Fundamentals of Web Site Design

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What’s good design?

What’s good design?

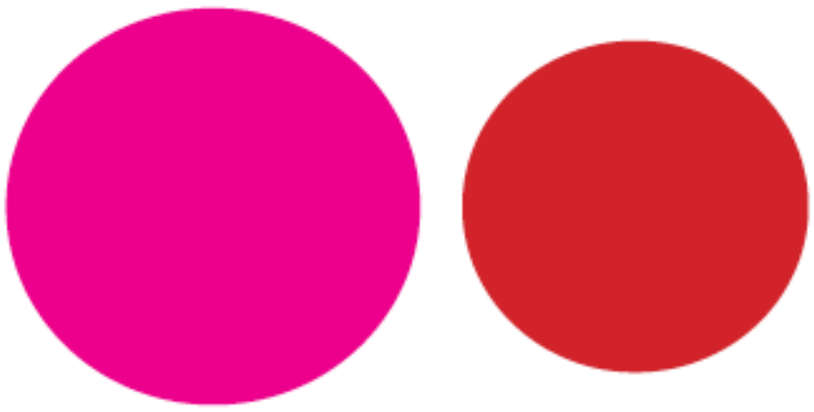
- What is the purpose?
- What is the target group?
- How well does it perform?

C.R.A.P. as Good (Graphic) Design

- **C**ontrast
- **R**epetition
- **A**lignment
- **P**roximity

Contrast

difference in shape, color, size or texture

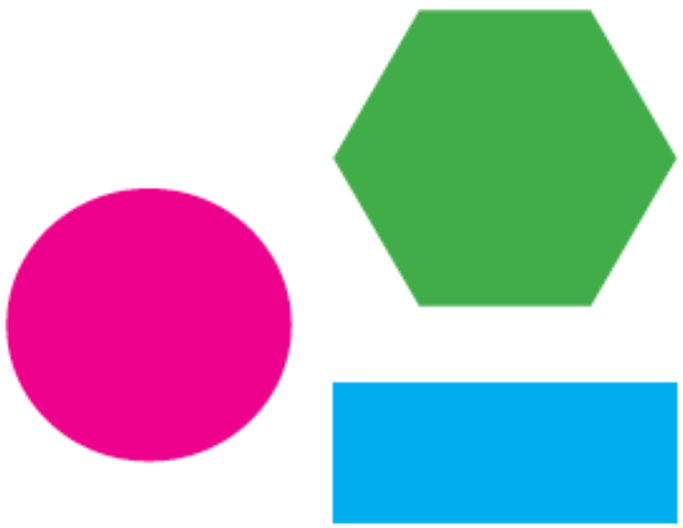


Low contrast in size, shape and colour.

High contrast in size, shape and colour.

Repetition

emphasize message with rhythm and flow



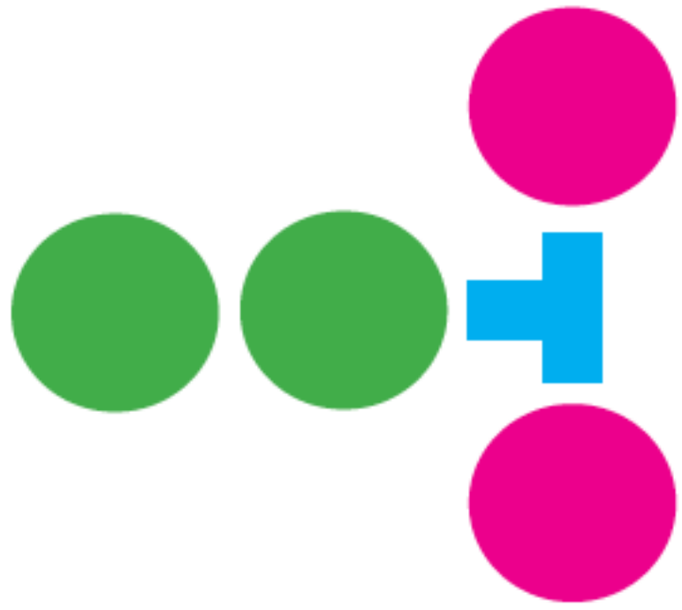
No repetition.

Repetition of forms and colours.

