

SECTION 3

Design

Setting The Mood

What Is Web Design?

What Is Web Design?

- Setting the mood
- Defining page layout

Setting the Mood

Examples of Mood

- Fun or Serious
- Technical or Natural
- Safe or Adventurous

EXERCISE

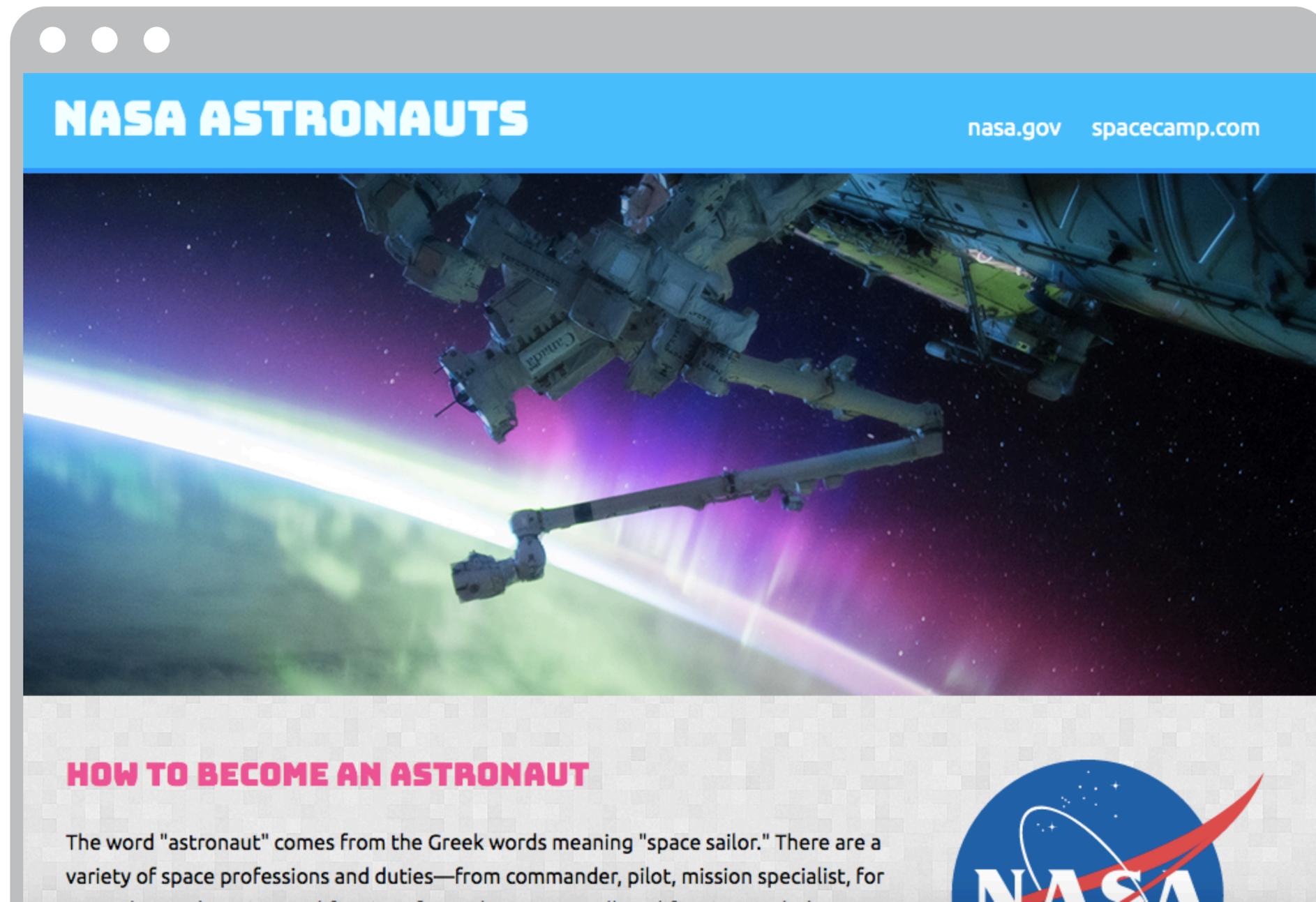
My Topic:

NASA and Space

My Goal:

To inspire interest in NASA and share women who have impacted space exploration

- Technical
- Clean
- Light
- Friendly



- Technical
- Clean
- Light
- Friendly

EXERCISE

With your topic and goal in mind, what words would best describe the mood you want your site to take on?

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With your topic and goal in mind, what words would best describe the mood you want your site to take on?

