

Web Design

objectives of this reading/lecture

Understand what people want from the web

Get the big picture

Appreciate web design as a collaborative effort

List key steps in the website design development process

Understand design concept and visualization as applied to web design

Realize the need for engaging content

Learn to maximize the potential of available technology

objectives cont.

Grasp the basics of motion

Understand visual basics for screen-based media

Design for interactive media

What do people want from the Web?

users want an engaging interactive experience

- how do you create that?

entertaining | educational | exciting | intriguing | rich

users are spending more and more time on the internet for entertainment purposes

- web series, interactive web content, websites devoted to entertainment genres, web tv, Hulu, various networks offering streaming content... the list goes on and on

The Big Picture

First and foremost - designing for interactive media is a collaborative experience

Designing for digital media is also an iterative process, requiring prototyping and testing, maintenance, publicity, site seeding, and updates or redesign.

note: generally speaking, designers work along side with technology professionals to create the desired end product. Specialization is the name of the big game, but being able to do a little of everything can make you marketable in smaller scale production.

Purposes of websites

- Public service, nonprofit groups
- Organizations
- Government
- Commercial
- Educational
- Editorial
- Reference
- Institutional Promotion
- Transactional
- Self-Promotion
- Hybrid / Experimental
- Gaming
- Entertainment
- Video Sharing
- Photo Sharing
- Blogs
- Communities
- Social Networking
- Professional Networking
- Intranet

Kinds of website projects

- New website design and launch
- Website redesign
- Website re-architecting
- Glocal site design and redesign with room for local marketing differences
- Integrated campaign design
- Micro-site design
- Blog design
- Entertainment and Game design
- Online education design
- Interface design

Defining Web related terms

- Content - body of information that is available to a user
- Information Architecture - is the organization of website content into a hierarchical order
- Navigation system - visual design of information architecture
- Splash page - first screen a visitor sees
- Home page - primary entrance to a website
- Links - part of the navigation that allow a user to traverse the site

Conceptual Development and Design

design concept is the driving idea of planning for any web design project, based on content, strategy, and goals.

For good visualization practice to occur, there needs to be a consistent look and feel that is part of the end goal...

Visual Design

Visual design is not just about visual impact or aesthetics, it should be a marriage of form and function to ensure an effortless and worthwhile user experience.

<http://www.incounsel.com/>

A site's visual design should guide the user through the content in a meaningful manner

A grid can often be used as the central ordering structure for a website, a framework if you will, used to create a uniform layout from page to page, while allowing for some variation.... in this manner, web design can be a lot like architecture design

Color

web page designers have special considerations regarding color

When you design for print, generally speaking, you can have a good deal of control over the end product. That is certainly not the case with web design. Not only does your color choice depend on "Web Safe Colors" but also on each user's computer hardware, monitor, browser, etc...

Style

the style of a website can be as varied as that of a print ad. It can utilize photography or illustration or a combination of both. Can be classic in composition, or edgy or experimental.

<http://www.ekens.se/main/default.asp>

tone is part of the web site's style, can be irreverent, humorous, formal, conservative, or provocative

<http://archive.bigspaceship.com/hbovoyeur/>

ENGAGING CONTENT

A rich user experience is where the website actually performs or offers value, one where the visitor is not just passively looking through it.

<http://www.sonypictures.com/homevideo/30daysofnight/>

Signal vs. Noise

Important points for web design

- respect the user
- engage the visitor through visual interest and clarity
- integrate design of website with brand identity; color palette, graphic elements, tone, visualization method, imagery
- prototype and test, test, test
- ensure logical web hierarchy
- content should be easy to find, read, and print or download
- offer to do something that traditional graphic media can't
- offer a media-rich experience
- provide an interactive experience that will allow a relationship to form between brand or group and visitor
- get the visitor to interact
- follow ADA standards for accessible design guidelines

Maximizing potential

Technology and integrating media

a sum up: stay with the game or even a little ahead, keep aware of emerging technologies and trends... stay current

Visual basics for Screen-based media

Proximity

Contrast

Repetition and alignment

Use of typography and Graphics

Music and Sound

Motion