

# Lab 4: Visual Design



**Tricia Ngoon**

*slides by Michael Bernstein, Scott Klemmer, &*

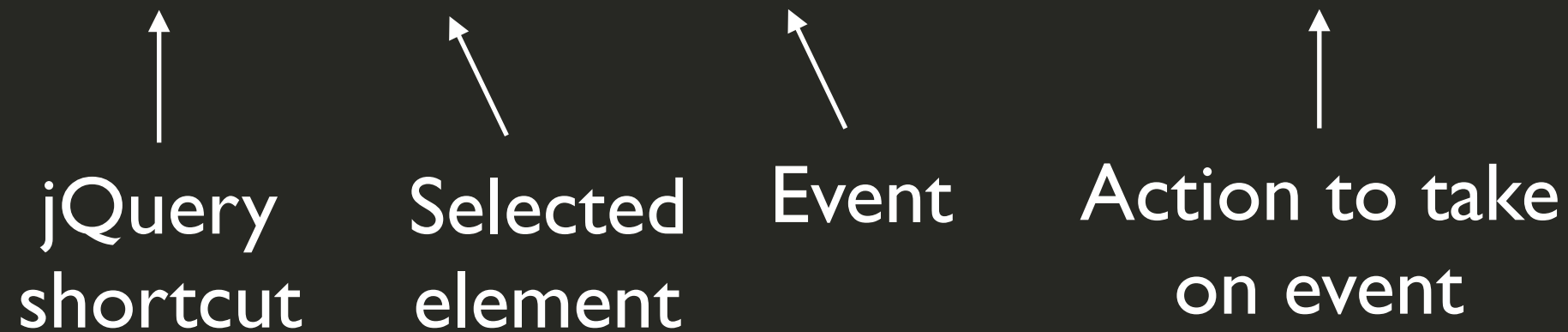
*Philip Guo*

# Get paid to participate in a design study!

- [bit.ly/design-study-signup](https://bit.ly/design-study-signup)
- \$15 for an hour where you can learn and do design tasks

# Review: jQuery events

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



# 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



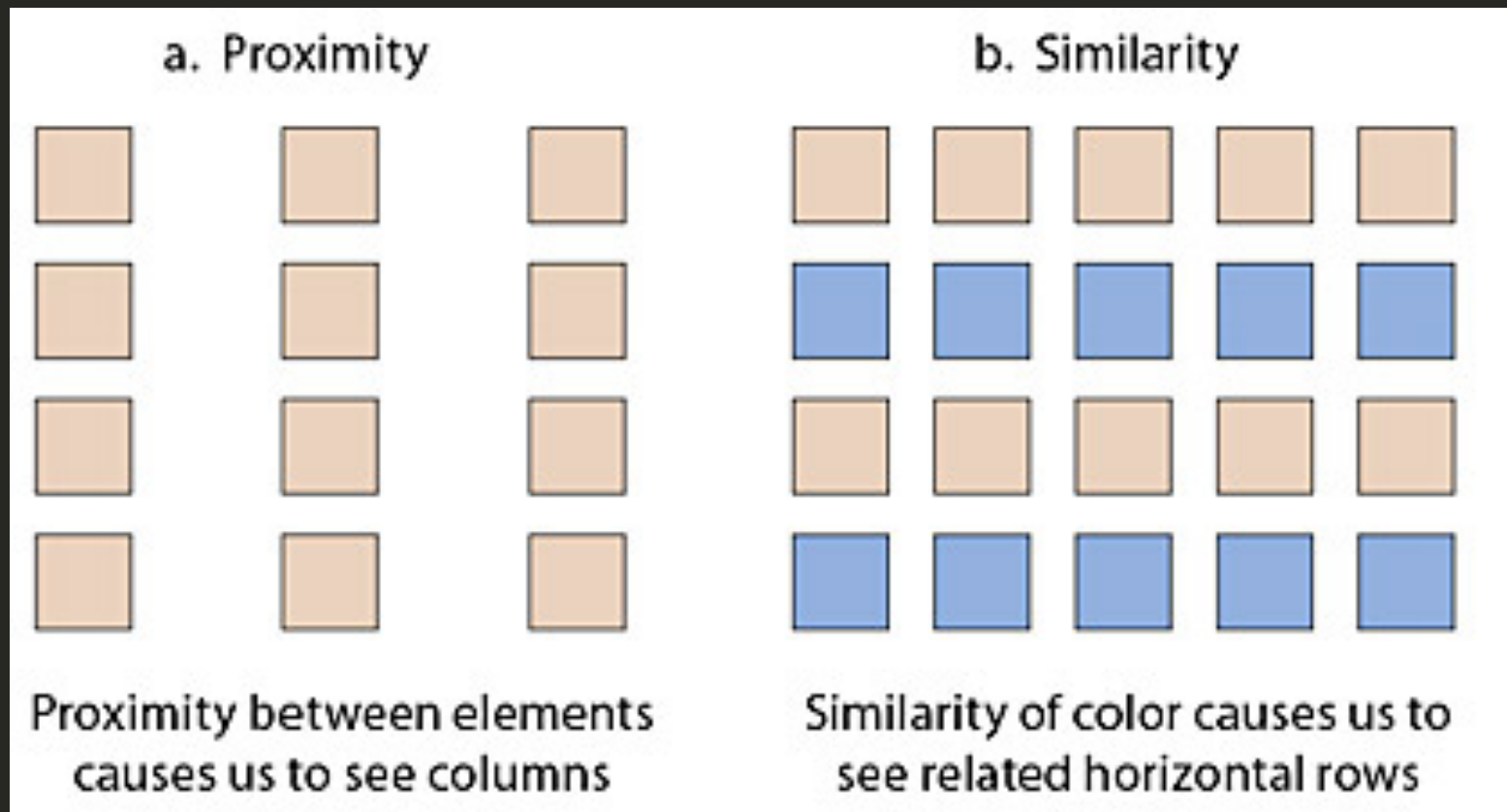
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- More important things should stand out more than less important things