Alignment

organize and order the content

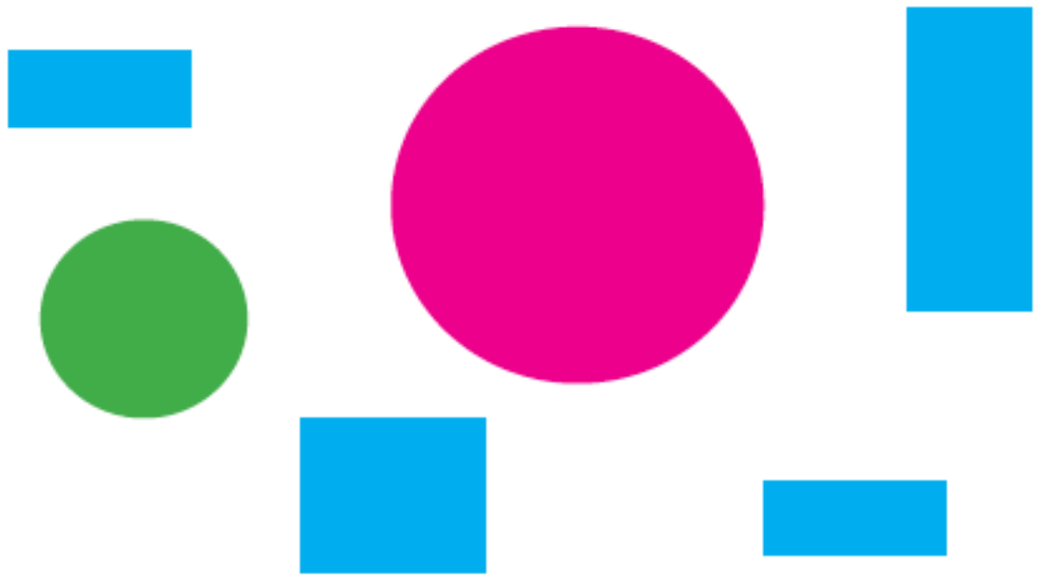
No alignment.



Forms are aligned to center horizontally and vertically.

Proximity

group similar objects together



No proximity.

Similar forms are grouped.

Web Site Design

1. **Strategy**
    - is the web site's purpose clear to visitors?
    - does the design directs visitors to take actions?
2. **Usability**
    - how long does it take to load?
    - how easy is it to find information? where's the **search** form and how well does it perform?
    - does it work for mobile devices?
3. **Style**
    - does it align with the brand?
    - what feel does it generate?
4. **Content**
    - Is it readable? (fonts, organization, colors)
    - Is it useful? (relevant to the reader, concise)

Good design
by Dieter Rams

- is **unobtrusive**
  “Products and their design should be both neutral and restrained, to leave room for the user’s self-expression. Products fulfilling a purpose are like tools and are neither decorative objects nor works of art.”

- is **long-lasting**
  “It avoids being fashionable and therefore never appears antiquated. Unlike fashionable design, it lasts many years – even in today’s throwaway society.”

- makes a product **useful**
  “It has to satisfy certain criteria, not only functional, but also psychological and aesthetic. Good design emphasizes the usefulness of a product whilst disregarding anything that could possibly detract from it.”

- is **aesthetic**
  “Only well-executed objects can be beautiful. The aesthetic quality of a product is integral to its usefulness because products used every day have an effect on people and their well-being.”

- is **intuitive**
  “It clarifies the product’s structure. Better still, it can make the product clearly express its function by making use of the user’s intuition. At best, it is self-explanatory.”

- is **honest**
  “An honest design communicates solely the functions and values it offers. It does not attempt to manipulate buyers and users with promises it cannot keep.”

