



Design Issues

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www.sccg.sk/~wega

Creating Web Graphics

The background features a central globe with a green and white color scheme, surrounded by several white stars. This central element is enclosed within a light blue, irregular, cloud-like shape that has a soft, glowing effect.

You and Andrej Ferko

Class and Individual Work

CU Student Evaluation

- Two brief knowledge tests – midterm & final - AF
- 2D – XML and MathML – 2 pages
www.sccg.sk/~valentova
- 3D – VRML (Blender, Collada, X3D...) – textured 3D object
- Webpage – technology festival or message

Qs by Peter Gonda

- Q. ... technology must be?
- A. You can avoid any particular technology except XML & MathML

- Q. Has a CU student to program 4 WEGA?
- A. No, the mandatory task is **authoring**. Feel free to use WYSIWIG tools, like Front Page, Star Office, Blender... , just export the content into MIME formats, like VRML.

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
- Your work until Oct-23-2006 – 2-3 pages

XML & MathML

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- **Your work until Oct-23-2006 – 2-3 pages**

Project by Zuzana Valentova

A large, light blue, irregularly shaped graphic element serves as a background. Inside this shape, there is a stylized globe with green continents and a white background. Several white, five-pointed stars are scattered around the globe, some overlapping it. The overall aesthetic is clean and modern.

- www.sccg.sk/~Valentova

Key Source for Today

- WWW design issues by B. Mitchell, SIGGRAPH 96 Course Notes
- http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm
- **Easy access -> WEGA page, AF page**

Art for Computer Graphicists

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

Hottest Books CZ/SK

- Dan Cederholm: Flexibilni webdesign. Computer Press 2006.
knihy.cpress.cz
- 9 chapters, 227 pages on **NONDESTRUCTABLE**
- Ivan Kupka: K sebeduvere krok za krokem. Grada 2006.
knihy.cpress.cz
- <http://i.kupka.tripod.com/zdroje.htm>
- Series in PC Revue in Slovak from 6/2006:
XML, MathML, etc. → www.w3.org

Selected Links

- www.w3.org/XML
- www.w3.org/Math
- www.w3.org... VRML, X3D...
- www.w3.org... anything else
- ... WWW Consortium

- Easy access from AF page

WWW Definitions by MS

- **World Wide Web**
 - The total set of interlinked hypertext documents residing on HTTP servers all over the world. Documents on the World Wide Web are called pages or Web pages, which are written in HTML (Hypertext Markup Language). Web pages are identified by URLs (Uniform Resource Locators) that specify the particular computer and path name by which a file can be accessed, and transmitted from node to node to the end user under HTTP (Hypertext Transfer Protocol). ...
 - **World Wide Web Consortium**
 - (W3C) A consortium of commercial and educational institutions that oversees research and promotes standards in all areas related to the World Wide Web.
- *FrontPage Help says:*

The GIF News

- Inspired by Mr. Michal Kevicky's note
 - **FrontPage Help says:**
- **GIF**
- (Graphics Interchange Format) A graphics file format commonly used to display indexed-color graphics on the World Wide Web. GIF is a compressed format, designed to minimize file transfer time over standard phone lines. FrontPage can import and export GIF files. See also *interlaced GIF*.
- **graphics file formats**
- FrontPage can import the following graphics file formats: BMP, EPS, GIF, JPEG, PCD, PCX, PNG, RAS, TGA, TIFF, and WMF. When you save your web, FrontPage converts these graphics (if necessary) to GIF, JPEG, or PNG file formats, based on their original color depth.

The GIF News 2

- Inspired by Mr. Michal Kevicky's note
 - *FrontPage Help says:*
- **interlaced GIF**
- A picture in GIF format that is gradually displayed in a Web browser, showing increasingly detailed versions of the picture until the entire file has finished downloading. See also *GIF*.
- **animated GIF**
- A file containing a series of GIF (Graphics Interchange Format) graphics that are displayed in rapid sequence in a Web browser, giving the appearance of a moving picture. See also *GIF*.

