

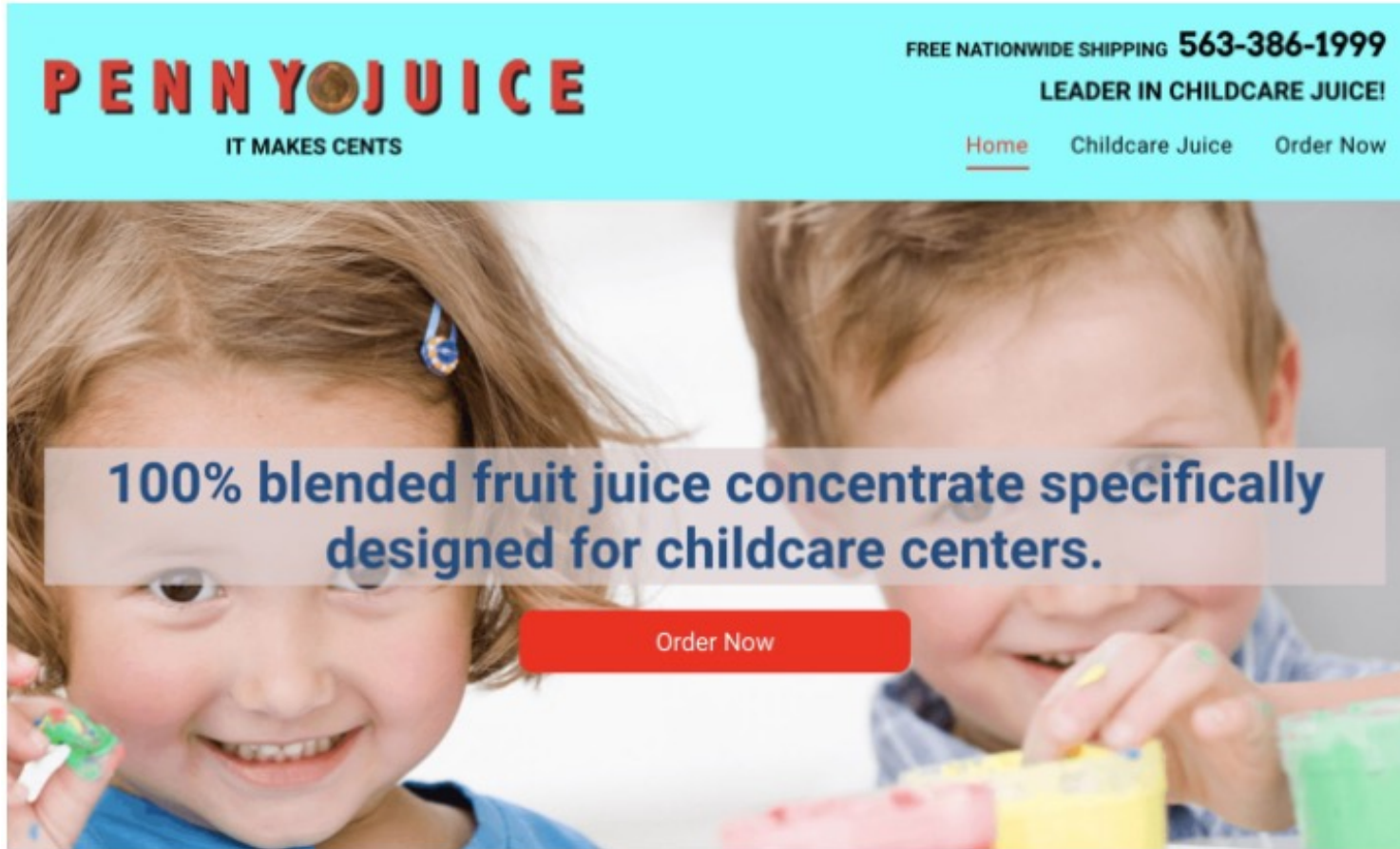
design guidelines web - part 4

material from web design course of Jonas Schmedtmann and from web development course of Angela Wu on Udemy

top guidelines

- Make **text** look professionally designed
- Use the power of **colors**
- Get and use amazing **images, fonts and icons**
- Create a layout using **whitespace and visual hierarchy**

there are many bad designs



The image shows a screenshot of the Penny Juice website. The top navigation bar is light blue and contains the following text: "PENNYJUICE" in large red letters with a coin icon for the 'Y', "IT MAKES CENTS" below it, "FREE NATIONWIDE SHIPPING 563-386-1999" on the right, and "LEADER IN CHILDCARE JUICE!" below that. A secondary navigation bar contains "Home" (underlined), "Childcare Juice", and "Order Now". The main content area features a photograph of two young children, a girl and a boy, smiling and playing with colorful paint. A semi-transparent grey box is overlaid on the photo with the text "100% blended fruit juice concentrate specifically designed for childcare centers." Below this text is a red "Order Now" button.

PENNYJUICE
IT MAKES CENTS

FREE NATIONWIDE SHIPPING **563-386-1999**
LEADER IN CHILDCARE JUICE!

[Home](#) [Childcare Juice](#) [Order Now](#)

100% blended fruit juice concentrate specifically designed for childcare centers.

[Order Now](#)

<https://www.pennyjuice.com>

bad designs

The screenshot shows the homepage of www.ARNGREN.net. The page is extremely cluttered with numerous small advertisements and product listings. At the top, there is a search bar and navigation links. The main content area is filled with various product categories such as 'Elektriske-Kjøretøy', 'Elektrisk-ATV', 'Roboter', 'Kjøpsloven', '3-Hjuls el-sykkel', 'Fotball-Trener', 'el-bil', 'el-scooter', 'Fatbike-1500w', 'G-Toy', 'el-Bil; Cross-Rider', 'el-sykkel', 'Luft-jekk', 'Kraftig 3-Hjuls el-sykkel', 'RC Tank i Metall', 'Elektrisk-ATV 6000 watt', 'EL-Scooter 5000 watt', 'Styreenhet & Fordelele til Bil', and 'RC Fly-Båt'. The layout is chaotic, with overlapping text and images, making it difficult to navigate. The overall design is a prime example of a poorly structured and cluttered website.

<http://arngren.net>

<https://weblium.com/blog/21-bad-website-examples-of-2018/>

bad designs

Complimenti.....Sei entrato nel piu' completo Portale sulle Medici!



