WEB GRAPHICS
05

GRAPHIC DESIGN PART 1

PREVIOUS EPISODE...

The Elements of User Experience

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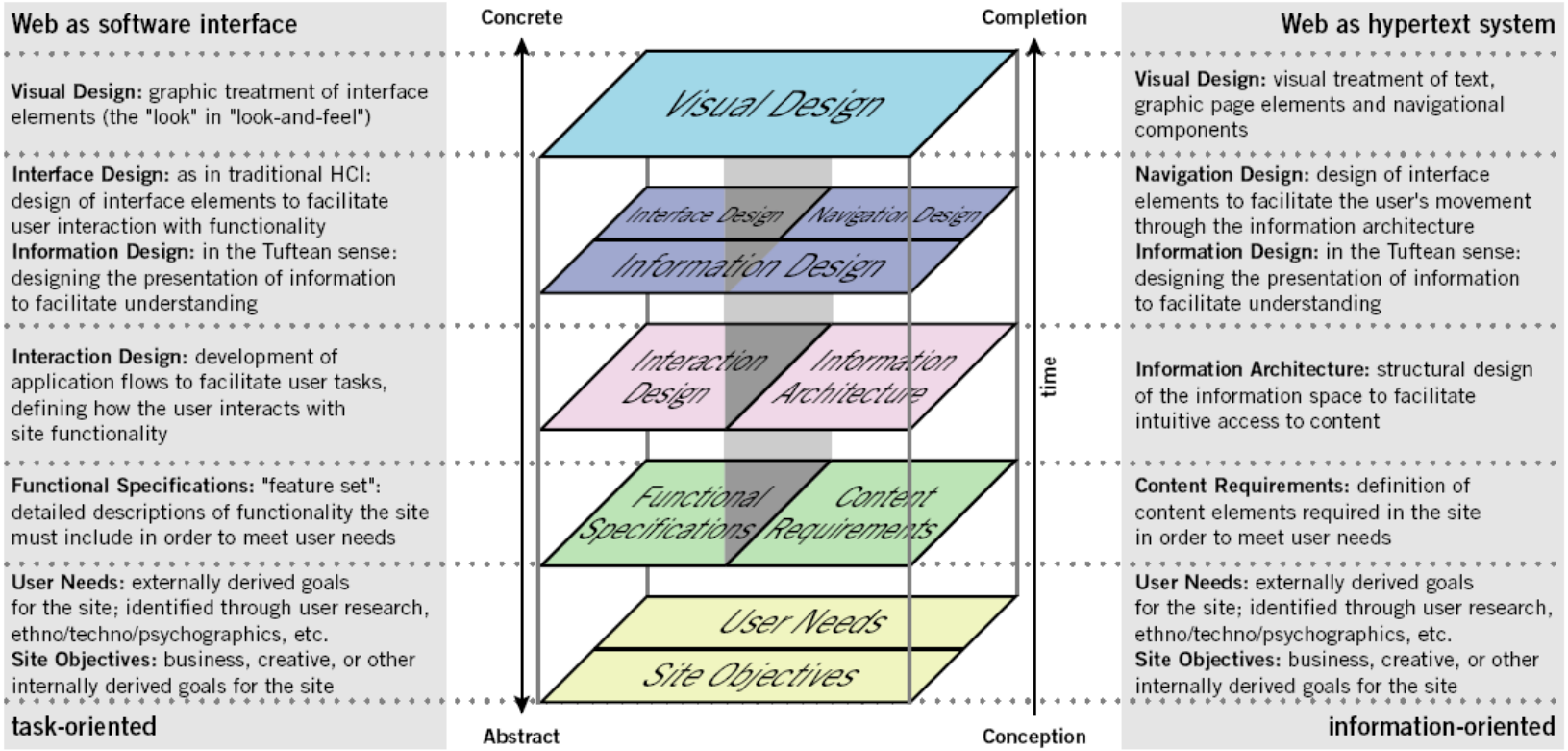
jjg@jjg.net

30 March 2000

A basic duality: The Web was originally conceived as a hypertextual information space; but the development of increasingly sophisticated front- and back-end technologies has fostered its use as a remote software interface. This dual nature has led to much confusion, as user experience practitioners have attempted to adapt their terminology to cases beyond the scope of its original application. The goal of this document is to define some of these terms within their appropriate contexts, and to clarify the underlying relationships among these various elements.



ART OR DESIGN?

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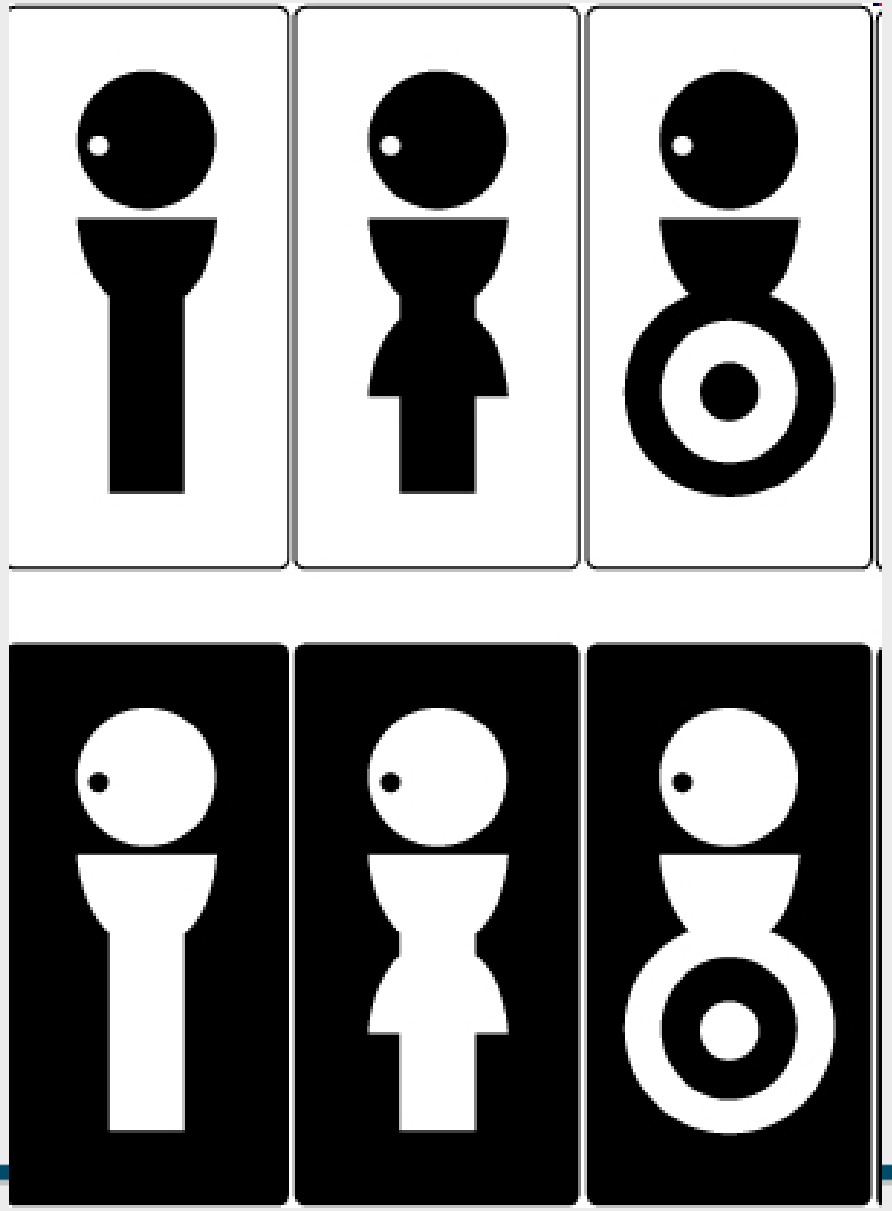


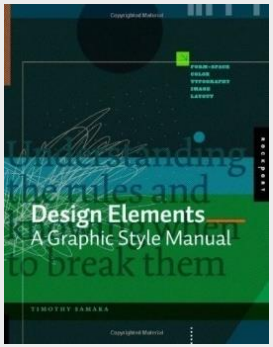
ART OR DESIGN?

BASIC DIFFERENCES?

ART	PLEASES THE ARTIST
GRAPHIC DESIGN	PLEASES THE AUDIENCE
ART	TRANSFER EMOTIONS
GRAPHIC DESIGN	TRANSFERS INFORMATION

SOURCES

DESIGN ELEMENTS: A GRAPHIC STYLE MANUAL
Samara



THE LAYOUT BOOK
Ambrose, Harris

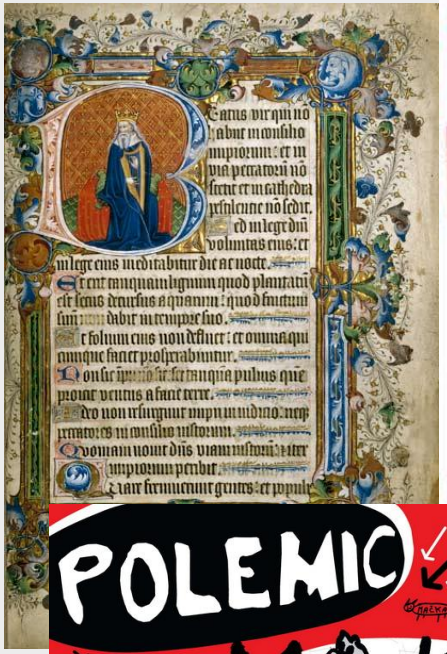
A PRACTICAL GUIDE TO DESIGNING FOR THE WEB
Boulton