The GIF News 3

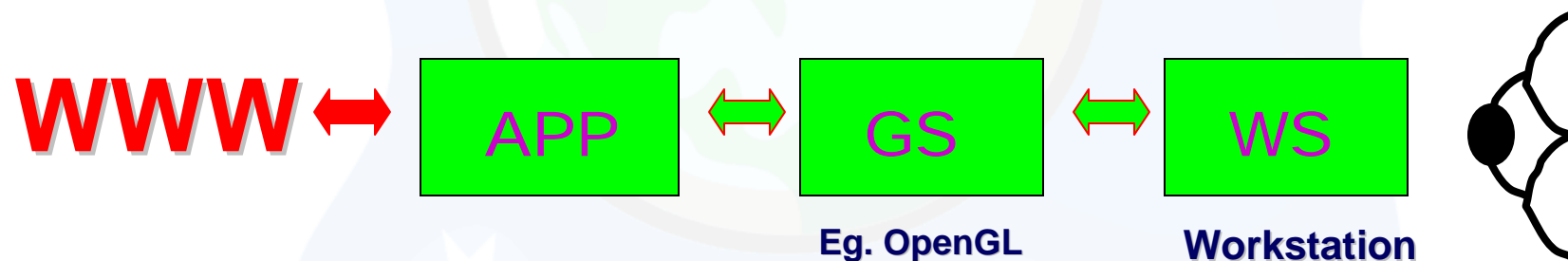
- Inspired by Mr. Michal Kevicky's note
 - *www.burnallgifs.org says:*
- **GIF patent**
- Comuserve, LZW compression, PNG, Burn All Gifs Initiative
- **Software patents debate**
- Software communism (Morus utopy vs. Matrix dystopy), software capitalism (Florence...), left/right wing, Your opinion?
- BTW Ortega y Gasset on left/right wing... 2 forms of moral paralyse

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?

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 Page Life Cycle



- Logo, title, message
- Idea, project, preproduction, production, postproduction, publishing (promotion), remake
- Page maintenance
- Internet history archive

Web Page Perception



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

Communication - Semiotics

- 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

Logo Design (Glassner 98)

- Logo, title, message
- Idea, project, preproduction, production, postproduction, publishing (promotion), remake
-

PPT by Andrew Glassner



- **Downloaded from ACM SIGGRAPH page**
- http://www.siggraph.org/education/materials/siggraph_courses/S98/30/c30.pdf

Design Fundamentals

A background graphic consisting of a light blue, irregular shape with five white stars, similar to the European Union flag. In the center of this shape is a stylized globe with green continents and a white background.

- Another story in the same file
- Glassner – pp. 77-105, text pp. 106-147

Web Page Design Issues



- 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 & 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

3D online

- 3D graphics online
- For example – www.vhce.info
- Games, CPL - www.thecpl.com
- No. 1..3: Counter-Strike 1.6, Quake 3,
Internet petition 4 Warcraft III (Defense of the Ancients - DotA)



cyberathlete professional ★ league®

Virtual Heart of Central Europe



- Awarded by EuroPrix Quality Seal
www.VHCE.info

- 330 kEUR, 150 kEUR from EC, submitted – Pirelli Award, AE
- follow-up 2005-2006 (SK, SI, PL, CZ), submitted,?, 256 kEUR