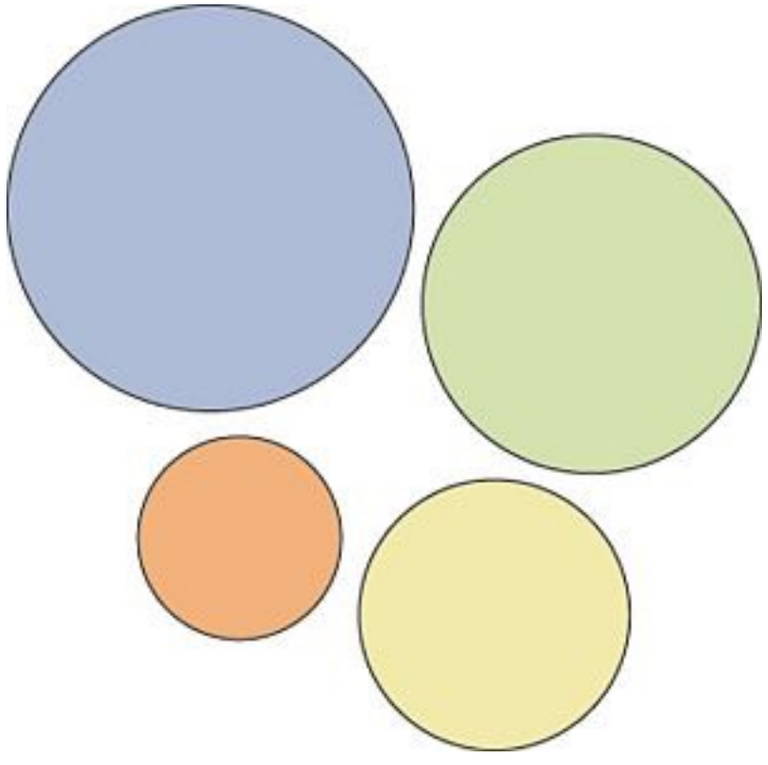
- is **as little design as possible**

Principles of Web Design

1. **Perception** (Hierarchy, Layout, Color theory)
2. **Cognition** (Hick's Law)
3. **Action** (Fitt's Law)

