

PUTTING THE DESIGN IN WEB PAGE DESIGN



FOUR DESIGN ELEMENTS THAT EVERYONE SHOULD KNOW



WHERE WE'RE GOING

- Focus on four basic design elements
 - Contrast
 - Repetition
 - Alignment
 - Proximity
- Examples of Each
- Simple changes make a HUGE difference



THE BIG FOUR

Contrast

Repetition

Alignment

Proximity

Sorry, but there is no clever acronym: You'll have to remember these on your own...

CONTRAST

The degree
of
noticeable
differences
in
something.





COLOR

i wish
i didn't
care.

ALIGNMENT



FONTS



SIZE



SHAPE

COLOR CONTRAST

The screenshot displays the Foo Fighters website homepage with a high-contrast red and black color scheme. The browser's address bar shows the URL <http://www.foofighters.com/us/home>. The navigation menu includes links for HOME, NEWS, TOUR, MUSIC, VIDEOS, FILM, FANS, and SHOP. A prominent banner features the text "Back And Forth - The Critically Acclaimed Documentary" and a "Buy Now »" link. The footer contains sections for "LATEST NEWS", "MUSIC", and "UPCOMING SHOWS", along with links for "OPEN NEWSLETTER", "LOGIN / REGISTER", and "FOLLOW". The text "Wasting Light | Back And Forth | foofighters.fm" is visible in the bottom right of the footer.

http://www.foofighters.com/us/home

Yahoo! Sports - Sports News, S... Facebook Foo Fighters | The Official F... Greeley West High School / Ho...

co.milesplit MVHS Weather Webkinz West T-Mobile Greeley Mail IC godaddy Facebook IMDB Netflix Meetup YouTube Yahoo! Sports

FOO FIGHTERS HOME NEWS TOUR MUSIC VIDEOS FILM FANS SHOP

Follow @foofighters RSS (0)

Back And Forth - The Critically Acclaimed Documentary
Buy Now »

+ LATEST NEWS + MUSIC + UPCOMING SHOWS

OPEN NEWSLETTER LOGIN / REGISTER FOLLOW

Wasting Light | Back And Forth | foofighters.fm

Visit www.OnGuardOnline.gov for social networking safety tips for parents and youth. © 2011 Sony Music Entertainment. All Rights Reserved. [Send Us Feedback](#) | [Privacy Policy](#) | [Terms and Conditions](#)

