

# Website Design I

Queens College Art Department | Spring 2019  
Professor Sofia Paraskeva | [sofia.paraskeva@qc.cuny.edu](mailto:sofia.paraskeva@qc.cuny.edu)  
[webdesign1.copperbluemedias.com](http://webdesign1.copperbluemedias.com)

Week 04: 02/15/2019

ARTS 214 – 01  
Friday 10:00 am – 1:50 pm  
I-Building 203

# Four Ds

Discover

Define

Design

Develop

# Four Ds

Discover

Define

Design

Develop

# Design Fundamentals

Form

Color

Type

Grid

Identity

# Form

# Graphic Design 101 - Form

---

## Form in Nature



# Graphic Design 101 - Form

---

## Form in Nature



# Graphic Design 101 - Form

---

## Form in Nature



## Graphic Design 101 - Form

---

### Form in Nature



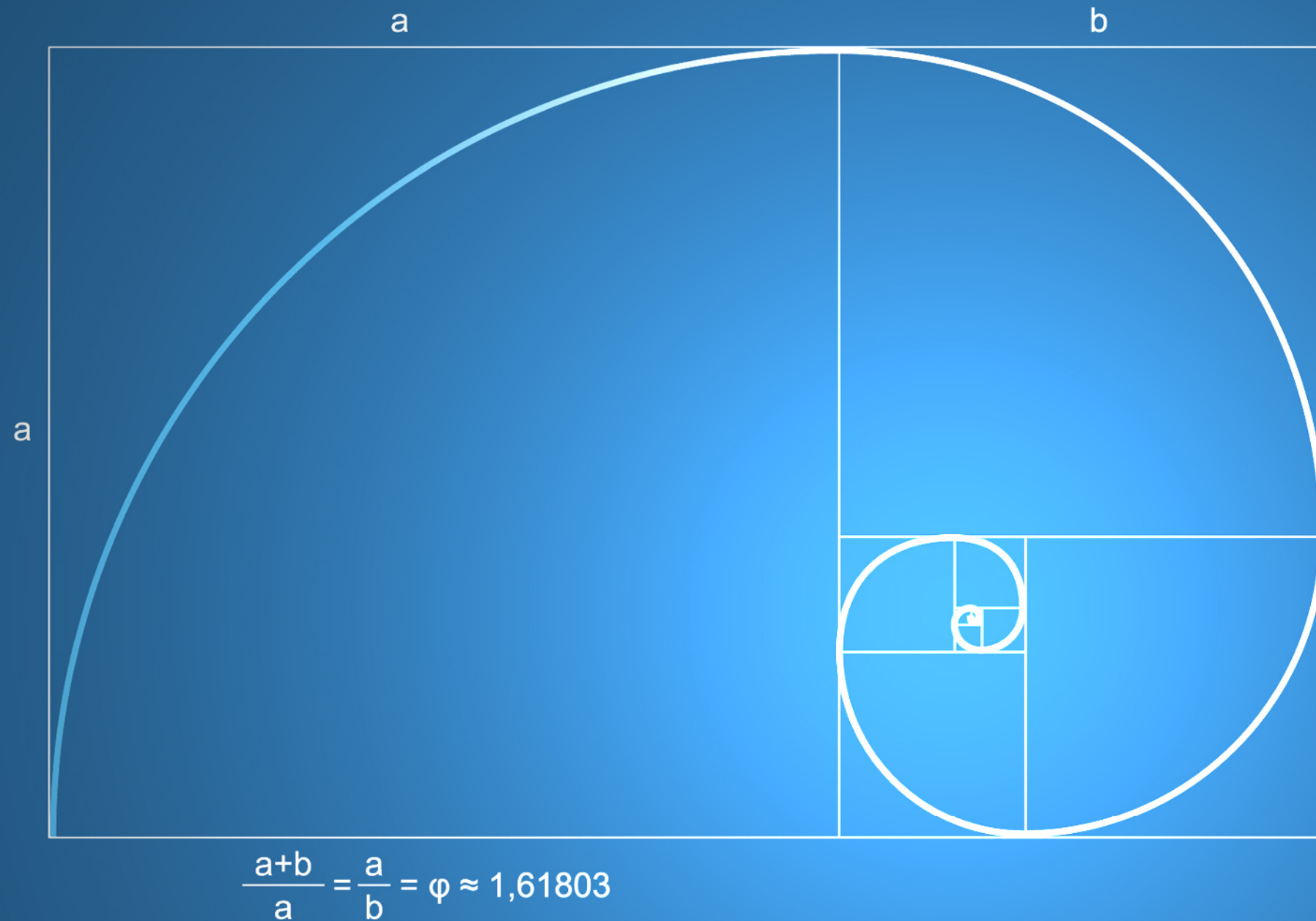
# Graphic Design 101 - Form

---

## Form in Nature



### The Golden Rectangle



[https://en.wikipedia.org/wiki/Golden\\_rectangle](https://en.wikipedia.org/wiki/Golden_rectangle)

### The Golden Spiral

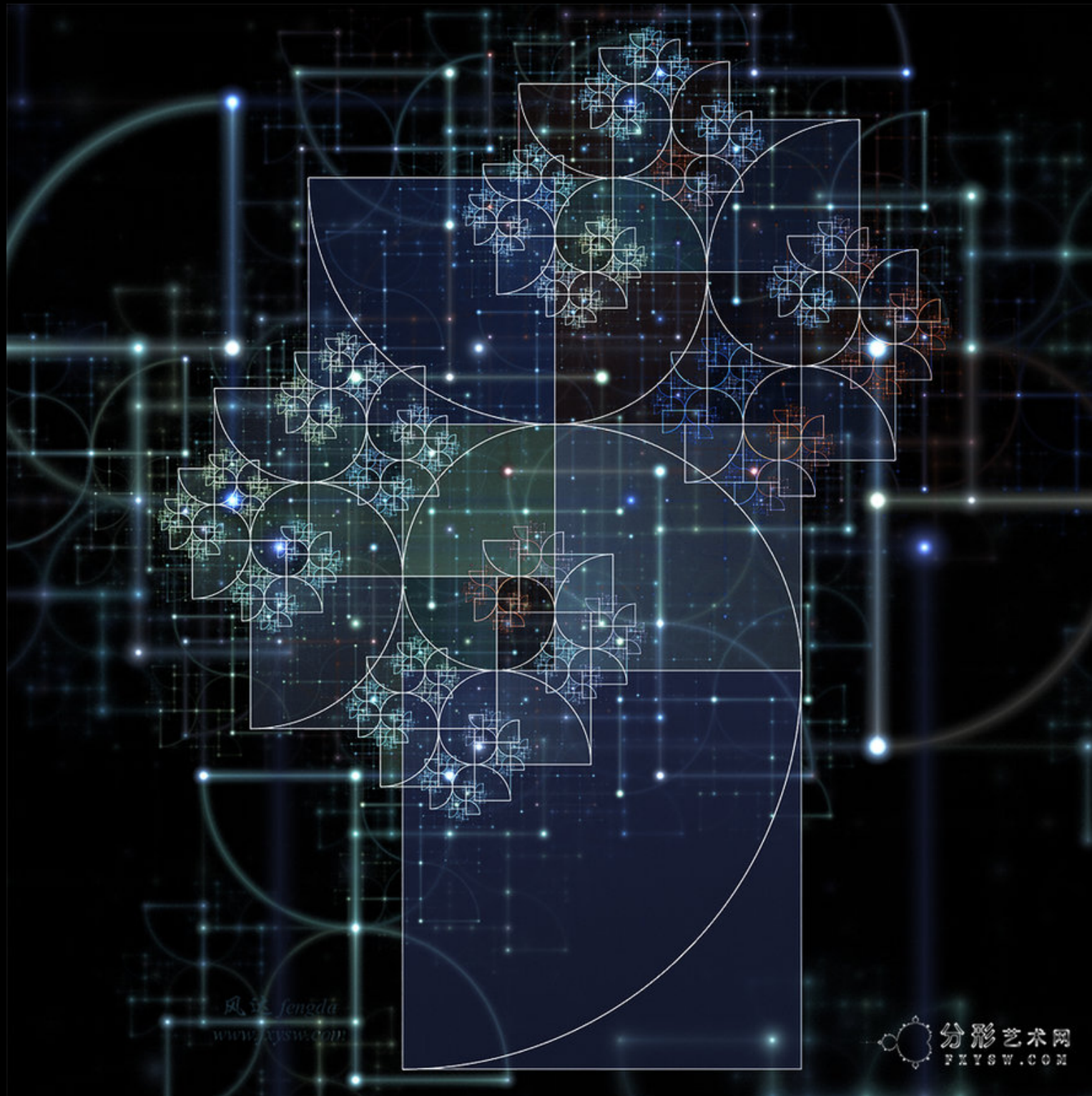


# Graphic Design 101 - Form

## Form in Mathematics



## Form as Fractals



# Graphic Design 101 - Form

---

Lines, Squares, Pyramids

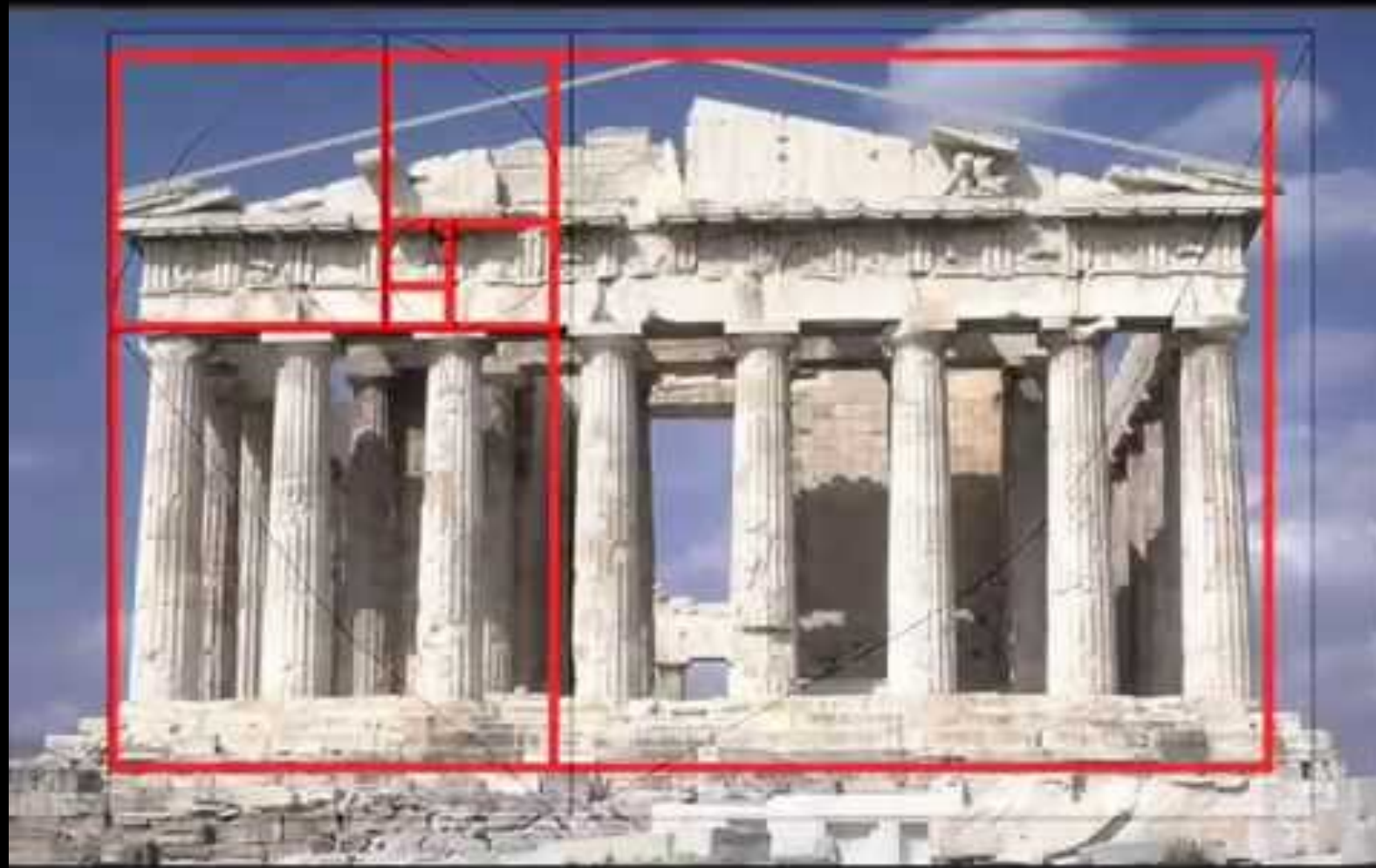


## Organic Forms



## Form in Architecture

The Parthenon Ancient Greek Temple built in 5<sup>th</sup> century BC

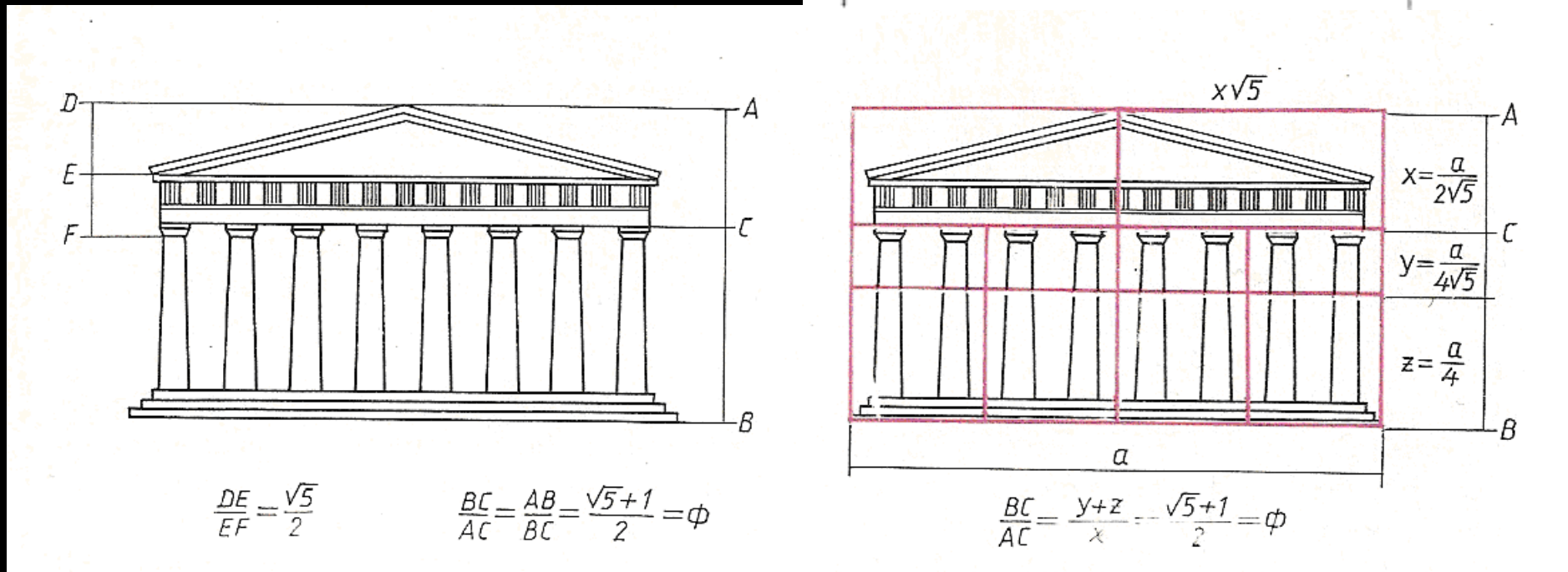
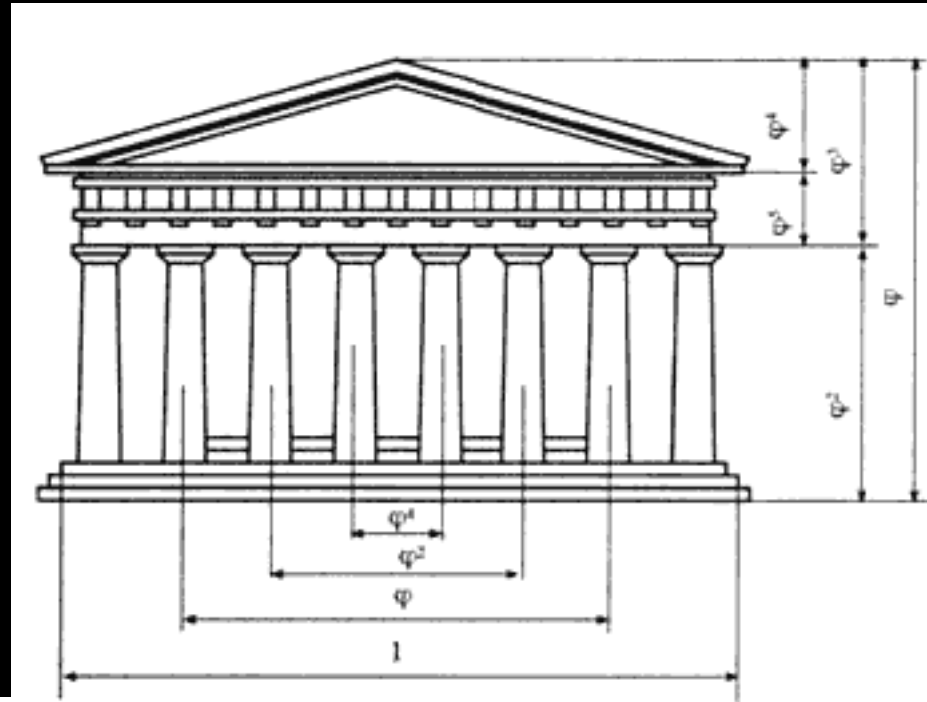


