

DesigningtheWeb

ART326

Successful Web Design

Two main perspectives for evaluating design:

Usability: How functional a website is for the **user**.

Aesthetics: The artistic value and visual appeal.

Important not to value one over the other.

The goal: “Users are pleased by the design but drawn to the content.”

Usability

Consider your user.

How intuitive is the design to use? The design should not get in the way between the user and the information they are looking for.

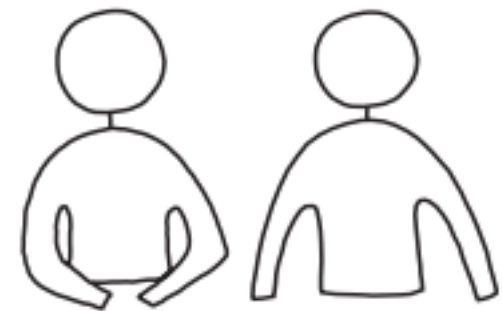
Points to consider:

- Clear, consistent navigation.

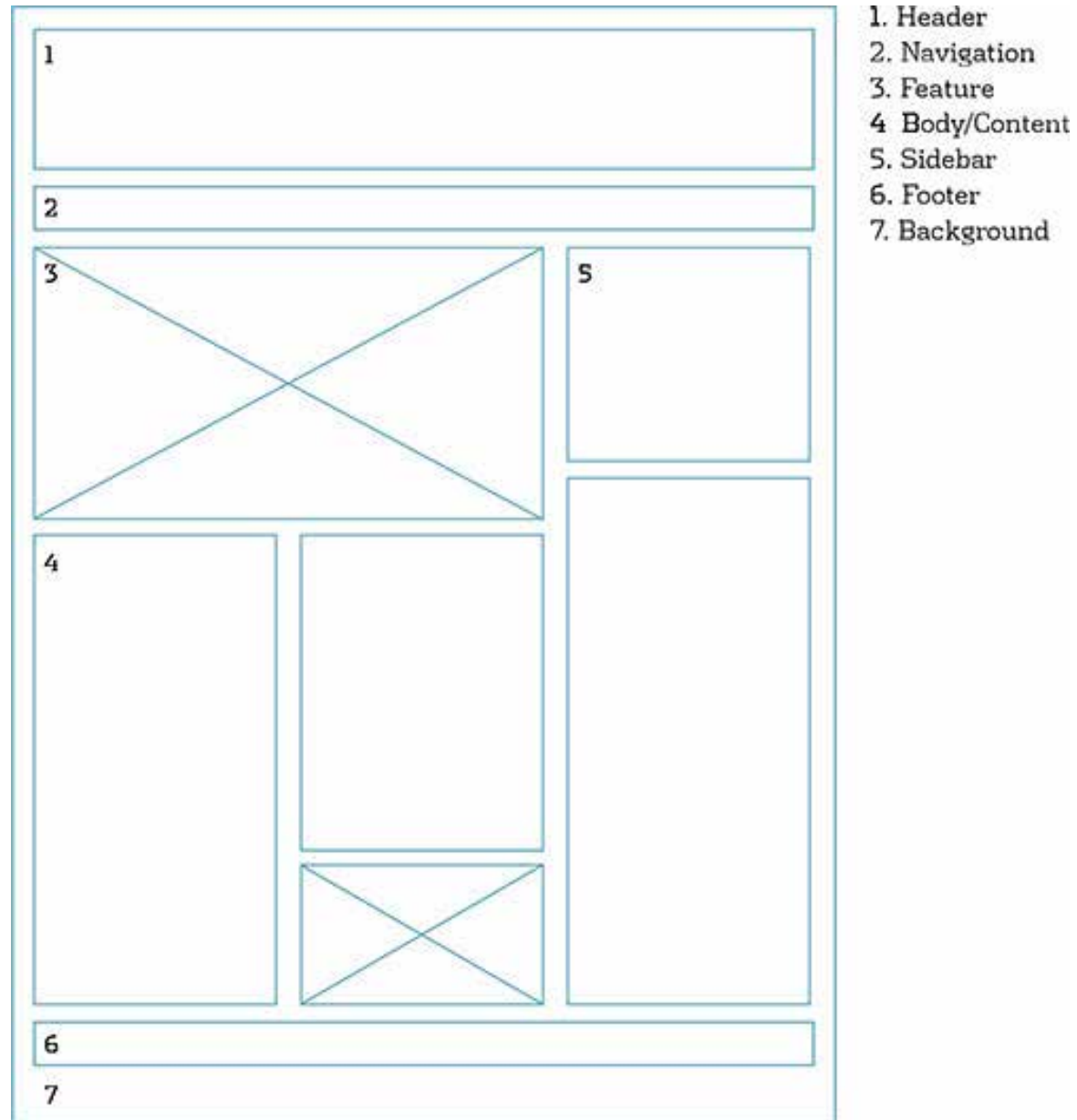
- Descriptive links.

- Scannable content and legibility.

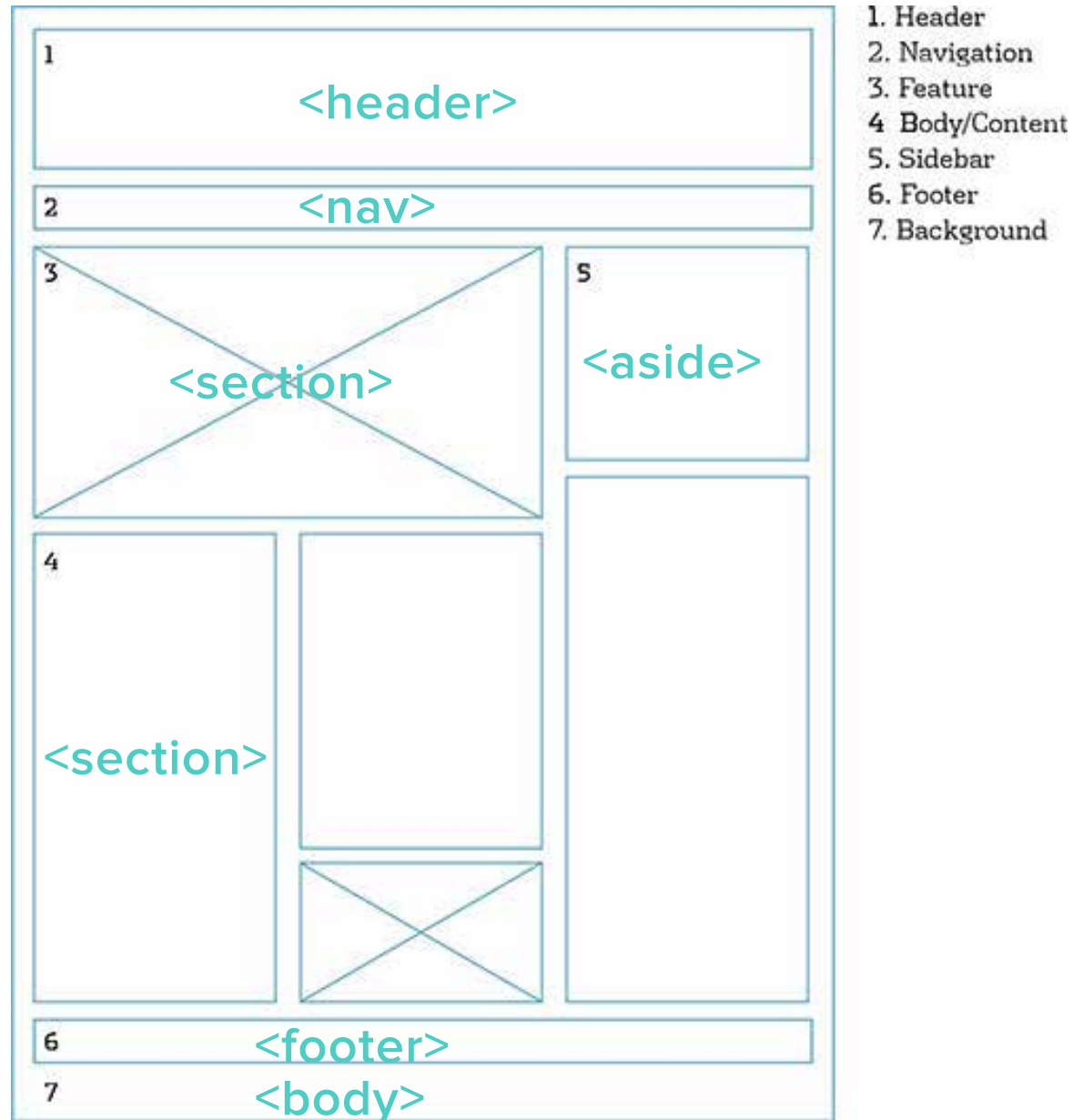
- Cohesive theme between homepage & subpage.