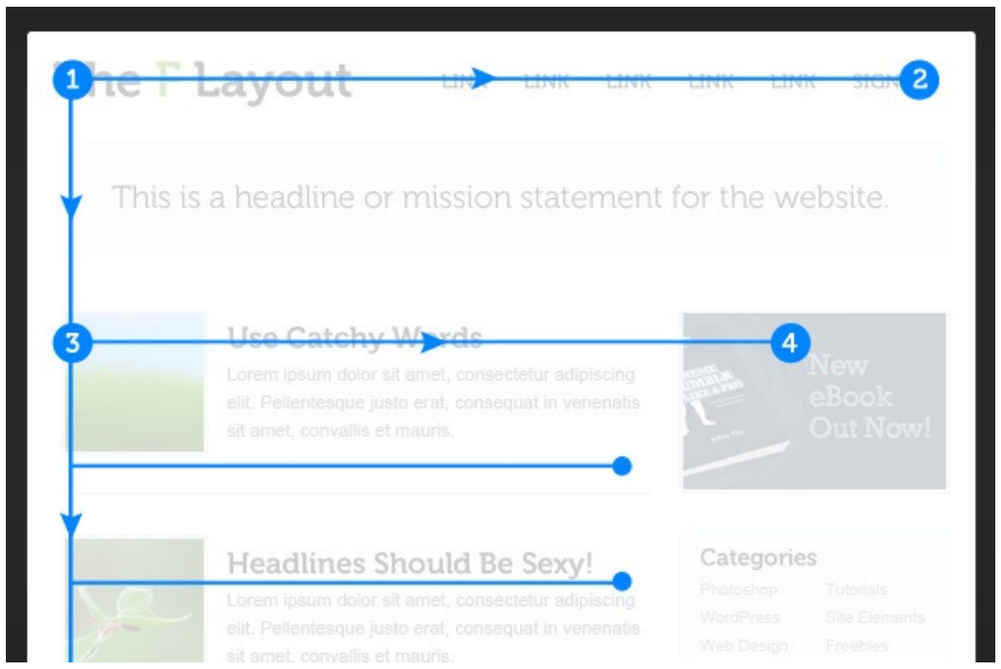
Visual Hierarchy

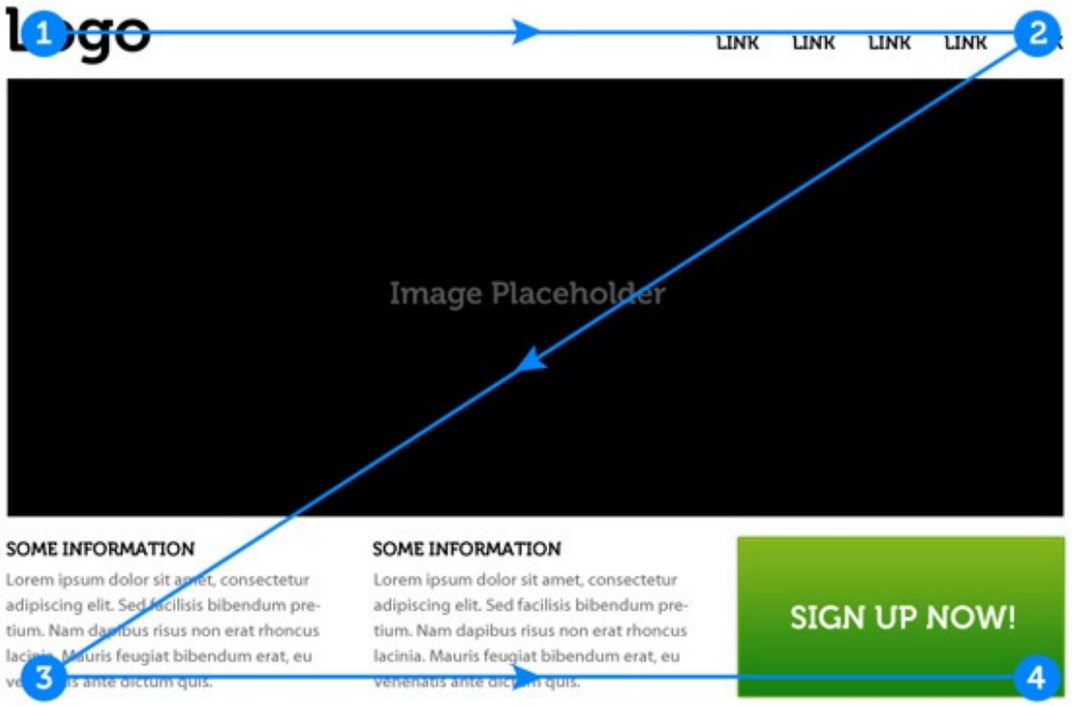
the flow of attention



F- and Z-Layout

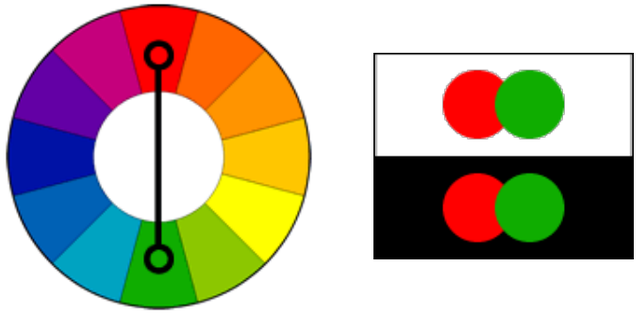
we do not read websites, we scan them



