

Visual Design

CRAP and other design principles



CRAP

C
Contrast

R
Repetition

A
Alignment

P
Proximity



Contrast

- More than just color!
 - If things are supposed to be different, make them *very* different.
 - If things are related, make them visually similar.
-
- Text vs. background color
 - Links vs. regular text
 - Menus vs. content



Repetition

- Repeat certain design elements within your design:
 - Colors
 - Typefaces
 - Images
 - Positions



Alignment

- Line on-screen items up to create visual flow.
 - Avoid center-aligned text, it becomes very hard to read.
 - Choose a single alignment, and stick with it throughout.



Proximity

- Things that are close to each other seem to be related.
So...
 - Group related items together.
 - Separate unrelated items.
 - Not too much space, not too little
 - Give sufficient margins and space between “the box” and its contents
- How do you know a caption is associated with an image?
What if the caption is *between* two images?



Other Considerations...

- Amount of text...
 - Narrow columns are easier to read than wide swaths of text.
 - Plus, we don't like to scroll.
- Spelling, Grammar, etc....
 - What do we think when we see typos?
 - Your text is part of your design!
- Motion
 - Our eyes are drawn to motion, so only use it to capture attention.
 - Once it has our attention, MAKE IT STOP!
- Time
 - How long does it take your site to load? To read?
 - Will people give up?



Above the Fold

- Where do newspapers put the biggest news? When you get a paper, what is the first thing you see?
- The same holds true for Web pages!



Above the Fold

- People don't like to scroll.
- If they don't find what they're looking for, or at least an idea that they'll find it on your site, before they scroll or visit any sub-pages, they'll probably leave!
- Think about when you do your Web searching... what results do you generally pay attention to?



The Fold – Lesson Learned?

- Keep the main idea of your site, and the primary navigation system, in a smaller box located above “the fold” – be *responsive*!
- Discussion
 - Vertical vs. Horizontal scrolling – which one is almost never acceptable?



The Elements of Design

- Good design, applying CRAP, involves:
 - Layout
 - Graphics
 - Colors
 - Typography
- We talked typography last time, so let's focus on the others



