

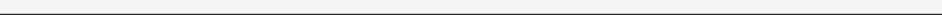
# *Let's Recap*

- Syllabus
- Introductions
- History of www and the internet
- Questions?
- The worst website ever  
<http://theworldsworstwebsiteever.com/>
- Announcements  
<http://www.myinteractive.website/CIM111/info.php>

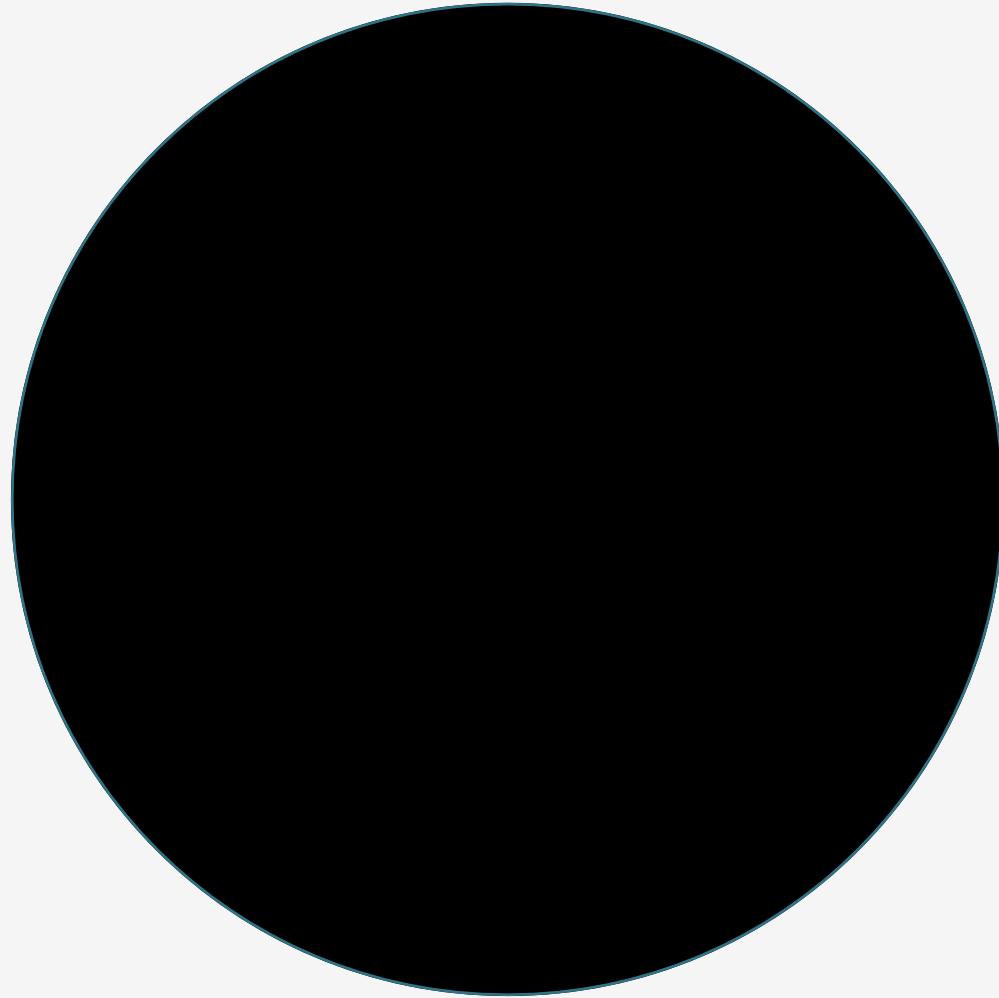
# *WEB DESIGN PRINCIPLES*

*CIM 111*

*What is the greatest INVENTION?*

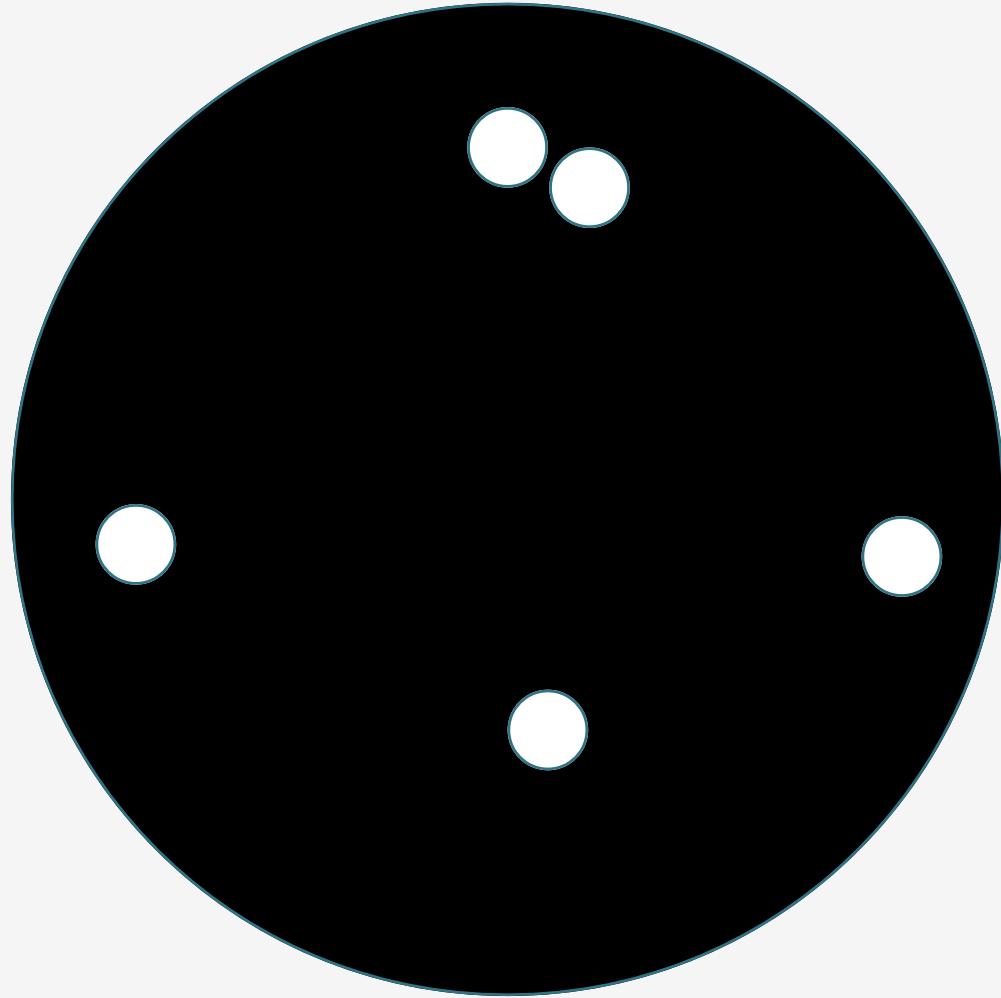