Web Page Anatomy



Web Page Anatomy + HTML5



Web Page Components

Container: Wrapper. Holds the contents of the page. Width can be fluid or fixed.

Logo: The identity.

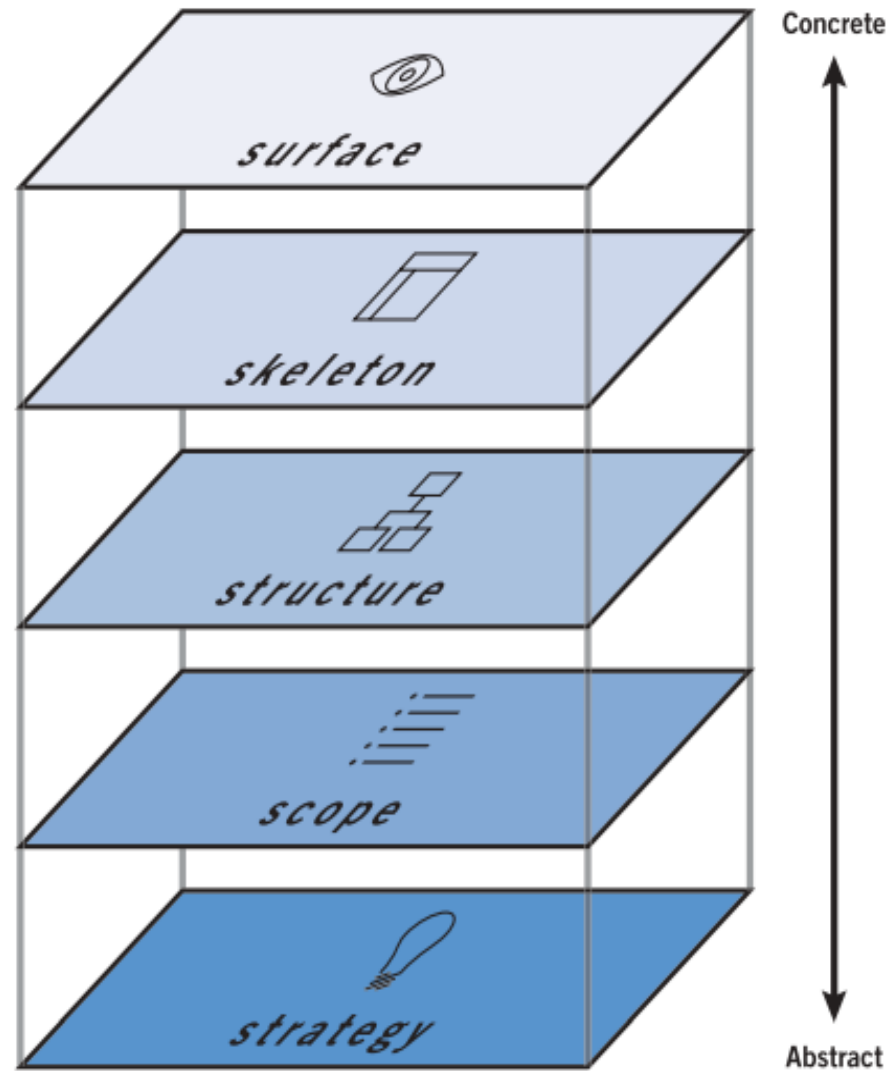
Navigation: Must be easy to find and use and “above the fold” (500px from top).

Content: “Content is King.” Keep the main content block as the focal point of a design.

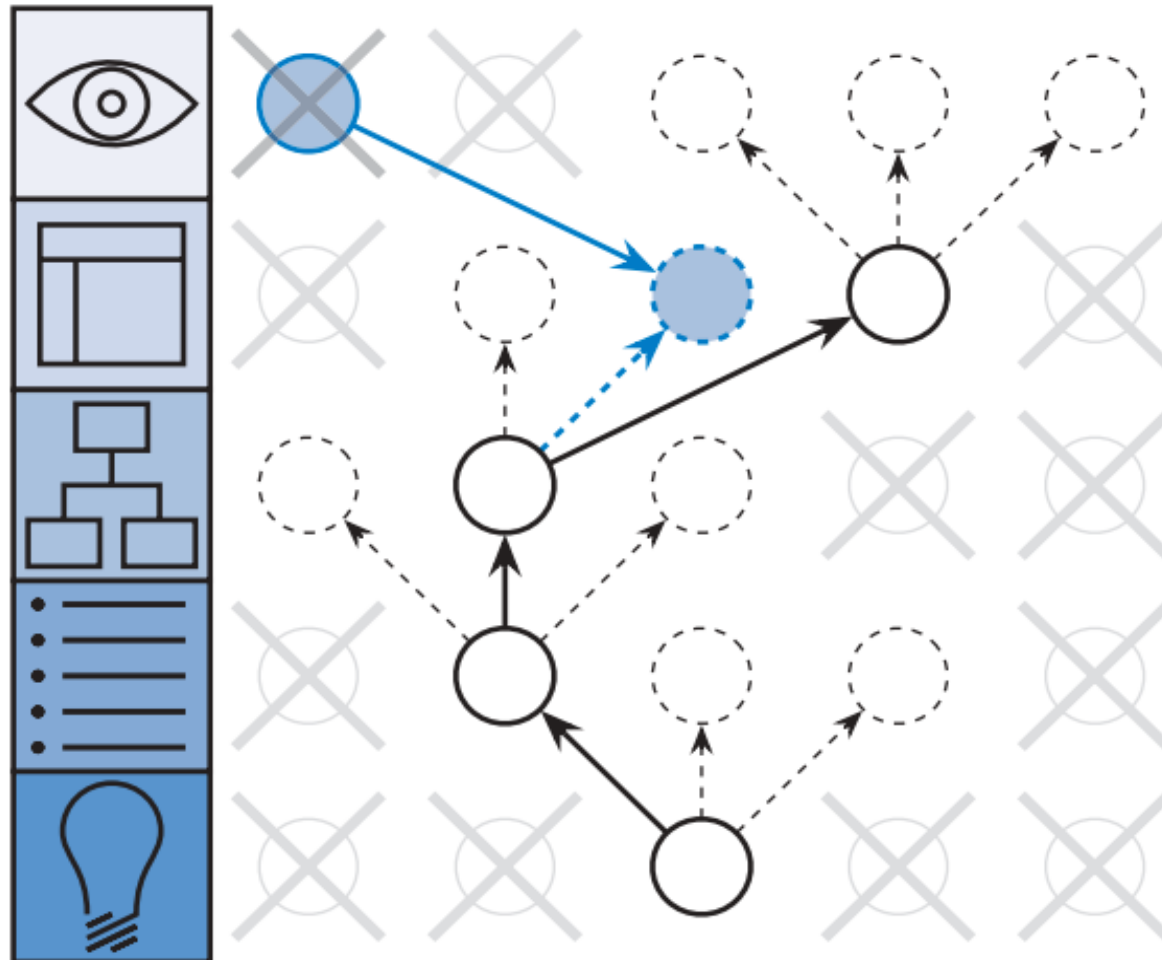
Footer: Contains the copyright, contact, legal info., and sitemap. Should indicate bottom of site.