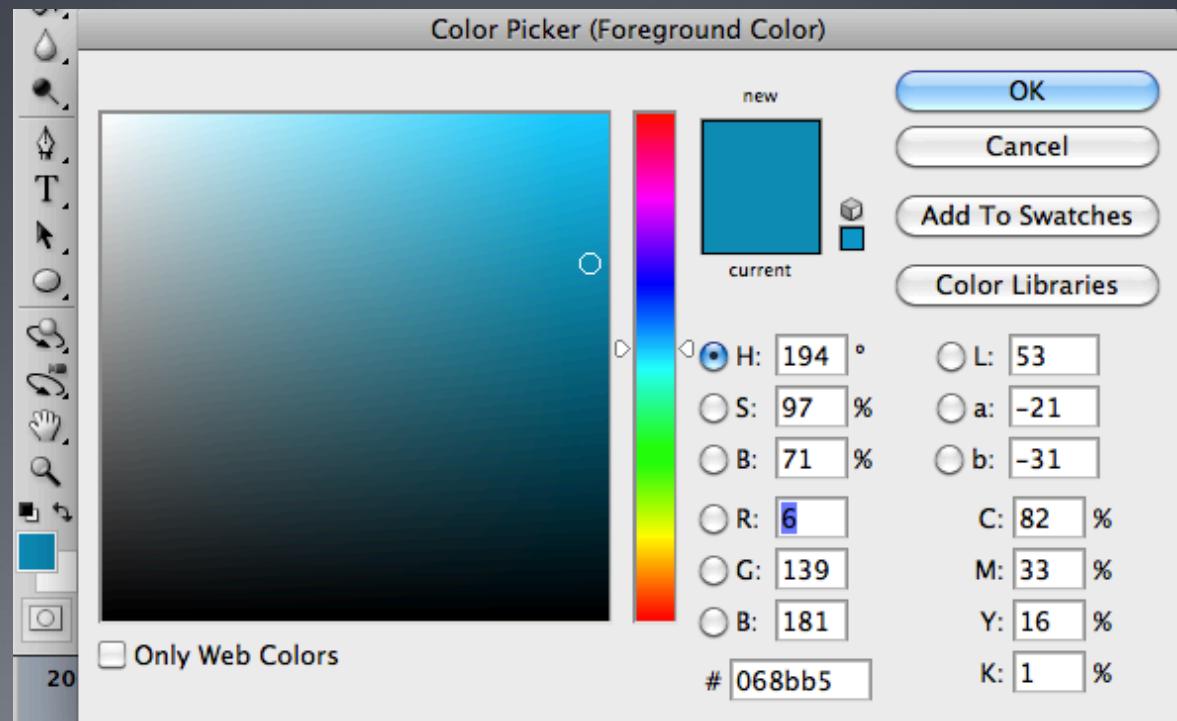
Color

- HTML uses color **keywords**:
 - red, yellow, cyan, purple, etc.
- We can also use *hexadecimal* values:
 - #ff0000, #ffff00, #00ccff, #cc00ff, etc.
 - Hex values give us more control over our colors.
 - 3 or 6 digits, describing Red, Green, and Blue color channels
 - 0-f (16 values in hexadecimal) 0 = none of that color, f = all of it
 - But where do we get them from?



Getting Colors

- Mac OS X DigitalColor Meter
- ColorZilla
- Photoshop



Color Schemes

Not all of us are designers or artists, but that doesn't mean we can't make good design choices. CRAP can help us a lot, and there are also tools out there to help us make better COLOR choices too:

- [Adobe Color](#)
- [Colour Lovers](#)
- <http://colorschemedesigner.com/>
- And more... use your Google-fu!



But be careful...

- Color should not be the only way you convey information!
- What about colorblind users?
- Test your site!
 - <http://colorfilter.wickline.org/>



Rule of Thirds



Hick's Law

*Every additional choice increases
the time required to take a decision*



Imagine all of Amazon on one page

amazon Try Prime Your Amazon.com Today's Deals Gift Cards Sell Help

Hello, Sign in Your Account Try Prime Cart Wish List

Shop by Department Search All Go

Unlimited Instant Videos
MP3s, Cloud Player
Amazon Cloud Drive
Kindle Books, Kindle E-readers
Kindle Fire Tablets
Appstore for Android
Digital Games, Software
Books, Audible
Movies, Music, Games
Electronics, Computers
Home, Garden, Tools
Beauty, Health, Grocery
Toys, Kids, Baby
Clothing, Shoes, Jewelry
Sports, Outdoors
Automotive, Industrial
Full Store Directory

Instant Video MP3 Store Cloud Player Kindle Cloud Drive Appstore for Android Digital Games & Software Audible Audiobooks

kindle paperwhite The best device for reading, period. [Shop now](#)

CELEBRATE NATIONAL READING MONTH [Learn more](#)

Colorful Yoga Mats New Dresses Give Free Shipping

Amazon Fashion  Floral prints and other instant-pretties—
from ivy & Blu and more.

< Spring Dresses >

[Shop Dresses](#) [Shop All Clothing](#)

Included with Prime Membership at No Additional Cost

 Jack Reacher [HD] Amazon Instant Video 	 Marvel's The Avengers [HD] Amazon Instant Video 	 The Hunger Games [HD] Amazon Instant Video 	 Guilt Trip [HD] Amazon Instant Video 	 Stardust [HD] Amazon Instant Video 	 Magic Beyond Words: The JK Rowling Story Amazon Instant Video 	 Skyfall [HD] Amazon Instant Video 
See all movies included with Prime membership						

Tax Central [Learn more](#)

Try Amazon Prime FREE for 30 days [Get started](#)

amazon Prime Advertisement

10% Off Select Bose Home Audio Products [Shop now](#)

40% Off More Select USB Flash Drives [Shop now](#)

= \$30 Off Instantly  [Learn more](#)



Fitt's Law

The time it takes to take an action is a function of the distance from the target and the size of the target.



