

Designing with Reason

Week 04

TCNJ Dynamic Web Design

Jean Chu

1. Define your Concept

2. Keep consistent

3. Follow the hierarchy

1. Define your Concept

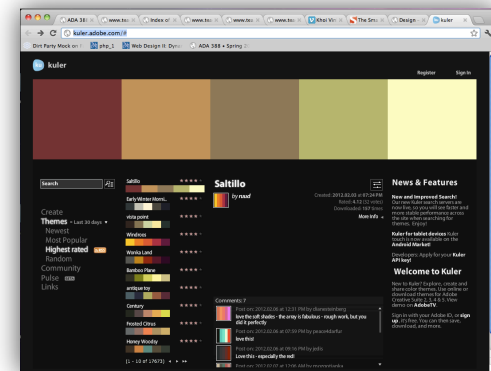
- Define your concept
 - Consider the goal, message, audience of the website
- Choose colors and fonts based on your concept
 - ****Do not use too many. Keep your fonts or colors limited. Otherwise, it will make your design look sloppy. ****

Color coordination

- Use complementary colors.
- Use different hues but make sure they are the same value or saturation.

- Kuler resource at adobe

<http://kuler.adobe.com/#>



Fonts have characteristics

-



Times New Roman



Hobo



Arial Rounded

Typography

Most Characteristic



Most plain

- Logo and Identity
- Headline
- Navigation
- Body typography

Heirarchy



Use Contrast base on the Heirarchy

Hierarchy

Important

- Large Size
- Strong Color
- Bold Texts
- Capitalized Texts
- Fonts with personality
- With more Contrast

Less Important

- Smaller size
- Desaturated or faded color
- Lean or normal texts
- Uncapitalized texts
- Plain Fonts
- With less contrast

Example

A L I C E Y I M

- Alice Yim is a Fashion Designer.
- Most users would be females on their 20s-40s
- Want to give an impression as a high class garment