CERCA - SEARCH
(nel sito - on the site)

"Natura Alternativa" per [COPPO](#) e [ZURLO](#)
"Alternative Medicine" for [BOAZ](#) and [WINE](#)

GUIDA alla SALUTE con la Natura

"La vita è ciò che ne facciamo" (Socrate)

MEDICINE NATURALI: questo è il Portale, il Sito della Via al Benessere con la MEDICINA NATURALE
la Salute è nelle vostre mani! ecco la via Quale per uscire dalle "malattie" che in realtà sono solo sintomi dell'UNICA malattia che è l'assottigliamento PolsoFieco
...il bonco vitameo, la Natura guarisce...con le nuove [medicines naturali](#)



Tutte le più importanti ed efficaci Medicine Naturali le trovate qui!
(il talo lo della Salute [L'Espresso](#) [L'Espresso](#) La Medicina Naturale alla portata di TUTTI)
I [NINNOVA Medicina Naturale](#) in questo Millennio, grazie per l'Internet, [Rivoluzione](#) e [TUTTI](#)
per mezzo dell'[autoeducazione](#) della Salute in modo naturale (SENZA [farmaci](#) e [Vaccini](#))

Se vuoi conoscere il tuo stato di [Rinascenza](#) e migliorarlo con queste speciali apparecchiature [esclusivamente](#)
che neppure gli ospedali hanno, [scrivete via mail la vostra storia](#)

Poco permette anche di analizzare qualsiasi prodotto esistente e la sua compatibilità o meno, con il soggetto analizzato
vedi anche [Medicine Quantitative](#)

Quindi se volete fare un test di [Biochimica](#) [test di controllo del livello di Salute, Benessere](#)...
scrivete O.K. [info@mednat.org](#)

"Chi non grida la verità, quando la sa, si fa sempre dei falsari e degli imbrogliatori" - By [Charles Darwin](#)
"Potete ingannare tutti per un po', potete ingannare qualcuno per sempre, ma NON potete ingannare TUTTI per sempre" - By [Albert Einstein](#)
"L'onestà è diffondere quello che qualcuno non vuole che si sappia, il resto è [conoscenza](#)" - By [Giorgio Napolitano](#)
"Se un uomo non sa rischiare per le sue idee, vuol dire che le sue idee non valgono nulla o che non vale nulla lui" - By [Eric Pound](#)

DIRITTO ALL'INFORMAZIONE
La capacità di [conoscere](#) e [diffondere informazioni](#) e [conoscenza](#) è un bene dell'[umanità](#), ed è quindi [INALIENABILE](#)
La libera produzione e circolazione delle informazioni, la capacità e la possibilità dell'[accesso libero](#) NON suddito ma [Aut-Ma Scienza](#), di divenire protagonista attivo e non passivo dello scambio
comunicativo: la ricchezza e la pluralità delle fonti, [libertà di pensiero](#) e di [stampa](#) costituiscono valori fondamentali di una [democrazia avanzata](#) e sono condizioni per il progresso civile di una
qualsiasi [civiltà](#) del mondo.
Ecco perché è nato il sito [mednat.org](#) per divulgare [informazioni](#) (ciò che si sta formando) ed il [Senso, significato dell'Esistenza](#)!

"Un essere umano è parte di un intero chiamato Un'Isola. Egli sperimenta i suoi pensieri e i suoi sentimenti come qualcosa di separato dal resto, una specie di illusione artificiale della coscienza. Questa illusione
è una specie di prigione, il nostro compito deve essere quello di liberare noi stessi da questa prigione attraverso l'allargamento del nostro circolo di conoscenza e di comprensione, sino a includere tutto
le creature viventi e l'infinità delle nature nelle sue bellezze"
- By [Albert Einstein](#)

"La legge della biologia richiede la cooperazione. La legge dell'economia richiede la competizione. Quindi, una società competitiva è intrinsecamente patologica.
La competizione è l'aspetto contrario della [cooperazione](#), come facile a ritenere con qualcuno, se debbo competere con lui, perché a vincere io a vincere tu?
Finché esiste un regime fondato sulla competizione tra gli esseri umani il problema della felicità non potrà mai essere risolto".
- By [Karl Popper](#) - Italia

Quello che gli occhi di certi soggetti... non vedono.
"Le persone hanno delegato le loro anime ai preti, la salute ai medici, i soldi ai banchieri e i figli alle scuole, e così hanno smesso di controllare la propria vita"
- By [Raymond Carver](#)

"Che ci piaccia o no, siamo noi la causa di noi stessi. Nascondo in questo mondo, cadiamo nell'illusione dei sensi; crediamo a ciò che appare, ignoriamo che siamo ciechi e sordi. Allora ci azzecca la paura e
[suscettibilità che sono stati che nessuno avrebbe il senso del vero, senza la Natura](#)

<http://www.mednat.org/>

<https://weblium.com/blog/21-bad-website-examples-of-2018/>

It is worth having a good design

(a)



(b)



How much would you pay for a childrens' juice from (a) or (b)? answer 1\$ vs 3\$ on average, (Angela Wu: The Web Development bootstrap, Udemy course)

text

text: use font size between 15 and 25 pixels

Okay, I'll be honest with you right away. The title is a little misleading. I started learning Swift 4 months ago and I knew *some* coding before that. But I have never created a native app for any platform. Thinking about it now, I had no idea what I was up against...

For you to understand the *how* I did it, first I must tell you the *why*.

Traveling back in time

I always loved computers. My father bought our first machine when I was around 8 years old, and I became hooked in a second. It had a blurry CRT screen and it was running DOS, but it did what *you* wanted it to do. That thing was pure magic for God's sake! Of course I mostly played games on it but I fell in love with the

Bad design: 14px

Bad design: 30px

headlines: use really big font sizes

canary

HOW IT WORKS

COMPARE

TECHNOLOGY

HELP

BUY

Good design: 90px

Smart home security
for everyone.

▶ WATCH VIDEO

line spacing: 120 to 150%

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Good design: 150%

40-60 characters per line



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in

← too long →

→ too short ←

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea



← just right →

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

40 to 60 characters per line



Main page
Contents
Featured content
Current events
Random article
Donate to Wikipedia
Wikipedia store

Interaction
Help
About Wikipedia
Community portal
Recent changes
Contact page

Tools
What links here
Related changes
Upload file
Special pages
Permanent link
Page information
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Article Talk

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Typography

From Wikipedia, the free encyclopedia

Not to be confused with Topography, Typology, or Typographer (typewriter).

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters (kerning^[1]). The term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process. Type design is a closely related craft, sometimes considered part of typography; most typographers do not design typefaces, and some type designers do not consider themselves typographers.^{[2][3]} Typography also may be used as a decorative device, unrelated to communication of information.

Typography is the work of typesetters (also known as compositors), typographers, graphic designers, art directors, manga artists, comic book artists, graffiti artists, and, now, anyone who arranges words, letters, numbers, and symbols for publication, display, or distribution, from clerical workers and newsletter writers to anyone self-publishing materials. Until the Digital Age, typography was a specialized occupation. Digitization opened up typography to new generations of previously unrelated designers and lay users. As the capability to create typography has become ubiquitous, the application of principles and best practices developed over generations of skilled workers and professionals has diminished. So at a time when scientific techniques can support the proven traditions (e.g., greater legibility with the use of serifs, upper and lower case, contrast, etc.) through understanding the limitations of human vision, typography as often encountered may fail to achieve its principal objective: effective communication.