Fitt's Law (Simply Spoken)

The larger and closer a button is, the faster the user can decide to click it.



Address :



Address :



Usability

- 1. Don't make users Think / Keep it Simple**
- 2. Don't test user's patience**
- 3. Focus users**
- 4. Strive for interaction exposure**
- 5. Use effective writing**
- 6. Use Conventions**



Keep It Simple



User Patience

Name

First Last

Choose your username

chooseyourusername @gmail.com

Someone already has that username. Try another?

Create a password

[Redacted input field]



Focus Users

The screenshot shows the homepage of the HUMANIZED website. At the top, there is a navigation bar with the following menu items: Home, Enso, Labs, Weblog, Forum, About Us, and Search. Below the navigation bar, there is a large, dark banner featuring a stylized profile of a person's head facing left. Overlaid on this image is the text "ENSO IS NOW FREE." in large, white, serif capital letters. In the bottom right corner of the banner, there is a green button with the text "GET IT NOW" and "Free. For Win XP, Vista, 2K".

HUMANIZED

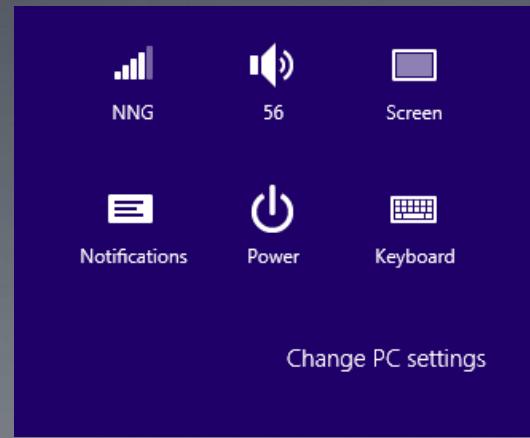
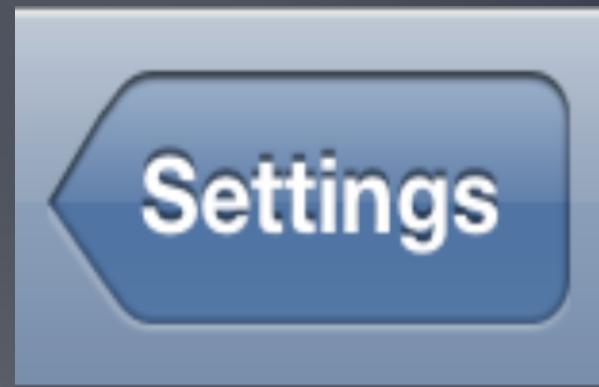
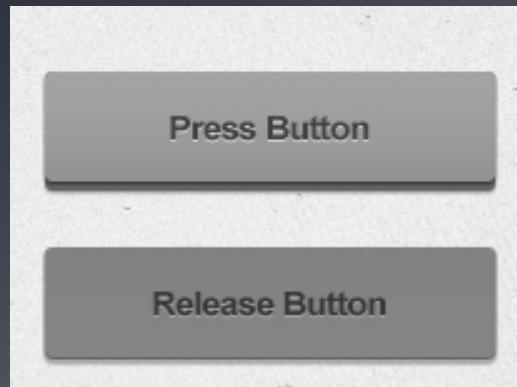
Home Enso Labs Weblog Forum About Us Search

ENSO IS NOW
FREE.

GET IT NOW
Free. For Win XP, Vista, 2K



Interaction Exposure



← No Button Visibility

Effective Writing

The screenshot shows the homepage of the eleven2 website. At the top, there's a navigation bar with links for HOST, RESELL, DEDICATED, DEVELOP, and HELP, along with a SIGN UP button. Below the navigation is a large central banner. The banner has a dark grey header with the text "We have plans starting at just" and a black middle section with the text "\$6 a month". At the bottom of the banner is another dark grey footer. Below the banner, there are three smaller callout boxes. The first box on the left is for AIM Instant Support, featuring the AIM logo and the text "We are online all the time get help now! :)" in orange. The second box in the middle is for Ruby on Rails, showing the Ruby logo and the text "You asked for it.... We've got it!" in white. The third box on the right is for Whiskerino 07, showing a cat face and the text "As owner of the event, we are going to sweep off all audience with the..." in yellow.



