

# Designing with Reason

Week 04

TCNJ Dynamic Web Design

Jean Chu

1. Define your Concept

2. Keep consistent

3. Follow the hierarchy

# 1. Define your Concept

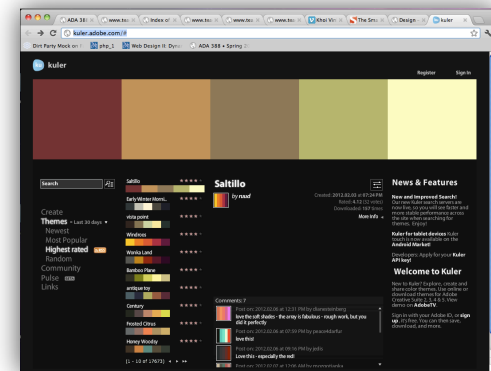
- Define your concept
  - Consider the goal, message, audience of the website
- Choose colors and fonts based on your concept
  - \*\*\*\*Do not use too many. Keep your fonts or colors limited. Otherwise, it will make your design look sloppy. \*\*\*\*

# Color coordination

- Use complementary colors.
- Use different hues but make sure they are the same value or saturation.

- Kuler resource at adobe

<http://kuler.adobe.com/#>



# Fonts have characteristics



Times New Roman



Hobo



Arial Rounded

# Typography

Most Characteristic



Most plain

- Logo and Identity
- Headline
- Navigation
- Body typography

Heirarchy



Use Contrast base on the Heirarchy

# Hierarchy

- Size • Color • Contrast •
- Shape • Position • White space •

## **Important**

- Larger Size
- Stronger Color
- Bold Texts
- Capitalized Texts
- Detailed Shapes
- Fonts with personality
- Top-Left or Center
- Surrounded by more space

## **Less Important**

- Smaller size
- Desaturated or faded color
- Lean or normal texts
- Uncapitalized texts
- Simpler Shapes
- Plain Fonts
- Bottom-Right or Edge
- Surrounded by less space

# Example

A L I C E Y I M

- Alice Yim is a Fashion Designer.
- Most users would be females on their 20s-40s
- Want to give an impression as a high class garment

# Colors



**BBB0A6**



**CC9B9B**



**636466**



**D4D5D6**



**000000**

# Fonts

BONVENO CF - LIGHT  
**USED FOR ALL PARAGRAPH HEADINGS - ALL CAPS**

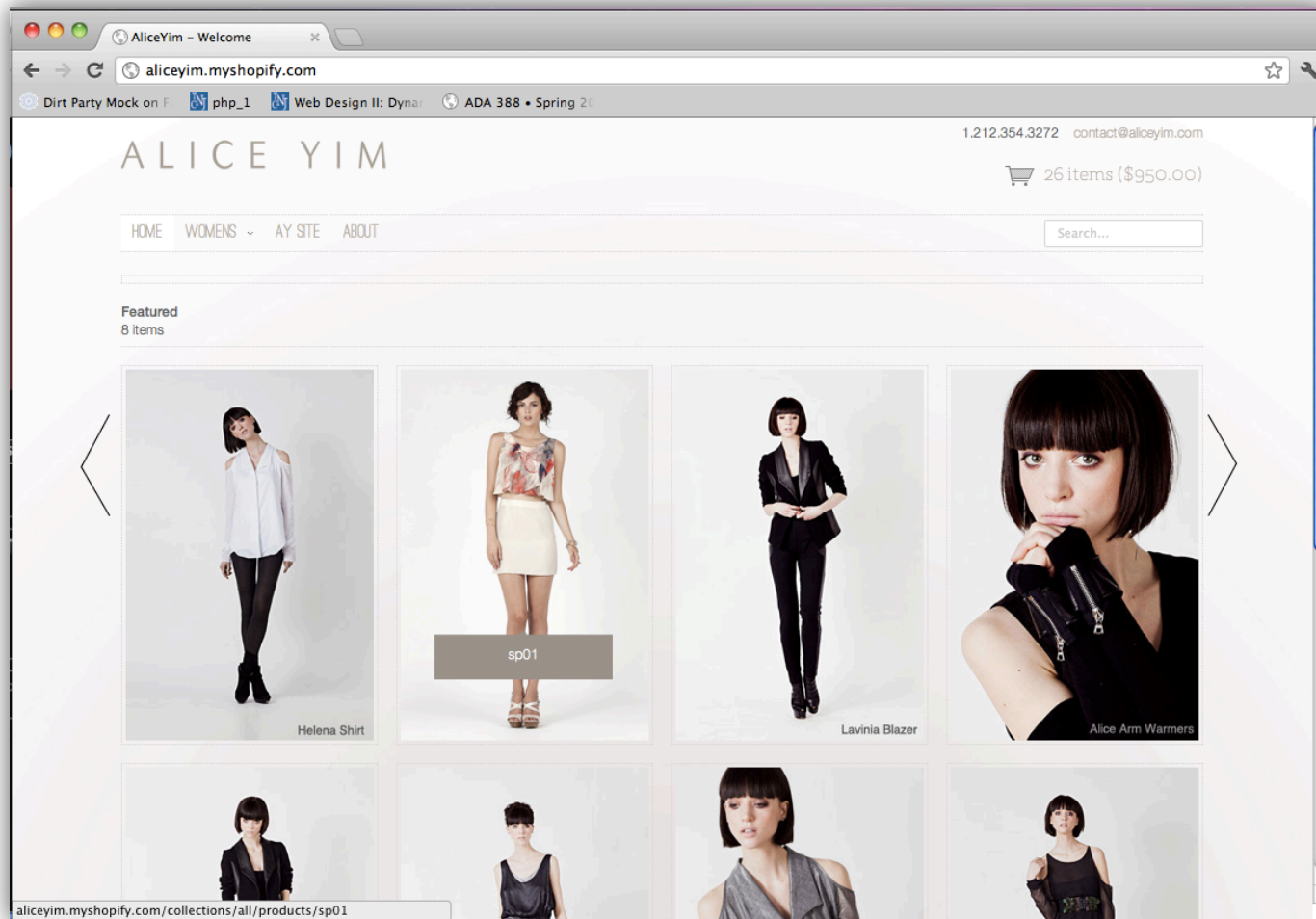
St. Marie - Thin  
**USED FOR ALL BODY COPY - SENTENCE CAPS**

