

Topic Page Discovery

My topic is the 8 effective web design principles and they basically explain the different aspects to consider when designing for the web. Things like visual hierarchy or rule of thirds to give the website a visually appealing design. I plan on laying out my website with a big header on top telling you right off the bat what you're there for. Then scrolling down each page will have one of the principles as a button on the left side. This will be an icon of that principle which when rolled over will reveal the name of the principle and when clicked will open a popup on the right side. This will have all the info about that specific principle. On the mobile version, I will most likely have the button stay in the middle while the popup opens above. I gained the idea for this layout from looking at the other articles in the topic selection pdf, which talked about parallax. Which I thought could be a good way to convey the information in a non cluttered way. For the 6th principle, the information there is broken down into 6 different laws. I will have these as a list briefly explaining that law.

Reference:

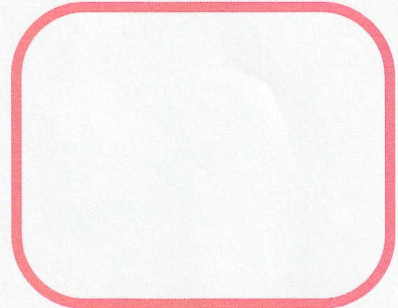
<https://conversionxl.com/blog/universal-web-design-principles/>

Website Content Plan

Business Goals

To show
8 effective
web design
Principles

Teach the
user about
them



What Visitors Want

The 8
Principles

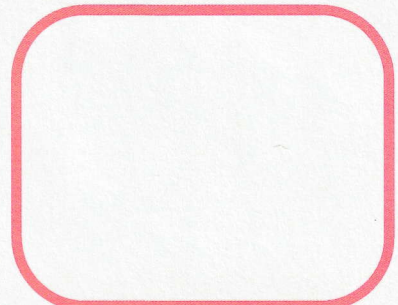
what they
are

How it
helps them

What Makes My Biz Different

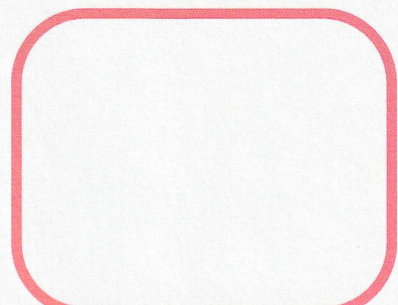
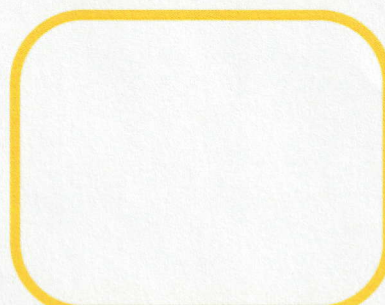
Simple

Easy to
use/understand



What Action I Want People to Take

To scroll
through and
click the
buttons



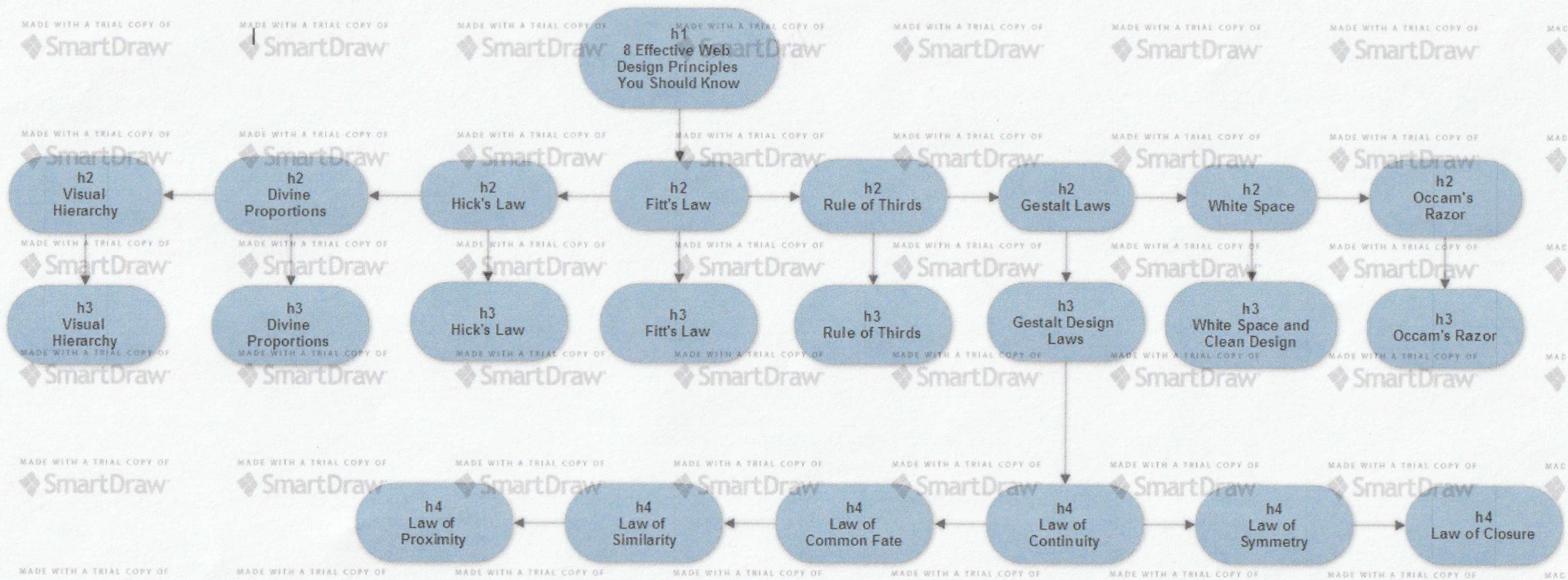
Brandon Constantine
8 Effective Web Design Principles You Should Know