Whitespace – Allows breathing space to guide user’s eyes around a page.

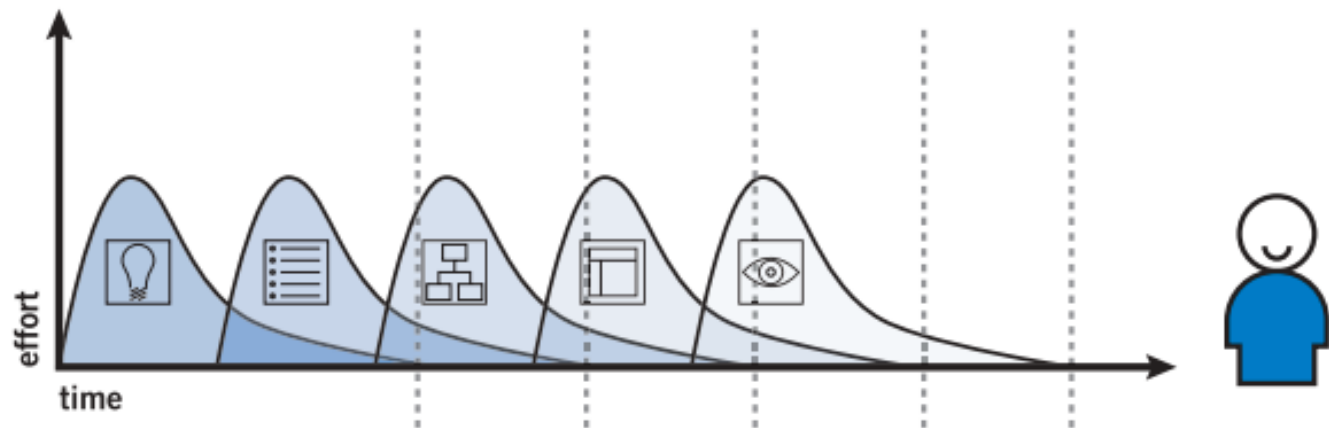
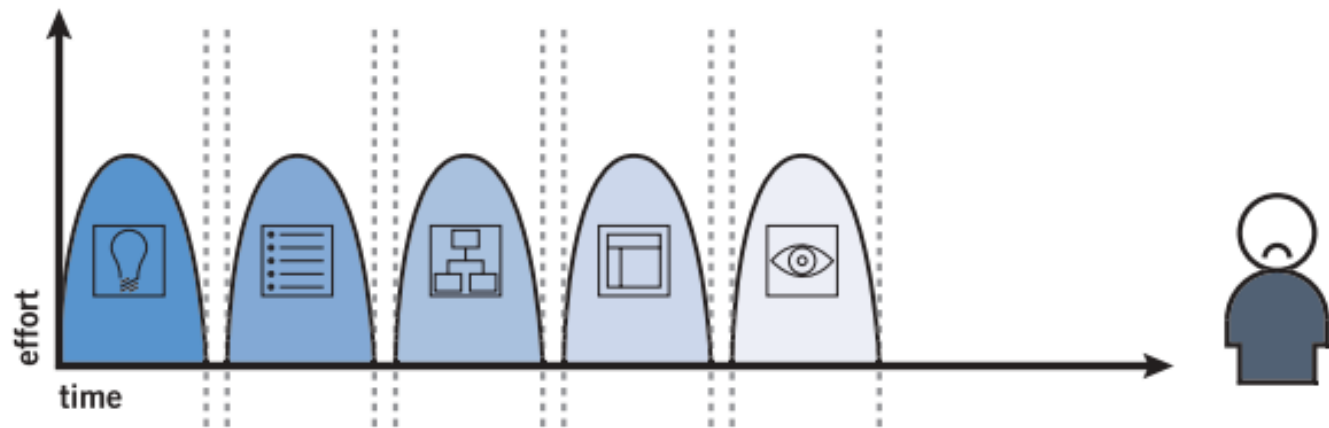
UX Planes



UX Planes



UX Planes



Process



Researching + Planning

Every web site must begin with an **idea**.

To develop your idea, seek to understand the purpose for the site.

What will users do?

Who is your target audience?

Who will generate content?

Do you have graphic standards to meet?

Look at other websites. What do you like about them? What do you dislike?

