Logo Design & Portfolio

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Creating Web Graphics

You and Andrej Ferko

Class and Individual Work

Topics for the Creative Work

- Your White Page
  - CV, structuring the message
    - Professional Part
    - Personal Part
  - scenario, text and Netiquette
  - logo, pictures and the law violation

- Your Personality Page (What is INTERESTING?)
  - VRML, Java, software and others – **PORTFOLIO**
  - Web Galery Object Creation
  - Your Contribution for EU, SK, BA, CU... Idea: World Cultural Heritage in Central Europe or e-learning (BSc thesis)

CU Student Evaluation

– Two brief knowledge tests – midterm & final - AF

– 2D – XML and MathML – 2 pages
   www.sccg.sk/~valentova

– 3D – VRML (Blender, Collada, X3D...) – textured 3D object

– Webpage – technology festival or message

WeGa Project Ideas

– Your Gallery

– Compare e.g. pg.netgraphics.sk, VisibleArt.net...

– www.europrix.org - Your challenge

– CGEMS, Webby, Pirelli – global level

WWW & XML >> WWD

- Million User Interface
- VRML 1.0 and VRML 2.0 and X3D
- VRML ECMA Script, VRML EAI...
- Data Mining
- Collaborative Hypermedia, Virtual Sculpting, MUDVR
- MPEG-4 & MPEG-7 Goals
- Content Age, Semantic Web

XML & MathML

- A strong item in Your portfolio

- Project idea – Math Terminology

- Workflow – scan, OCR, edit, publish

- Tools – scanner, ABBYY or so, XMLeditor, publish/nopublish (legal issues) ~ 700 pages, www.sccg.sk/~Valentova

- Your work until Oct-25-2006 – 2-3 pages

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PPT Presentations by Zuzana Valentova

- **www.sccg.sk/~Valentova**

Synchronisation I

- [Eric98] ERICKSON, F. J. – VONK, J. A. 1998. Netscape Communicator and the World Wide Web. 220 p. Boston: Irwin/McGraw-Hill 1998.

- Similar books or tutorials for other browsers

- *www.mhhe.com/cit/net/learning*

Synchronisation II
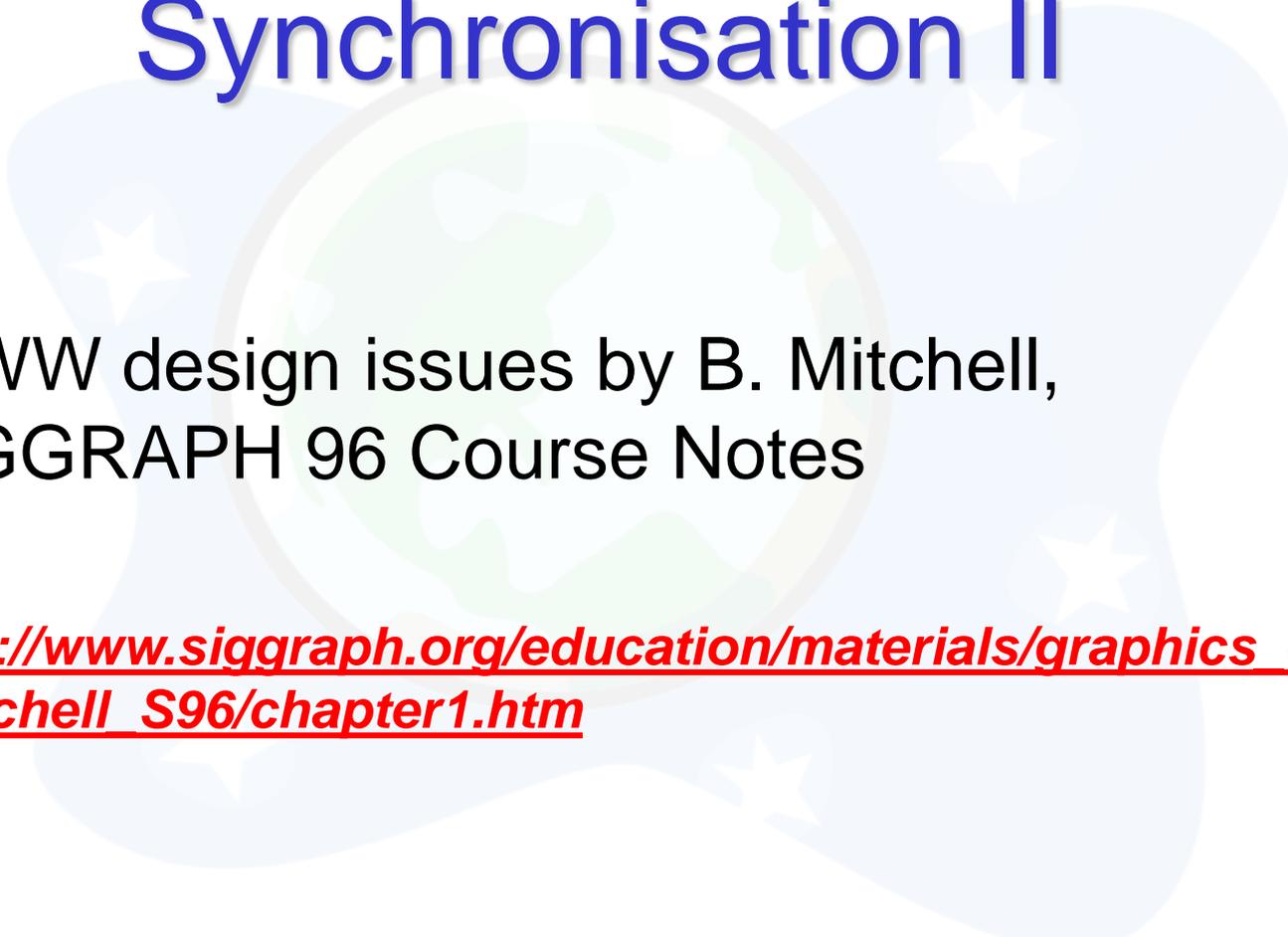
- WWW design issues by B. Mitchell, SIGGRAPH 96 Course Notes