*The width of the building compared to the height is the Golden Ratio*

# Graphic Design 101 - Form

## Form in Architecture

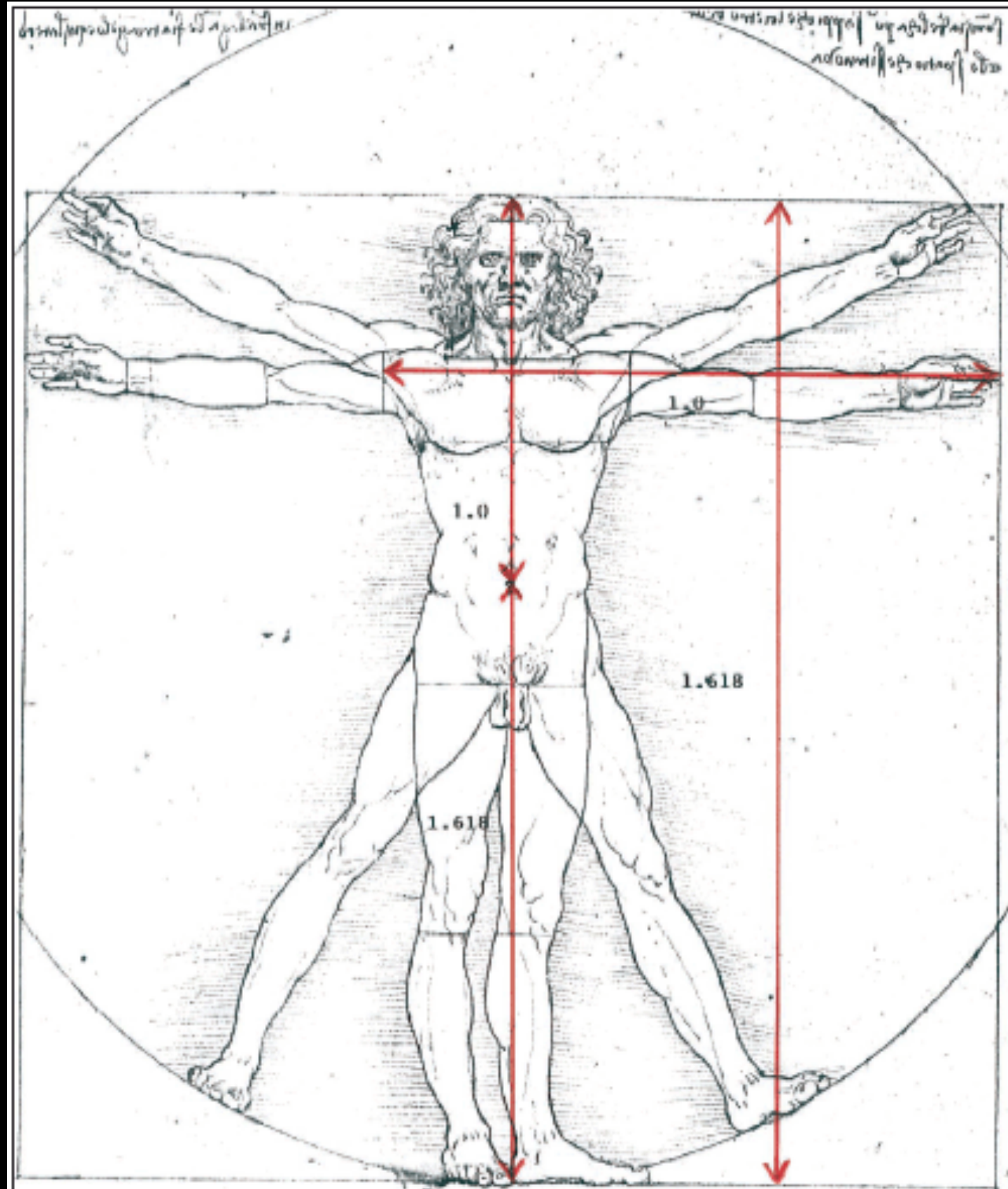
The Parthenon has more than just one Golden Ratio