OSTRICH - SANS ROUNDED MEDIUM  
**USED FOR NAVIGATION - ALL CAPS**

Helvetica Neue - Light  
**USED FOR SUB NAVIGATION NOT SELECTED - TITLE CAPS**

**Helvetica Neue - Medium**  
**USED FOR SUB NAVIGATION SELECTED - TITLE CAPS**

# The website



# The website

AliceYim - example dummy2

aliceyim.myshopify.com/products/example-dummy2


1.212.354.3272 contact@aliceyim.com





26 items (\$950.00)

ALICE YIM

HOME WOMENS AY SITE ABOUT

Search...



## EXAMPLE DUMMY2

Fitted sleeveless netting mini dress, high-waisted with stitched darts. Designed with a scoop neckline, seamed black silk charmeuse waistband and silk faille bow. Netting (60% polyester, 40% viscose) with silk inserts Color: gold & black

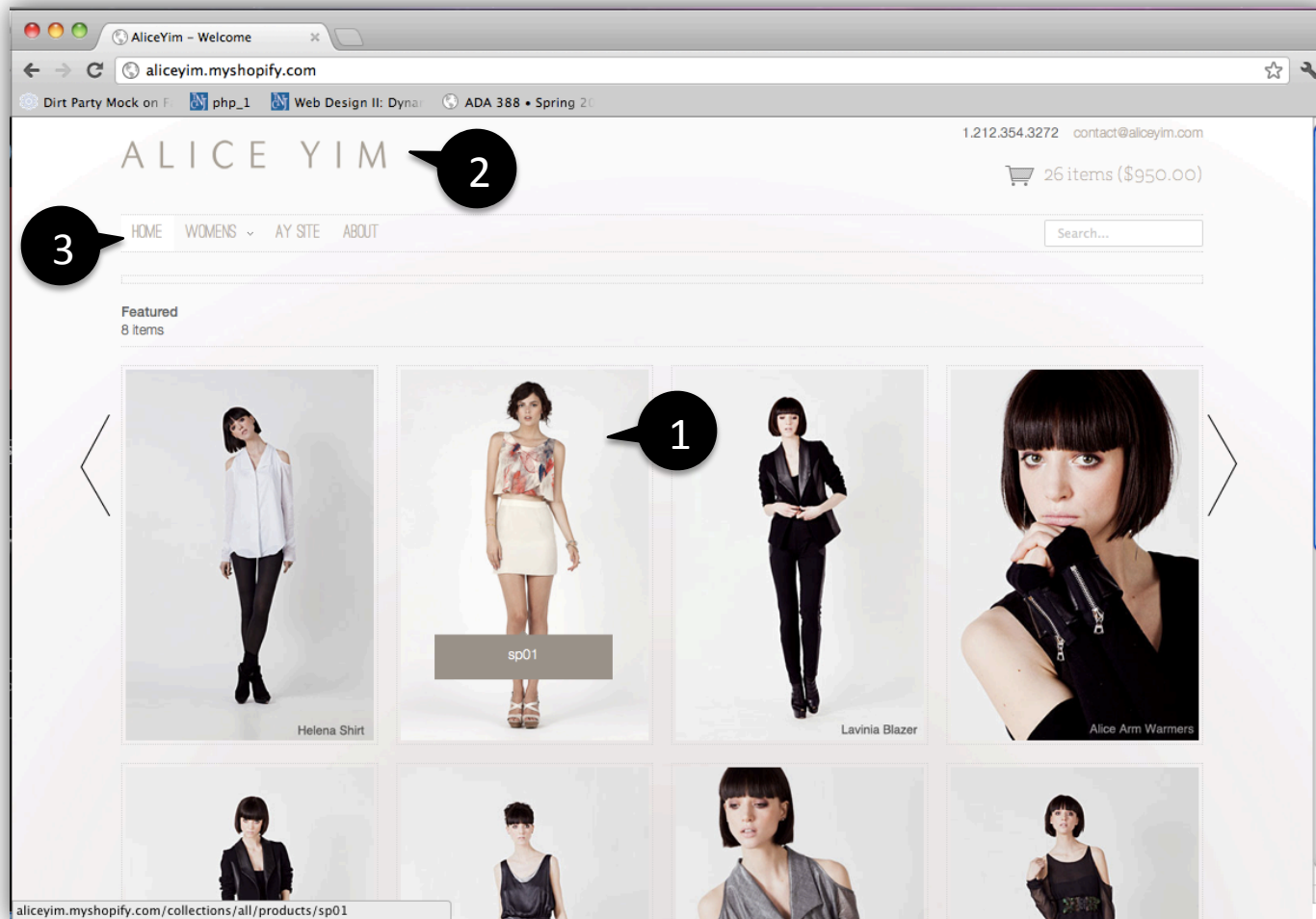
type: bottoms vendor: parrot

\$50.00

Add to Cart

Recently viewed items

# The website



# The website

The image shows a browser window displaying a product page for 'EXAMPLE DUMMY2' on the website 'aliceyim.myshopify.com'. The page features a large main image of a woman in a white dress (callout 1), a navigation menu with 'HOME', 'WOMENS', 'AY SITE', and 'ABOUT' (callout 3), and a search bar. The product title 'EXAMPLE DUMMY2' (callout 2) is followed by a description: 'Fitted sleeveless netting mini dress, high-waisted with stitched darts. Designed with a scoop neckline, seamed black silk charmeuse waistband and silk faille bow. Netting (60% polyester, 40% viscose) with silk inserts Color: gold & black'. Below the description, it says 'type: bottoms vendor: parrot' and '\$50.00'. An 'Add to Cart' button (callout 4) is located at the bottom right of the product information. The top right corner shows the phone number '1.212.354.3272', email 'contact@aliceyim.com', and a shopping cart icon with '26 items (\$950.00)'. A 'Recently viewed items' section is visible at the bottom left.