# Proximity




- Related elements should be closer together than unrelated elements

# Proximity

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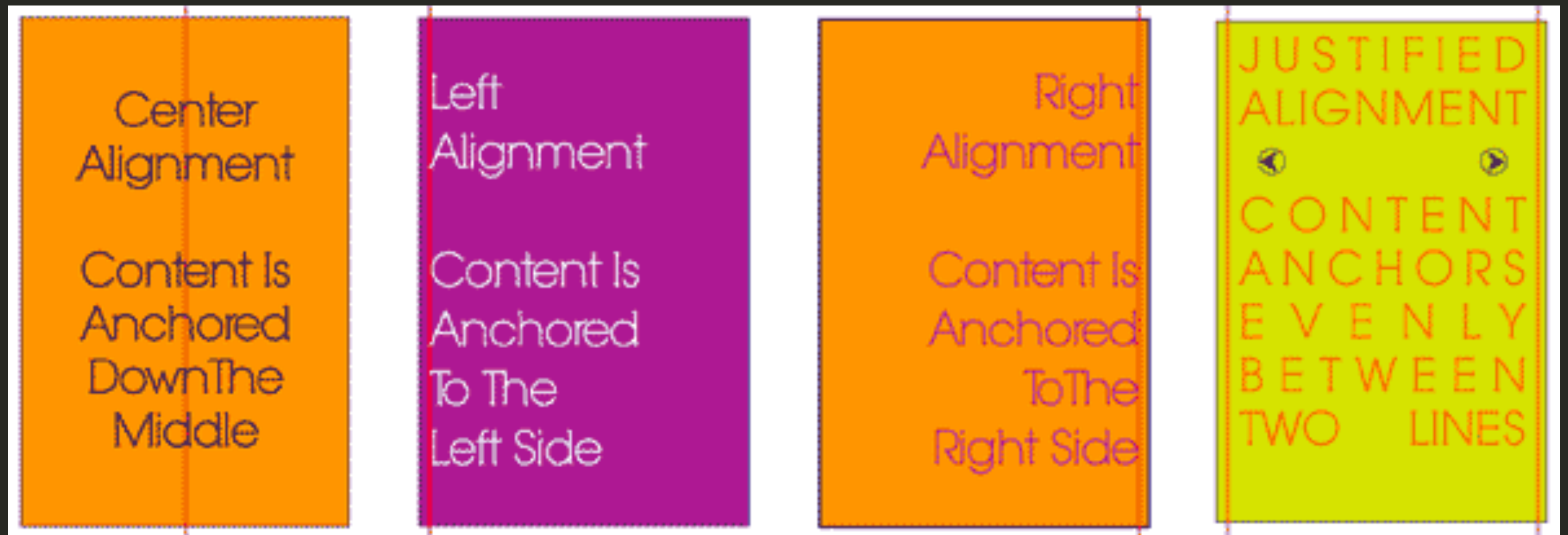
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AUDIO: Let's revisit what Michelle Obama said about LGBT people



