast



- Drawing attention to elements by using striking visual differences
- ·Contrasts can include color, size, font types, etc.

Using Website Templates



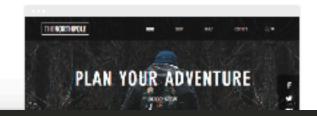
Coming Scon Landing Page



The Consultant



Plant Boutique





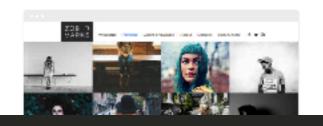
Family Photographer



Graphic Design Portfelio



Food Blog



- ·Using templates can be useful for using a pre-existing design
- ·Most free templates are hosted on GitHub

What else do you want to know?

Week 4 goals

- •Fix errors
- ·Finalize styling
- ·Remove all code from original scaffold site (should not contain my images or project text)

Other resources

- ·Stack Overflow -Q&A
- ·CodeAcademy -step-by-step tutorials
- ·CSS Diner -learn CSS and CSS selectors

Design Critique

- ·Get in groups and provide design feedback for each other
- ·Feedback can include:
 - ·Colors
 - ·Spacing/alignment
 - ·Image sizing

Commit and Push all your work to Github, then submit Assignment 4 at

https://tinyurl.com/dsgn90-a4

Due Thursday, Sept 6