Contents [hide]

- Etymology
- History
 - Evolution
 - Experimental typeface uses
 - Techniques
- Scope
- Text typefaces
 - Color
 - Principles of the typographic craft
- Display graphics
 - Advertising
 - Inscriptional and architectural lettering
- See also
- References
 - Citations
 - General sources
- External links

Bad design: long lines of text

Not logged in Talk Contributions Create account Log in



fonts: serif and sans-serif



Sans-serif



Serif



Serif
(red serifs)

- More neutral
- Clean
- Simple
- Modern websites

- Traditional
- Storytelling
- Long reading

emotion behind fonts



why this magazine selected this font?



sans-serif

Google web fonts

- Open Sans

Grumpy wizards make toxic brew for the evil Queen

- Lato

Grumpy wizards make toxic brew for the evil Queen

- Raleway

Grumpy wizards make toxic brew for the evil Queen

- Monsterrat

Grumpy wizards make toxic brew for the evil Queen

- PT Sans

Grumpy wizards make toxic brew for the evil Queen

serif

Google web fonts

- **Cardo** Grumpy wizards make toxic brew for the evil Queen
- **Merriweather** Grumpy wizards make toxic brew for the
- **PT Serif** Grumpy wizards make toxic brew for the evil Queen

use **contrast** to create interesting design



Serif-ness



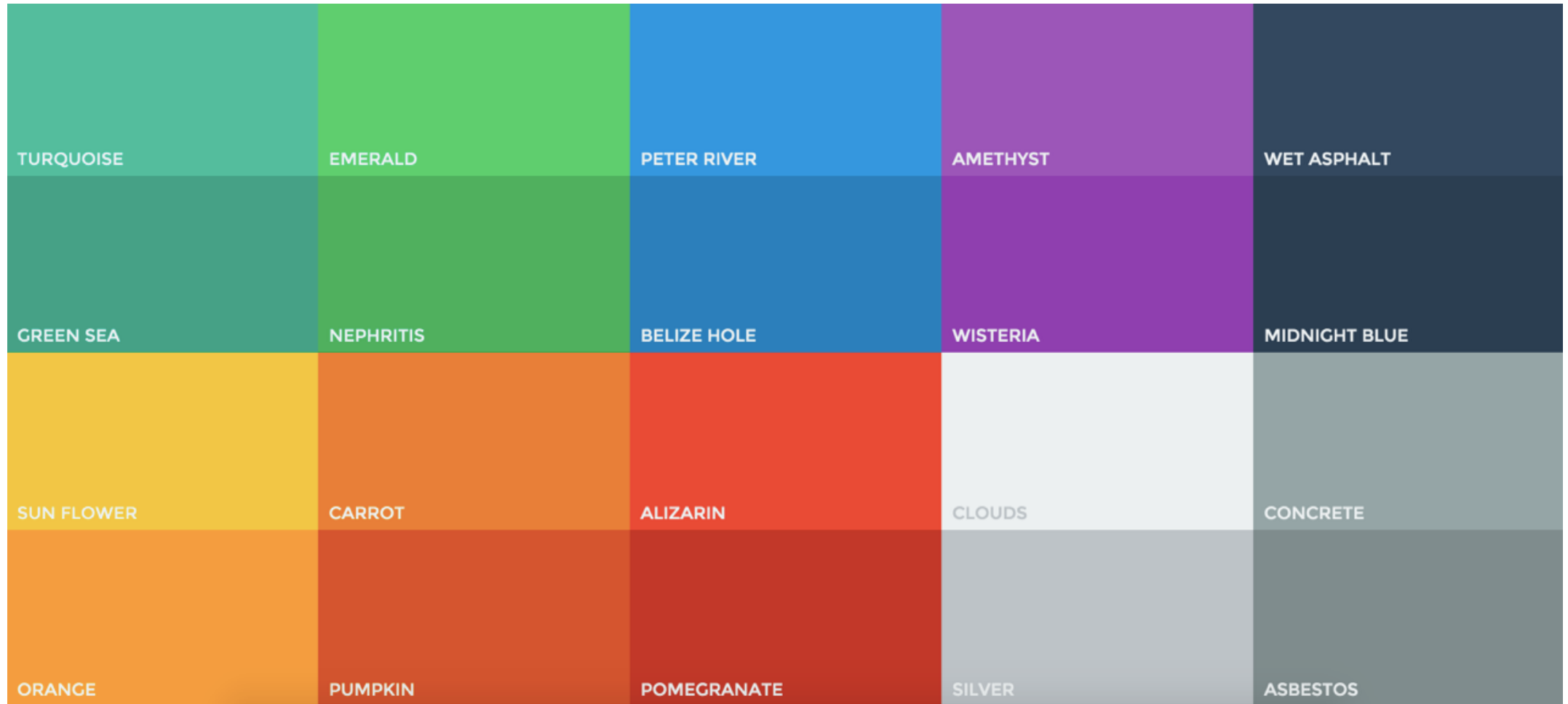
Weights

on font selection

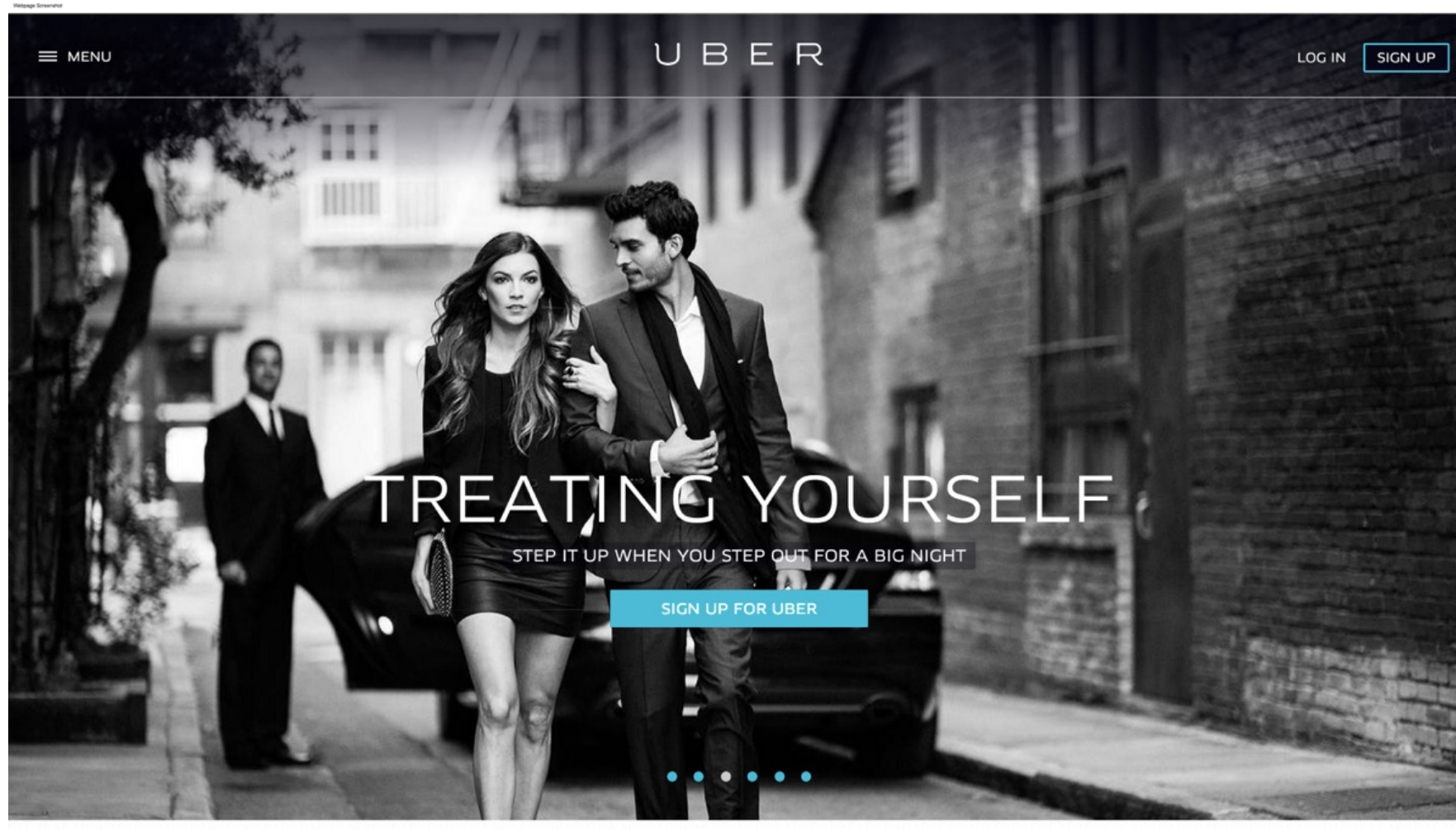
1. Chose a font which reflects the look and feel we would like to convey for the website
2. Decide: sans--serif or serif typeface?
3. Use a good font . e.g. never *comic sans*
4. Use only that one typeface