# Example



- Poly Pink is a sharable photo gallery like pinterest
- Most users would be Korean females on their teens to early 20s
- Want to give an impression as a pretty, humane, up to date, and fun website

# Colors



# Fonts

**For logo**

POLY PINK

**For Icons** Hand Written Fonts & Icons

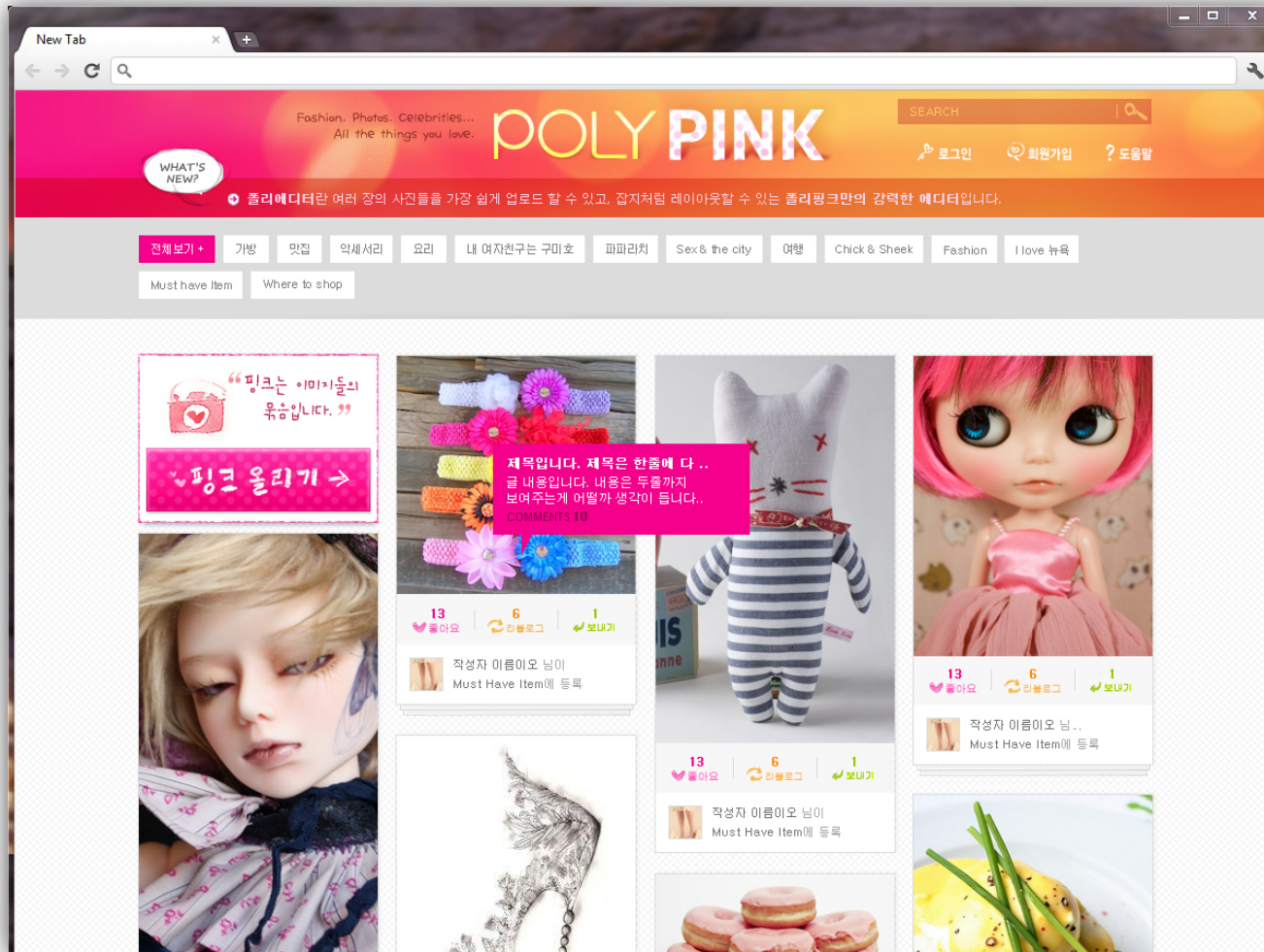
핑크 올리기



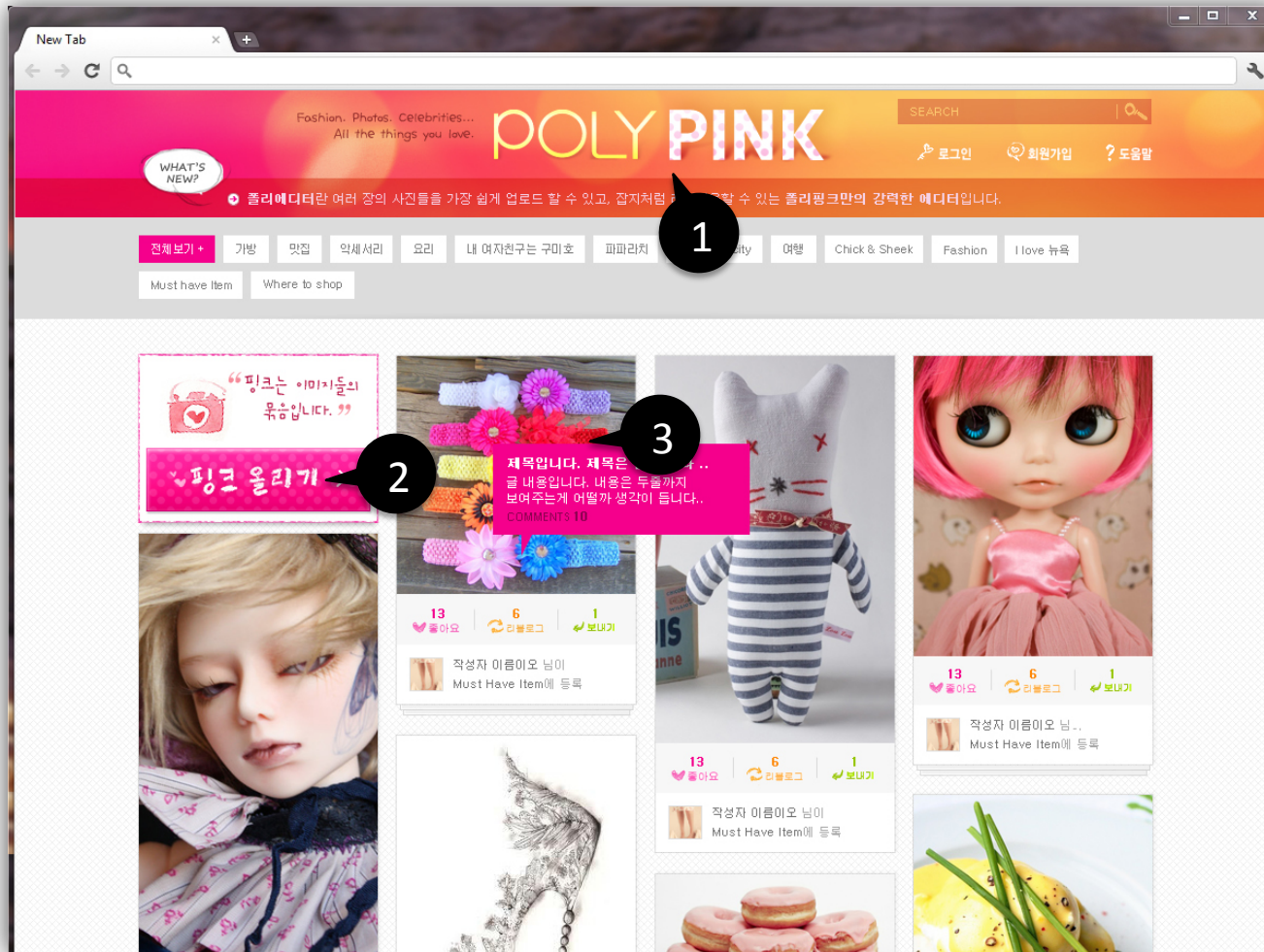
**Body text**

Dotum (Korean style Arial)