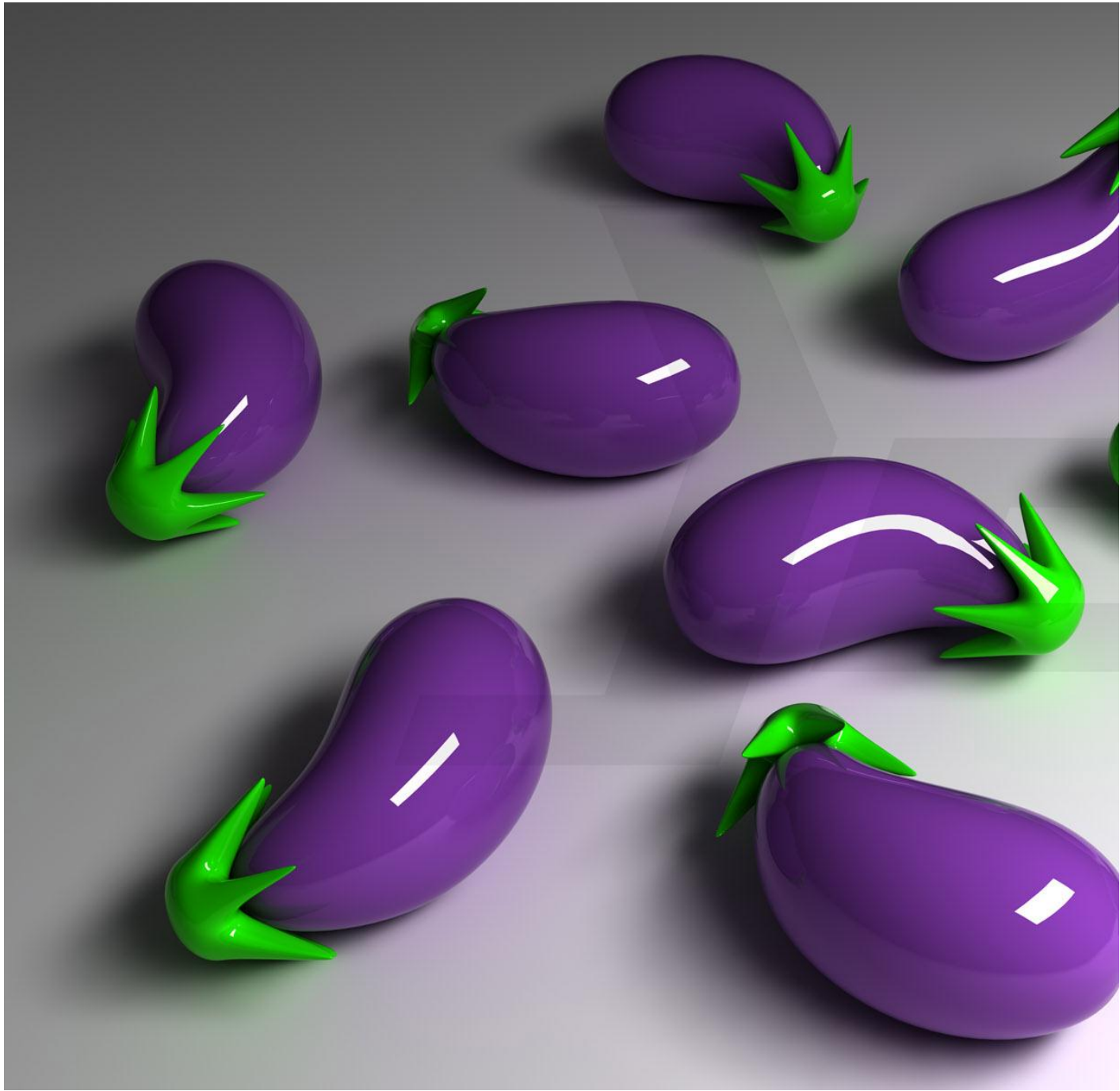
LOTS OF CONTRAST



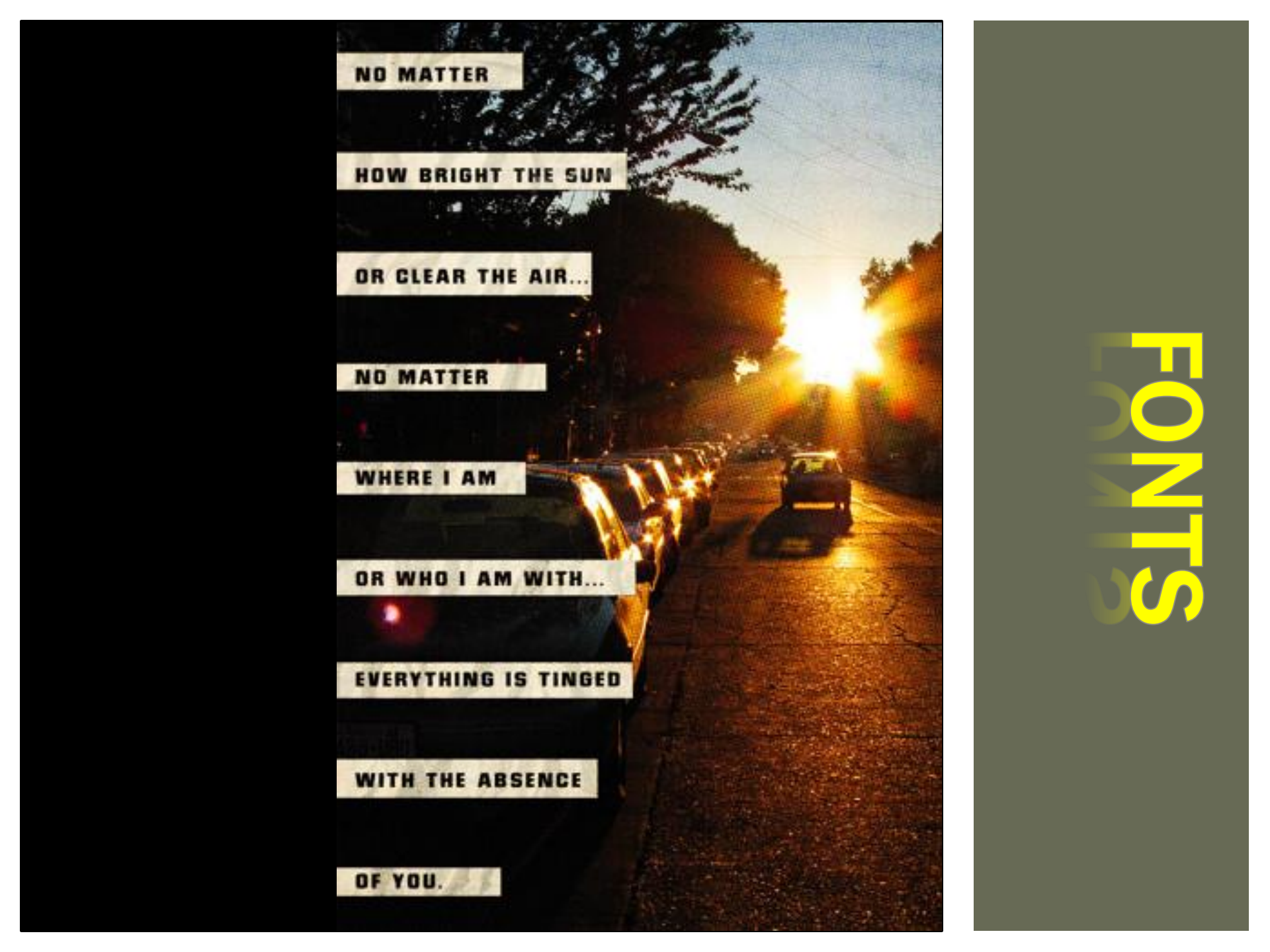
REPETITION

To repeat





COLOR



