

Website Design I

Queens College Art Department | Fall 2019

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webdesign2019fall.copperbluemedi.com

Week 04: 09/20/2019

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

Form in Nature



Graphic Design 101 - Form

Form in Nature



Graphic Design 101 - Form

Form in Nature



Graphic Design 101 - Form

Form in Nature

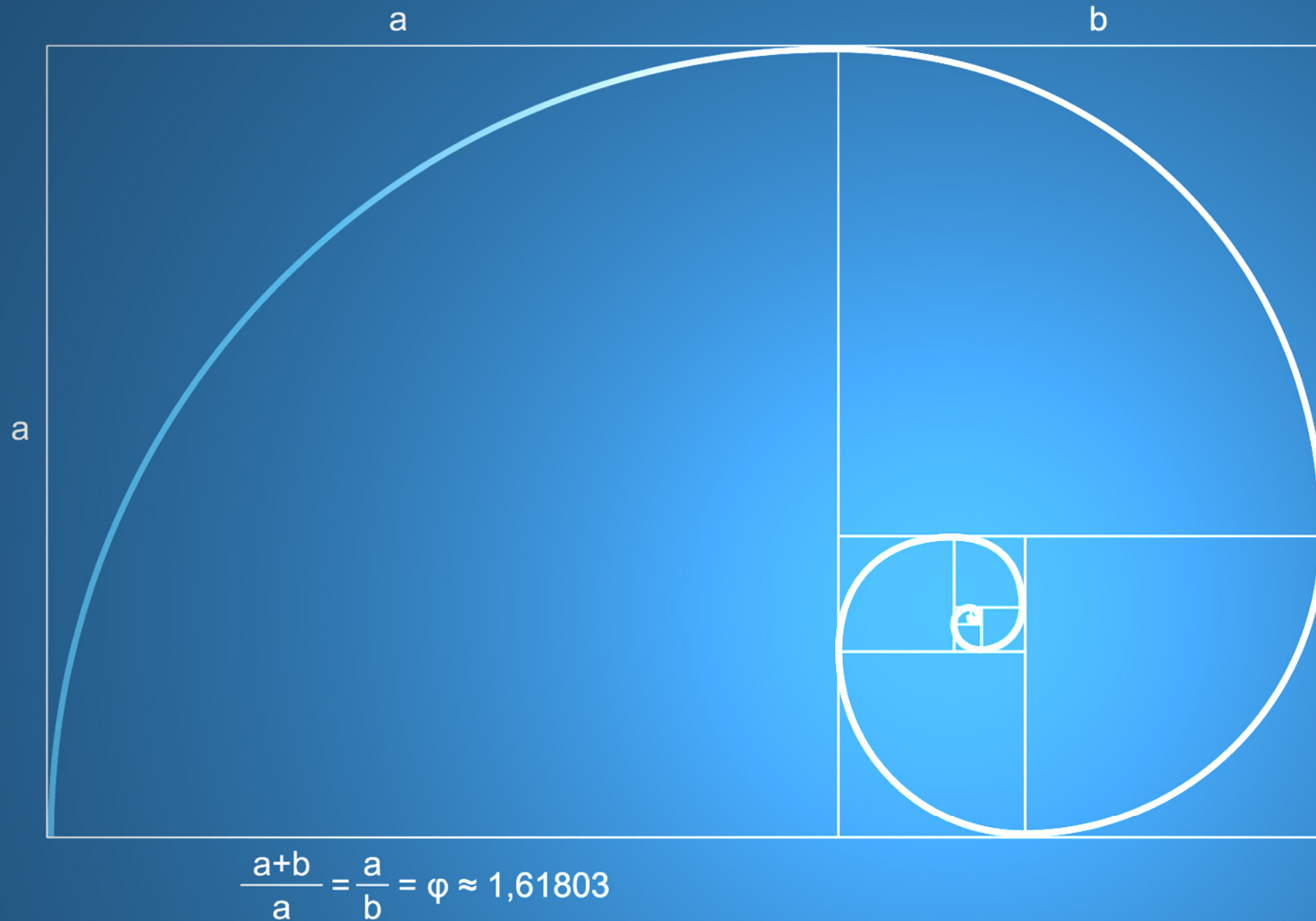


Graphic Design 101 - Form

Form in Nature



The Golden Rectangle



https://en.wikipedia.org/wiki/Golden_rectangle

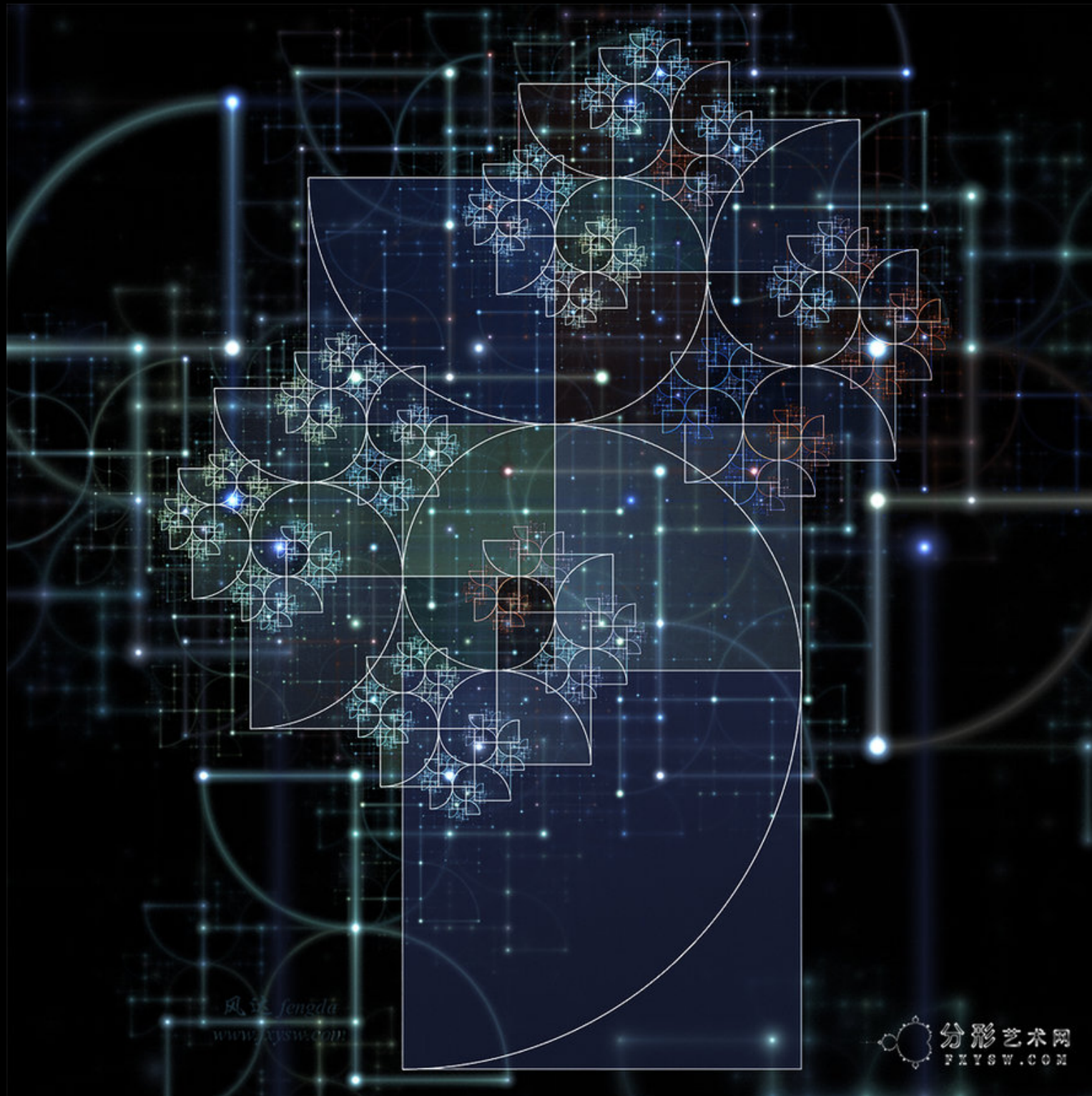
The Golden Spiral



Form in Mathematics



Form as Fractals



Graphic Design 101 - Form

Lines, Squares, Pyramids

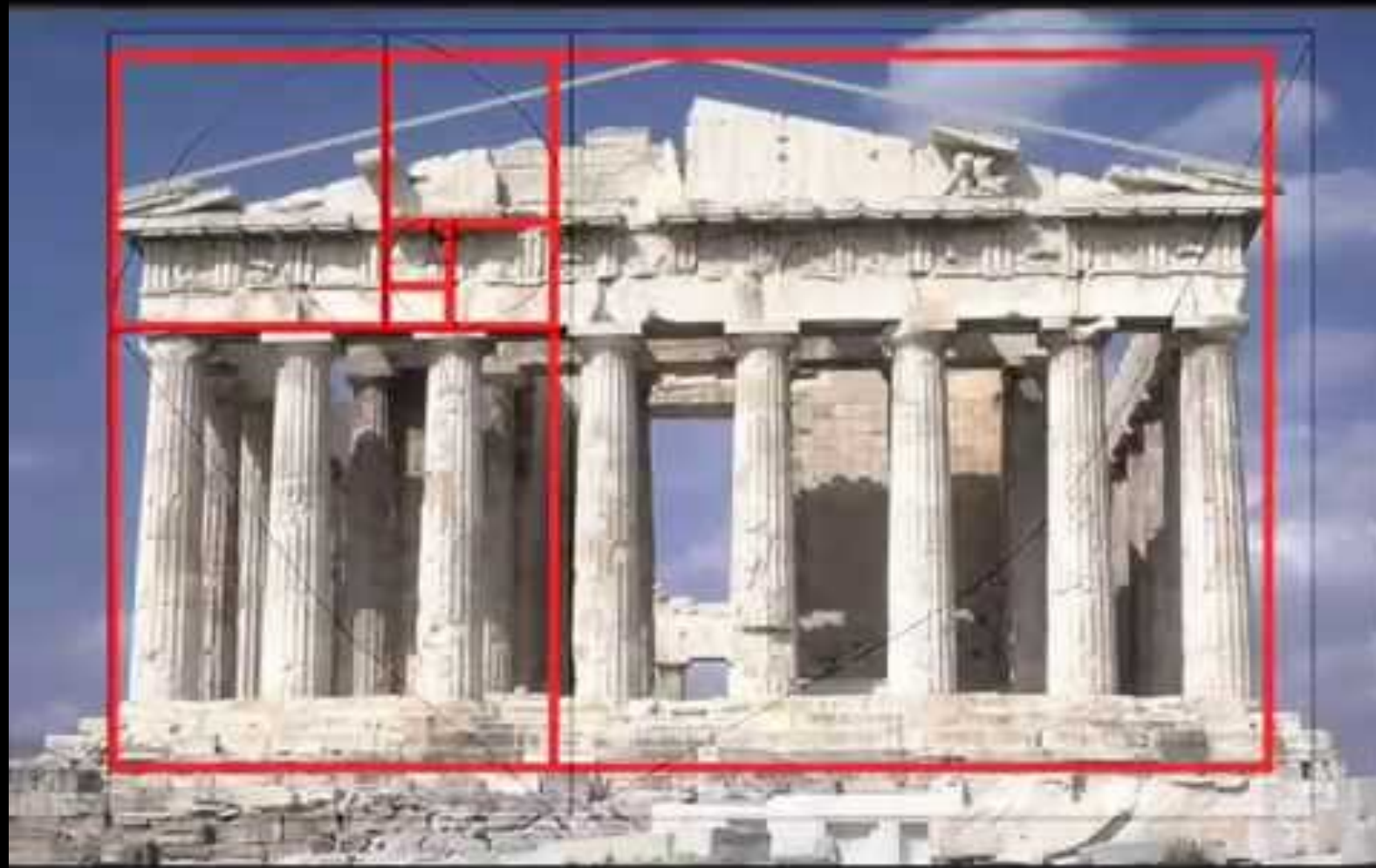


Organic Forms



Form in Architecture

The Parthenon Ancient Greek Temple built in 5th century BC

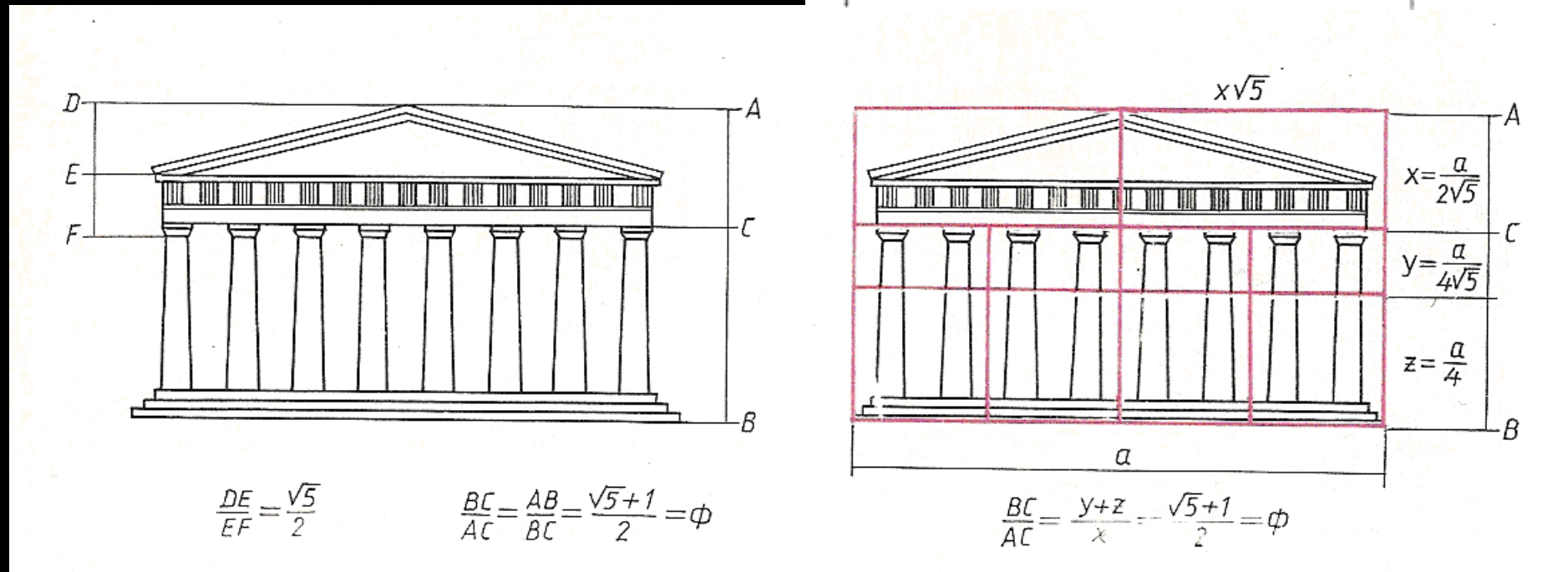
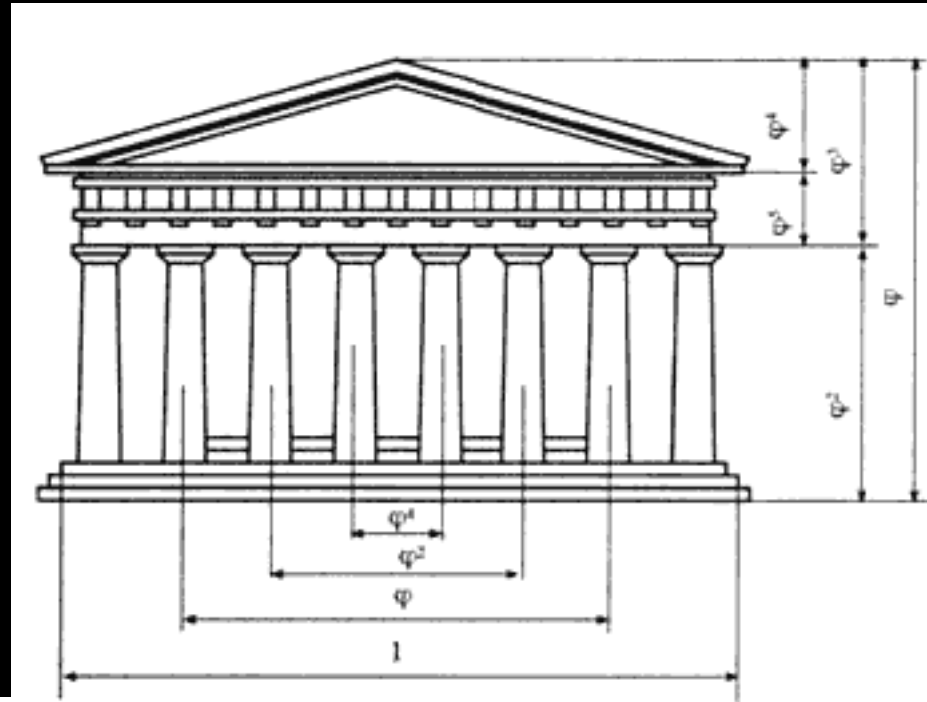


