

Introduction To Web Site Graphics SKM 1383

Lecture 6



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So Before you begin: **Consider**

1. Be logical.....
2. Be practical.....
3. Know about requirement
4. **Look and feel
requirement**



So now you are ready to kill....

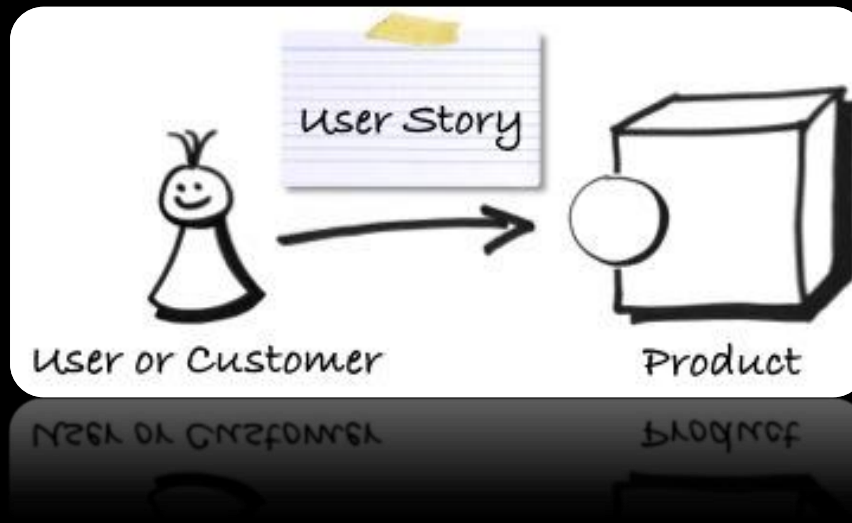
1. **Go for branding**
2. **Think of your colors**
3. **Fonts standard**
4. **Identify your audience**
5. **Keep originality**
6. **Maintain**



Thank You!



Designing For User Experiences



1. User Experience means:
Practicality,
2. Experimental,
3. Effectiveness
4. Meaningfulness
5. Valuable aspects about
human-computer
interaction

Designing User Experiences

- a) Emotion
- b) Attitude
- c) Perceptions
- d) Response
- e) 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**,

What is HTML?

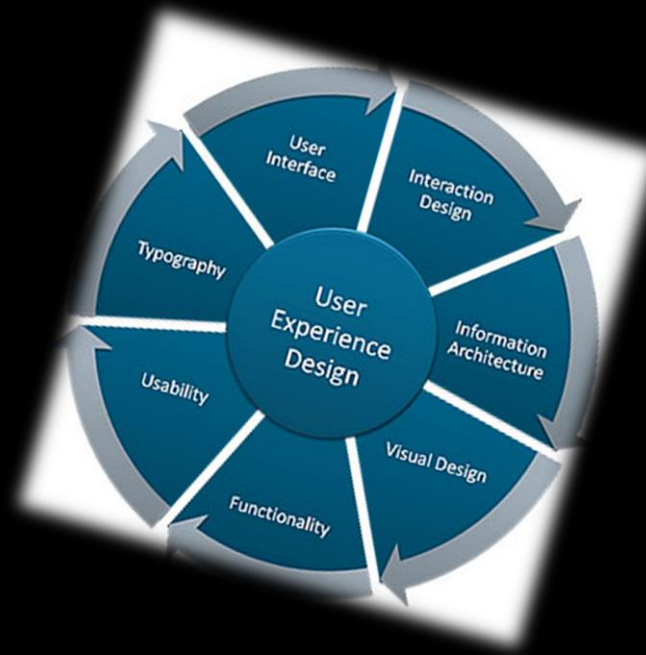
"HTML" means "Hyper Text Mark-up Language". It is a means for formatting your document.

What is CSS?

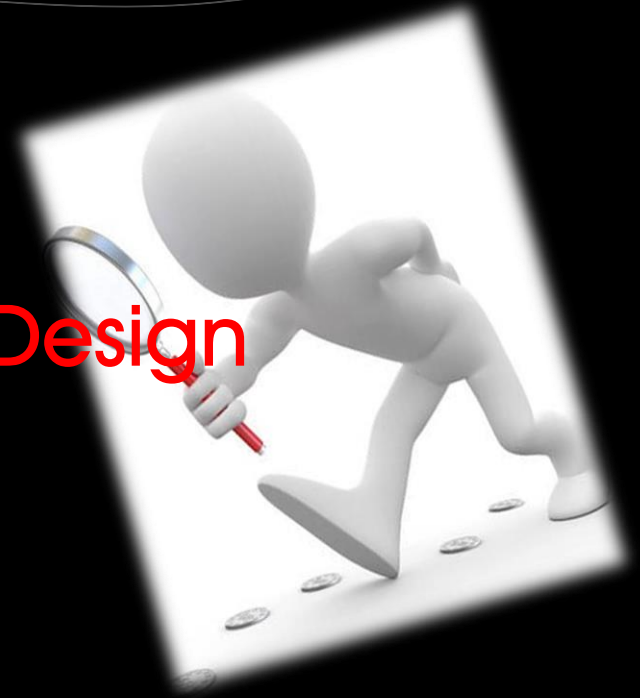
Cascading **Style Sheets**, allow you to specify things like the **font** you want on your page, the **size** of your **text**, whether the page is to have **2 columns**,

Your text is to be in **bold** or **italics**.

