

# WEEK 2 | DESIGN DESIGN PROCESS AND EMPHASIS

Shawn Park & Jeff Zhan



# Previous Class

- A web site is a collection of web pages
- HTML provides the structure of a web page
- CSS provides the design of a web page
- JS provides the functionality of a web page



# Today

- A review of web inspector
- Fundamental Rule of UI Design Aesthetics: Emphasis
- Introduction to Design Cycle



# UI Design Workflow



- Code up the structure in a code editor
- Stylize the website using the Web Inspector
- Add the missing functionality in the code editor



# Demo

# THE WEB DESIGN WORKSHOP

DECAL FALL 2013

- Back
- Forward
- Reload
- Save As...
- Print...
- Translate to English
- View Page Source
- View Page Info

Inspect Element

ABOUT CLASS

The Web Design workshop is a 2 Unit DeCal in Berkeley.

How to open up Web Inspector

It is designed for both students with or without

The selected element is highlighted as Web Inspector opens

workshop.co

arallax Scr Facebook Friends Facebook Friends Facebook Friends Cult Creation Amazon API The Noun Project Speed up SQL Server Other

LECTURES GRADEBOOK SHOWCASE

Developer Tools - http://www.thewebdesignworkshop.co/

Elements Resources Network Sources Timeline Profiles Audits Console

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
  <head>...
  </head>
  <body>
    <div id="menu">...</div>
    <div id="cover">
      <div id="cover_bg">...</div>
      <div id="cover_hero_container">...</div>
      <div id="cover_overlay"></div>
    </div>
    <div id="content">...</div>
    <div id="modal">...</div>
    <div id="window-resizer-tooltip">...</div>
  </body>
</html>
```

► Computed Style  Show inherited

▼ Styles +

```
element.style { }
```

Matched CSS Rules

```
#cover_overlay { style.css:75
  position: absolute;
  width: 100%;
  height: 100%;
  top: 0;
  left: 0;
  background: url(/icons/texture_square.s...)
```

div { user agent stylesheet
 display: block;

Inherited from body

```
body { style.css:1
  font-family: "Museo Sans",
  "Open Sans", "Helvetica Neue", Helvetica, Arial,
  sans-serif;
```

► Metrics

► Properties

► DOM Breakpoints

► Event Listeners

html body div#cover div#cover\_overlay

Elements Resources Network Sources Timeline Profiles Audits Console

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html xmlns="http://www.w3.org/1999/xhtml" xml:lang="en" lang="en">
  <head>...</head>
  <body>
    <div id="menu">...</div>
    <div id="cover">
      <div id="cover_bg">...</div>
      <div id="cover_hero_container">...</div>
      <div id="cover_overlay"></div>
    </div>
    <div id="content">...</div>
    <div id="modal">...</div>
    <div id="window-resizer-tooltip">...</div>
  </body>
</html>
```

## Selected Element

### ► Computed Style

#### ▼ Styles

```
element.style {  
}
```

#### Matched CSS Rules

```
#cover_overlay {  
  position: absolute;  
  width: 100%;  
  height: 100%;  
  top: 0;  
  left: 0;  
  background: url(icons/texture\_square.svg);  
}
```

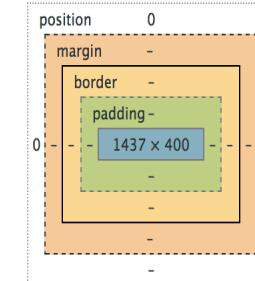
style.css:75  
user agent stylesheet

```
div {  
  display: block;  
}
```

#### Inherited from body

```
body {  
  font-family: "Museo Sans", "Open Sans", "Helvetica Neue", Helvetica, Arial, sans-serif;  
}
```

#### ▼ Metrics



## Metrics

### ► Properties

### ► DOM Breakpoints

### ► Event Listeners

Elements Tab of the Web Inspector  
A place for editing web site design on the fly

# Web Inspector Workflow

Open up the Web inspector using “Inspect Element”



Find the element you want to edit, and enter new CSS rules



Fiddle around until it looks good



Take the final code to the Code Editor

# A Few Caveats about Web Inspector

- Changes you made in web inspector are NOT saved automatically
- Must make sure changes are saved by:
  - Going to Resources Tab -> Find your CSS file and copy paste all the code to your CSS file (Modification)
  - Going to Resources Tab -> Find inspector-style.css and copy paste all the code to your CSS file (Addition)

# Introduction to Design Theory

- A well-designed user interface
  - Emphasizes core features through UI Aesthetics
  - Makes an application easy to use through good User Experience
- We will spend the first half of the semester on UI Aesthetics
- UI Aesthetics is NOT making things pretty
- UI Aesthetics is emphasizing core features
  - Establishing a priority in an application



