

Web Design and Databases

WD: Class 2: Layout and writing for the web

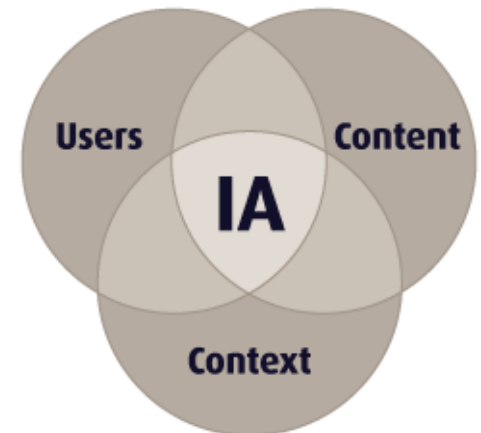
Dr Jamie Gabbay
Dept of Computer Science
Heriot-Watt University

Last time

- Pre-production
- Navigation
- Layout
- Writing

Last Time

- Theme
 - Represents the site's purpose and content
- Visual metaphor
 - Design or visual elements that help to reinforce the site's theme
 - Images, icons, colours, fonts
 - Interface elements
- Information Architecture



Homework reminder

- Find 3 websites with clear themes/metaphors
- Discuss these themes, metaphors and use of colour.

Today's Class: Web Design Basics

- Pre-production
- Navigation
- Layout
- Writing

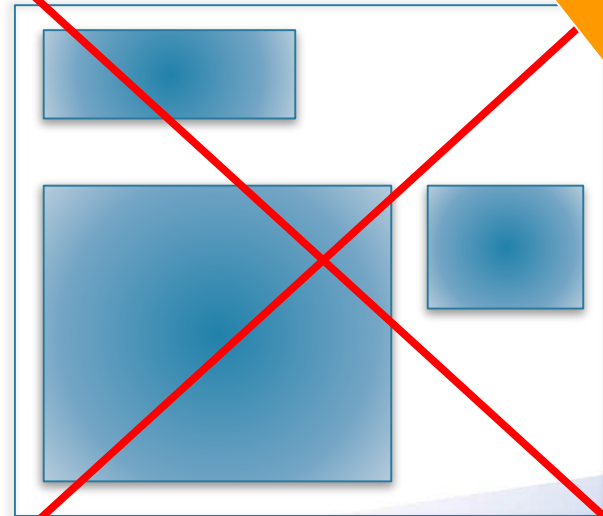
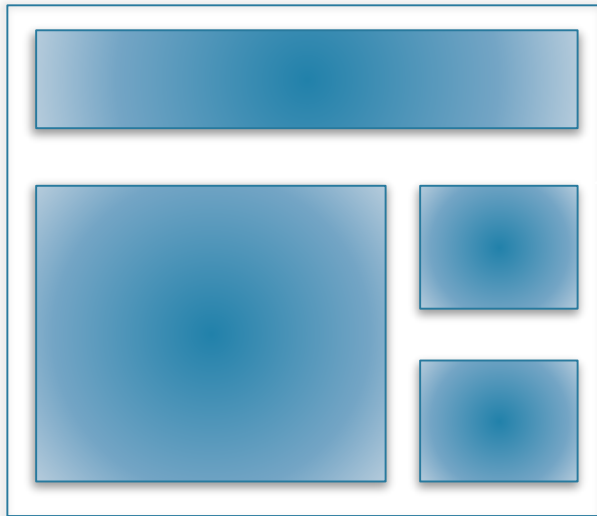
Layout

1. Symmetry
2. Compositional balance

Getting the layout right

Balanced but not
symmetrical

Asymmetrical and
not balanced



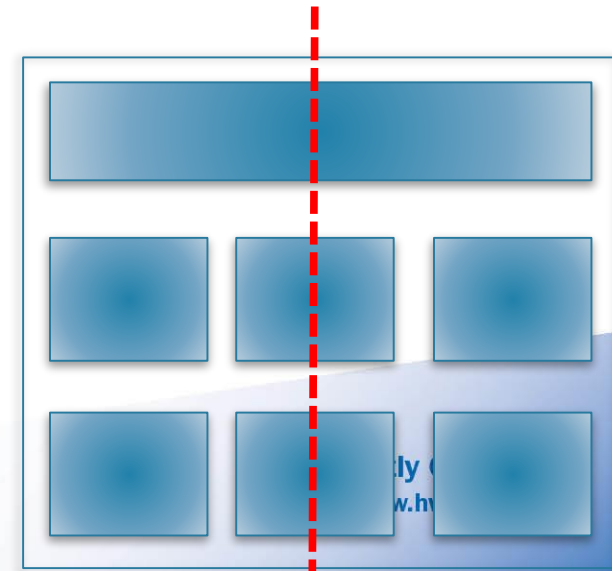
Has to be balanced- doesn't have to be symmetrical

Different Types of Symmetry

- Symmetrical balance
- Asymmetrical balance

Symmetry

- *Symmetrical* websites can be beautiful and harmonious
- Symmetry conveys balance, harmony, unity, stability, consistency, elegance, and classicism- good for e.g. wedding websites
- Sometimes can be a bit boring and static
- *Asymmetry* is often lacking in inherent beauty but is more interesting and dynamic
- Can combine the two



Different types of symmetry



Reflection



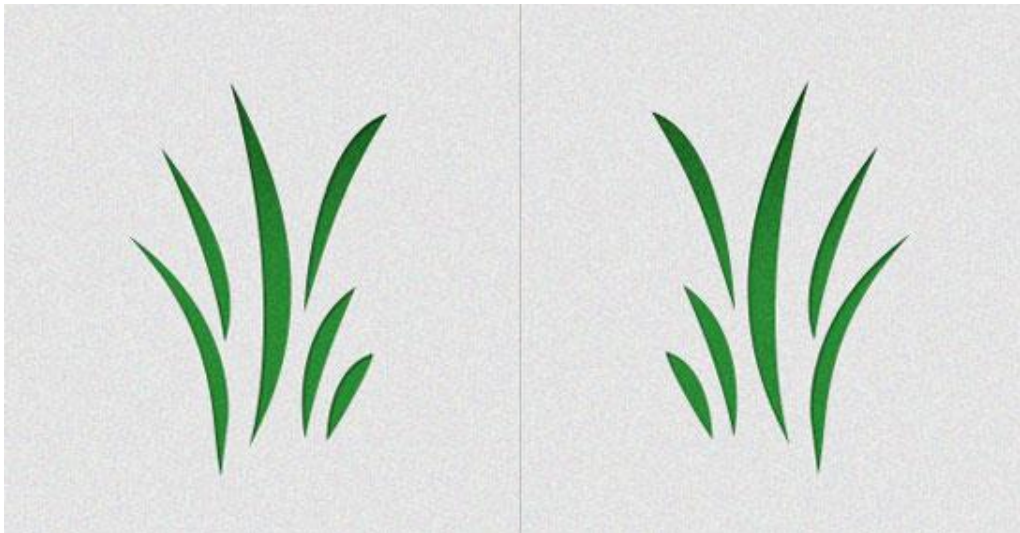
Rotation



Translation

Reflection symmetry

- Mirrors an element around a central axis.
- This axis can be in any direction or orientation
- Natural forms that grow or move across the earth's surface develop a reflective symmetry.



Reflection symmetry example



Reflective symmetry example

Watch the keynote

Watch the iPhone 4S video

Watch the iCloud video

Watch the TV ad

Introducing Siri.
The intelligent assistant that's there to help. Just ask.

Ask Siri to make calls, send texts, set reminders, and more. Just talk the way you talk. Siri understands what you say and knows what you mean.

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iOS 5.
Years ahead and moving forward.

With over 200 new software features, the world's most advanced mobile operating system is now even further ahead of anything else. [Learn more >](#)

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The free iOS 5 Software Update is now available. [Learn more >](#)

iCloud.
Your content.
On all your devices.

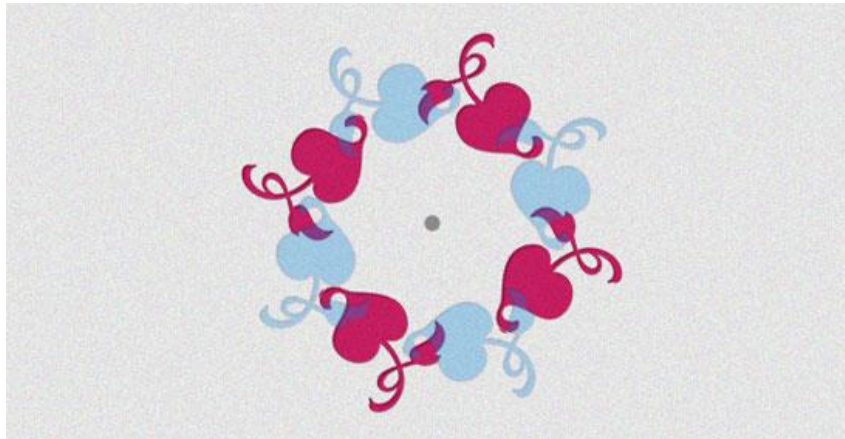
iCloud stores your music, photos, documents, and more. And wirelessly pushes them to your devices. It's automatic, effortless, and seamless. And it just works. iCloud is free with iOS 5.

[Learn more >](#)

ne/built-in-apps/camera.html

Rotational symmetry

- Rotational symmetry (or radial symmetry) is when an object is rotated in a certain direction around a point.
- Rotational symmetry can be used in design to portray motion, speed, and dynamic action.



Rotational symmetry



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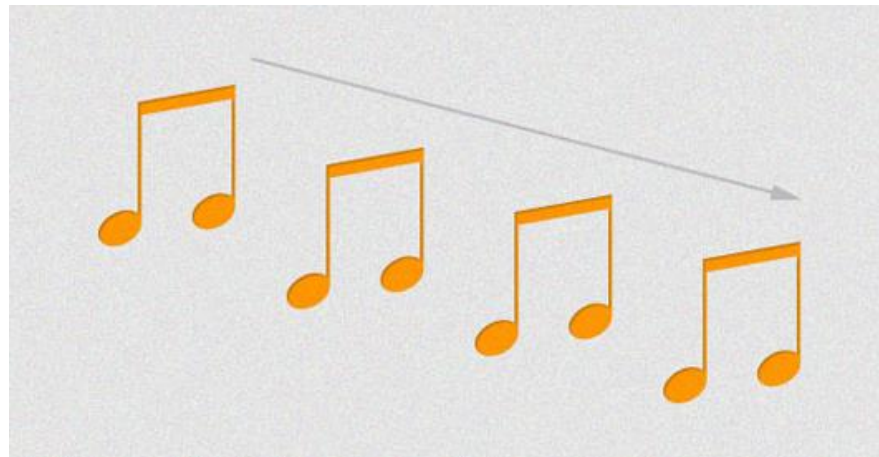
phone: [+381068147707275](tel:+381068147707275)

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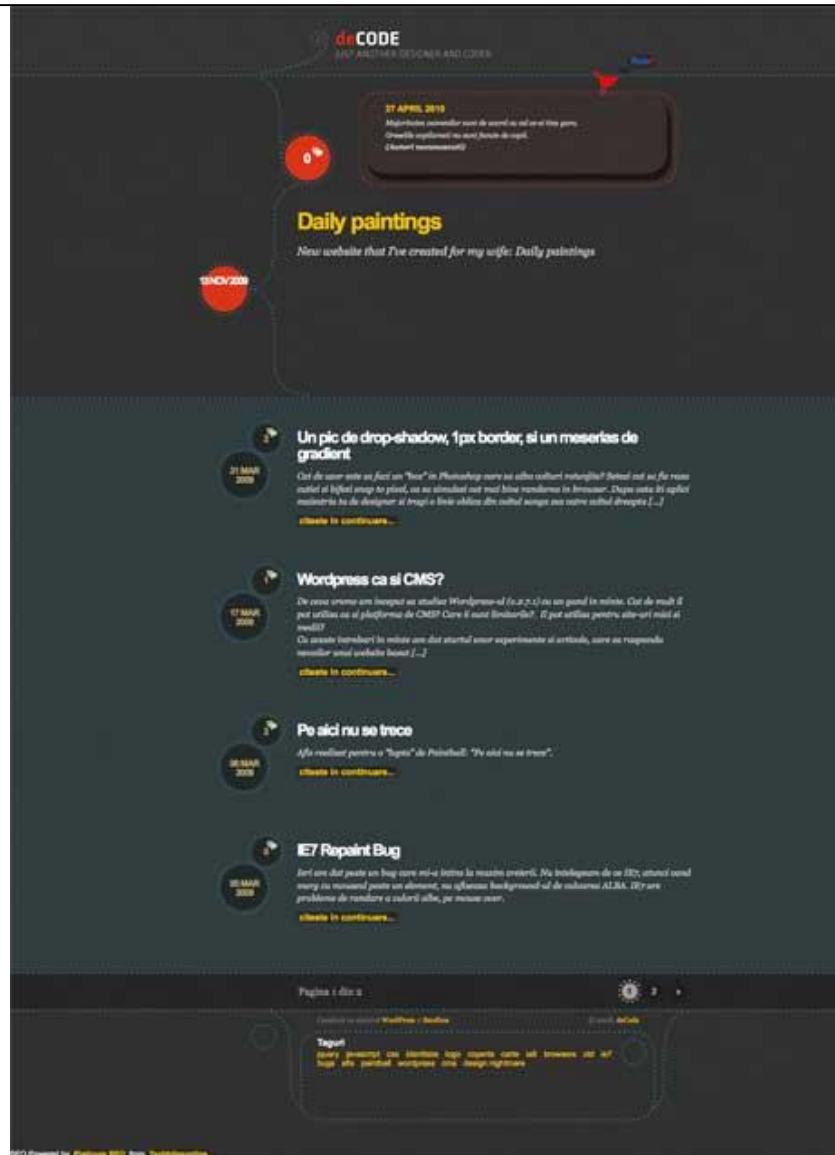
www.hw.ac.uk

Translation symmetry

- Is when an element is relocated to another position while maintaining its general or exact orientation
- Is used to create rhythm in designs and is also used to show motion, speed, and dynamic action.



