

Welcome!

Find your table

Front

Heidi	Jessie
Brenda	Linus
Jessica	Steven
Nicole	Waitlisted/ Auditors

RGB - A Design Conference

Let's Talk Design

speakers • workshops • food

March 9
310 Jacobs Hall
10am-4pm

RGB

Innovative Design

Web Design DeCal Spring 2019

Announcements

- Group project check-in EXTENDED to the end of next Monday, March 11th
 - Items required for check-in [here](#)
 - If you're going to OH for check-ins, **email us** beforehand pls
- Homework 5 will be uploaded later tonight and due next Monday.
- Keep asking questions on piazza! Email us! Visit OH! [wdd.io/go/OH](#)
- Excused absence form: [wdd.io/go/absence](#)
- Please let us know if you still have ungraded Homework 1 & 2's

Week 5

Images and Layouts

Part 1 - **Images**

Warm Up - Let's talk about these websites



[Giraffage](#)

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90's aesthetic: Space Jam and Captain Marvel

A screenshot of the Captain Marvel website. At the top, there's a banner for "SUPER HEROES TRADING CARDS! A HERO IN EVERY PACK!" with an "E-MAIL" button. Below the banner is a photo of the main cast: Kree (Mike Epps), Carol Danvers (Brie Larson), Nick Fury (Samuel L. Jackson), and Skrull (Ben Kingsley). The main title "CAPTAIN MARVEL!" is in large, bold, colorful letters with the subtitle "In theaters Friday". Below the title are several navigation links: "INFO", "PLAY THE GAME", "MULTIMEDIA", "GUESTBOOK", and "PARTNERS". There are also buttons for "GET TICKETS" and a "watch trailer". The background features a dark space theme with stars and the Captain Marvel logo.

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Anything, anytime, anywhere. We get it.

Food, drinks and groceries available for delivery or pickup.

Enter your address...



DELIVERY

PICKUP

Use Current Location



Featured project

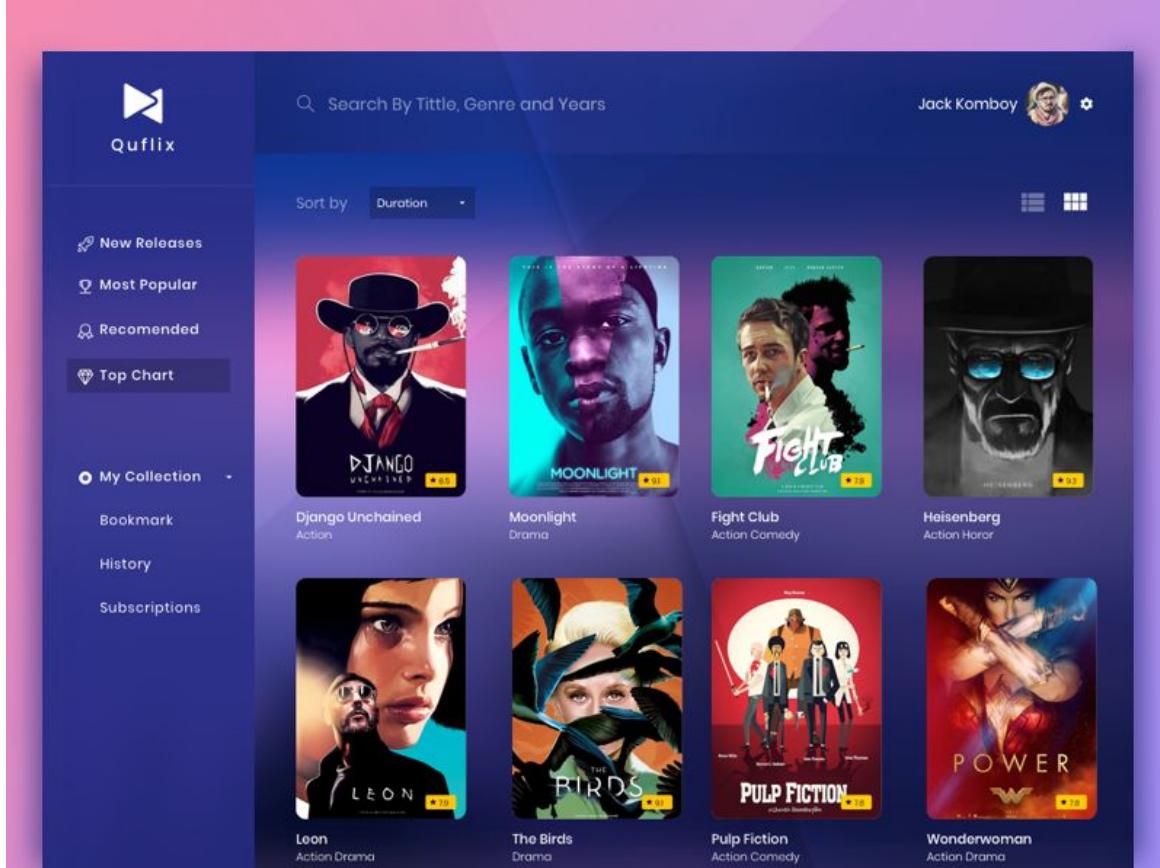
Uber Design

Looking under the hood

More projects



Image Uses

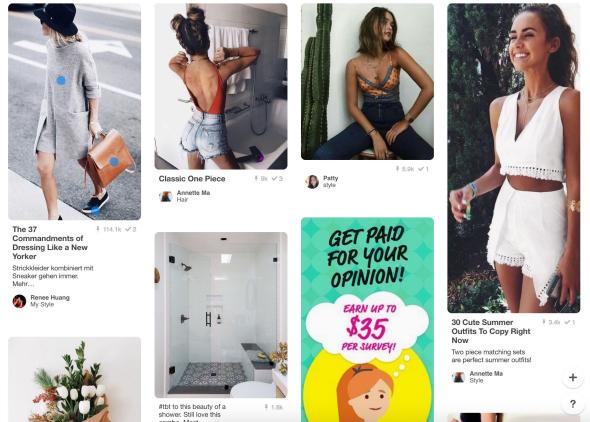


Content (Thumbnails)

