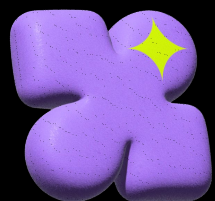
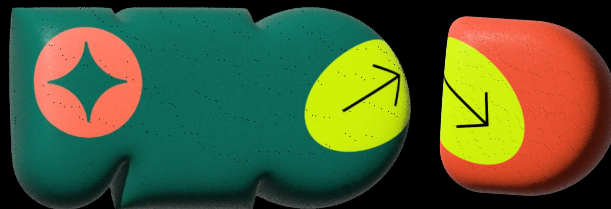


Class #8

DIGITAL MEDIA FOUNDATIONS

Class #8

HOW TO



THINK:

WEB



Today's agenda

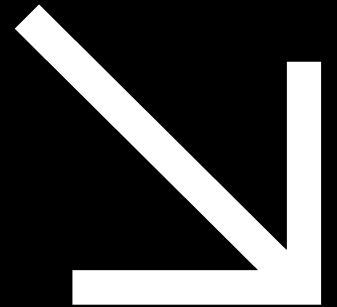
Web Design Foundations

How to think WEB?

Homework reviews

Your homework: move your creations into digital design products

Quick history of the www.web



VISUAL Web HISTORY

World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) , [Policy](#) , November's [W3 news](#) , [Frequently Asked Questions](#) .

[What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,[X11 Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#) .)

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help ?](#)

If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#) , etc.



[Yahoo](#) - A Guide to WWW

[[What's New?](#) | [What's Cool?](#) | [What's Popular?](#) | [Stats](#) | [A Random Link](#)]

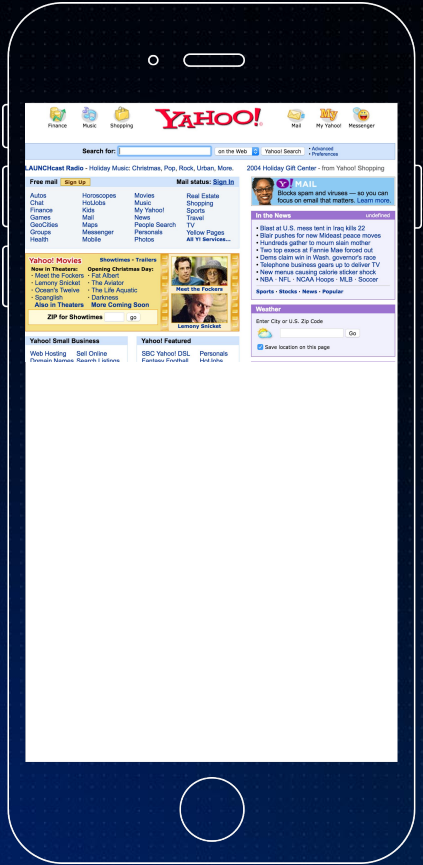
[Y Top](#) [↑ Up](#) [🔍 Search](#) [✉ Mail](#) [+ Add](#) [? Help](#)

- [Art\(466\)](#) NEW
- [Business\(6426\)](#) NEW
- [Computers\(2609\)](#) NEW
- [Economy\(743\)](#) NEW
- [Education\(1487\)](#) NEW
- [Entertainment\(6199\)](#) NEW
- [Environment and Nature\(193\)](#) NEW
- [Events\(53\)](#) NEW
- [Government\(1031\)](#) NEW
- [Health\(367\)](#) NEW
- [Humanities\(163\)](#) NEW
- [Law\(163\)](#) NEW
- [News\(185\)](#)
- [Politics\(148\)](#) NEW
- [Reference\(474\)](#) NEW
- [Regional Information\(2606\)](#) NEW
- [Science\(2634\)](#) NEW
- [Social Science\(93\)](#) NEW
- [Society and Culture\(648\)](#) NEW

23836 entries in Yahoo [[Yahoo](#) | [Up](#) | [Search](#) | [Mail](#) | [Add](#) | [Help](#)]

yahoo@akebono.stanford.edu

Copyright © 1994 David Filo and Jerry Yang



[AUNCHcast Radio](#) - Holiday Music: Christmas, Pop, Rock, Urban, More...
 [2004 Holiday Gift Center](#) - from Yahoo! Shopping

<p>Free mail Sign Up</p> <ul style="list-style-type: none"> Airmail Chat Finance Games Groups Health 	<p>Mail status: Sign In</p> <ul style="list-style-type: none"> Hot E-mails Music Shopping Sports Travel TV Yahoo! Pages All In One...
---	--

<p>YAHOO! MOVIES</p> <p>New in Theaters</p> <ul style="list-style-type: none"> - The Grinch - Lemony Snicket's A Series of Unfortunate Events - The Santa Clause 2 - The Life Aquatic with Steve Zissou - The Polar Express - The Santa Clause 3: The Escape Clause - The Year Without a Santa Claus <p>More Christmas DVDs</p> <ul style="list-style-type: none"> - The Grinch - The Life Aquatic with Steve Zissou - The Polar Express - The Year Without a Santa Claus <p>ZIP for Showtimes Go</p>	<p>Shorttimes Features</p> <p>Opening Christmas Day</p> <ul style="list-style-type: none"> - The Grinch - Lemony Snicket's A Series of Unfortunate Events - The Santa Clause 2 - The Life Aquatic with Steve Zissou - The Polar Express - The Year Without a Santa Claus <p>More Christmas DVDs</p> <ul style="list-style-type: none"> - The Grinch - The Life Aquatic with Steve Zissou - The Polar Express - The Year Without a Santa Claus <p>Lemony Snicket's A Series of Unfortunate Events</p>
--	--

<p>Yahoo! Small Business</p> <p>Web Hosting Sell Online Personal Finance Research Business</p>	<p>Yahoo! Featured</p> <p>SBC Yahoo! DSL Fantasy Football Personal Hot News</p>
--	--

MAIL

Watch signs and videos — so you can focus on email that matters. [Learn more.](#)

In the News [View More](#)

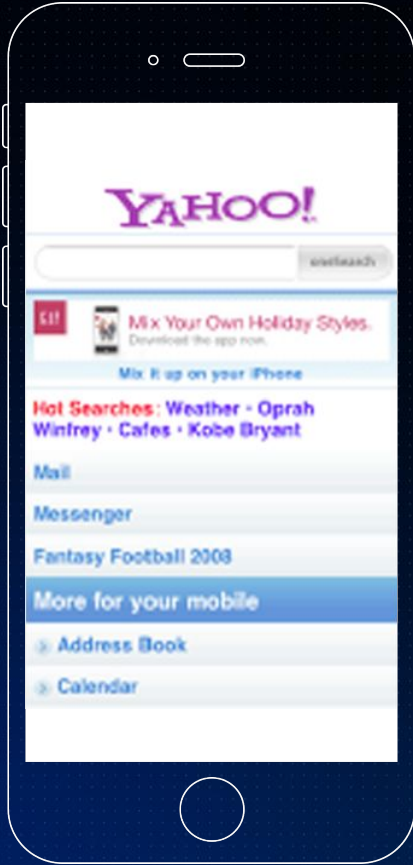
- [Billed as U.S. news week in the 1990s](#)
- [Blast pushes for new Midwest peace moves](#)
- [Handheld guitar is museum exhibit](#)
- [Two top execs at France Mass forced out](#)
- [Dennis signs with Wash. governor's race](#)
- [Telephone business gears up to deliver TV](#)
- [New manual tackling online holder abuse](#)
- [NBA - NFL - NCAA Hoops - MLB - Soccer](#)