# Graphic Design 101 - Form

---

## The Human Form



# Graphic Design 101 - Form

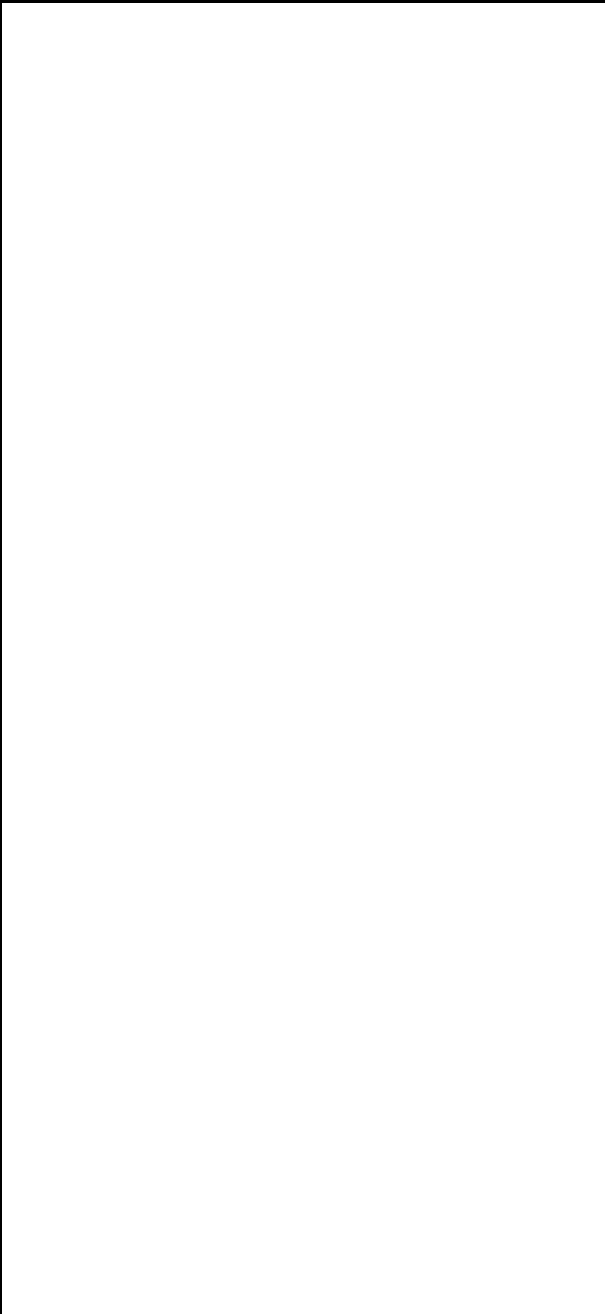
---



# Graphic Design 101 - Form

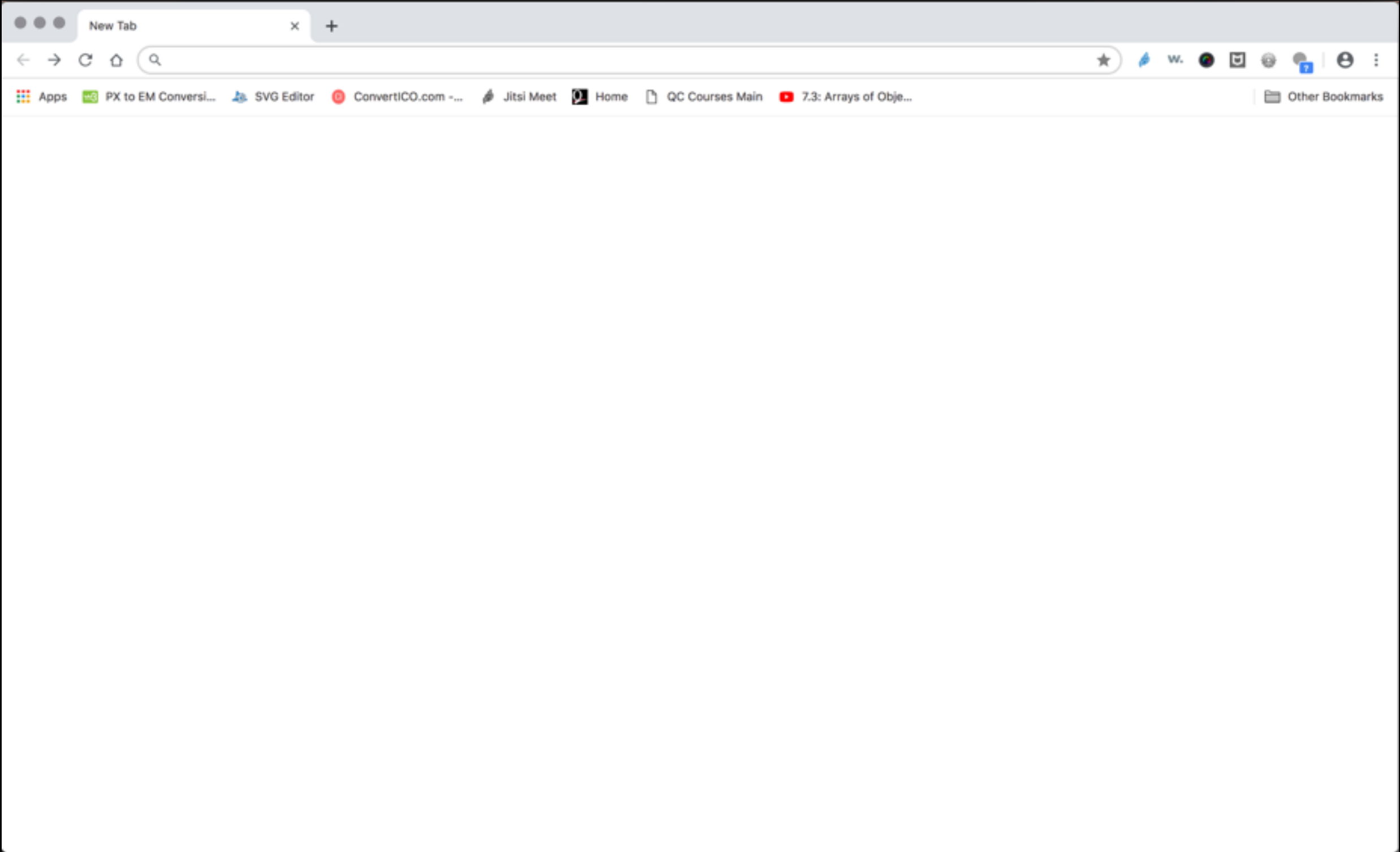
---





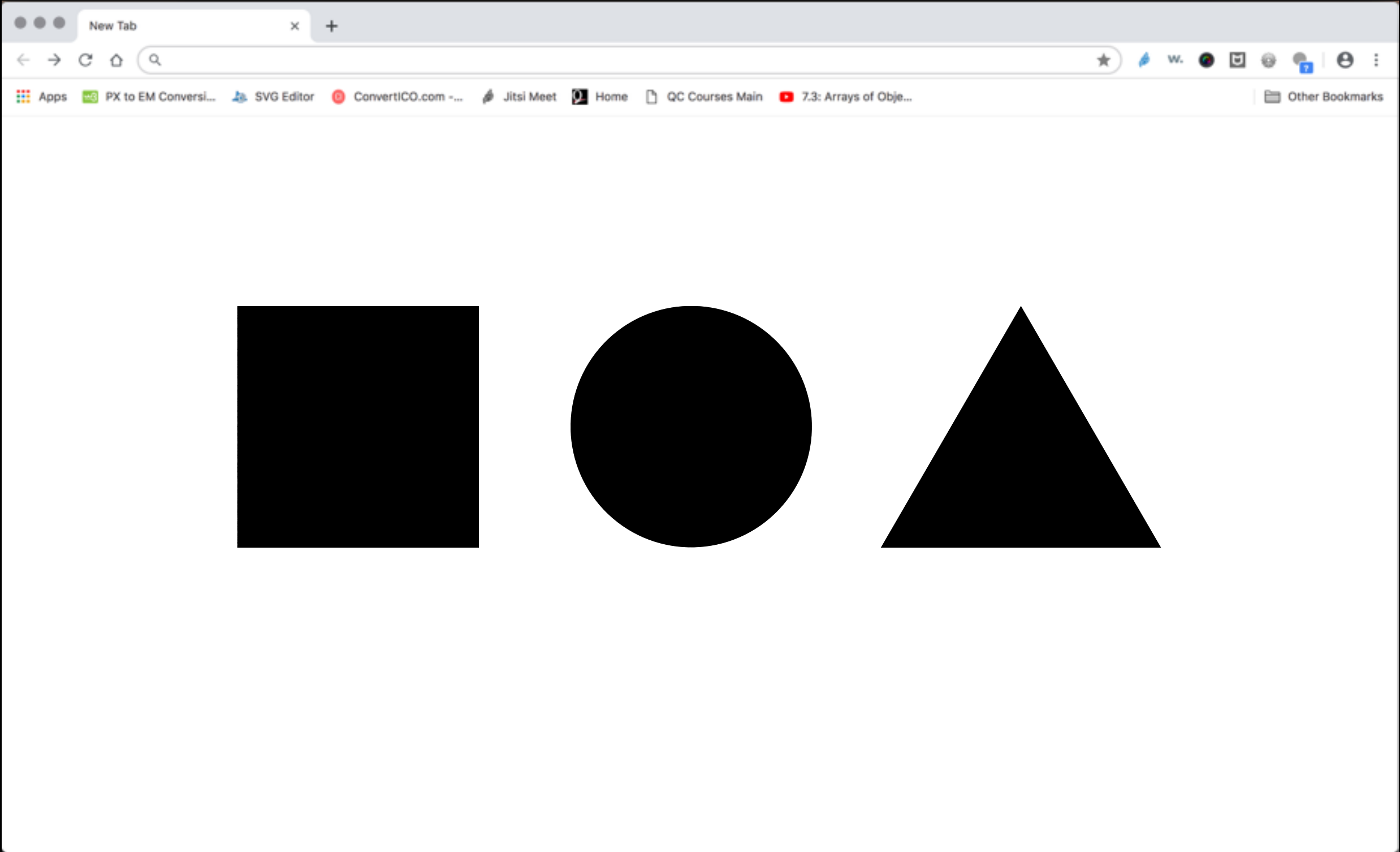
# Graphic Design 101 - Form

---

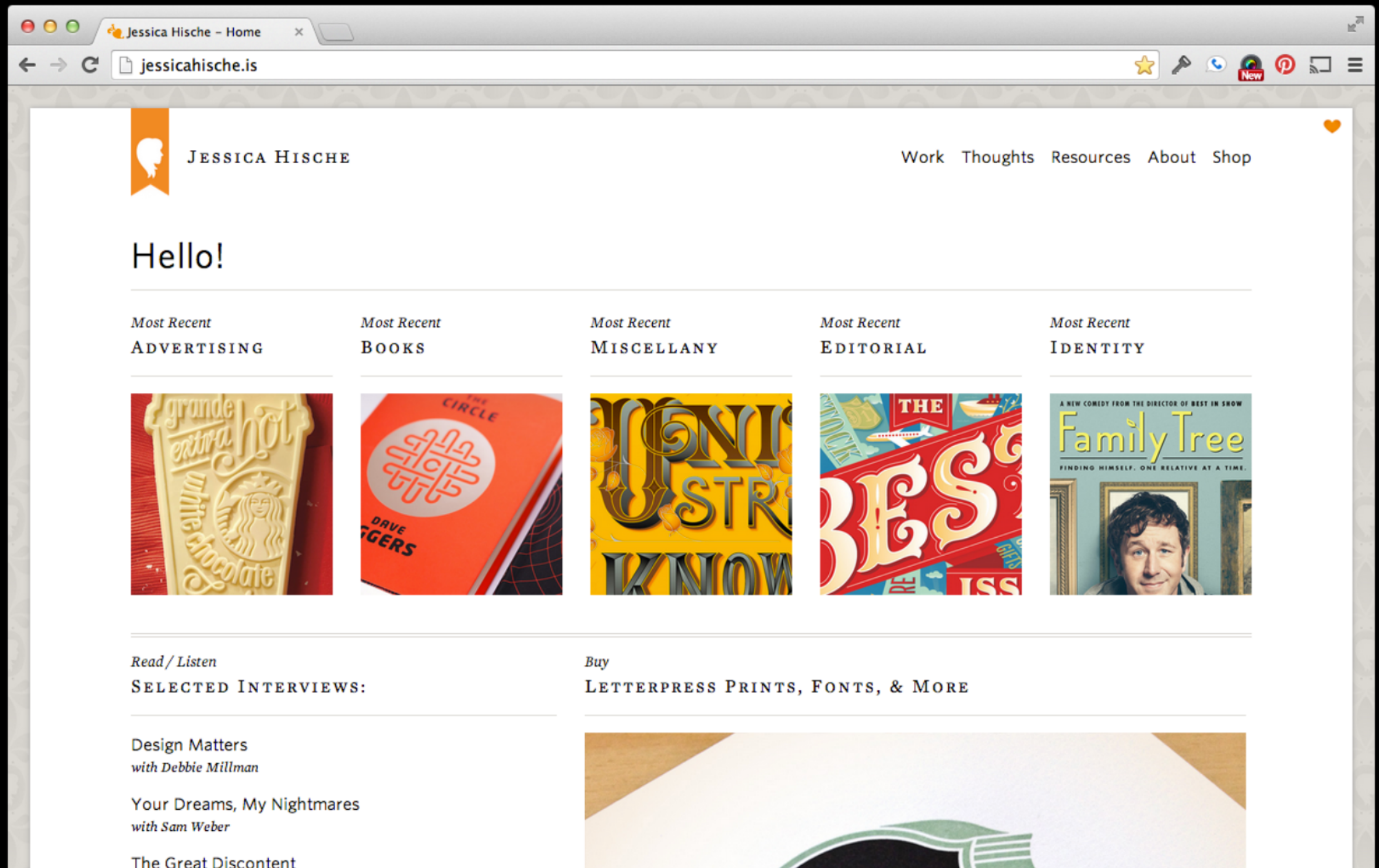


# Graphic Design 101 - Form

---

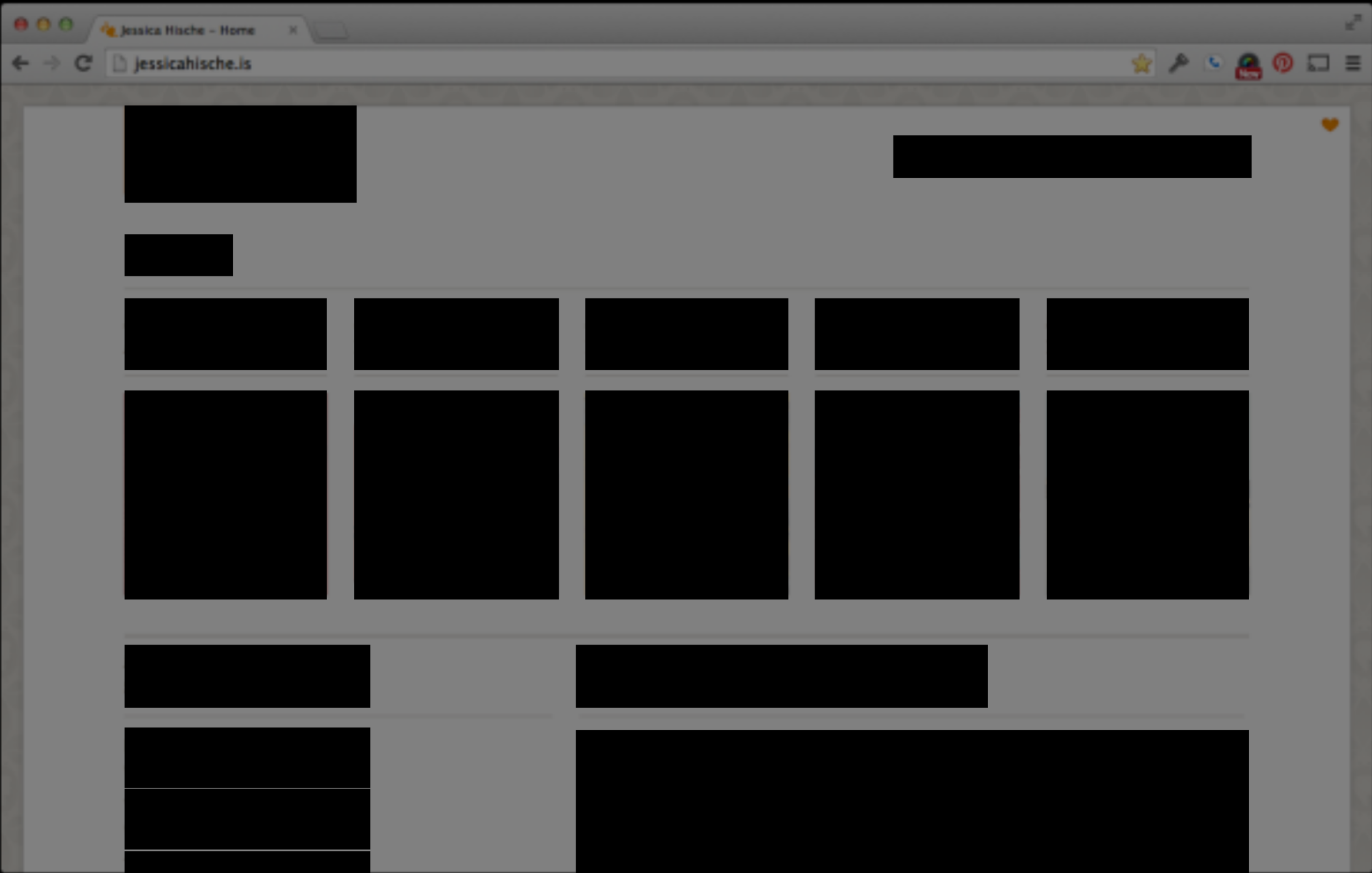


# Graphic Design 101 - Form

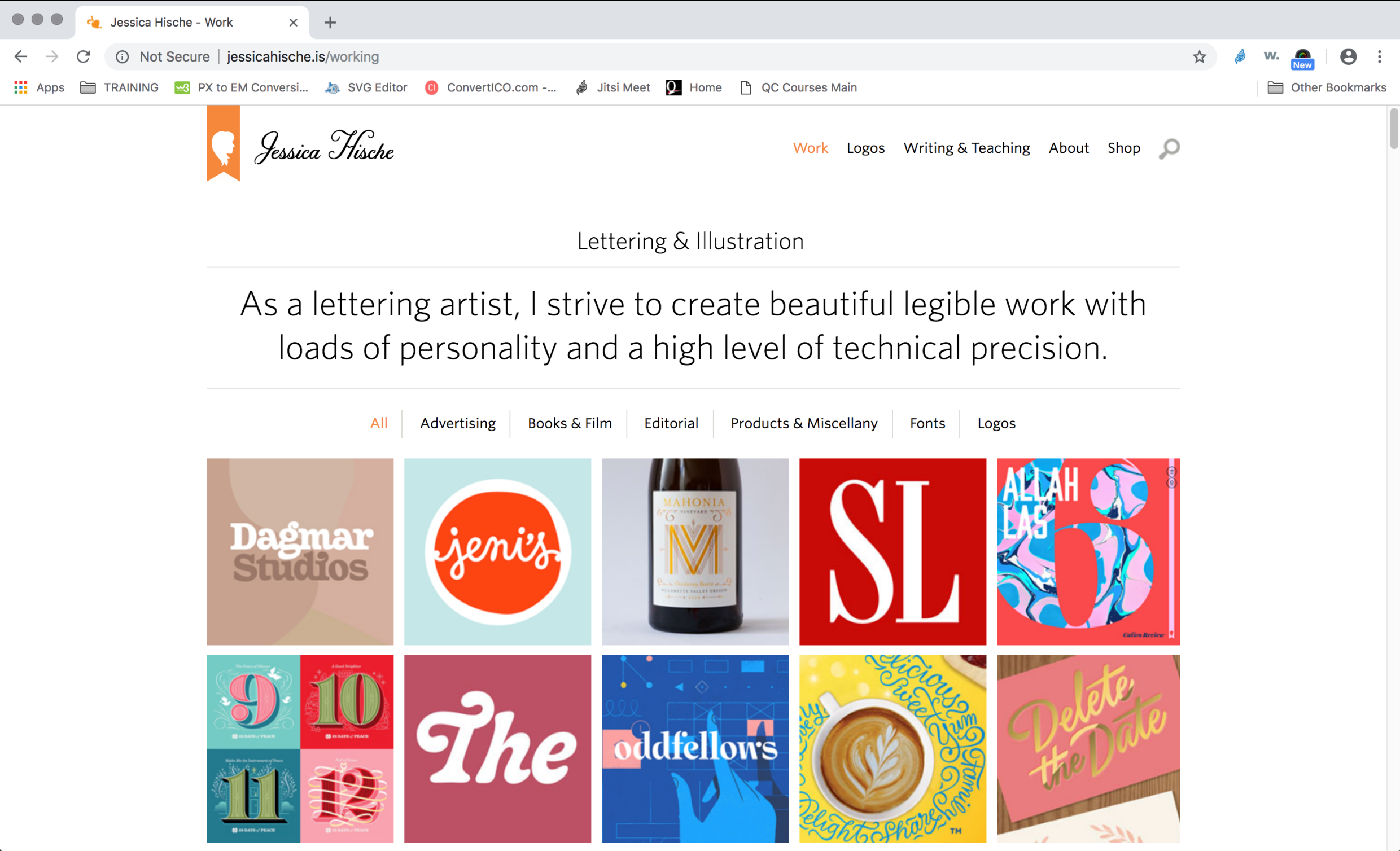


# Graphic Design 101 - Form

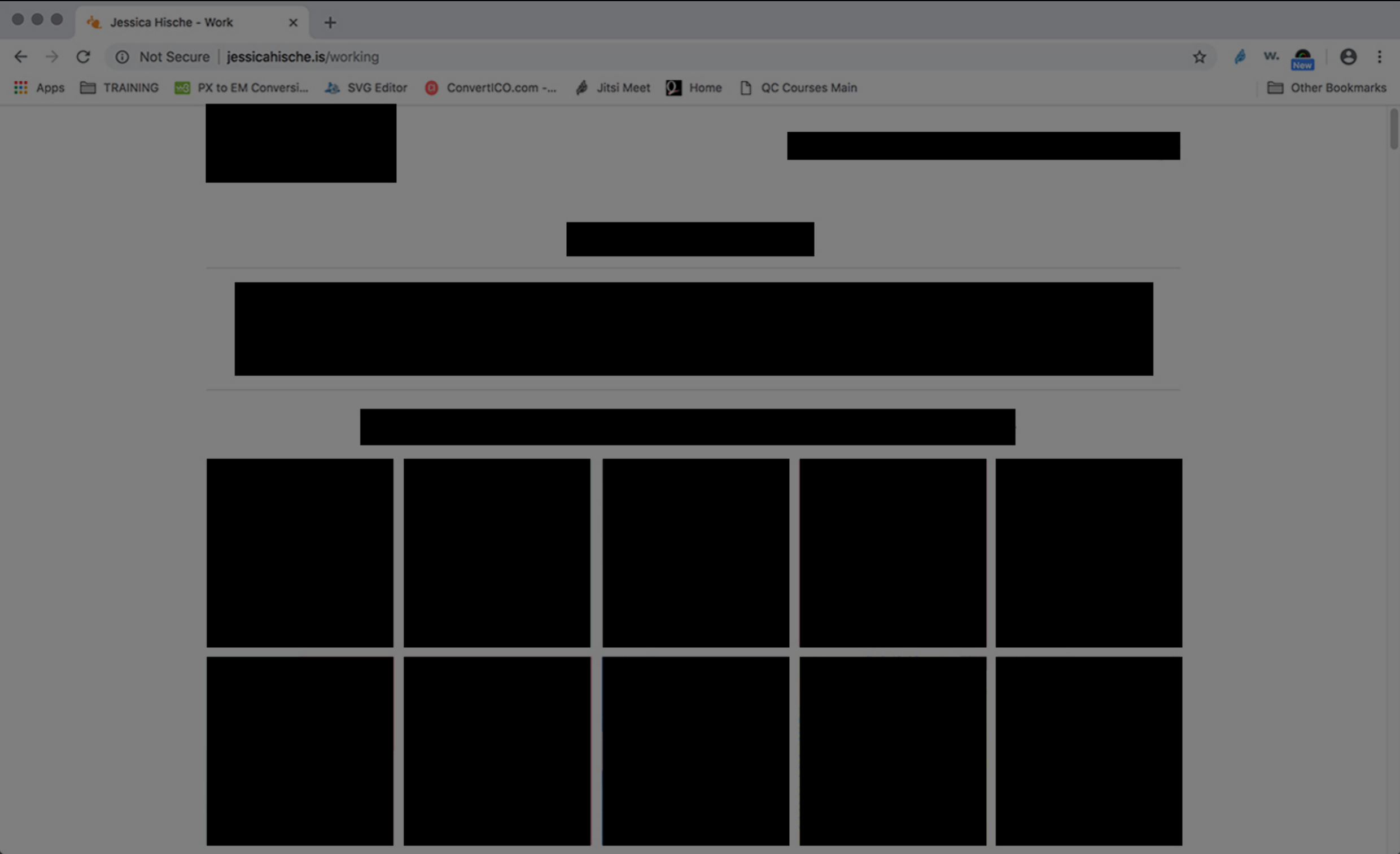
---



# Graphic Design 101 - Form



# Graphic Design 101 - Form



# Graphic Design 101 - Form

Jessica Hische - Home

Not Secure | jessicahische.is

