

Design Principles

Balance, Unity, Emphasis

R. Scott Granneman

Jans Carton

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Notes & URLs for this presentation can be found...

- » underneath the link to this slide on granneman.com
- » at files.granneman.com/presentations/webdev/Design-Principles.txt

Principles of Design

Guidelines designers use to organize the elements of art in a website to create a design that is aesthetically pleasing or interesting

Movement

Rhythm

Unity

Emphasis

Harmony

Contrast

Variety

Proportion

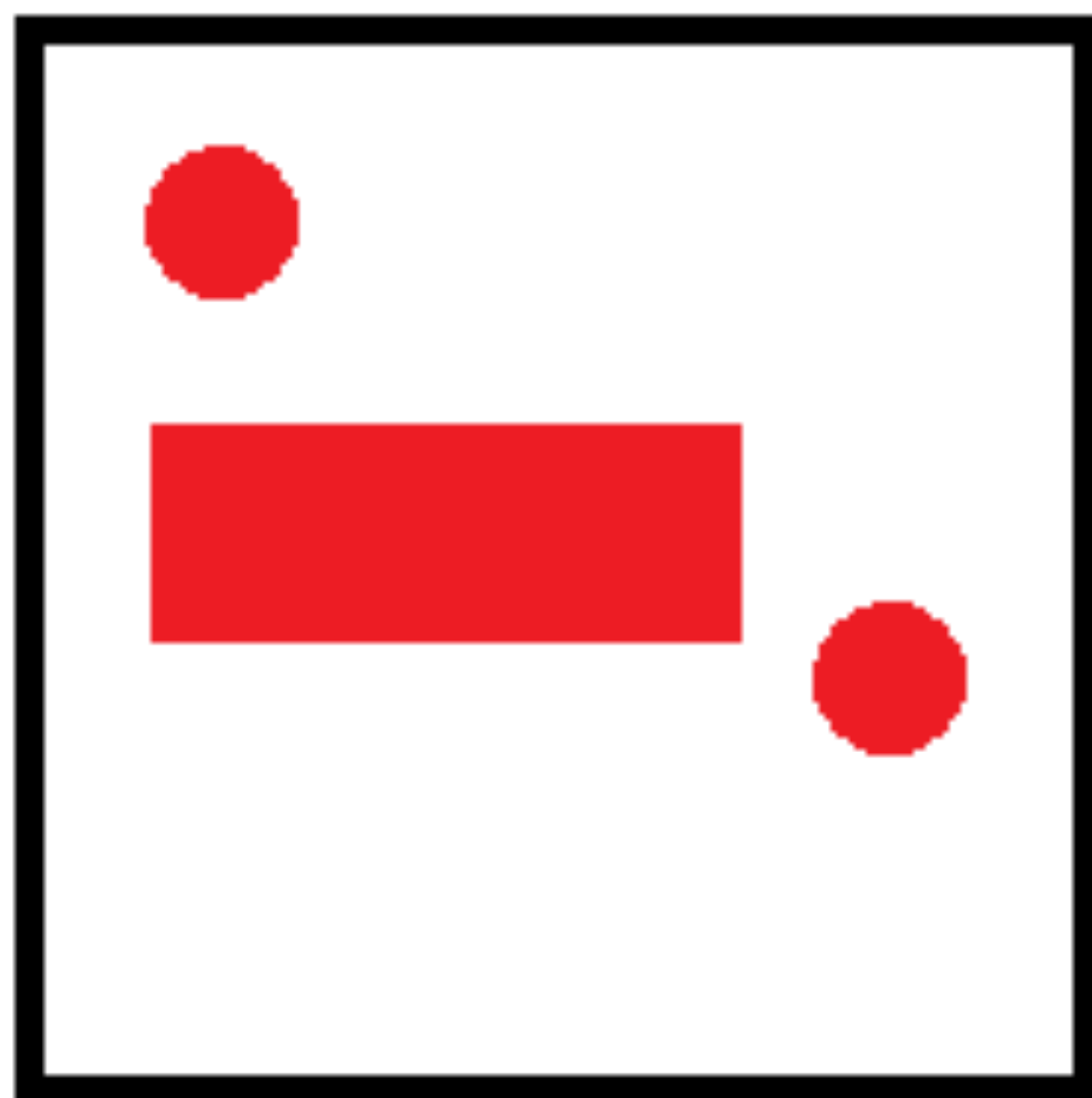
Balance

Pattern

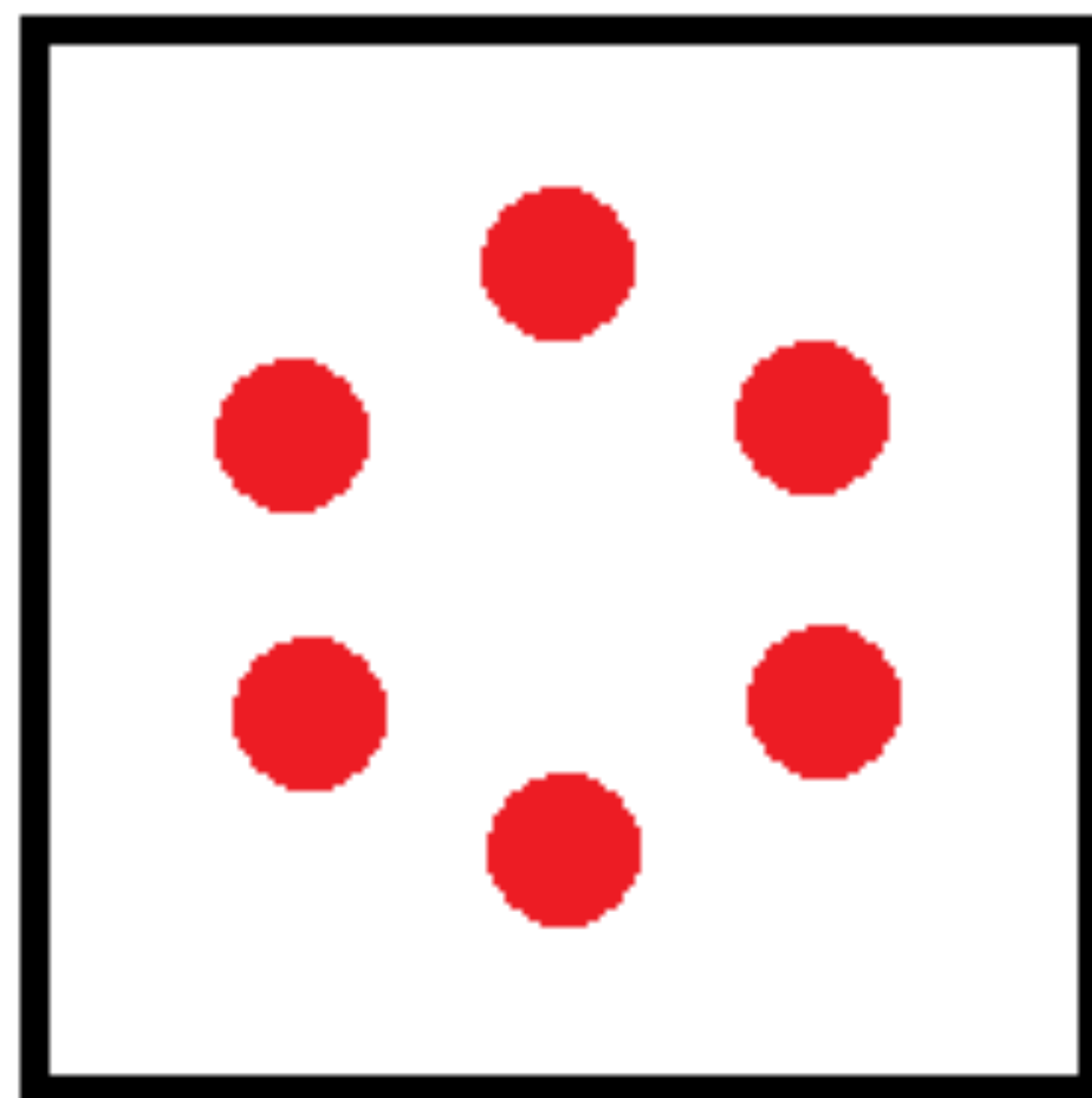
Balance



Symmetric



Asymmetric



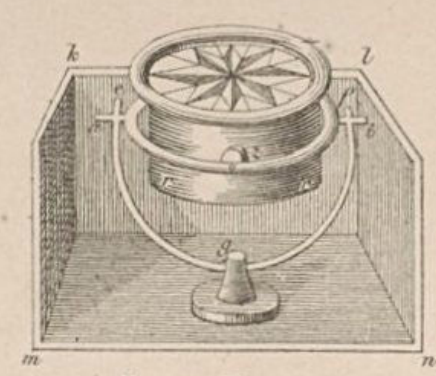
Radial

Symmetrical

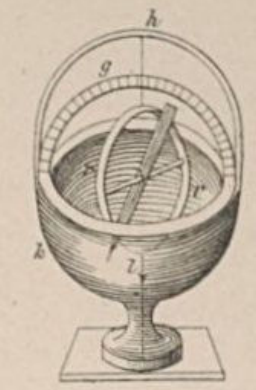
Most stable

Not as common on websites, but you do see it, most often on home pages

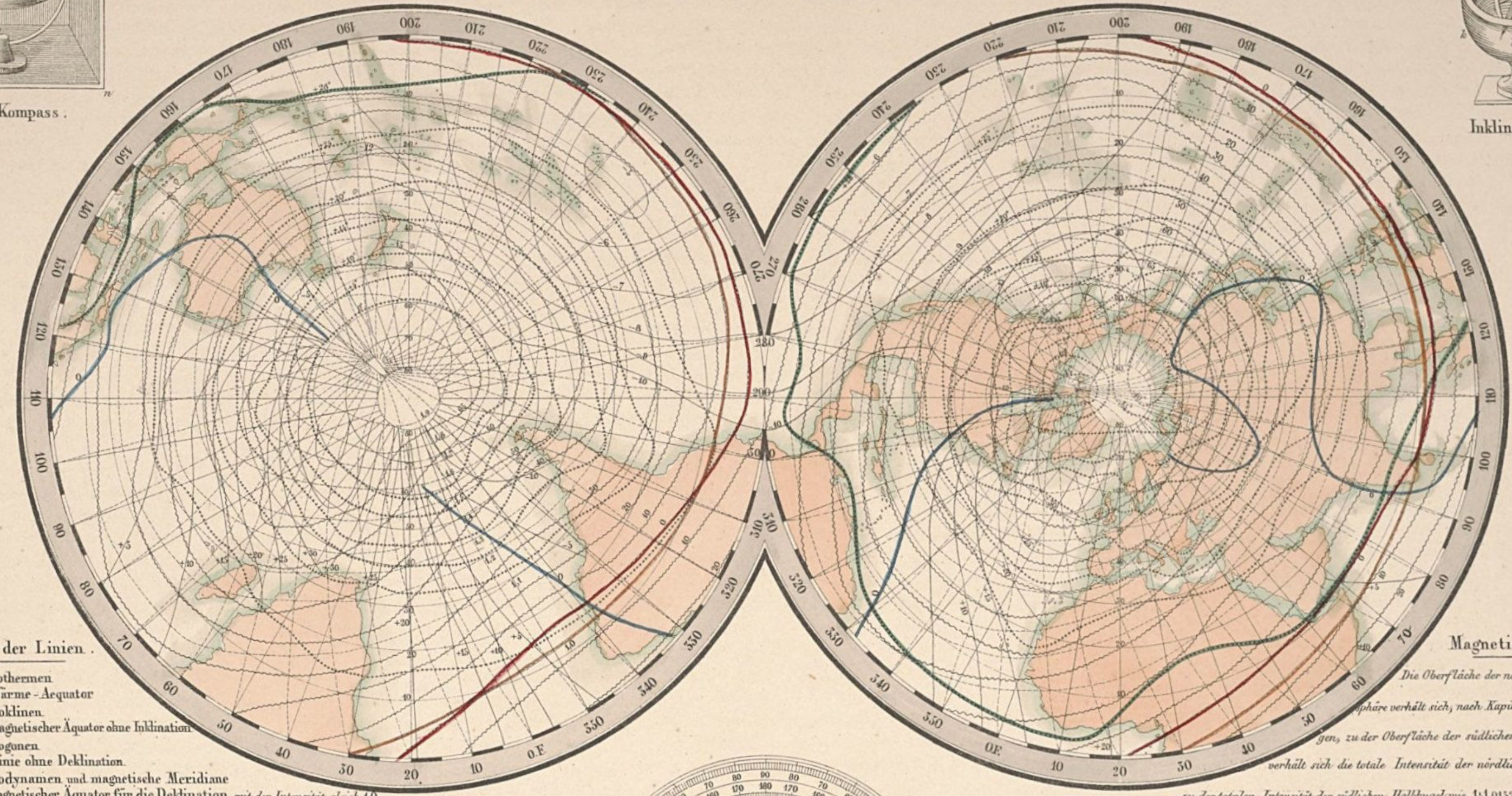
KARTE DER ISOTHERMEN, ISOKLINEN, ISOCONEN UND ISODYNAMEN, MIT DEN MAGNETISCHEN MERIDIANEN, in stereographischer Polarprojektion, zur Versinnlichung des Zusammenhangs zwischen den Isoklinen und Isothermen.



Steuer-Kompass.



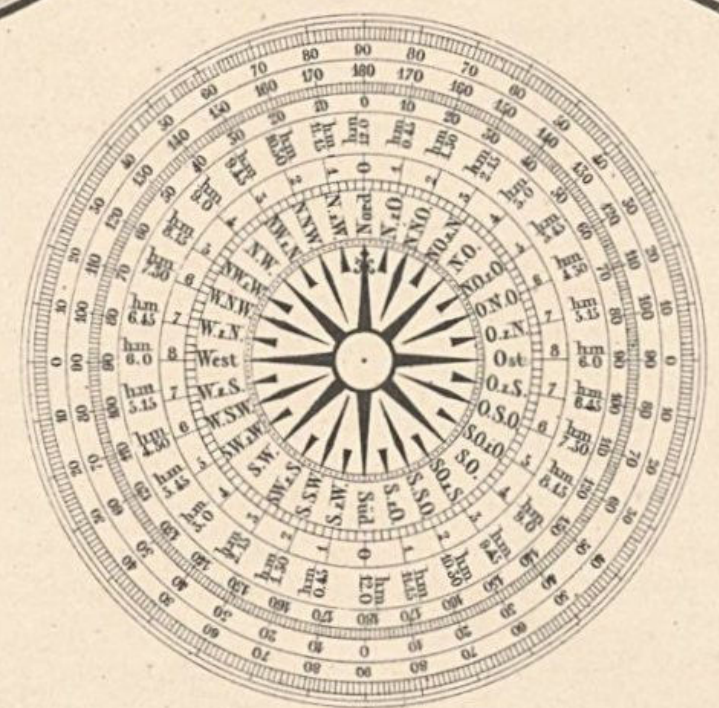
Inklinatorium.



Bezeichnung der Linien.
----- Isothermen
----- Wärme-Aequator
----- Isoklinen
----- Magnetischer Äquator ohne Inklination
----- Isogonen
