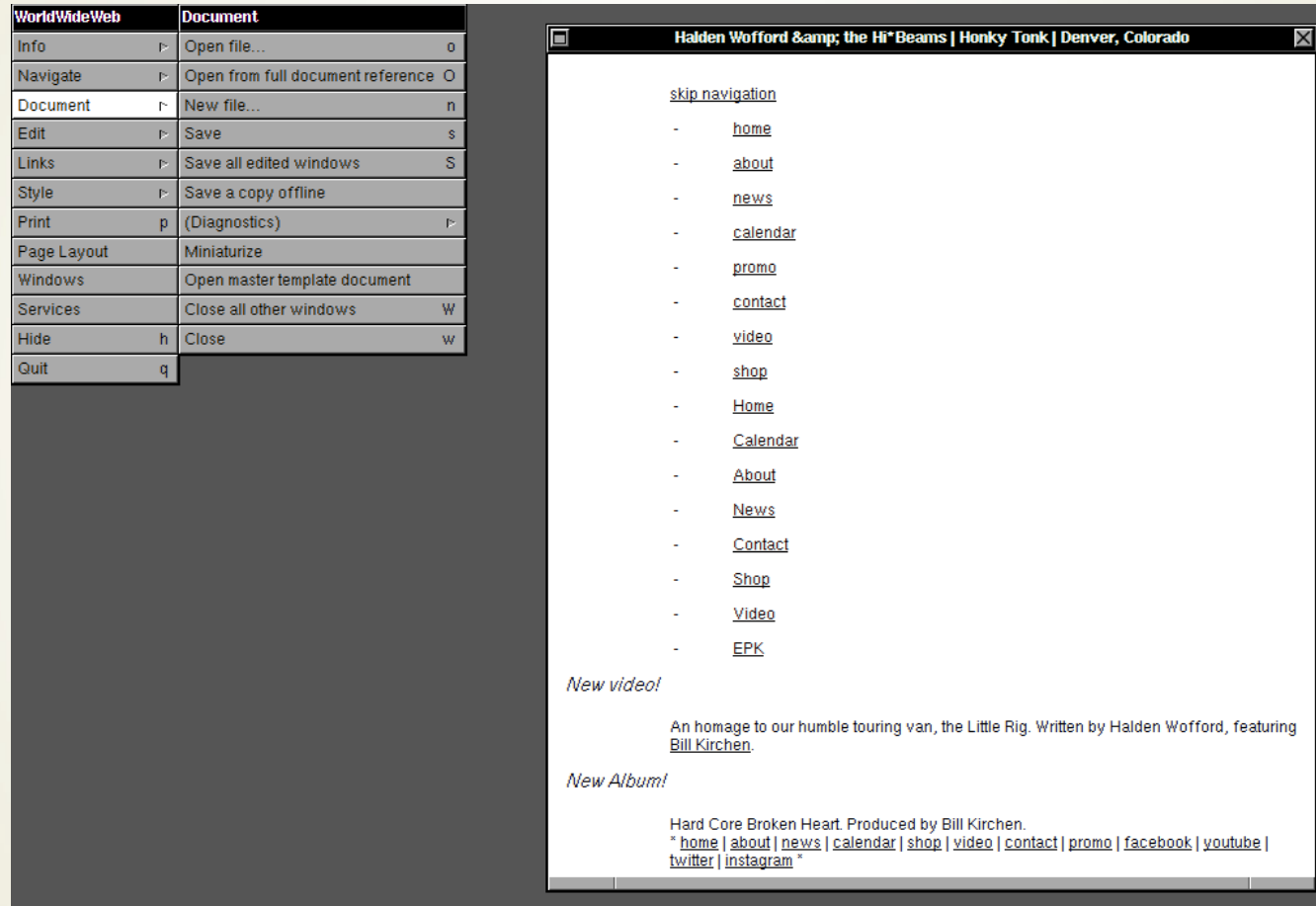


# Page Design



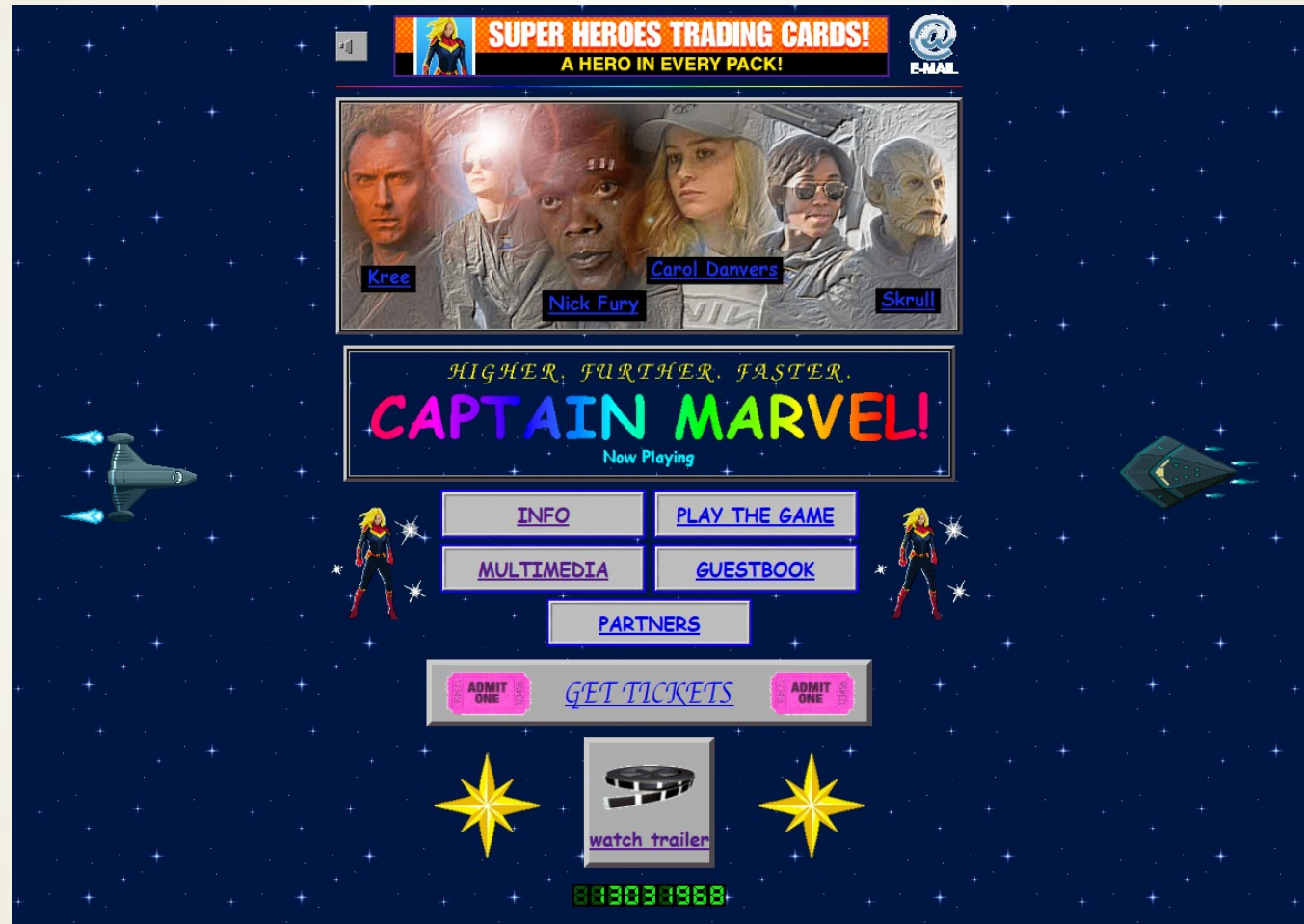
# Original Next Browser



# Space Jam



# Captain Marvel



# A visit to the Wayback Machine

## ESPN (1999 vs now)

- [web.archive.org/web/19990125095135/http://www.espn.go.com/](http://web.archive.org/web/19990125095135/http://www.espn.go.com/)
- [www.espn.com](http://www.espn.com)