Setting the Mood

Colors

Fonts

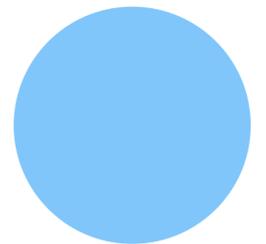
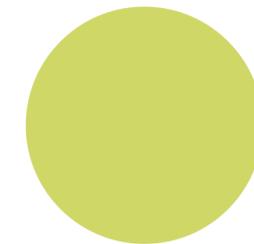
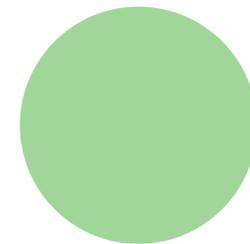
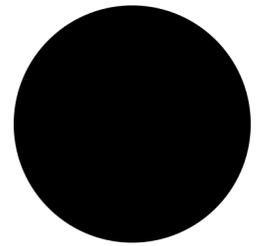
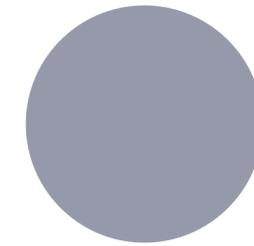
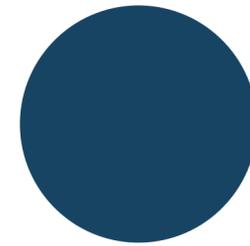
Setting the Mood

Colors

Fonts

Color

- Guides a person's eyes through our site
- Helps determine contrast all over the site