The width of the building compared to the height is the Golden Ratio

Graphic Design 101 - Form

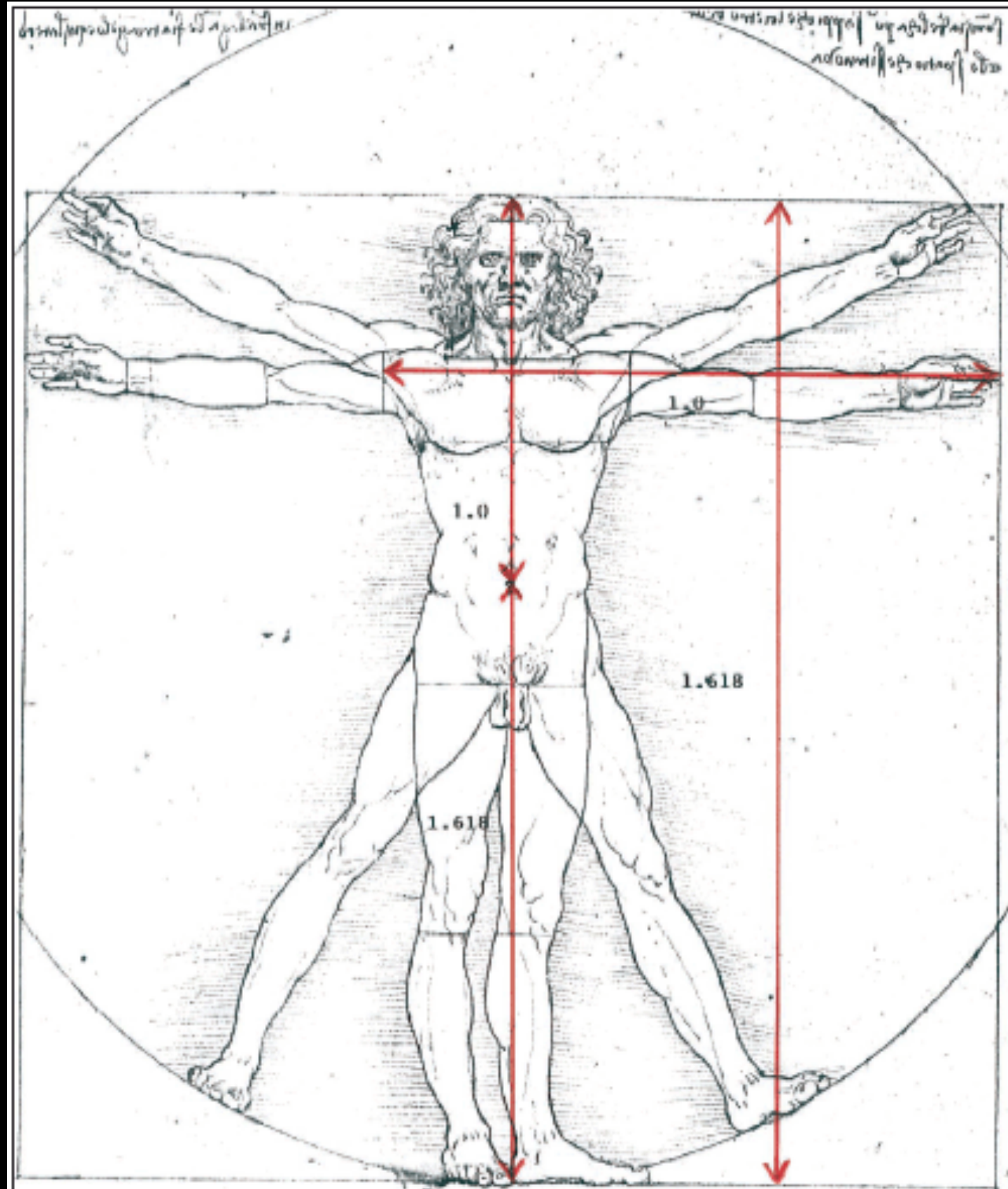
Form in Architecture

The Parthenon has more than just one Golden Ratio



Graphic Design 101 - Form

The Human Form



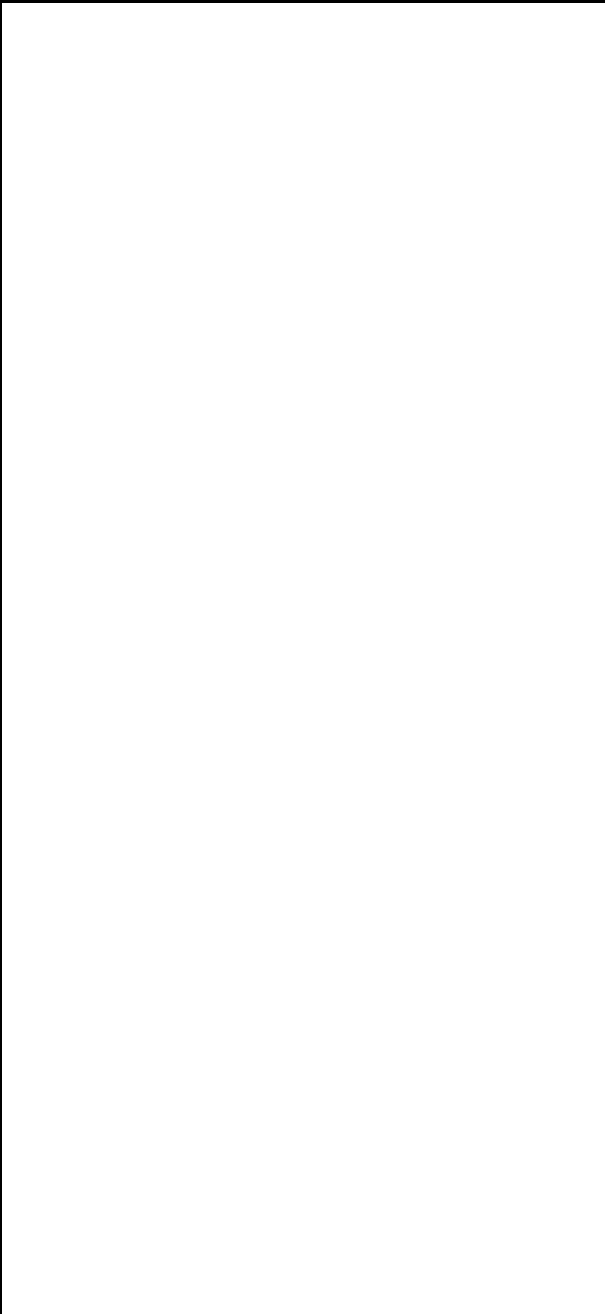
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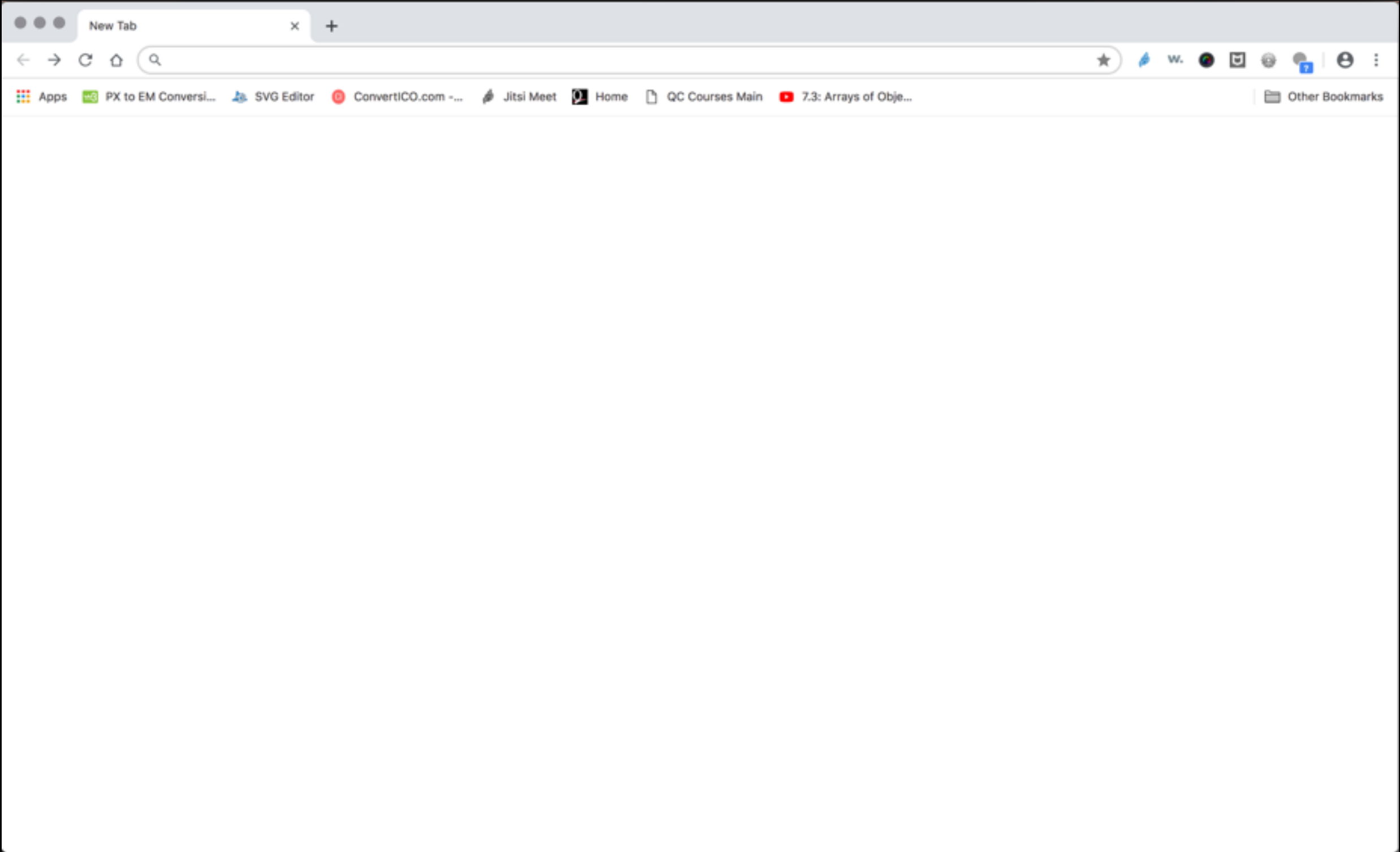
Graphic Design 101 - Form



