

Introduction To Web Site Graphics Skm 1383

Lecture 4



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What are the elements of graphics?
What is Image?
Types of images
What is File Format?
Some File Formats
JPEG, PNG, TIFF



BMP, PSD, GIF, PICT,
GRayscale

Animation Images

What is 3D Objects?

Elements of Design

Design Principles

Web Design Basics



Thank You!

Pros and Cons Of Good design



Always different Views
Concept of usability
All designers are not the
same.

Technical (skillful) and
Non-technical

Practical Points:

1. Download time
2. Navigation
3. Consistency
4. Wording
5. Different Taste
6. Access

- 7) Finding Information
- 8) Different device usability
- 9) Simple
- 10) Complicated
- 11) Colorful
- 12) Short

13) Wild

14) Long

15) Conservative

16) Old Fashioned

The Reasons:

Everything is judged visually

Process of the brain

Fast recognition

Reading and **sign** is not the same



Please Do Not Turn....

Graphics and color are easily understood

Priority with the content

Use buttons to catch the eyes

Use realistic photo.

No need to go to Uzbekistan...

What is **Multi**?
What is **Media**?
What is **Interactive**
Multimedia?

Example: Multi Users



Multi Color



Multi Tool



Multi Levels



Multi Levels



Multiple Choice



MEDIA:

The main **means** of mass communication

The beginning of **human Communication**
through artificial channels:

Not Vocal: gestures, Maps, Writings...



MEDIA:

The main **means** of mass communication



Multi Media



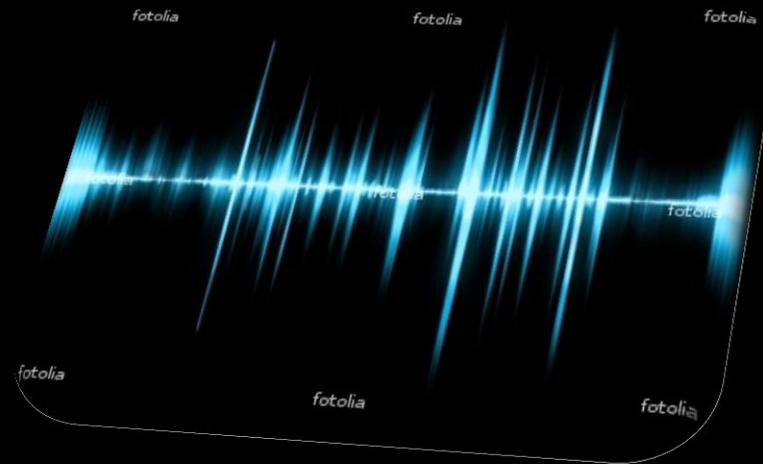
MULTIMEDIA: A Combination of:

Graphics, Video,



MULTIMEDIA: A Combination of:

Sound,



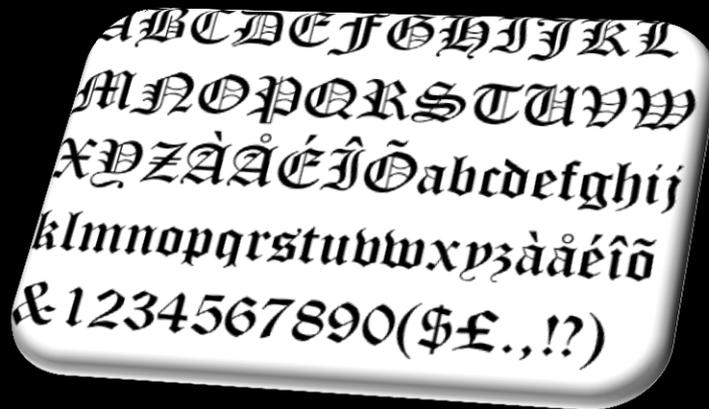
MULTIMEDIA: A Combination of:

Human

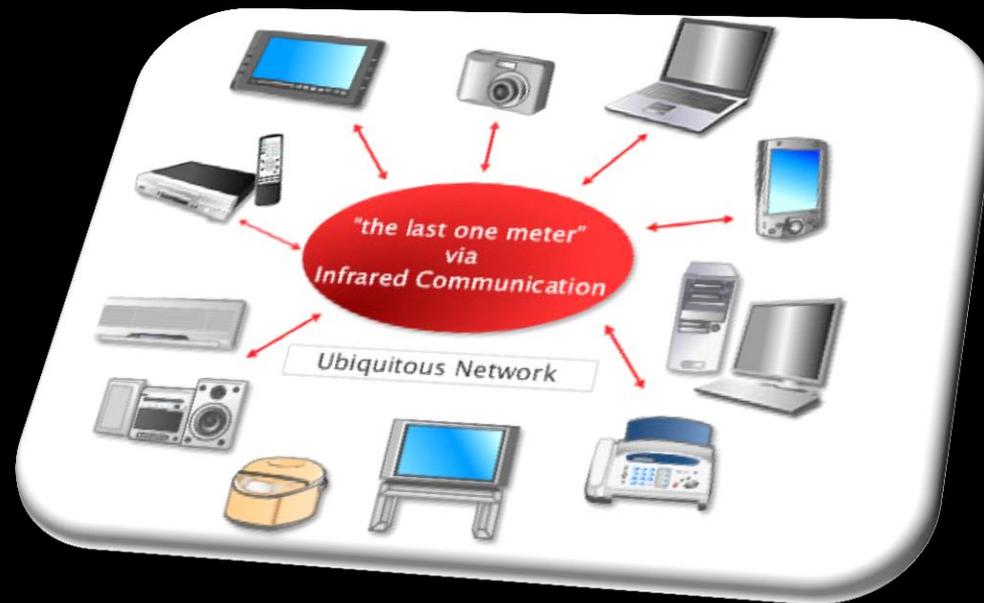


MULTIMEDIA: A Combination of:

Text, Animation,



Communication



Application of Multimedia

Business:

Presentation/Training.

Marketing/Advertising.

Product demo

Communication, Networking.



School
Student presentation.
Assignment.
Learning faster.
Magazines.



Home:

Entertainment

TV

Games

Public places:

Train stations, Streets

Advertisement

Hotels, Malls

Type of Multimedia



Media Player

Photo Editing: Photo shop

Video editing software:

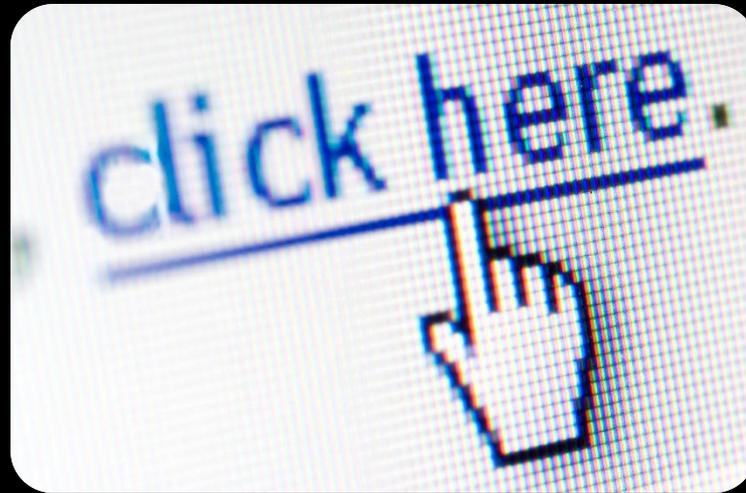
Premier

Power point

Talking book

Text to speech

Hypermedia Hypertext



Hyperlinked multimedia

Text: linked to a text

Audio, Graphics

Animations

Web resources

To an important link

Explanation

Curriculum usage

**Integration of many
media**

Students' need

**Support to many level of
students**

Weak/Smart students

Instructional guidance

Vocabulary

Definition

Translation

Glossaries

Indexes

Terminologies

Explanation/background notes

Example of hypermedia/Text

Welcome to class Assessment

Welcome to My Web

Multimedia Usage in Web Design



Multimedia Usage in Web Design is about using Animation

Audio

Video

To create Interactive

Environment

Compression method

MP3

Advantages:

It is vector-based technology

Higher compression

Contents interesting

Disadvantages:

Browsers must have plug-in

Bitmap difficult

File size big

Design for:

- 1. Past**
- 2. Present**
- 3. Future**

Largest Users

Use Latest technology

Hardware

Software

Not always possible to use latest technology

Use Most practical one

Existing technology

Consider browsers: support or not?

Browser compatibility issues

Old and new version

Fonts

So find out general population..

Get statistics

Issue of bandwidth (amount of data that can be uploaded or downloaded over a specified time)

How fast can a page be downloaded

But it is difficult if you have graphical page

Learn from your past weakness

Use image button

Use background

Reuse of background (Boring)

Uncontrolled color (make or break)

Uncompressed image

Site is slow

Drives away users

Thumbnails (can preview)

Can see Larger picture

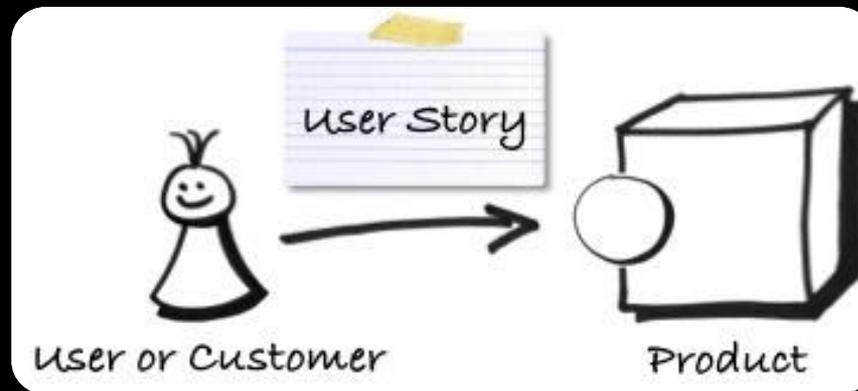
So Before you begin: Consider

1. Be logical.....
2. Be practical.....
3. Know about requirement
4. **Look and feel requirement**
5. **Bandwidth requirement**
6. **Resolution requirement**
7. **Scalability requirement** (change)
8. **Content requirement**

So now you are ready to kill.....

- 1. Go for branding**
- 2. Think of your colors**
- 3. Fonts standard**
- 4. Identify your audience**
- 5. Keep originality**
- 6. Maintain**

Designing User Experiences



User Experience means:

Practicality,

Experiment,

Effectiveness

Meaningfulness

Valuable aspects about

human-computer interaction

Designing User Experiences

Emotion

Attitude

Perceptions

Response

Anticipation



What is Programming Language?



You want your **web pages** to
do different things
depending on the **situation**,
you will **need**
a programming
language

What is **HTML**?
What is **CSS**?
What are **JavaScript**,
PHP and **Perl**?

What is HTML?

"HTML" means "Hyper Text Mark-up Language". It is a means for **formatting** your document.

What is CSS?

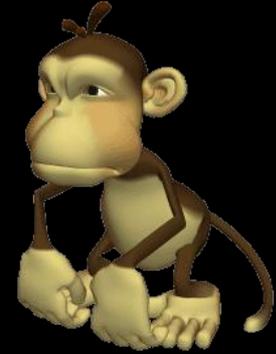
Cascading **Style Sheets**, allow you to specify things like the **font** you want on your page, the **size** of your **text**, whether the page is to have 2 **columns**,
Your text is to be in **bold** or **italics**.



شُكْرًا جَزِيلًا



تشكر



Teşekkür ederim