colour

use only one base colour



use colour to draw attention



Color moods



pick up the appropriate color mode according to the message to be conveyed to the user



analogous – complementary colours



analogous combinations seem harmonious,
used for example in navigation bars, logos
etc.



complementary colour palette is good for
creating high contrast

example
of analogous
colour scheme

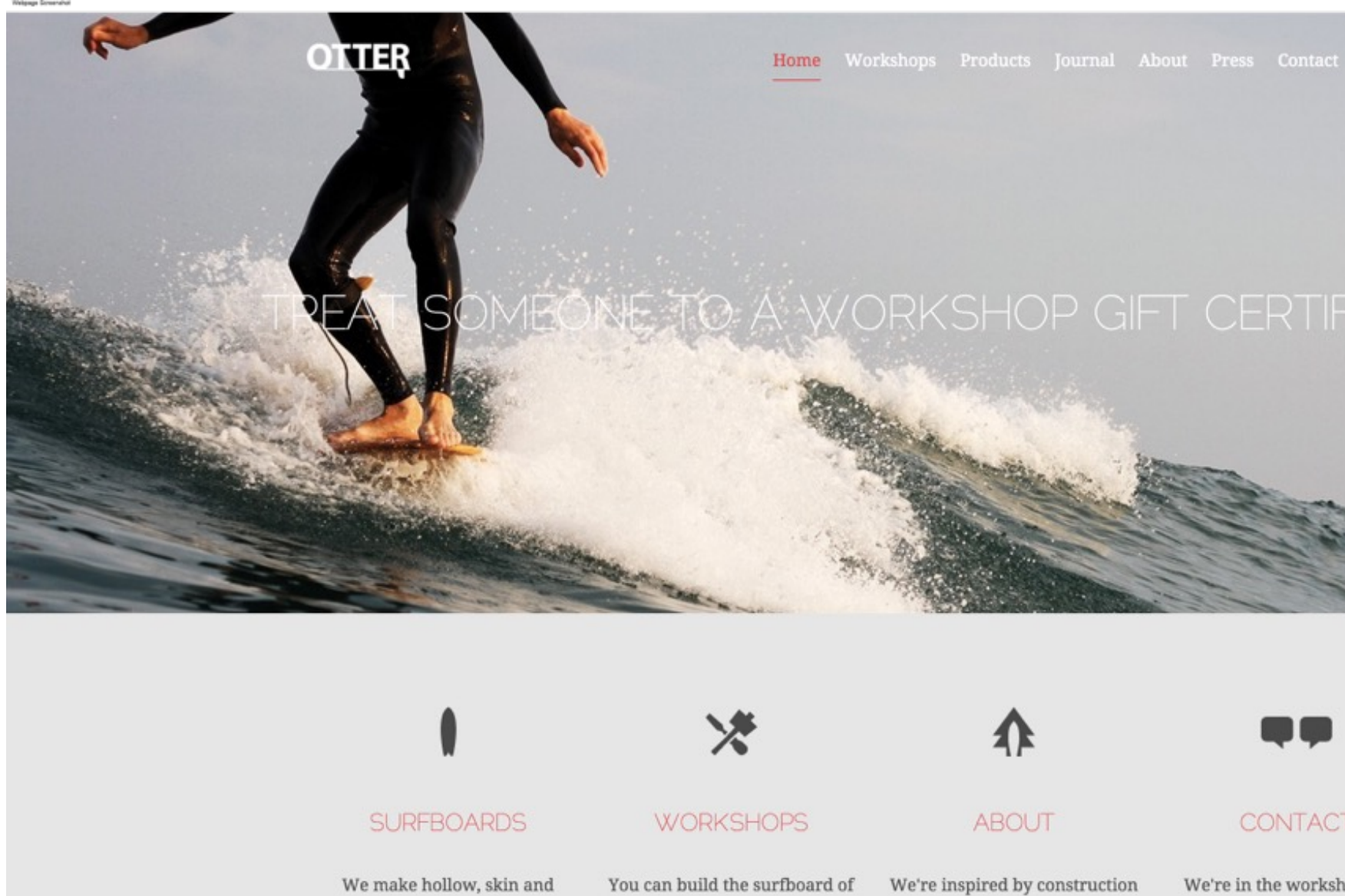


example of contrasting colour scheme

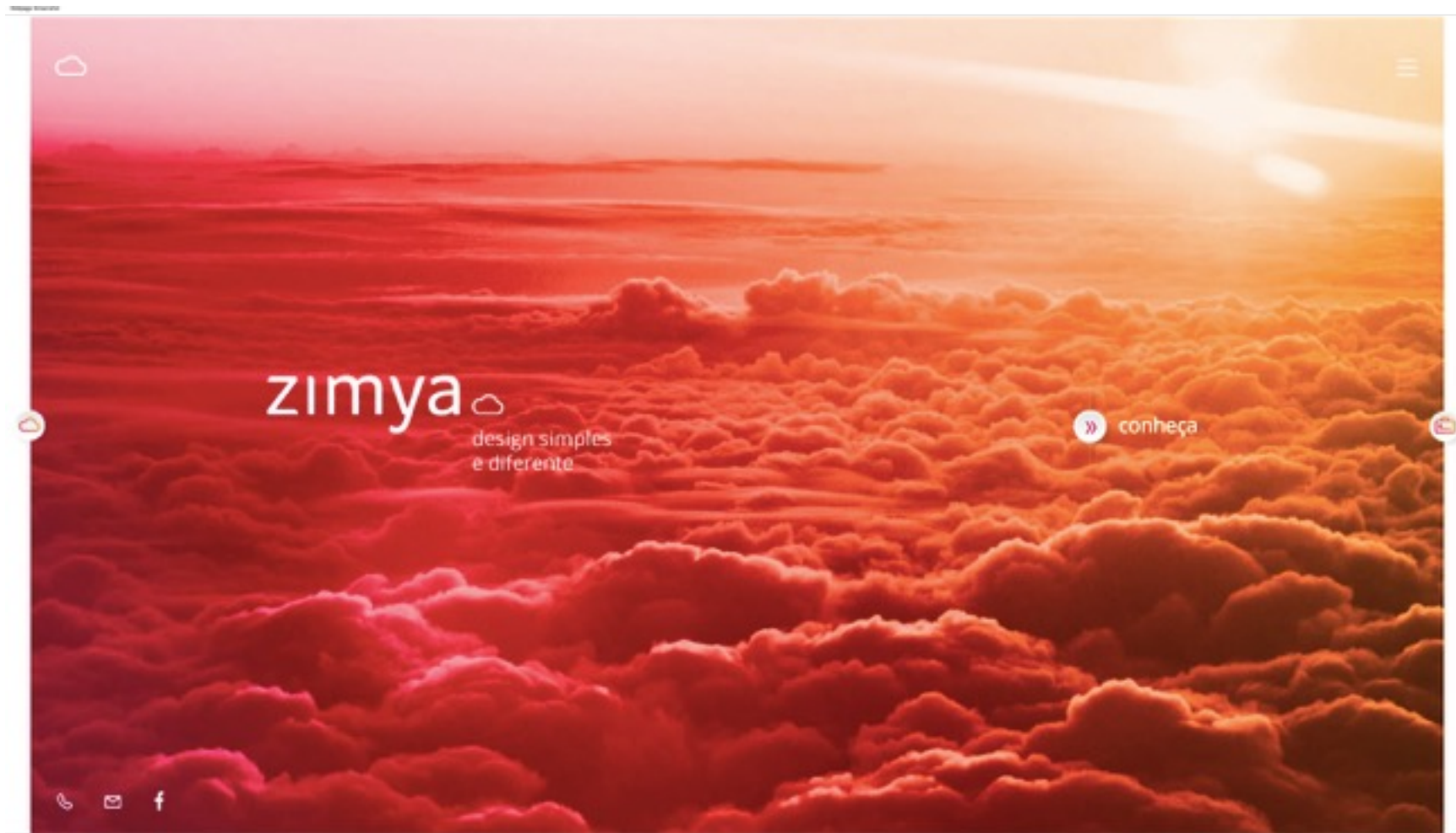


images

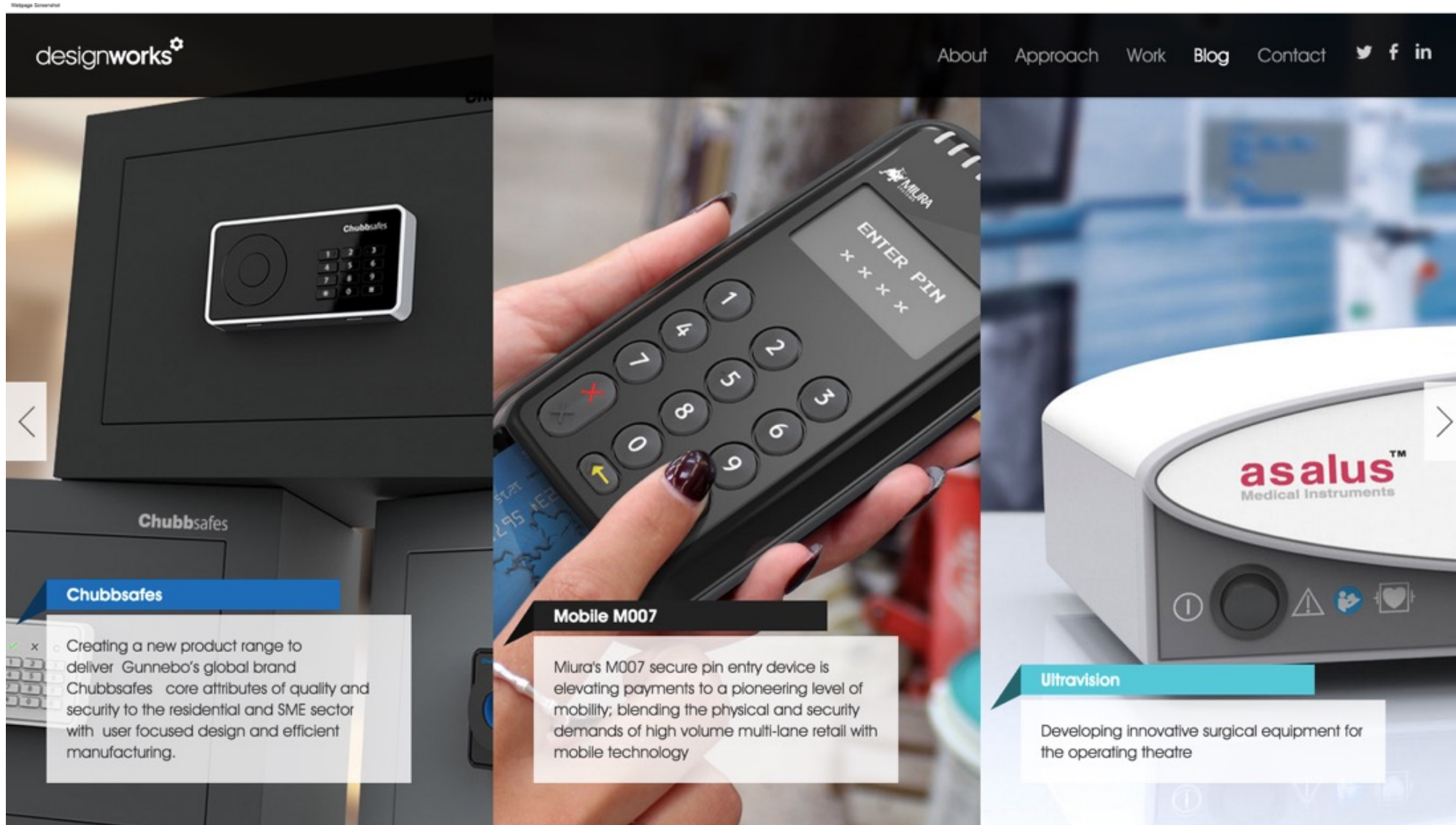
put text directly on the image