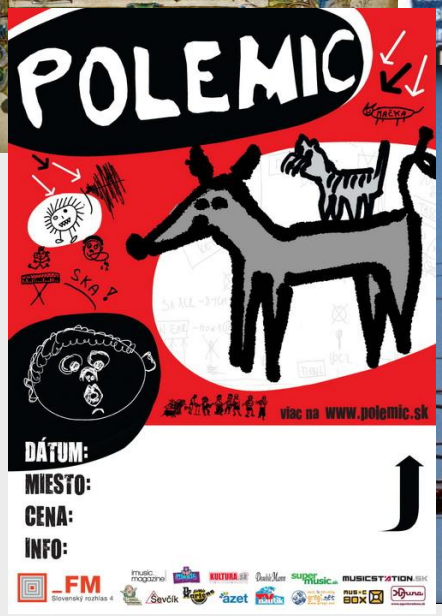
GRIDS ARE GOOD
Vinh, Boulton

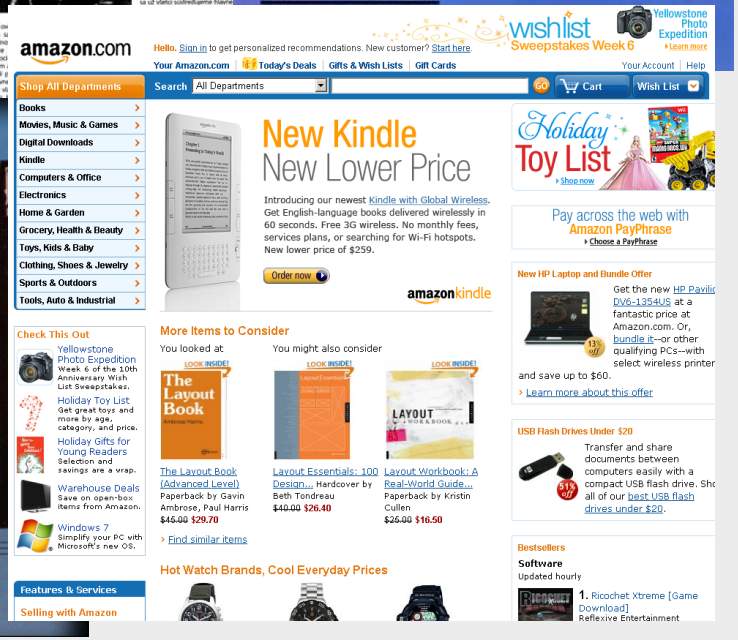
http://www.subtraction.com/2007/03/18/oh-yeeaahh
http://www.subtraction.com/pics/0703/grids_are_good.pdf

PAGE DESIGN

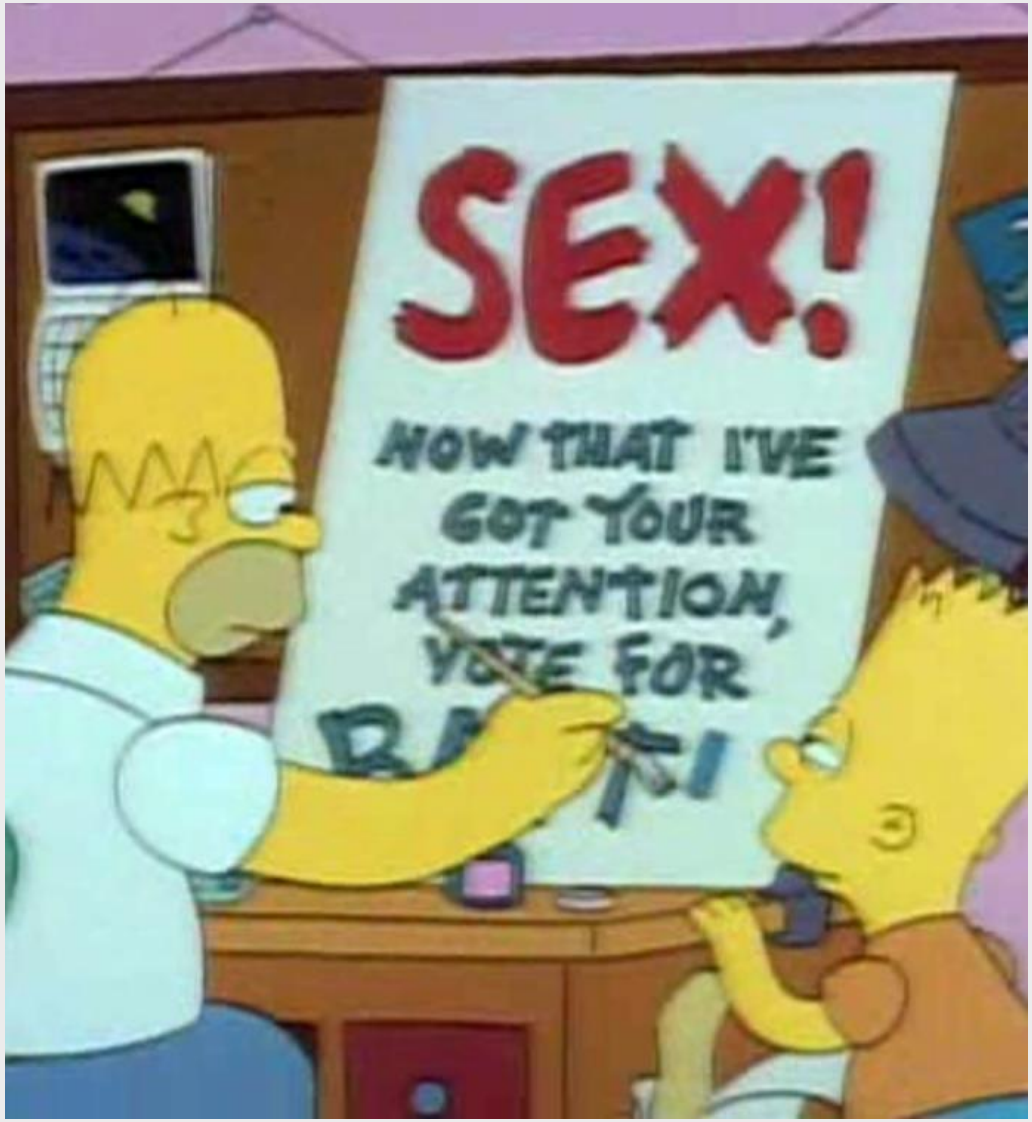
WHAT IS A “PAGE” ?







WHAT PAGE DOES



ATTRACTS ATTENTION

GUIDES THE AUDIENCE

Directs the tour of the page

STRUCTURES INFORMATION

1st level, 2nd level ...

VISUAL ANATOMY

LAYOUT
Where

SKIN
How

CONTENT
What

INDEPENDENT PARTS WORK TOGETHER

LAYOUT

WHY LAYOUT?

LAYOUT CREATES STRUCTURE

Content requires structure
Content without structure demands more effort

STRUCTURE SUPPORTS UNDERSTANDING

Organize the knowledge in the best way

EXISTING STRUCTURE HELPS TO FOCUS ON CONTENT RATHER THAN FORM

Easy navigation when looking for information

WHY LAYOUT?

HELPS DESIGNER GUIDE VIEWER'S ATTENTION

Emphasize important parts of content

Tell stories, organize content perception

Create hierarchies

DIRECTING THE EYE

ENTRY POINT

Winner of the attraction game

SECONDARY (TERTIARY) DESIGN ELEMENTS

DOWNWARD, RIGHTWARD MOVEMENT

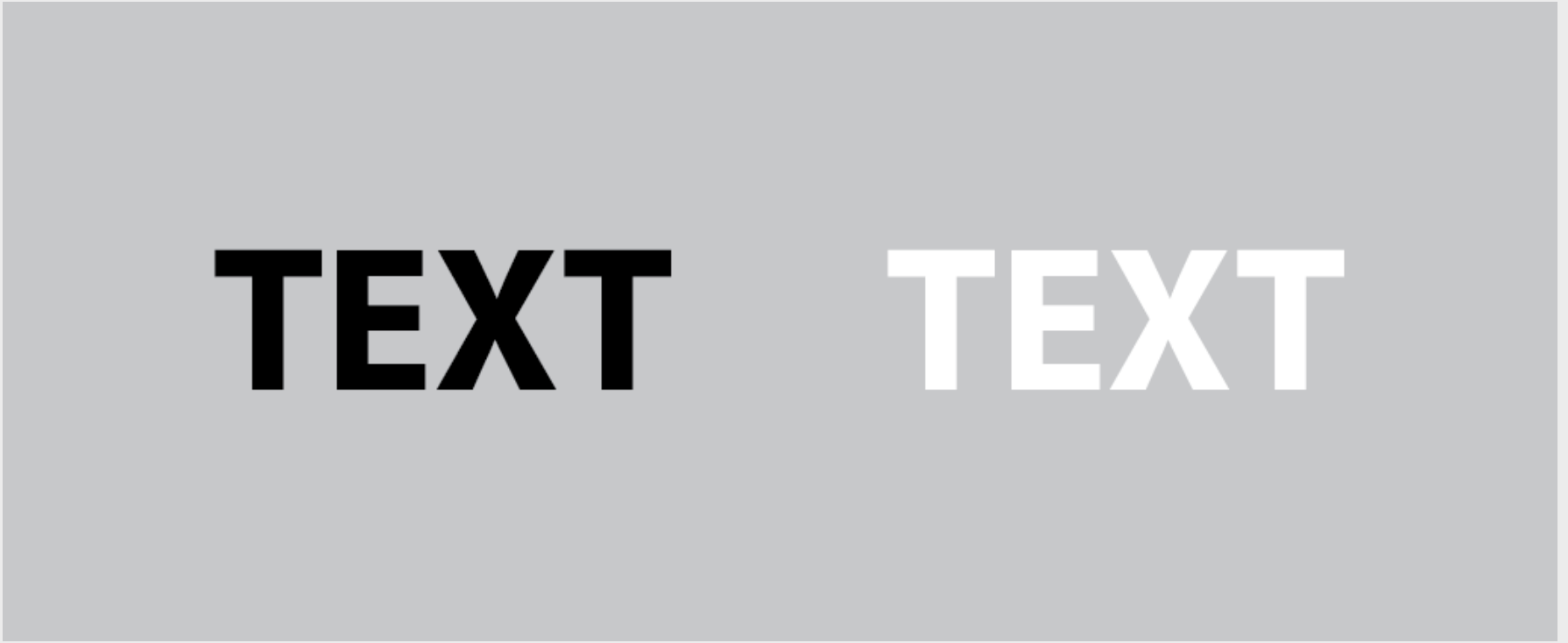
(or leftward, depends on text orientation)