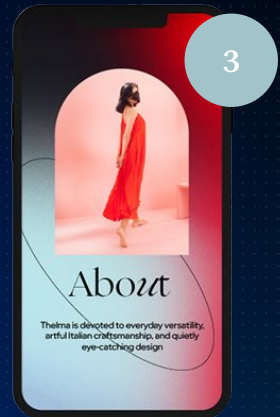
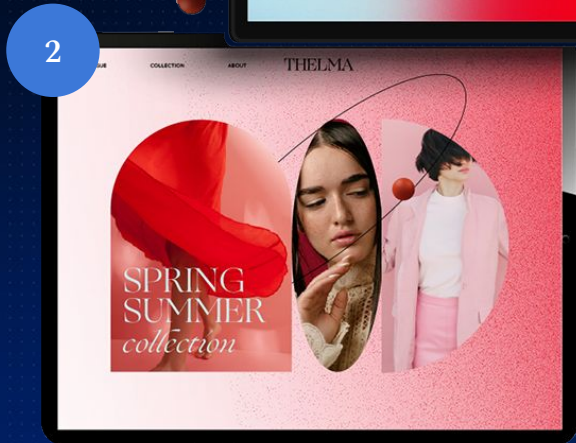
[Sports](#) [Blocks](#) [News](#) [Popular](#)

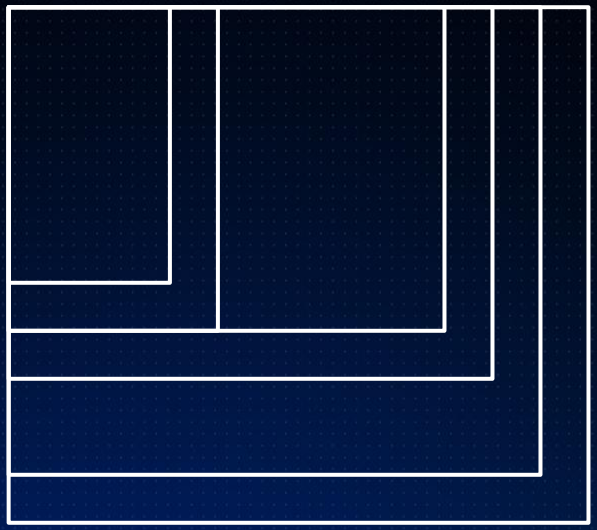
Where to

Enter City or U.S. Zip Code

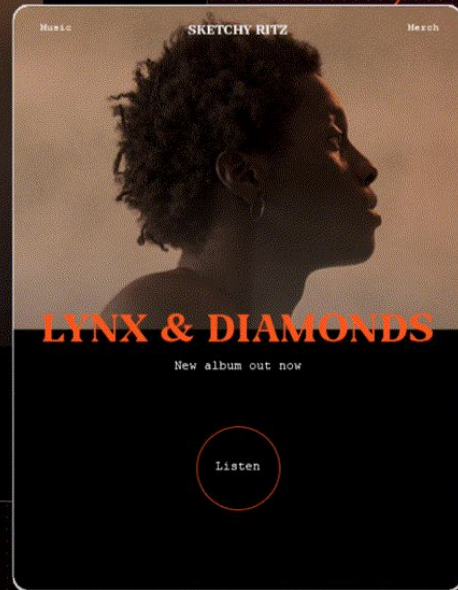
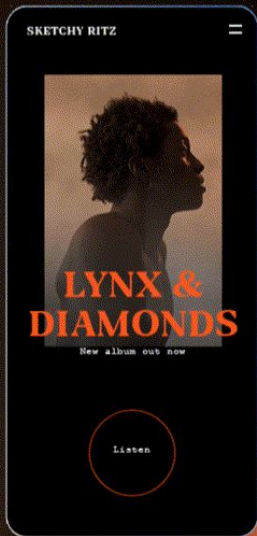
Save location on this page







8B ×





Responsive web design is an approach to web design which makes web pages render well on a variety of devices, windows or screen sizes



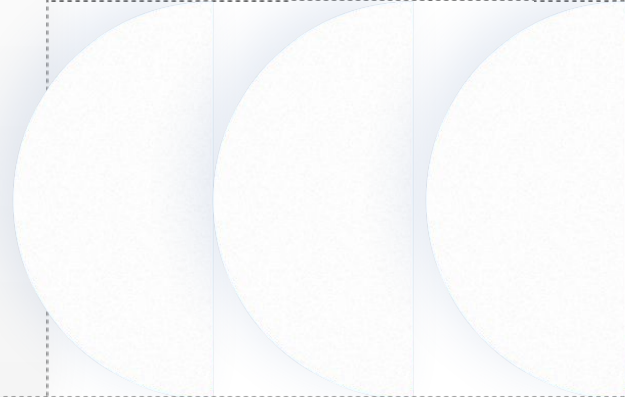
Basics of
WEB DESIGN

Yotam Kellner

Spring, 2024

“If you can design
one thing, you can
design everything.”

Massimo Vignelli



What makes
web design
different?

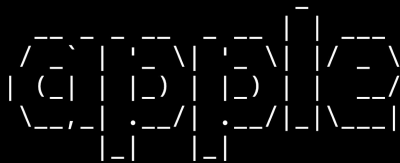


WEB DESIGN
EVOLUTION

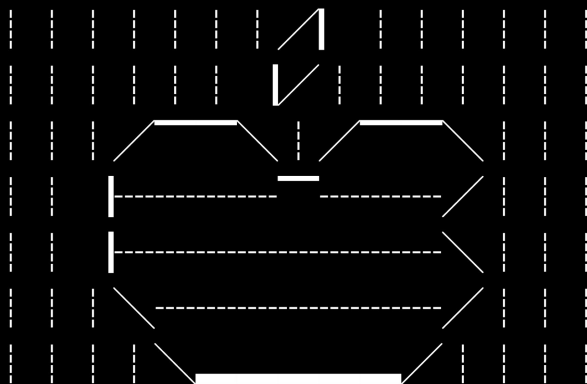
1989

The dark ages
of web design





iPhone - iCloud - iTunes

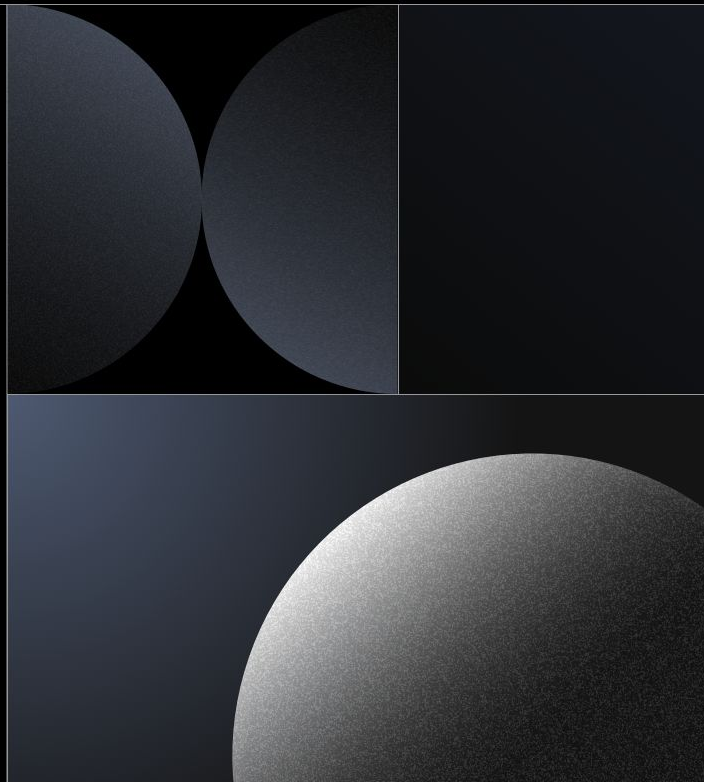


What have we
learned from the
dark ages?



