

*Class #7*

**DIGITAL**

**MEDIA**

**FOUNDATION 2**

# *Class #7*

HOW TO     
 THINK: WEB

# Today's agenda

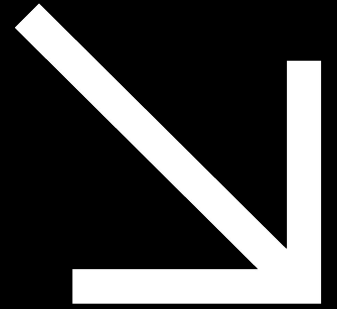
**Web Design Foundations**

**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](#) ]

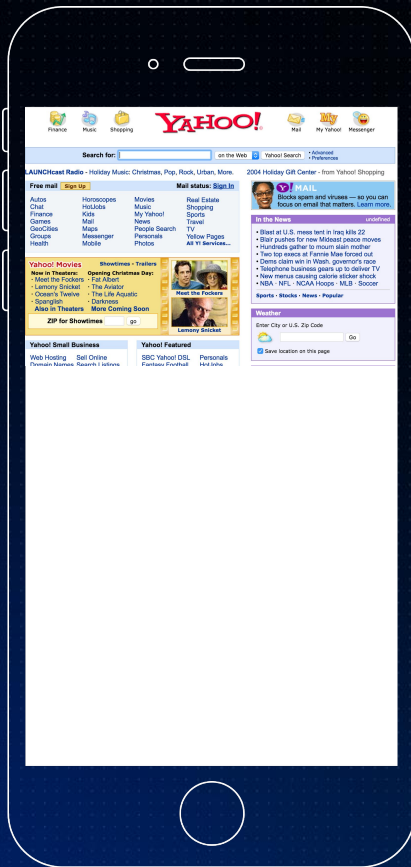
[Y](#) [Top](#) [↑](#) [Up](#) [🔍](#) [Search](#) [✉](#) [Mail](#) [+](#) [Add](#) [?](#) [Help](#)

- [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](mailto:yahoo@akebono.stanford.edu)

Copyright © 1994 David Filo and Jerry Yang



Search for:  on the Web

**AUNCHcast Radio** - Holiday Music: Christmas, Pop, Rock, Urban, More. 2004 Holiday Gift Center - from Yahoo! Shopping

**Free mail**  **Mail status**

- |  |  |  |   |
|--|--|--|---|
| <ul style="list-style-type: none"> <li>Autos</li> <li>China</li> <li>Finance</li> <li>Games</li> <li>Groups</li> <li>Health</li> </ul> | <ul style="list-style-type: none"> <li>Homepages</li> <li>Holidays</li> <li>Jobs</li> <li>Mail</li> <li>Maps</li> <li>Messenger</li> <li>Mobile</li> </ul> | <ul style="list-style-type: none"> <li>Movies</li> <li>Music</li> <li>My Yahoo!</li> <li>News</li> <li>Personal</li> <li>Photos</li> </ul> | <ul style="list-style-type: none"> <li>Real Estate</li> <li>Shopping</li> <li>Sports</li> <li>Travel</li> <li>TV</li> <li>Yahoo Pages</li> <li>All In One...</li> </ul> |
|--|--|--|---|

**Yahoo! MOVIES**

**New in Theater**

- **Hotel for Sinners** - [Full Article](#)
- **Lemony Snicket** - [The Analyzer](#)
- **Charlie's Angels** - [The Life Aquatic](#)
- **Scorpion** - [Darkness](#)
- **Alien vs. Predator** - [More Coming Soon](#)



**ZIP for Showtimes**

**Yahoo! Small Business**

**Yahoo! Featured**

**MAIL**

**Roche signs and votes** — [As you can focus on email that matters. Learn more.](#)

- In the News**
- **Bill of U.S. news sent in two bills**
  - **Blair pushes for new Midwest peace moves**
  - **Handheld guitar is music with a twist**
  - **Two top execs at France Mass forced out**
  - **Obama signs bill to block governor's move**
  - **Telephone business gears up to deliver TV**
  - **New manual tackling online poker abuse**
  - **NBA - NFL - NCAA Hoops - MLB - Soccer**

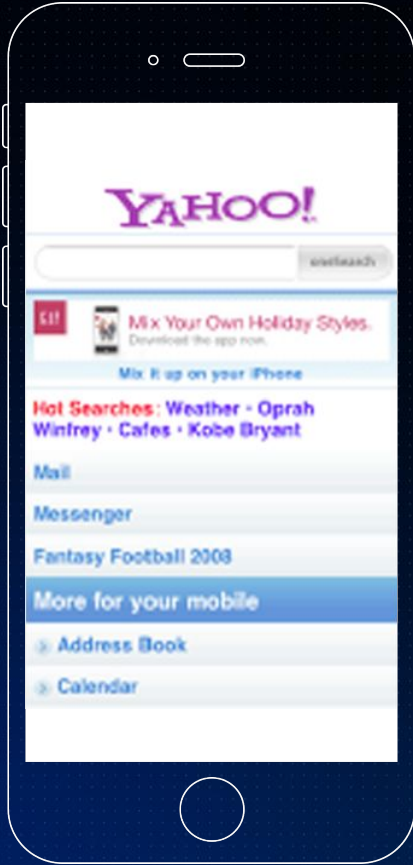
[Sports](#) [Books](#) [News](#) [Popular](#)

