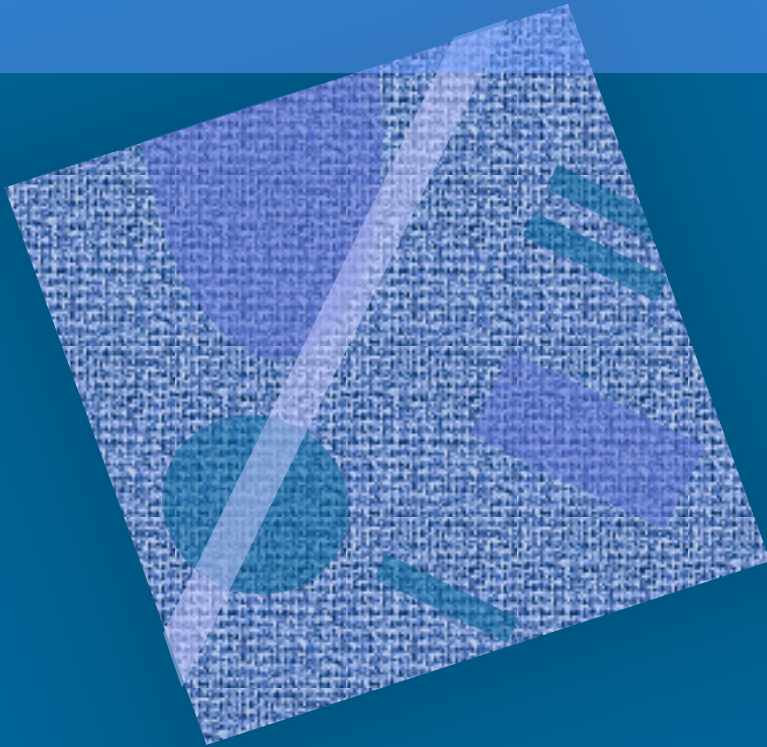


COMS 359: Interactive Media

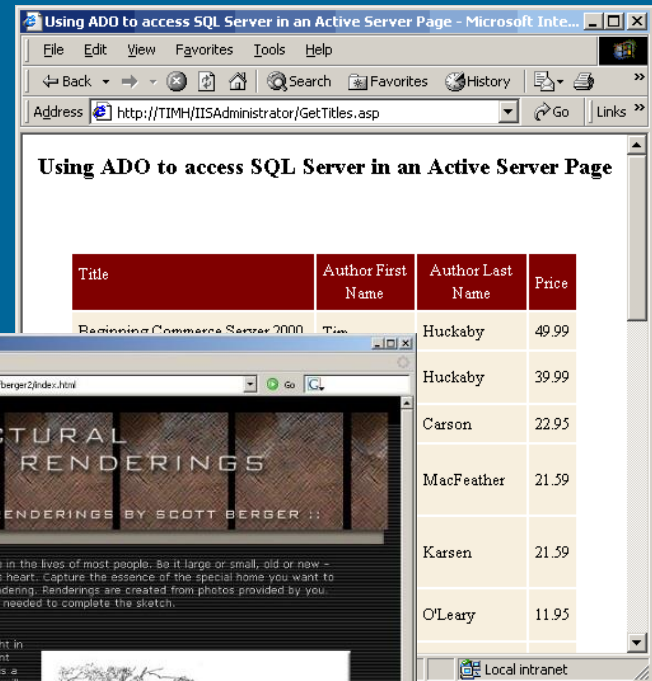


Agenda

- Announcement
- Review
- Web Design
- Preview

Review

- Tables
 - Create html spreadsheets
 - Page Layout



Review

- Table Tags
 - `<table>...</table>`
 - `<tr>...</tr>`
 - `<td>...</td>`
- Numerous Attributes
 - `<table>` = border, rule, frame, bgcolor, width, height, cellpadding, cellspacing, margin
 - `<tr>` & `<td>` = align, valign, bgcolor, colspan, rowspan
- Page Layout using Tables

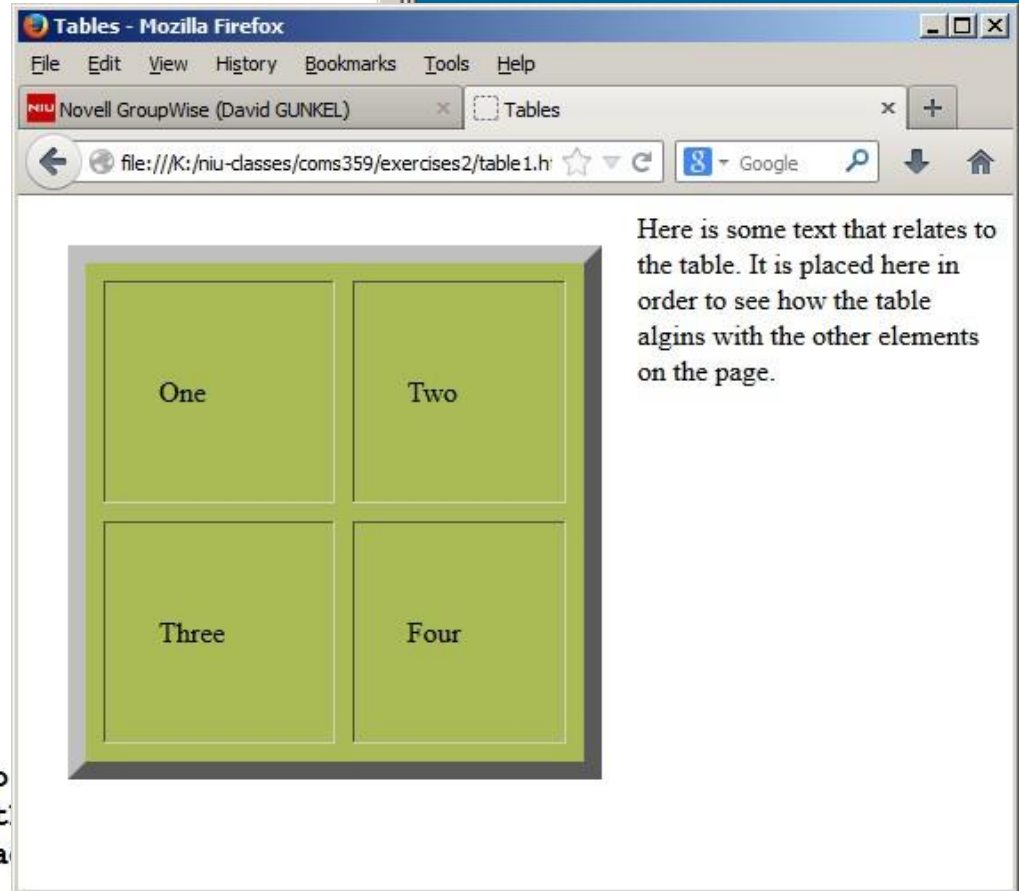
Basic Table

```
*K:\niu-classes\coms359\exercises2\table1.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
table2.html table1.html
1 <html>
2   <head>
3     <title>Tables</title>
4   </head>
5   <body>
6
7   <table>
8
9   <tr>
10    <td>One</td>
11    <td>Two</td>
12  </tr>
13
14  <tr>
15    <td>Three</td>
16    <td>Four</td>
17  </tr>
18
19  </table>
20
21  </body>
22  </html>
23
length Ln: 24 Col: 1 Sel: 0 | 0 Dos\Windows ANSI as UTF-8 INS
```



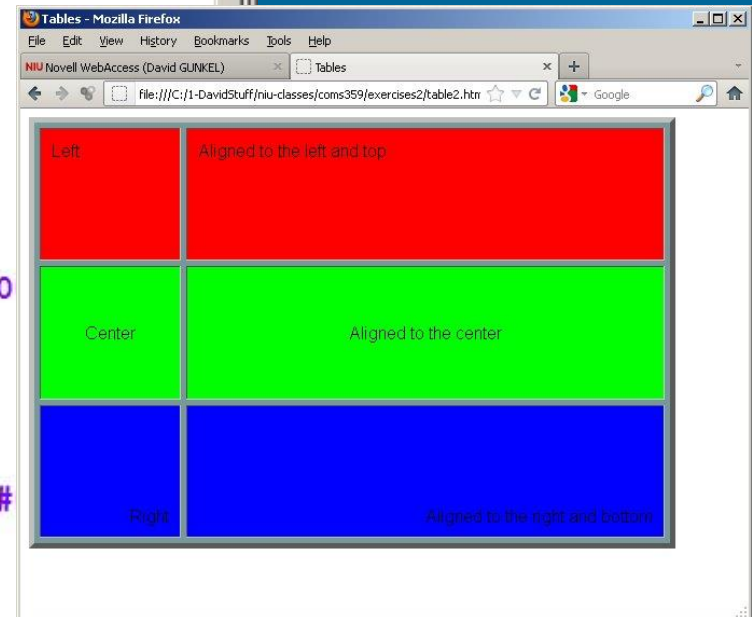
Attributes of the <table> tag

```
K:\niu-classes\coms359\exercises2\table1.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
table2.html x table1.html x
1 <html>
2   <head>
3     <title>Tables</title>
4   </head>
5 <body>
6
7   <table border="10"
8     width="300" height="300"
9     bgcolor="#aabb55"
10    align="left"
11    style="margin:20px"
12    cellpadding="10"
13    cellspacing="30">
14
15   <tr>
16     <td>One</td>
17     <td>Two</td>
18   </tr>
19
20   <tr>
21     <td>Three</td>
22     <td>Four</td>
23   </tr>
24
25 </table>
26   Here is some text that relates to
27   placed here in order to see how t
28   with the other elements on the pa
29
30 </body>
</html>
```