## SI (2003 vs now)

- [web.archive.org/web/20030406204953/http://sportsillustrated.cnn.com/](http://web.archive.org/web/20030406204953/http://sportsillustrated.cnn.com/)
- [www.si.com](http://www.si.com)

## Colorado State University (1997 vs now)

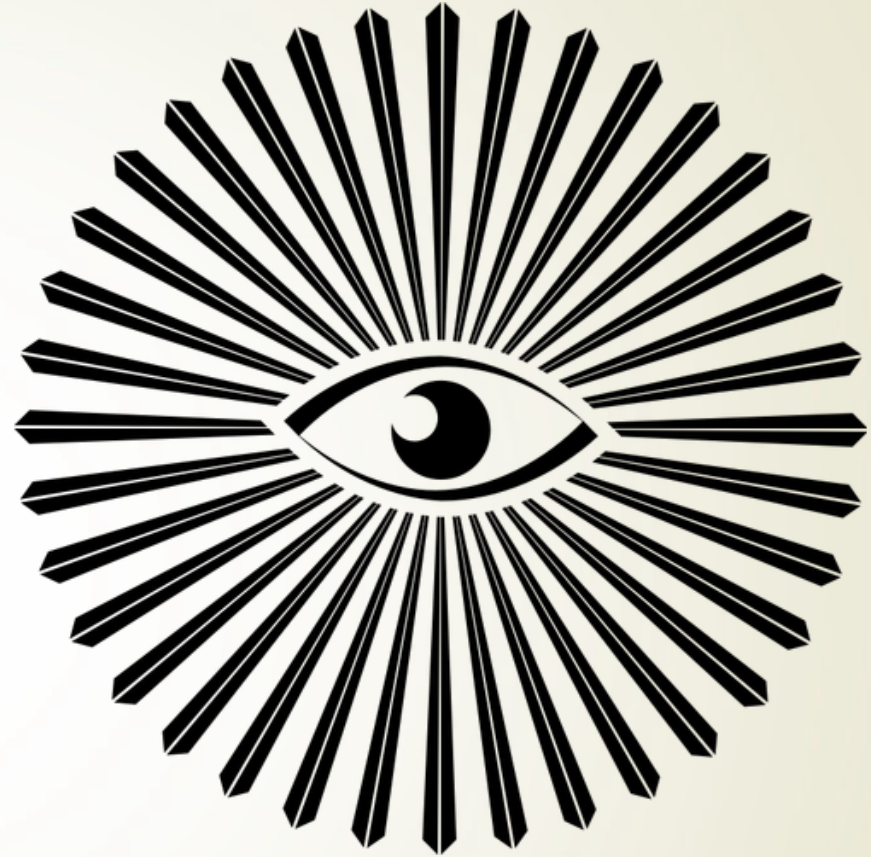
- [web.archive.org/web/19970218190846/http://www.colostate.edu/](http://web.archive.org/web/19970218190846/http://www.colostate.edu/)
- [www.colostate.edu](http://www.colostate.edu)



# Visual Communication

Transmission of ideas and information through visual forms and symbols.

- Seeing vs. Perceiving
- Content vs. Form
- What are Aesthetics?



# Aesthetics

Visual beauty that is “pleasing” to the eye

## Art

- Expression
- Philosophy

## Graphic Design

- Functional
- Principles





# Art





# Design



# Elements vs. Principles of Design

Elements of design are the ingredients

Principles are the recipe, process, or rules

- Rules, guidelines, best practices



# Gestalt Theory

- The human brain tends to organize things and make sense of randomness.
- The whole is greater than the sum of its parts

*The whole is other than the sum of the parts.*

*- Kurt Koffka*



# Elements of Design

**LINE**

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

**SHAPE**

Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.

There are three basic types of shape: **geometric** (triangles, squares, circles etc), **natural** (leaves, animals, trees, people), and **abstracted** (icons, stylizations, graphic representations etc).

**VALUE**

Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

**COLOR**

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

**TEXTURE**

Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

**SPACE**

Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest; define importance; lead the eye through a design and more.

**SIZE**

Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.

**ELEMENTS OF DESIGN**  
quick reference sheet

*paper leaf*  
created by Paper Leaf Design, [www.paper-leaf.com](http://www.paper-leaf.com)





# C.R.A.P. Principles of Design

**CONTRAST**

**COLOR** Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

**TOPE/VALUE**

**SIZE/SHAPE**

**DIRECTION**

To the left, you can see 4 ways to create contrast in your design.

**REPETITION**

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.

**ALIGNMENT**

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.

**PROXIMITY**

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.

PRINCIPLES of DESIGN  
quick reference poster

a handy *paperleaf* resource



# Contrast

If two elements are different, make them very different

Vary size, typeface, emphasis, background, color, texture, etc.

If everything looks the same, nothing is emphasized

Espn.com – nav links vs. headlines vs. feature link

Colors, backgrounds, fonts and all different from each other

# CONTRAST

COLOR



TONE/VALUE



SIZE/SHAPE



DIRECTION



Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.





# Contrast

The screenshot displays the ESPN website interface. At the top, there is a navigation bar with the ESPN logo, sports categories (NFL, NBA, NCAA, Soccer, MMA, MLB), and utility links (Watch, Listen, Fantasy, Search, Profile). Below the navigation bar, the main content area is organized into several columns and sections:

- Left Column:** Includes a "SUBSCRIBE NOW" button, a list of featured content (UFC 249, 30 For 30, MLB classic games, NFL on ESPN+, UFC Archives, Kiper's NFL mock draft 3.0), "Quick Links" (Replays From The Ocho, Coronavirus Cancellations, NFL Free Agency, 2020 NFL Draft, Sports Shows to Watch, ESPN Daily Podcast), "Customize ESPN" (Sign Up, Log In), and "ESPN Sites" (ESPN Deportes).
- Center Column:** Features a large image of a smiling athlete in a "CONFERENCERS" cap. Below it is a featured article titled "How will expanded NFL playoffs work? Here's what you need to know" by Kevin Seifert. Underneath are two smaller article thumbnails: "Ranking the best just-missed teams of the last 30 years" by Aaron Schatz and "JORDAN'S 'THE LAST DANCE' BEGINS APRIL 19 ON ESPN/ESPN APP".
- Right Column:** Contains a "Top Headlines" section with a list of news items (NFL owners vote to approve expanded playoffs, TB12, continued: Godwin gives number to Brady, NHL extends self-quarantine period to April 15, Bengals cut former first-round pick Kirkpatrick, Dr. Andrews temporarily suspends TJ surgeries, Broncos brass: Room for both Gordon, Lindsay, Kiper plays NFL draft dominoes). Below this is a "Trending" section with a video thumbnail titled "Mini-Soler hits backyard homer off dad" and an "On This Date: March 31, 2017" section with a video thumbnail titled "On this date: Mississippi State's ends UConn's streak on a buzzer-beater".