i,

TYPOGRAPHY



Love + Money

Menu

GITAL + MONEY WAYS T

BLIND FAITH MARKETING

An agency for the downturn charging flat fees for what brands will always need: a value proposition, a marketing strategy and campaigns. Making the people creating your marketing anonymous, means better, faster and cheaper work. You can

모진이
이일레

Festival: For contemporary music and sounds, February 21 to 23, 2009

Oto Nove Swiss Paris

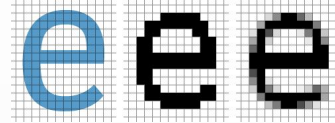
Typefaces [Data](#) [Skära](#) [Flux](#)
[Beaver Lumber](#) [Index](#) [Edward](#)
[Ruscha](#) [Femmes](#) [Naptime](#)
[Franco Fête](#) [GDawson](#)
[Photography](#)

11 landskab tegner gode og smukke landskaber til mennesker. Vi er åbne, ambitiøse og særlige i vores samarbejder og søger altid efter det særlige og bæredygtige i vores projekter.

Udvalgte projekter

Navn	Type	Status
Novo Nordisk på Vandløbsvej 12-027	Etteværv	Afsluttet 2016
Carlberg Rygen - Byggeartik 8 10-023	Rygen	Status Afsluttet 2016
BEA Medicenter 10-011	Etteværv	Status Afsluttet 2013
Guldbakkeskolen 14-016	Uden-velsing	Status Afsluttet 2016
Marmormøllen 14-037	Byg	Status Afsluttet 2016
Svanløkke	Type	Status

WEB FONTS



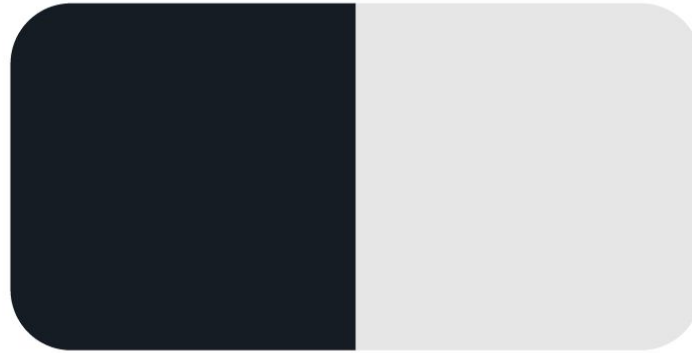
Google Fonts

min 16px

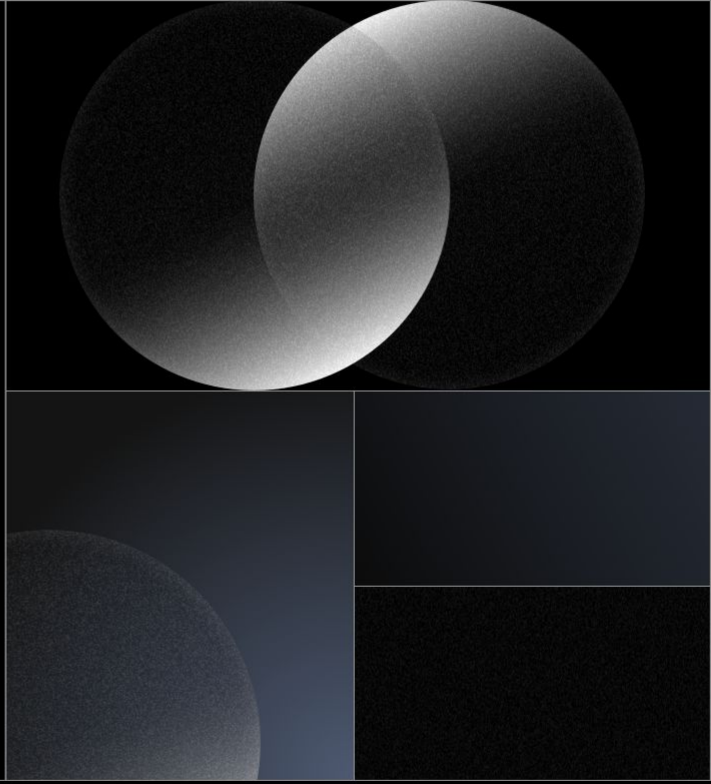
Thin
Thin Italic
Extra-Light
Extra-Light Italic
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Semi-Bold
Semi-Bold Italic
Bold
Bold Italic
Extra-Bold
Extra-Bold Italic
Black
Black Italic

1995

Tables –
the beginning



GRIDS



JUXTA PRESS

Editions Artists News

Filter: SERIES All-A-Z #FAVORITES (0)

Afterlife

For Julia's first series of prints, *Afterlife*, we invite artists to consider what comes after death. Through the different ways in which we and our cultures have developed a sense of death, we seek to address this universal experience. The practice is an open one, where every question has a possible or several answers, encouraging our interpretation of the work to be open to the viewer. In the process, we hope to encourage the viewer to think about the ways in which we have created the world and what it means for us. Each work is a unique expression of the artist's vision, and we hope to see you in person to discuss the work and the series.

Direzioni
by Giovanni Anselmi

Inasmuch as it has already taken place
by Gary Hill

The Soul Nover

ATELIER FLOREAN MARK

PRODUCTS INFO

LAB SHOPS

IMPRINT DE

Brandidentity Print Digital Packaging Spatial

MERE

UNMADE

Visual branding and design work including posters, packaging, and spatial design.

ARTS & SCIENCES DIRECTORS WHO WHAT WHERE NOW

A grid of 18 small images showing various scenes from films and television shows, including characters in dramatic settings, action sequences, and group shots.

Type Foundry Directory

Font	ansDrops	Tral. Fests	Festfold	Allex Fests	Variable Fests
29LT	Yes	Yes	Yes	-	-
299TF	Yes	-	-	-	-
A is for...	Yes	-	-	-	-
A2-Type	Yes	-	-	-	-
Alkyme	-	-	-	-	-
Anasthetic Type	-	-	-	-	-
Alex Chavot	-	-	-	-	-
AlfaType	Yes	-	-	-	-
Atlas	Yes	-	-	-	-
AlliPlano	Yes	Yes	-	-	-
Arrow Type	Yes	Yes	-	-	Yes

banyak

All Cinema Television Digital

The Disappeared

UK Cinema Release of Thank You For The Pain - Today

Transitions Film Festival 2018

The New Silk Road - Out Today

SIMA AWARDS 2018

1995

JavaScript
comes to
the rescue





Don't miss updates from us!

Mixtape normcore meditation edison bulb ennui scenester.

Subscribe now

Seem to be using an unsupported browser

To get the most out of using the new Return Path please login to the new experience with a supported browser.



IE 10



Chrome



Firefox



Safari



Opera

Got it

NO THANKS

By signing up, you agree to Nike's [Privacy Policy](#)

Give the gift that lets them pick their favorite pieces.