- *http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm*

Art for Computer Graphicists

- Andrew Glassner, SIGGRAPH 1998 CN
- *http://www.siggraph.org/education/materials/siggraph_courses/S98/30/c30.pdf*

- Logo Design
- Color and Art Techniques
- What we could know more ?

Recent Books in Czech/Slovak

- Lynda Weinmanova: Velka kniha webdesignu.
  Brno: Zoner Press 2004, *www.lynda.com*

- 30 chapters, 500++ pages

- 2006 –

- Flexible Web Design. ComputerPress 2006.

- Series in PC Revue in Slovak from 6/2006

The Third Wave

- Alwin TOFFLER

- agricultural wave
- industrial civilization and thinking
- postindustrial wave, information society

Alternative Culture
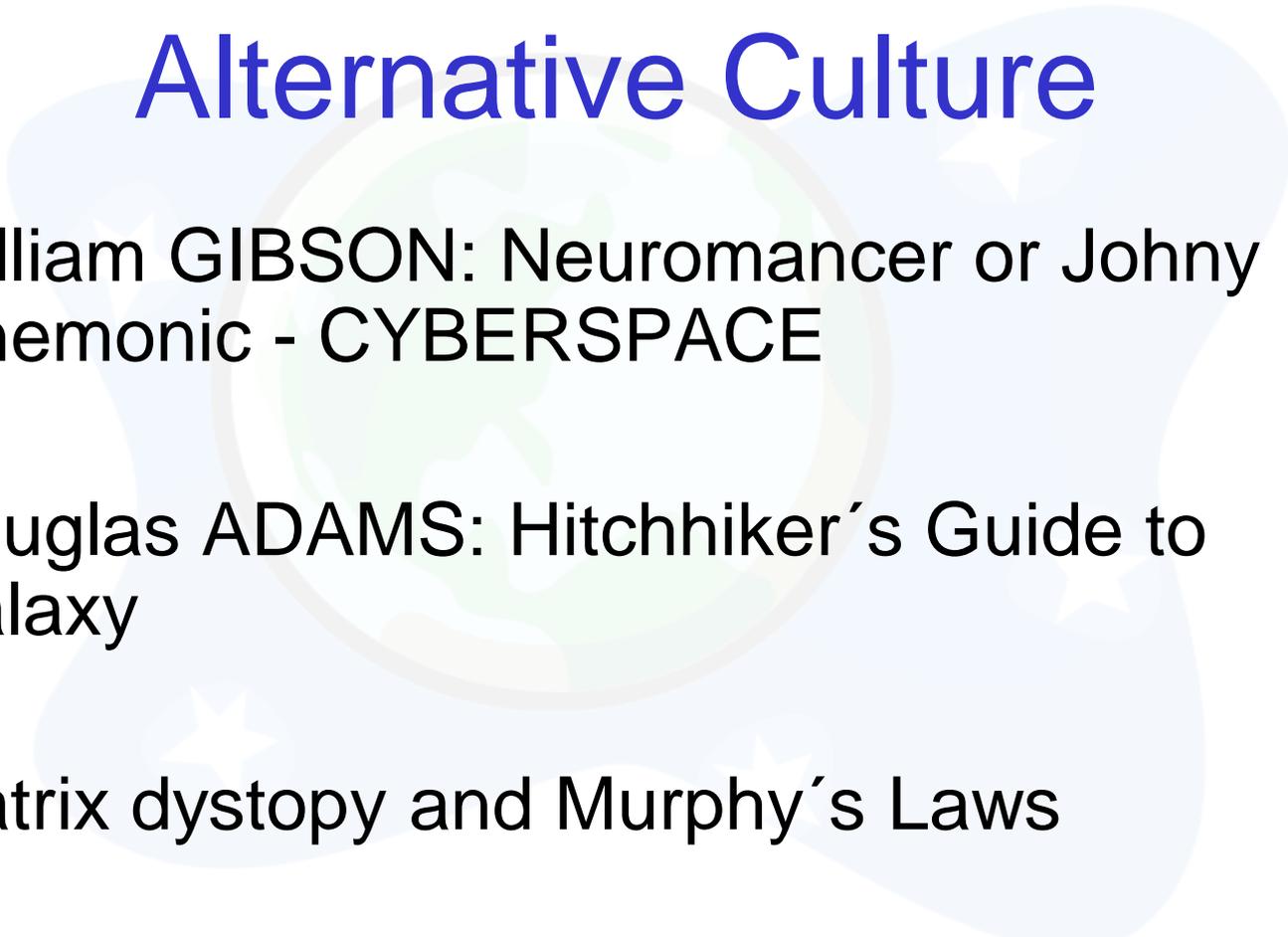
- William GIBSON: Neuromancer or Johny Mnemonic - CYBERSPACE