# Emphasis

- Emphasis is a hallmark of great UI Design
- Well-designed websites emphasize core features
  - ...Using Skeumorphism (A Paper on top of a desk)
  - ...Using Flat UI
    - Different shade of box
    - A drop-shadow on a box
  - Different Font size
  - Animations

The screenshot shows a web development environment with the following details:

- Top Bar:** Shows icons for CSS and HTML, a "MENU" button, and file navigation.
- Breadcrumbs:** Roka > Documents > TWDW > new\_site > index.html > Preview.
- Code View (Left):** Displays the HTML and CSS source code for the website. A large blue arrow points from the code area towards the preview.
- Preview Area (Center):** Shows the website's layout with the title "Web Design DeCal" and subtitle "Design Meets Programming." Below the title is a box containing the text "Week 1 Check-in".
- Right Sidebar (Right):** Contains sections like "Right Sidebar", "Right Sidebar - CSS", "RightList", "Head Toolbar", "Addbox JS", and "Addbox PHP".



Web Design DeCal



About Class



Curriculum



Schedule



Instructors

Build your own website. A sexy one.

EX: Use of Emphasis in Web Design DeCal Website.

Students will be introduced to various design philosophies in web design, including spacing, color, and positioning, which are



# Emphasis

GOAL:

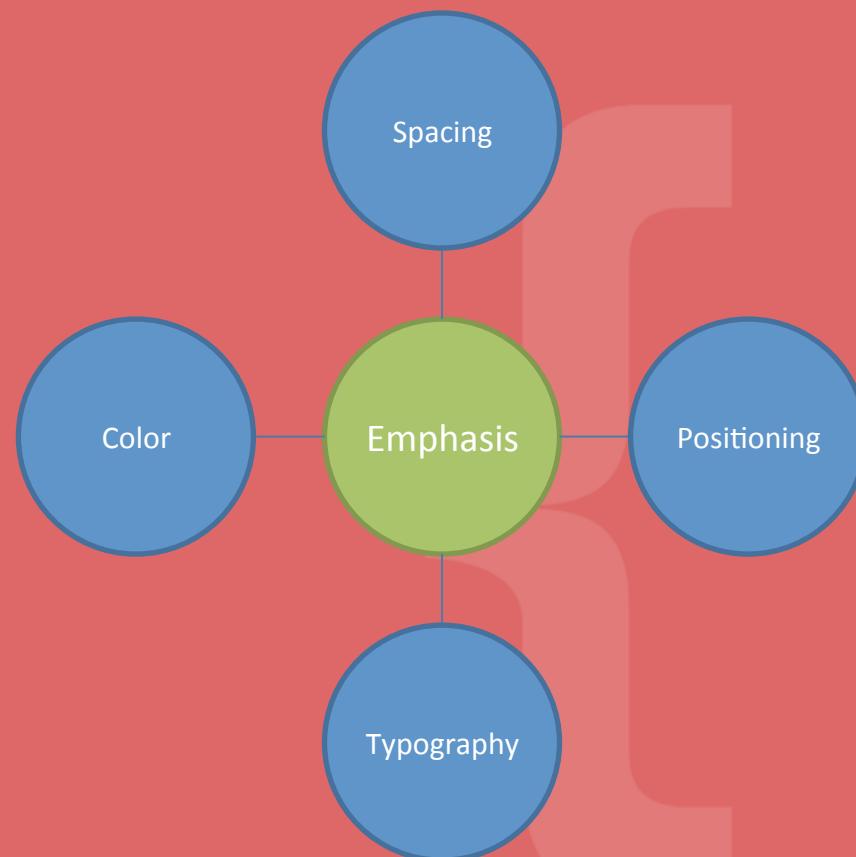
Bring order to complexity by emphasizing  
important elements