EYES AND LOOKS IN PICTURE

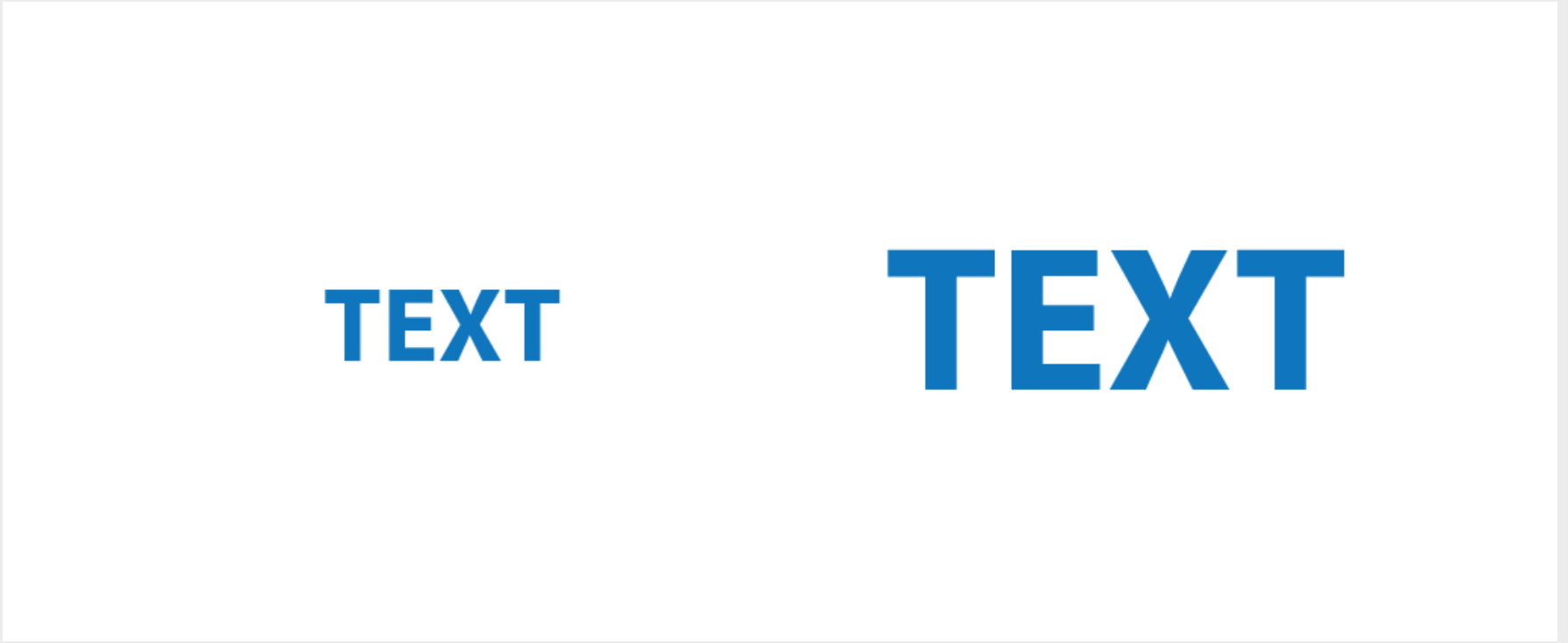
RHYTHM

series of repeated elements = movement

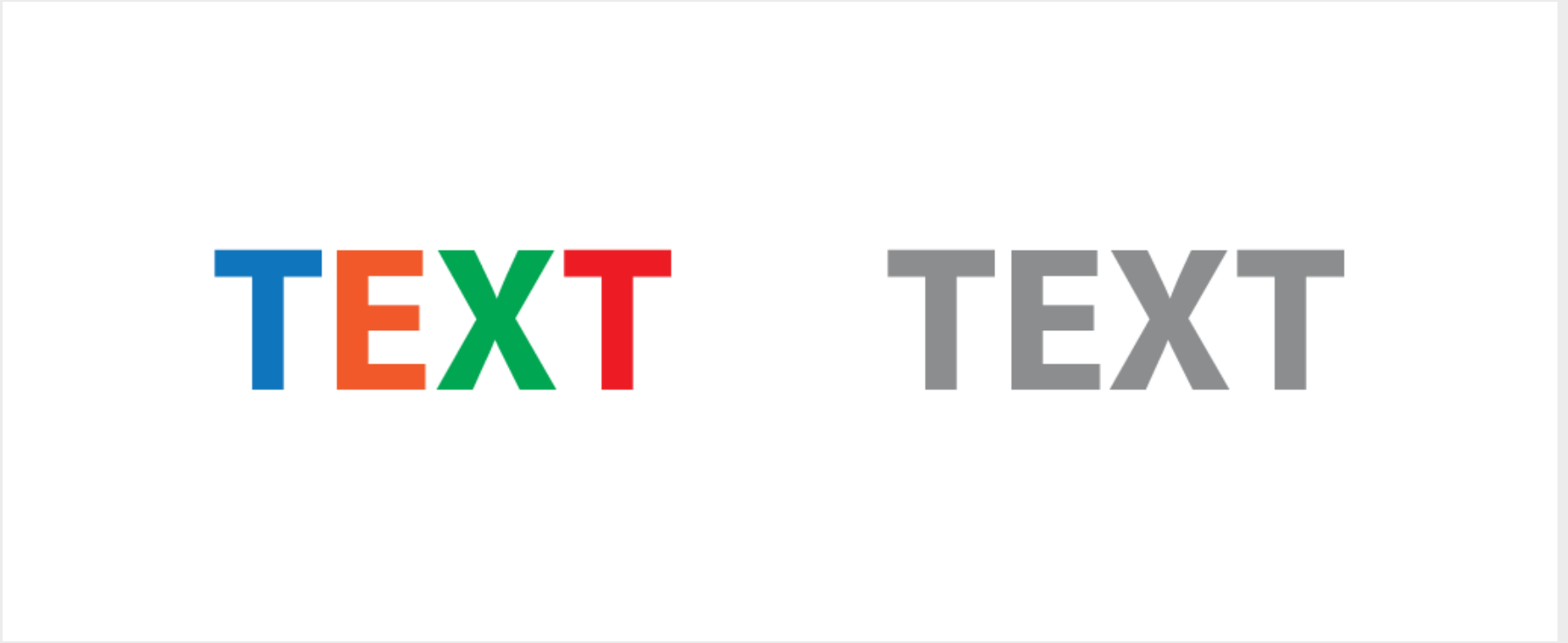
VISUAL PROMINENCE – CONTRAST



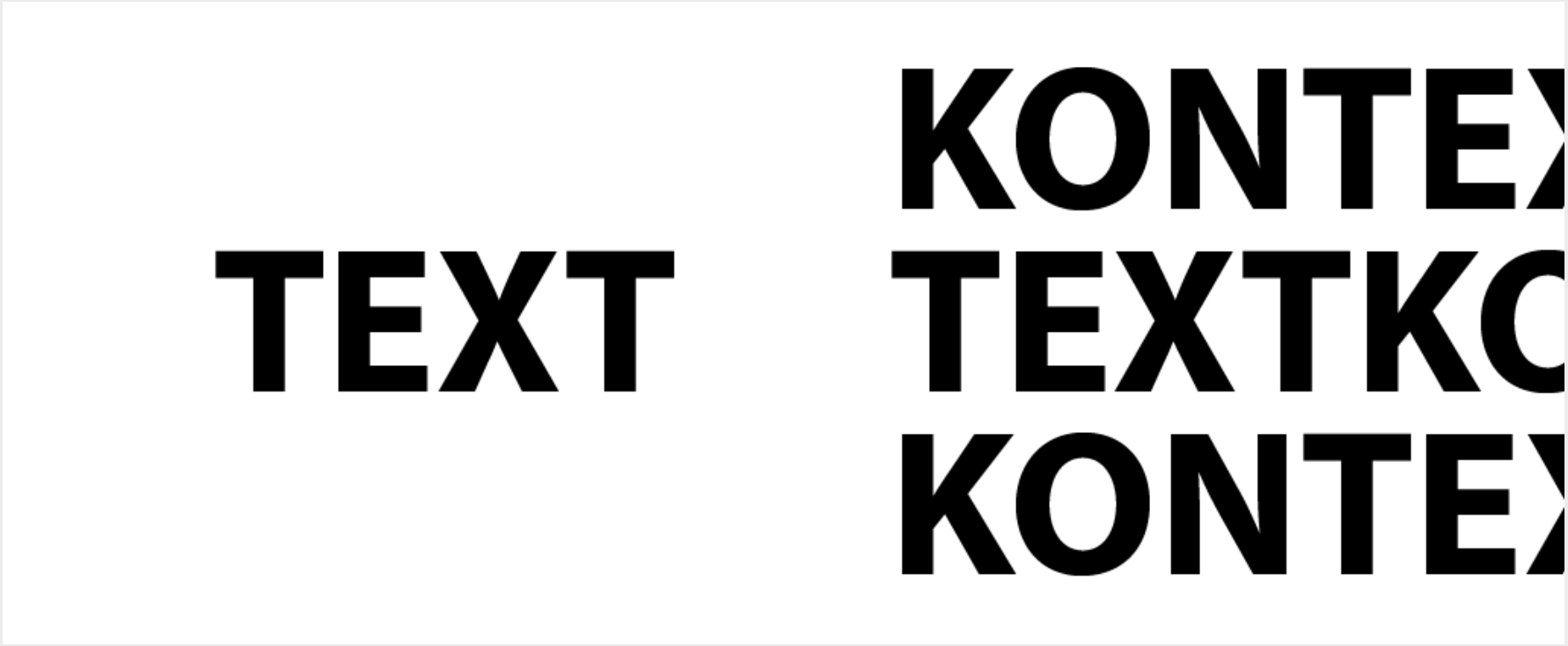
VISUAL PROMINENCE – SIZE



VISUAL PROMINENCE – COLORS



VISUAL PROMINENCE – WHITESPACE



DIRECTION: ENTRY POINT

TOP VISUAL PROMINENCE

Size, color, content
Faces (eyes, breasts,...)
Big or isolated objects
Color contrast

