Usability and Visual Design Principles
Unity and Variety

• A web page, like any other two-dimensional image, is a collection of marks, shapes, colors, textures and values

• It is usually set against a background and bounded by a rectangle

• One goal of the overall design of each page is to achieve both unity and variety
Unity and Variety

Variety

Unity
Browse to www.win-stuff.com

Unity and Variety

Welcome
Welcome to Win Stuff™. We are the largest vertically integrated, skill crane operator in America. We manufacture the best and most reliable skill cranes, design and produce the best gravity merchandise and provide the best on-site service nationwide. We care about your image and the satisfaction of your customers. With a Win Stuff™ skill crane, you will start seeing profit from the day of installation. There is no overhead, investment, or wasted time. No slatwall, maintenance or repair costs. We do it all and do it well. As you read through our literature we are confident that you will see how Win Stuff™ skill crane machines can be used profitably while enhancing the positive experience of individuals and families at your fine establishment.
In Class Activity

- Go to www.win-stuff.com

- What unifies this web page?

- Name an important element that gives this page variety.
win-stuff vs. zapomarks

Browse to **www.zapomarks.com**

Zap’o Marks, Inc. specializes in short-run, quick turnaround, precision Laser Marking and Engraving services. Using the latest in beam-steered laser technology Zap’o Marks provides legible, clean, permanent marks on a large variety of materials. Laser technology is a fast and cost effective way to get your product to market quickly.

From prototype to production runs, Zap’o Marks offers an affordable service to companies that prefer the convenience of working with a job shop.
Similar colors tend to group but is this extreme???

WE ARE PENN STATE is evident.
4th Annual Saddle-UP Trail Ride

Please ride with us to help support St. Jude Children's Research Hospital.

Congratulations! You've come to this site with the desire to help our communities. This year's ride will be different from the previous rides as we try to provide an exciting time for you and your horse. Thanks for visiting and we look forward to seeing you in June!

Every year, thousands of children with cancer and other devastating illnesses face the prospect of never reaching adulthood. At St. Jude, their medical and scientific breakthroughs have rewritten medical textbooks that once categorized these illnesses as
Does the feathering help or hurt this web page?

To what extent does this scroll bar add to the visual clutter?

Does this horizontal rule have a purpose?

Two distinct headings

A very strongly colored photograph placed in the middle of what is otherwise a subtly colored page.
Form and Content

What can I do for you?
What can I do for you?
What can I do for you!!!
Define it please…

- **Form** can be considered everything that makes it look the way it does. (e.g. color, value and style)
- **Content** can be thought of the message that the FORM is sending
Dear Visual Design Students,

WHEN WE TAKE OUR COFFEE BREAK THIS MORNING PLEASE BE QUIET IN THE HALLWAYS.

Thank you!
The Heart

• What did we learn from that?

• …as the form changed so did the content.
Pictographs and Ideographs

From: A Typographic Workbook, by Kate Clair, John Wiley & Sons, 1999
Events Calendar

County Questions & Answers

Nonprofit Wishlist
Cream cheese before the job interview.
The trans-Atlantic outlet dilemma.
Value and Contrast

- Value – relative lightness or darkness as compared to something else
- Gamma – monitor contrast controlled by 2 major computer operating systems (Windows is darker)
Value and Contrast

Speaking normally

Whispering
Value and Contrast

If you choose a background color whose value is in the middle of the gray scale your text may not contrast enough to be legible on some monitors.
Profile ▶ Learn more about Sparkplug.

Approach ▶ See how we work with our clients.

Portfolio ▶ Explore our work.

Guidance ▶ Get advice for hiring a design firm.

Contact ▶ Get in touch with us.

Laboratory ▶ Login to your project site.
Profile ▸ Learn more about Sparkplug.

Approach ▸ See how we work with our clients.

Portfolio ▸ Explore our work.

Guidance ▸ Get advice for hiring a design firm.

Contact ▸ Get in touch with us.

Laboratory ▸ Login to your project site.

©1997-2000 Sparkplug Interactive, Inc.
Sparkplug, Sparkplug Interactive and the Sparkplug logo are service marks of Sparkplug Interactive, Inc.
Site Consistency
Activity

- Open your browser to
  [www.metmuseum.com](http://www.metmuseum.com)
- Browse a few pages deep into this site
- Notice the visual consistency
Visual Hierarchy
Visual Hierarchy
The Daily Newspaper

George W. Bush Wins Election

Above the fold

Below the fold