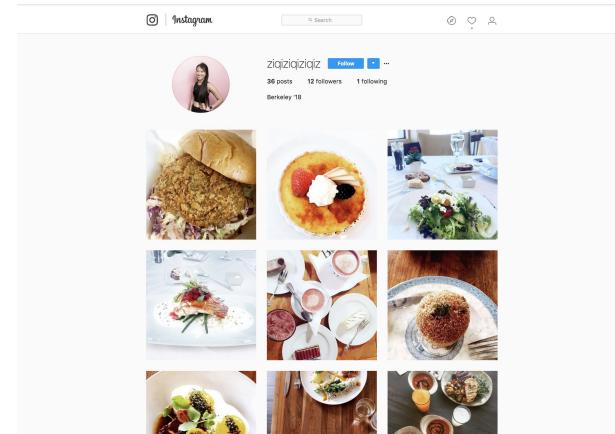
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Thumbnails

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

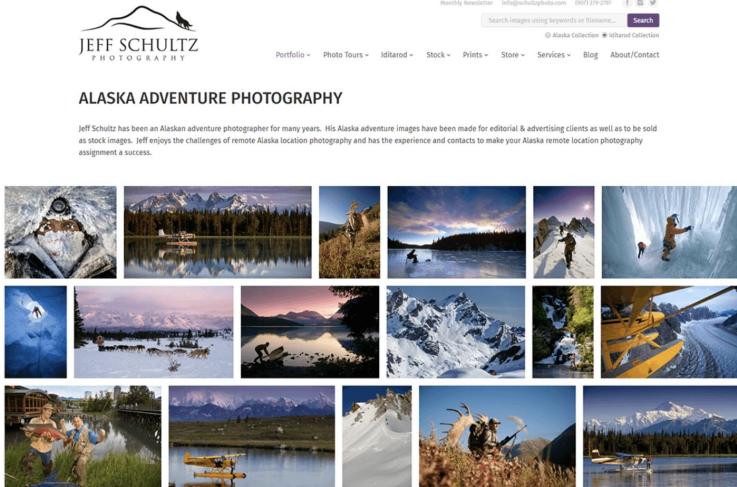


Masonry



Grid Layout

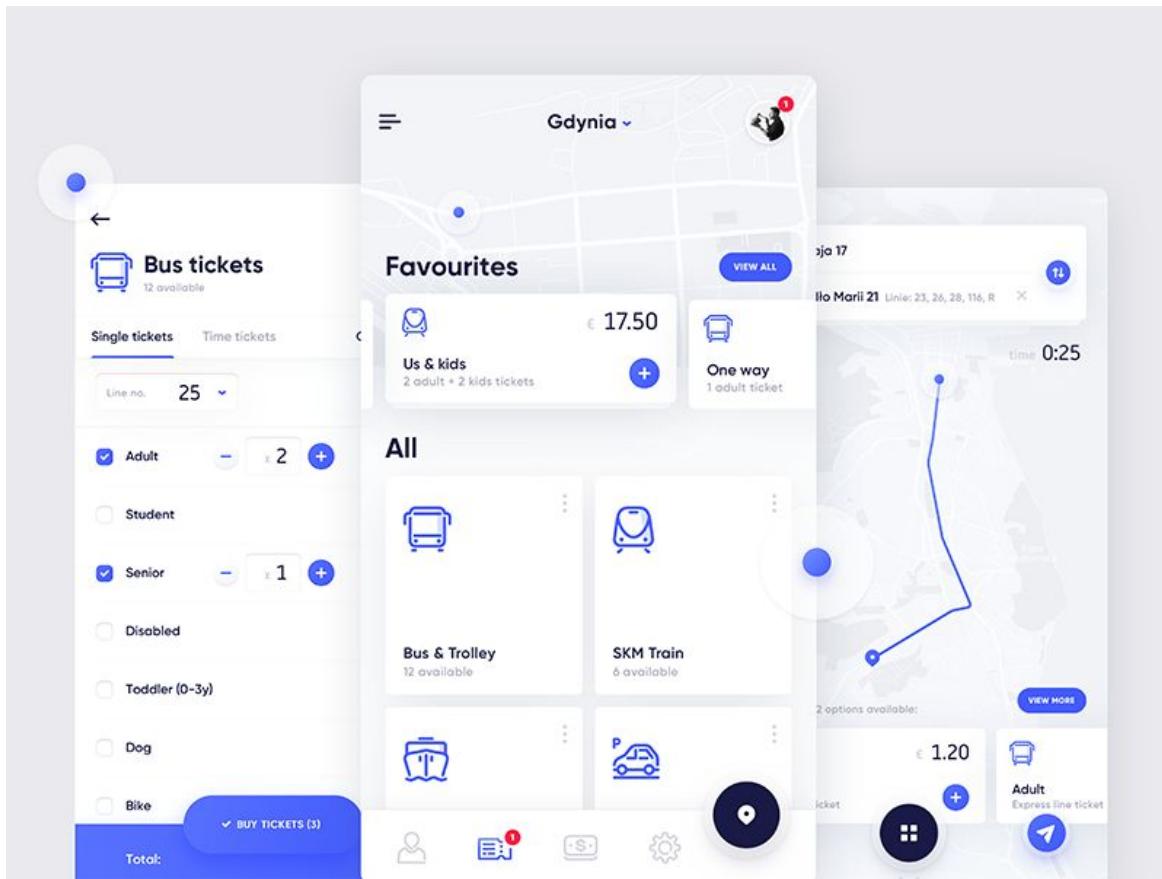
Thumbnails (cont.)



Justified

Standard

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Visual Guide (Icons)

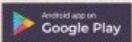
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IDEAS ABOUT FOOD

The Kitchen

The Kitchen offers a combination of credible cooking, new culinary ideas and high-energy entertainment to inspire foodies and non-foodies alike.



