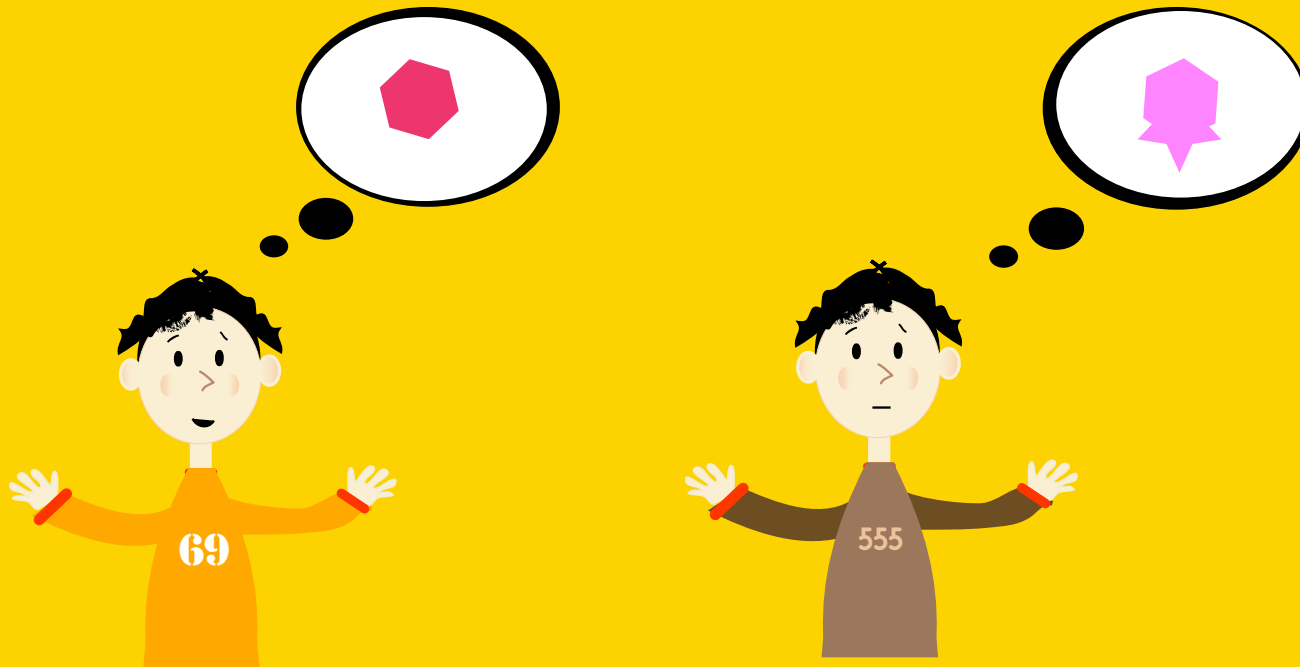


Visual Design for the Web

Clark MacLeod

