



04



Web Design and Development for Multimedia

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Week 2

Principles of Web Design

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NPRU

Topic

- Visual design principles (balance, contrast, hierarchy)
- Layout and composition
- Wireframing basics

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Visual design principles

Balance: Even distribution of visual weight



Symmetrical Balance

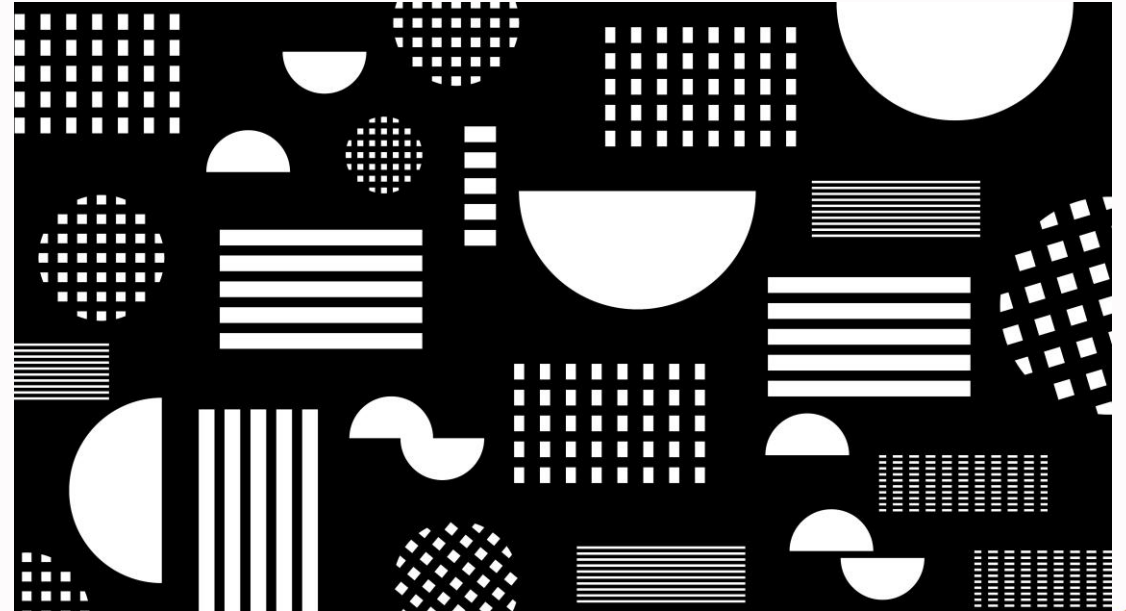
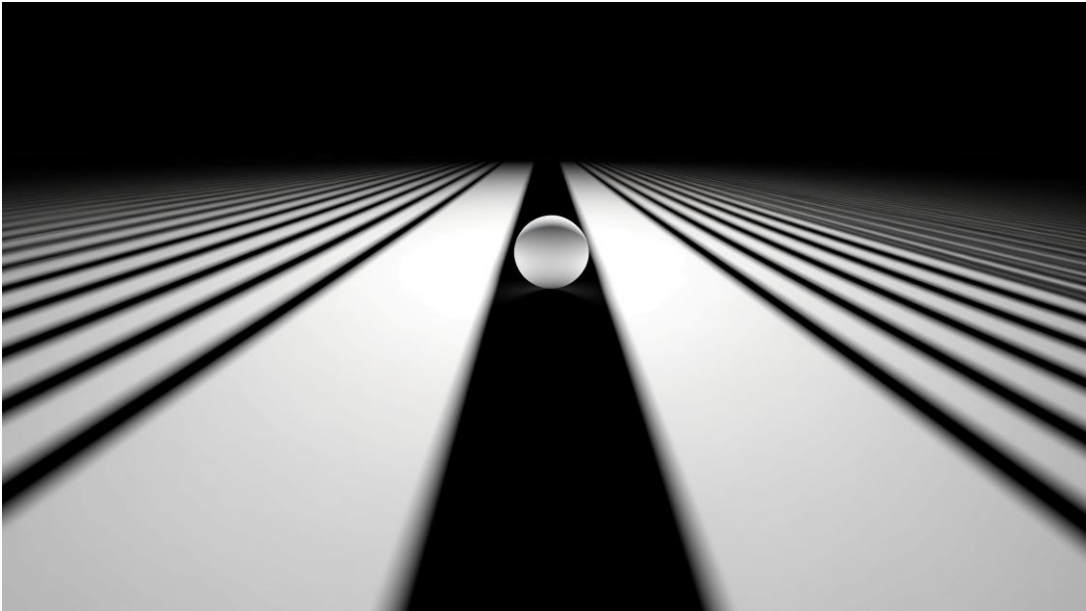
Asymmetrical Balance