Colors



BBB0A6



CC9B9B



636466



D4D5D6



000000

Fonts

BONVENO CF - LIGHT
USED FOR ALL PARAGRAPH HEADINGS - ALL CAPS

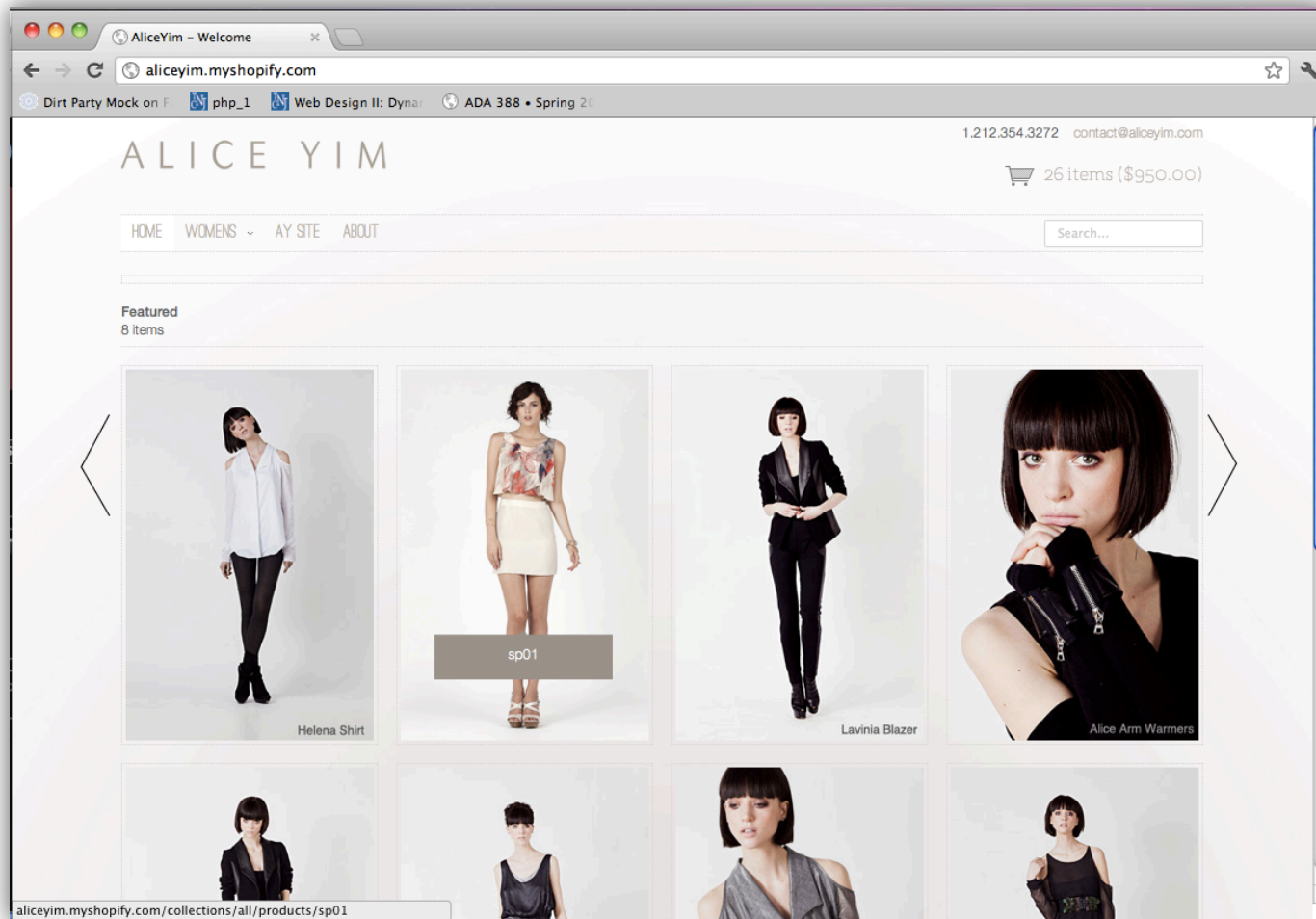
St. Marie - Thin
USED FOR ALL BODY COPY - SENTENCE CAPS

OSTRICH - SANS ROUNDED MEDIUM
USED FOR NAVIGATION - ALL CAPS

Helvetica Neue - Light
USED FOR SUB NAVIGATION NOT SELECTED - TITLE CAPS

Helvetica Neue - Medium
USED FOR SUB NAVIGATION SELECTED - TITLE CAPS

The website



The website

AliceYim - example dummy2

aliceyim.myshopify.com/products/example-dummy2


1.212.354.3272 contact@aliceyim.com





26 items (\$950.00)

ALICE YIM

HOME WOMENS AY SITE ABOUT

Search...



EXAMPLE DUMMY2

Fitted sleeveless netting mini dress, high-waisted with stitched darts. Designed with a scoop neckline, seamed black silk charmeuse waistband and silk faille bow. Netting (60% polyester, 40% viscose) with silk inserts Color: gold & black

type: bottoms vendor: parrot

\$50.00

Add to Cart

Recently viewed items

Example



- Poly Pink is a sharable photo gallery like pinterest
- Most users would be Korean females on their teens to early 20s
- Want to give an impression as a pretty, humane, up to date, and fun website

