

WEB GRAPHICS

WHO IS WHO



ME: MATEJ NOVOTNÝ

FMFI UK (i-4)

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www.sccg.sk/~mnovotny

YOU: STUDENTS OF AIN

Web developers, freelancers,
Web designers, ...

COURSE REQUIREMENTS

BASIC KNOWLEDGE OF:

Internet and WWW

Computer graphics (e.g. GSVM)

Programming

EXPERIENCE IN:

Browsing the web 😊

EVALUATION

TEST

50 POINTS

25 < required to pass

LABS / PROJECT

50 POINTS

Logo design

Webdesign

Webpage implementation

Mobile version (responsive)

"Simple Rich" Internet Application

Interactive 3D object online

25 < required to pass

PROJECT DETAILS

SIMULATION OF A REAL-WORLD ASSIGNMENT

CHOOSE 1 FROM 4 AREAS:

- Corporate webpage
- Luxury brand webpage
- Commercial webpage
- Artistic webpage

IF YOU CAN'T THINK OF ONE:

take an established brand/company and redesign its logo and webpage

#1 CORPORATE WEBPAGE

...T...Com...

[Titulná stránka](#) | [O nás](#) | [Kontakt](#) | [Enviro](#) | [Podpora pre zákazníkov](#) | [Mapa stránky](#) | [English](#)

Domácnosti

Podnikatelia

Veľké firmy

Vyhľadaj

Hľadaj

Magio digitálna televízia

Internet

Telefonovanie

Ďalšie služby

Zľava 10 €
pri objednaní cez web

V T-Com som dostal
notebook
za 1 euro.
Gratulujte mi!

Notebook
za 1 € (30,10 Sk)

k neobmedzenému
Magio internetu

Môj T-Com

Prihláste sa

Rýchly prístup

- Dostupnosť / pokrytie služieb
- Telefónne zoznamy
- Zákaznícka zóna
- Webmail
- Magio eSprievodca

K Magio internetu notebook za 1 €



Pre nových zákazníkov
internetu notebook Asus Eee
PC 1000HD už od 1 €.

Viac info a objednaj

Magio TV len za 6,95 € mesačne



A k tomu HBO programy na 3
mesiace zadarmo

Viac info a objednaj

Magio internet na optike už od 9,95 €



Kozmická rýchlosť so službou
Magio internet Optik vo všetkých
krajských mestách

Viac info a objednaj

Televízia a internet so zľavou 50 €



K tomu Wi-fi router zadarmo
a za objednanie cez
internet bonus 20 €.

Viac info a objednaj

Neobmedzený Magio internet za 11,95 €



Surfujte bez obmedzení s
novým Magio internetom!

Viac info a objednaj

Neobmedzené volania po celý deň



Rodinná linka s programom
Doma Extra len za 14,95 €
(450,40 Sk) mesačne

Viac info a objednaj

[zobraziť všetky novinky](#)

Kozmická rýchlosť 80 Mbit/s

- neobmedzený internet na optike
už od 11,95 € (360,- Sk) mesačne
- možnosť surfovať bezdrôtovo

[viac info a objednaj](#)



Zľava za online
objednanie
10,- €
(301,30 Sk)

#2 LUXURY BRAND

JAGUAR

SEARCH | PRINT

XJ

THE ICON REIMAGINED

A contemporary luxury saloon available in 4 trim levels and 4 engines.

[DISCOVER MORE >>](#)



1 OF 4

ALL NEW XJ
XK
XF

EXPERIENCE

DEALER LOCATOR

BROCHURES

KEEP ME INFORMED



STAY INFORMED

Register for updates from Jaguar today >



#3 ARTISTIC WEBPAGE

Kraak & Smaak



Kraak & Smaak • Plastic People
Album Out NOW !!!

Media

VIDEOS

- Kraak & Smaak "Money In The Bag"
- Kraak & Smaak "Keep Me Home"
- Kraak & Smaak "Squeeze Me"

PICTURES

[Click here to launch the pictures gallery](#)

PRESS KIT

- High Resolution press pictures
- Biography (updated 2008 - *.Doc file)



MUSIC PLAYER

Kraak and Smaak - Bobby and Whitne

Kraak and Smaak - Squeeze me

Kraak and Smaak - Plastic People

Kraak and Smaak - Man of Constant S

Kraak and Smaak - Cornered

Kraak and Smaak - California Roll

Kraak and Smaak - Il Serpente

Kraak and Smaak - Aint Gonna Take It

Kraak and Smaak - To Everyone Who

Kraak and Smaak - A Skillz Remix

SHOUTBOX

Get ShoutMix

stokdove knoppegak: lekkah
lekkah lekkah
2009-09-16 9:16 PM #

Q66P: Was overigens in de Piek in
Vlissingen. Verleden week in
M'burg waren jullie ook lekker op
dreef
2009-09-13 10:50 AM #

Q66P: Gave DJ Set. Het nummer
2009-09-22 9:00 PM

Name:

Website:

Message:

[Refresh](#) [Shout!](#) [+](#)


Navigation


[News](#) [Dates](#) [Biography](#) [Media](#) [Contacts](#)

KRAAK & SMAAK EXTERNAL LINKS

[OFFICIAL MYSPACE](#) [NEWSLETTER SIGN UP](#) [BUY OUR MUSIC](#) [PODCAST SUBSCRIBE](#) [RSS](#)


#4 COMMERCIAL WEBPAGE


[Store](#)[Mac](#)[iPod + iTunes](#)[iPhone](#)[Downloads](#)[Support](#)



nano shoots video.

Now with video camera, larger screen, and FM radio with Live Pause.


[Watch the new TV ad ▶](#)



[Hot News Headlines](#)


Watch the Keynote.

See what's new in music.




Next level fun.

iPod touch. Now starting at \$199.




iPod shuffle

In five brilliant colors. Starting at \$59.



The new iTunes

Now with iTunes LP, Home Sharing, and the redesigned iTunes Store.