Translation example



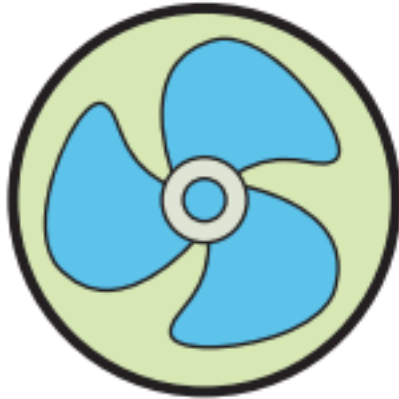
We can combine different types of symmetry



Reflective

Translational

Recap



rotational



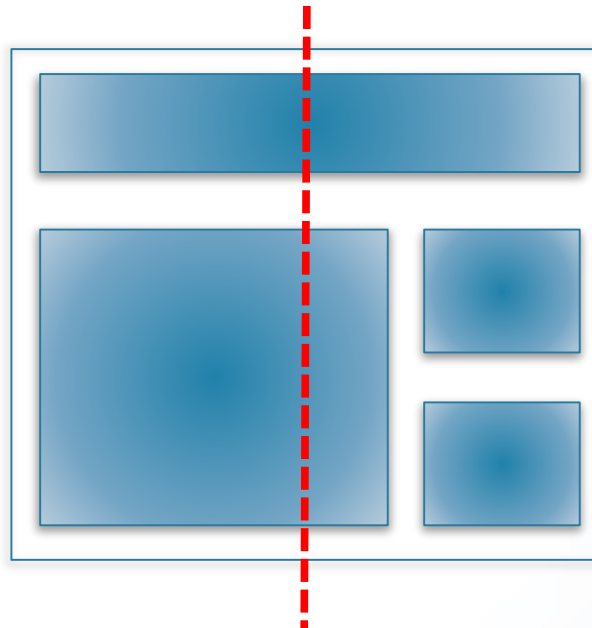
symmetrical



translational

Asymmetrical Balance

- Asymmetry is the lack of symmetry
- Implies lack of balance but....
- *Compositional balance* can be achieved through clever design
- More common, more interesting and dynamic, but more difficult to achieve



Asymmetric example

Asymmetrical
but has
compositional
balance



Symmetrical- well almost

ben hulse design

identity print web photography apparel video etc

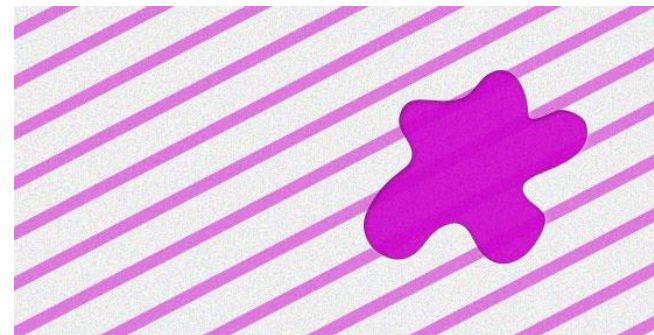


philosophy friends about content

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Combining symmetrical and asymmetrical

- Symmetry (particularly transitional) is great for patterns, backgrounds, the general layout, content, and anything else that is meant to be visually passive.
- Asymmetry is effective in drawing attention and breaking monotony.



Example of mixed

Asymmetrical website

translational
symmetrical



Combining symmetry and asymmetry

Asymmetry
introduced by
irregular pattern



Mostly
symmetrical
website

ical- well almost

A bit of
asymmetry to
make it
interesting

ben hulse design

identity print web photography apparel vid



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Design tips and best practice

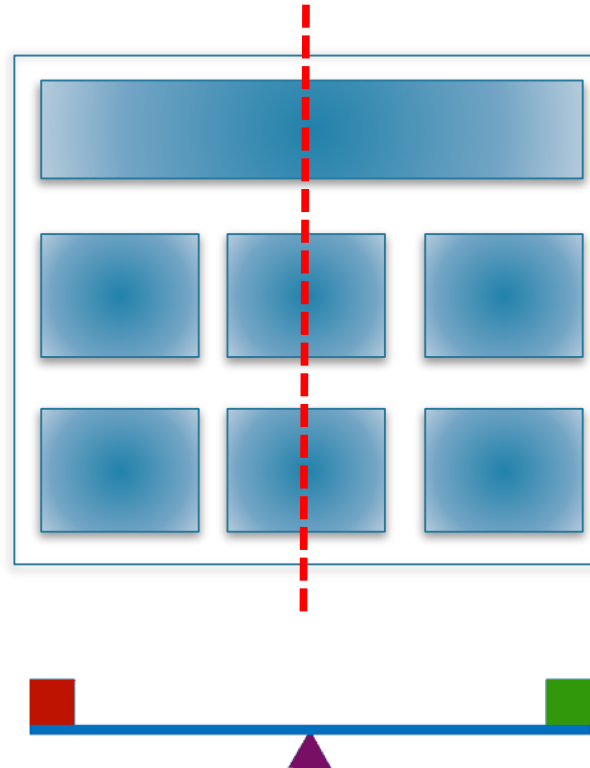
- Designs that need more stability, a strong organizational structure, and a classic and trusting message, tend to use more symmetry in the design.
- For those wanting to take a bit more of a risk and want to enforce a message use asymmetry

Compositional balance

- Important design principal in web design

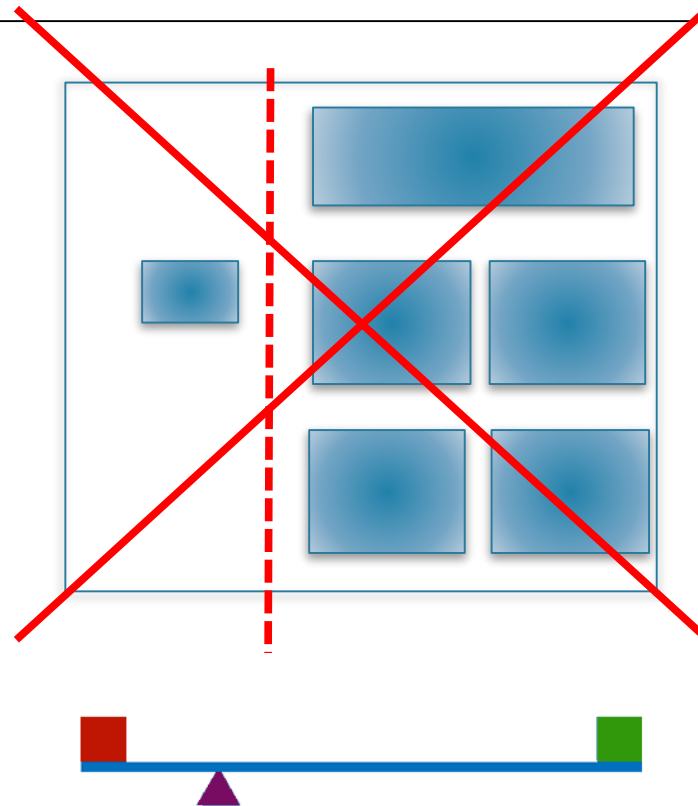


Symmetrical designs and compositional balance

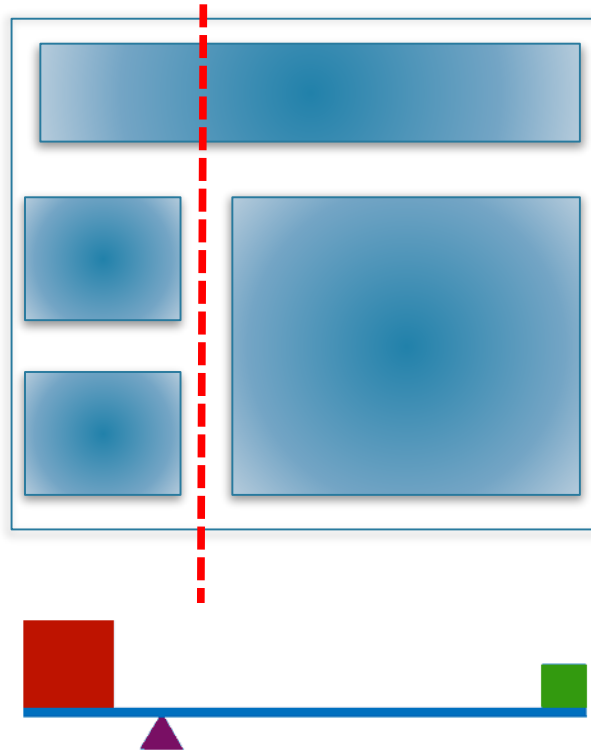


The (1) weight of the various elements on either side of the axis and their (2) distance from the axis will determine if your design is balanced.