Radial Balance



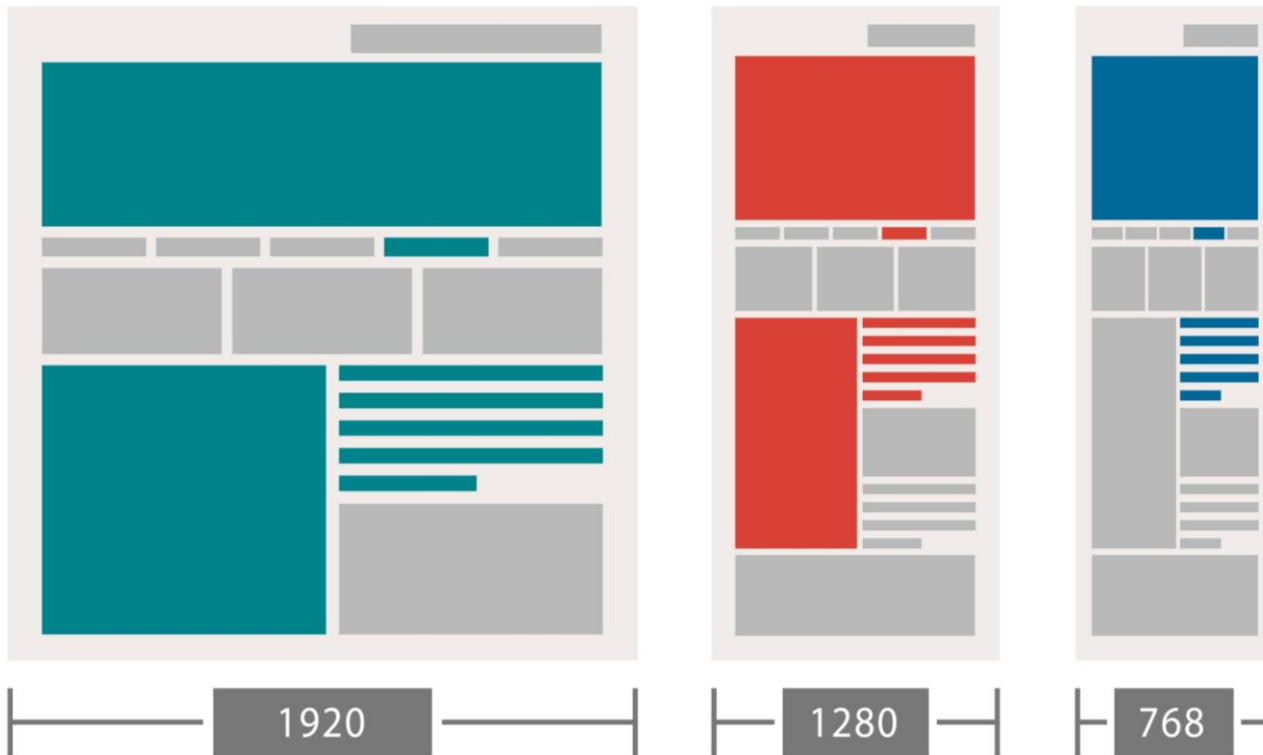
Visual design principles

Contrast: Clear differences in color, size, or shape for emphasis



WEB DESIGN

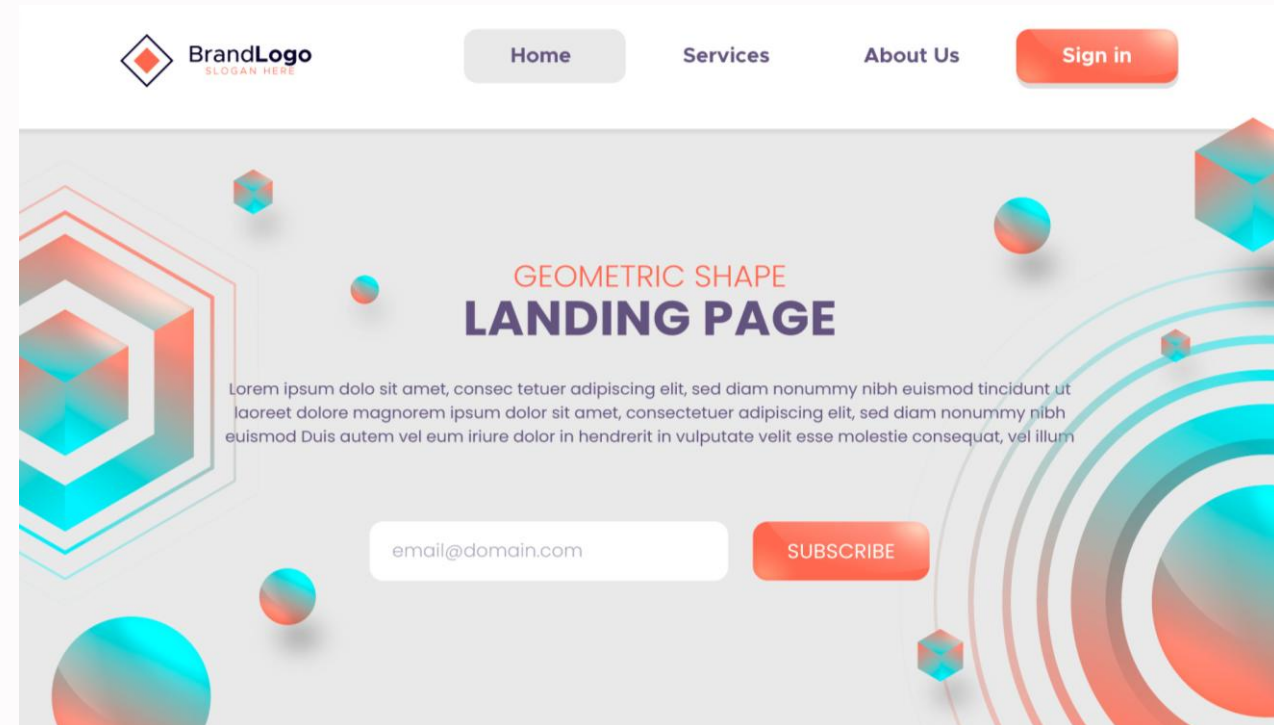
SCREEN RESOLUTION TO DESIGN WEBSITE.