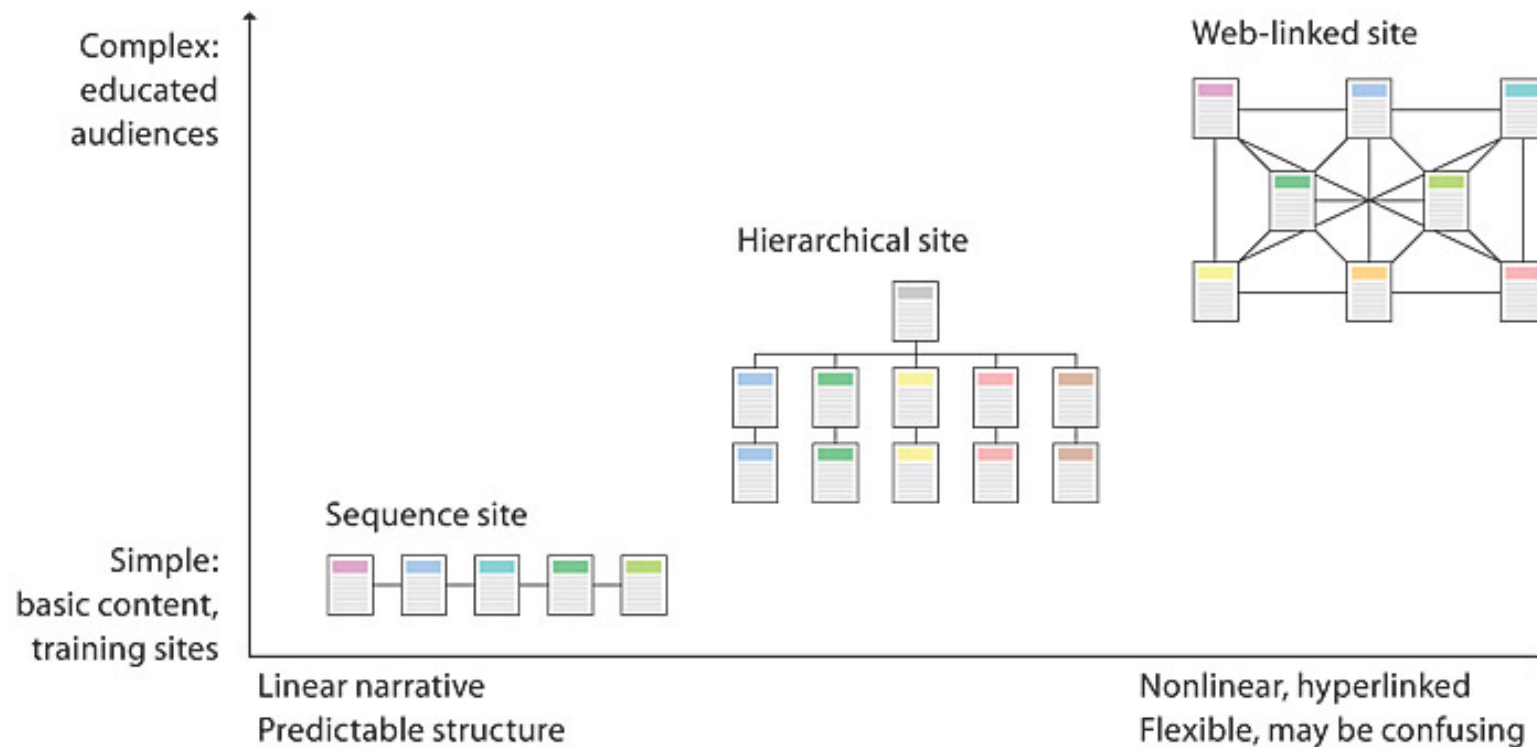


Information Architecture

The organization of the content and how you get to it.

Diagram or flow chart of how users will move through your web site.

Outlines navigation or task flow.



Wireframe

A digital structure for prototyping the layout of the site. “The Blueprint.”

Focuses on usability.

Benefit: Allows any issues to be discovered early on. Minimizes scope creep.

Usually lacks typographic style, color, or graphics, since the main focus lies in functionality, behavior, and priority of content.





Content

The most important part of a web site is its content.

Ideally, the client is responsible for generating the content that goes on the site.

Someone will be in charge of copy writing for the website.

Structuring content allows for flexibility.



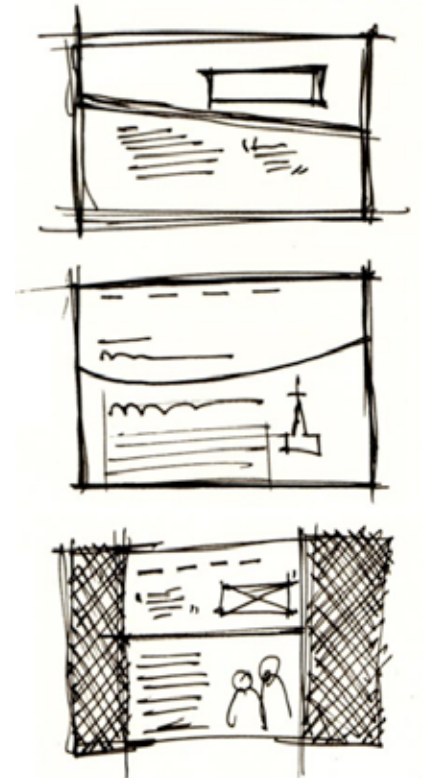
Thumbnail Sketches

Before going digital, sketches help clarify a general layout direction for the design.

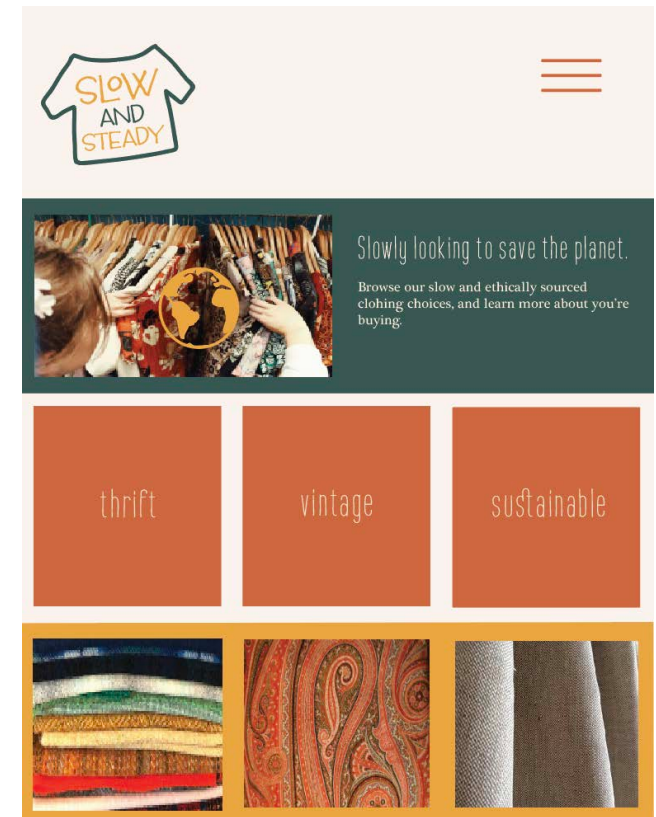
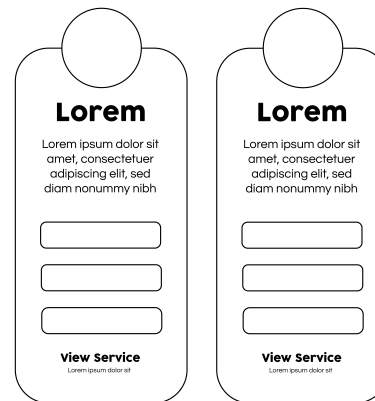
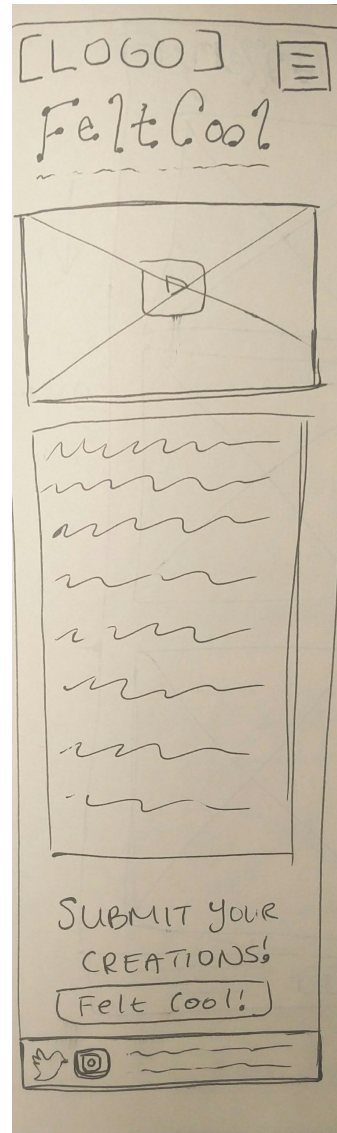
Layout possibilities are endless! However, this article is a great starting place:

<http://designshack.net/articles/layouts/10-rock-solid-website-layout-examples>

Select your general hp/sp layout before moving digital.



Prototypes



Style Tiles / Mockups

Style tiles are collection of brand elements including the logo, colors, typography and supporting elements.

Mockups are visual designs of what the final website will look like.

Develops the graphic look and feel.

Multiple versions (2-3) may be given to client.

Best version is selected and refined to build final design.



User Testing



Used throughout the process to evaluate the effectiveness of tasks.

Tester (you) +

Participant (target audience)

think alouds + open-ended interviews

Development

Once the design is approved, the site enters the production phase.

Putting the pieces together.

The site is created using HTML + CSS, scripts, etc.



Final User Testing

All sites need to be tested before going live:

- Basic functionality

- Browser compatibility

- How easy they are to use



Launch: “Going Live”

Uploading the site to the server and making it available to the world.

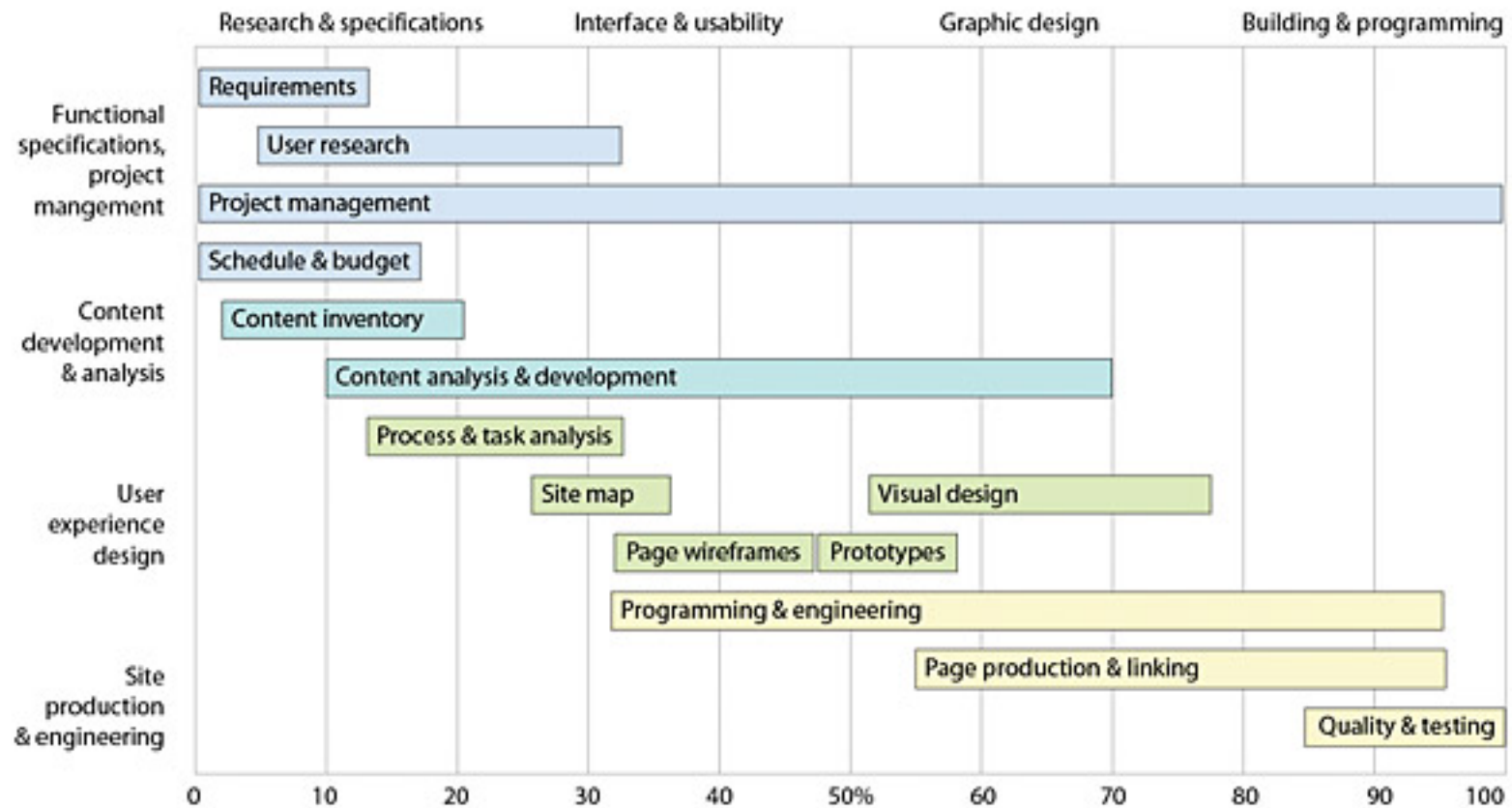
Everything should be perfect beforehand.

Testing, once again.

Then... celebrate!



Project Breakdown



Points to Consider



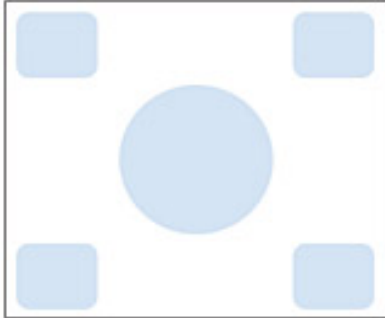
Focal Points

Consider Hierarchy

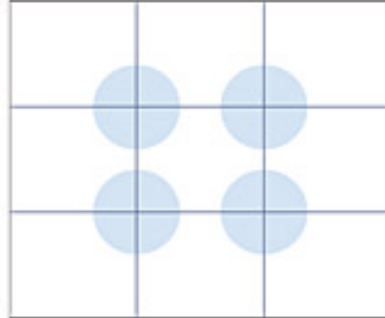
Create an area in the composition that grabs the viewer's attention before all else.