Emotional Appeal (Background or Hero Images)

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Let's get a lil' technical

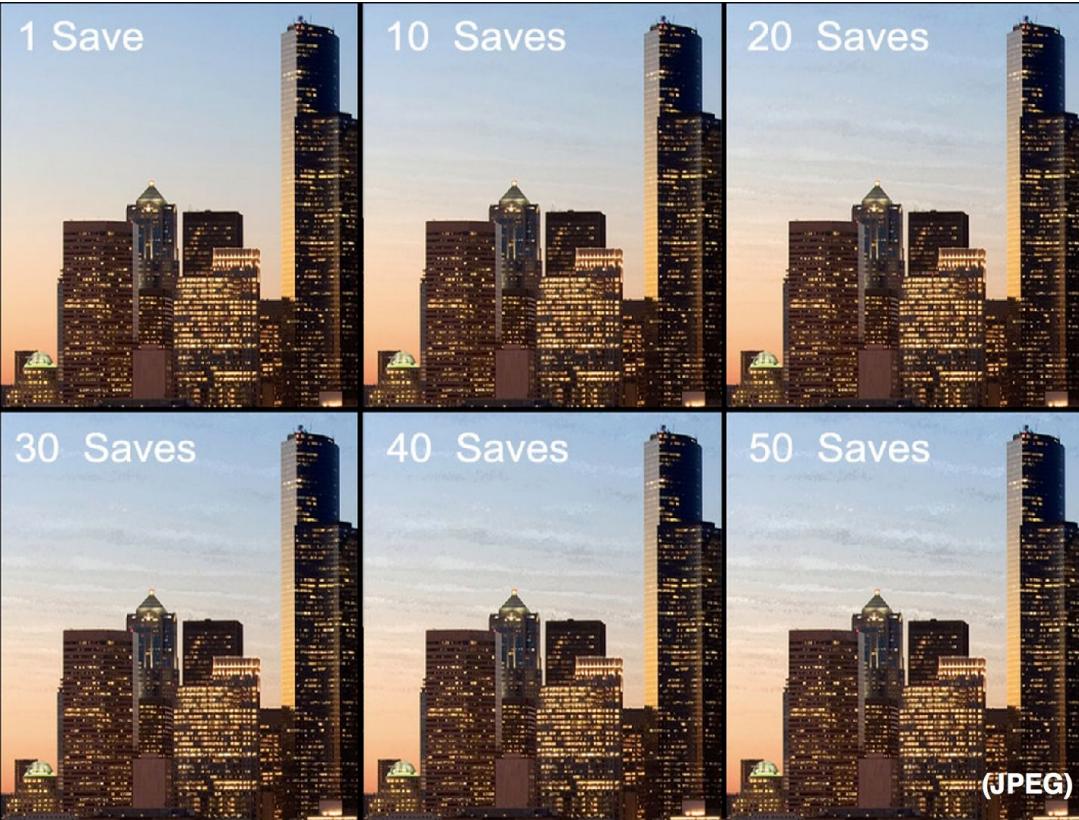
Image Formats

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

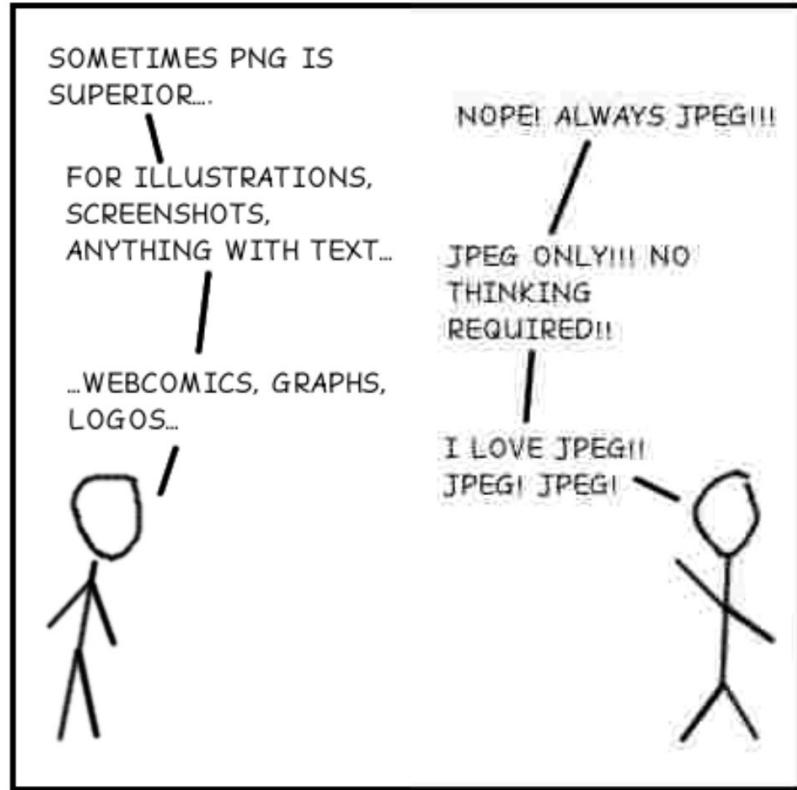
- Supports Transparency
- Supports Lossless Compression
- Quite heavyweight - especially for PNG24
- Best For: Small images such as thumbnails and icons and images with transparent backgrounds



JPEG Quality Loss (Over many saves)

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PNG vs JPEG



Animation



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Image Formats

GIFs

Graphics Interchange Format (hard G i guess)

