

**FA102a\_DL**

**Introduction to New Media Design**

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**Course Blog**

<https://fa102afa202asummer2016.wordpress.com/>

**Assignment Five, Part B**

Webpage Visual Design and Online Prototype

**Software**

PowerPoint, Photoshop, Illustrator or InDesign (your choice), plus

<http://www.invisionapp.com/> (free cloud-based software).

**Output**

Webpage visual design

**Goals**

Learn the fundamentals of visual design for a website page

**Project due 9am, July 21**

**Web Page Visual Design**

Make a visual mockup of the web home page. A visual mockup is a file that as close as possible resembles a finished webpage but is not coded for final public viewing.

In general, the simpler the visual design, the better. The design should essentially “disappear”, so that the contents of the website are easy to access and are prominent.

Use the wireframe you created in the previous step as a guide to show you were to put the elements and which elements to show.

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## Elements to Create Before Making the Visual Design

Photo:

Choose a photo you find on the web that relates directly or suggestively to your product or service. The photo should be the same size or larger than the space indicated on your wireframe.

**Do not use stock photos or graphics (they are too generalized and lack character).**

Your grade will be reduced if you use stock images.

**Make your own images or use still images from unknown independent film or social media stills** (Instagram, Twitter, Facebook, etc.).

Your photo may be representative of the function of the product or service (like my example with the smartphone which suggests the translation capability), or more brand suggestive (like my alternate example with the dog referring to “playful” in the brand character diagram from assignment two).

See examples below.

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Tagline:

Write a short tagline (five words or less), then superimpose these words onto the photo.

A tagline is a short phrase (usually one to five words) that captures the character of a brand without describing exactly what a product or service does.

To understand the special nature of tagline English, find five examples of existing taglines from any websites.

Document these taglines by typing them into a slide and listing their urls. Label these slides, “Assignment Five, Tagline Research”. This is slide 20.

For the example below, I adopted Nike’s tagline, “Just Do It” and made it, “Just Read It”.

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Short description of the product or service:

Use a complimentary but not identical font to the font in the logotype.

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Applying the tagline to the photo:

Place the tagline into the photo. Generally, a bold weight works best. Try white, black or gray first. Use a color only if necessary. Use an outline if necessary.

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### **Designing the webpage**

As you begin to design the webpage, you will need to decide upon:

- Background color
- Fonts and visual treatment (any other elements in addition to the words themselves for the links) for the links.

Note: make one of your links an “About” link.

The font for the short product or service description should be one that is similar and compatible but not identical to the one in your logotype.

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Review all of the reference websites you have compiled thus far to see background colors, fonts for the links and their visual treatment.

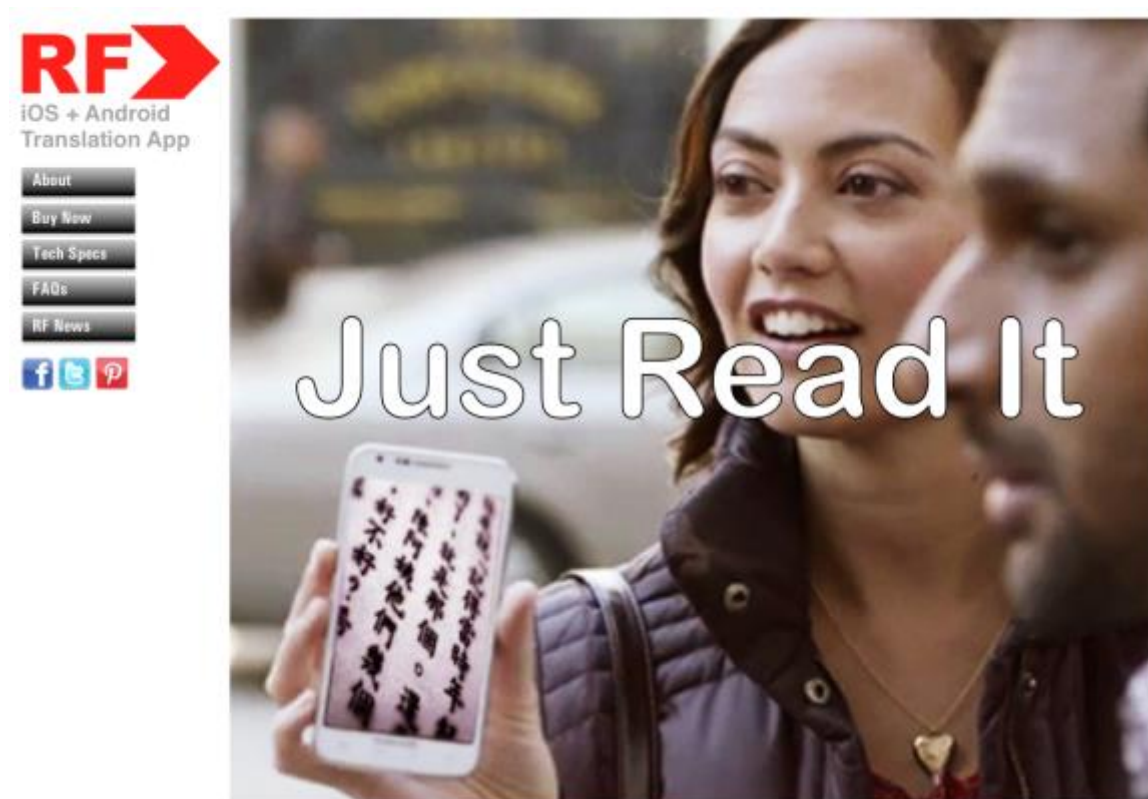
General design tips:

Keep it simple. Absolutely no decorative elements. A good visual design is marked by every element having a clear functional purpose (also called good “interaction design”).

White is often the most attractive and useful background color. Light gray or light subtle colors may also work. Dark, saturated colors almost are never successful.

The fonts for the links should always be simple and unobtrusive (so as not to visually compete with the logotype and photo) and are usually a system font (the fonts that come with every Mac and PC), rather than an exotic font. They are also usually sans-serif fonts (the ones without the little “hooks” or ornate corners on the letter). For example, Helvetica is sans-serif and Times is serif.

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Example, homepage visual design with image representative of product or service function.



Example, homepage visual design with a brand suggestive image.

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### **Size of the screen file**

If you are using Photoshop, Illustrator or InDesign, set up your screen size as 1080 pixels wide x 810 pixels high, 72dpi.

If you are using Powerpoint: File>Save As>png>Options Width 1080 Height 810>OK>Save.

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### **Placing the visual design online**

Register at <http://www.invisionapp.com/> to use this free cloud-based (online only) app that will allow you to put the visual design for your web homepage online.

Take as much time as necessary to figure out how it works.

The “upload screens” button (on the project page once you have established an account and started a project), takes you to a page that allows you to drag your completed visual design png file for the homepage into the invision app.; your visual will then be converted to a url you can copy and paste into a browser to see in a browser.

Make a screen capture of your visual design in a web browser and place the screen capture together with its url into a slide. Label this slide, “Assignment Five, Homepage Visual Design in a Browser”.