

MA Web Design & Content Planning

Webpage Design

Week 4: Graphical Elements and Colour

Raster images

File formats

JPEG

GIF

PNG-8 & PNG-24

Animated GIFs

Image positioning (CSS)

Background images (CSS)

Contrast and colour combination problems

Colour theory

Colour Schemes

Designing with Photoshop

Online tools

Source books

References

CSS and HTML Web Design by Craig Grannell

Visual Design for the Modern Web

Design Elements: A Graphic Style Manual by Timothy Samara

http://www.stuffandnonsense.co.uk/archives/creating_colour_palettes.html

http://www.mezzoblue.com/archives/2004/05/14/colour_schem

<http://www.color-wheel-pro.com/color-theory-basics.html>

<http://www.color-wheel-pro.com/color-meaning.html>

http://slayeroffice.com/tools/color_palette

<http://wellstyled.com/tools/colorscheme2/index-en.html>

<http://www.easyrgb.com>

<http://www.tizag.com/cssT/background.php>

<http://css.maxdesign.com.au/floatutorial/tutorial0101.htm>

Week 4 Homework

Read: Chapter 4 of CSS and HTML Web Design

Chapters 5 and 6 of Visual Design for the Modern Web

Chapter 2 of Design Elements: A Graphic Style Manual

Continue the development of your design favourites website, using your new knowledge of colour theory and colour schemes. Think about the size of the images you are using, the composition of the images and image positioning.

Find 3 examples of sites with good colour schemes and 3 examples of sites with poor colour schemes – explain why.