The collage features several distinct e-commerce interfaces:

- Jewelry Store (Top Left):** A dark-themed site for 'JEWELRY' with a navigation bar (ABOUT, NEWS, PRESS, STORES, TRACK, LOGIN, CONTACT) and a sidebar listing categories like All Accessories, All Jewelry, Rings, Earrings, Necklaces, Pendants, Bracelets, Cuffs, Bracelets, Pearls, Charms, Anklets, Hoops, and Brooches. The main area displays various jewelry items with filters like 'Sort by' and 'Filter by'.
- Wellness + Leisure (Middle Left):** A site for 'Wellness + Leisure' featuring a woman in a red tank top lying down. The tagline is 'The art of your body and the science of your mind.' Below the main image are several product thumbnails.
- Men's Clothing (Center):** A white t-shirt with a graphic of a fox wearing glasses and the text 'THE WISE ENOUGH'. The site includes a 'FREE Shipping on orders over \$100' banner and a 'Shop Now' button.
- Women's Clothing (Right):** A black and white image of a woman wearing a necklace, with a 'Beauty' section visible on the right.
- Product Detail (Bottom Left):** A page for 'The Product's Main Image goes here' with a large image placeholder and a sidebar with filters like 'Color', 'Material', and 'Size'.
- Shopping Cart (Bottom Left):** A 'Shopping cart' section showing a list of items and a 'Checkout' button.
- Product Detail (Bottom Center):** A page for 'Allison Probert' with a large image placeholder and a sidebar with filters like 'Color', 'Material', and 'Size'.
- Product Detail (Bottom Right):** A page for 'Allison Probert' with a large image placeholder and a sidebar with filters like 'Color', 'Material', and 'Size'.
- Product Detail (Far Right):** A page for 'Allison Probert' with a large image placeholder and a sidebar with filters like 'Color', 'Material', and 'Size'.

LOGO



1.



2.



3.



4.

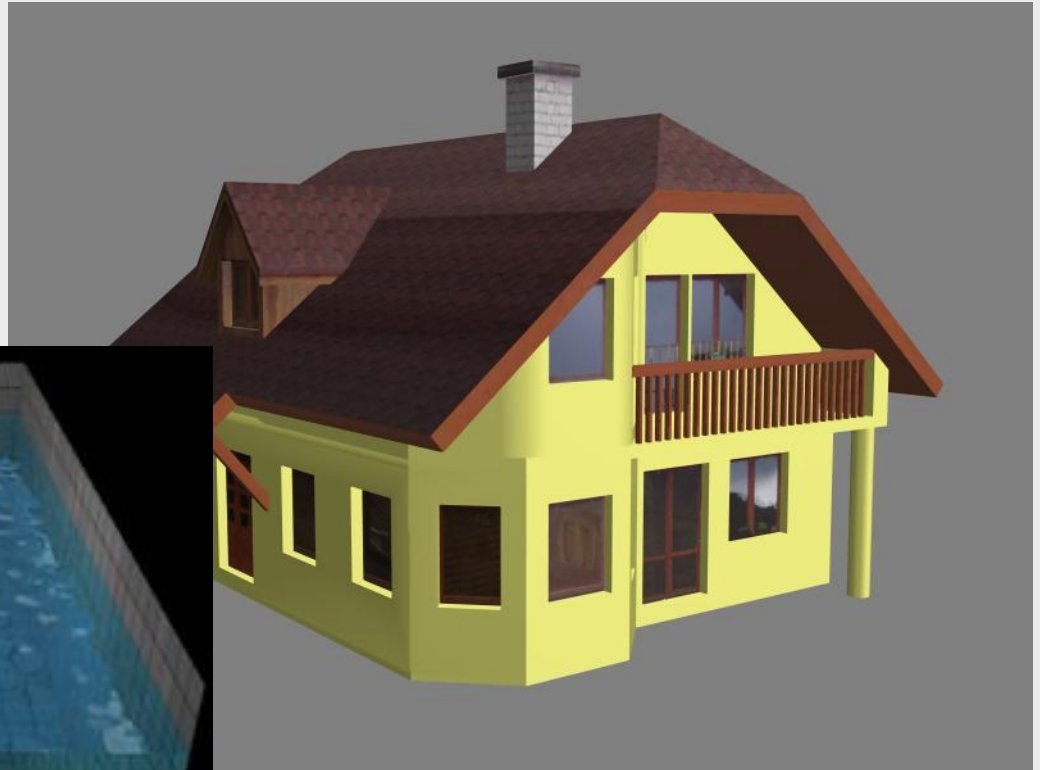
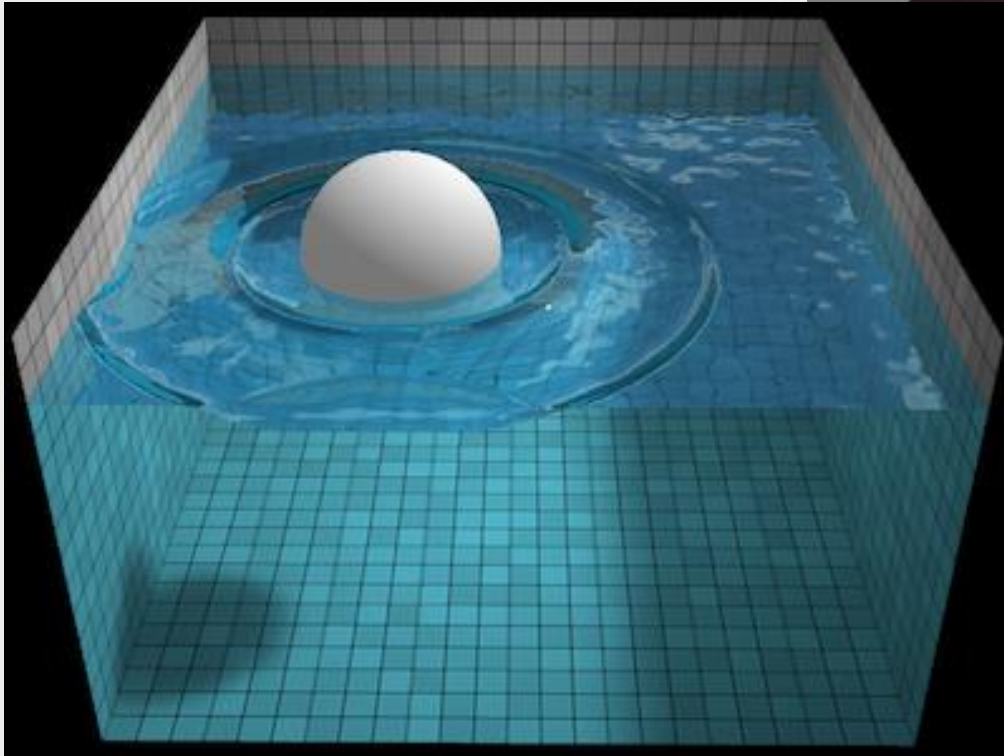
INTERNET APPLICATION