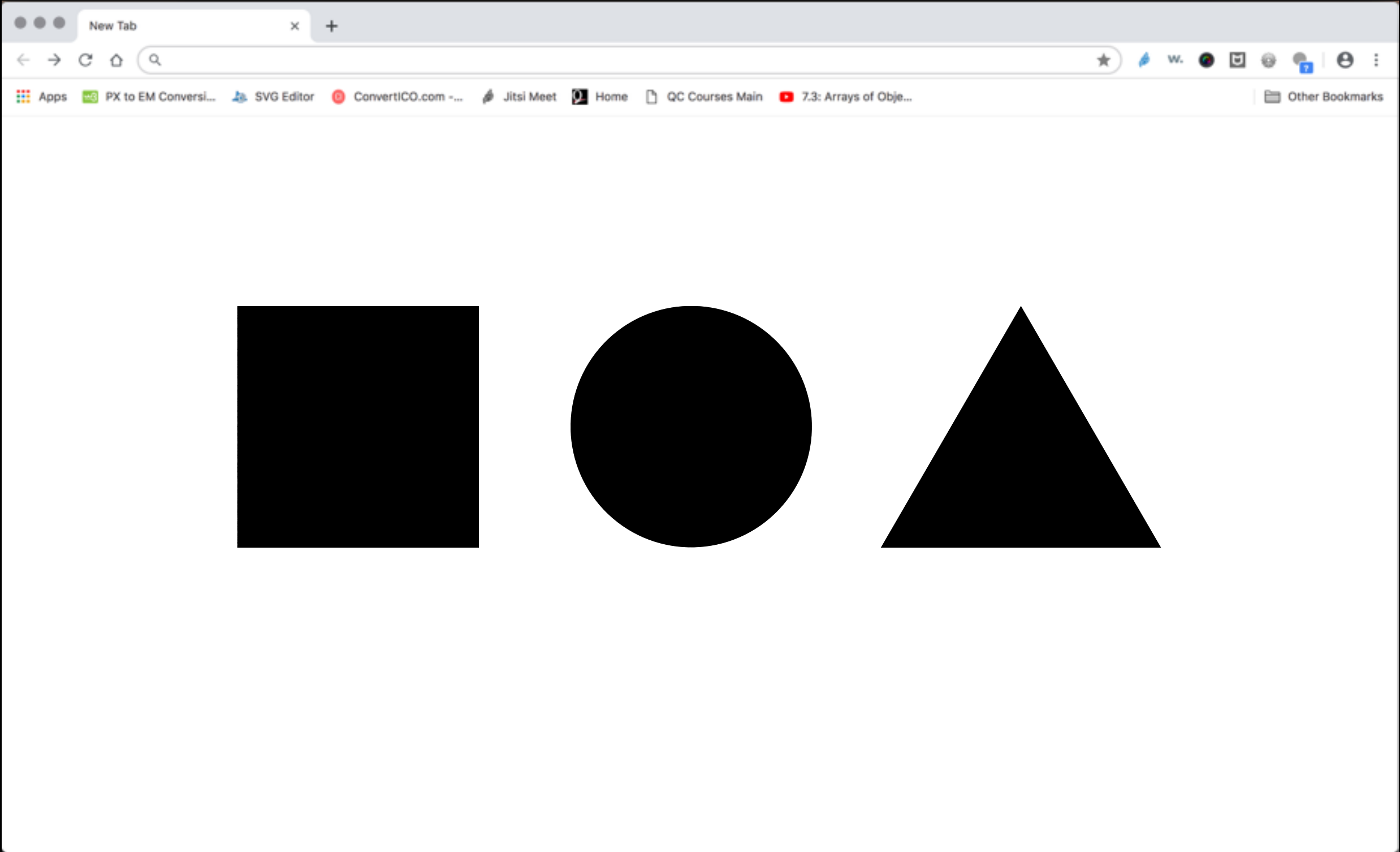
Graphic Design 101 - Form



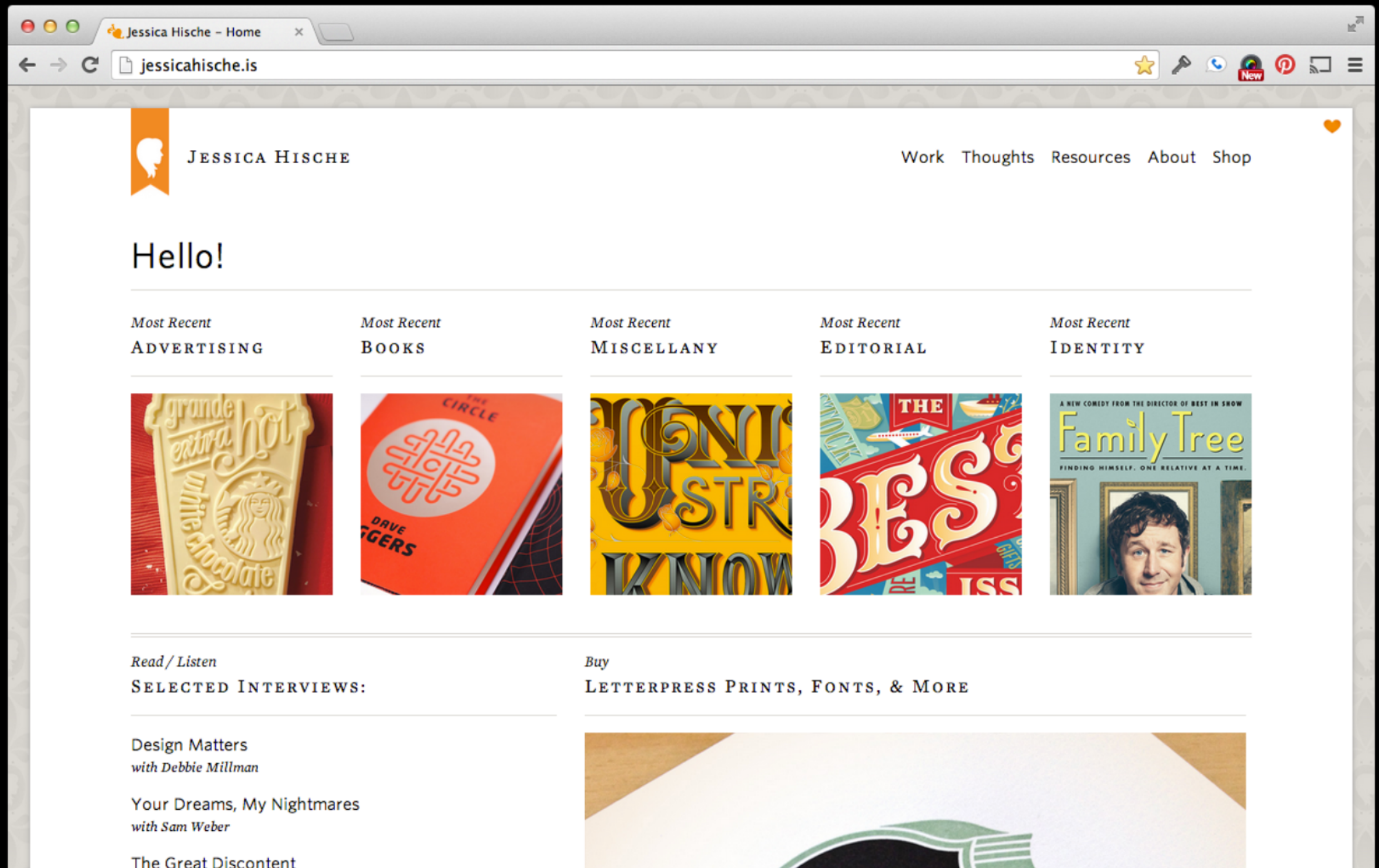
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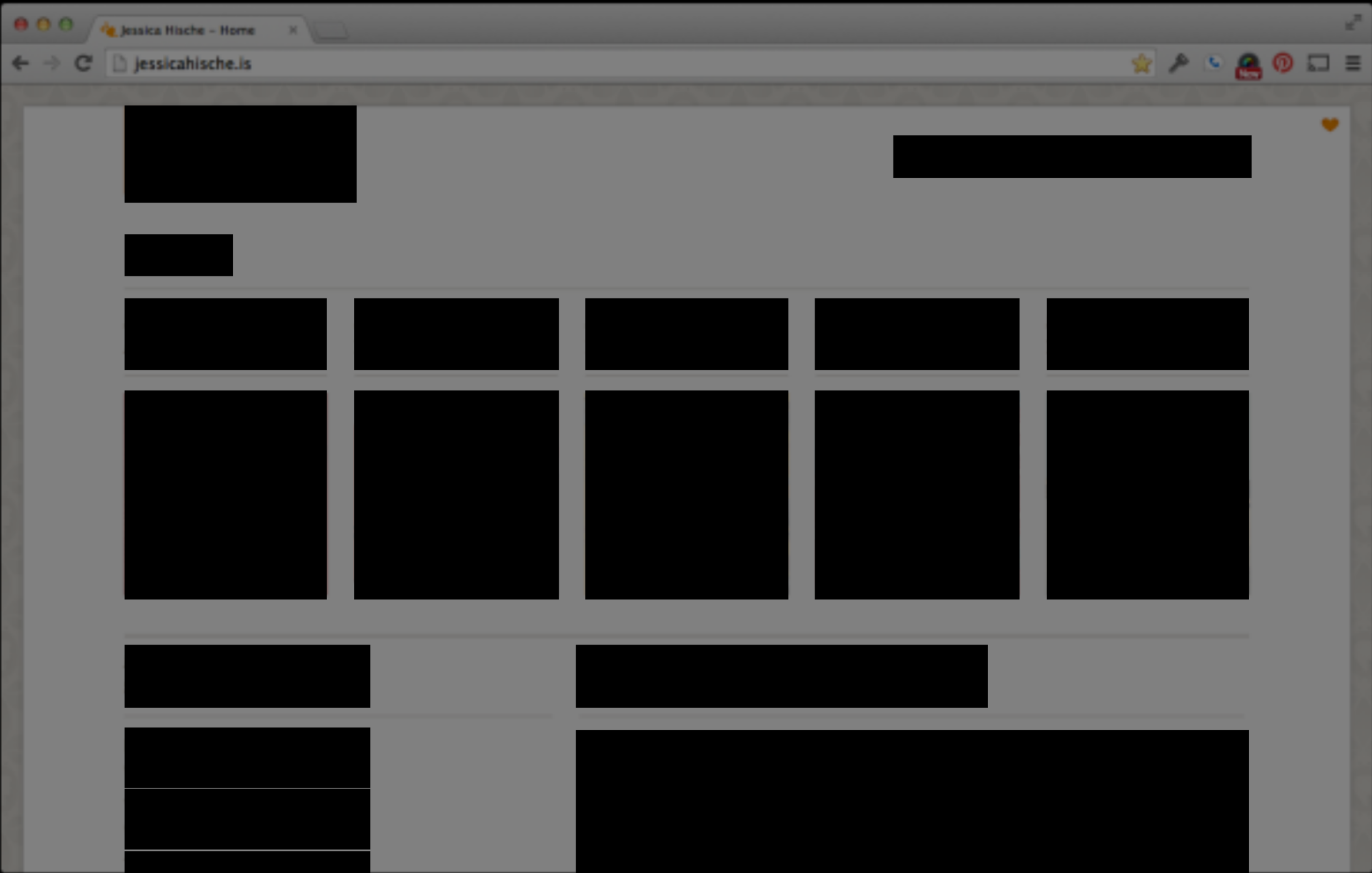
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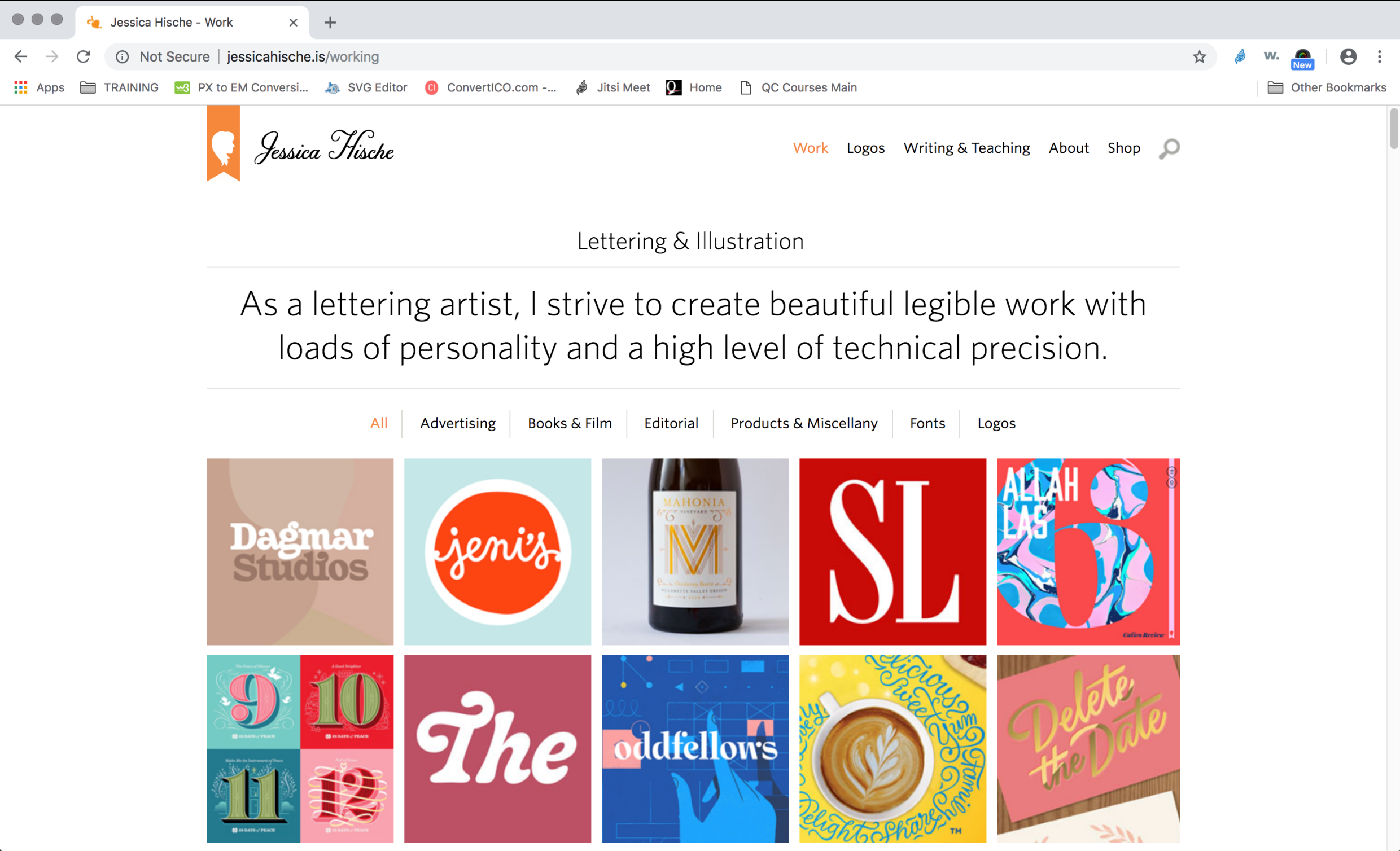
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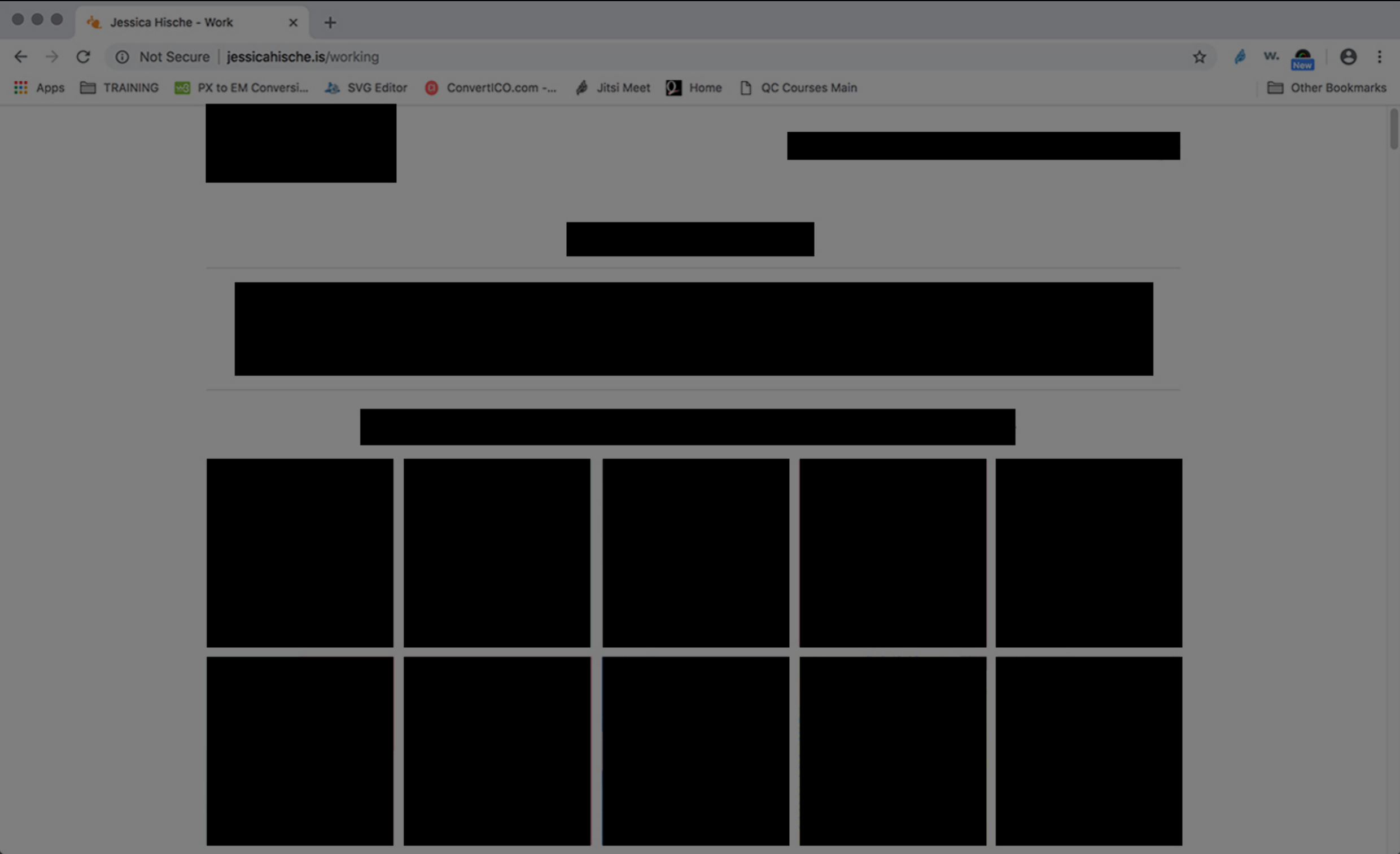
Graphic Design 101 - Form



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.



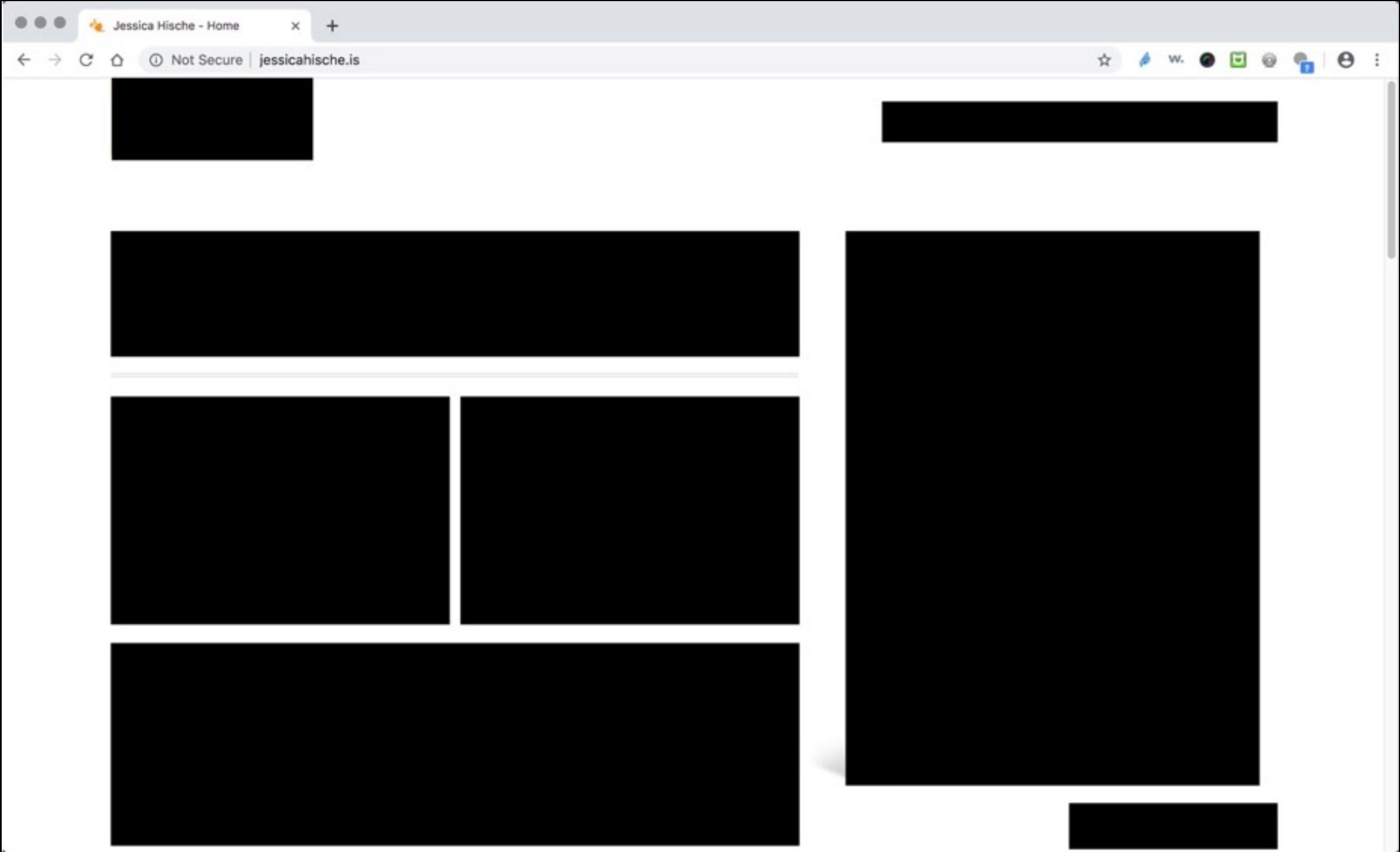


Y FIRST PICTURE BOOK *TOMORROW I'LL BE BRAVE* IS A New York Times Best-Seller! It's a beautiful bedtime book with playful illustrations (loads of illustrative lettering!) and an inspiring message about trying your best but forgiving yourself when you don't always achieve what you set out to do. After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

