Outline of Today’s Session

Today’s Context: How do we take a print document and make it ready for the web?

1. Introduce Four principles of document design on the web
2. Examine examples of successful and unsuccessful design
3. Practice the concept
• Most of this content is taken from *The Non-Designer’s Web Book*, by Robin Williams and John Tollett, which is an excellent first resource for web design.
“Alignment simply means that most items on the page are lined up with each other. Lack of alignment is the single most prevalent problem on web pages” (114).

Rule:
Choose one alignment and use it on the entire page.

Principle One: Alignment
Principle One: Alignment
Principle One: Alignment
“The principle of proximity refers to the relationships that items develop when they are close together. When items are physically far from each other, they don’t have much of a relationship” (110).

Rule:
Look at text and image as blocks. Make sure that blocks have a meaningful relationship in terms of placement.

Principle Two: Proximity
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Principle Two: Proximity
“The concept of repetition is that throughout a project you repeat certain elements that tie all the disparate parts together. Each page in the website should look like it belongs to the same website, the same company, the same concept . . . Your navigation buttons are a repetitive element, as are colors, style, illustrations, format, layout, typography . . .” (122).
Principle Three: Repetition

- Example:

http://www.olemiss.edu
“Contrast draws your eyes to a page and pulls you in, using a focal point” (126).

Principle Four: Contrast
Mastered the Art of Parallel Parking

Moving to a bigger city posed a challenge of having to quickly learn how to parallel park on the busy streets.

I was born and raised in Florida—where you basically have to drive everywhere you want to go. Luckily, almost all my destinations had large lots where I could easily park my car.

Earlier this year, I made a huge change in my life and drove across country to live in Seattle, WA. The moment I entered the city, I found myself doing a crash course in parallel parking. This instantly scared the crap out of me! I never had to parallel park before. I don’t even think I needed to test for parallel parking when I got my license in Florida. Living in a big city like Seattle, you have no choice but to be forced to learn how to squeeze your car in between two others all while impatient drivers wait for you to move out of their way.
Principle Four: Contrast in Alignment

FROM FARM TO MARKET.

Good is not good enough. That’s our creed. We take great pride in what we do — and what we do for our clients. More than make things look pretty, we work smartly and diligently to make sure that each project coming out of the studio is strategically sound, unique and memorable.
How can I possibly remember all this?

Think “CRAP”

C ontrast

R epetition

A lignment

P roximity

How often can you say “CRAP” in a presentation?
Sources

Wireframe a document

• **Text to Web**

• First, align your text. Get rid of caps and italics.
• Create and emphasize subheads (try one for each paragraph). Add bolds and colors for contrast.
• Set subheads close to text.
• Make a left edge background.
• Try making a graphic headline.
• Use images! Try to maintain a 50/50 ratio.