Topic Page Brief

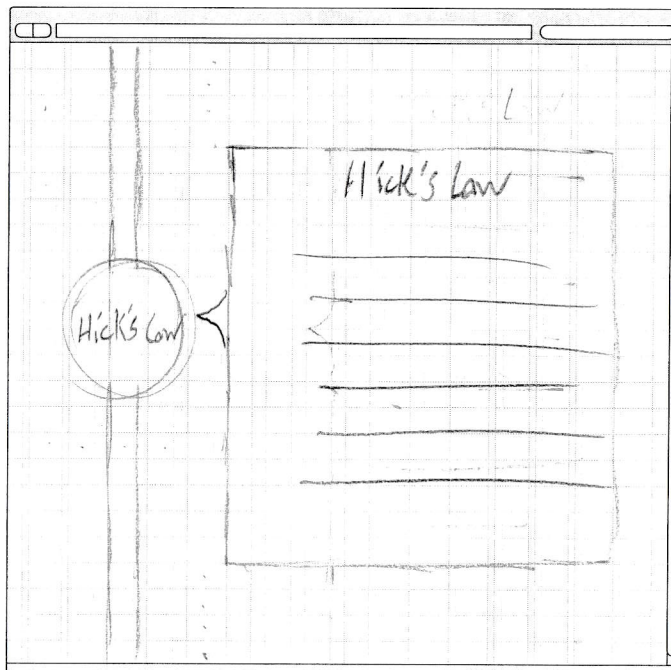
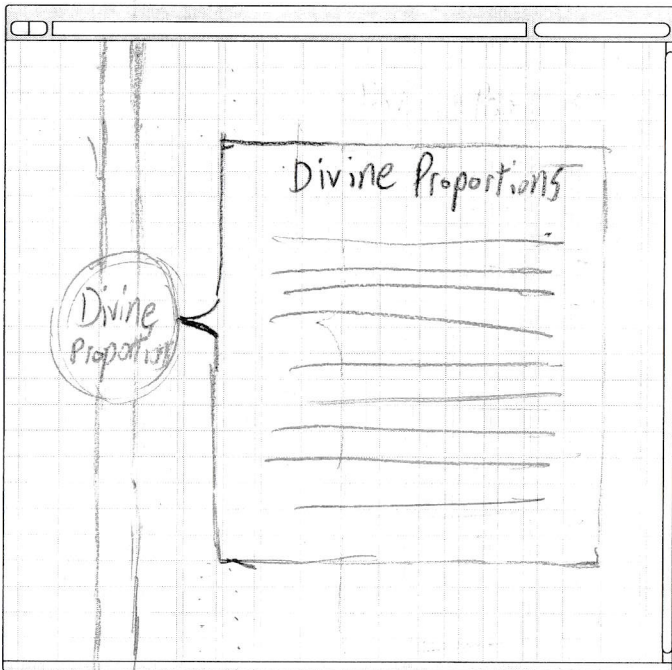
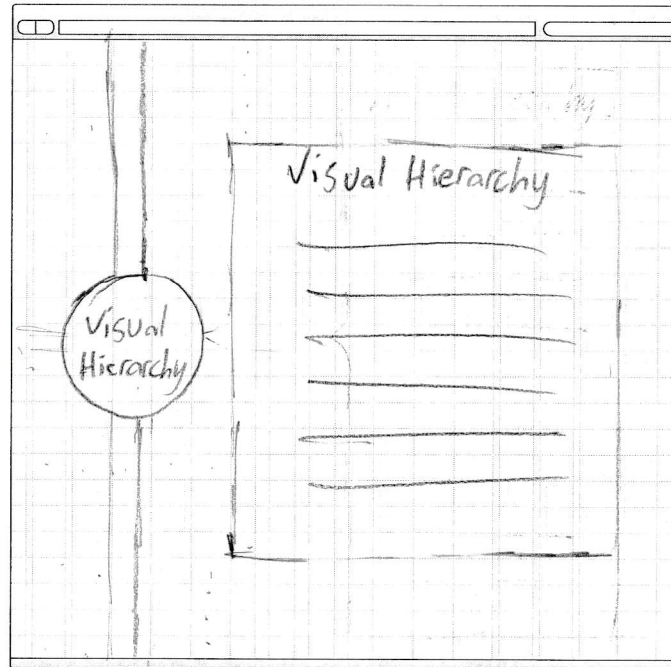
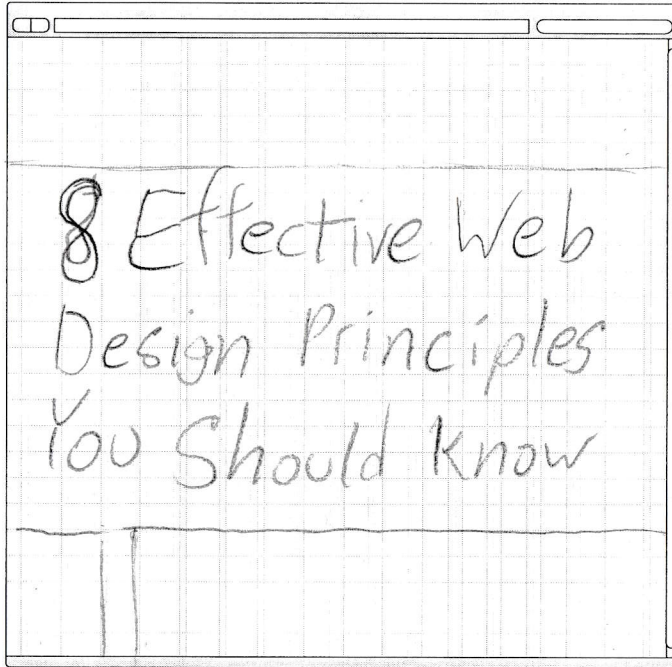
In my website for 8 effective web design principles, I will be taking the information for the article for each principle and putting it into a popup window. That then opens when you click onto the button with the h2 inside it. When you hover over the button the icon should change to the name of the principle and then when it's clicked, it will display the information and image(if any) for said principle. I made sure to make the design of it pretty simple so that the information can be easily accessed and read. Since this is supposed to be a page for learning good web design principles, it wouldn't make sense to clutter the web page with overly complex design.

