

The background features a light blue, abstract shape with three white stars. In the center is a green and white globe. Overlaid on the globe is a large, bold blue text.

# Logo Design & Portfolio

Andrej Ferko

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# Creating Web Graphics

**You** and Andrej Ferko

Class and Individual Work

# Topics for the Creative Work

- Your White Page
  - CV, structuring the message
    - Professional Part
    - Personal Part
  - scenario, text and Netiquette
  - logo, pictures and the law violation
- Your Personality Page (What is INTERESTING?)
  - VRML, Java, software and others – **PORTFOLIO**
  - Web Galery Object Creation
  - Your Contribution for EU, SK, BA, CU... Idea: World Cultural Heritage in Central Europe or e-learning (BSc thesis)

# CU Student Evaluation

- Two brief knowledge tests – midterm & final – AF
- Dates: **midterm Oct-25-2006**, final Nov-27-2006
- Duration ~ 15 minutes during the lecture
  
- 2D – XML and MathML – 2 pages - **Oct-25-2006**  
[www.sccg.sk/~valentova](http://www.sccg.sk/~valentova)
  
- 3D – VRML (Blender, Collada, X3D...) – textured 3D object - Nov-27-2006
  
- Webpage – technology festival or message

# WeGa Project Ideas

- Your Gallery
- Compare e.g. [pg.netgraphics.sk](http://pg.netgraphics.sk), [VisibleArt.net](http://VisibleArt.net)...
- [www.europrix.org](http://www.europrix.org) - Your challenge
- CGEMS, Webby, Pirelli – global level

# WWW & XML >> WWD

- Million User Interface
- VRML 1.0 and VRML 2.0 and X3D
- VRML ECMA Script, VRML EAI...
- Data Mining
- Collaborative Hypermedia, Virtual Sculpting, MUDVR
- MPEG-4 & MPEG-7 Goals
- Content Age, Semantic Web

# XML & MathML

- A strong item in Your portfolio
- Project idea – Math Terminology
- Workflow – scan, OCR, edit, publish
- Tools – scanner, ABBYY or so, XMLeditor, publish/nopublish (legal issues) ~ 700 pages, [www.sccg.sk/~Valentova](http://www.sccg.sk/~Valentova)
- Your work until Oct-23-2006 – 2-3 pages

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# PPT Presentations by Zuzana Valentova



- **[www.sccg.sk/~Valentova](http://www.sccg.sk/~Valentova)**

# Synchronisation I

- [Eric98] ERICKSON, F. J. – VONK, J. A. 1998. Netscape Communicator and the World Wide Web. 220 p. Boston: Irwin/McGraw-Hill 1998.
- Similar books or tutorials for other browsers
- [www.mhhe.com/cit/net/learning](http://www.mhhe.com/cit/net/learning)

# Synchronisation II



- WWW design issues by B. Mitchell, SIGGRAPH 96 Course Notes
- [http://www.siggraph.org/education/materials/graphics\\_design/mitchell\\_S96/chapter1.htm](http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm)

# Art for Computer Graphicists

- Andrew Glassner, SIGGRAPH 1998 CN
- [http://www.siggraph.org/education/materials/siggraph\\_courses/S98/30/c30.pdf](http://www.siggraph.org/education/materials/siggraph_courses/S98/30/c30.pdf)
- Logo Design
- Color and Art Techniques
- What we could know more ?

# Recent Books in Czech/Slovak

- Lynda Weinmanova: Velka kniha webdesignu.  
Brno: Zoner Press 2004, [www.lynda.com](http://www.lynda.com)
- 30 chapters, 500++ pages
- 2006 –
- Flexible Web Design. ComputerPress 2006.
- Series in PC Revue in Slovak from 6/2006

# The Third Wave

The background of the slide features a central graphic. It consists of a light blue, wavy shape that resembles a stylized wave or a cloud. Inside this shape, there is a faint, light green globe of the Earth. Scattered throughout the blue shape are several white, five-pointed stars, similar to those on the European Union flag. The overall aesthetic is clean and modern.