- 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

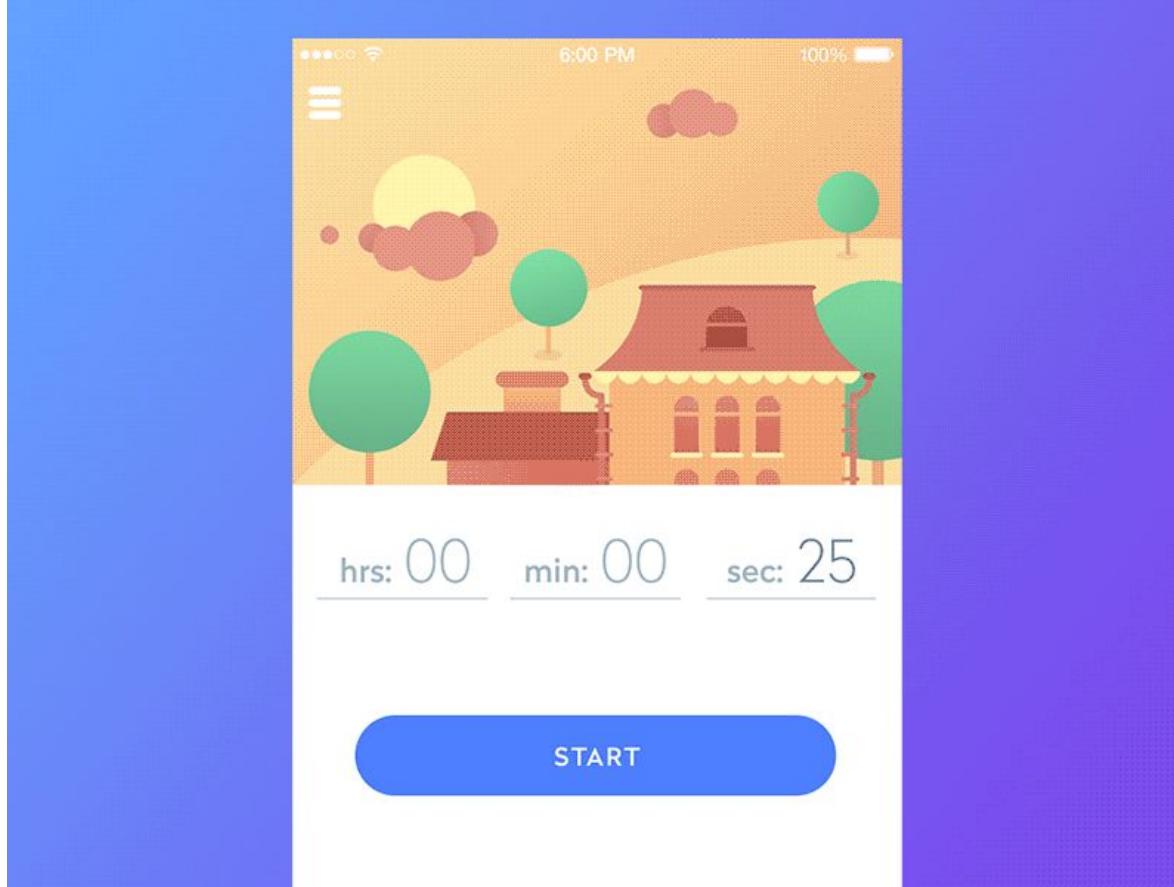
We approach projects with one clear vision

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!! (what 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"/>
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  <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



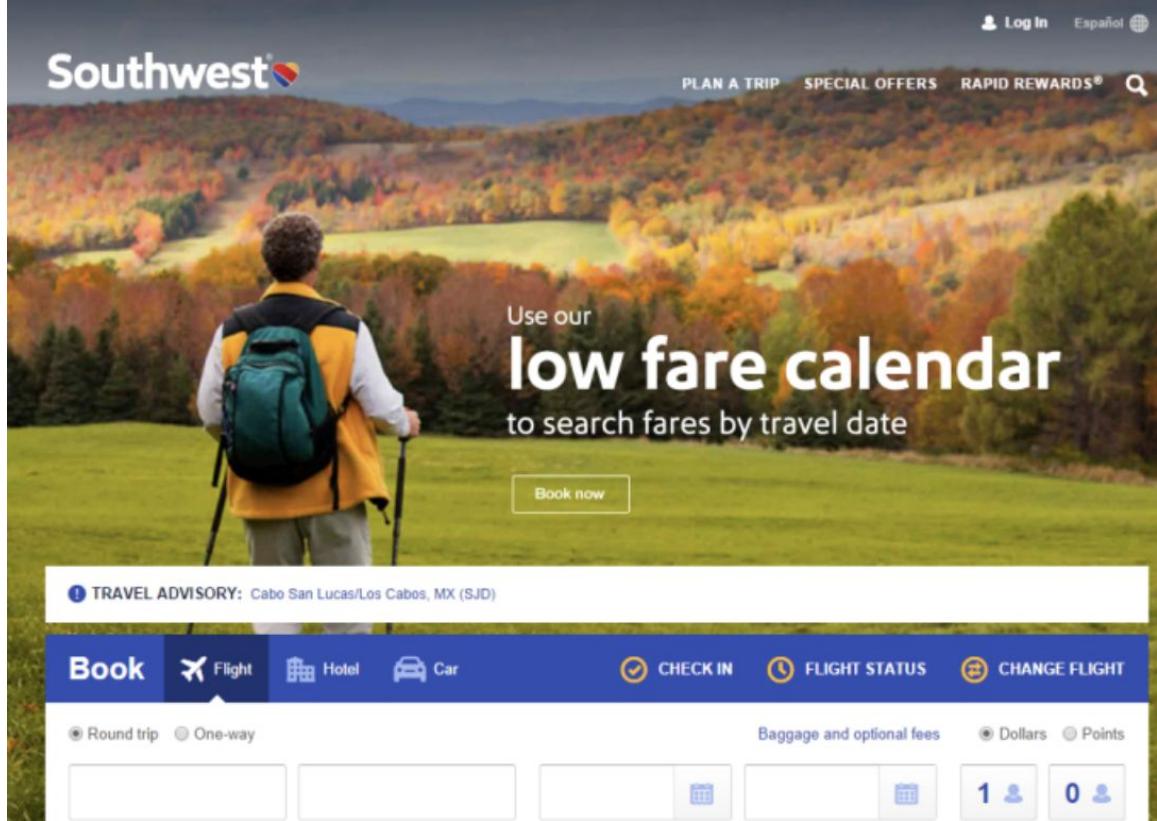
No excuses -- [previous student work](#)

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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



Southwest hero image: not context-relevant

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≡ MENU

The Coca-Cola logo is displayed in its signature script font, centered within a solid red circle.