Colors



Fonts

For logo

POLY **PINK**

For Icons Hand Written Fonts & Icons

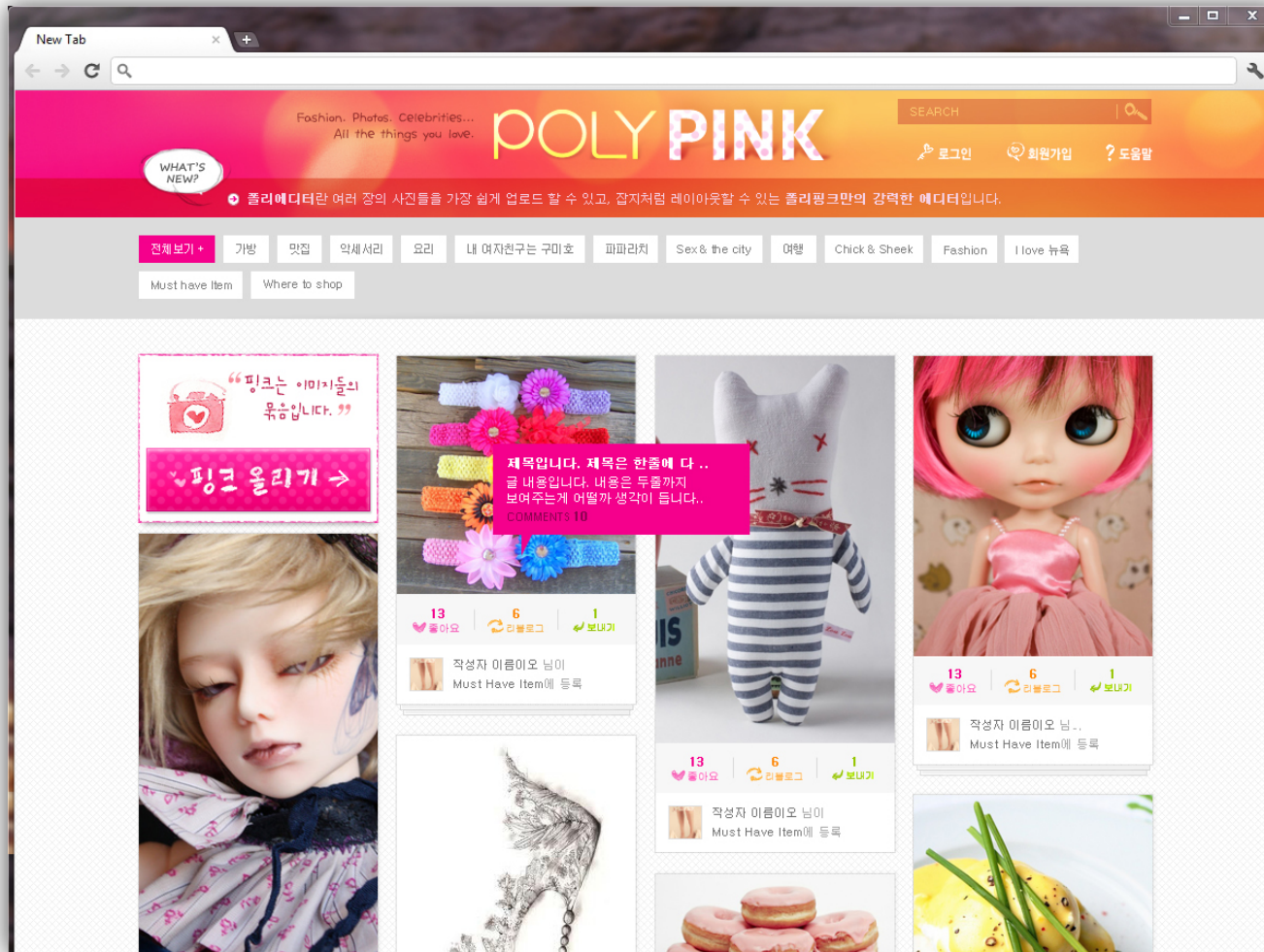
핑크 올 리 기



Body text

Dotum (Korean style Arial)

The website



The website

The screenshot shows a web browser window displaying the POLY PINK website. The browser's address bar is empty, and the page title is "POLY PINK". The website's header features a pink and orange gradient background with the text "FoShion. Photos. Celebrities... All the things you love." and the "POLY PINK" logo. A search bar is located on the right side of the header. Below the header, there is a navigation menu with various categories: "전체 보기 +", "가방", "맛집", "악세서리", "요리", "내 여자친구는 구미호", "파파리치", "Sex & the city", "여행", "Chick & Sheek", "Fashion", and "I love 뉴욕". There are also buttons for "Must have Item" and "Where to shop".

