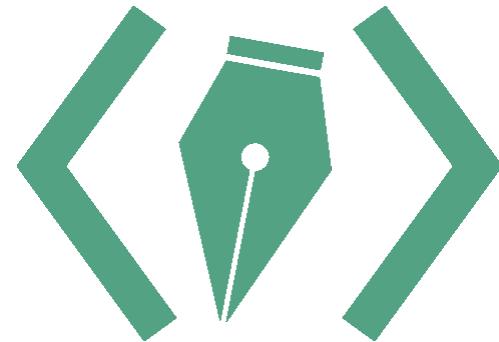


Week 05

Images & Layouts



Part 1 - **Images**

Warm Up - Let's talk about these websites

GIRAFFAGE

TOUR | STORE | LISTEN | CONTACT

BASKETBALL

NEW!

a new single OUT NOW

NEW!



[Giraffage](#)

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Want noodles?

Food, drinks, groceries, and more available for delivery and pickup.



📍 Enter your address...

→

DELIVERY

PICKUP

☛ Use Current Location



Image Uses

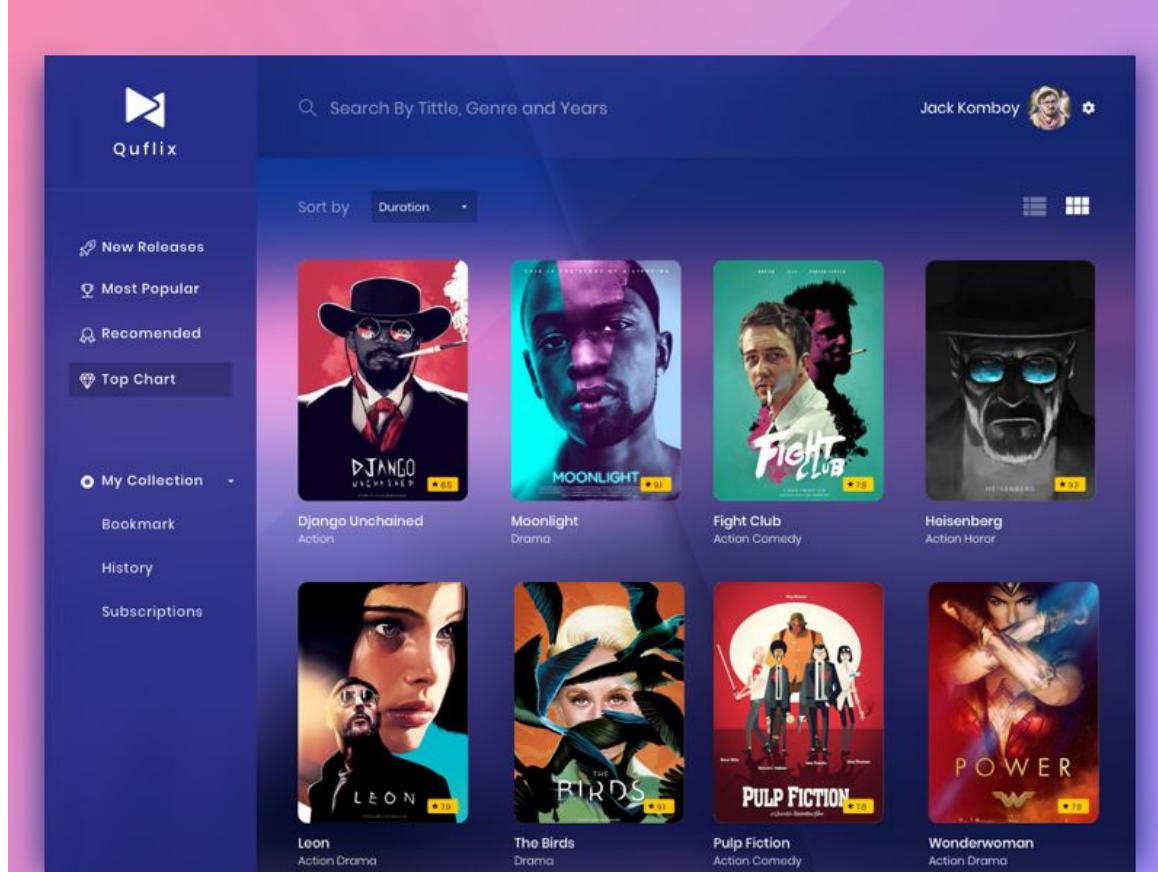
Featured project

Uber Design

Looking under the hood

More projects



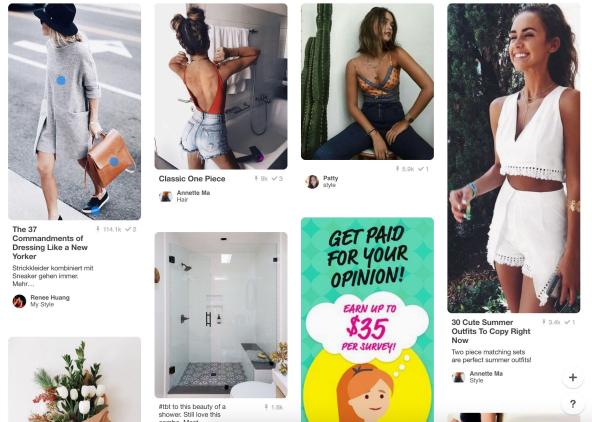


Content (Thumbnails)

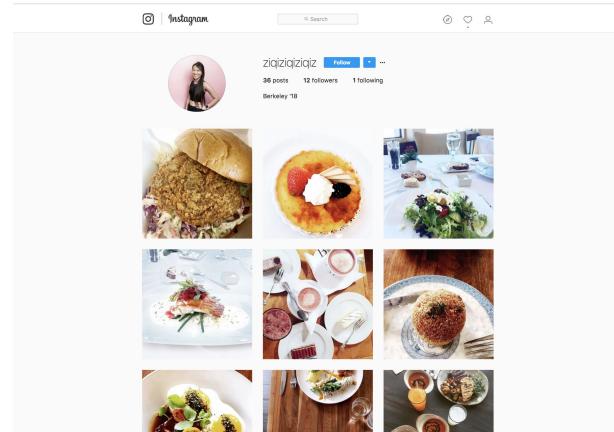
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Thumbnails

A small representation of a larger image, usually intended to make it easier and faster to manage a group of larger images.