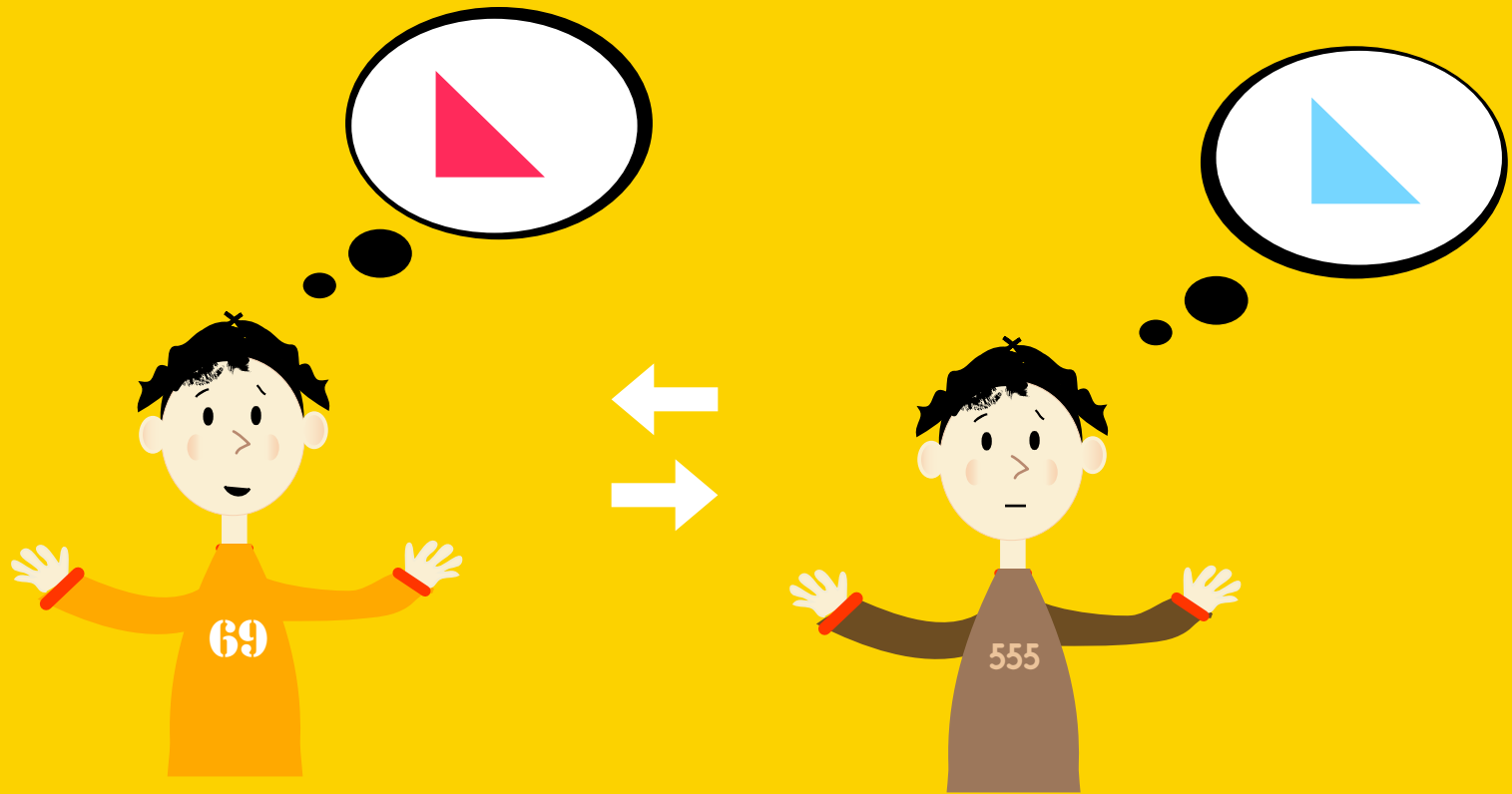
The web has changed the way we do business