Topic	8 Effective Web Design Principles You Should Know	
website goals	To showcase the 8 principles to better web design	
website message:	Learn how to design better for websites with these principles	
User goals	To easily learn 8 ideas to help them understand design more.	
Organizing Principle	Importance	
OUTLINE		
heading and content		element type
h1	8 Effective Web Design Principles You Should Know	header
h2	Visual Hierarchy	reveal button
h2	Divine Proportions	reveal button
h2	Hick's Law	reveal button
h2	Fitt's Law	reveal button
h2	Rule of Thirds	reveal button
h2	Gestalt Laws	reveal button
h2	White Space	reveal button
h2	Occam's Razor	reveal button
h3	Visual Hierarchy	Popup / <i>Tooltip</i>
h3	Divine Proportions	Popup / <i>Tooltip</i>

h3	Hick's Law	Popup <i>Tooltip</i>
h3	Fitt's Law	Popup <i>Tooltip</i>
h3	Rule of Thirds	Popup <i>Tooltip</i>
h3	Gestalt Design Laws	Popup <i>Tooltip</i>
h3	White Space and Clean Design	Popup <i>Tooltip</i>
h3	Occam;s Razor	Popup <i>Tooltip</i>

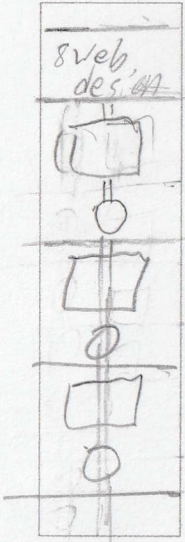


lobster
anton



16 columns

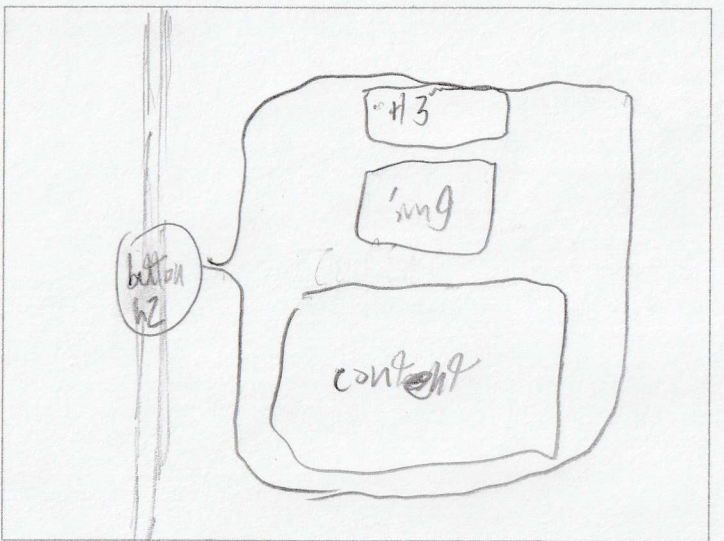
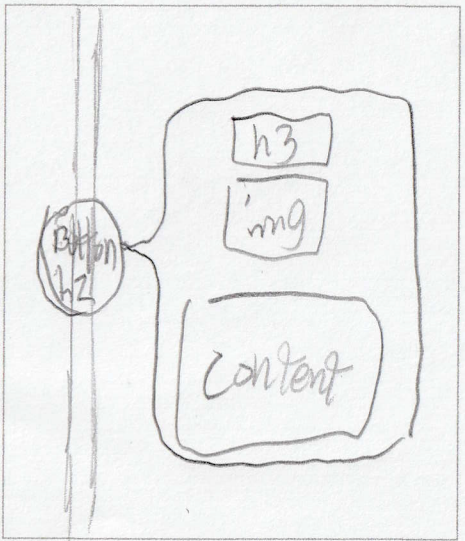
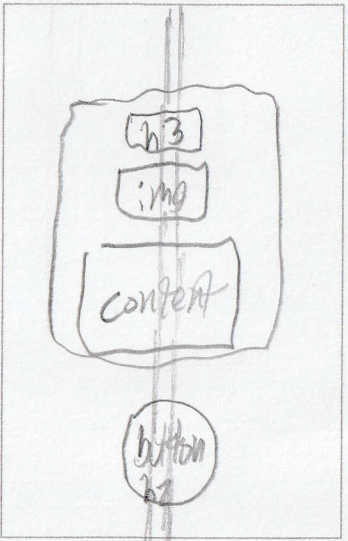
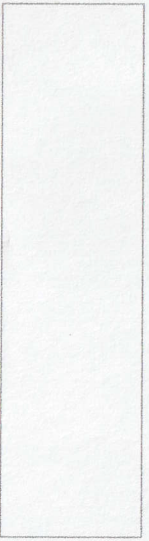
A series of horizontal lines on a grid background, intended for additional wireframe sketches or notes. The lines are evenly spaced and extend across the width of the page.



Effective web
Design Principles
You Should Know

Effective Web
Design Principles
You Should Know

Effective Web
Design Principles
You Should Know



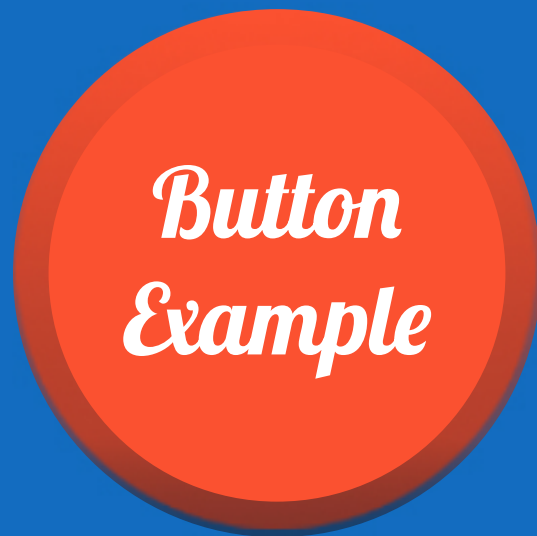
PROJECT NOTES

8 Effective Web Design Principles You Should Know

Topic Page

Style Tile
version:1

Possible Colors



This is an Example of a Header

Font: Lobster #fc5130

This is an Example of a Sub Head

Font: Anton #d7263d

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla fa

Font:Open Sans #1f0322



Adjectives

Simple

Bright

Interesting

Relaxing

EASY

Light