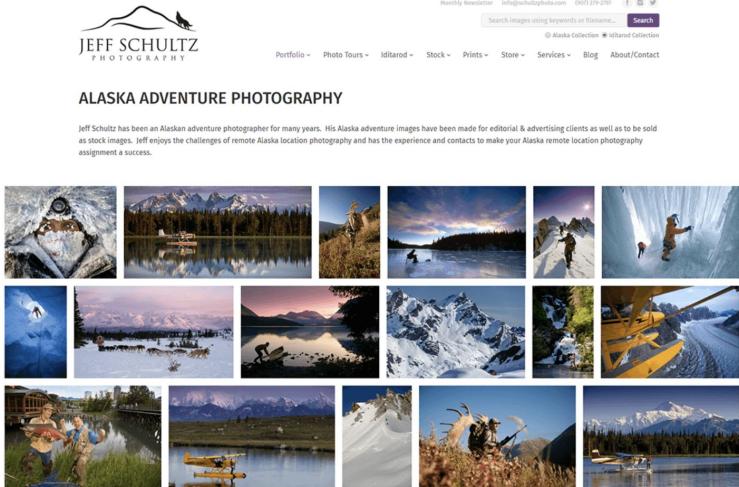


Masonry



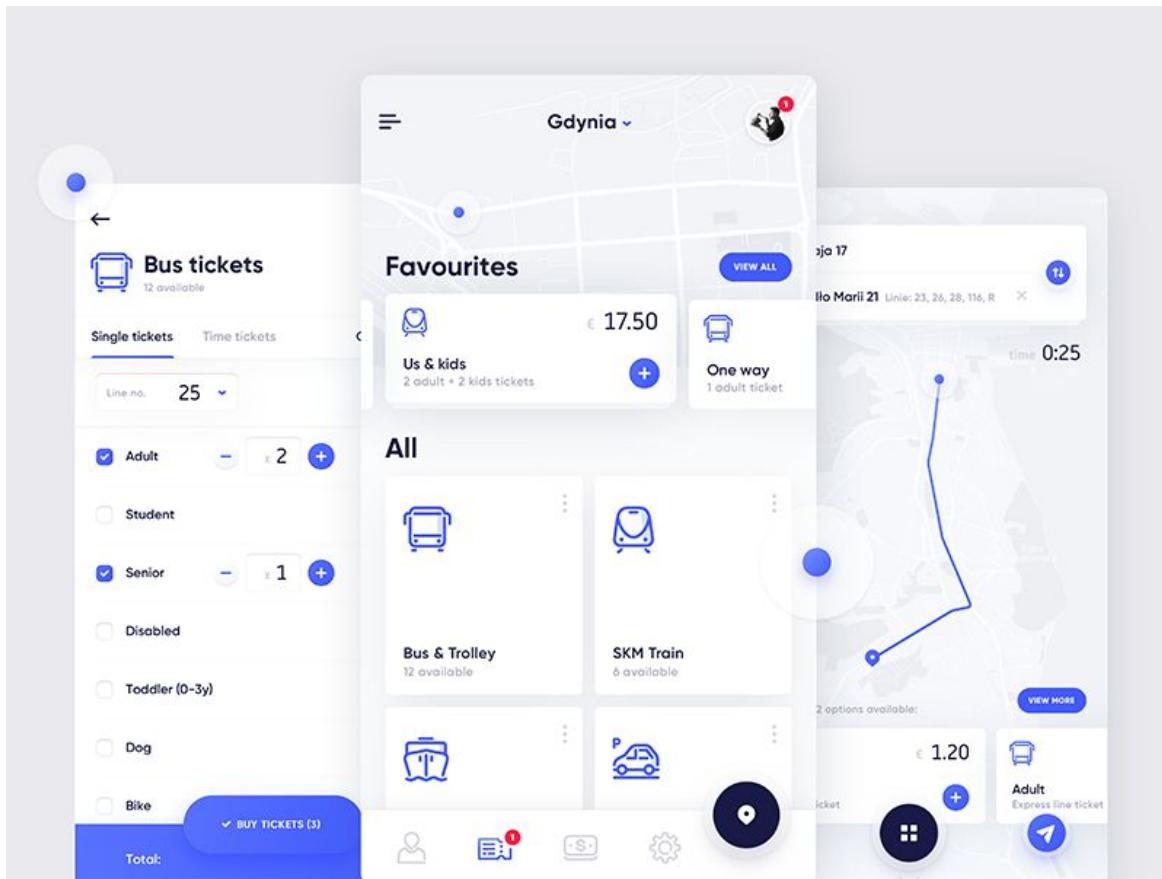
Grid Layout

Thumbnails (cont.)



Justified

Standard





Emotional Appeal (Background or Hero Images)

