Lab 4: Visual Design

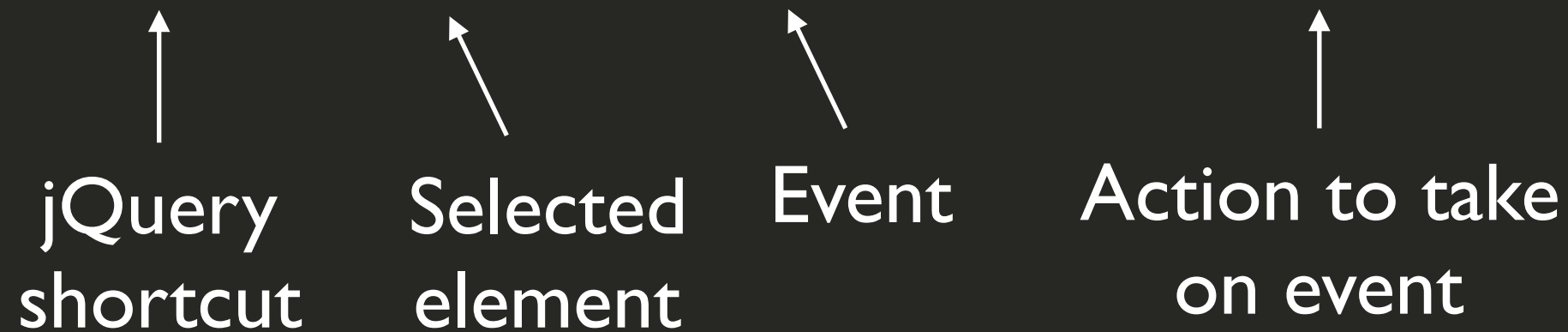**Tricia Ngoon**

slides by Michael Bernstein, Scott Klemmer, & Philip Guo

Review: jQuery events

$(".project").click(listenerFunction);

jQuery
shortcut

Selected
element

Event

Action to take
on event

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

Lorem Pixel image

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

How to make an email link

```
<a href="mailto:YOUREMAIL">Email me!</a>
```

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

a. Proximity

b. Similarity

Proximity between elements causes us to see columns

Similarity of color causes us to see related horizontal rows
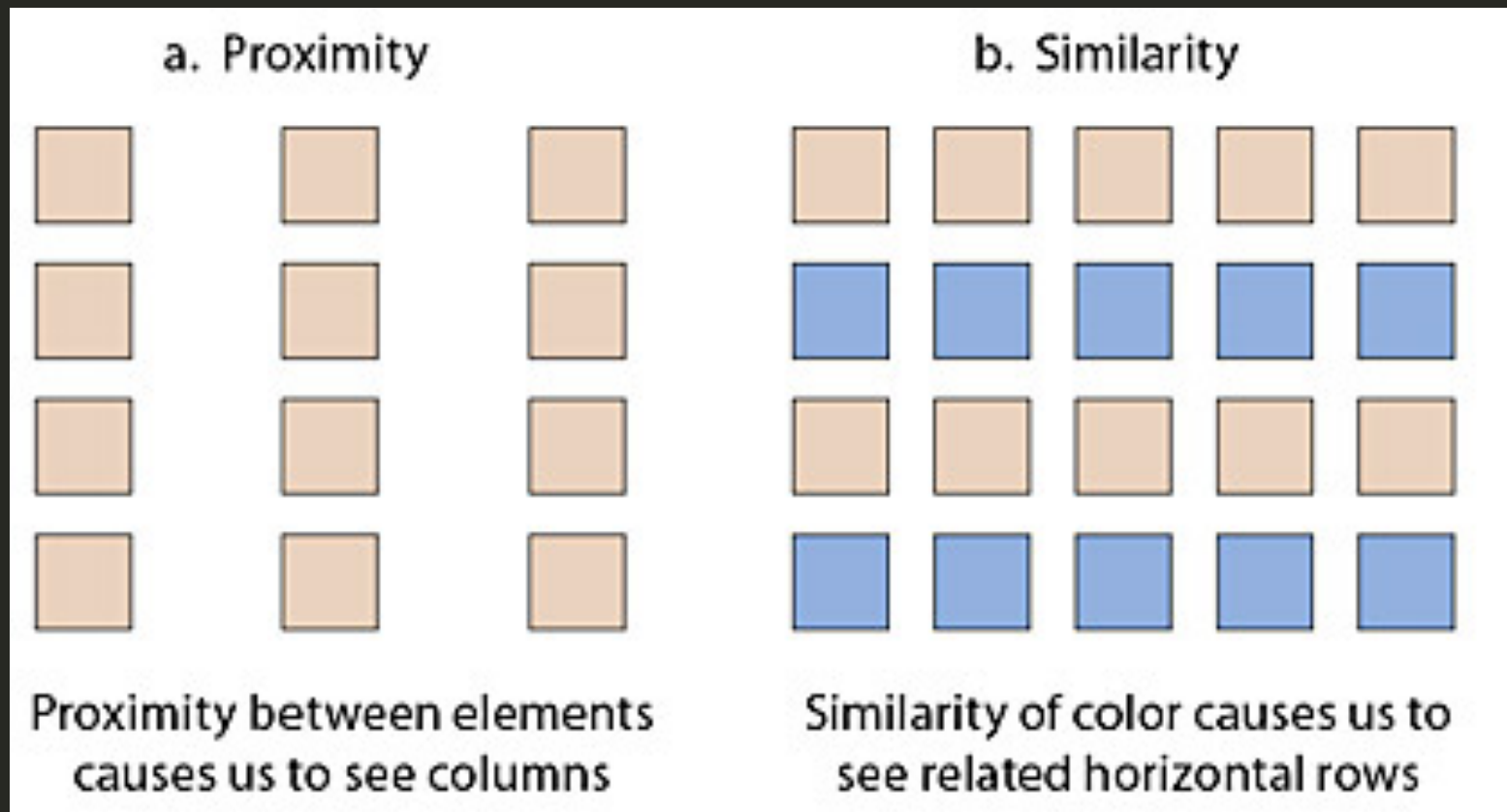
- Related elements should be closer together than unrelated elements

