

9 – DESIGN AND WIREFRAMING

DIFFERENT PHASES OF A WEB PROJECT

- **1. Planning phase:**
 - Define the goals and purpose of the site, determine what content should go on the site, diagnose dynamic site requirements.
- **2. Contract phase:**
 - Draft and submit a proposal to the client for the project that outlines the scope of the work in written form.
- **3. Design phase:**
 - Make decisions about layout, color, organization, and content; and finally mock up a design and present it to the client for approval.
- **4. Building phase:**
 - Convert a mock-up into HTML, CSS, and JavaScript
- **5. Testing phase:**
 - Test the design on a testing server in the most popular browsers and browser versions on Mac, PC, and Linux
- **6. Site launch:**
 - Secure a domain and hosting plan, upload the site's files to a host server, retest the site, and be ready to maintain the site postlaunch.

START WITH A PLAN

- Determining the site's purpose
 - Gathering Information
- Building a site image
 - Define and build the image that the web will project to the consumer (professional, casual, innovative, creative, fun)
- Determining site content
 - Home page, contact information, product, credits, code compliance, RSS feeds, help, sitemap
- Diagnosing the site's dynamic requirements
 - Articles, paper, event calendar, news, blog post
- Defining ways to attract visitors
 - Newsletter, freebies, downloads, blogging, tools

DEFINING AUDIENCE

- Performing market research
 - General usage information, check competitor
- Gathering information on the target audience's computer use
 - Usage statistics
- Assessing a site's competition
- Determining benefits to site visitors
 - Show experiences, product quality
 - *A benefit* is something that is useful, helpful, or advantageous and enhances or promotes health, happiness, and prosperity from visitor's perspective

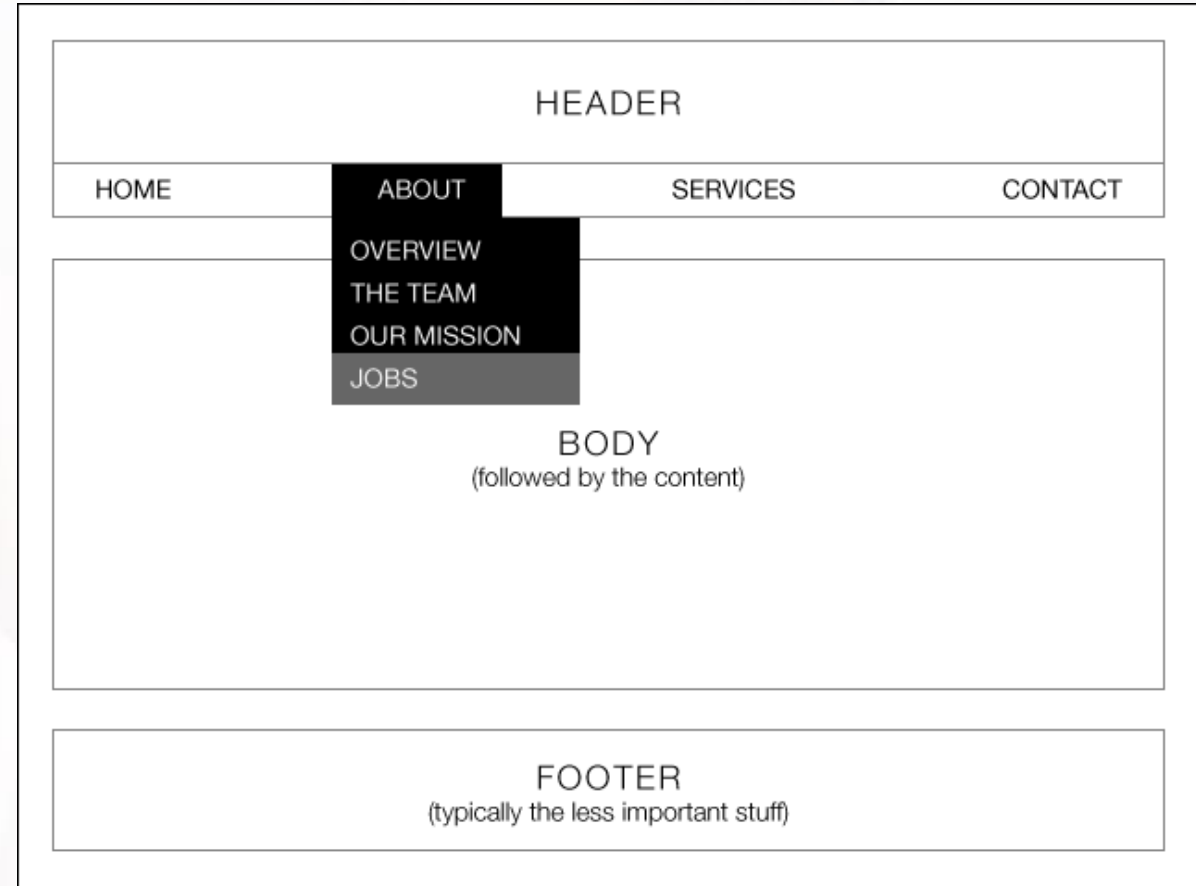
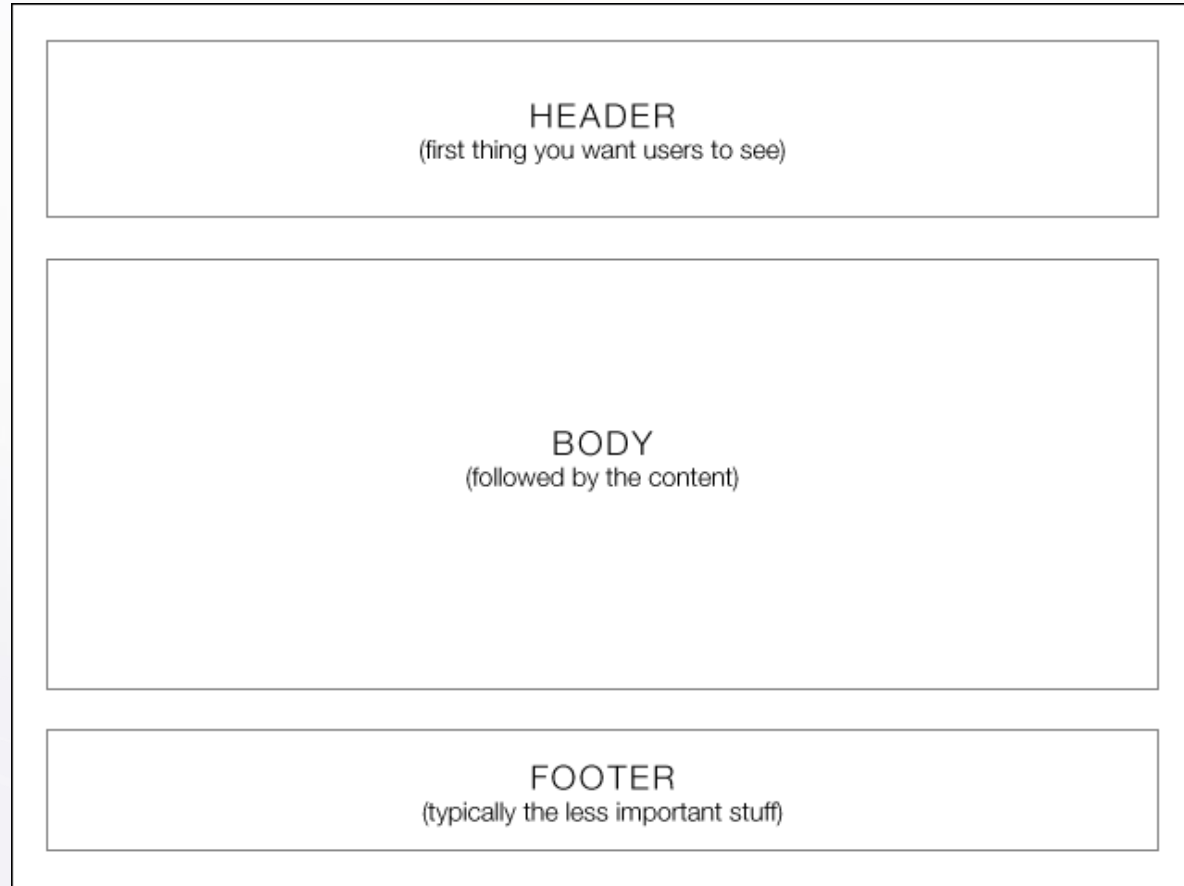
GATHERING CONTENT

- Determining a site's content needs
 - Music, illustrations, videos, documents
- Building wireframe
 - Navigation, interactive component
 - What content to show on what page
- Gathering other content
 - Photo, stock images, royalty, copyrights
 - Page title, meta-tag data, search-engine friendly
- Organizing site content
 - Organize pages to show
- Creating a visual site map

CHOOSING THE RIGHT TOOLS

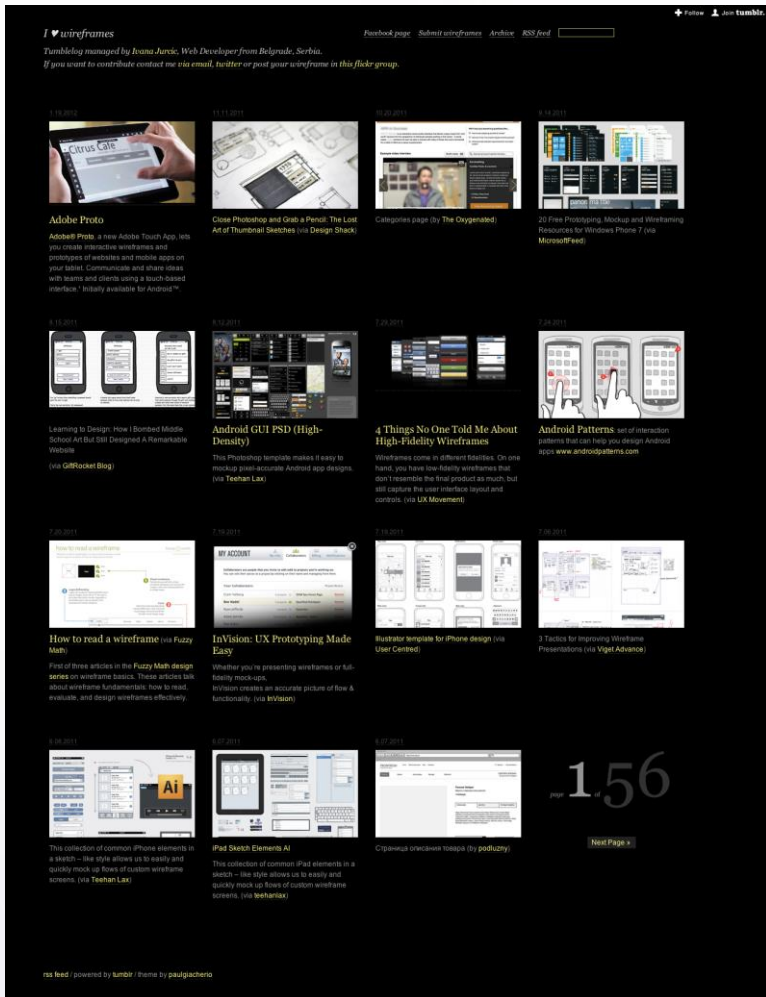
- Using a Web editor (HTML versus WYSIWYG)
 - Dreamweaver, BBEdit, Notepad++
- Choosing the right graphics software
 - Vector/raster image processor
- Understanding HTML basics and code structure
- Using color effectively on the Web
 - Choose web-safe color