NO MATTER

HOW BRIGHT THE SUN

OR CLEAR THE AIR...

NO MATTER

WHERE I AM

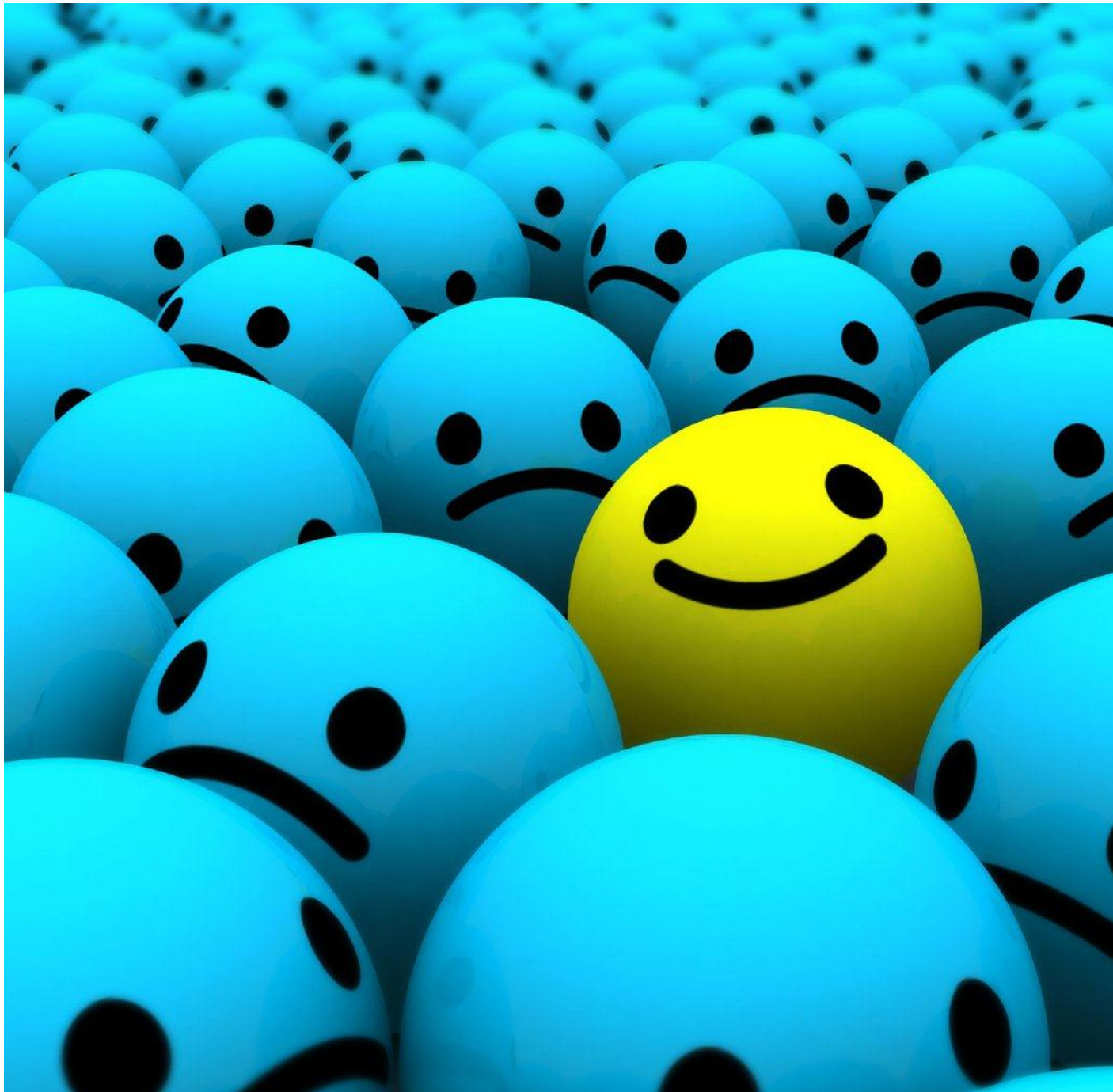
OR WHO I AM WITH...