The main content area features a post by the user "작성자 이음미오" (Author Lee Eum-mi-o), dated "2009년 12월 27일" (December 27, 2009) with "조회수 335" (335 views). The post is categorized under "MUST HAVE ITEM" and has 13 likes, 6 reposts, and 1 share. The post text reads: "제목이 얼마나 길어질지 모르겠습니다. 무진장 길어진다고 생각해도 뭐 이 정도가 되지 않을까 싶네요." (I don't know how long the title will be. Even if I think it's getting too long, I wonder if it won't be this long.)

Below the text are two images of a man, likely a celebrity, with the caption "국민 남동생" (National Younger Brother). The first image shows him in a white shirt, and the second image shows him in a dark suit. The caption "국민 남동생" is written in large blue text at the bottom of the second image.

On the right side of the page, there is a "COVER IMAGE" section featuring a portrait of a man with dark hair wearing a brown sweater. Below this is a "RECOMMENDED POSTS" section with two identical posts. Each post features a small image of a red devil character and a white cat character, with the text "제목입니다.이렇게 같습니다." (This is the title. It looks like this.) and "by 핑크조아" (by Pink Joa). The posts have 13 likes, 12 reposts, and 15 shares.

Example



- Genyouth is a non profit organization working for child health
- People looking would be adults who would get involved and give donations
- Should give a feeling as to be athletic, healthy, and active

Colors



Fonts

Headlines

WELCOME TO GENYOUth

primary type

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 œ&§%£(,.,:;!)

secondary type

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 œ&§%£(,.,:;!)

The Website

The screenshot shows a web browser window displaying the homepage of the GenYouth Foundation. The browser's address bar shows the URL <http://www.genyouthfoundation.org/>. The website features a green and white color scheme. At the top, there is a navigation bar with the GenYouth Foundation logo on the left and four menu items: "ABOUT US", "PROGRAMS", "OUR FOOTPRINT", and "TAKE ACTION". The "TAKE ACTION" button is highlighted with a red speech bubble. To the right of the navigation bar are social media icons for Facebook, Twitter, and YouTube. Below the navigation bar is a large green banner with the text "OVER 1/3 OF AMERICAN CHILDREN ARE OVERWEIGHT OR OBESE" in white, bold, sans-serif font. To the right of the text is a graphic of two hands, one white and one black, reaching upwards. Below the banner is a dark grey navigation bar with four tabs: "THE EPIDEMIC", "INTRO VIDEO", "GETTING INVOLVED", and "WHERE WE ARE". Below the navigation bar is a white section with a green header that says "WELCOME TO GENYOUTH". The main text in this section reads: "TODAY'S CHILDREN COULD BECOME THE FIRST AMERICAN GENERATION WITH A SHORTER LIFE EXPECTANCY THAN THEIR PARENTS. OVER THE PAST TEN YEARS, WE HAVE SEEN EXPLOSIVE GROWTH IN THE NUMBER OF CHILDREN IDENTIFIED AS OVERWEIGHT OR OBESE. GENYOUTH BRINGS LEADERS IN HEALTH, EDUCATION, GOVERNMENT AND BUSINESS TOGETHER IN A MOVEMENT TO REVERSE CHILDHOOD OBESITY RATES. WE".

Dictionary.com Google ceft and company

[http://www.genyouthfoundation.org/](#)

GENYOUTH FOUNDATION

ABOUT US PROGRAMS OUR FOOTPRINT TAKE ACTION

OVER 1/3 OF AMERICAN CHILDREN ARE OVERWEIGHT OR OBESE

THE EPIDEMIC INTRO VIDEO GETTING INVOLVED WHERE WE ARE

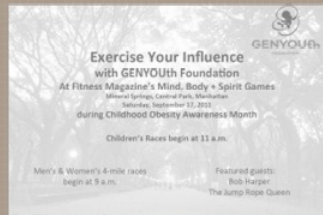
WELCOME TO GENYOUTH TODAY'S CHILDREN COULD BECOME THE FIRST AMERICAN GENERATION WITH A SHORTER LIFE EXPECTANCY THAN THEIR PARENTS. OVER THE PAST TEN YEARS, WE HAVE SEEN EXPLOSIVE GROWTH IN THE NUMBER OF CHILDREN IDENTIFIED AS OVERWEIGHT OR OBESE. GENYOUTH BRINGS LEADERS IN HEALTH, EDUCATION, GOVERNMENT AND BUSINESS TOGETHER IN A MOVEMENT TO REVERSE CHILDHOOD OBESITY RATES. WE

Done

STEPS TO ACCELERATE A LIFETIME OF HEALTHY CHANGES. WHEN YOUTH ARE GIVEN A VOICE, CHANGE CAN HAPPEN. IT STARTS WITH YOU!

