

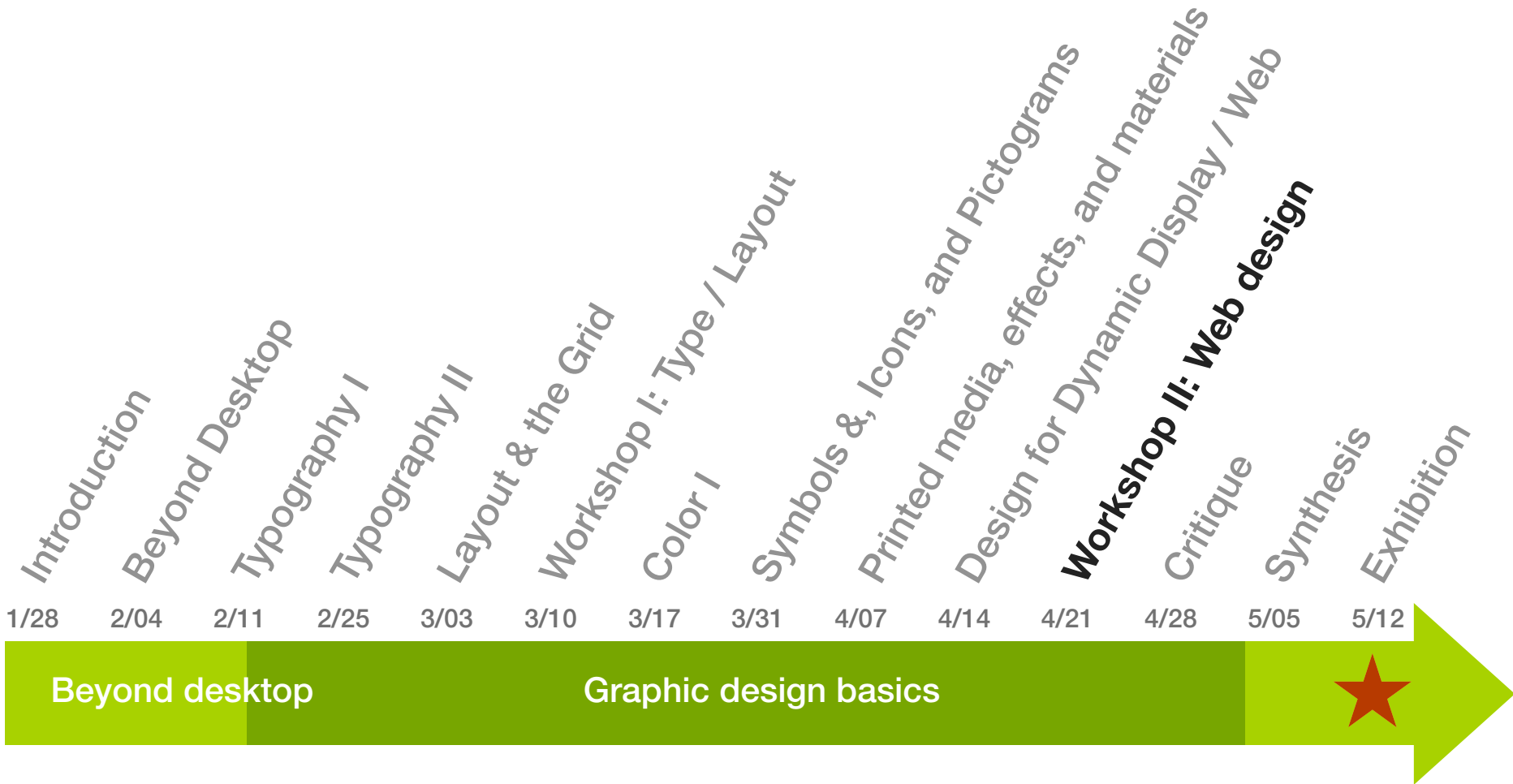
Interface Aesthetics Week 12

Web Workshop

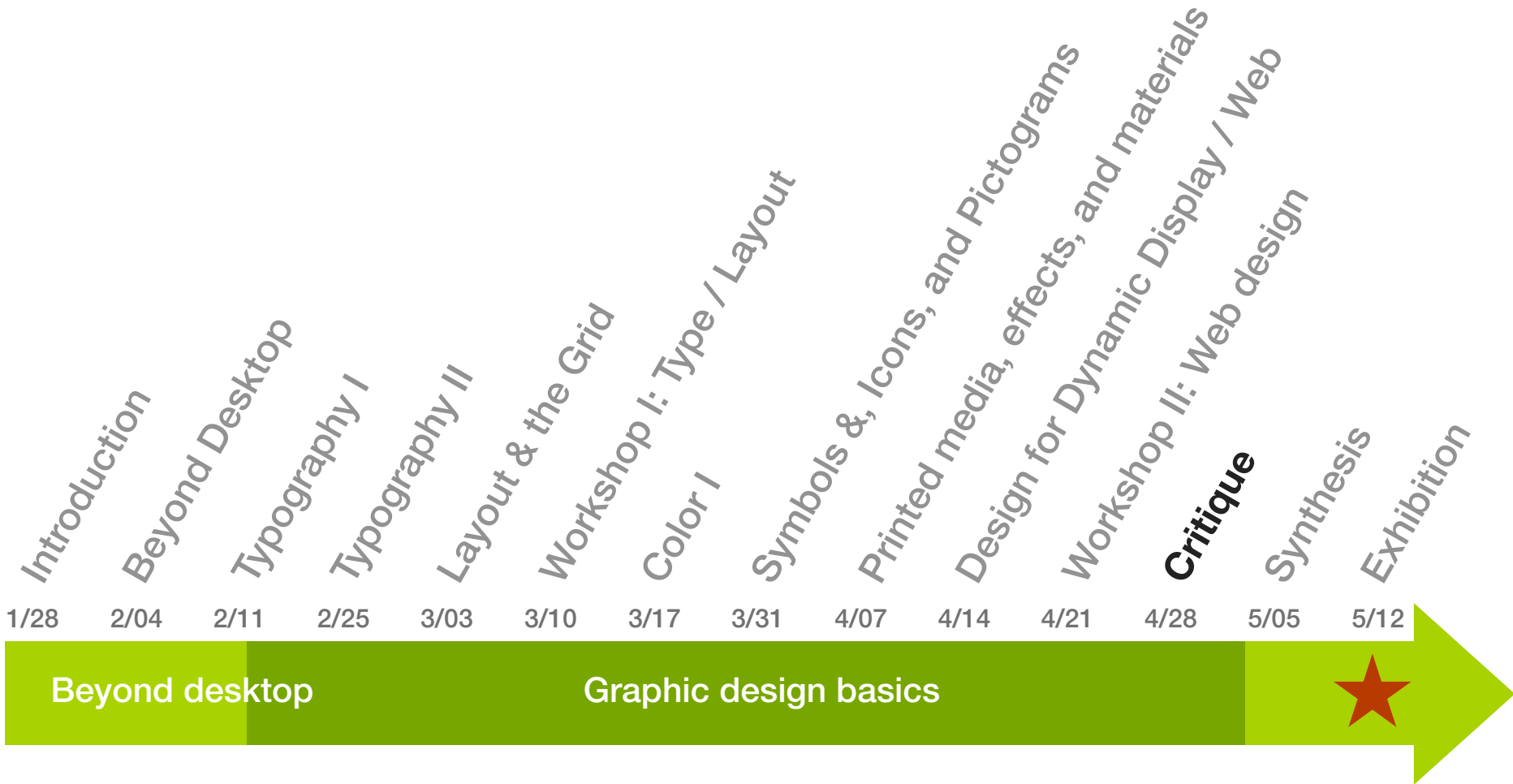
Outline

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

Course Schedule



Course Schedule



For next Monday...