NORTH AMERICA

[United States](#)

[Canada\(English\)](#)

[Canada\(Français\)](#)

LATIN AMERICA

[Argentina](#)

[Bahamas](#)

[Belize](#)

EUROPE

[Austria | Österreich](#)

[Belgium | Belgique](#)

[Belgium | België](#)

EURASIA

[Armenia](#)

[Azerbaijan | Azerbaycan](#)

[Bahrain](#)

AFRICA

[Algeria | العربية](#)

[Algeria | français](#)

[Angola](#)

ASIA PACIFIC

[Australia](#)

[Bangladesh](#)

[Hong Kong | 香港](#)

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 never wasted.' - Anonymous". The pack also features the care/of logo. Several colorful vitamins are visible in the palm of the hand. To the left, a red "Pocket Protector" box lies nearby. 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



The image shows the homepage of Chegg Study. At the top left is the Chegg logo with three horizontal bars. To its right are links for "TEXTBOOK SOLUTIONS" and "EXPERT Q&A". On the far right are "Sign in" and "More" dropdown menus. The central headline reads "Study smarter, not harder." Below it are three buttons: "Find textbook solutions" (with a book icon), "Ask a study question" (with a speech bubble icon), and "Find an online tutor" (with a person icon). A search bar with a magnifying glass icon is positioned below these buttons. The background features a close-up of a person's face wearing glasses, looking down at a laptop keyboard.