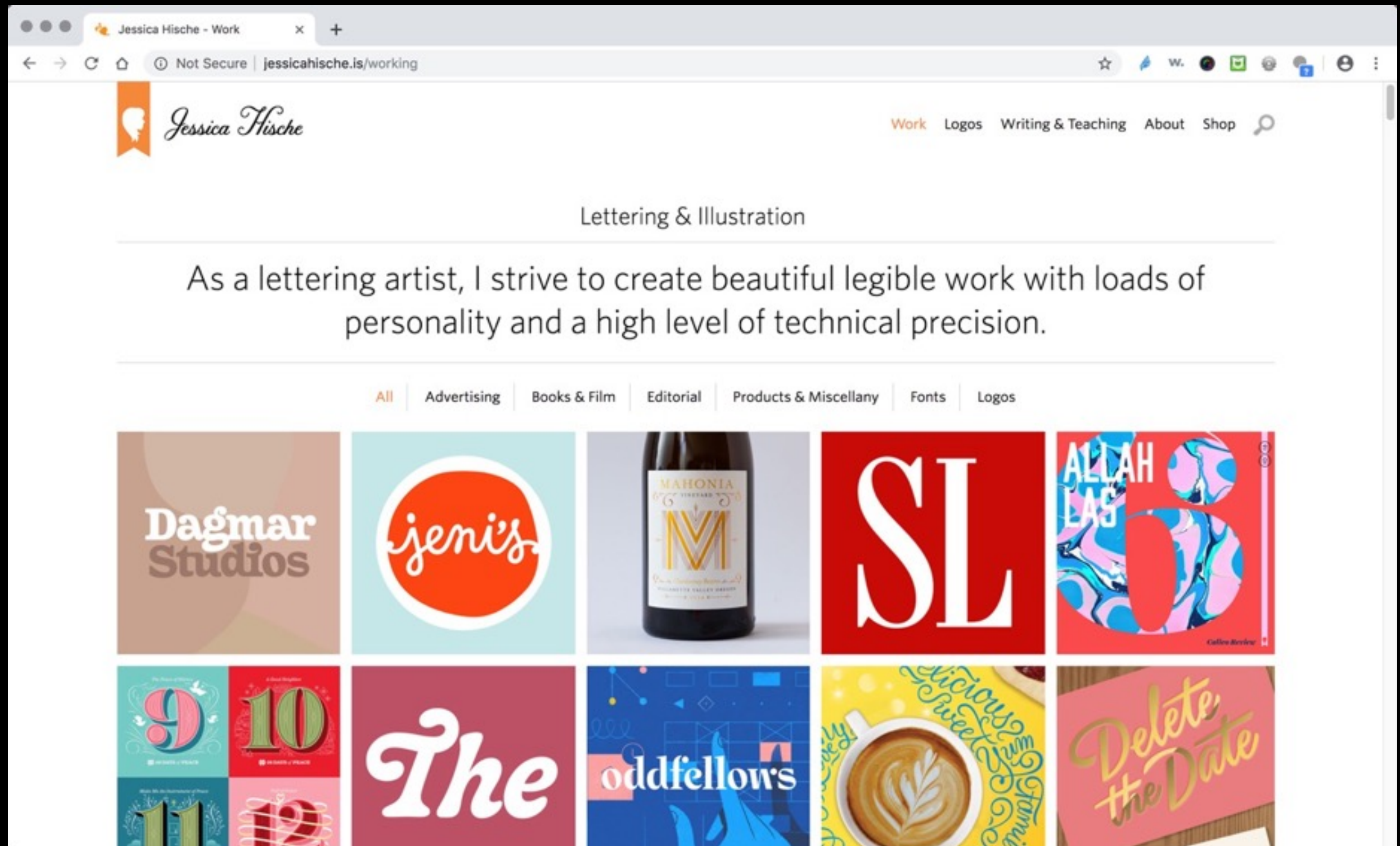




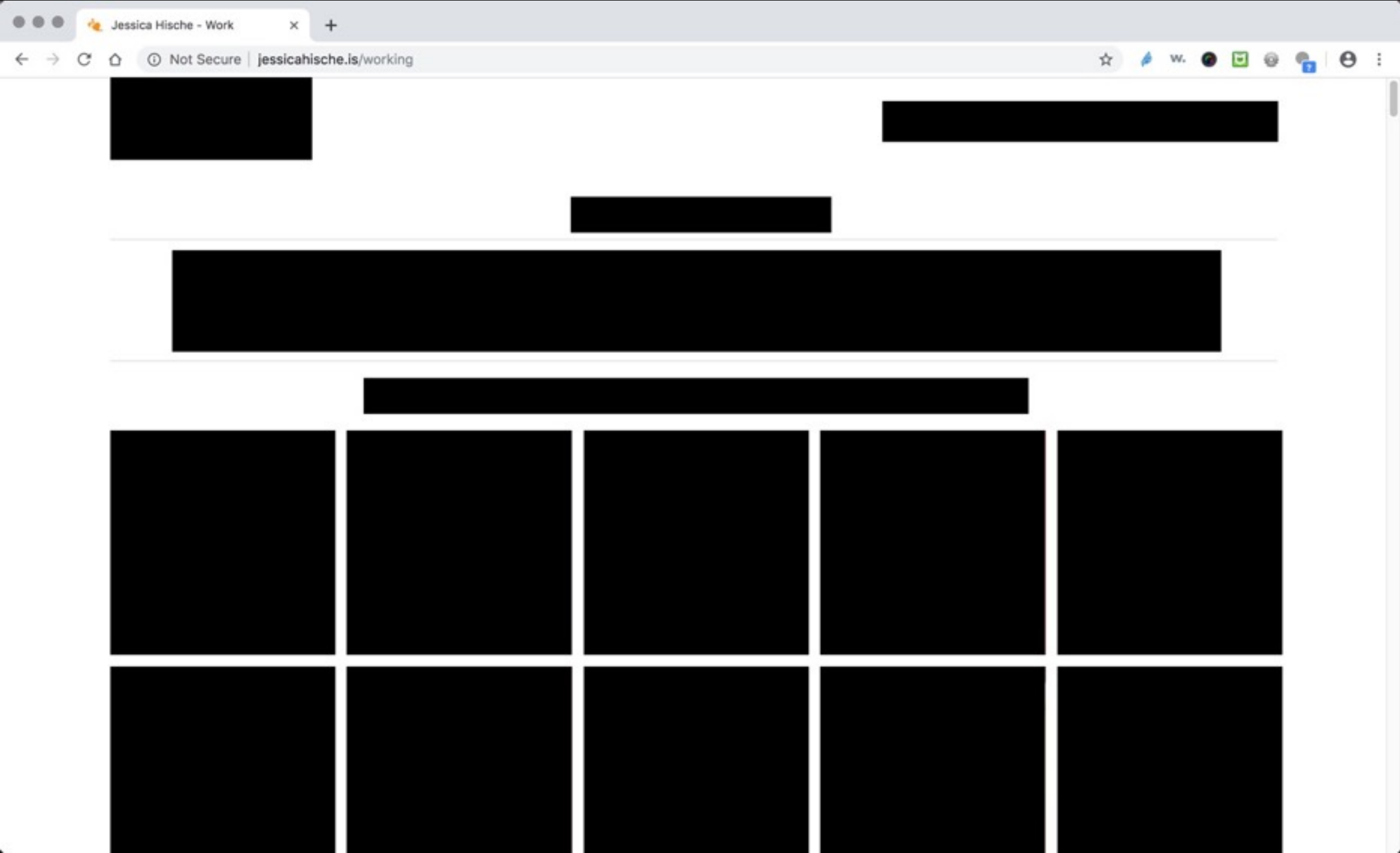
Graphic Design 101 - Form



Graphic Design 101 - Form



Graphic Design 101 - Form

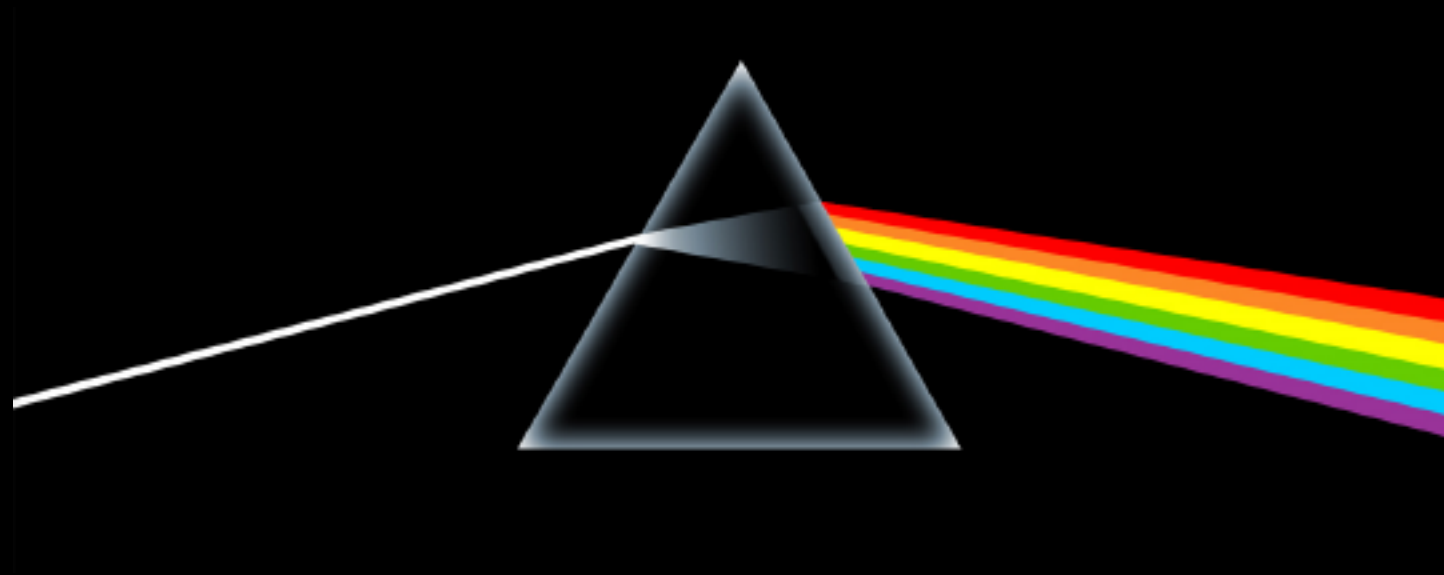


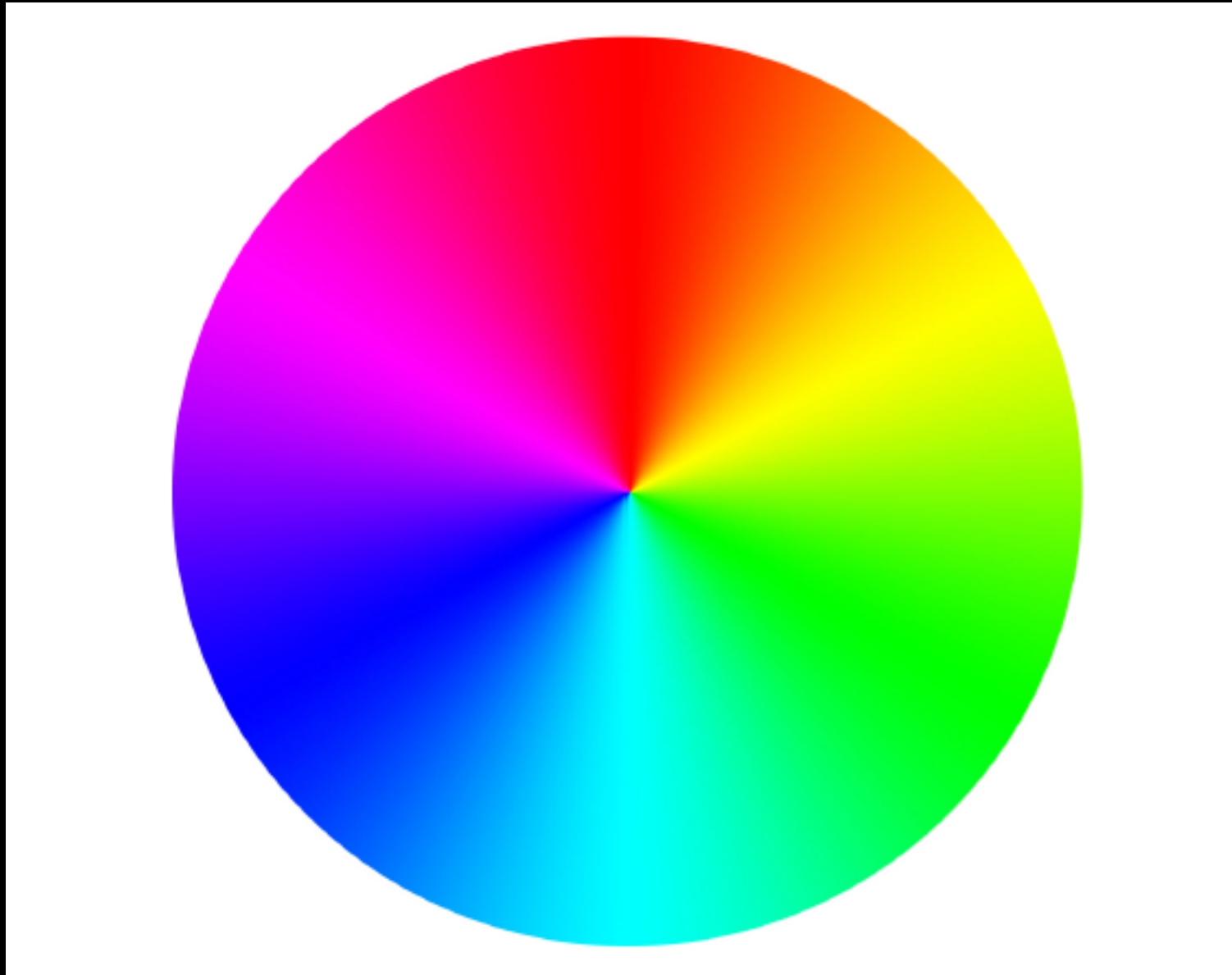
Color

Graphic Design 101 - Color



Graphic Design 101 - Color





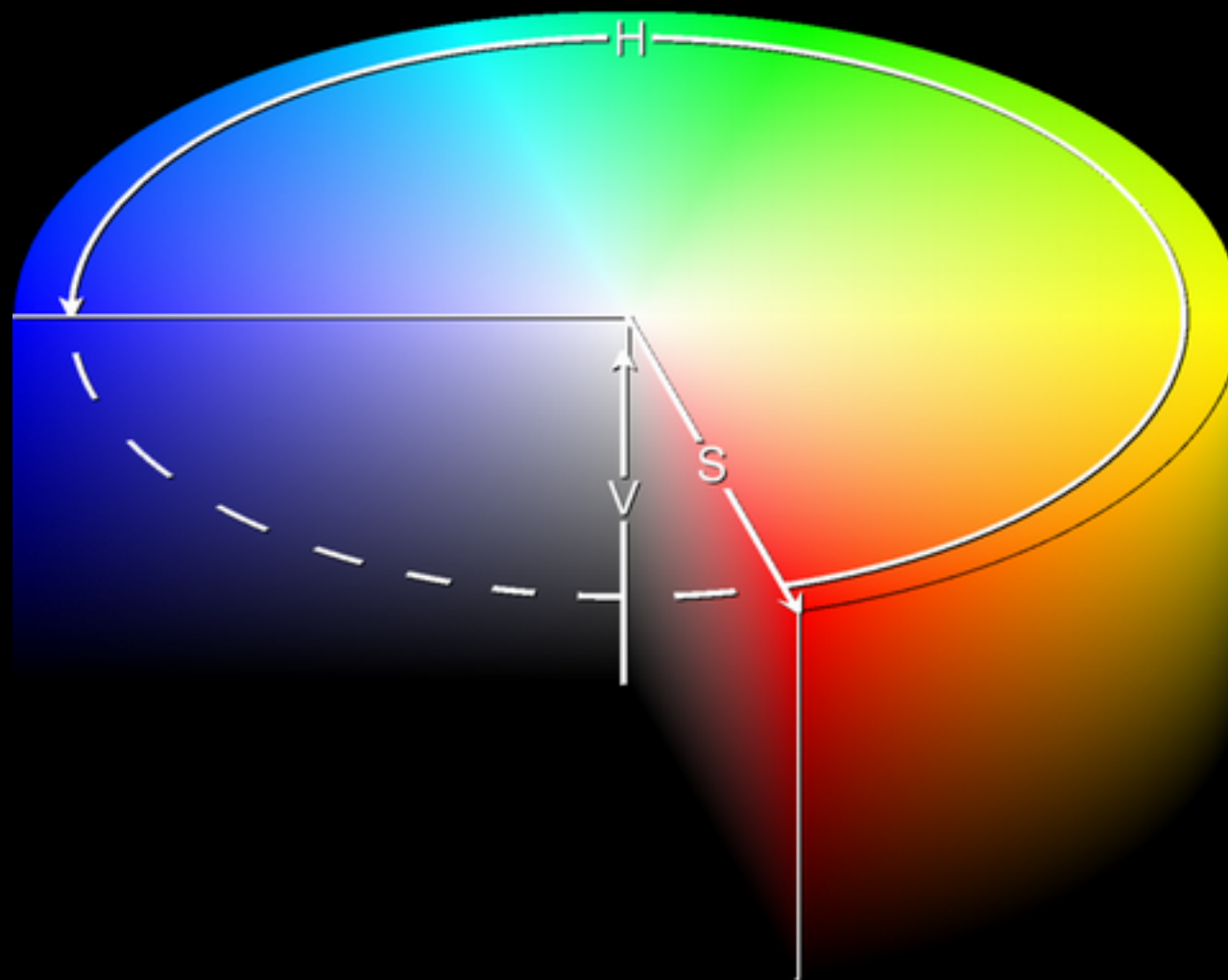
Graphic Design 101 - Color

Hexadecimal Color Values

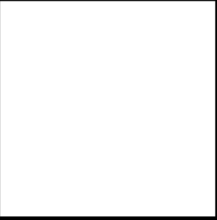
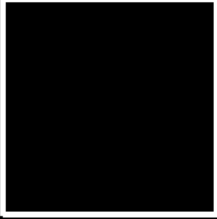
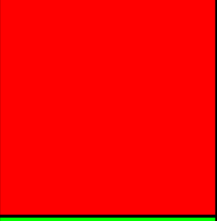
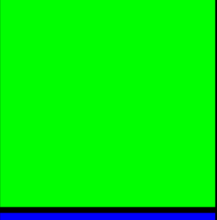
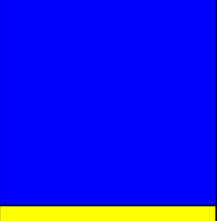
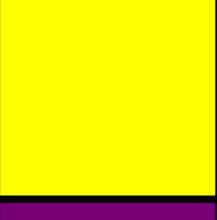
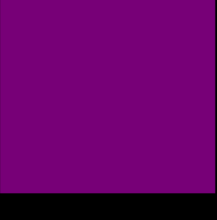
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FFCC00	FFCC33	FFCC66	FFCC99	FFCCCC	FFCCFF
FFFF00	FFFF33	FFFF66	FFFF99	FFFFCC	FFFFFF