----- Linie ohne Deklination
----- Isodynams und magnetische Meridiane
----- Magnetischer Äquator für die Deklination, mit der Intensität gleich 1,0.
*Die Thermometergrade sind sämtlich nach der 100theiligen Scale; die magnetischen Beobachtungen nach:
A.v.Humboldt, Sabine, Hansteen, Duperrey, Litke, Erman, Kupffer, King, Keilhan.*

Magnetische Verhältnisse.
Die Oberfläche der nördlichen magnetischen Hemisphäre verhält sich, nach Kapitan Duperrey's Beobachtung, zu der Oberfläche der südlichen, wie 1:1,0154; und ebenso verhält sich die totale Intensität der nördlichen Halbkugel der Erde zu der totalen Intensität der südlichen Halbkugel wie 1:1,0152. Nach Moser ist die magnetische Vertheilung der südlichen Hemisphäre 1,072 mehr die der nördlichen Halbkugel gleich 1,0 ist.

Winkel der Striche und Viertelstriche des Kompasses mit dem Meridian.									
Norden		Striche		Süden					
N.z.O.	N.z.W.	0 1/4	2	48	45	0 1/4	S.z.O.	S.z.W.	
		0 1/2	5	37	50	0 1/2			
		0 3/4	8	26	15	0 3/4			
		1	11	15	0	1			
		1 1/4	14	5	45	1 1/4			
N.NO.	N.NW.	1 1/2	16	32	50	1 1/2	S.S.O.	S.SW.	
		1 3/4	19	41	15	1 3/4			
		2	22	50	0	2			
		2 1/4	25	18	45	2 1/4			
		2 1/2	28	7	50	2 1/2			
NO.z.N.	NW.z.N.	2 3/4	50	56	15	2 3/4	SO.z.S.	SW.z.S.	
		5	53	45	0	5			
		5 1/4	56	33	45	5 1/4			
		5 1/2	59	22	50	5 1/2			
		5 3/4	42	11	15	5 3/4			
NO.	NW.	4	45	0	0	4	SO.	SW.	