EVERYTHING IS TINGED

WITH THE ABSENCE

OF YOU.

FOUNTS



SHAPE



SIZE

COLOR, SIZE, FONT



COLORS, FONT, SHAPES

The image shows a screenshot of the Katy Perry website, illustrating various design elements. The browser address bar shows the URL <http://www.katyperry.com/>. The page features a large, stylized logo for "Katy Perry" in a red and blue, bubbly font. To the right is a pop-art style illustration of Katy Perry with blue hair and a leopard-print top, with the text "THE California Dreams TOUR 2011" overlaid. Below the logo is the text "CLICK FOR VIP PACKAGES". A red navigation bar contains the following menu items: HOME, NEWS, TOUR DIARY (highlighted with a pink cloud shape), MUSIC, VIDEO, PHOTOS, STORE, RINGTONES, and FAN FORUM. Below the navigation bar is a section titled "SEE WHERE KATY'S ON TOUR" with a star icon and the text "WATCH KATY'S SPECIAL TOUR VIDEO". To the right of this section is an instruction: "CLICK ON A STAR BELOW TO WATCH A VIDEO FROM THAT CITY". At the bottom, there are several map icons representing different regions: WEST COAST, NORTH, EAST COAST, UK, LDN, and AUSTRALIA. The right side of the page is a large, solid pink area. The browser's taskbar at the bottom shows various application icons and a 100% zoom level.

PROXIMITY

The spatial
relationship
between
items



nothing
happens

without
a
reason.

GROUPED TEXT



OTHER OBJECTS

PROXIMITY

The screenshot shows a web browser window with the address bar displaying `http://blog.thefray.net/us/heartbeat`. The browser's address bar and tabs are visible, including tabs for 'Yahoo! Sports - Sports News, S...', 'Heartbeat Available at iTun...', and 'Greeley West High School / Ho...'. The browser's menu bar includes 'File', 'Edit', 'View', 'Favorites', 'Tools', and 'Help'. The toolbar contains various icons for services like 'co.milesplit', 'MVHS', 'Weather', 'Webkinz', 'West', 'T-Mobile', 'Greeley Mail', 'IC', 'godaddy', 'Facebook', 'IMDB', 'Netflix', 'Meetup', 'YouTube', and 'Yahoo! Sports'. The main content area features a large image of the four band members of The Fray silhouetted against a sunset sky. The text 'THE FRAY HEARTBEAT' is prominently displayed in a bold, distressed font. Below the title, a box says 'AVAILABLE NOW ON ITUNES'. In the bottom right corner of the image area, there are social media icons for Twitter, YouTube, MySpace, and Facebook. Below the image, there are two main sections: 'PLAY THE NEW SINGLE HEARTBEAT' and 'SIGN UP TO THE NEWSLETTER'. The 'PLAY THE NEW SINGLE HEARTBEAT' section includes a play button icon, the text 'Heartbeat by The Fray 101445 plays 3.41', and a small album cover for 'THE FRAY QUALITY ROAD' with three heart icons and the 'epic.' logo. The 'SIGN UP TO THE NEWSLETTER' section has a '*required' label and a form with fields for 'Email*', 'Name*', and 'Month*', 'Day*', and 'Year*'. There are also links for 'Privacy Policy | Terms & Conditions'. The browser's status bar at the bottom right shows '100%' zoom.