Shop Gift Cards

WISHLIST ≈ 4.99

Kulina Team

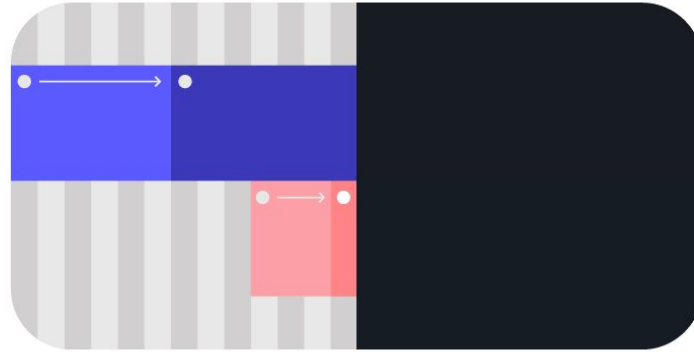
Ask us anything. We'd love to hear what brought you to Kulina!

Start a conversation...



1996

The golden
era of freedom



INTERACTIONS
ANIMATIONS
SHAPES

Hello Monday.

3 days until Monday

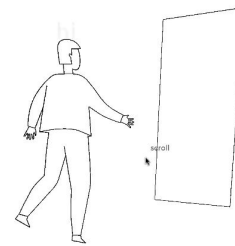


We make digital (and magical)...

Branding

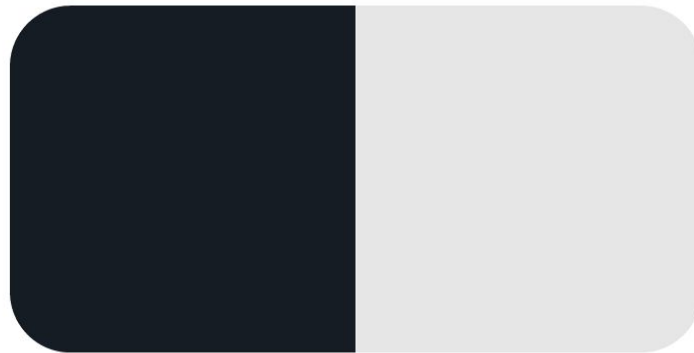


10



1998

Cascading Style Sheets



T H E M E S

LA
CONSOMMATION
ÉLECTRIQUE
D'INTERNET
ÉQUIVAUT À LA

What types of
digital devices
can you name?



PORTABLE

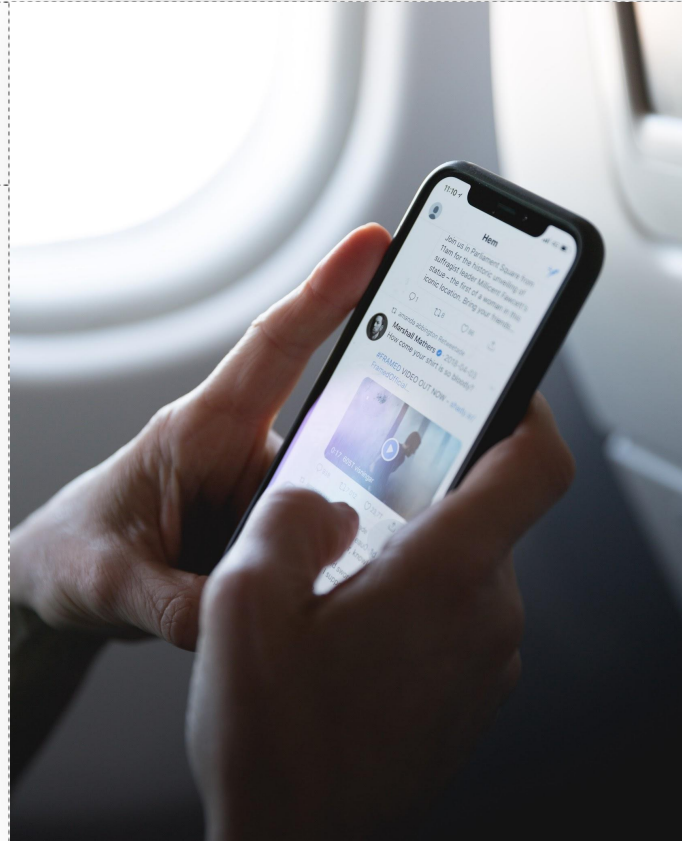
High interaction

Mobile phone

Smart watch

Tablet

Portable game console



STATIONARY

High interaction

Desktop computer

Smart TV

Gaming console

Smart home devices



STATIONARY

Low interaction

ATM

Store Kiosk

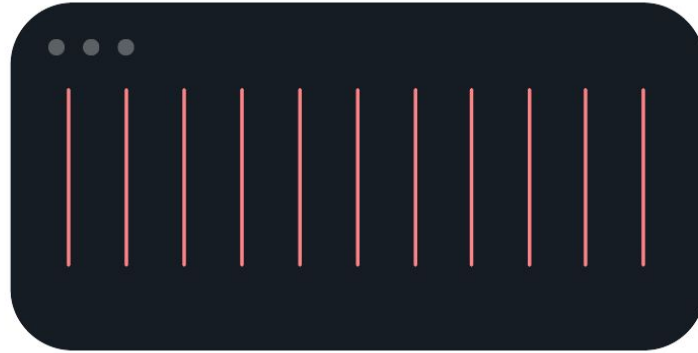
Digital billboard

Home & office appliances



2007

Mobile uprising.
Frameworks



12-column grid

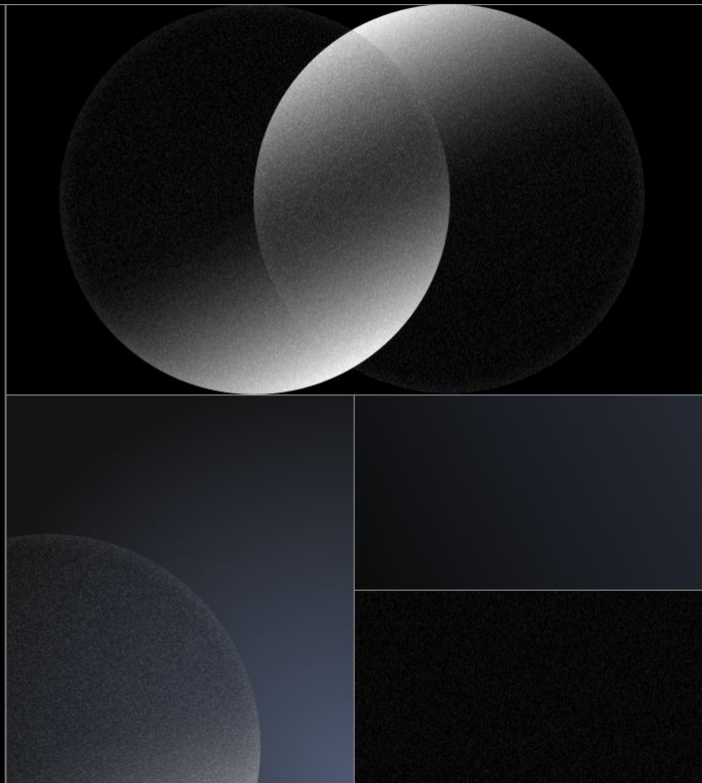
Small desktop

Tablet

Mobile



DESIGN
SYSTEMS



A bold new brand awaits



And you get to bring it to life

Fluent Design System

Fluent Design is the fundamental set of principles, design language, tooling, and resources used to create the Windows 10 user experience. It's a comprehensive system for creating consistency and cohesion through shared design language across products.