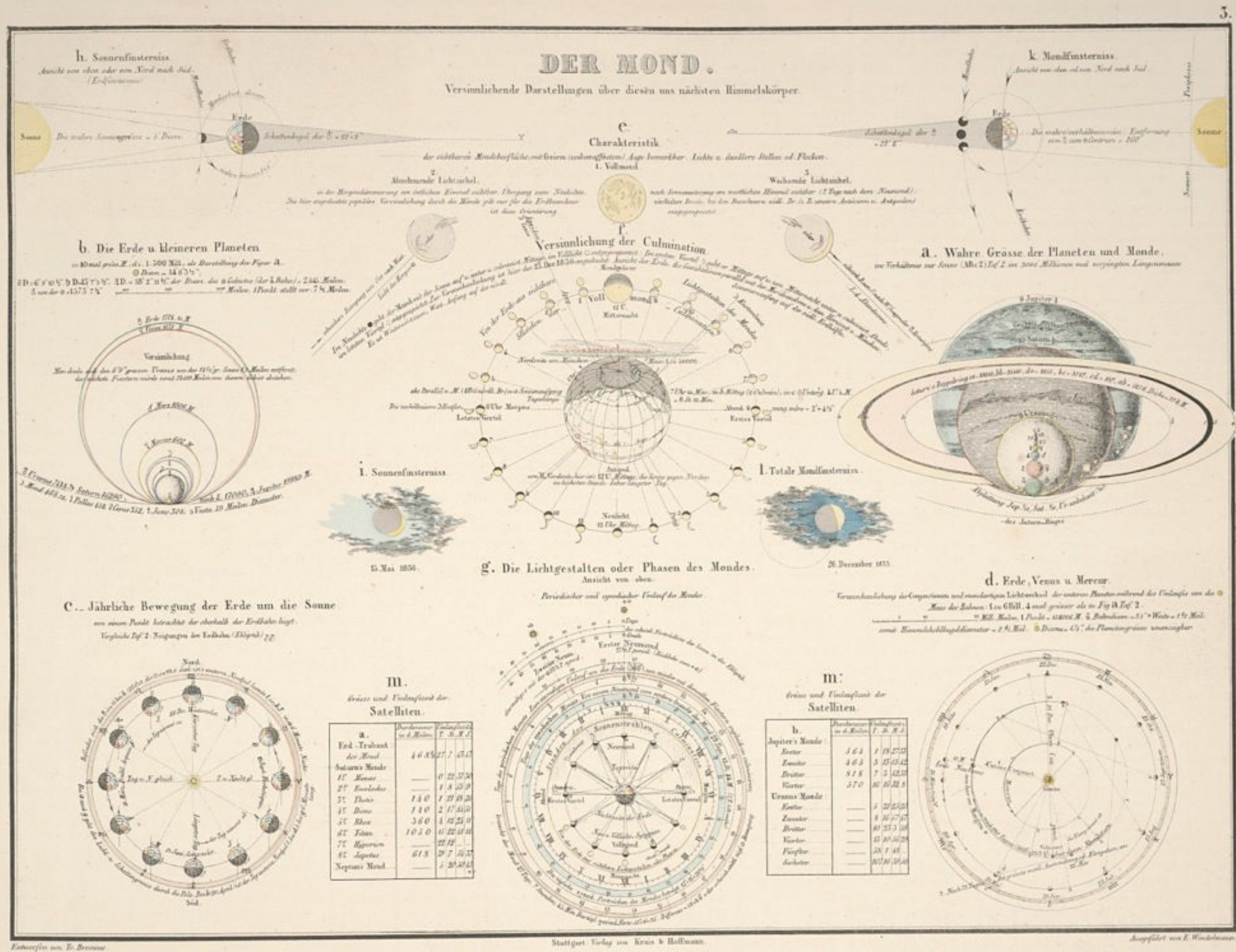
DIE WINDROSE
mit ihren Gradeintheilungen und Strichen.

Winkel der Striche und Viertelstriche des Kompasses mit dem Meridian.									
Norden		Striche		Süden					
NO. 1/4	NW. 1/4	4 1/4	47	48	45	4 1/4	SO. 1/4	SW. 1/4	
		4 1/2	50	37	30	4 1/2			
		4 3/4	53	26	15	4 3/4			
NO.z.O.	NW.z.W.	5	56	15	0	5	SO.z.O.	SW.z.W.	
		5 1/4	59	5	45	5 1/4			
		5 1/2	61	52	30	5 1/2			
O.NO.	W.NW.	5 3/4	64	41	15	5 3/4	O.SO.	W.SW.	
		6	67	30	0	6			
		6 1/4	70	18	45	6 1/4			
O.z.N.	W.z.N.	6 1/2	75	7	50	6 1/2	O.z.S.	W.z.S.	
		6 3/4	75	56	15	6 3/4			
		7	78	45	0	7			
Osten	Westen	7 1/4	81	33	45	7 1/4	Osten	Westen	
		7 1/2	84	22	30	7 1/2			
		7 3/4	87	11	15	7 3/4			
		8	90	0	0	8			

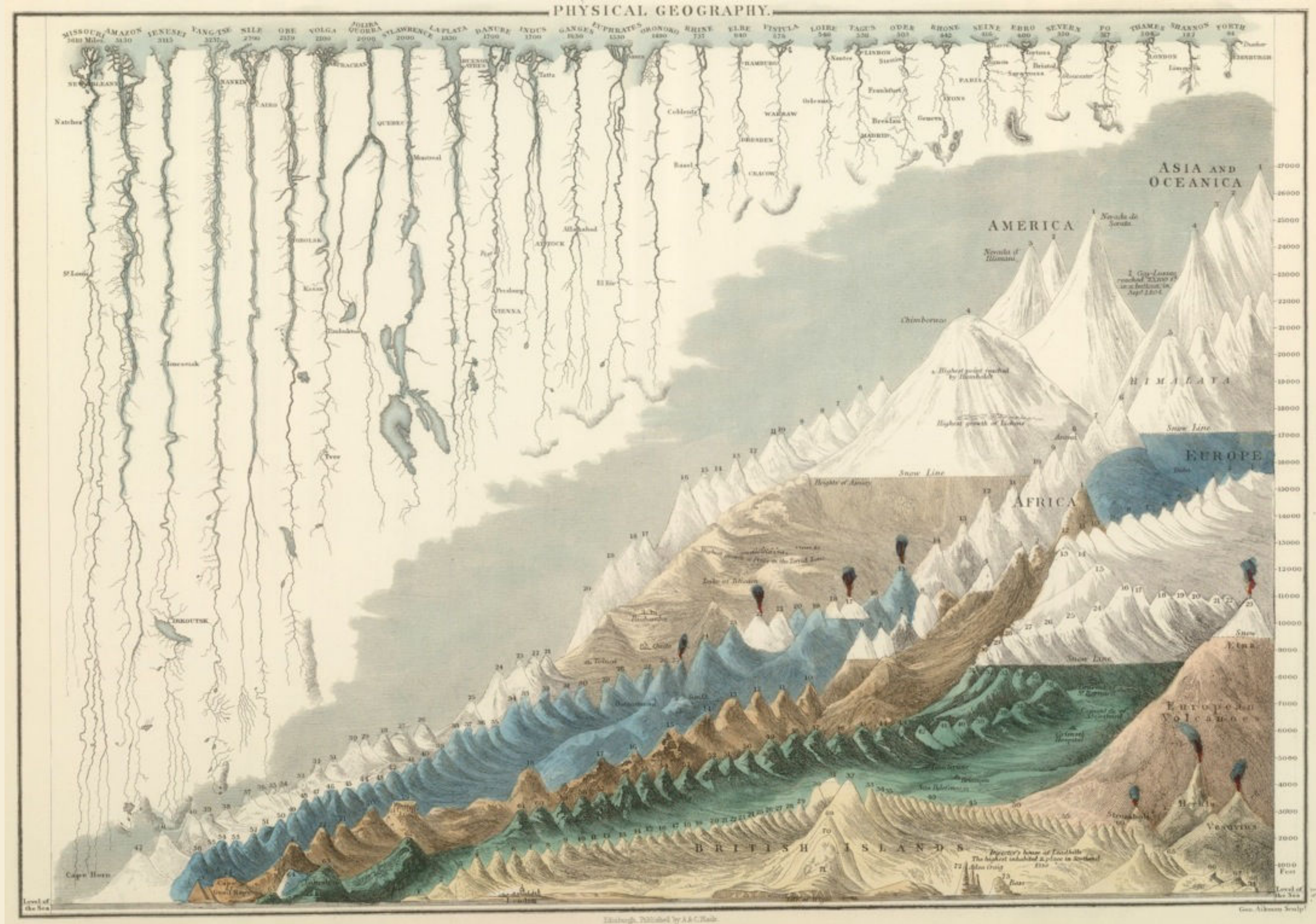
Entworfen von Tr. Brömmel.

Stuttgart: Verlag von Kraus & Hoffmann.

Ausgeführt von E. Winkelmann.



Humboldt's Kosmos 1845-62



Comparative Geography 1854



The two player design shoot out

DUEL

We're on [Twitter](#) for updates



**GUNSLINGERS
★ WANTED ★**

**DESIGNERS
★ WANTED ★**

Want to become a
Gunslinger?