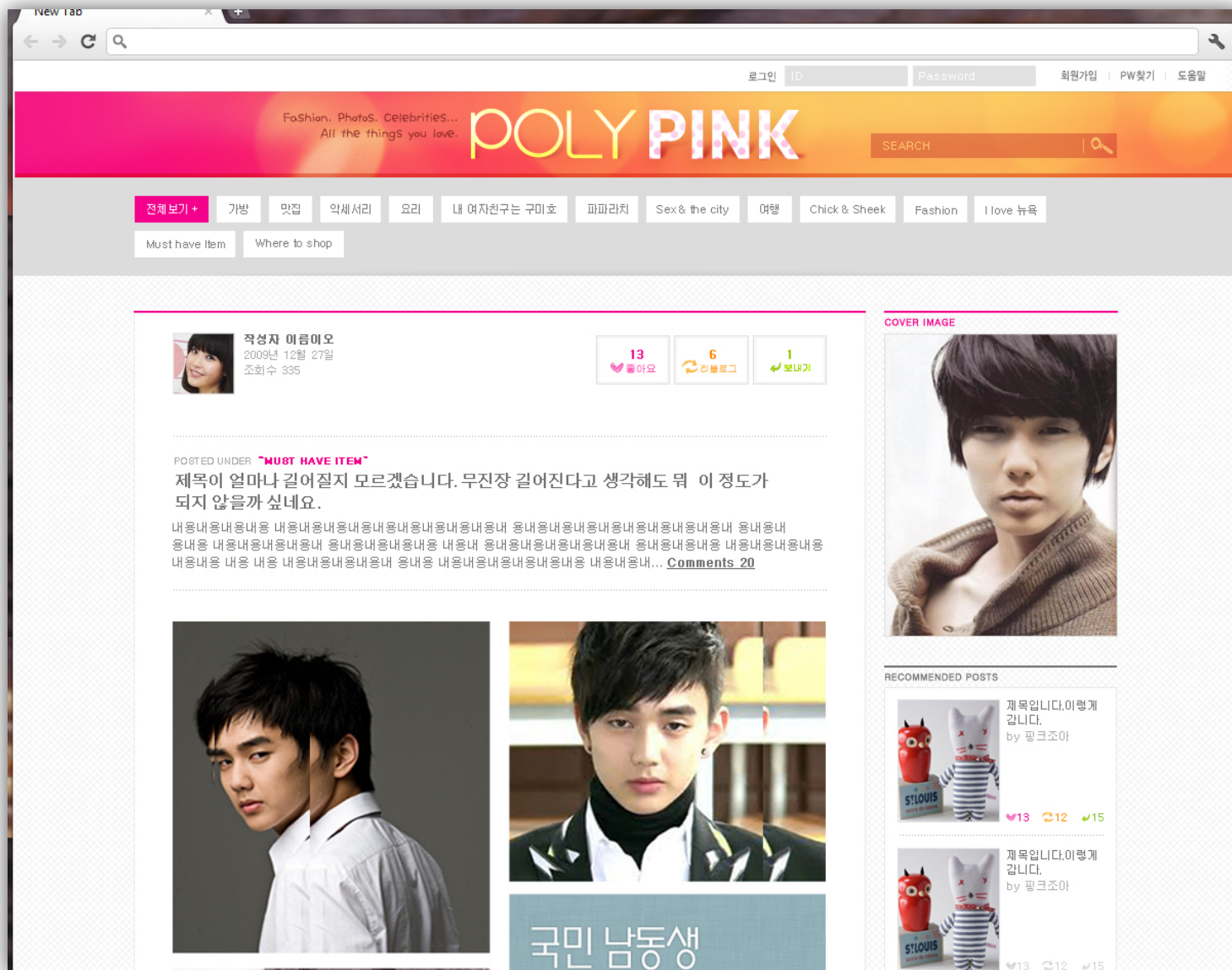
# The website



# The website



# The website







# Example



- Genyouth is a non profit organization working for child health
- People looking would be adults who would get involved and give donations
- Should give a feeling as to be athletic, healthy, and active

# Colors



# Fonts

Headlines

***WELCOME TO GENYOUth***

primary type

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890 œ&§%£(,.,:?!)***

secondary type

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 œ&§%£(,.,:?!)

# The Website

The screenshot shows a web browser window displaying the homepage of the GenYouth Foundation. The browser's address bar shows the URL <http://www.genyouthfoundation.org/>. The website features a green and white color scheme. At the top, there is a navigation bar with the GenYouth Foundation logo on the left and four menu items: "ABOUT US", "PROGRAMS", "OUR FOOTPRINT", and "TAKE ACTION". The "TAKE ACTION" button is highlighted with a red speech bubble. To the right of the navigation bar are social media icons for Facebook, Twitter, and YouTube. Below the navigation bar is a large green banner with the text "OVER 1/3 OF AMERICAN CHILDREN ARE OVERWEIGHT OR OBESE" in white, bold, sans-serif font. To the right of the text is a graphic of two hands, one white and one black, reaching upwards. Below the banner is a dark grey navigation bar with four tabs: "THE EPIDEMIC", "INTRO VIDEO", "GETTING INVOLVED", and "WHERE WE ARE". Below the navigation bar is a white section with a green header that says "WELCOME TO GENYOUth". The main text in this section reads: "TODAY'S CHILDREN COULD BECOME THE FIRST AMERICAN GENERATION WITH A SHORTER LIFE EXPECTANCY THAN THEIR PARENTS. OVER THE PAST TEN YEARS, WE HAVE SEEN EXPLOSIVE GROWTH IN THE NUMBER OF CHILDREN IDENTIFIED AS OVERWEIGHT OR OBESE. GENYOUth BRINGS LEADERS IN HEALTH, EDUCATION, GOVERNMENT AND BUSINESS TOGETHER IN A MOVEMENT TO REVERSE CHILDHOOD OBESITY RATES. WE".