- Alwin TOFFLER
- agricultural wave
- industrial civilization and thinking
- postindustrial wave, information society

# Alternative Culture



- William GIBSON: Neuromancer or Johnny Mnemonic - CYBERSPACE
- Douglas ADAMS: Hitchhiker's Guide to Galaxy
- Matrix dystopy and Murphy's Laws

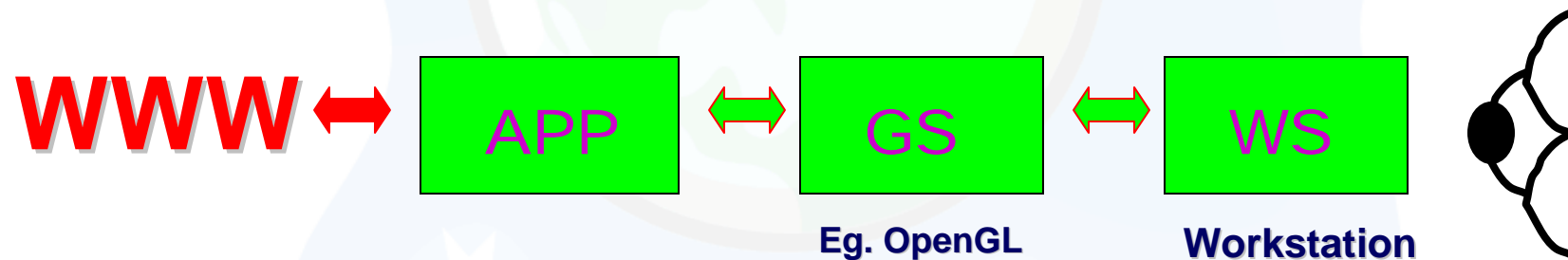
# Internet before Computers

- IDEA,
- METHODOLOGY,
- TECHNOLOGY (Hyper-G example)
- ---
- Computer in 19th Century: Ch. Babbage
- Software Idea: Ada Lovelace
- Internet Idea - smoke and mirror signals, bird postman



# Communication Interfaces

- Author - Application Programmer - GS Author - User



- What is interesting for users?

# User Interaction Model and Development

- Prompt, measure, trigger, input data record, echo, acknowledgement, processing, prompt...
- Request, sample and event mode
- 6-7 logical input devices
- GUI: 1D, 2D (WIMP), 3D (noimmersive and immersive solutions)
- menu-choice tree (acc.) or hypertext

# Creating Webpages



- Content
- Context
- Message
- Visualization and Sonification
- Hierarchical Creation of the Picture 2D
- Fun and humor
- USER mystery (population stereotypes, rules of sensing...)

# Web Pages Design

- Logo, title, message
- Idea, project, preproduction, production, postproduction, publishing (promotion), remake
- Page maintenance
- Page types and e-shop types:
  - in-town, out-of-town, underground
  - [www.compuserve.co.uk/shoppingcentre](http://www.compuserve.co.uk/shoppingcentre)

# Web Page Perception



- Document
- Painting
- Radio
- Theater
- Movie
- Human (audio)visual system
- VR
- Interactive & Adaptive Hypermedia
- IT product
- Legal entity
- Future avatar

# Communication 2

- Original <---> Recipient
  - Original ... Two recipients
  - Incomplete original
  - Two parts of original, two recipients
  - No original => Model, representation
  - No model => Darstellung, Ostension
  - Knowledge direct or indirect
  - Metacommunication, semiotics
- Optimize the download time, e. g.  
[www.QuikCAT.com](http://www.QuikCAT.com)

# Communication 3

- New page = 30 seconds and 3 clicks
  - Decision to continue
  - What happens the first 10 seconds?
  
  - head tracking
  - eye tracking
  - vision [Marr82]
  - cognitive processes
- **Optimize the download time, e. g. like** [www.QuikCAT.com](http://www.QuikCAT.com)

# Directing the E. T.

- The simplest case: plain text
- The page is presented as a book
- Documents and DTP rules, TEX
- Web page is ~2D: structuring texts
- Directing of reading, index, links



# Directing the ear trajectory

- The simplest case: radio
- The page is presented as a 1D sound stream
- Listening to the read document
  
- Directing of listening, index, links,
- search, rewind, repeat...