First name

Last name

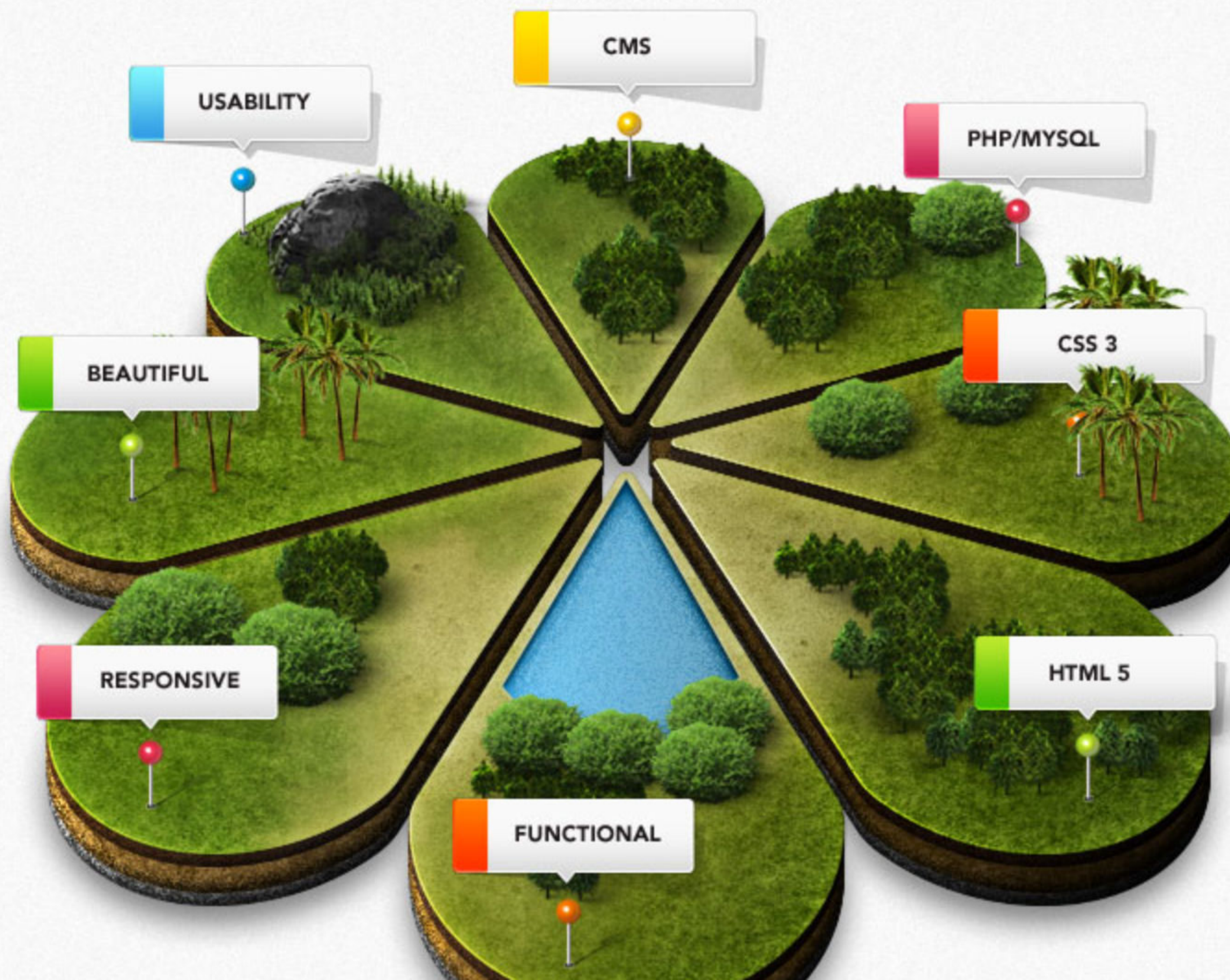
Email *



WE DESIGN

Starting with blank canvas, fresh idea and imagination.

We immediately work on a project basically from scratch, working closely with our clients to come up with great idea for their web layout, identity and brand.



WE DEVELOP

We handwrite all of our codes for clean and compliant code.

After we've come up with beautiful design, our team of programmers will handwrite all the codes and frameworks. and followed all the standard so it's W3C compliant and ended up with clean and efficient code.

[HOME](#)[STUDIO](#)[PORTFOLIO](#)



[PROFILES](#)[BLOG](#)[CONTACT](#)

WE ONLY DO

DESIGN FOR THE WEB

We Design. We Develop. We help you Grow.

From designing with blank canvas, Hand coding and slicing the design into working site, we are a committed bunch helping our clients friends grow their business in online existence.

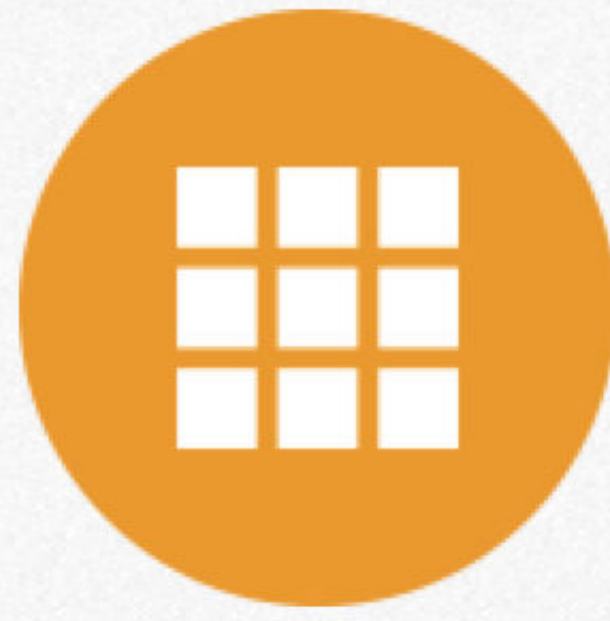




Custom Web Design

We always start from blank canvas to design each of our projects. We love new ideas that we can incorporate in designing websites.

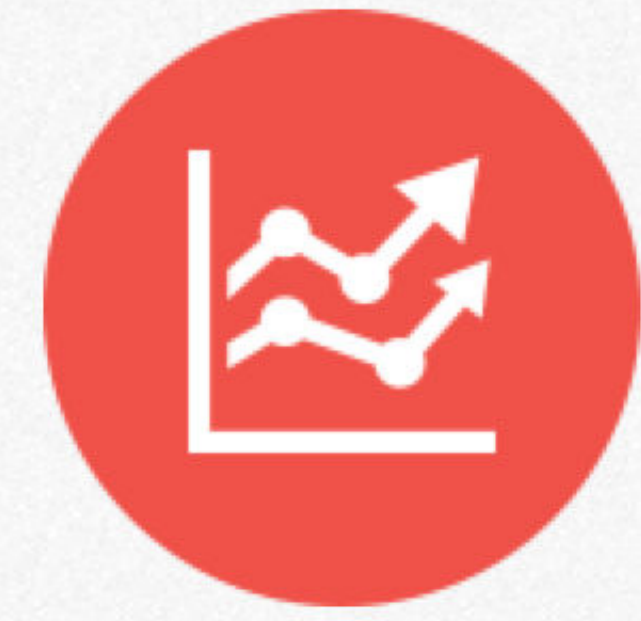
► [Learn More](#)



Custom Web Development

We don't just take an idea and develop it, we push each idea further to collaborate and work closely with our clients to build the best piece possible.

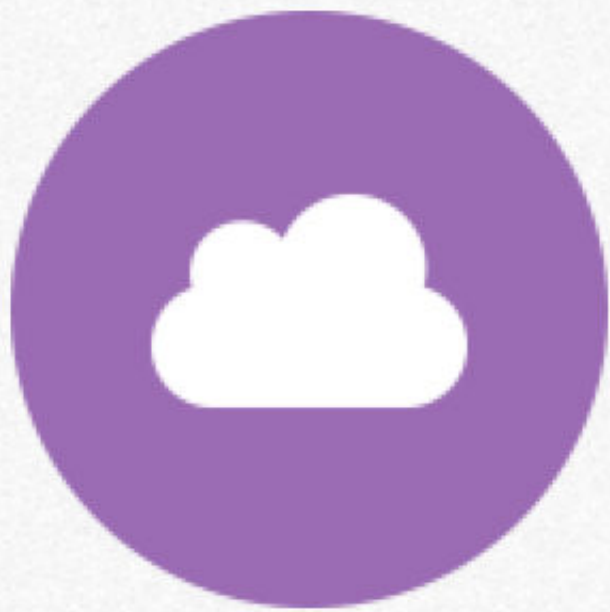
► [Learn More](#)



Electronic Commerce

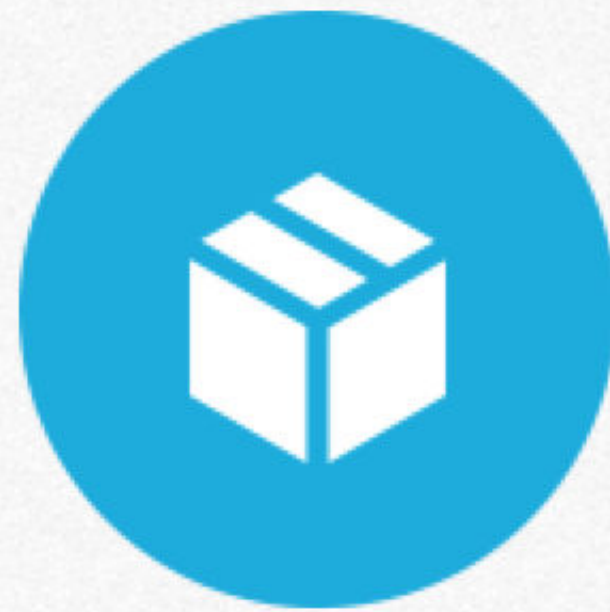
Even though we are specialize in custom design, we can't help but notice that there is a huge demand in online shopping. We have the perfect CMS.