☆ W. [icons]



Jessica Hische

Work Logos Writing & Teaching About Shop

Jessica Hische is a lettering artist and author with a tendency to overshare and a penchant for procrastinating.



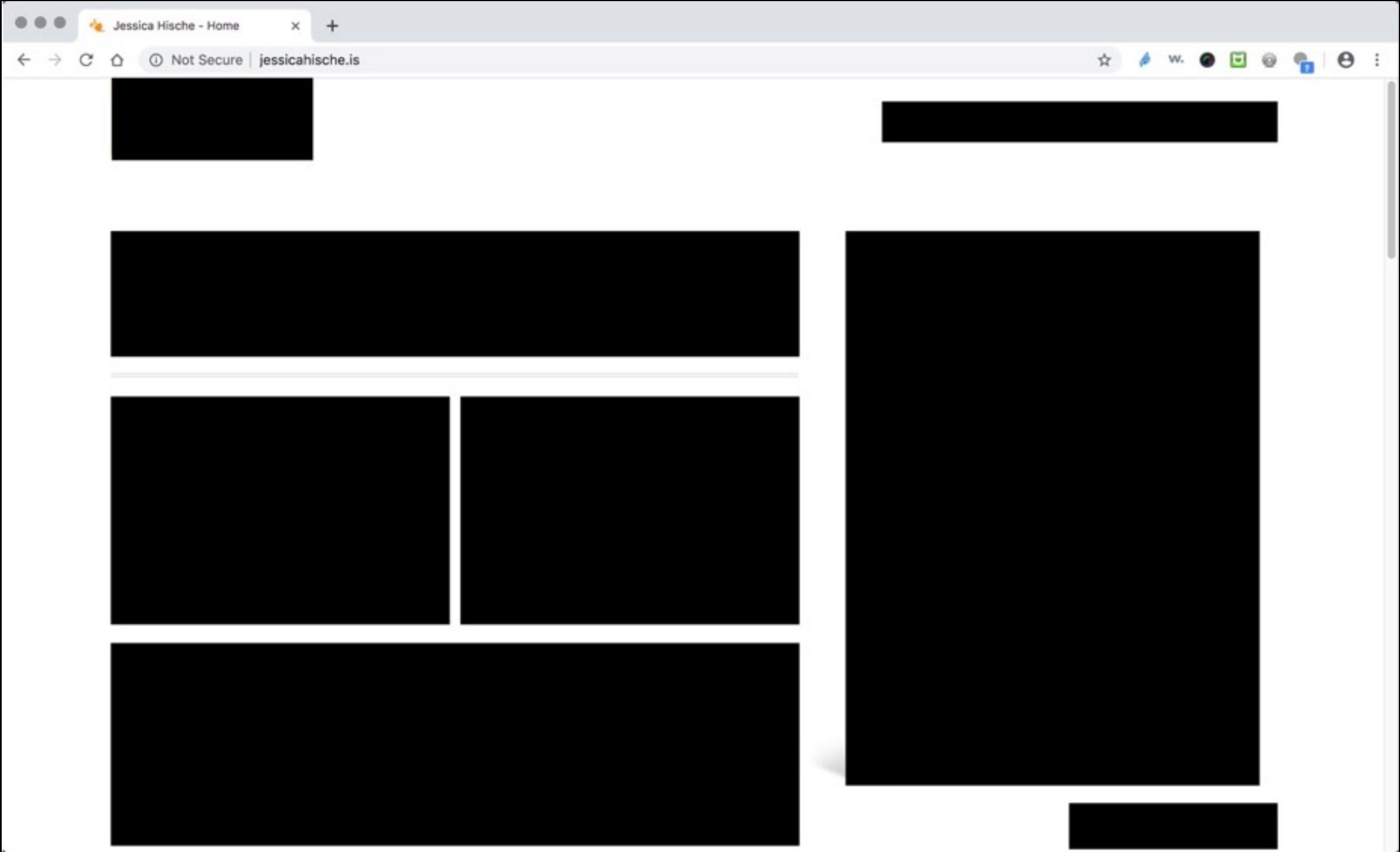


Y FIRST PICTURE BOOK *TOMORROW I'LL BE BRAVE* IS A New York Times Best-Seller! It's a beautiful bedtime book with playful illustrations (loads of illustrative lettering!) and an inspiring message about trying your best but forgiving yourself when you don't always achieve what you set out to do. After all...there's always tomorrow. Published in collaboration with Penguin Workshop and available wherever books are sold. Read more about it [here](#).