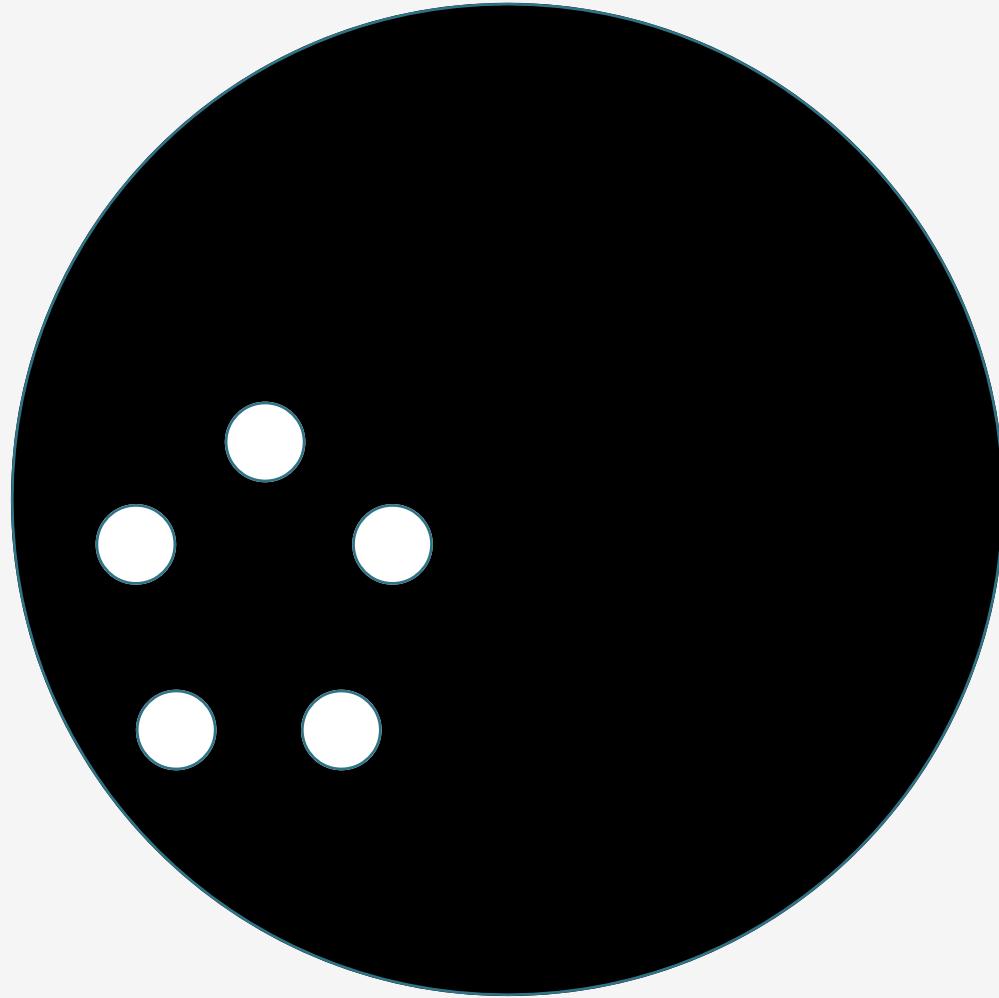
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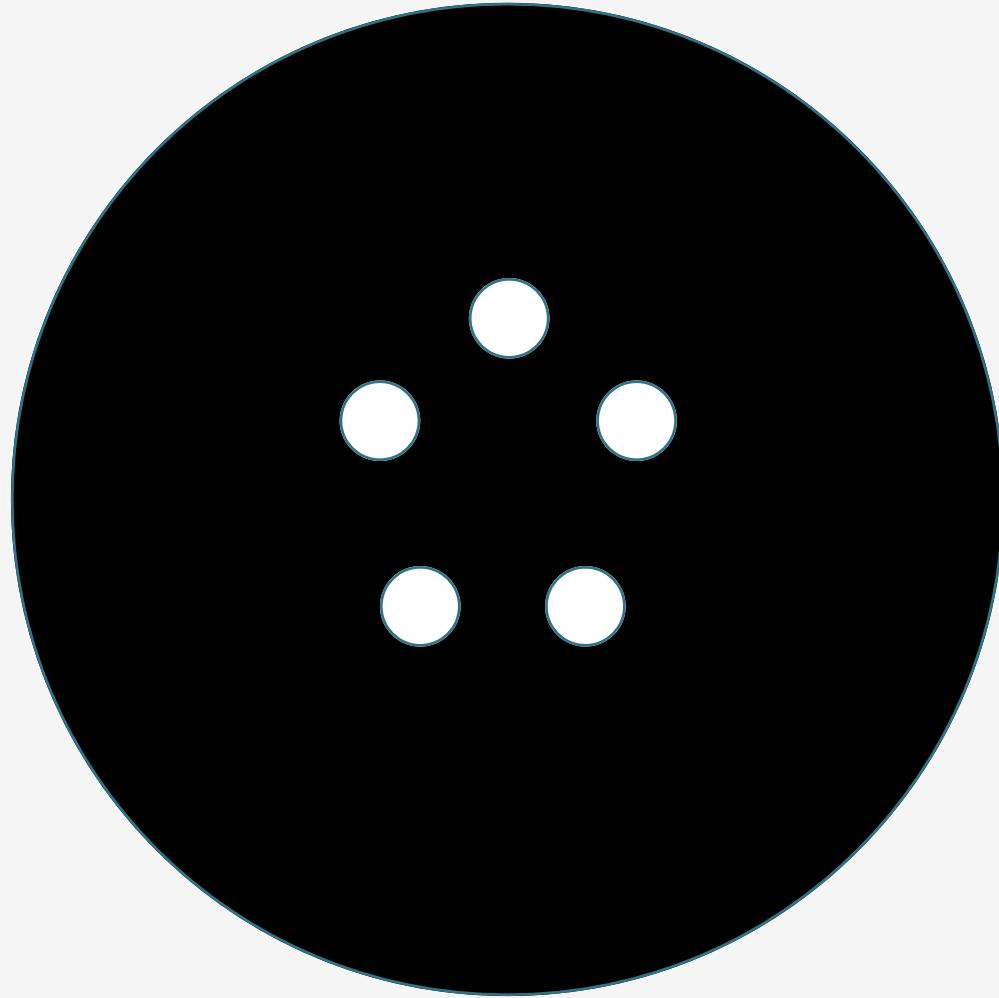
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*Medicine*