Proximity

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

- Repetition of different styles and elements can create a sense of consistency on a webpage
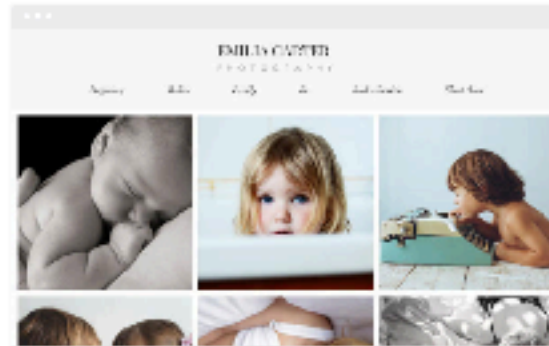
Contrast

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

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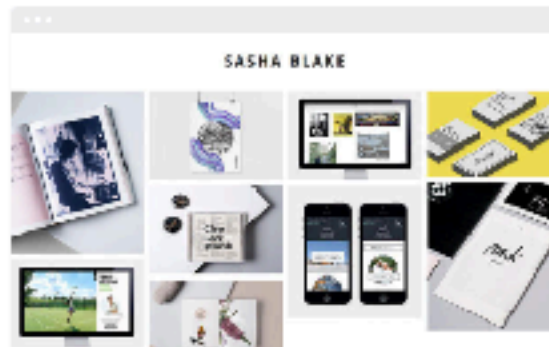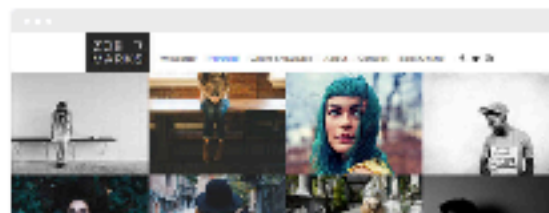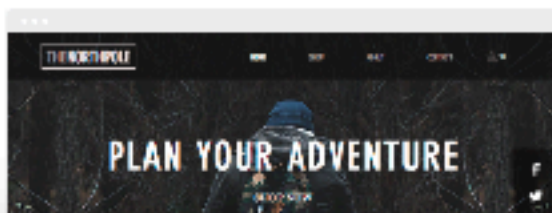
- Using templates can be useful for using a pre-existing design
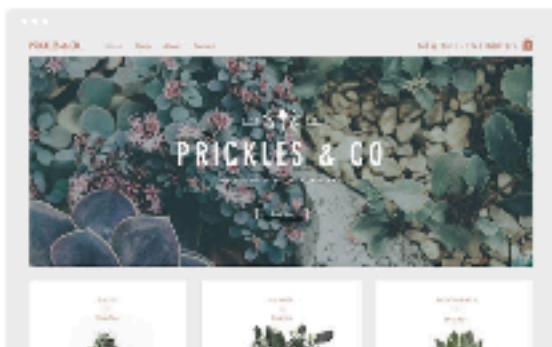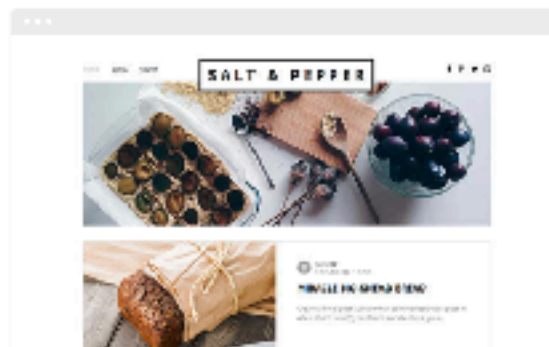- Most free templates are hosted on GitHub

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)

Design Critique

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

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

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

https://tinyurl.com/dsgn90-a4

Due Thursday, Sept 6