

Design Considerations

Design for User Experience

How The Web Works

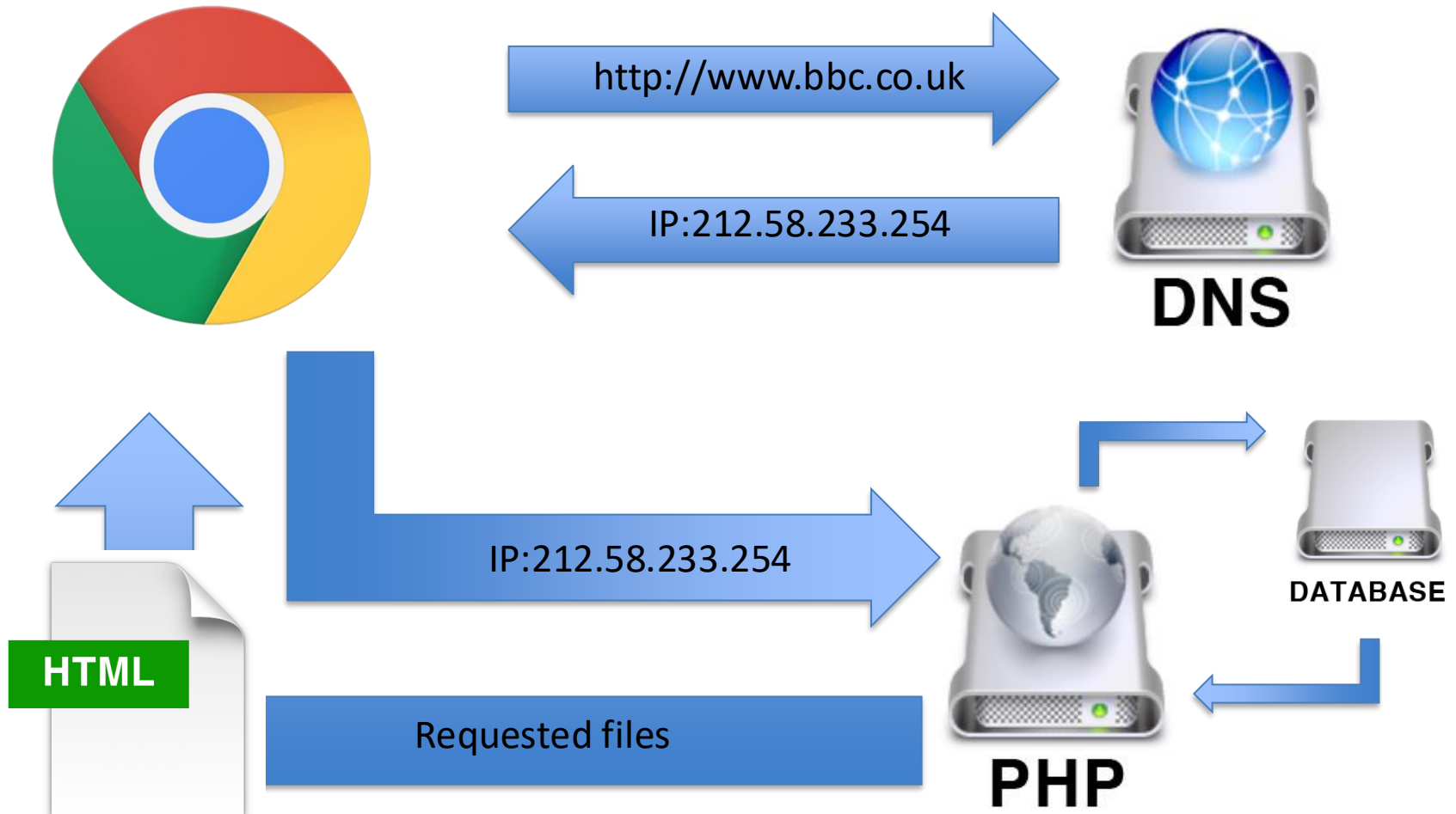
Clients.



