

Lab 4: Visual Design



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slides by Michael Bernstein, Scott Klemmer, &

Philip Guo

Review: jQuery events

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

jQuery
shortcut

Selected
element

Event

Action to take
on event

Property →



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

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

What are some visual design principles to follow?

- Balance
- Proximity
- Alignment
- Repetition
- Contrast

Balance



"THE FACTS" HOW STUDENTS LEARN



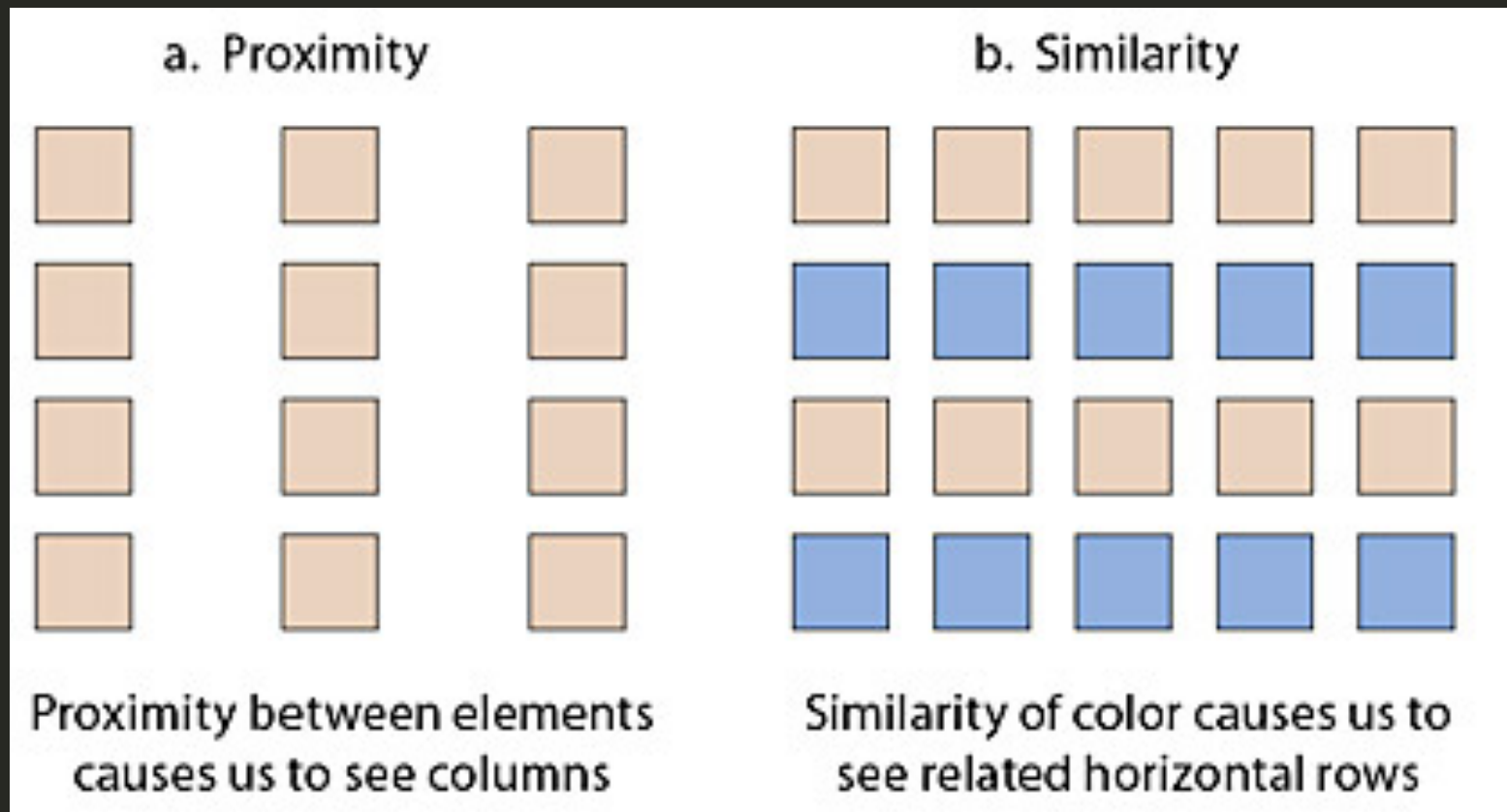
FICAM QUE ME CRIO HAEQUEM

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

Proximity




- Related elements should be closer together than unrelated elements

Proximity

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COLIN GORENSTEIN



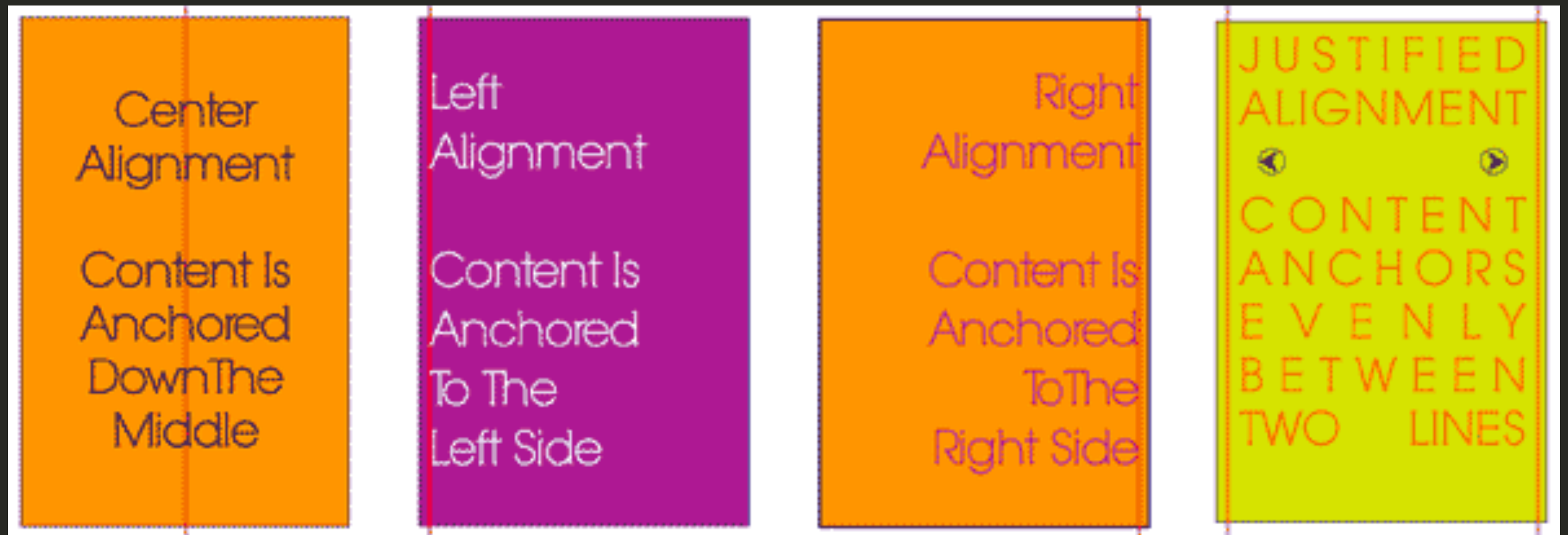
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COLIN GORENSTEIN



AUDIO: Let's revisit what Michelle Obama said about LGBT people

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

Consistent double rule on the tops of all pages.

Gulls Honor Wrote

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

Violate lift wetter fodder, oiled Former Huskings, hoe latter repetition for bung furry retch— an furry stenchy. Infect, pimple orphan set debt Violate's fodder worse nosing button oiled mousser. Violate, honor udder hen, worried furry gnats parson— jester putty ladle form gall, sample, morticed, an unaffected.

Wan moaning Former Huskings madist haze dodder setting honor cheer, during nosing.

Nor symphony

VIOLATE! sorted dole former, Watcher setting darn fur! Bone canned gat retch setting darn during nosing! Germ pep offer debt cheer!

Arm tarred, Fodder, resplendent Violate warily. Wincher tarred fur, aster stenchy former, hoe dirt half mash symphony farther gall. Are badger dirt doe mash woke disk moaning. Ditcher carry dose buckles fuller slob darn tutor peg-pan an fodder pegs. Daze worried furry gnats parson wit fairy knifely dependable twos. Nosing during ot oil marks neigh cents.