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Let's get a lil' technical

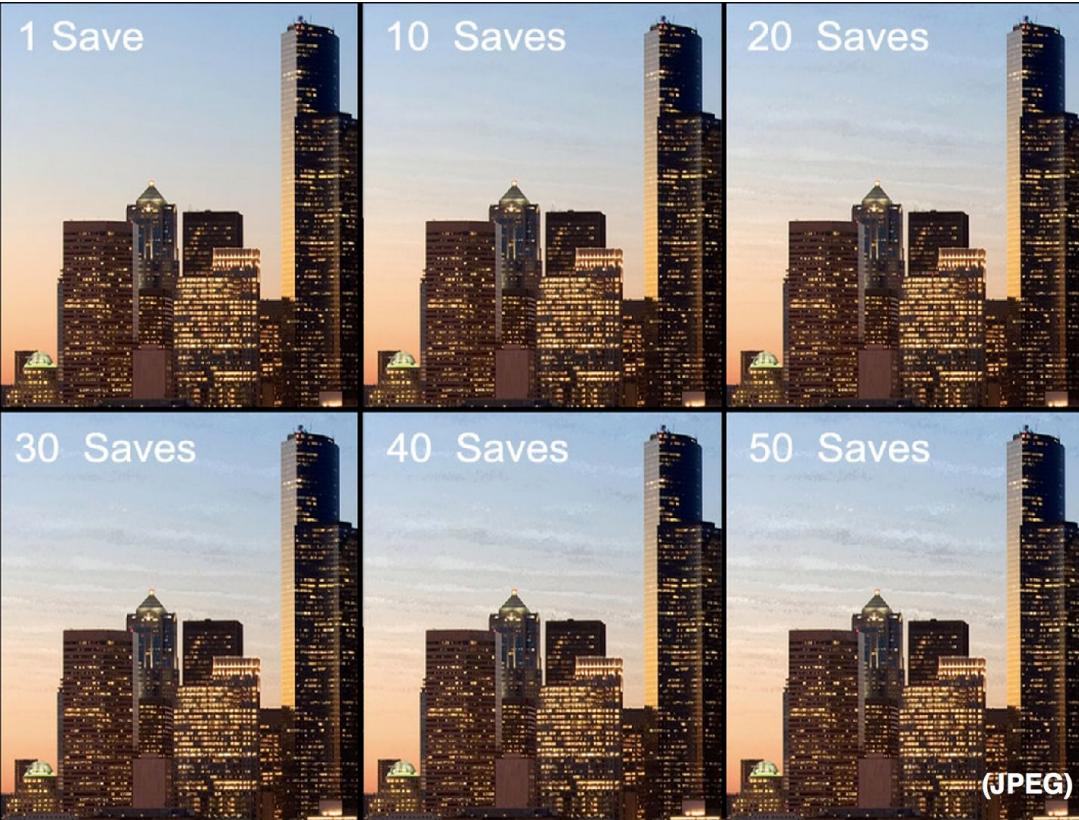
Image Formats

JPEG

- Works well for natural image types (Photography)
- Prone to deteriorate as you save and edit often
- Lightweight compared to PNG
- Best For: Large images such as backgrounds

PNG

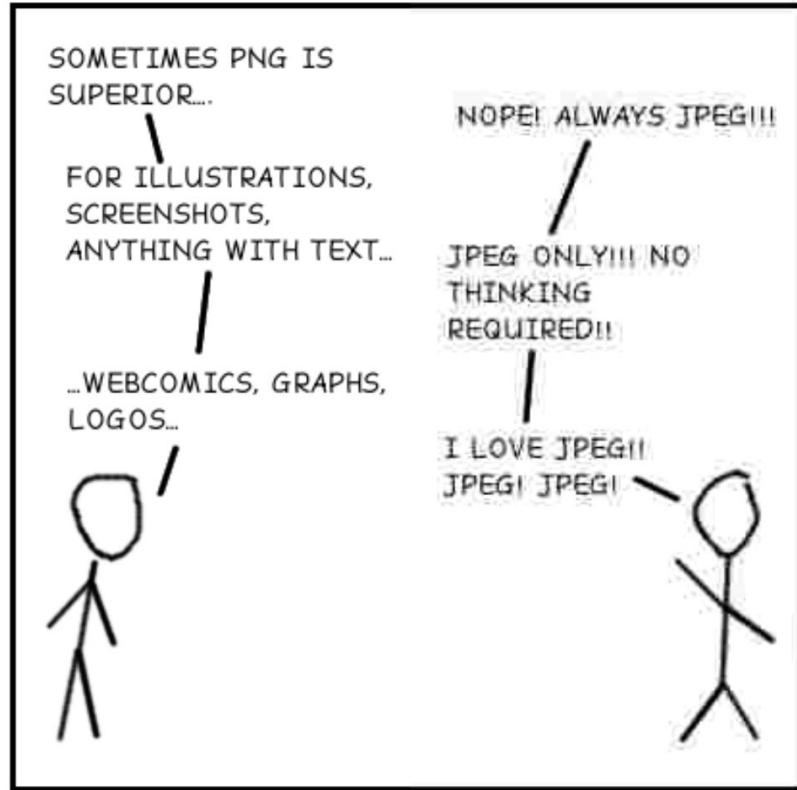
- Supports Transparency
- Better at Lossless Compression
- Quite heavyweight
- Best For: Small images such as thumbnails and icons and images with transparent backgrounds



JPEG Quality Loss (Over many saves)

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PNG vs JPEG



Animation



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Image Formats

GIFs

Graphics Interchange Format

- Supports Animation
- Supports only 256 colors
- Very lightweight
- Animations make it larger
- Best For: Animated Images

Hella cool examples

wrk.



WORKS

We create elegant and functional
custom-designed websites

VISION

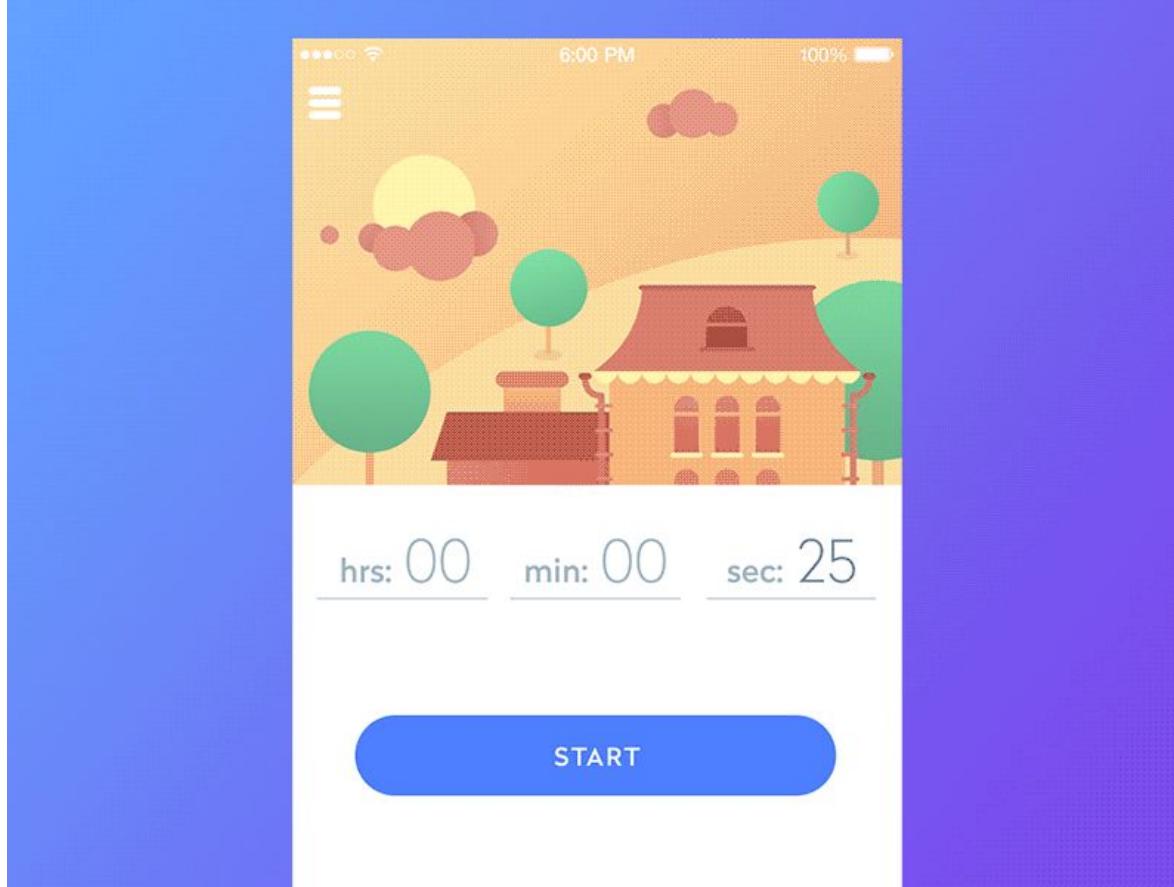
We approach projects with one clear vision