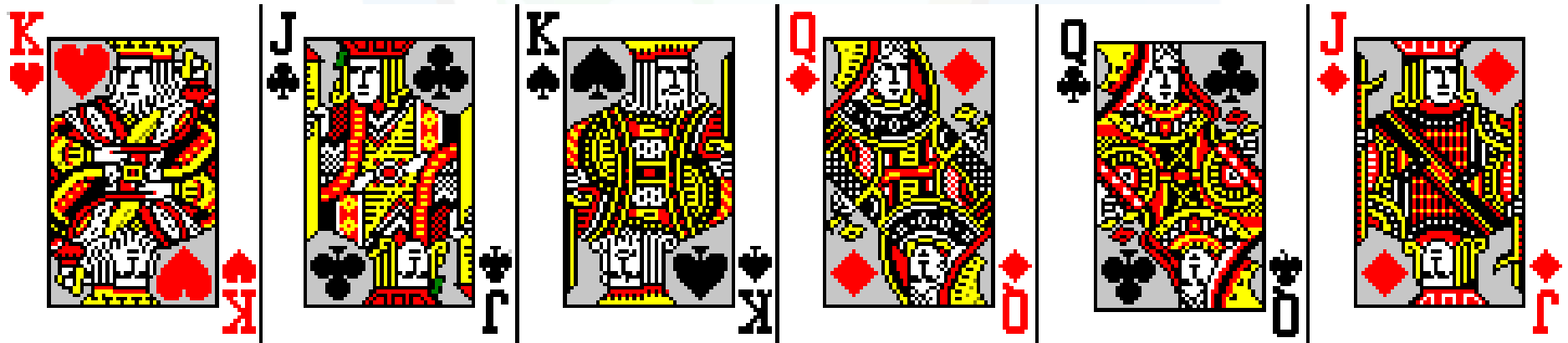
Directing the E. T.

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

Card Trick by Prof. Chalmers

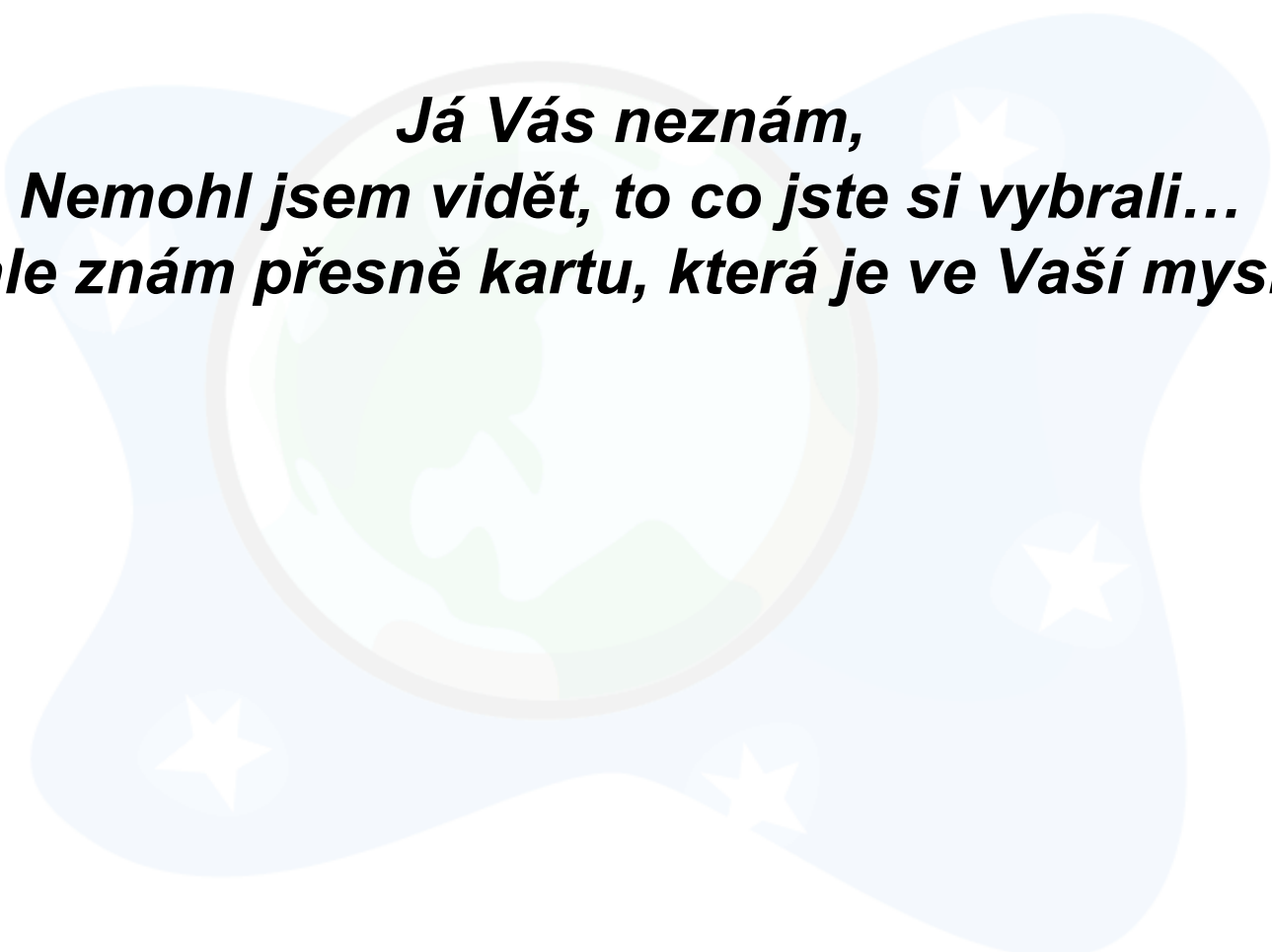
- How do we perceive?