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



Complementary
Colors



RGB



Graphic Design 101 - Color



Graphic Design 101 - Color

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

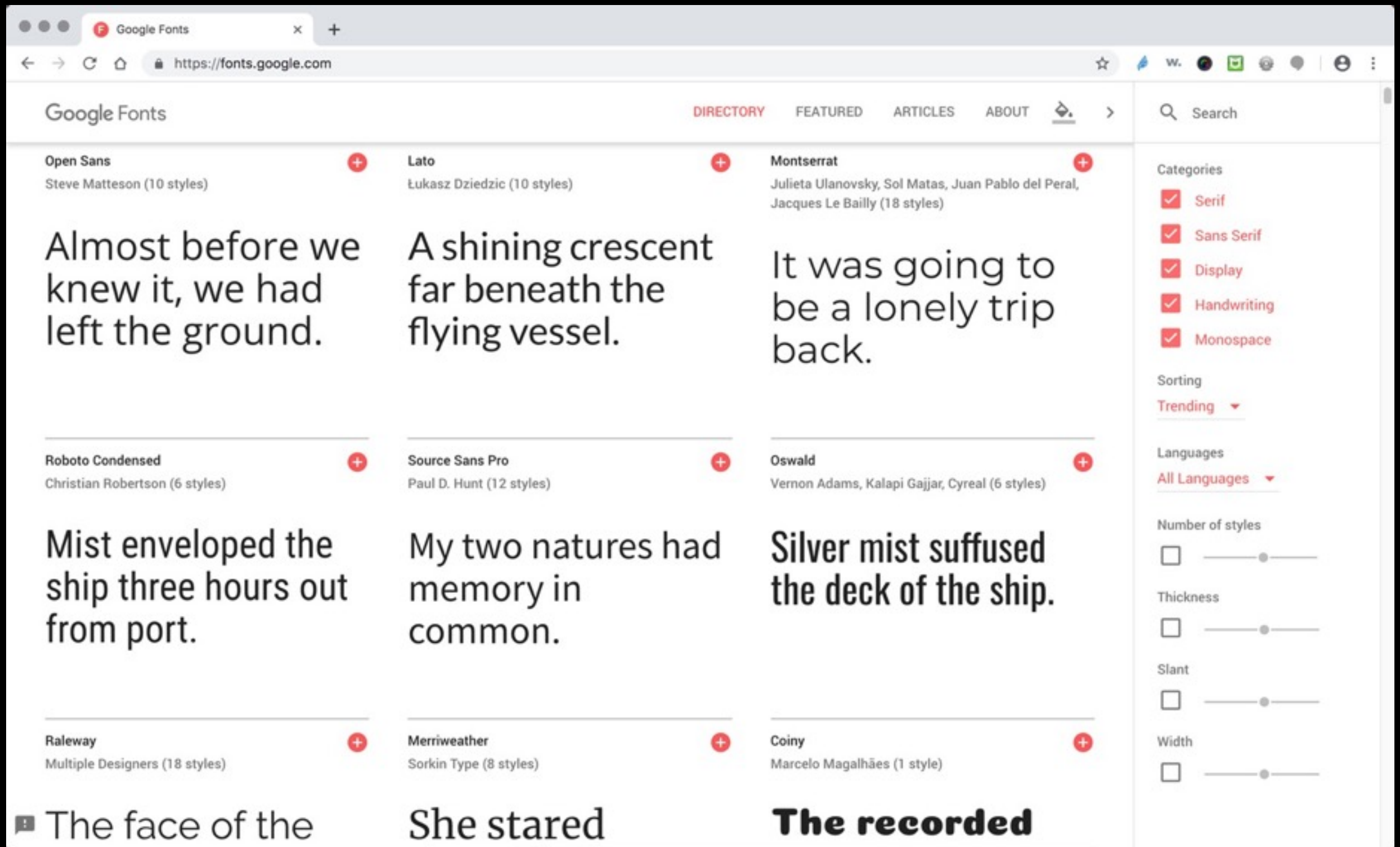
Verdana

Tahoma

Font in CSS

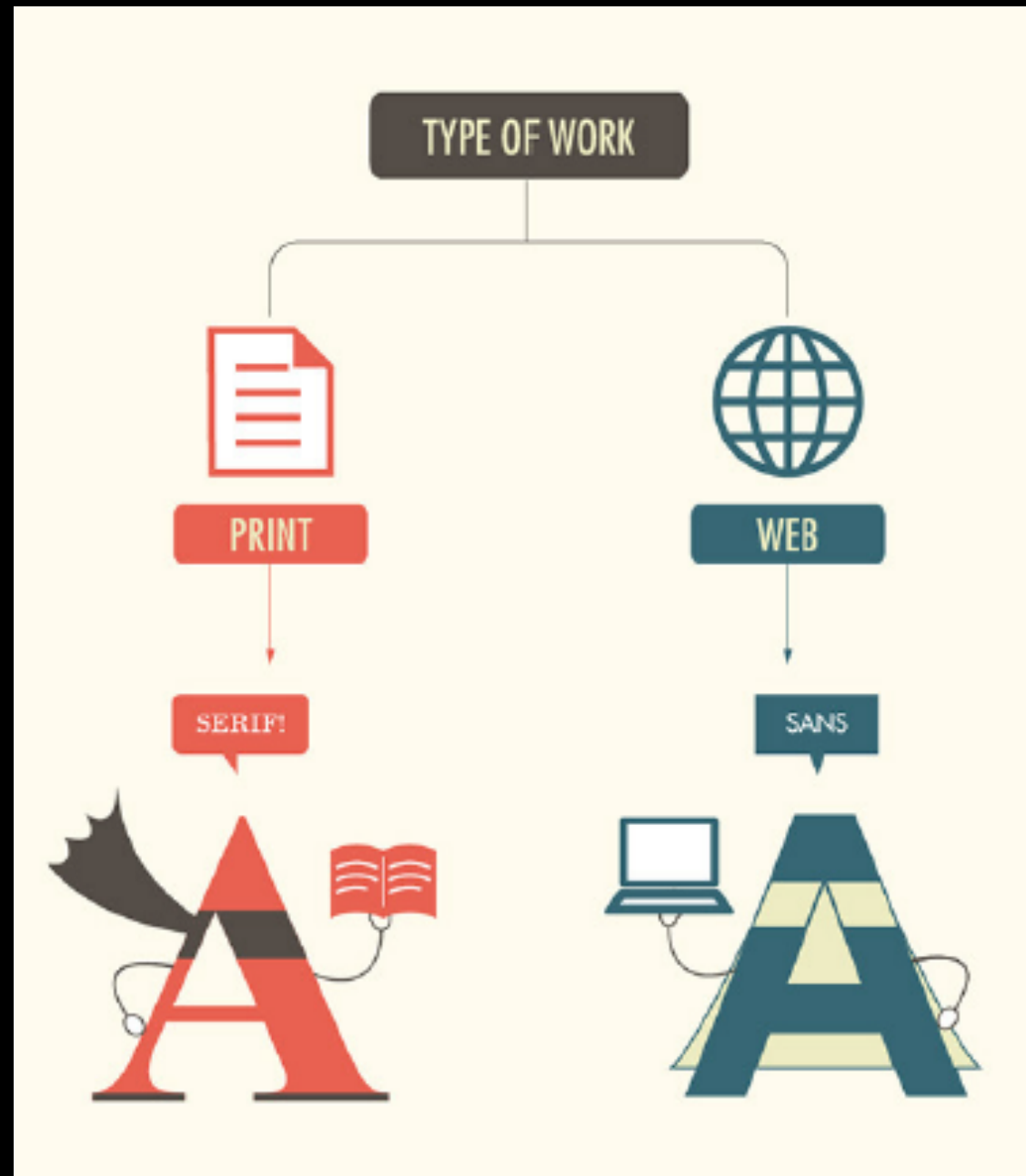
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Graphic Design 101 - Type

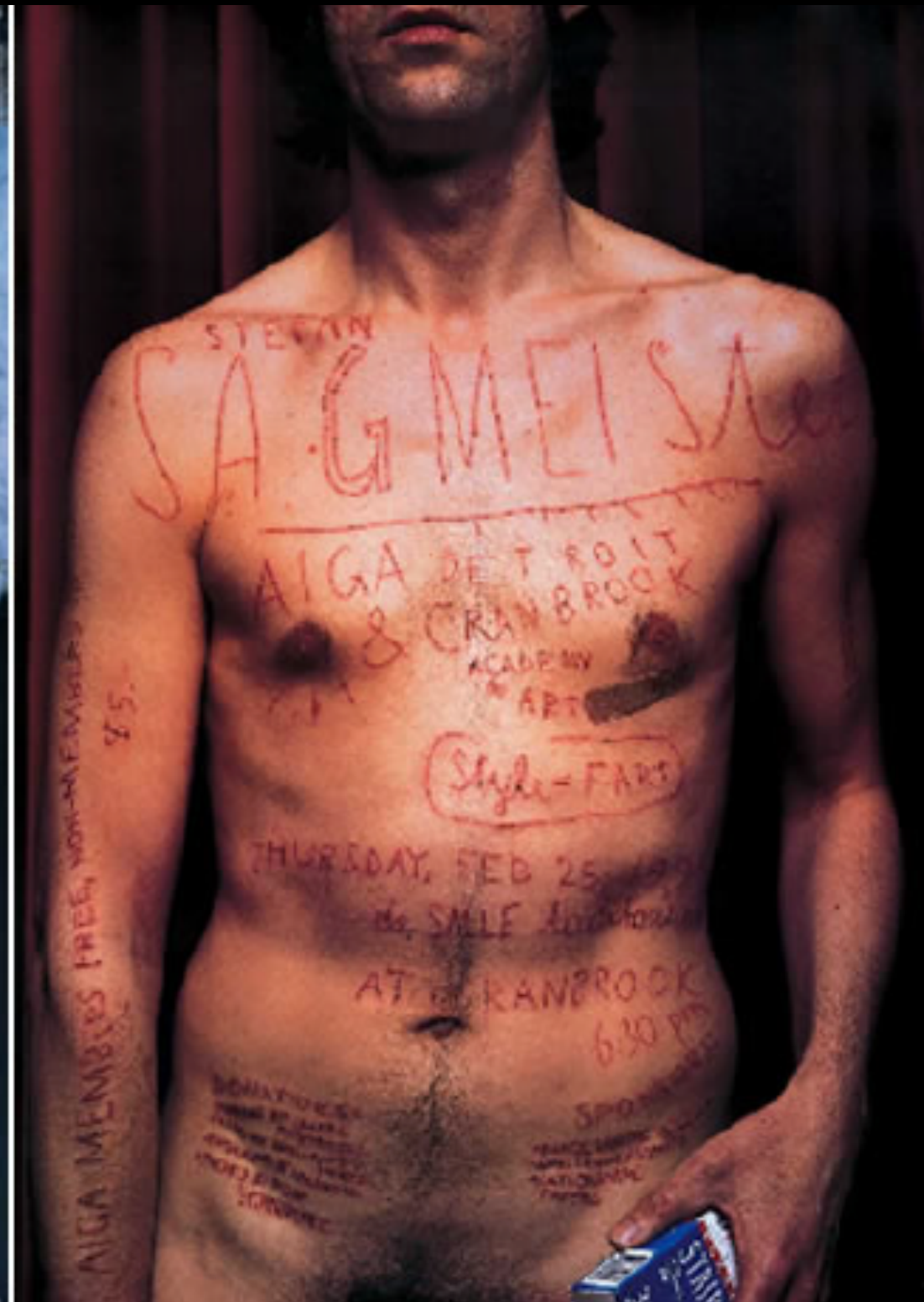
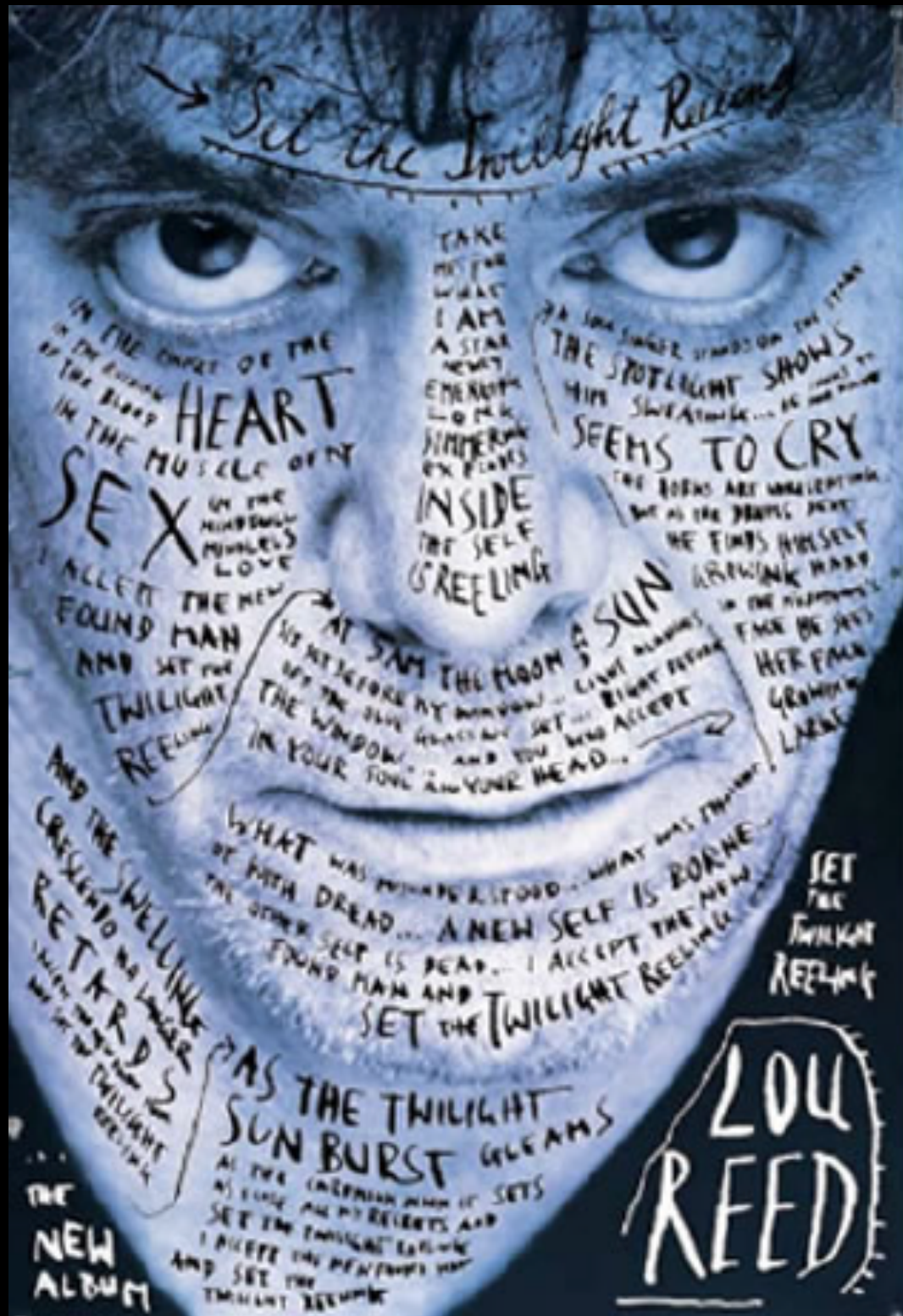