http://blog.thefray.net/us/heartbeat

File Edit View Favorites Tools Help

co.milesplit MVHS Weather Webkinz West T-Mobile Greeley Mail IC godaddy Facebook IMDB Netflix Meetup YouTube Yahoo! Sports

THE FRAY

HEARTBEAT

AVAILABLE NOW ON ITUNES

t YouTube my f

PLAY THE NEW SINGLE HEARTBEAT

Heartbeat by The Fray 101445 plays 3.41

epic. THE

SIGN UP TO THE NEWSLETTER *required

Email*

Privacy Policy | Terms & Conditions

Name*

Month* Day* Year*

100%

Sign in or [LOGIN](#) Join the real Alicia Keys fans! [JOIN NOW](#)

- news
- alicia
- music+lyrics
- tour+events
- media
- community
- keep a child alive
- shop
- remixed



Stay up to date with the latest from Alicia Keys!

[get the newsletter!](#)

[see The Latest News](#)

[10.18.2011](#)

ALICIA KEYS

Un-Thinkable (I'm Ready)

Alicia Tweets 1 day 15 hours ago
@krmaclothing ahhhh!! You too! Supertalents! :-)
[view all](#)

Alicia's Blog

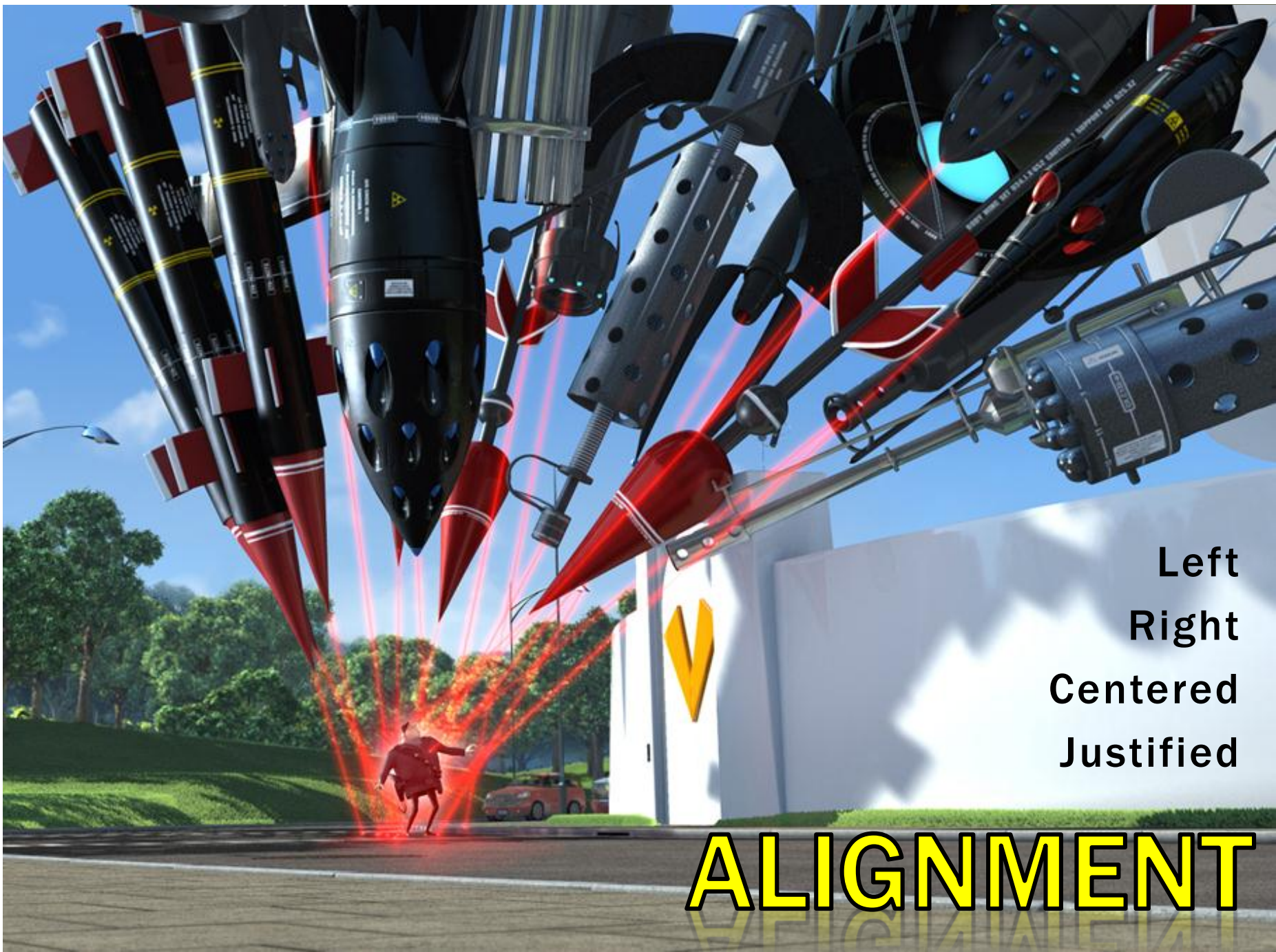
AK 07.25.2011

Stick Fly

Sometimes you come across that rare piece of art that gets to you-- that takes you to a different place, and opens your eyes and your heart to a new horizon. For me, Stick Fly is that piece of art...

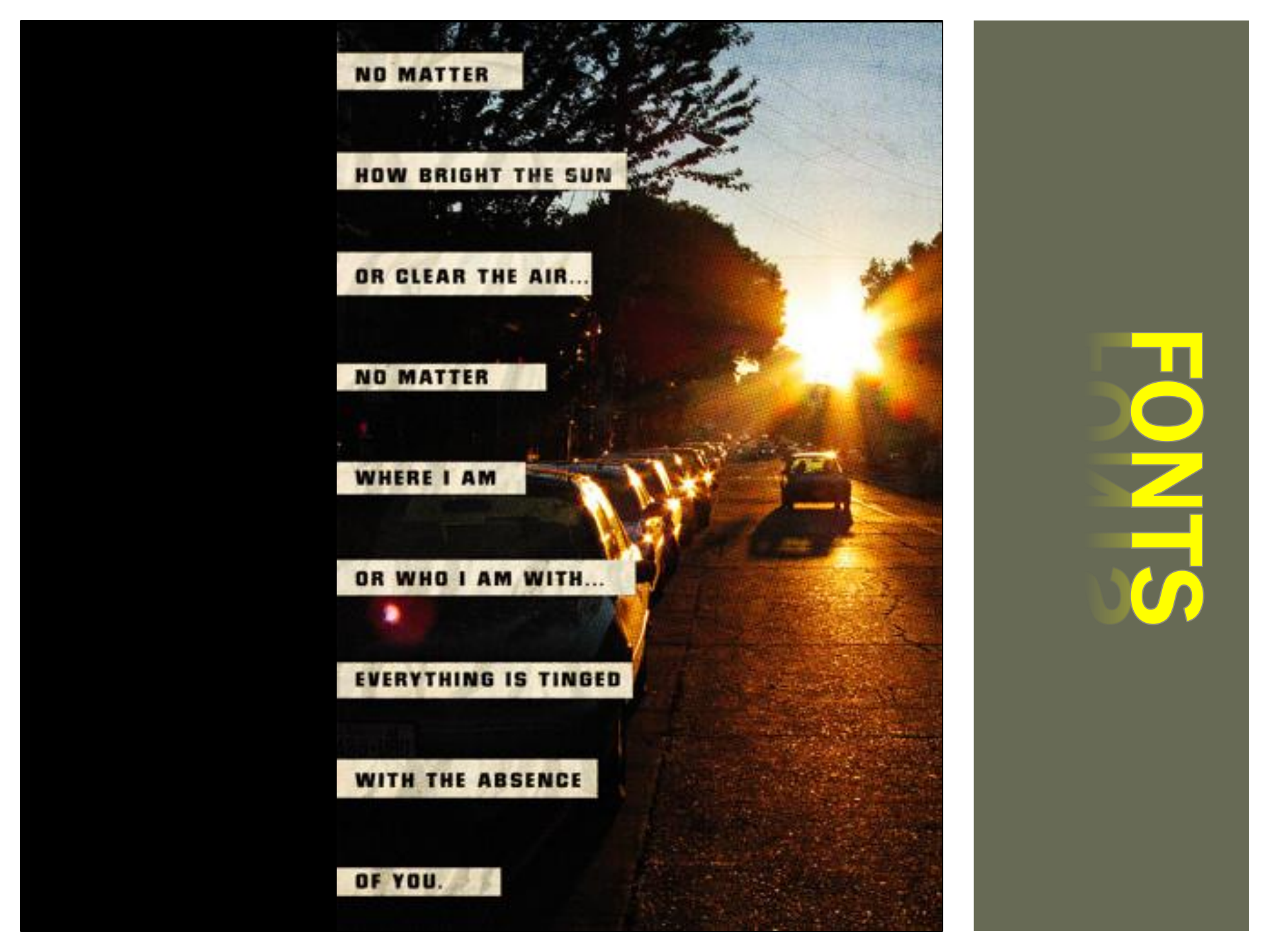
[read more](#)