Asymmetrical designs and compositional balance



Asymmetrical designs and compositional balance



Visual Weight in Design Elements

SIZE

TEXTURE

SHAPE

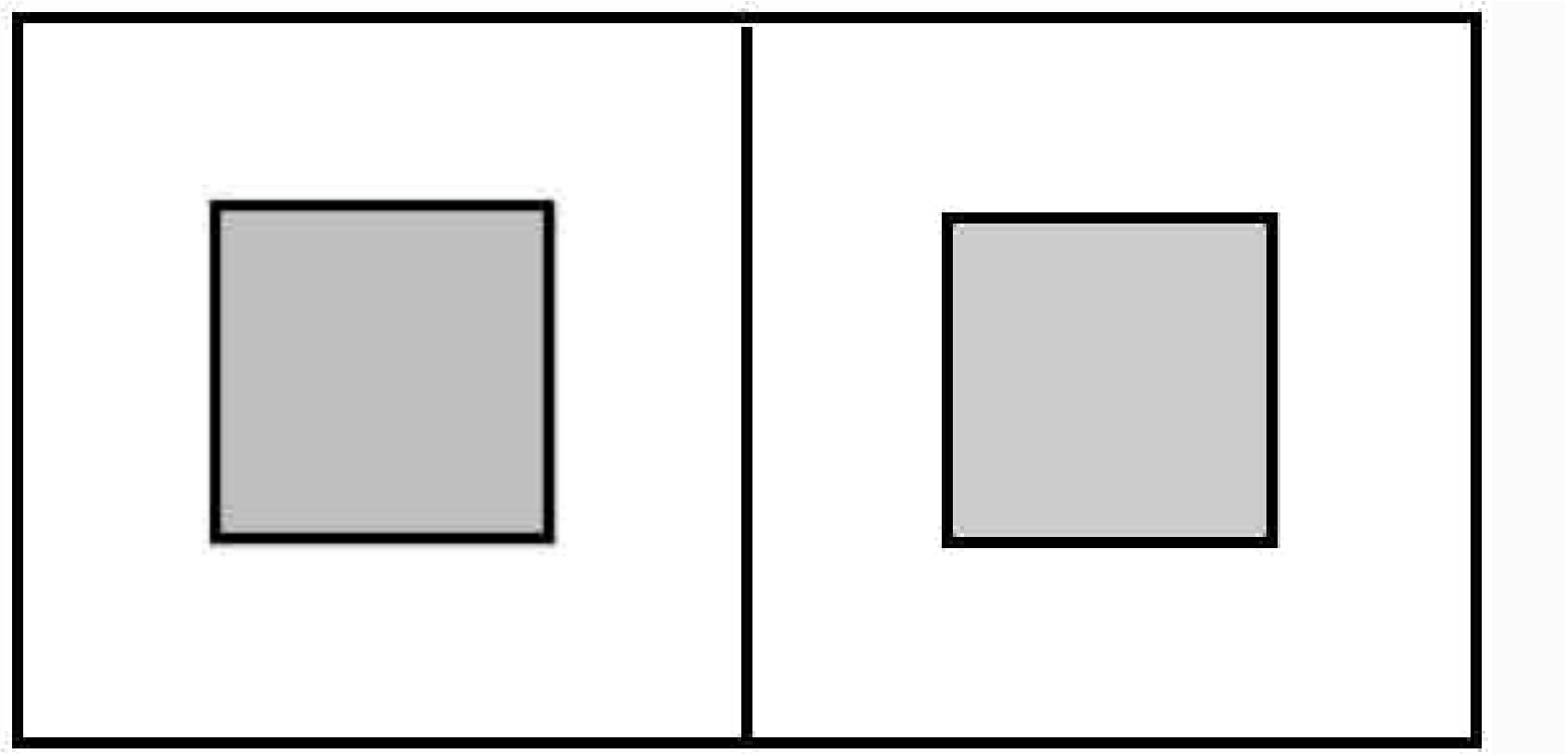
COLOUR

DENSITY
DENSITY
DENSITY
DENSITY

VALUE

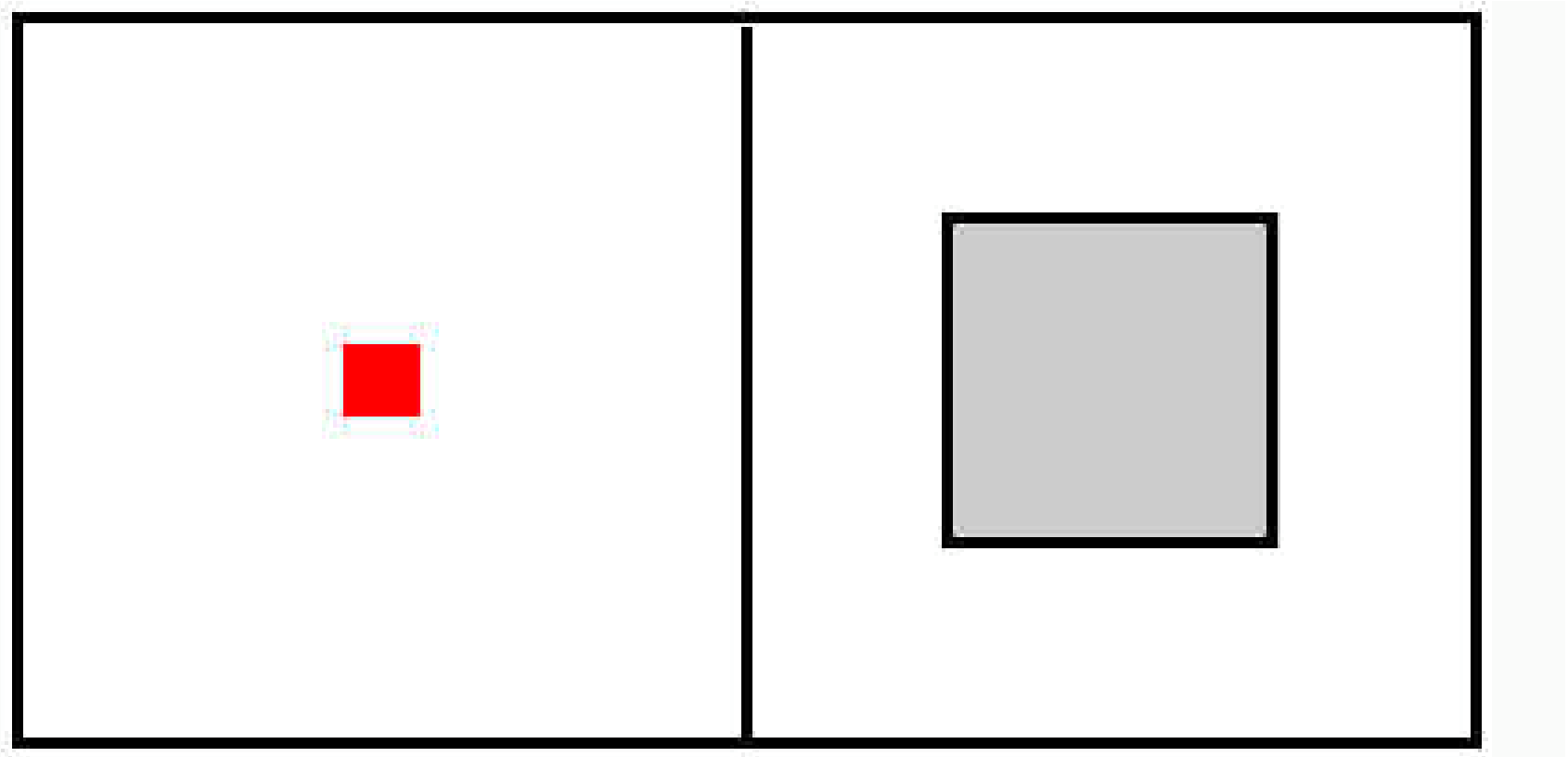
POSITION

Balanced by Size



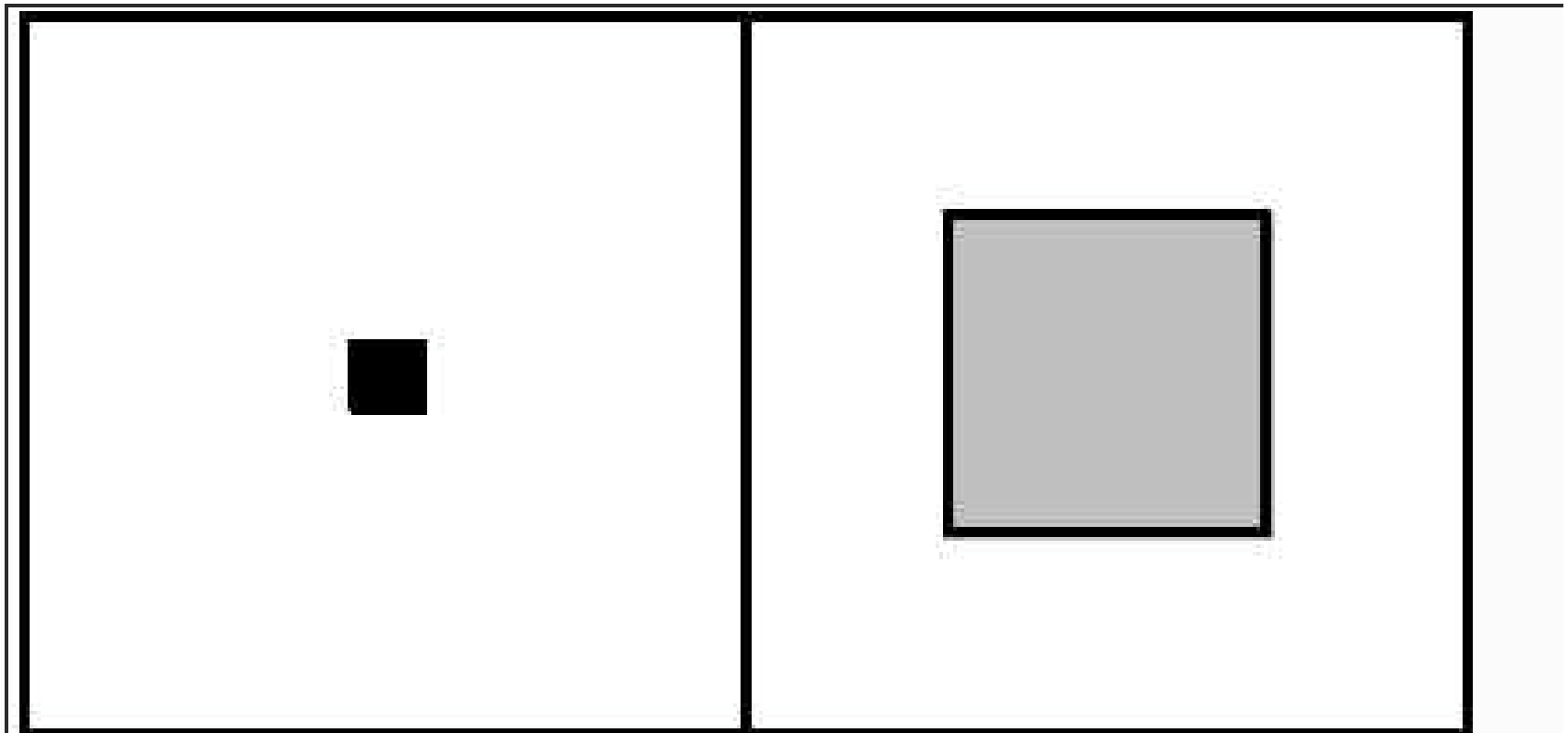
Larger elements carry more weight

Balanced by Colour



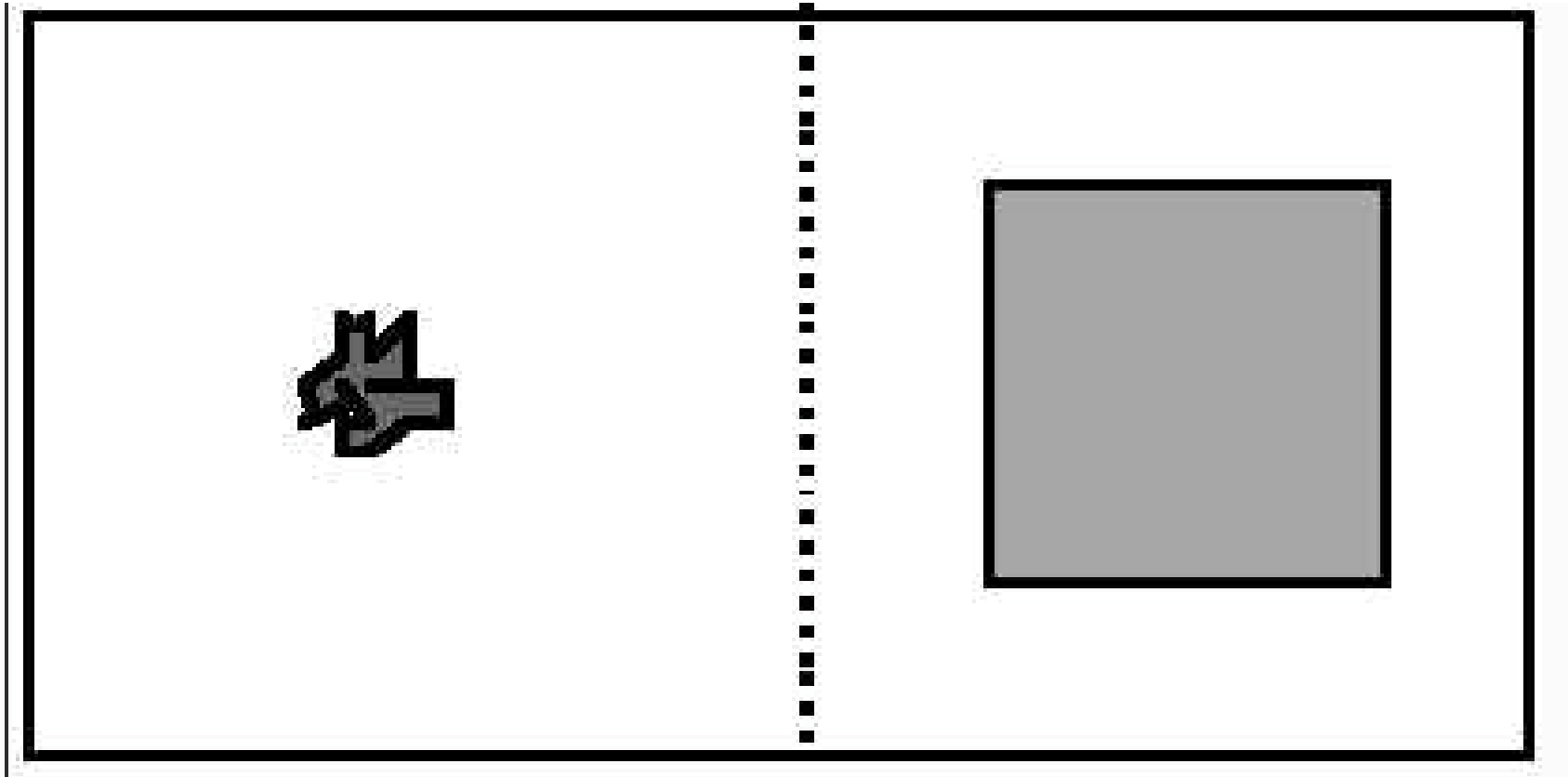
Some colours are perceived as weighing more than others.
Red seems to be heaviest while yellow seems to be lightest.