Servers.

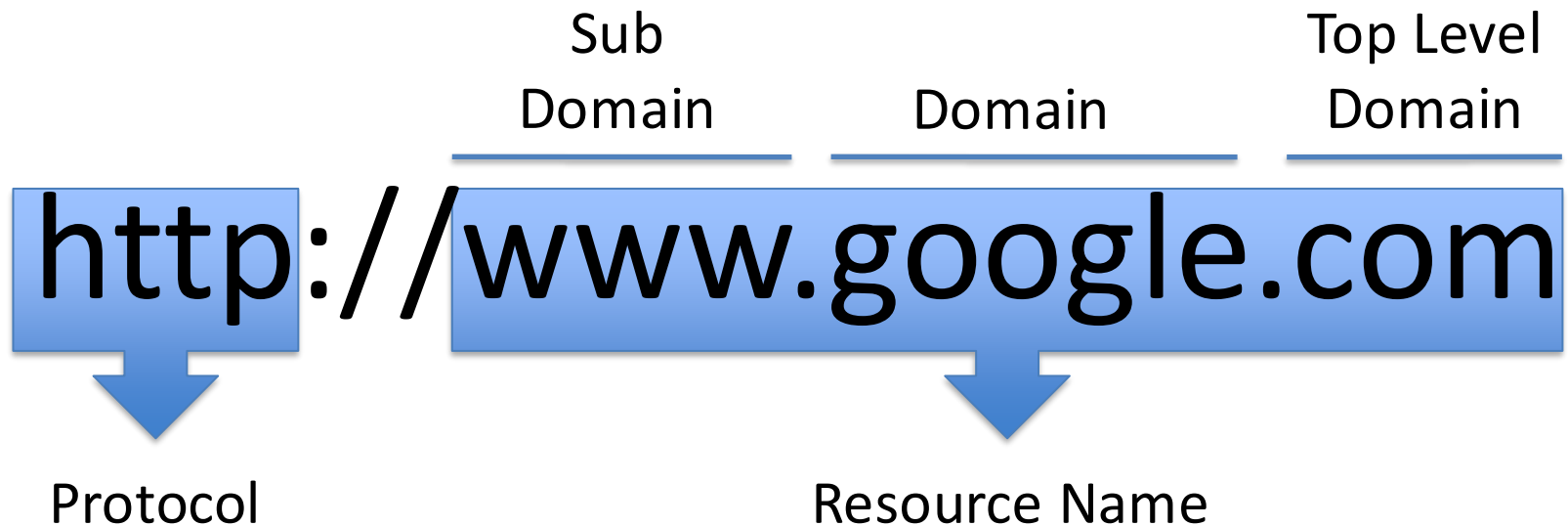


How The Web Works



What is a URL

URL: Uniform Resource Locator



IP and DNS

IP: Internet Protocol

DNS: Domain Name Server

69.63.176.13 → Facebook

173.194.219.94 → Google

212.58.233.254 → BBC

208.65.153.238 → YouTube

169.254.169.253 → Amazon UK

HTTP & Web Protocols

http → Hyper Text Transfer Protocol

https → Hyper Text Transfer Protocol Secure

ftp → File Transfer Protocol

smtp → Simple Mail Transfer Protocol

rtp → Realtime Transfer Protocol

All Web Browsers Are Not Equal

Common Rendering Engines

Blink



EdgeHTML



Blink

Gecko



Web Kit



Web Standards

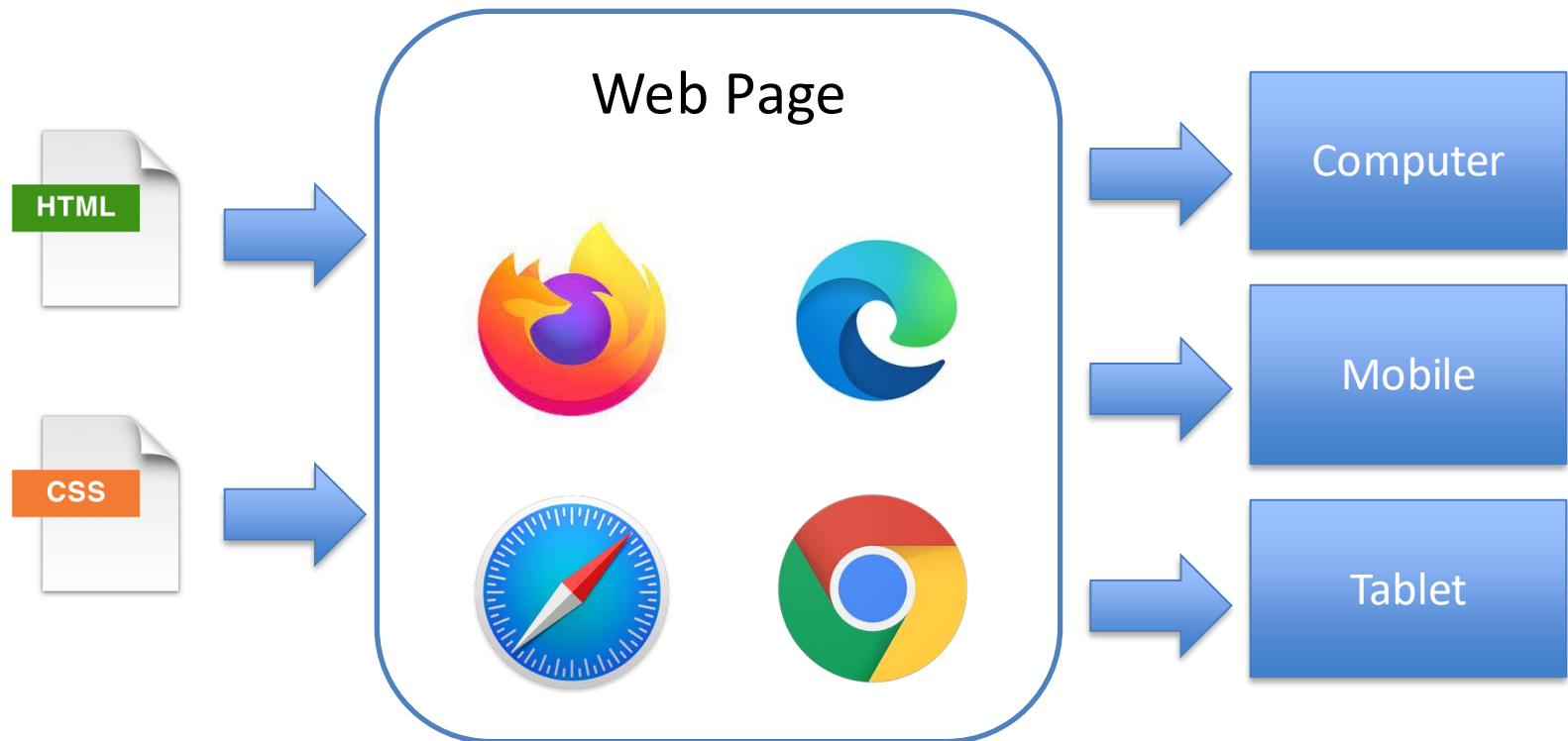
Current Web Standards are issued by the World Wide Web Consortium (W3C) www.w3.org

It helps ensure a consistent development environment relating to technologies, formats and browsers.

It makes the development process easier for designers.

(Information and tutorials are also available from the www.w3schools.com web site).

Web Standards



HTML and CSS...WTF!

HTML

HyperText Markup Language



Building blocks for the site.
(CONTENT)

CSS

Cascading Style Sheet



Structure and positioning.
(STYLE)

Brand Guides

Brand is important to your clients and it needs to be protected from possible misuse.

Creating a simple brand user guide can help maintain a consistent style for your clients.