overlay the image



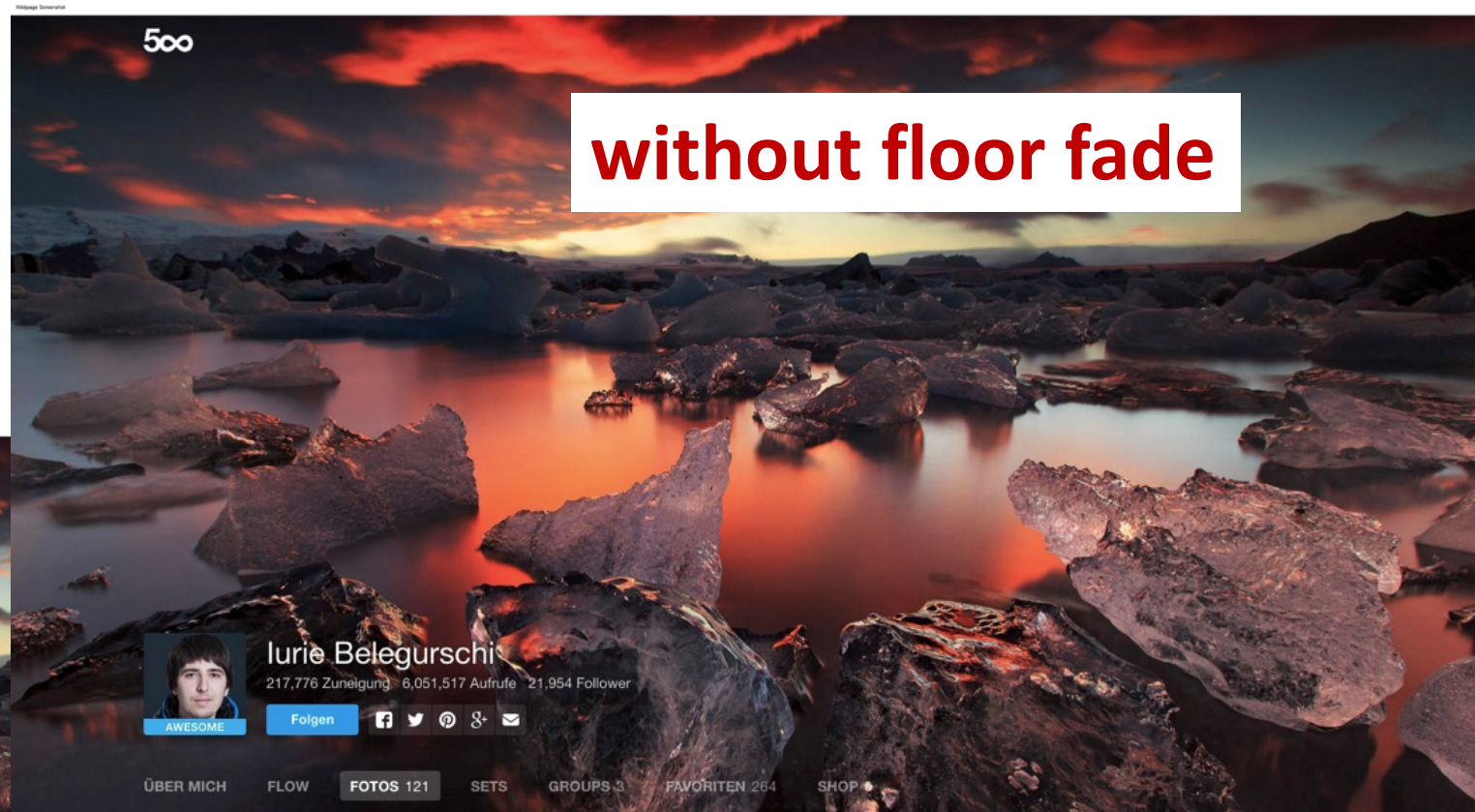
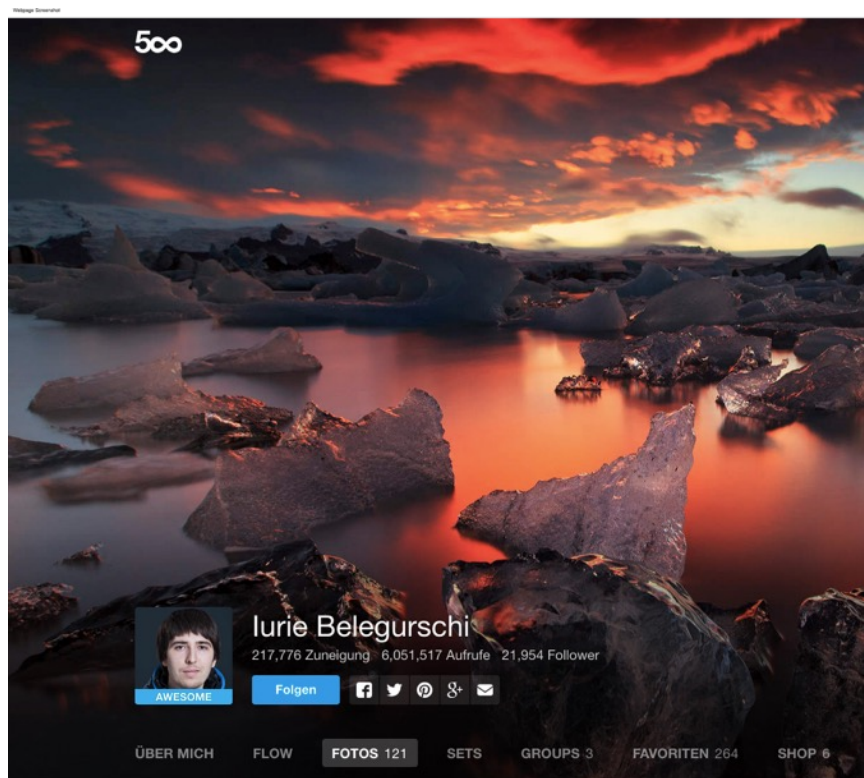
put text in a box



blur the image



use floor fade



with floor fade

icons

use icons to list features or list steps



Portable WiFi

Connect all of your devices, and never hunt for reliable WiFi again. [Learn more >](#)



No-nonsense Pricing

Ditch subscriptions and contracts. Pay only for what you use. [Learn more >](#)



Nationwide coverage

Everywhere you go, the WiFi goes with you. Never miss a beat. [Learn more >](#)



Step 1

Enjoy your new Mod notebook. Fill it in 2 days or 2 years. We'll digitize it when you're ready.



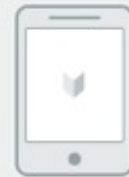
Step 2

Once you've filled your notebook, mail it back to us using the pre-paid shipping envelope hidden in the back cover (shipping included).



Step 3

We scan and digitize it for free within 5 days. Have the notebook recycled or returned to you. It's your choice.



Step 4

Enjoy your notes from anywhere in our beautiful Mod app. Start your next notebook, and let the love continue.

use icons to list features or list steps



Flexible Taxonomies

Make no mistake. Statamic is anything but static. Relate your content with practically anything.