► [Learn More](#)



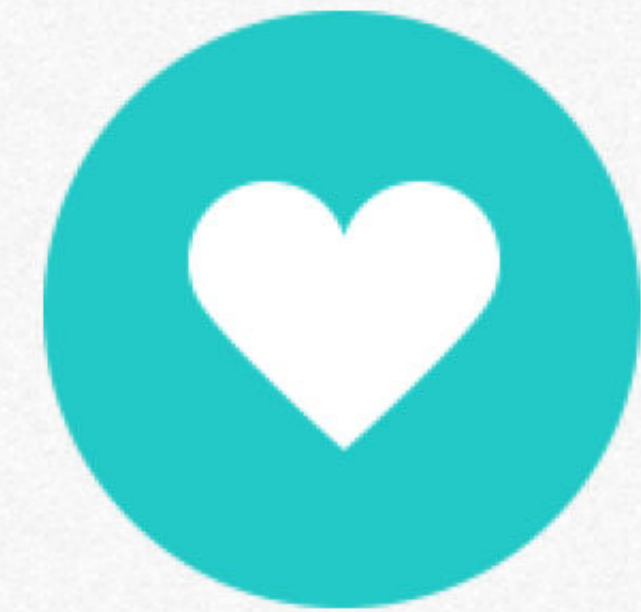
Search Engine Optimization

There are a lot of ways to get indexed and high ranking on search results, we have the ultimate solution for your online marketing.



Our Web Package

We are not only develop dynamic sites using CMS, but we do provide static sites design which the cost is based on how many pages needed.



Our Own CMS

Our own Content Management System, which we perfected with every single project completed. Thanks to our client feedback.

Asymmetrical

Objects are arranged to equalize the weight of the page despite their differences

Very common on websites

[ABOUT](#)[VISIT](#)[ANIMALS](#)[CONSERVATION](#)[EDUCATION](#)[EVENTS](#)[MEMBERSHIP](#)[GIVE](#)

FEATURES

- Summer Zoo Weekends & Jungle Boogie
- Stingrays at Caribbean Cove
- Jammin' at the Zoo presented by Macy's - August 27
- Grevy's zebra foal and other summer babies

Help make us
the best zoo in the
whole wild world.

Click here to learn more and donate
to *The Living Promise Campaign*.



FEATURES

- See KTVI's story on animals in winter
- Watch videos of [tree kangaroo](#), [meerkats](#) and a [sea lion](#) enjoying snow
- [Valentine Adoption](#) Cuddle with a colobus monkey!
- Delta Dental [Winter Zoo](#) and [Mardi Gras](#)
- Untamed Hearts: [Valentine's Day Dinner](#)

FEATURES

Penguin & Puffin Coast is closed
for construction of Polar Bear Point

VISIT

Hours, Prices, Directions
Save with Safari Passes
Zoo Attractions
Plan Your Visit

CONTACT

Zoo Address & Phone
Employment
Contact Us
Press Room

SOCIALIZE

E-Newsletter

Twitter
Facebook
YouTube
Pinterest

[ABOUT](#)[VISIT](#)[ANIMALS](#)[CONSERVATION](#)[EDUCATION](#)[EVENTS](#)[MEMBERSHIP](#)[GIVE](#)

Home > Animals > About the Animals

[Invertebrates](#)[Reptiles](#)[Amphibians](#)[Fish](#)[Birds](#)[Mammals](#)[List All Animals](#)

About the Animals

ANIMALS



What Makes an Animal an Animal?

Five groups of life forms live on our planet, divided into what scientists call "kingdoms." They are: protists, bacteria, fungi, plants, and animals.

Animals share several important traits:

1. they eat other living things
2. they can usually move from place to place
3. they react quickly to their environment
4. their bodies have multiple cells
5. they usually reproduce sexually.

That All-Important Backbone!

Animal Video

Watch videos of the animals on the Zoo's [YouTube™](#) channel.



Weekly Announcements

- Labor in the Pulpits - August 30
- International Institute's Festival of Nations August 23 & 24
- Save the Date! Homecoming 2014 on September 7
- Godly Play Training, August 30 thru Sept 1
- Hope for the Animals Day, August 17, 9:00 to 11:00 am
- Next St. John's Christian Parenting Group - Wednesday, August 13
- Blessing of the Backpacks, August 10 at 10:30 am Service
- Community Open House for Mann School TBD
- Various Building Projects Underway
- Ministers at the Services on August 9 & August 10
- Next Religious Movie Night Friday, September 19

New to St. John's

Directions

3664 Arsenal Street, a half block west of S. Grand across from Tower Grove Park.

Believe Out Loud

We seek and pray for the inclusion of all the baptized in all the sacraments.

Childcare

Professionally staffed child care is available from 9:00 am - 12 noon (September - May) and from 10:15 am - 12 noon in the summer (June, July & August).

Sunday Service Times

10:30 am Modern

A come-as-you-are morning service in modern English in the Main Church (in the Parish Hall in July & August)

5:00 pm Expansive

A shorter evening service in the Chapel using experimental prayers from the Episcopal Church, as well as other traditions (enter the Chapel through the playground)

Believe 
OUTLOUD™
Episcopal Congregation

Contact Us

314-772-3970
Mailing Address
3672-B Arsenal Street
St. Louis, MO 63116

About Us

Vestry & Delegates
Pastor Teresa
History

Support Us

Donate
Volunteer

Connect With Us

Facebook
Podbean
Twitter
YouTube

Location

St. John's Church
3664 Arsenal
St. Louis, MO 63116



COMMUNITY OF HOPE
2 informational meetings this summer before next Community of Hope class begins in September.

Episcopal Church Women, which way forward?

Refugees and immigrants: a Missouri interfaith response

Recent Making Disciples articles

Living the Liturgical year: Sept. 20 workshop with Suzanne Guthrie

July 31, 2014, 2:08 pm

Keep up with the Missouri youth delegates at #EYE14

July 10, 2014, 10:49 am

Boundaries, sabbath, and social media

July 3, 2014, 4:00 pm

[More in this category](#) / [All articles](#)

Recent Building Congregations articles

Vital Congregations: ESM program begins 9/26

July 31, 2014, 6:36 pm

Seek redesign--Hit or Miss?

June 11, 2014, 4:13 pm

Communications meetup to prepare for Social Media Sunday

May 8, 2014, 5:00 pm

[More in this category](#) / [All articles](#)

Recent For the Life of the World articles

Presiding Bishop urges humanitarian response to crisis of children at the border

July 10, 2014, 10:46 am

What do you get when the Episcopal Church takes to Twitter? (Not a lightbulb joke)

July 3, 2014, 9:00 am

Chain reaction: Episcopalians coordinate to address humanitarian crisis in US-Mexico border towns

July 2, 2014, 8:02 pm

[More in this category](#) / [All articles](#)

- All news, search
- This week's news
- Contribute an article
- Calendar-detailed view
- Submit event to calendar

- Find a Congregation
- Site map (all pages directory)
- About this site
- Privacy policy

- Lay leadership users
- Clergy users
- Staff users



Jobs

[ReStore Associate](#)

- [Waffles for HFHSL!](#)

[SEE ALL](#) ➤

CONNECT



- Sign up for e-newsletters
- Habitat Calendar
- Group Volunteer Opportunities
- Individual Volunteer Opportunities

LEARN

- What We Do
- Building Green
- Myths and Facts
- Homebuyers Requirements
- Economic Impact