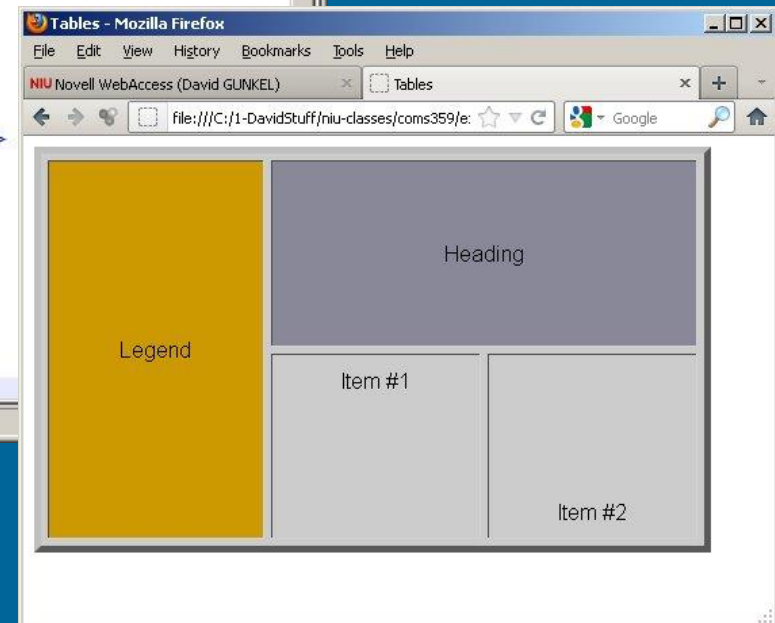
```
K:\niu-classes\coms359\exercises2\table2-1.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
table2.html x table2-1.html x
1 <html>
2   <head>
3     <title>Tables</title>
4   </head>
5   <body>
6
7     <table border="10"
8       width="700" height="300">
9
10    <tr align="left" valign="top" bgcolor="#ff0000"
11      <td>One</td>
12      <td>Two</td>
13    </tr>
14
15    <tr align="center" valign="center" bgcolor="#"
16      <td>Three</td>
17      <td>Four</td>
18    </tr>
19
20    <tr align="right" valign="bottom" bgcolor="#0000ff">
21      <td>Three</td>
22      <td>Four</td>
23    </tr>
24  </table>
25
26
27 </body>
28 </html>
29
length : 447 lines : 34 Ln : 29 Col : 1 Sel : 0 | 0 Dos\Windows ANSI as UTF-8 INS
```

Attributes of the <tr> tag



Attributes of the <td> tag

```
K:\niu-classes\coms359\exercises2\table_exercise.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
table_exercise.html x
1 <html>
2   <head>
3     <title>Tables</title>
4   </head>
5   <body>
6
7     <table border="5"
8       width="500" height="300"
9       cellpadding="10" cellspacing="5"
10      background="#cccccc">
11
12   <tr>
13     <td rowspan="2" bgcolor="#ccaa00" align="center">Legend</td>
14     <td colspan="2" bgcolor="#aaaabb" align="center">Heading</td>
15   </tr>
16
17   <tr>
18     <td align="center" valign="top">Item #1</td>
19     <td align="center" valign="bottom">Item #2</td>
20   </tr>
21
22 </table>
23
24 </body>
25 </html>
26
Hyper Text M length : 481 lines : 26 Ln : 26 Col : 1 Sel : 0 | 0 Dos\Windows
```

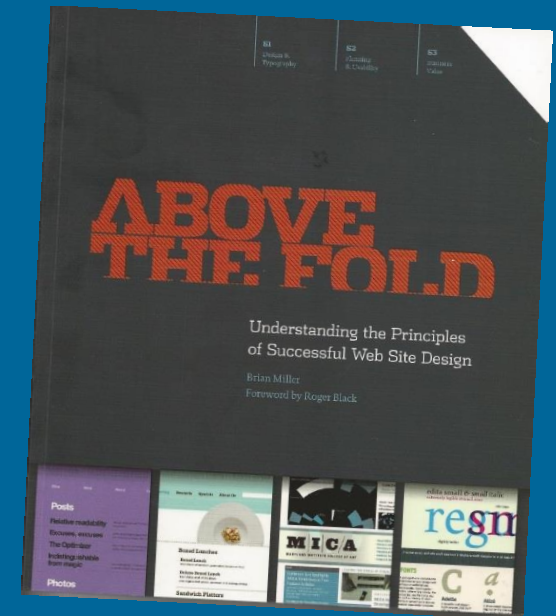


Review - Layout



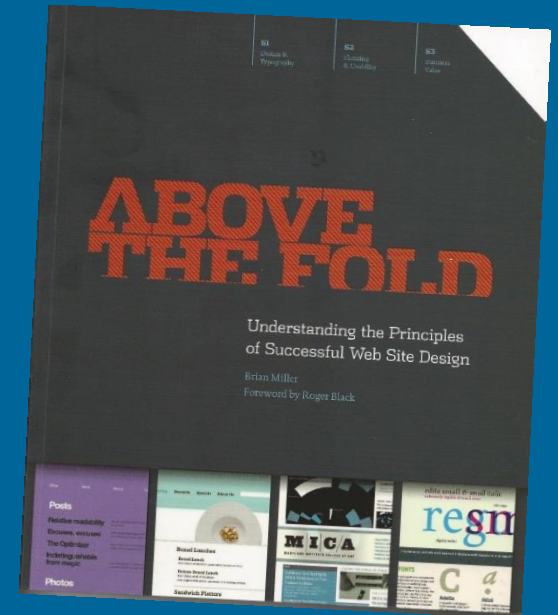
Today

- Topic
 - Web Design
- Text
 - Miller - ch. 1-4
(pp. 1-117)



Today

- Introduction to Design
- Anatomy of a Web Page
- Web Design Unity
- Elements of Web Design



Introduction

- Learning Design
 - Design is an art not an exact science
 - Get you thinking about design as part of the communications strategy for your website
 - Content / Form
 - What you say / How you say it
 - “Practice makes perfect”
 - Instruction – common conventions and approaches
 - Learning – learn by doing; learn by trying it out, making mistakes and solving problems

Introduction

- Design (def.)
 - *Design is a Plan*

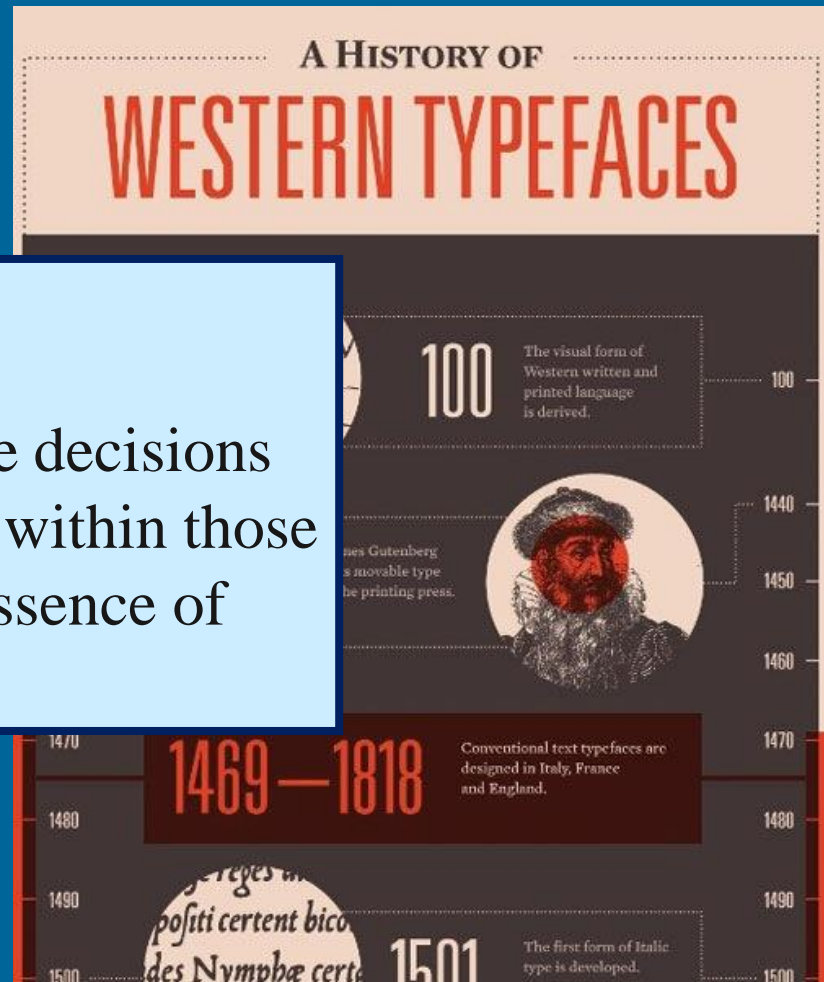
To happen “by design” is for something to take place according to a prescribed plan. Not by accident.
 - *Design is a process*

Series of decisions in order to create a final result
More decisions = higher complexity

Introduction

Design

Limiting subjective decisions and being creative within those limitations is the essence of what designers do.



Introduction

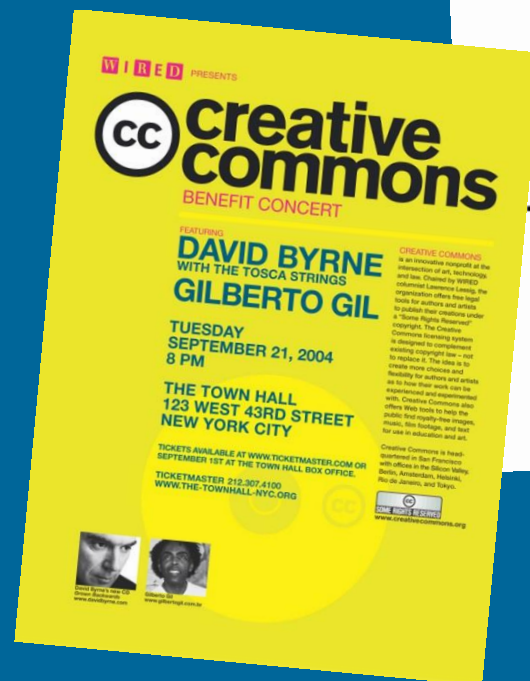
- Web Limitations
 - User System
 - Screen size = variable
 - Operating System = variable
 - Browser = variable



Introduction

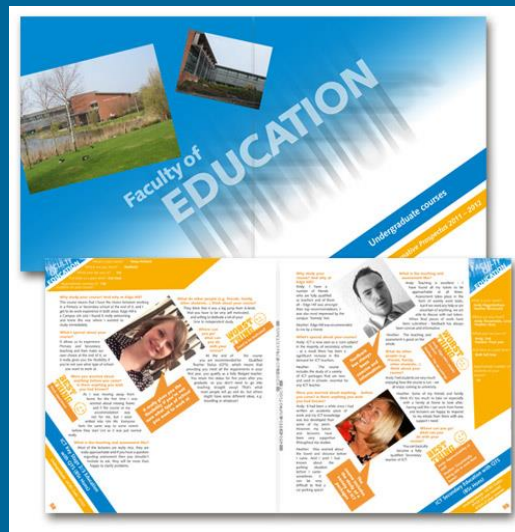
- Web Limitations
 - Font - 9 common fonts
 - No pre-determined page height or width

Andale Mono
Times New Roman
Georgia
Verdana
Arial
Courier New
Trebuchet MS
Comic Sans
Impact