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



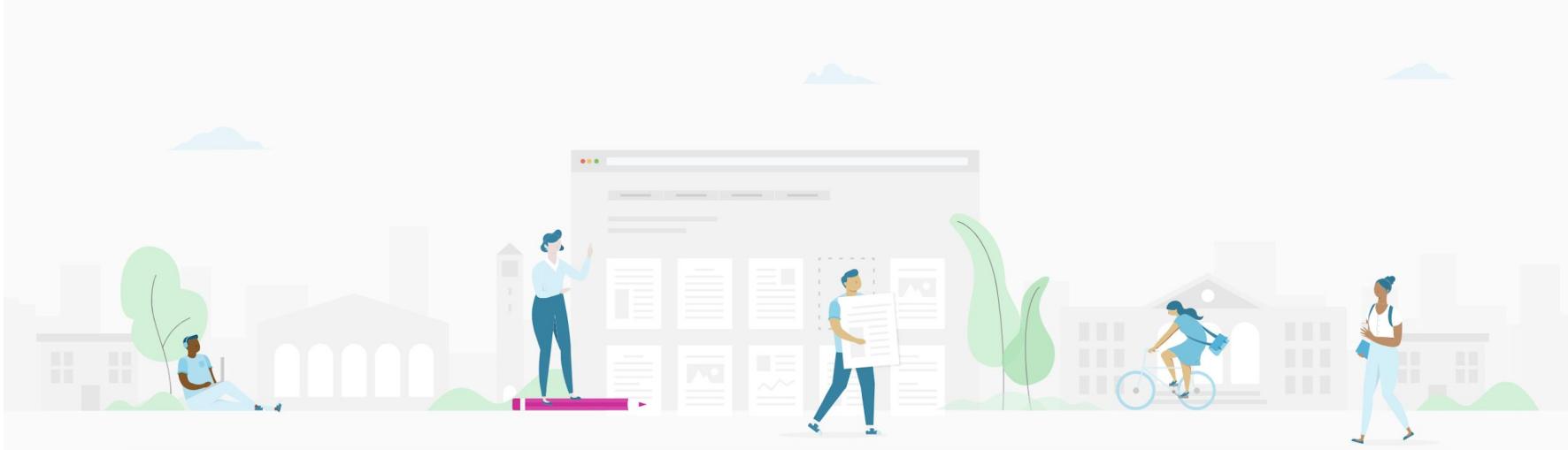
Expert Q&A

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

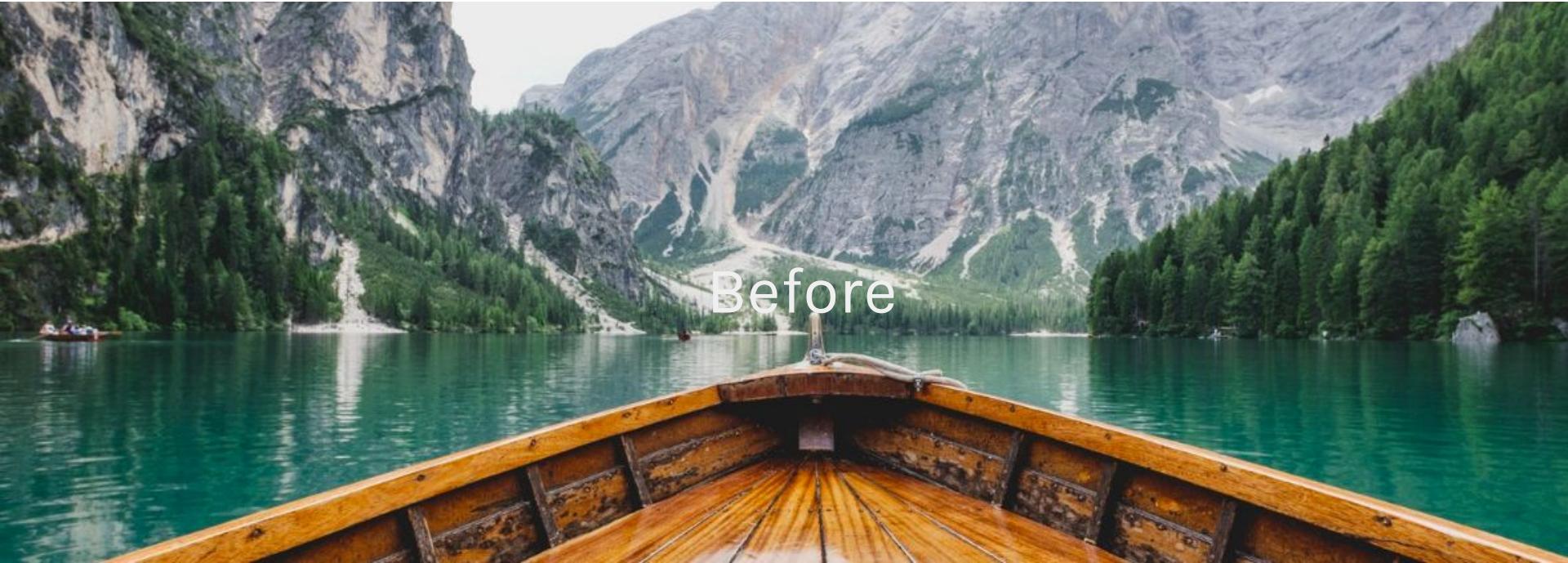
Search textbooks



Accessibility

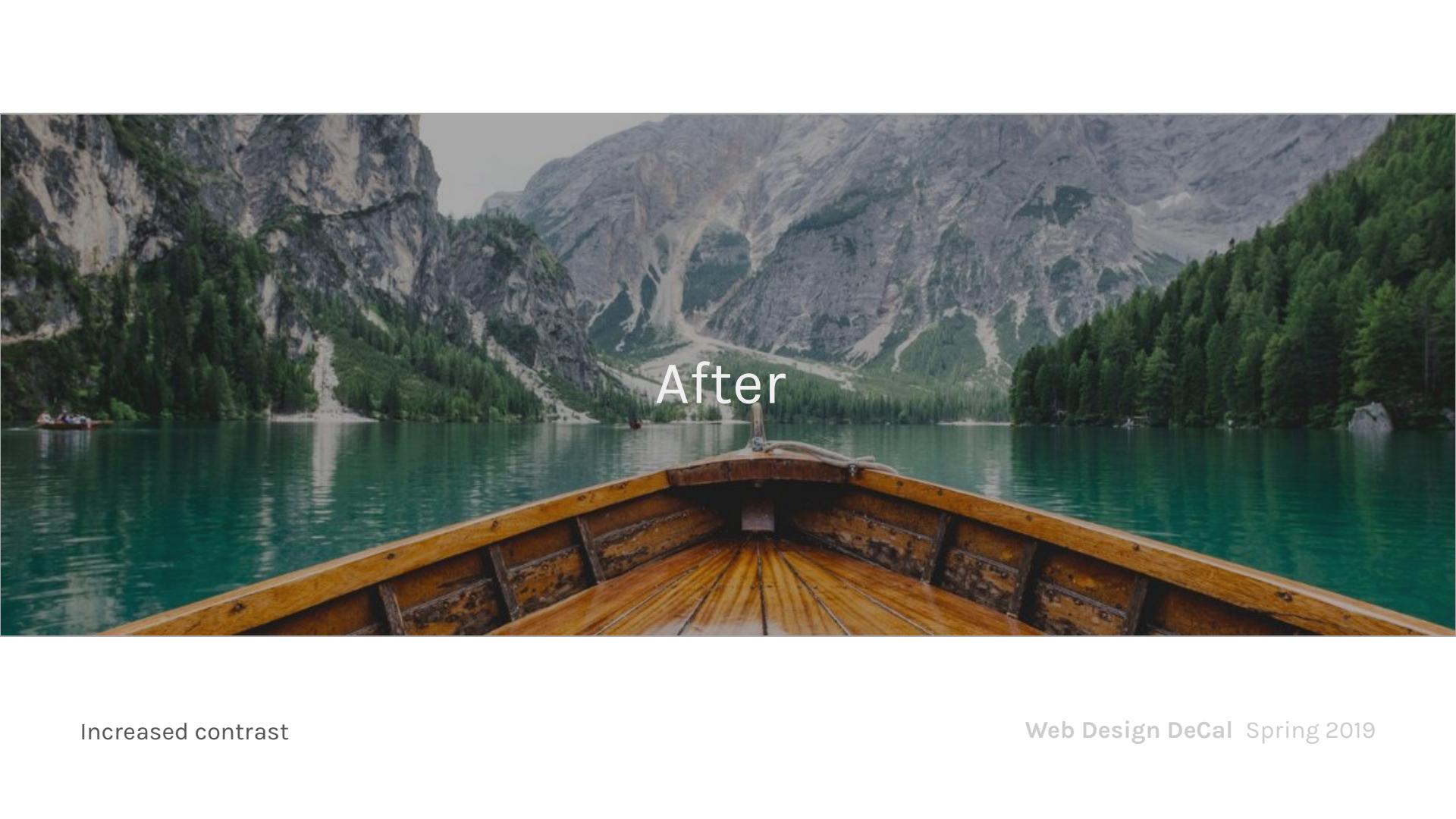
Can you see me?

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 with mountains in the background. The boat is positioned in the lower foreground, pointing towards the center of the frame. The lake is a vibrant green color. In the background, there are large, rugged mountains with rocky peaks and dense green forests at their bases. The sky is overcast and grey.

