# Web Design Concepts
## Coding for Communicators

# Alignment

- Choose one alignment and use it on the entire page.

- Don't place elements arbitrarily. Create a connection with other items on the page.

- When you are tempted to center something, always try it left aligned.

- Create visual interest in blocks

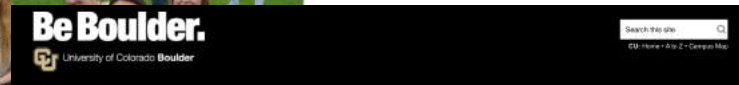| | |
|---|---|
| **Home** | **Home** |
| **About** | **About** |
| **Links** | **Links** |
| **Contact** | **Contact** |

# Alignment

## Coding for Communicators

Computer programming has emerged as a relevant form of storytelling. Data-driven interactive Web and mobile projects allow users to interact with and customize story presentations, using tools like charts, quizzes, calculators and maps. In this course, students will be introduced to programming and data concepts relevant to communicators. We'll explore current projects that demonstrate interactive characteristics and become familiar with the major organizations responsible for developing them. Students will work with Hypertext Markup Language (HTML), Cascading Stylesheets (CSS) and JavaScript in creating Web experiences. This immersive session will culminate with assembling these skills into a comprehensive, interactive story.

# Repetition

- Create cohesiveness by repeating elements – logo, color, typography, location of navigation

# Proximity

- Elements that are the same should be close to one another, grouped together

**Course Description**

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**Purpose**

The purpose of this course is to introduce Web design and development techniques in a communications context. In addition to gaining production skills, students will learn about features of the digital communication environment and develop an appreciation for the future of communication technology.

**Objectives**

Upon completion of this course, students will be able to:

- an understanding of HTML, CSS, and other Web design technologies
- the ability to create Web sites that are functional and well designed
- an understanding of the basics of computer programming
- work with and present data relevant to storytelling

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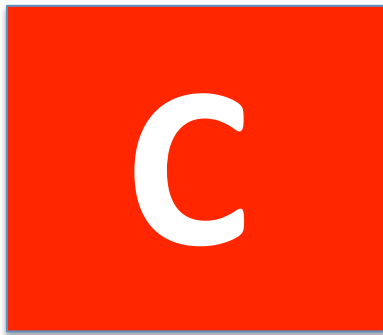
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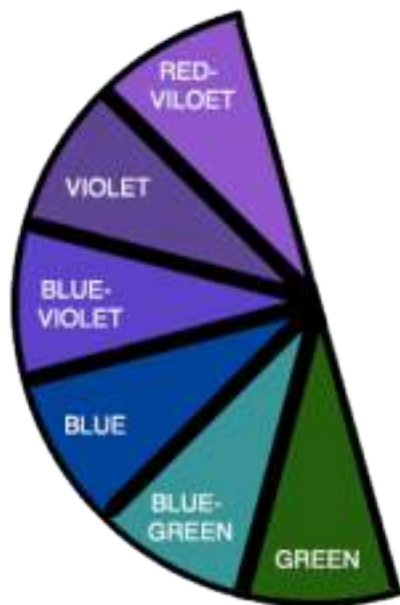- work with and present data relevant to storytelling

# **Contrast**

- Things that are different should very different - use color, spacing and typography
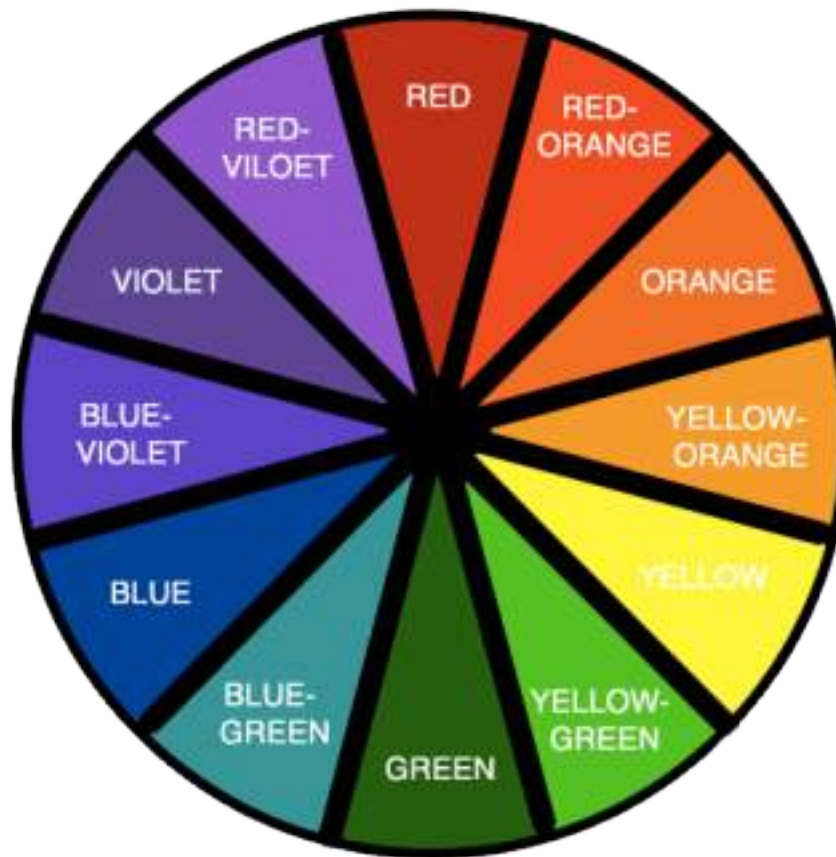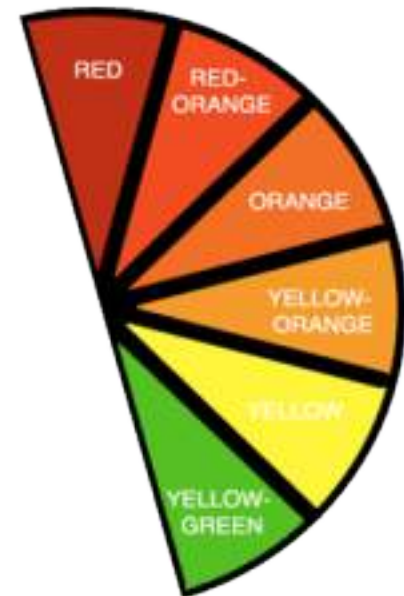
- Increases readability