**Where to**

Enter City or U.S. Zip Code

Save location on this page

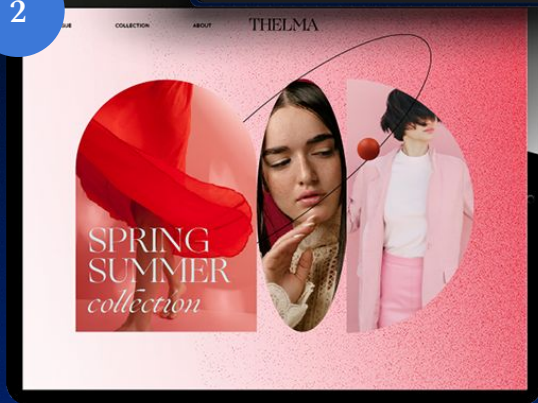




1

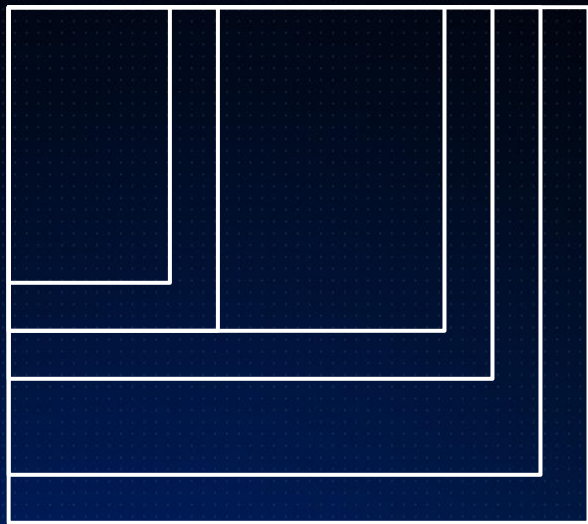


2

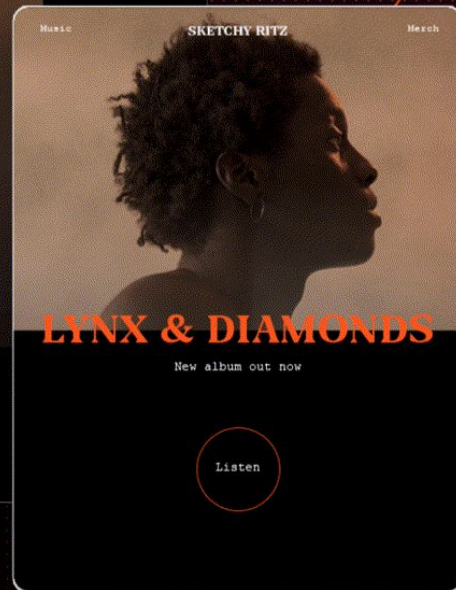
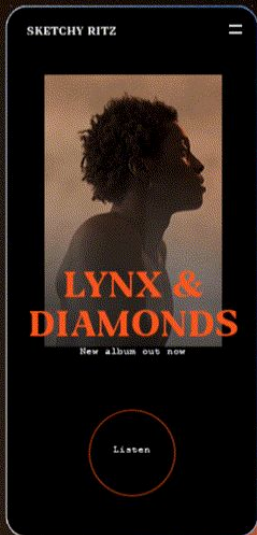


3





**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

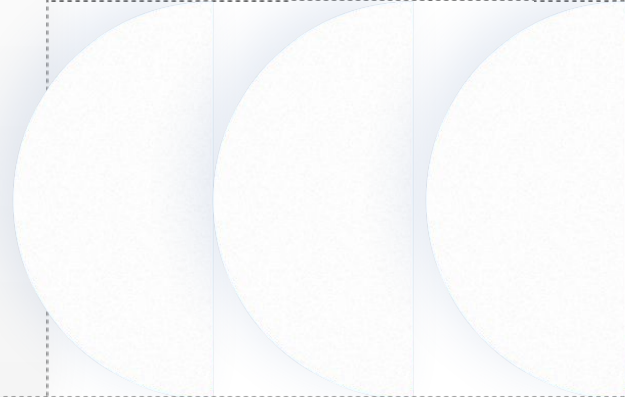


Basics of  
**WEB DESIGN**

Yotam Kellner

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

*Massimo Vignelli*





What makes  
web design  
different?



WEB DESIGN  
EVOLUTION

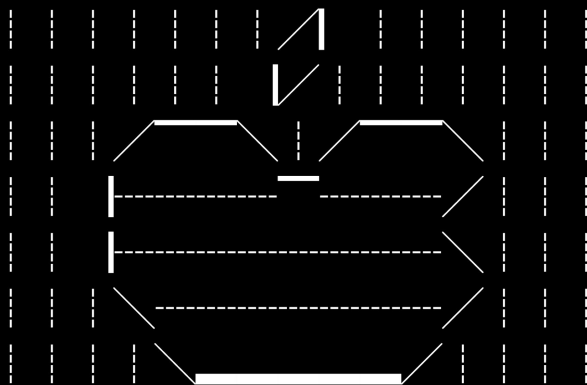
1989

The dark ages  
of web design



apple

iPhone - iCloud - iTunes

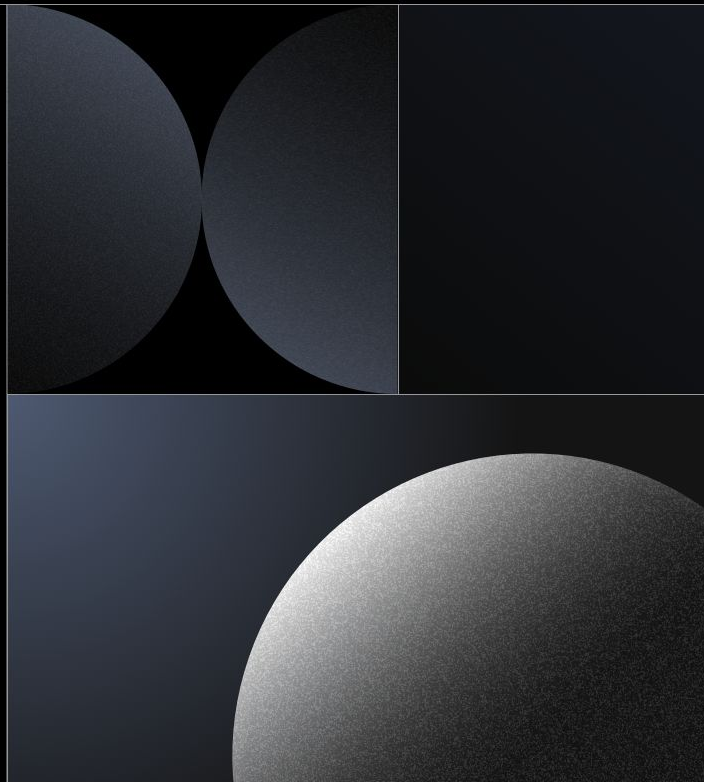


What have we  
learned from the  
dark ages?



**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

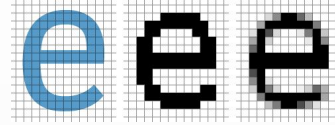
11 landskab tegner gode og smukke landskaber til mennesket. Vi er åbne, ambitiøse og særlige i vores samarbejder og søger altid efter det særlige og bæredygtige i vores projekter.

### Udvalgte projekter

Navn	Type	Status
Novo Nordisk på Vandbrosvej 12-027	Etteværv	Afsluttet 2016
Carlberg Ryen - Byggeartik 8 10-003	Ryem	Status Afsluttet 2016
BEA Medicenter 10-011	Etteværv	Status Afsluttet 2013
Guldsmidskøden 14-016	Indenvisning	Status Afsluttet 2016
Marmormøllen 14-037	Byg	Status Afsluttet 2016
Svanløkke	Type	Status