WIREFRAMING

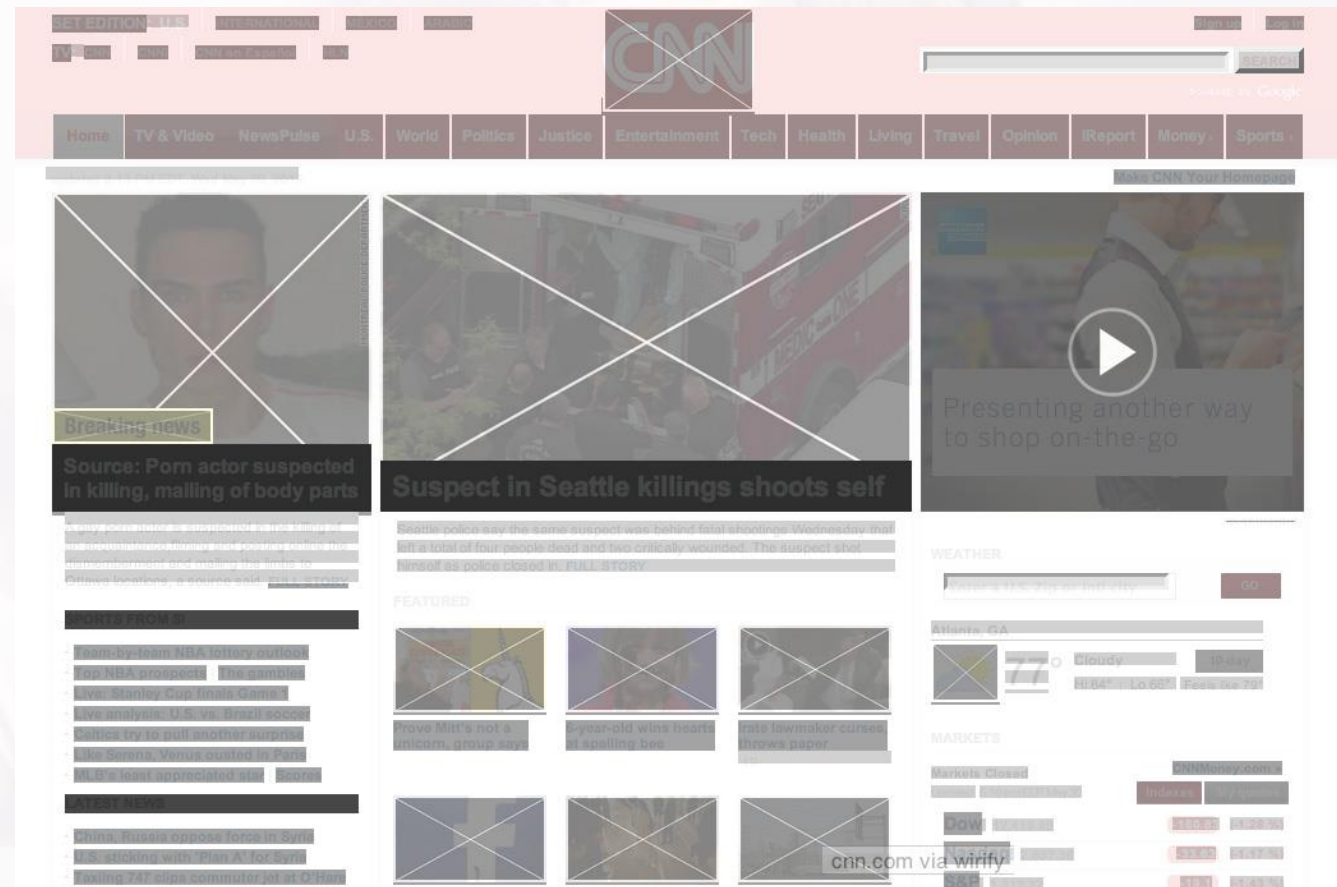


WIREFRAMING

- Wireframing Inspirations : <http://wireframes.tumblr.com>



- Wirify : see a "wireframe-d" version of any live site.



WIREFRAMING

- Typical process

SKETCH > WIREFRAME > VISUAL > CODE

SKETCH > WIREFRAME > HI-DEF WIREFRAME > VISUAL > CODE

WIFEFRAME > HI-DEF WIREFRAME > VISUAL > CODE

SKETCH > CODE

WIFEFRAME > INTERACTIVE PROTOTYPE > VISUAL > CODE

WIREFRAME (ILLUSTRATOR)



HI-DEF WIREFRAME (ILLUSTRATOR)

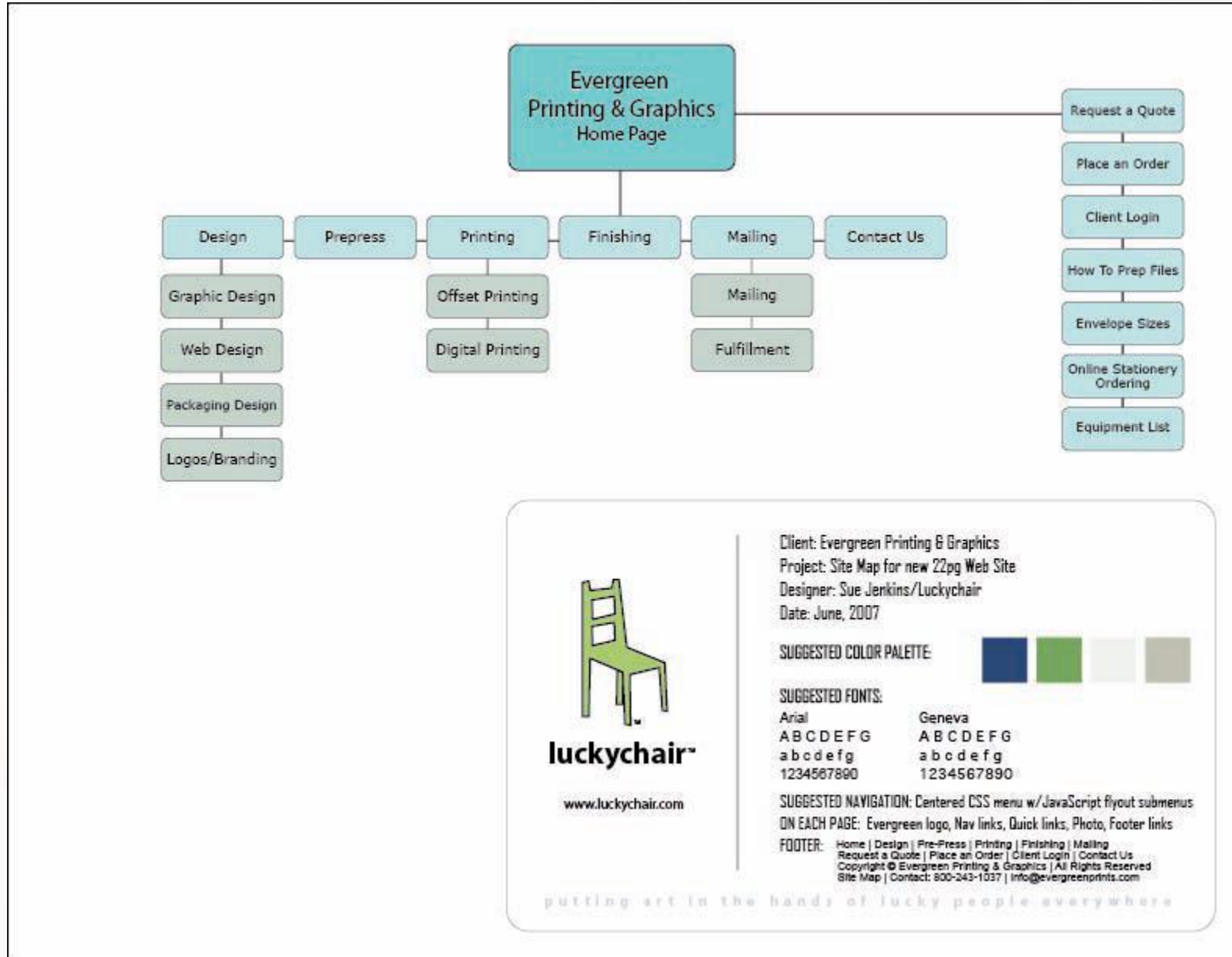


VISUAL (PHOTOSHOP)



CODE (USING CSSGRID)