Dictionary.com Google ceft and company

[http://www.genyouthfoundation.org/](#)

GENYOUth FOUNDATION

ABOUT US PROGRAMS OUR FOOTPRINT TAKE ACTION

OVER 1/3 OF AMERICAN CHILDREN ARE OVERWEIGHT OR OBESE

THE EPIDEMIC INTRO VIDEO GETTING INVOLVED WHERE WE ARE

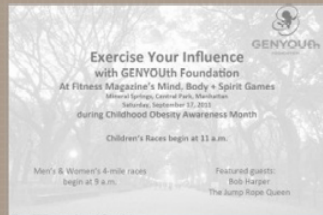
**WELCOME TO GENYOUth** TODAY'S CHILDREN COULD BECOME THE FIRST AMERICAN GENERATION WITH A SHORTER LIFE EXPECTANCY THAN THEIR PARENTS. OVER THE PAST TEN YEARS, WE HAVE SEEN EXPLOSIVE GROWTH IN THE NUMBER OF CHILDREN IDENTIFIED AS OVERWEIGHT OR OBESE. GENYOUth BRINGS LEADERS IN HEALTH, EDUCATION, GOVERNMENT AND BUSINESS TOGETHER IN A MOVEMENT TO REVERSE CHILDHOOD OBESITY RATES. WE

Done

**STEPS TO ACCELERATE A LIFETIME OF HEALTHY CHANGES. WHEN YOUTH ARE GIVEN A VOICE, CHANGE CAN HAPPEN. IT STARTS WITH YOU!**

**WHAT'S HAPPENING**

GENYOUth's got it going on! In our community, that is. Read on to find out more about what we're up to.



**GENYOUth Launches Movement with Corporate Partners in Central Park**

ON SEPTEMBER 19, 2011  
GENYOUth was proud [...]  
[READ MORE! →](#)



**How do I Raise a Fit Child?**

ON MARCH 22, 2011  
A third of American children are overweight or obese. That startling statistic and all its health and economic [...]  
[READ MORE! →](#)



**MORE THAN 80% OF KIDS DON'T GET THE RECOMMENDED 60 MIN. OF PHYSICAL ACTIVITY EACH DAY.**




[VISIT OUR TWITTER PAGE! ▶](#)  
**@thekellyrooney** We had a great time at our kids races on Saturday. Photos and video will be up on our Facebook page very soon!