# *Bring Focus to Your Design Decisions*

---

- Design Principles serve as “guidelines” and can help jumpstart a project.
- Every design problem is unique and has a unique solution.
- Visual / Interaction / Psychology
- K.I.S.S

$$x_2 = \begin{pmatrix} -\lambda \\ -\beta \\ -\delta \end{pmatrix}$$

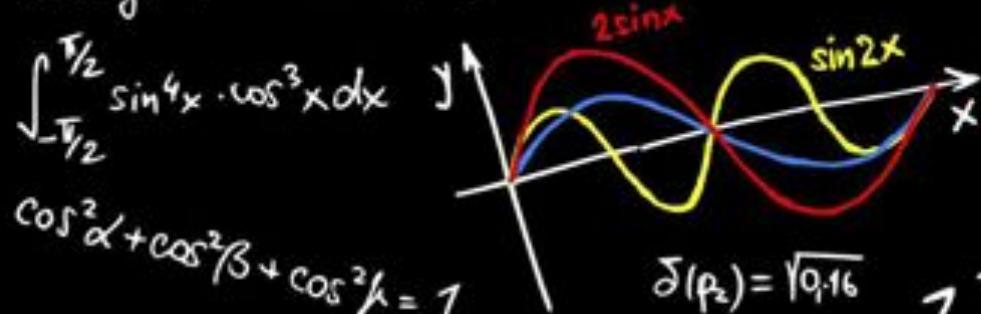
COS X

$$\sum_{i=0}^n (p_i(x_i) - y_i)^2 \quad \tan 2x = \frac{2 \tan x}{1 - \tan^2 x}$$

$$\tan x = \frac{\sin x}{\cos x}$$

$$\iiint_M z dx dy dz = \int_0^{\pi} \left( \int_0^2 \left( \int_{\frac{1}{2}\pi}^{\pi} nr d\sigma \right) dr \right) d\varphi$$

$$2 \arctan x - x = 0, I = (1, 10)$$



$$\cos^2 \alpha + \cos^2 \beta + \cos^2 \gamma = 1$$

$$\frac{\partial z}{\partial x} = 2, \frac{\partial z}{\partial y} = 0 \quad \vec{n} = (F_x, F_y, F_z)$$

$$\frac{x^2}{a^2} + \frac{y^2}{b^2} + \frac{z^2}{c^2} = 0$$



$$\delta(p_z) = \sqrt{0.16}$$

$$f(x) = 2^{-x} + 1, \epsilon = 0.005$$

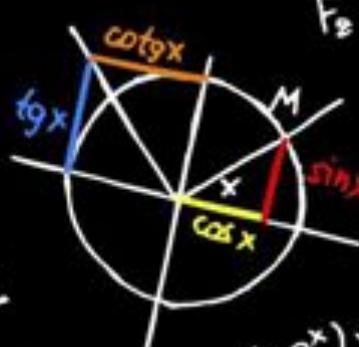
$$\begin{matrix} 1 & 1 & 1 & 1 & 1 \\ 7 & 7 & 1 & 1 & 1 \\ 8 & 3 & 2 & 1 & 1 \\ 6 & 3 & 1 & 1 & 1 \\ 4 & 1 & 1 & 1 & 1 \end{matrix} \quad C = \begin{pmatrix} 0, 1 \\ 1, 0 \end{pmatrix}$$