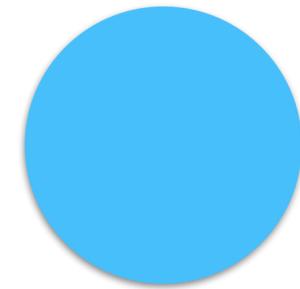
NASA Site Colors

NASA Site Colors

- GOAL: To inspire interest in NASA and share women who have impacted space exploration
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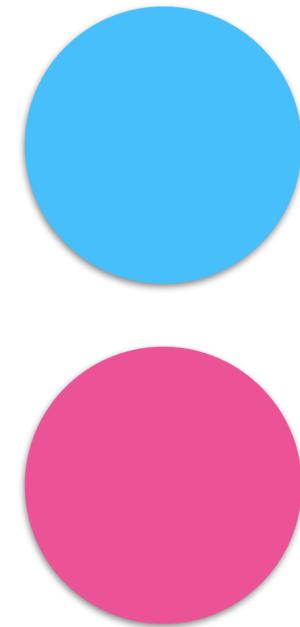
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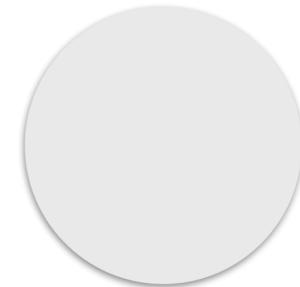
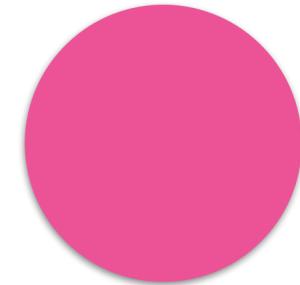
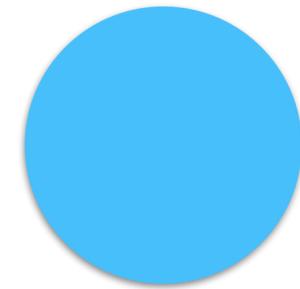
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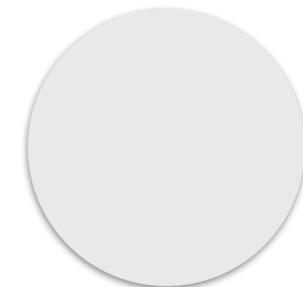
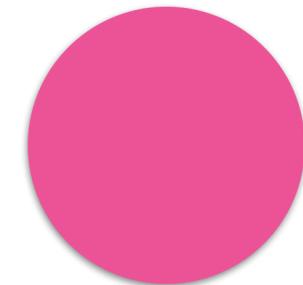
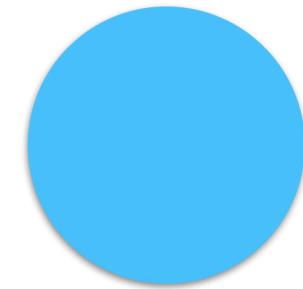
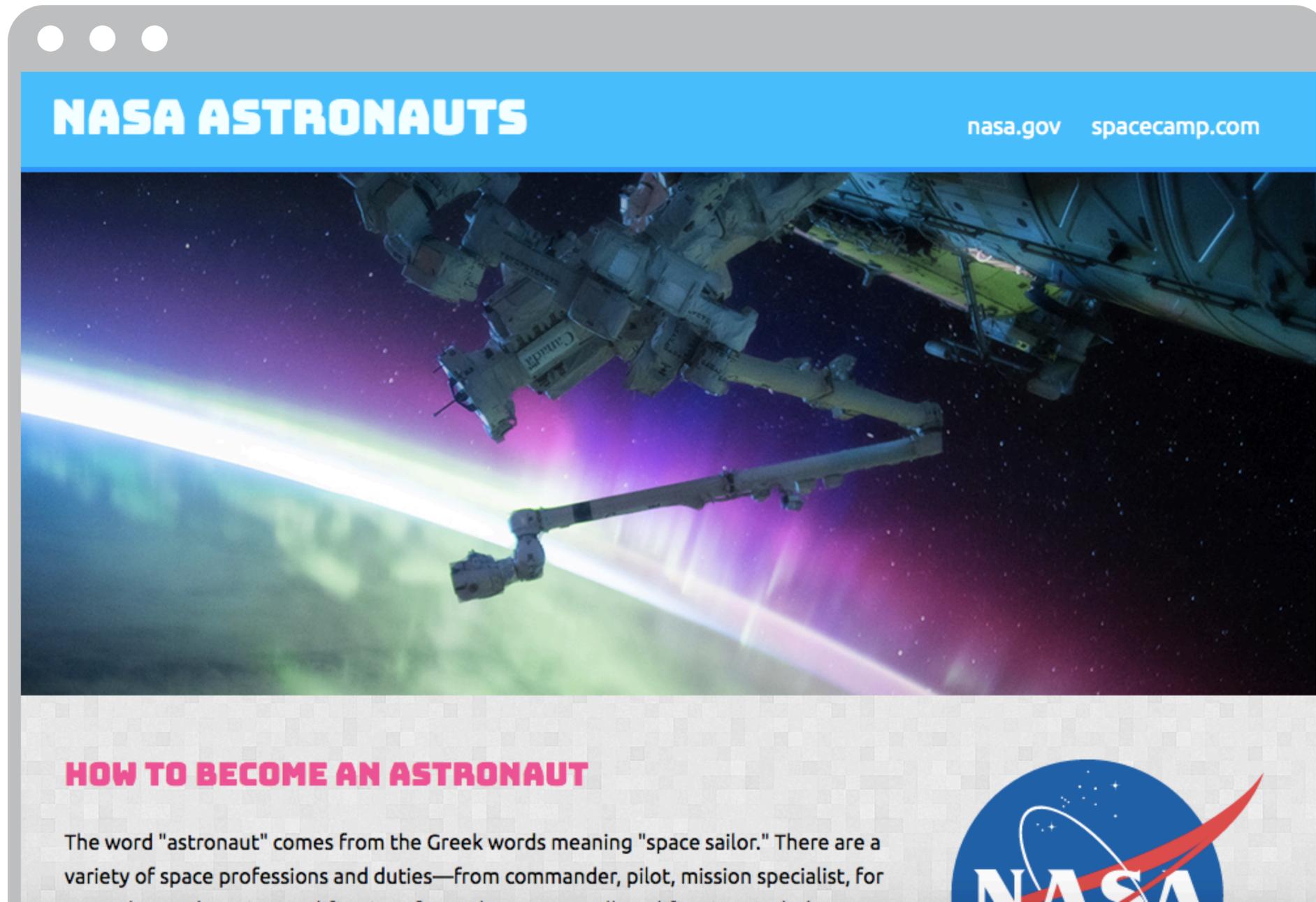


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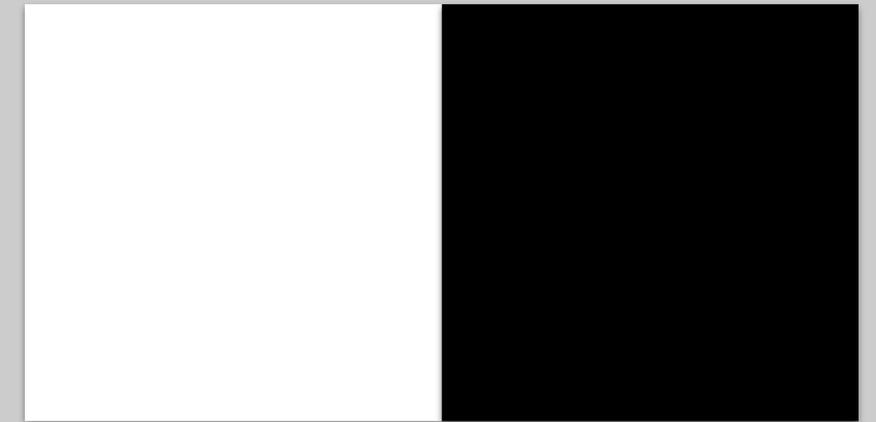
NASA Site Colors