Balance by Value



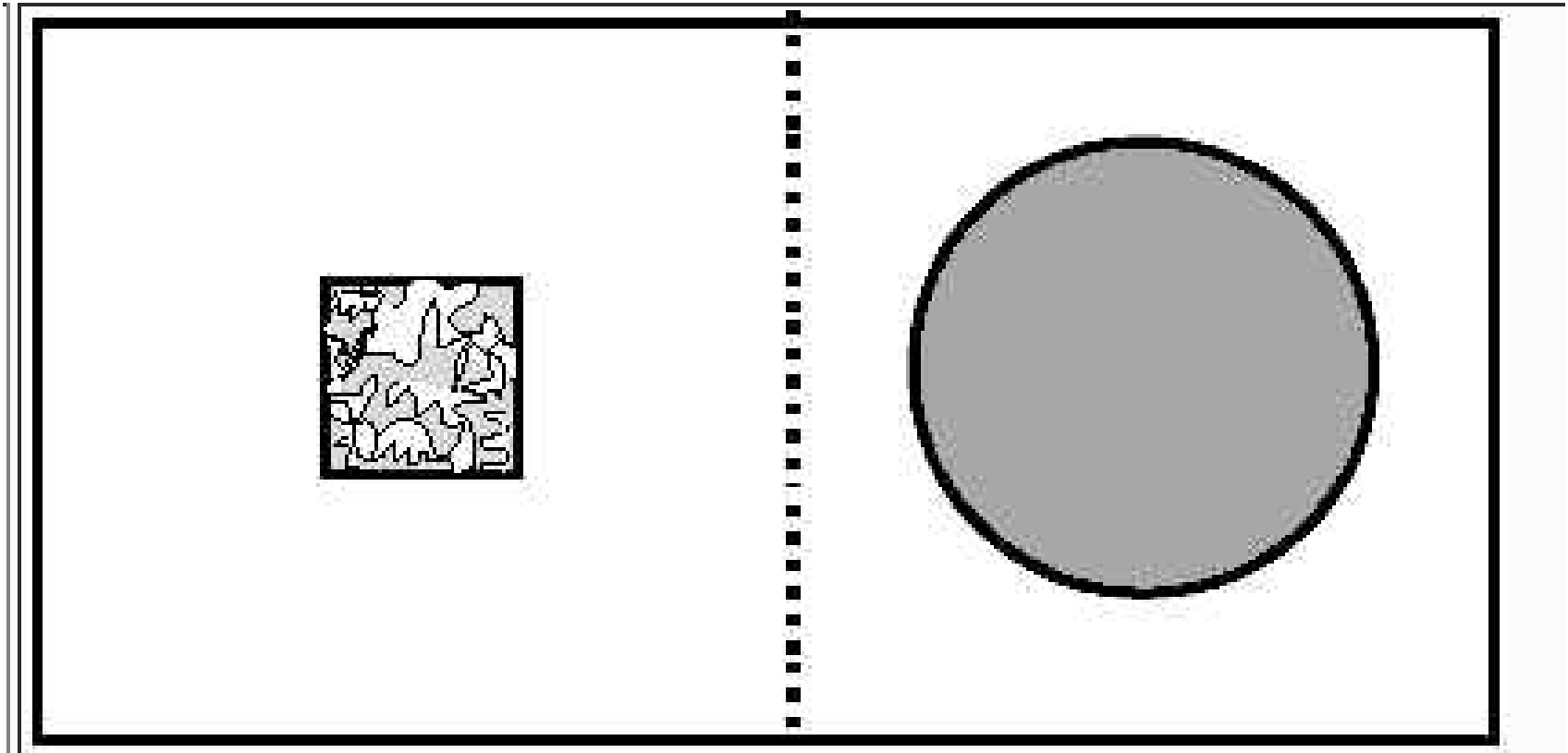
A darker object will have more weight than a lighter object

Balance by Shape



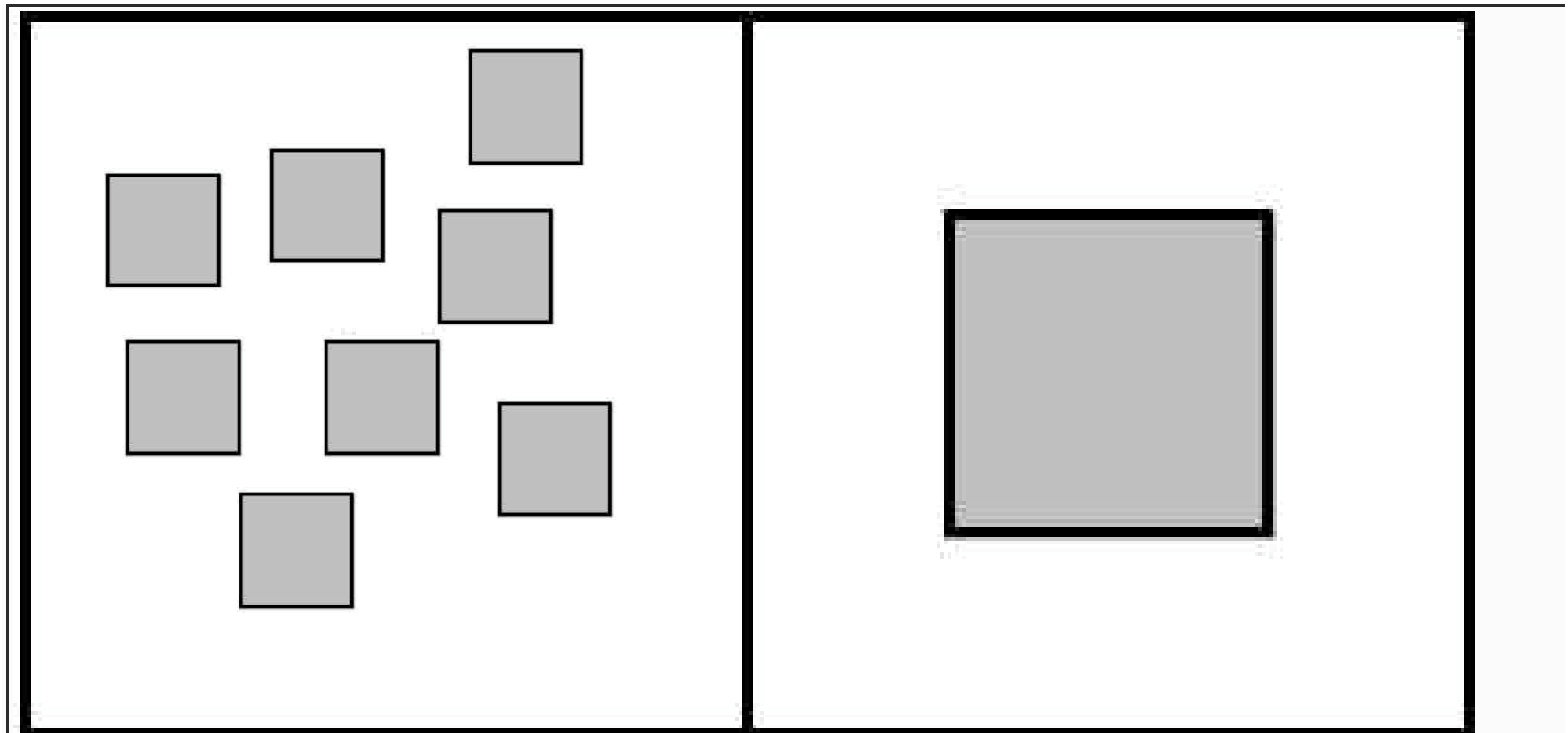
A small complicated shape can balance a large simple shape.
A large uncluttered area can balance a small busy area
containing many shapes.

Balance by Texture



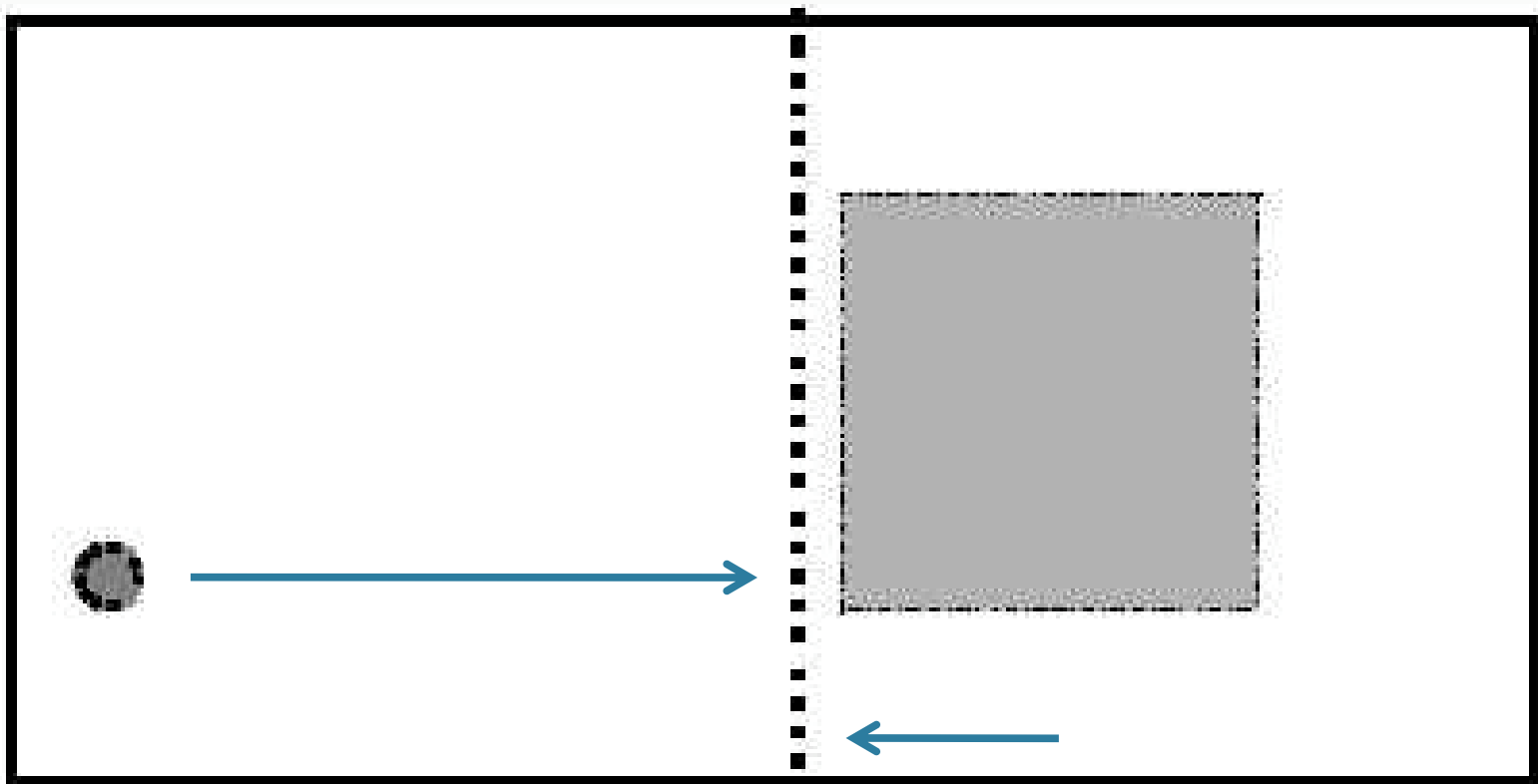
A busy, high contrast texture on a small shape will balance a larger shape with a smooth, matte surface.

Balance by Density



Packing more elements into a given space, gives more weight to that space

Balance by Position



A smaller object farther away from the center will balance a larger object that is closer to the center.

Summary

- **Size** – As you would expect larger elements carry more weight
- **Colour** – It's not fully understood why, but some colours are perceived as weighing more than others. Red seems to be heaviest while yellow seems to be lightest.
- **Value** – A darker object will have more weight than a lighter object
- **Density** – Packing more elements into a given space, gives more weight to that space
- **Shape, texture, position.....**

Size: lots of smaller items balance out large block

Density: items packed closely together balance out large block

Value: Smaller, more intense, full cup of coffee balances out large amount of light colour

Shape: lots of different shapes balance square large block

Texture: texture of wood balances out smooth block

Ernest Hemingway



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ERNEST HEMINGWAY

Welcome to the official home of the Ernest Hemingway collection of products. For over ten years the collection has represented the lifestyle, personality, and enthusiasm for adventure espoused by one of America's most celebrated literary masters.

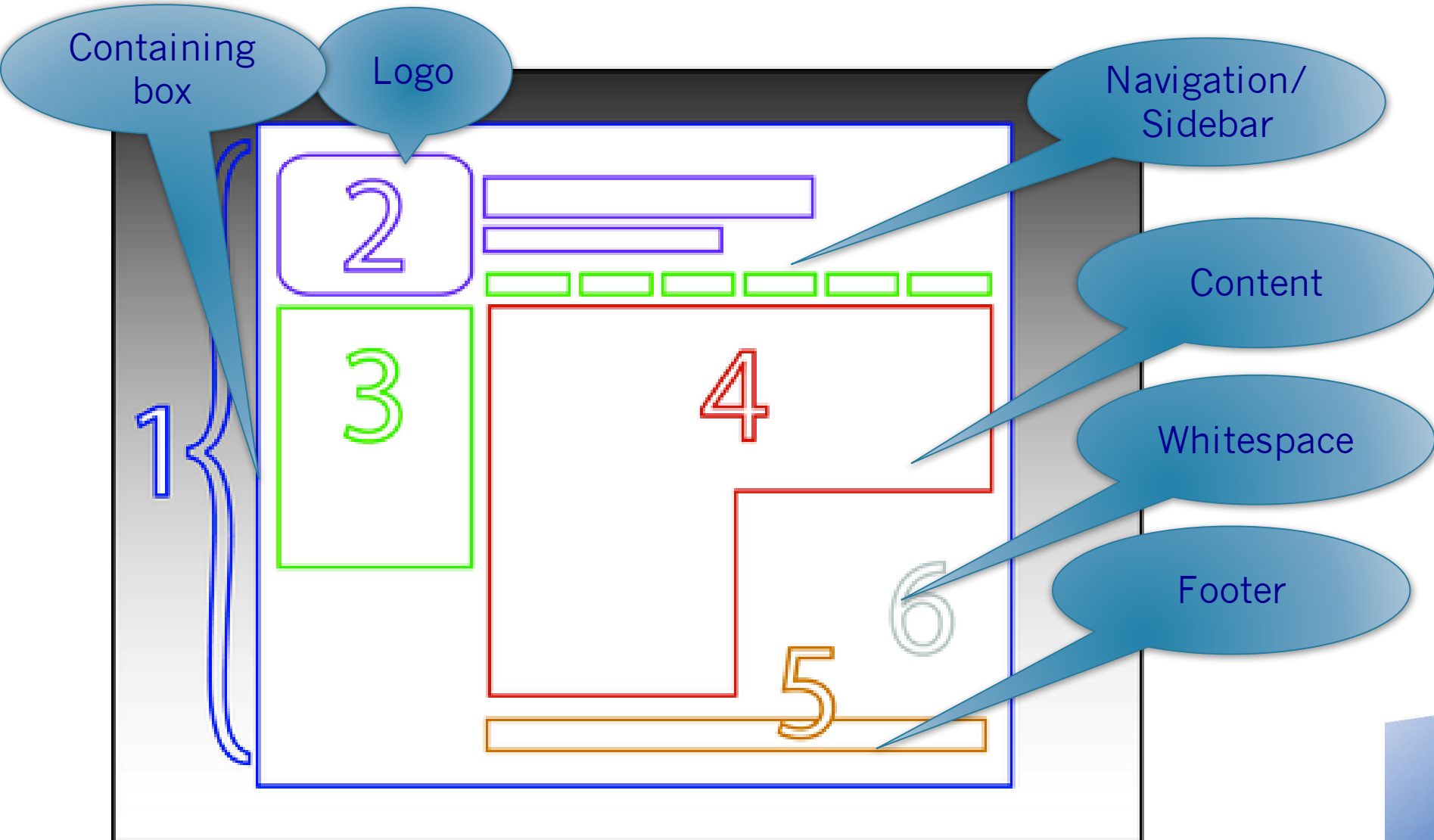
*"As you get older
it is harder to have
heroes, but it is sort
of necessary."*

Ernest Hemingway is truly an iconic figure, a man who lived large on the world's stage. Not just his writing, but his lifestyle too has become the stuff of legend. A willing ambassador for the Lost Generation, the globe trotting, prize-winning author was wounded in WWI, cavorted with Hollywood stars, tracked game through the African bush, fished the Gulf Stream, survived two plane crashes, and even once hunted German U-boats in the Caribbean.