VISUAL SITE MAP

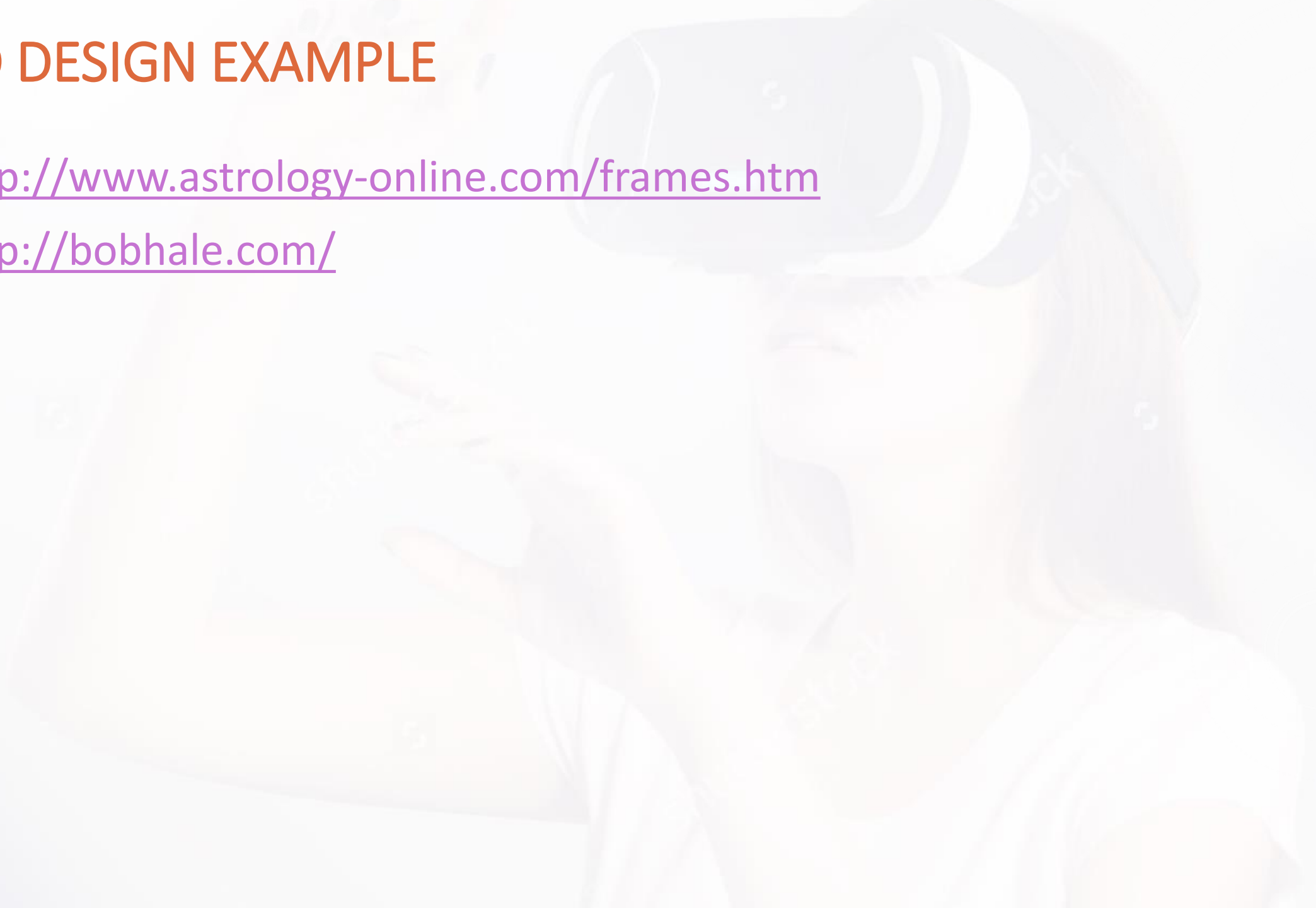


GOOD DESIGN & BAD DESIGN

- *"The two most important tools an architect has are the eraser in the drawing room and the sledge hammer on the construction site."*
 - *—Frank Lloyd Wright*
- it's easy to teach someone how to create a page but it's difficult to teach them how to **design** a page
- People often commit the same mistakes over and over
- By pointing out these mistakes, and being told that they **are** mistakes, you can avoid them when you design your web pages.

BAD DESIGN EXAMPLE

- <http://www.astrology-online.com/frames.htm>
- <http://bobhale.com/>



TOP NO-NOS IN THE WEB

- Using Frames
- Gratuitous Use of Technology
- Under Construction Signs
- Misusing Graphics
- Ransom Notes Fonts - and Comic Sans
- Complex Backgrounds
- Scrolling Text, Marquees, and Constantly Running Animations
- Complex URLs

TOP NO-NOS IN THE WEB (2)

- Orphan Pages
- Long Scrolling Pages
- Lack of Navigation Support
- No Unique Content
- Too Many Ideas
- No Authoritativeness
- Outdated Information
- Link Problems
- Overly Long Download Times

TEN GOOD DEEDS IN WEB DESIGN

- Name and logo
- Search
- Headlines and page titles
- Facilitate scanning
- Hypertext to structure the content space (don't cram all related into one page)
- Product photos (but don't clutter)
- Relevance-enhanced image reduction
- Link titles – with meaning!
- Accessible for users with disabilities,
- Do the same as everybody else

LAYOUT, AND COMPOSITION

- A *layout* is the visual organization of type and visuals on a printed or digital page; also called spatial arrangement.
- *Composition* is the form, the whole spatial property and structure resulting from the intentional visualization and arrangement of graphic elements—type and visuals— in relation to one another and to the format, meant to visually communicate, to be compelling and expressive

COMMON LAYOUTS

- Variable width content:
 - 2 columns - left menu
 - 2 columns - right menu
 - 3 columns
- Centered (fixed width content):
 - 2 columns
 - 3 columns
- 4 columns (fluid/variable width)
- Many other ...



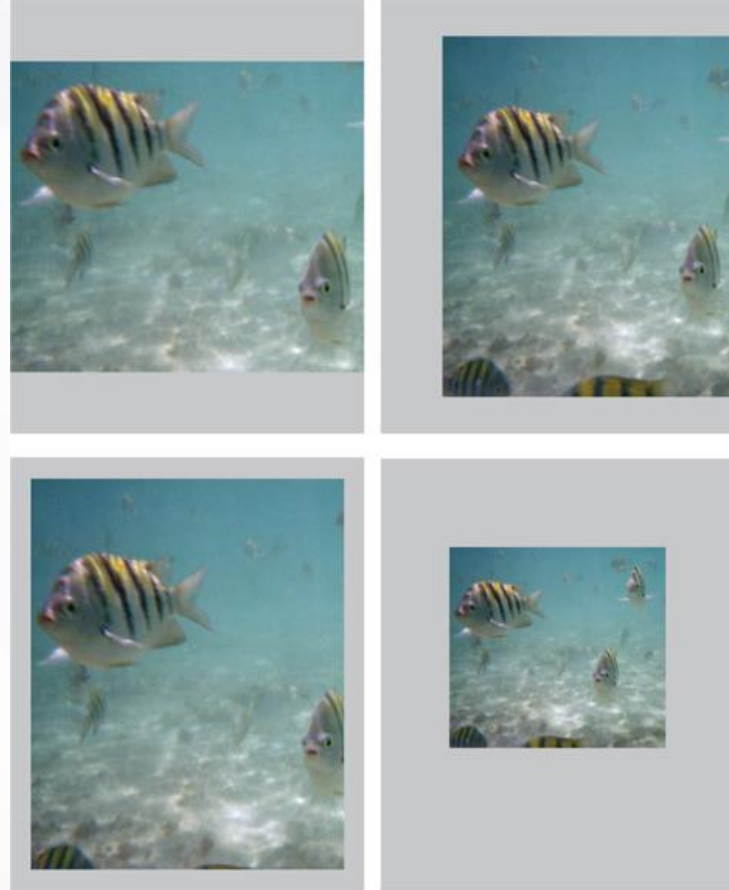
Some common
webpage layouts

In spite of the fact that there are billions of webpages online, the website design space is fairly limited. Here are some selections of commonly used layouts.



GRID

- A grid is a guide—a modular, compositional structure made up of verticals and horizontals that divide a format into columns and margins.
 - Grids organize type and visuals.
- Defining boundaries starts with margins—the blank space on the left, right, top, or bottom edge of any printed or digital page.
 - Margins function as frames around visual and typographic content, concurrently defining active or live areas of the page as well as its boundaries.



GRID SYSTEM FOR WEB DESIGN

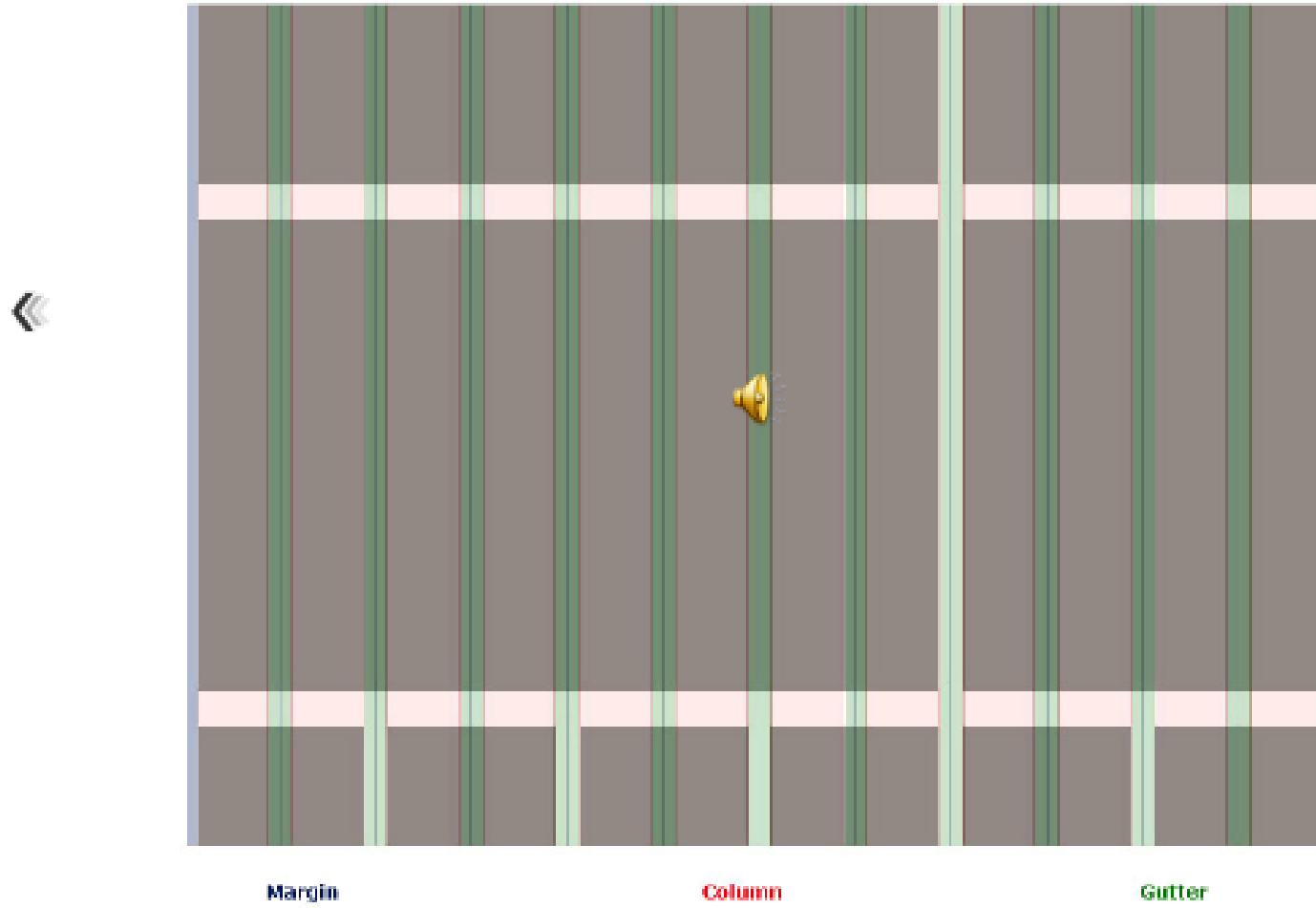
- Why Grid System?
 - Save time, save money, & reduce frustration
 - Solid visual and structural balance in website
 - Offer more flexibility of User Experience
 - Easy to follow for user
 - Consistent
 - Easy to follow, easy to update
- Elements
 - Column, Margin, Gutter
- Example
 - 960 Grid System – <http://960.gs>