JAVASCRIPT (JQUERY), HTML5 (CANVAS), ACTIONSCRIPT (FLEX)



3D ONLINE

WEBGL



COURSE OUTLINE

ELEMENTS OF VISUAL PERCEPTION

GRAPHIC DESIGN & AESTHETICS

WEB DESIGN

LOGO DESIGN

INTERACTION AND NAVIGATION

BASICS OF USABILITY

WEB MULTIMEDIA

3D ON WEB

HTML5, SVG

FUTURE VISIONS

DATES, DETAILS, DOCUMENTS

DDD@WWW

HTTP://WEGA.SCCG.SK

Site opens next week

READ:

useit.com

jig.netw3c.org

webpagesthatsuck.com

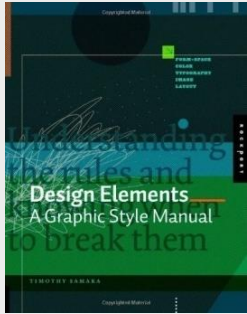
WATCH:

webdesignerdepot.com

abduzeedo.com

... you tell me

SOURCES



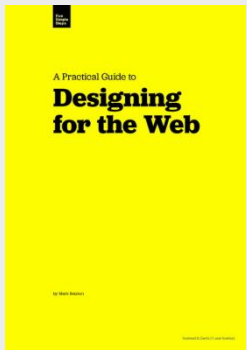
DESIGN ELEMENTS: A GRAPHIC STYLE MANUAL

Samara



THE LAYOUT BOOK

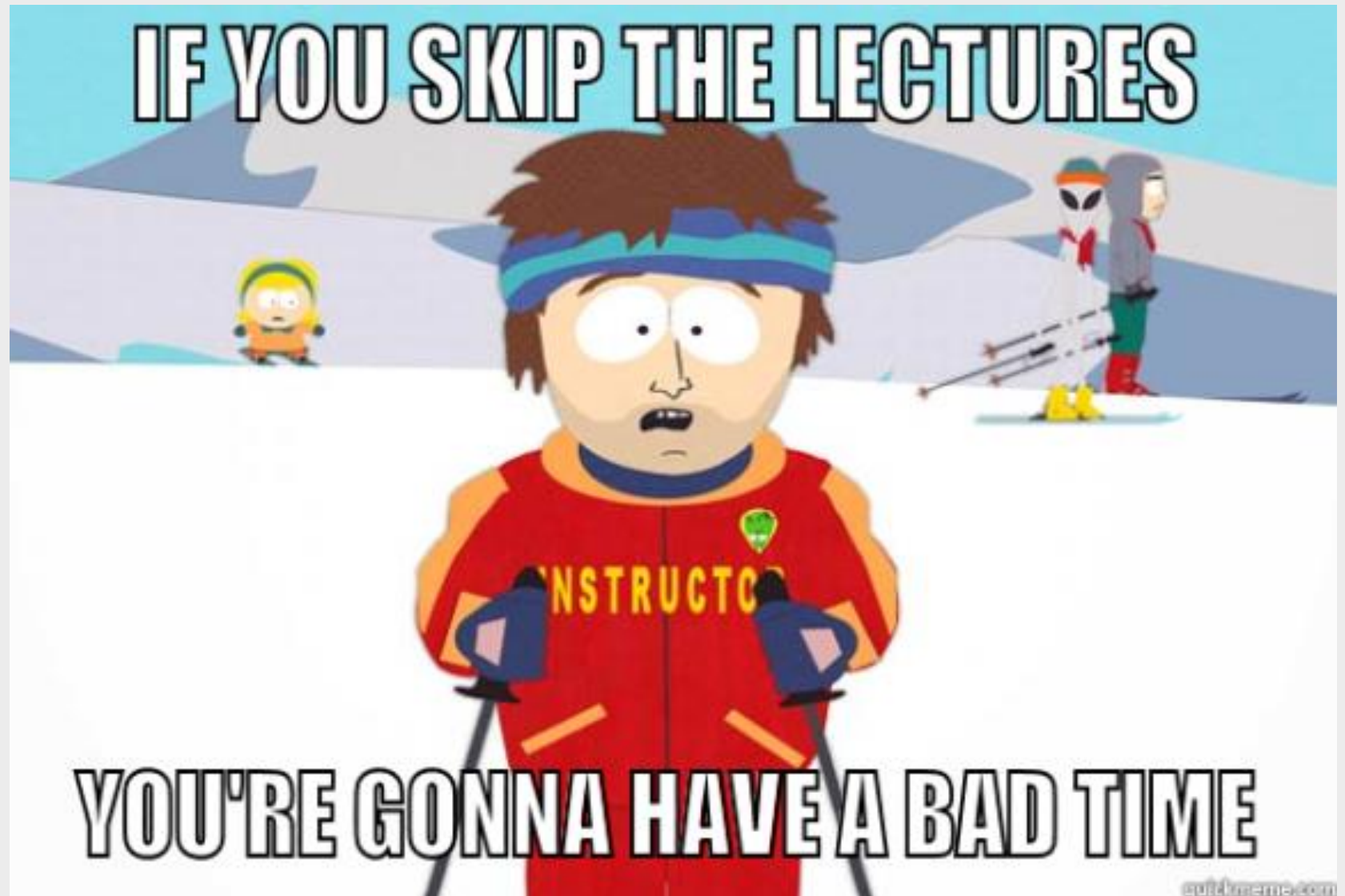
Ambrose, Harris



A PRACTICAL GUIDE TO DESIGNING FOR THE WEB

Boulton

AND REMEMBER...