# Color

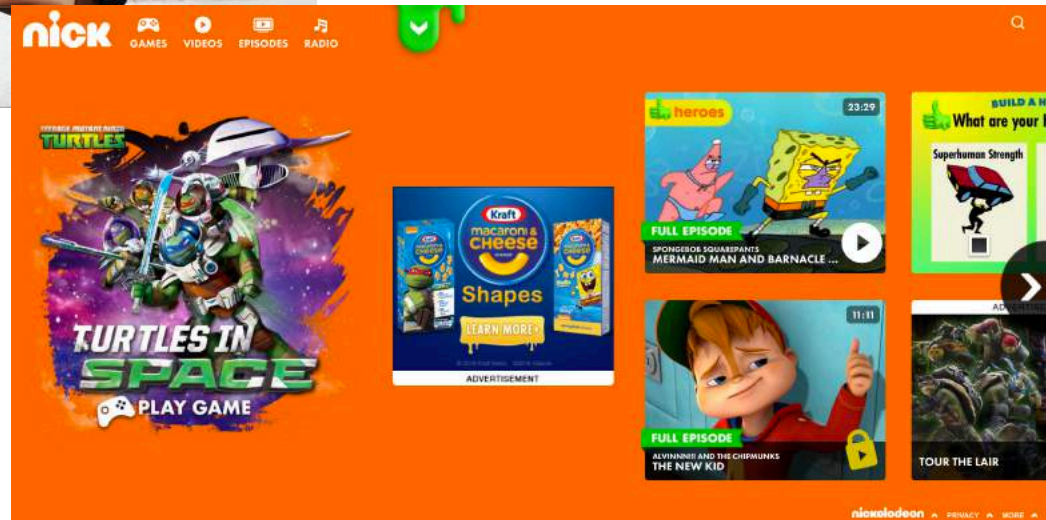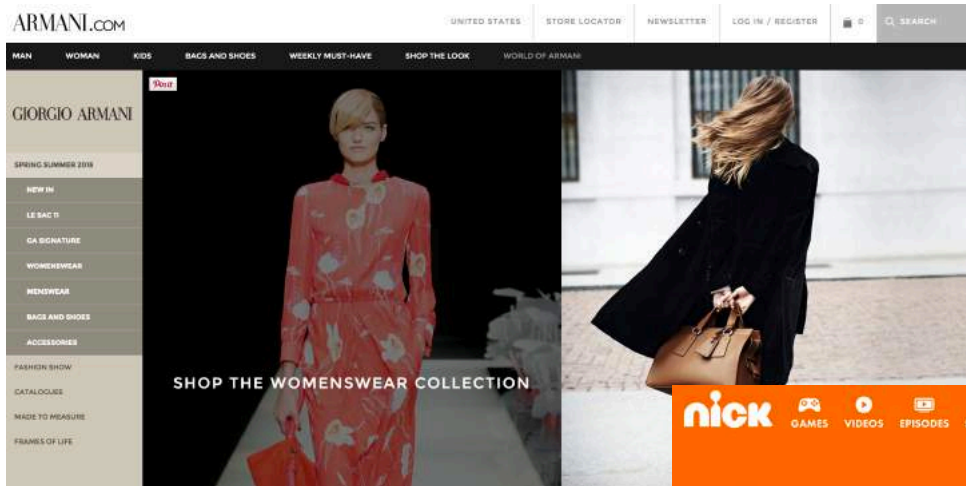- Consider mood, audience and type of site

# Color

# **Color**

- Use hexadecimal code or color names; search for HTML Color Codes

- Hexadecimal uses 16 digits – 0-9 and A-F (base 16) in 6 places to mix and create colors.

Red    Green    Blue

# #AA00CC

# **Typography**

- Font choice – serif/sans-serif
- Size
- Letter Spacing and Line Height
- Readability

## Austin

## Austin

# Writing

- Good writing is still important – grammar, spelling, punctuation
- Writing style should reflect the site
- Visuals and writing should complement

# Image Formats

- Use jpg for photos or images with gradients of colors

- Use gif for graphics

- png growing in popularity for graphics

- Images should be optimized for the Web; use Photoshop, Save For Web feature; new Photoshop features for Export