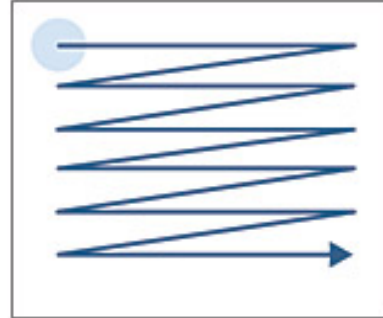
Scanning



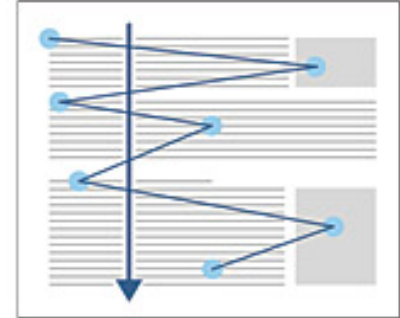
Middle and corners



Rule of thirds

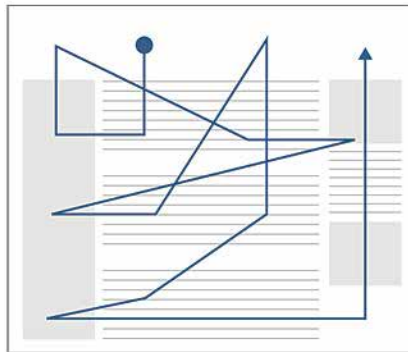


Gutenberg Z



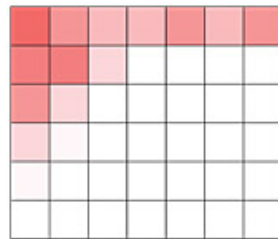
Reading gravity

a. Poynter eye-tracking study

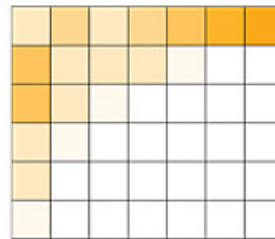


b. "F" pattern and the "golden triangle"