User experience design



- 1) **Visual design**
- 2) It is known as **Graphic Design**
- 3) **Communication Design**
- 4) **Visual communication**
- 5) It is about **feel good** of the design



1) **Architecture of the Information**

2) It is about structuring

3) Organizing

4) Relevancy

5) Products

6) Services,

7) Helping the Users to find and use the content



Managing and Finding

To find information is **critical**.

It is success factor.

Browsing.

Searching.

Asking.

Finding **architecture** is a failure.

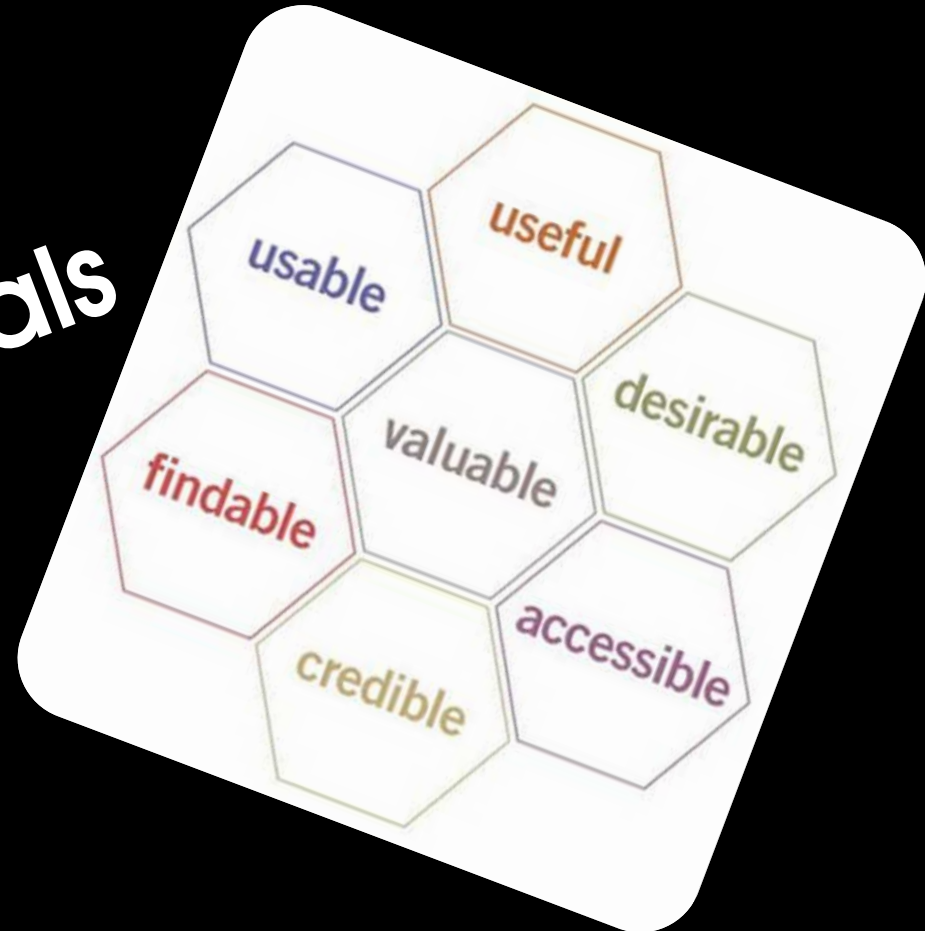
Navigation must be easy

Location of contents must be easy.

Interaction Must be easy.



User Experience Fundamentals



Usefulness:

- ❖ Your **contents** must be **original** and **fulfil**
- ❖ user's **requirement**.

❖ Usability:

- ❖ Website must be **easy** to be used

❖ Desirability:

- ❖ Design **elements** create **emotion/ Like**

❖ **Search ability:**

- ❖ Your Content should be controllable and locatable online and offline

❖ **Accessibility:**

- ❖ User must be able to access your Content Especially (disabilities)

❖ **Credibility:**

- ❖ Users must have confidence
- ❖ Believe what you deliver

Never **Negotiate** with the following:

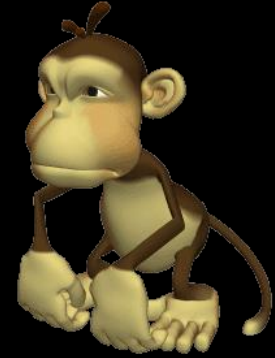
1. Consider User **E**motions
2. Site **P**erformance
3. Solve **P**roblem
4. Think of **B**eauty..
5. Have a **P**urpose.



شُكْرًا جَزِيلًا



تشكر



Teşekkür ederim