Prepare a 4-minute presentation of your design object and print media.

Use visuals and physical props to describe your ideas.

What is your design object?

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

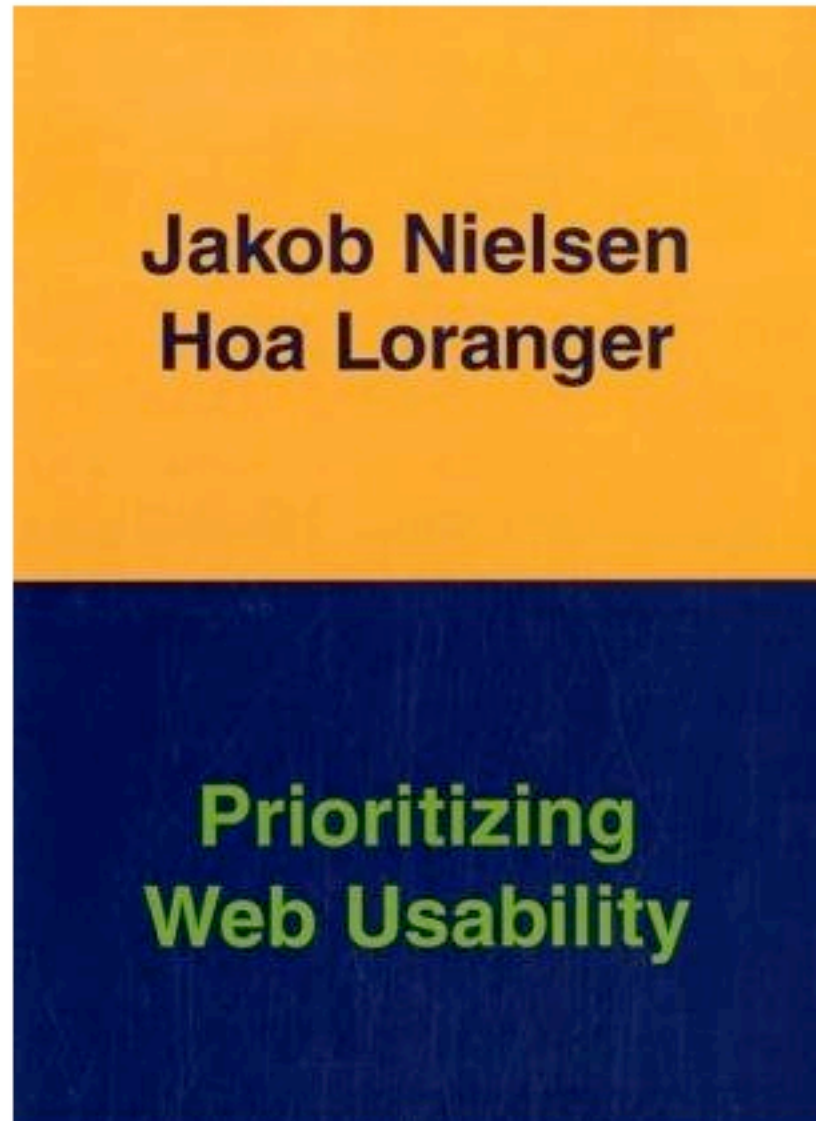
2. Artifact which embodies the idea
(use sketches, physical mock-ups).

Accompanying print media

Present a sketch of your design.

WEB WORKSHOP

Aesthetics on the web



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

Can I click on it?