# MIME Formats

- **JPEG:** <ftp://rtfm.mit.edu/pub/usenet/news.answers/jpeg-faq/part1>
- **MIDI:** <ftp://rtfm.mit.edu/pub/usenet/news.answers/music/midi/bibliography>
- **MPEG:** <http://www.iso.ch/switch-engine-cate.pl?searchtype=refnumber&keywords=11172>
- **PNG:** <http://www.boutell.com/png>
- **XML:**
- **SVG:**
- **UTF8:** <http://www.iso.ch/cate/d18741.html>
- **WAV:** <ftp://ftp.cwi.nl/pub/audio/RIFF/format>
- ... <http://ds.internic.net/rfc/rfcxxxx.txt>
- instead of ISO/IEC, EUN, STN

# Advanced Technologies

- JAVA:
- FLASH:
- TCL, PHP, Perl, Tcsh, JavaScript, VisualBasicScript:
- ASP, ASP.NET:
- WAP:
- DISAPPEARING COMPUTER:
- NOMADIC COMPUTING, XML,
- ISI, IEC, ITU, W3C
- ...

# Web Page Design Issues

A background graphic consisting of a light blue, irregularly shaped area. Inside this area is a green and white globe of the Earth, centered in the middle. Scattered around the globe are several white, five-pointed stars of varying sizes, some appearing to be in motion or glowing.

- Mitchell SIGGRAPH98 Course Notes
- Intent and Audience
- Type 1 of Site: information-based
- Type 2 of Site: offer experiences, emotion

# General Issues



- Browsers, platforms, bandwidth
- Testing in various environments
- Copyright Issues
- Keeping Information Up to Date
- Comments

# Principles of Design and Page Layout

- Structuring Whitespace
- Balance, visual weight: size, value, density
- Symmetrical Balance
- Lack of Balance
- Consistency Across Pages
- Designing for Paper or WWW: safe area
- Using Grids
- Focal Point and Path

# Logo Design (Glassner 98)

- Logo, title, message
- Idea, project, preproduction, production, postproduction, publishing (promotion), remake
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# Art for Computer Graphicists

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- Logo Design
- Color and Art Techniques
-



# Logo Five Goals

- Identify the product
- Differentiate it from other products
- Unify all products in the same line
- Explain what the product is
- Anthropomorphise the product and manufacturer
- The product = Your web page this time

# Types of Logos

- Name only (DIGITAL)
- Initials (IBM,)
- Name and Symbol (Dolby, hp) ((AF: semiotics))
- Picture Name (OpenGL, Kodak)
- Associative Image (Mercedes, Linux)
- Abstract Image (the hardest one)

# Legal Protection Six Levels

- Imaginary Names – easy to protect
- Arbitrary Names
- Suggestive Names
- Descriptive Names
- Personal Names
- Generic Names (paper, xerox, phong) – hard
- ... another McDonald has less rights

# Logo Design Process

The background of the slide features a large, light blue, abstract shape that resembles a speech bubble or a cloud. Inside this shape, there is a faint, stylized globe with green and blue segments. Several white, five-pointed stars are scattered across the blue background, some appearing to be part of a larger, faint starburst or constellation pattern.

- Specify the desired trademark
- Research the client, the market, the audience
- Develop some ideas
- Choose a few to refine
- Present the best
- Refine and represent as needed, until the client approves
- Implement the final design

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# Design Fundamentals

- Another story

# PPT Presentation by Andrew Glassner

A large, faint background graphic in the center of the slide. It consists of a light blue circular shape containing a green globe with a white outline. Above the globe, there are several white stars of varying sizes, some of which are partially obscured by the globe's outline.

- **Downloaded from ACM SIGGRAPH page**
- [http://www.siggraph.org/education/materials/siggraph\\_courses/S98/30/c30.pdf](http://www.siggraph.org/education/materials/siggraph_courses/S98/30/c30.pdf)

# Supporting Your Search @ [www.sccg.sk/~ferko](http://www.sccg.sk/~ferko)

- [Andrej Ferko: Work Page...](#) **WELCOME = VITAJTE**
- **Better pages:**
  - **SIGGRAPH EG W3C SCCG (sccg-TS sccg-PR) CESCg (cescg-TS) VHCE**
  - **S2006 S2005 CG papers CiteSeer Helwig's\_Calend ACM\_SIGGRAPH\_Calend**
  - **IEEE\_Calend Techexpo pg.netgraphics.sk PG-terminologia Prusinkiewicz**
  - **Webby Pirelli ArsEI FaceDemo Helwig's\_-:)Dict. Book by D. Mount IBM**
  - **Pano-Tutorial GOooOGLE**
- **Work**
- **Classes: WEGA Projects PhD-students Comenius Univ. Bratislava, SK**
- **ICG TU Graz wmail CV-EN CV-SK Publications (long) Resume (long) APVV MSSR**
- **Selected papers:**
  - (parts deleted)
- **Recent presentations:**
  - (parts deleted)