$$a^2 + b^2 = c^2$$

$$a, b, c \in C$$

$$\frac{a}{\sin A} = \frac{b}{\sin B} = \frac{c}{\sin C}$$

$$y = \sqrt[3]{x+1} \quad ; \quad x = \tan t$$



$$F_z = 2 \times y z - 1 = 1$$

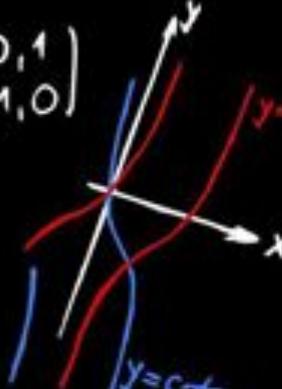
$$x_1 = \begin{pmatrix} 2p \\ -p \\ 0 \end{pmatrix}$$

$$(1+e^x) \cdot e^x = e^x$$

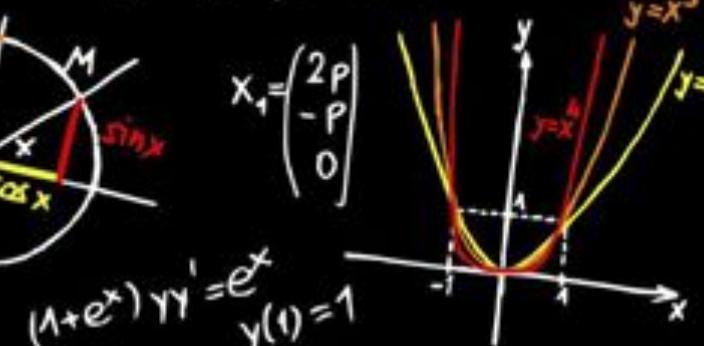
$$\cos 2x = \cos^2 x - \sin^2 x$$

$$\begin{aligned} A+B+C &= 8 \\ -3A-7B+2C &= -10,3 \\ -18A+6B-3C &= 15 \end{aligned}$$

[99covers.com](http://99covers.com) / Free FB Covers



$$\lambda_2 = i\sqrt{14}$$



$$\frac{\sin x}{x} \leq \frac{x}{x} = 1$$

Keep It Simple, \$!@&d

# *Visual Design Principles*

*(Web Page)*

---

- Unity and Variety
- Hierarchy and Dominance
- Economy of Elements
- Proportion and Balance
- Flow (more of a concept not a principle.  
Use principles to achieve FLOW)

# *Visual Design Principles*

*(Web Page)*

---

- Unity and Variety
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- Economy of Elements
- Proportion and Balance
- Flow (more of a concept not a principle.  
Use principles to achieve FLOW)

[Home](#)[Products](#)[BT Products](#)[Whole Home Wi-Fi](#)[Find a BT phone](#)[Help & support](#)[SALE](#)[Your account](#)[Computing](#)[Components & storage](#)[Electronics](#)[Networking](#)[Print & office](#)[Cables & adapters](#)

[Home](#) > [Other Pages](#) > [Landing Pages](#) > Our Products

*Unity and Variety*



Find your city

## Neighborhood guides by local creatives



Created by Hyperakt.  
Curated by designers around the world.

<http://www.onthegrid.city>

### Perth

Ambassador: Daniel Elliott



### Leipzig

Ambassador: Effektrausch



### St. Petersburg

Ambassador: Nimax



### Copenhagen

Ambassador: BIRDS FLYING HIGH



### Melbourne

Ambassador: Vertigo



### Nashville

Ambassador: Perky Brothers



### Atlanta

Ambassador: Steven Johnson Studio



### Berlin

Ambassador: DesignmadeinGermany



*LOOK AT ME*  
*(now me)*  
*tada!*

*I own your attention now buahahaha  
Hierarchy and Dominance*



[img]

[img]

This is a content section.