- Douglas ADAMS: Hitchhiker´s Guide to Galaxy

- Matrix dystopy and Murphy´s Laws

Internet before Computers

- IDEA,
- METHODOLOGY,
- TECHNOLOGY (Hyper-G example)
- _____

- Computer in 19th Century: Ch. Babbage
- Sofware Idea: Ada Lovelace
- Internet Idea - smoke and mirror signals, bird postman

Communication Interfaces

- Author - Application Programmer - GS Author - User

WWW ↔ | **APP** | ↔ | **GS** | ↔ | **WS** |

Eg. OpenGL   Workstation
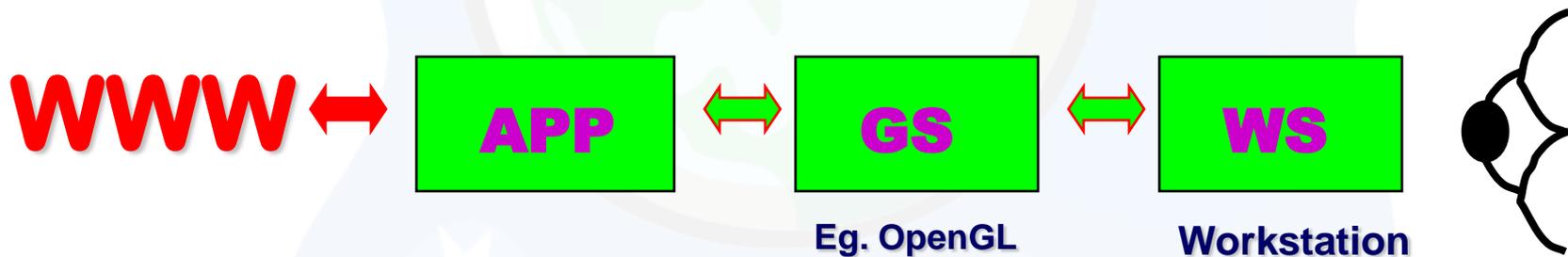
- What is interesting for users?

User Interaction Model and Development

- Prompt, measure, trigger, input data record, echo, acknowledgement, processing, prompt...
- Request, sample and event mode
- 6-7 logical input devices
- GUI: 1D, 2D (WIMP), 3D (noimmersive and immersive solutions)
- menu-choice tree (acc.) or hypertext

Creating Webpages
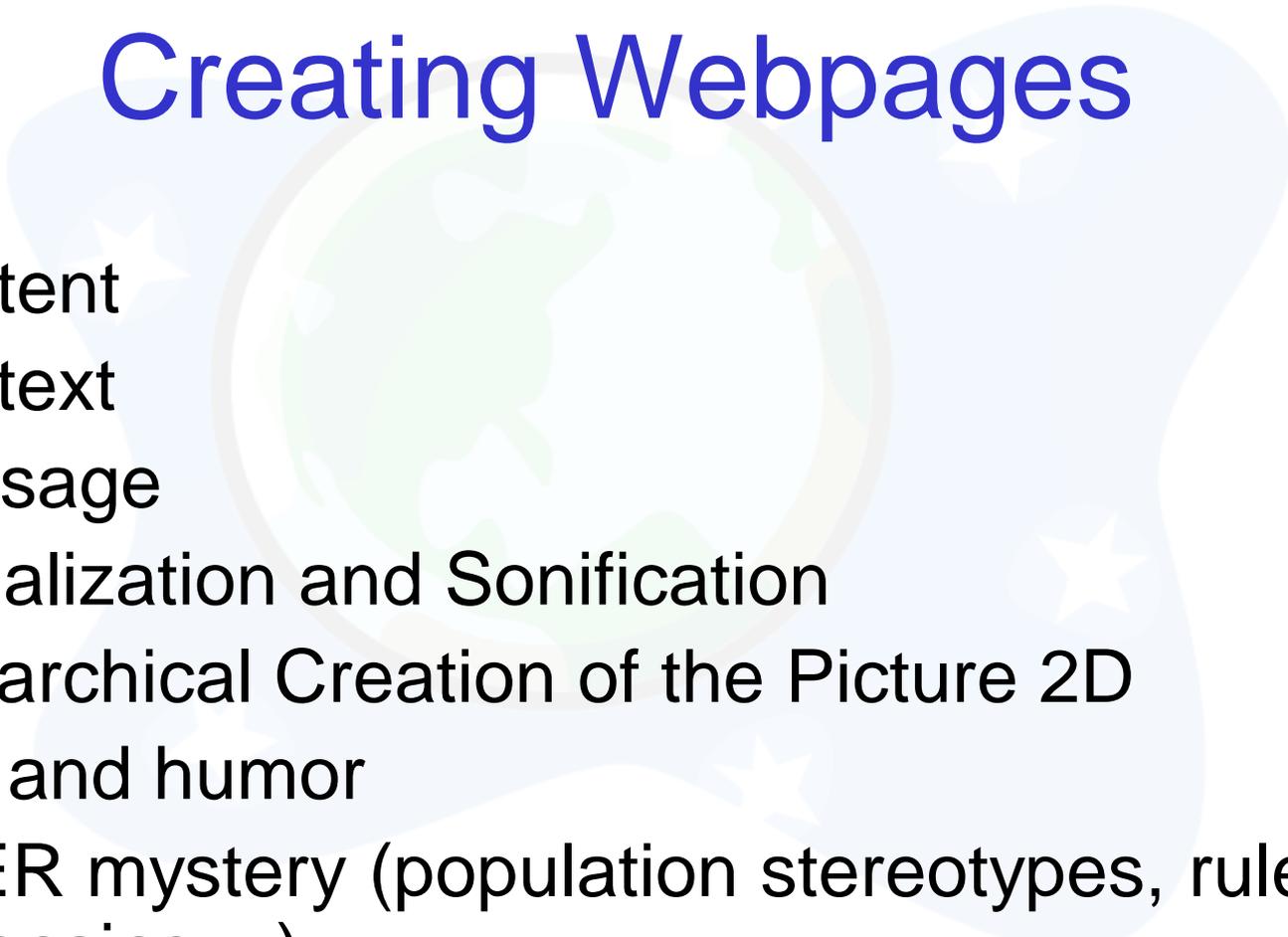
- Content
- Context
- Message
- Visualization and Sonification
- Hierarchical Creation of the Picture 2D
- Fun and humor
- USER mystery (population stereotypes, rules of sensing…)