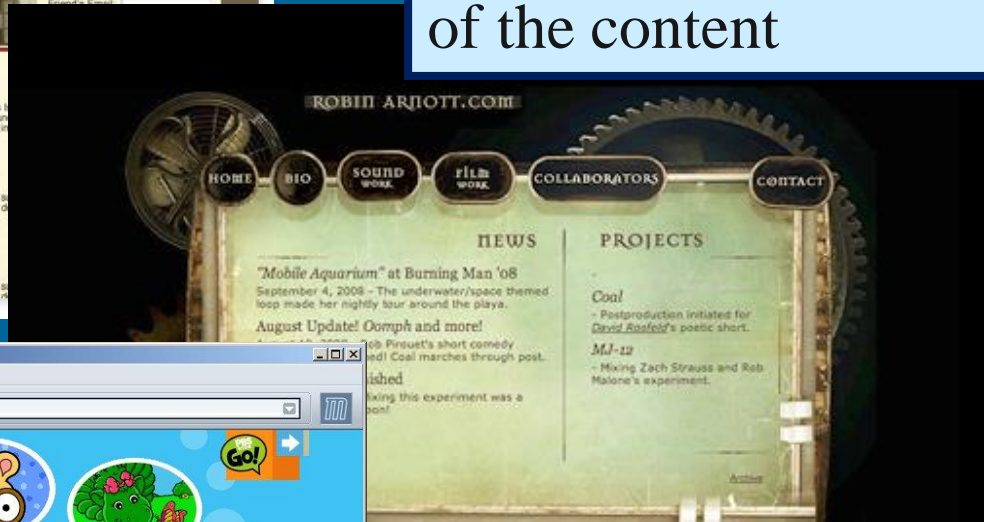
Introduction

- Web Limitations
 - Color Matching
 - Images
 - Rectilinear Layout





Good web design creates an experience for the user; expresses the personality of the content



Balancing Act: just enough control over the experience to feel empowered but not so much that one feels overwhelmed

Web 1.0 (1993 – 2002)

Mosaic, the first consumer Web-browsing application, is released

Image of Microsoft.com from 1994

WC3 is formed to
standardize HTML
Netscape Navigator
Web browser
is released

Amazon.com
launches
NYTimes.com
launches
Craigslist.org
launches

Microsoft releases Internet Explorer versions 1 (August) and 2 (November)

CompuServe
changes its name to
Lycos.com

Cascading style sheets (CSS) introduced

Microsoft releases Internet Explorer version 4

DrudgeReport.com
launches

Image of Apple.com
from 1997

Ebay.com launches
Netscape
Communicator
replaces Netscape
Navigator

Napster.com, a peer-to-peer file sharing Web site, launches

Microsoft releases Internet Explorer version 5, which allowed users to save Web pages for the first time

Craigslist.org
expands beyond
San Francisco
(originally launched
in 1995)

Google Adwords
launches

Netscape version 6
is released

Wikipedia.org
launches

Microsoft releases Internet Explorer version 6, which included support for CSS

Friendster.com
launches

Netscape version 7
is released

1993



1994



1995



1996



1997



1999



3000



3003



3007

Brief History of Web Design

Web 2.0 (2003 – present)

MySpace.com
launches

WordPress
blogging software is
introduced.

Apple releases the
Safari Web browser

Facebook.com
launches

Flickr.com launches

Mozilla Firefox Web
browser is released,
which utilizes the
Gecko layout engine
to display Web pages

YouTube.com
launches

Twitter.com
launches

Microsoft releases
Internet Explorer
version 7, which
introduced tabbed
browsing and a
content feed reader

Mozilla Firefox
version 2 is released
with tabbed
browsing

Apple introduces
the iPhone and
mobile apps

Netscape Navigator
version 9 is released

Candidate Web sites
and social media play a
pivotal role in the
U.S. elections

Mozilla Firefox
version 3 is released

Microsoft launches
Bing.com to compete
with Google

Microsoft releases
Internet Explorer
version 8 with
improved support for
Ajax, CSS, and RSS

Twitter.com is
used to organize
and mobilize
relief efforts in
Haiti following
the devastating
earthquake.

Mozilla Firefox
version 3.6 is
released

2003



2004

2005



2006



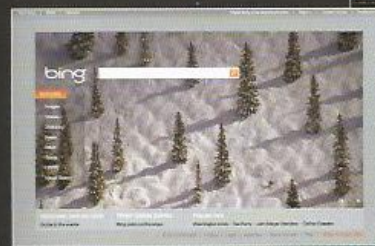
2007



2008



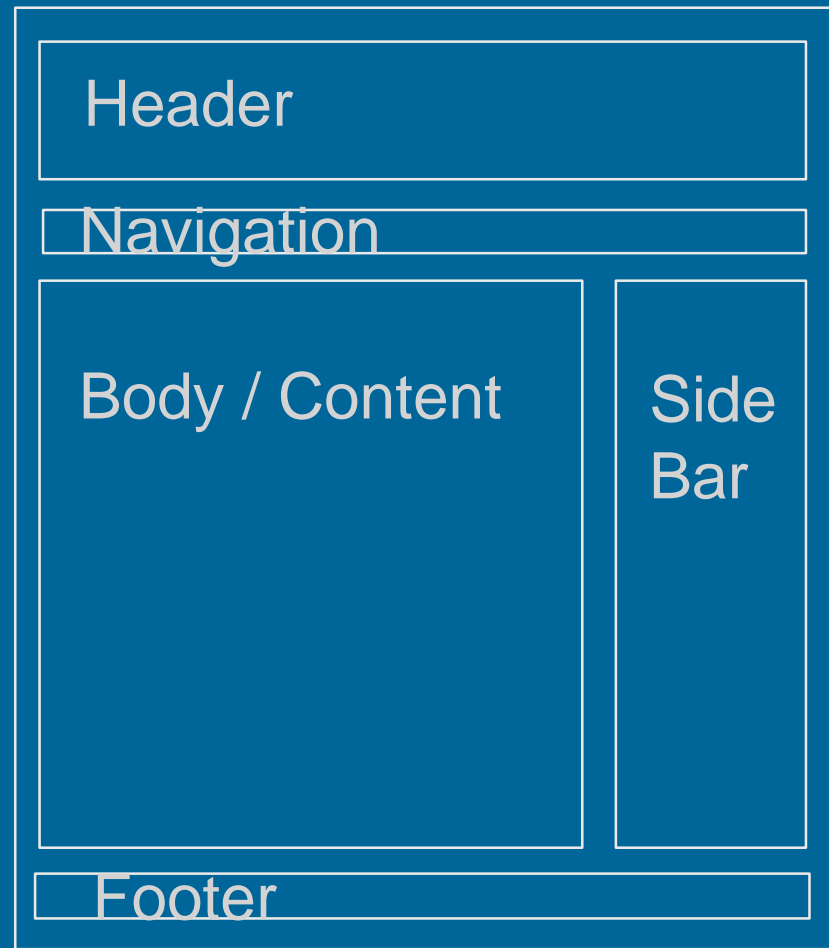
2009



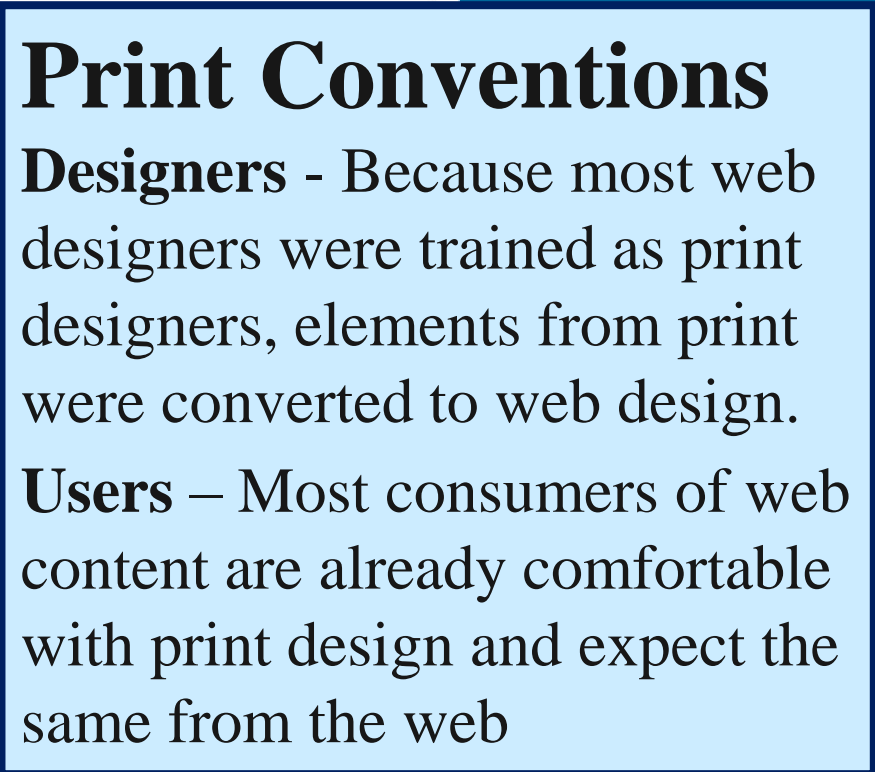
2010



Anatomy of a Web Page



Background



Anatomy of a Web Page

Side Bar

Header

Body / Content

Footer

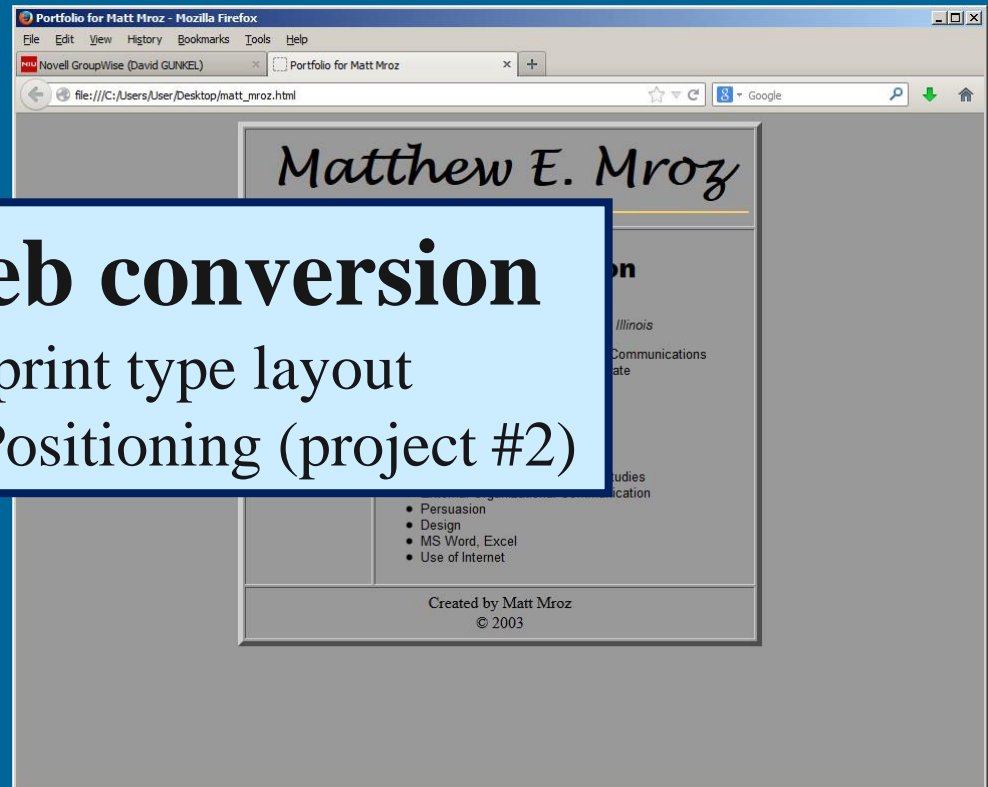


Anatomy of a Web Page

Print to Web conversion

Tables – provide print type layout

CSS – Absolute Positioning (project #2)





Header

- The one area that remains relatively consistent throughout all pages
- Visual anchor for the site
- Establish the brand look and feel

d language resources.

