Interface Aesthetics Week 12
Web Workshop
WEB WORKSHOP

Outline

1. Schedule & final project
2. Aesthetics on the web
3. Web workshop
Course Schedule

- Introduction
- Beyond Desktop
- Typography I
- Typography II
- Layout & the Grid
- Workshop I: Type / Layout
- Color I
- Symbols & Icons, and Pictograms
- Printed media, effects, and materials
- Design for Dynamic Display / Web
- Workshop II: Web design
- Critique
- Synthesis
- Exhibition


Beyond desktop
Graphic design basics
For next Monday...

Prepare a 4-minute presentation of your design object and print media. Use visuals and physical props to describe your ideas.
CRITIQUE

☐ What is your design object?

1. Describe your design process. Discuss how and why your design matters.

2. Artifact which embodies the idea (use sketches, physical mock-ups).

☐ Accompanying print media

Present a sketch of your design.
Aesthetics on the web
AESTHETICS ON THE WEB

Jakob Nielsen
Hoa Loranger

Prioritizing Web Usability
Legibility on the web

1. Text appears too small or fuzzy
2. Text is not easily resizable
3. Text color provides inadequate contrast with background
4. Text is overshadowed by surrounding design elements

[ Nielsen & Loranger, 2006 ]
Can I click on it?
Blue, underlined, bolded text
Can I click on it?
Convex
Assume old machines with poor monitors

[ Nielsen & Loranger, 2006 ]
Typography on the web
Typography on the web
Arial

Arial Black

Comic Sans MS

Courier New

Georgia

Impact

Times New Roman

Trebuchet MS

Verdana
Font size on the web
No less than 10 pts if you want people to read your text.
Let the users control the font size
Typography on the web

ALL-CAP TEXT REDUCES READING SPEED BY ABOUT TEN PERCENT. MIXED-CASE LETTERS HAVE VARIATIONS THAT BREAK UP THE TEXT INTO RECOGNIZABLE SHAPES, WHEREAS A PARAGRAPH IN ALL CAPS HAS UNIFORM HEIGHT AND SHAPE, MAKING IT APPEAR BLOCKY AND RUN TOGETHER. ALSO THE USE OF ALL CAPS CAN SEEM CHILDISH AND AMATEUR, OR AGGRESSIVE OR UNPROFESSIONAL. RESERVE ALL-CAP TEXT FOR SHORT HEADINGS AND TITLES, AND FOR SHOUTING.

[Nielsen & Loranger, 2006]
Typography on the web

Contrast
Web Design Critique

1) Pick a site for design critique
2) Critique the site using the guidelines.
3) Sketch new designs.
4) Present (starting from 5:20pm)