Web Pages Design

- Logo, title, message

- Idea, project, preproduction, production, postproduction, publishing (promotion), remake

- Page maintenance

- Page types and e-shop types:
- in-town, out-of-town, underground
- www.compuserve.co.uk/shoppingcentre

Web Page Perception

- Document

- Painting

- Radio

- Theater

- Movie

- Human (audio)visual system

- VR

- Interactive & Adaptive Hypermedia

- IT product

- Legal entity

- Future avatar

Communication 2

- Original <---> Recipient
- Original … Two recipients
- Incomplete original
- Two parts of original, two recipients
- No original => Model, representation
- No model => Darstellung, Ostension
- Knowledge direct or indirect
- Metacommunication, semiotics

  – Optimize the download time, e. g. www.QuikCAT.com

Communication 3

- New page = 30 seconds and 3 clicks
- Decision to continue
- What happens the first 10 seconds?

- head tracking
- eye tracking
- vision [Marr82]
- cognitive processes

– **Optimize the download time, e. g. like** www.QuikCAT.com

Directing the E. T.

- The simplest case: plain text

- The page is presented as a book

- Documents and DTP rules, TEX

- Web page is ~2D: <u>structuring texts</u>

- Directing of reading, index, links

Directing the ear trajectory
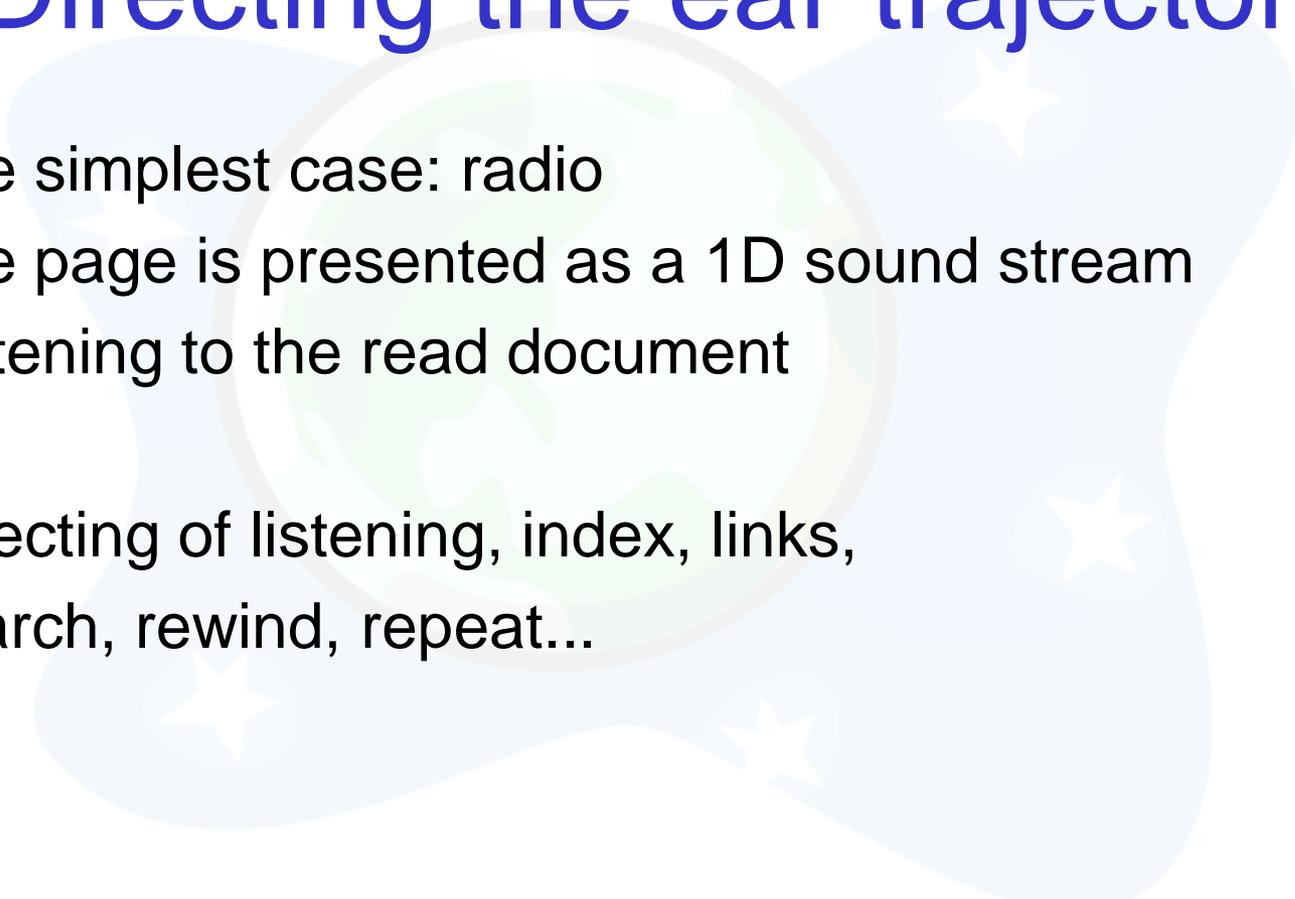
- The simplest case: radio
- The page is presented as a 1D sound stream
- Listening to the read document

