

# *WWW, Web Design, Multimedia*

*Web Design Principles*

*Winnie Wang*

# *The elements of design*

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## ***The elements of design***

- **LINE**

Line can be considered in two ways. The linear marks made with a pen or brush or the edge created when two shapes meet.

- **SHAPE**

A shape is a self contained defined area of geometric or organic form. A positive shape in a painting automatically creates a negative shape.

# *The elements of design*

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- **DIRECTION**

All lines have direction - Horizontal, Vertical or Oblique. Horizontal suggests calmness, stability and tranquillity. Vertical gives a feeling of balance, formality and alertness. Oblique suggests movement and action

- **SIZE**

Size is simply the relationship of the area occupied by one shape to that of another.

# *Direction*

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# *The elements of design*

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- **TEXTURE**

Texture is the surface quality of a shape - rough, smooth, soft hard glossy etc. Texture can be physical (tactile) or visual.

- **COLOUR**

Also called Hue

- **VALUE**

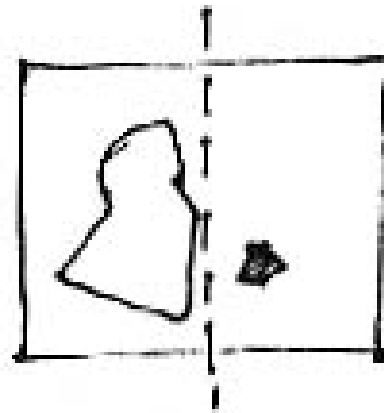
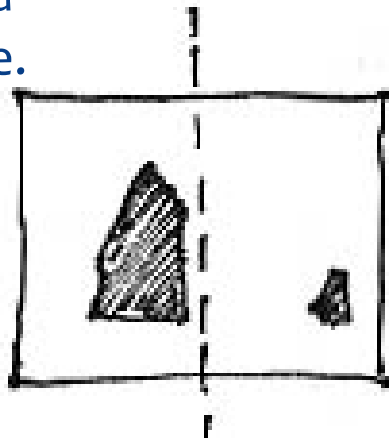
Value is the lightness or darkness of a colour. Value is also called Tone

# BALANCE

Balance in design is similar to balance in physics.

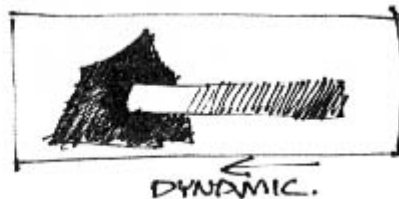
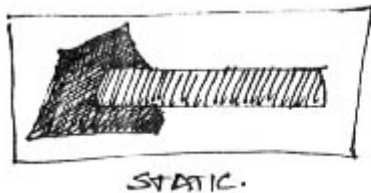
A large shape close to the center can be balanced by a small shape close to the edge.

A large light toned shape will be balanced by a small dark toned shape.



# GRADATION

Gradation of size and direction produce linear perspective. Gradation of colour from warm to cool and tone from dark to light produce aerial perspective. Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along a shape.

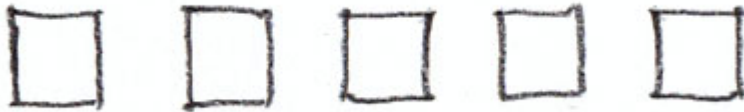


# REPETITION

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Repetition with variation is interesting, without variation repetition can become monotonous.

If you wish to create interest, any repeating element should include a degree of variation.





# *Anatomy of letters*

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- Users don't read, they scan.  
<http://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/>
- Don't make users think obvious and self-explanatory.
- Make use of effective writing
- Strive for simplicity
- Don't be afraid of the white space

## frog is innovation2business

### frog werk

**werk** (wurk) n. [German]

1. art
2. factory
3. an environment for change

### Who we are

frog werk is a software company that refuses to leave well enough alone. We are a highly functional global family of innovators, including designers, digital media mavens, [technology](#) experts, brand strategists and off-the-wall optimists. We're dedicated to working hard, having fun, and changing the world for the better.



