Desain Web
Konsep, Konteks, Content, Prinsip Desain

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Website and Internet Concept

- HTTP Request via URL
- TCP/IP
- Port 80
Web Browser Rendering Process

1. Request via HTTP
2. Parse returned document
3. Request additional document
4. Execute script
5. Render the document
Different Phases of a Web Project

1. Planning phase:
   - Define the goals and purpose of the site, determine what content should go on the site, diagnose dynamic site requirements.

2. Contract phase (Design for Business or Commercial):
   - Draft and submit a proposal to the client for the project that outlines the scope of the work in written form.

3. Design phase:
   - Make decisions about layout, color, organization, and content; and finally mock up a design and present it to the client for approval.

4. Building phase:
   - Convert a mock-up into HTML, CSS, and JavaScript

5. Testing phase:
   - Test the design on a testing server in the most popular browsers and browser versions on Mac, PC, and Linux

6. Site launch:
   - Secure a domain and hosting plan, upload the site’s files to a host server, retest the site, and be ready to maintain the site postlaunch.
Start With a Plan

- Determining the site’s purpose
  - Gathering Information

- Building a site image
  - Define and build the image that the web will project to the consumer (professional, casual, innovative, creative, fun)

- Determining site content
  - Home page, contact information, product, credits, code compliance, RSS feeds, help, sitemap

- Diagnosing the site’s dynamic requirements
  - Articles, paper, event calendar, news, blog post

- Defining ways to attract visitors
  - Newsletter, freebies, downloads, blogging, tools
Defining Audience

- Performing market research
  - General usage information, check competitor
- Gathering information on the target audience’s computer use
  - Usage statistics
- Assessing a site’s competition
- Determining benefits to site visitors
  - Show experiences, product quality
  - A benefit is something that is useful, helpful, or advantageous and enhances or promotes health, happiness, and prosperity from visitor’s perspective
Gathering Content

- Determining a site’s content needs
  - Music, illustrations, videos, documents
- Building wireframe
  - Navigation, interactive component
  - What content to show on what page
- Gathering other content
  - Photo, stock images, royalty, copyrights
  - Page title, meta-tag data, search-engine friendly
- Organizing site content
  - Organize pages to show
- Creating a visual site map
Client: Evergreen Printing & Graphics
Project: Site Map for new 22pg Web Site
Designer: Sue Jenkins/Luckychair
Date: June, 2007

SUGGESTED COLOR PALETTE:

SUGGESTED FONTS:

Arial
ABCDEFG
abcdefg
1234567890

Geneva
ABCDEFG
abcdefg
1234567890

SUGGESTED NAVIGATION: Centered CSS menu w/JavaScript flyout submenus
ON EACH PAGE: Evergreen logo, Nav links, Quick links, Photo, Footer links

FOOTER:

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Choosing The Right Tools

- Using a Web editor (HTML versus WYSIWYG)
  - Dreamweaver, BBEdit, Notepad++, SublimeText, etc
- Choosing the right graphics software
  - Vector/raster image processor
- Understanding HTML basics and code structure
- Using color effectively on the Web
  - Choose web-safe color
Web Safe Color

- #RGB
- 216 Web-safe Color
Good Design & Bad Design

- “The two most important tools an architect has are the eraser in the drawing room and the sledge hammer on the construction site.”
  - —Frank Lloyd Wright
- it's easy to teach someone how to create a page but it's difficult to teach them how to design a page
- People often commit the same mistakes over and over
- By pointing out these mistakes, and being told that they are mistakes, you can avoid them when you design your web pages.
Bad Design Example

- http://www.astrology-online.com/frames.htm
- http://bobhale.com/
Top No-Nos in The Web

- Using Frames
- Gratuitous Use of Technology
- Under Construction Signs
- Misusing Graphics
- Ransom Notes Fonts - and Comic Sans
- Complex Backgrounds
- Scrolling Text, Marquees, and Constantly Running Animations
- Complex URLs
Top No-Nos in The Web (2)

- Orphan Pages
- Long Scrolling Pages
- Lack of Navigation Support
- No Unique Content
- Too Many Ideas
- No Authoritativeness
- Outdated Information
- Link Problems
- Overly Long Download Times
Ten Good Deeds in Web Design

- Name and logo
- Search
- Headlines and page titles
- Facilitate scanning
- Hypertext to structure the content space (don’t cram all related into one page)
- Product photos (but don’t clutter)
- Relevance-enhanced image reduction
- Link titles – with meaning!
- Accessible for users with disabilities,
- Do the same as everybody else
Layout, and Composition

• A layout is the visual organization of type and visuals on a printed or digital page; also called spatial arrangement.
• Composition is the form, the whole spatial property and structure resulting from the intentional visualization and arrangement of graphic elements—type and visuals—in relation to one another and to the format, meant to visually communicate, to be compelling and expressive.
Box Model

Every element in HTML document is a “box”
A grid is a guide—a modular, compositional structure made up of verticals and horizontals that divide a format into columns and margins.

Grids organize type and visuals.

Defining boundaries starts with margins—the blank space on the left, right, top, or bottom edge of any printed or digital page.

Margins function as frames around visual and typographic content, concurrently defining active or live areas of the page as well as its boundaries.
Grid System for Web Design

- Why Grid System?
  - Save time, save money, & reduce frustration
  - Solid visual and structural balance in website
  - Offer more flexibility of User Experience
  - Easy to follow for user
  - Consistent
  - Easy to follow, easy to update

- Elements
  - Column, Margin, Gutter

- Example
Grid Example 960

12 Column Grid

Columns are 60px wide

Gutters are 20px wide

960px

10px margin on the left and right prevents collision with browser chrome

Available working area is 940px wide

940px
GRID SYSTEM SAMPLE
Any Questions?
Thank You

Terima Kasih

Grazias

Danke

Gratias

Merci

धन्यवाद

Thank You

謝謝

ありがとうございます

감사합니다

شكراً

Kiitos