# Repetition

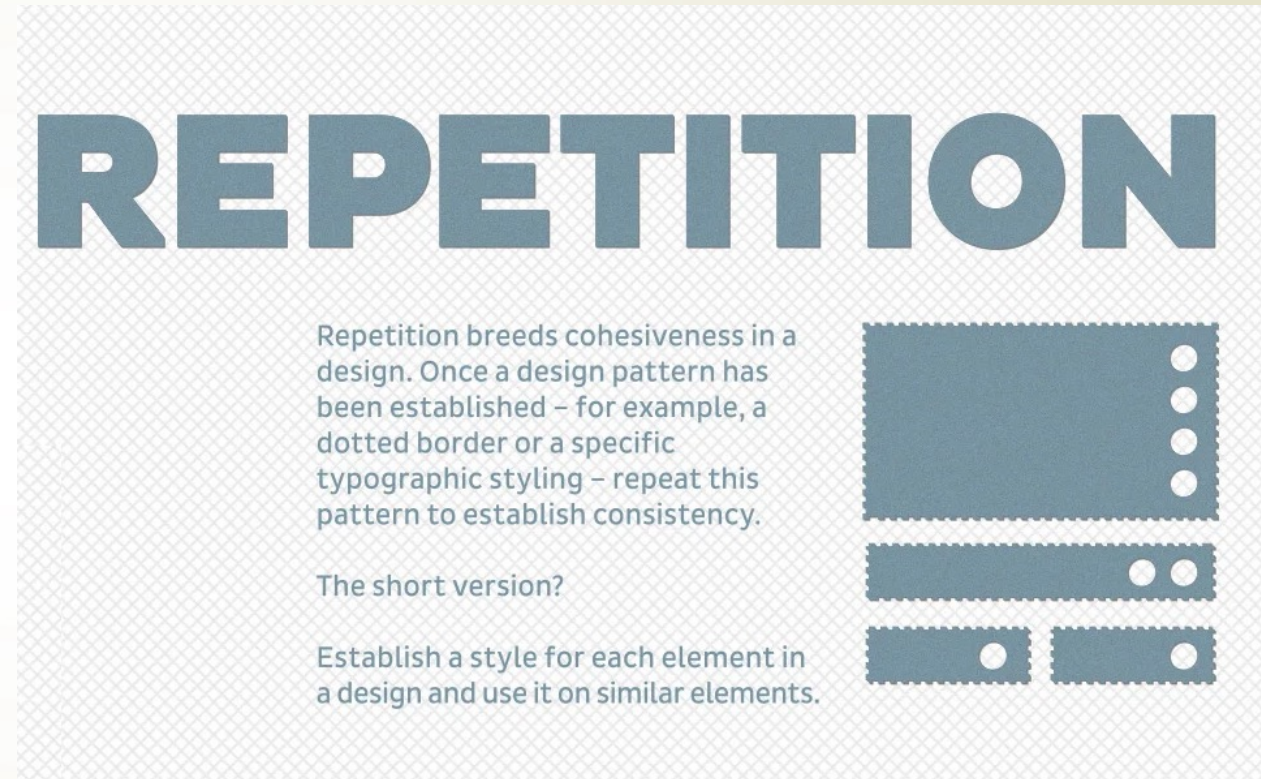
Items performing same function should look very similar

Repetition gives identity

Suggest templating system

Also has load time implications—reuse of graphics

Si.com – headlines styled the same, consistent style and layout across pages



**REPETITION**

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The short version?

Establish a style for each element in a design and use it on similar elements.

The infographic features a light blue dotted background. The word 'REPETITION' is written in large, bold, blue capital letters at the top. Below the title, there are three paragraphs of text in a smaller blue font. To the right of the text, there are three examples of design elements with a dotted border: a large rectangle with three white circles on the right side, a horizontal bar with two white circles on the right side, and two smaller horizontal bars, each with one white circle on the right side.



# Repetition

The screenshot shows the ESPN website interface. At the top, there's a navigation bar with the ESPN logo, sports categories (NFL, NBA, NCAA, Soccer, MMA, MLB), and utility links (Watch, Listen, Fantasy, Search, Profile). Below the navigation, the main content area is divided into several sections:

- Left Sidebar:** Includes a 'SUBSCRIBE NOW' button, a list of featured content (UFC 249, 30 For 30, MLB classic games, NFL on ESPN+, UFC Archives, Kiper's NFL mock draft 3.0), 'Quick Links' (Replays From The Ocho, Coronavirus Cancellations, NFL Free Agency, 2020 NFL Draft, Sports Shows to Watch, ESPN Daily Podcast), 'Customize ESPN' (Sign Up, Log In), and 'ESPN Sites' (ESPN Deportes).
- Main Article:** A large image of a smiling man in a 'CHAMPIONS' cap. Below it, the headline reads 'How will expanded NFL playoffs work? Here's what you need to know'. The sub-headline states: 'The NFL owners voted to expand the playoff field to 14 teams on Tuesday. We answer your biggest questions about the move.' The author is Kevin Seifert, dated 4h ago.
- Ranking Article:** A smaller article titled 'Ranking the best just-missed teams of the last 30 years' by Aaron Schatz, dated 1h ago, featuring an image of football players.
- Jordan Article:** A section for 'JORDAN'S 'THE LAST DANCE'' starting April 19 on ESPN/ESPN APP, with an image of Michael Jordan.
- Top Headlines:** A list of news items including NFL owners voting on expanded playoffs, TB12's return, NHL quarantine extension, Bengals' pick, Dr. Andrews' suspension, and Broncos' brass.
- Trending:** A video thumbnail for 'Mini-Soler hits backyard homer off dad' with a 0:25 duration.
- On This Date:** A video thumbnail for 'On this date: Mississippi State's ends UConn's streak on a buzzer-beater' with a 1:02 duration.