#### [THINK fresh!](#)

frog did, and came up with award-winning designs for Ford's environmentally friendly concept car.



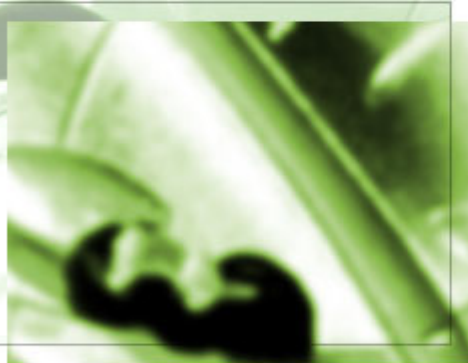
### What we do

Calling on our 30+ years of collaborative design success, frog werk develops innovative web-based applications that help our blue-chip business customers excel in the marketplace. By sharing our e-commerce solutions with their partners and consumers, frog werk clients can become market leaders by conceptualizing and designing products that people want and need.

### How we do it

We hire incredibly smart people who love what they do, then turn them loose. Working together in a supportive, interactive environment, our digital design experts challenge each other to bring more and better [innovation2business](#).

## frog design™



## form follows e-motion

All disciplines meet in a totally concurrent development environment and process, ensuring that your project has the optimal frog talent and resources that you need for success.

We call this [creative convergence](#) - the distillation of many separate elements and ideas into one synergistic approach - where the whole is much greater than the sum of its parts.

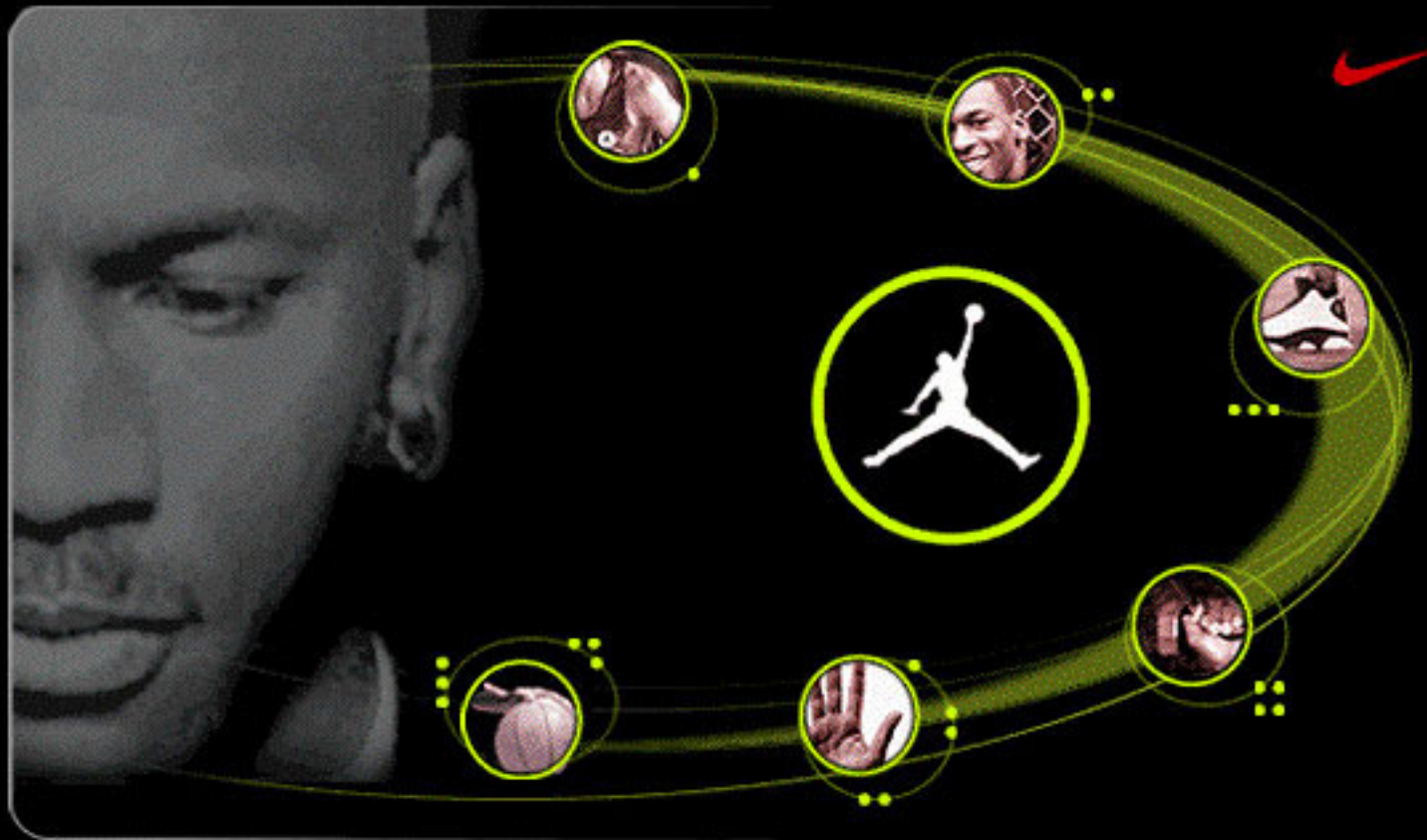
Interested in partnering with frog design? Contact us at [info@frogdesign.com](mailto:info@frogdesign.com).