Many face-to-face transactions are now done online

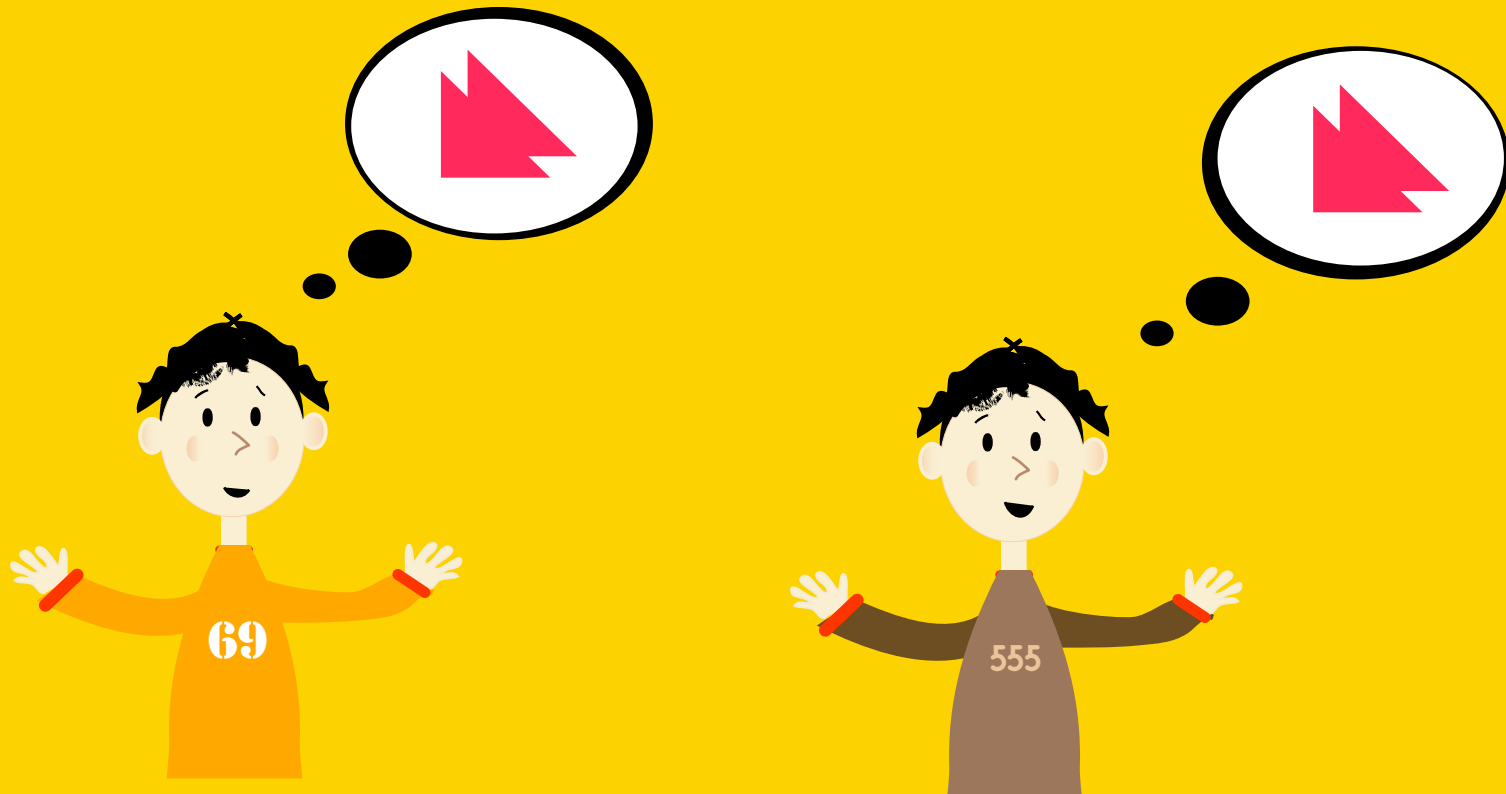


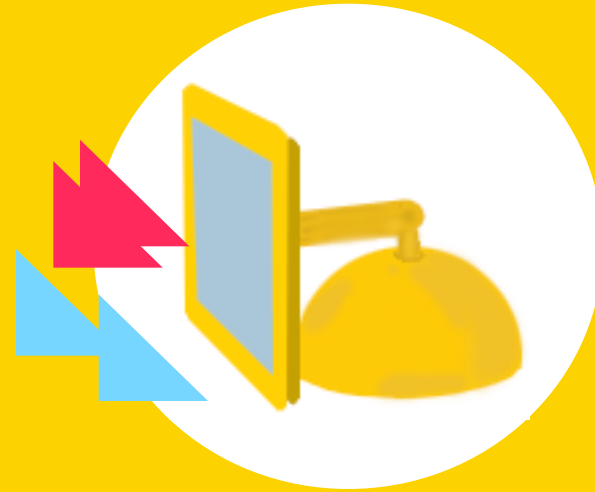
The context of online transactions is radically different to the face-to-face business context