- [about.com Japanese Pages](#) (English)
- [English in J-Rock music!](#) (English)



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Search

GO



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BLOG

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Register

Join Us and become the part of the world's largest website dedicated to the Transportation Industry. Register Now!

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ation Publications



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Body / Content

The main informational part of the page.

Usually organized into a hierarchy with the most important information coming at the top (*feature area*)



PHOTO PORTFOLIO

HOME PAGE

ABOUT ME

GALLERY

PRICE LIST

CONTACT ME



• WELCOME TO MY PORTFOLIO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

• PHOTO CATEGORIES

- People
- Animals
- City
- Abstract
- Expression
- Nature
- Family
- Fashion
- Fine art
- Food
- Glamour
- Other

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Search Enter a search term

ADVANCED RECIPE SEARCH

RALPH LAUREN

DAYS WEDDINGS CRAFTS HOME & GARDEN PETS WHOLE LIVING COMMUNITY SHOP

Fresh Desserts

Recipes for cookies, puddings, cakes.

THE MARTHA BLOG

March 9
TODAY'S POST

South Africa - Day Two



Read My Blog

NEW FROM MARTHASTEWART.COM

- Get Martha's Spring-Cleaning Checklist
- Martha's Planning Calendar
- Fan Martha Stewart Living on Facebook

3 SEWING 4 SPRING-CLEANING

Television

Today, March 9



Watch the Preview

View Archive | Local Listings | Volok Sweepstakes | Martha's Finds



View Irish Soda Bread

My Favorites



Holiday Head Start

- Plan Your Passover Menu
- April Fool's Day Pranks
- Everything Easter

Our Easiest Craft Ideas

- Craft Punch Projects
- Clip-Art Crafts
- 20 Sewing Projects for Beginners

Decorating Diary

Color, color, color

Posted by Kevin Sharkey, on March 9, 2010

With all of the blog chatter about the new MS paint line for Home Depot and my MS paint choice (Heath) for the apartment, I thought you might...

Read More



Baked Goods

Enjoy new recipes for chocolate pudding icebox cake and Italian breadsticks. Then, furniture-care tips, a linen-wrapped table how-to, and knitting gauge cards. Plus, fashion icon Andre Leon Talley.

See All...

St. Patrick's Day Videos

- Irish Soda Bread
- How to Brine Beef
- Corned Beef and Cabbage
- Irish Blue Cheese Fondue
- Clover Coasters
- Green Carnations

RALPH LAUREN *Spring 2010*



SHOP NOW

RALPHLAUREN.COM

Enter Ziploc® Brand's Fresh from the Freezer Sweepstakes

Sneak peek at the March issue of Martha Stewart Living

Get Ready for Spring

Simple, fresh food and pretty outdoor decorations



Top 7 Most Popular

7 other categories

- 1 Lemon Desserts
 - 2 St. Patrick's Day
 - 3 Our Best Clip Art
 - 4 Our Top 49 Good Things
 - 5 Classic Appetizers
 - 6 St. Patrick's Day Crafts
 - 7 Show Preview
- See All Most Popular

DIGITAL About Martha Stewart | The Martha Blog | Fan Martha on Facebook | Follow Martha on Twitter
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MAGAZINES Martha Stewart Living | Everyday Food | Weddings | Body+ Soul
SUBSCRIPTIONS Martha Stewart Living | Everyday Food | Weddings | Body+ Soul | Email Newsletters
BLOGS The Martha Blog | Everyday Food Blog | The Radio Blog | The Daily Wag | The Crafts Dept. | The Bride's Guide | Home Design
COMMUNITY My Account | Discussion Boards | Share Your Photos | Sweepstakes & Promotions
TELEVISION & RADIO The Martha Stewart Show | Everyday Food TV | Martha Stewart on Demand | Martha Stewart Crafts TV | Martha Stewart Living Radio
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WEBSITES MarthaStewart.com | MarthaStewartWeddings.com | WholeLiving.com | Emarie.com
ADVERTISING & MEDIA MSLO Media Kit | MSLO Ad Portal

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NIPPON no ROCK! Japanese Music Coverage in English - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Novell GroupWise (David GUNKEL) webpage design - Google Search NIPPON no ROCK! Japanese Music Cover...

www2.comm.niu.edu/faculty/dgunkel/coms359/mikeocenasek/frameset.html

日本のロック

NIPPON NO ROCK!
JAPANESE MUSIC COVERAGE IN ENGLISH / 英語で日本の音楽のニュース

- HOME
ホームページ
- NEWS
ニュース
- LYRICS
リリックス
- OTHER SITES
リンクス
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好きなサイト
- CONTACT
コンタクト
- BUY STUFF
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リント
MORE INTI
Official bank

Enjoy this fine collection of
Links will open in a new win

BAND SITES

- Bump of Chicken Of
- Dragon Ash Official
- Utada Hikaru (日本語)
- UTADA (English)
- BoA (日本語)
- The Brilliant Green (

FANSITES

- 愛LOVE Dragon Ash (日本語)
- Megchan's J-Pop Pages (English)
- Bump of Chicken: Stargazing (English)
- j-rocker.com (English)

日本語を話しましょう! (Language Resources)

- about.com Japanese Pages (English)
- English in J-Rock music! (English)



Sidebar

Secondary information that either supports the main content or supplies links to additional information



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T-Shirts



Links

WHOLESALE



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam

EMPLOYEE OF THE MONTH



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam



Certified 100 Organic Cotton

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet.



Certified 100 Organic

Low Impact reactive dye

preshrunk

sweatshop free

"The Highest Quality."

most sustainable apparel brand on the planet. Our shirts are



Footer

Support section of the web site

Often contains copyright information and/or a basic site map with links to all pages.

angie green

professional golfer

home news & events schedule pictures links

Ang's schedule

- Ladies African Tour - Pro-Am**
 Location: Swaziland
 Date: February 16 - 17
- Ladies African Tour - Major**
 Location: Johannesburg
 Date: February 22-24
- Lakeland Duramed FUTURES Class**
 Location: Lakeland, Fla.
 Date: March 9 - 11

» view all upcoming tour dates

a note from Angie

Hello, welcome to my constantly changing website. It has been up a few months now and I am always adding to it so please check back often and send any comments my way. Right now I am looking to add a journal to the site so you can follow along with me this year and hear how things are going. I am busy training and preparing for a full season ahead of me right now but I will have updated journals and pictures to come soon!

Angie Green

Become a GREEN fan!

GO

NEWS & EVENTS

WHAT'S HAPPENING WITH ANG

December 2006

Preparing for the Ladies African Tour in January.
[See My 2007 Schedule](#)



[Sponsor Interest?](#)

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 Web Design by WebGamut LLC.

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VonnDesign
THE WEBSITE DESIGN FIRM

home contact



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Media Marketing

Looking for a stronger social site?



E-Commerce Development

In this day and age, if you are in the business of selling products,



Get a Free Quote →

Design
Design for Business



Published on: 01.03.2011

Website which will include lots of useful service facilities. The new site design will allow visitors such as Twitter feed, Facebook's Live

READ MORE



Published on: 27.03.2011

Conversionist approached us looking for a business card that really stood out from an ordinary business card, but captured the simplistic and unique style of the company's character. We whipped a few drafts and after a couple of rounds of revisions we had produced exactly what was expected - yet another unique and astonishing business card.

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Pages

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Services

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Archives

March 2011
February 2011
December 2010
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Our Work

Website Design
Logo Design
Branding
iPhone Apps
E-Commerce
Blog Design

Contact Us Today

Name *

Email *

Message *

Submit



Background

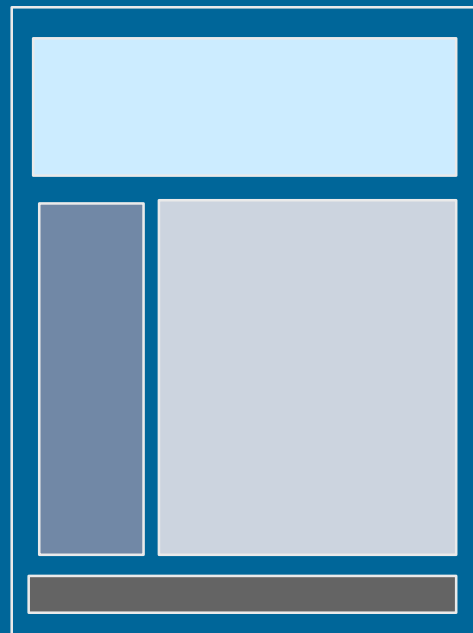
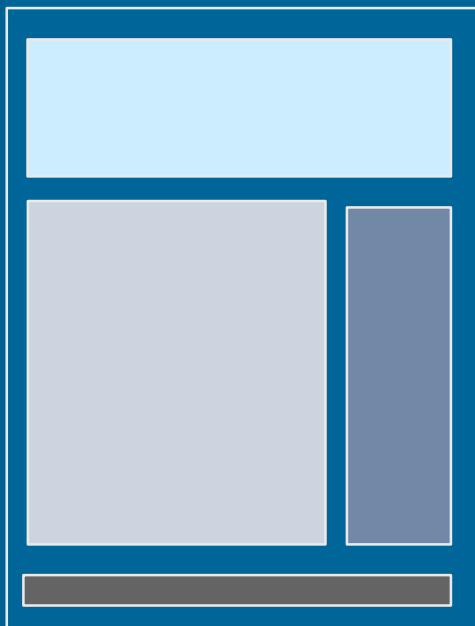
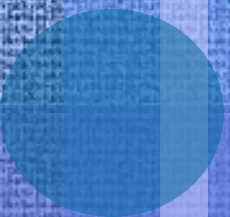
Complements page content