THERE CAN BE ONLY ONE

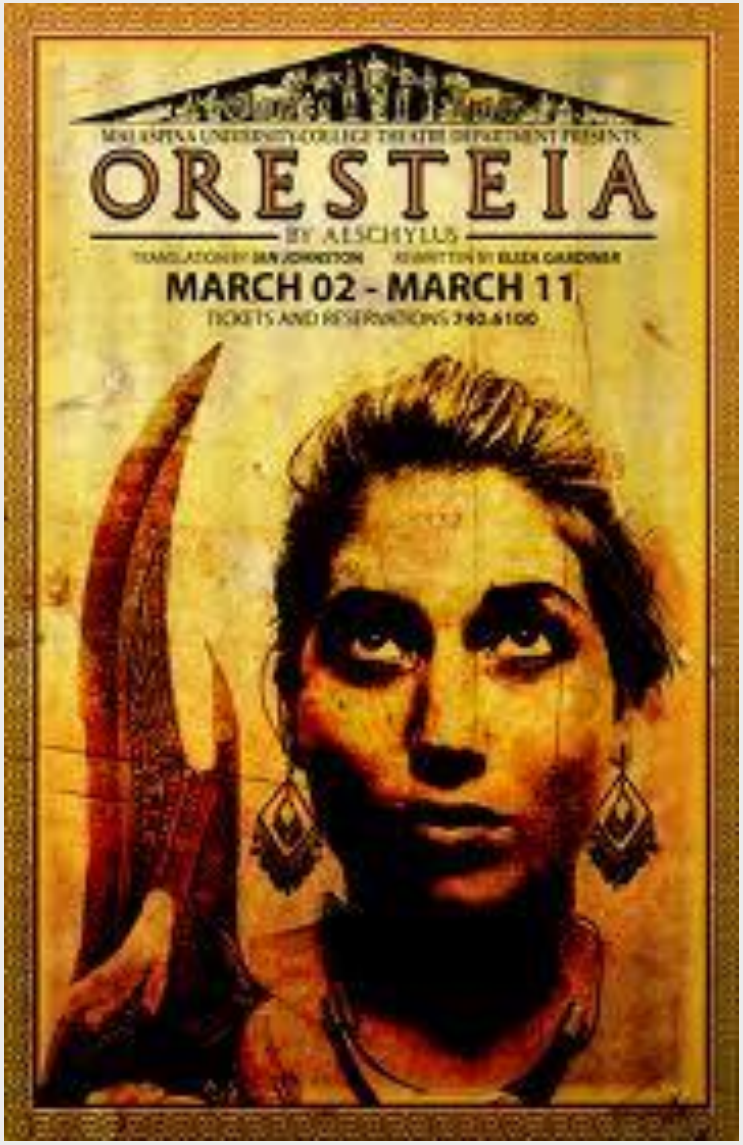
THERE CAN BE
ONLY ONE!

DIRECTION: SECONDARY ELEMENTS

ORDER THE ELEMENTS BY VISUAL PROMINENCE

TAKE ADVANTAGE OF THIS ORDER TO GUIDE USER ATTENTION

THIS IS A GOOD TIME TO THINK ABOUT USAGE SCENARIOS AND USER PREFERENCES



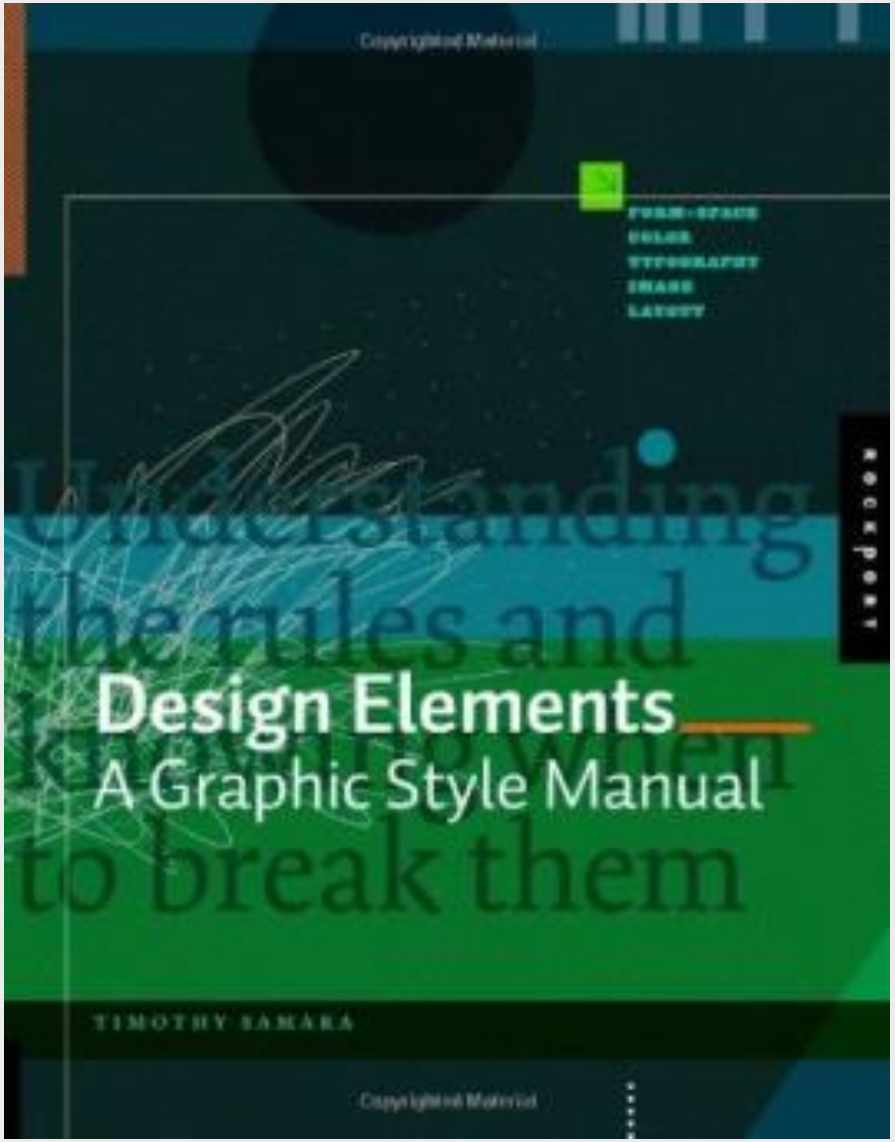
DIRECTION: SECONDARY ELEMENTS

HOW TO CREATE SECONDARY LEVELS:

Decrease object size
Decrease color or contrast

WHY CREATE SECONDARY LEVELS?