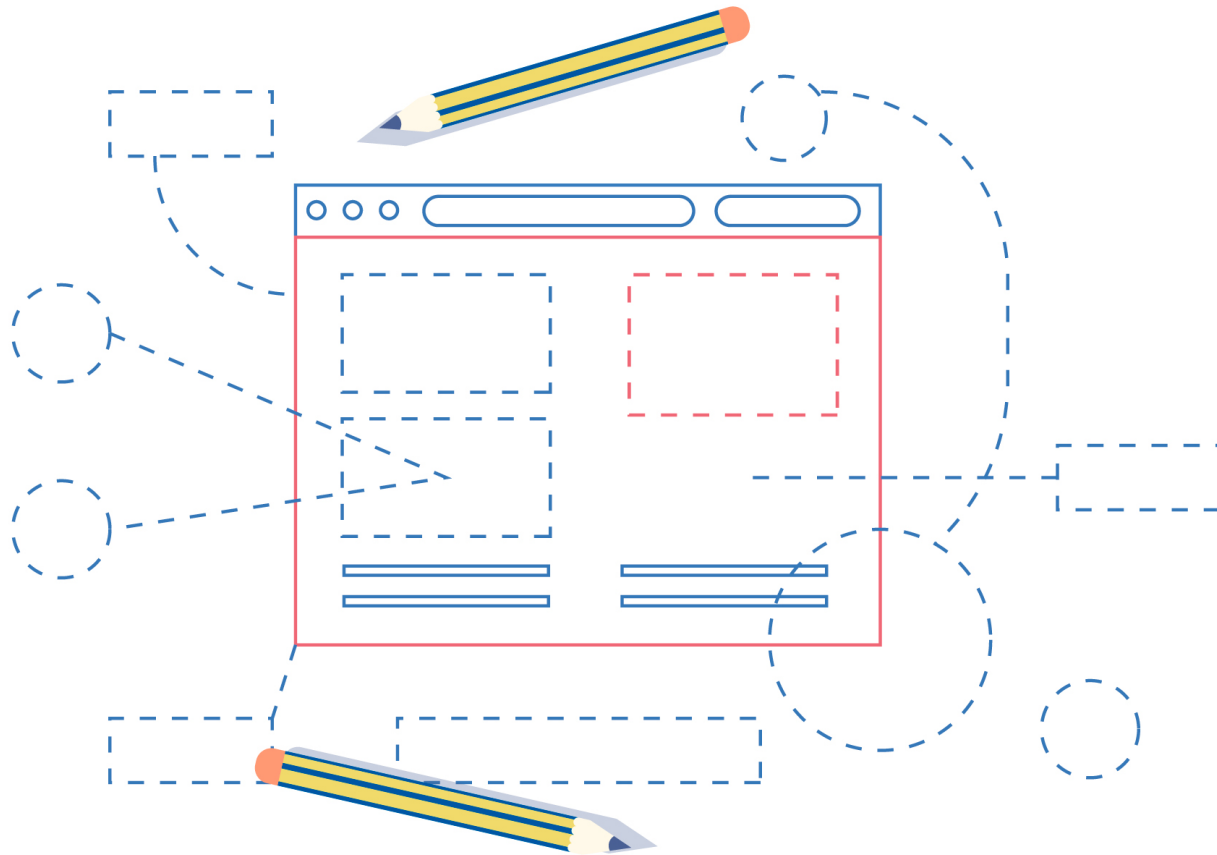
Layout and composition

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Layout and composition Web Design