# This Class

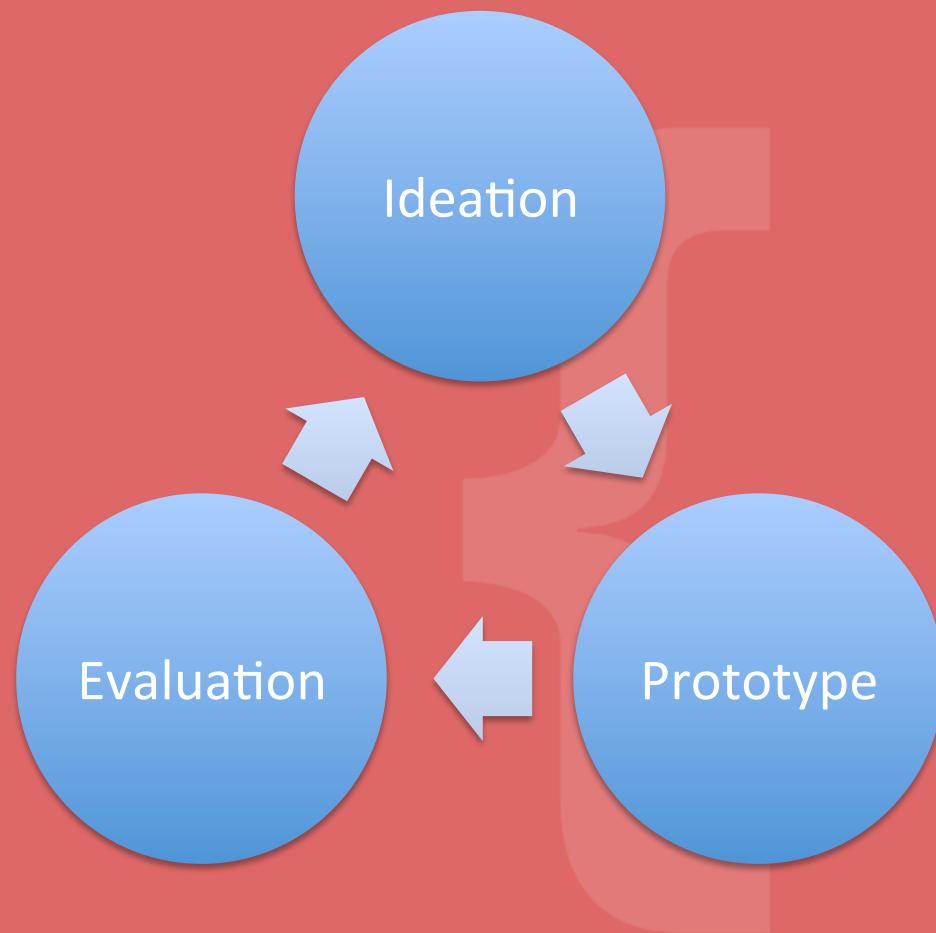
- Good UI Design = Emphasis
- Goal of this class is to give you an overview of all the tools you need for bringing emphasis/order to your web page

# Four pillars for Emphasis





# Design Cycle





# Step 1: Ideation

- Identify the Need (What are you making the website for?)
- Identify the Hierarchy (What are the *core* features/sections for the website?)
- Identify the Execution (What is the appropriate design for the *need* and the *hierarchy*?)



# Emphasis

Case Study: Google

What is the purpose of Google?



# Emphasis

Case Study: Google

What is the most important feature of Google?

Google's use of Emphasis



# Emphasis

Case Study: Craigslist

What is the purpose of Craigslist?



# Emphasis

Case Study: Craigslist

What is the most important feature of Craigslist?

# craigslist

post to classifieds

my account

search craigslist

for sale

## event calendar

S	M	T	W	T	F	S
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8

help, faq, abuse, legal

avoid scams & fraud

personal safety tips

terms of use [new](#)

privacy policy [updated](#)

system status

about craigslist

craigslist is hiring in sf

craigslist open source

craigslist blog

best-of-craigslist

craigslist TV

"craigslist joe"

craig connects

progressive directory

# SF bay area

w sfc sby eby pen nby scz

## community

activities lost+found  
artists musicians  
childcare local news  
general politics  
groups rideshare  
pets volunteers  
events classes

## housing

apts / housing  
rooms / shared  
sublets / temporary  
housing wanted  
housing swap  
vacation rentals  
parking / storage  
office / commercial  
real estate for sale

## jobs

accounting+finance  
admin / office  
arch / engineering  
art / media / design  
biotech / science  
business / mgmt  
customer service  
education  
food / bev / hosp  
general labor  
government  
human resources  
internet engineers  
legal / paralegal  
manufacturing  
marketing / pr / ad  
medical / health  
nonprofit sector  
real estate  
retail / wholesale  
sales / biz dev  
salon / spa / fitness  
security  
skilled trade / craft  
software / qa / dba  
systems / network  
technical support  
transport  
tv / film / video  
web / info design  
writing / editing

## personals

strictly platonic  
women seek women  
women seeking men  
men seeking women  
men seeking men  
misc romance  
casual encounters  
missed connections  
rants and raves