Left
Right
Centered
Justified

ALIGNMENT



NO MATTER

HOW BRIGHT THE SUN

OR CLEAR THE AIR...

NO MATTER

WHERE I AM

OR WHO I AM WITH...

EVERYTHING IS TINGED

WITH THE ABSENCE

OF YOU.

FOUNTS

nothing
happens

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a
reason.

GROUPED TEXT

i wish
i didn't
care.

ALIGNMENT

WHAT ABOUT ALIGNMENT?

The image is a screenshot of a web browser displaying a promotional page for the Simple Plan 'Get Your Heart On! Tour'. The browser's address bar shows the URL <http://www.foreverthesickestkids.com/>. The page features a large, stylized poster for the tour. The poster has a black background with yellow and white text and graphics. At the top, it says 'SIMPLE PLAN' in large, bold, white letters, with 'GET YOUR HEART ON! TOUR' below it. The band members are shown in a black and white photo in the center. The poster is decorated with various yellow hand-drawn doodles like a rocket, a skull, a heart, and a robot. At the bottom of the poster, it says 'SPECIAL GUEST' followed by 'FOREVER THE SICKEST KIDS' and 'THE CAB MARIANAS TRENCH'. Below the poster, there is a list of tour dates and locations. The browser's taskbar shows several open tabs and various application icons.

PURCHASE TICKETS:

- OCTOBER 28 - Los Angeles, CA @ The Music Box
- OCTOBER 29 - San Francisco, CA @ Regency Ballroom
- OCTOBER 31 - Pomona, CA @ The Glass House
- NOVEMBER 2 - San Diego, CA @ House of Blues
- NOVEMBER 3 - Las Vegas, NV @ House of Blues
- NOVEMBER 6 - Austin, TX @ Emo's East
- NOVEMBER 7 - Dallas, TX @ House of Blues
- NOVEMBER 8 - San Antonio, TX @ Backstage Live
- NOVEMBER 21 - Chicago, IL @ The Vic
- NOVEMBER 22 - Canton, OH @ Canton Palace Theatre
- NOVEMBER 25 - Worcester, MA @ Palladium
- NOVEMBER 26 - Silver Spring, MD @ The Fillmore
- NOVEMBER 27 - Philadelphia, PA @ Electric Factory
- NOVEMBER 29 - New York, NY @ Best Buy Theater

28/10 LOS ANGELES, CA 08/11 SAN ANTONIO, TX
29/10 SAN FRANCISCO, CA 21/11 CHICAGO, IL

DIFFERENT ALIGNMENTS

The image shows a screenshot of a web browser displaying a music artist's website. The browser's address bar shows the URL <http://www.jojoonline.com/#featured>. The website features a large background image of a woman with long dark hair, wearing a white blouse, looking thoughtfully to the side. Overlaid on this image is a large, handwritten signature in light blue ink that reads "JoJo".

Navigation links at the top include HOME, NEWS, BIO, EVENTS, MUSIC, and VIDEOS. A sign-in button for social networks is also present. The main text on the page reads:

NEW ALBUM
JUMPING TRAINS
COMING SOON

"Your love and support means the world to me, and I am so thankful for the opportunity to share my passion with you."