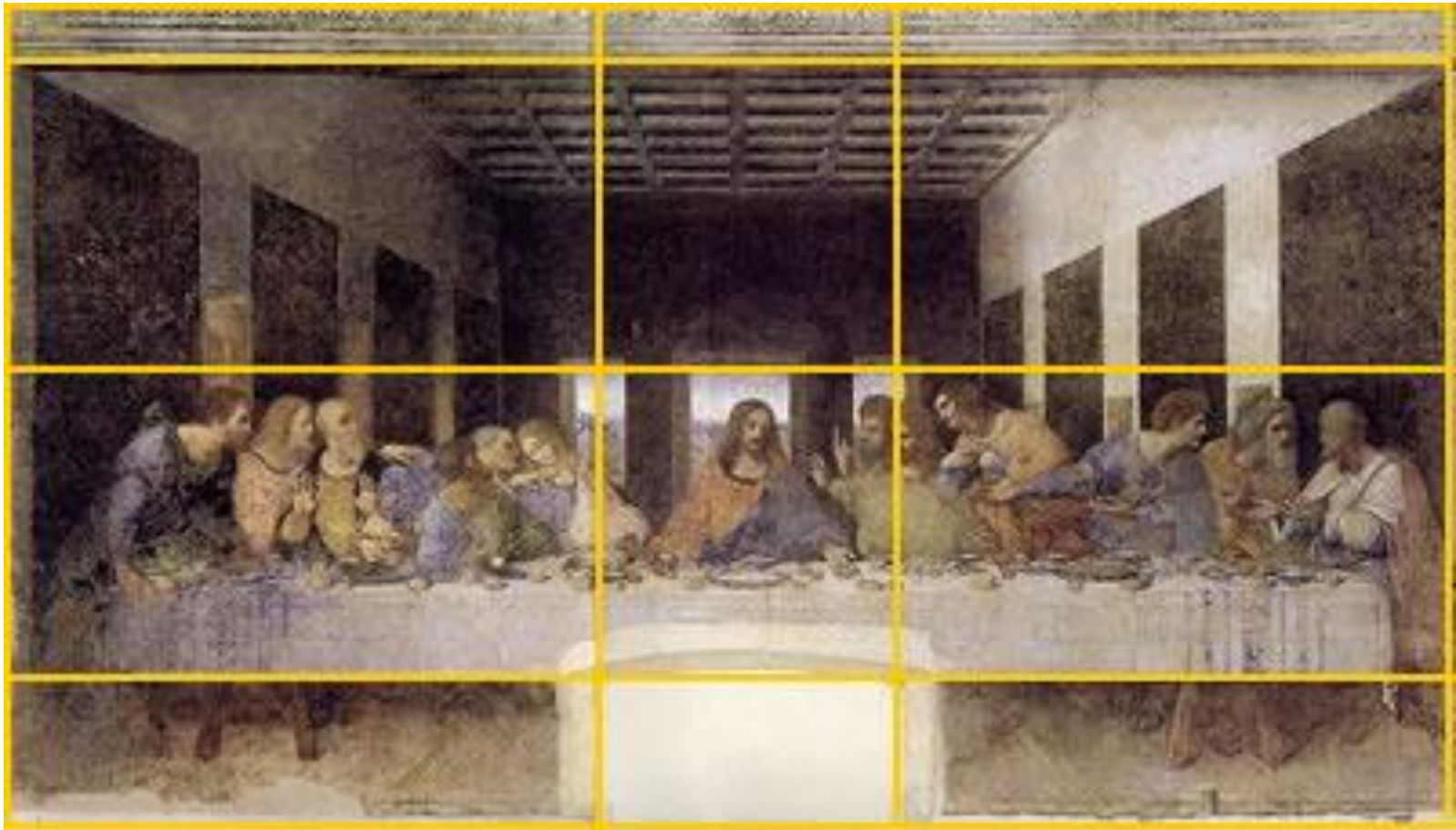
When not watching a bullfight in Spain, or exploring the streets of Paris, Hemingway was writing. He changed the modern literary landscape with his short prose and definitive style, earning both the Pulitzer and Nobel prizes. Loved by critics and adored by fans, his works have since become staples of American literature. As an award winning author, avid outdoorsman, and a true citizen of the world, his spirit lives on today as one of the great personalities of the last century.

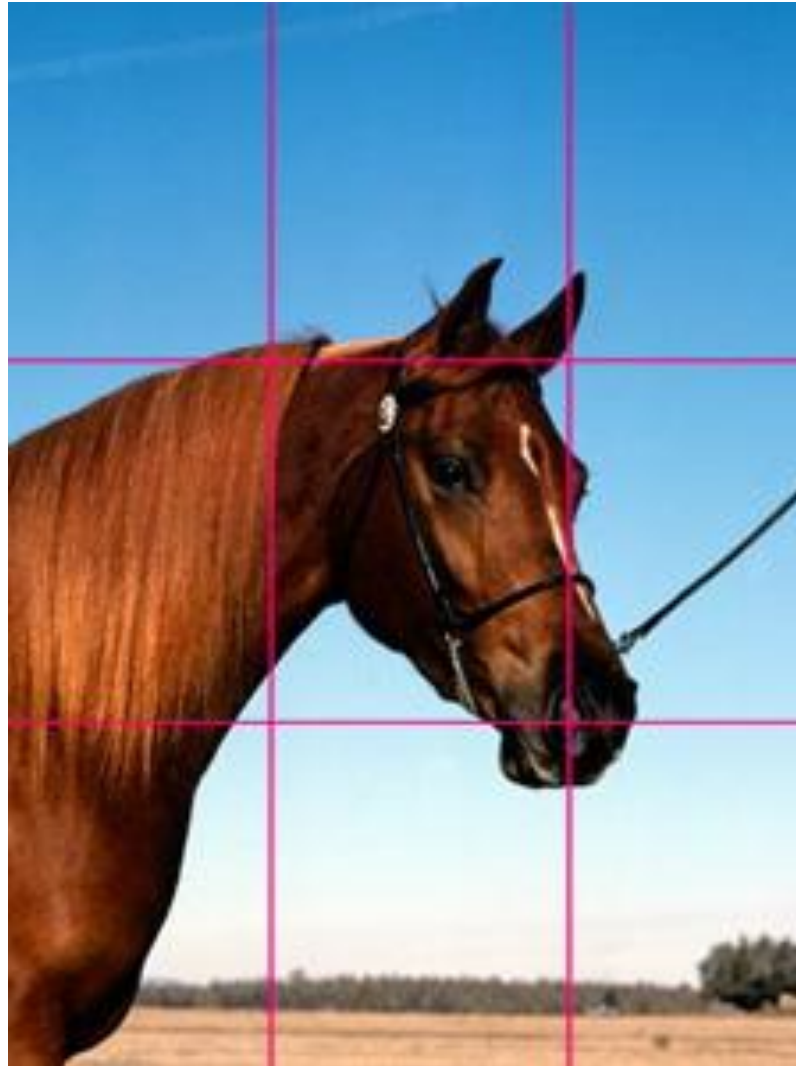
Next: Tips and tools to getting the layout right

Interface Elements



Humans like things to be lined up





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Standoff Over Payroll Tax Cut Leaves Wake of Uncertainty

By JENNIFER STEINHAUER

By turning down a bill that was overwhelmingly supported by both parties in the Senate as well as the White House, the conservative House majority is now staring over the brink.

• 3 Million Could Lose Jobless Pay in Impasse

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Seeing Terror Risk, U.S. Asks Journals to Cut Flu Study Facts

By DENISE GRADY and WILLIAM J. BROAD

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E-Mail Clues in Tracking MF Global



Annie Tribi for The New York Times

Deal Will Broaden New York Taxi Service

By MICHAEL M. GRYNBAUM

The Cuomo and Bloomberg administrations reached an agreement that will allow livery cars to legally accept passengers outside the busy parts of Manhattan.

For Illegal Immigrant, Line Is Drawn at Transplant

By NINA BERNSTEIN

A man's effort to receive his brother's kidney has put him at the center of a national immigration policy impasse.

\$20 Million Can Buy Quality Time With Mr. Met

By RICHARD SANDOMIR

The Mets have long-term upsides to offer potential investors, but for those still uncertain, the team's owners have listed some less obvious perks.

OPINION »

EDITORIAL

Egypt's Military Masters

As evidenced by the appalling images coming out of Cairo, the increasing violence by the security forces is threatening the nation's revolution.

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- Op-Ed: Jurors Can Say No
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MARKETS »

At 5:42 AM ET

Britain	Germany	France
FTSE 100	DAX	CAC 40
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Housing



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National news



Green Party condemns Canadian Government for having its eye on oil sand profit not wellbeing of the population.

Canada shows a profound lack of commitment to halting climate change.

- Green MEP Warns Durban Agreement Falls Short Of Stemming Climate Change
- Green Party calls for sustainable economics that puts society, democracy and jobs first.
- Climate Change Summit: Will Durban Disappoint?

@TheGreenParty on twitter

- London Green Party recruiting part-time Press Officer to help with Mayoral election campaign [#pr #publicrelations](http://t.co/O4LNWYlj)
- MT @earsopen: RT @GreenJennyJones: Is #cycling in London really getting safer? Worried it's not: <http://t.co/ytPmOUr1> <http://t.co/c5zloZS7>
- [News] Green Party condemns Canadian Government for having its eye on oil sand profit not wellbeing of the popul... <http://t.co/vZQ61TRQ>
- Green Party condemn selfish Canadian Government over Kyoto. They are putting profit before people.
- <http://t.co/cifq8nhU>
- Climate Change Conference: Will Durban Disappoint? [VIDEO] | UK IBTimes TV <http://t.co/8dzlIfRL>
- RT @MiaWatt: @GreenPartyUK: Green...

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The Smurfs [DVD]
Hank Azaria, Katy Perry,
Neil...
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The Hangover Part II
[DVD] [2011]
Bradley Cooper, Zach
Galifianakis, ...
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Lee Evans: Roadrunner -
Live at the O2
DVD
£12.97
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Dreamworks Dragons:
Gift of the Night...
DVD
£8.49
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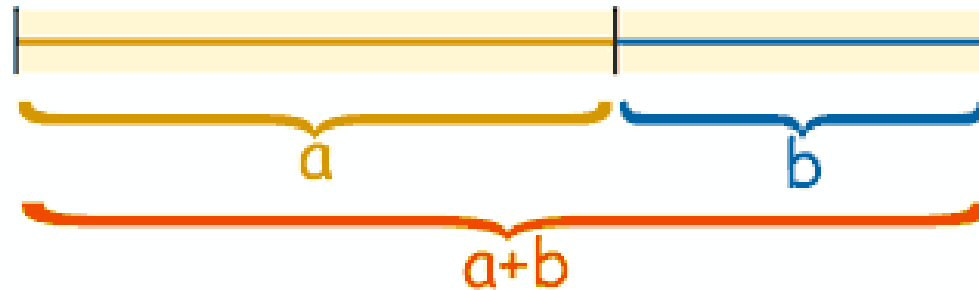
An Idiot Abroad 2
Karl Pilkington, Ricky
Gervais
DVD
£11.99
[Fix this recommendation](#)

