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UNT 2: Elements of Design

Keywords

Term	Definition
Contrast	The use of colours in a website to make it stand out. Think of opposites such as black is a good contrast on a white background – it stands out.
Usability	How easy something is to use or fit for purpose
Audience	A group of people or person who are there to interact with something. In games we call them 'players'. Think of the audience as the users.

You need to keep in mind that when you are creating your website it should:

- suit your target audience
- have a good quality color blending
- image support
- friendly fonts

The basic principles you need to follow when creating your website can be grouped into four main categories:

- **Purpose**
- **Colors**
- **Layout**
- **Navigation**

Purpose

- What is the purpose of a website?
- What kind of experience you are hoping to provide?
- What exactly are you trying to achieve here?
- Why is this important?

These should be the questions you ask when you start.

As a designer, you must consider your audience and your goal. You should have a clear sense of who will be using your site.

colors

Complementation – **this is how we see colors in relation to other colors.** When colors are **at opposite ends of the color spectrum.** There are two common uses of complementation: **The triadic** and **compound colour scheme.**

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Contrast – this is when the designer divides different parts of the page to draw the user's attention. Like colors at opposite ends of the spectrum, this also reduces إجهاد العين eyestrain.

keep text clear and simple

contrast can also draw the viewer's attention towards specific elements of a page.

If your website has a dark background, use a lighter color for the main content

Vibrancy – This is when you express the emotion of your design

Brighter colors lead the reader to feel more energetic, which is particularly effective when you are trying to advertise a product or invoke an emotional response. **Darker shades** relax the user, allowing their mind to focus on other things.

- **Triadic Colour Scheme:** نظام ثلاثي الألوان
Composed of 3 colours on separate ends of the color spectrum
(draw triangle)



- **The Compound colour scheme:**
Two colours are chosen from opposite ends of the colour spectrum



- **An Analogous colour scheme:** نظام الألوان المتماثل
select the colors that are next to each other on the color scheme.



Tools that will make your life easier:

- **Kuler** : A tool developed by Adobe . Every color can be changed
- **Colour scheme Designer 3 (paletton)** : popular choice for beginners, simple and easy to use.

Layout

Layout mainly consists of the following aspects:

- **Whitespace** :

Whitespace is the space between different sections on a page. It is often referred to as negative space.

Flow :

Flow in web design is the way the website guides the user through a page.

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Alignment :

Alignment helps create a good flow. Alignment also contributes to a natural order that makes content easier to scan and read .

Length :

The YouTube website is a good example of a site with a short length.

If you look on the right, you will notice the scroll bar is large this means that the page is short

Navigation

it is one of the main ways that will determine how a user interacts with a site. It is also has an effect on usability .

Navigation by design, needs to give the user awareness of where they are in the site's structure

Breadcrumbs are especially needed **for more complex sites** that have multiple levels of navigation. The name comes from **leaving a path behind from which you can follow back to your original location.**

it shows the exact point of where you are, while giving you options to go back to other previous steps in the site's structure

make the navigation itself **clear, simple** and **easy to understand**. Some of this overlaps with good use of whitespace as it will help make navigation easier to read. **Clear wording** is another critical part of navigation.

Evaluation and usability التقييم وسهولة الاستخدام

Designing a website is not only what it looks like. You must take many things before you start building your website. **The overall goal of web design is usability** (Usability is important as to measure of the quality of the users' experience when interacting with a product or system).

There are many reasons why we need a website to have good usability;

- **Easy to learn:**

If a user can understand the website content and can use the website to gain the information that they need, this leads to high usability.

- **Efficiency of use : فعالية الاستخدام**

When it is easy for the user to figure out where to go and understand the website navigation,

Also, the structure of your site has to be clear for the user.

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- **Memorability** البروز
our website must have unique features.
- **Error frequency** تكرار الخطأ **and speed** :
A low error frequency increases **يزيد** its usability. This includes **code error** and **error in navigation** .
if your site doesn't load within a couple seconds, you will lose a large percentage of visitors. **the more videos, pictures, sound and documents you have in your site, the slower it will be**
- **Subjective satisfaction** الرضا الذاتي
you have to think as a user, not a designer and ask your self-questions such as:
Is the website interesting and informative?
If your website is selling a product, does it serve a customer?
- **Navigation** التنقل
Easy access and navigation leads to high usability in a website

Unit Summary

- The four main categories to follow when creating a website are **purpose; colors; layout and Navigation.**
- As a designer, you must consider your audience and your goal.
Complementation – **this is how we see colors in relation to other colors**
- **Contrast** – this is when the designer divides different parts of the page to draw the user's attention.
- **Whitespace** is the space between different sections on a page.
- **Flow** in web design is the way the website guides the user through a page.
- **Navigation by design**, needs to give the user awareness of where they are in the site's structure

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End of unit quiz

1. What is white space?

Space between sections on a page

2. What are the 4 main categories of the basic principles of design ?

- Purpose
- Colours
- Layout
- Navigation

3. What is more important, the usability of a website or the design ?

- **The usability of a website**

4. What is the best practice for background colours and text colours ?

Background Color	light color
Text Color	dark color