A sidebar on the right contains a "FEATURED" section with a profile picture of the artist, the handle @JOJOISTHEWAY, and the text:

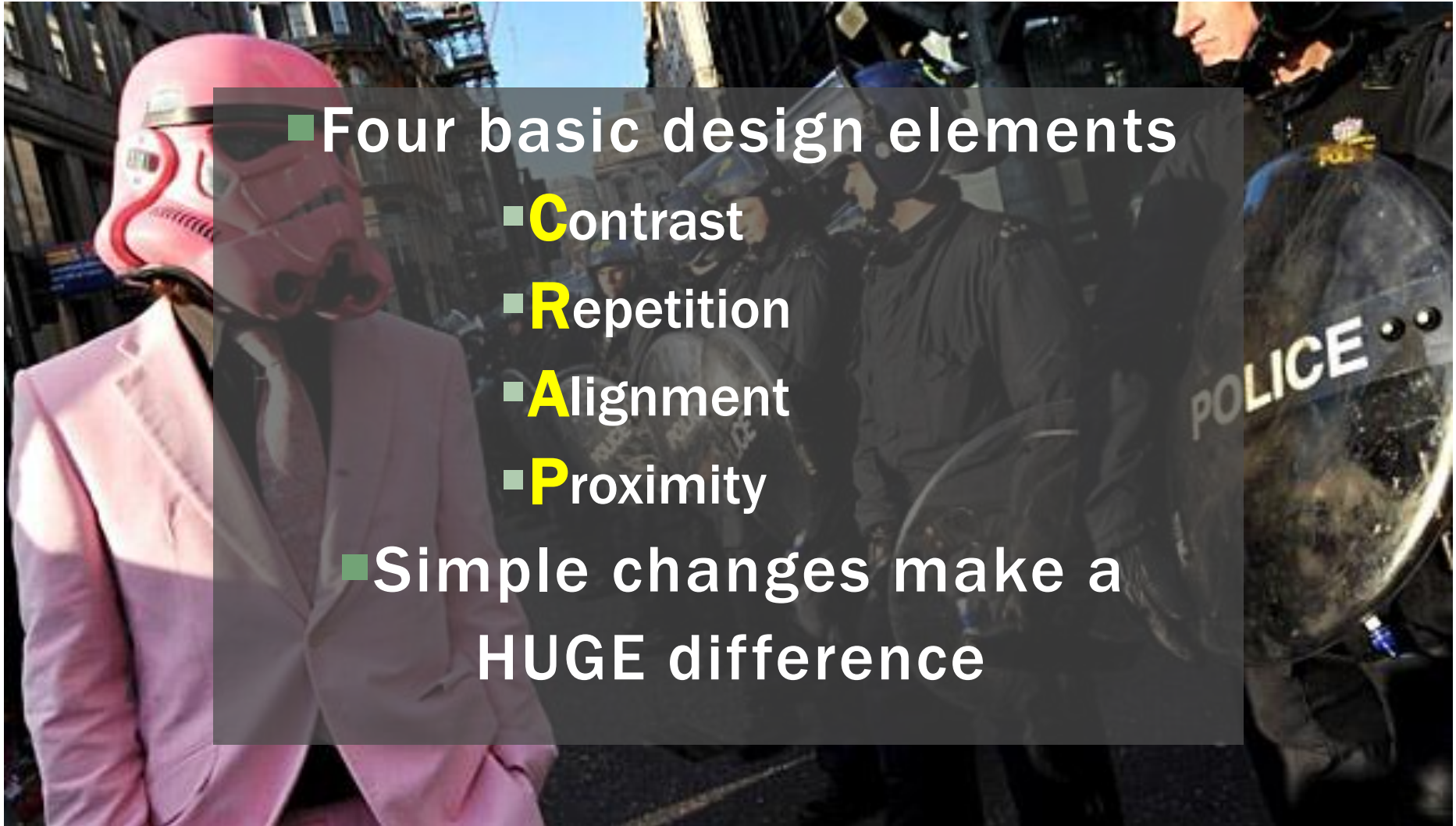
James Taylor
Frozen Man.
<http://t.co/pAE8AcUE>

Sincerely, Jo.

Below this is a video player titled "The Frozen Man - James Taylor [HD]". A "Join The Mailing List" button is located in the bottom left corner of the page. The browser's taskbar at the top shows various open tabs and application icons.

IN REVIEW...

- Four basic design elements
 - **C**ontrast
 - **R**epetition
 - **A**lignment
 - **P**roximity
- Simple changes make a **HUGE** difference



YOUR JOB TODAY

- **Complete Your Home Page**
- **Incorporate the four design elements into your page**
 - Contrast
 - Repetition
 - Alignment
 - Proximity
- **Print the Internet Explorer version of your page**
- **Mark it up to show the design elements**
 - It's okay that it's printed in black and white
 - Write on your printout - Show me specifically where you have each of the elements