



Graphic Design
for the
WEB

Chris Jennings 2004

Design is:

- **utilitarian**
- **informational**
- **visual**
- **style**

Screen size

- **proportion**
- **fluidity**

Dynamic or fixed

- **fixing the viewport**
- **scrolling control**
- **above the fold**

Layout

- **reading order**
- **alignment**
- **grids**
- **repeated elements**

Typography

- **system fonts**
- **styles**
- **spacing**
- **encoding**

Colour

- **combinations**
- **consistency**
- **contrast**

Dependencies

- **client brief**
- **corporate ID**
- **platform**

Methods

- **sketching**
- **wireframe**
- **templates**
- **prototypes**
- **testing**