WEBPAGE UNDER CONSTRUCTION

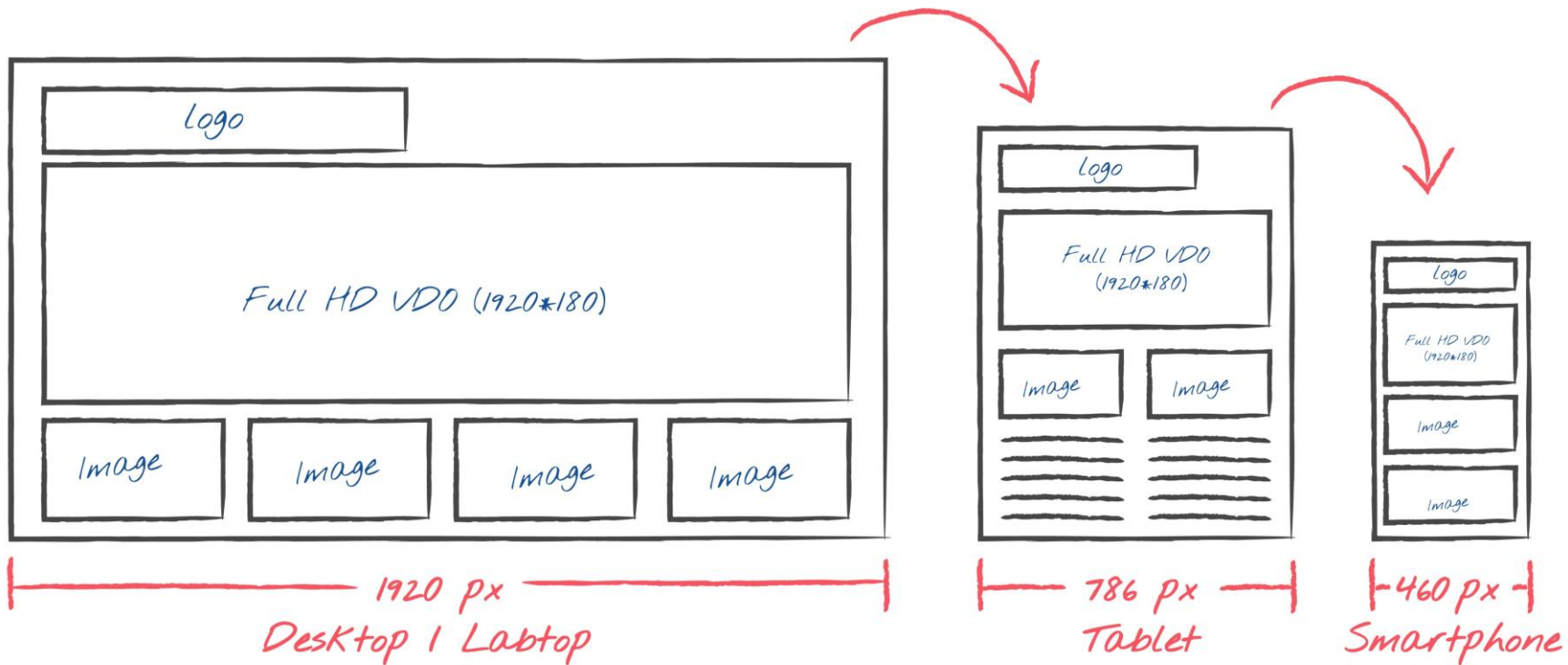


Wireframing basics

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Wireframing basics

WEB DESIGN



Wireframing basics

Key principles

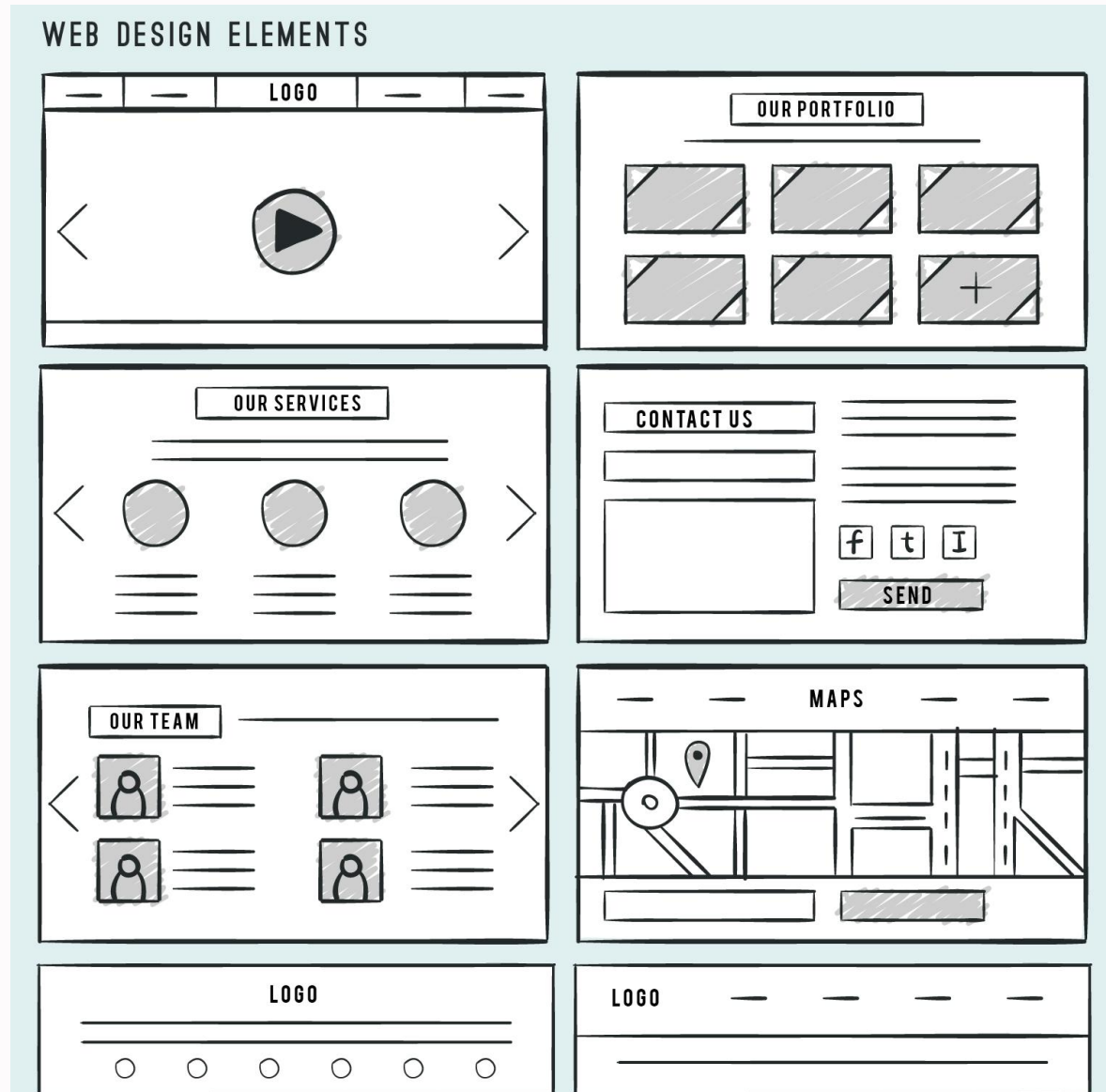
Focus on structure: The main goal is to map out the user flow and organize content logically, without getting distracted by visual design

Keep it simple: Use basic shapes and symbols, and a grayscale color palette. Represent images with boxes (often with an "X" through them) and videos with a triangle inside a box.