# The Website

Dictionary.com Google ceft and company



 [ABOUT US](#) [PROGRAMS](#) [OUR FOOTPRINT](#) [TAKE ACTION](#)

**JOIN CITIZEN YOUth!**

Citizen YOUth is GENYOUth's hub for students and communities to take an active role in creating change. We're training "citizen philanthropists" on the ground to engage schools and communities and make a difference in schools by creating a platform for curriculum and program development with the student at the center of the conversation. Do you have what it takes to be part of Citizen YOUth? Of course you do! Here are just a few of the qualities we at GENYOUth believe go hand-in-hand with someone who makes change happen.

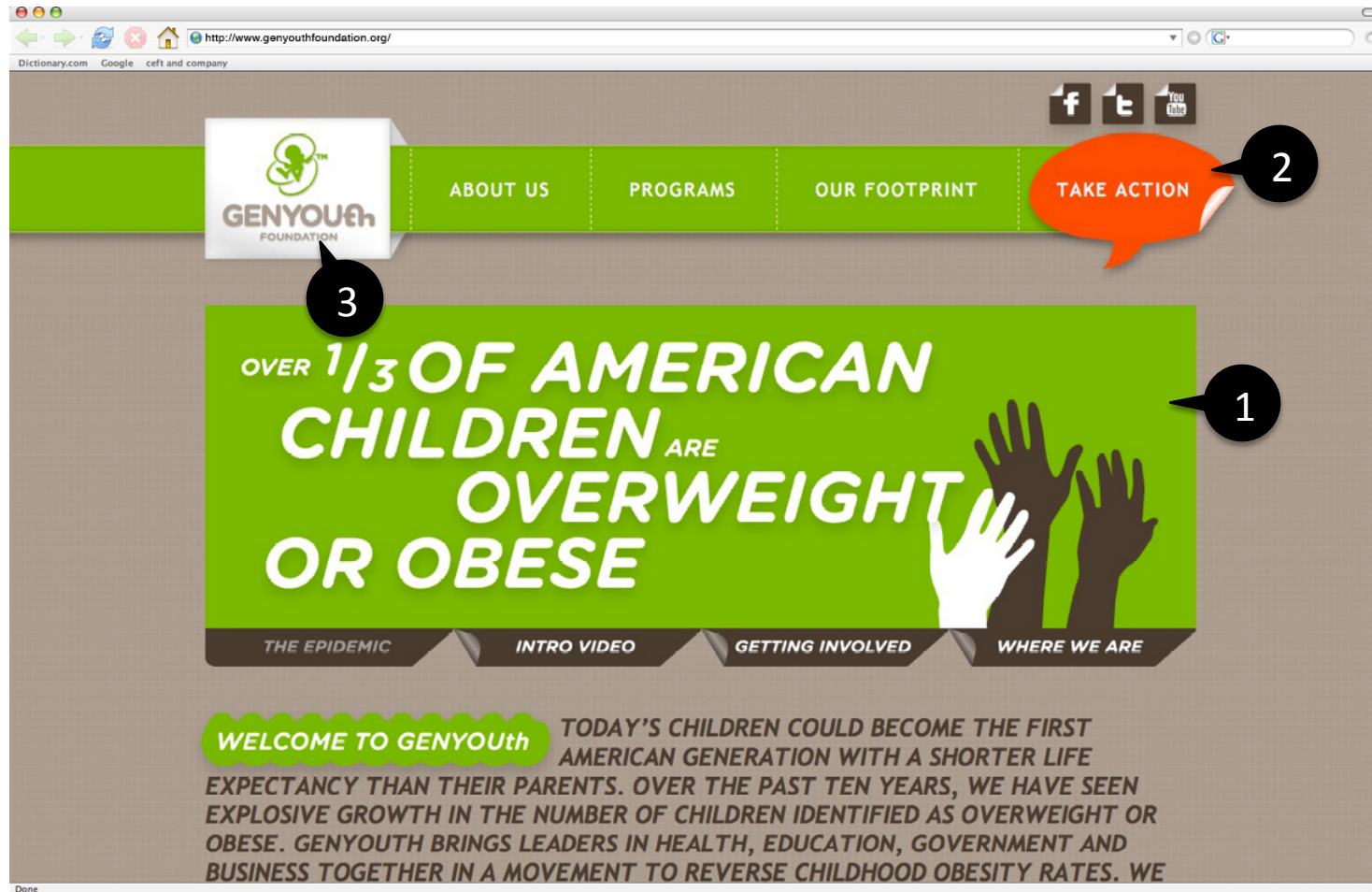
**You have ideas** - big or small - that you want to share with your community!  
**You're passionate** about your own health and wellness and you want to encourage others to be healthy too!  
**You enjoy** giving back in some way (volunteering, setting an example, being a good friend) because you know taking action matters.  
**You hear** something just "can't be done" and immediately feel the urge to prove that it can. Solving challenges drives and inspires you!  
**You exercise** your influence to get other people excited and involved in new things.  
**You love** stories about superheroes - in imagination, and in real life.

Have you dreamed up a project like building a playground or giving everyone in your class a jump rope? If you have a great big idea about how you can support your school and community through GENYOUth, send an email to [exerciseyourinfluence@genyouthfoundation.org](mailto:exerciseyourinfluence@genyouthfoundation.org) and ROCK our world! Tweet us at @GENYOUthNow or comment on our facebook FANPAGE with the Citizen YOUth qualities you possess and the big ideas you have!