SUPPORT

- Donate
- ReStore
- In-kind
- House Sponsorships
- Special Events

AWARDS AND ACCOLADES

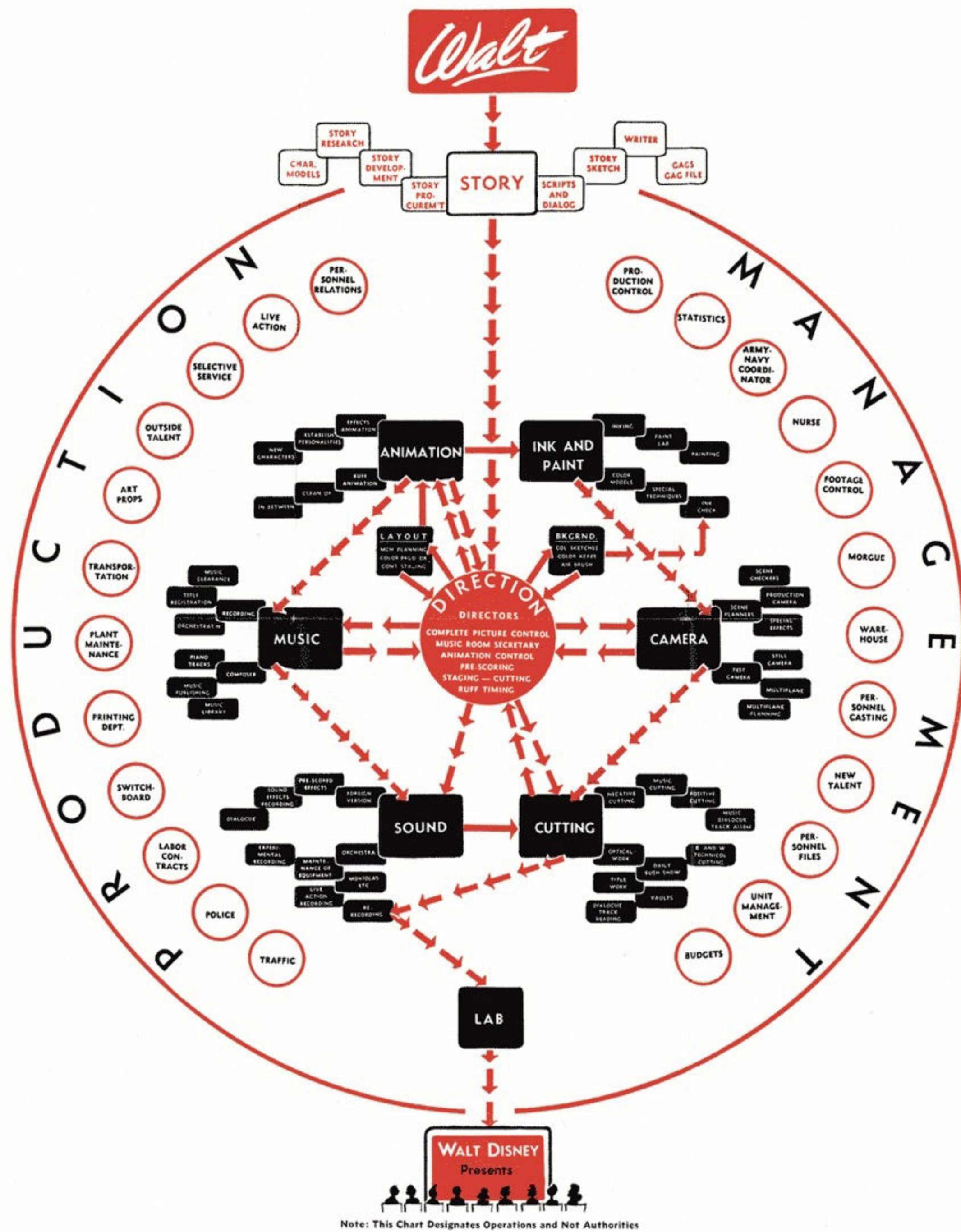


COMMUNITY LEVEL SPONSORS



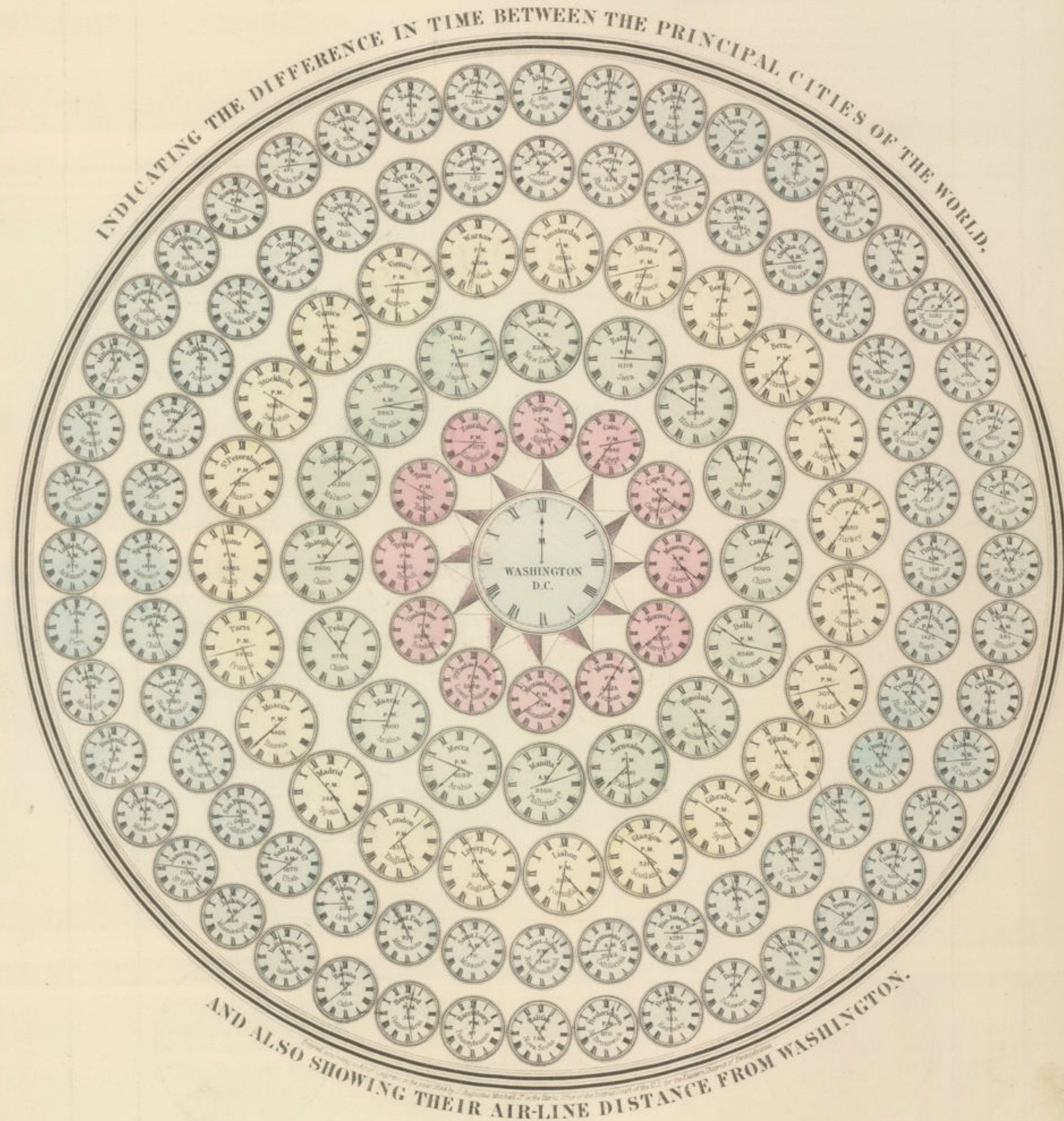
Radial

Not really used in Web design



Disney org chart, 1943

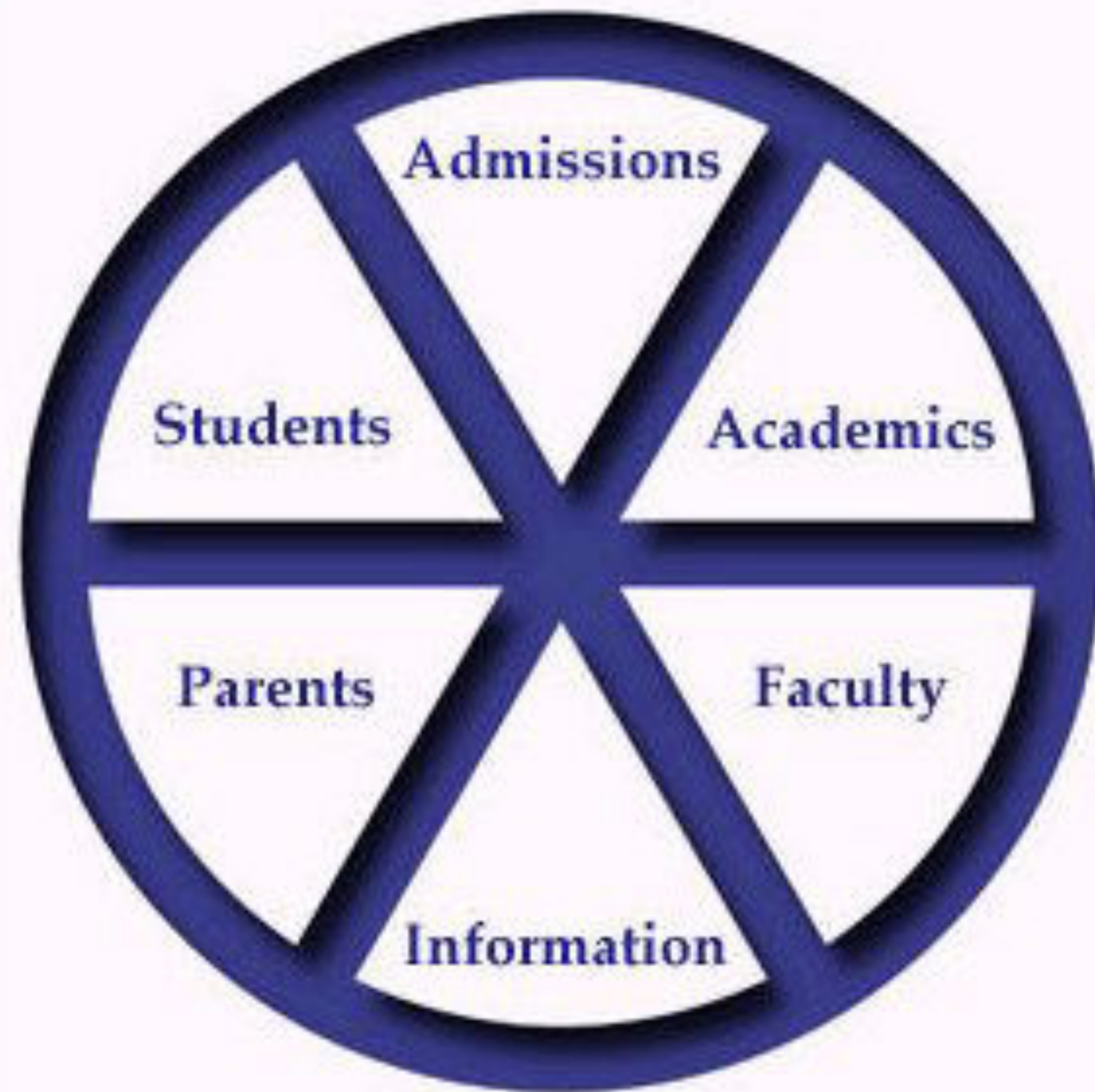
A TIME TABLE



A Time Table
Mitchell's New General Atlas
 1864

Crossroads School

St. Louis, Missouri



Crossroads is a small independent Central West End school, characterized by a rich history of cultural diversity and concentration on college preparation for middle and upper school young men and women. Crossroads School provides an academic atmosphere for students to develop by learning traditionally and experientially in an informal environment that blends hard work and scholarship with humor, imagination, and discovery. Crossroads graduates demonstrate academic prowess, the ability to think critically, aesthetic appreciation, and a strong belief in themselves and their ability to succeed.

[Crossroads' Philosophy](#) | [Contact Crossroads](#) | [WHAT'S NEW!](#) | [Map of Entire Web Site](#)
[Parents](#) | [Information](#) | [Academics](#) | [Students](#) | [Faculty](#) | [Admissions](#)

c. 1997



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It's about time.

Mailing List

Join our mailing list and get the latest updates about Errand Solutions in your email!

Weather Information

01/07/02 7:18pm CDT

Madison, Wisconsin

Temp: 27°F

Clear

Humidity: 46%

Chicago, Illinois

Temp: 28°F

Clear

Humidity: 54%

Unity

The way in which different elements of a website
interact with one another

Ways to achieve unity

- » Proximity
- » Repetition

Proximity

Placing objects close together within a layout creates a *focal point*

Focal point: any element on a webpage that draws the user's eye, instead of just blending in

Giving

Support St. John's

Serving

Our Neighbors, the World

Community

Gathering in Unity

Worshiping

God in Christ

Weekly Announcements

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BECAUSE
FREEDOM
CAN'T PROTECT ITSELF

[About Us](#)[The Issues](#)[Legal Docket](#)[Legislation](#)[Get Active](#)[News](#)[Your Rights](#)[Home](#) ► [The Issues](#)

The Issues

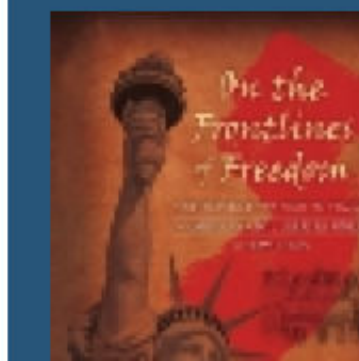
- » Criminal Justice
- » Cyber-Liberties
- » Discrimination
- » Economic Justice
- » Elections & Voting
- » Free Speech & Expression
- » Immigrant Rights
- » LGBT Rights
- » National Security
- » Open Government
- » Police Practices
- » Prisons
- » Privacy
- » Religious Freedom
- » Reproductive Freedom
- » Student & Youth Rights
- » Additional Issues

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Criminal Justice

The Bill of Rights protects us against suspicionless searches and seizures. It guarantees due process to individuals who are accused of crimes and humane treatment to those who are incarcerated. The ACLU works to ensure that our criminal justice system indeed is just.

ON THE FRONTLINES OF FREEDOM



Get your copy of the book chronicling the history of the ACLU-NJ. Author Mary Jo Patterson provides an exclusive front row seat to clashes waged in defense

Repetition

Repetition of...

- » colors
- » shapes
- » textures
- » similar objects

The goal: *harmony*



**Donate
NOW!**

**Cars
for
Homes**



**Apply to be a
Habitat
Homebuyer!**

**300
Homes in STL**

**RELIVE the
MOMENTS
PhotoSite**
Powered by SmugMug



**SHARE the
EXCITEMENT
VideoSite**
Powered by YouTube

Events

[MELT - Waffles Support Habitat STL](#)
[Bartending for a Cause](#)

Jobs

[ReStore Associate](#)

NEWS & UPDATES

- [Words Used to Describe HFHSL](#)
- [CEO Bartends for HFHSL!](#)
- [Waffles for HFHSL!](#)

[SEE ALL >](#)

Help make us
the best zoo in the
whole wild world.

Click here to learn more and donate
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FEATURES

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for construction of Polar Bear Point

VISIT