***Naproti Vám je 6 rozdílných karet.
Myslete na jednu z nich.
Myslete pouze na ní.
Nedotýkejte se jí a ani na ni neklikejte.
Mohu najít tuto kartu ve Vaší mysli.
Myslete na ni chvílku.***



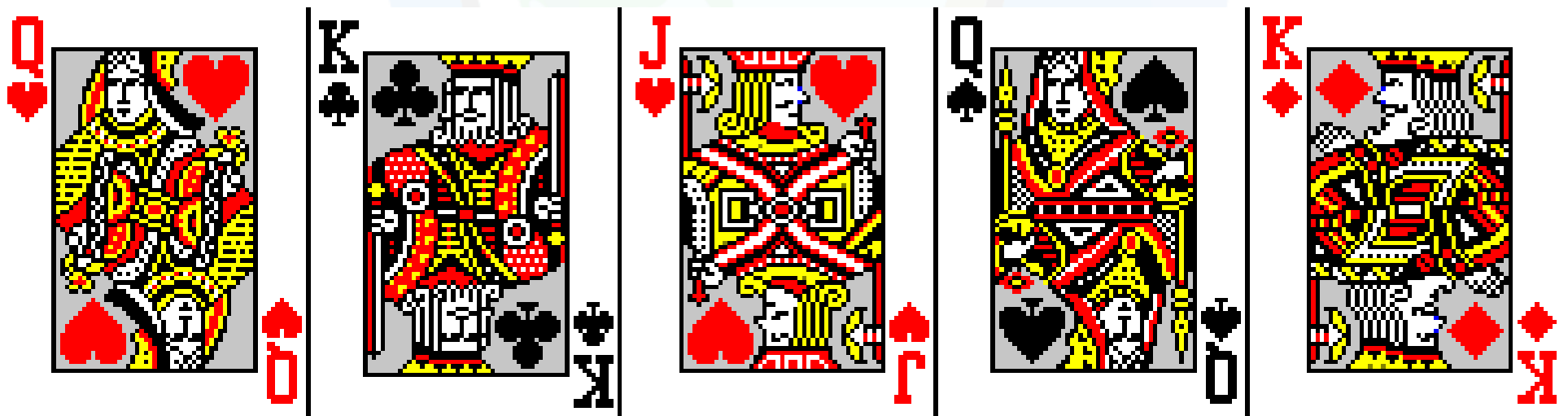


Nyní se mě dívejte přímo do očí a koncentrujte se na svojí kartu...