Plan for functionality: Show how different elements will work and interact, such as buttons or navigation links.

Use grids and guidelines: Use grids and guidelines to ensure consistent alignment and spacing between elements.

Wireframing vs. other design artifacts



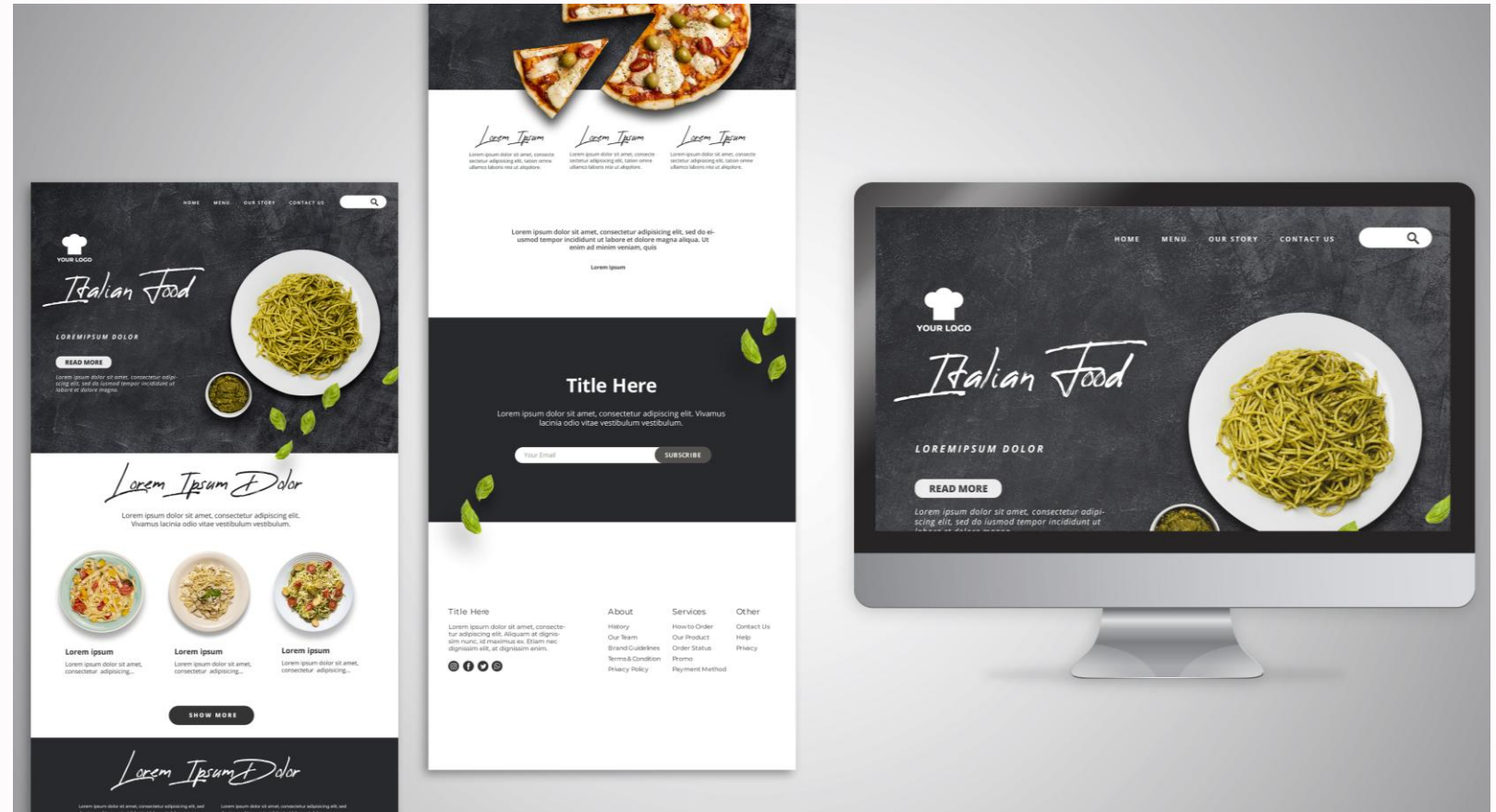
Wireframe:

The basic, skeletal blueprint focusing on structure and layout. It is low-fidelity.