Bacon ipsum dolor sit amet nulla ham qui sint exercitation eiusmod commodo, chuck quis velit. Aute in reprehenderit, dolore aliqua non est magna in labore pig pork biltong. Eiusmod swine spare ribs reprehenderit culpa. Boudin aliqua adipisicing rump corned beef.

Pork drumstick turkey fugiat. Tri-tip elit turducken pork chop in. Swine short ribs meatball iure bacon nulla pork belly cupidatat meatloaf cow. Nulla corned beef sunt ball tip, qui bresaola enim jowl. Capicola short ribs minim salami nulla nostrud pastrami.

This is a content section.

*Proportion and Balance  
(grid)*

# *Form: Applying Visual Design Principles*

---

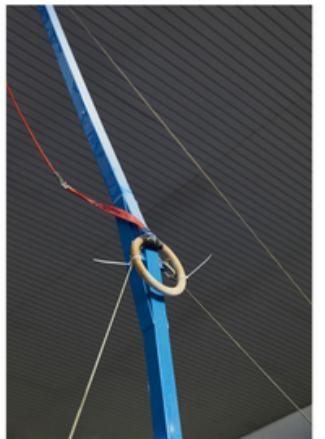
- Photography
- Illustration
- Line and Shape
- Texture
- Color
- Typography
- Composition / Whitespace



CAVALLINI

D NAZARDO  
*SS17 Campaign*

mi

miart – international modern  
and contemporary art fairILARIA ORSINI  
*Mi Art Campaign*[VIEW POST](#) | [VIEW ARTIST](#)31 march – 2 april, 2017  
preview 30 march

art

LEANDRO FARINA  
*Overview*[VIEW FOLIO](#) | [VIEW ARTIST](#)ANNA LON  
*Set Design for*[VIEW POST](#) | [VIEW ARTIST](#)

<http://east.co>



Find your city

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**CHRIS BODDY COPYWRITING |**