More Items to Consider

You viewed Customers who viewed this also viewed



How wide should my grid be? Introducing The Golden Ratio

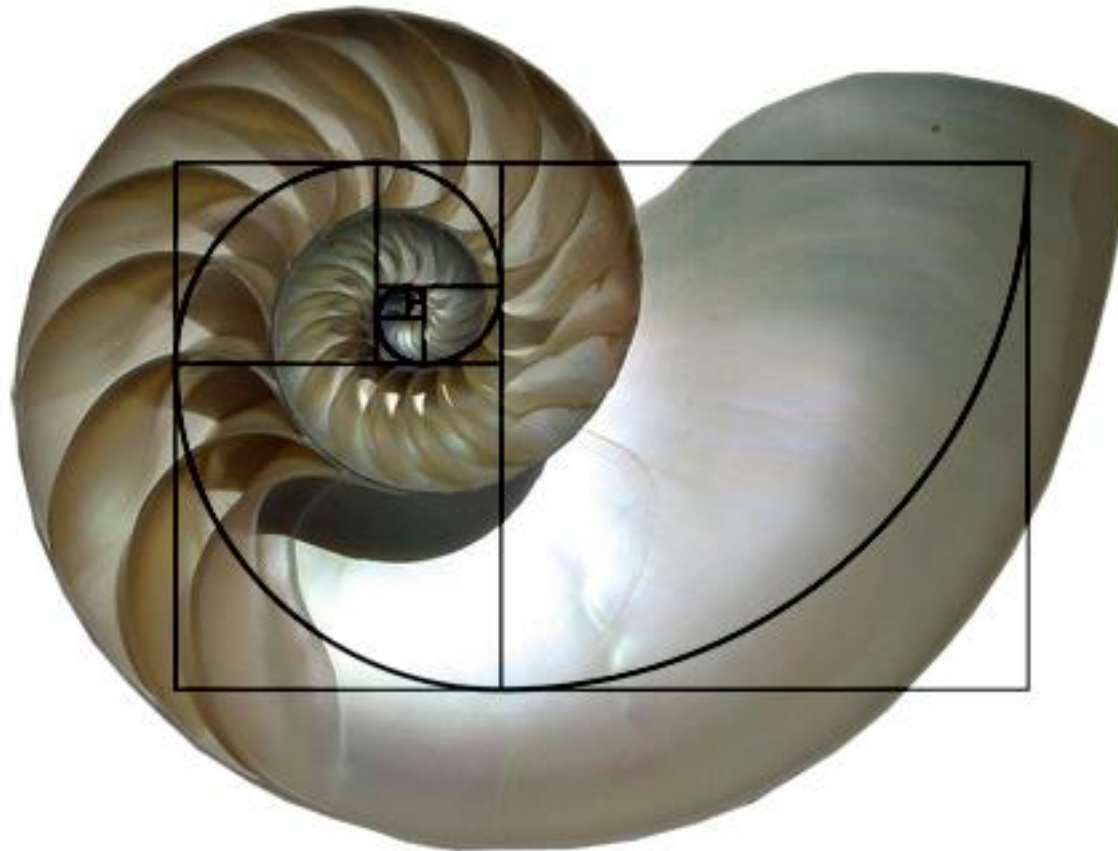


$$\frac{a}{b} = \frac{a+b}{a} = 1.618... = \varphi$$

The longer part (a) divided by the smaller part (b)
Is also equal to

The whole length (a+b) divided by the longer part (a)

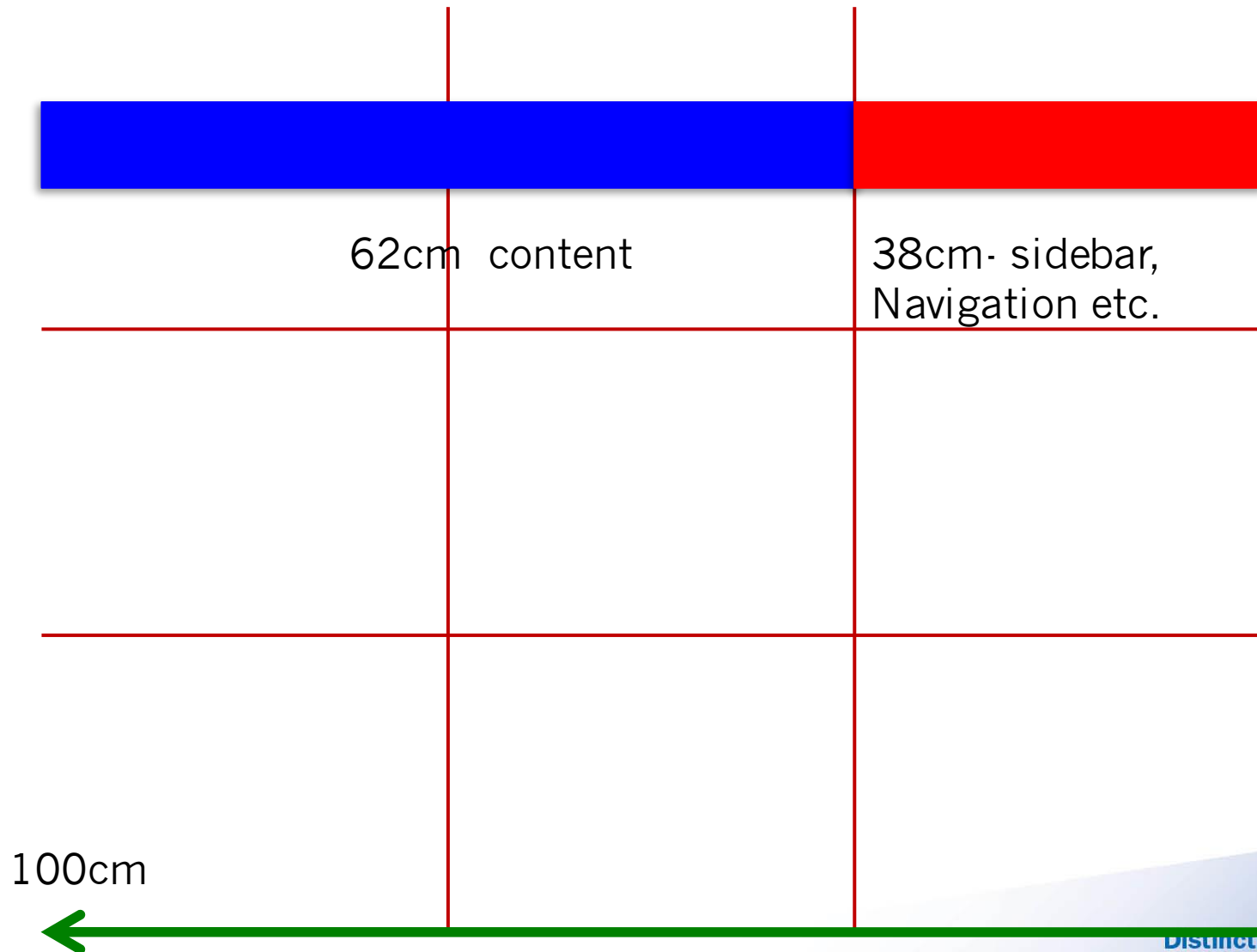
<http://www.mathsisfun.com/numbers/golden-ratio.html>



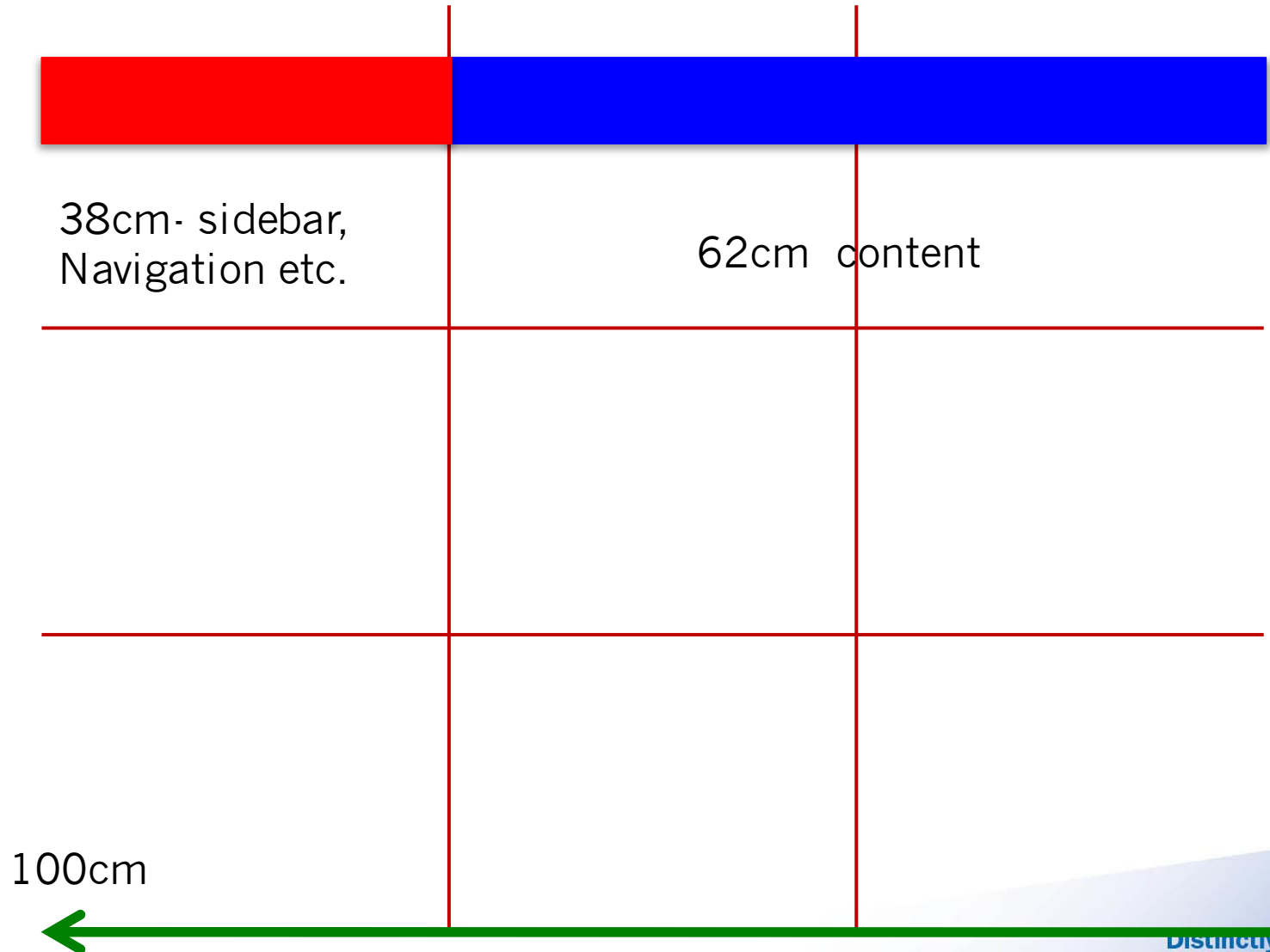
Graphic from photoshop.com



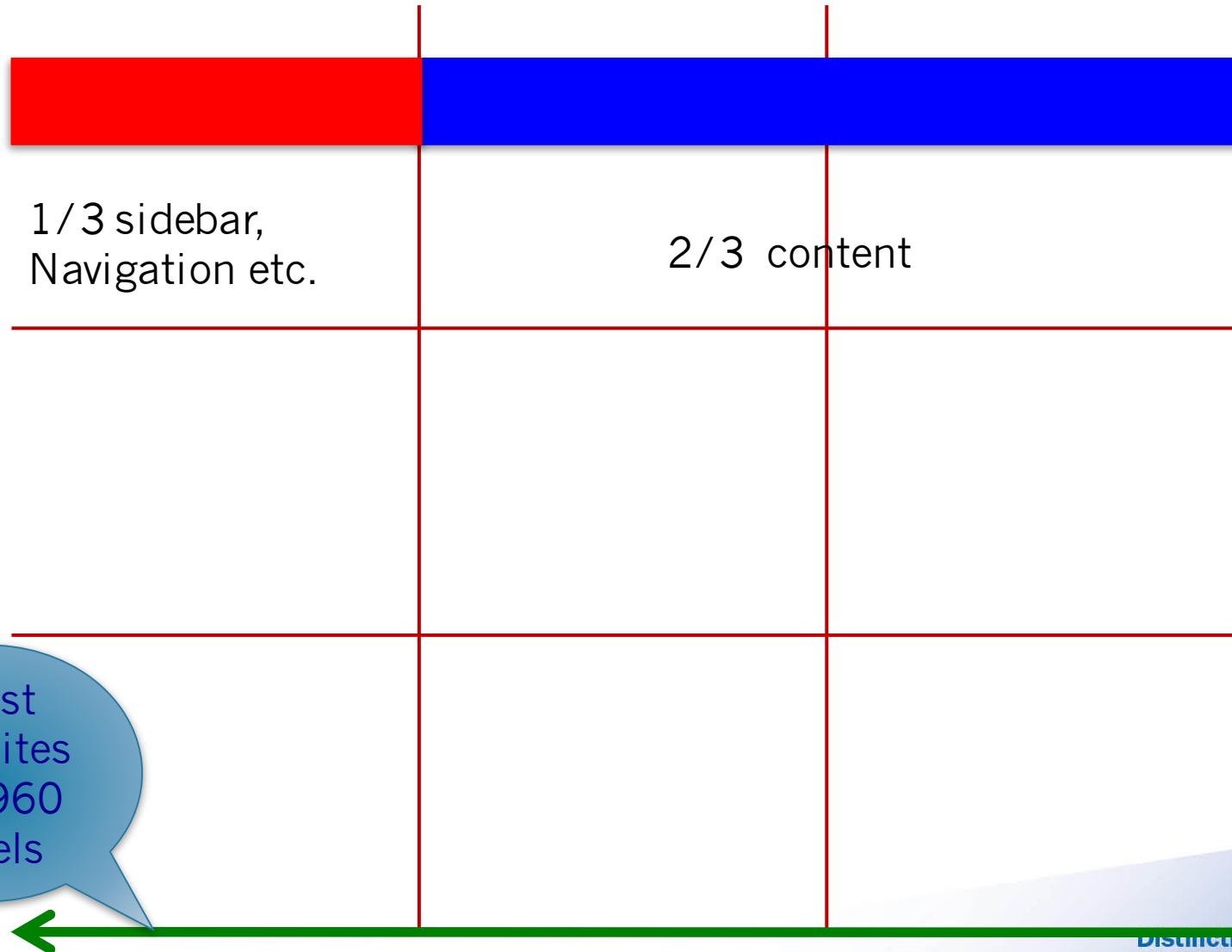
Grid Theory




Grid Theory



Let's short cut this





SONY MUSIC

- Home
- Featured Artists
- Paths & Programs
- Essentials
- Labels
- International
- News
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Foo Fighters

Sony Music Entertainment is a global recorded music company with a roster that includes a broad array of both local artists and international superstars. The company boasts a vast catalog that comprises some of the most important recordings in history. It is home to premier record labels representing music from every genre. Sony Music Entertainment is a wholly owned subsidiary of Sony Corporation of America.