Open ecosystem, open design system.

Web Windows iOS Android

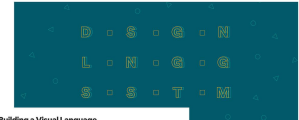
Build beautiful products, faster

Microsoft's design system, Fluent Design System, is the foundation for building beautiful products, faster.

Get design guidance and code

Microsoft's design system, Fluent Design System, is the foundation for building beautiful products, faster.

- Get started**
Get design guidance and code with the open design system and view the resources.
- Material Design guidelines**
Material Design principles, ideas, and components.
- Material Components for the web**
Material Design components for the web, open source and customizable.
- Dark theme**
Apply the look of Windows 10 to your apps, websites, and more.
- Material dark theme**
Apply the look of Windows 10 to your apps, websites, and more.
- Color Tool**
Apply the look of Windows 10 to your apps, websites, and more.



Building a Visual Language

Behind the scenes of our new design system

This article is part of a series on our new Design Language System. Here's how we moved beyond traditional design to create a new visual language. Click the links to read the rest of the series.

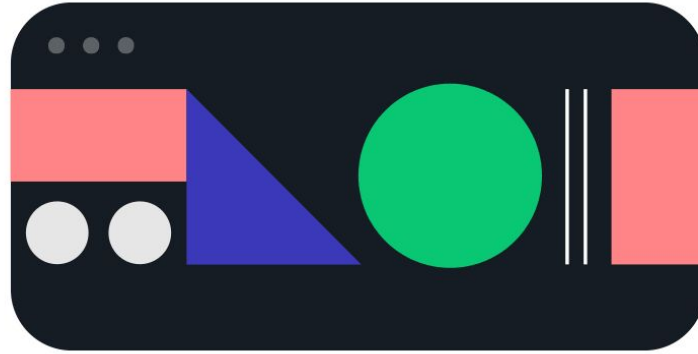
Working in software development and design, we are often required to ship user-off solutions. Sometimes we're working within time constraints and our users are just here to get a job done. These are all valid concerns, but they're not the only ones. We've found that if we don't have a clear visual language, we're more likely to have users who are confused and frustrated. We've found that if we don't have a clear visual language, we're more likely to have users who are confused and frustrated.

Visual language is like any other language. It has its own rules and its own grammar. It's not always easy to learn, but it's worth the effort. It's a challenge, but it's also a great one. It's a challenge, but it's also a great one.

Design has always been largely about screens, and how to create products in a

2010

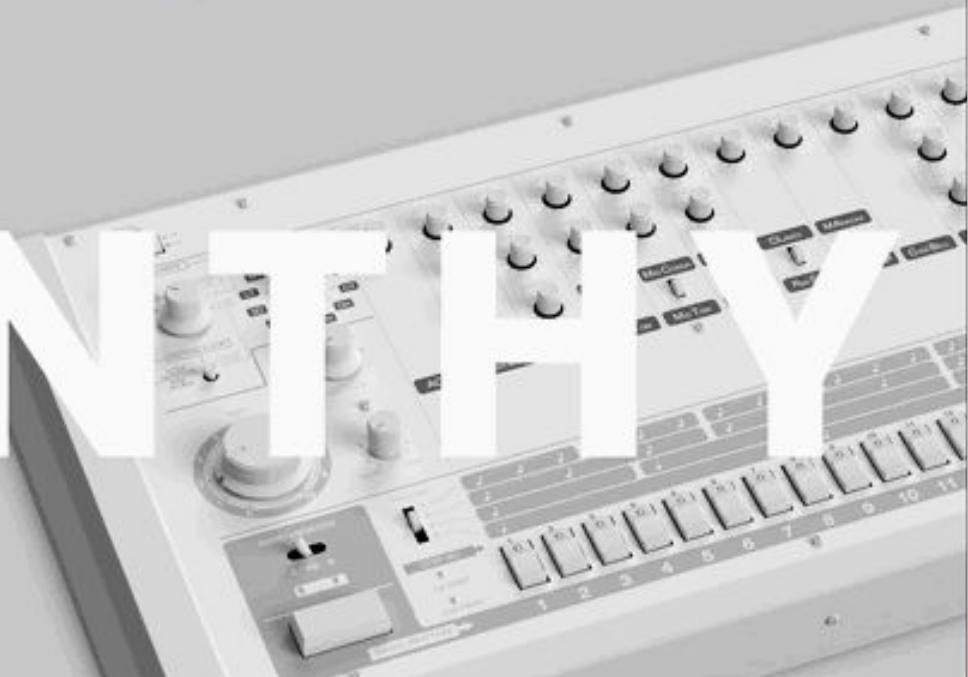
Responsive
web design





[Buy Now](#)

SYNTHY



Resolution

is the number of horizontal & vertical pixels on a **display screen**

Viewport

is the number of horizontal & vertical pixels of the user's **visible area** of a web page

VIEWPORTS

MOBILE

Below 480px

TABLET

481px - 1024px

DESKTOP

Above 1025px



FOLD

COMMON STRUCTURE

HEADER

Logo, navigation, social, contact info, cart, login

HERO

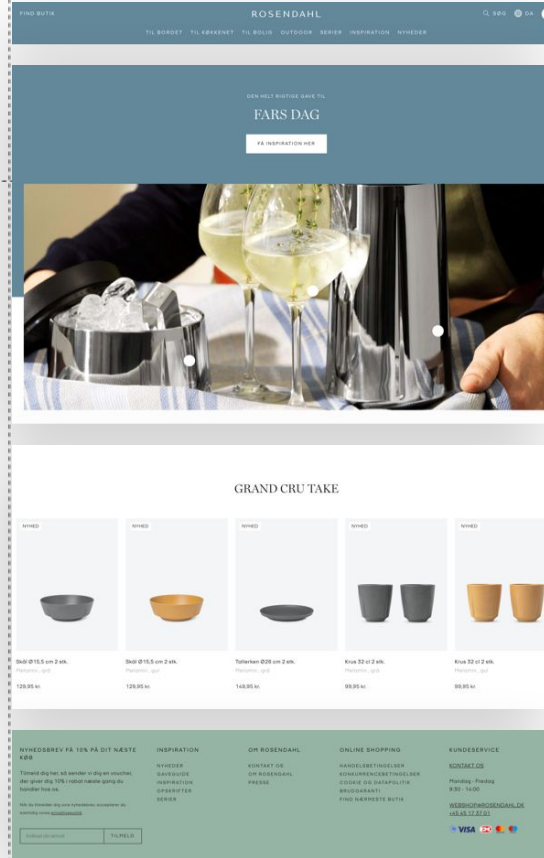
Main message, call to action

CONTENT

Rest of the page - text, media

FOOTER

Contact/subscribe, sitemap, terms



HOME WRITING

INTENT

What is the goal of the site owner?

AUDIENCE

Who are the potential users? Why do they need a website?

STRUCTURE

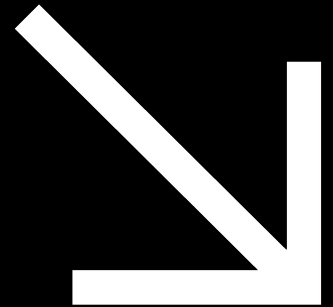
What are the most common sections and blocks?

EXAMPLES

2-3 sites from the category

Intro to Web Design.