Here are some of the things that you would need to consider.

Colours (RGB, Hex, CMYK, Mono), Logo positioning and usage, Fonts... etc.

With the logo design think KISS (Keep It Simple Stupid).
Over complicated logos don't work for web.

Web Colours

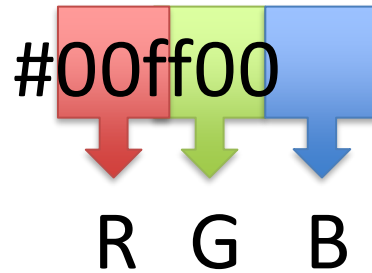
Traditionally designs were limited to 216 web safe colours. This was due to the majority of computers could only handle 8bit colour.

Computers today can now handle 16bit colour as standard allowing for millions of colours.

There are several ways you can define your colours in CSS and HTML, the most common being Hexadecimal Code.

Hex Colours

Hex code is made up of 3 pairs of digits.



If the pairs are made up of the same number/letter, the code can be shortened.

`#0f0`

Naming Colours

You can also name basic colours by using the 16 HTML colour names.

maroon #800000 red

#ff0000 yellow

#ffff00 olive

#808000 purple

#800080 fuchsia

#ff00ff white

#ffffff lime

#00ff00

green #008000

navy #000080

blue #0000ff aqua

#00ffff teal

#008080 black

#000000 silver

#c0c0c0 gray

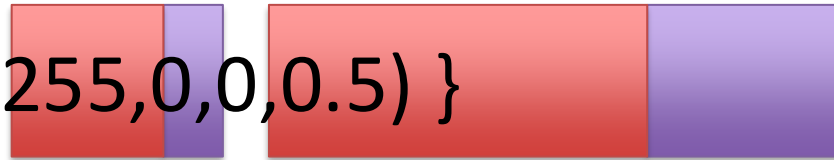
#808080

If you are looking to get into coding it is handy to know some of these to help identify element changes on a page.

Colour Transparency

There are several other ways to identify colour on your web page. The RGBa method of adding your colours is one that you are most likely to use.

```
{ color: rgba(255,0,0,0.5) }
```



The first three numbers are the RGB colour system (255=solid colour, 0=no colour). This example is RED.

The 'a' is for the alpha channel which controls the opacity. 0.1= Almost totally transparent, 1= Fully Opaque. This example is a 50% (0.5) tint.

Colours

More often than not you will need to design a logo that will work in print and on screen so you will need to sort your colours out (Hex, RGB, CMYK).



ALMA

JUST THE RIGHT AMOUNT OF COLOR

OUR CORE COLORS MAY APPEAR LIMITED BUT IT'S GOT PERSONALITY. IT'S BRIGHT, BOLD, AND ENDEARING.

Our logo colour palette may have only one major colour, but that one colour has got so much punch we didn't think we needed any other colours. It's VIBRANT, ATTRACTIVE and most of all YOU CAN'T MISS IT.

When using our colors in print, it is important to always seek to use Solid Pantone inks. This way, all of our materials will be consistent, and our colors look vibrant. This vibrant color may sometimes not be achieved using standard CMYK printing. Only use CMYK colors when absolutely necessary.

Please note, when printing certain colors onto coated or uncoated paper, the Pantone color may differ. Please refer to the color swatch converters to see how they to obtain a close enough match on paper.

ACCENT COLOURS

PANTONE 1565 C	PANTONE 618 C	PANTONE 1485 C	PANTONE 7604 C	PANTONE WARM GRAY 9C	PANTONE COOL GRAY 9C 65% BLACK	PANTONE PROCESS BLACK C
R 255 G 102 B 0 HEX #FF6600	R 189 G 189 B 80 HEX #BCA855	R 252 G 128 B 40 HEX #FC803D	R 247 G 281 B 220 HEX #F7E7DC	R 195 G 115 B 109 HEX #D0736D	R 152 G 134 B 136 HEX #A8998E	R 35 G 32 B 33 HEX #373425
C 0 M 77 Y 100 K 0	C 28 M 29 Y 85 K 1	C 0 M 68 Y 100 K 0	C 2 M 9 Y 11 K 0	C 51 M 20 Y 54 K 17	C 0 M 0 Y 0 K 60	C 8 M 0 Y 0 K 100

Logo Usage

Show how the logo is meant to be used. Show its scale, positioning, on and off images etc.