After

Increased contrast

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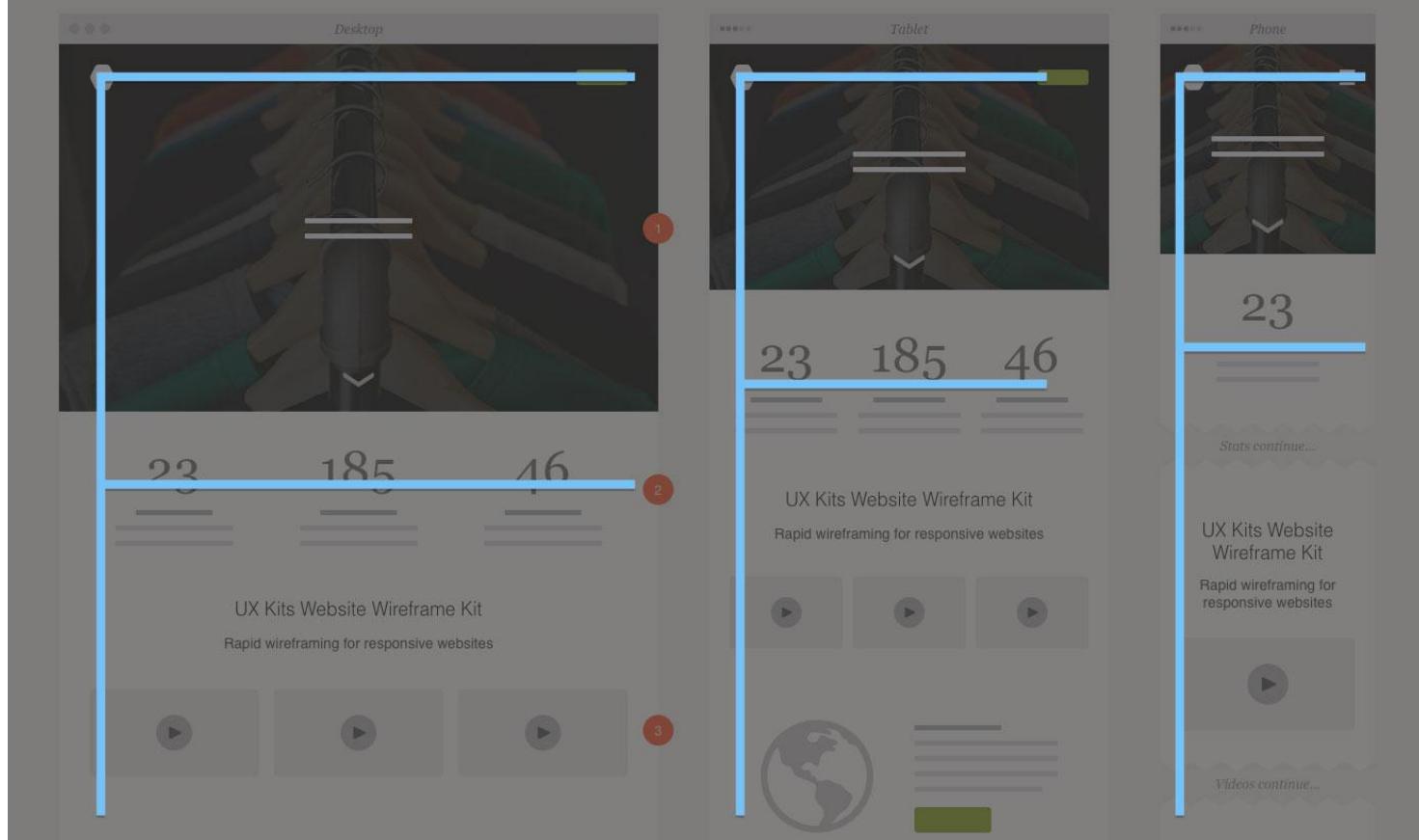
Improved Size and Positioning

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whew ok break



Part 2 - Layouts



F Layout

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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

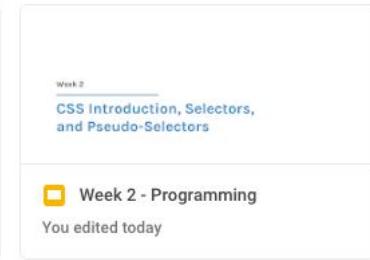
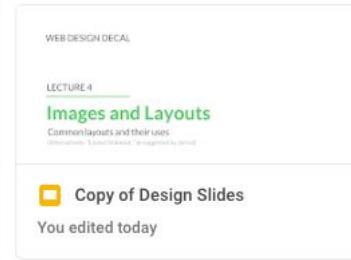
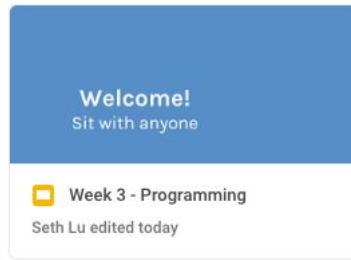
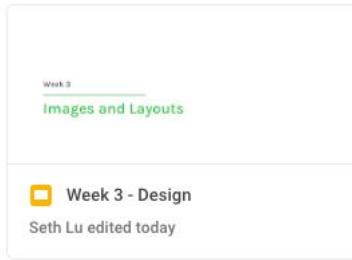
Search Drive



My Drive ▾

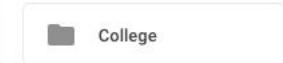


Quick Access



Folders

Last modified



Files

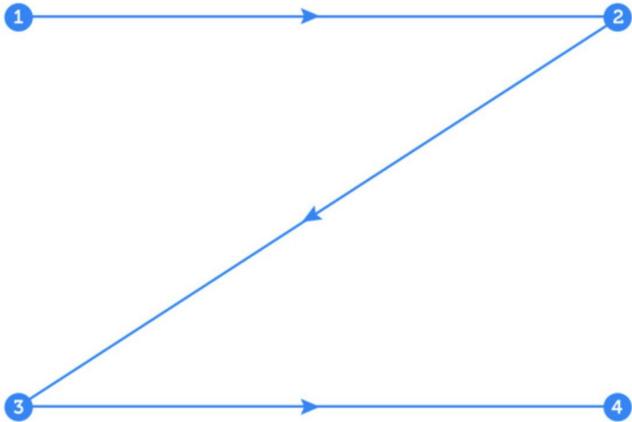


Google Drive

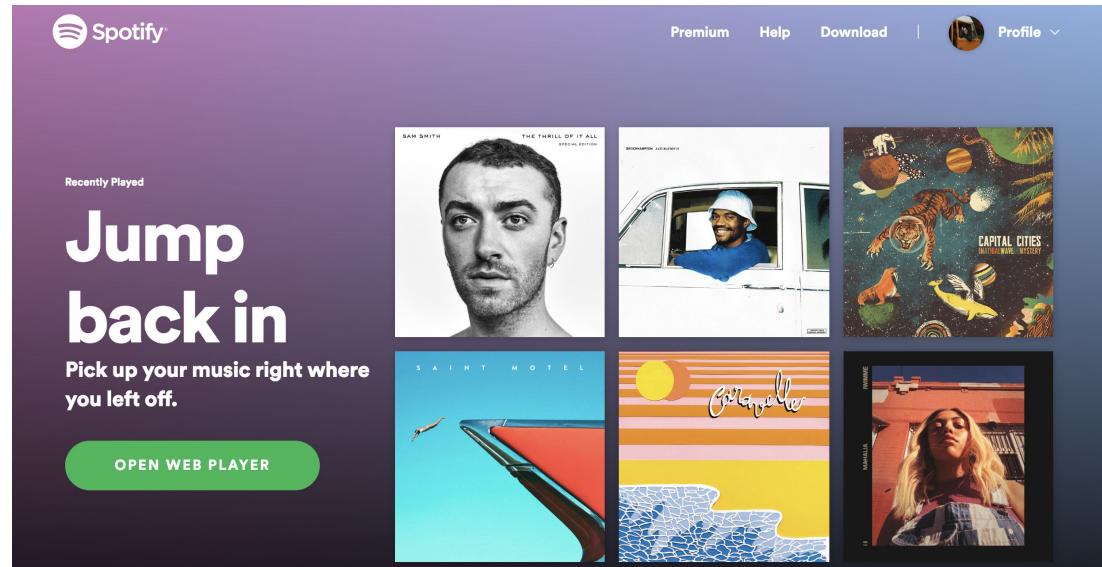
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Exceptions to the F-Layout