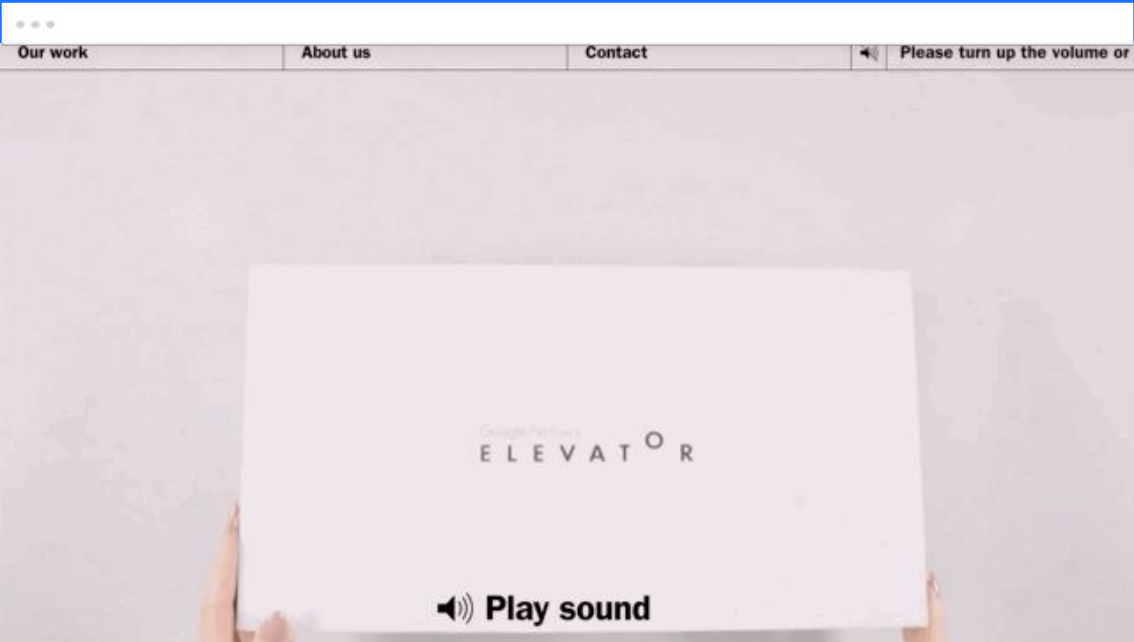
AKA *“How to think Web”*



Bring your ideas to life

How to think web





Ever & Ever



EVER & EVER

& ever &

WATER & STILL WATER

100% Pure, Treated, and Filtered Water. No Added Sugar or Artificial Sweeteners. 14 FL. OZ. BALANCED STILL WATER WITH ELECTROLYTES.

100% PURE, TREATED, AND FILTERED WATER. NO ADDED SUGAR OR ARTIFICIAL SWEETENERS.

100% PURE, TREATED, AND FILTERED WATER. NO ADDED SUGAR OR ARTIFICIAL SWEETENERS.

14 FL. OZ. BALANCED STILL WATER WITH ELECTROLYTES.

100% PURE, TREATED, AND FILTERED WATER. NO ADDED SUGAR OR ARTIFICIAL SWEETENERS.



HELLO AGAIN



Thanks to those who recycle, nearly 75% of all the aluminum ever produced is still in use. When used properly and recycled, this bottle-can may go on to become wind chimes, a flagpole, a filing cabinet, a pie tin, and then Ever & Ever once again.

Get fresh different ways of staying and re-staying and re-staying your life.

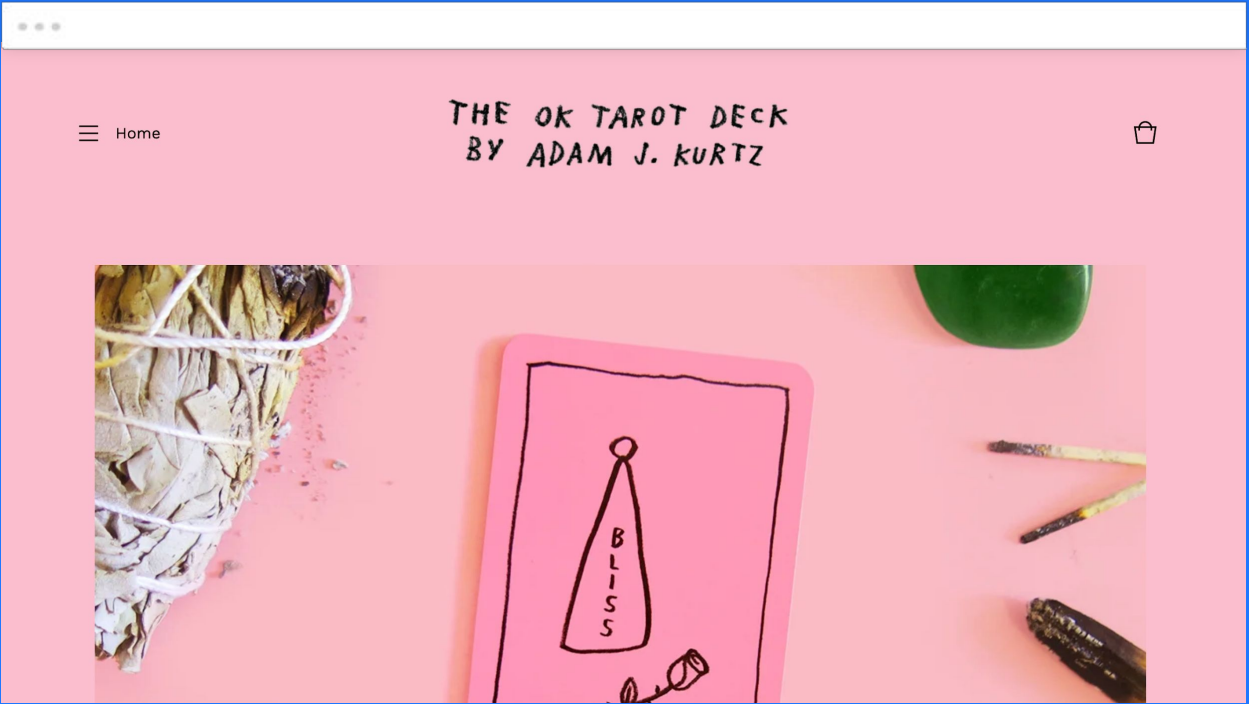
Once you're finished, say goodbye to this bottle-can — but it won't really be goodbye. This bottle-can will go on to become a wind's hook, or a local production of treasure found, soothing wind chimes, a custom spinning hubcap.

THIS CAN IS RECYCLABLE FOR ALL ETERNITY.

and then another bottle-can, where we will have the opportunity to meet again. Until then, we will be waiting.

7.4 pH BALANCED STILL WATER WITH ELECTROLYTES

Tarot-o-bot



Let's Recap:



STORY



TEXT/IMAGES



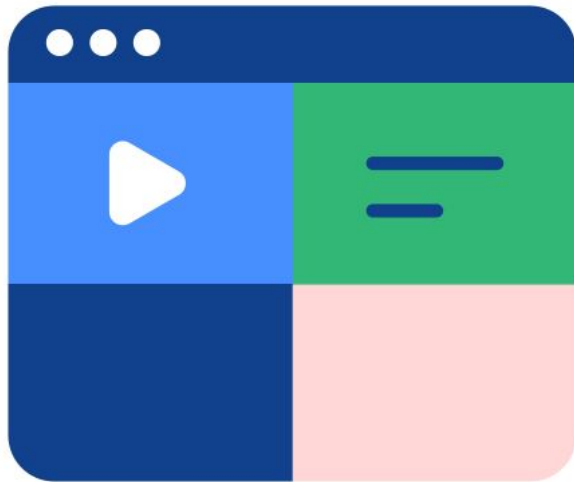
**FOLDS &
PAGES**



NAVIGATION



FLOW



Inspiration
as a working
tool



ONLINE RESOURCES:

httpster

Httpster is an inspiration resource showcasing totally rocking websites made by people from all over the world.