Full Version Control

Everything, from content to config, can be version controlled. Hello there, peace of mind. How've you been?



Easily Themable

Creating a theme is as easy as zipping up your assets. Design and build it your way, every time.



Powerful Search

Powerful and highly customizable search is made available by our 1st party add-on [Bloodhound](#).



Form Builder

Build forms how you've always imagined, complete with automatic validation & emails. [Check out Raven!](#)



Mapping Made Easy

Craft maps with markers, tooltips, and more with robust tools built right into the core.



Members and Groups
















Runs Anywhere





Endlessly Extendable

use icons for actions – menu selections

-  **News Feed** 
-  Messages 2
-  Events 1
-  Photos
-  Browse
-  Pages Feed 20+
-  Saved 1

-  **What to Watch**
-  My Channel
-  My Subscriptions
-  History
-  Watch Later

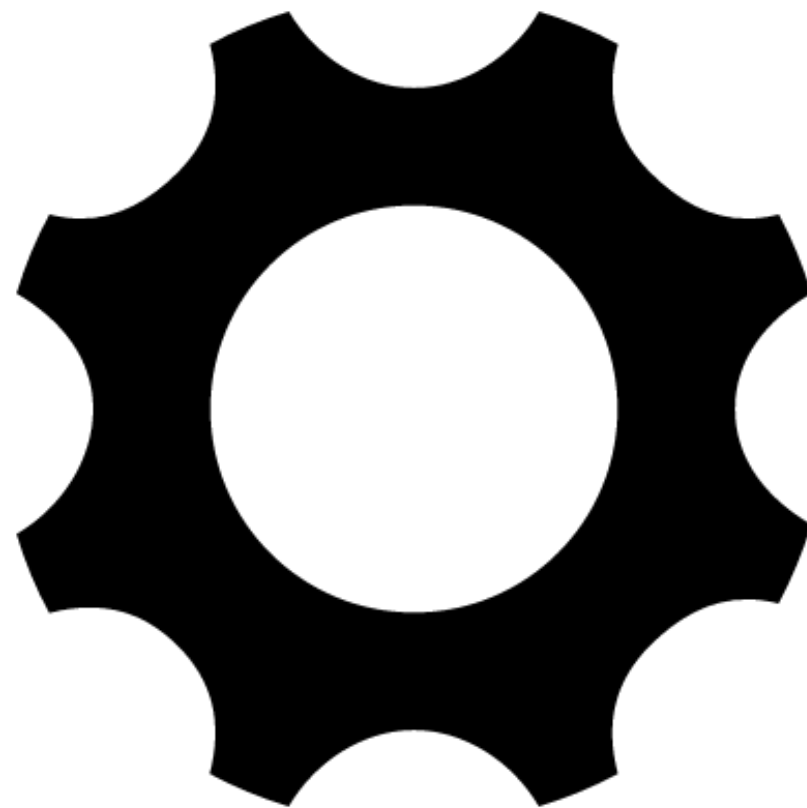
PLAYLISTS

-  Web Design Tutorial for...
-  Liked videos

use icon fonts if possible



bitmap image at 300%



vector image at 300%

layout

use whitespace

- Put whitespace between elements
- Put whitespace between groups of elements
- Put whitespace between website's sections
- Do not exaggerate with whitespace

use whitespace



which shop do you trust for their products?

the value of white space

The image displays two side-by-side advertisements for Noise Cancelling Headphones, illustrating the value of white space in design.

Left Ad (Cluttered):

- Top Left:** A red diagonal banner with the word "New!" in white.
- Top Center:** The text "Noise Cancelling Headphones" in a large, bold, black font.
- Middle Left:** A red horizontal band with the text "100% noise cancellation" in white.
- Center:** A large, stylized black and white illustration of a pair of headphones.
- Center Right:** A red circular badge with the text "Only \$20" in white.
- Bottom Left:** The "Noise Maker" logo in a black box.
- Bottom Center:** The text "Buy at all good electronic retailers now!" in black.

Right Ad (Minimalist):

- Center:** A large, stylized black and white illustration of a pair of headphones, centered in a large white space.
- Center Below:** The text "100% noise cancellation" in a small, black font.
- Bottom Left:** The "Noise Maker" logo in a black box.
- Bottom Center:** The text "Only \$20.00 Buy at all good electronic retailers now" in black, with "Only \$20.00" in red.

use whitespace

OVERVIEW FEATURES TESTIMONIALS [DOWNLOAD THE APP](#)

Download free
Square Register is the perfect point-of-sale system, available in the App Store and Google Play. It's designed to run on a smartphone or tablet, on your counter or on the go.

Grow your business
Square Register is the point of sale that takes care of digital receipts, inventory, and sales reports and provides valuable analytics and feedback—so you can focus on your customers.

Powerful enough for anyone
Square Register serves businesses big and small, from corner bakeries to retailers around the world. It works with hardware and software accessories that make it easier to run your business.

Upgrades automatically
We're constantly improving with free updates that equip you with great new features to help you run your business more efficiently and effectively.

FEATURES

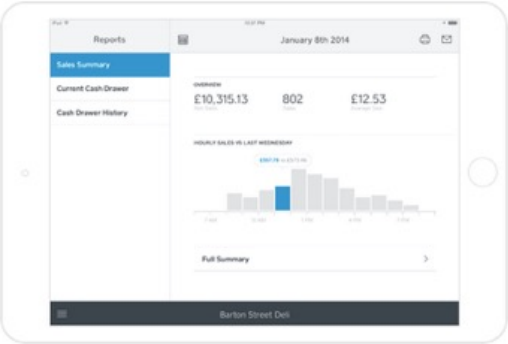
Track your sales in real time.
By recording cash, cards, or any other kinds of payments through Square Register, you can monitor sales trends and create sales reports for the day, month, or year. You can also track and issue refunds.

Tax preparation made easy
Square Register allows you to instantly populate a spreadsheet with your sales history for tax purposes—which means you don't have to spend nearly as much time preparing for taxes.

Control what information employees see.
With a manager PIN, you can control what your employees can see and do in Square Register on the iPad while logged into the administrative account.

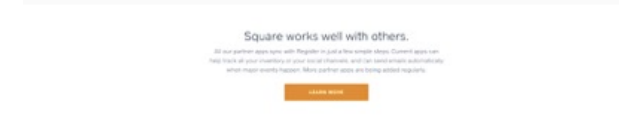
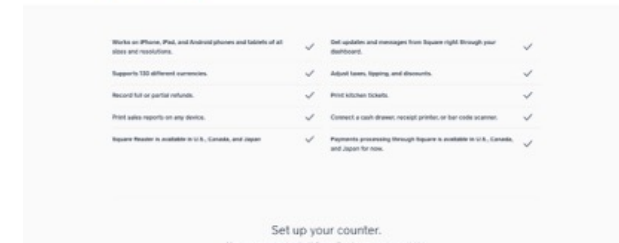
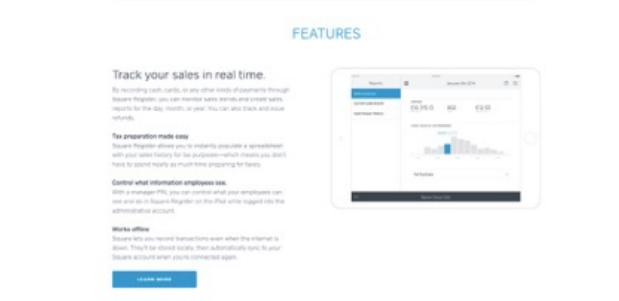
Works offline
Square lets you record transactions even when the internet is down. They'll be stored locally, then automatically sync to your Square account when you're connected again.