Supports page personality

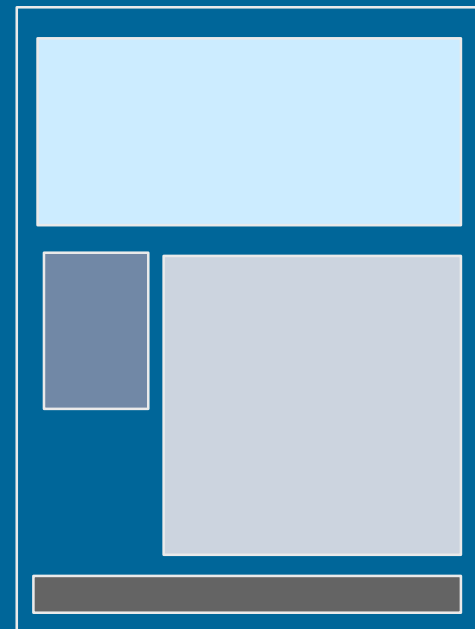
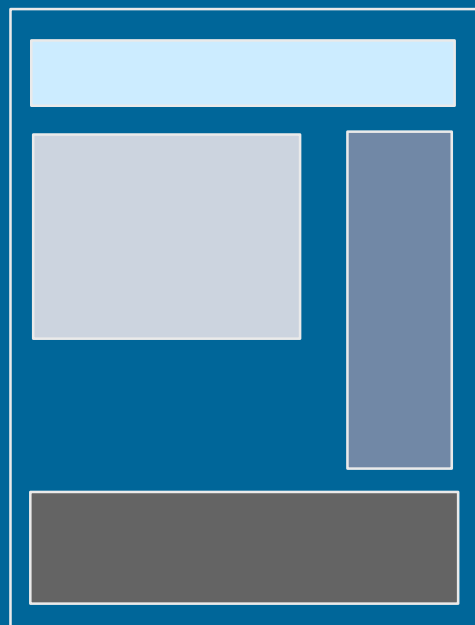
Fills in the empty space on the page

ansites, and language resources.





Creativity
Modify the standard
layout conventions



Web Design Unity

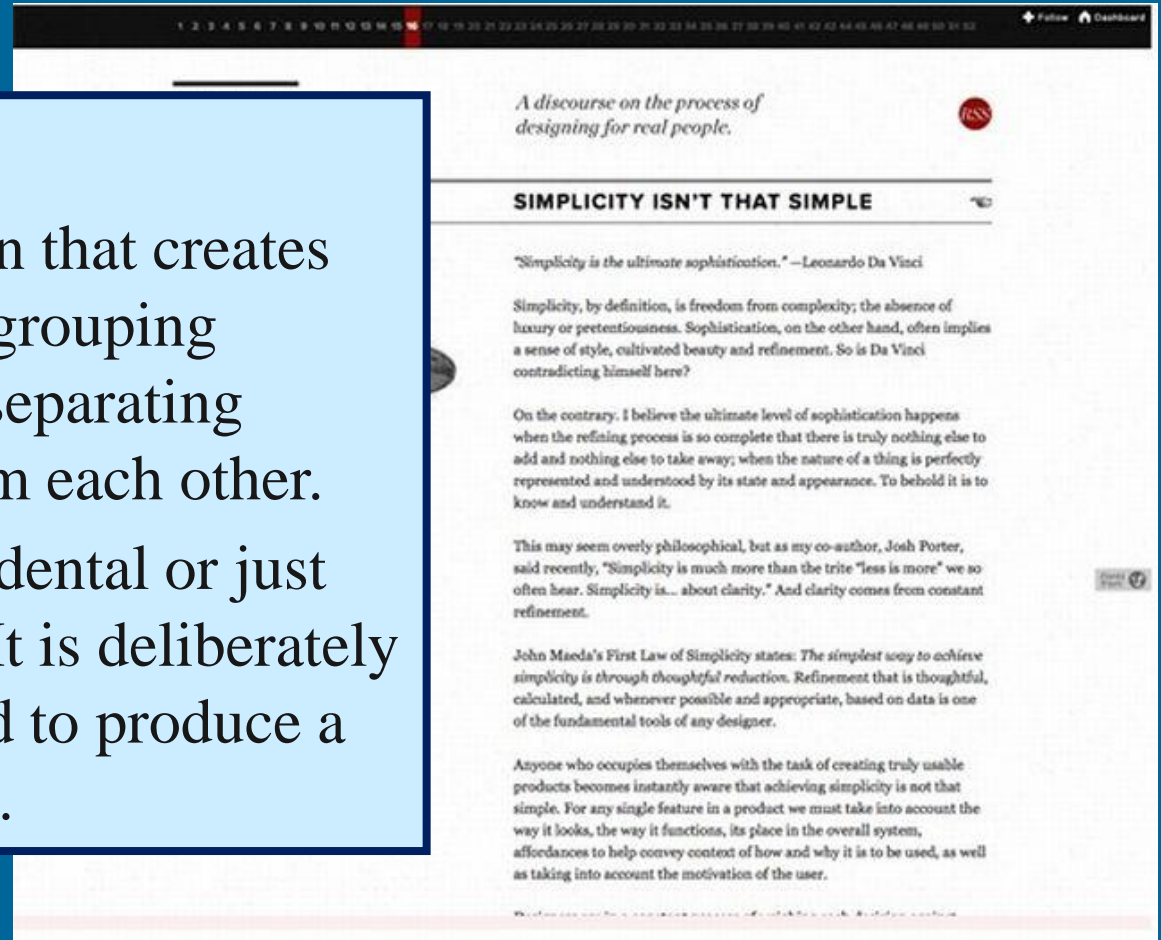
- *Organization*
 - Logically grouping elements of a design and forming visual relationships between them
 - Whole is greater than the sum of its parts; unity of the site takes precedence over the individual elements
- *Hierarchy*
 - Sequencing of elements in a design
 - Indicate the relative importance of an individual element

Web Design Unity

White Space

Empty space in a design that creates visual organization by grouping elements together and separating groups of elements from each other.

White space is not accidental or just left over empty space. It is deliberately constructed and utilized to produce a particular look and feel.



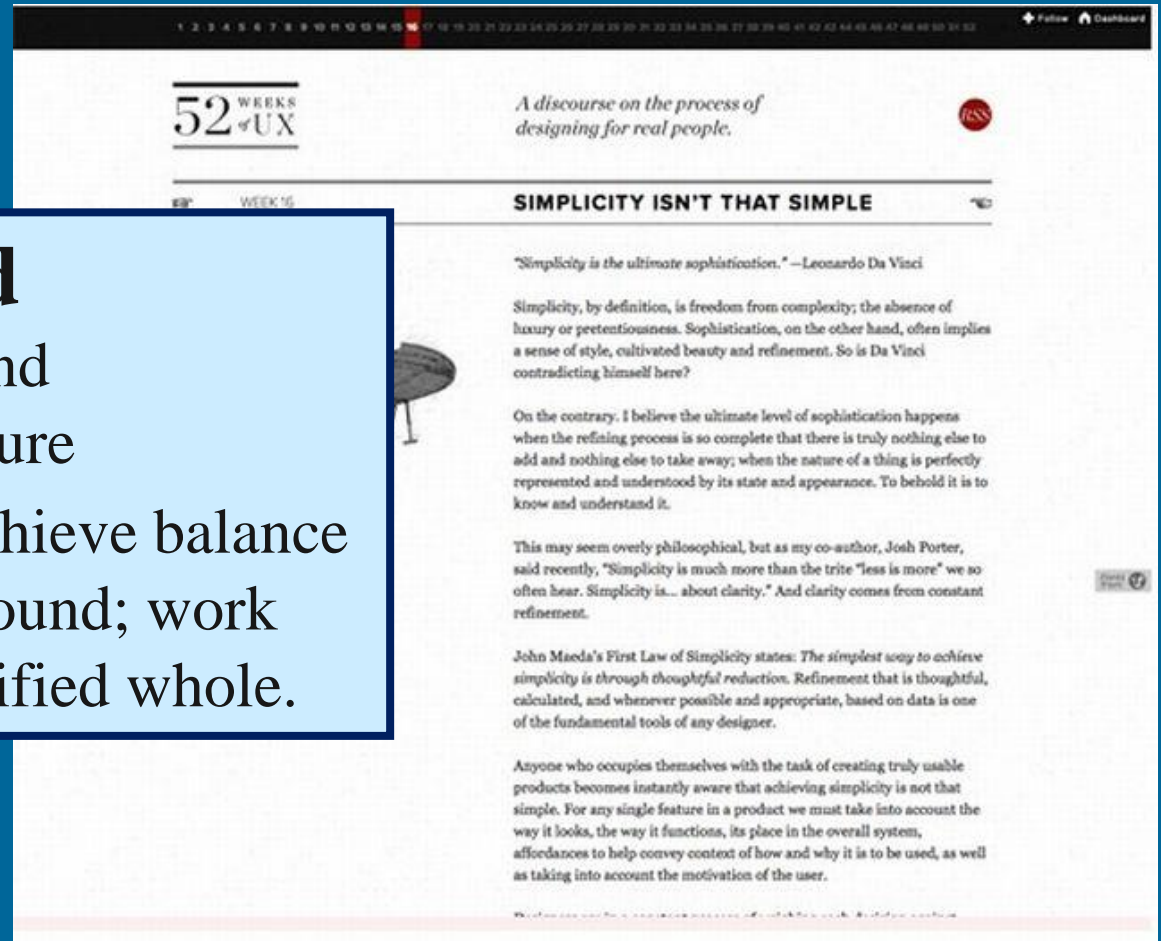
Web Design Unity

Figure / Ground

White space = Ground

Page elements = Figure

Goal of design is to achieve balance between figure and ground; work together to create a unified whole.



Neue Grafik New Graphic Graphisme a

Grids

One of the oldest ways to create balance between figure and ground is through the use of a grid system.