01

## **KIDS IN SPACE**

02

## **MAKING MONEY TALK**

03

*<http://www.chrisboddy.co.uk>*

# *Context: Who Are You Designing For?*

---

- Age
- Ethnicity
- Geography
- Interest
- Education
- Market
- Social Group

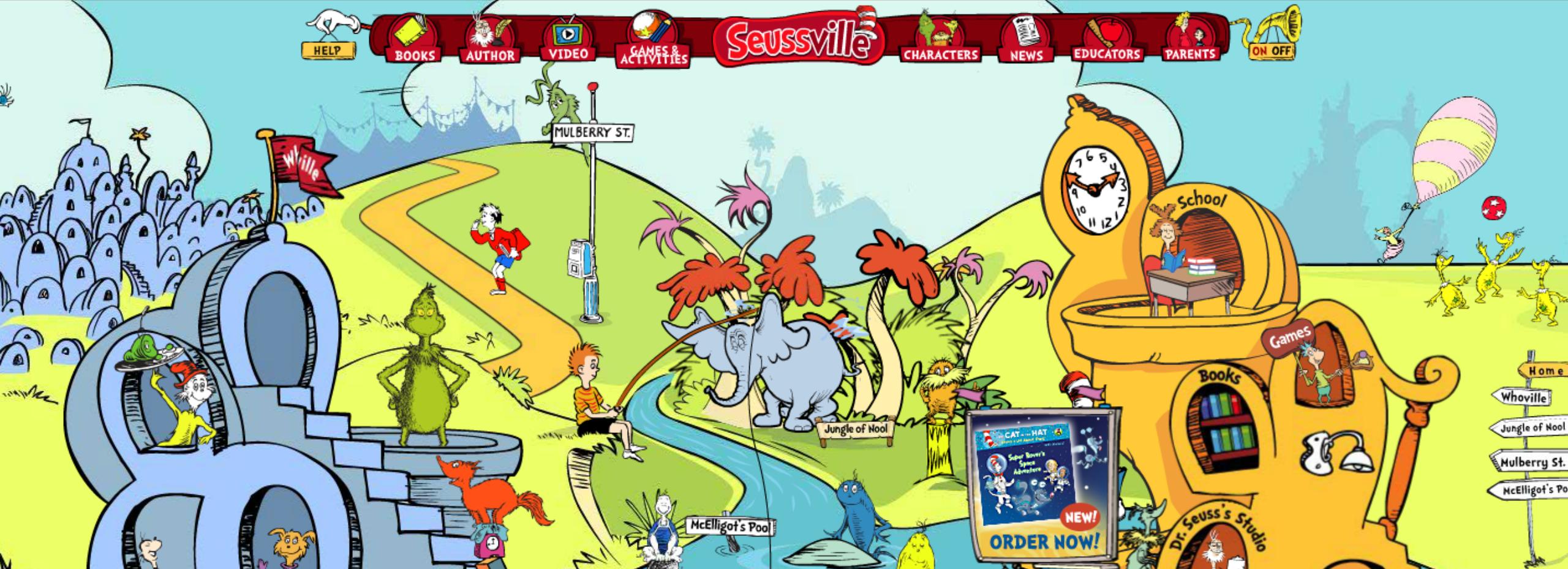


RANDOM HOUSE CHILDREN'S BOOKS

MORE SITES



# Seussville



<http://www.seussville.com>

[post to classifieds](#)[my account](#)[search craigslist](#)[search](#)

## event calendar

M	T	W	T	F	S	S
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5
6	7	8	9	10	11	12

[help, faq, abuse, legal](#)[avoid scams & fraud](#)

## community

- [activities](#)
- [artists](#)
- [childcare](#)
- [classes](#)
- [events](#)
- [general](#)
- [groups](#)

## personals

- [strictly platonic](#)
- [women seek women](#)
- [women seeking men](#)
- [men seeking women](#)
- [men seeking men](#)

## housing

- [apts / housing](#)
- [housing swap](#)
- [housing wanted](#)
- [office / commercial](#)
- [parking / storage](#)
- [real estate for sale](#)
- [rooms / shared](#)
- [rooms wanted](#)
- [sublets / temporary](#)
- [vacation rentals](#)

## 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](#)

## for sale

- [antiques](#)
- [appliances](#)
- [farm+garden](#)
- [free](#)

## nearby cl

- [albany](#)
- [augusta](#)
- [brunswick](#)
- [charleston](#)
- [columbus](#)
- [daytona beach](#)
- [dothan](#)
- [florida keys](#)
- [fort myers](#)
- [gainesville](#)
- [heartland fl](#)
- [hilton head](#)
- [jacksonville](#)
- [lake city](#)
- [lakeland](#)
- [macon](#)
- [ocala](#)
- [okaloosa](#)

*<http://craigslist.org>*

*Color:  
Hue  
Value  
Intensity  
Culture*

---



# *Typography: Making Text Legible & Readable*

*...for the intended  
design, audience  
and Mood*

- Font Selection
- Type Size
- Alignment
- Weight
- Kerning
- Tracking
- Leading

**“Typography is { without a  
doubt } the most exciting  
part of the design  
process”**

**-Never said by anyone**



# *Design Intent*

*Don't use Papyrus just because your topic is "ancient"*

*Don't use Comic Sans just because your topic is humorous.*

*Don't use Lithos just because your topic is about Greek restaurants.*

*Don't use Futura just because your topic deals with "the future"*

In Ancient Times  
funny Things happened  
IN GREEK RESTAURANTS  
**about the FUTURE**

PAPYRUS, COMIC SANS, LITHOS & FUTURA  
(NOTE: DO NOT ATTEMPT THIS AT HOME. WE ARE TRAINED PROFESSIONALS)