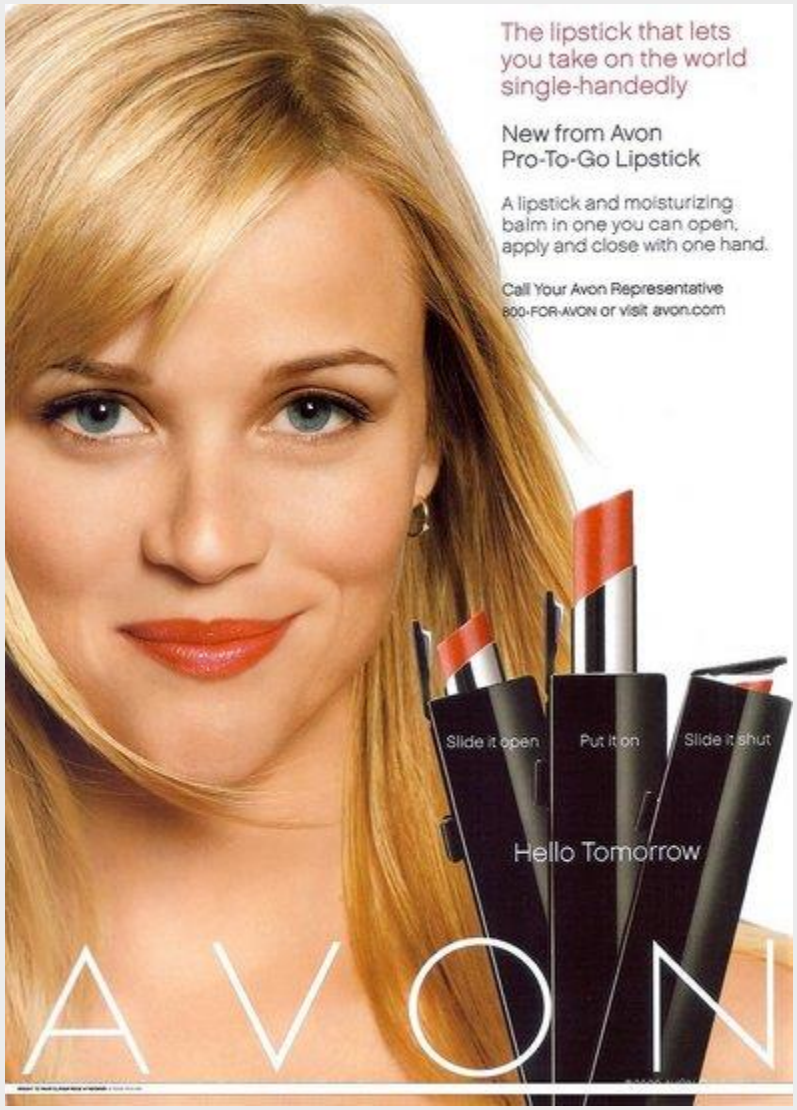
Too much information
Create priorities



DIRECTION: DOWN AND RIGHT

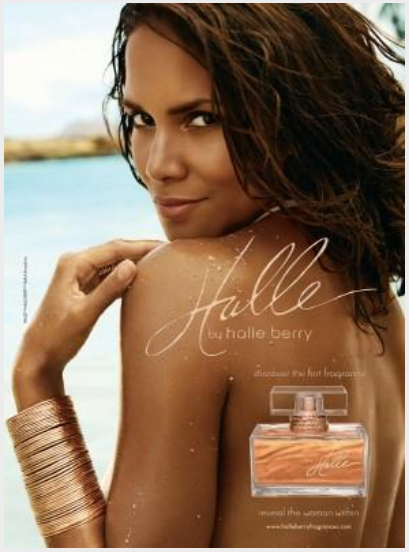
IF NO OTHER ATTRACTOR WINS, THE USUAL MOVEMENT IS DOWN AND/OR RIGHT

E.G. PICTURE CAPTIONS ARE PLACED BELOW THE PICTURES NOT ABOVE

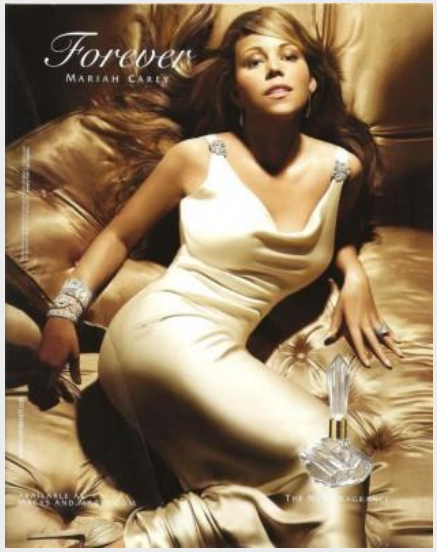


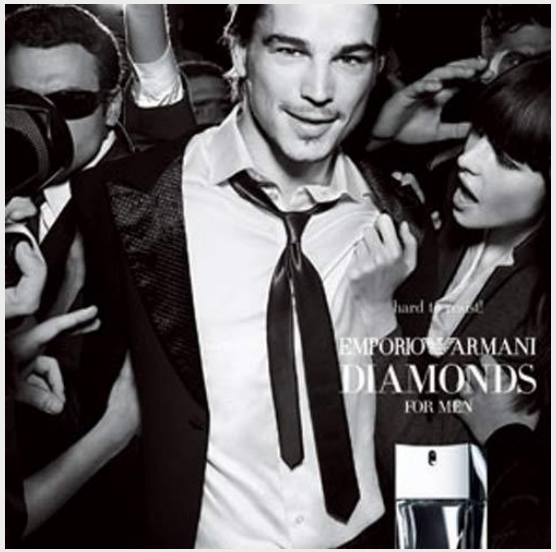
SURVEY

JENNIFER
ANISTON


Halle
by halle berry

M
by Mariah Carey


Forever
MARIAH CAREY


EMPORIO ARMANI
DIAMONDS
FOR MEN

AZZARO
POUR HOMME
Enrique Iglesias

Sexy darling
The new fragrance by
KYLIE MINOGUE

The new fragrance for men
DOLCE & GABBANA
the one

DIRECTION: RHYTHM & MOVEMENT

No movement
Disorderly chaos

Left-to-right
movement
through increasing height

DIRECTION: EYES AND LOOKS

THIS IS MY MESSAGE.

PEOPLE LOOKING OUT OF YOUR PAGE WILL:

Distract the viewer
Destroy the flow
Direct your viewers to your competitors

DIRECTION: EYES AND LOOKS

THIS IS MY MESSAGE.

PEOPLE LOOKING OUT OF YOUR PAGE WILL:

Distract the viewer
Destroy the flow
Direct your viewers to your competitors

LEADING THE WAY

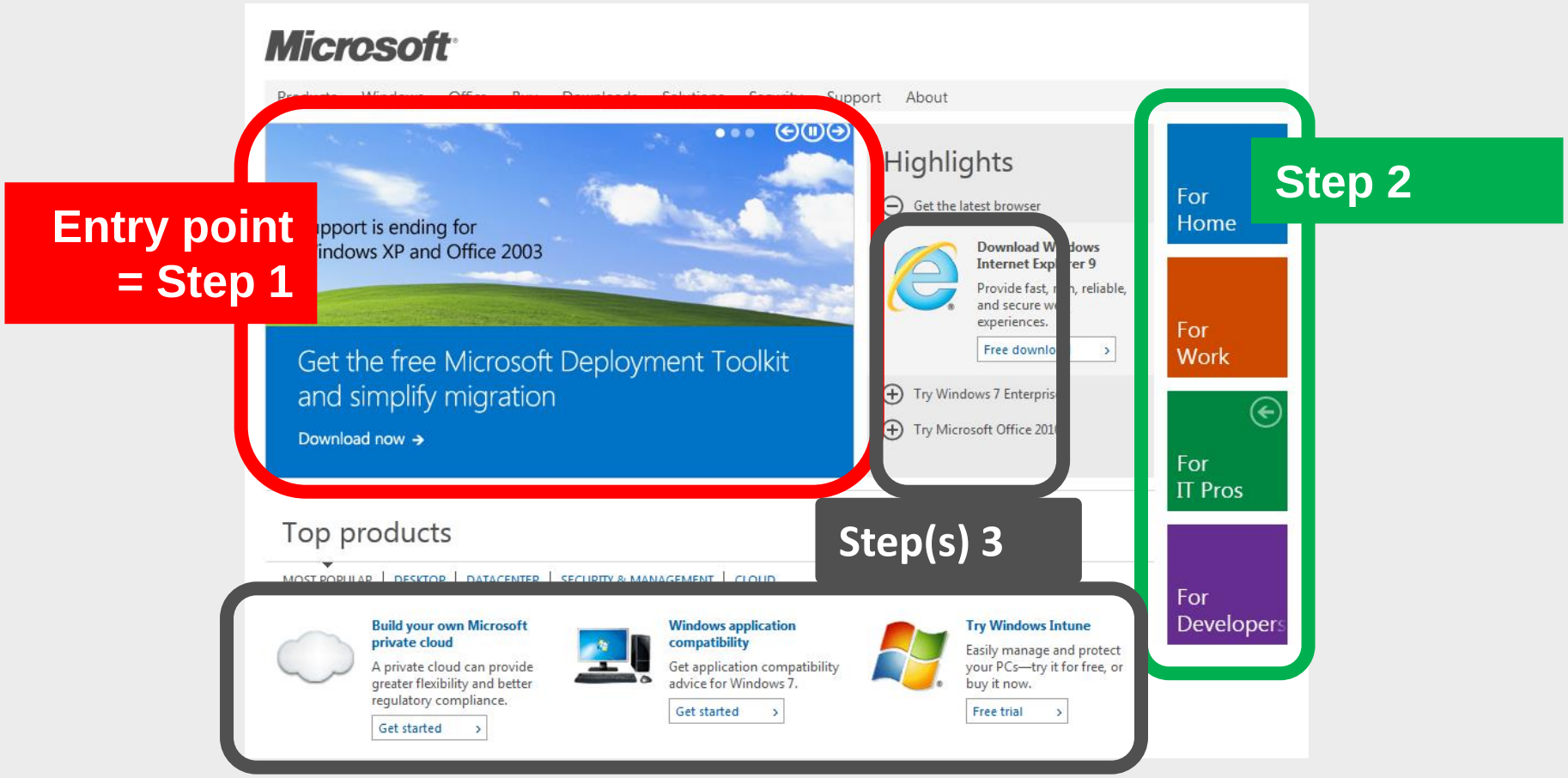
CONTENT NARRATION
The user will hear what we meant to say

EASIER NAVIGATION
The user will reach the target sooner

USE NATURAL ATTENTION FLOW
Place important parts below or next to entry point

ADJUST THE VISUAL PROMINENCE OF ELEMENTS - CHANGE THE NATURAL FLOW
Images, empty space, call-to-action buttons etc.

LEVELS OF PROMINENCE



LEADING THE WAY: UNION.SK

Union
Poisťovňa

- Úvodná stránka
- O spoločnosti
- Produkty
- Novinky
- Poistenie on-line
- Pre médiá
- Kariéra
- Oznámenie poistnej udalosti
- EURO
- Kontakty

POISTENIE VOZIDIEL | PRE OBČANOV | PRE FIRMY

Cestovanie

- Krátkodobé cestovné poistenie
- Celoročné cestovné poistenie
- Cestovné poistenie držiteľov študentských kariet
- Poistenie nákladov na zásah HZS

viac »

Život

- Investičné životné poistenie
- Kapitálové životné poistenie
- Poistenie detí
- Dôchodkovo orientované poistenie

viac »

Zdravie

- Poistenie ušlého zárobku
- Zdravotné poistenie pre cudzincov
- Zdravie plus
- Nemocnica bonus
- 24-hodinový lekár

viac »

Ďalšie poistenia

- Poistenie rodinných domov a bytov
- Poistenie domácnosti
- Stavebno-montážne poistenie
- Poistenie bytových domov
- UNION ISTOTA - úrazové poisten

viac »

Online poistenie

- Povinné zmluvné poistenie
- Havarijné poistenie
- Cestovné poistenie online
- Celoročné cestovné poistenie

Novinky

PZP do konca októbra so zľavou 15%

03.10.2011

Hľadáte výhodné povinné zmluvné poistenie pre vaše auto? Vodiči starší ako 24 rokov s autom nad 70 kW si do konca októbra môžu uzatvoriť PZP so zľavou 15%. Viac »