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(314) 772-1180
THURS-SAT 11AM-3PM

ABOUT

MENU

SOURCING

ORDER

CONTACT US

HAND
CRAFTED
BBQ



2727 S. 12TH STREET, ST. LOUIS, MO 63118



Emphasis

Make a particular feature stand out or dominate

Gives your users a call to action

Focal points help move user's eyes across the page & suggests an order to follow

Methods for achieving focal points

- » Placement
- » Continuance
- » Isolation
- » Contrast
- » Proportion

Placement

Outside the Web, the center is often where we look first

For Westerners using the Web, top left

For Easterners, top right

Defending liberty where it began

[About](#) [Chapters](#) [Issues](#) [Get Involved](#) [Our Work](#) [Resources](#) [News](#)

[Home](#) > [Our Work](#) > [In the Courts](#)

In the Courts

[Legal Docket](#)

[File a Complaint](#)



The ACLU of Pennsylvania undertakes litigation when doing so is the most effective way to advance a civil liberties concern. We file lawsuits that will have an impact on people's rights by setting a legal precedent or affecting the policies and actions of public officials. We both provide direct legal representation to people and file amicus (friend-of-the-court) briefs addressing civil liberties issues in cases initiated by others. All of the ACLU-PA's legal work is on a pro bono basis; we never charge for our legal services.

At any given time, the ACLU-PA has over 50 cases on its docket. The program is supported in large part by a network of volunteer attorneys who, last year, donated over \$1.5 million in pro bono services.

Legal Docket

A list of the legal cases involving the ACLU of Pennsylvania, indexed by topic. Current and most closed cases from the past decade are included.

> **JOIN NOW**
BECOME A CARD-CARRYING MEMBER

> **DONATE**
SUPPORT THE WORK OF THE ACLU

> **GET HELP**
SUBMIT A LEGAL COMPLAINT

> **E-MAIL ALERTS**
BREAKING NEWS, EVENTS, AND MORE

> **KNOW YOUR RIGHTS**
ESSENTIAL RESOURCES



[Home](#) ► [Learning](#)

Learning

[Adult Christian Formation](#)[Children's Christian Formation](#)

Learning is important at St. John's, Tower Grove!

We are convinced that our spiritual growth comes from both learning and prayer. We believe, moreover, that our relationships with each other and our service to the broader community are shaped by learning together and praying together. We have learning opportunities for children and adults.

At St. John's, the learning component of Christian life is referred to as "Formation."

We are formed into individuals by our life experiences, and it is the goal of the church to help that form to be "more like Christ" through education, community, and mutual support. There is no age too young or too old to learn something new or to help others by sharing our own stories.

We have a variety of small groups available to facilitate being formed in community with others. There are many venues - a book club, a movie night, a parents group, a scripture study group, as well as the more traditional "Sunday School". Let us help you find the right fit for your faith and life.



Continuance

When our eyes start moving in one direction, they tend to continue (or *flow*) along that path until they see a more dominant feature

Remember: the designer guides the user's eye

Where do you want your users' eyes to go?

[Home](#) ► [Learning](#)

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Isolation

Isolation makes things stick out

The power of white space



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[Healing the World](#)

[Telling Our Stories](#)

[Congregational Vitality](#)



[An Easter Message from
Bishop Lee](#)

[The Time They Began to Live
Again](#)

New Bishop's Staff Members Named

The Rev. Andrea Mysen has been called as associate for ministries. She will work collaboratively to support congregations, search committees and vestries through a broad range of activities including recruitment and leadership development.