There is a two-way communication channel to ensure you understand what the customer wants to achieve

There is two-way communication channel to ensure that the customer has understood your response and that your response has satisfied the client's request





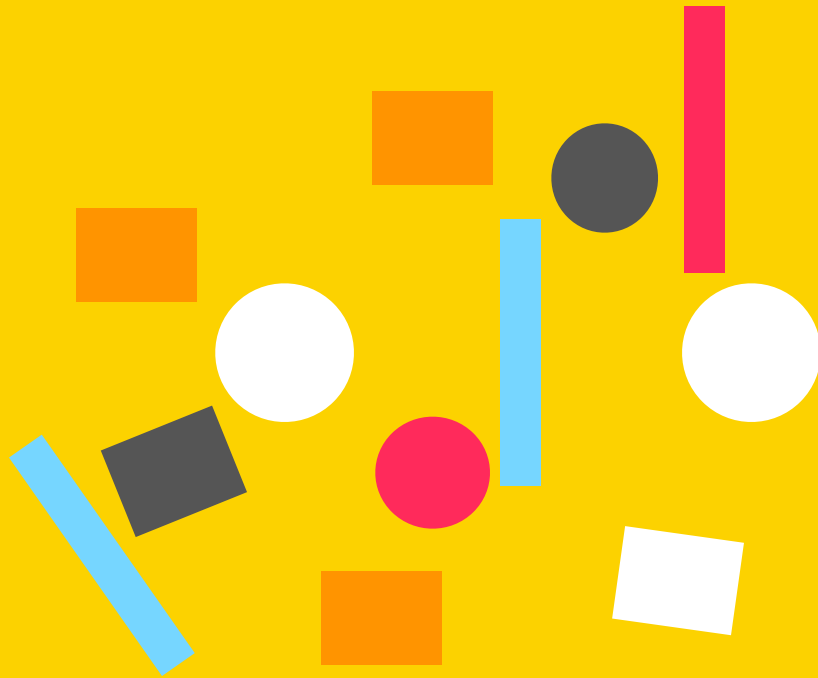
We can't explain face-to-face how our business works

We can't find the information for our clients

We can't complete their tasks for them

Our web user interface must be designed carefully so that it can play the role of our customer service representative

Challenges



We have to take a collection of information (or tasks)

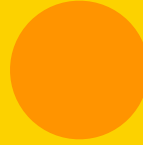


And give the information a logical structure

rectangle

square

circle



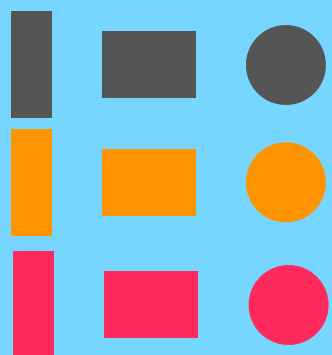
Label it in a useful way.