Cestovné poistenie – nevyhnutná výbava pri ceste do zahraničia

Kontaktujte nás

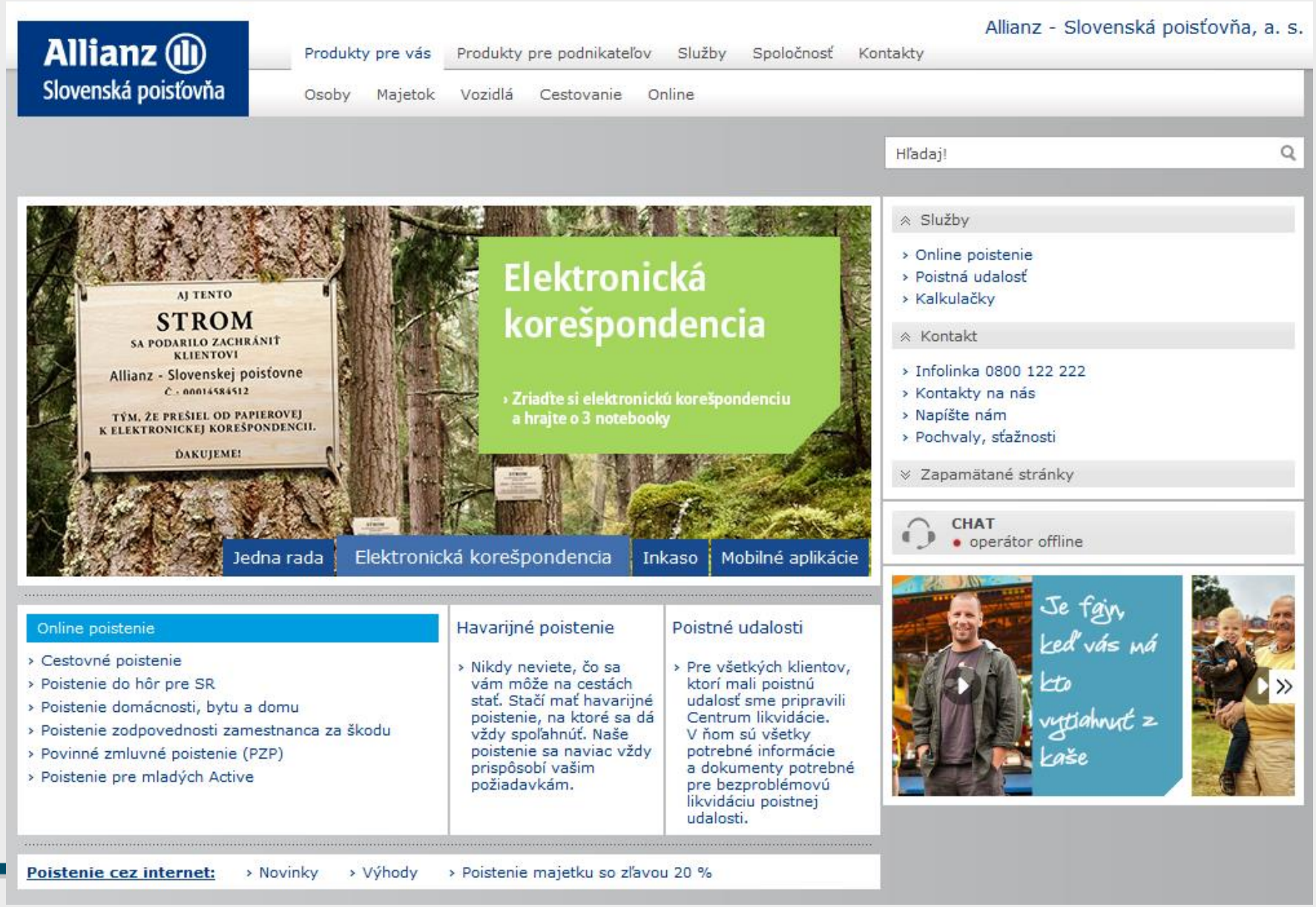
0850 111 211

union@union.sk

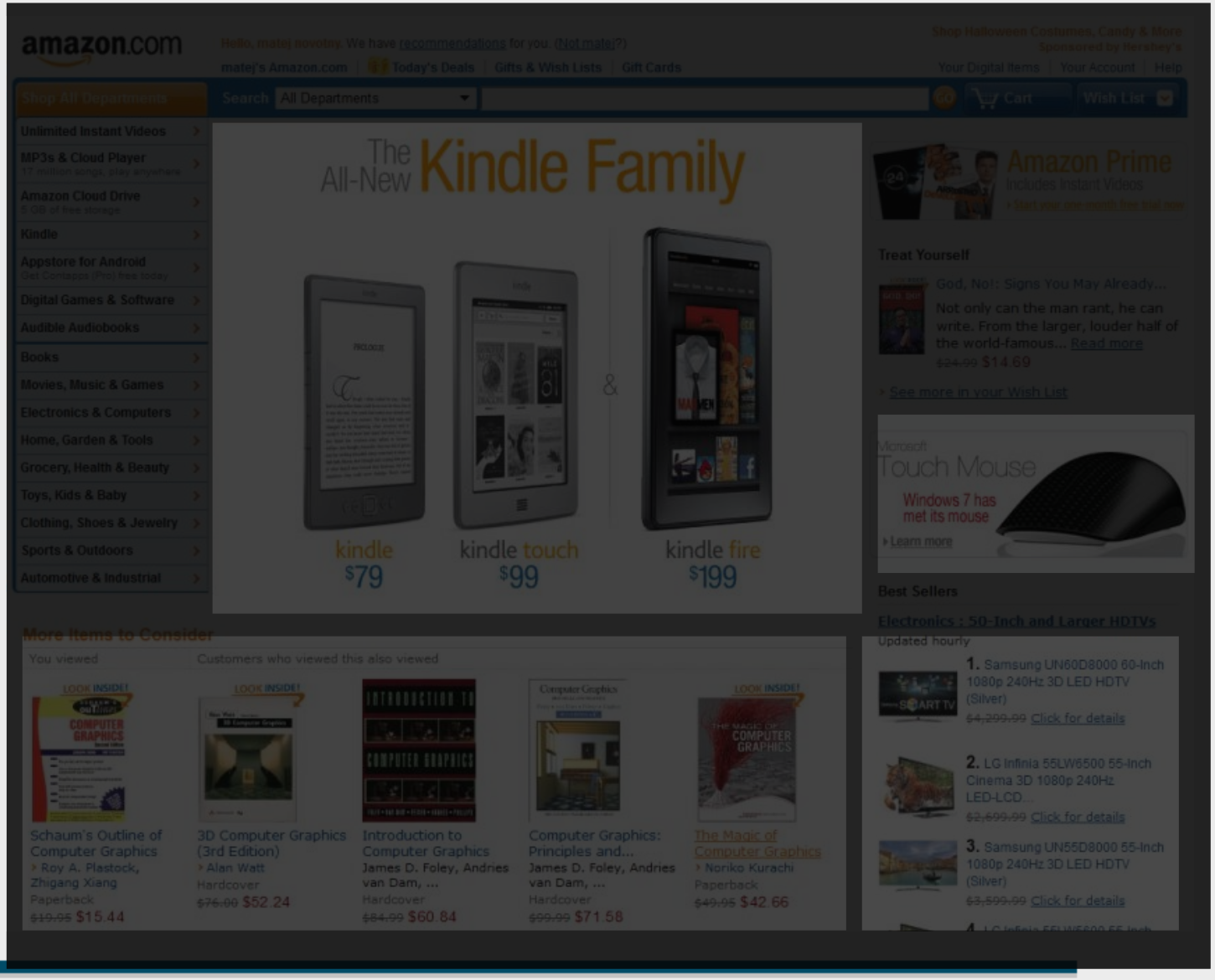
Číslo zo zahraničia:
00421 (2) 2081 1811

Napíšte nám ...

LOSING THE WAY: ALLIANZ.SK



GOOD SHOP


amazon.com
Hello, matej novotny. We have recommendations for you. (Not matej?)
matej's Amazon.com | Today's Deals | Gifts & Wish Lists | Gift Cards
Shop Halloween Costumes, Candy & More
Sponsored by Hershey's
Your Digital Items | Your Account | Help
Shop All Departments
Search All Departments
Cart
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Appstore for Android
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Audible Audiobooks
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Movies, Music & Games
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Toys, Kids & Baby
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Noriko Kurachi
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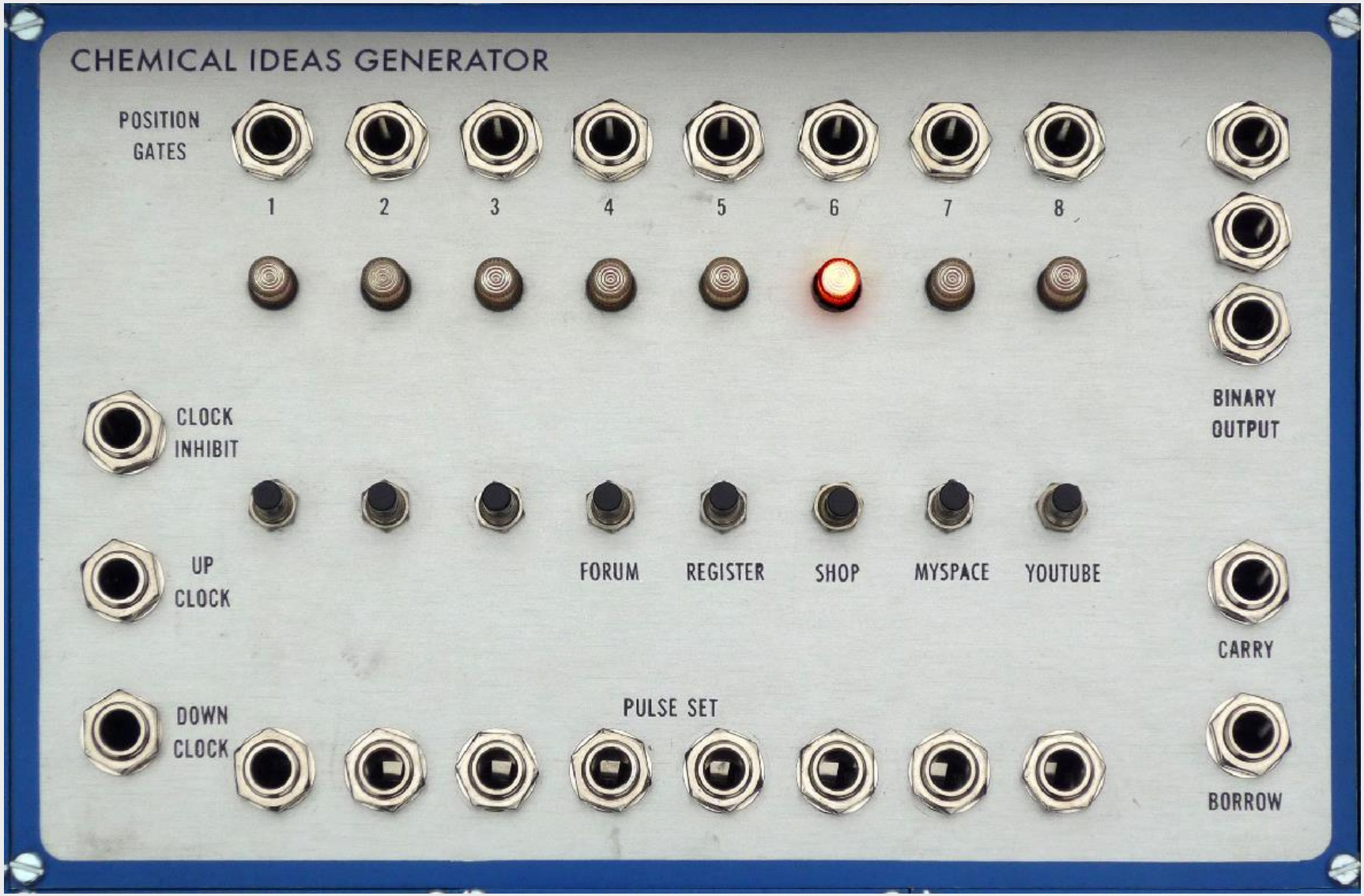
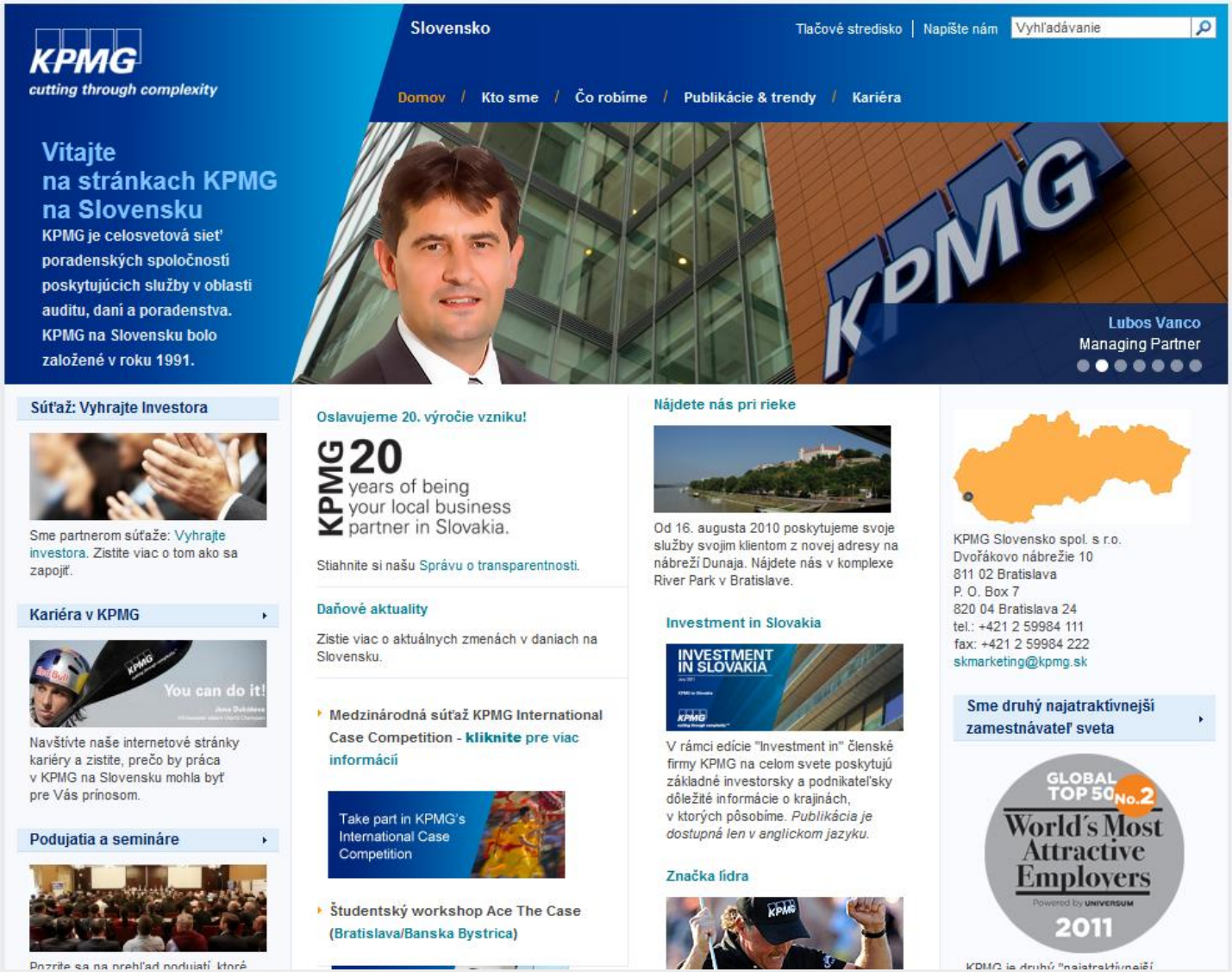
BAD SHOP