- 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



Spotify



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Navigation

- Website layouts generally stem from the position of the navigation elements
- Common navigation methods:
 - Top bar/Navbar (Ex: Facebook)

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](#)



 trying-to-concentrate

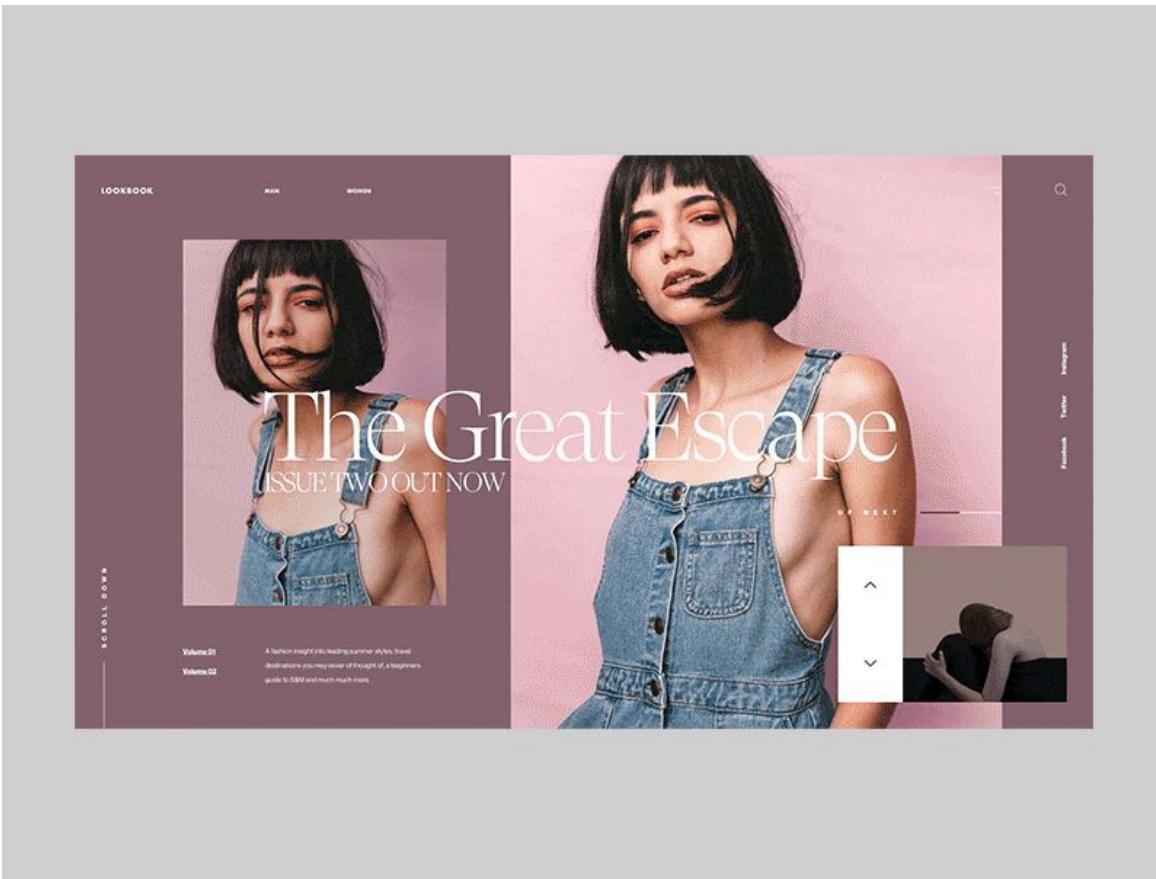
Unfortunately Harmony and Theory of Music aren't as cute as my puppy..

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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Search



Design Professionals - Enhance your design skills with a Media Design MFA. Request information. Ad ...



Jemma Kwak

Director of Operations at
Berkeley Innovation

Who's viewed your profile **610**

Views of your post **14,606**

Access exclusive tools & insights
Reactivate Premium for Free

Your communities

Hashtags

#womensrights

#womeninscience

#whatinspiresme

Show more

Discover more

Share an article, photo, video or idea

Write an article

Images

Video

Post

Sort by: Top



Adobe

1,111,159 followers

1d

When you bring 1,200 employees together for a diversity & inclusion summit, you can bet that there'll be nonstop learning. Here are our top takeaways from the **#AdobeForAll** Summit: <https://adobe.ly/2QmFM2M> #AdobeLife



518 Likes · 2 Comments

What people are talking about now

White Castle meatless burger goes big
20h ago • 29,554 readers

Dozens of gas explosions near Boston
1h ago • 3,479 readers

Volkswagen squashes Beetle
2h ago • 7,608 readers

Fake TripAdvisor reviewer jailed
7h ago • 63,550 readers

Kodak tries comeback with clothes
6m ago • 15,759 readers

Show more

Ad ...

Get the latest jobs and industry news



Jemma, Wieden + Kennedy is hiring!

Follow

Add to your feed

Messaging



Image Resources

- Unsplash (Please make sure to credit!)
 - Free high-quaq 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



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

Motion Graphics Bonus!



WORDS

Adobe Design Summit