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  - [SIGGRAPH EG W3C SCCG \(sccg-TS sccg-PR\) CESCg \(cescg-TS\) VHCE S2006 S2005 CG papers CiteSeer Helwig's Calend ACM SIGGRAPH Calend IEEE Calend Techexpo pg.netgraphics.sk PG-terminologia Prusinkiewicz Webby Pirelli ArseI FaceDemo Helwig's :-\)](#)[Dict.](#) [Book by D. Mount](#) [IBM Pano-Tutorial](#) [GOoOGLE](#)
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- **Selected papers:**
  - [Beyond Image Quality Comparison, with Roli Perko, Alex Bornik and Peter Cech, EG Short 2003](#)
  - [Texture Minification using Quad-trees and Fipmaps, with Alex Bornik, EG Short 2002](#)
  - [Multicriteria-optimized Triangulations, with Ivana Kolingerova, JVCA 2001](#)
  - [Virtual Bratislava & Semantic Web \(8 p. in SK, IT3T 2002 invited talk\) VrBA-IT3T2004](#)
  - [Cyber City Algorithm Notes \(10 p.\) Virtual Heart of Central Europe \(TTA Awarded Page\) \(Press Conf. + Press Release\)](#)
  - [Mocenske aspekty IT \(42 p., ITTT 2001 invited talk\)](#)
- **Recent presentations:**
  - [TU Graz, Oct 21, 2003 - Towards Optimal Modeling...](#)
  - [VisForum, VRVis Vienna, May 8, 2003 - Selected \(\(Risky\) Information\) Visualization Ideas](#)
  - [APLIMAT 2003, Feb 7, 2003, Plenary talk on cybercities in Slovak](#)
  - [ITTT 2002, Nov 7, 2002, Invited talk - Virtual Bratislava & Semantic Web](#)
  - [Beauty of Computer Graphics \(sample class presentation, all of them available from Graz page\)](#)
  - [Creating Graphical Objects for Web \(class presentation, all of them available from Graz page\)](#)
  - [Intelektualne iniciativy, matfyzacke vtipy a spolupraca s praxou MFF UK](#)
  - [Stereometria3D 150306.htm](#)

# Webpage Guidelines On-line

- [Fara99] FARADAY, P. 1999. Visually Critiquing Web Pages.  
<http://facweb.cs.depaul.edu/cmiller/faraday/Faraday.htm>
- In: EUROGRAPHICS Workshop on Multimedia. pp. 155-166. Wien: Springer 1999.
- [1] Ameritech Web Page User Interface and Design Guidelines.  
[http://www.ameritech.com/corporate/testtown/web\\_guidelines/principles.html](http://www.ameritech.com/corporate/testtown/web_guidelines/principles.html)
- [2] BERNSTEIN, M. Judging Web Pages: Usability or Criticism?  
<http://www.eastgate.com/HypertextNow/archives/merit.html>
- [3] Web Graphics - Great tips from CNET Designers.  
<http://www.builder.com/Graphics>

# Webpage Guidelines On-line 2

- [4] FLEMING, J. 1997. In Defense of Web Graphics: Graphic designers offer more than just flashy graphics.  
<http://www.webreview.com/97/07/25/feature/index4.html>
- [5] LYNCH, J. & HORTON, S. Yale Centre for Advanced Media WWW Style Manual.  
[http://www.info.med.yale.edu/caim/manual/pages/editorial\\_style.html](http://www.info.med.yale.edu/caim/manual/pages/editorial_style.html)
- [6] MEADS, J. Usability is not Graphics Design.  
[http://devedge.netscape.com/viewsource/medads\\_usb.htm](http://devedge.netscape.com/viewsource/medads_usb.htm)
- [7] NIELSEN, J. 1997. Alertbox.  
<http://www.useit.com/alertbox>
- [http://www.siggraph.org/education/materials/graphics\\_design/mitchell\\_S96/chapter1.htm](http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm)

# Conclusions

- Authoring, ACM CC, Your portfolio
- WWW Design Issues
- Idea, Logo, Message, Project, ... Practical Work

# Thank You



- **For**
- **Your**
- **Attention**
-

The background features a light blue, abstract shape with three white stars. In the center is a green and white globe. A thin, light-colored circle is drawn around the globe.

# Logo Design & Portfolio

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