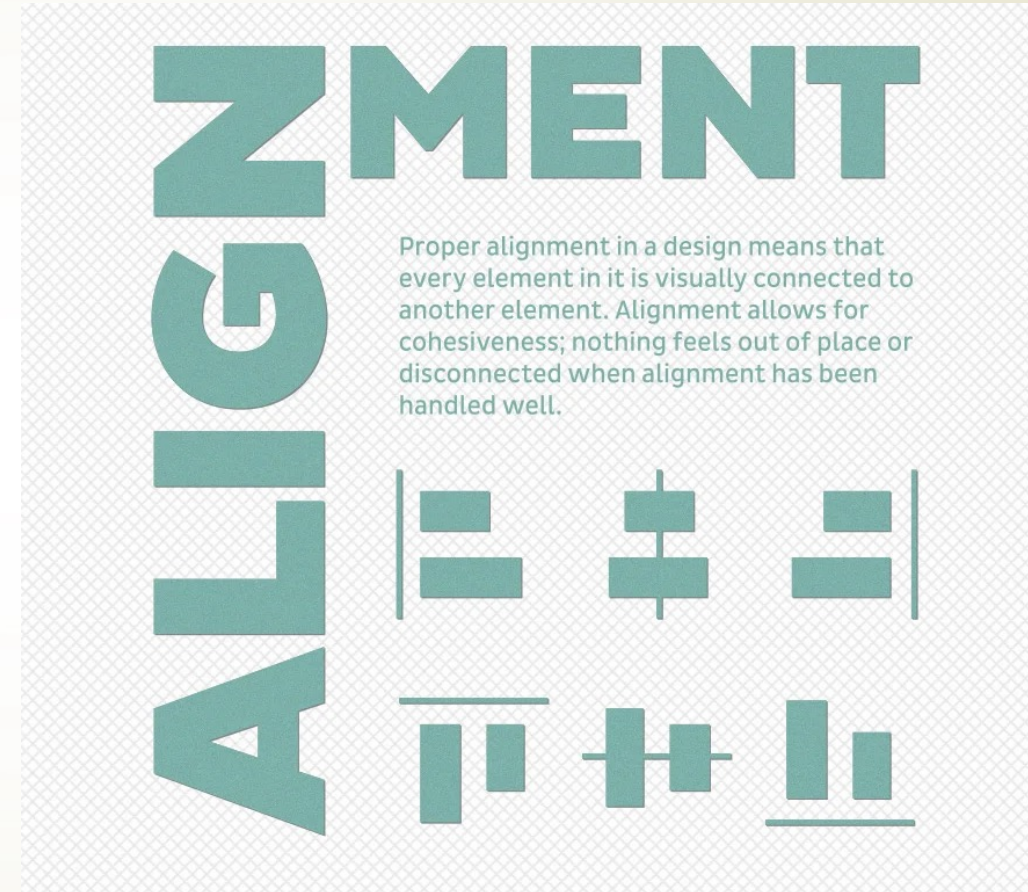
# Alignment

Gives order to design

This is the grid system

Looks polished and finished

Every element should align with something else on the page



# Alignment


Gives order to design

This is the grid system

Looks polished and finished

Every element should align with something else on the page

## AIKIDO



*Aikido is a unique martial art that integrates body, mind and spirit. Graceful and powerful, it emphasizes peace and harmony over aggression and violence.*

**BEGINNER CLASS**  
Starts Sunday, April 27, 2008  
1:00 - 2:00 p.m.  
8-week course – \$95


Adult class (12 and older).  
No martial arts experience necessary.  
Call to reserve a space.

**Regular Classes**  
Tuesday 7:30 p.m.  
Thursday 7:45 p.m.  
Sundays, 1:00 & 2:15 p.m.

PLEASE COME AND VISIT ANY OF OUR CLASSES TO DETERMINE IF AIKIDO IS RIGHT FOR YOU!

PORTSMOUTH AIKIDO  
at the Seacoast Family Y  
550 Peverly Hill Road  
Portsmouth, NH  
CALL 603-431-8560  
[www.PortsmouthAikido.com](http://www.PortsmouthAikido.com)

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**Come Visit**  
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*Graceful and powerful, it emphasizes peace and harmony over aggression and violence.*



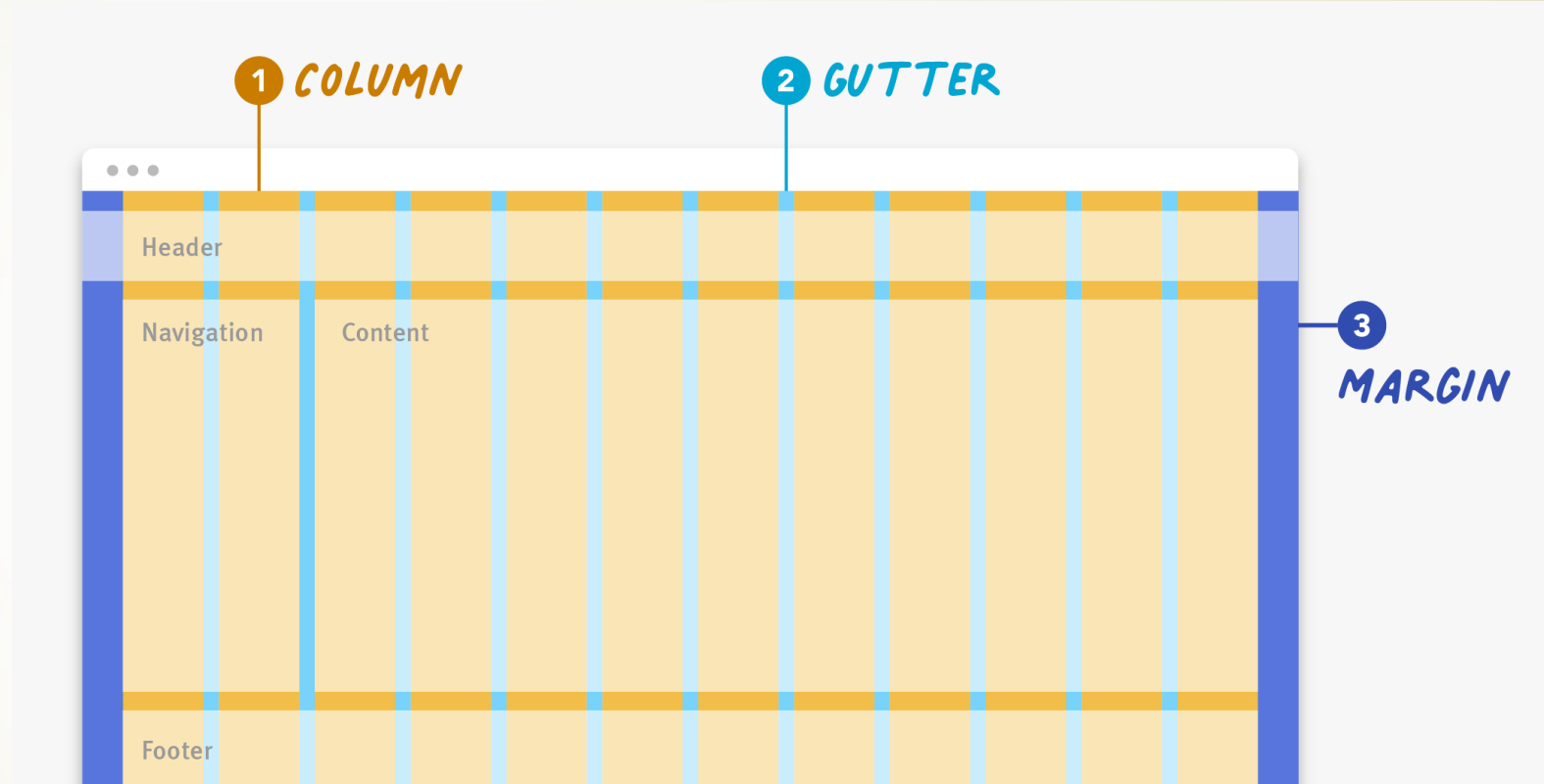
Portsmouth Aikido  
at the Seacoast Family Y  
550 Peverly Hill Road  
603-431-8560  
[www.portsmouthaikido.com](http://www.portsmouthaikido.com)