GRID EXAMPLE

12 COLUMN GRID

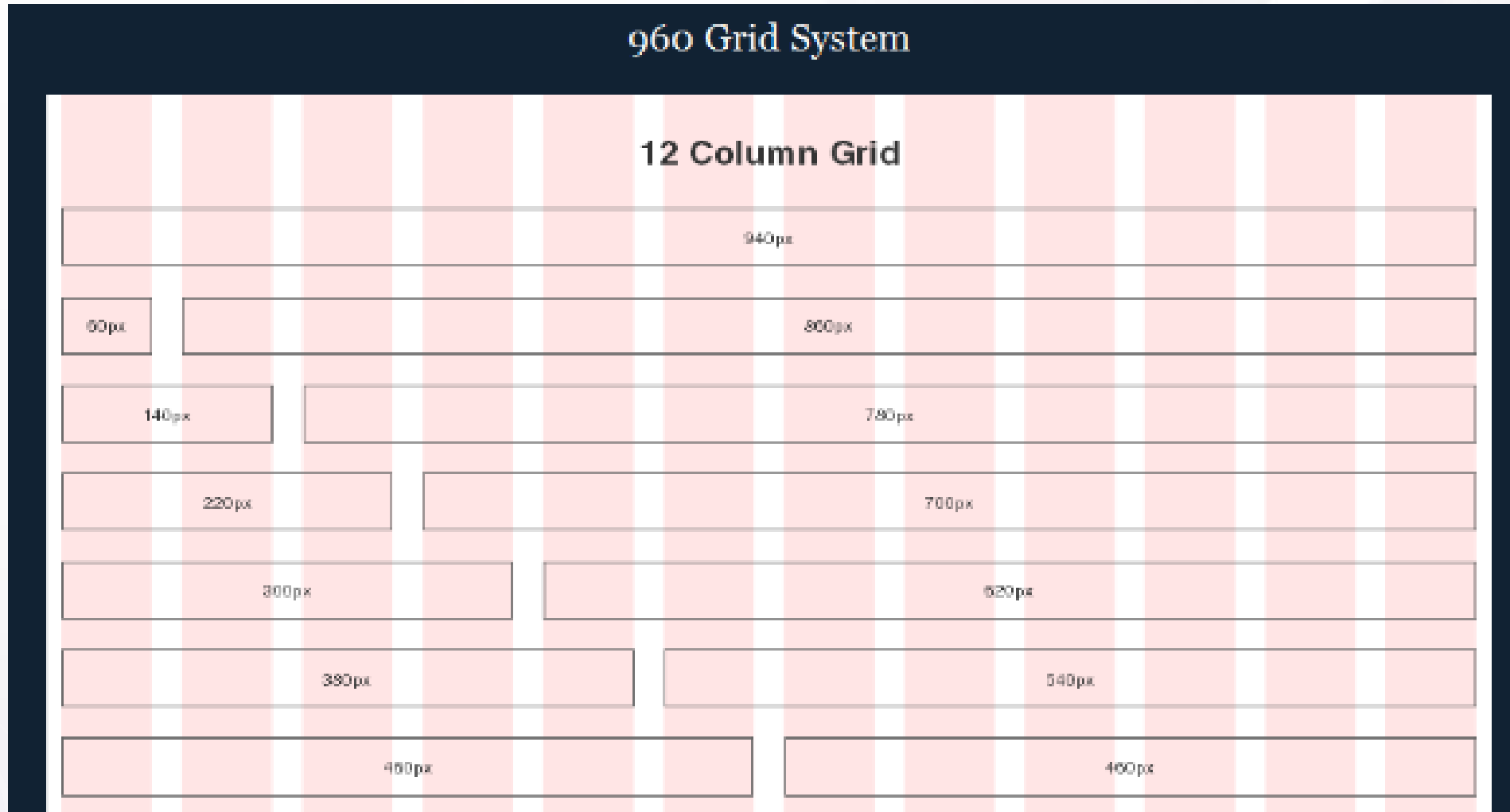


GRID SYSTEM SAMPLE



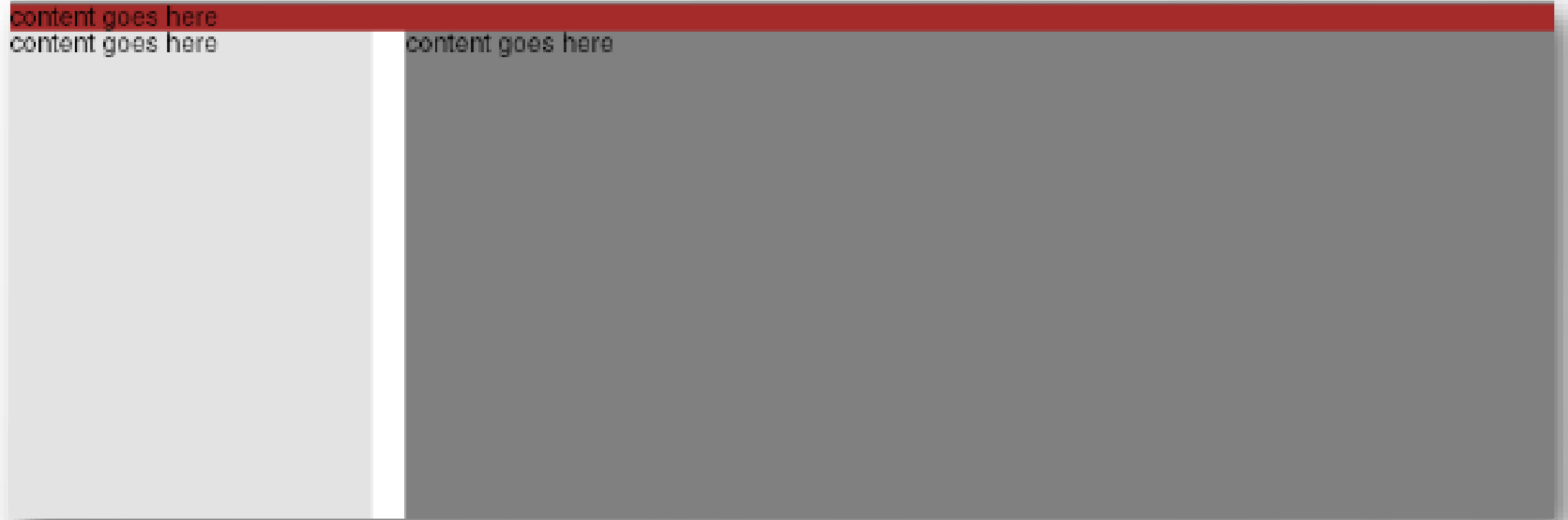
960.GS (960 GRID SYSTEM) CSS FRAMEWORK

- Mockup



960.GS (960 GRID SYSTEM) CSS FRAMEWORK

- Example :



960.GS (960 GRID SYSTEM) CSS FRAMEWORK

- Code :

```
01 <div id="container" class="container_12">
02   <div id="header" class="grid_12">
03     content goes here
04   </div>
05
06   <div id="sidebar" class="grid_3">
07     content goes here
08   </div>
09
10   <div id="mainContent" class="grid_9">
11     content goes here
12   </div>
13 </div>
```



1 2 3 4 5 6 7 8 9

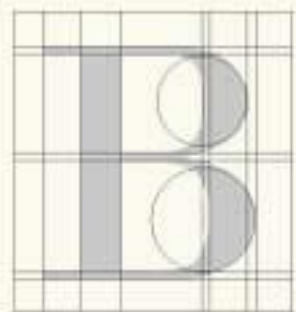
TYPOGRAPHY



WHAT IS TYPOGRAPHY?

- Dictionary.com: The art and technique of printing with **movable type**.
- Wikipedia: The art and technique of selecting and **arranging type styles, point sizes, line lengths, line leading, character spacing, and word spacing** for typeset applications. These applications can be physical or digital.
- Web Style Guide: The balance and interplay of letterforms on the page, a verbal and visual equation that **helps the reader understand the form and absorb the substance of the page content**.

Bodoni



The typographer must analyze and reveal the inner order of the type as a musician must reveal the inner order of the music.

Robert Bringhurst

my first unconscious memories of graphic design are of spending hours looking at the album covers from my dad's record collection, real **gringo** things like 101 strings & guy lombardo but real great mexican stuff as well like javier solis, agustin lara, luis alcaraz, and one of my favorites lp's "**Negro Provocativo**", which was made of transparent gold vinyl and had a cover which showed a platinum blonde vamp with glossy

pink lips in a very transparent black negligee, laying on a white bear skin rug

i

remember crawling under the dinner table and watching my parents **s l o w d a n c i n g** to **boleros** in the living room...

[**t h i s i s b a c k w h e n i w a s**]

pre **pubescent**

& angst-less

(way)

JUXT inter active

FIGHTING FOR BRANDS SINCE 1998

INTERACTIVE MARKETING & DESIGN

858 PRODUCTION PLACE . NEWPORT BEACH CA 92663 . 949 7521839 . EMAIL
JUXT INTERACTIVE 2004 TEMP SITE

NEWS

01

THE LATEST

NESTEA ICE
[view project](#)



ENGLISH LOVE FOR EL YIELAZO

28 Sept 2005 - The Nestea ICE web site has been named a finalist in the Interactive Media category at the prestigious London International Advertising & Design Awards. Unfortunately, client work will keep us from sending anyone out to enjoy the festivities taking place in November, (Todd really wants to eat some bangers, whatever bangers are), but we are humbled by the honor.

KEEPING IT PIVOTAL

3 Sept 2005 - A rich media banner campaign and micro site are now running for long time client, Boost Mobile.

RECENT WORK

FIGHTING THE GOOD FIGHT

02



And if you don't like it
tough, it's...



This year our riders are back on the road with the AND1 Mix Tape Tour® and the Vans Warped Tour®. Asking questions and looking for answers. We're out to spread some information about tobacco companies and their deadly products – and to have a little fun along the way. That's truth. Bringing the knowledge.