Also show how the logo is not meant to be used...

Logo Usage

| Satmap Logo

There are two versions of the Satmap logo:

1) Primary Logo

This is the principal version consisting of the Satmap wordmark accented by a motif representing hills, and the tagline 'way ahead' directly below the wordmark. This should be used in all messaging.



The Satmap logo is a wordmark with an accompanying 'hills' motif and tagline. It is Satmap's visual signature. Just as a personal signature should look the same, the Satmap logo should always appear in a specific and consistent manner. It should be used in all visual communication.

2) Secondary Logo

The secondary logo consists of the Satmap wordmark accented by a motif representing hills, and NO tagline. This should be used in the following situations:

- a) The background makes the tagline hard to read
- b) There is minimal space in the design area (eg. on the spine of an SD card box).



Clearance Space

Maintain a minimum clearance space of 'x', where 'x' is the height of the 'way ahead' tagline.

x = one square unit based on the x-height



The Satmap logo should not be crowded by other visual elements to ensure instant recognition and maximum impact. Adequate white space should be left around the logo so that its prominence is not compromised.



Satmap | Brand Guidelines 4

Logo Misuses

| How NOT to use the Satmap logo

Satmap Logo Misuses

Do NOT alter the Satmap logo in any manner as misusing the logo weakens the impact of the brand. To maintain consistency, the logo must always be reproduced from the digital artwork provided and displayed in its original established configuration of elements.

Examples of how NOT to change the Satmap logo are shown here.



Do NOT resize the logo elements



Do NOT use any other colour combinations



Do NOT use the logo without the 'hills' motif



Do NOT associate the logo with any other tagline except 'way ahead'



Do NOT compress or stretch the logo



Do NOT reverse the logo colours



Do NOT translate the tagline 'way ahead' into any other language



Do NOT outline the logo typeface



Do NOT rearrange the logo elements



Do NOT box the logo



Satmap | Brand Guidelines 7

Font Families

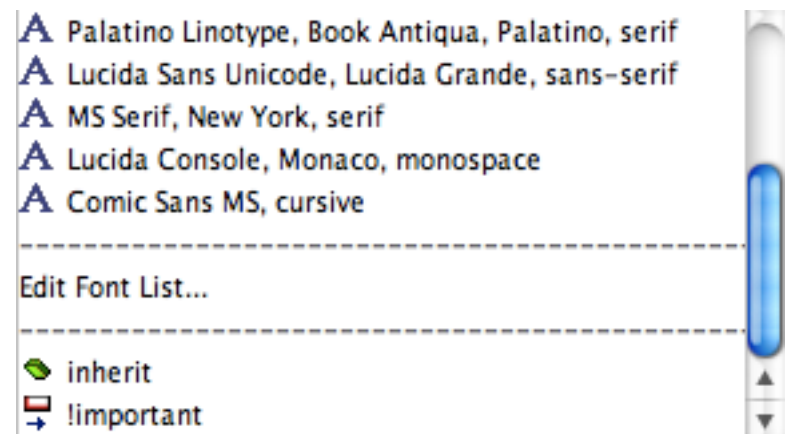
As a designer you may be restricted by the number of fonts you can use in your designs and layouts.

This is because not every device (PC, Mac, Phone) will have the same fonts available.

However, there will be some 'universal' fonts and styles.

Font Families

Dreamweaver gives you a selection of font families to choose from.



If the first font is not available the next will be chosen and so on.

There's More...

There are ways to get a wider choice of fonts onto your site designs via numerous WebFont websites.

