# WEB DESIGN & A LITTLE BIT ABOUT USABILITY



Digital Translation

Prof Josh Miller

### Issues to discuss...



- ca Design
- **Usability**
- □ User Experience

- OR Doesn't always go together... for example:
  - http://www.creativewithak.com/
  - http://www.griplimited.com/

### Critical Components in Design



- R Precedence
- Spacing
- **Navigation**
- ™ (Type)
- □ Usability/Feedback
- **R** Layout
- Browsers/Page "sizes"

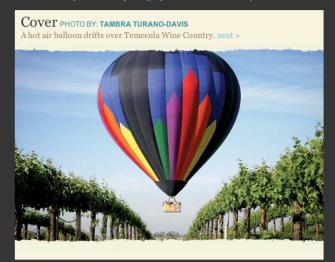
### Precedence



- Position Where text/image is on the page
- Color Using bold and subtle colors tells the user where to look
- Contrast Being different makes things stand out, being the same makes them secondary.
- Size Big takes precedence over little
- Regional Design Elements flair style



#### Check out the photos!



#### Our Wonderful Sponsors

Thanks to the 12 local businesses that donated the prizes for this year's







#### About Us.

make a positive—and lasting—impact in our

We began in February 2008 as a photo contest, and created our first annual CTV calendar with 13 winning photos. All photos were taken by, and feature images of, our local community. This year we will be donating half of our profits to the Inland Valley Habitat for Humanity, and each year that follows, we will select another local charity to partner with.

#### News and Notes

#### A Big Box for Big Fogg!

A great big thanks to Chris Miehl at Big Fogg for purchasing a Big Box of 70 calendars!

#### Thanks for the introductions...

Thank you to Solange at State Farm for all the introductions at the Business Builders Buffet and the Temecula Chamber mixer this week!

#### Thank you Wilson Creek Winery!

A hearty "thank you" to Wilson Creek for their continued support of CTV and for helping Habitat by buying a dozen calendars. We're just waiting for the other 19 Temecula wineries to step up...

# Spacing



- Spacing makes everything more clear -- "white space" is critical gives balance, proportion, contrast
- Padding around images, headline text, even inbetween lines
- Conveys elegance, sophistication
- Minimalism (background images, busy images)

# Navigation



- Critical.
- ca Easy
- Consistent!
- Accessible at top of the page
- Simple- single words, simple images
- Should look *like* navigation, give feedback (mouseovers, color change, image change)
- Navation Area should be set apart...

# Navigation



http://www.simplebits.com/

Top section should contain navigation and "branding" - with bold visual distinction from the rest of the page

## Color/Layout



A http://www.londonpainconsultants.com/

## Usability



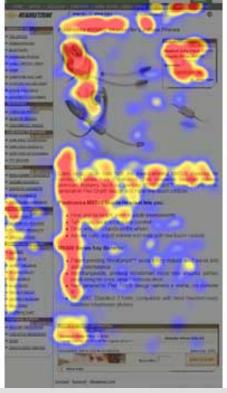
- Standards- if text is underlined, people expect it to be a link
- Think about tasks why are the users on the page, what will they most like read, and what they will read first...

### How Do Users Think



Users don't read-they scan







# Layout



Stick with grids- grids are in

A http://electricpulp.com/

A http://burnettdairy.com/

∞ 960 grid system

A http://960.gs/

### Page Sizes



- Good sites work on all size screens
- Elements are repeated/reoriented/scaled appropriately as browser grows (as much as you can until you learn RWD)

No cut-off images, no background image centered in a page

#### Balance



- http://tympanus.net/codrops/2012/09/04/perfectly-paired-using-symmetry-in-web-design/
- http://tympanus.net/codrops/2012/10/18/creating-off-center-balance-using-asymmetry-in-web-design/

### Modern Design Styles



- Simple layout
- Centered orientation, (but responsive)
- Soft, neutral background colors/patterns
- Gradients and shadows, used sparingly, very useful, adds depth, but can easily overwhelm. Use with caution.
- Strong color- but used sparingly
- **Cute** icons
- Compare the compare the compare the compare the compared to the compa

## Analyze...



- http://hicksdesign.co.uk/
- http://danielfiller.com/
- http://www.chrislinden.com/
- http://www.hochburg.net/
- http://www.whitmansnyc.com/
- http://fishmarketing.net/