Grids not only organize the elements of a design, they organize the space within the design



International Review
Design and related
issued in German

Issue for July 1963

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Swiss Posters of the past four years

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Designer

Single number Fr. 15.-

Juillet 1963

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Le numéro Fr. 15.-

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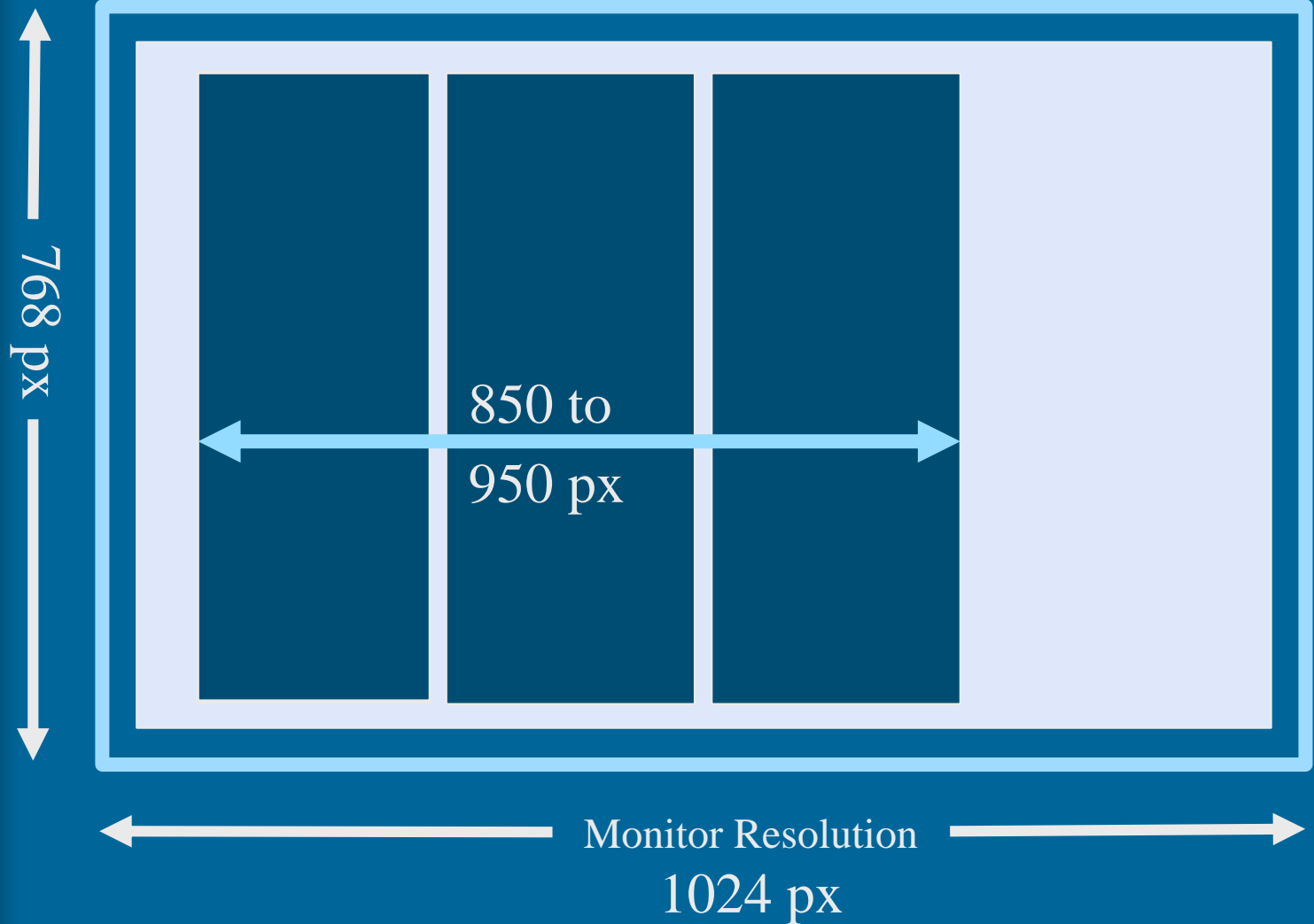
Einzelnummer Fr. 15.-

Richard P. Lohse SWB VSG, Zürich
J. Müller-Brockmann SWB VSG, Zürich
Hans Neuburg SWB VSG, Zürich
Carlo L. Vivarelli SWB VSG, Zürich

Walter-Verlag AG, Olten
Schweiz Switzerland Suisse

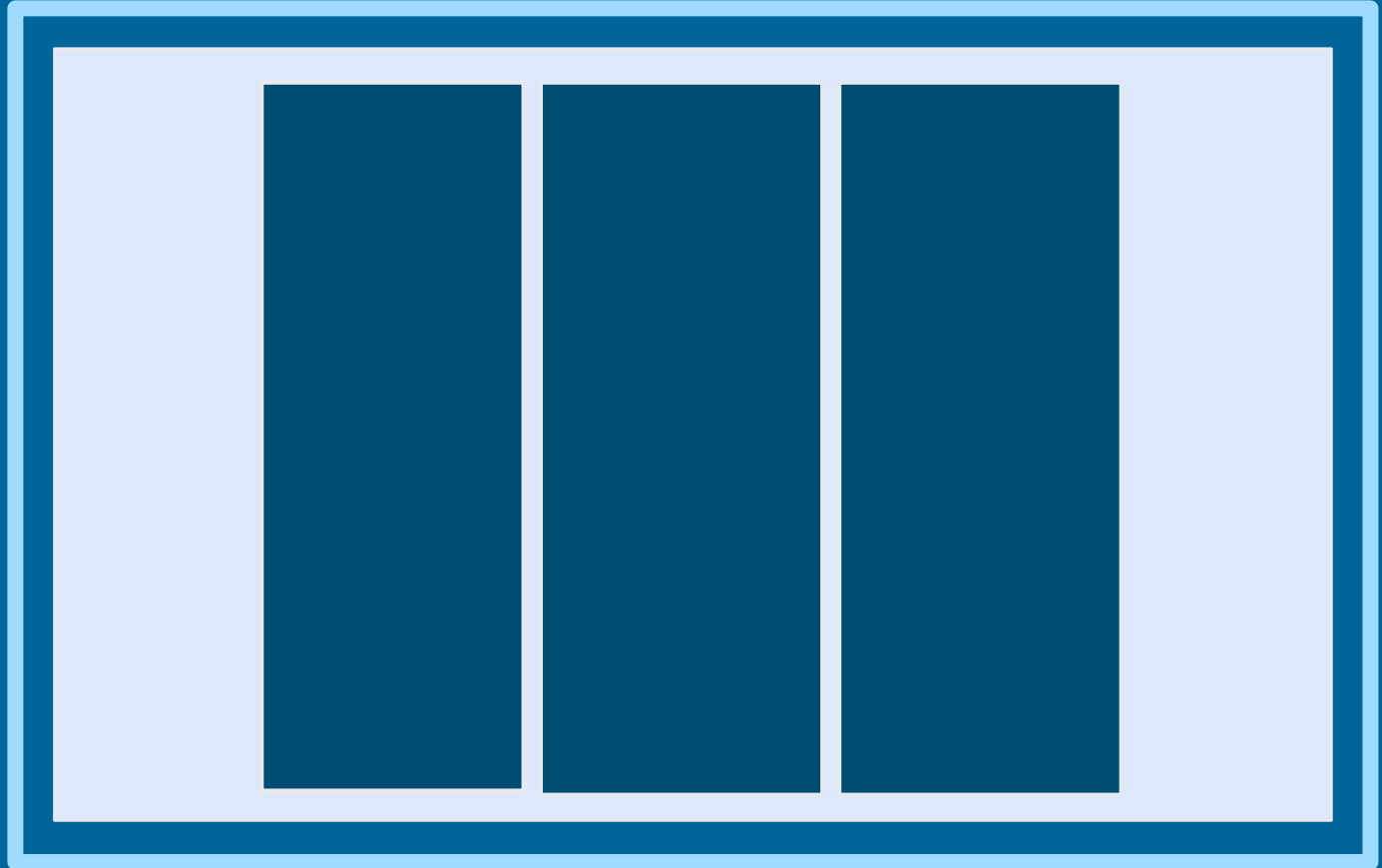
Swiss Style of Graphic Design - 1958


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`<table align="center">`

768 px



Monitor Resolution
1024 px

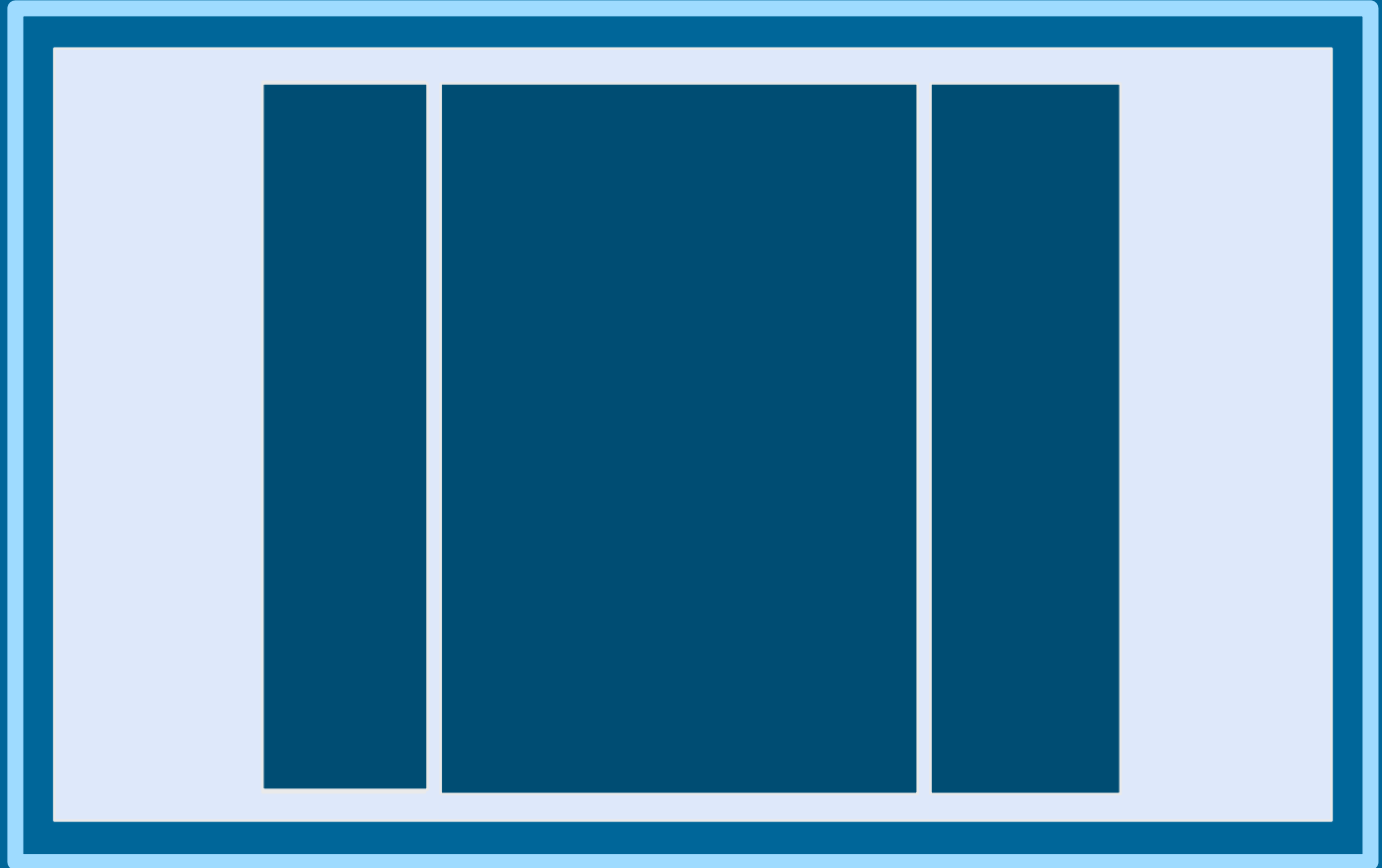
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768 px