<https://fonts.google.com>

Graphic Design 101 - Type



Graphic Design 101 - Type



Graphic Design 101 - Type



Graphic Design 101 - Type



Graphic Design 101 - Type



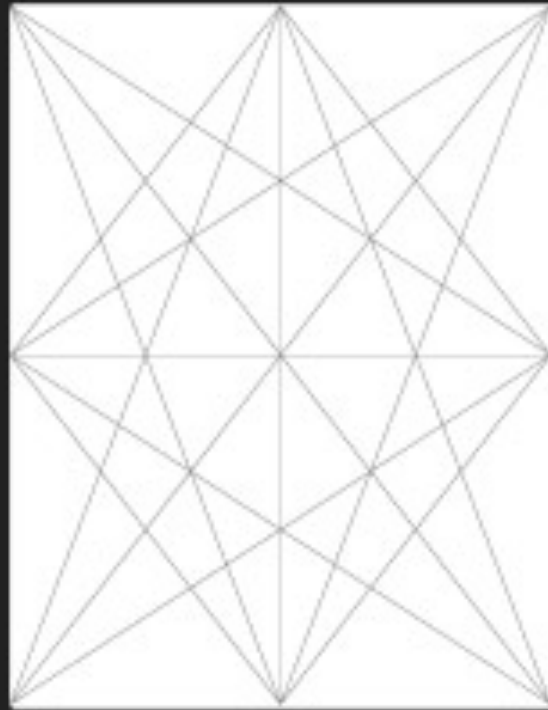
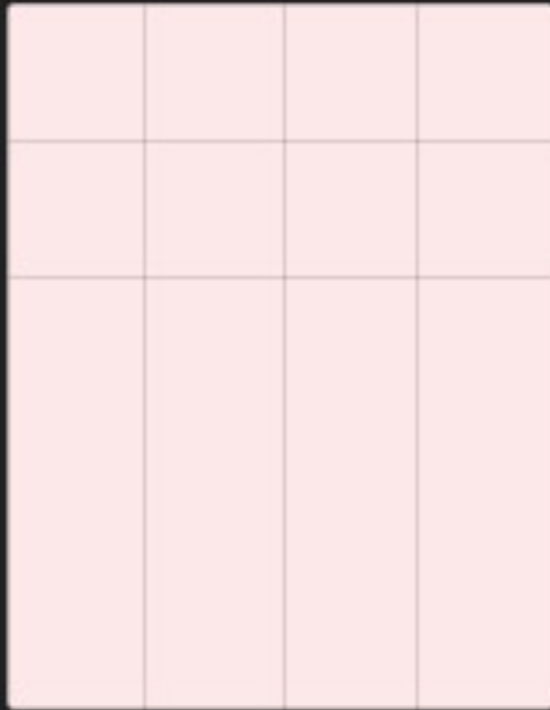
Graphic Design 101 - Type



<https://vimeo.com/20759580>

Grid Systems

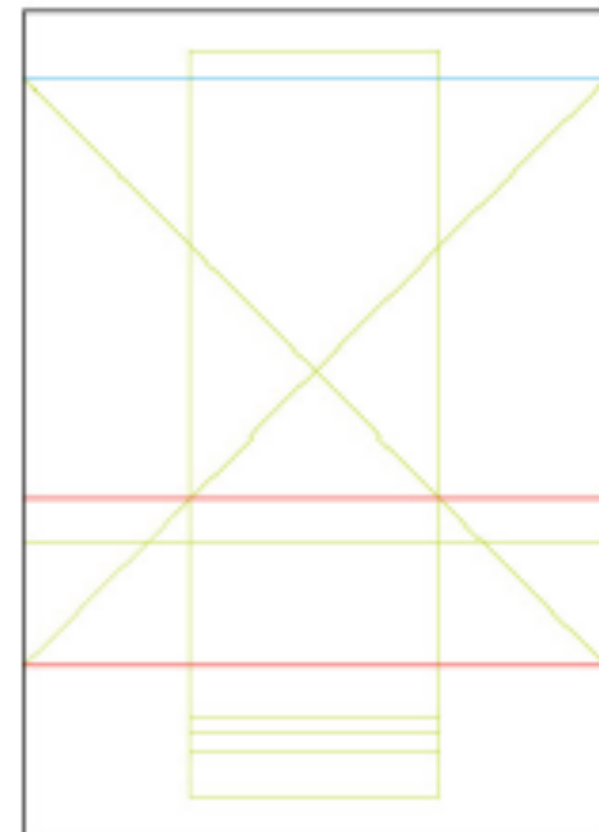
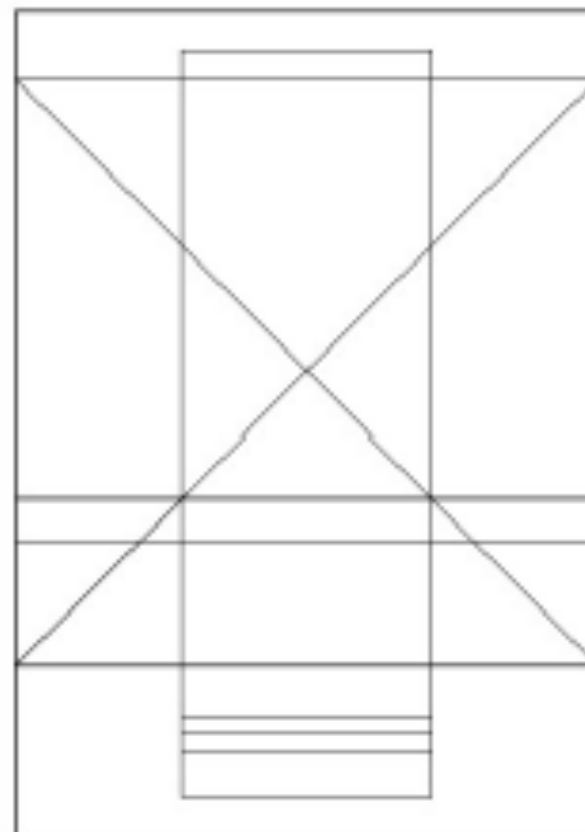
Graphic Design 101 - Grid Systems