IN THE
BEGINNING
WAS THE WORD,
AND THE WORD
WAS ONLINE

WWW: BIOGRAPHY

INTERNET STONE AGE

TELNET GOPHER

```

The Gopher Project

THE GOPHER PROJECT
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Welcome to The Gopher Project! Gopher is a
fast way to present information in a hierarc
Gopher actually predates the Web -- although
make excellent gopher browsers too.

Good places to start are the "Why Gopher?" and "Using Gopher"
areas!

[12] A Brief Introduction to Gopherspace
[13] Clients, Servers, and Downloads/
--> [14] Mailing List
[15] Mailing List Archives/
[16] Using Gopher/
[17] Why Gopher?/

Press ? for Help, Q to Quit, U to go up a menu
Page: 1/1
```

```

Telnet moo.di.uminho.pt

moosaico
Multilingual Virtual Community

http://moosaico.com/
info@moosaico.moo.mud.org
wizards@moosaico.moo.mud.org

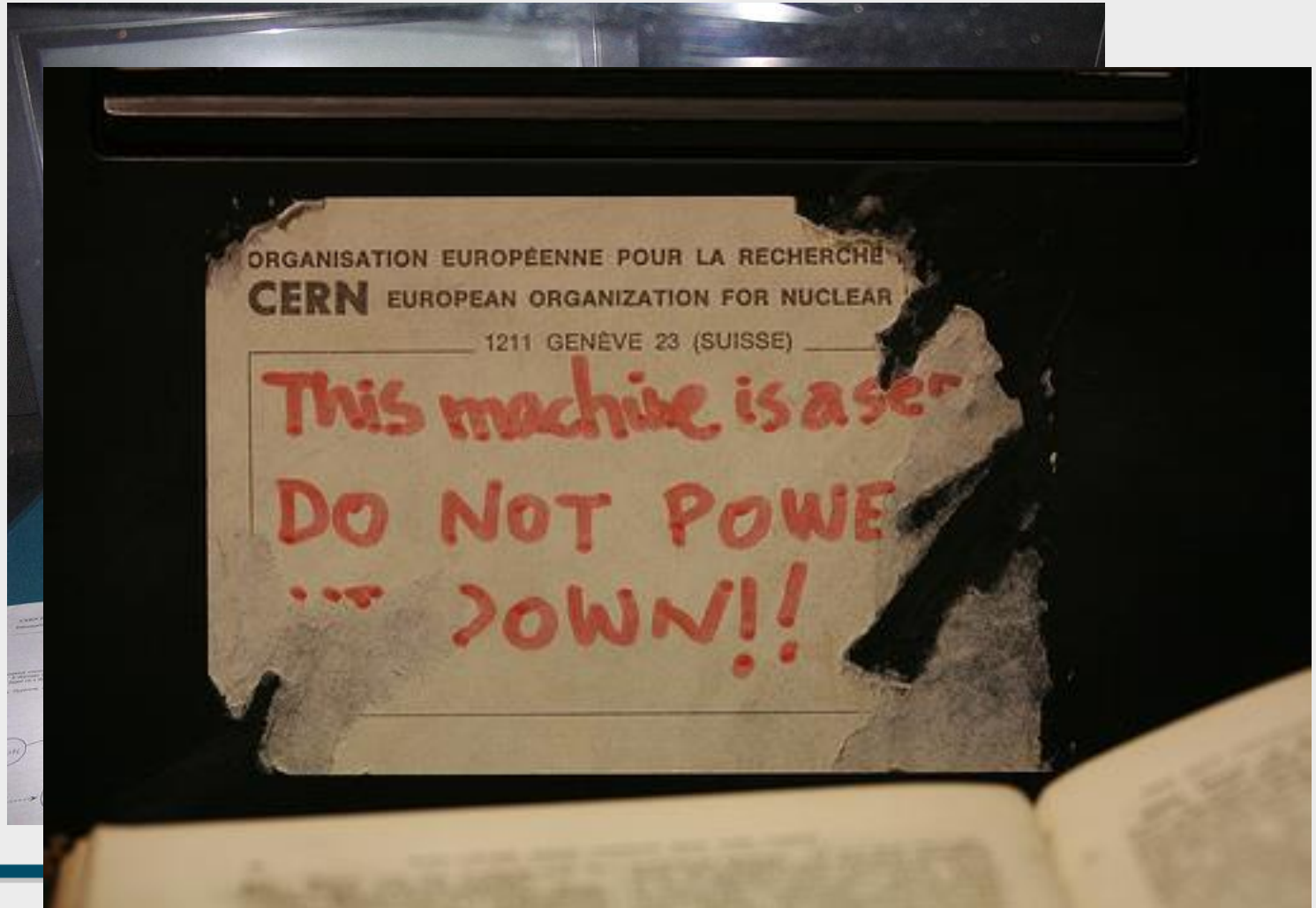
oo0 < > 0oo
Welcome to the oldest multilingual
online text-based environment.
Since January 7, 1994

hjw

Type : help ajuda ayuda hilfe aiuto
```

THE FIRST WEBSERVER

1990, CERN, TIM BERNERS-LEE



FIRST PICTURE ON THE WEB

1992, CERN, SILVANO DE GENNARO



GRAPHICAL WEB BROWSERS

ERWISE

1992

MOSAIC

1993

NETSCAPE NAVIGATOR

1994

INTERNET EXPLORER

1995



www.computerhistory.org

WEB DESIGN YESTERDAY

FRAMEs

IMGs

TABLEs

static web pages

weak formatting

dial-up internet
(56kbps = 7kB/s)



<http://www.telegraph.co.uk/technology/6125914/How-20-popular-websites-looked-when-they-launched.html>

HTML WEBPAGE (TODAY)

HTTP SERVER

Database

Server-side scripts

HTTP PROTOCOL

Client ► Request ► Server ► Response ► Client

WEB BROWSER

Document + formatting + multimedia = Webpage

WEB DESIGN TODAY

JAVASCRIPT, FLASH
ONLINE VIDEO
XML, XSLT, CSS
SVG, MATHML, CANVAS
DYNAMIC WEBPAGES
BROADBAND INTERNET
(250 MBIT =
4000 X DIAL-UP)



WEB DESIGN TOMORROW



AND WEBMASTER SAW CSS,
THAT IT WAS GOOD.

AND WEBMASTER DIVIDED
CSS FROM HTML.