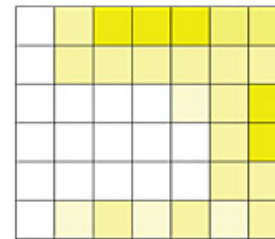




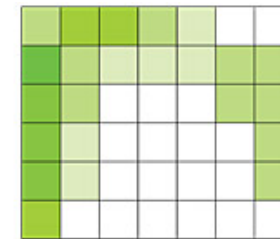
Home link



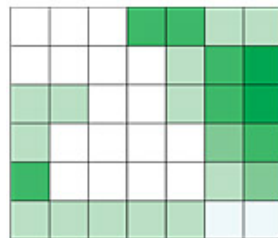
Search



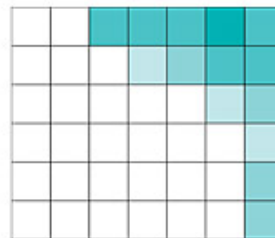
Banner ads



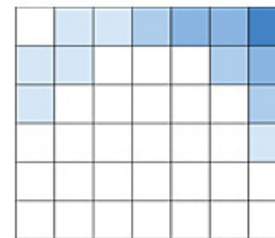
Navigation links



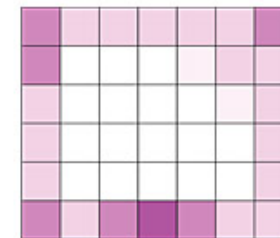
External links



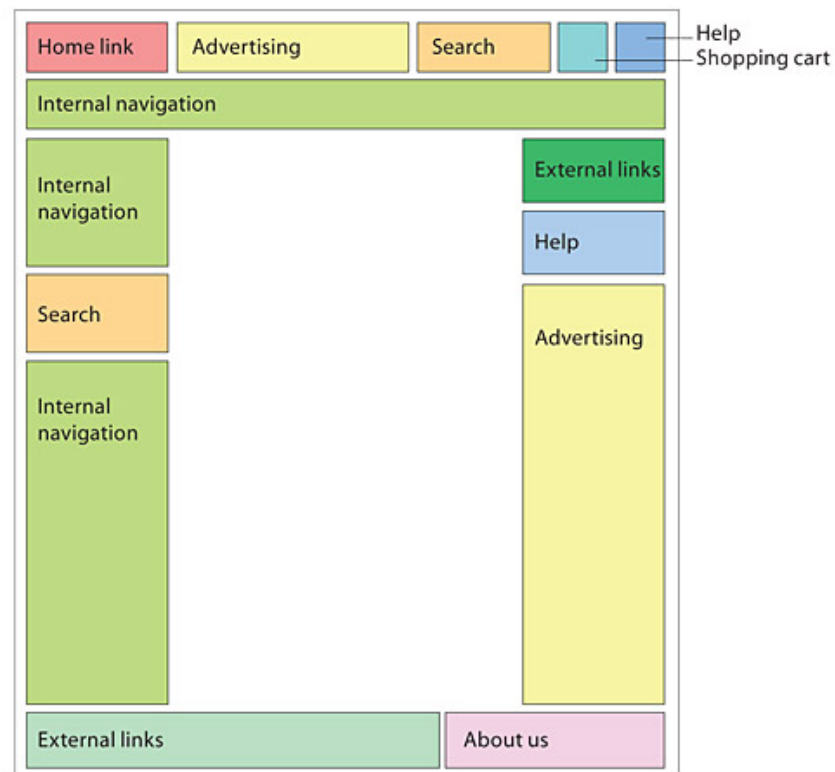
Shopping cart



Help link



About us



0 & 000

SEARCH MY ACCOUNT BASKET 0

Peperham Nurseries

GIFT DELIVERY SHOP ONLINE GROWING **COVENT GARDEN** BEEHIVES EVENTS BOOKS

BIRDS AT COVENT GARDEN

THE PEPPERHAWK
LA GUTTER
LA GUTTER 3AA

BIRDS AT COVENT GARDEN

THE BIRDS AT COVENT GARDEN
THE BIRDS AT COVENT GARDEN
THE BIRDS AT COVENT GARDEN

BEEHIVES AND CELLARS

THE BEEHIVE
THE BEEHIVE
THE BEEHIVE

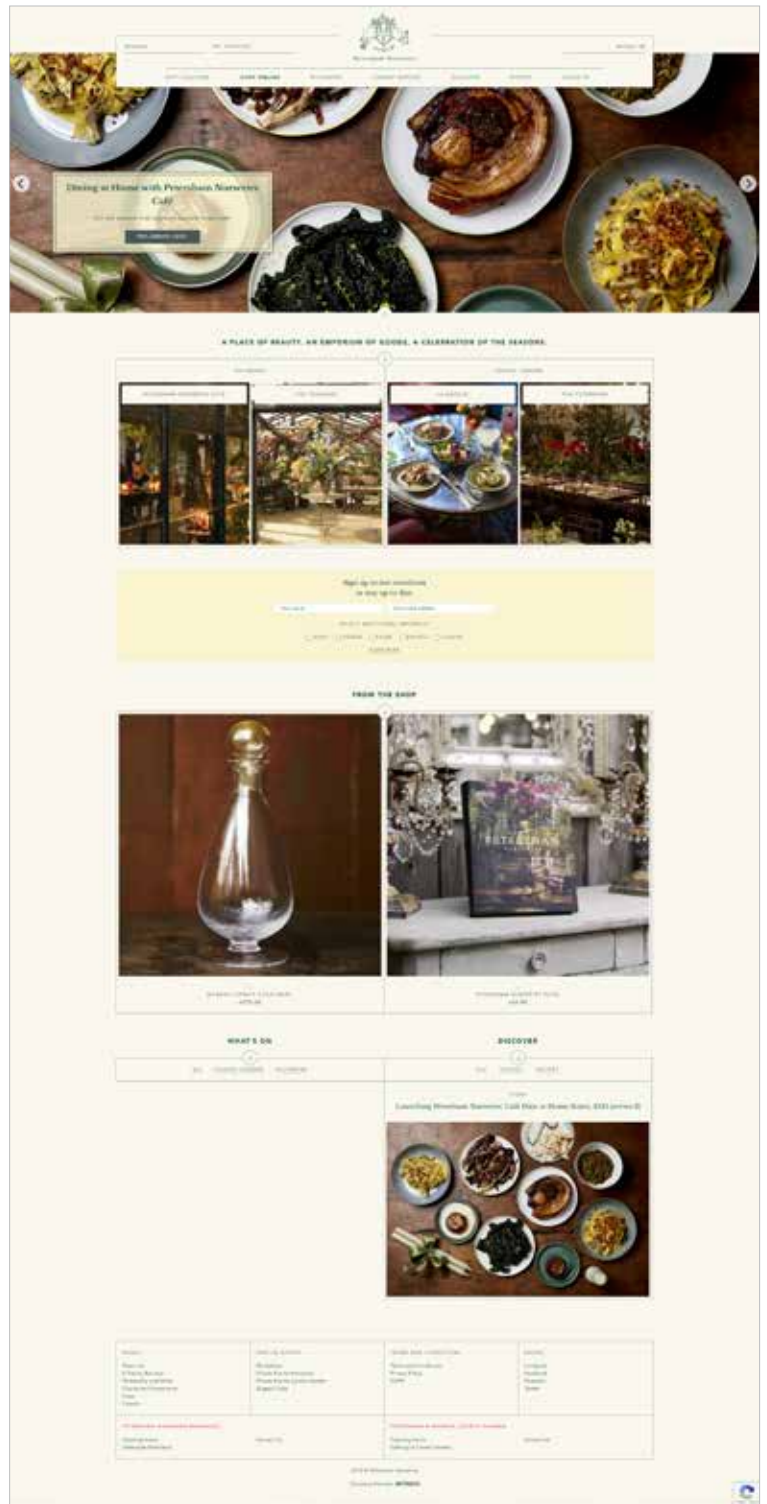
FLORAL COURT

THE FLORAL COURT
THE FLORAL COURT
THE FLORAL COURT

COVENT GARDEN

COVENT GARDEN

Peperham Nurseries brings nature and elegance to the heart of Covent Garden with an unparalleled lifestyle destination that captures the unique spirit and rare beauty of its original home in Richmond.

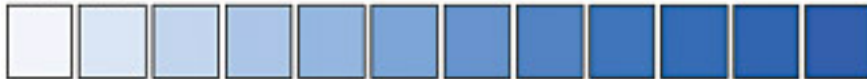


Color + Contrast

Hue



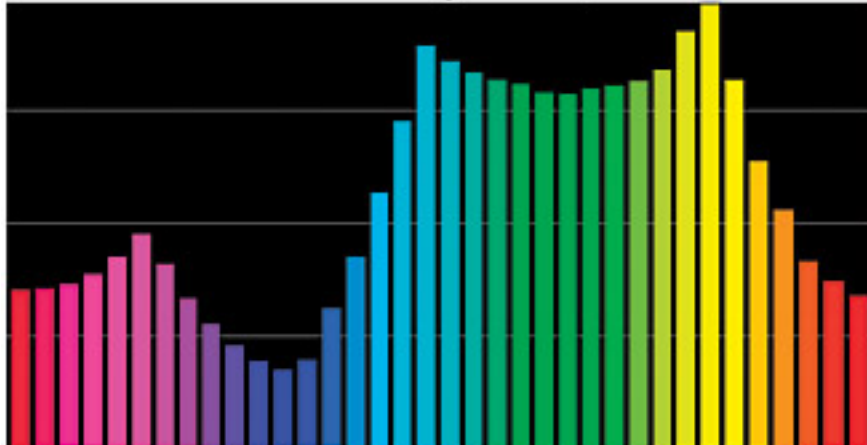
Saturation



Brightness



Relative brightness of colors at the same level of illumination
(Yellow is almost four times as bright as blue)



The optimal combination for legibility is black on white

White text on black is almost as good for legibility

Optically bright colors like yellow disappear on white

Inherently dark colors like blue or red work much better

Gradient backgrounds almost always create legibility issues because some part of the text will suffer from poor contrast and reduced legibility. If you must use a gradient, stick with black text, and avoid using dark colors in the background.

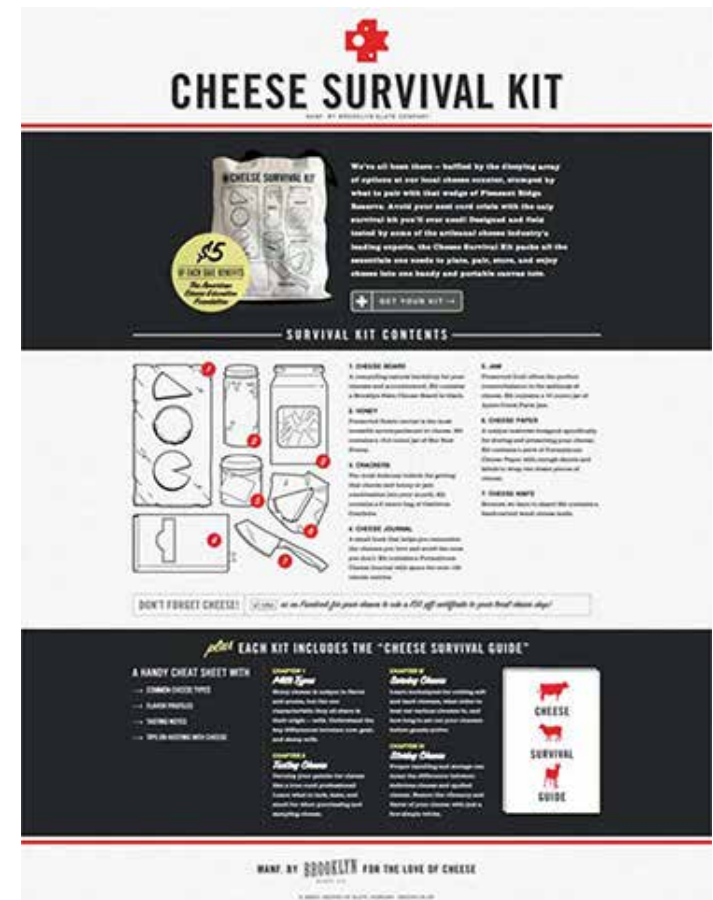
The 10 percent of males who are partially red-green color-blind would find this paragraph almost impossible to read, particularly because the green and red colors are very close in brightness level. Don't depend on color alone to produce contrast in text.