TOP SHOP
Pre pomoc pri nakupovaní, rady a špeciálne ponuky volajte na telefónne číslo:
02/59 220 751
club5
Nákupný košík | Pomoc | Kontakt
Hľadať
0 položiek 0,00 EUR
skontrolujte váš nákupný košík
DOMOV
FITNESS
KRÁSA
DOMÁCNOSŤ
KUCHYŇA
ZDRAVIE
KOZMETIKA
NOVINKY
VALENTÍN
Výrobky z TV
Výpredaj a zľavy
Všetky výrobky
Prepravné
Klubová Karta
Predajne
Veľkoobchod
Články
Kariéra
Valentín s Top Shopom
Valentínske zľavy, do ktorých sa zamilujete!
Zľavy až do
-40%
Urobte radosť svojej láske, blízkym aj sebe.
Ponuka platí do 8.2.2012
1
2
3
Anatomický vankúš Dormeo Mia
Inovatívny vankúš s 2 tvrdosťami, vhodný pre všetky polohy spánku
-50%
Super cena:
17,45€
Objednať
TOP produkt 2011
H2O Mop X5
Parný čistič kobercov, podláh, odevov, okien, skla...
Kliknite tu!
TOP produkt 2011
PAINT ZOOM
Striekacia pištoľ na maľovanie
Kliknite tu!
TOP produkt 2011
AHH BRA
Univerzálna spevňujúca bezšvová podprsenka z mikrovlákna
Kliknite tu!
TOP produkt 2011
Ab Tronic X2
Zvýšte svoju fyzickúkondíciu! Ab Tronic X2 cvičí za Vás.
Kliknite tu!
TOP produkt 2011
DR. LEVINE
Magnetické pásy
Zbavia Vás bolestí kĺbov - navždy
Kliknite tu!
Topshop odporúča
Novinky
TV produkty
Fitness
Domácnosť a kuchyňa
Krása a chudnutie
Zdravie

EXTREME: THECHEMICALBROTHERS.COM



DISCUSS: KPMG.SK



CREATING LAYOUT

DEFINE CONSTRAINTS

ADAPT THE DEFINED INFORMATION ARCHITECTURE AND NAVIGATION DESIGN

Know WHAT elements should be displayed, not WHERE. (At least for the moment.)

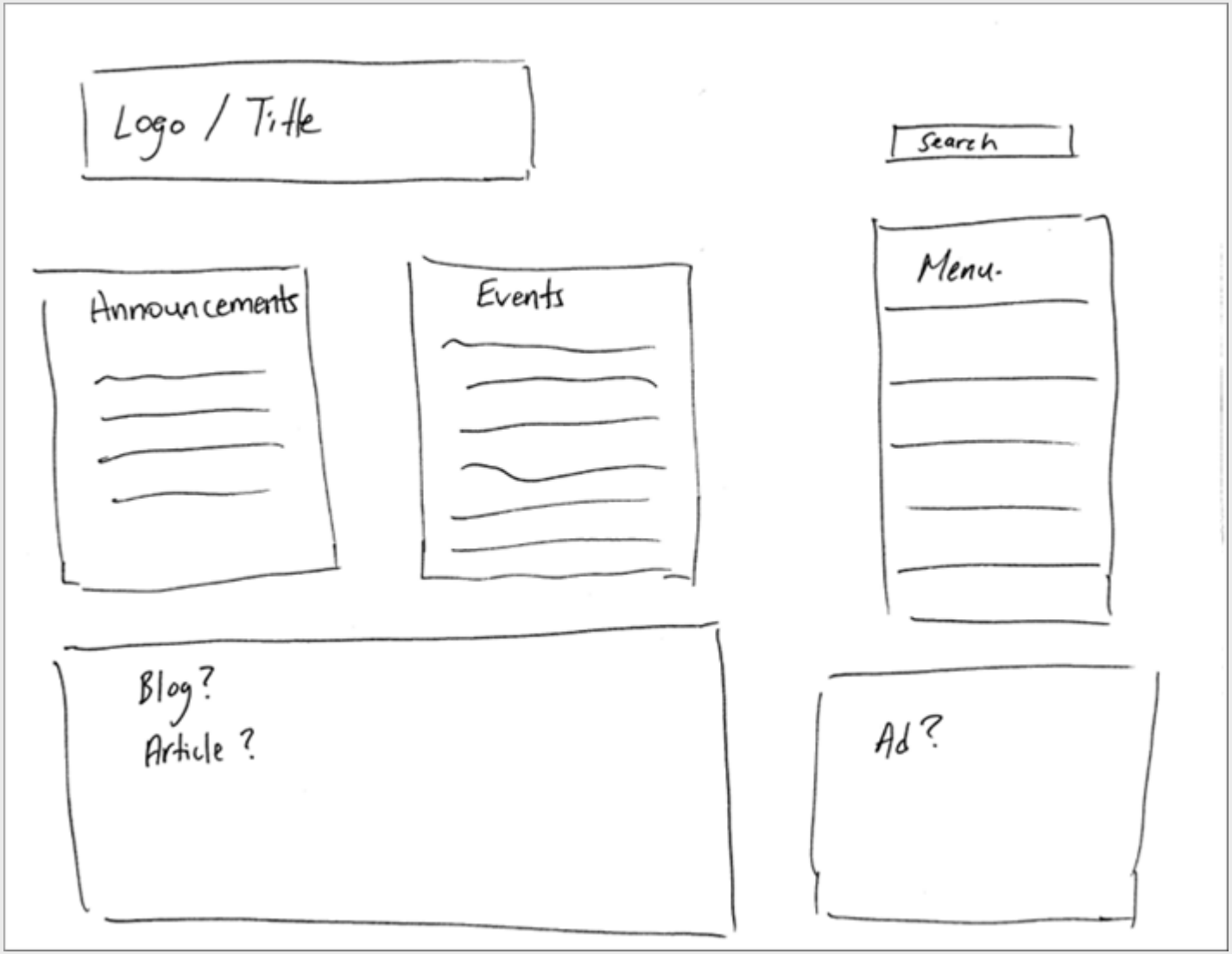
- e.g. 1 primary menu, 1 secondary menu, 1 text body, 3 previews of other pages, 1 login + 1 register button …