Use the following categories:

- 1. Layout & Composition**
- 2. Typography**
- 3. Color**
- 4. Image & Graphics
(Video / 3D / Animations)**

Our Top Web Design Inspiration Platforms:

1. [awwwards.com](https://www.awwwards.com)
2. httpster.net
3. brutalistwebsites.com
4. siteinspire.com
5. onepagelove.com
6. sitesee.co
7. admiretheweb.com

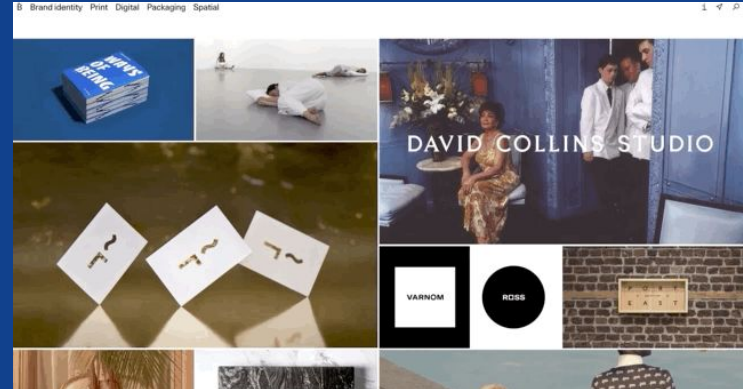
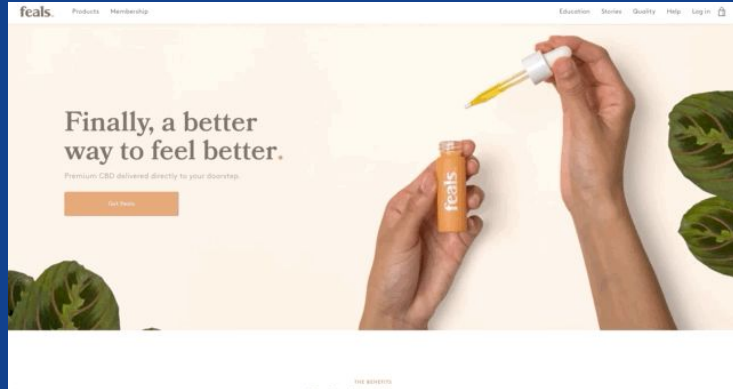
Also, Look for general design inspiration:

1. dribbble.com
2. behance.net
3. pinterest.com
4. juxtapoz.com
5. thisiscolossal.com
6. designspiration.com

Categories to use on your search:

Layout & Composition

Good page composition should be both pleasing to the eye and balanced. Layout can be one of the most effective ways of storytelling.



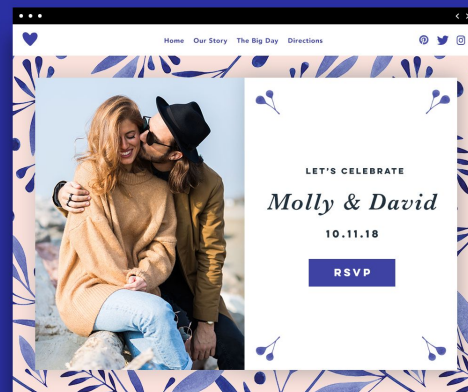
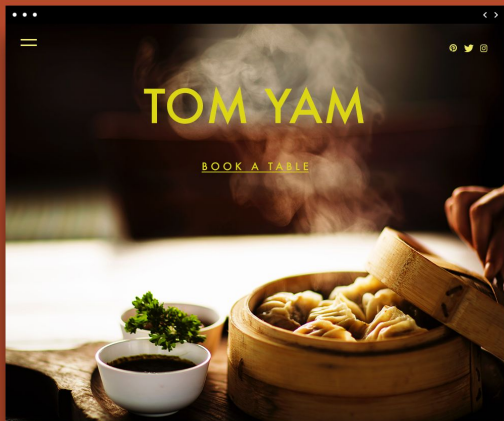
S.ABRANOWICZ

Categories to use on your search:

Typography

Typography can change the entire look and feel of your website.

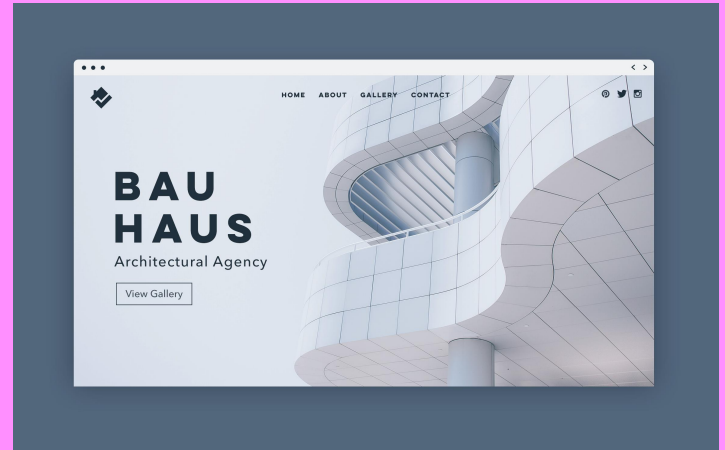
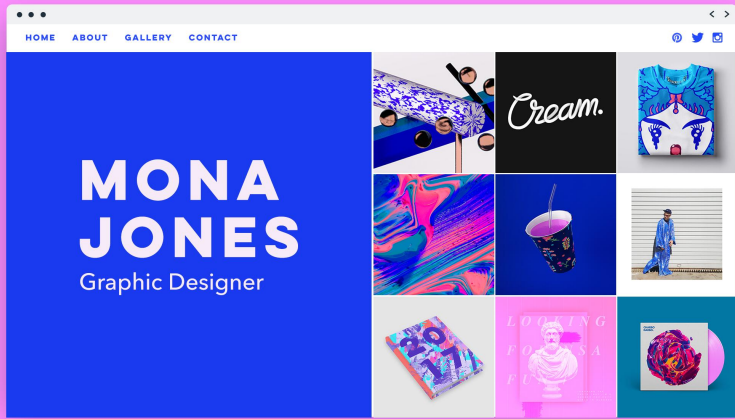
It should be readable but not boring. Most typefaces are designed with a purpose, so make sure you understand what it is and use it in your favour.