# 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



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

# Contrast

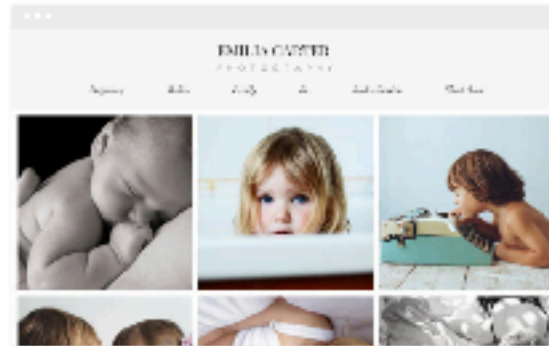


- Drawing attention to elements by using striking visual differences
- Contrasts can include color, size, font types, etc.

# Using Website Templates



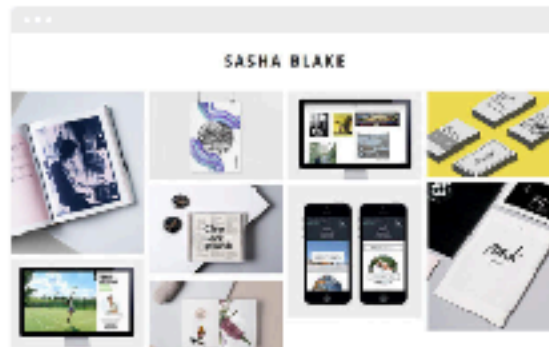
Coming Soon Landing Page



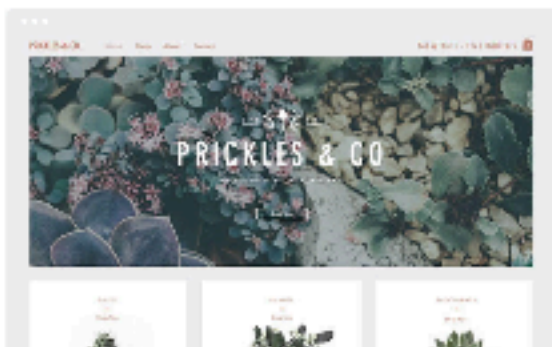
Family Photographer



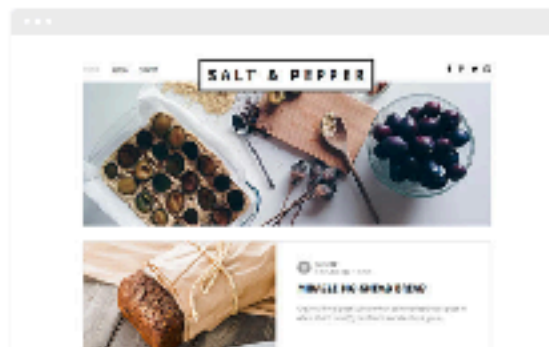
The Consultant



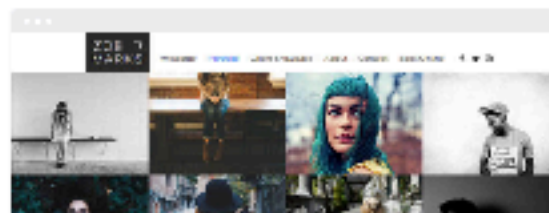
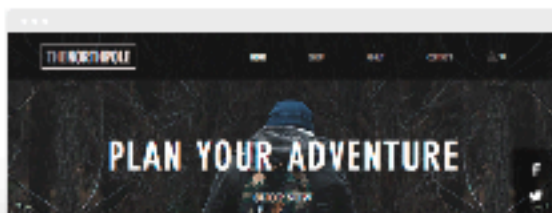
Graphic Design Portfolio



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)

# 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