MANDATORY ELEMENTS AND THEIR SIZE

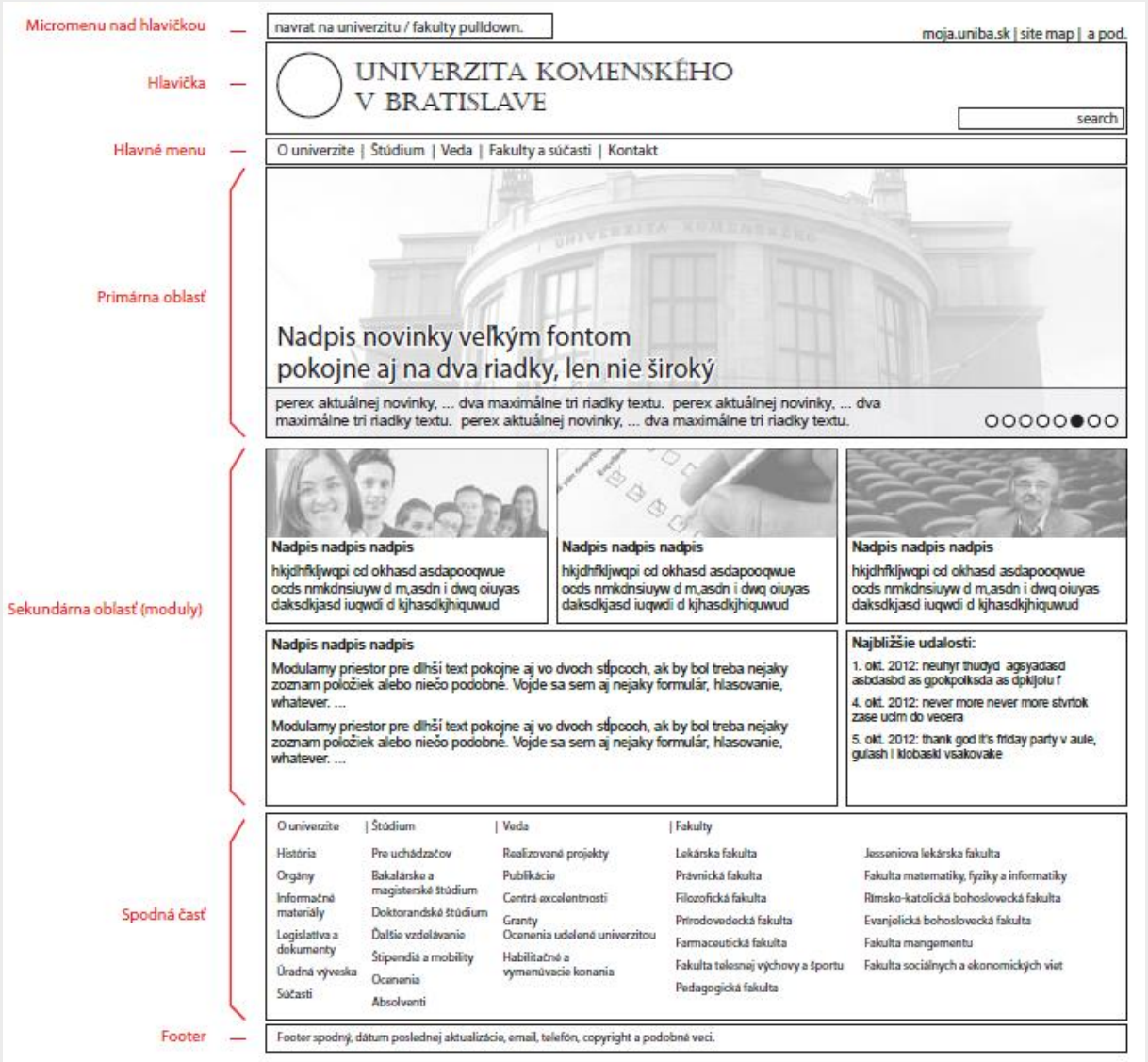
E.g. advertisement banners, device resolution
First know the constraints, then be creative

IT'S DESIGN, NOT ART!

WEBSITE WIREFRAME



EXAMPLE WIREFRAME



Topology of a web page

Fixed vs. modular areas

No colors,
No styles,
No decoration...

Test your functions

BRING ORDER TO CHAOS

FORM VS. CONTENT

UNSTRUCTURED VS. STRUCTURED DESIGN

UNSTRUCTURED = ANYTHING GOES ☺

STRUCTURED = ALIGNED LINES AND HIERARCHIES

LINES ARE BORN FROM GRIDS

HIERARCHIES BY VISUAL PROMINENCE

GRID LAYOUT

WAY TO ORGANIZE LAYOUT

LINES FOR FREE,
WITHOUT ANY ADDITIONAL EFFORT

MERGE CELLS TO CREATE MODULES

GRID TYPES

GRID SHOULD NOT RESTRICT THE CREATIVITY
→ NUMBER OF COLUMNS SUPPORTS MANY COMBINATIONS → SUPPORTS CREATIVITY

E.G. 58 COLUMN GRID WITH A GUTTER,
2x28 (+1x2column space)
3x18 (+2x2), 4x13(+3x2), 5x10(+4x2), 6x8(+5x2)
Karl Gerstner, 1960s, Capital magazine

E.G. 12 COLUMNS WITHOUT A GUTTER
2x6, 3x4, 4x3, 6x2

GRIDS IN WEB DESIGN

MOST COMMON (960PX)

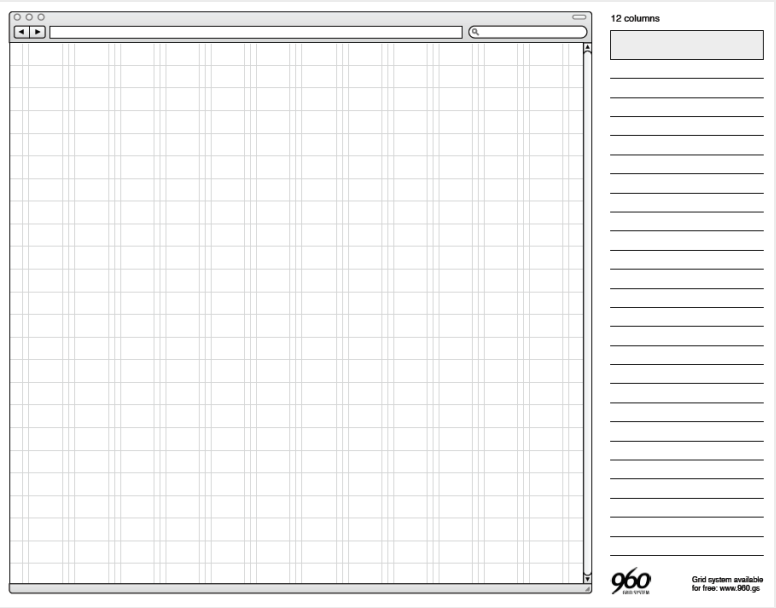
12 columns @ 60px +
11 gutters @ 20px +
2 margins @ 10px

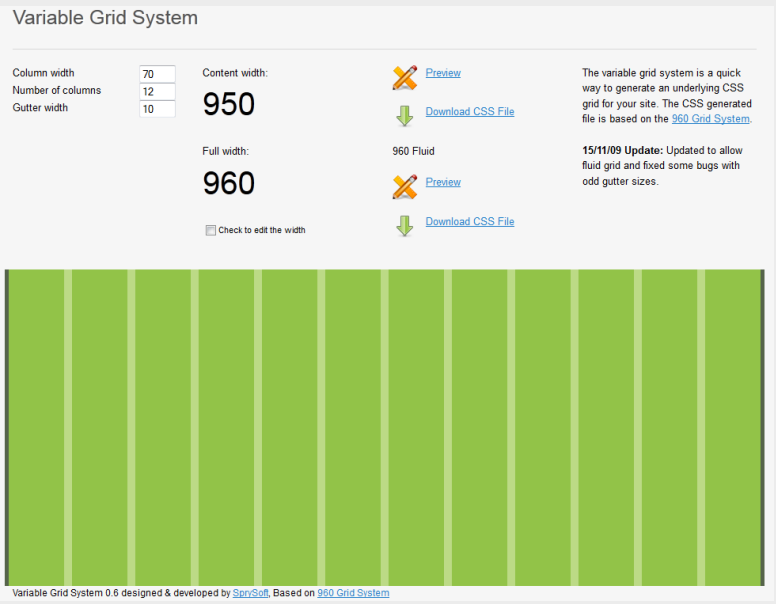
GRAB A SKETCH SHEET:

http://960.gs/
http://unsemantic.com/

DEVISE YOUR OWN GRID:

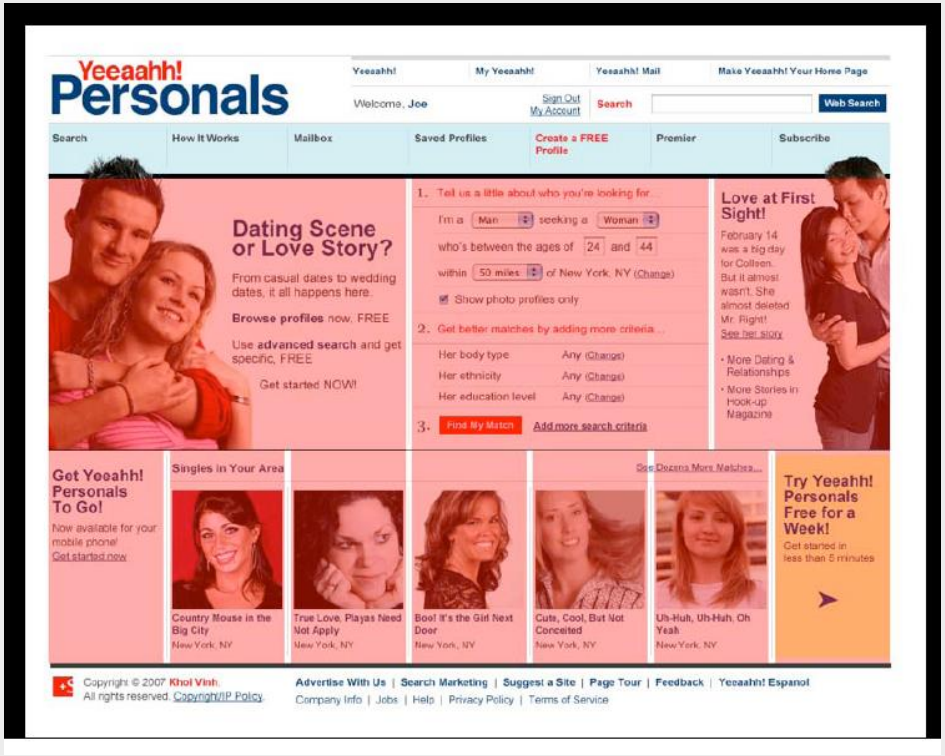
http://grids.heroku.com/





FINALIZE THE GRID

CREATE VARIATIONS FOR SIBLING PAGES OR CHILD PAGES



NEXT:
GRAPHIC DESIGN
PART 2