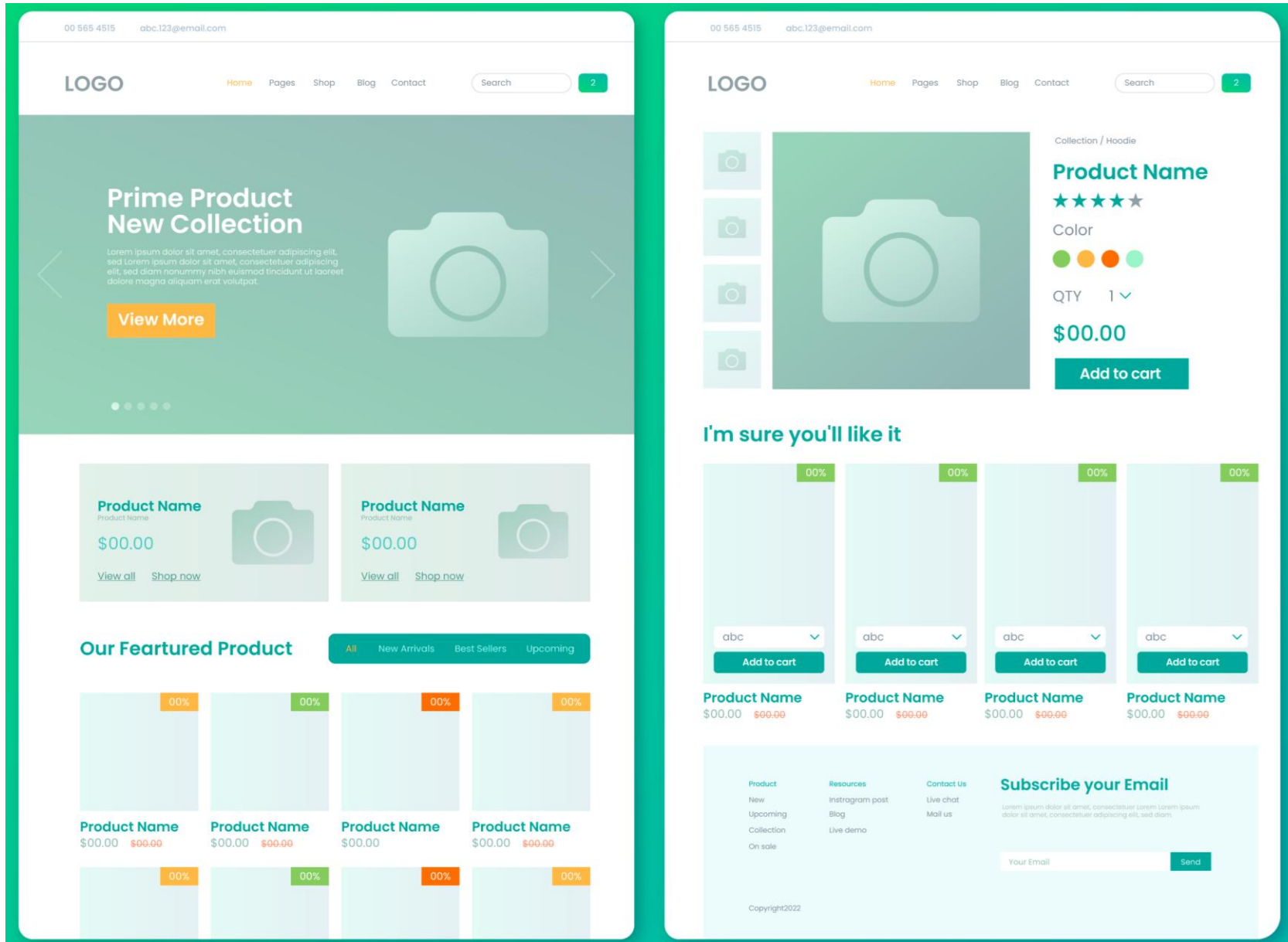
Wireframing vs. other design artifacts

Mockup:

A higher-fidelity version of a wireframe that includes more detailed visual design elements, like colors, typography, and imagery, but is still static.



Wireframing vs. other design artifacts



Prototype:

An interactive, high-fidelity model that simulates how the final product will work, allowing users to click through and interact with the design.

Activity

Create a web page layout wireframe on paper or Figma



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