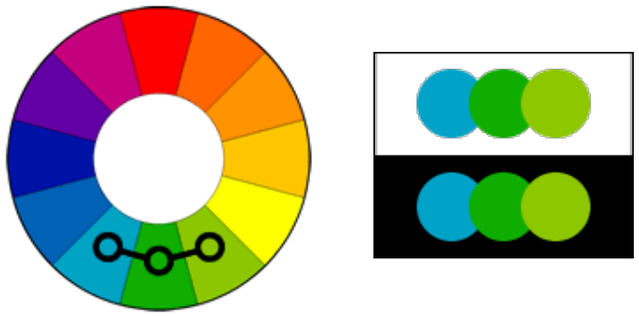


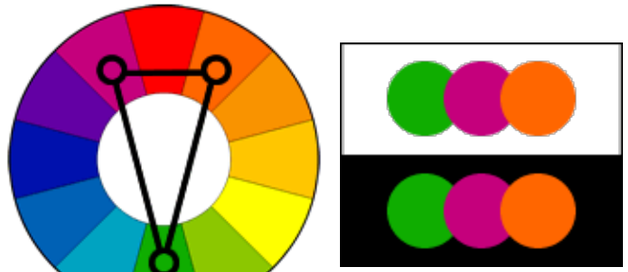
Color theory

- Complementation

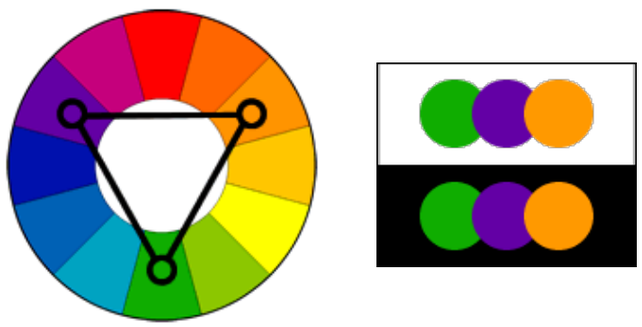


- Analogous colors