# WEB FONTS



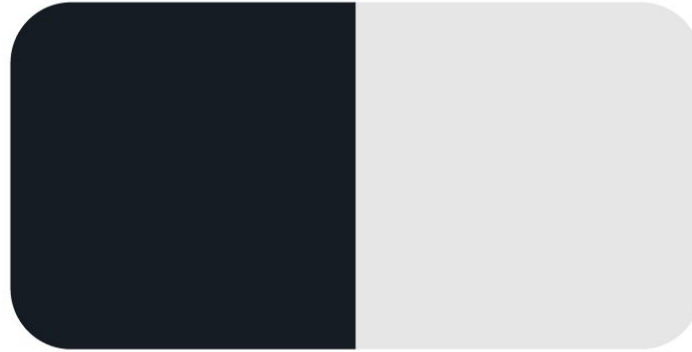
Google Fonts

min 16px

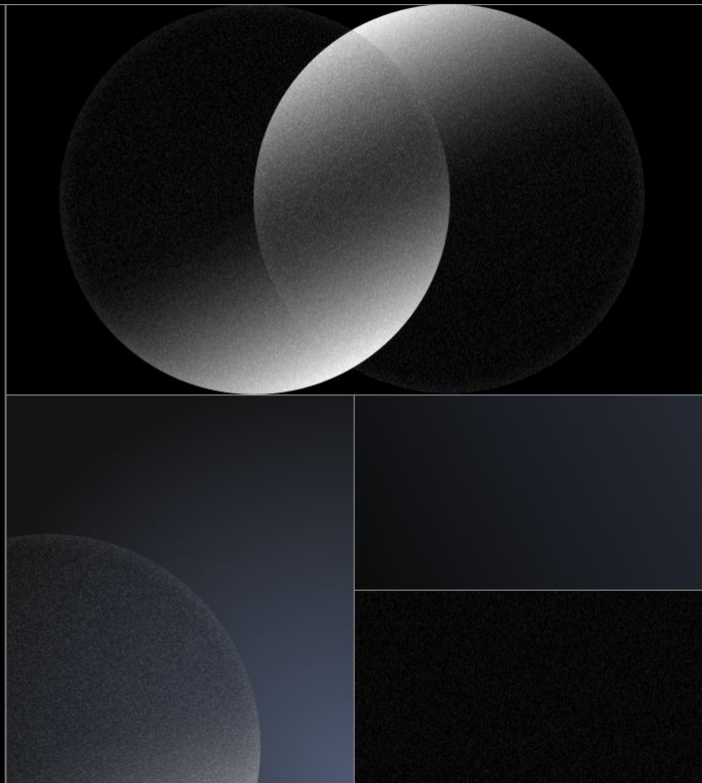
Thin  
*Thin Italic*  
Extra-Light  
*Extra-Light Italic*  
Light  
*Light Italic*  
Regular  
*Regular Italic*  
Medium  
*Medium Italic*  
Semi-Bold  
*Semi-Bold Italic*  
Bold  
*Bold Italic*  
Extra-Bold  
*Extra-Bold Italic*  
Black  
*Black Italic*

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 answer, and every answer, no matter how unconventional, has the potential to be a revelation. In her series, *Afterlife*, we invite artists to explore the ways in which we have developed a sense of death, and how this has shaped our lives and the world around us.

**Direzioni**  
by Giovanni Anselmi

**Inasmuch as it has already taken place**  
by Gary Hill

**The Soul Nover**

ATELIER FLORIAN MARK

PROJECTS INFO LAB SHOP IMPRINT

Brandidentity Print Digital Packaging Spatial

MERE UNMADE

ARTS & SCIENCES DIRECTORS WHO WHAT WHERE NOW

Type Foundry Directory About

	ansDrops	Trac Fonts	FontLab	Allos Fonts	Variable Fonts
2&LT	Yes	Yes	Yes	-	-
209TF	Yes	-	-	-	-
A is for...	Yes	-	-	-	-
A2-Type	Yes	-	-	-	-
Alkyme	-	-	-	-	-
Anasthetic Type	-	-	-	-	-
Alex Chavot	-	-	-	-	-
AlfaType	Yes	-	-	-	-
Atlas	Yes	-	-	-	-
AlliPlano	-	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

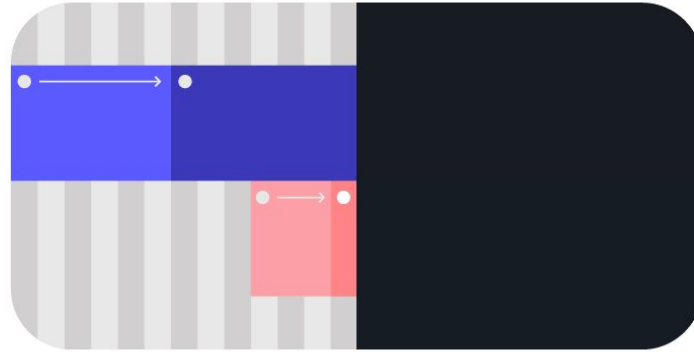
Ask us anything. We'd love to hear what brought you to Kulina!

Start a conversation...

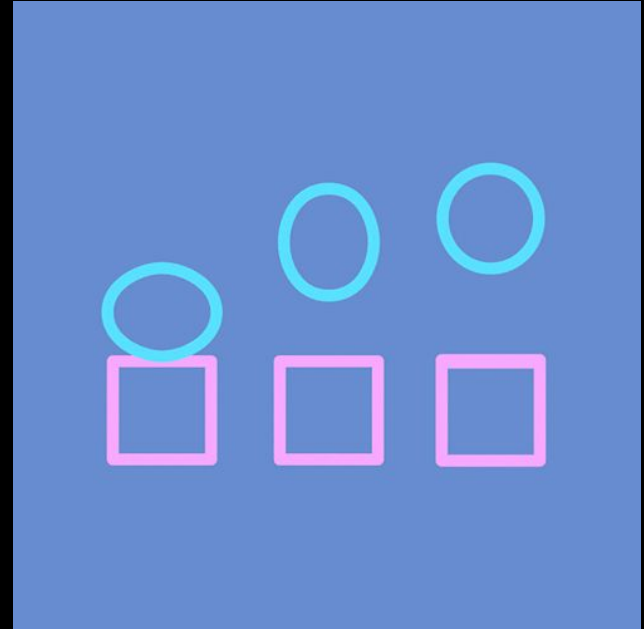


1996

The golden  
era of freedom



INTERACTIONS  
ANIMATIONS  
SHAPES





Hello Monday.

3 days until Monday

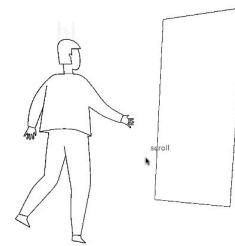


We make digital (and magical)...

Branding

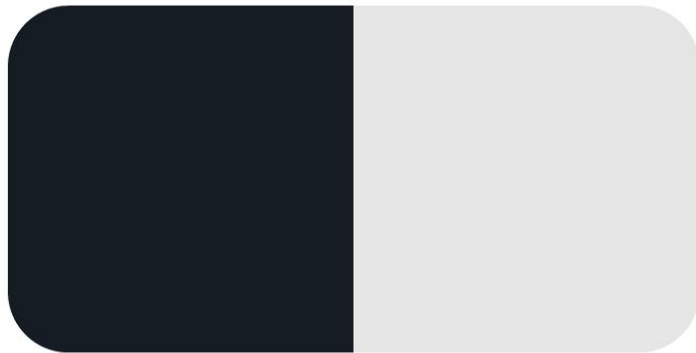


10



1998

## Cascading Style Sheets



T H E M E S



Light Mode

LA  
CONSOMMATION  
ÉLECTRIQUE  
D'INTERNET  
ÉQUIVAUT À LA

What types of  
digital devices  
can you name?