Usually involve a fee and some extra coding.

Adobe Fonts



Adobe Typekit

Google web fonts

fonts.com

Handy Websites

Smashing Magazine:

<https://www.smashingmagazine.com/>

Content Harmony:

<https://www.contentharmony.com/blog/great-brand-guidelines/>

There are lots of other examples of brand guides online.

Remember to
KEEP IT SIMPLE!!!

World Internet Users

It is quite eye opening to see how many people in the world are using the internet...

World Population: 8.3 Billion (8,318 Million)

Internet Users: 6+ Billion (6,000+ Million)

Over 72% of the World Population

...and the numbers
keep on growing.

Data is your Friend

There are a few ways in which you can get very useful data. One of which is www.w3schools.com

W3schools has a vast amount of data on Browsers, Operating Systems, Display sizes and Mobile devices.

2025	<u>Chrome</u>	<u>Edge</u>	<u>Firefox</u>	<u>Safari</u>	<u>Opera</u>
September	78.6 %	12.3 %	3.5 %	3.9 %	1.0 %
August	80.4 %	11.2 %	3.5 %	3.4 %	0.9 %
July	80.5 %	11.3 %	3.6 %	3.3 %	0.8 %
June	79.8 %	11.4 %	3.6 %	3.7 %	0.9 %
May	79.1 %	11.6 %	3.7 %	4.0 %	1.0 %
April	79.1 %	11.4 %	3.8 %	4.2 %	0.8 %
March	78.5 %	11.6 %	3.8 %	4.2 %	0.8 %

Data is your Friend

Mobile access to the internet via smart phones and tablet machines is becoming more common place.

17/18% may not sound like much but it is still about 1+ Billion users!

2025	Win11	Win10	Win8	Win7	Linux	Mac	ChromeOS	<u>Mobile</u>
September	45.8	23.8	0.3	0.7	3.8	8.0	0.7	16.9
August	43.0	24.3	0.3	0.8	3.9	9.3	0.4	17.9
July	44.0	25.8	0.3	0.9	4.1	6.8	0.3	17.7
June	43.6	26.1	0.3	0.8	3.9	7.7	0.4	17.3
May	42.0	27.4	0.3	0.8	3.9	8.0	0.7	17.1
April	40.7	27.4	0.3	0.8	3.8	8.1	0.6	18.2
March	39.8	28.2	0.3	0.8	3.9	7.9	0.6	18.1
February	39.6	28.7	0.4	0.9	3.9	7.8	0.6	17.7
January	38.1	31.3	0.4	0.9	4.0	7.7	0.6	16.7