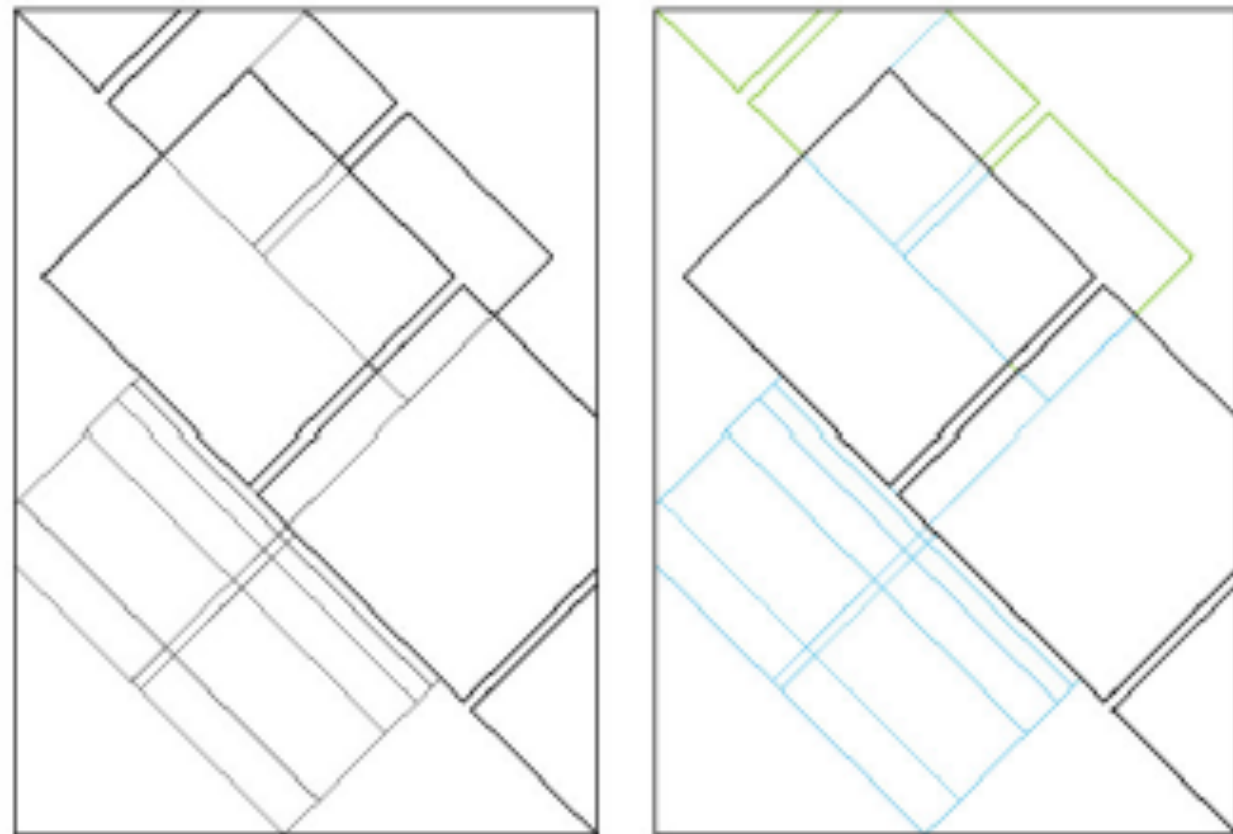


Graphic Design 101 - Grid Systems

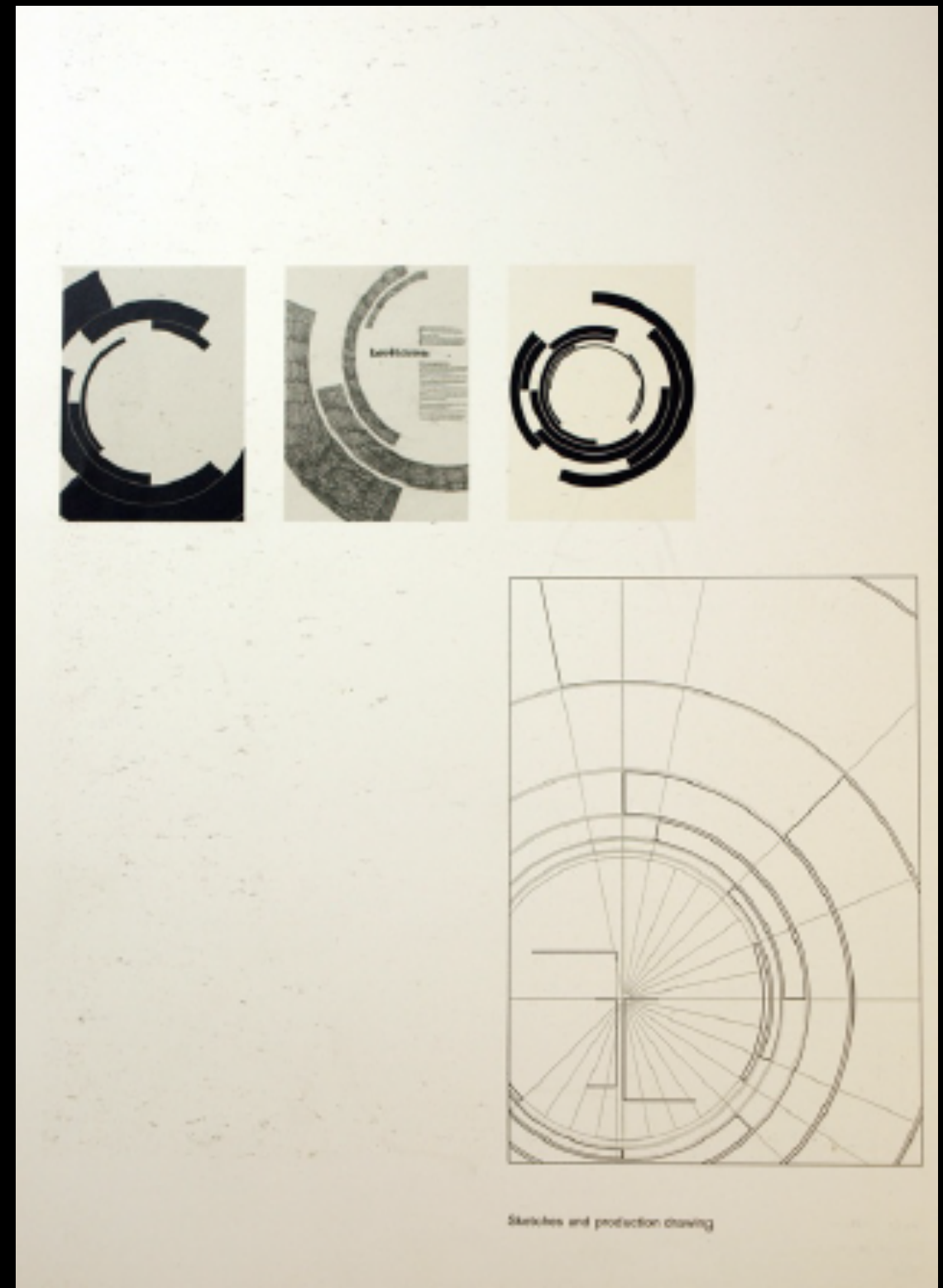


Graphic Design 101 - Grid Systems





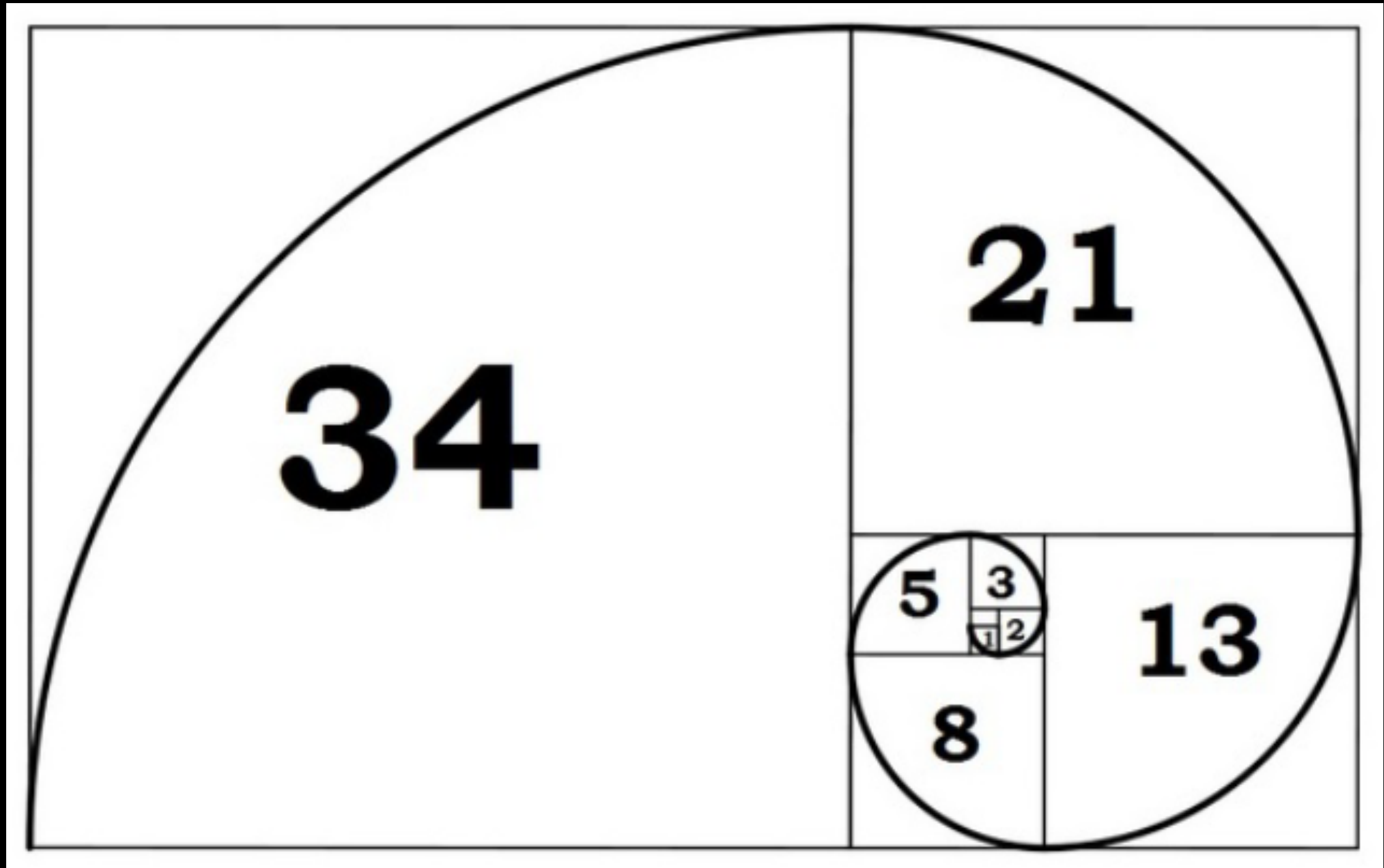
Graphic Design 101 - Grid Systems



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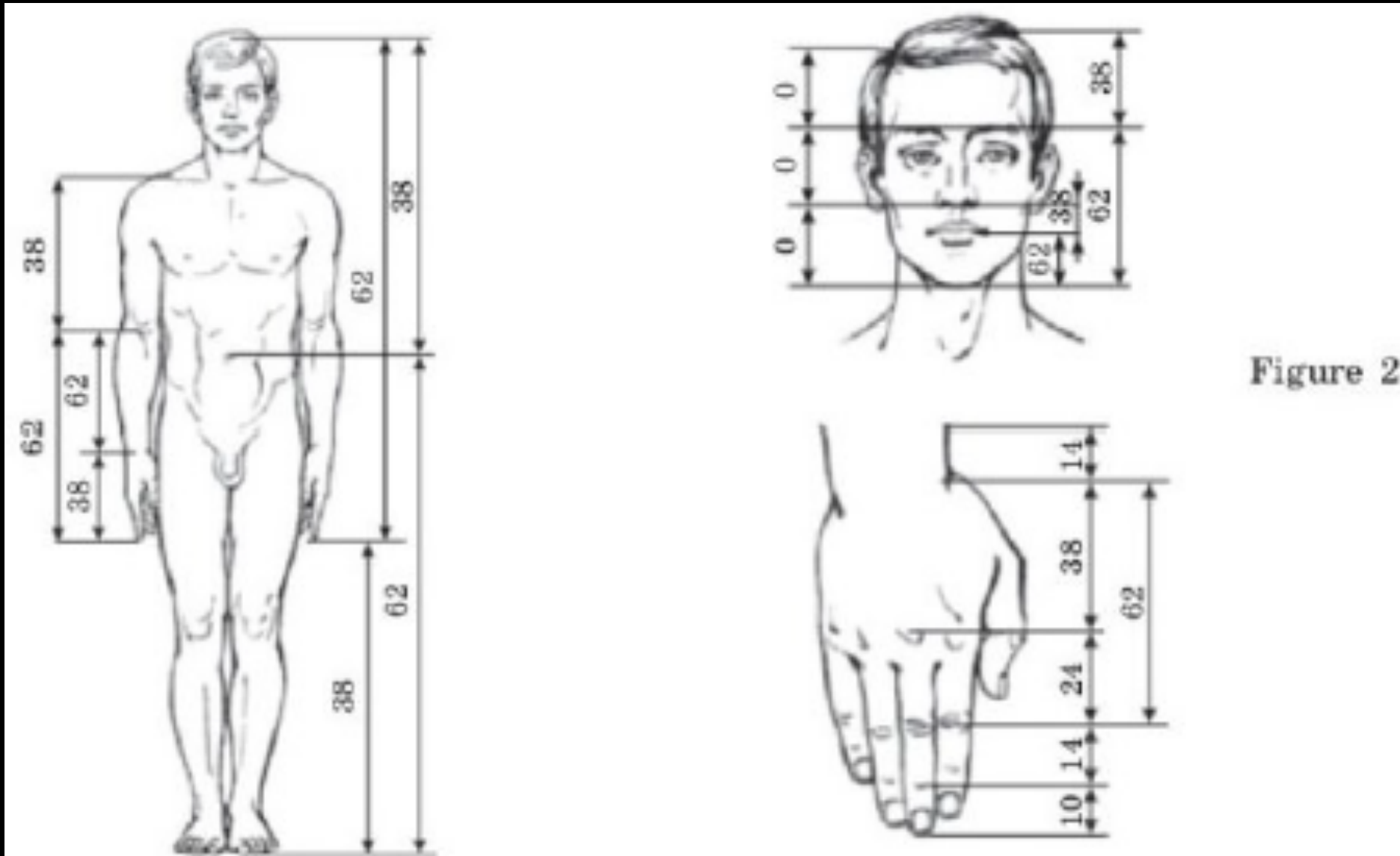
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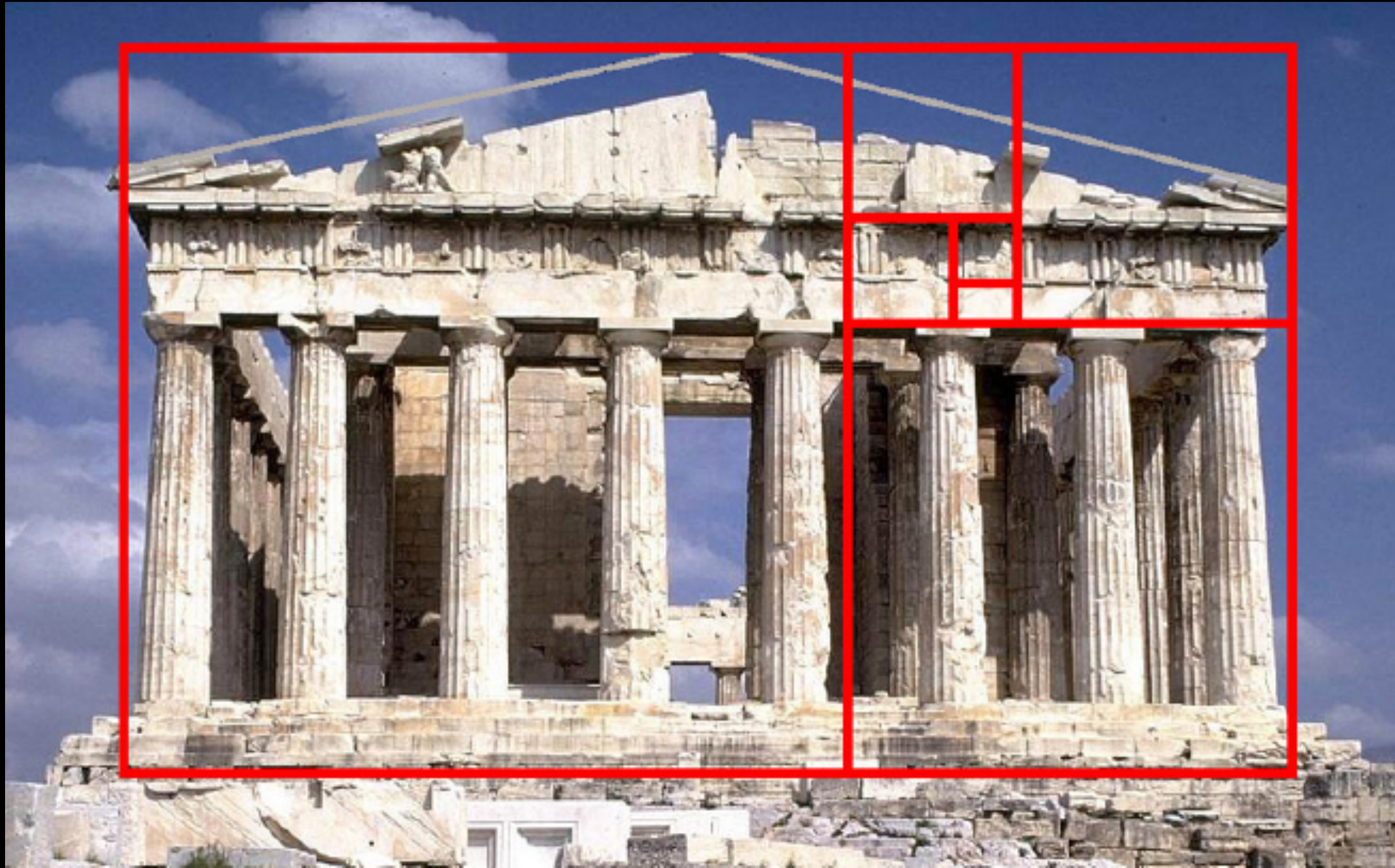
Graphic Design 101 - Grid Systems



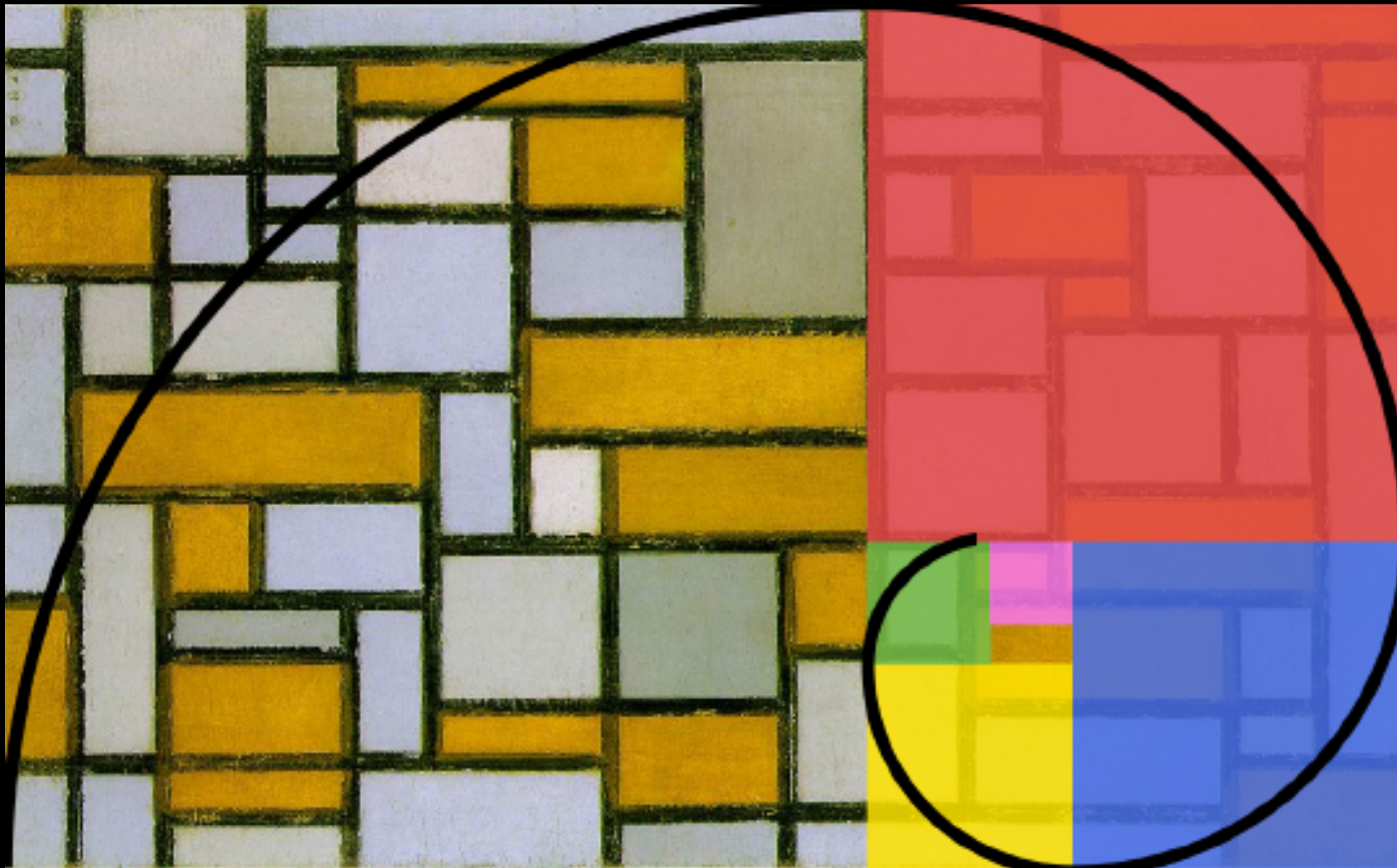
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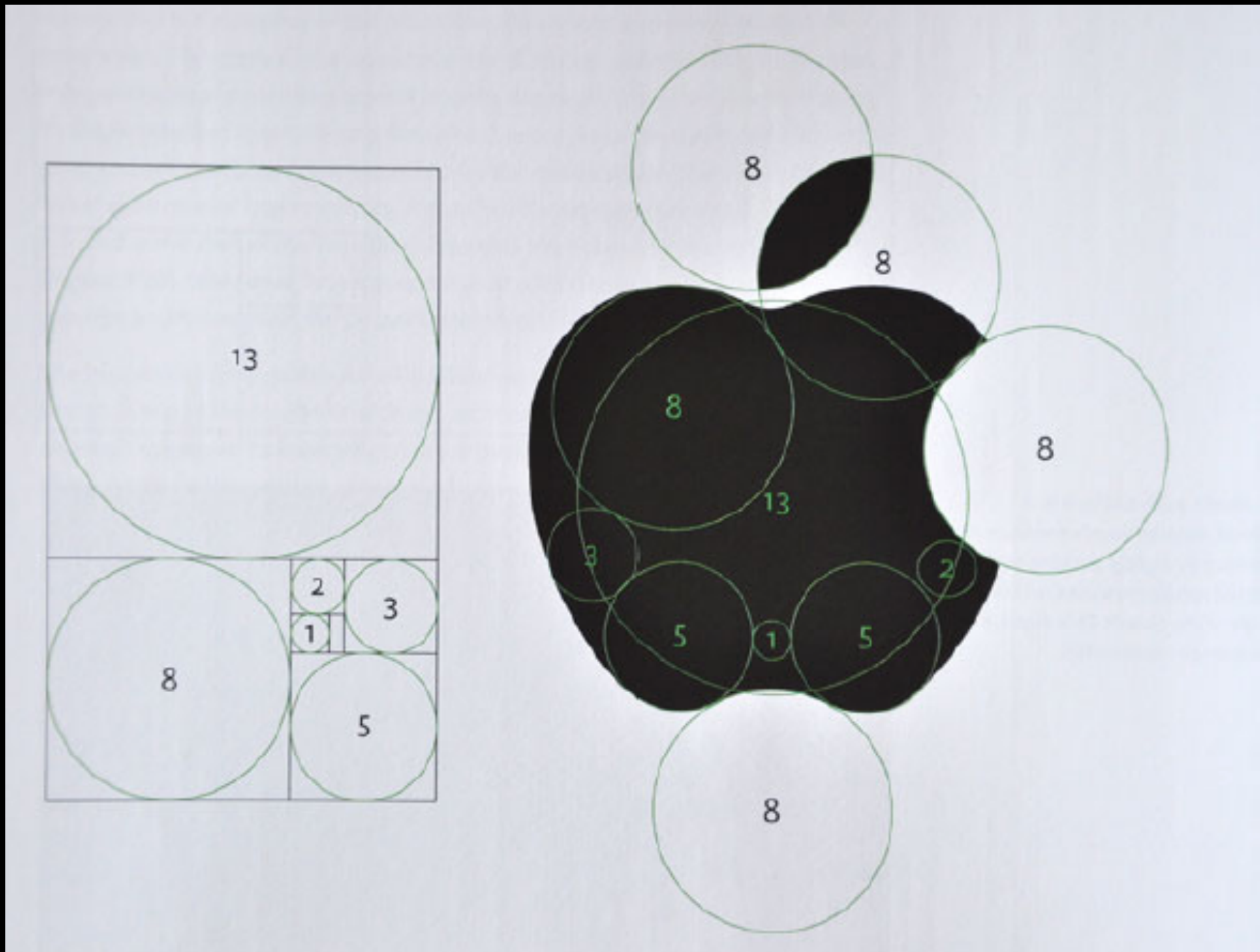
Graphic Design 101 - Grid Systems