# PORTABLE

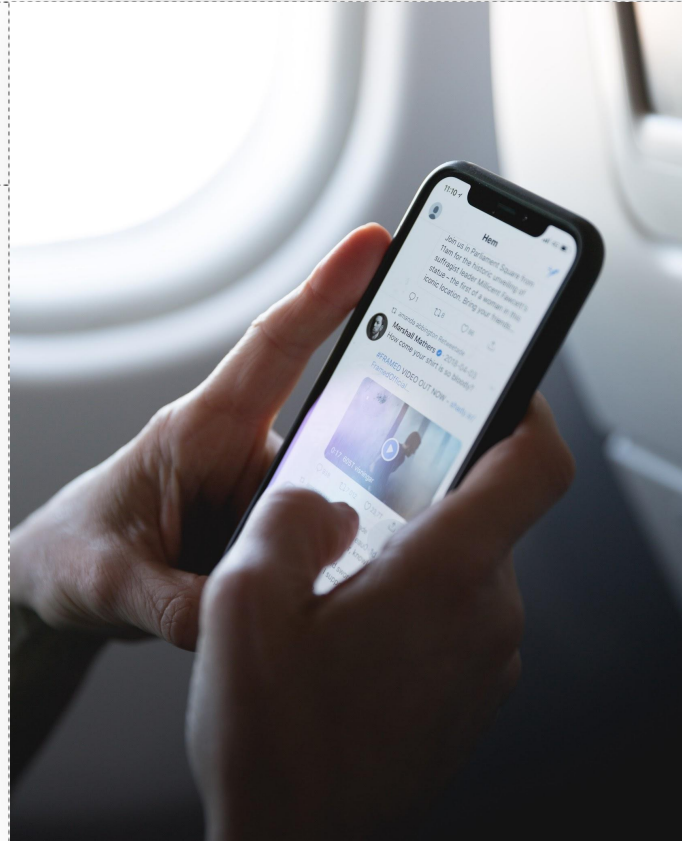
## High interaction

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

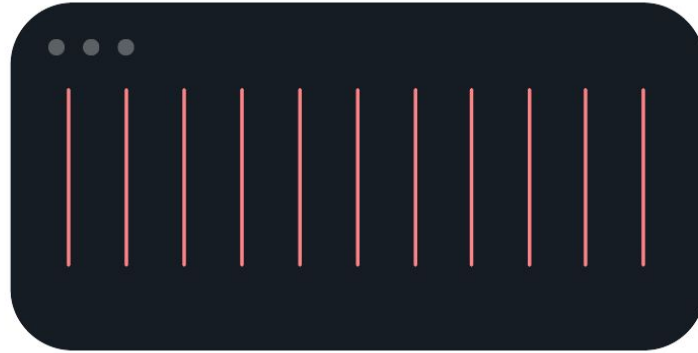
Home & office appliances





2007

Mobile uprising.  
Frameworks



# 12-column grid

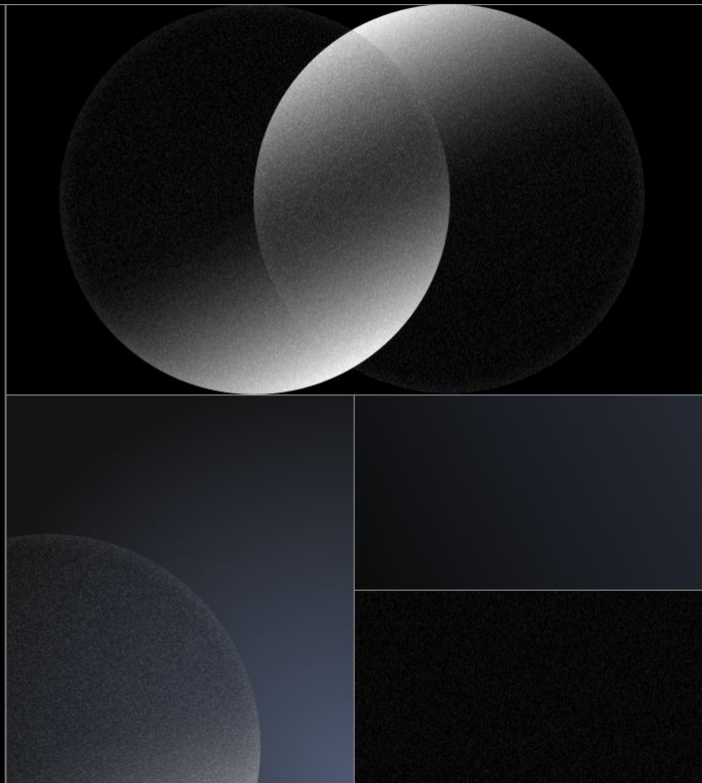
Small desktop

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 automation that powers all of our products, helping us create consistency and cohesion through shared design across every platform.

Open ecosystem, open design system.

Web Windows iOS Android

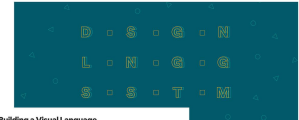
### Build beautiful products, faster

Microsoft's design system, built by open source devs - for open source devs for mobile, web, and desktop.

#### Get design guidance and code

View our design system and code samples to help you build your next project.

- Get started**  
Get design guidance and code samples to help you build your next project.
- Material Design guidelines**  
Material Design principles, ideas, and components for code and documentation.
- Material Components for the web**  
Material Design components for the web, for code and documentation.
- Dark theme**  
Apply the style of Windows 10, available for code and documentation.
- Material dark theme**  
Design and code samples of our Material Design dark theme, available for code and documentation.
- Color Tool**  
Design and code samples of our Color Tool, available for code and documentation.



### 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 a design system that's more like a language. [Click here to read the transcript.](#)

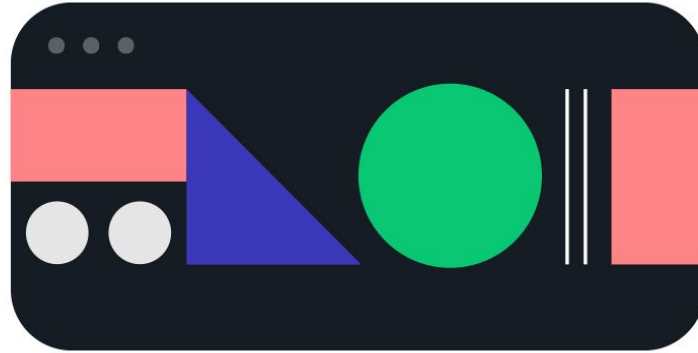
Working in software development and design, we are often required to ship our off-schedule iterations with no time for reflection or iteration and no time to just "have" our design system as a path forward. These are all valid concerns, but ultimately, the fact is that each team's unique constraints, no matter how many, are not the best reason to not have a design system.

Visual language is like any other language. It's a means of communication that is not shared and understood by everyone using it. As a product or team grows, the challenge is to have a design system.