STUDIO

Our fine studio of two knows the value of hard work

GIF Use: Engaging and delightful screens - [Waaark](#)

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GIF Use: UI Animations

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Image Formats

SVGs (What makes them cool)

Scalable Vector Graphic!11! (wat does that even mean)

- Vector: can be scaled automatically without loss of quality
- Extremely lightweight
- Easy to customize with a code editor (in addition to drawing software)
- Animations!
- Can export directly from Adobe Illustrator.



```
<ellipse transform="matrix(0.9178 -0.3971 0.3971 0.9178 -28.4058 34.0161)" opacity="0.52" fill="#F7EAAD" stroke="#000000" stroke-miterlimit="10" cx="67.9" cy="85.6" rx="66" ry="35.9"/>
<polygon points="39.2,138.1 30.6,152.6 45.1,145.4      "/>
<g>
  <path stroke="#000000" stroke-miterlimit="10" d="M175.9,56.8C163.5,36,131.3,31.5,98.8,44.2l68.3,68.3C181.9,5,185.2,72.4,175.9,56.8z"/>
  <path stroke="#000000" stroke-miterlimit="10" d="M39.2,138.1c7.1,11.9,20.6,18.4,36.9,19.5l-41.8-41.8C33.8,123.8,35.3,131.4,39.2,138.1z"/>
  <path fill="#F7B839" stroke="#000000" stroke-miterlimit="10" d="M34.4,115.8l41.8,41.8c10.8,0.7,22.8-0.9,35-51-66-66C38.9,96.2,35.1,106.3,34.4,115.8z"/>
  <path stroke="#000000" stroke-miterlimit="10" d="M142.9,136.3l68.2,61.6c-9.6,7.5-17.4,16-23.1,24.9l66,66c7.7-2.6,15.4-6.1,22.9-10.5c137.1,140.2,140.1,138.3,142.9,136.3z"/>
  <path fill="#F7B839" stroke="#000000" stroke-miterlimit="10" d="M167.1,112.5l98.8,44.2c-5.9,2.3-11.9,5.2-17.7,8.7c-4.6,2.7-8.8,5.7-12.8,8.8l74.6,74.6c152.7,129.2,160.9,121.1,167.1,112.5z"/>
</g>
```

SVG -- A snapshot.

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Photography

About



No excuses -- [previous student work](#)

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More on Image Use

Use Context-Relevant Images

- Every image should have a clear and functional purpose
- Avoid using purely decorative images
- Use predictive visuals that have a **strong** relationship with goals
- Just like any other element of UI, should be tested for usability

Have A Clear Focus

Take the quiz. Take your vitamins.

Build a personalized daily vitamin pack with honest guidance and better ingredients.

Get started

A hand holds a white vitamin pack labeled "Hi Madison" and "TODAY'S QUOTE: 'The act of kindness, no matter how small, is ever wasted.' - Anonymous". The pack contains several colorful capsules. To the left, a red "Pocket Protector" sachet is visible. To the right, a clear glass of water sits on a light-colored surface, with a green leafy branch in the background.

Avoid Poor-Quality Images

- oh god



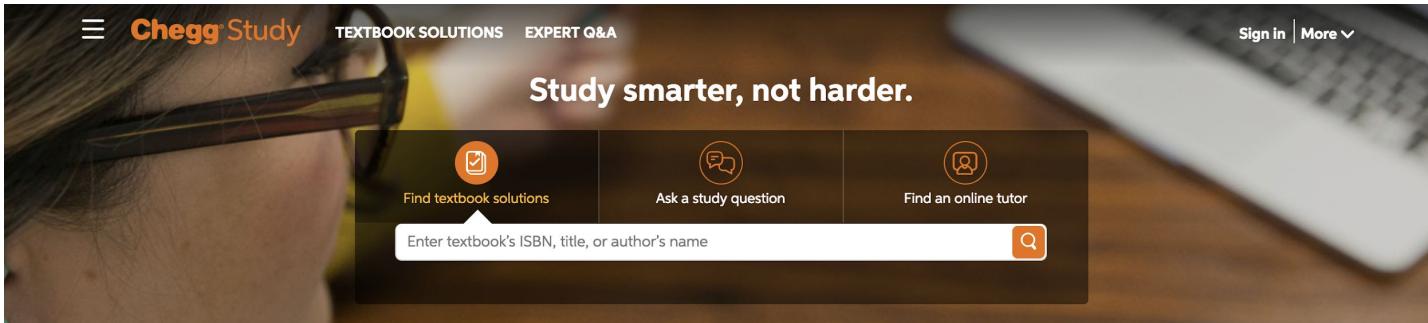
Stock Photos? Preferably Not

- Stock photos can be like non-context-related images in that some tend to be purely decorative
- Look generic, and can lead users to doubt the integrity of a product/website
- While they do save time, it's always better to use genuine, photographs of people connected to your message



Left: Purely-decorative stock photo are vacuous and soulless. **Right:** Custom photo represents a real customer service team.