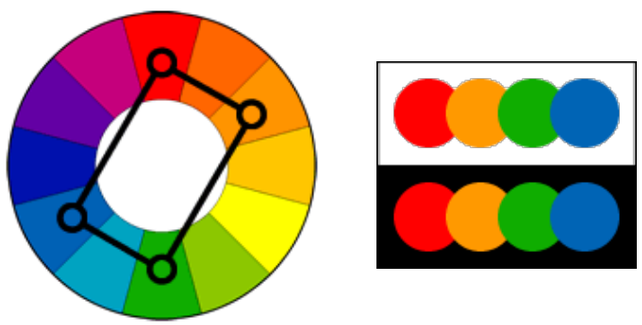




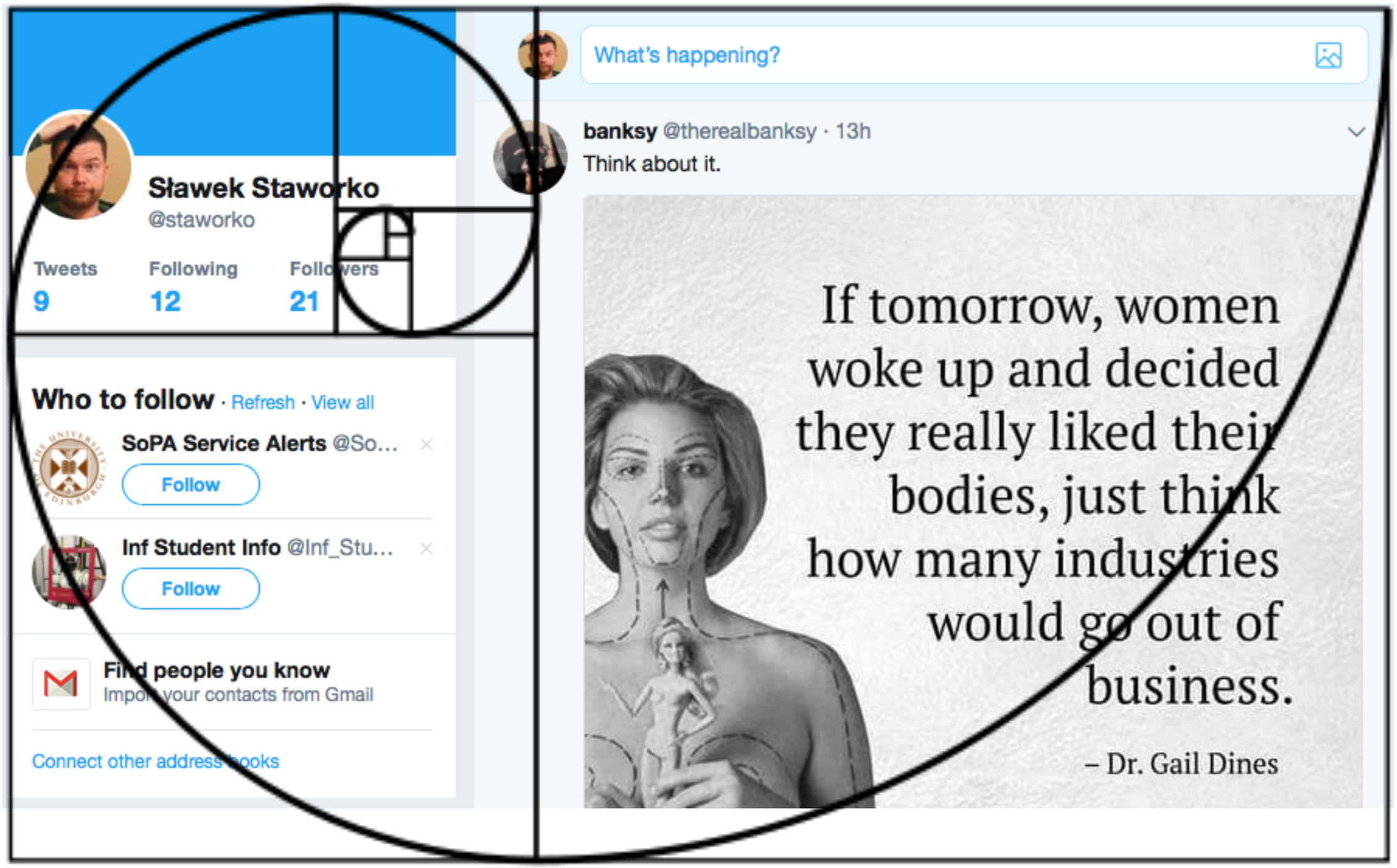
- Triadic schemes



- Tetradic colors



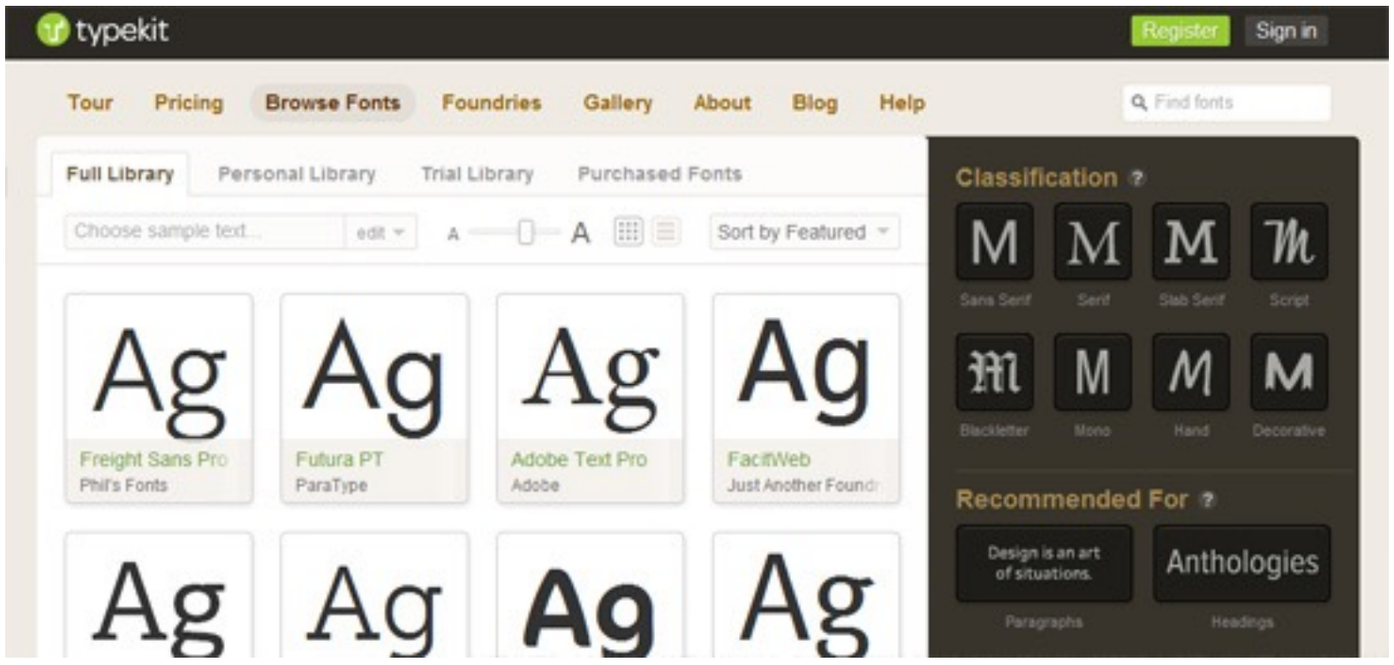
Golden Ratio



Hick's Law