# Grid

Items aligned along invisible horizontal and vertical lines

- Dominant
- More traditional
- Objective, unemotional organization to a graphic design

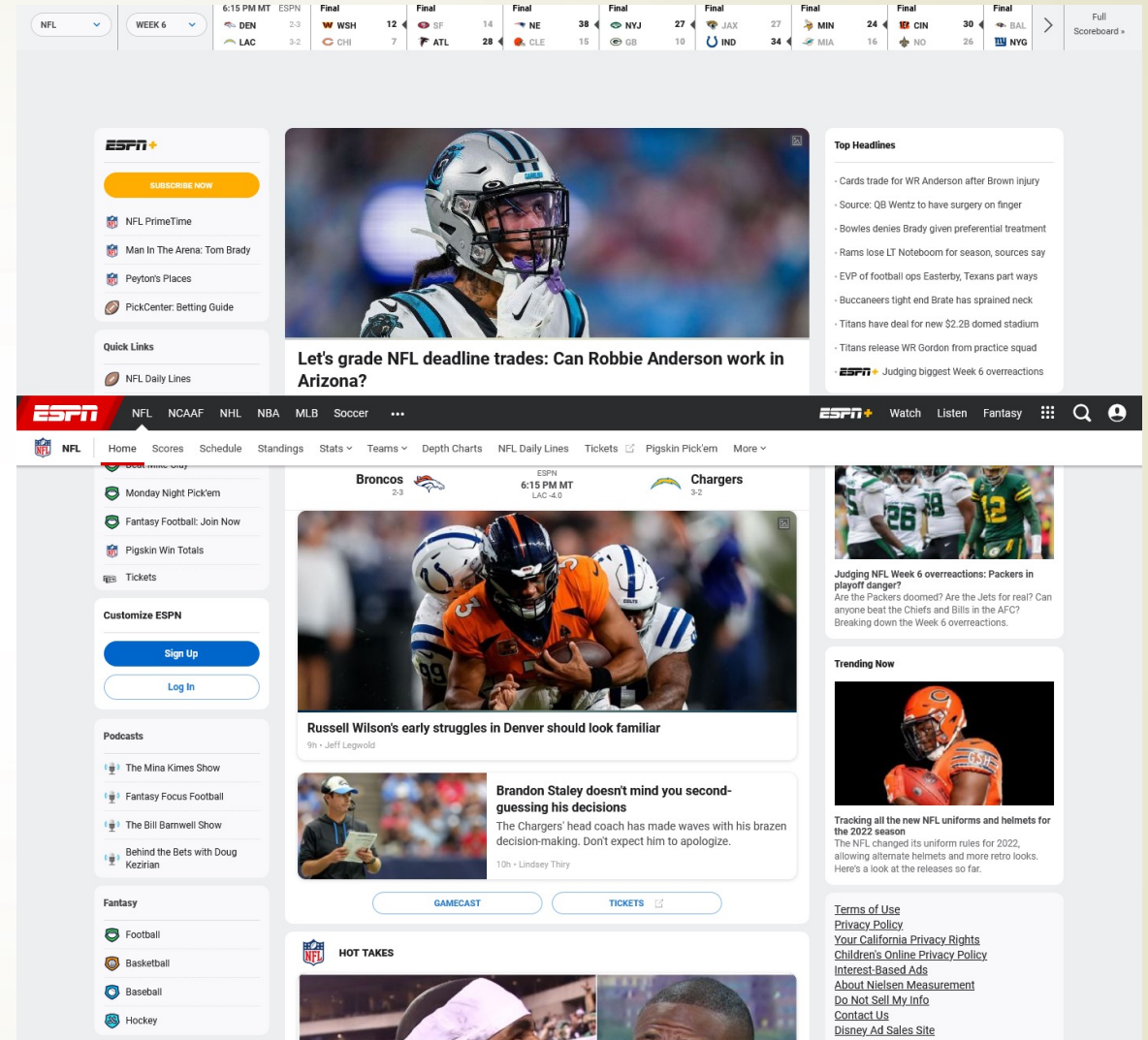




# Grid

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- Dominant
- More traditional
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# Proximity

Items near each other are seen as a unit

nytimes.com – main story

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- Video Section:** A video player titled 'Mini-Soler hits backyard homer off dad' with a 0:25 duration. The description mentions Kansas City Royals RF Jorge Soler pitching a softball to his son.
- On This Date:** A section for 'March 31, 2017' featuring a video titled 'Mississippi State's ends UConn's streak on a buzzer-beater' with a 1:02 duration.
- Top Headlines:** A list of news items including 'NFL owners vote to approve expanded playoffs', 'TB12, continued: Godwin gives number to Brady', 'NHL extends self-quarantine period to April 15', 'Bengals cut former first-round pick Kirkpatrick', 'Dr. Andrews temporarily suspends TJ surgeries', 'Broncos brass: Room for both Gordon, Lindsay', and 'Kiper plays NFL draft dominoes'.