- Directing of listening, index, links,
- search, rewind, repeat...

MIME Formats

- **JPEG:** ftp://rtfm.mit.edu/pub/usenet/news.answers/jpeg-faq/part1
- **MIDI:** ftp://rtfm.mit.edu/pub/usenet/news.answers/music/midi/bibliography
- **MPEG:** http://www.iso.ch/switch-engine-cate.pl?searchtype=refnumber&keywords=11172
- **PNG:** http://www.boutell.com/png
- **XML:**
- **SVG:**
- **UTF8:** http://www.iso.ch/cate/d18741.html
- **WAV:** ftp://ftp.cwi.nl/pub/audio/RIFF/format

- **... http://ds.internic.net/rfc/rfcxxxx.txt**

- instead of ISO/IEC, EUN, STN

Advanced Technologies

- JAVA:
- FLASH:
- TCL, PHP, Perl, Tcsh, JavaScript, VisualBasicScript:
- ASP, ASP.NET:
- WAP:
- DISAPPEARING COMPUTER:
- NOMADIC COMPUTING, XML,
- ISI, IEC, ITU, W3C
- …

Web Page Design Issues

- **Mitchell SIGGRAPH98 Course Notes**

- Intent and Audience

- Type 1 of Site: information-based

- Type 2 of Site: offer experiences, emotion

General Issues
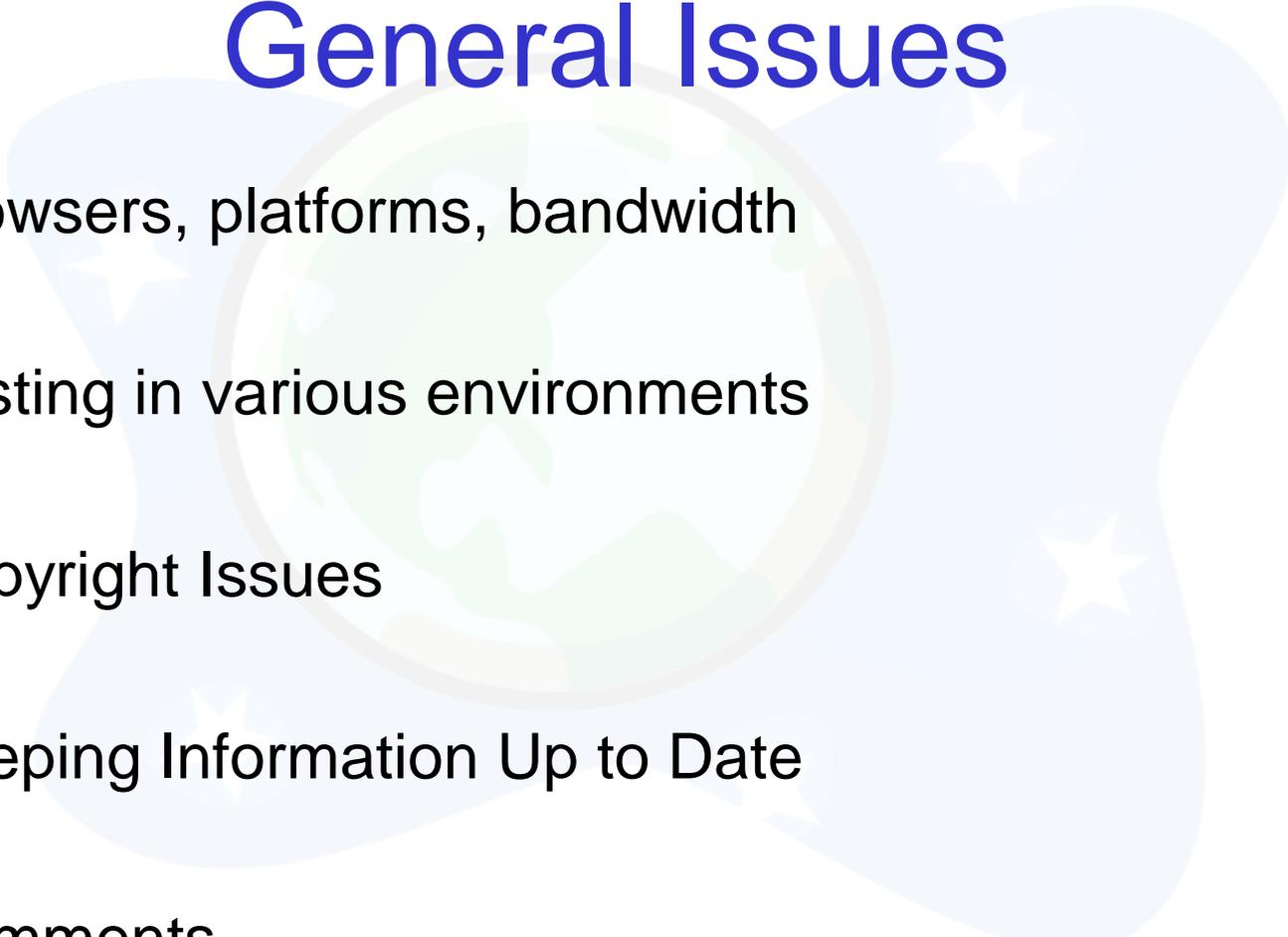
- Browsers, platforms, bandwidth