WWW: ANATOMY

WEB SITE CREATORS

TECHNOLOGY

Programmers
Administrators

CONTENT

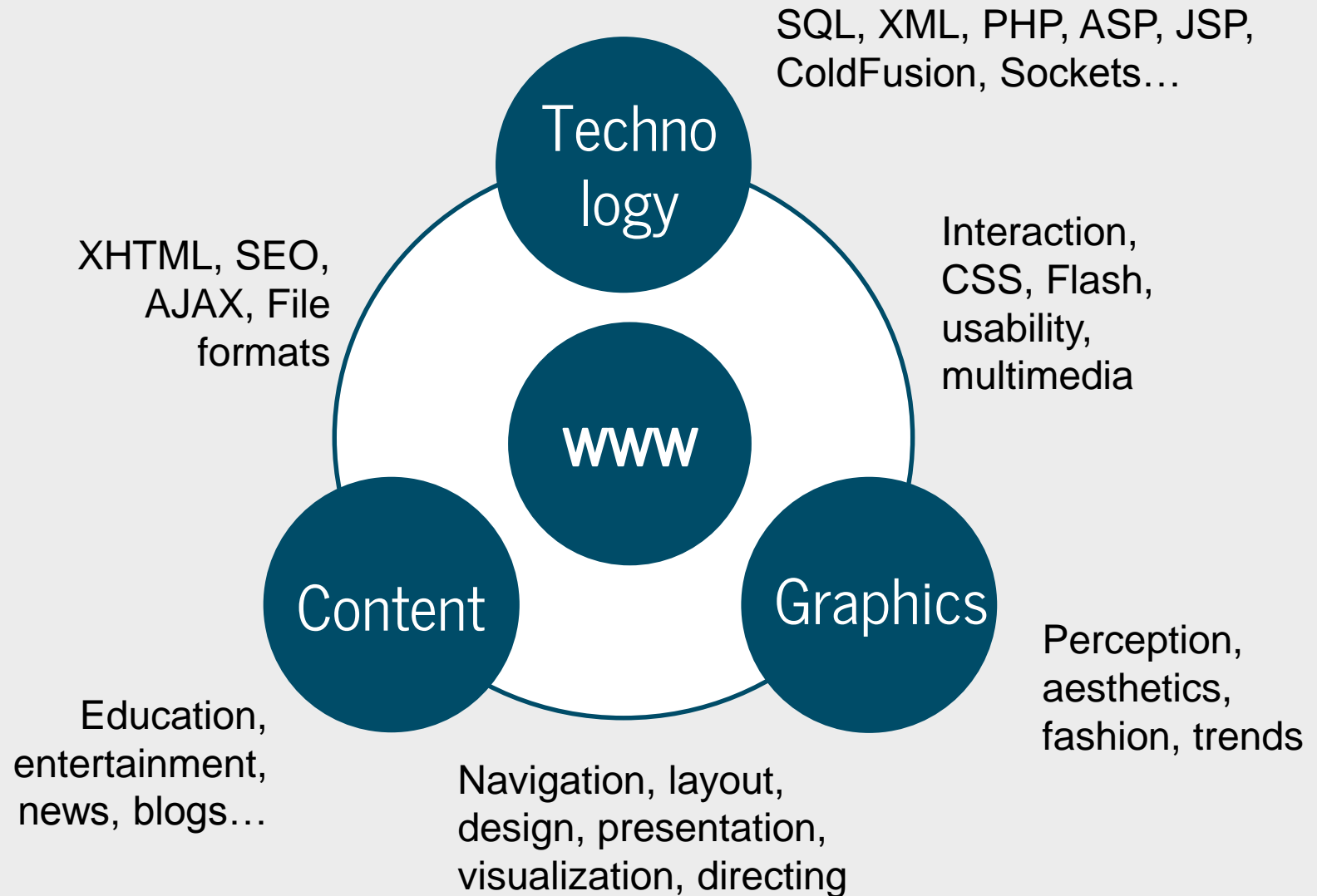
Authors
Editors

GRAPHICS

Web designers
GUI designers

Which part is the
crucial one?

WEB SITE ELEMENTS



VISUAL PERCEPTION

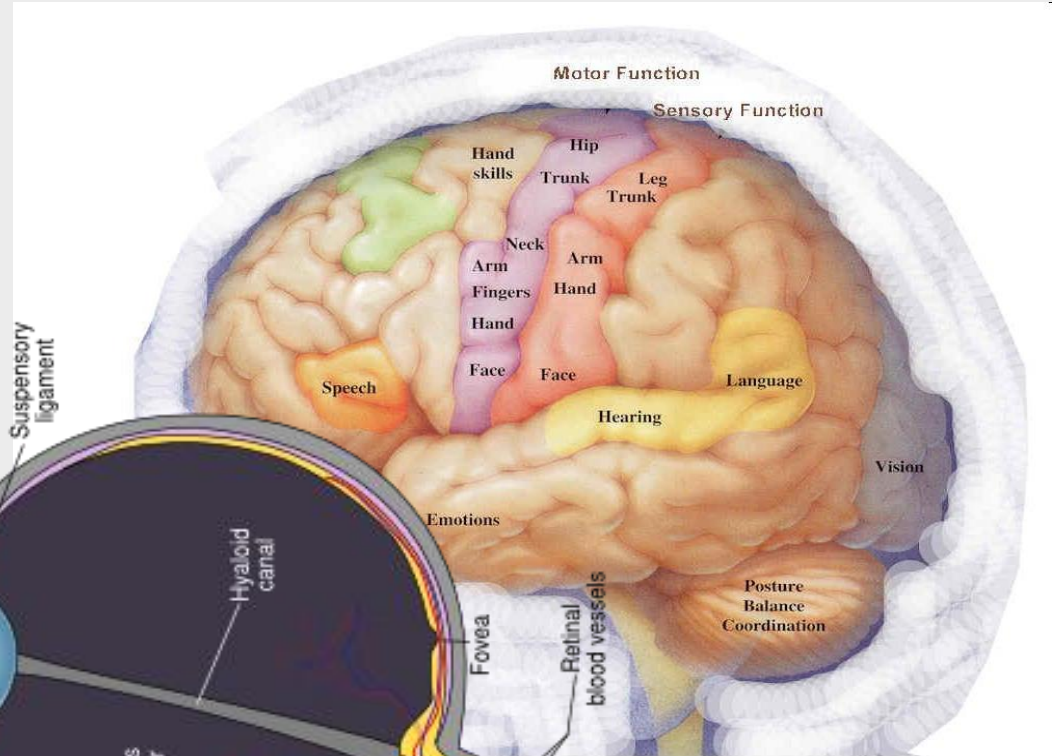
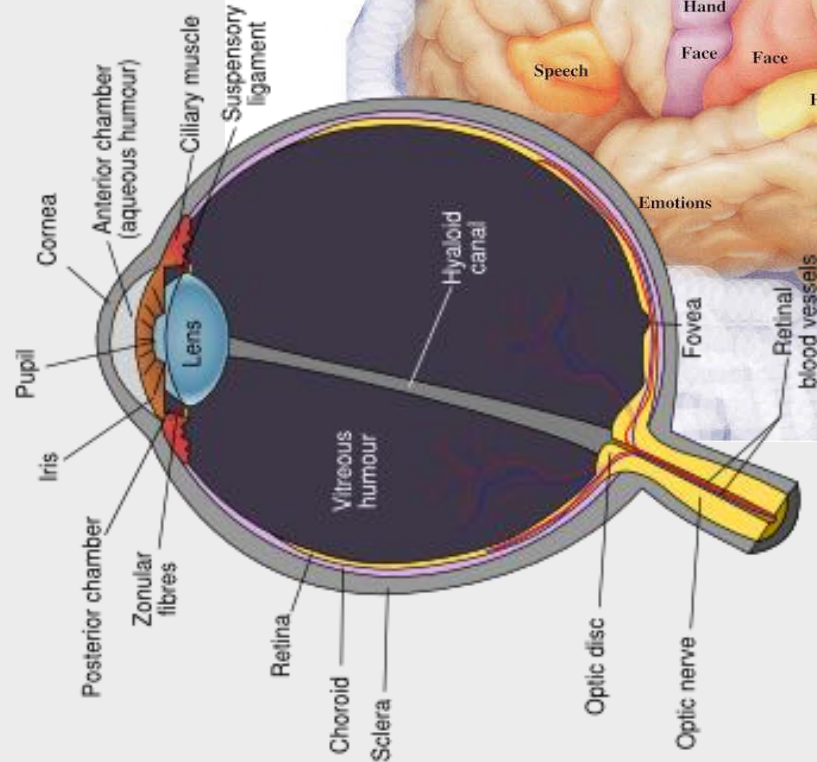
HUMAN VISUAL SYSTEM

