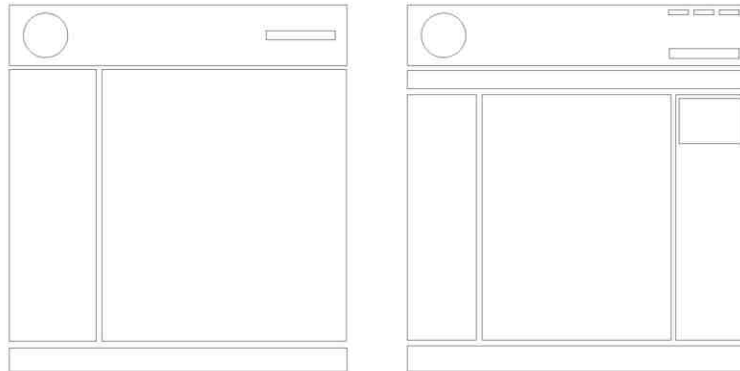


Graphic Design

Part 1

Where as when you are designing a website, website templates or wireframes are used as rough sketches or ideas which will help to begin a wesite project.

Website wireframes are simple line drawings that show the placement of elements on a web page. You can save yourself a great deal of time by editing the layout of a simple wireframe at the start of the design process instead of a complex design later.



Web design is the skill of creating presentations of content (usually hypertext or hypermedia) that is delivered to an end-user through the World Wide Web by a way of web browser.

Web design is a kind of graphic design intended for development and styling of objects of the Internet's information environment

WebDesign

Web design is a process of conceptualization, planning, modeling, and execution of electronic media content delivery via Internet in the form of technologies (such as markup languages) suitable for interpretation and display by a web browser or other web-based graphical user interfaces (GUIs).

The **intent of web design** is to create a web site that presents content to the end user in the form of web pages once requested.

The **process of designing** web pages, web sites, web applications or multimedia for the Web may utilize multiple disciplines, such as animation, authoring, communication design, corporate identity, graphic design, human-computer interaction, information architecture and also

- Markup languages (such as HTML, XHTML and XML)
- Style sheet languages (such as CSS and XSL)
- Client-side scripting (such as JavaScript)
- Server-side scripting (such as PHP and ASP)
- Database technologies (such as MySQL and PostgreSQL)
- Multimedia technologies (such as Flash and Silverlight)

Graphic designers are often involved in web design. Combining visual communication skills with the interactive communication skills of user interaction and online branding, graphic designers often work with web developers to create both the look and feel of a web site and enhance the online experience of web site visitors.

Part 1

Graphic Design

Web site design

A Web site is a collection of information about a particular topic or subject. Designing a web site is defined as the arrangement and creation of web pages that in turn make up a web site. A web page consists of information for which the web site is developed. A web site might be compared to a book, where each page of the book is a web page.

The basic aspects of design are:

The **Content**: the substance, and information on the site should be relevant to the site and should target the area of the public that the website is concerned with.

The **Usability**: the site should be user-friendly, with the interface and navigation simple and reliable.

The **Appearance**: the graphics and text should include a single style that flows throughout, to show consistency. The style should be professional, appealing and relevant.

The **Visibility**: the site must also be easy to find via most, if not all, major search engines and advertisement media.

Designing For Print vs. The Web

Designing for print media versus designing for the web can be a completely different experience. To better understand these differences, the two can be compared in major topic areas: **types of media, audience, layout, color.**

■ Types of Media

Before looking at the actual differences in design, it is important to know what type of work is being handled in each field.

As a **Print designer**, you may work on:

- Newspaper & Magazine advertisements
- Product design and packaging
- Business cards, Pamphlets, Brochures
- Logos

As a **Web designer**, you may work on:

- Standard HTML websites
- Flash Presentations & websites
- Email newsletters
- Banner advertising

When **designing for print** the finished product is that someone can hold in their hand and when **designing for the web** the finished product generally viewed on a computer display.

Graphic Design

Part 1

One of the benefits of print design is that you are dealing with a physical product, so physical properties such as texture and shape can help you achieve your design goals.

At the most basic level, the web is interactive and print pieces are usually not.