Color

Coding: Use colors to intentionally create associations among otherwise unrelated elements.

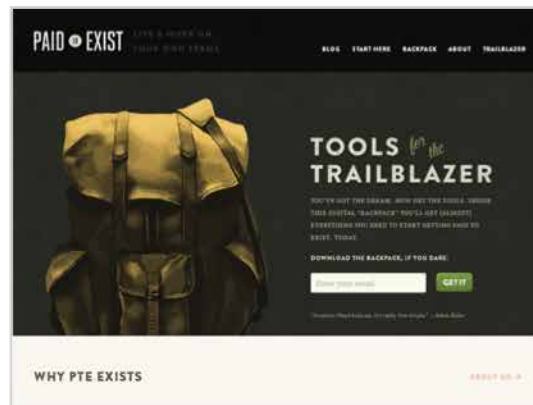
Eye Movement

Contrast

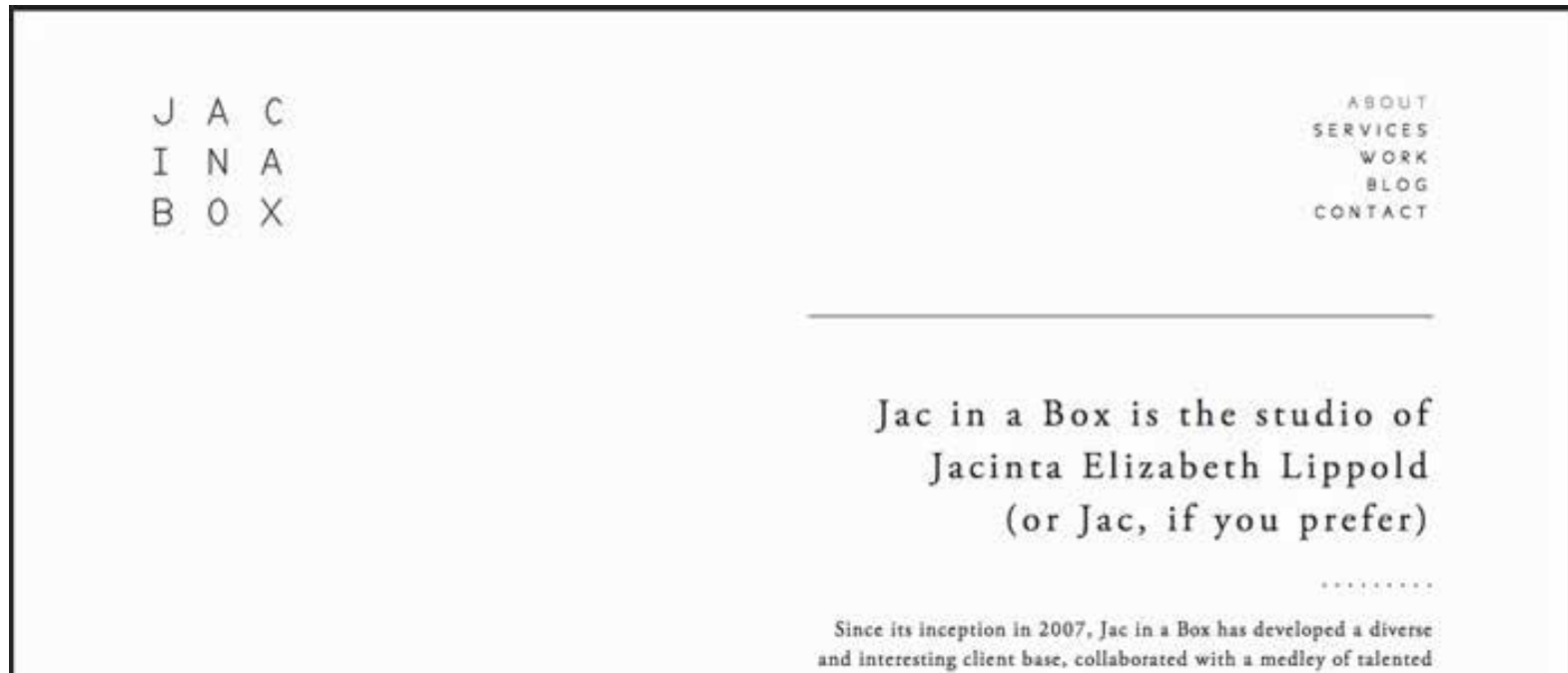


Background Colors

Use background colors to help users understand the grouping of related information.



Whitespace





80/20 Rule

The Pareto Principle

20% of the content on your site will produce 80% of the user actions.

Consider calls to action, buttons, links, or elements that will generate interaction.

White space plays a role in clarifying the 20%.

Legibility Research

Research shows no reliable difference in reading speeds between serif vs. sans-serif typefaces.

Popular typefaces are easier are faster for people to read (Times New Roman, Georgia, Arial, Helvetica, Verdana), vs. unfamiliar typefaces.

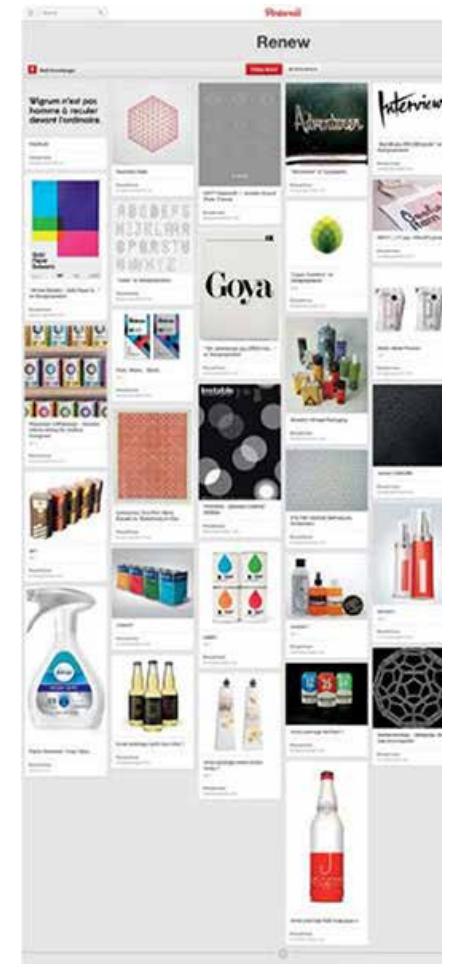
Fonts smaller than 12 pts. elicit slower reading times.

We read familiar typefaces best, but we learn better with unfamiliar ones.

Research + Inspiration

Create mood boards or folders to hold screenshots for design inspiration.

Clip anything that inspires you!



Research, Research, Research!

Admire the Web

CSS Drive

Unmatched Style

Pattern Tap

Best Web Gallery

Article: Top 10 Web Design Trends of 2012

Behance: Showcase and Discover Creative Work

Cargo

Abduzeedo

Dribbble

Etc.!

Explore “Beautiful Design” resources on course website

P1 CSS Zen Garden