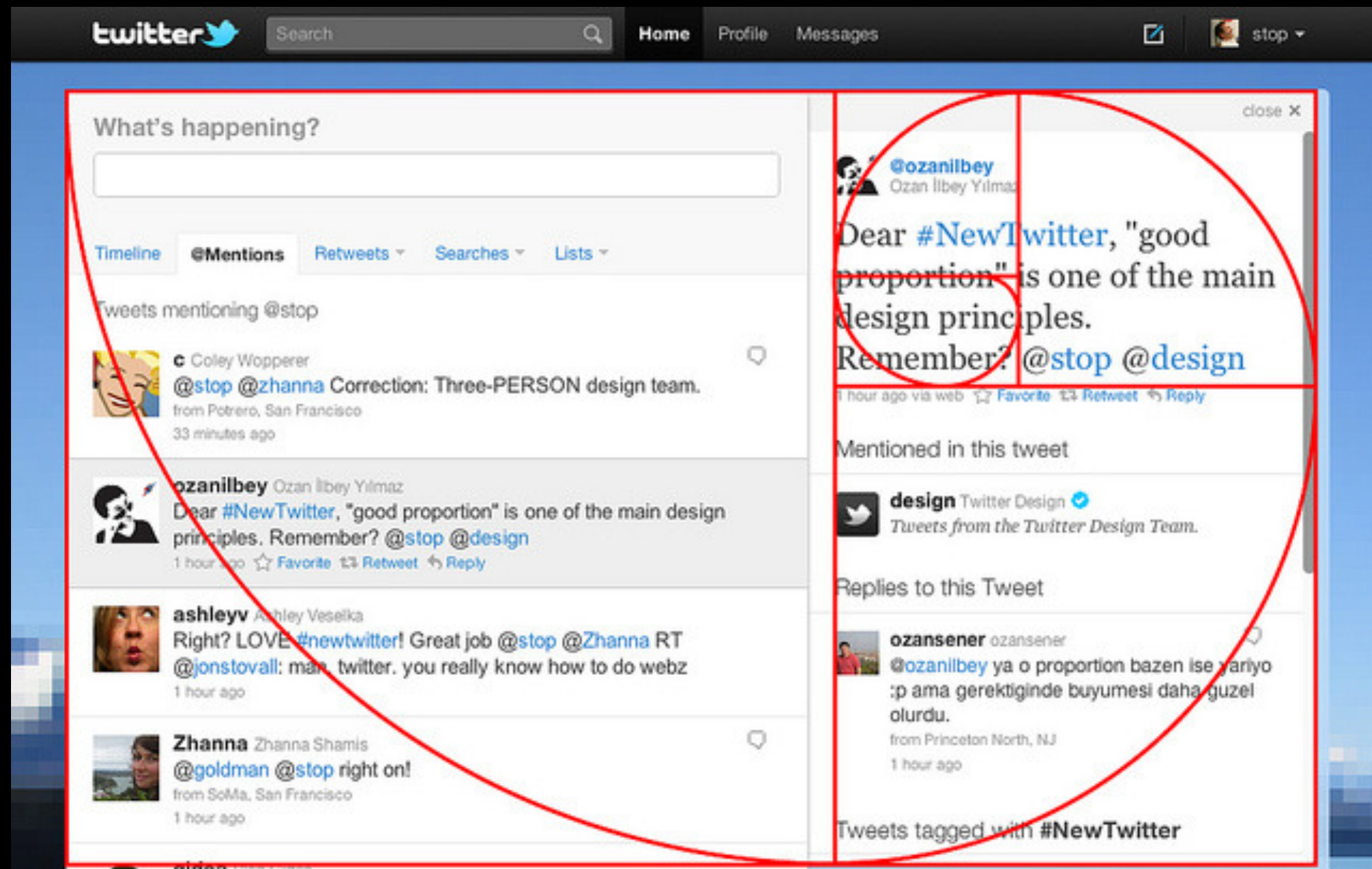
Graphic Design 101 - Grid Systems



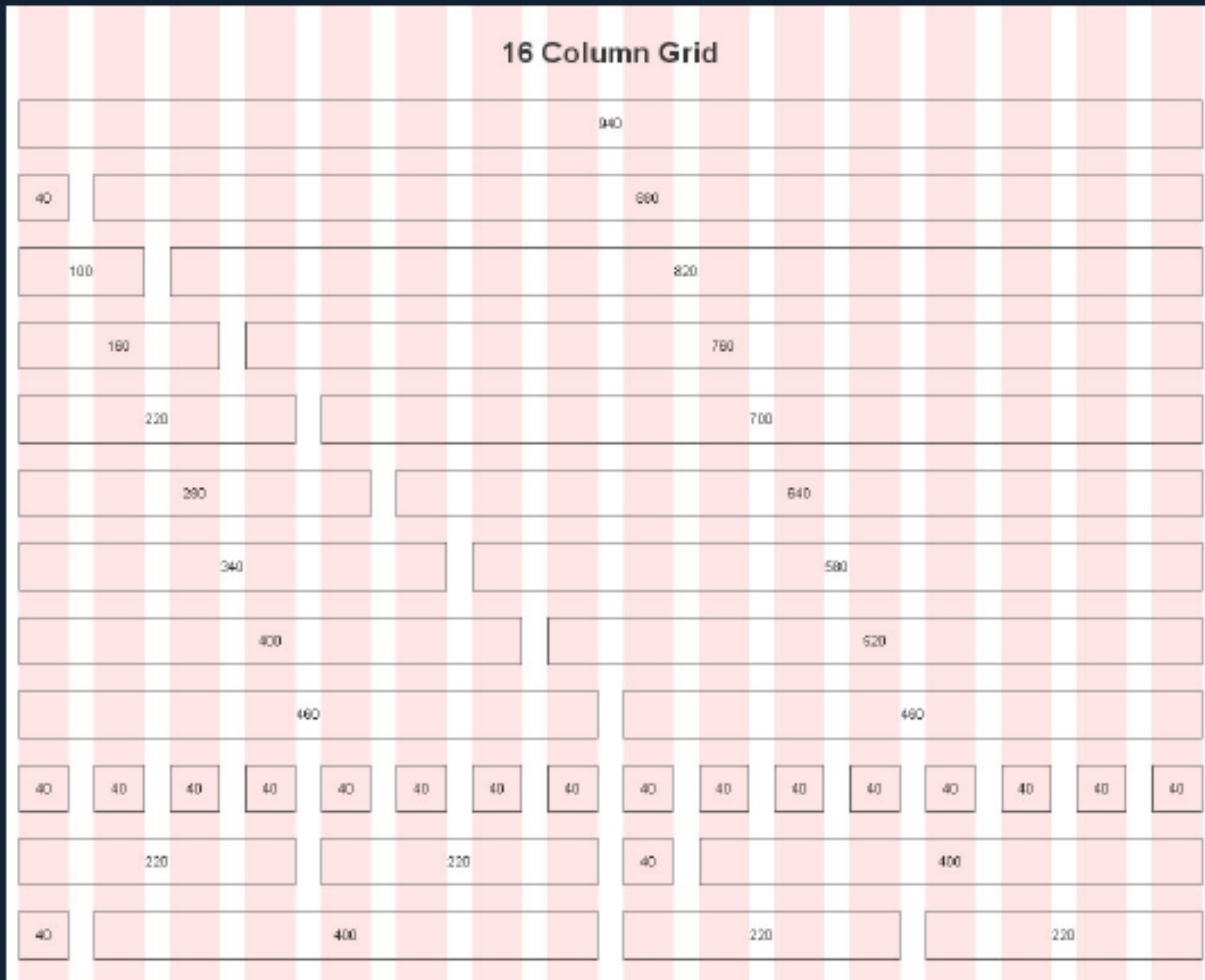
Graphic Design 101 - Grid Systems



Graphic Design 101 - Grid Systems



Graphic Design 101 - Grid Systems



Graphic Design 101 - Grid Systems



Identity

Graphic Design 101 - Logo and Identity



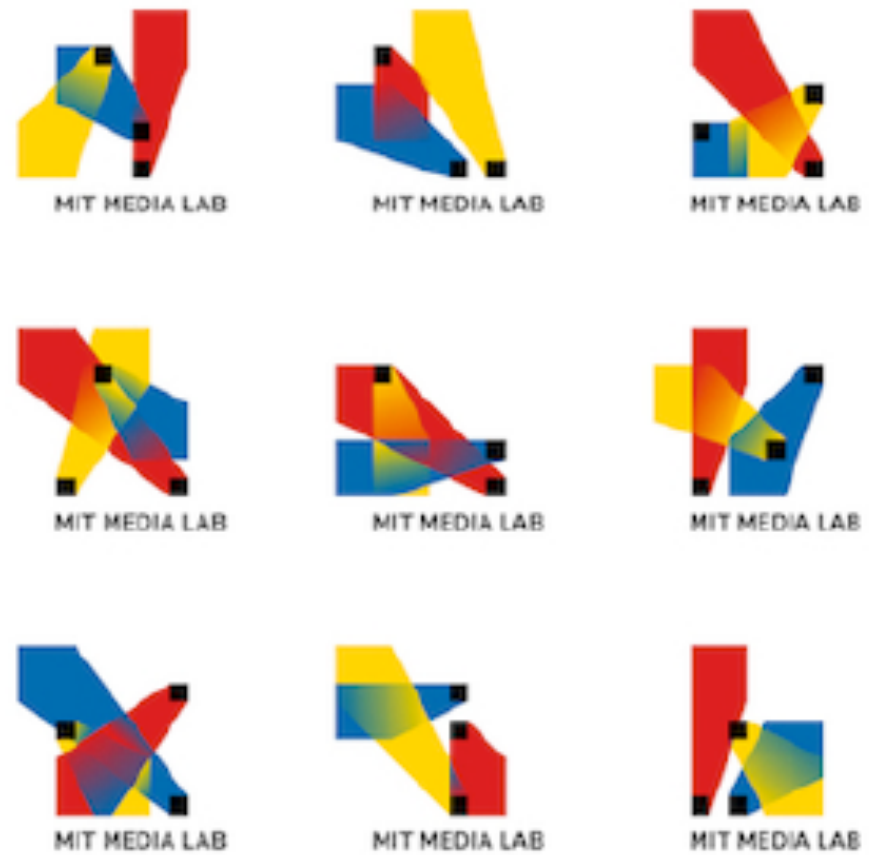
Coca-Cola



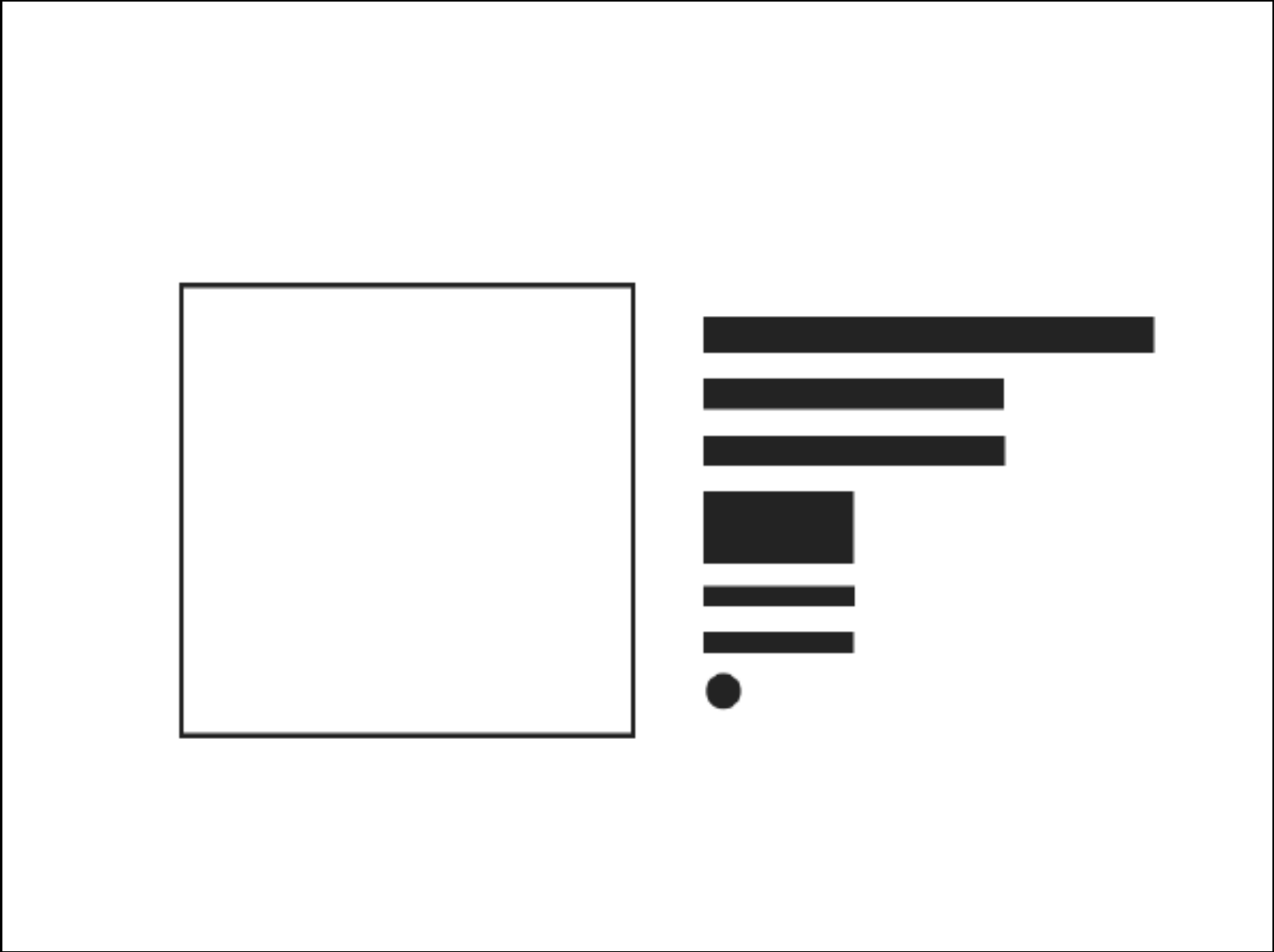
Graphic Design 101 - Logo and Identity

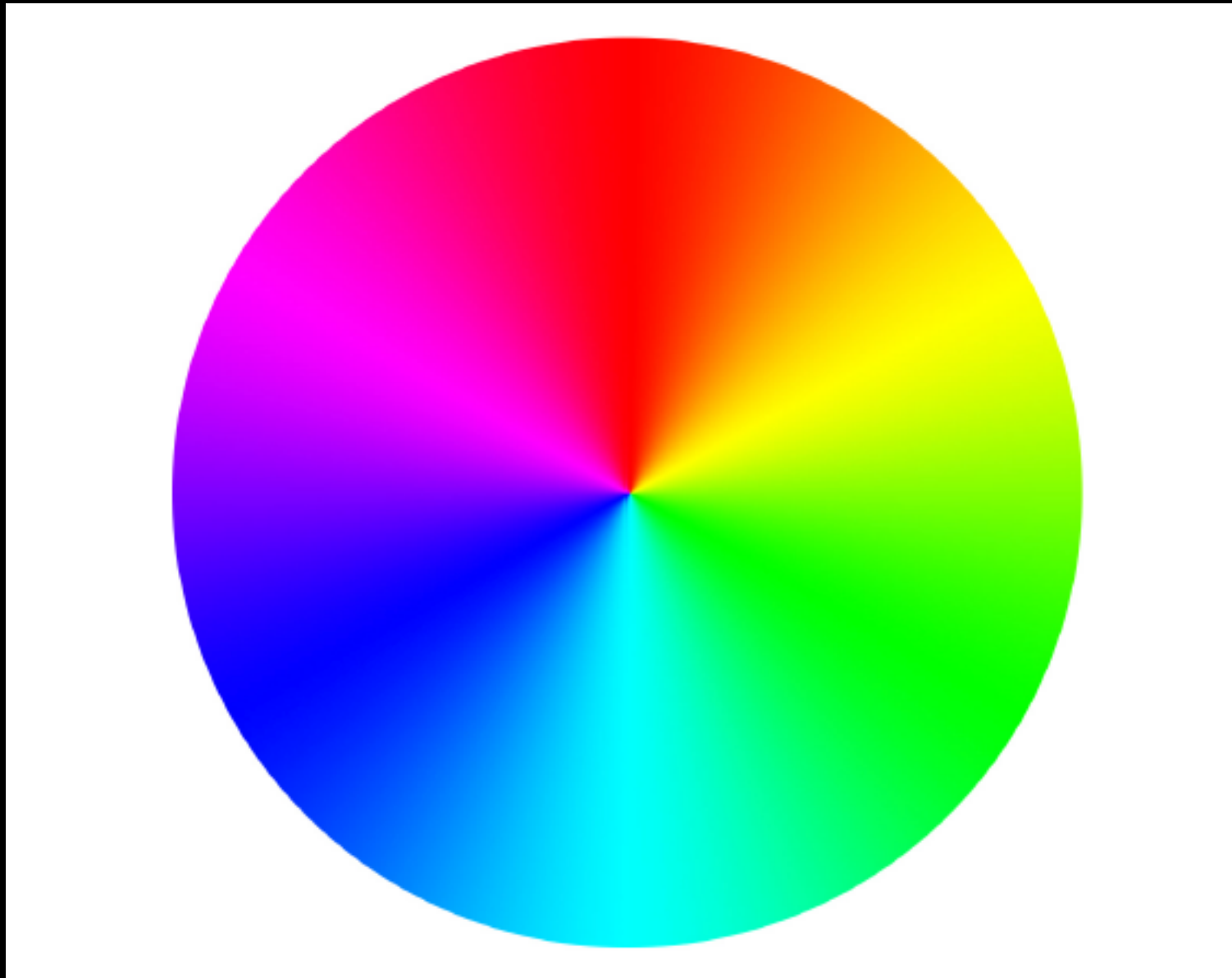


Graphic Design 101 - Logo and Identity



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>