News

01/06/2011 Sony Music Entertainment To Develop Dynamic Artist Apps Using Innovative Mobile Roadie Platform

12/21/2010 Remix Bob Dylan's "Subterranean Homesick Blues" Online Using the Original 4-Track Vocal, Guitar, Bass and Drum Recordings

12/20/2010 Ariama.com Celebrates The Season!

US Labels


all labels +



Columbia Records




Epic Records



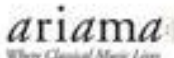
Jive Records

International

see all +




Links



ariama
Where Classical Music Lives

Ariama — An online classical music store offering recordings from more than 200 major and independent labels on CD and in high-quality digital download formats.



VEVO

VEVO — The premier destination for premium music video content on the web. A joint venture between Sony Music, Universal Music Group and the Abu Dhabi Media Company, and powered by

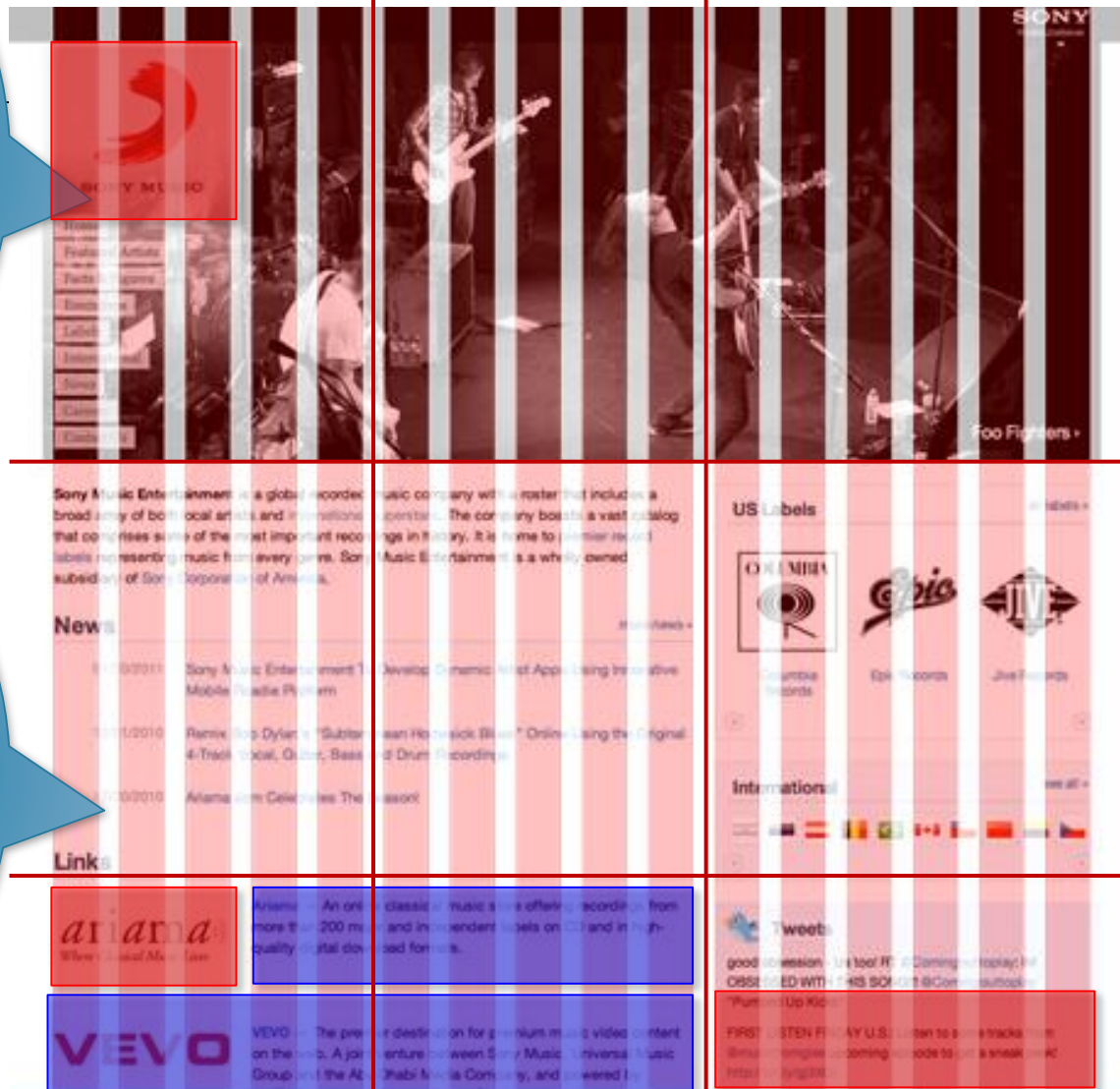
Tweets

good obsession - Us too! RT @Comingouttostay: IM OBSESSED WITH THIS SONG!! @Comingouttostay "Pumped Up Kicks"

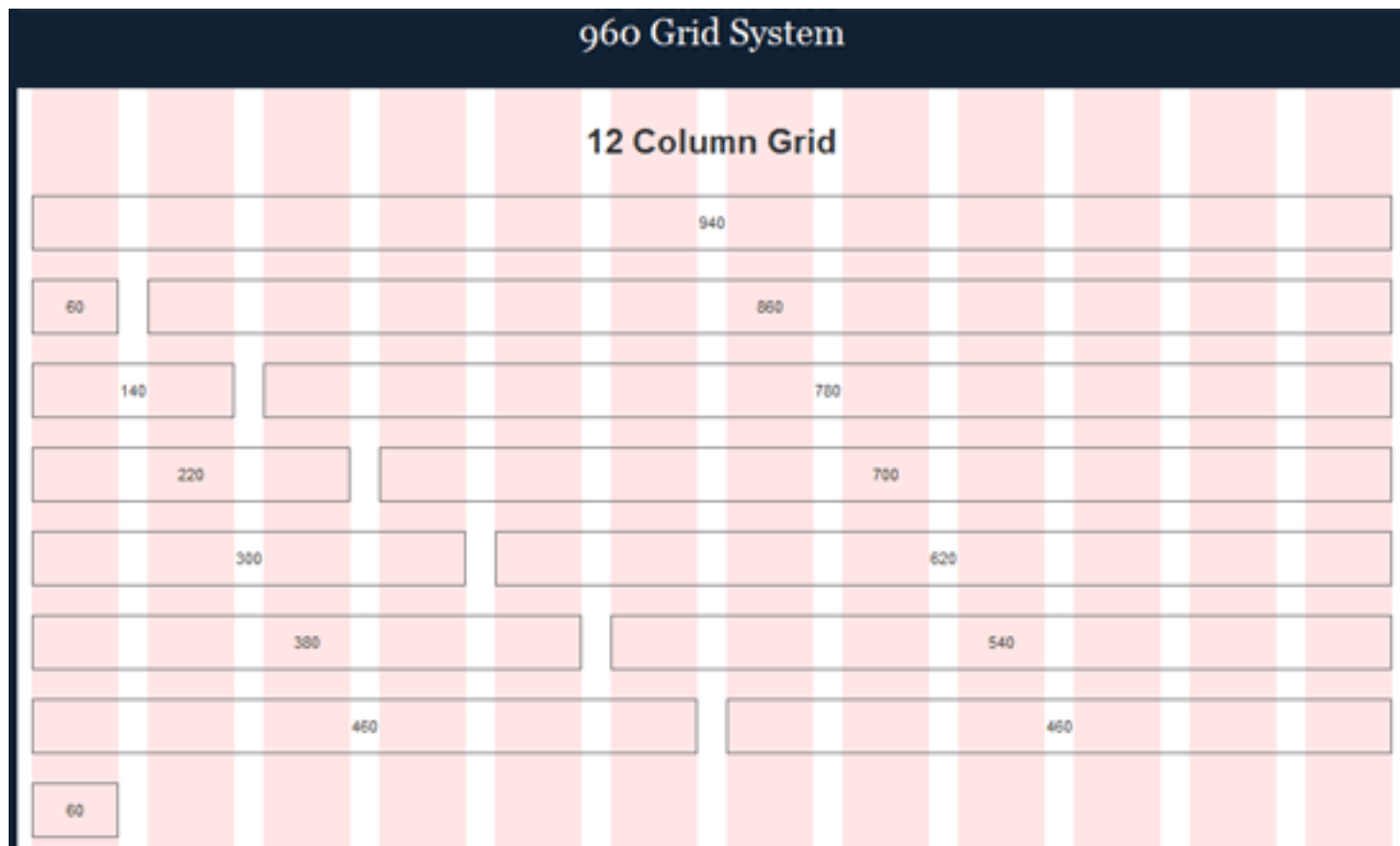
FIRST LISTEN FRIDAY U.S.! Listen to some tracks from @musichomies upcoming episode to get a sneak peek! <http://bit.ly/g3XG2>

Elements
at the
top align
with
elements
at the
bottom

Grids
have
gutters
to stop
text
touching
the
browsers



Grids can be used for translational symmetry



Grid Overlays

- Most websites are 960 pixels long.
<http://960.gs/>. This website provides templates and grid overlays.
- <http://peol.github.com/960gridder/> grid overlay tool.
- Grids available on these sites include
 - 9 columns
 - 12 columns
 - 16 columns
 - 24 columns

Activity: add the following elements to your grid

Title/Logo	NAV	NAV	NAV	NAV
------------	-----	-----	-----	-----

Photo

Text.....
.....

Text.....
.....
.....

Text.....
.....
.....

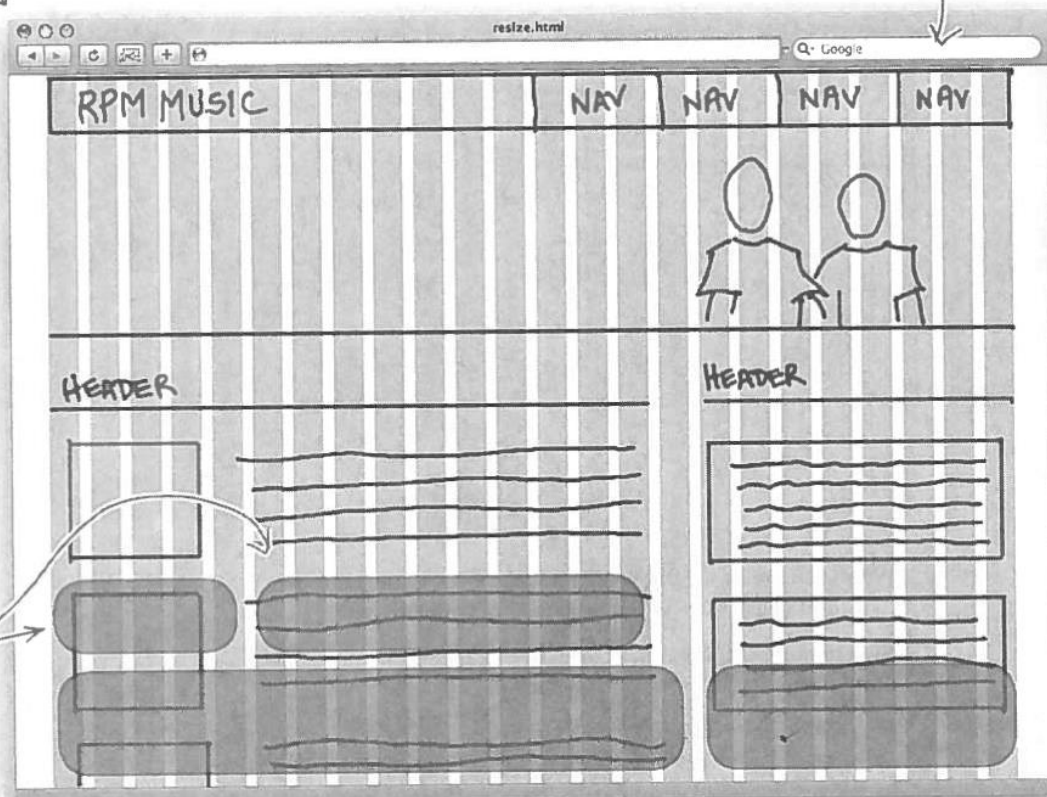
Exercise Solution

grid. There's no right answer, as long as you came up with a balanced layout that follows the Golden Ratio.

The header will span the entire top of the page, and the upper left will hold the logo.