POWERFUL

Parallel processing
Adaptable

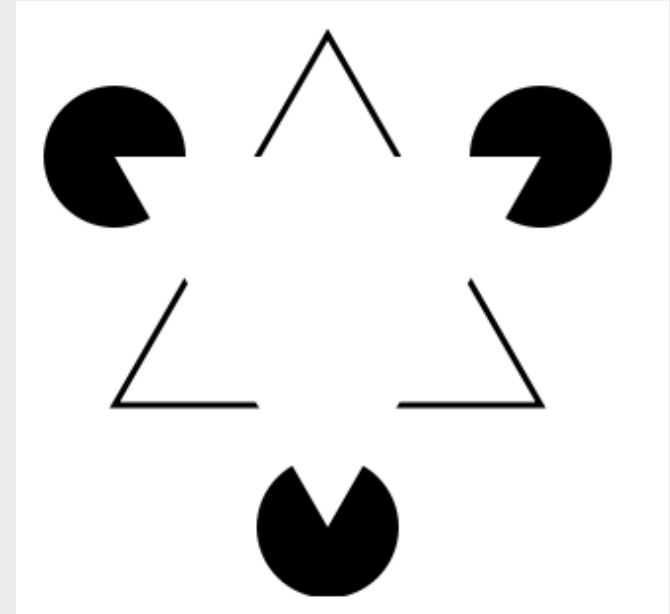
LIMITED

Easy to fool
Imprecise



OBJECT DETECTION

EDGE DETECTION
CONTRAST
EDGE ENHANCEMENT



ELEMENTS OF VISION - FEATURES

SENSORY MEANING,
UNIVERSAL,
FAST,
SIMPLE

E.G.
COLOR, EDGE,
FOCUS, MOTION