Monitor Resolution
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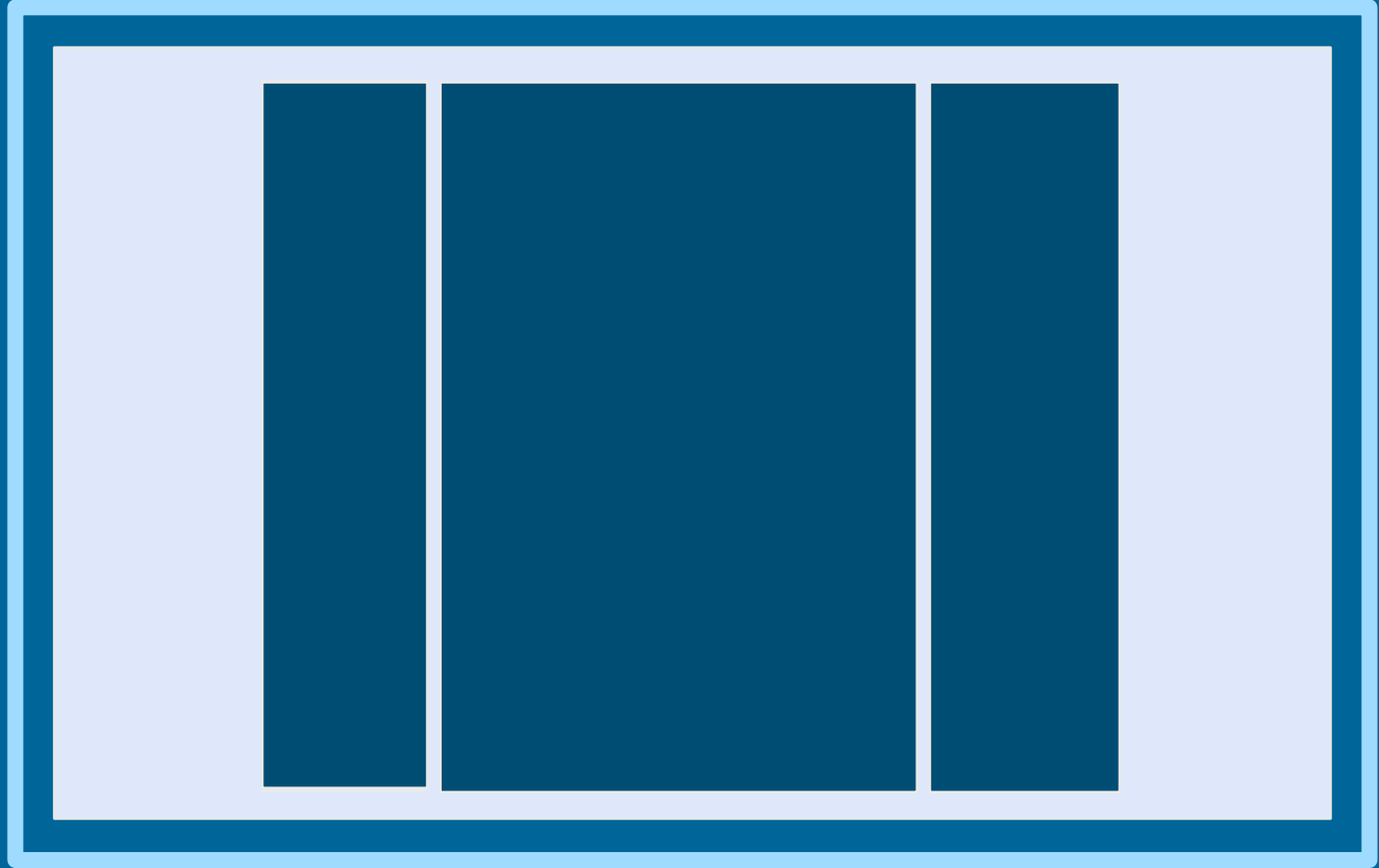
Variable Size

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768 px



Monitor Resolution

1024 px

Elements of Web Design

- Color
- Texture
- Imagery & Iconography
- Scale
- Depth & Dimension
- Animation
- Variability

Elements of Web Design

- Color

Relationships of color help users create associations among otherwise unrelated elements within a design

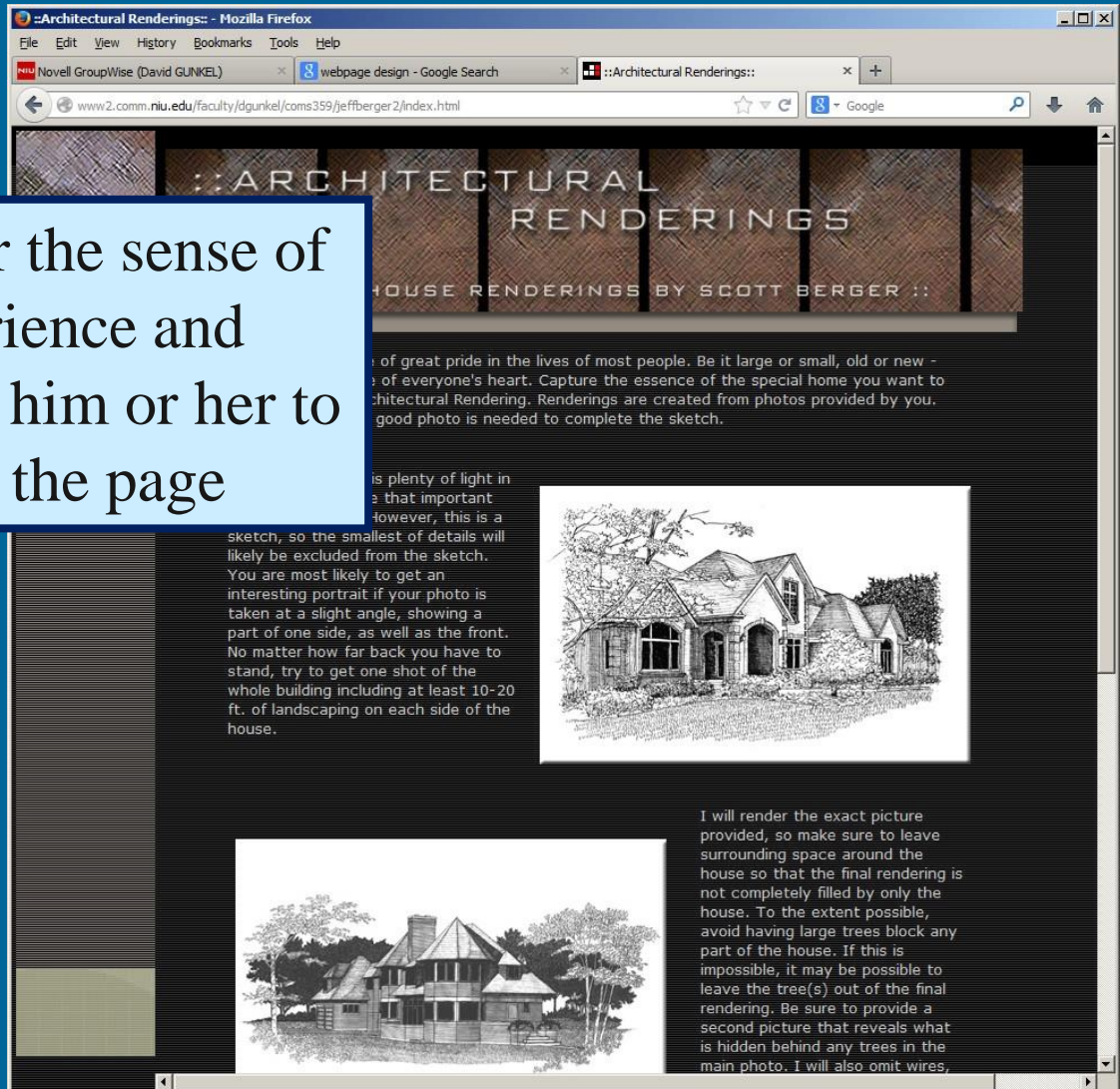
Contrasting color can help a designer guide and direct a user through a layout



Elements of Web Design

- Texture

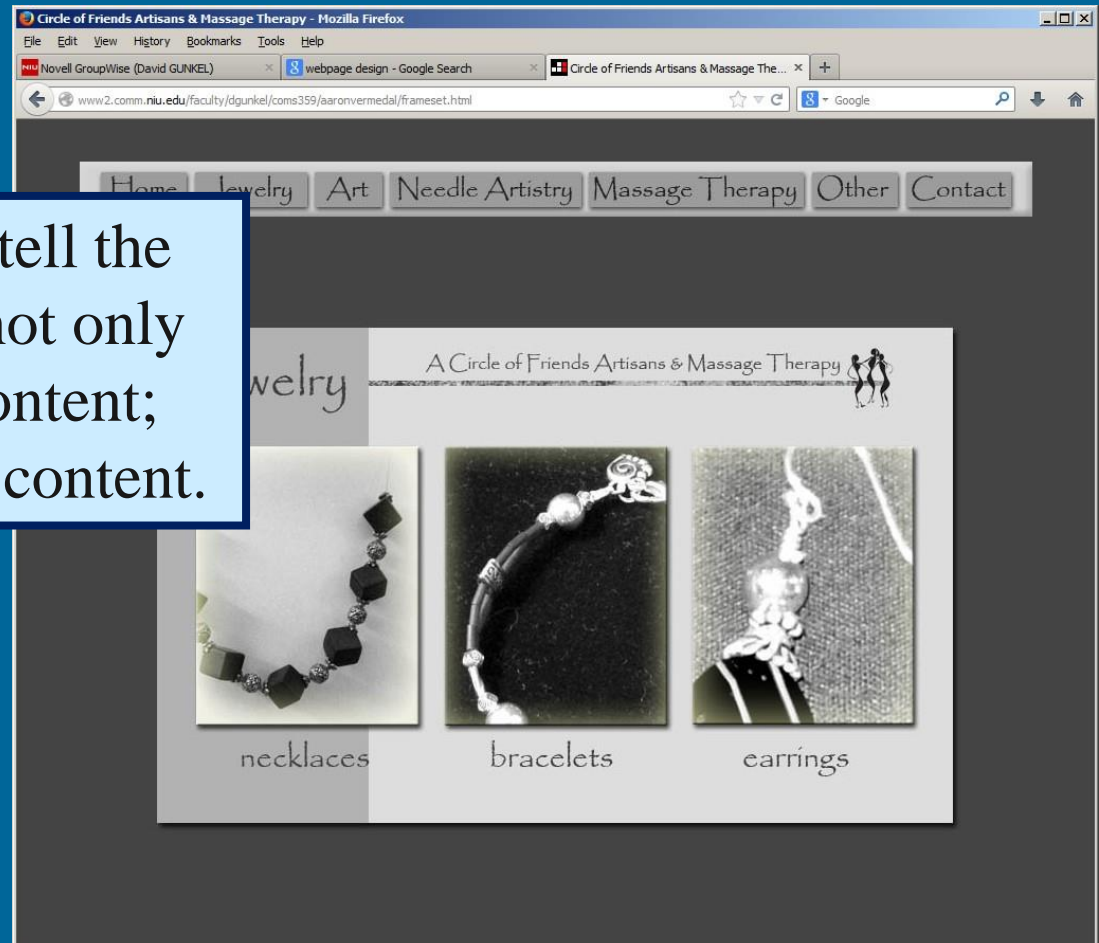
Gives the user the sense of a tactile experience and helps connect him or her to the content of the page