Personality



Hard assignments on hand?

\$14.95 / a month. Cancel anytime.

Try it now

MEMBERSHIP INCLUDES:



Textbook Solutions

Step-by-step solutions (Odd & Even) for over 34,000 ISBNs



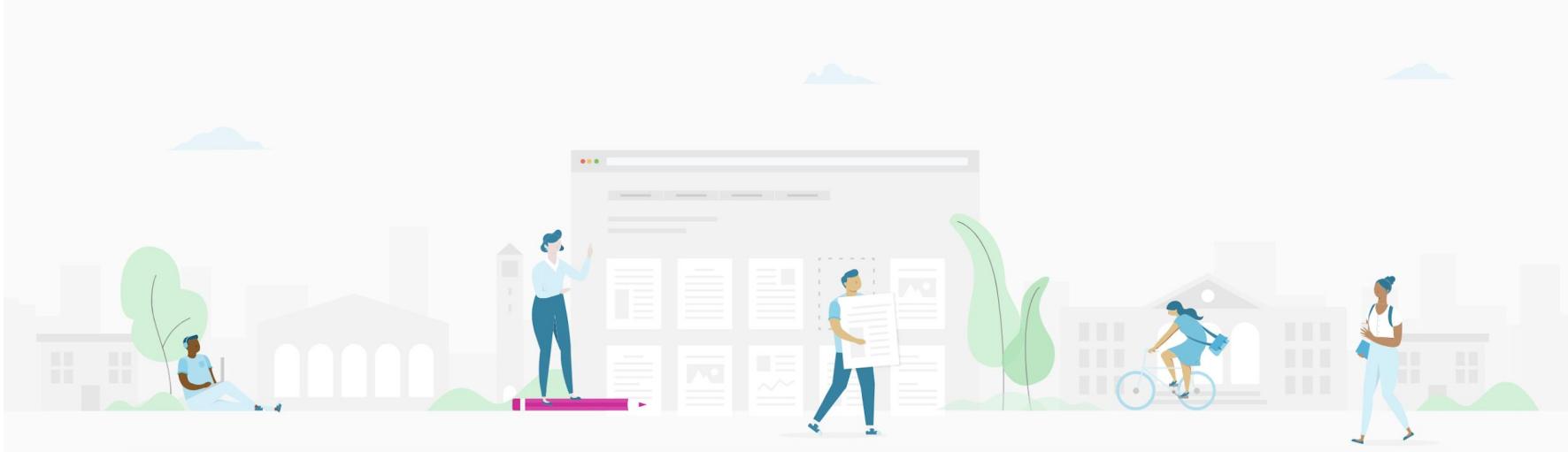
Expert Q&A

Stuck? Ask our experts and study community, 24/7

Master Your Classes™

Access over 25 million course-specific study materials.

Find study guides, class notes, practice problems and more.