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

2010

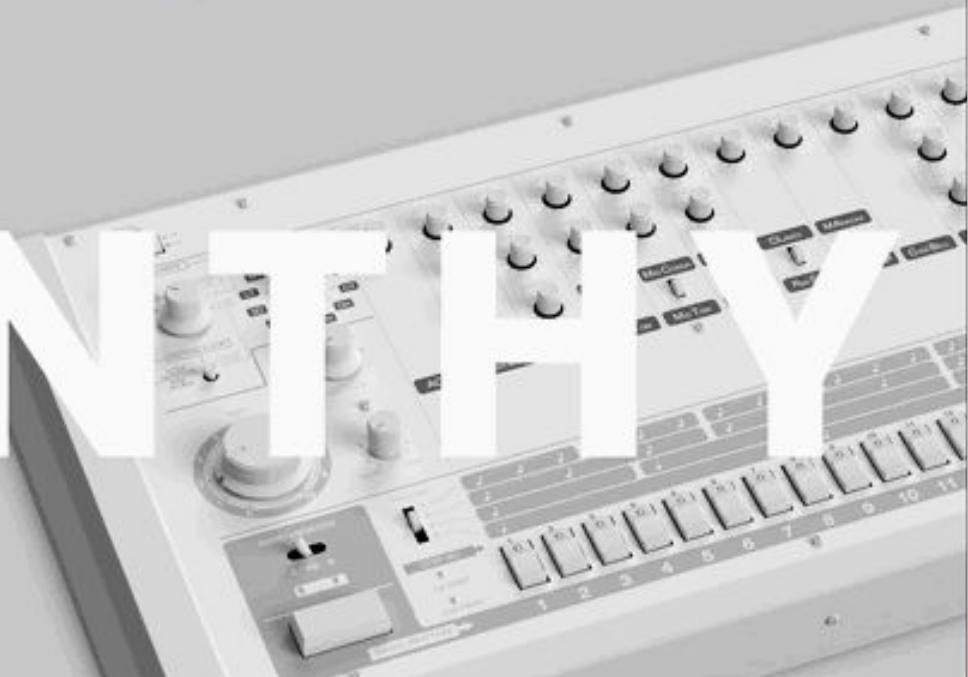
Responsive  
web design





[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

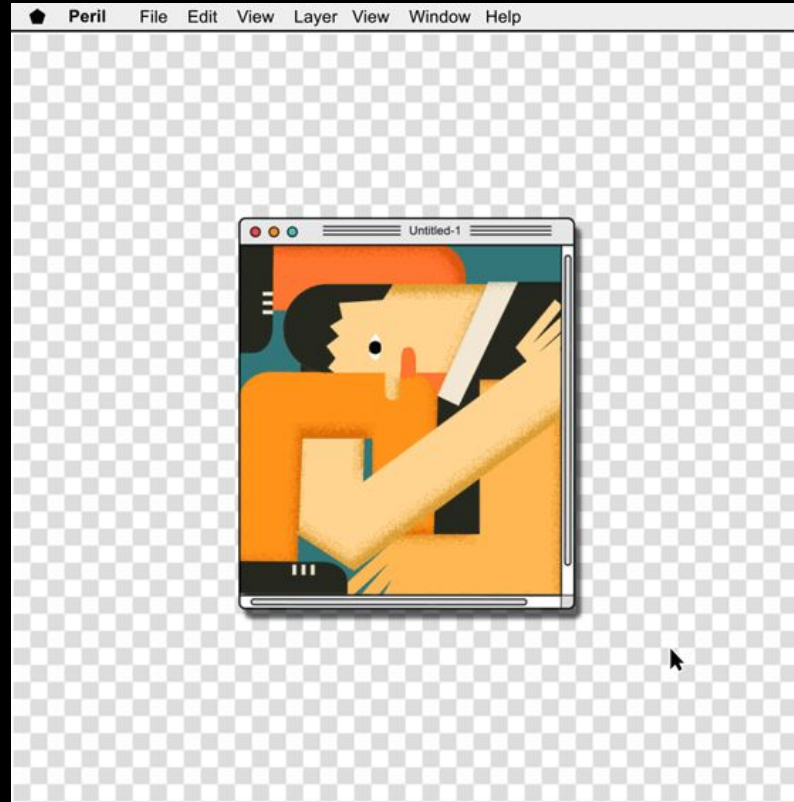
## DESKTOP

Above 1025px





FOLD



# COMMON STRUCTURE

## HEADER

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

## HERO

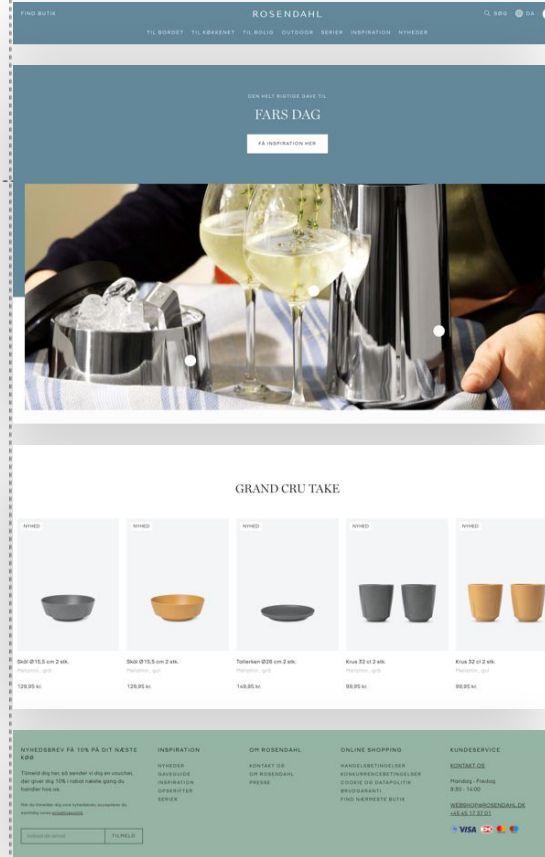
Main message, call to action

## 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

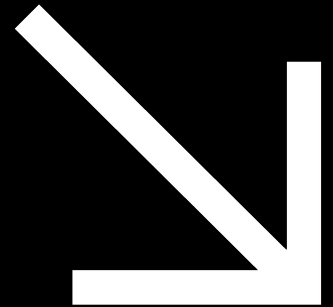
What are the most common sections and blocks?