"Fair Enough!"
RINGTONG
free!
Downloads

email
center

Sign_up

back
issues

rider
report
journal from
the road

games

downloads



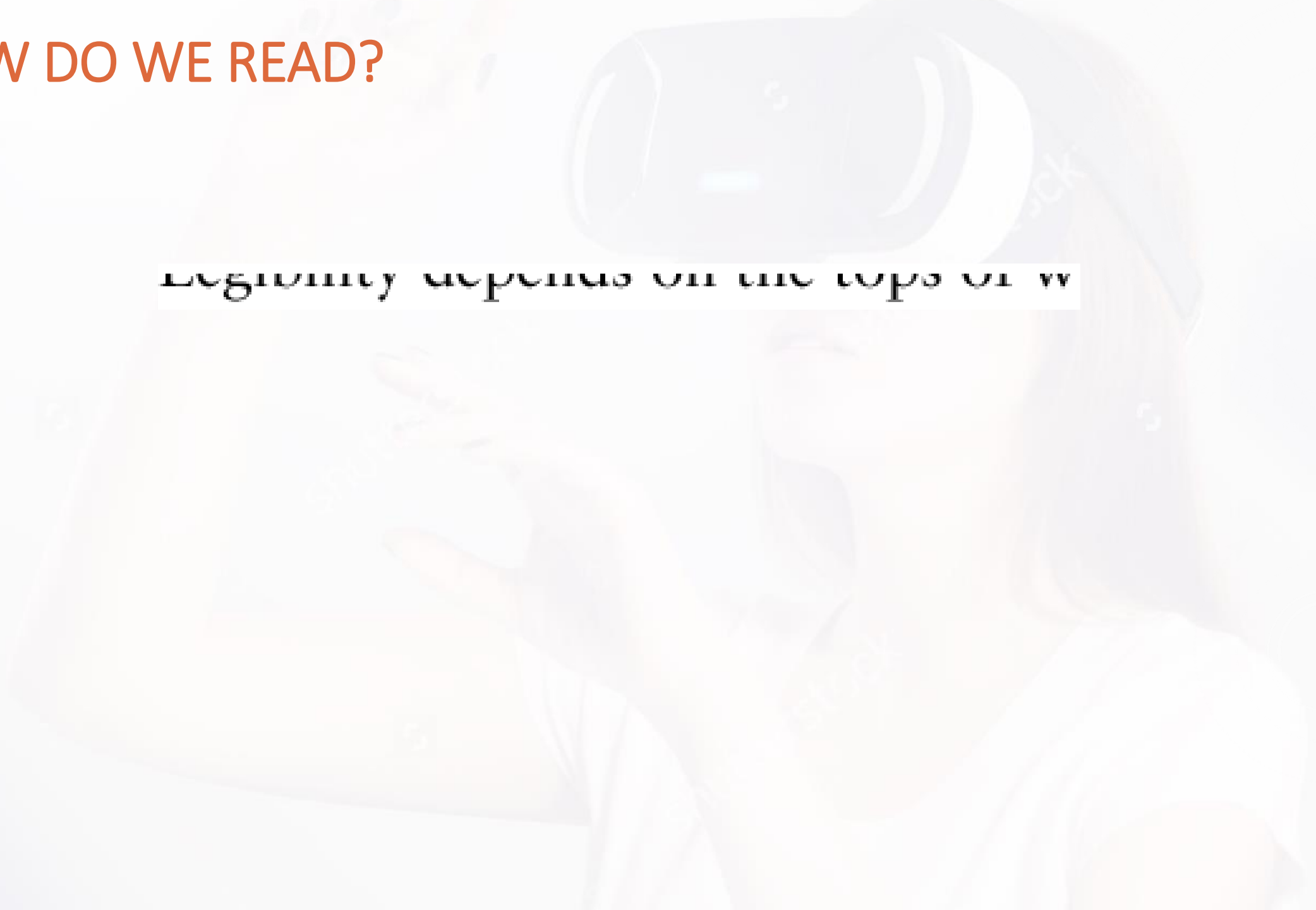
whatta you think?

TYPOGRAPHY



HOW DO WE READ?

Legibility depends on the tops of w



HOW CAN YOU MAKE YOUR WEB PAGE MORE LEGIBLE?

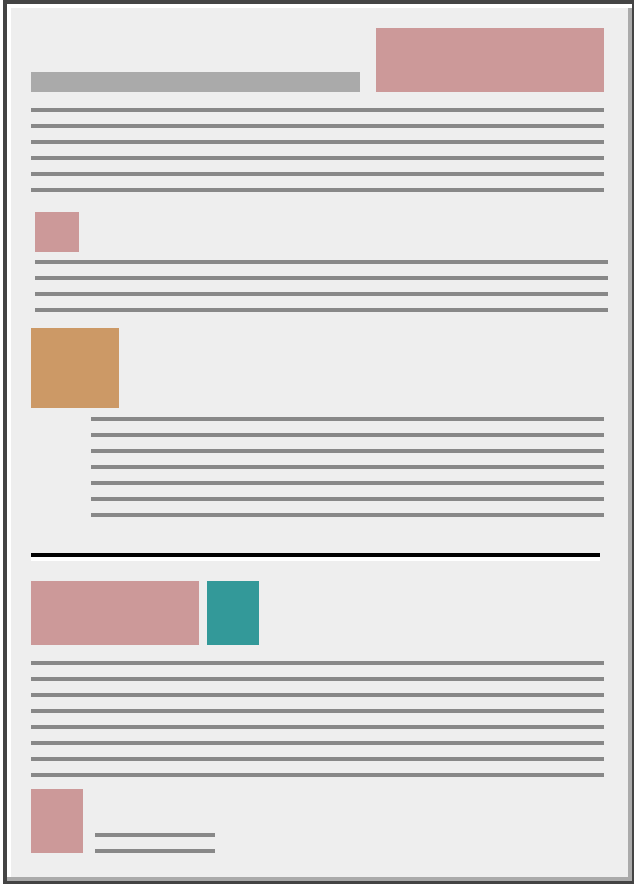
- Use downstyle (capitalize only the first word, and any proper nouns) for your headlines and subheads.

Legibility depends on the tone of w

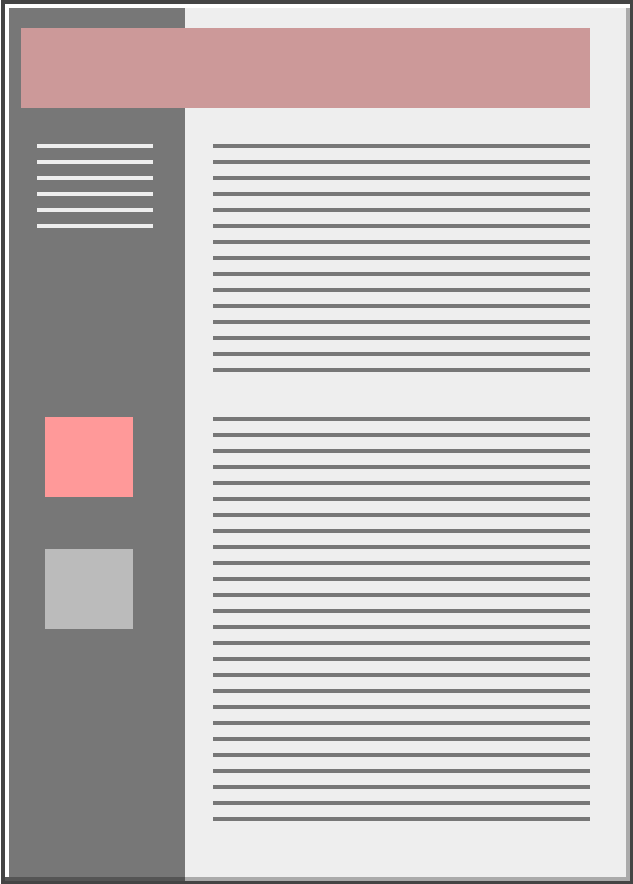
Initial Caps Cause Pointless Bumps

LAYOUT

Too patchy, inconsistent



Better layout of type blocks



TEXT ON THE COMPUTER SCREEN

- Hard to read.
 - Because of the low resolution of computer screens.
 - Because the lines of text in most web pages are much too long to be easily read.

TEXT ON THE COMPUTER SCREEN

- Magazine and book columns are narrow for physiologic reasons.
 - At normal reading distances the eye's span of movement is only about 8 cm (3 inches) wide.
 - Designers try to keep dense passages of text in columns no wider than reader's comfortable eye span.

TEXT ON THE COMPUTER SCREEN

- Most web pages are almost twice as wide as the viewer's eye span
 - Extra effort is required to scan through long lines of text
 - To encourage your web site users to read a document online, shorten the line length of text blocks to about half the normal width of the web page.

HISTORY OF WEB TYPOGRAPHY

- Macintosh: Graphical User Interface (GUI), bitmapped city-named fonts
- Adobe: Postscript
- Apple + Microsoft: TrueType
- HTML: problem with heading tag
- CSS: provide control over exact visual style

TYPE



serif
baseline **Typography** | x-height

- Serif: stroke at the ends of a letter
- Sans Serif: without serifs
- Leading: vertical space between baselines
- Kerning: horizontal space between letters