Categories to use on your search:

Color

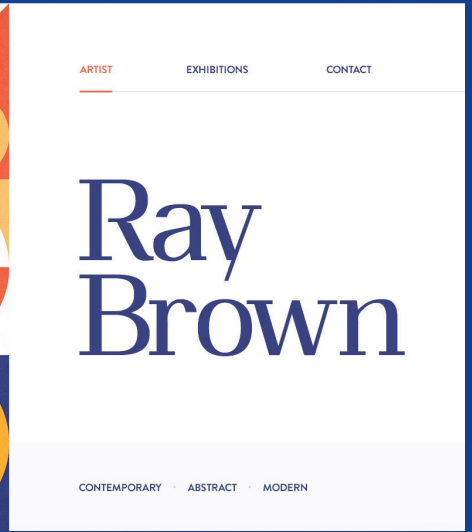
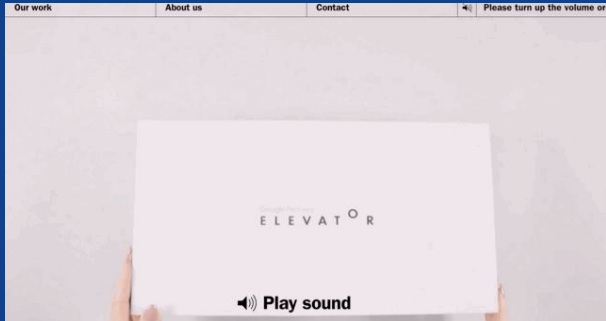
You can add meaning, intention and a tone by picking the right colors. Make sure you understand who you're designing for to make the best color choices.



Categories to use on your search:

Images & Graphics

Since most users look at visuals before reading text, it's important to spend significant time to find the correct ones for your design.



Homework

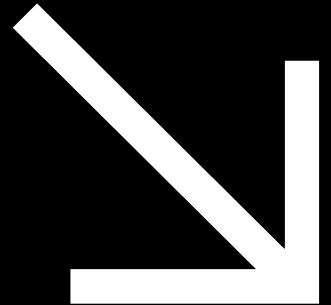
Turn your posters into digital pieces

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[Present next class for feedback](#)



HOME WRITING

optional!

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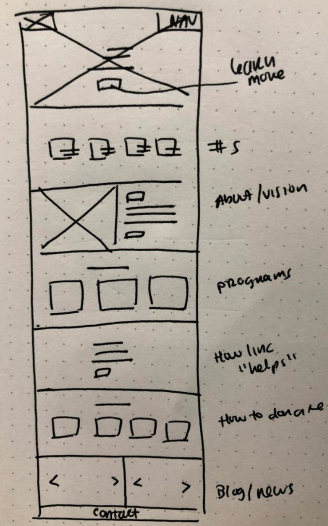
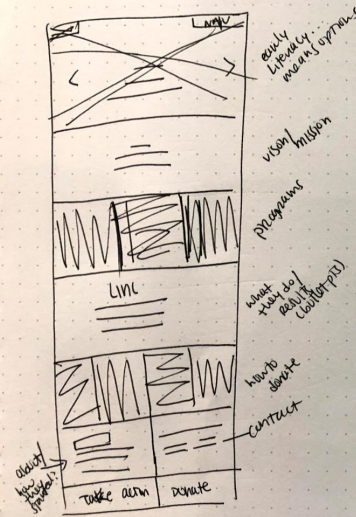
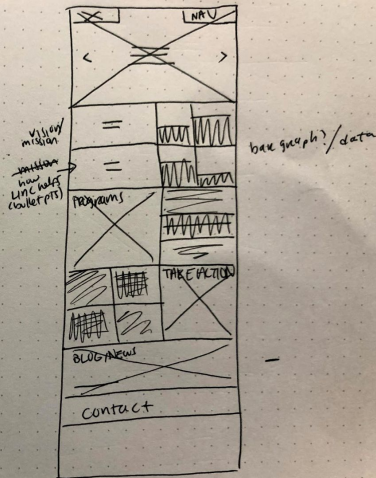
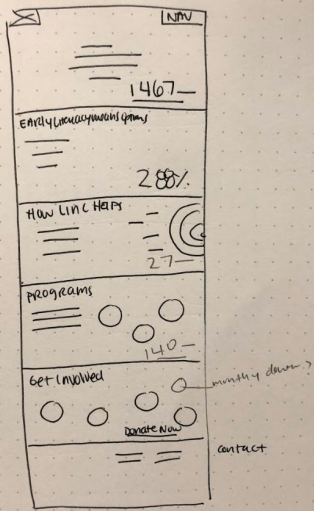
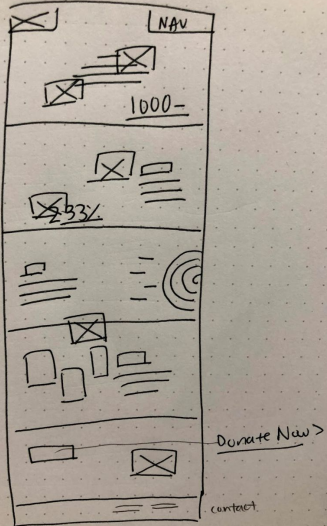
STRUCTURE

What are the most common sections and blocks?

EXAMPLES

2-3 sites from the category

Sketches Examples:



Wireframes:

1,647

288%

37 literacy programs in 27 schools.

288%

Take Action Donate Now

Menu

Donate Now

City Wide Institutions

Communities

Families

Children

STUDENT

FAMILY

COMMUNITY

YOUR NAME YOUR EMAIL

SUBJECT

YOUR MESSAGE

SEND



LINC engages families and community members to support young readers in high need neighborhoods.

9,920 children engaged.

Early Literacy Means Options

Literacy connects children with opportunity. When children between 0-5 years old are exposed to reading in their homes and in their communities, they are better able to embrace academic challenges.

242% Increase in Early Childhood Programming.

How It Works

- Builds neighborhood networks that support young readers
- Increases parents' or caregivers' confidence in reading opportunities
- Helps parents bring more of reading into their homes
- Helps teachers and parents to build strong partnerships
- Operates for community across a variety of settings

City Wide Institutions

Communities

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37 literacy programs in 27 schools.

Programs

Early child becomes the opportunity to address that stress. LINC works day in and day out throughout New York City five boroughs to provide reading and learning opportunities for children to that they give the competent readers, ready to succeed in school and in life.

288% Increase in the number of children readied (under five years) through ECP

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Contact Us

YOUR NAME YOUR EMAIL

SUBJECT

YOUR MESSAGE

SEND

News

Sign Up to Receive Our News

How Many Days to Add Day to Calendar? 100

This central workspace contains a variety of design assets:

- Paris Chicago 7.8m² Arctic ice**: A poster with a red square and text about sustainable travel.
- 6.1 years of sustainable travel**: A poster with a red square and text.
- Drinking**: A poster with a map of the world and text.
- Moment**: A poster with a yellow background and text.
- BURGER**: A poster with a burger image and text.
- Colophon is an in type foundry based in Los Angeles (US) distribute [3] high typefaces for ana**: A poster with a yellow background and text.
- Portfolio**: A poster with a yellow background and text.
- Bottle Humidifier Mira**: A poster with a bottle image and text.
- Programs**: A poster with colorful shapes and text.
- nytlive**: A poster with a blue background and text.

This workspace contains a variety of design assets:

- You're ready to grow? Now what?**: A poster with a yellow background and text.
- Make big moves like SocialFi**: A poster with a yellow background and text.
- What you can do with Blockchain**: A poster with a yellow background and text.
- Summer on the beach**: A poster with a red background and text.
- You'll be in good company**: A poster with a yellow background and text.
- It's easy to get started**: A poster with a yellow background and text.
- Flexible plans that grow with you**: A poster with a green background and text.
- nytlive**: A poster with a blue background and text.



ANY

QUESTIONS?

Homework Review



Homework

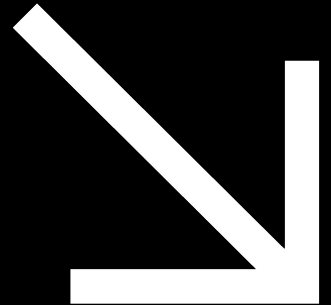
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**THANK
YOU!**