WHAT'S HAPPENING

GENYOUth's got it going on! In our community, that is. Read on to find out more about what we're up to.



GENYOUth Launches Movement with Corporate Partners in Central Park

ON SEPTEMBER 19, 2011
GENYOUth was proud [...]
[READ MORE! →](#)



How do I Raise a Fit Child?

ON MARCH 22, 2011
A third of American children are overweight or obese. That startling statistic and all its health and economic [...]
[READ MORE! →](#)



MORE THAN 80% OF KIDS DON'T GET THE RECOMMENDED 60 MIN. OF PHYSICAL ACTIVITY EACH DAY.



[VISIT OUR TWITTER PAGE! ▶](#)

@thekellyrooney We had a great time at our kids races on Saturday. Photos and video will be up on our Facebook page very soon!



The Website



Example

The New York Times

- New York Times is heavy in information
- Audiences are anybody to read the news
- Give an impression as accurate, smart

This is just my assumption

Fonts & Colors

The New York Times



Links



Visited



Texts

Georgia, Times New Roman



Author



Time

Arial, Helvetica



Navigation Backgrounds



Arial, Helvetica

Navigation Fonts



The New York Times

Thursday, February 9, 2012 Last Update: 5:12 AM ET

WATCH THE SHOW
 2/13 - 8:00PM
 #MARCJACOBSLIVE

Search ING DIRECT

Follow Us Subscribe to Home Delivery | Personalize Your Weather

- Switch to Global Edition
- JOBS
- REAL ESTATE
- ARTS
- ALL CLASSIFIEDS
- WORLD
- U.S.
- POLITICS
- NEW YORK
- BUSINESS
- DEALBOOK
- TECHNOLOGY
- SPORTS
- SCIENCE
- HEALTH
- OPINION
- ARTS
- Books
- Movies
- Music
- Television
- Theater
- STYLE
- Dining & Wine
- Fashion & Style
- Home & Garden
- Weddings/Celebrations
- TRAVEL
- All Blogs
- Cartoons
- Classifieds
- Corrections

\$26 Billion Deal Is Said to Be Set for Homeowners

By NELSON D. SCHWARTZ and SHAILA DEWAN
 Nearly two million Americans could benefit from mortgage relief from the nation's biggest banks, as part of a broad government settlement to be announced as early as Thursday.

Graphic: Help for Some Homeowners

CAMPAIGN 2012

A Wealthy Backer Likes the Odds on Santorum

By JIM RUTENBERG and NICHOLAS CONFESSORE
 Few people played a more pivotal role in Rick Santorum's victories in Minnesota, Missouri and Colorado than Foster Friess, a wealthy donor



Southern Company

Approval Seen for Georgia Nuclear Plants

By MATTHEW L. WALD
 For the first time since 1978, the Nuclear Regulatory Commission is expected to license two new reactors for the Southern Company's Alvin W. Vogtle Plant, above.

Austerity Talks Hit a Wall in Greece

By RACHEL DONADIO and NIKI KITSANTONIS 35 minutes ago
 Greece's prime minister said talks with lenders would continue Thursday after they stalled over pension cuts.

Michigan Debates Use of Surprise Surplus

By MONICA DAVEY
 After a \$457 million surplus, Michigan officials must sort out whether it is safe to start spending again or if a rainy day fund may be the prudent



OPINION »
CONTRACEPTION DEBATE
Collins: Religions don't get to force their dogma on the larger public.

Greenhouse: Catholics are claiming a special right to conscience that trumps law.
Egan: There is a real possibility for compromise.