 VISIT GENYOUth FACEBOOK  VISIT GENYOUth TWITTER  EMAIL GENYOUth EXERCISE YOUR INFLUENCE

Done

# The Website



# Example

## The New York Times

- New York Times is heavy in information
- Audiences are anybody to read the news
- Give an impression as accurate, smart

This is just my assumption

# Fonts & Colors

**The New York Times**



Links



Visited



Texts

Georgia, Times New Roman



Author



Time

Arial, Helvetica



Navigation Backgrounds



Arial, Helvetica

Navigation Fonts



# The New York Times

Thursday, February 9, 2012 Last Update: 5:12 AM ET

WATCH THE SHOW  
 2/13 - 8:00PM  
 #MARCJACOBSLIVE

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- Switch to Global Edition
- JOBS
- REAL ESTATE
- ARTS
- ALL CLASSIFIEDS
- WORLD
- U.S.
- POLITICS
- NEW YORK
- BUSINESS
- DEALBOOK
- TECHNOLOGY
- SPORTS
- SCIENCE
- HEALTH
- OPINION
- ARTS
- Books
- Movies
- Music
- Television
- Theater
- STYLE
- Dining & Wine
- Fashion & Style
- Home & Garden
- Weddings/Celebrations
- TRAVEL
- All Blogs
- Cartoons
- Classifieds
- Corrections

## \$26 Billion Deal Is Said to Be Set for Homeowners

By NELSON D. SCHWARTZ and SHAILA DEWAN  
 Nearly two million Americans could benefit from mortgage relief from the nation's biggest banks, as part of a broad government settlement to be announced as early as Thursday.

Graphic: Help for Some Homeowners

### CAMPAIGN 2012

## A Wealthy Backer Likes the Odds on Santorum

By JIM RUTENBERG and NICHOLAS CONFESSORE  
 Few people played a more pivotal role in Rick Santorum's victories in Minnesota, Missouri and Colorado than Foster Friess, a wealthy donor



Southern Company

## Approval Seen for Georgia Nuclear Plants

By MATTHEW L. WALD  
 For the first time since 1978, the Nuclear Regulatory Commission is expected to license two new reactors for the Southern Company's Alvin W. Vogtle Plant, above.

## Austerity Talks Hit a Wall in Greece

By RACHEL DONADIO and NIKI KITSANTONIS 35 minutes ago  
 Greece's prime minister said talks with lenders would continue Thursday after they stalled over pension cuts.

## Michigan Debates Use of Surprise Surplus

By MONICA DAVEY  
 After a \$457 million surplus, Michigan officials must sort out whether it is safe to start spending again or if a rainy day fund may be the prudent



**OPINION »**  
 CONTRACEPTION DEBATE  
**Collins:** Religions don't get to force their dogma on the larger public.  
**Greenhouse:** Catholics are claiming a special right to conscience that trumps law.  
**Egan:** There is a real possibility for compromise.  
 • Kristof: The White Underclass  
 • Editorial: A Terrible Transportation Bill  
 • Op-Ed: Ousted in Maldives | Related Op-Doc  
 • Op-Ed: Germany's Hidden Weaknesses  
 • Op-Ed: Impunity in Haiti

**MARKETS »** At 4:59 AM ET

Britain	Germany	France
<b>FTSE 100</b>	<b>DAX</b>	<b>CAC 40</b>
5,888.14	6,791.85	3,427.24
+12.21	+43.09	+17.24
+0.21%	+0.64%	+0.51%

Data delayed at least 15 minutes

Get there fast.  
 Get there first.  
 DealB%k  
 dealbook.nytimes.com

**GET QUOTES** My Portfolios »



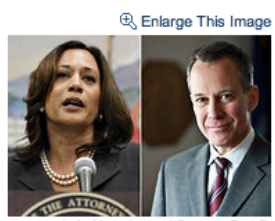
Are you Vanguarding your goals?  
[See how we're different](#)

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## States Negotiate \$26 Billion Deal for Homeowners

By NELSON D. SCHWARTZ and SHAILA DEWAN  
Published: February 8, 2012

After months of painstaking talks, government authorities and five of the nation's biggest banks have agreed to a \$26 billion settlement that could provide relief to nearly two million current and former American homeowners harmed by the bursting of the housing bubble, state and federal officials said. It is part of a broad national settlement aimed at halting the housing market's downward slide and holding the banks accountable for [foreclosure](#) abuses.



Enlarge This Image  
Left, Mario Anzuoni/Reuters; Fred R. Conrad/The New York Times  
The attorney general of California, Kamala Harris, left, and New York's

Despite the billions earmarked in the accord, the aid will help a relatively small portion of the millions of borrowers who are delinquent and facing foreclosure. The success could depend in part on how effectively the program is carried out because earlier efforts by Washington aimed at troubled borrowers helped far fewer than had been expected.

- RECOMMEND
- TWITTER
- LINKEDIN
- E-MAIL
- PRINT
- SINGLE PAGE
- REPRINTS
- SHARE



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### What's Popular Now

Jeremy Lin Has Burst From N.B.A. Novelty Act to Knicks Star

California Ban on Gay Marriage Is Struck Down

Capital One Bank  
SMALL BUSINESS REWARDS CHECKING  
**DOUBLE REWARDS FOR EVERY BILL PAID ONLINE**  
IMPORTANT DISCLOSURES

# New York Times

- By Design director **Khoi Vinh**

<http://www.subtraction.com/>

- Worked 2006-2010
- Brought the grid system and the characteristic of objective design of printed news to web design
- “Grids are Good”

[http://www.subtraction.com/pics/0703/grids\\_are\\_good.pdf](http://www.subtraction.com/pics/0703/grids_are_good.pdf)