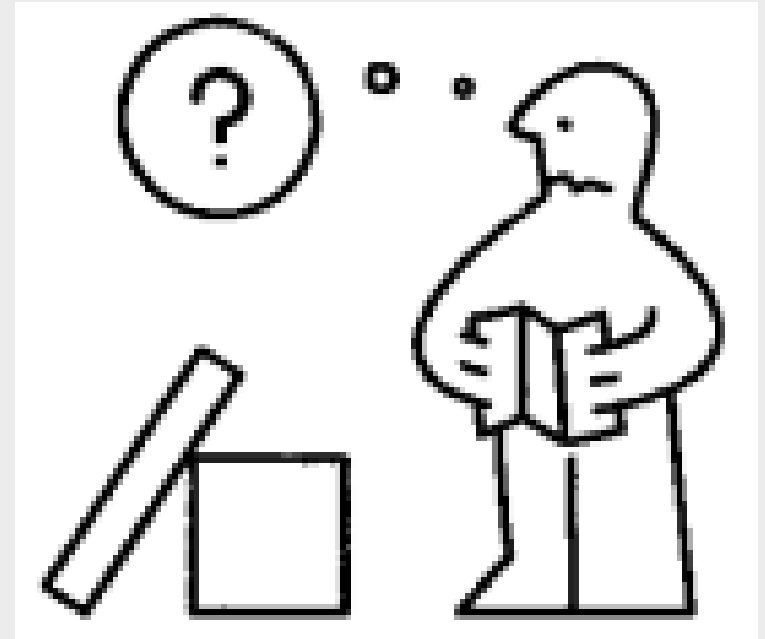


ELEMENTS OF VISION - SYMBOLS

ARBITRARY MEANING

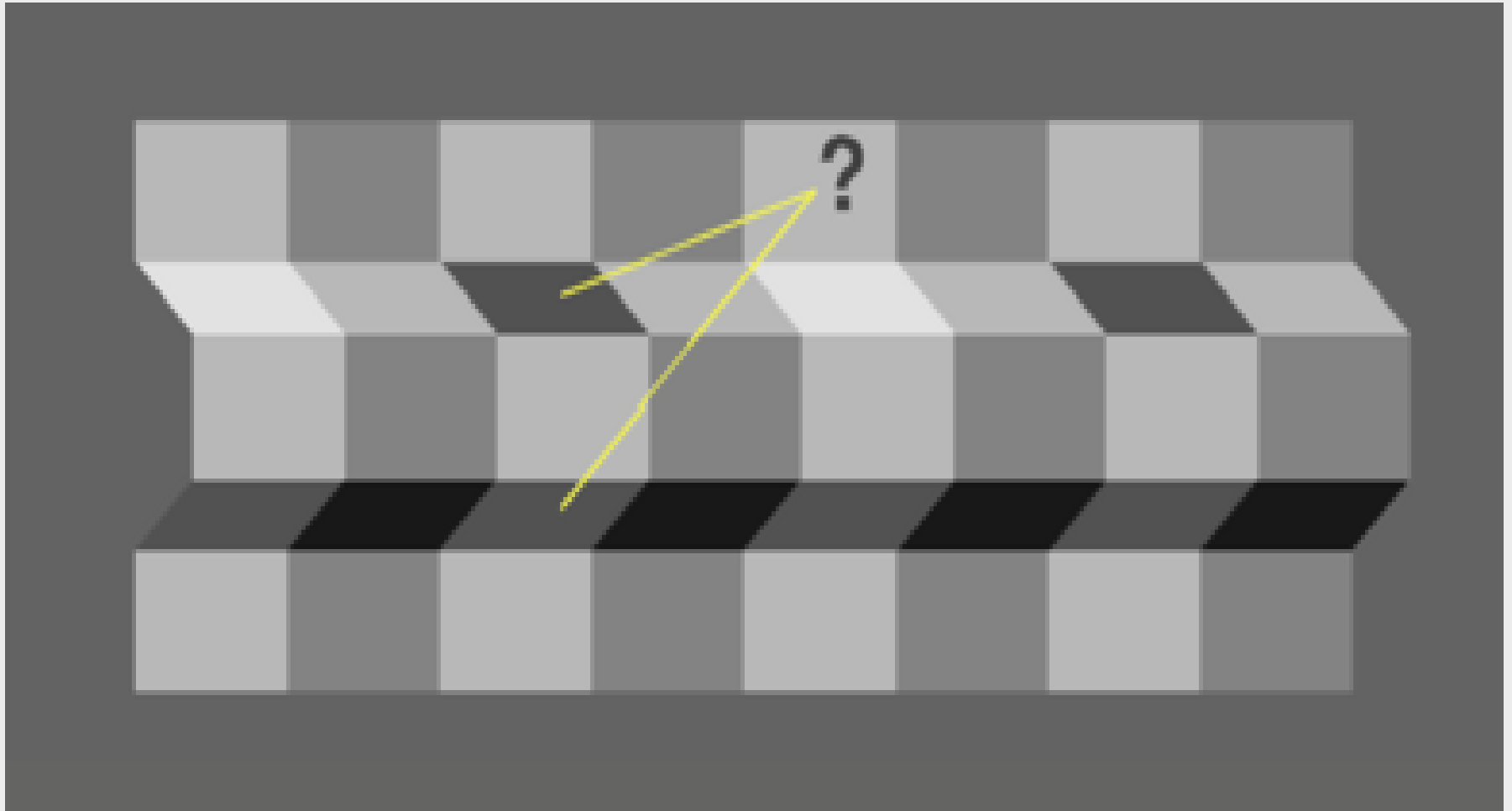
EMBEDDED IN
CULTURE

NEED LEARNING



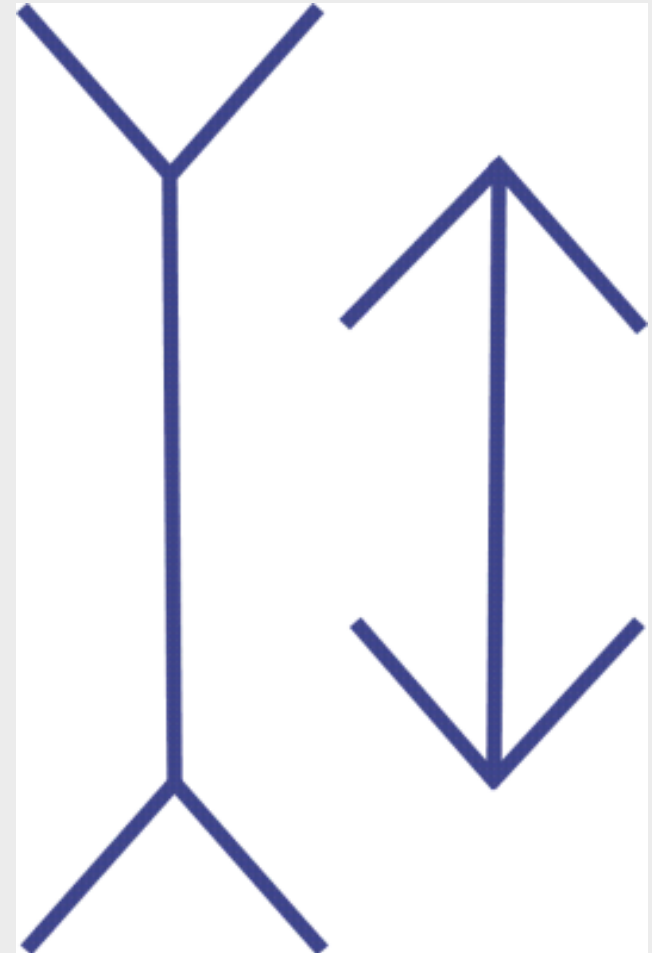
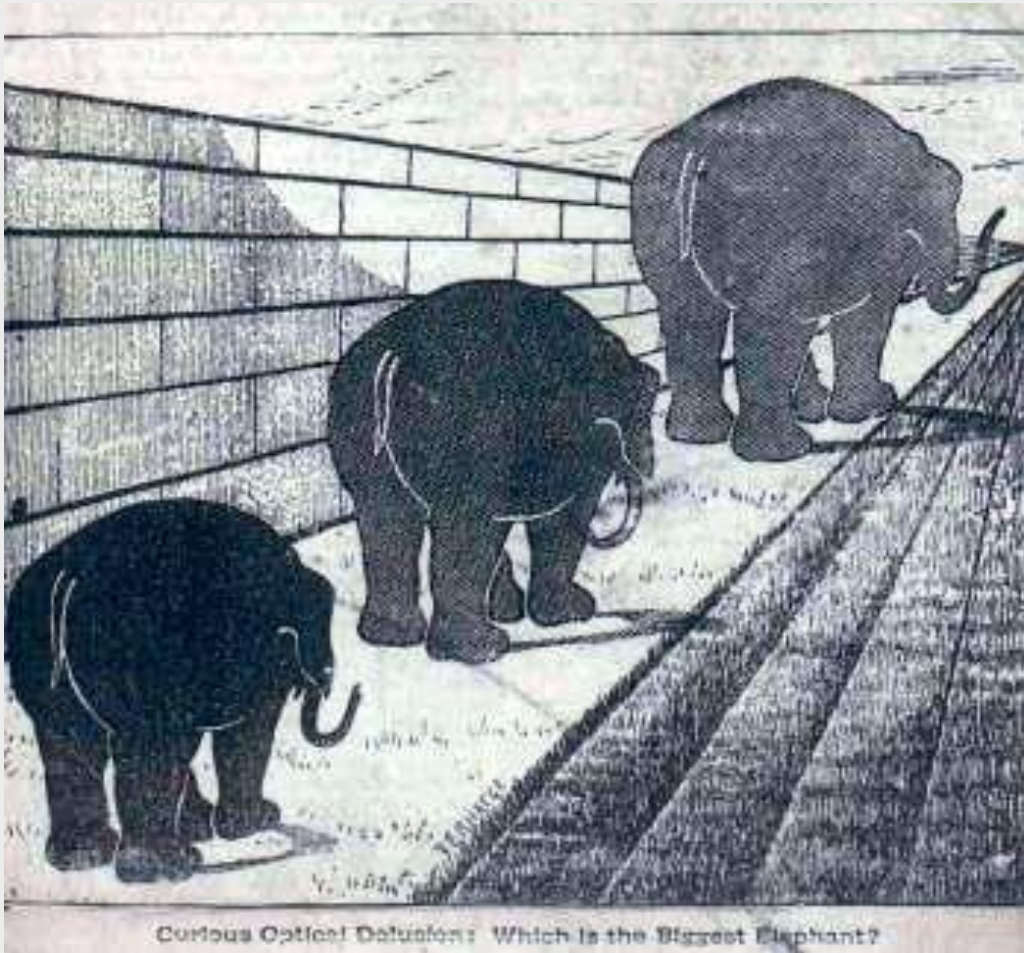
RISKS OF VISUAL PERCEPTION