*Kerning:  
Not an easy  
thing to do  
on websites.*

- Spacing between individual letters



# *Tracking:*

*CSS equivalent*  
`letter-spacing: 2px;`

- Spacing between letters in a whole word

Tracking

Loose tracking

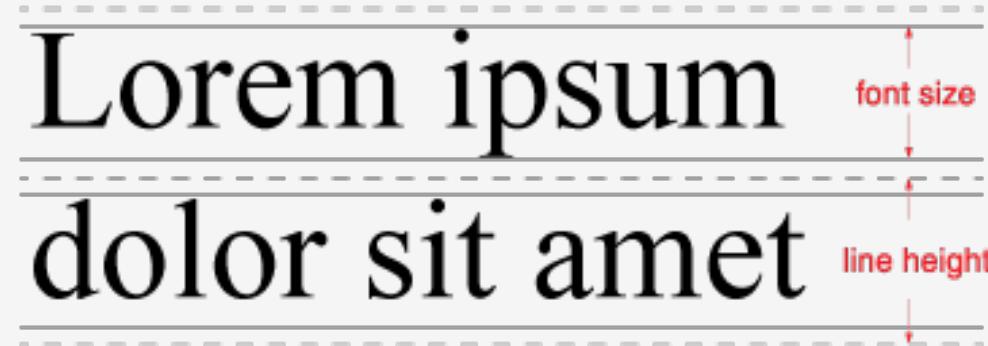
Tracking

Tight tracking

# *Leading:*

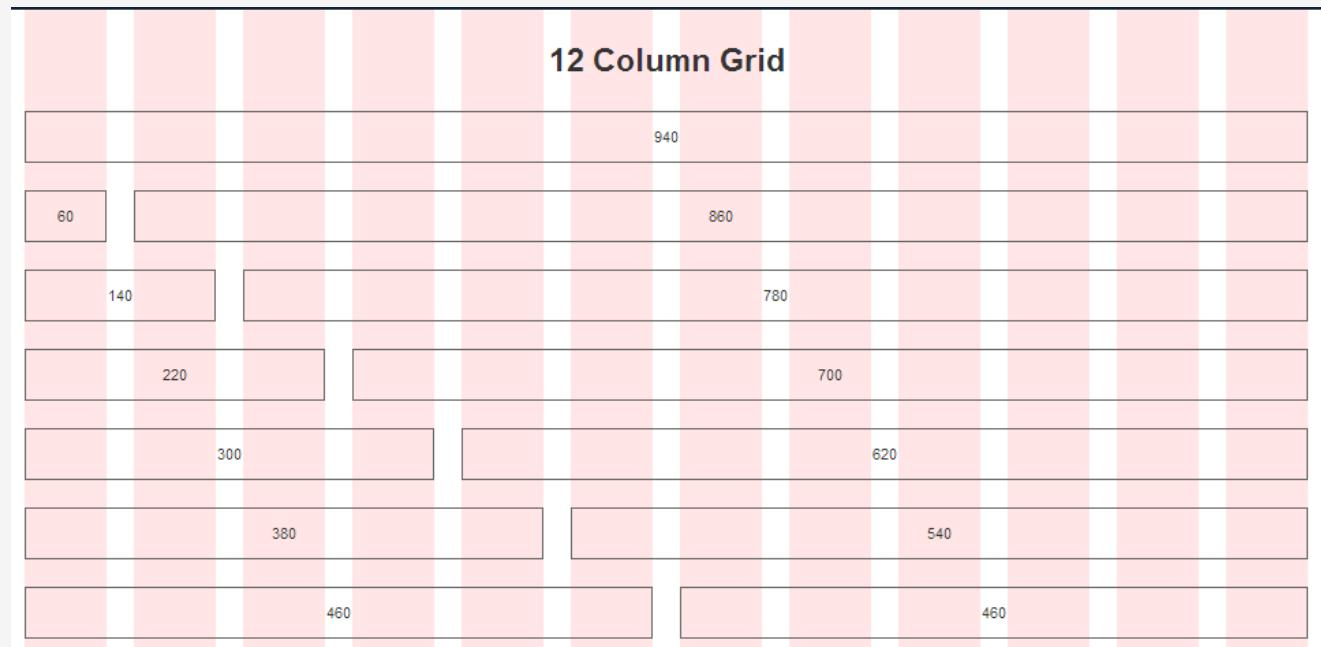
*CSS equivalent*  
`line-height: 20px;`

- Spacing between lines in a text block



# *Composition & Whitespace*

# *HTML Grid: Responsive vs. Static*





*Questions?*

*Next Week*

*LAB 1*

- Basic Web Design
- Types of websites
- Manual WordPress Setup  
(Maybe)
- Automatic WordPress  
Setup
- Visit class website
- Résumé?