The navigation will take up 2/3 of the header <div> and be block-styled like tabs

Within the main content, we used the Golden Ratio again to split up text descriptions and album covers.



The main column will have images of LP covers and descriptions that go along with them.

The sidebar will be a series of paragraphs and headings and will make up the right 1/3 of the page.

Take a second and look back at your answer. Is it balanced? Symmetrical or asymmetrical? Does it follow the Golden Ratio?

But that's not all you have to worry about. You should be designing for your personas, with specific concerns.



Name: Jon
Age: 24
Internet: V
Music: Pop
Browser: I
OS: Windo
Resolution:

Remember your client?

The RPM owner also had a lot of requirements. How do you think the design of RPM 2.0 meet what he's looking for?

RPM Music 2.0

- ☒ Reach all my
- ☒ Update the l
- ☒ Provide a bl
- ☒ Feature rec

Look over your RPM 2.0 ideas. Can you check off each of these boxes based on your design?

If you need design, go al

Summary on layout

- Humans like things lined up and in proportion- use a grid to do this.
- Golden ratio seen in nature and art should be used in web design to achieve this.
- Humans like things to be in $\frac{1}{3}$ and $\frac{2}{3}$
- Grid overlays can help design.

Before we talk about writing

- We need to understand who the audience is.
- Think about age.
- Average time spent online.
- Interests and occupation.



Audience?

The screenshot shows the homepage of the Ski Club Great Britain website. At the top, there's a navigation bar with links like 'home', 'ski resorts', 'snow reports', 'ski holidays', 'info & advice', 'news', 'on snow', 'Ski Club TV', and 'my Ski Club'. A search bar is also present. The main content area features a large banner for 'Podium News - December 20' with a silhouette of a skier. To the right, there are several smaller news snippets: 'Podium News - December 20', 'Last chance to enter our Youth Olympic Games blogging competition!', 'Snowcast special: on location in Tignes!', and 'Yes, it's still snowing in the Alps!'. Below the main banner, there are sections for 'latest ski news' (featuring 'profeet' and 'ski club' articles) and 'events diary' (listing events like 'TTR World Snowboard Tour', 'Red Bull Linecatcher 2012', 'Winter Youth Olympic Games', and 'Inferno Race'). A large orange banner for 'FRESH POWDER' with 'easyJet' is also visible. On the right side, there's a vertical banner for 'SKI Bregenzerwald' offering ski packages. The bottom of the page shows a 'latest Ski Club Snowcast' section.

Audience?

3 for 2 on all ColourMatch



Mix and match to suit your personality with our extensive range from ColourMatch. Cheapest item free. Subject to availability. Offer ends 04/02/2014.

See our best deals



Browse our best selection of unmissable deals. Subject to availability.

Save £150 on selected Televisions



Prices shown online already include discount. Subject to availability. Offer ends 04/02/2014.

Writing for Web: What's wrong here?

Welcome to Helen Hastie's Homepage



INTERACTION LAB

my  profile


Helen Hastie
hf Hastie

hf Hastie Parlane to be presented at the EC Language Technology Showcase days to be held in March 2012 in Luxembourg.

13 days ago · reply · retweet · favorite

ProfSteveYoung @parlanceproject Having a great meal at la Garrigue for kick-off meeting.

pic.twitter.com/8r7rgSfj

14 days ago · reply · retweet · favorite

hf Hastie Excellent discussion during the #ParlanceProject kick-off meeting this week @HeriotWattUni. 3 years of exciting collaboration ahead!

15 days ago · reply · retweet · favorite

hf Hastie Heriot-Watt is

About me

I am a Lecturer in the Computer Science department and a member of in the [Interaction Lab](#) in the School of [MACS](#) (Mathematical and Computer Sciences) at [Heriot Watt University](#). Before that I was at [Informatics](#) at the [University of Edinburgh](#) and before that I was at [ATL, Lockheed Martin](#), NJ, USA and [AT&T Research Labs](#), NJ U.S.A.. My research interest include evaluation of spoken dialogue systems and evaluation, Natural Language Generation and Health Informatics. I am keen to be involved in any knowledge transfer activities including consulting. I am also [career's officer](#) for Computer Science students at Heriot-Watt. Finally, I am a member of the [Royal Society of Edinburgh, Young Academy](#). The School of Mathematical and Computer Sciences (MACS) is a flagship School of Heriot-Watt University, leading in research and research-led teaching. The Department of Computer Science is an active member of the Scottish Informatics and Computer Science Alliance (SICSA), a major Scottish Funding Council supported research pool. MACS wins extensive national and international support for its research, with projects advancing frontiers in telecommunications, safety critical systems, virtual characters, games design, image processing, data mining and automated mathematics. It was a partner in the FP6 projects eCircus and HUMAINE and is a partner in the FP7 projects LIREC, eCute and CLASSiC. The Intelligent Systems Laboratory, where this project is based within the Department of Computer Science, is involved in agent based and knowledge based systems, affective computing, artificial neural networks and evolutionary computing for a range of applications such as computational neuroscience, computer based diagnosis and classification, intelligent user interfaces and fault-tolerant robotics. Staff members Dr Helen Hastie is a lecturer in the School of MACS at HWU and a member of their Interaction Lab, where her current research includes statistical Natural Language Generation for the FP7 CLASSiC project. She was previously a lead member of engineering in the Artificial Intelligence Lab at Lockheed Martin in New Jersey, U.S.A. where she managed large, multi-site projects with customers such as DARPA, US Marine Corps and the CIA. She successfully managed and inspired a team of engineers, completing key deliverables across entire project life cycles on schedule and within budget. Prior to this she worked at AT&T Research Labs, New Jersey, U.S.A. where she received 2 patents for her work on multi-modal city guides and worked on automatic evaluation for the COMMUNICATOR challenge. She has extensive experience running experiments and evaluations of spoken dialogue systems. She holds a PhD from the Centre of Speech Technology at

Writing for web

- **Book:** read left – right
- **Web:** users scan text for keywords and concepts
- **Book:** users spend hours reading
- **Web:** users spend very little time on an individual page



Check list

- ✓ Clearly written headers
- ✓ Small(ish) paragraphs
- ✓ Use bold/italics for emphasis
- ✓ Use lists (ordered or unordered) for appropriate context

Writing for Web: What's right here?

Clear
headers

Bold/italics
for
emphasis

Brief
introduction

Short
paragraphs

Bullet
points

Big cat

From Wikipedia, the free encyclopedia
(Redirected from [Big cats](#))

This article is about the animal. For the tricycle manufacturer Big Cat HPV, see [Catnka](#).

The term **big cat** – which is not a biological classification – is used informally to distinguish the larger **felid** species from smaller ones. One definition of "big cat" includes the four members of the genus *Panthera*: the **tiger**, **lion**, **jaguar**, and **leopard**. Members of this genus are the only cats able to **roar**. A more expansive definition of "big cat" also includes the **cheetah**, **snow leopard**, **clouded leopard**, and **cougar**. Despite enormous differences in size, the various species of cat are quite similar in both structure and behavior, with the exception of the **cheetah**, which is significantly different from any of the big or small cats. All cats are **carnivores** and efficient **apex predators**.^[1] Their range includes the **Americas**, **Africa**, **Asia**, and **Europe**.

Contents [\[hide\]](#)
1 Roaring
2 Threats
3 Species
4 Evolution
5 References
6 External links



Tiger, the largest and heaviest living species of the cat family

Roaring

[\[edit\]](#)

The ability to roar comes from an elongated and specially adapted **larynx** and **hyoid apparatus**.^[2] (However, the **snow leopard** cannot roar, despite having hyoid morphology similar to roaring cats.) When air passes through the larynx on the way from the lungs, the cartilage walls of the larynx vibrate, producing sound. The lion's larynx is longest, giving it the most robust roar.

[\[edit\]](#)

Threats

The principal threats to big cats varies upon geographical location, but primarily are **habitat destruction** and **poaching**. In Africa many big cats are persecuted by pastoralists or government 'problem animal' officers. Certain protected areas exist that shelter large and exceptionally visible populations of lions, hyenas, leopards and cheetahs, such as Botswana's **Chobe**, Kenya's **Masai Mara** and Tanzania's **Serengeti**. It is rather outside these conservation areas where persecution poses the dominant threat to large carnivores.^[3][\[dead link\]](#) In the **United States**, 19 states have banned ownership of big cats and other dangerous exotic animals as **pets**, and the **Captive Wildlife Safety Act** bans the interstate sale and transportation of these animals.^[4]

[\[edit\]](#)

Species

Family **Felidae**

- Genus *Panthera* (roaring or great cats)
 - Tiger**, *Panthera tigris* (Asia)
 - Lion**, *Panthera leo* (Africa, **Gir Forest in India**; extinct in former range of **southeast Europe**, **Middle East**, much of **Asia**, and **North America**)
 - Jaguar**, *Panthera onca* (the Americas; from the Southern United States and Mexico to northern Argentina)
 - Leopard**, *Panthera pardus* (Asia and Africa)
- Genus *Acinonyx*
 - Cheetah**, *Acinonyx jubatus* (Africa and Iran; extinct in former range of India)
- Genus *Puma*
 - Cougar**, *Puma concolor* (North and South America)
- Genus *Uncia*
 - Snow Leopard**, *Uncia uncia* (mountains of central and south Asia)
- Genus *Neofelis*
 - Clouded Leopard**, *Neofelis nebulosa* (southeast and south Asia)
 - Sunda Clouded Leopard**, *Neofelis diardi* (Borneo and Sumatra)



The **lion**, a species in the genus *Panthera*

Evolution

[\[edit\]](#)

A 2010 study published in **Molecular Phylogenetics and Evolution** has given insight into the exact **evolutionary** relationships of the big cats.^[5] The study reveals that the **snow leopard** and the **tiger** are sister species, while the **lion**, **leopard**, and **jaguar** are more closely related to each other. The tiger and snow leopard diverged from the ancestral big cats approximately 3.9 Ma. The tiger then evolved into a unique species towards the end of the **Pliocene** epoch, approximately 3.2 Ma. The ancestor of the lion, leopard, and jaguar split from other big cats from 4.3–3.8 Ma. Between 3.6–2.5 Ma the jaguar **diverged** from the ancestor of lions and leopards. Lions and leopards split from one another approximately 3.1–1.95 Ma.^[6]

3.9 Ma 3.2 Ma — **Snow leopard**

Activity

- Reorganise the text in the hand out to be more readable:
- Remember:
 - Clearly written headers
 - Small(ish) paragraphs
 - Use bold/italics for emphasis
 - Use lists (ordered or unordered) for appropriate context

School Aims

Curriculum

To ensure a broad and balanced curriculum that provides young people with the best possible learning opportunities and experiences.

Attainment

To ensure that all pupils are able to realise their full potential through the promotion and recognition of achievement and excellence.

Learning and Teaching

To provide effective support systems for all pupils which promote personal and social development and underpin academic achievement.

Support for Pupils

To provide effective support systems for all pupils which promote personal and social development and underpin academic achievement.

Ethos

To provide a welcoming, safe and caring environment in which each pupil is valued and supported.

Resource Management

To improve the quality of learning and teaching, through the effective organisation and management of resources.

Management and Leadership

To ensure that the school's promoted staff provide high quality leadership, management and support.

Professional Development

To improve the quality of educational experiences through a programme of continuing professional development for all staff.

Partnership

To build and maintain effective partnerships between the school and its' parent body, external support agencies and its' wider community.

Learning for Life

To equip pupils with the foundation skills, attitudes and expectations required to prosper in a changing society and to encourage creativity and respect for others.

Health

To actively promote healthy attitudes and behaviours in the whole school community.



This is the special mosaic made by the whole school.

Thumbnail

School

more

Events

« January 2013

Mon	Tue	Wed	Thu	Fri	Sat	Sun
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Upcoming events

□ No upcoming events available



more

Summary

- Layout:
 - Think about your audience
 - Symmetrical or Asymmetrical Balance depending on the look and feel of the website
 - Must have *compositional balanced*
 - 2/3 and 1/3 rule
 - Line things up using a Grid Overlays
- Writing:
 - People scan text rather than read
 - Chop it up with clear headers

Homework for next Monday

- Find 3 really bad websites
- Tell us why they are so bad and how they can be improved

Part 1 Assignment due Friday week 2



- Work in pairs- each person submits through TurnItIn. Put BOTH names on the document.
- Document should contain:
 1. screenshots of your website design,
 2. description of any design decisions you made,
 3. your IA diagram.
- For 1. one screenshot is the minimum required, but try to aim for 2-3 screenshots of your website design.
- We will be looking for good, well-balanced design (e.g. use of 2/3-1/3 rule) and a theme expressed through visual metaphors, good explanation of design decisions and a well thought through IA.

Today's Lab

- Work on layout and writing for the School website
- Use collaborative mock-up software Balsamiq.

Meet Balsamiq Mockups, our Rapid Wireframing Tool

Meet Mockups

Generate ideas quickly; review and iterate sooner

Communicate easily with designers, developers, and product managers

Iterate in real time with your stakeholders



1

Mockups **reproduces the experience of sketching** interfaces on a whiteboard, but using your computer, so they're easier to share, modify, and get honest feedback on.

2

Wireframes made with Mockups look like sketches, so **stakeholders won't get distracted by little details**, and can focus on what's really important instead.

Next Time (Monday)

- Usability
- Reading: Don't make me think Ch 1-2