TYPEFACES

Bell Gothic Light

HOLLYWOOD HILLS

Berlin Sans FB

FRIENDS

Blueprint

Debussy

Typewriter

Emblem

eurofurence italic

Almonte Slam

AMAZON

OOOOOO

BEARPAW

BE MARKER SERIF

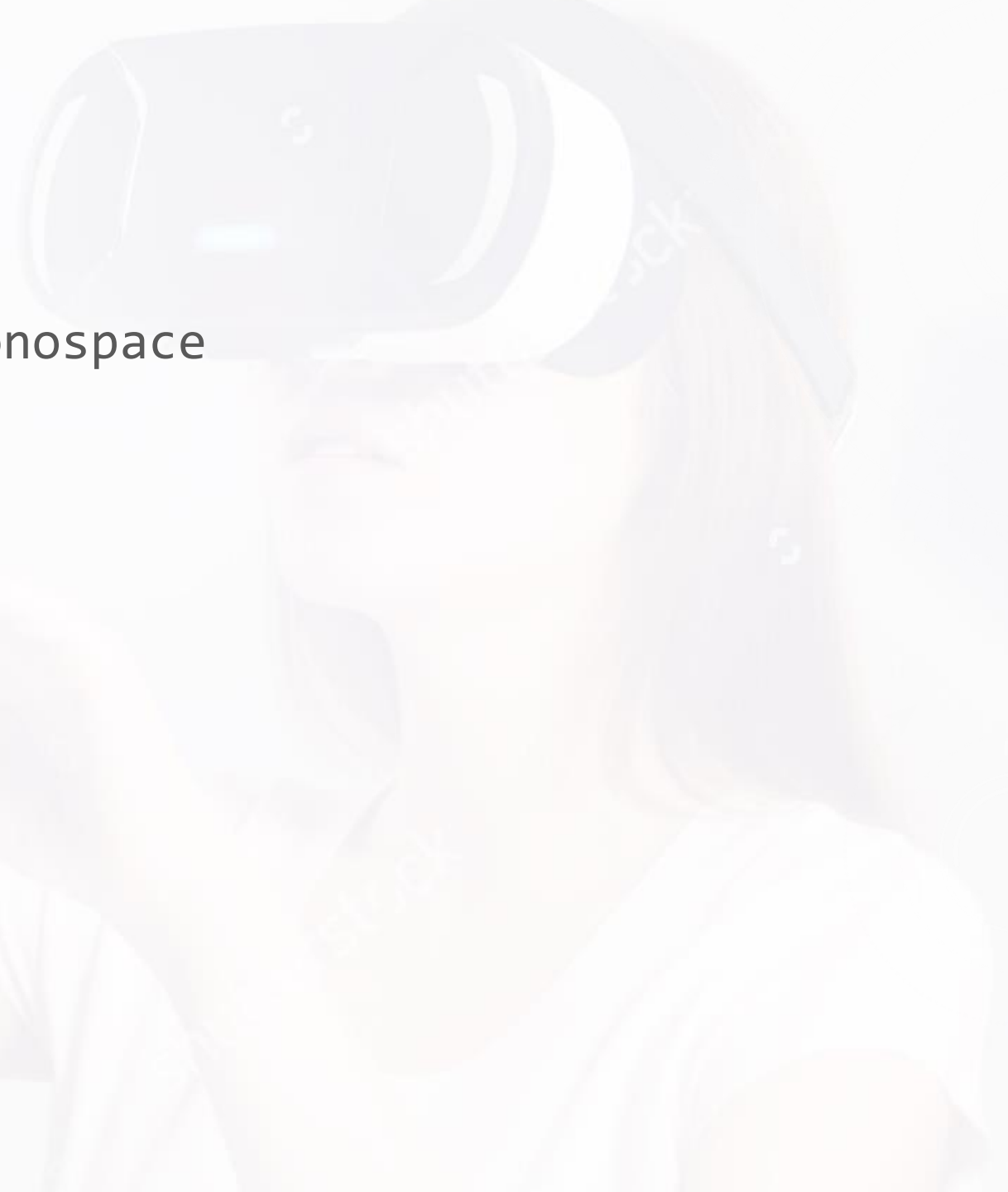
BORING

Bungle City

CANGOODS

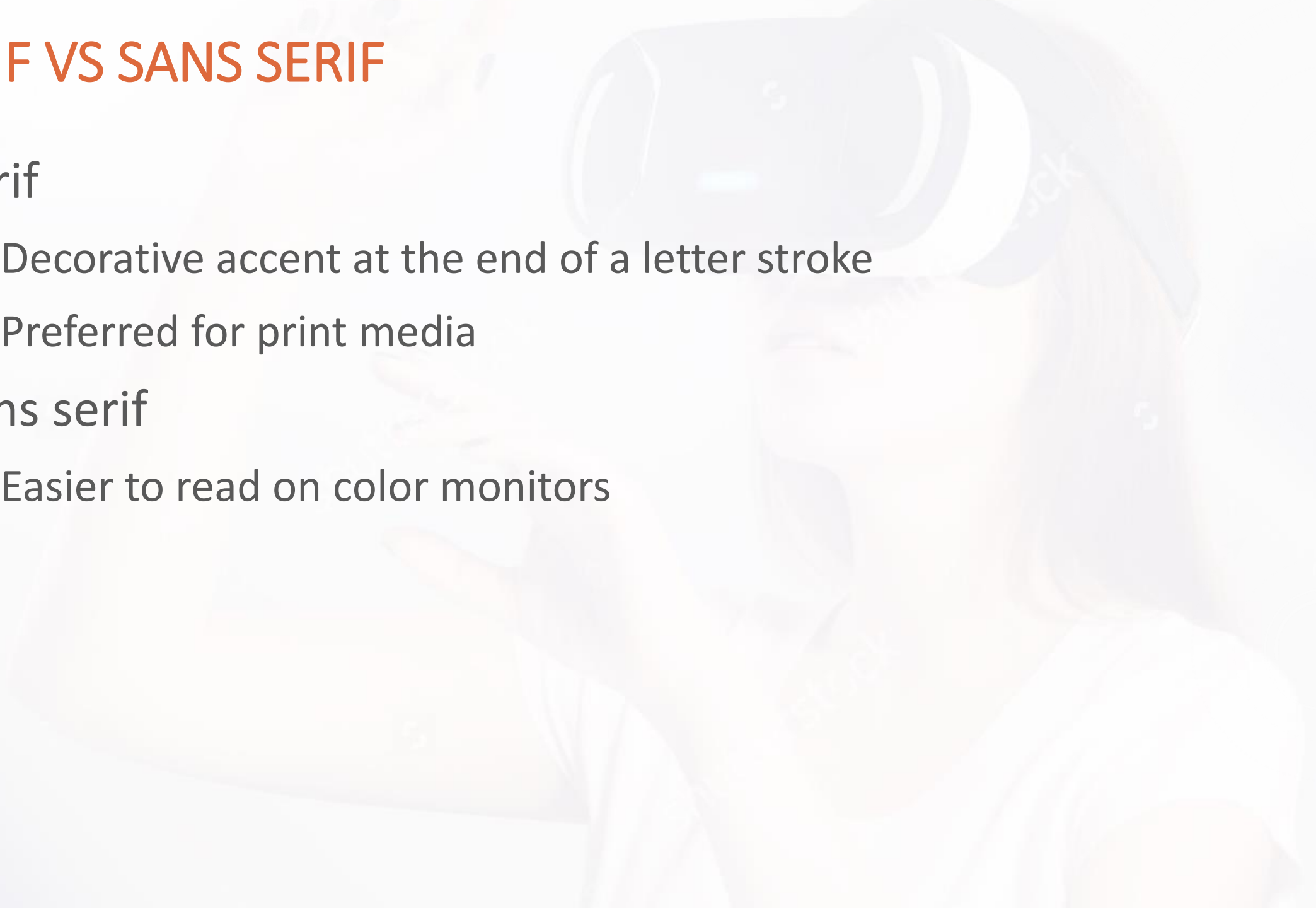
MORE TYPOGRAPHY

- Categories or Font Classification
 - ex serif, sans serif, *script*, fancy, monospace
- Families
 - Arial, **Arial Black**, Arial Narrow
- Type Form
 - **Weight** Width *Posture*



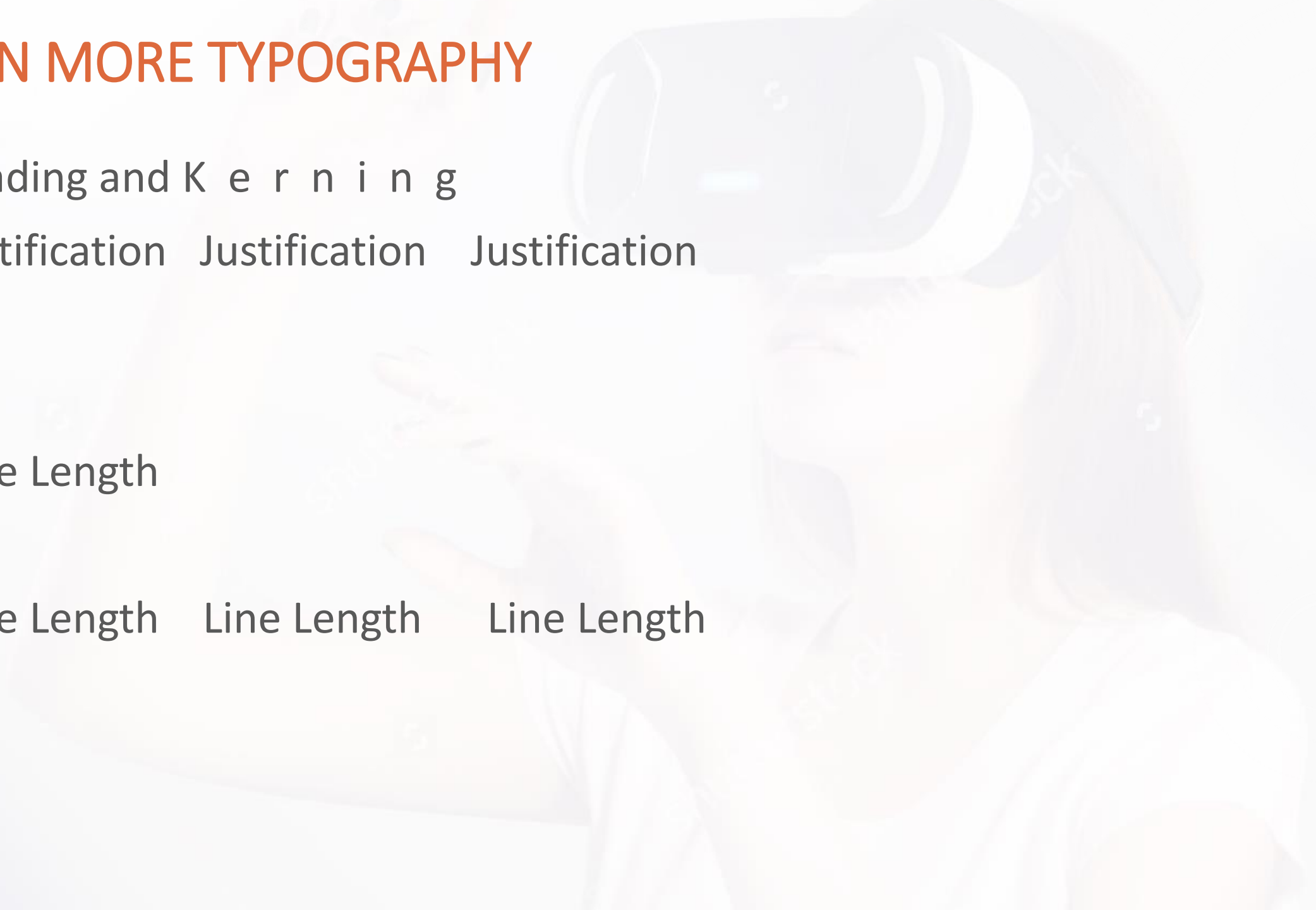
SERIF VS SANS SERIF

- Serif
 - Decorative accent at the end of a letter stroke
 - Preferred for print media
- Sans serif
 - Easier to read on color monitors



EVEN MORE TYPOGRAPHY

- Leading and K e r n i n g
- Justification Justification Justification
- Line Length
- Line Length Line Length Line Length