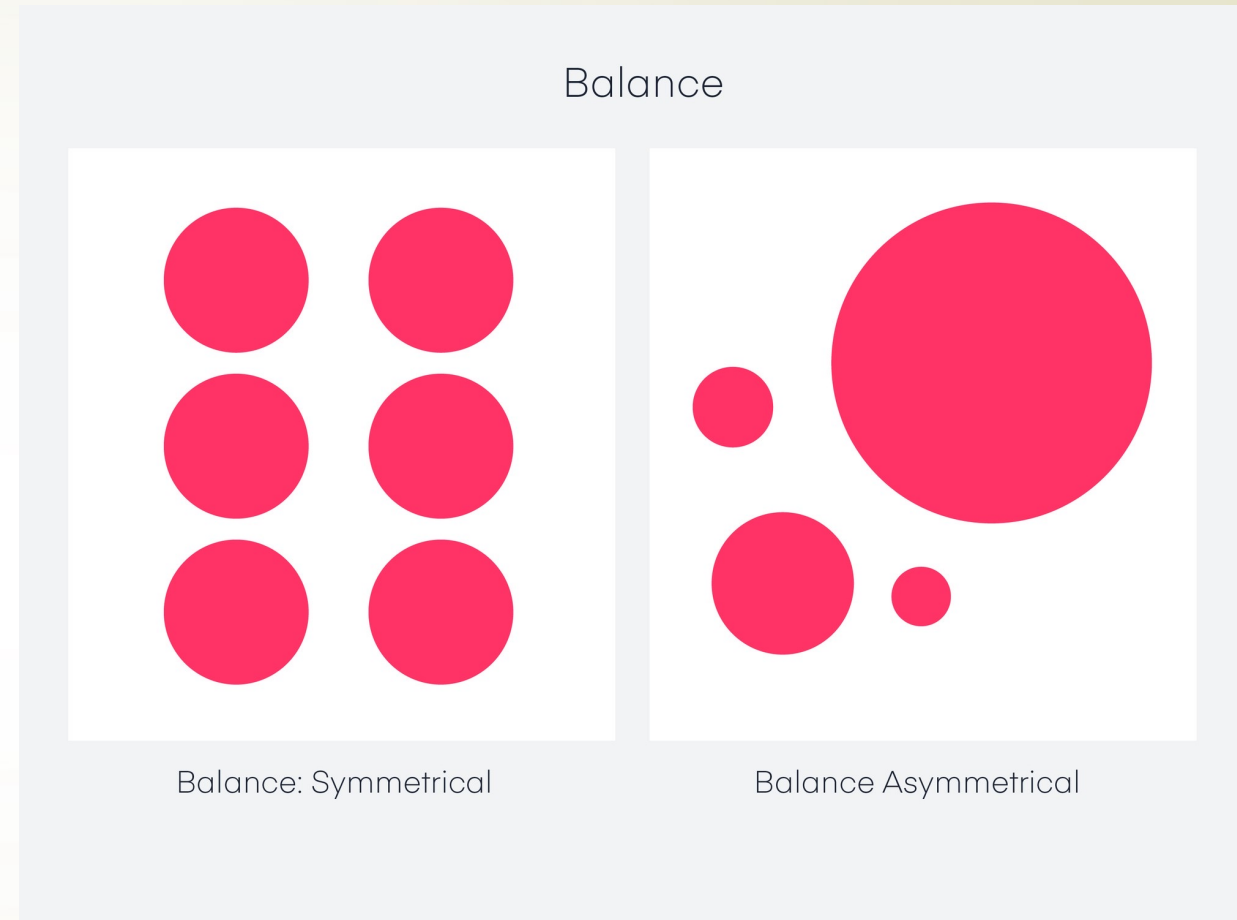
# Balance

Vary graphic weight by adjusting color, contrast, size, texture, lightness, etc.

A design is considered balanced if it roughly equalizes the weight on either side of a vertical bisecting line