Vestibule guardings

Yap, Fodder. Are letter pegs. Ditcher mail-car caves an swoop offer cave staple! Off curse, Fodder. Are mudst offer caves an swopped offer staple, letter checkings, an clammed upper ladder inner checking-horse toe gadder oler aches, an won darn tutor vestibule guarding toe peck offer bogs an wams offer vestibules, an watched an earned yore closing, an fetter hearses any oil ding welsh.

Ditcher wander offer hearses, toe! enter-reptused oiled Huskings. Nor, Fodder, are dirt. Dirt wander mar hearses. Wire out!

Consistent typeface in headlines and sub-heads, 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

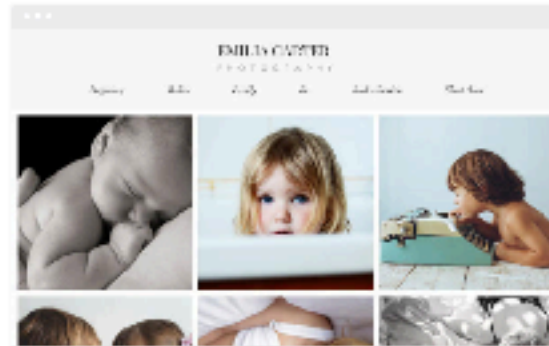


- Drawing attention to elements by using striking visual differences
- Contrasts can include color, size, font types, etc.

Using Website Templates



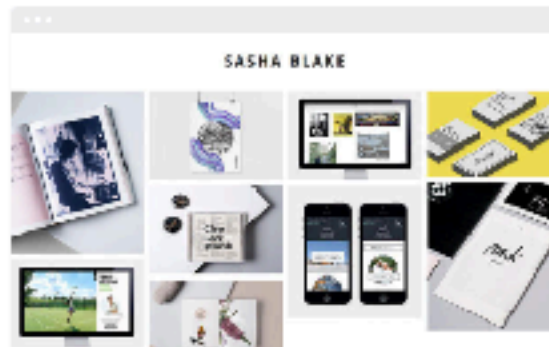
Coming Soon Landing Page



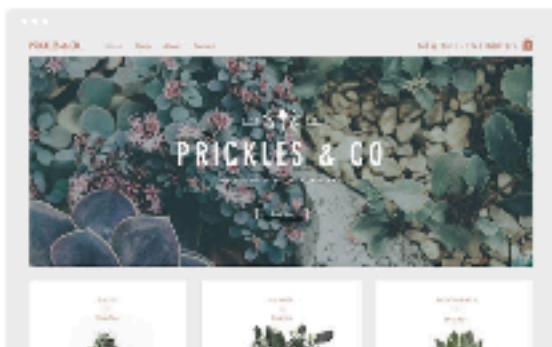
Family Photographer



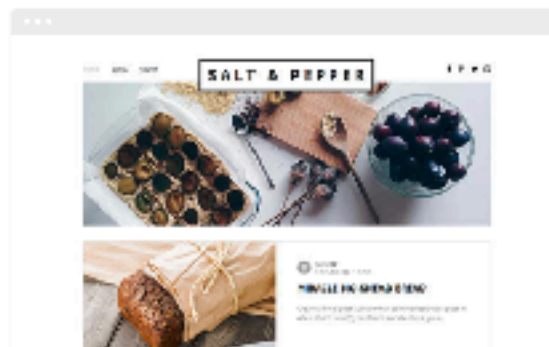
The Consultant



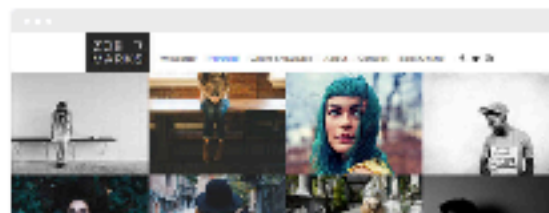
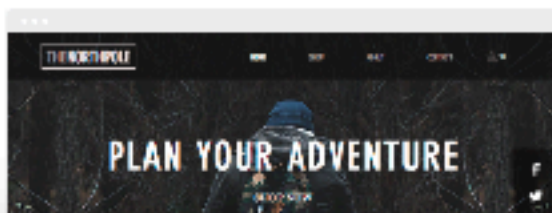
Graphic Design Portfolio



Plant Boutique



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)

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