Karin Gutierrez joins us as administrative assistant for Operations. Gutierrez is a familiar face and voice to those who visit St. James Commons, having served as morning receptionist since August 2012. [Read more.](#)

Calendar

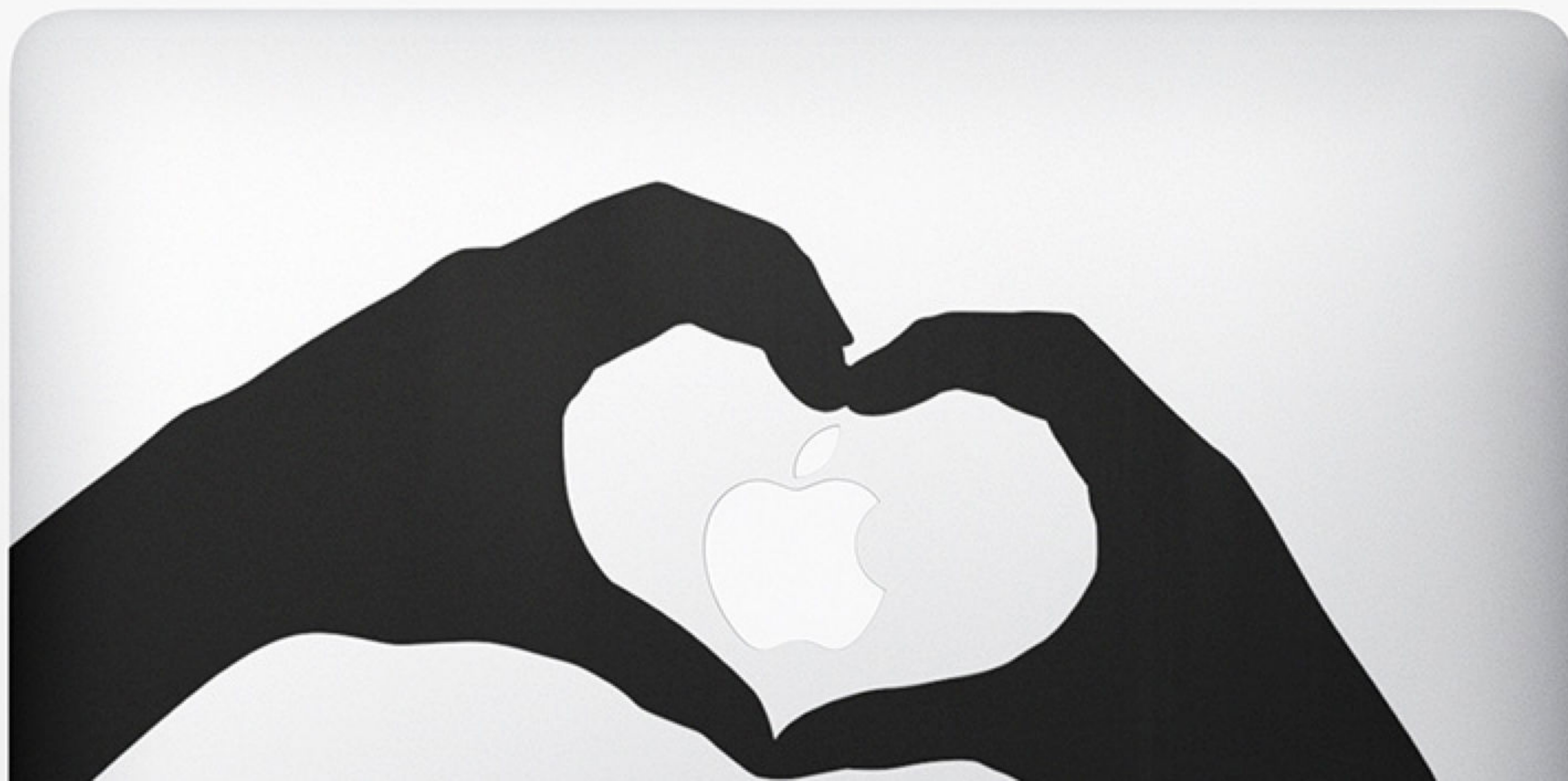
[Analyzing Systemic Racism Workshop](#)

[Store](#)[Mac](#)[iPod](#)[iPhone](#)[iPad](#)[iTunes](#)[Support](#)

The notebook people love.

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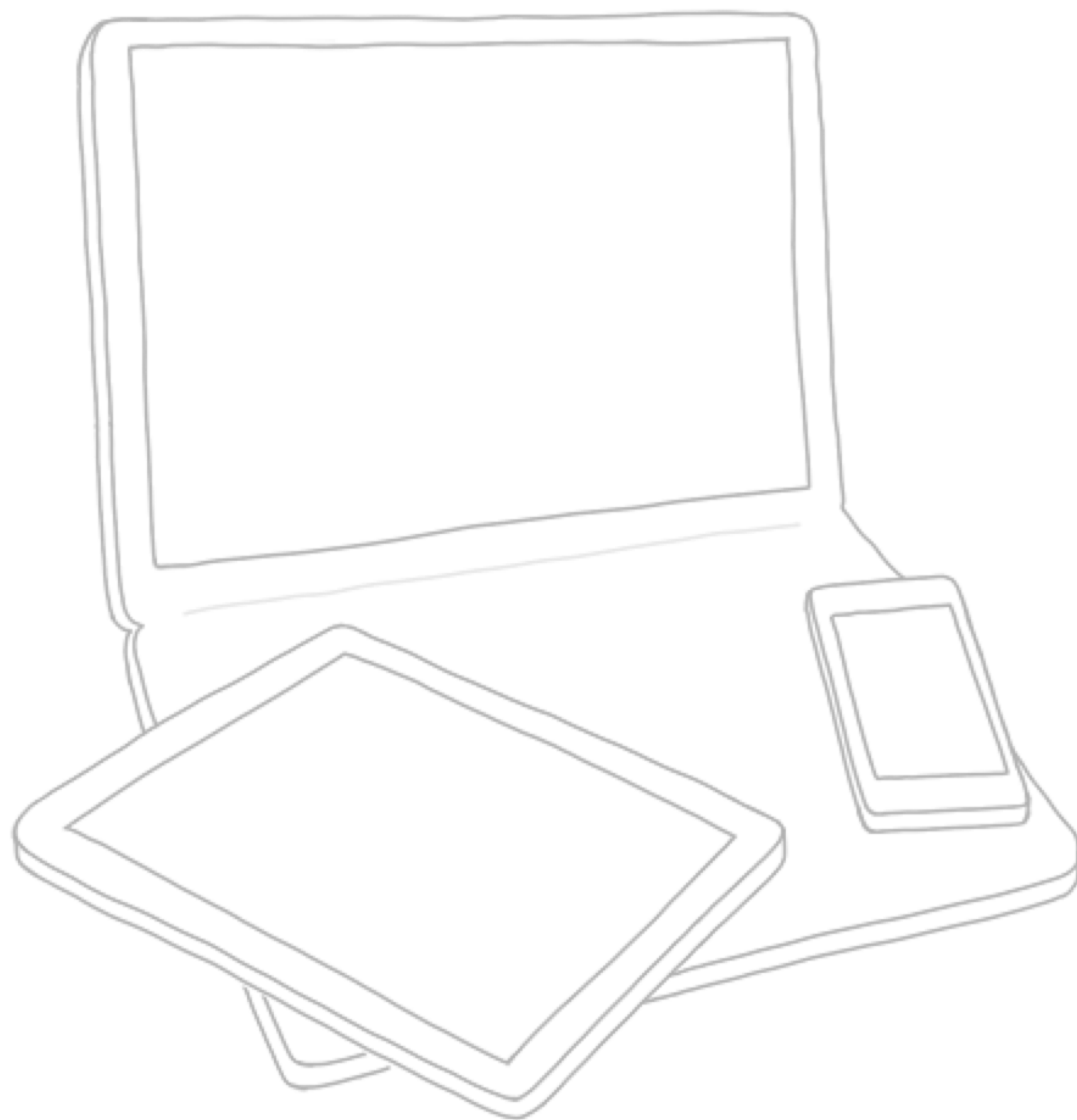
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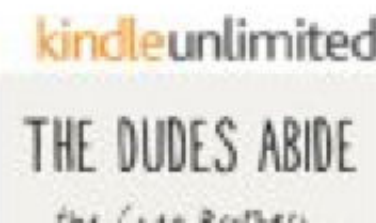
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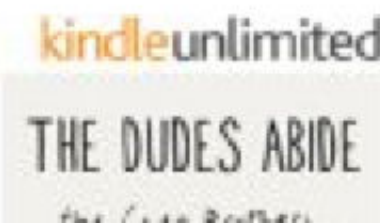
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Changelog

2015-06-08 1.2: Changed to Georgia Pro theme

2014-08-10 1.1: Moved content to new format

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