Design a user interface that **users** can understand

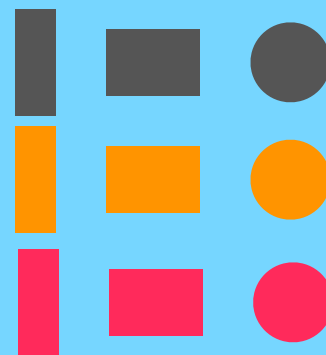


Designing for different types of users

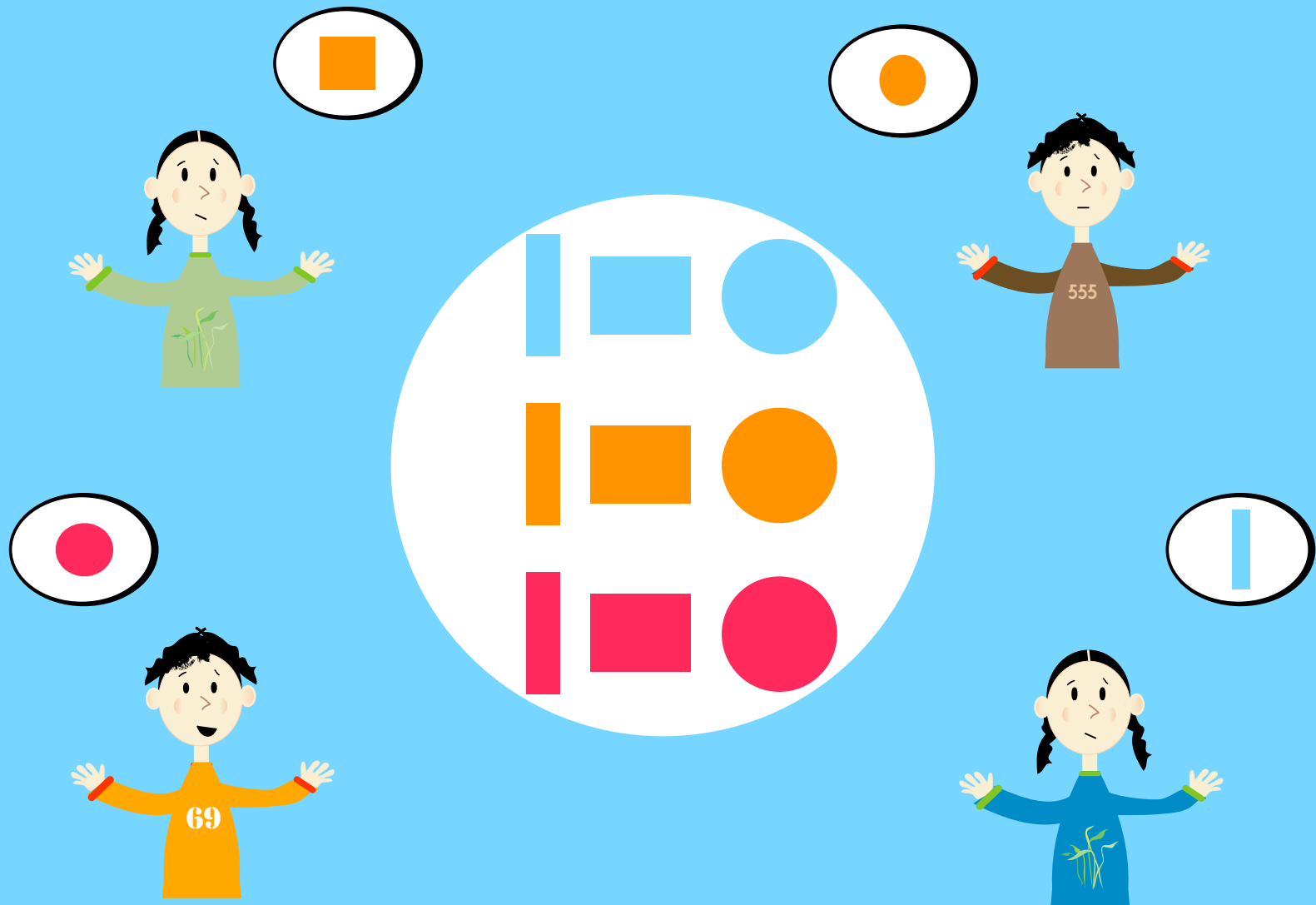
Colours



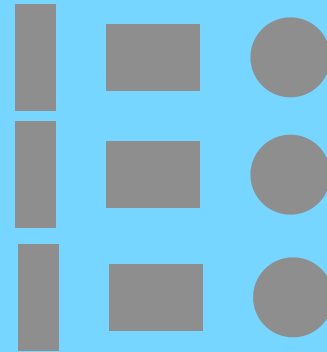
Shapes



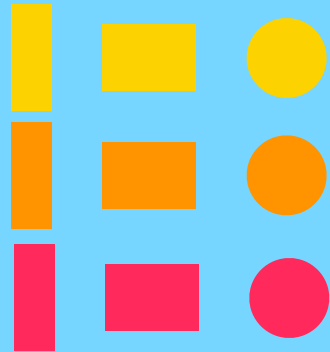
Not all users have the same goals



So good design must allow different users to access the same content in different ways