Blue, underlined, bolded text



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I'm Feeling Lucky

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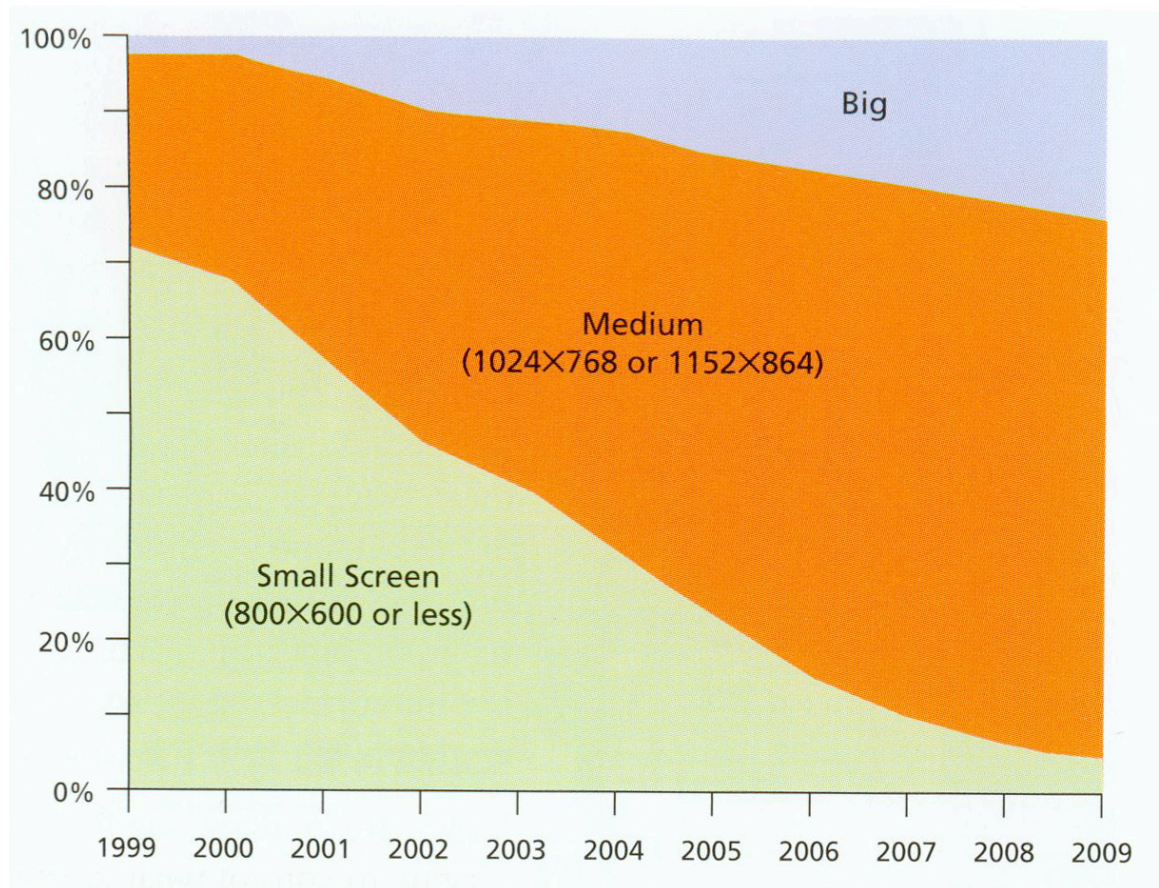
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AESTHETICS ON THE WEB

Can I click on it?