Use Conventions

amazon.co.jp マイストア | Amazonポイント | ギフト券 | タイムセール | 出品サービス | ヘルプ | In English

カテゴリー からさかす すべて ▾ 検索 こんにちは、サインイン
アカウントサービス

Kindle
Amazonインスタント・ビデオ
MP3ストア & Cloud Player
Amazon Cloud Drive
Android アプリストア
PCソフト&ゲームダウンロード
本・コミック・雑誌
DVD・ミュージック・ゲーム
家電・カメラ・AV機器
パソコン・オフィス用品
ホーム & キッチン・ペット
食品&飲料
ヘルス&ビューティー
ペニー・おもちゃ・ホビー
ファッション・バッグ・腕時計
スポーツ&アウトドア
DIY・カー&バイク用品
すべてのカテゴリー

クラウド型
音楽プレーヤー 音楽ダウンロード Kindle PCソフト
ダウンロード Android アプリストア アカデミー賞特集
(映像配信サービス)

New kindle paperwhite ¥9,980
最高の読書体験、そのための端末

驚くほど、軽量 kindle fire HDX

定期おトク便 春の新生活ストア Amazon Prime Kindleでデビューした
28歳の小説家

最大80%OFF 春の新生活ストア
さらに割引セール、タイムセールも実施中
今すぐチェック

【お買い得】日替わりお買い得アイテム！まで 千葉月ナフコ田口



Global Design

- The Web is a global medium, accessible by everyone in the world
 - Just because we live in the US doesn't mean the US is our only target audience



Elements to consider:

- text/character set
- number/date/time formats
- images
- symbols
- colors
- flow
- functionality



Guidelines

- Provide space for translation of text
- Avoid colloquialisms and slang
- Avoid culture-specific icons
- Avoid text in icons & graphics
- Offer different language versions?



Are colors codes universal?

Culture	Red	Blue	Green	Yellow	White
United States	Danger	Masculinity	Safety	Cowardice	Purity
France	Aristocracy	Freedom Peace	Criminality	Temporary	Neutrality
Egypt	Death	Virtue Faith Truth	Fertility Strength	Happiness Prosperity	Joy
India	Life Creativity		Prosperity Fertility	Success	Death Purity
Japan	Anger Danger	Villainy	Future Youth Energy	Grace Nobility	Death
China	Happiness	Heavens Clouds	Ming Dynasty Heavens Clouds	Birth Wealth Power	Death Purity

Culture-specific Icons



United States



Italia



France



Danmark



Anything wrong with this?

<http://talkback.zdnet.com/5208-11422-0.html?forumID=1&threadID=16303&messageID=323153&start=0>

Internationalization

- Bilingual requirements for Canada
- Currency
 - US \$1,234.00
 - DM 1.234
- Time
 - US 8:00pm October 24, 2001 (10/24/01)
 - UK 20:00, 24 October 2001
 - Germ 20:00, 24.10.01
 - ISO 20:00, 2001-10-24
 - Japan 20:00, 2001.10.24 or Imperial Heisei 11



Some HTML for usability...

- `Click me!`
 - Opens in a new tab/window
- ``
 - Yes, we've seen this one before.
- `<p id="someplace" />`
 ...
`Back to top`



What Not to Do...

- The World's Worst Website!
- The World's Even More Worst Website!
- <http://www.lingscars.com/>
- <https://yvettesbridalformal.p1r8.net/>
- <https://art.yale.edu>



ICE: Evaluating Websites

Now we'll look at some sites, both good and bad, and see what's so crappy (or not) about them!