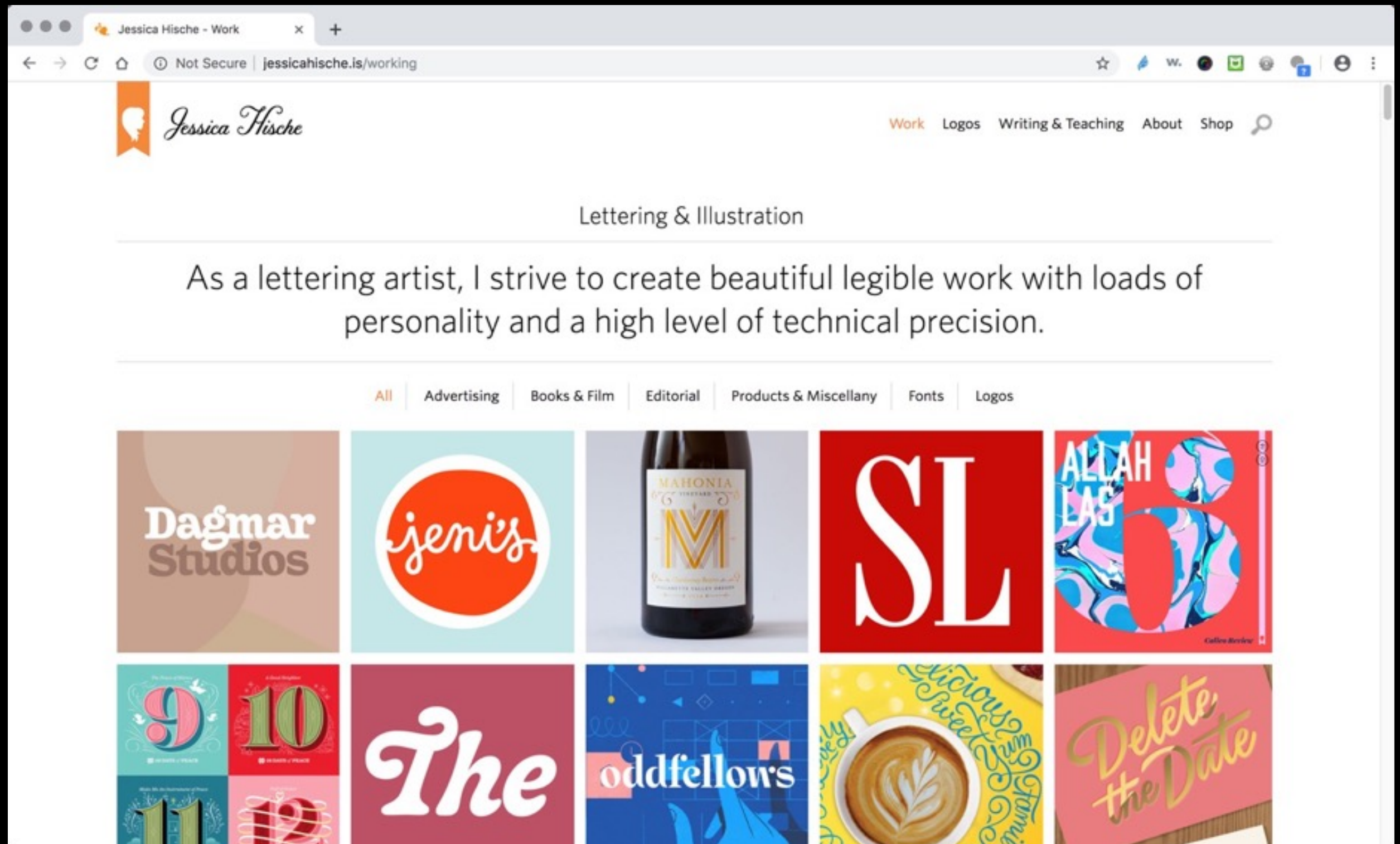




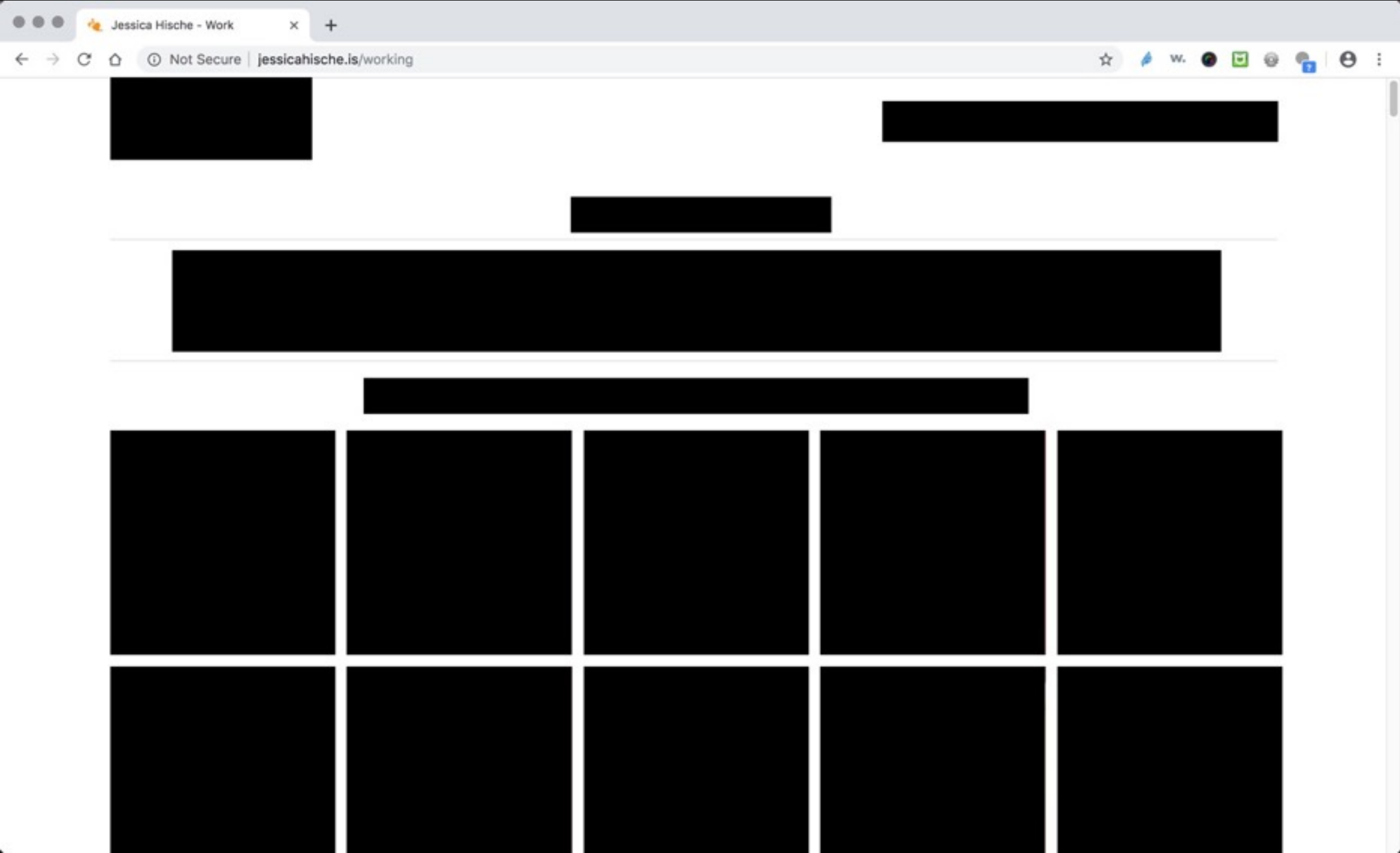
# Graphic Design 101 - Form



# Graphic Design 101 - Form



# Graphic Design 101 - Form



# Color

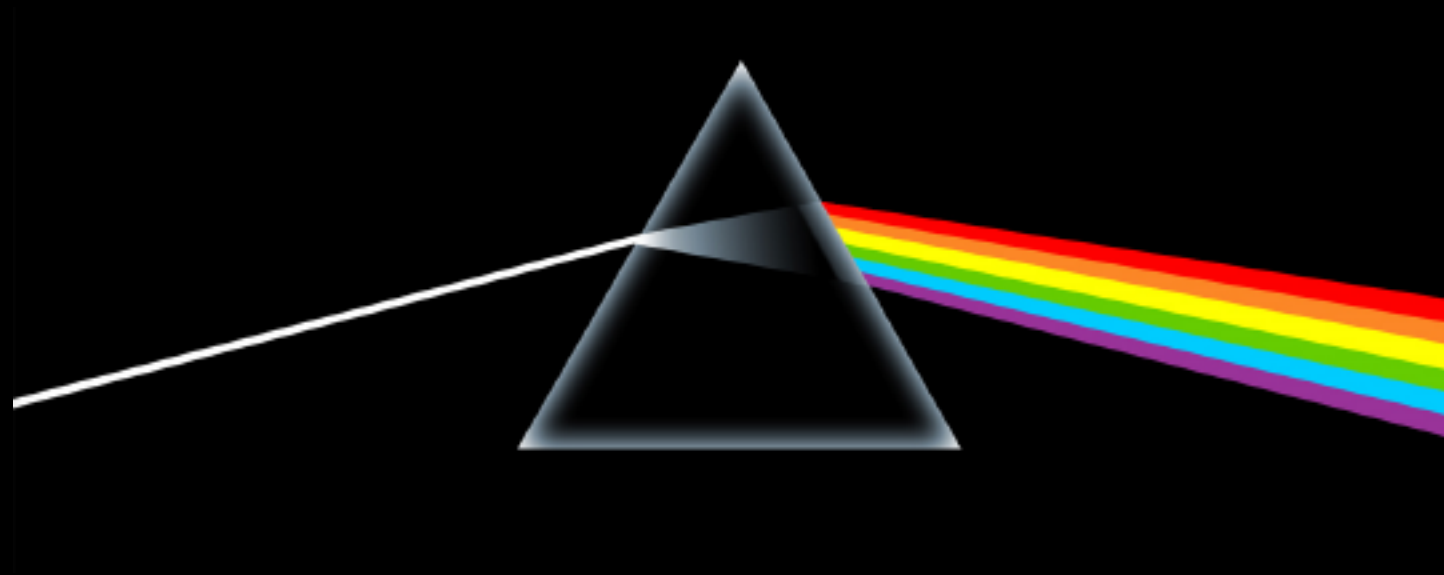
# Graphic Design 101 - Color

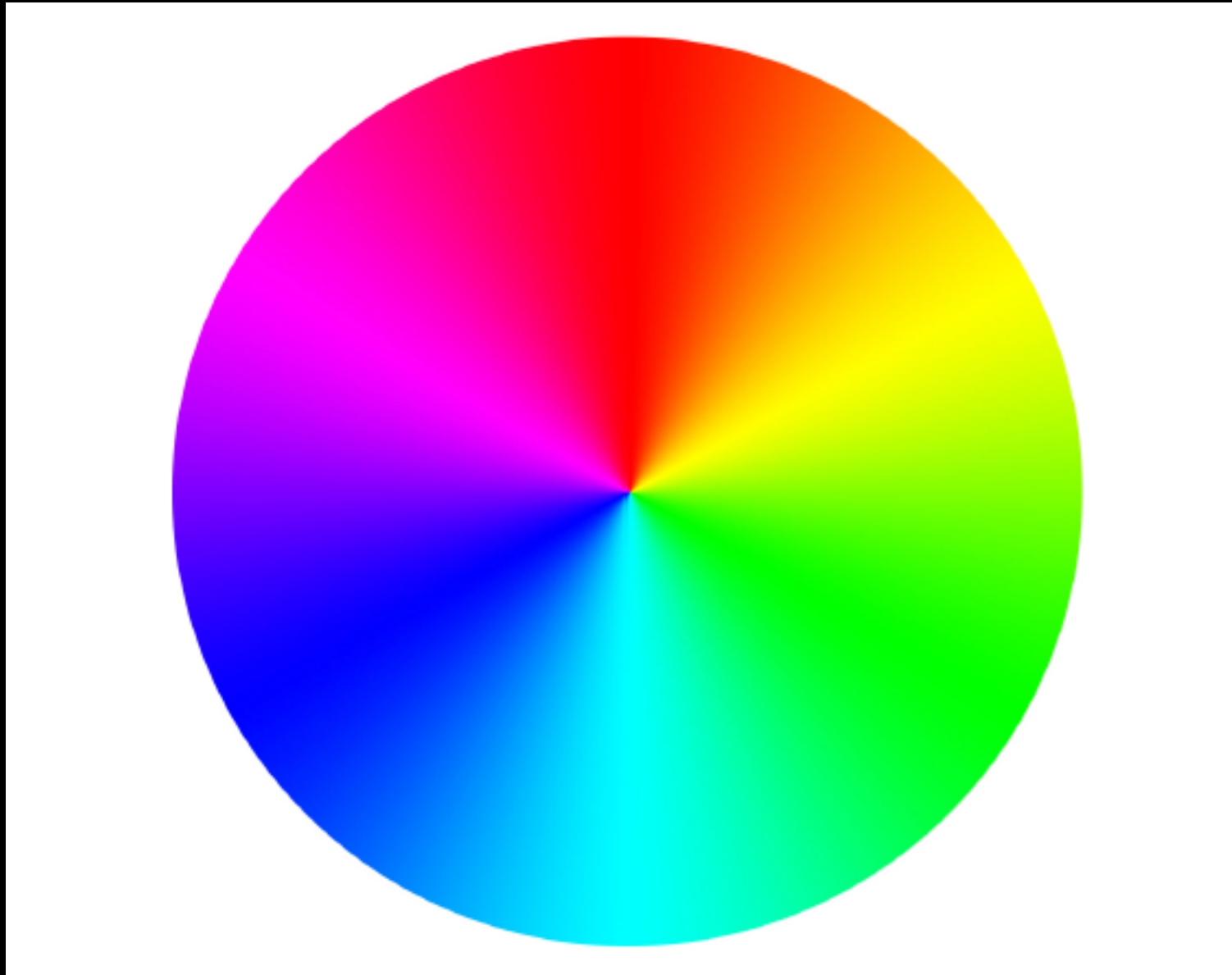
---



# Graphic Design 101 - Color

---





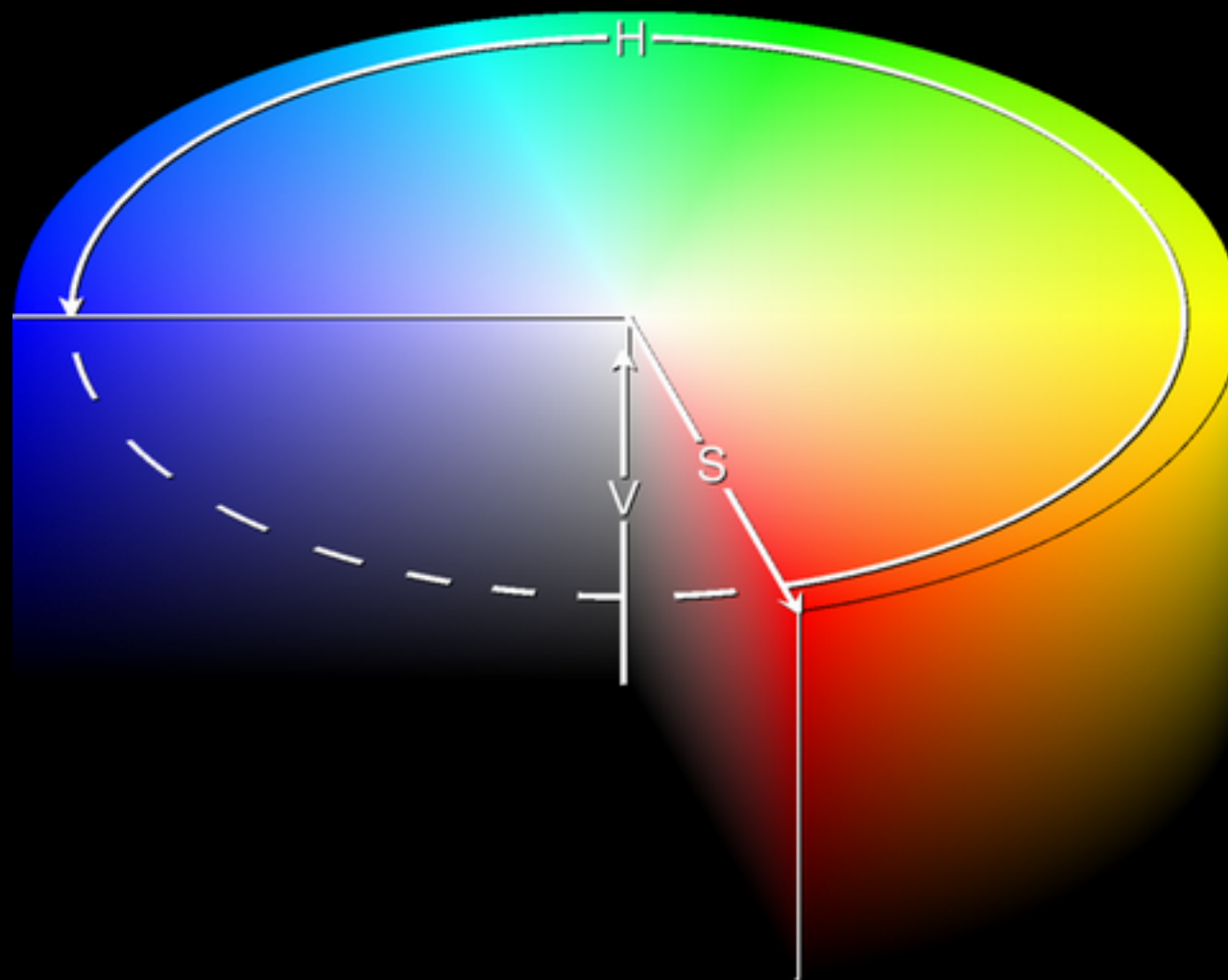
# Graphic Design 101 - Color

## Hexadecimal Color Values

|        |        |        |        |        |        |
|--------|--------|--------|--------|--------|--------|
| 000000 | 000033 | 000066 | 000099 | 0000CC | 0000FF |
| 003300 | 003333 | 003366 | 003399 | 0033CC | 0033FF |
| 006600 | 006633 | 006666 | 006699 | 0066CC | 0066FF |
| 009900 | 009933 | 009966 | 009999 | 0099CC | 0099FF |
| 00CC00 | 00CC33 | 00CC66 | 00CC99 | 00CCCC | 00CCFF |
| 00FF00 | 00FF33 | 00FF66 | 00FF99 | 00FFCC | 00FFFF |
| 330000 | 330033 | 330066 | 330099 | 3300CC | 3300FF |
| 333300 | 333333 | 333366 | 333399 | 3333CC | 3333FF |
| 336600 | 336633 | 336666 | 336699 | 3366CC | 3366FF |
| 339900 | 339933 | 339966 | 339999 | 3399CC | 3399FF |
| 33CC00 | 33CC33 | 33CC66 | 33CC99 | 33CCCC | 33CCFF |
| 33FF00 | 33FF33 | 33FF66 | 33FF99 | 33FFCC | 33FFFF |
| 660000 | 660033 | 660066 | 660099 | 6600CC | 6600FF |
| 663300 | 663333 | 663366 | 663399 | 6633CC | 6633FF |
| 666600 | 666633 | 666666 | 666699 | 6666CC | 6666FF |
| 669900 | 669933 | 669966 | 669999 | 6699CC | 6699FF |
| 66CC00 | 66CC33 | 66CC66 | 66CC99 | 66CCCC | 66CCFF |
| 66FF00 | 66FF33 | 66FF66 | 66FF99 | 66FFCC | 66FFFF |
| 990000 | 990033 | 990066 | 990099 | 9900CC | 9900FF |
| 993300 | 993333 | 993366 | 993399 | 9933CC | 9933FF |
| 996600 | 996633 | 996666 | 996699 | 9966CC | 9966FF |
| 999900 | 999933 | 999966 | 999999 | 9999CC | 9999FF |
| 99CC00 | 99CC33 | 99CC66 | 99CC99 | 99CCCC | 99CCFF |
| 99FF00 | 99FF33 | 99FF66 | 99FF99 | 99FFCC | 99FFFF |
| CC0000 | CC0033 | CC0066 | CC0099 | CC00CC | CC00FF |
| CC3300 | CC3333 | CC3366 | CC3399 | CC33CC | CC33FF |
| CC6600 | CC6633 | CC6666 | CC6699 | CC66CC | CC66FF |
| CC9900 | CC9933 | CC9966 | CC9999 | CC99CC | CC99FF |
| CCCC00 | CCCC33 | CCCC66 | CCCC99 | CCCCCC | CCCCFF |
| CCFF00 | CCFF33 | CCFF66 | CCFF99 | CCFFCC | CCFFFF |
| FF0000 | FF0033 | FF0066 | FF0099 | FF00CC | FF00FF |
| FF3300 | FF3333 | FF3366 | FF3399 | FF33CC | FF33FF |
| FF6600 | FF6633 | FF6666 | FF6699 | FF66CC | FF66FF |
| FF9900 | FF9933 | FF9966 | FF9999 | FF99CC | FF99FF |
| FFCC00 | FFCC33 | FFCC66 | FFCC99 | FFCCCC | FFCCFF |
| FFFF00 | FFFF33 | FFFF66 | FFFF99 | FFFFCC | FFFFFF |

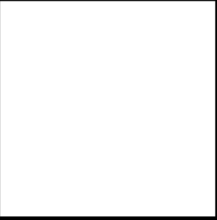
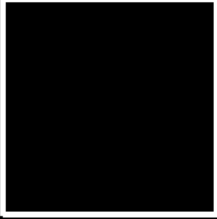
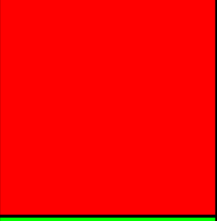
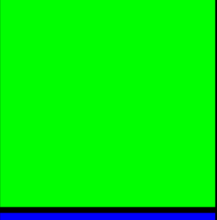
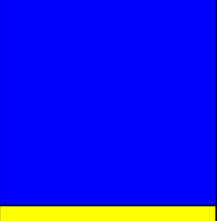
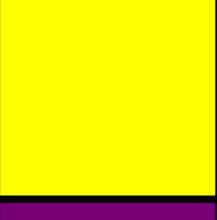
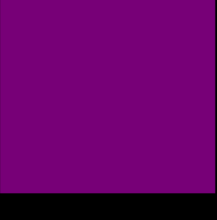
HSV (Hue, Saturation, Value)

HSL (Hue, Saturation, Lightness)



# Graphic Design 101 - Color

---

| Color                                                                               | RGB           | Hexadecimal (Hex) | HSB/HSV       |
|-------------------------------------------------------------------------------------|---------------|-------------------|---------------|
|    | 255, 255, 255 | #FFFFFF           | 300, 0, 100   |
|    | 0, 0, 0       | #000000           | 300, 0, 0     |
|   | 255, 0, 0     | #FF0000           | 0, 100, 100   |
|  | 0, 255, 0     | #00FF00           | 120, 100, 100 |
|  | 0, 0, 255     | #0000FF           | 240, 100, 100 |
|  | 255, 255, 0   | #FFFF00           | 60, 100, 100  |
|  | 120, 0, 120   | #800080           | 300, 100, 48  |

## Graphic Design 101 - Color

---

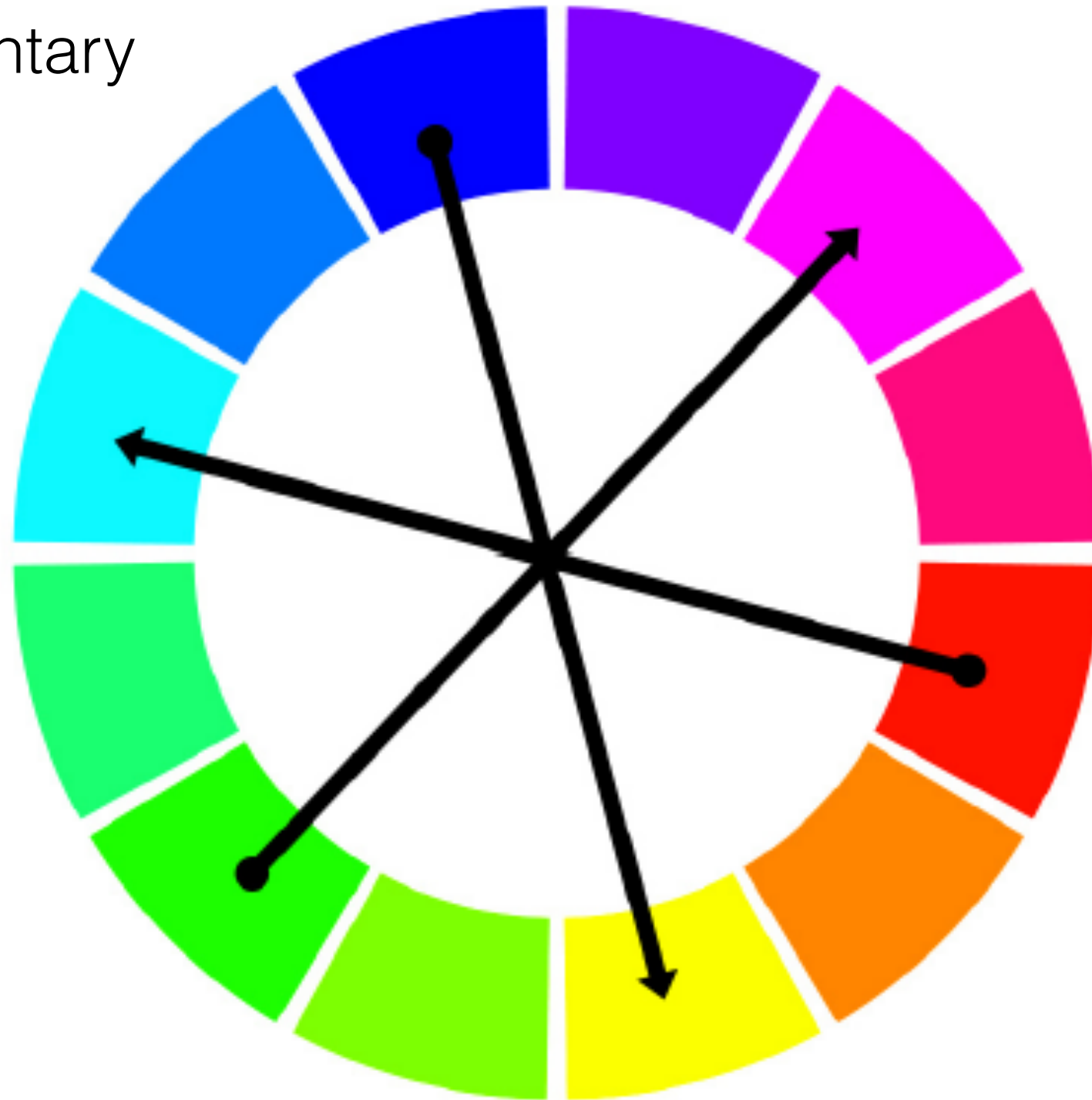


## Graphic Design 101 - Color

---



Complementary  
Colors



RGB



# Graphic Design 101 - Color

---



# Graphic Design 101 - Color

---

|                                                                                                               |                                                                                                                   |                                                                                                        |
|---------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| <b>BLACK</b><br>sophistication<br>power<br>mystery<br>formality<br>evil<br>death                              | <b>GRAY</b><br>stability<br>security<br>strength of character<br>authority<br>maturity                            | <b>PURPLE</b><br>royalty<br>luxury<br>dignity<br>wisdom<br>spirituality<br>passion<br>vision<br>magic  |
| <b>YELLOW</b><br>joy<br>cheerfulness<br>friendliness<br>intellect<br>energy<br>warmth<br>caution<br>cowardice | <b>WHITE</b><br>freshness<br>hope<br>goodness<br>light<br>purity<br>cleanliness<br>simplicity<br>coolness         | <b>PINK</b><br>romance<br>compassion<br>faithfulness<br>beauty<br>love<br>friendship<br>sensitivity    |
| <b>RED</b><br>danger<br>passion<br>daring<br>romance<br>style<br>excitement<br>urgency<br>energetic           | <b>BLUE</b><br>peace<br>stability<br>calmness<br>confidence<br>tranquility<br>sincerity<br>affection<br>integrity | <b>GREEN</b><br>life<br>growth<br>environment<br>healing<br>money<br>safety<br>relaxation<br>freshness |