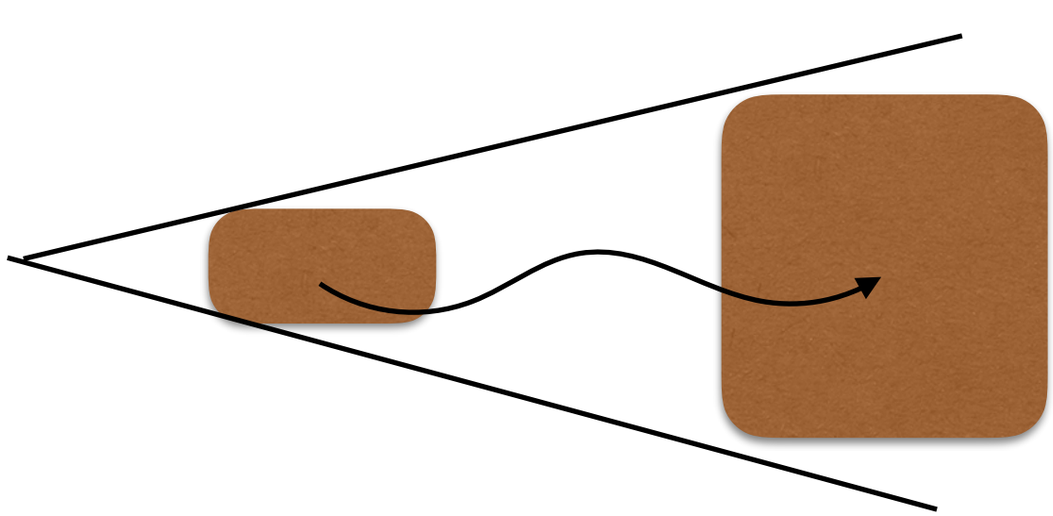
The more choice you have, the (logarithmically) more miserable you are

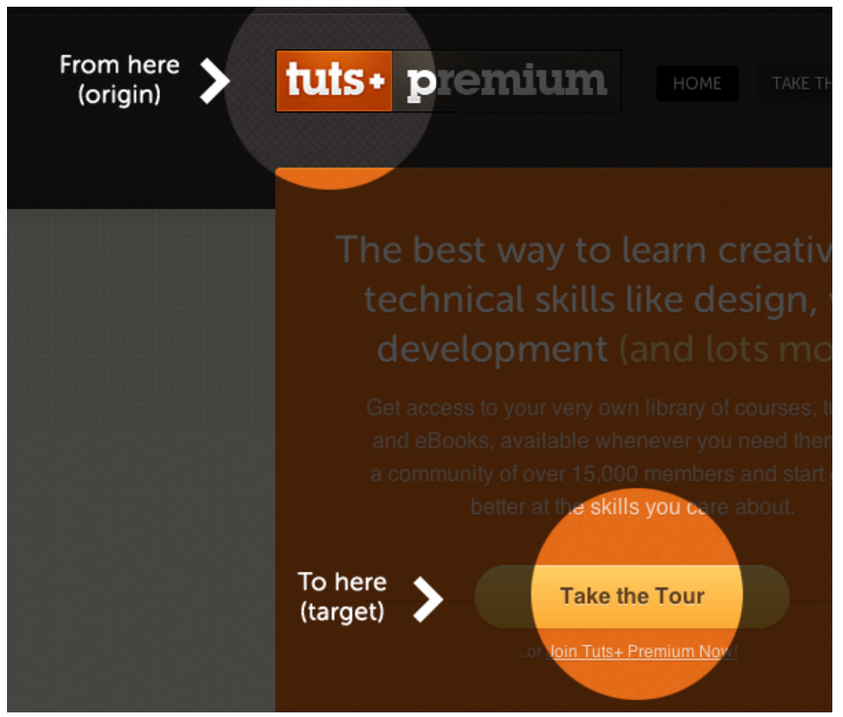
- **Limit the choices** to minimum
- Break down **top-level decisions**