Slader

HOMEWORK SOLVED

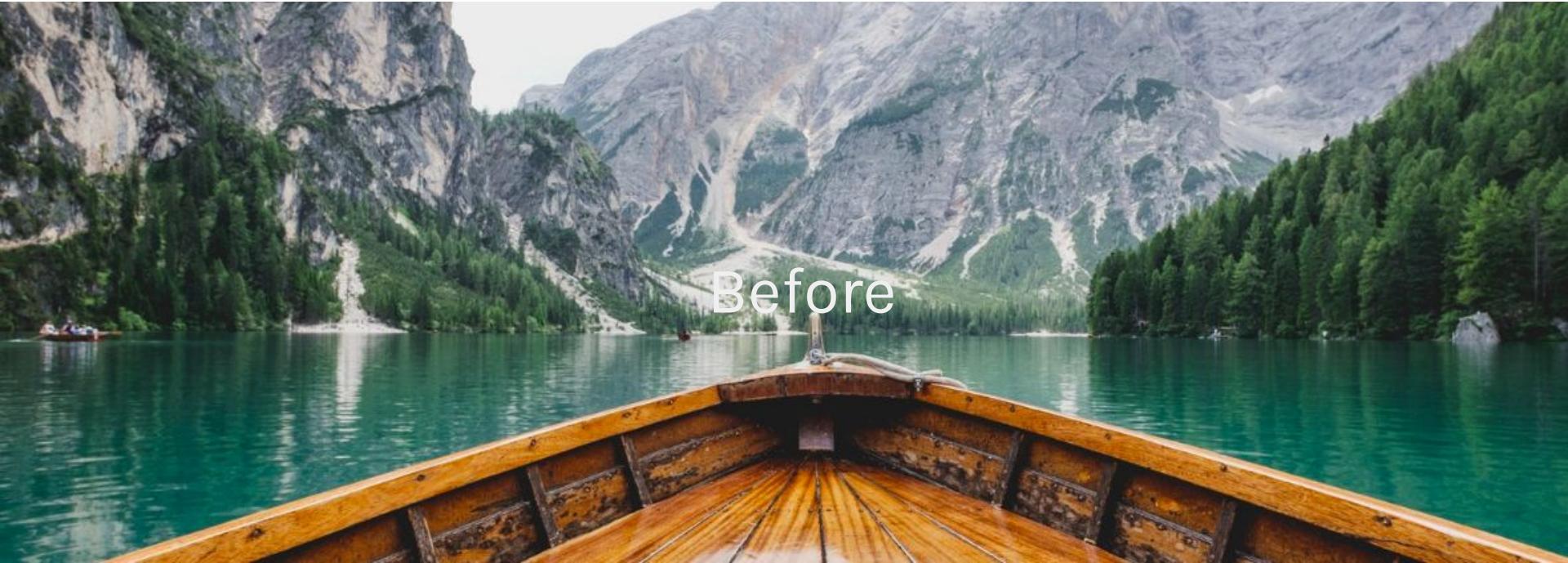
Search textbooks



Accessibility

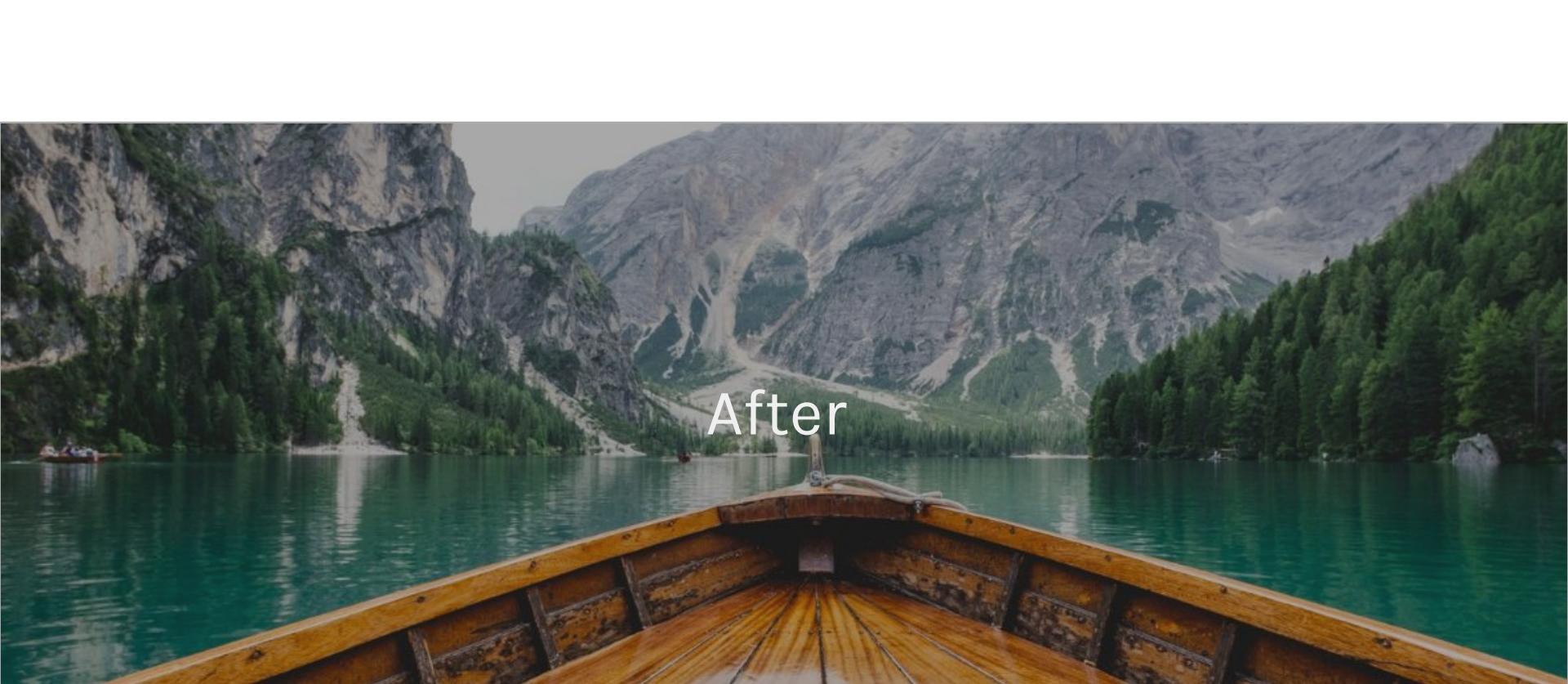
Can you see me?

**Contrast is the key to ensure that
the content (text) gets the
emphasis it deserves**



Bad color contrast

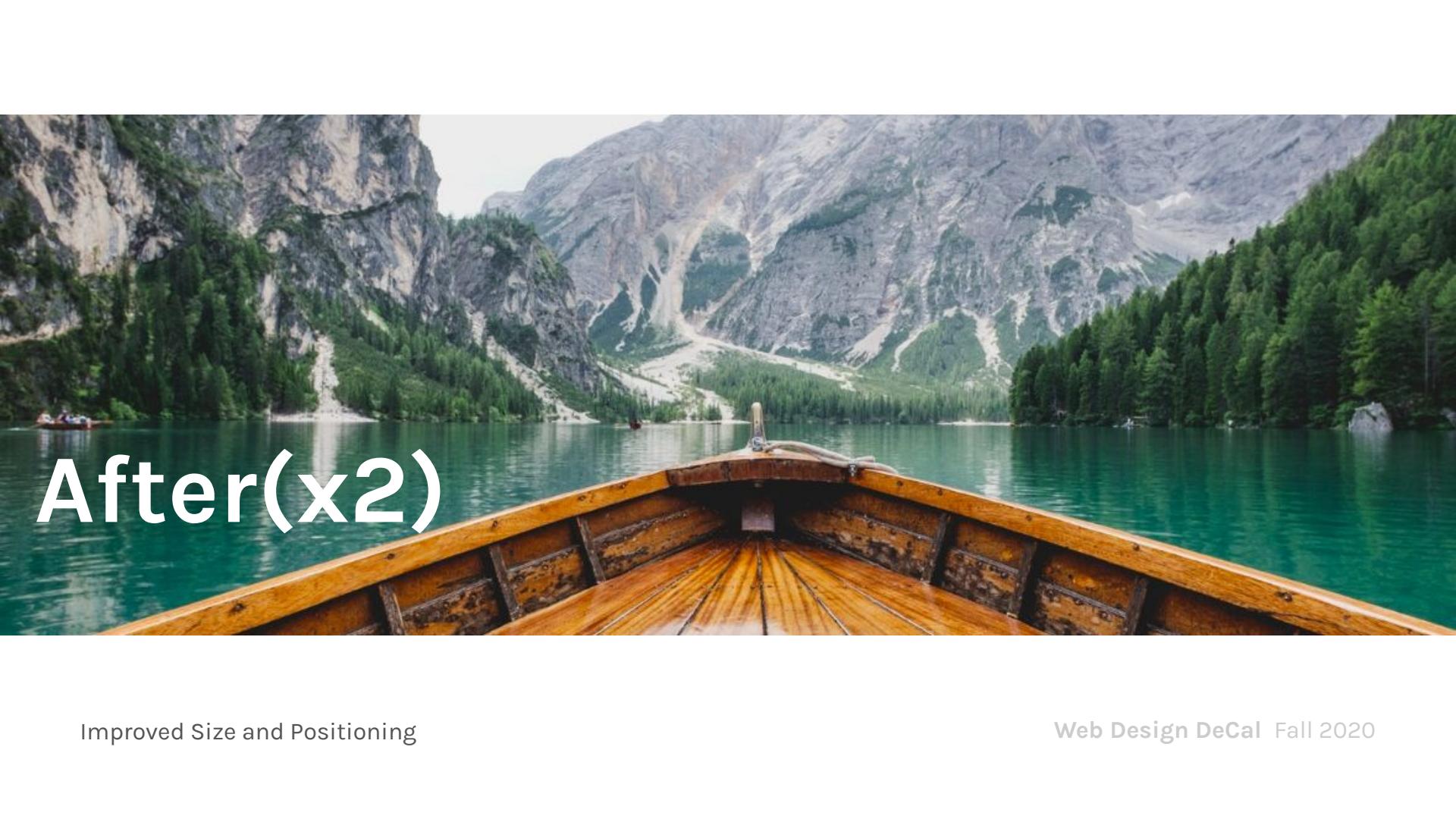
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A photograph of a wooden boat on a lake, viewed from the bow looking towards a range of mountains. The water is a vibrant turquoise color. The mountains are rugged with patches of green forest and exposed rock. The word "After" is overlaid in white text in the center of the image.

