Colors & Navigation

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www.sccg.sk/~wega
Creating Web Graphics
You and Andrej Ferko
Class and Individual Work
Agenda

- Q/A, Hot News, Hot Olds
- WWW Design Issues contd.
- Color Perception & Use
- Navigation against Intentional Blindness
Do You believe?

There is a movie, about 4 minutes...

... and the cameramen taped it ~10 times shorter, in 22 seconds.
You should...

R. E. M.

Rapid Eye Movement

www.remhq.com

REVEAL videoclip
Web Page Life Cycle

- Logo, title, message
- Idea, project, preproduction, production, postproduction, publishing (promotion), remake
- Page maintenance
- Internet history archive
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
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
XML & MathML

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Project by Zuzana Valentova

• www.sccg.sk/~Valentova
Midterm Sources & Rules

• Glassner, Mitchell, FrontPage Help
• Logo, Design, Color, Navigation
• www.sccg.sk/~WEGA→ PPT

• NO REPEAT!!!

• 15 minutes = 15 points
• select 15 from 30, maybe bonus
Q by Rastislav Halamicek

– Q. Can an author re-use his own creation (logo, picture, text, software, music...) when this was already sold?

– A. Yes. But it depends... Re-using logo obviously makes no sense. In general, an author has twofold rights – personality/identity and licencing. Licence contracts can be multiple. E.g. Water song by Raz/Urban was sold as a movie soundtrack, 4 radio broadcasting, lyrics was published elsewhere, and eventually, you can buy scores...
Implication $\Rightarrow$ reprographic rights

- Q. How the authors are protected against illegal copying of their works?
- A. By law No. 618, by security of their work (firewall), options with translation for given country, streaming, in EU reprographic rights...

SAVOL example (1% from producers prices of scanners, xeroxies, hard discs, empty CDs and DVDs $\Rightarrow$ authors & publishers)
Logo by Jozef Martinka
Logo by Jozef Martinko

Bratislavské city = študuj knihu + skoč do vody + a buď hrad nad riekou... :-)
Logo by Jozef Martinka

2. alternatívna verzia
Logo by Jozef Martinka

čierno-biele a šedotónové prevedenie:

verzie so slovenským textom:
Logo by Jozef Martinka

Logo môže poskytnúť svoju centrálnu časť pre prípadnú ikonu jeho špecifického použitia napr. pre zdravotníkov, ochrancov prírody, požiarnikov, vodárov, mestskú políciu a pod.
Logo by Jozef Martinko
Logos by Jozef Martinka
Color Perception

Checker-shadow illusion: The squares marked A and B are the same shade of gray.

Edward H. Adelson
Color Perception 2 – E. Wenner
Color Perception 3 – E. Wenner
Creative Use of Color in Page Design

• By Bonnie Mitchell
• Color - an important help to support your intent
• Color - Too Much vs. Not Enough
Key Source for Today

- WWW design issues by B. Mitchell, SIGGRAPH 96 Course Notes
  - [http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm](http://www.siggraph.org/education/materials/graphics_design/mitchell_S96/chapter1.htm)

- Easy access -> WEGA page, AF page
Art for Computer Graphicists

- Andrew Glassner, SIGGRAPH 1998 CN

- Logo Design
- Color and Art Techniques
- What we could know more?
WWW Definitions by MS

- FrontPage Help says:
  
  - World Wide Web
    - The total set of interlinked hypertext documents residing on HTTP servers all over the world. Documents on the World Wide Web are called pages or Web pages, which are written in HTML (Hypertext Markup Language). Web pages are identified by URLs (Uniform Resource Locators) that specify the particular computer and path name by which a file can be accessed, and transmitted from node to node to the end user under HTTP (Hypertext Transfer Protocol). …

- World Wide Web Consortium
  - (W3C) A consortium of commercial and educational institutions that oversees research and promotes standards in all areas related to the World Wide Web.
WWW Definitions by MS

• FrontPage Help says:

• hypertext

• Originally, any textual information on a computer containing jumps to other information. The hypertext jumps are called hyperlinks. On the World Wide Web, hypertext is the primary way to navigate between pages and among Web sites. Hypertext on Web pages has been expanded to include hyperlinks from text, from a picture or a graphic, and from image maps.
WWW Definitions by MS

• **navigation bar**

In FrontPage, a collection of graphical or textual buttons containing hyperlinks to pages that are part of the same web structure. See also *web structure*, *Navigation view*.

• **Navigation view**

The view in FrontPage that is used to create, display, print, and change the navigation structure of a web. Navigation view includes a folder-like view, from which you can drag and drop pages into your site structure. Views in FrontPage provide different ways of looking at the information in your web, so that you can effectively manage your site.
WWW Definitions by MS

- **web structure**

- The set of relationships among the pages in a FrontPage-based web as defined in Navigation view. A well-defined structure gives a site visitor a sense of position in a web. When a navigation bar is inserted on a page that is part of a web's structure, FrontPage automatically creates hyperlinks to the pages that are below that page in the structure (child level), above that page in the structure (parent level) and equal to that page in the structure (same level). See also *navigation bar, Navigation view*.
WWW Definitions by MS

• FrontPage Help says:

• HTTP
  (Hypertext Transfer Protocol) The Internet protocol that enables Web browsers to retrieve information from World Wide Web servers.