## EXAMPLES

2-3 sites from the category

# Intro to Web Design.

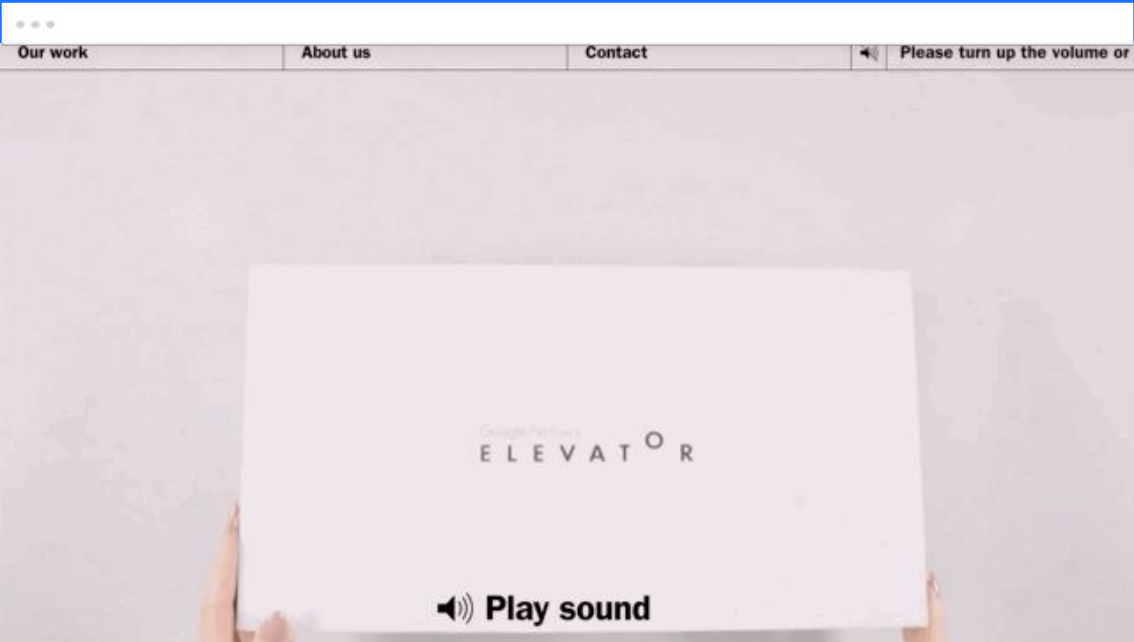
AKA *“How to think Web”*



# Bring your ideas to life

How to think web





**Ever & Ever**







# 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 getting and re-getting and re-getting your life.

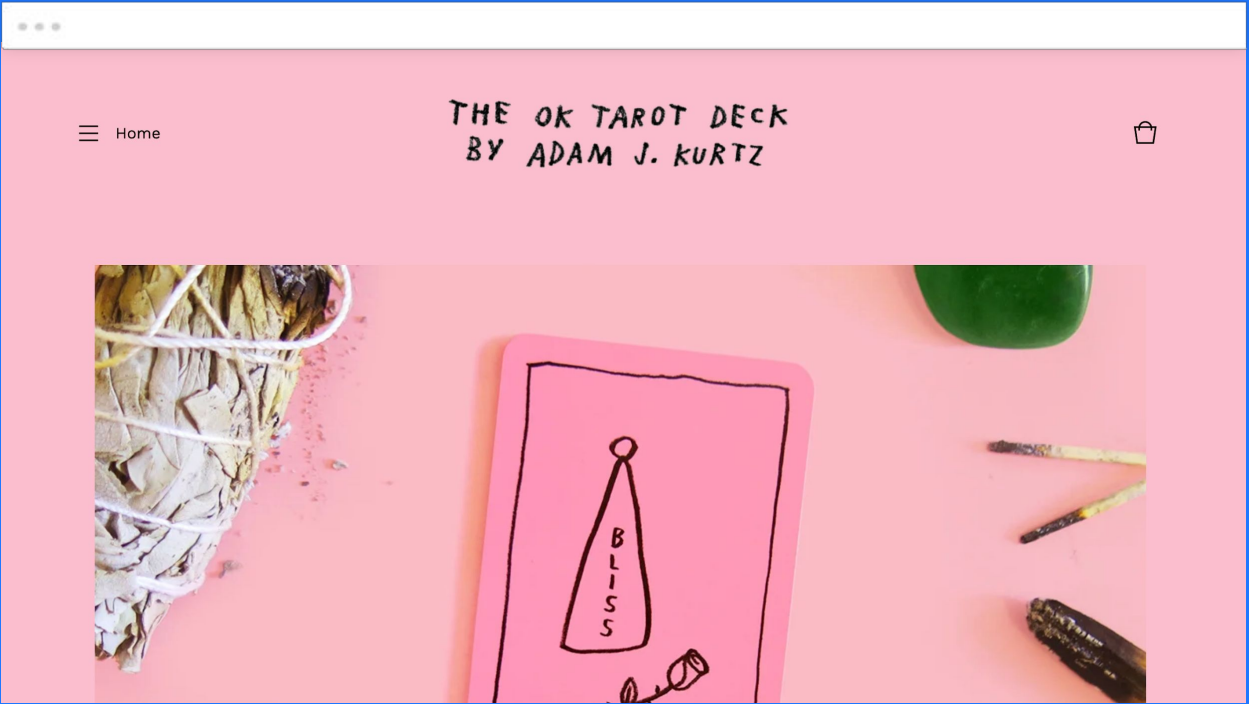
Once you're finished, say goodbye to this bottle-can — but it won't really be goodbye. This bottle-can will go on to become a wind's hook, or a local production of treasure found, soothing wind chimes, a custom spinning hubcap.

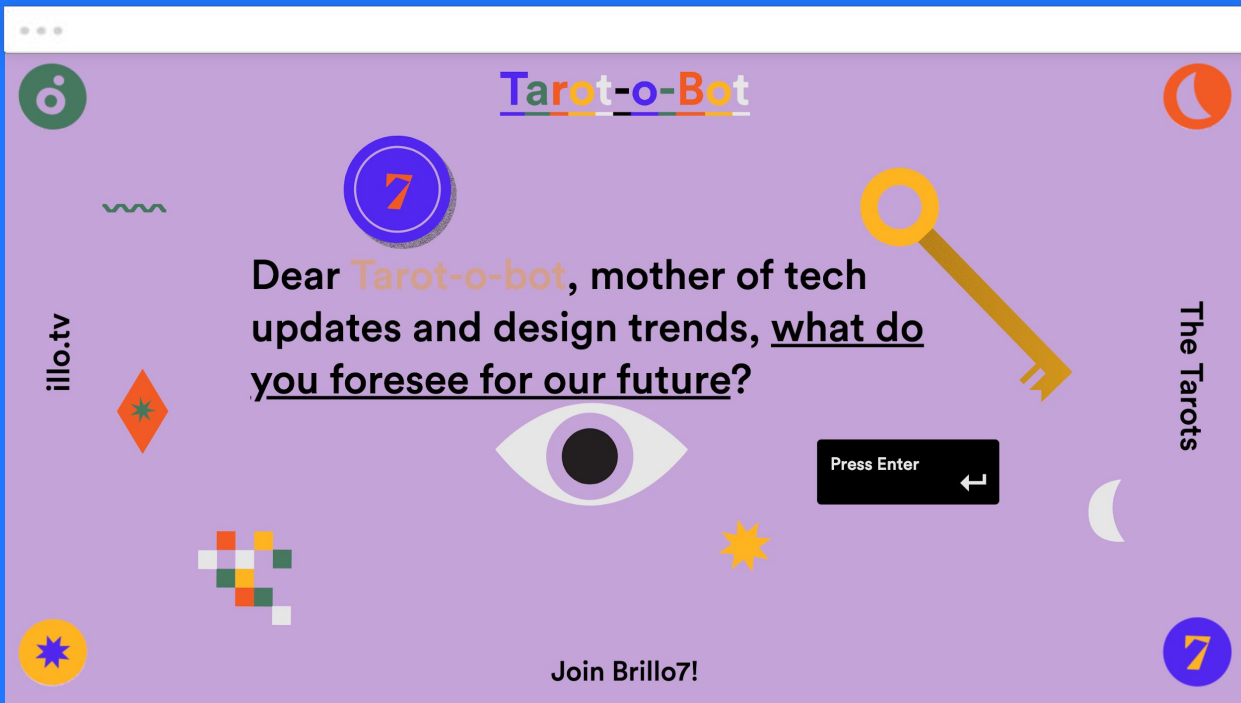
THIS CAN IS RECYCLABLE FOR ALL ETERNITY.