# Graphic Design 101 - Color

---



## Graphic Design 101 - Color

---



**Type**



*these are serifs*

Times New Roman

SERIF FONT



Arial

SANS-SERIF FONT

Baskerville

Century

Garamond

Georgia

Times New Roman

Arial

**Impact**

Helvetica

Verdana

Tahoma

Baskerville

Century

Garamond

Georgia

Times New Roman

Arial

**Impact**

Helvetica

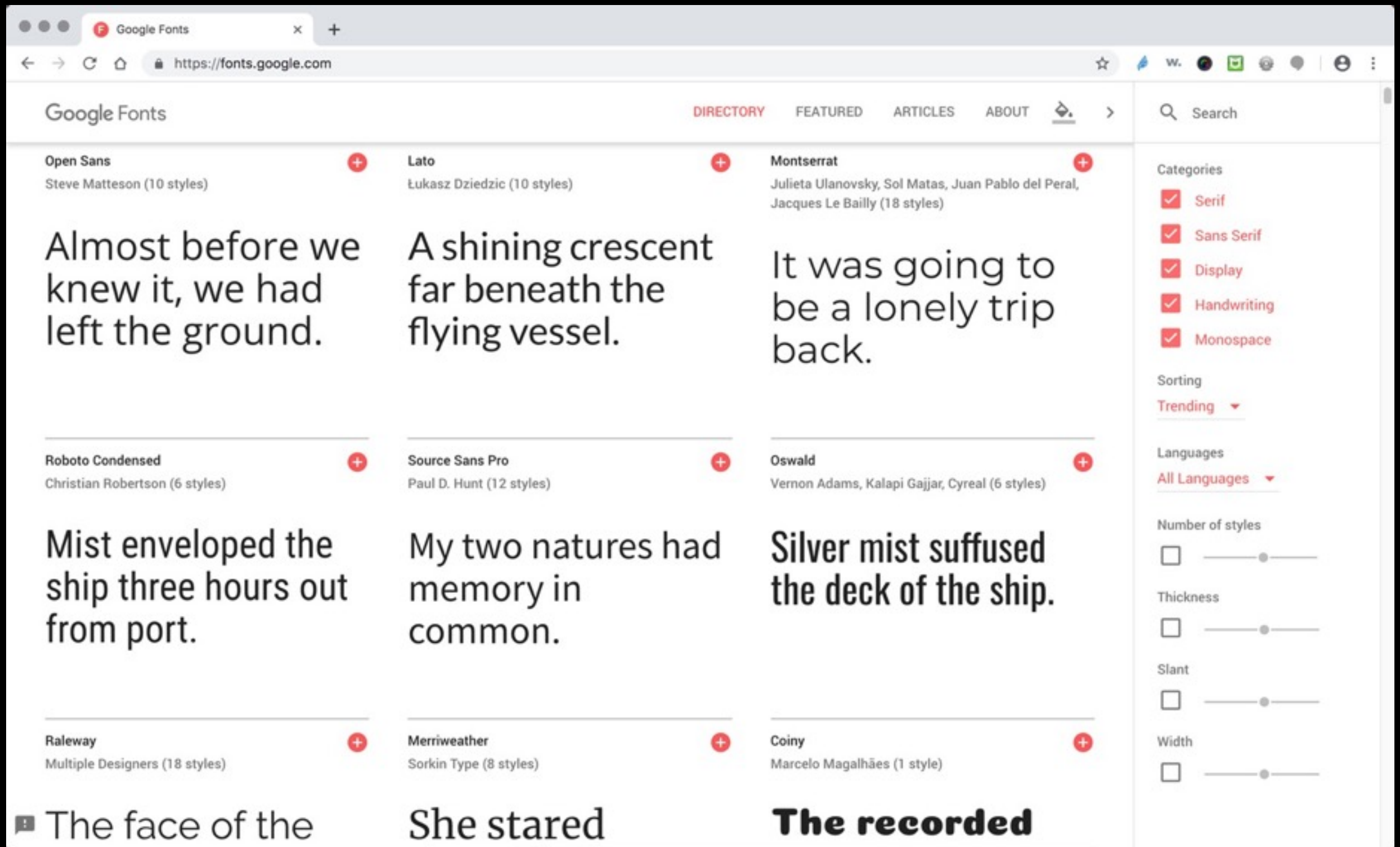
Verdana

Tahoma

### Font in CSS

```
@font-face {  
    font-family: myFirstFont;  
    src: url(helvetica_neue.ttf);  
}
```

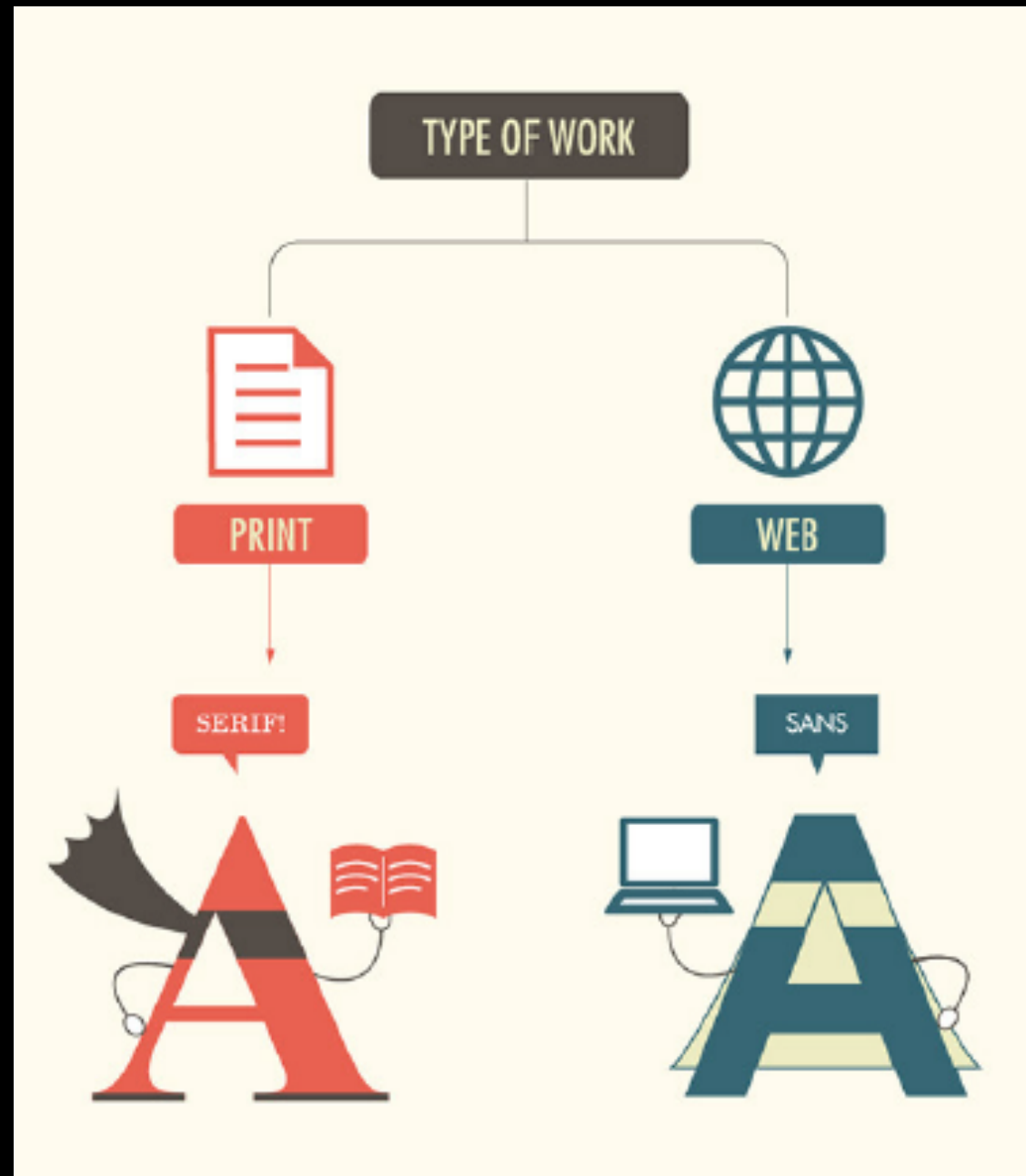
# Graphic Design 101 - Type



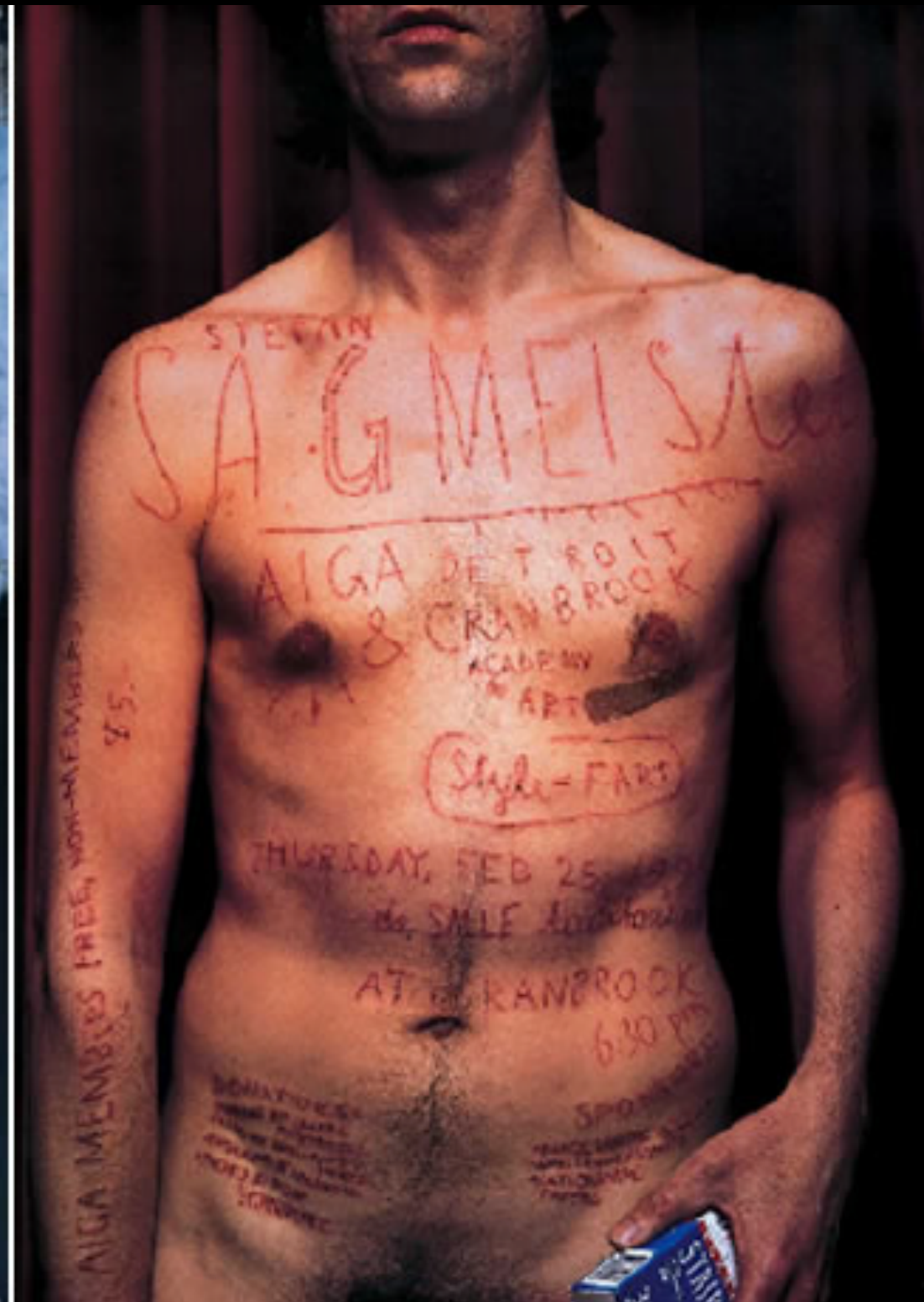
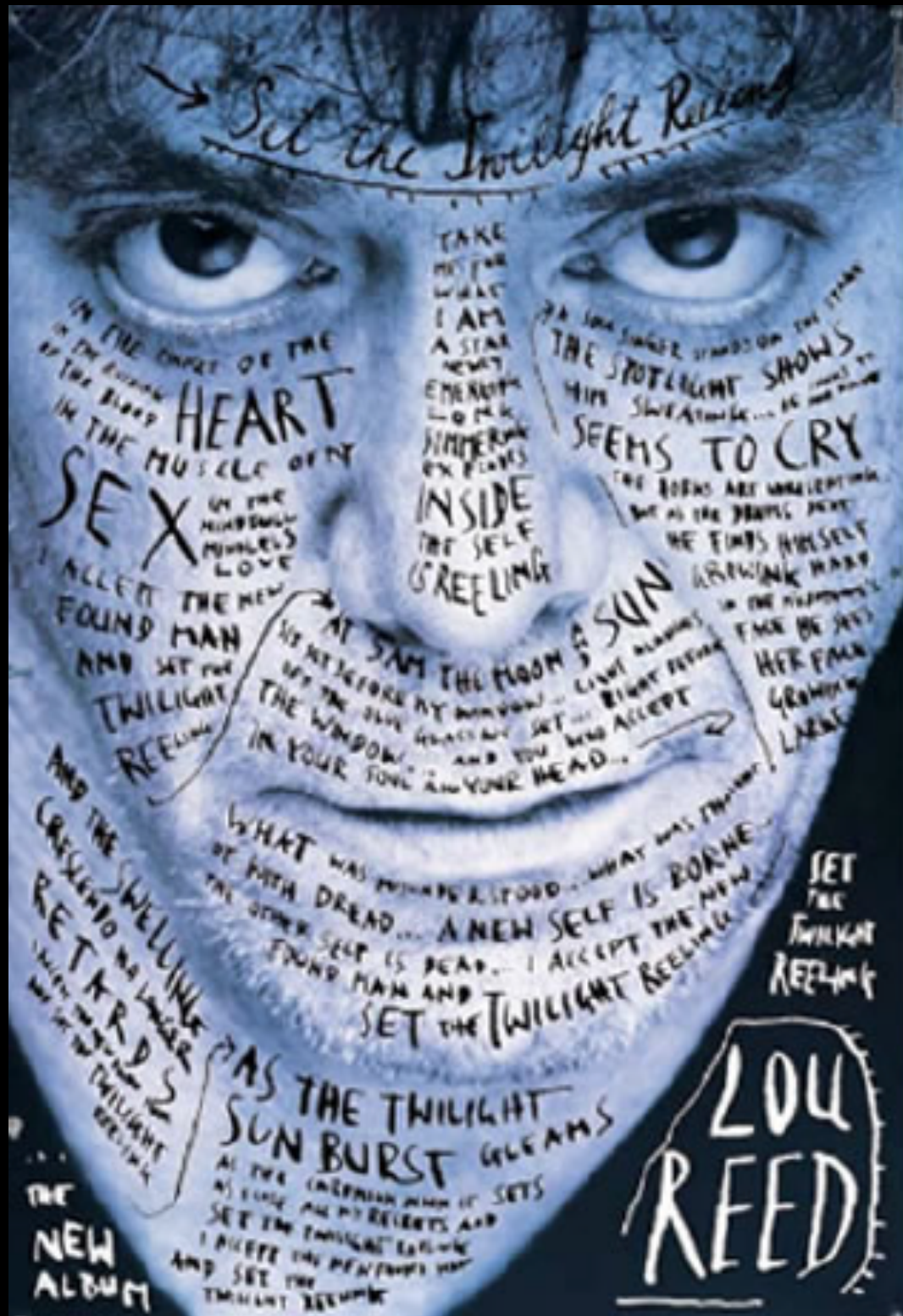
<https://fonts.google.com>

# Graphic Design 101 - Type

---



# Graphic Design 101 - Type



## Graphic Design 101 - Type

---



# Graphic Design 101 - Type

---



# Graphic Design 101 - Type



## Graphic Design 101 - Type

---

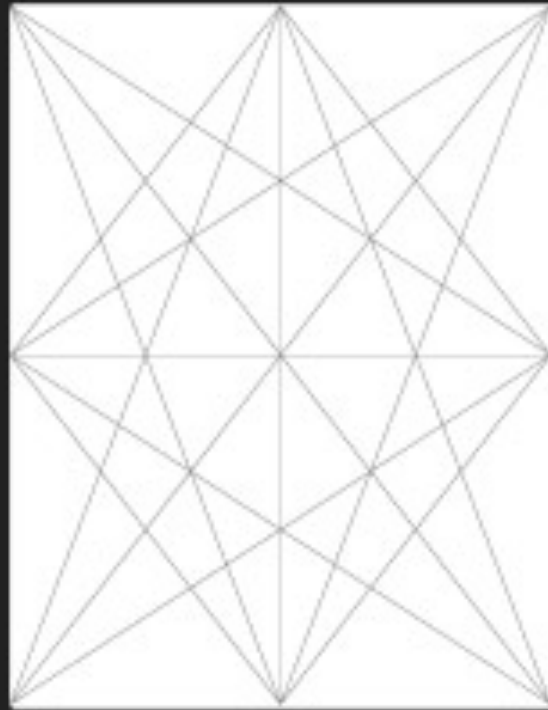
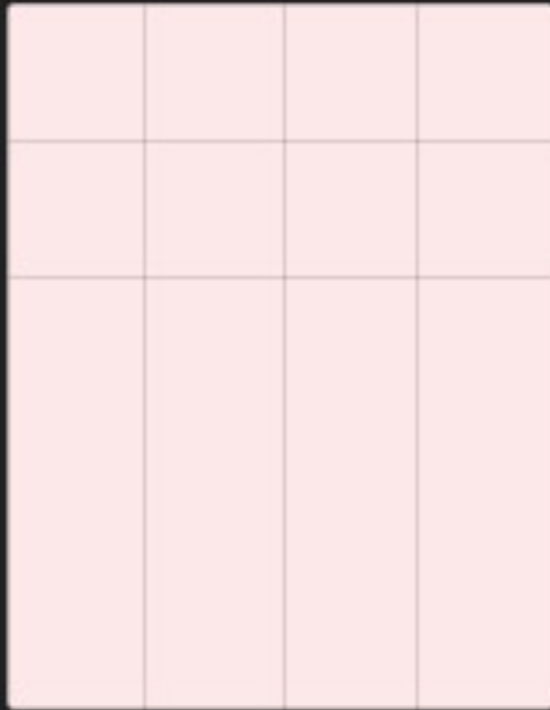