Convex

Assume old machines with poor monitors



Typography on the web

Typography on the web

Times New Roman

serif

Typography on the web

Helvetica

san serif

Arial

Arial Black

Comic Sans MS

Courier New

Georgia

Impact

Times New Roman

Trebuchet MS

Verdana

Arial

Arial Black

Comic Sans MS

Courier New

Georgia

Impact

Times New Roman

Trebuchet MS

Verdana

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



Text Size: A A A A

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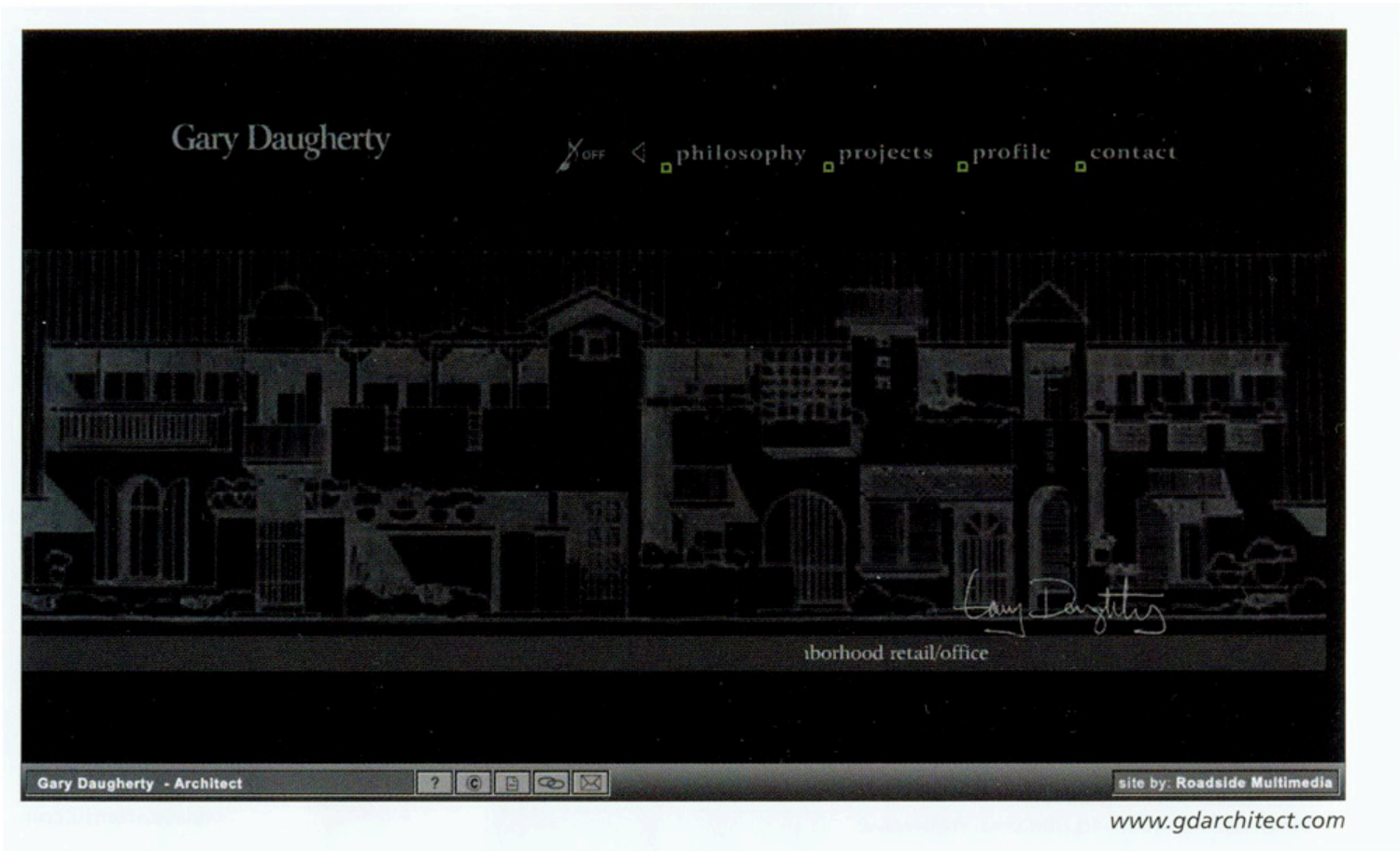
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[s Vogue](#) | [Self](#) | [Teen Vogue](#) | [The New Yorker](#) | [Vanity Fair](#)

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.

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)