

WEB DESIGN & A LITTLE BIT ABOUT USABILITY



Digital Translation

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Issues to discuss...



- ❧ Design
- ❧ Usability
- ❧ User Experience

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

Critical Components in Design



- ∞ Precedence
- ∞ Spacing
- ∞ Navigation
- ∞ (Type)
- ∞ Usability/Feedback
- ∞ 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
- ❧ Design Elements – flair style



Hey Temecula Valley...

Help build a house for \$12 *Check it Out!*



We **need** the residents and businesses of the Inland Valley to help support our local Habitat for Humanity.

The inaugural **2008 Capture the Valley calendar** features 13 photos of our beautiful community—all taken by local residents! Now we need your help... **buy a calendar today!**



Single \$12

Everyone needs a calendar. Buy one as a gift, or get it for yourself to enjoy!

Buy Now

25 Pack \$250

Perfect for businesses, or client gifts. Buy a 25 Pack and save!

Buy Now

Big Box \$500

Get the big-time bulk discount—70 calendars at over 40% off!

Buy Now

Take Your Pick

Check out the photos!

View all of the photos (and photographers) featured in this year's calendar.

Cover PHOTO BY: **TAMBRA TURANO-DAVIS**
A hot air balloon drifts over Temecula Wine Country. [next >](#)



Our Wonderful Sponsors

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



About Us.

Capture the Valley is a local project created to make a positive—and lasting—impact in our community.

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

Thank You, Updates, Events and Ramblings

A Big Box for Big Fog!

19 NOVEMBER 2007

A great big thanks to Chris Miehle at **Big Fog** for purchasing a Big Box of 70 calendars!

Thanks for the introductions...

15 NOVEMBER 2007

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!

12 NOVEMBER 2007

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 in-between lines
- ☞ Conveys elegance, sophistication
- ☞ Minimalism (background images, busy images)

Navigation



- ❧ Critical.
- ❧ 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



☞ <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
 - ❧ <http://electricpulp.com/>
 - ❧ <http://burnettdairy.com/>

- ❧ 960 grid system
 - ❧ <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
- ❧ Lots of white space

Analyze...



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