Elements of Web Design

- Imagery & Iconography

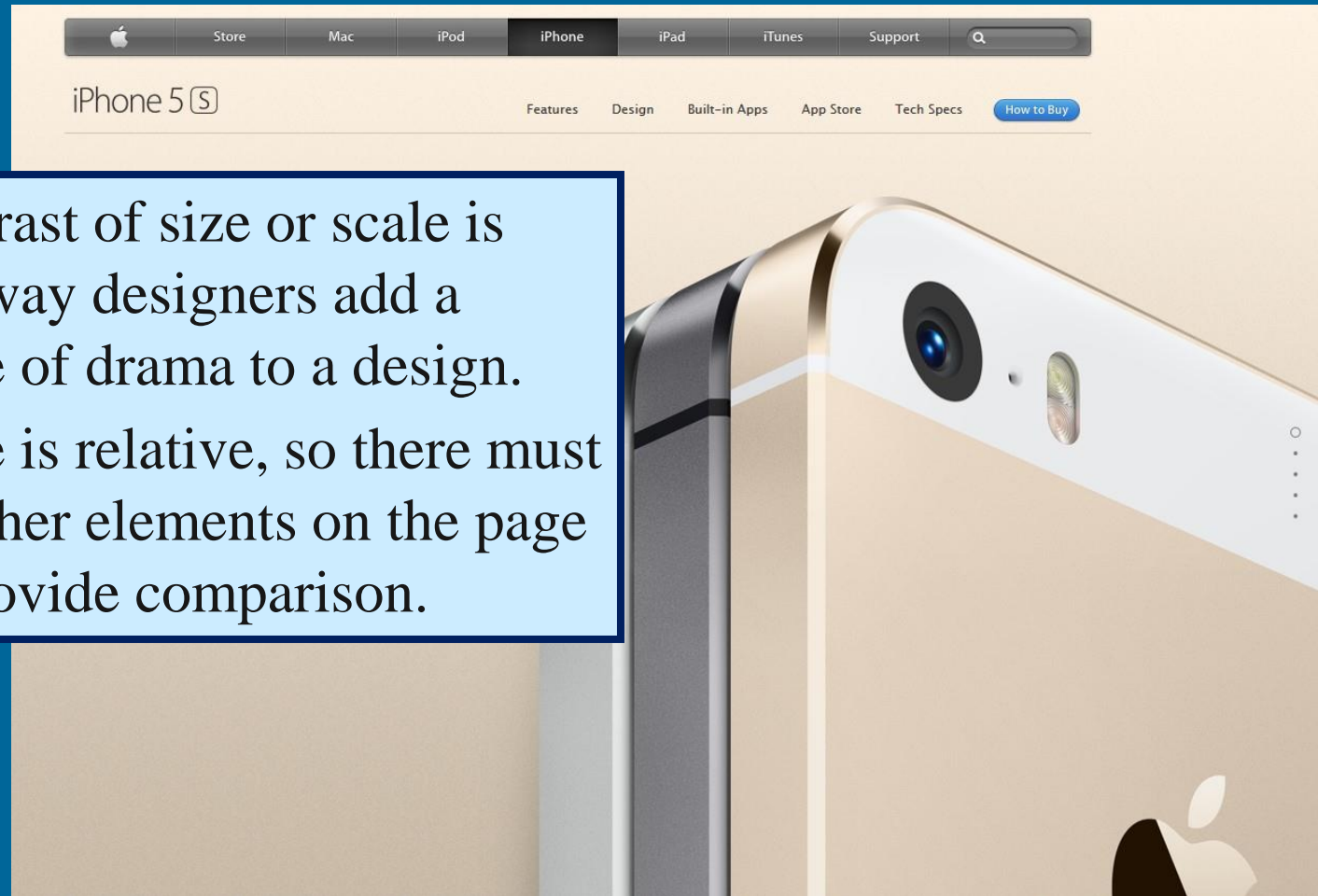
Use images to tell the story. Images not only illustrate the content; images are the content.



Elements of Web Design

- Scale

Contrast of size or scale is one way designers add a sense of drama to a design. Scale is relative, so there must be other elements on the page to provide comparison.



Elements of Web Design

- Depth & Dimension

Provides an element of realism and give the user a more tactile experience



Elements of Web Design

- Animation

The screenshot shows a web page layout for 'Interactive Media Production I'. At the top right is a dark brown header with 'COMS 359' in white. Below this is a navigation bar with four icons: a house, a person, a list, and a calendar. The main content area has the title 'Interactive Media Production I' and the author 'Dr. David J. Gunkel, Department of Communication, Northern Illinois University, Fall 2018'. To the left is a tablet displaying 'ARCHITECTURAL RENDERINGS'. To the right is a Twitter feed showing two tweets from @David_Gunkel. A light blue box with a dark blue border is overlaid on the tweets, containing the text: 'Used to layer information, represent a sequence of events, or respond to user actions.' At the bottom left are icons for a printer and NIU. At the bottom center is the copyright notice: '© 2017 - David J. Gunkel Updated: 9/21/18'.

COMS 359

Interactive Media Production I
Dr. David J. Gunkel
Department of Communication
Northern Illinois University
Fall 2018

ARCHITECTURAL RENDERINGS

Tweets by @David_Gunkel

David J. Gunkel @David_Gunkel
Trying out a new profile this morning's exchange with @johnchavens. New book (with thanks to the @mitpress).

David J. Gunkel @David_Gunkel
More evidence/support concerning #robotrights - Extending the rights of personhood to what have been typically considered inanimate objects. It appears that this is no longer a question of

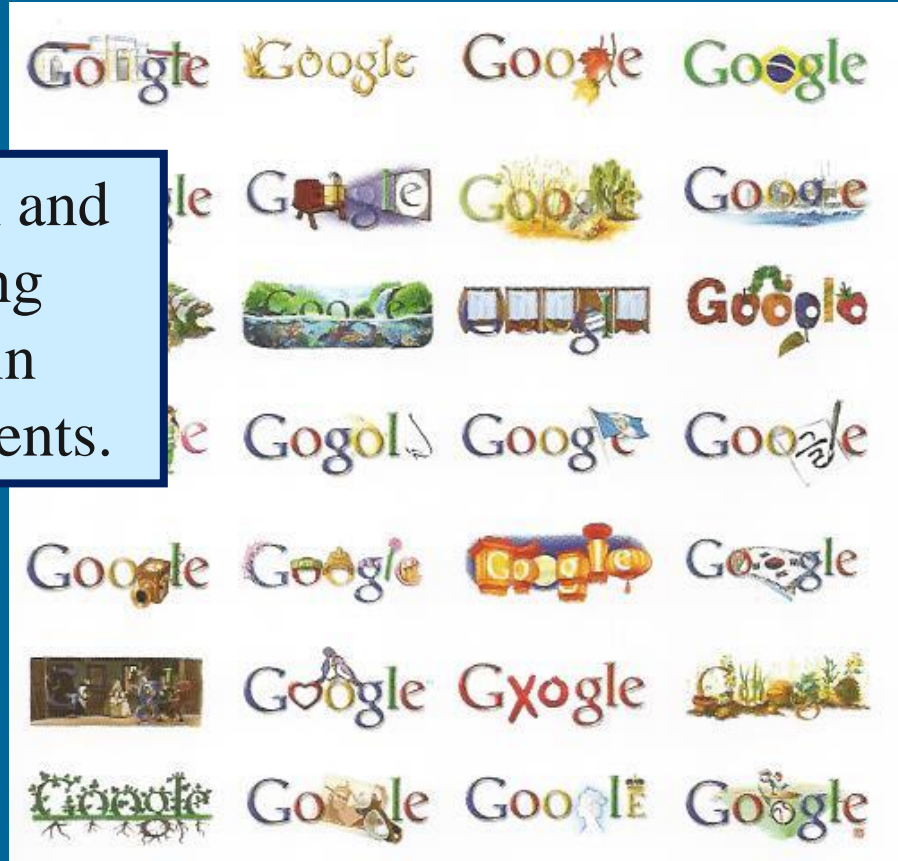
Embed View on Twitter

© 2017 - David J. Gunkel
Updated: 9/21/18

Elements of Web Design

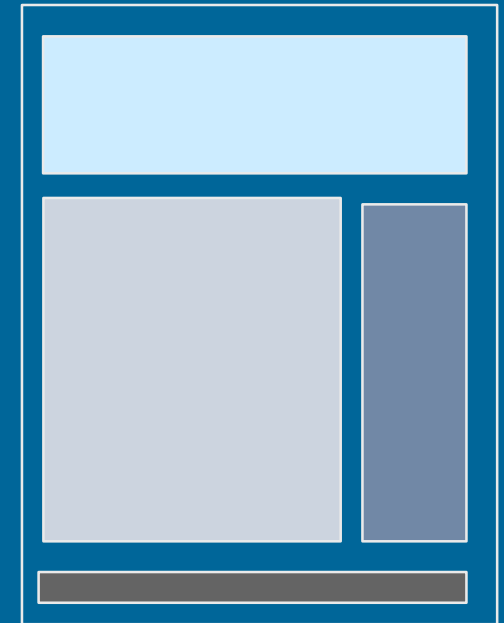
- Variability

Keep things fresh and relevant by making small alterations in page design elements.



Summary

- Introduction to Design
- Anatomy of a Web Page
- Web Design Unity
- Elements of Web Design



Preview

- Audio and video
 - Duckett - ch. 9 (200-224)
 - Bring earbuds or headphones