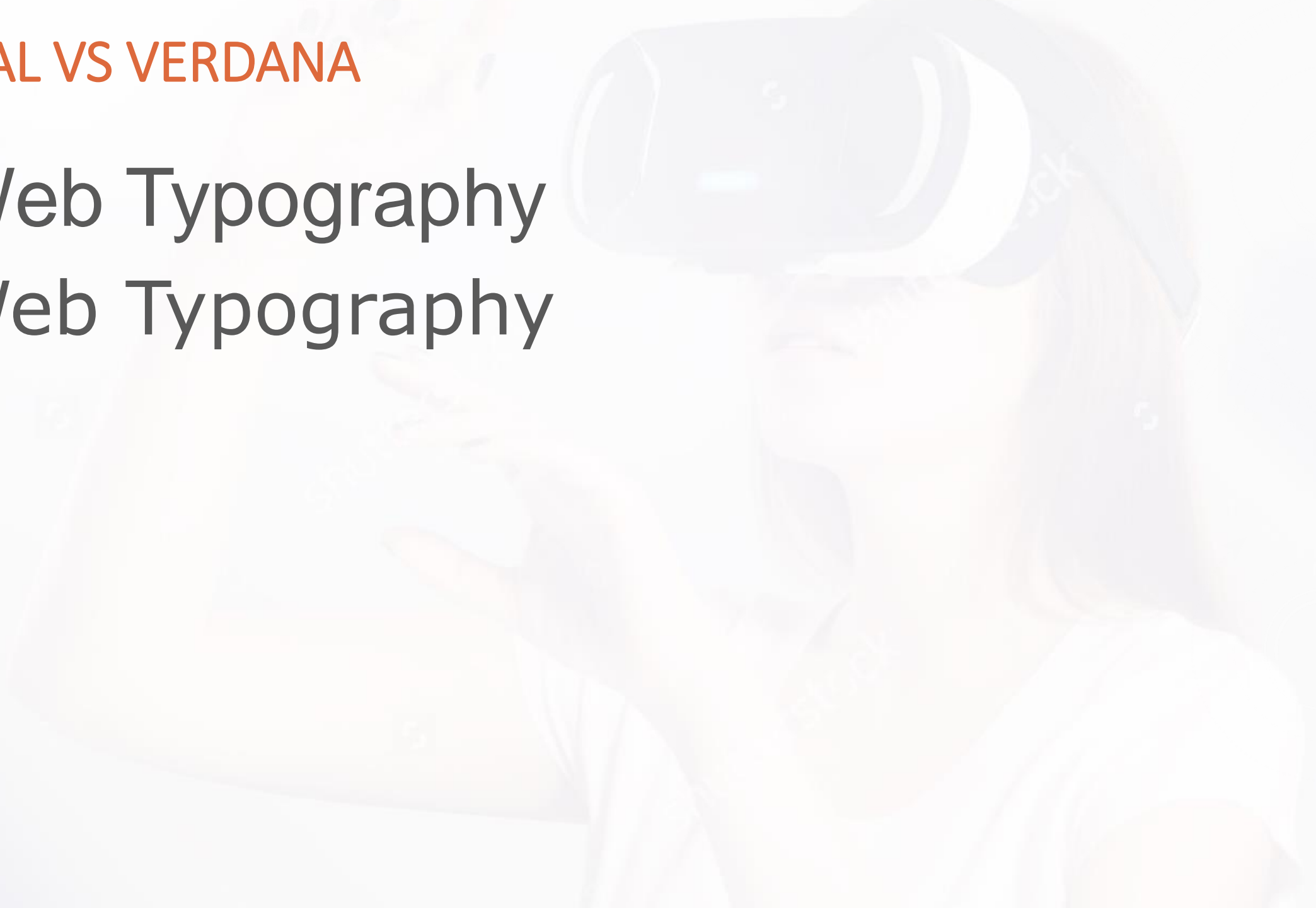


TIMES NEW ROMAN VS GEORGIA

- Web Typography
- Web Typography

ARIAL VS VERDANA

- Web Typography
- Web Typography



PROPORTIONALLY SPACED VS MONOSPACED

- Proportionally Spaced
 - Each character received an amount of horizontal space proportional to its width.
- Monospaced
 - All characters receive the same horizontal space

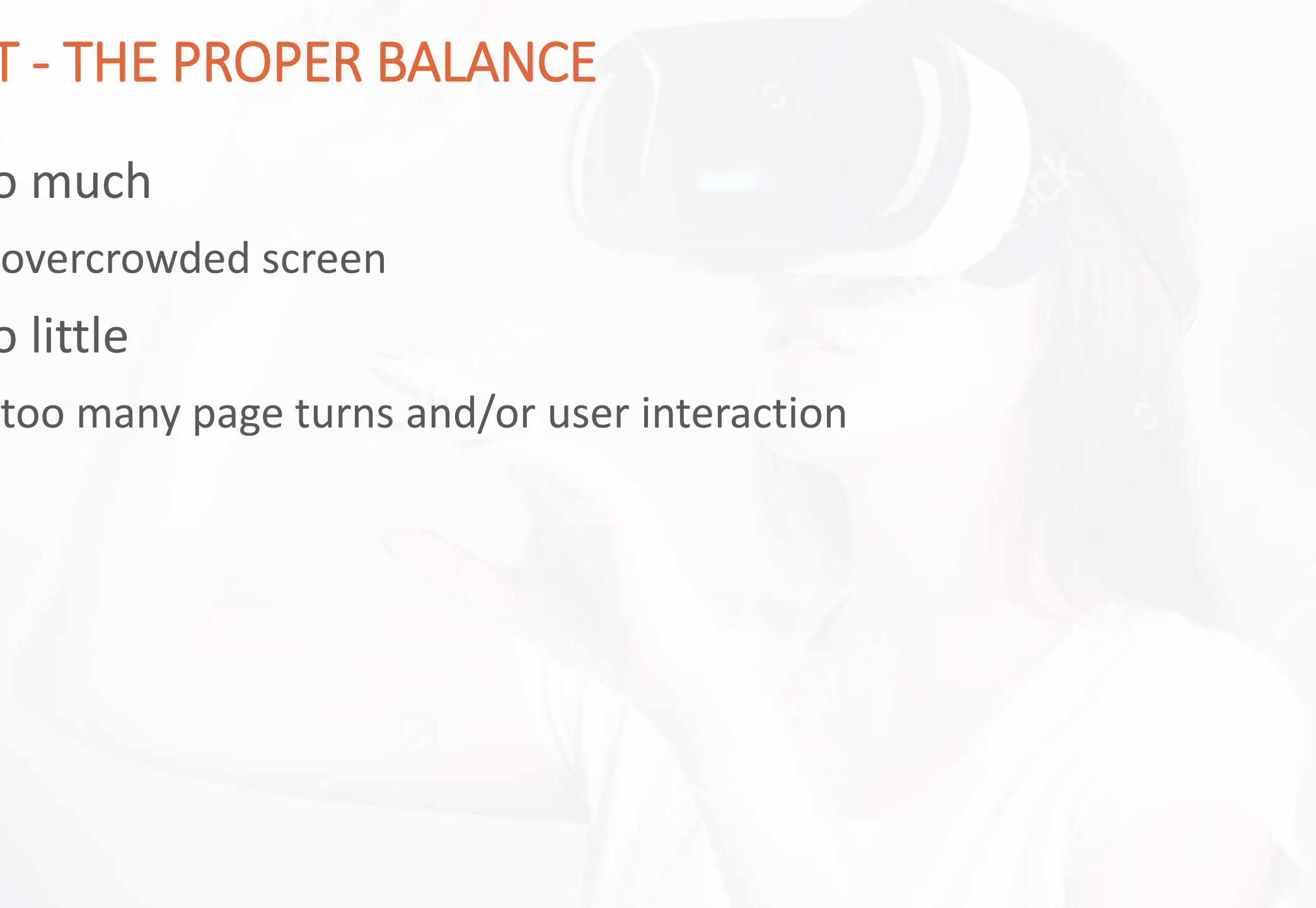
WHERE MONOSPACED TYPE WORKS

```
function pad(workString, numChars, padChar) {  
  trace ("workstrings " + workstring + " length = " + workString.length);  
  while (workString.length < numChars)  
    workString = padChar + workString;  
  return workString;  
}
```

```
function pad(workString, numChars, padChar) {  
  trace ("workstrings " + workstring + " length = " +  
    workString.length);  
  while (workString.length < numChars)  
    workString = padChar + workString;  
  return workString;  
}
```


TEXT - THE PROPER BALANCE

- Too much
 - overcrowded screen
- Too little
 - too many page turns and/or user interaction



TYPOGRAPHY FOR THE WEB

- **Legibility:** good typography depends on visual contrast between fonts, text blocks, headlines, space
 - Alignment: margins → unity; white space → visual relief
 - Line length: columns, invisible tables
 - Typefaces: Georgia & Verdana for screen
 - Case: upper + lower
 - Emphasis: italics, bold...
- **Consistency:** create harmonic structure, predictable
- **Accessibility:**
 - Size: use relative units, offer text-only version
 - Color: contrast

GOOGLE'S LOGO

- Typography vs. logo
- Color vs. logo
- Resources
 - <http://www.google.com/doodle8.html>
 - <http://www.google.com/holidaylogos.html>
 - <http://www.google.com/talk/>
 - <http://labs.google.com/>
 - <http://mail.google.com/mail/help/about.html>





talk and IM with your friends for free

They say talk is cheap. Google thinks it should be free. Google Talk enables you to call or send instant messages to your friends for free—anytime, anywhere in the world. Google Talk offers you:

- ◆ **Choice:** Get in touch over email, IM or a call
- ◆ **Quality:** Talk through your computer but hear your friends as if they were in the same room
- ◆ **Convenience:** Your Gmail contacts are pre-loaded into Google Talk so inviting or talking to your friends is just a click away

Google Talk is in beta and requires a Gmail username and password. Don't have Gmail? [Get an account](#) using your mobile phone (US only).

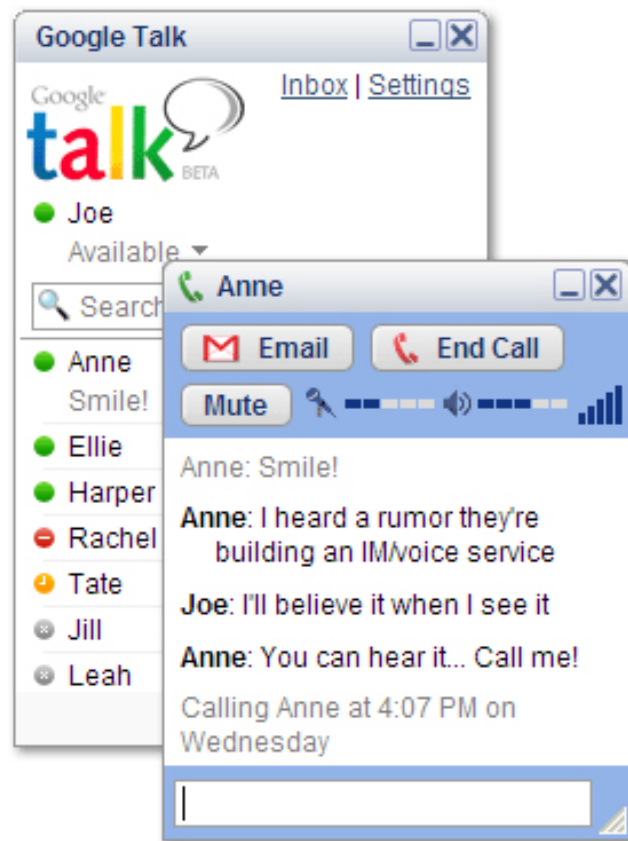
By downloading, you agree to our [Terms of Service](#) and [Privacy Policy](#)

[Download Google Talk](#)

Fast download - about 3 minutes on a modem (900K)

Requires Windows XP/2000, minimum 56k (broadband recommended)
Mac and Linux users can connect to Google Talk using [other IM clients](#)

Google Talk is not a telephony service and cannot be used for emergency dialing.



