Session 2:

- Web Design Principles
- Use of Flash (not Flask)
- Getting our hands dirty

Layout and Composition

![Diagram of layout and composition]

Grid Theory (Rule of thirds)

Balance (Symm/Asymm)
Layout principles

Unity – interaction of elements
Proximity – different objects looks as ‘one’
Repetition – gives a sense of group
Emphasis – draw attention to specific
Placement – how far from centre?
Layout principles (cont)

- Continuance – eyes follow original path of movement
- Isolation – this creates the opposite effect of proximity promoting emphasis
- Contrast – creating difference between objects on a page and the background (achieved through difference in colour)
- Proportion – this principles aids in creating emphasis in a particular composition

Layout (left column nav)

Layout (right column nav)

![Right column nav example](image)


Layout (3-column nav)

![3-column nav example](image)

CSS Zen Garden
http://www.csszengarden.com/
CSS Beauty
http://www.cssbeauty.com/
Stylegala Gallery
http://www.stylegala.com/archive/
CSS Vault
http://cssvault.com/
Design Interact Site of the Week
http://www.designinteract.com/sow/

Resolution
Psychology of Colour

Red = passion
ORANGE = ENERGY
Yellow = active
Green = nature

More...

BLUE = CALM
Purple = power
White = Clean
Black = death/evil/elegance
Colour Temperature

Warm Colours

Cool Colours


Colour Scheme

- Monochromatic
- Analogous
- Complementary
- Split Complementary
- Triadic
- Tetradic (double complementary)
Texture

• Horizontal/Diagonal Lines
• Shapes/Custom shapes
• Volume and Depth
• Pattern

Typography

Char spacing and alignment

Imagery

• Relevant
• Interesting
• Appealing
Need pictures?

• Take it yourself
• Purchase stock photos
• Hire a pro

File formats

• JPG
• GIF
• PNG
Keep in mind...

- Cultural Differences
- Accuracy
- Laws (data protection)

Evaluating a website...

- A permanent open day
- Audience
- The Design
Evaluating a website...

• Functionality/navigation
• Content
• What about yours?

Flash

• Used for animations
• Software required
• YouTube videos
Organising Stuff...