- Testing in various environments

- Copyright Issues

- Keeping Information Up to Date

- Comments

Principles of Design and Page Layout

- Stucturing Whitespace
- Balance, visual weight: size, value, density
- Symmetrical Balance
- Lack of Balance
- Consistency Across Pages
- Designing for Paper or WWW: safe area
- Using Grids
- Focal Point and Path

Logo Design (Glassner 98)

- Logo, title, message

- Idea, project, preproduction, production, postproduction, publishing (promotion), remake

-

Art for Computer Graphicists

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-

Logo Five Goals

- Identify the product

- Differentiate it from other products

- Unify all products in the same line

- Explain what the product is

- Anthopomorphise the product and manufacturer

- The product = Your web page this time

Types of Logos

- Name only (DIGITAL)
- Initials (IBM,)
- Name and Symbol (Dolby, hp) ((AF: semiotics))
- Picture Name (OpenGL, Kodak)
- Associative Image (Mercedes, Linux)
- Abstract Image (the hardest one)

Legal Protection Six Levels

- Imaginary Names – easy to protect
- Arbitrary Names
- Suggestive Names
- Descriptive Names
- Personal Names
- Generic Names (paper, xerox, phong) – hard

- … another McDonald has less rights

Logo Design Process
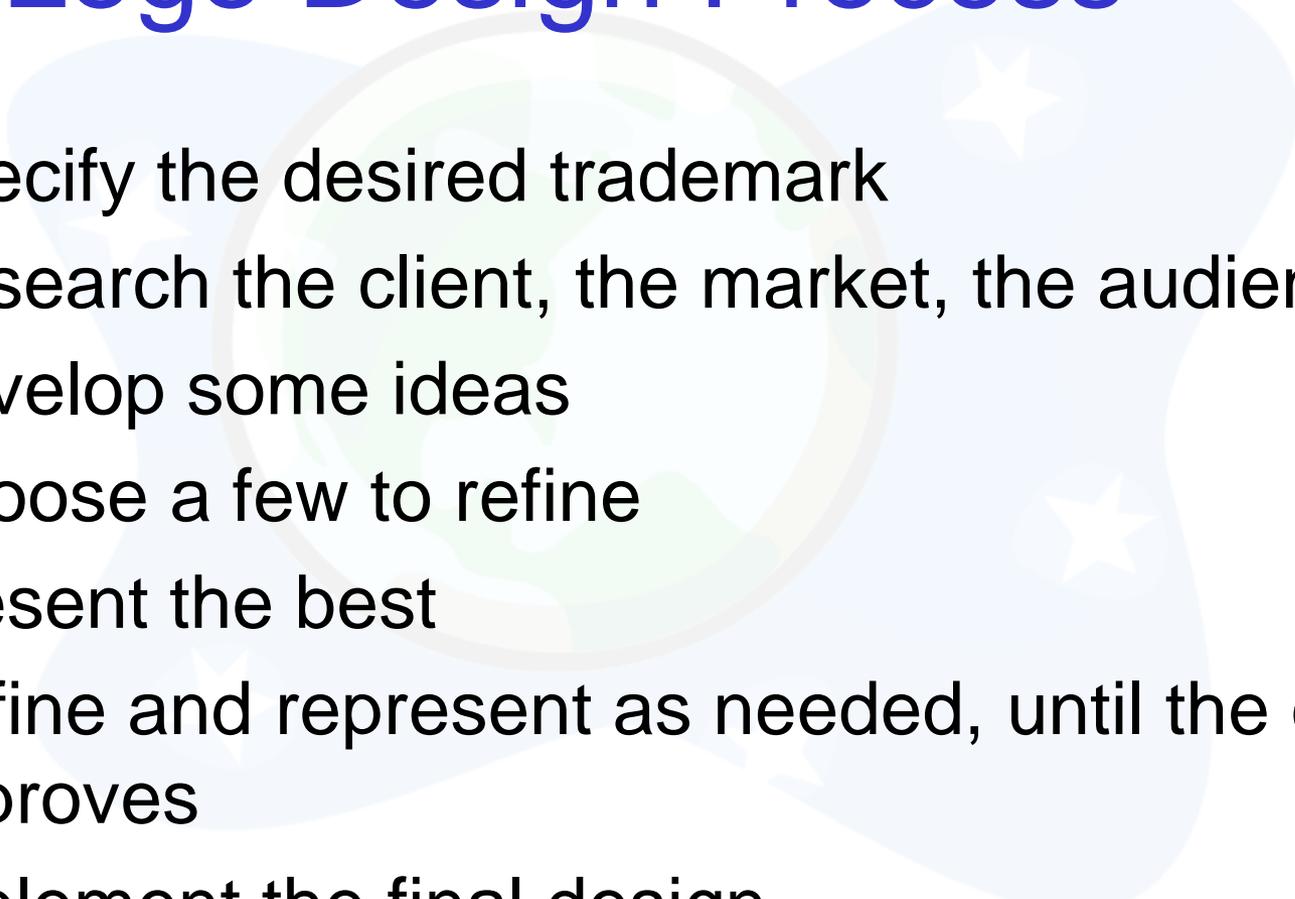
- Specify the desired trademark