Symmetrical

Asymmetrical



# Space Jam



# Dominant Visual Element

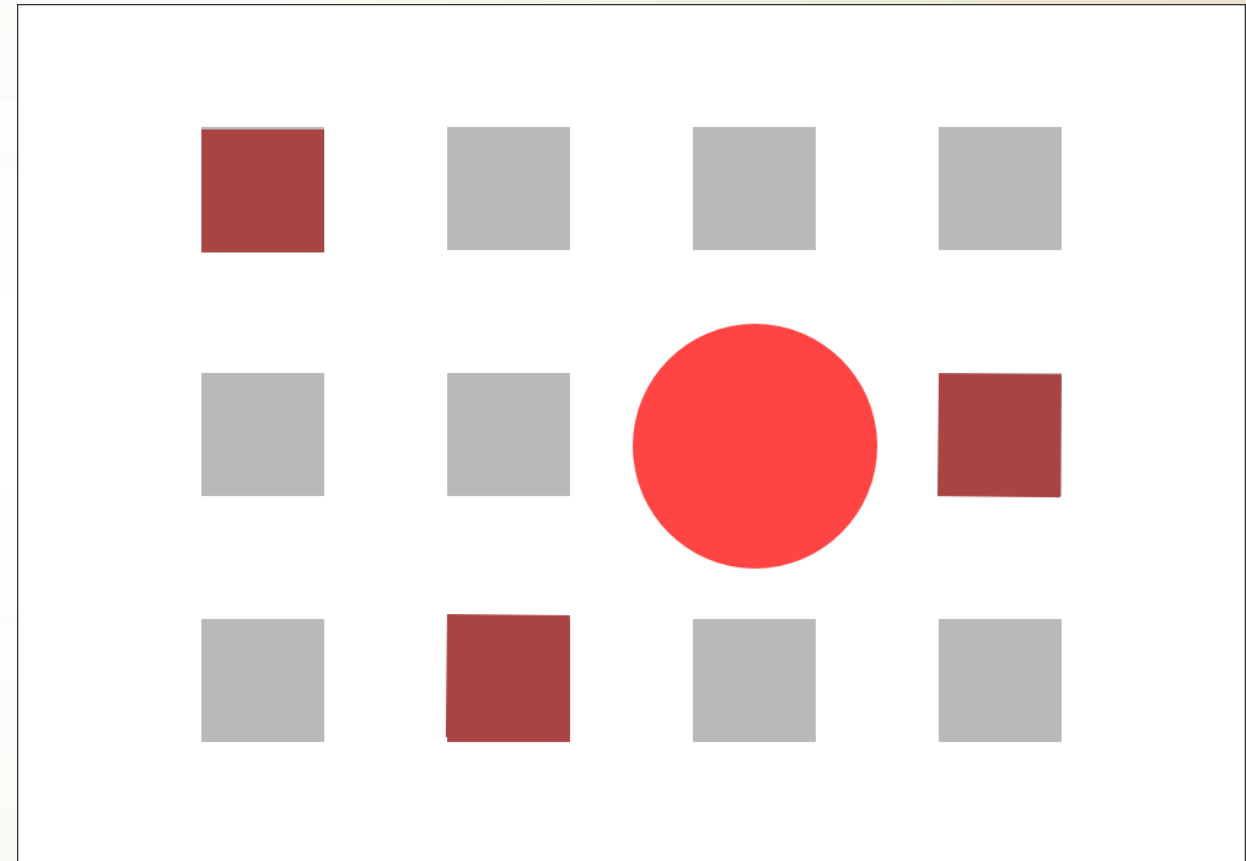
Entry point to design

Has most visual weight

Most emphasized

Sub-dominant -- next most emphasized

Subordinate – least visual weight





And you will read this last

**You will read  
this first**

And then you will read this

Then this one



# Space Jam



# Simplicity

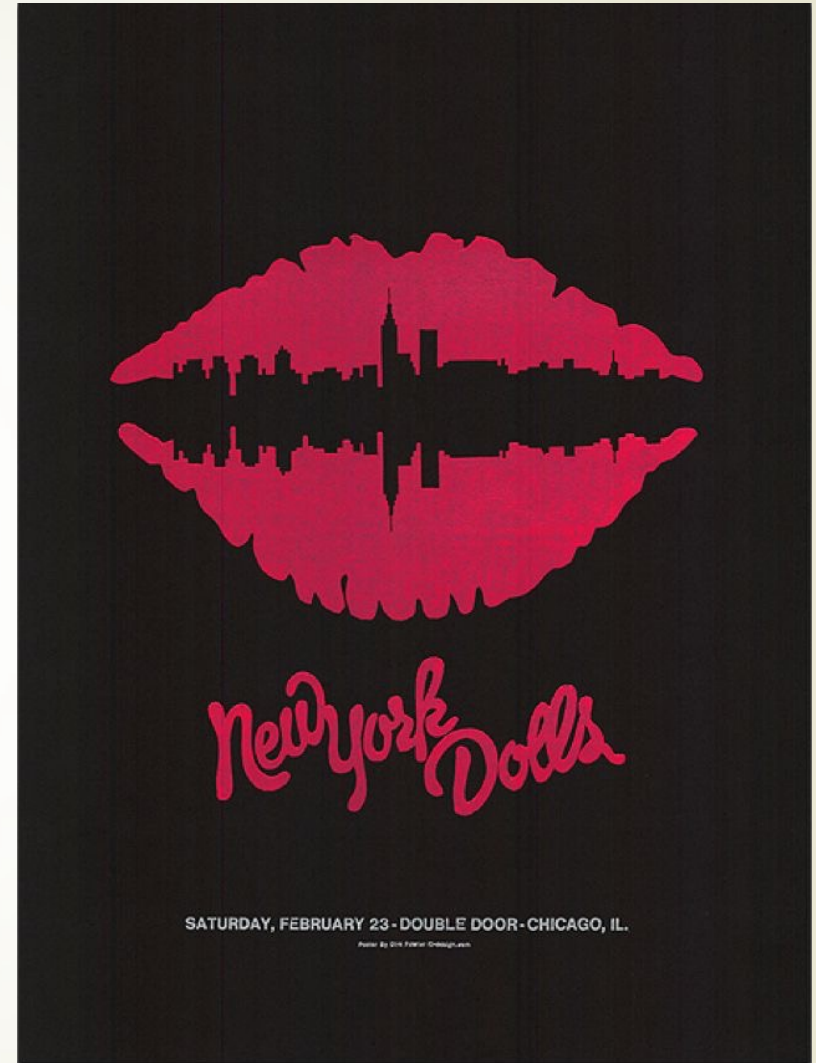
Minimal use of graphics

Doesn't mean no graphics

Translates to mobile better

If an element is removed, does meaning suffer?

[google.com](http://google.com)