• hyperlink
  A pointer from text, from a picture or a graphic, or from an image map to a page or file on the World Wide Web. On the World Wide Web, hyperlinks are the primary way to navigate between pages and among Web sites. Also called link.

• navigation bar
  In FrontPage, a collection of graphical or textual buttons
Web Page Design Issues

- Mitchell SIGGRAPH98 Course Notes
- Intent and Audience
- Type 1 of Site: information-based
- Type 2 of Site: offer experiences, emotion
Creative Use of Color in Page Design

• By Bonnie Mitchell
• Color - an important help to support your intent
• Color - Too Much vs. Not Enough
Use of Color 2

• By Bonnie Mitchell

• Limited Palette - Selected color scheme

• Complex Palette
Use of Color 3

• By Bonnie Mitchell

• Color Contrast (Background Images)
Use of Color 3

• By Bonnie Mitchell

• Variation: Newspapers ... varying the font size
• Graphics ... distinguish important images from supplementary ones

• Page Hierarchy
• "Back to the Home Page“ error
Creating Effective Graphics

- By Bonnie Mitchell

- Aesthetics and Graphics - a number of tricks

- A Critical Eye - recognize shortcomings

- Technical Art Skills – draw & study

- Sharing Graphic Qualities (Devising a Formula)
Creating Effective Graphics 2

• Formulas (Shadows) - an illusion of depth

• Formulas (Sizes) - very important to agree on a uniform size

• Formulas (Alignment) – look chaotic if the graphics are not aligned creatively, use grid => structure

• Simulate other media (Devising a Formula)
Creating Effective Graphics 3

- By Bonnie Mitchell
Creating Effective Graphics 4

- List of tricks by Bonnie Mitchell

- Linear perspective/Foreshortening (converging lines - vanishing point)
- Overlapping of shapes (shape on top appears closer)
- Atmospheric perspective (less saturated color and detail in the distance)
- Size relationship (large objects appear closer)
- Modeling/Shading/Gradients (adding virtual 3d form to objects)
- Shadows/Directional lighting (emphasize the distance of object to surface)
- Placement in the picture plane (higher in picture is further away)
- Heavy lines (appear to come forward)
- Colors (bright/warm colors come forward - cool/dark colors recede)
Creating Effective Graphics 5

- By Bonnie Mitchell

- Filters and Simulation – misuse & overuse

- Defying the frame – break out of the rectilinear frame

- Animating Graphics - slow download
Color in Graphics

- Color and Emotive Effects
- Color and Symbolism
- Color (Warm and Cold)
- Technical Issues Associated with Color: JPG, GIF, SVG, PNG, SWF...
Effective Graphics

• Consider the whole WWW site – Gestalt

• No graphics?

• Graphics can be an effective way of conveying your concept
Working with Text

- Another time

By Bonnie Mitchell
Designing Interaction & Exploration

- By Bonnie Mitchell

- Sublevels and Mapping the Structure
Designing Interaction & Exploration

- By Bonnie Mitchell
- Hierarchy charts or maps to assist with the navigation
Designing Interaction & Exploration

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- Hierarchy charts or maps to assist with the navigation
Designing Interaction & Exploration

• Structuring Navigation (Anchors)
• Intuitive vs. Exploratory:
  • Links should be easy to identify (this includes graphics)
  • Graphic icons should use commonly understood metaphors
  • There should be consistency in the placement of key navigational devices
    • Use color to indicate important navigation elements
    • Specify what the link connects to (label your icons)

• Exploratory Interfaces
Complex or Confusing Interfaces

• Too much information
• Not enough information
• Too many links
• Not enough links

• By Bonnie Mitchell
Navigational Graphics

- Icons - typically small graphics that represent
  - a concept,
  - place,
  - or thing

By Bonnie Mitchell
Navigational Graphics 2

- Imagemaps
- Clickable
- Specific picture areas

By Bonnie Mitchell
Navigational Graphics 3

- Linked Graphics
- Beveled edge or a short text caption near it
Navigational Graphics 4

• Placement of Navigational Graphics
• - navigational devices should not overpower the content of the page
• Most important ones should be placed to the top of the page where they could be easily found
• Don‘t Forget the User
• E.g. on every page, the "go to next page," should not be placed randomly
Bad Design Examples

• www.baddesigns.org
• www.sigchi.org
Conclusions

• WWW Design Issues contd.

• Color Perception & Use as Local Navigation Inside – in the Rectangular Scene

• Navigation against Intentional Blindness
Thank You

- For
- Your
- Attention
-
Design Issues

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