- Research the client, the market, the audience

- Develop some ideas

- Choose a few to refine

- Present the best

- Refine and represent as needed, until the client approves

- Implement the final design

Logo Design Process
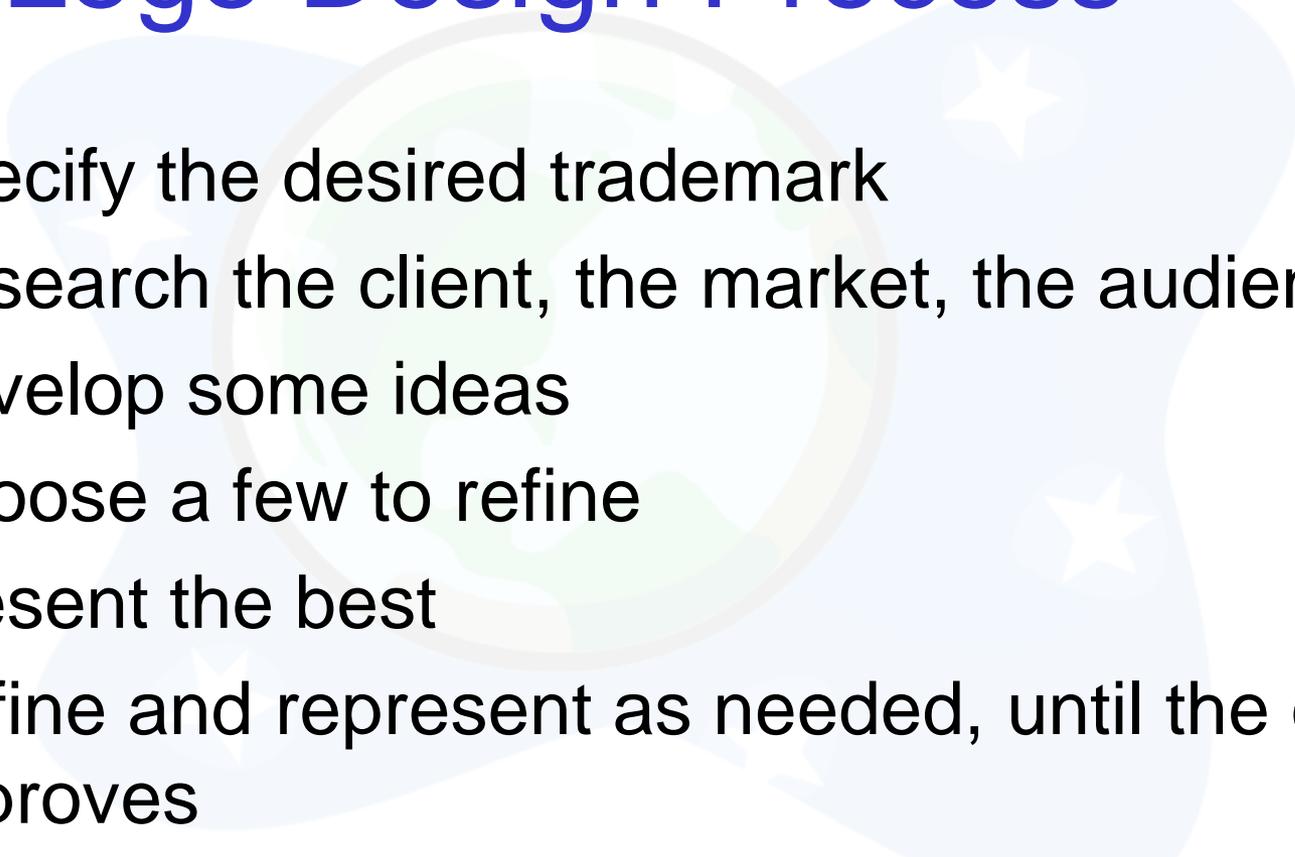
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Design Fundamentals