<https://vimeo.com/20759580>

# Grid Systems

# Graphic Design 101 - Grid Systems

---



# Graphic Design 101 - Grid Systems

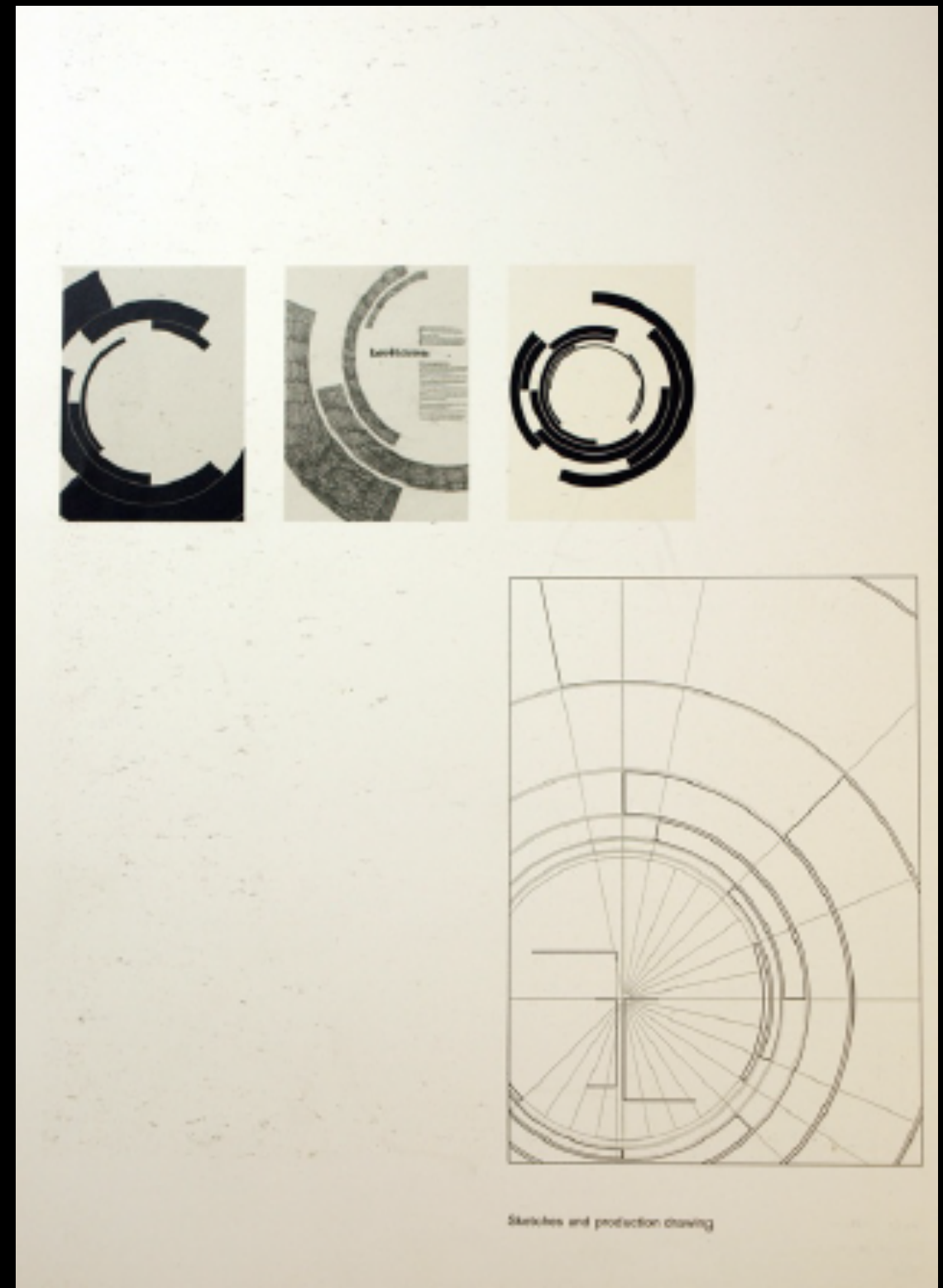
---







# Graphic Design 101 - Grid Systems

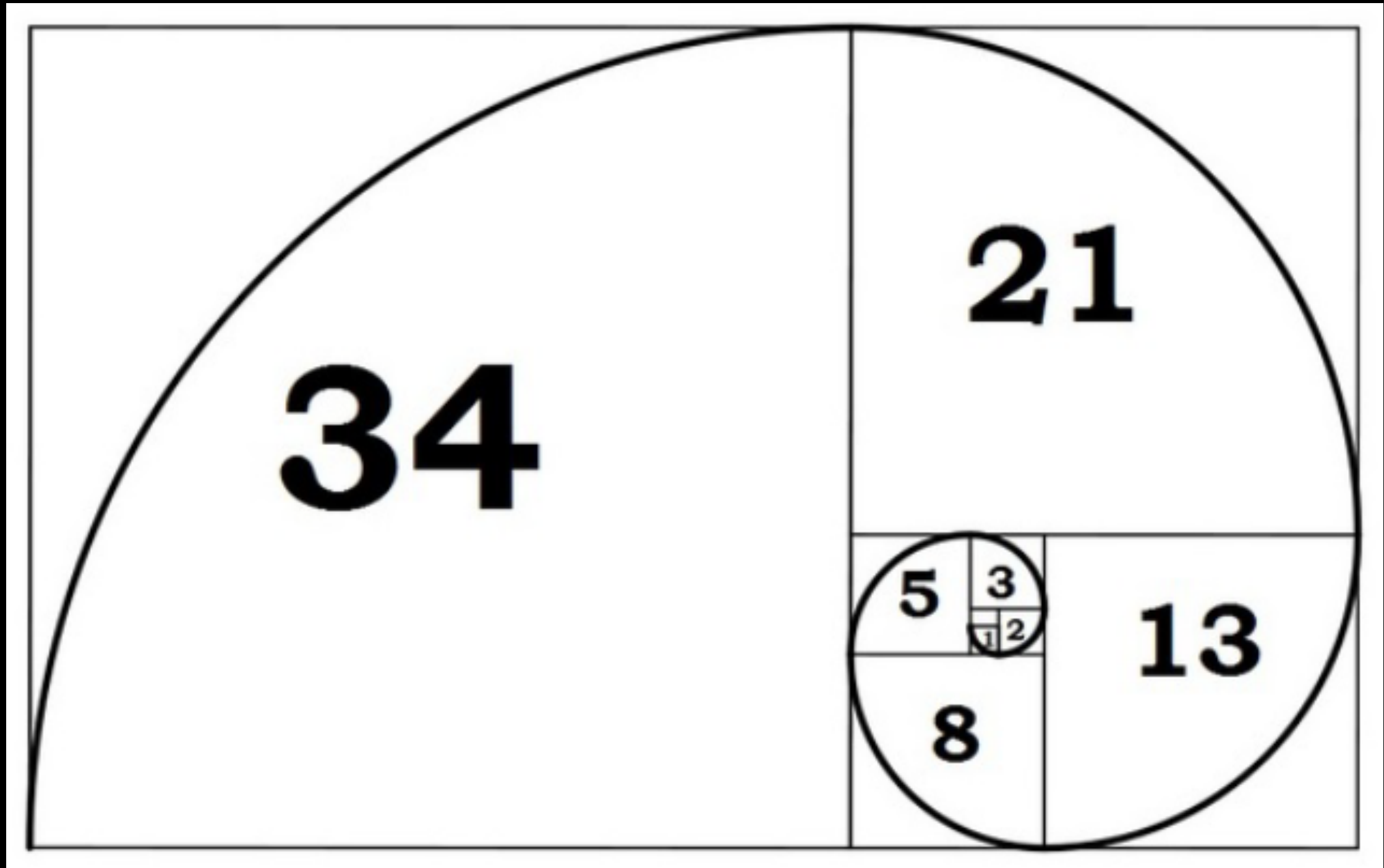


$\phi$

**1:1.618**

## Graphic Design 101 - Grid Systems

---



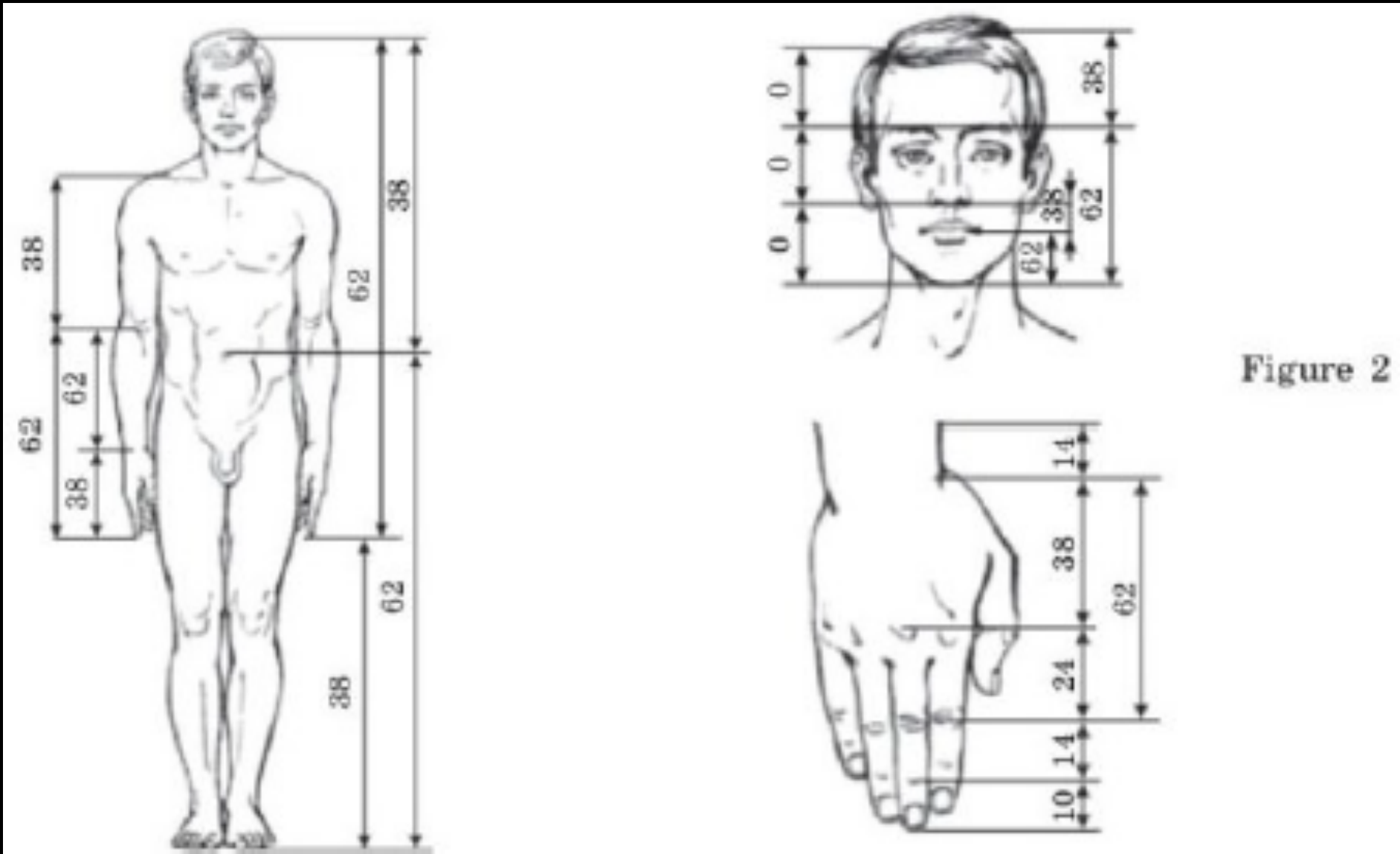
# Graphic Design 101 - Grid Systems

---



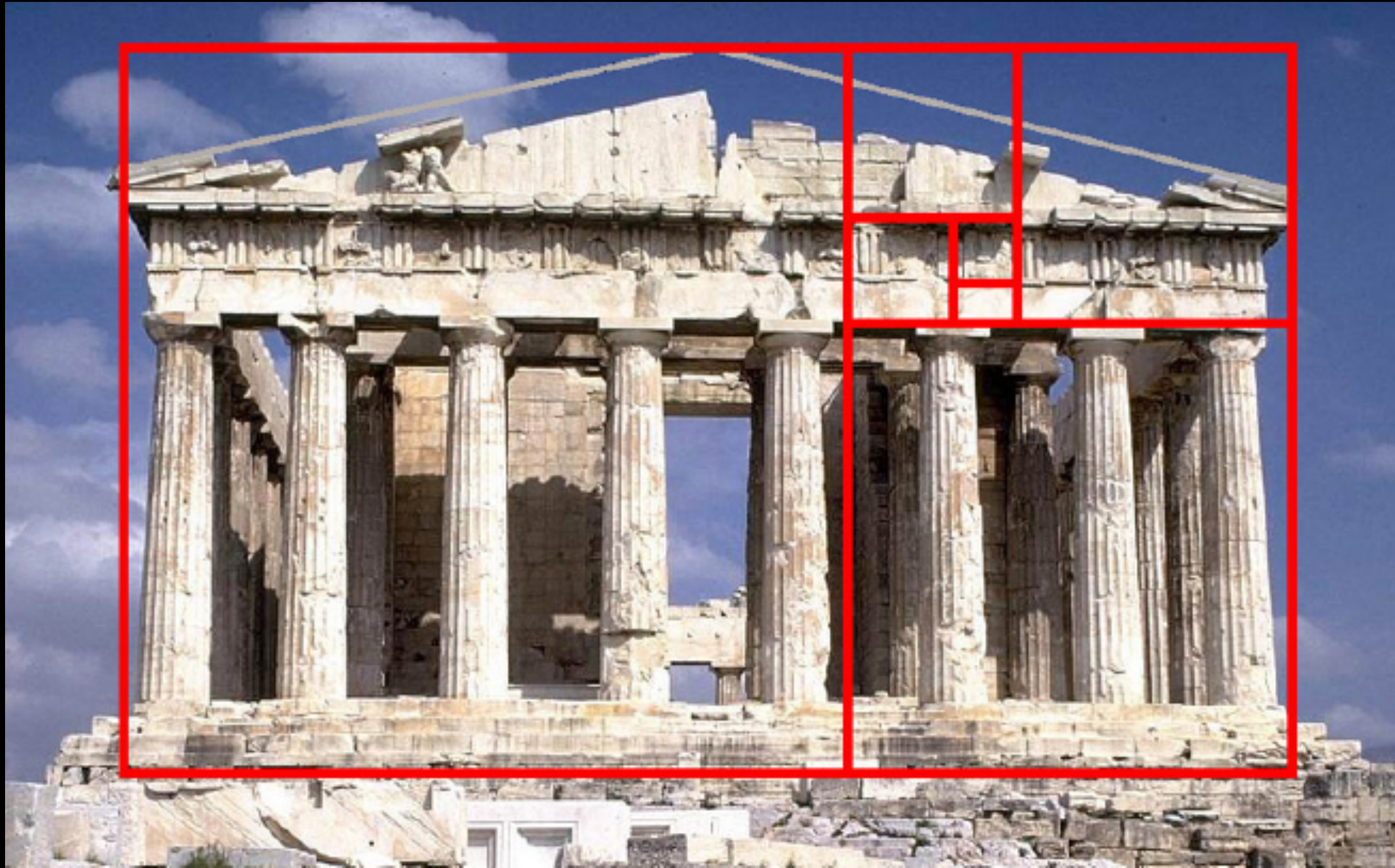
# Graphic Design 101 - Grid Systems

---



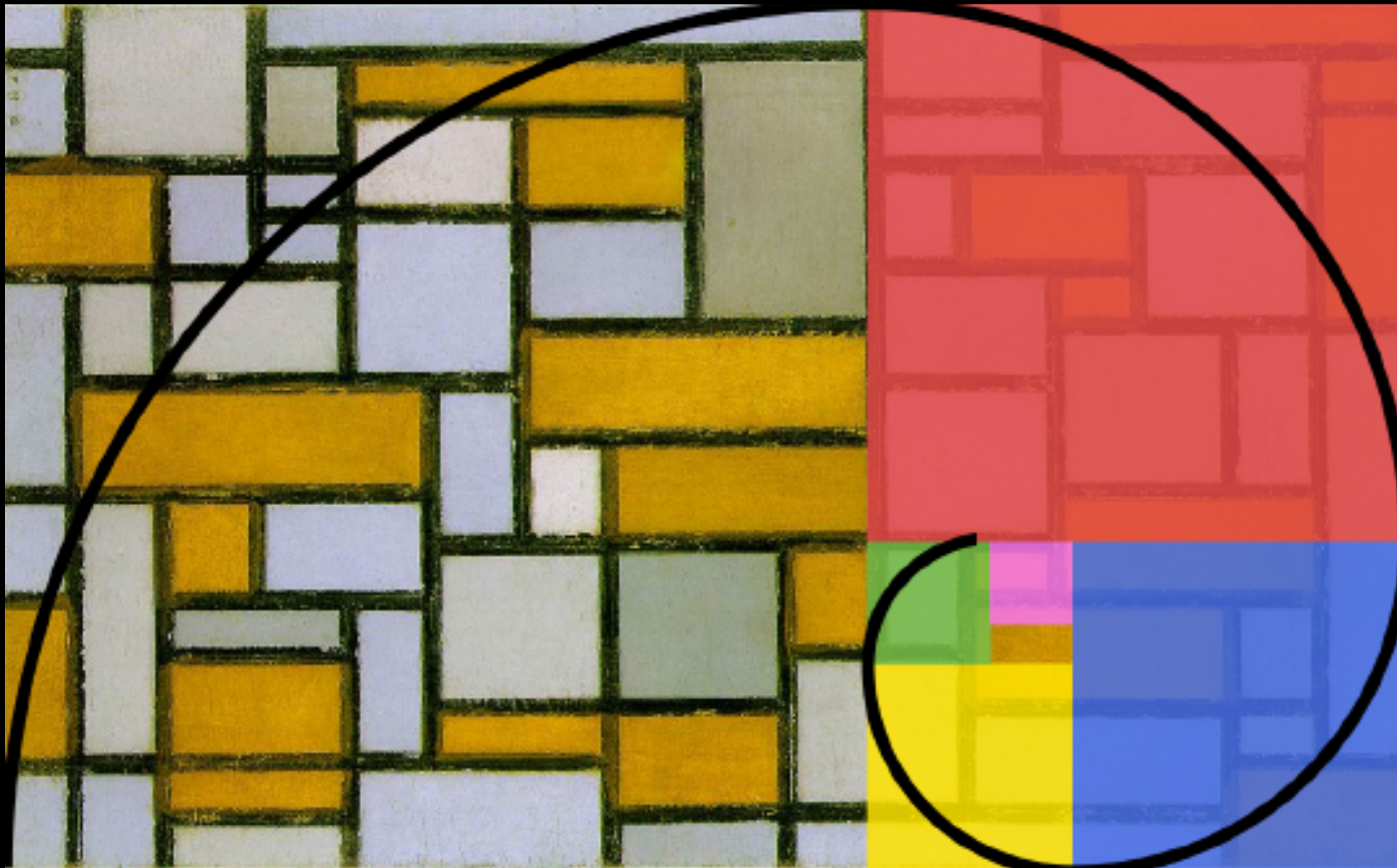
# Graphic Design 101 - Grid Systems

---



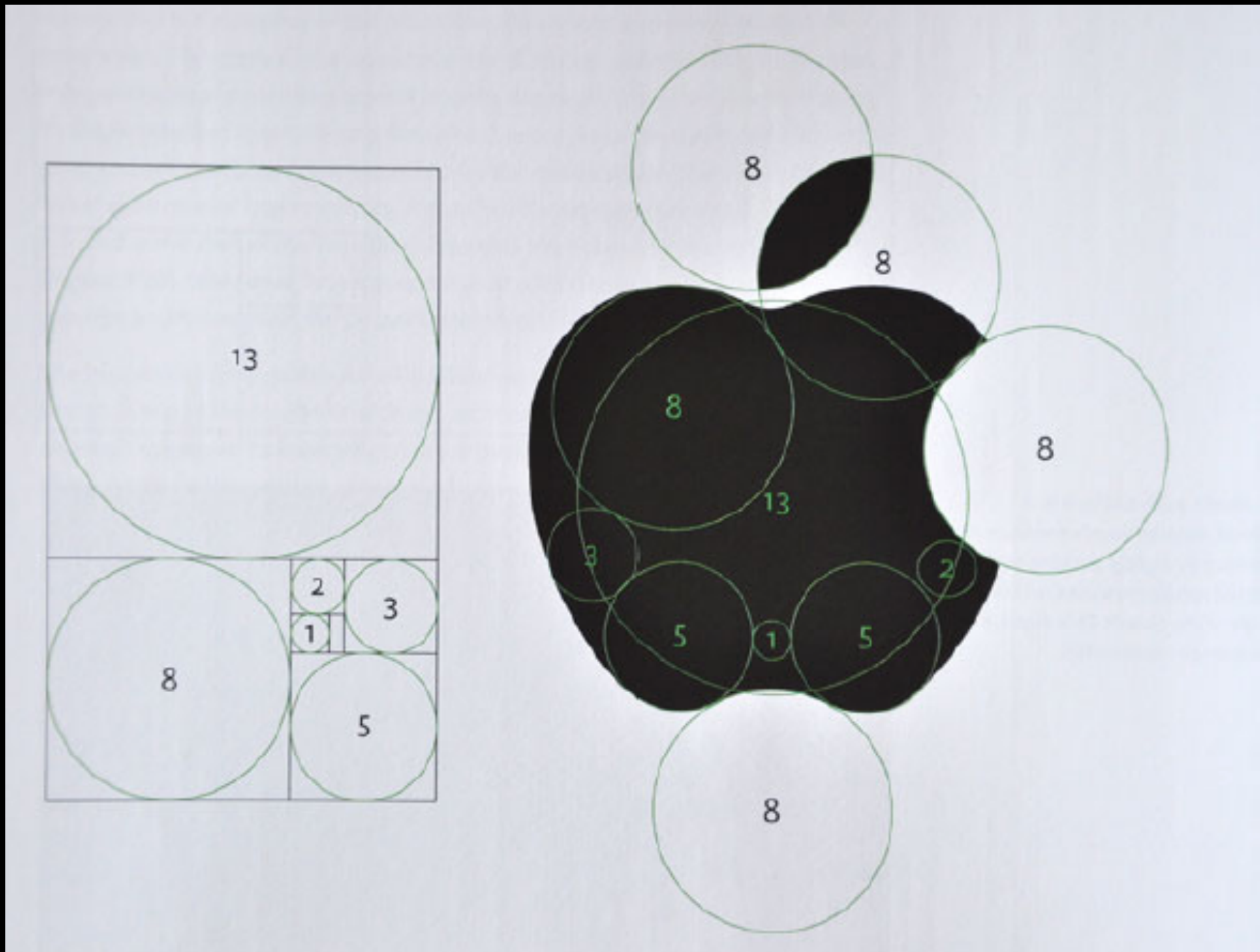
# Graphic Design 101 - Grid Systems

---

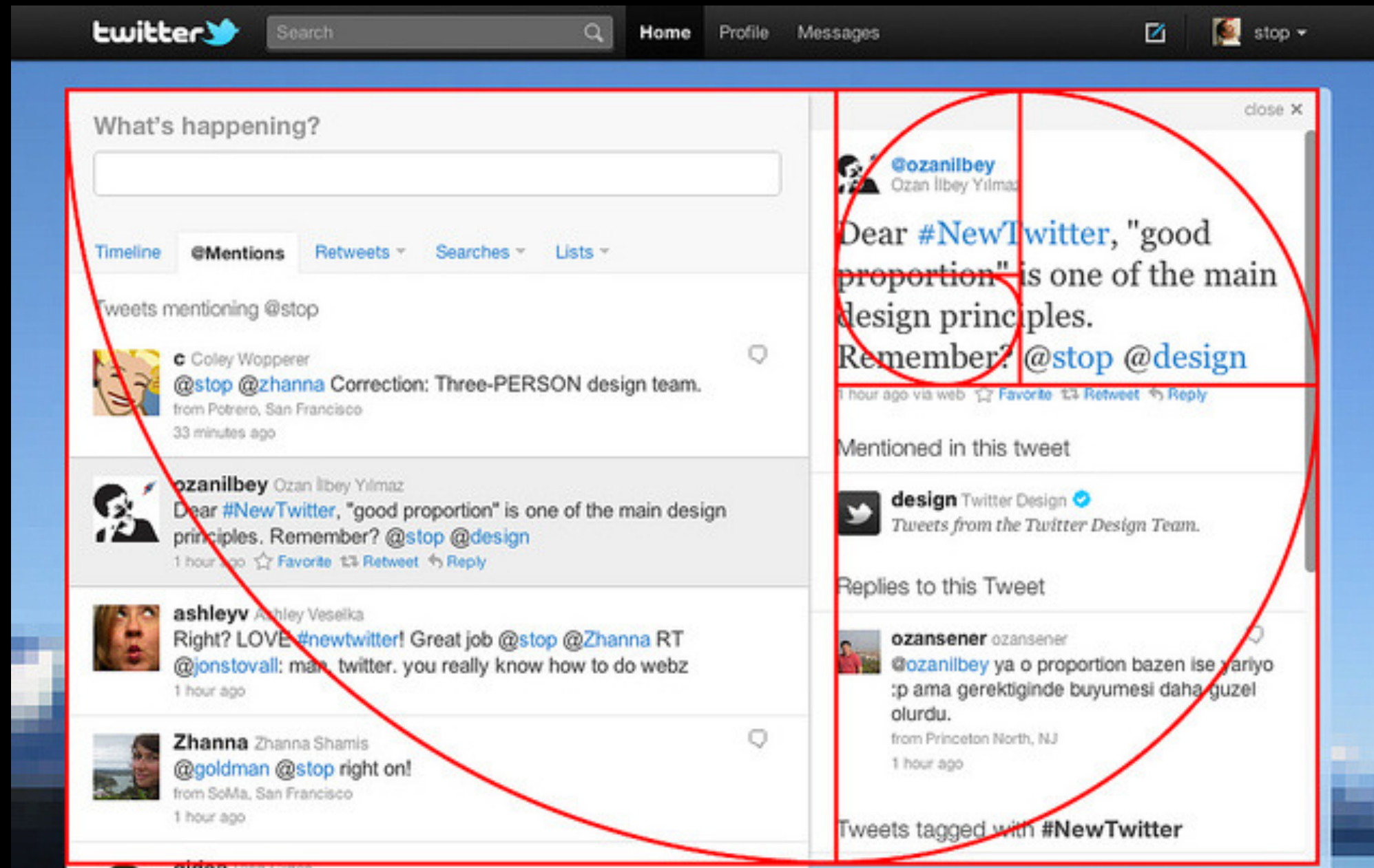


# Graphic Design 101 - Grid Systems

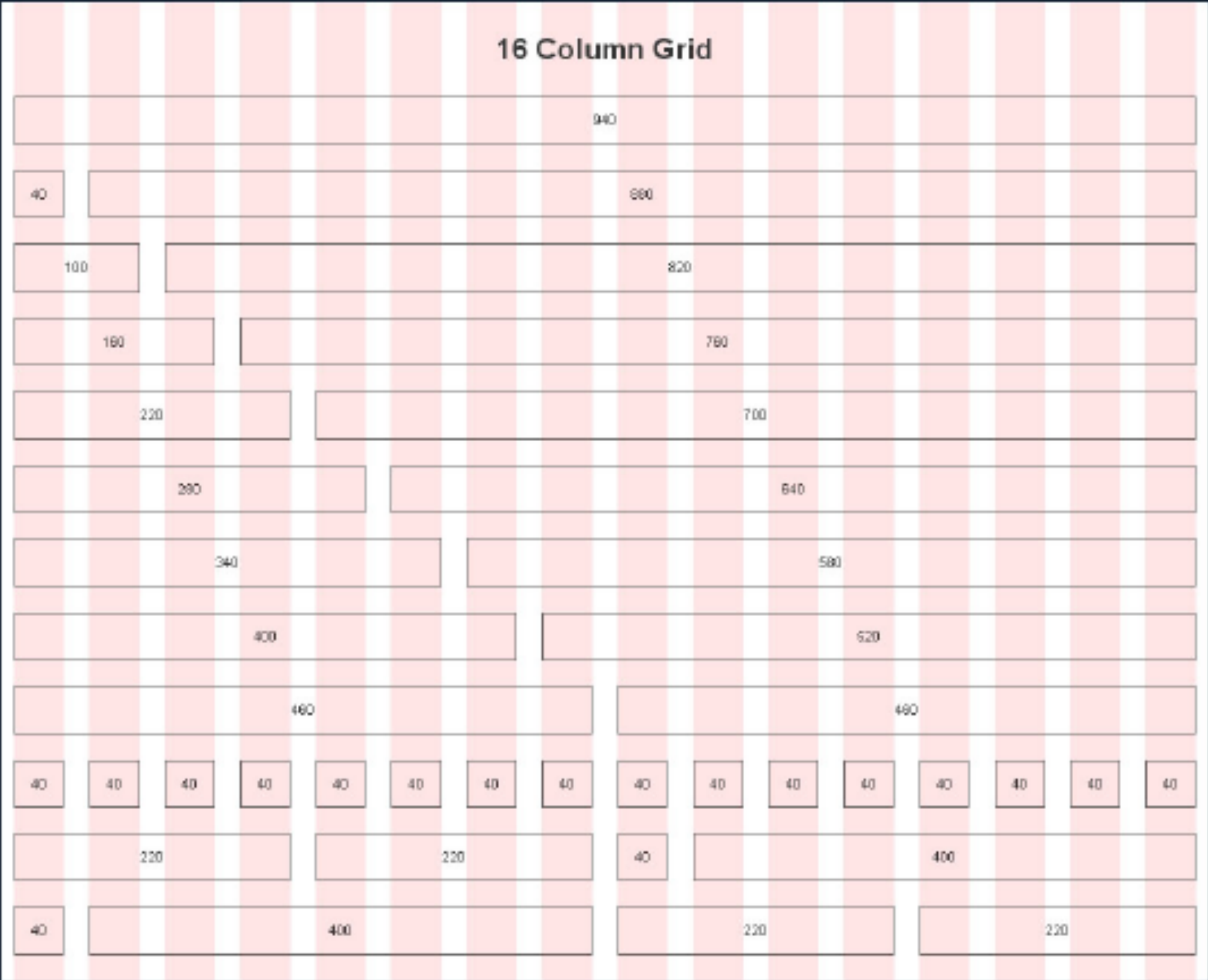