## for sale

antiques appliances  
baby+kid arts+crafts  
barter atv/utv/sno  
bikes auto parts  
boats beauty+hlth  
books cars+trucks  
business cds/dvd/vhs  
computer cell phones  
free clothes+acc  
furniture collectibles  
general electronics  
household farm+garden  
jewelry garage sale  
materials heavy equip  
rvs+camp motorcycles  
sporting music instr  
tickets photo+video  
tools toys+games  
wanted video gaming

## discussion forums

adopt haiku philos  
apple health photo  
arts help p.o.c.  
atheist history politics  
autos housing psych  
beauty jobs queer  
bikes jokes recover  
celebs kink religion  
comp legal romance  
crafts linux science  
diet m4m spirit

## services

divorce manners sports  
dying marriage tax  
eco media travel  
sfc money tv  
feedback mutoby vegan  
film music w4w  
fitness nonprofit wed  
fixit open wine  
food outdoor women  
frugal over 50 words

## gigs

crew computer  
event creative  
labor domestic  
talent writing

## nearby cl

bakersfield  
chico  
fresno  
gold country  
hanford  
humboldt  
inland empire  
klamath falls  
las vegas  
los angeles  
medford  
mendocino co  
merced  
modesto  
monterey  
orange co  
redding  
reno  
roseburg  
sacramento  
san luis obispo  
santa barbara  
santa maria  
sf bay area  
siskiyou co  
stockton  
susanville  
ventura  
visalia-tulare  
yuba-sutter

## us cities

## us states

## canada

## cl worldwide

Craigslist's (mis)use of Emphasis



# Emphasis

Case Study: Craigslist

What are other great e-commerce websites?



Shawn's Amazon.com Today's Deals Gift Cards Sell Help

Shop by Department

Search

All

Go

Hello, Shawn  
Your Account

Your Prime



Wish List

Unlimited Instant Videos

MP3s & Cloud Player

20 million songs, play anywhere

Amazon Cloud Drive

5 GB of free storage

Kindle Books & E-readers

Kindle Fire Tablets

Appstore for Android

Get a premium app for free today

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

Last Chance—Ends February 14

Up to \$40 Off Select Kindle Fire Tablets

kindle fire HDX

~~\$229~~ \$199

[Shop now](#)

kindle fire HDX 8.9

~~\$379~~ \$339

[Shop now](#)

Limited-time offer



What's in the Bag?

Shoes Trends

FREE 2-Day Shipping

THE AMAZON SHOE STORE

FAST  
**RUNNING**  
SHOES



Lighter, brighter picks from New Balance and more.

[Shop Running Shoes](#)

[Shop All Shoes](#)

Tax Central

[Learn more](#)

verizon

STARTING AS LOW AS

**\$45**

The MORE Everything Plan

MONTHLY ACCESS

[Get More](#)

Advertisement

Unlocked Samsung Smartphones

[Shop now](#)

UP TO 40% Off  
VALENTINE'S DAY GIFTS

Select styles. Prices as marked.

[See more](#)

### Related to Items You've Viewed

You viewed

Customers who viewed this also viewed





# Emphasis

Case Study: Craigslist

What are other websites that showcase imagery?



Search



Pinterest



Shawn

1

Psst. Don't forget to confirm your email! Just look for the message we sent you. [Resend email](#) or [change your address](#).

## Invite Friends To Pinterest >

Maritza Gonzalez Tellez  
[Invite](#)

Nico Mos  
[Invite](#)

Ji Won Peyton Yoon  
[Invite](#)

## Find Friends >

Shelly  
[Follow](#)

Valeria Zaragoza Botello  
[Follow](#)

Eddie Lee  
[Follow](#)



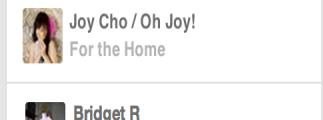
Oh Joy / Mad at Midnight Office

1,340 likes 84 comments 1 share



Oh Joy / Whimsy Pop Office

300 likes 98 comments 1 share



Joy Cho / Oh Joy!  
For the Home

Victoria Burford  
Love the trolley!

Add a comment...



Bridget R  
like the idea of easily changing inspirations

Add a comment...

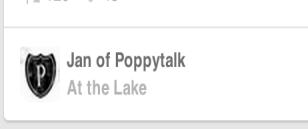


Pinterest



Gorgeous new fabric covers  
specially made for old IKEA  
furniture

126 likes 43 comments



Jan of Poppytalk  
At the Lake



Sony a6000

2 likes

Eugene Kan  
Technology



from Mashable

Sony Alpha 6000 Camera Has  
the 'World's Fastest  
Autofocus'

The Sony Alpha 6000 Camera.