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

7.4 pH BALANCED STILL WATER WITH ELECTROLYTES

**Tarot-o-bot**





Tarot-o-Bot



Dear Tarot-o-bot, mother of tech updates and design trends, what do you foresee for our future?



illo.tv



The Tarots



Press Enter



Join Brillo7!

Let's Recap:



**STORY**



**TEXT/IMAGES**



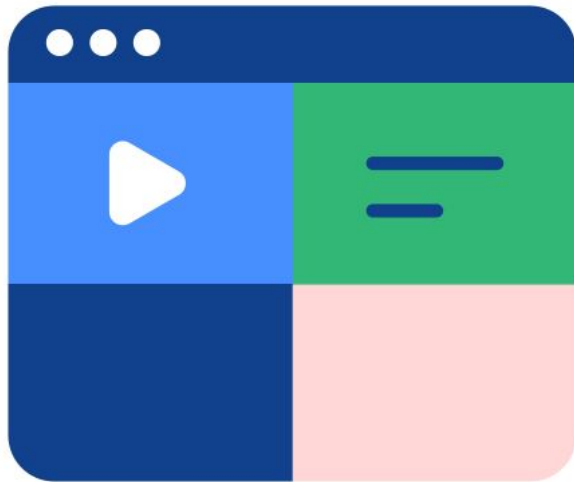
**FOLDS &  
PAGES**



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

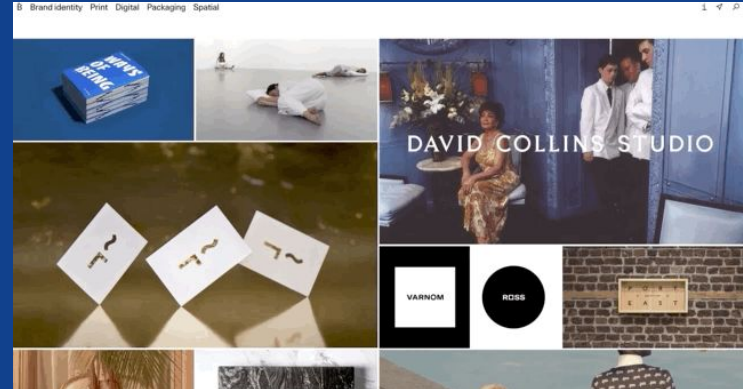
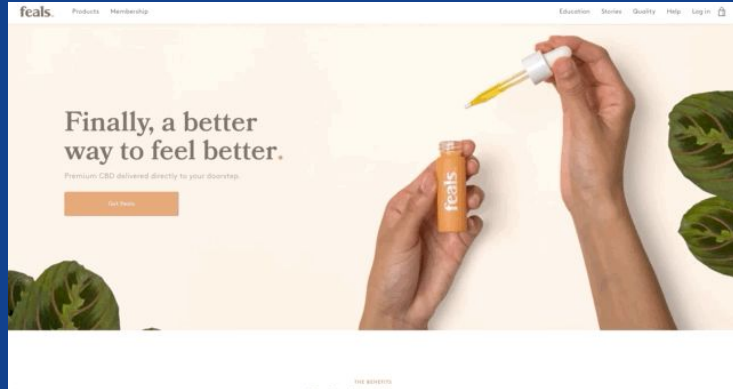
Also, Look for general design inspiration:

1. [dribbble.com](https://dribbble.com)
2. [behance.net](https://behance.net)
3. [pinterest.com](https://pinterest.com)
4. [juxtapoz.com](https://juxtapoz.com)
5. [thisiscolossal.com](https://thisiscolossal.com)
6. [designspiration.com](https://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.



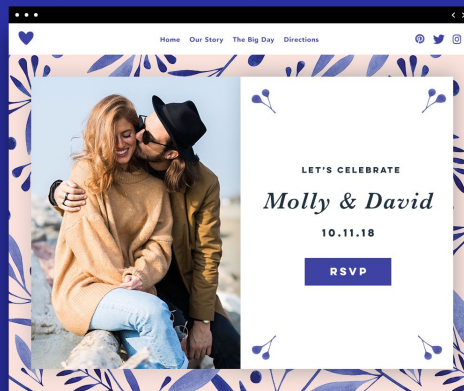
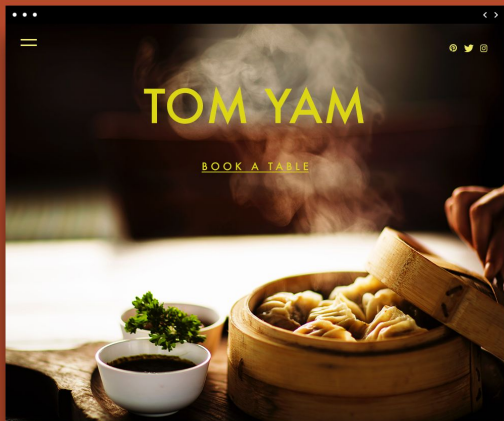
S.ABRANOWICZ

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.

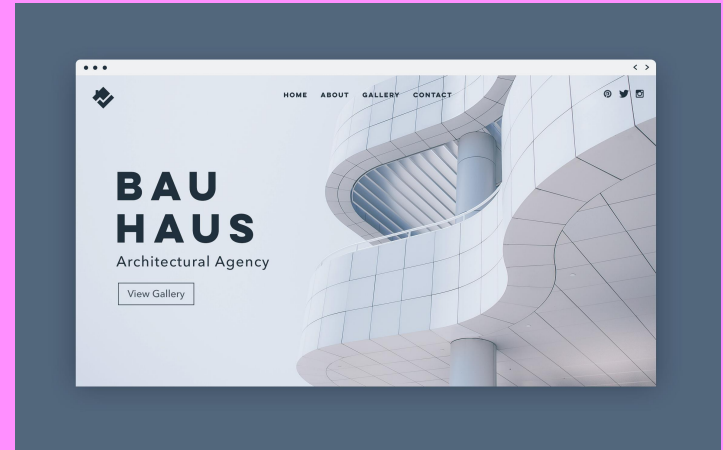
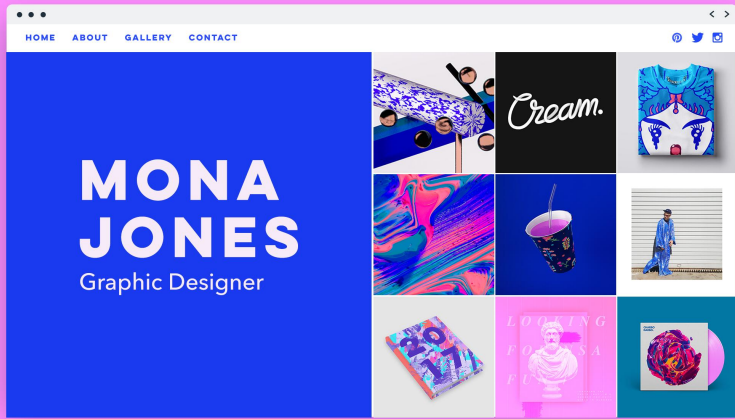