***Já Vás neznám,
Nemohl jsem vidět, to co jste si vybrali...
...ale znám přesně kartu, která je ve Vaší mysli...***

Podívejte se! Vaše karta zde již není!!!



Card Trick by Prof. Chalmers

- How do we perceive?
- The scientific explanation – intentional blindness.
- NLP explanation – people perceive not the reality, but their model of reality

NLP Levels

- Ivan Kupka: K sebeduvere krok za krokem. Grada 2006. knihy.cpress.cz. Page 153n.
- <http://i.kupka.tripod.com/zdroje.htm>
- Bateson levels: 1 Environment, 2 Activities, 3 Abilities & Strategies, 4 Values, criteria, beliefs, 5 Roles & Identity, 6 Spirituality

NLP Levels 4 You

The background of the slide features a large, light blue hand shape on the right side, with several white stars scattered within it. In the center, there is a faint, stylized globe with green and yellow continents. The overall aesthetic is clean and modern.

- 1 Environment
- 2 Activities
- 3 Abilities & Strategies
- 4 Values, Criteria, Beliefs
- 5 Roles & Identity
- 6 Spirituality

1 Environment

- Workplace, living room
- CPU, GPU, OS, tools, bookmarks, Your archives, DVDs, SphereXP, posters, books...
- Mobile environment
- Handy, PDA, hands-free, notes, pencil...

2 Activities

- Browse, Webby, Pirelli, CiteSeer, writing notes using capitals, questions, knowledge management, drawing, enter mailinglists, conferences
- New googles, better ergonomic seat, more supportive boyfriend?, swimming...

3 Abilities & Strategies

- 20% of income 4 HW, SW, courses, books
- Adapt Your study program
- TOEFL
- Which competition? Applets? Logo EU? SlovakPrix? TTA? Webby? Or a jury member for AMAVET?
- New portfolio item & hot SIGGRAPH paper
- Regular workload and schedule
- Save paper/woods => e-office
- Which seminars available in the campus? How do I profit from this offer?

4 Values, Criteria, Beliefs

- Creativity, Professionalism, Freedom, Curiosity, ...
- Saved amount of money, portfolio value, stipend, grants submitted, TOEFL...
- Awards, class evaluation, Google count, No. of page hits
- Informal feedback, e.g. emails, guestbook, citations
- One should believe to his/her personalized system of values and criteria, e.g. this is the best time to start a new project

5 Roles & Identity



- Student, daughter, friend, future mother and wife
- Native culture/language, local patriot, global village member in English, future web master or softwarehouse president or researcher

6 Spirituality

The background of the slide features a central graphic. It consists of a light green and white globe of the Earth, held gently in the palm of a light blue hand. The hand is positioned as if supporting the globe. Several white, five-pointed stars are scattered around the hand and globe, adding a spiritual or celestial theme to the design.

- Sense of life
- Survive?, Consume?, Having fun?, Carpe diem?, Think 100% the same as published by media owned by anonymous owner?, World peace?, Ecology?, Religion?, Discovery?, Artwork?, Family? Humor?
- This is the end of Your NLP levels.

NLP Levels 4 Your Customers

A background graphic consisting of a light blue hand holding a glowing yellow star. In the center of the hand is a green and white globe of the Earth. The entire graphic is semi-transparent and serves as a backdrop for the text.

- 1 Environment
- 2 Activities
- 3 Abilities & Strategies
- 4 Values, Criteria, Beliefs
- 5 Roles & Identity
- 6 Spirituality

NLP Levels 4 Your Customers

- 1 Environment
- 2 Activities
- 3 Abilities & Strategies
- 4 Values, Criteria, Beliefs
- 5 Roles & Identity
- 6 Spirituality
- ... their intentional blindness

Conclusions

- GIF and software patents debate
- WWW Design Issues
- NLP levels



Thank You

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



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