51 likes 24 comments



# Emphasis

Case Study: Craigslist

What are other good websites to get inspiration from?

[Following](#) [Suggestions](#) [Popular](#) [Everyone](#) [Debuts](#) [Playoffs](#) [Teams](#)

Wed Feb 12 | Today



81 2 21

Ricky Linn



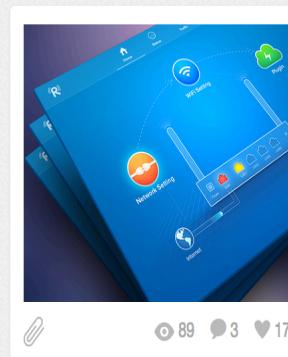
73 1 15

Chris Rushing



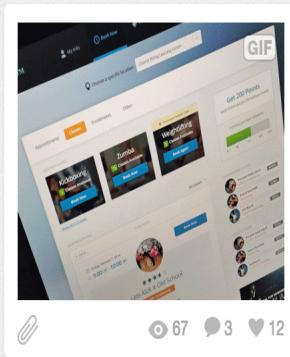
35 2 13

Karolis Strautniekas



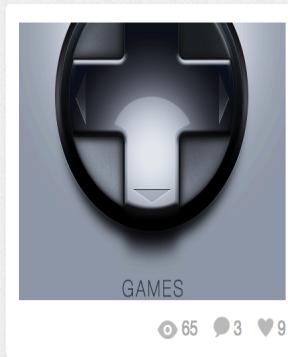
89 3 17

wallace



67 3 12

David Kovalev



65 3 9

Mikazuki



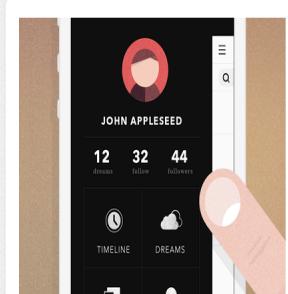
33 4 9

Danny Holmoe



77 2 8

Michael Anderson



# Step 2: Prototype

- Low-fi Prototype: Sketches
  - Will save you tons of time
  - Easier to iterate
  - Allow you to be more creative
- Hi-fi Prototype: HTML5 / CSS
  - Convert the sketches to code
  - Follow the front-end design workflow:
    - Structure HTML5 => Style CSS => Function JS
- Think about:
  1. Spacing
  2. Positioning
  3. Typography & Images
  4. Color

8

What's your interest?

9

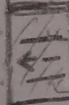
LATEST Trending Top 100

## Hitchhiker's Guide to...

(8) AlexFilippenko · 3 hours ago

W |

Introducing the new Campbell Hall



(8) John Doe · 5 hours ago

W |

Looking back on Astro CIO

PUBLISHED IN

Astronomy

Berkeley

Like

8

8

8

8

+3

Popular Recent

+ Post

3 COMMENTS

1 1 1 1

(8) Jawn Park · 7 hours ago

W |

Sketches: Pencil, Eraser, and (maybe) Ruler



# Web Design

+ 37

Latest Popular Trending

## Web Design for Startups

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad min...



Shawn Park 3 hours ago

118 Views



## Web Design for Startups

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad min...



Shawn Park 3 hours ago

118 Views

## Web Design for Startups

Code! HTML5, CSS, and JS  
Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad min...



Shawn Park 3 hours ago

118 Views

## Web Design for Startups

Lore  
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad min



By Shawn Park, Nov. 26 2013

**My Personal vision is to connect like-minded people.**

We all have many different interests. Meeting people with similar interests and exchanging ideas about our interests is one of the greatest joys in life. However, actually finding these people is quite difficult. We would often post on our blogs or

# Step 3: Evaluation

- Receive feedback from the client and/or user
- A designer often falls into a tunnel vision that his/her design looks good even though the user doesn't think so
- Note areas to improve and iterate
  - Much better to create a MVP and iterate than to create a polished product from the start
  - Why? Design is often uncertain (Especially for application-websites)

# Group Project

- Work in a group of 3 ~ 5 people
- Some portion of design section hands-on will be spent on group project
- Auditors: can participate in hands-on session, but cannot join an official project team
- You will be working on a redesign of an existing website that is useful, but in need of an aesthetic facelift.



# Group Project

## Reddit Redesign



# Review

- Web Inspector: Use to preview stylesheets in browser
  - Fundamental Rule of UI Design Aesthetics: Emphasis
  - Design Process: 1. Ideation 2. Prototype 3. Evaluation
- 
- Homework 2 available on the website later tonight (a bit long)

# Takeaway of the day

*"The purpose of design is to bring order to complexity"*