Categories to use on your search:

# 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.

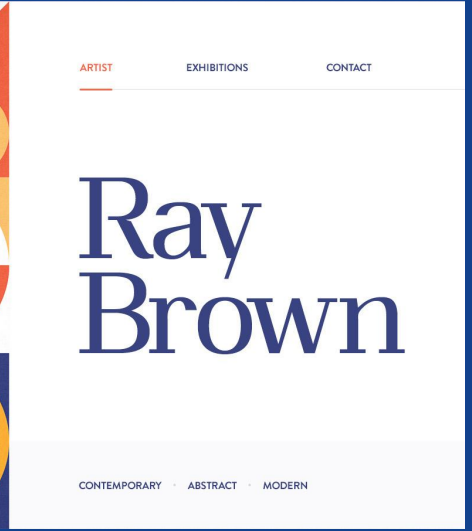
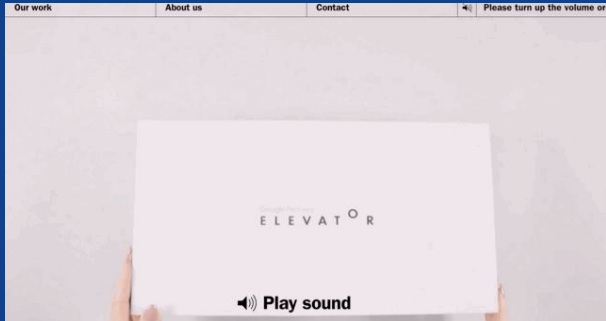




Categories to use on your search:

# 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*

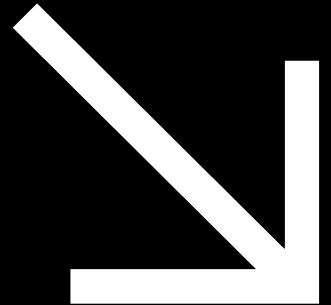
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[Present next class for feedback](#)



# HOME WRITING

## INTENT

What is the goal of the site owner?

## AUDIENCE

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

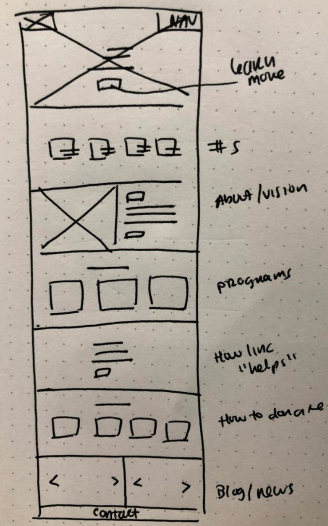
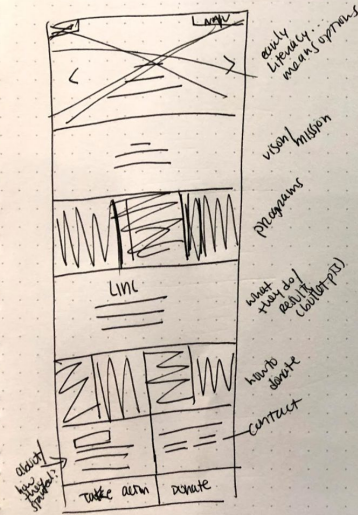
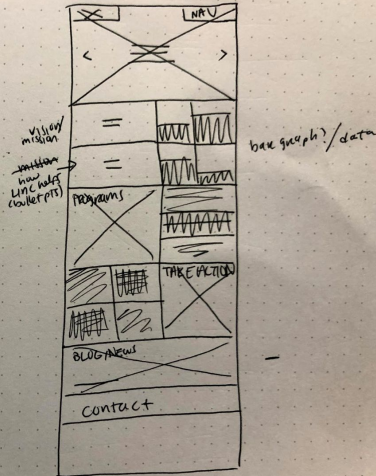
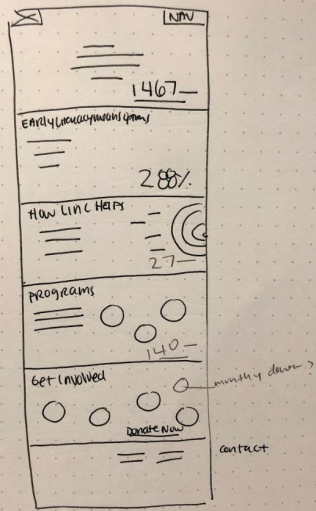
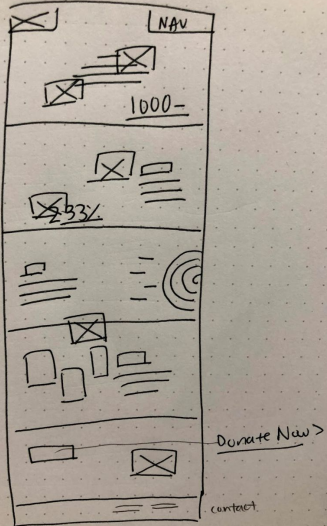
## STRUCTURE

What are the most common sections and blocks?

## EXAMPLES

2-3 sites from the category

# 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



Menu

Donate Now

LINC

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

9,920 children engaged.

Early Literacy Means Options

242% Increase in Early Childhood Programming.

How It Works

- Built neighborhood networks that support young readers
- Increased parents' use of and confidence in early literacy opportunities
- Helped parents bring more of reading into their homes
- Helped teachers and parents to build strong partnerships
- Opened the community around a culture of reading

City Wide Institutions

Communities

Families

Children

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 component readers, ready to be opened to school and life.

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

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SEND

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





**ANY**

**QUESTIONS?**

# Homework Review



*Homework Final\_Final\_Final02.jpg:*

# Deliver your poster!

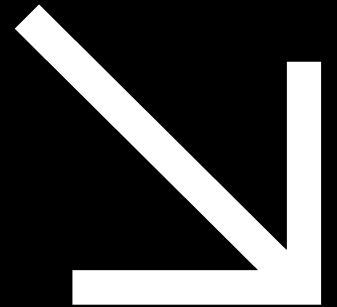
Fix your poster according to the feedback in class. Write a summary of your journey so far, focusing on: design process from A to Z.

*Continue with:*

- 1. Finalize Poster Design**
- 2. Size: 50 x 70 cm (EU) = 18 x 24 Inches (US)**
- 3. Write a short report about your journey so far. What did you learn?**

[Present next class for feedback](#)

# Your Homework for **NEXT WEEK!**



## *Homework*

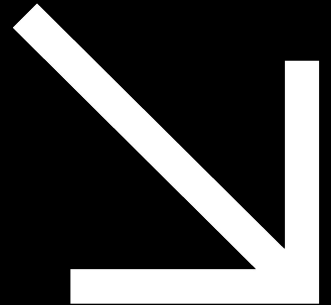
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## **STRUCTURE**

What are the most common sections and blocks?

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**THANK  
YOU!**