# A “formula”

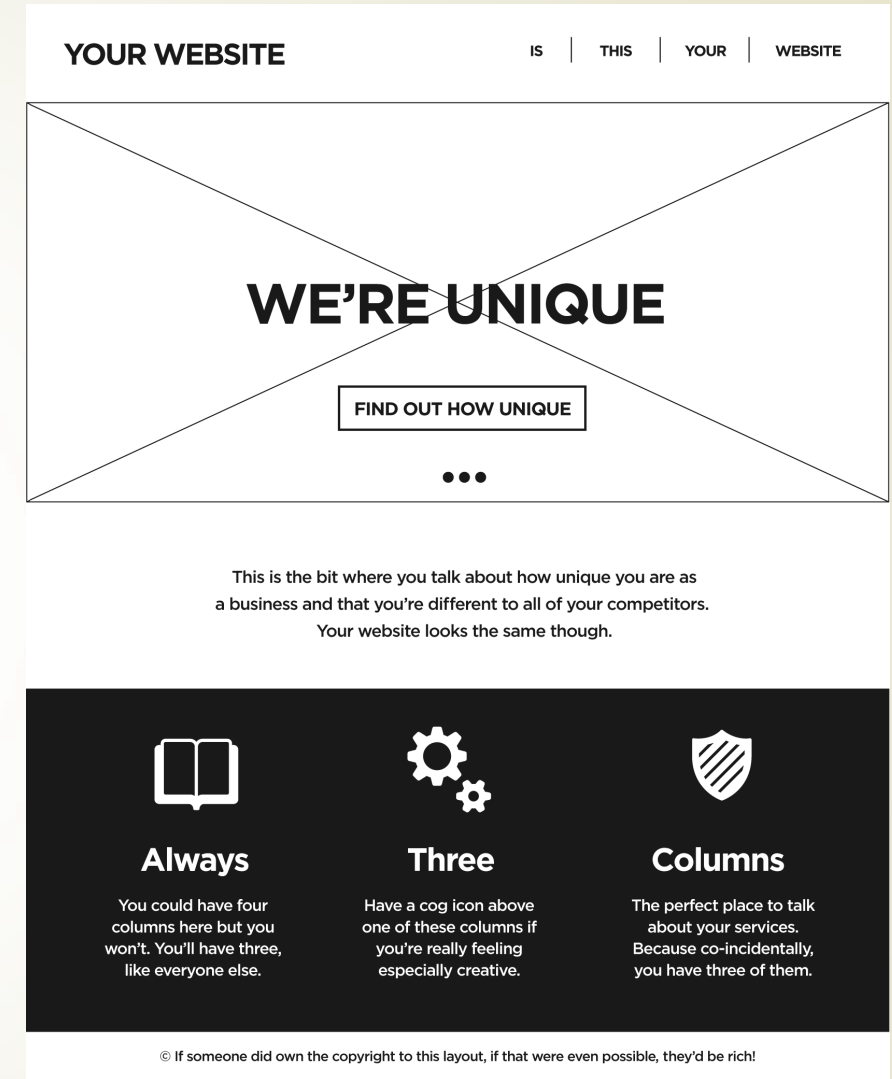
2-column, 3-column, 4-column

Banner spans columns

Sometimes elements span more than one column

Footer spans columns

Collapses to single column for responsive layout



# A “formula”

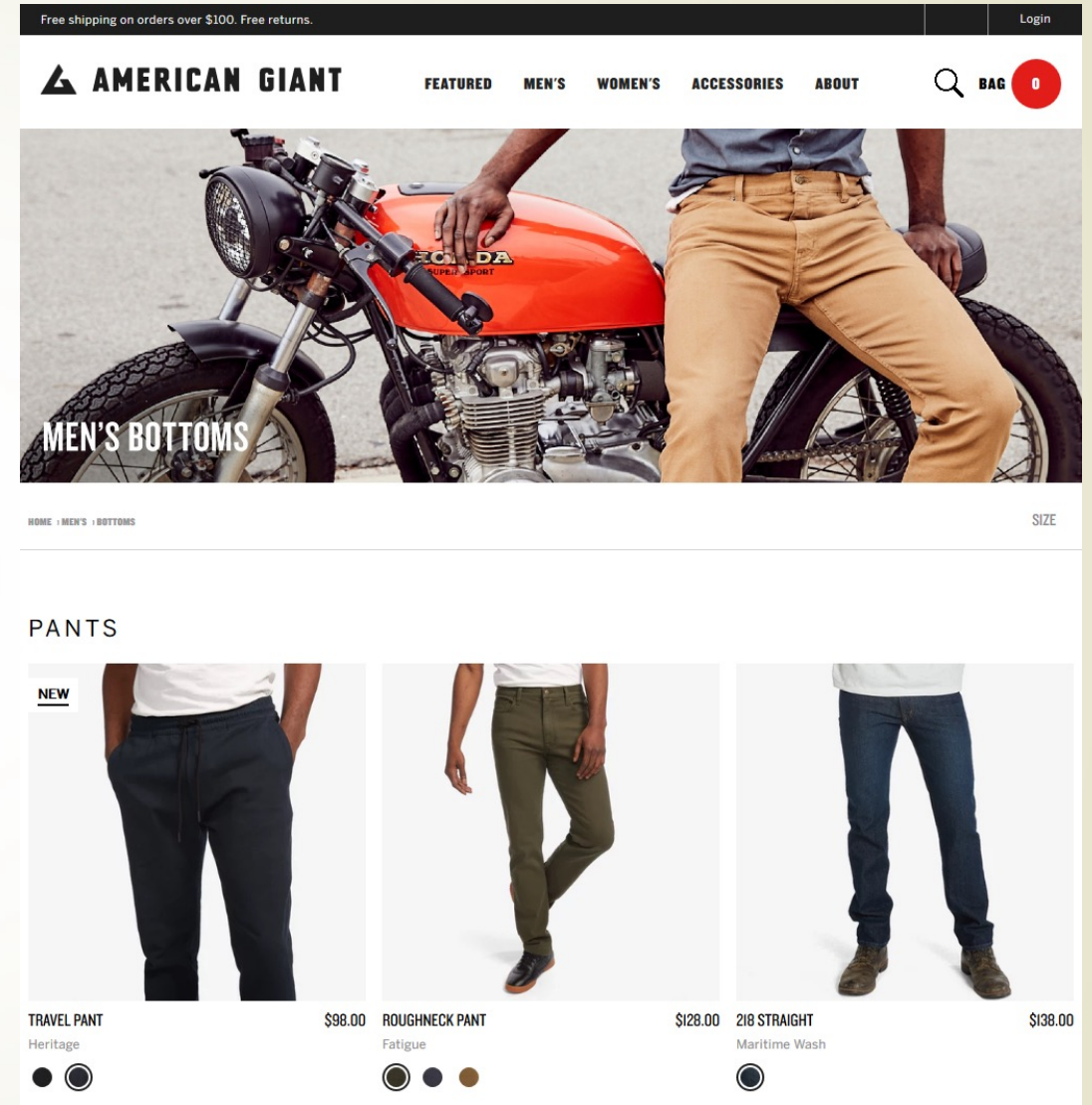
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# Layout Width

## Fixed

- 900 – 1200+ pixels
- 960 has many factors, but pretty narrow for current monitors

## Responsive

- American-giant.com – 100% width
- Often Control with max-width
- Espn.com ~ 1275px max-width



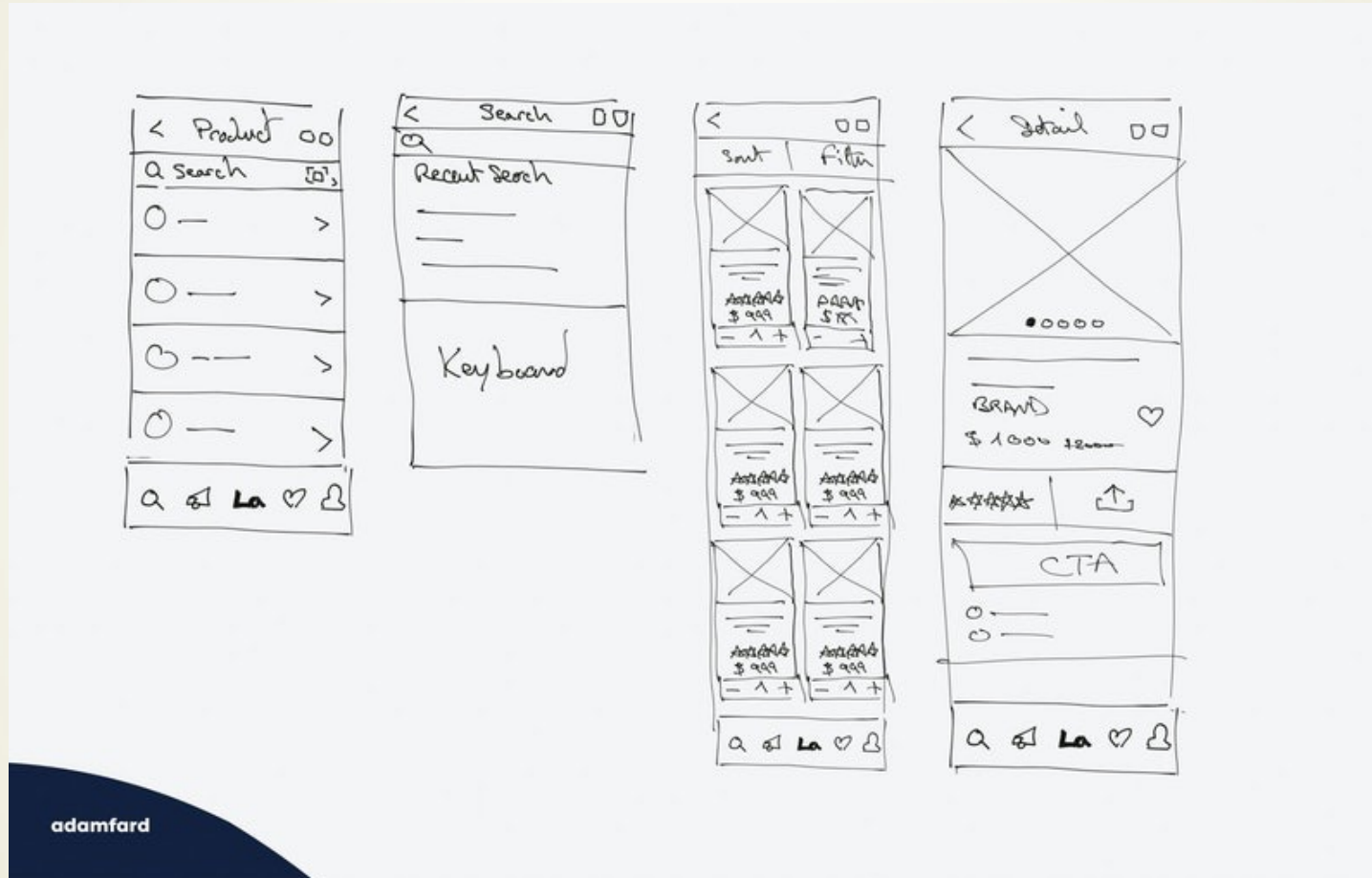


# Process

- Design review - Exercise Today
- Sketch/Wireframe – Exercise Today
- Graphic comp
- Final product in HTML/CSS



# Wireframe



■ Graphic Comp Example



# Going Forward

## Design Examples/Wireframe

- Due next class

## Style and Layout

- Single page
- Prefer interior page, not home page
- Fully designed
- Basis for all other pages
- Page and report due in a few weeks