After

Increased contrast

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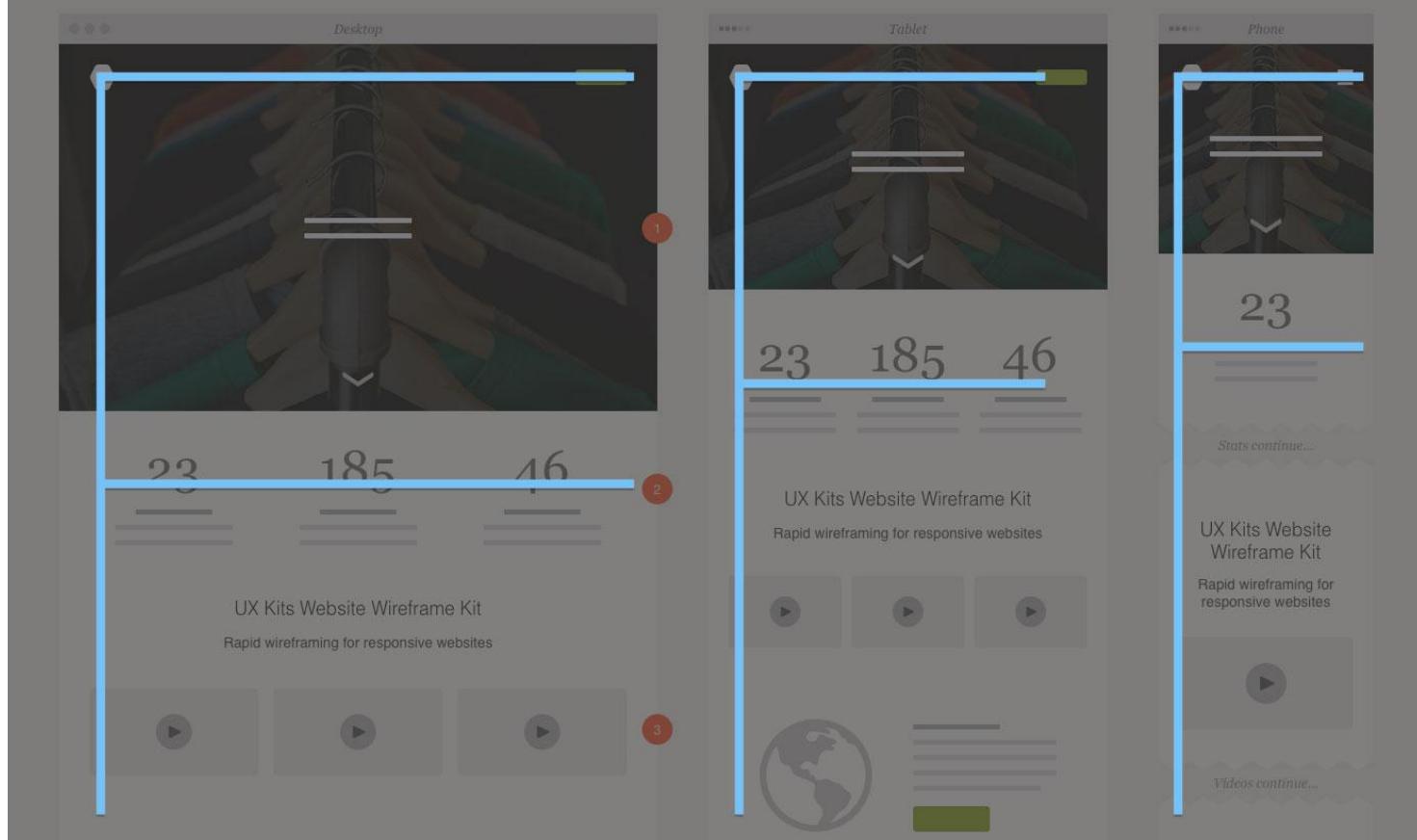


After(x2)

Improved Size and Positioning

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Part 2 - Layouts



F-Layout

- Scanning -- Left to Right, Top to Bottom (reading English)
- A good idea to structure your website based on the F-layout
 - In order of importance: top-left, top-right, center-left, center-right, bottom-left, bottom-right
- Example: Medium top bar

[Upgrade](#)

Medium



< HOME TECHNOLOGY CULTURE ENTREPRENEURSHIP CREATIVITY SELF POLITICS MEDIA PRODUCTIVITY DESIGN PC >

FEATURED

Bring Home Gold

An Olympic Ode Inspired by Snowboarder Chloe Kim.

Ryan Luikens · ★ 3 min read



Midori Ito and the Hyphenated Experience

When a triple axel is more than just a jump.