- Kristof: The White Underclass
- Editorial: A Terrible Transportation Bill
- Op-Ed: Ousted in Maldives | Related Op-Doc
- Op-Ed: Germany's Hidden Weaknesses
- Op-Ed: Impunity in Haiti

MARKETS » At 4:59 AM ET

Britain	Germany	France
FTSE 100	DAX	CAC 40
5,888.14	6,791.85	3,427.24
+12.21	+43.09	+17.24
+0.21%	+0.64%	+0.51%

Data delayed at least 15 minutes

Get there fast.
 Get there first.
 DealB%k
 dealbook.nytimes.com

GET QUOTES My Portfolios »



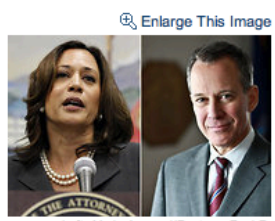
Are you Vanguarding your goals?
[See how we're different](#)

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States Negotiate \$26 Billion Deal for Homeowners

By NELSON D. SCHWARTZ and SHAILA DEWAN
Published: February 8, 2012

After months of painstaking talks, government authorities and five of the nation's biggest banks have agreed to a \$26 billion settlement that could provide relief to nearly two million current and former American homeowners harmed by the bursting of the housing bubble, state and federal officials said. It is part of a broad national settlement aimed at halting the housing market's downward slide and holding the banks accountable for [foreclosure](#) abuses.



Enlarge This Image
Left, Mario Anzuoni/Reuters; Fred R. Conrad/The New York Times
The attorney general of California, Kamala Harris, left, and New York's

Despite the billions earmarked in the accord, the aid will help a relatively small portion of the millions of borrowers who are delinquent and facing foreclosure. The success could depend in part on how effectively the program is carried out because earlier efforts by Washington aimed at troubled borrowers helped far fewer than had been expected.

- RECOMMEND
- TWITTER
- LINKEDIN
- E-MAIL
- PRINT
- SINGLE PAGE
- REPRINTS
- SHARE



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What's Popular Now

Jeremy Lin Has Burst From N.B.A. Novelty Act to Knicks Star

California Ban on Gay Marriage Is Struck Down

Capital One Bank
SMALL BUSINESS REWARDS CHECKING
DOUBLE REWARDS FOR EVERY BILL PAID ONLINE

IMPORTANT DISCLOSURES

New York Times

- By Design director **Khoi Vinh**

<http://www.subtraction.com/>

- Worked 2006-2010
- Brought the grid system and the characteristic of objective design of printed news to web design
- “Grids are Good”

http://www.subtraction.com/pics/0703/grids_are_good.pdf

Grid



<http://www.nikibrown.com/designoblog/2009/04/08/4-reasons-why-i-love-the-new-york-times-website/>