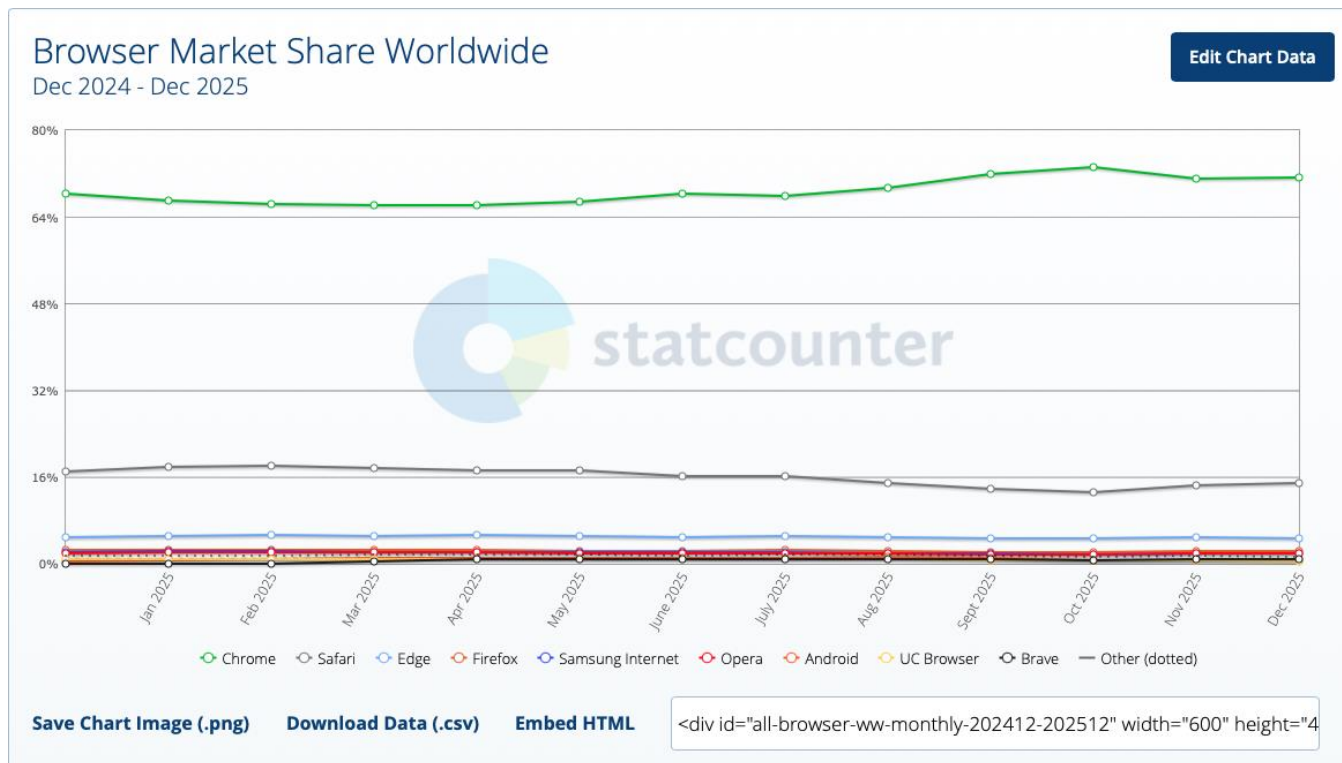
Data is your Friend

Information on screen sizes is important to workout your change points for responsive web page designs.

Date	<u>Other high</u>	1920x1080	1366x768	1280x1024	1280x800	1024x768	Lower
January 2023	47.2%	18.4%	18.2%	1.1%	1.0%	0.7%	13.4%
January 2022	43.4%	18.1%	21.2%	1.2%	1.1%	2.2%	12.8%
January 2021	41.5%	19.2%	24.8%	1.2%	1.5%	1.1%	10.7%
January 2020	37.5%	20.3%	27.6%	2.4%	1.8%	1.4%	9.0%
January 2019	34.3%	19.8%	30.7%	3.1%	2.5%	1.6%	8.0%
January 2018	32.9%	18%	34%	4%	3%	2%	6.1%

Data is your Friend

Stat Counter Global Stats is another good source of information. gs.statcounter.com



Data is your Friend

On a more specific level you can use www.google.co.uk/analytics to give more detailed information on your website.

It will tell you how many visitors you have, what browser they used, how long they were there, bounce rates...etc.

598 people visited this site



Visits: 937



Unique Visitors: 598



Pageviews: 3,798



Pages / Visit: 4.05



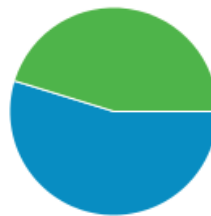
Avg. Visit Duration: 00:03:01



Bounce Rate: 38.53%



% New Visits: 54.75%



■ **54.75% New Visitor**

513 Visits

■ **45.25% Returning Visitor**

424 Visits

Why is this Data important?

Search engines help web surfers by displaying relevant search results against search criteria.

Search engines are quite sophisticated in how they work and will not allow for sloppy optimization.

It is important to know how they search and index your websites so that they rank highly in search results.

Your clients will expect good search results.

Bounce Rates

‘Bounce’ is the term given to web surfers that exit a website after only a few seconds.