# Grid Keeps Consistency



<http://www.nikibrown.com/designoblog/2009/04/08/4-reasons-why-i-love-the-new-york-times-website/>

# Hierarchy

The screenshot shows the homepage of The New York Times with several annotations:

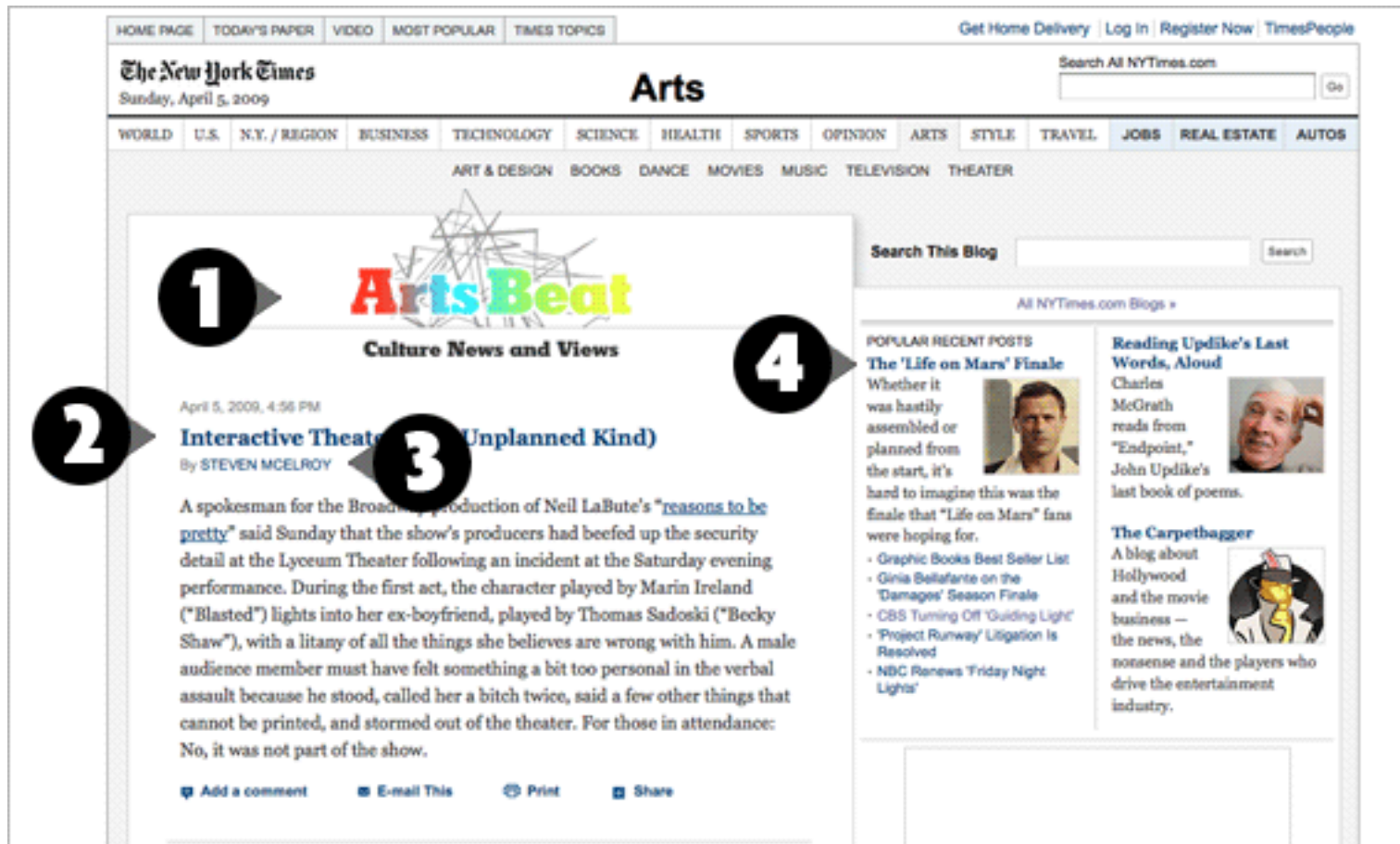
- 1**: The main masthead logo "The New York Times" and the date "Wednesday, April 8, 2009".
- 2**: The left-hand navigation menu, including categories like "WORLD", "U.S.", "POLITICS", "N.Y./REGION", "BUSINESS", "TECHNOLOGY", "SPORTS", "SCIENCE", "HEALTH", "OPINION", "ARTS", "Books", "Movies", "Music", "Television", "Theater", "STYLE", "Dining & Wine", "Fashion", "Home & Garden", "Weddings/Celebrations".
- 3**: The main article headline "With Victories, Gay Rights Groups Expand Marriage Push" by Abby Goodnough, featuring a photo of a couple on a cliffside.
- 4**: A secondary article headline "Somali Pirates Seize U.S. Ship With 21 Crew Members".
- 5**: The "OPINION" section, including "Proof: Last Call" and "Building on Layers of Tradition".

Other visible elements include the top navigation bar (HOME PAGE, TODAY'S PAPER, VIDEO, MOST POPULAR, TIMES TOPICS), the "MASTERS" tournament banner, the "Times Extra" link, a search bar, and a "MARKETS" section with a table of stock indices.

MARKETS	Britain	Germany	France
FTSE 100	3,900.69	4,291.41	2,875.54
	-29.83	-31.09	-26.77
	-0.76%	-0.72%	-0.92%

<http://www.nikibrown.com/designoblog/2009/04/08/4-reasons-why-i-love-the-new-york-times-website/>

# Hierarchy



<http://www.nikibrown.com/designoblog/2009/04/08/4-reasons-why-i-love-the-new-york-times-website/>