As a **Print designer**, you know the final piece will be delivered as-is to the printer, though you must make the final print job appear as intended. As a **Web designer**, you must keep in mind that you will deliver your design to a programmer (if not doing it yourself) who will prepare it for the web.

■ Audience

When beginning a project, it is important to think about the experience of your audience, which differs greatly between print and web design.

In **Print**, you are trying to get your audience to stay on a page long enough to get a marketing message across. You are often faced with a limited area in which to achieve this, such as a one-page magazine ad. In some cases, you are trying to catch their attention and have them dive deeper into your product, as with a book cover or the first page of a brochure. As an example, paper companies will take out magazine ads printed on their own paper, allowing the audience to feel the weight and texture of their product.

On the **Web**, you are generally trying to keep your audience on a specific website for as long as possible. The amount of pages to work with can be unlimited, so you 'tease' the audience with snippets of content to entice them into clicking further into your site. Clear navigation (buttons that users click to get to the sections of your site), animation, sound and interactivity all come into play.

■ Layout

Both print and web design require clear and effective layout. In both, the overall goal is the same...use elements of design (shapes, lines, colors, type, etc) to present content to your audience.

The differences start in the available space to create your design:

In **Print**:

- Your space is generally measured in inches.
- You can be dealing with anything from a business card to a highway billboard.
- You know the space allowed from the start and that your finished product will look the same to everyone who sees it.
- You must have bleed and safety areas to guarantee print results (learn more about this in the "printing process" section of this site).

On the **Web**:

- You are measuring your space in pixels.
- You are faced with a challenge...designing your sites to look the best on all size monitors and at all monitor resolutions.
- A consistent design, with consistent navigation (always in the same place) is key to keeping people on your site.

Graphic Design

Part 1

Colour is the byproduct of the spectrum of light, as it is reflected or absorbed, as received by the human eye and processed by the human brain.

Colour can convey, meaning, express personality, differentiate, frame, & highlight

Red, Yellow & Blue are the primary colours and Orange, Purple & Green are the secondary colours. The colours in between the primary colours and secondary colours are called tertiary colours.

Red, Yellow & Oranges are the **Warm colours**. Blue, Green & Purples are the **Cool colours**.

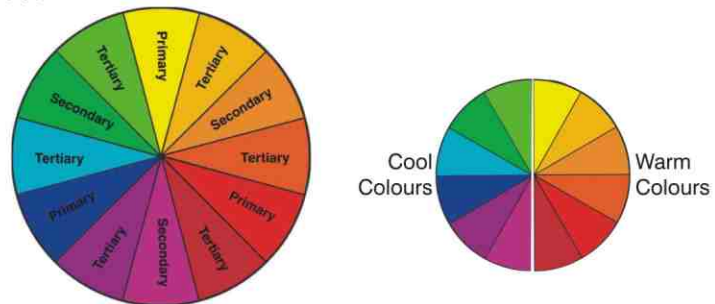
■ Color

Dealing with color can be very tricky in both print and web design. It is important to understand each of the color models and spaces, such as RGB, CMYK and HSV.

CMYK is a scheme for combining primary pigments.

C stands for cyan (aqua),
M stands for magenta (pink),
Y is yellow, and
K stands for black.

CMYK model is used for printed color illustrations (hard copy).



RGB refers to a system for representing the colors to be used on a computer display.

R stands for Red,
G stands for Green and
B is Blue

In **Print Design**:

- Consider the difference between your colors on screen and on paper.
- Again, a “proof” can help ensure you are getting the desired results.
- You often choose “spot” or “process” colors for your printer to use. These are colors you choose from a palette and identify with a code that you provide to your printer.

In **Web Design**:

- Consider the difference in colors from monitor to monitor.
- How color will be affected by brightness and contrast changes.
- Colors are represented by “hexadecimal values” (6 digit numbers). Again, this responsibility may fall on a programmer, but you may be providing these values to them.

Points to note while using Colours in Print & Web media

- Use enough colour
- Leave white space
- Use light backgrounds
- Limited use of intense colours
- Avoid using different colours
- Colours inspired by nature