---



# Graphic Design 101 - Grid Systems



# Graphic Design 101 - Grid Systems



# Graphic Design 101 - Grid Systems



# Identity

# Graphic Design 101 - Logo and Identity

---



*Coca-Cola*



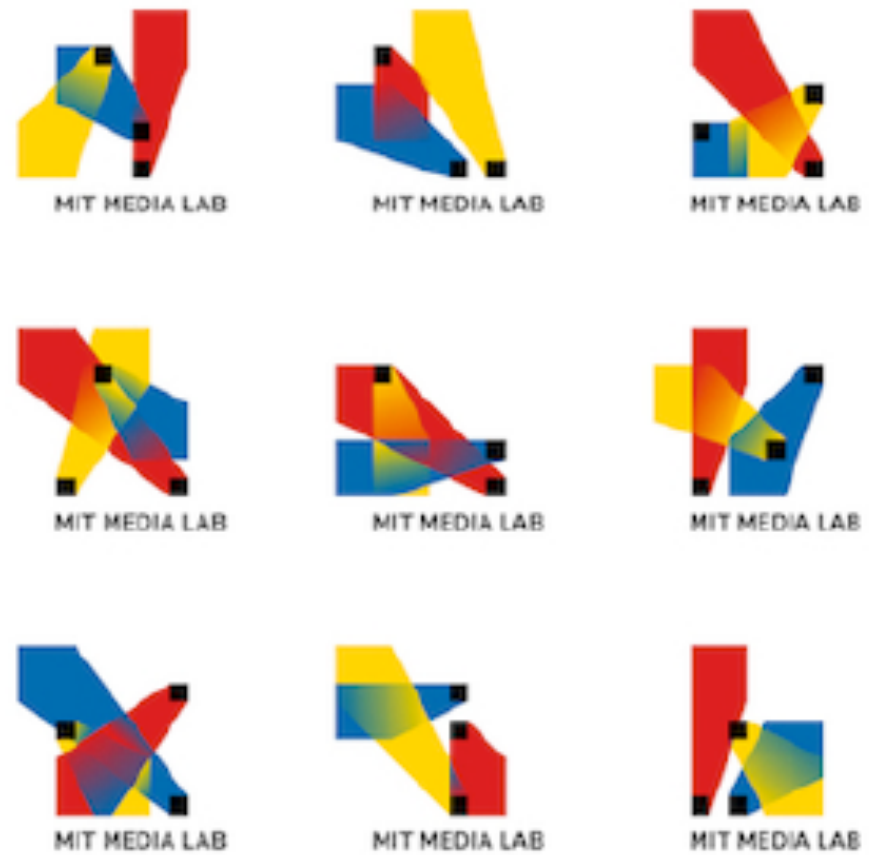
## Graphic Design 101 - Logo and Identity

---

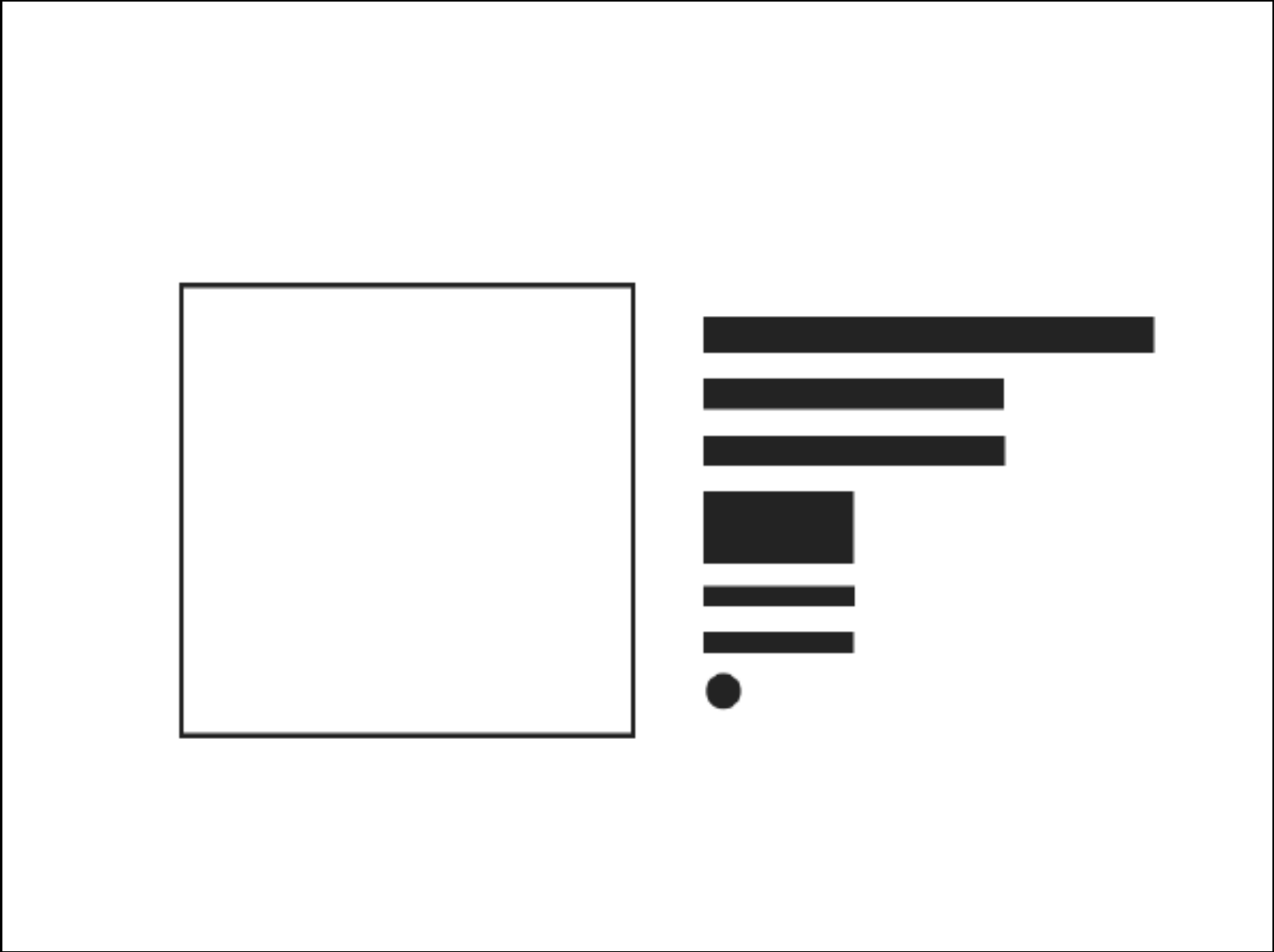


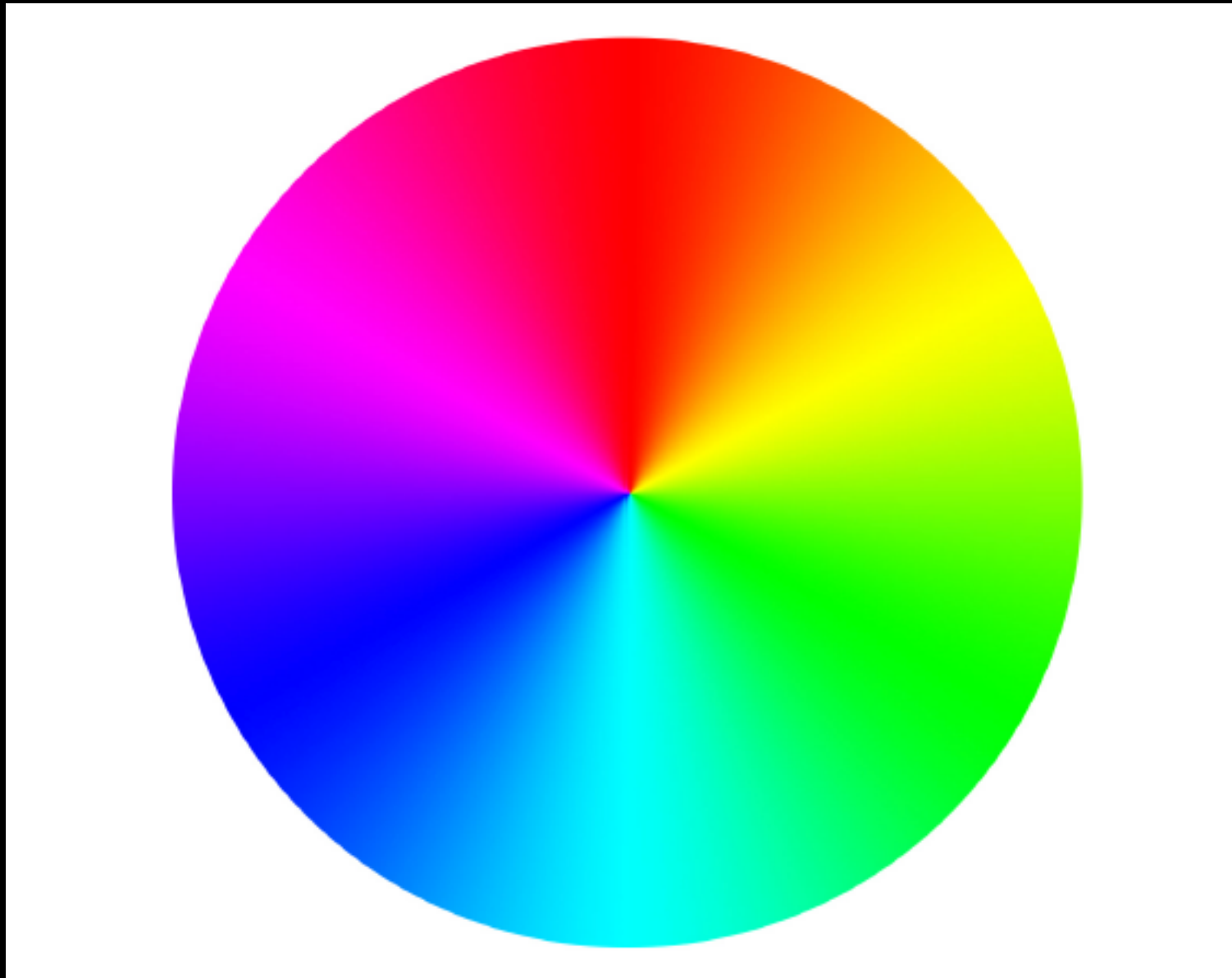
# Graphic Design 101 - Logo and Identity

---



# Designing for Web







*these are serifs*

Times New Roman

SERIF FONT



Arial

SANS-SERIF FONT

# Graphic Design 101 - Website Design

---



# Graphic Design 101 - Website Design

---



# Graphic Design 101 - Website Design

---



<https://www.lynda.com/Photoshop-tutorials/Photoshop-Web-Design/633870-2.html>