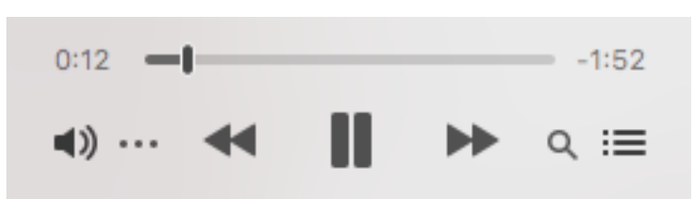
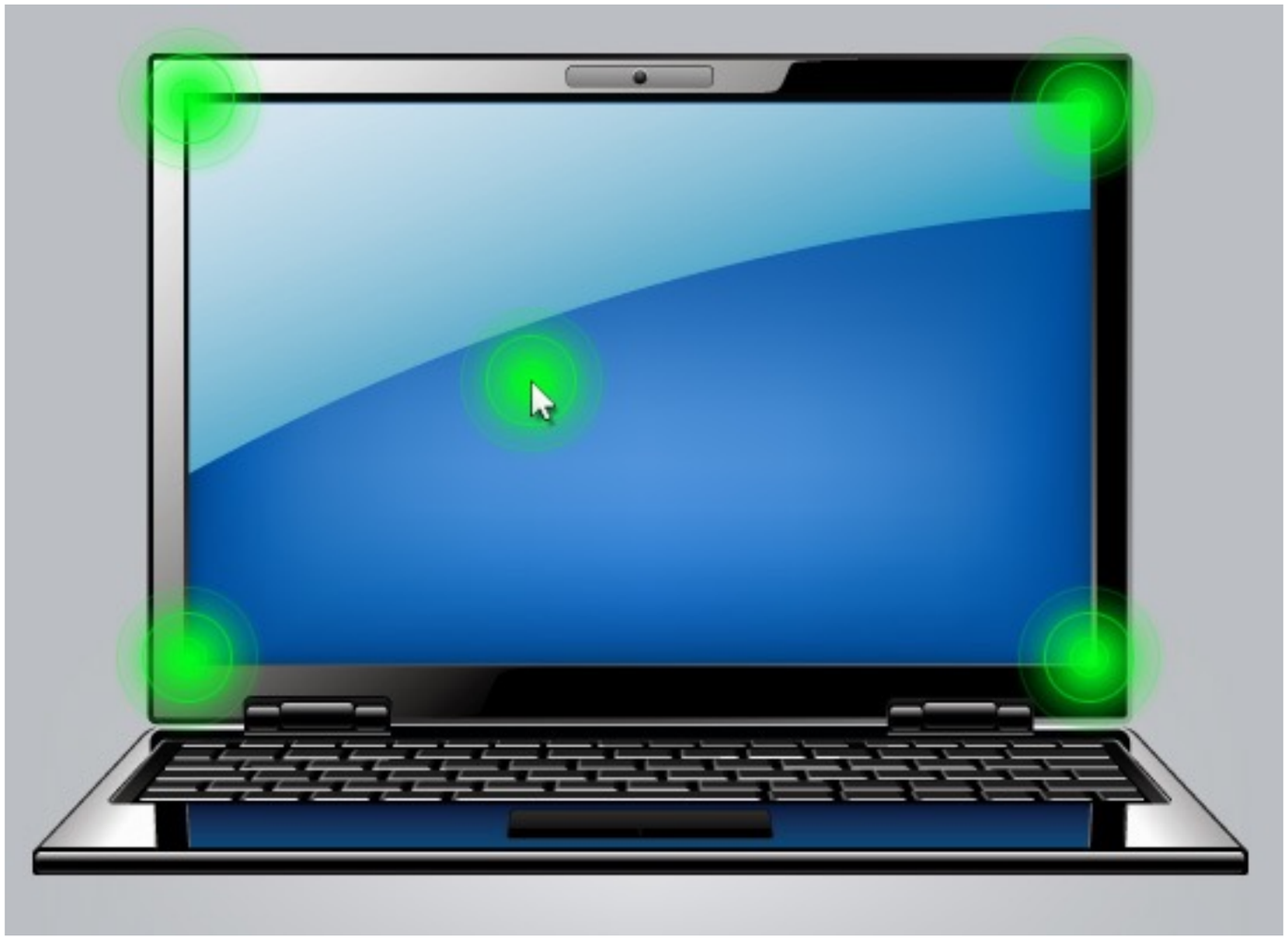


Fitt's Law

The time required to click the button is
a function of the distance to the button and the button size.







Magic Corners