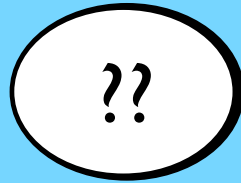
Disabled users need to be considered



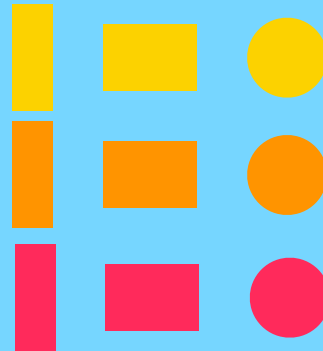
カラーか。



we need to design for a global audience



~~shapes~~ e-webbeans

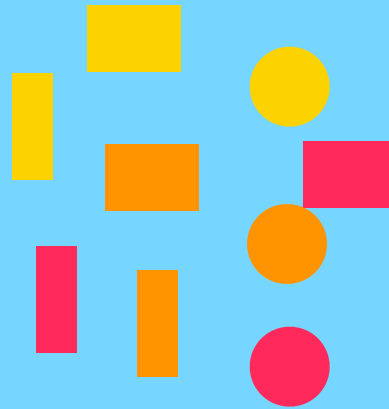


avoid using jargon

fantastic



executive palette



huh??



watch out for politics

Key Concepts

1. Early and ongoing focus on users and their goals
2. Empirical measurement of how the system is used
3. Iterative design cycle (of research, design, evaluation activities)

Details

Design is communication of concepts and ideas.

Good design simultaneously challenges and fulfills expectations.

Basic elements of visual communication are form, content, arrangement, light, and color. The emotions that drive visual communication are seduction - conviction - inspiration.

On the web, success is often measured by how quickly and effectively you communicate your ideas to the user.

Visual design for the web is not just a matter of aesthetics.

You should focus not just in terms of what seems aesthetically pleasing, you should focus your attention on how well they work for the intended audience.

Design for the first read.

Use a dominant visual or an element that provides a focal point. (Always consider bandwidth issues and graphic constraints.)

Design for clarity and impact.

Visual design is a tool for relaying the message, it is not the message in itself. Good design supports its content effectively with quick access, and without clutter.

Think: organization / margins / legibility / white
space

Let content drive the development of the site.

Content becomes meaningful information when it is organic to its environment.

How content is interpreted is dictated by how it is visually communicated. Intention is part of good design.

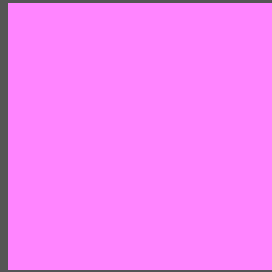
Give you work a voice and originality

Don't follow formulas -**IBM.com has no soul**

Does this font communicate authority?

Authority!

What about this color?



Industrial Technology Research Institute

One simple way to evaluate the visual design of a web page is to ask:

Where does the eye go first?

What element of the design initially draws the user's attention?

Are they drawn to something important to the site's objectives?

Or is the first object of attention a distraction from their goals?

If your design is successful, the pattern the user's eye follows around the page will have two important qualities:

First, it follows a smooth flow. When someone says that your design is busy or cluttered they are really reacting to the fact that the design doesn't lead them smoothly around the page. Instead, their eyes bounce back and forth among a variety of elements all clamouring for their attention.

Second, it gives users a sort of guided tour of the possibilities available to them without overwhelming them with detail. All the while never distracting the user from their goals.