Ronan Takagi · ★



Conjuring Creative Permission from Our Tools

The feedback loop between our work and the objects around us

Craig Mod · ★



Clean Food: If You Want to Save the World, Get Over Yourself.

Chris Newman



Faking Out God

New York Times Magazine · ★ 6 min read

Medium Top Bar

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Drive

Search Drive

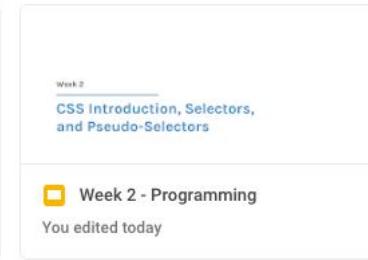
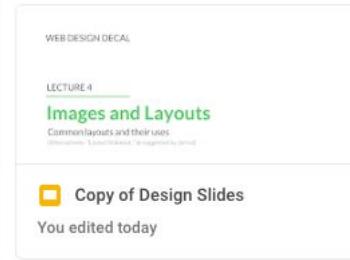
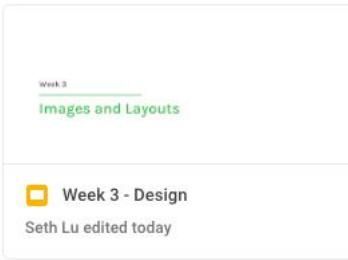


New

My Drive ▾



Quick Access



Folders

Last modified



Files



Exceptions to the F-Layout

- Not all websites need to be styled this way!
- Layouts that feature images on the top with navigation on the bottom/side are becoming popular
 - Spotlight is on the image to create an emotional appeal

Content Frame

- Content Frame is the area encapsulating your content
- Important to create a frame for the area containing your content
- Usually established through a centered 960px container



gloomstudy [Follow](#) academic Follow



 trying-to-concentrate

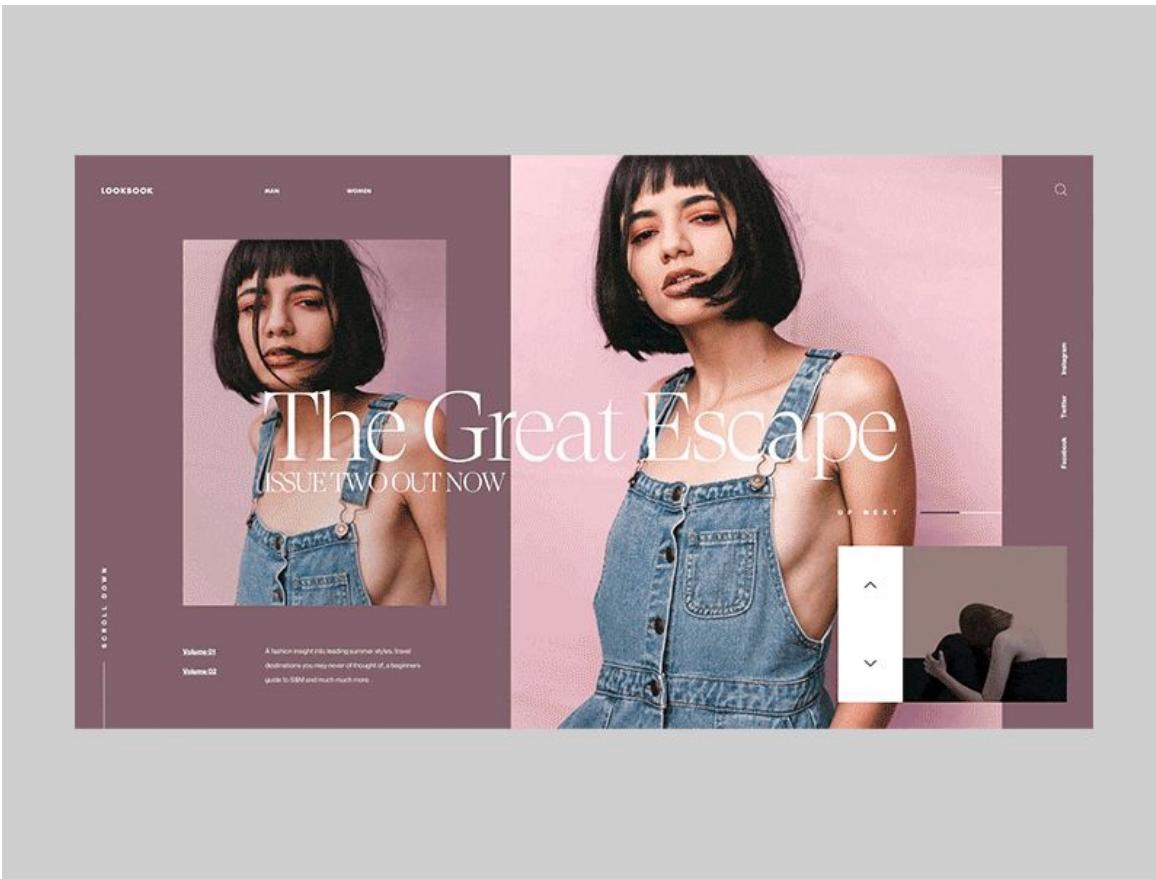
Unfortunately Harmony and Theory of Music aren't as cute as my puppy..

Source: trying-to-conc...

#reblogging again bc this is too cute ahhh #what a good pupper :')
#kat is an orch dork #dogs #orchqueuesta

2,564 notes





Content -- Scrolling

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At the end of the day... It's up to you

Image Resources

- Unsplash (Please make sure to credit!)
 - Free high-quail photos
- Noun Project (Please make sure to credit!)
 - Icons for everything, including SVG or PNG
- Font Awesome (Not necessary to credit)
 - Icons that include companies, like Behance, Linkedin, Facebook
- Flat Icon (Please make sure to credit!)
 - More icons!

Motion Graphics Bonus!



WORDS

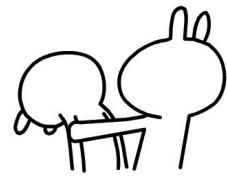
Words by Enle Li & Liz Xiong

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Adobe Design Summit

Adobe Design Summit Opening Animation By Soomin Park

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Questions?