[About](#) - [Getting Started](#) - [Help](#)



Welcome to Gmail

A Google approach to email.

Gmail is an experiment in a new kind of webmail, built on the idea that you should never have to click through a bunch of messages to find the message you want. The key features are:

- ◆ **Search, don't sort.**
Use Google search to **find the exact message** you want, no matter when it was sent or received.
- ◆ **Don't throw anything away.**
Over 2655.221588 megabytes (and counting) of free storage so you'll never need to delete anything.
- ◆ **Keep it all in context.**
Each message is grouped with all its replies and displayed as a conversation.
- ◆ **No pop-up ads. No untargeted banners.**
You see only [relevant text ads](#) and links to related web pages of interest.

Use of this site is subject to express [terms of use](#). By continuing past this page, you agree to abide by these terms.



Labs.google.com, Google's technology playground.

Google labs showcases a few of our favorite ideas that aren't quite ready for p prototypes and send your comments directly to the Googlers who developed t

New! [Google Reader](#)

Use Google's web-based feed reader to keep up with what's important to you

10/7/05 - [Give us feedback](#) - [Discuss with others](#)

New! [Google Video](#)

Search TV programs and videos

9/27/05 - [Give us feedback](#) - [Discuss with others](#)

[Google Extensions for Firefox](#)

Add powerful new tools to your Mozilla Firefox browser

7/7/05 - [Give us feedback](#) - [Discuss with others](#)

[Personalized Search](#)

Get the search results most relevant to you

6/27/05 - [Give us feedback](#) - [Discuss with others](#)

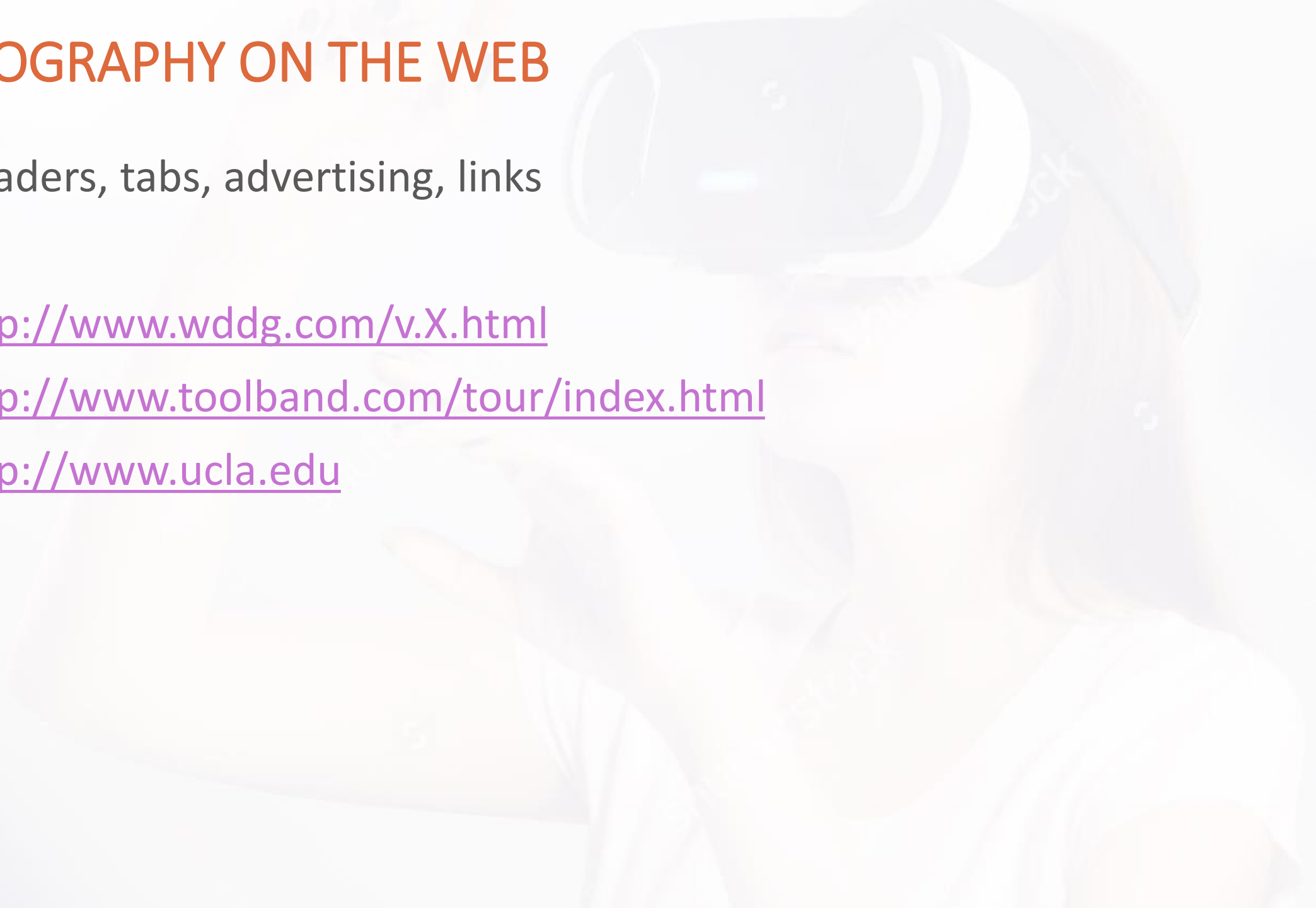
[Google Web Accelerator](#)

Save time online by loading web pages faster

5/4/05 - [Give us feedback](#) - [Discuss with others](#)

TYPOGRAPHY ON THE WEB

- Headers, tabs, advertising, links
- <http://www.wddg.com/v.X.html>
- <http://www.toolband.com/tour/index.html>
- <http://www.ucla.edu>



RULES FOR TYPOGRAPHY

(CARTER, 2002, P.151-P.161)

- Be mindful not to use too many different typefaces at any one time.
- Text set in all capital letter severely retards reading. Use upper-and lower-case letter for optimum readability.
- For optimum readability, use a flush left, ragged right type alignment.

RULES FOR TYPOGRAPHY

(CARTER, 2002, P.151-P.161)

- Clearly indicate paragraphs, but be careful not to upset the integrity and visual consistency of the text.
- When working with type and color, ensure that sufficient contrast exists between type and its background

COLOR + TYPOGRAPHY

- Contrast - most important
 - strong contrasts of hue, value and saturation
- First Read - overall first impression
 - make or break



TEXT GUIDELINES

- For small type use the most readable font available (sans serif)
- Use as few different typefaces as possible but vary the weight and size and style
- Make sure the fonts are well spaced
 - Leading
 - Kerning
- The size of the font should vary with the importance of the message

TEXT GUIDELINES

- What do your users say?
- Centered text blocks are difficult to read. Keep them small.
- Try bending, stretching and otherwise manipulating text. Then evaluate whether it works for your piece.
- Is your text hard to read because of too little contrast with the background? Try drop shadows.

PROBLEMS WITH TEXT

- Text displayed on a monitor
 - harder to read than print
 - slower to read
 - print generally has portrait orientation
 - screen has landscape orientation

WHAT IF YOUR TEXT IS TALLER THAN WIDE?

- Modify it
- Put it in a scrolling window
- Break it into screen sized chunks
- Buy an expensive portrait monitor

WE'VE GOT IT EASY!

- 26 Latin or Roman Characters
- 10 Arabic Numbers

- 3000+ kanas for Japanese
 - kanji (each of the 3000 has two renderings: Japanese and Chinese)
 - romaji



LOCALIZATION

- Process of reworking computer based material to another language
 - Dates
 - Language
 - Special characters
- Unicode
 - 65,000 characters
 - Supports most written languages for Americas, Europe, Asia, Africa and middle east

WHAT WE DON'T KNOW WHEN DESIGNING FOR THE WWW OR USER DEFINED WINDOW

- Resolution of the monitor
- Size of the browser window
 - Is it 4x7 inches or does it fill the entire 21 in monitor?
- How the user has set type size
 - Younger users may set type size small to reduce scrolling.
 - Older users may set type size large to see it.

WHAT WE DON'T KNOW WHEN DESIGNING FOR THE WWW OR USER DEFINED WINDOW

- Settings and quality of the monitor (brightness, contrast, color balance...)
- Ambient lighting in the room
 - Background and font colors may look washed out
- What fonts are available to the user
 - Differ on Macs and PCs

SUGGESTIONS FOR BODY TYPE

- For body text, use Georgia or Verdana
 - Trebuchet is also screen friendly (sans serif)
- Use 12 pt type
 - 10 point is ok if you know your users have Georgia or Verdana. But if they don't and it defaults to 10 pt Times Roman – that is too small.

SUGGESTIONS FOR BODY TYPE

- Use Roman, not Italic or Bold for body text style.
- Use upper case only for first words of sentences, proper names, etc
 - ALL CAPS IS HARD TO READ
- Use a maximum line length of 5 inches
 - Shorter is better

SUGGESTIONS FOR BODY TYPE

- Use two point of leading between lines unless its already there
- Use left alignment
- Don't use underlining for emphasis (Users might assume the underlined word is a link.)

SUGGESTIONS FOR DISPLAY TYPE

- Use any size that fits
- Use any typeface that is legible
- Use the line height attribute for control of line spacing to get the effect you want (touching or spread widely)
- Use letter spacing and word spacing to get the effect you want.

SUGGESTIONS FOR DISPLAY TYPE

- Use kerning to make display type look right
 - Web
- Don't use animated text
 - Users hate it. Some develop animation blindness where they don't see the moving text assuming it is an advertisement.

CONCLUSION

User, Context, Content

- Difference in culture, age, gender
- Accessibility
- Theme/topic
- Don't overwhelm
- Harmony
- Use CSS
- Don't underline text, only links



1 2 3 4 5 6 7 8 9

THANK YOU

TERIMA KASIH