- Another story
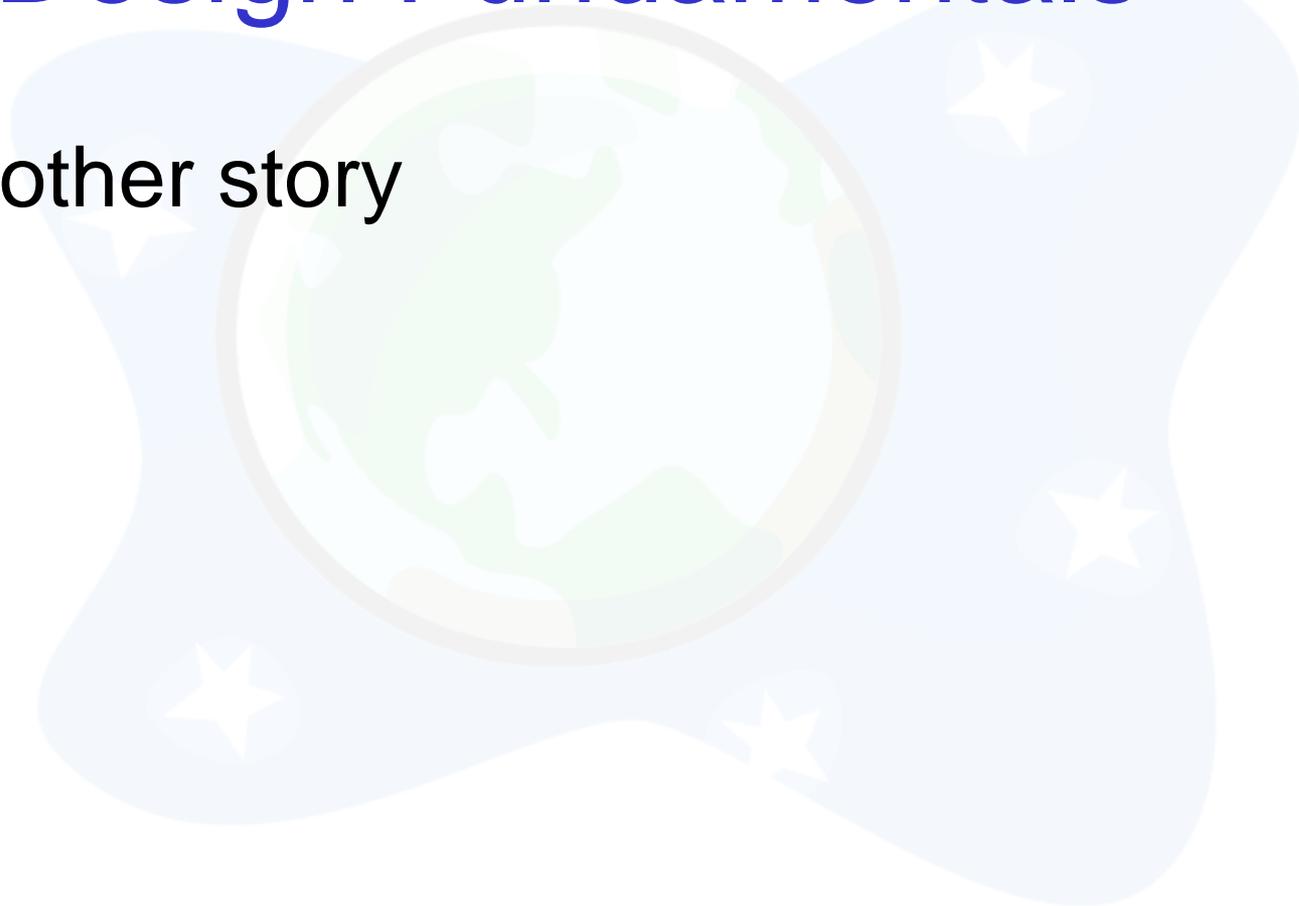
PPT Presentation by Andrew Glassner

- **Downolad from ACM SIGGRAPH page**
- http://www.siggraph.org/education/materials/siggraph_courses/S98/30/c30.pdf

Selected Pages Survey

- **www.webbyawards.com**

- **www.siggraph.org**

- **www.eg.org**

- **www.pricerunner.com**

- **www.europrix.org**

Webpage Guidelines On-line

- By [Fara99] FARADAY, P. 1999.

- Visually Critiquing Web Pages.

- In: EUROGRAPHICS Workshop on Multimedia. pp. 155-166. Wien: Springer 1999.

- [1] Ameritech Web Page User Interface and Design Guidelines. http://www.ameritech.com/corporate/testtown/web_guidelines/principles.html

- [2] BERNSTEIN, M. Judging Web Pages: Usability or Criticism? http://www.eastgate.com/HypertextNow/archives/merit.html

- [3] Web Graphics - Great tips from CNET Designers.

- http://www.builder.com/Graphics

Webpage Guidelines On-line 2

- **[4] FLEMING, J. 1997. In Defense of Web Graphics: Graphic designers offer more than just flashy graphics.**

- http://www.webreview.com/97/07/25/feature/index4.html

- **[5] LYNCH, J. & HORTON, S. Yale Centre for Advanced Media WWW Style Manual.**

- http://www.info.med.yale.edu/caim/manual/pages/editorial_style.html

- **[6] MEADS, J. Usability is not Graphics Design.** http://devedge.netscape.com/viewsource/medads_usb.htm

- **[7] NIELSEN, J. 1997. Alertbox.**

- http://www.useit.com/alertbox

- *http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm*

Conclusions

- Authoring, ACM CC, Your portfolio

- WWW Design Issues

- Idea, Logo, Message, Project, ... Practical Work

Thank You

- **For**
- **Your**
- **Attention**
-

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