You want to have an interesting and informative design to try and reduce bounce.

You can use www.google.co.uk/analytics to keep an eye on your bounce levels.

If bounce levels go up dramatically there could be a problem with the site that needs to be fixed.

Mobile Devices



You should also be designing with consideration for mobile devices.

Creating suitable button navigation and flexible resizing should be looked at to help mobile users to use your websites.

Image Formats - JPG

Joint Photographic Experts Group

Millions of Colours

Lossy Compression

No Transparency



Lossy Compression

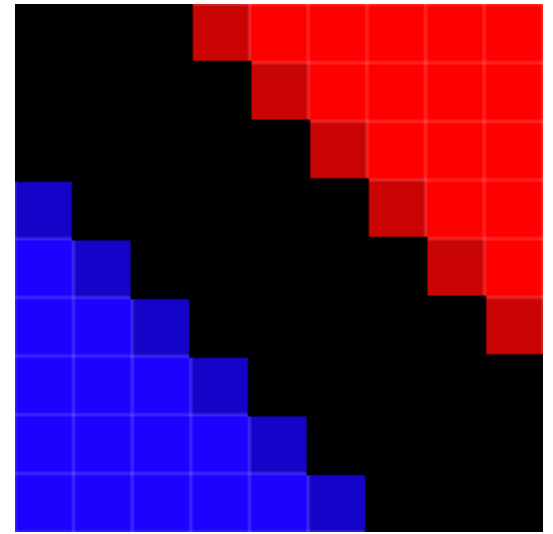
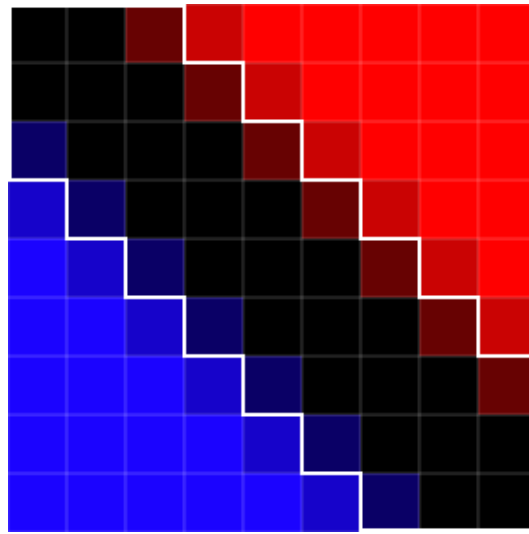
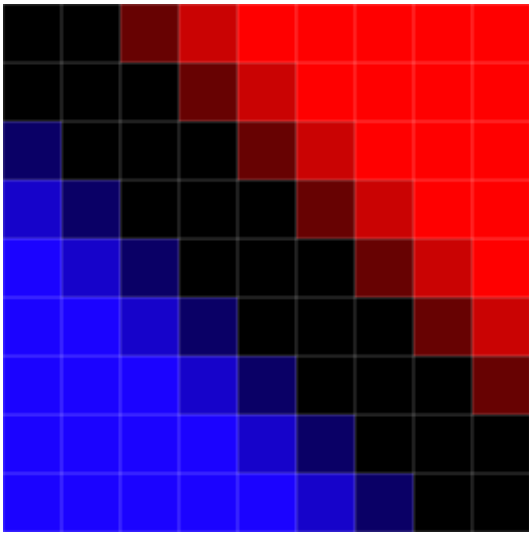


Image Formats - GIF

Graphics Interface Format

256 Colours

Good for Flat Colour Graphics

One Level of Transparency

Not Great for Photographic Images



Image Formats - PNG

Portable Network Graphic

Millions of Colours

Multi Level Transparency

Can create larger File Sizes

Old Browser Compatibilities
Not really an issue these days.



Image Formats - SVG

Scalable Vector Graphic

Great for Vector artwork like logos and icons.

Multi Level Transparency

Can be scaled up without loss of quality.

Not good for photographs.