frog design operates in three distinct yet mutually reinforcing creative areas:

- ▶ **Brand**  
brand strategy and development, corporate identity and graphic design
- ▶ **Digital Media**  
web site and e-commerce design, broadband, UI design, technology consulting, sound design
- ▶ **Product Development**  
product design, engineering, prototyping, outsourcing, OEM-liaison

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"Head Trip In Every Key"! )))

ear<sup>1</sup>

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4

Structure of the Game  
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# CLUB INFORMATION

## EMAIL US

If you would like to know more about any of the Twickenham facilities or how to enrol in Rugby Union, please [email us](#):

The RFU

1997/98 Season

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**Club Information**

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## → M-Commerce



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## Market Moves

⋮ Durlacher says that by 2003, the European mobile e-commerce market will be worth US\$23 billion.

⋮ More than one million bank transactions per day are enabled over Ericsson WAP systems.

⋮ Ericsson is driving m-commerce standards through the [Mobile Electronic Transactions \(MeT\)](#) initiative.

## Money on the move

The Internet is transforming the way we shop and manage our finances. Mobile Internet will revolutionize it, with mobile commerce transaction capabilities that are simple and secure.

⋮ Never have the right change for the parking meter? Mobile Internet will handle it.

⋮ Forget to pay bills on time? Mobile Internet can tell us when they're due, and let us pay them instantly, wherever we are.

⋮ Trips to the grocery store take too long? Mobile Internet will guide us to the things we want, and then pay electronically at the check-out.

⋮ Always seem to trade stock at just the wrong moment? Mobile Internet offers the latest stock tips, shows us how our portfolios are performing, sends alerts and enables on-line trading — at the right moment.

With Mobile Internet, our mobiles become wireless wallets, enabling us to pay for things, securely and conveniently. No need for wads of cash, or piles of plastic — we'll use our mobiles to pay in stores or on-line.

And with anytime, anywhere access to banking and share dealing services, Mobile Internet can help us get smarter about managing our money.

## Technology Focus

Ericsson Mobile e-Pay is a solution for easy-to-use, secure and flexible mobile transactions and payments.

[→ Mobile e-Pay](#)

Ericsson recently introduced the first digital signature for secure mobile commerce using WAP phones.

[→ Secure mobile commerce](#)

## Technologies

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