LUMINANCE COMPENSATION



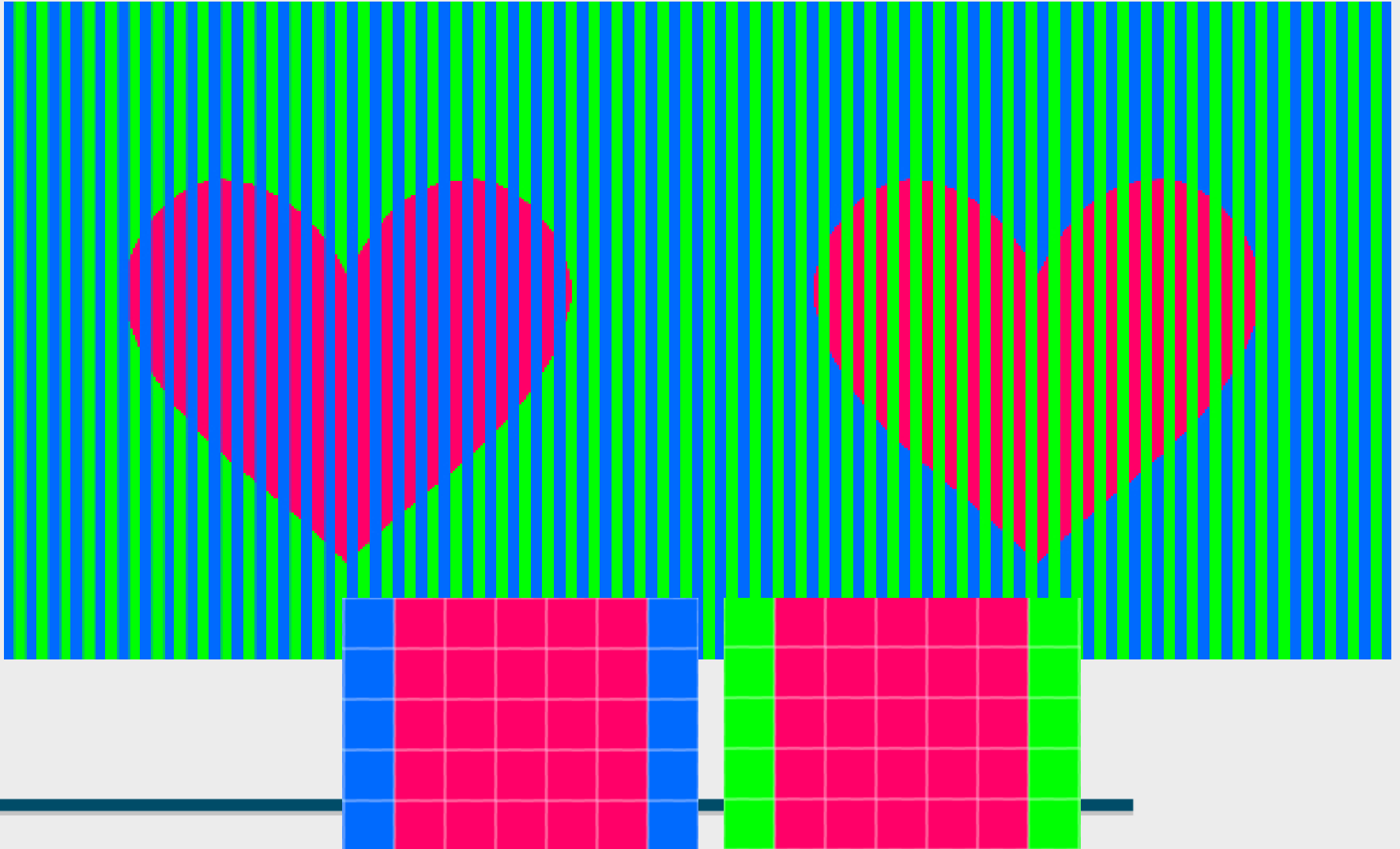
RISKS OF VISUAL PERCEPTION

PERSPECTIVE COMPENSATION



RISKS OF VISUAL PERCEPTION

COLORS IN CONTEXT



WHAT AFFECTS OUR PERCEPTION?

A. BIOLOGY

Anatomy of the eye, neural system

B. PSYCHOLOGY

Attention, patience

C. CULTURE

Experience, society, fashion

D. TECHNICAL ASPECTS

Network, display, input device

MORE: 2-AIN-262 INFORMATION
VISUALIZATION

WHY AM I TELLING YOU THIS?

THEORETICAL BACKGROUND

OUR FUTURE PLAYGROUND

AVOID MISTAKES

UNDERSTAND DESIGN DECISIONS

KNOW WHAT THE RULES ARE

And know how to break them

NEXT: COLORS