Hierarchy

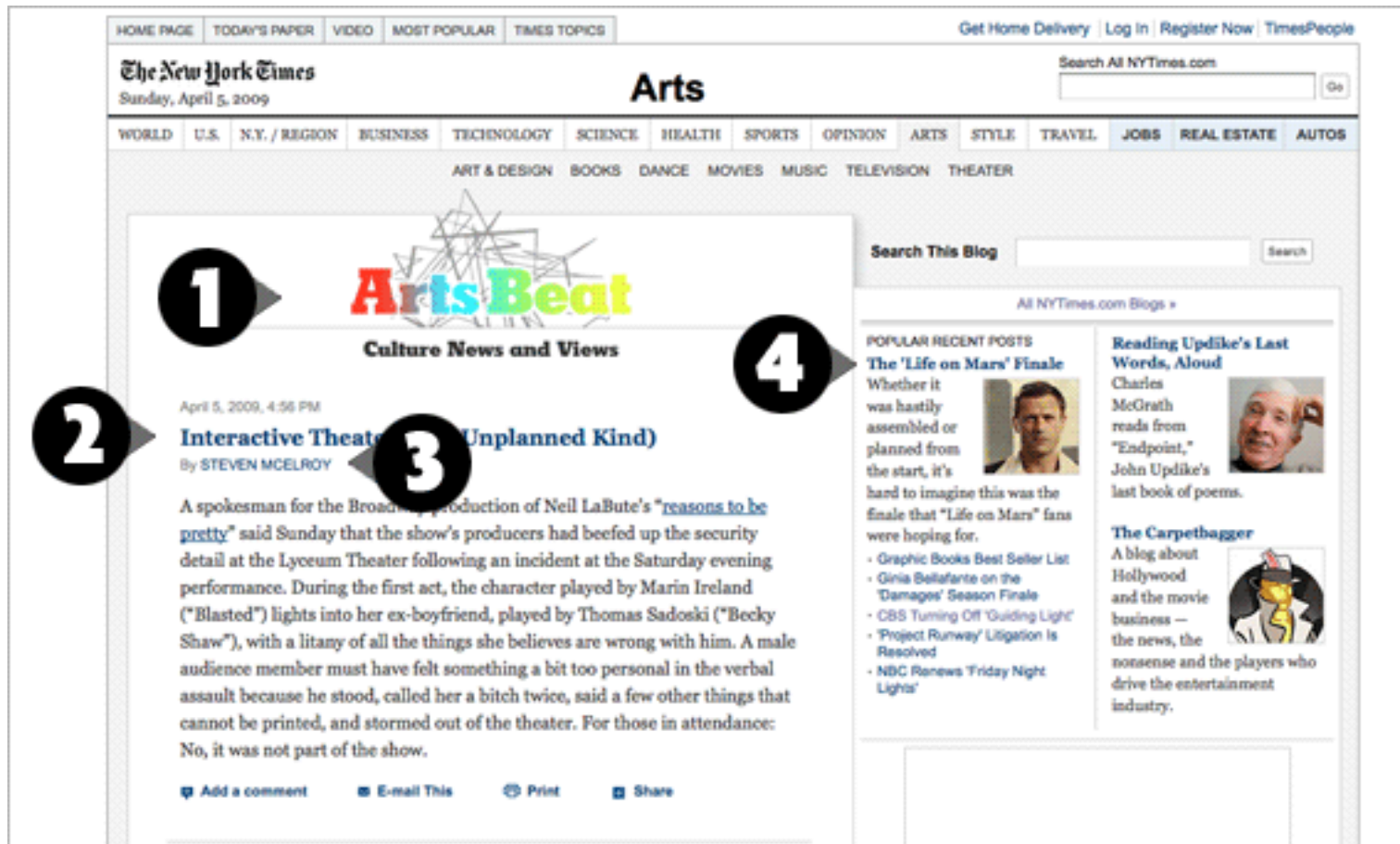
The screenshot shows the homepage of The New York Times with several annotations:

- 1**: The main masthead logo "The New York Times" and the date "Wednesday, April 8, 2009".
- 2**: The left-hand navigation menu, including categories like "WORLD", "U.S.", "POLITICS", "N.Y./REGION", "BUSINESS", "TECHNOLOGY", "SPORTS", "SCIENCE", "HEALTH", "OPINION", "ARTS", "Books", "Movies", "Music", "Television", "Theater", "STYLE", "Dining & Wine", "Fashion", "Home & Garden", "Weddings/Celebrations".
- 3**: The main article headline "Lost in Real World, Found via Cyberspace" by Brad Stone, featuring a photo of a couple on a cliffside.
- 4**: A secondary article headline "Somali Pirates Seize U.S. Ship With 21 Crew Members".
- 5**: The "OPINION" section, including "Proof: Last Call" and "Building on Layers of Tradition".

Other visible elements include the top navigation bar (HOME PAGE, TODAY'S PAPER, VIDEO, MOST POPULAR, TIMES TOPICS), the "MASTERS" tournament banner, the "Times Extra" link, a search bar, and a "MARKETS" section showing FTSE 100, DAX, and CAC 40 indices.

<http://www.nikibrown.com/designblog/2009/04/08/4-reasons-why-i-love-the-new-york-times-website/>

Hierarchy



<http://www.nikibrown.com/designoblog/2009/04/08/4-reasons-why-i-love-the-new-york-times-website/>