[LEARN MORE](#)




use whitespace to define hierarchy

Whitespace describes invisible relationships between the elements of the website



use alignment in a consistent way



Design Solutions
solving your design problems

1234 Main St
Springfield, IL 60528
123-456-7890

Fusce porta suscipit eros

Mauris elementum. Proin quis dolor ut augue imperdiet fringilla. In cursus, magna ut eleifend aliquam, risus lorem mattis mauris, eu congue nisi nisi et sapien. Donec eget dui. Praesent a diam. Cras nunc. Morbi id orci quis nisi consequat scelerisque.

Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

Fusce non ligula

Phaseilus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. ~~Nunc~~ volutpat dictum justo.

Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

Vivamus sodales

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

eget | turpis | metus | rutrum | commodo



Navigation


- [Nulla neque habitant morbi](#)
- [Nullam laoreet commodo](#)
- [Sed vitae nisi lacus enim](#)
- [Curabitur cursus faucibus](#)
- [Proin quis metus erat volutpat](#)
- [auctor mauris tincidunt quis](#)

[Quisque sit amet est et](#)
[ullamcorper placerat eleifend](#)
[vehicula elit feugiat vitae](#)

Cras aliquam. Aliquam ultrices dignissim enim. Donec hendrerit magna in libero. Suspendisse accumsan. In sed sapien non lorem lobortis egestas.

Fusce in libero id lacus auctor dignissim. Sed et arcu. Nunc felis enim, dapibus ac, tincidunt nec, feugiat et, dolor. Donec gravida ligula. Nulla a augue.





Design Solutions
solving your design problems

1234 Main St
Springfield, IL 60528
123-456-7890

Fusce porta suscipit eros

Mauris elementum. Proin quis dolor ut augue imperdiet fringilla. In cursus, magna ut eleifend aliquam, risus lorem mattis mauris, eu congue nisi nisi et sapien. Donec eget dui. Praesent a diam. Cras nunc. Morbi id orci quis nisi consequat scelerisque.

Duis vitae urna

Aenean ut risus nec tellus sodales bibendum. Morbi porta, urna nec aliquam condimentum, sapien lectus elementum est, in placerat elit mi pretium diam. Sed at lectus. Etiam laoreet massa vitae mauris blandit faucibus.

Fusce non ligula

Phaseilus sit amet leo. Proin fermentum congue purus. Fusce non ligula. Donec a erat. Curabitur mollis ultricies elit. Ut ut tortor nec metus commodo tristique. In hac habitasse platea dictumst. Donec bibendum, neque non dignissim accumsan, urna felis commodo libero, euismod imperdiet arcu felis tincidunt velit. Duis mollis interdum sem. Nunc volutpat dictum justo.

Donec hendrerit magna

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

Vivamus sodales

- Nulla sed tortor id neque consectetur auctor.
- Nullam laoreet erat eget nibh.
- Sed vitae nisi non enim semper rhoncus.
- Curabitur ac magna eu elit rhoncus ultrices.
- Proin quis metus nec mauris dictum convallis.
- In auctor mauris quis neque.

eget | turpis | metus | rutrum | commodo

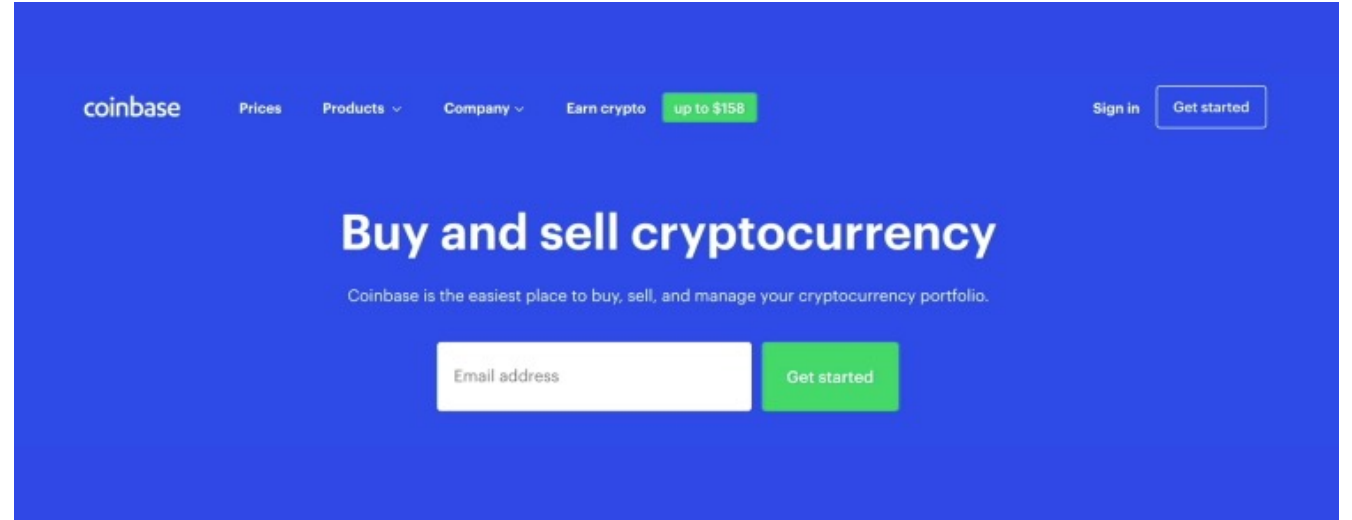
Define hierarchy



hierarchy

Draw attention
by using:

- size
- colour
- layout
- whitespace



Vs.



hierarchy

- Define where you would like the users to look first
- Establish a flow that corresponds to the content's message
- Use whitespace to build that flow

design resources

Google fonts:

<https://fonts.google.com/>

Fonts for free download:

<https://www.fontsquirrel.com/>

List of best free fonts for designers:

<https://www.creativebloq.com/graphic-design-tips/best-free-fonts-for-designers-1233380>

Very good for finding good font combinations:

[https:// www.fastprint.co.uk/blog/the-art-of-mixing-typefaces.html](https://www.fastprint.co.uk/blog/the-art-of-mixing-typefaces.html)

Color combinations

<https://colorhunt.co/>

Color wheel

<https://color.adobe.com/create/color-wheel>

Images

<https://unsplash.com/>

free images

<http://thestocks.im/>

icons

<https://fontawesome.com/icons?from=io>