Social Web Design
社群網站設計
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Elegance

質感
What makes elegance?
Details
Alignment/對齊

- Rhythm
- 960 Grid System
- Another notable framework
  - Twitter Bootstrap
- Vertical rhythm, even harder!
  - Compose to a Vertical Rhythm
  - line-height (行距), margin and padding (留白), font-size 字體大小, and border (邊框)
  - Social Web Design
Spacing/留白

Why Spacing is Crucial in Web Design + 20 Examples
Gradient/漸層

- gradient web design - Google 搜尋
  - Beautiful Gradient Effects On Web design - Research: Part 2
  - 25 Great Examples of Using Gradient Effects in Web Designs
  - 55 Inspiring Examples of Gradients in Web Design*
  - 71 Gradient Resources for Web Design
  - 28 Excellent Examples of Using Gradient Effects in Web Design

- css3 gradient - Google 搜尋
  - CSS3 Gradient Buttons*
  - Quick Tip: Understanding CSS3 Gradients*
  - CSS Gradient Background Maker
  - CSS3 Gradient Generator
  - Speed Up with CSS3 Gradients
  - Ultimate CSS Gradient Generator - ColorZilla.com*

- Web Programming 2011
Shadow/陰影

- shadow web design - Google 搜尋
  - 5 Simple Tricks To Bring Light and Shadow Into Your Designs*
  - Shadow Usage in Web Design
- css3 shadow - Google 搜尋
  - Box-shadow, one of CSS3's best new features*
- AH-DB
Photo/照片

- photo web design - Google 搜尋
  - 25 of the Best Photographer Portfolio Websites
  - Excellent Examples of Using Photos in Web Design*
  - How to Find Photos for Web Pages

Social Web Design 社群網站設計
Dialog/對話盒

- 30 Awesome Ajax Lightbox and Modal Dialog Solutions
Breadcrumbs/麵包屑

- breadcrumbs web design - Google 搜尋
  - Breadcrumbs In Web Design: Examples And Best Practices
  - An Introduction to Breadcrumb Navigation
  - How to Enhance Your Website Using Breadcrumbs – Showcase*
  - Breadcrumbs design pattern*
  - Inspirational and creative Breadcrumbs for web design*
  - Breadcrumb Navigation Examined: Best Practices & Examples
Progress indicator / 進度指示

- progress indicator web design - Google 搜尋
  - Progress Trackers in Web Design: Examples and Best Practices*
  - 12 jQuery Loader, Progress Bar and Content Animations*
  - 31 FREE Progress and Loading Bars PSD Design*
  - jQuery File Upload with Upload Progress Bar

- Ajaxload - Ajax loading gif generator*

- Preloaders.net - AJAX loading animations generator*

- AH-DB

![Image of progress indicator](image-url)
Auto complete / 自動完成

- **jQuery AutoComplete**
- **20+ Ready to Use Auto Completion Scripts**

Social Web Design 社群網站設計
Responsive design / 響應式設計

- Media query / 媒體型態查詢
- responsive web design - Google 搜尋
  - Responsive Web Design: What It Is and How To Use It*
  - A List Apart: Articles: Responsive Web Design
  - Responsive Web Design: 50 Examples and Best Practices
  - 50 fantastic tools for responsive web design
  - Responsive web design
  - 60 Examples of Responsive Website Design

- The Wall is Redesigned*
Summary

- Alignment/對齊
- Spacing/留白
- Gradient/漸層
- Shadow/陰影
- Photo/照片

- Dialog/對話盒
- Breadcrumbs/麵包屑
- Progress indicator / 進度指示
- Auto complete / 自動完成
- Responsive design / 響應式設計

- … far to complete

- Even sometime the details are not very elegant themselves, the fact that you provide them makes users feel good
What is the other category I said before?
Luxury

- Not relevant to your major function
  總之就是加些不重要的東西啦
- About us / 關於我們
- 404 page / 錯誤頁面
- Content footer
  – footer showcase - Google 搜尋
  – AH-DB
- Video
  – AH-DB
About us / 關於我們

- about us page showcase - Google 搜尋
  - Best Practices For Effective Design Of "About me"-Pages*
  - The Essence Of About Us Page With 12 Captivating Showcases
  - Showcase of Inspiring "About Me" Pages*
  - A Showcase of Creative About Us Pages*
  - 25 Truly Inspiring About Me Page Designs
404 page / 錯誤頁面

- about us page showcase - Google 搜尋
  - Wanted: Your 404 Error Pages
  - 404 Error Pages: Reloaded
  - 404 Error Pages, One More Time
  - Beautiful and Useful 404 Error Pages for Inspiration
How do you think about the video of AH-DB?
Comments I have received

- **With engineering background**
  - Logo 竟然會動
  - 竟然還有字幕
  - 哇，你一定花了很多力氣
  - 英文聽起來好專業

- **With engineering background**
  - 這字體可以再調一下
  - 看不懂
  - 聽說你們動畫都是用 PowerPoint 畫的，是真的嗎？
  - 英文聽起來好專業

- **Again, luxury (sub-titles, the aside, …) brings elegance**
Style vs. quality

There are many ways to improve the quality of your web site. But, it’s your responsibility to decide the style. Sometimes, “low quality” is also a kind of style.
Design pattern is not for web only

- Some handset devices (smart phones) can share similar design patterns with web sites
- Tablets are more like web sites, where the most difference is the touch screen
  - compatible screen resolutions, no hover event
  - actually touch screens could be a necessary facility for desktops in the near future
  - consider to depend on as less keyboard as possible
- Desktops, sure! Why not to learn from the most senior platform?
  - many web applications were inspired by Apple products
<table>
<thead>
<tr>
<th>Become a Hipster</th>
<th>Invent C and UNIX</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sell Stolen Ideas</td>
<td></td>
</tr>
</tbody>
</table>

Praised by Media as Jesus of Computing

Without Steve Jobs (February 24, 1955 – October 5, 2011) we would have:
- No iProducts
- No over expensive laptops

Without Dennis Ritchie (September 9, 1941 – October 12, 2011) we would have:
- No Windows
- No Unix
- No C
- No Programs
  - A large setback in computing
  - No Generic-text Languages
  - We would all read in Binary..

They died in the same year and the same month but it seems only few notice the death of Dennis Ritchie compared to Steve Jobs.
Feedback tools

- **Concept Feedback**
  - post your designs and concepts and get free feedback from the design community

- **Landing Page Optimization**
  - get feedback from real people on your landing page’s 5-second impression

- **Questionnaire systems such as Google Docs and Wufoo**
Manual/手冊

手冊檔案的部份應該主要是字體的大小要限制。中文字體最小至少要 8pt (約3mm)的大小，不然不易閱讀。其他部份就隨同學編排。

一定要附上可編輯的檔案，我們才好調整！

http://zoro.ee.ncku.edu.tw/swd2012/final/
Today’s assignment
今天的任務
Make your site more elegant

- Adopt any way mentioned in today’s class to improve your site. Ways that require both engineering and design efforts are preferred.

- Reference
  - User Interface Design Patterns
  - Pattern Tap
  - Patternry
  - Mephobox

- Your web site (http://merry.ee.ncku.edu.tw/~xxx/ex11/ and http://merry.ee.ncku.edu.tw/~xxx/cur/) will be checked not before 23:59 6/11 (Mon). You may send a report (such as some important modifications) to me in case I did not notice your features.