Contrast

- Effect the mood of a site
- Create contrast
- Guide a person's eyes

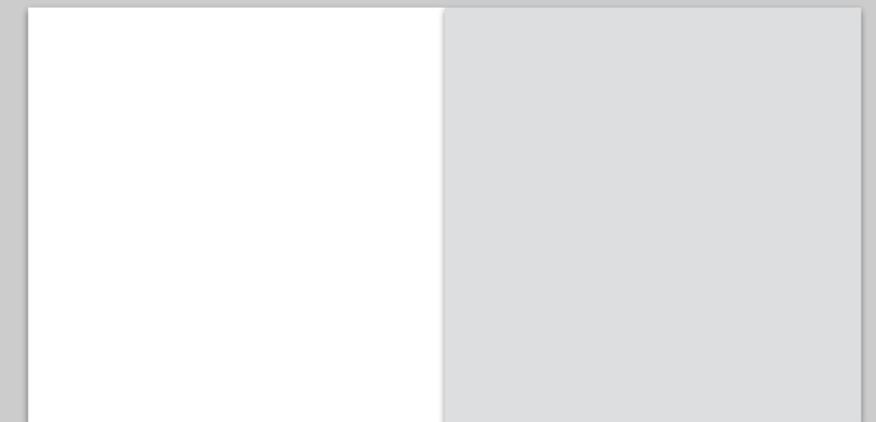
High Contrast



Mid Contrast



Low Contrast



Contrast with Content

High Contrast

Mid Contrast

Low Contrast

I'm easy to see

I'm pretty easy to see

I'm hard to see

EXERCISE

Think of your topic, your goal, and your mood, and choose 2-3 colors for your website that reflect your mood

bit.ly/gcc-colors

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Setting the Mood

Colors

Fonts

General Categories of Fonts

1. Serif
2. Sans Serif
3. Display Faces

Serif

Aa



feet

Aa

Aa

Sans-Serif

Aa

Helvetica

Aa

Aa

Futura

Display Faces

DISPLAY FACES

GIRLS

Personality!

Fonts: NASA Site

NASA ASTRONAUTS

HOW TO BECOME AN ASTRONAUT

WOMEN IN SPACE

MAE JEMISON

Using Fonts

☰ 🔍 SCIENCE



HUGO MAERTENS, LUKAS-ART IN FLANDERS/ST. BAVO CATHEDRAL

A Master Work, the Ghent Altarpiece, Reawakens Stroke by Stroke

Restorers painstakingly removed varnish and overpainting from a 15th-century work, after new scanning technology revealed that what lay below was stunning.

20h ago · By MILAN SCHREUER



CHIMEI MUSEUM

The Brilliance of a Stradivari Violin Might Rest Within Its Wood

The image shows a browser window with a teal header. The browser's address bar contains a menu icon, a search icon, and the word "SCIENCE".

Left Article Preview:

- Image:** A reproduction of the Ghent Altarpiece, a complex 15th-century Flemish painting with multiple panels.
- Caption:** HUGO MAERTENS, LUKAS-ART IN FLANDERS/ST. BAVO CATHEDRAL
- Section-Header:** A Master Work, the Ghent Altarpiece, Reawakens Stroke by Stroke
- Text:** Restorers painstakingly removed varnish and overpainting from a 15th-century work, after new scanning technology revealed that what lay below was stunning.
- Text:** 20h ago · By MILAN SCHREUER

Right Article Preview:

- Image:** A photograph of a Stradivari violin, showing its body, neck, and scroll.
- Text:** CHIMEI MUSEUM
- Section-Header:** The Brilliance of a Stradivari Violin Might Rest Within Its Wood

**If you remember nothing else about
design today, please always remember to
make sure your words are
READABLE**

We had to wait for Claudia, though. Claud had not thought quite as far ahead as we had, and she still had to deal with her locker and also have a chat with her math teacher, whose class she had not exactly flunked but hadn't quite passed, either. These were Claud's words, and while they didn't make sense to me, I didn't care. School was out!

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EXERCISE

Now Choose a Font!
bit.ly/gcc-fonts

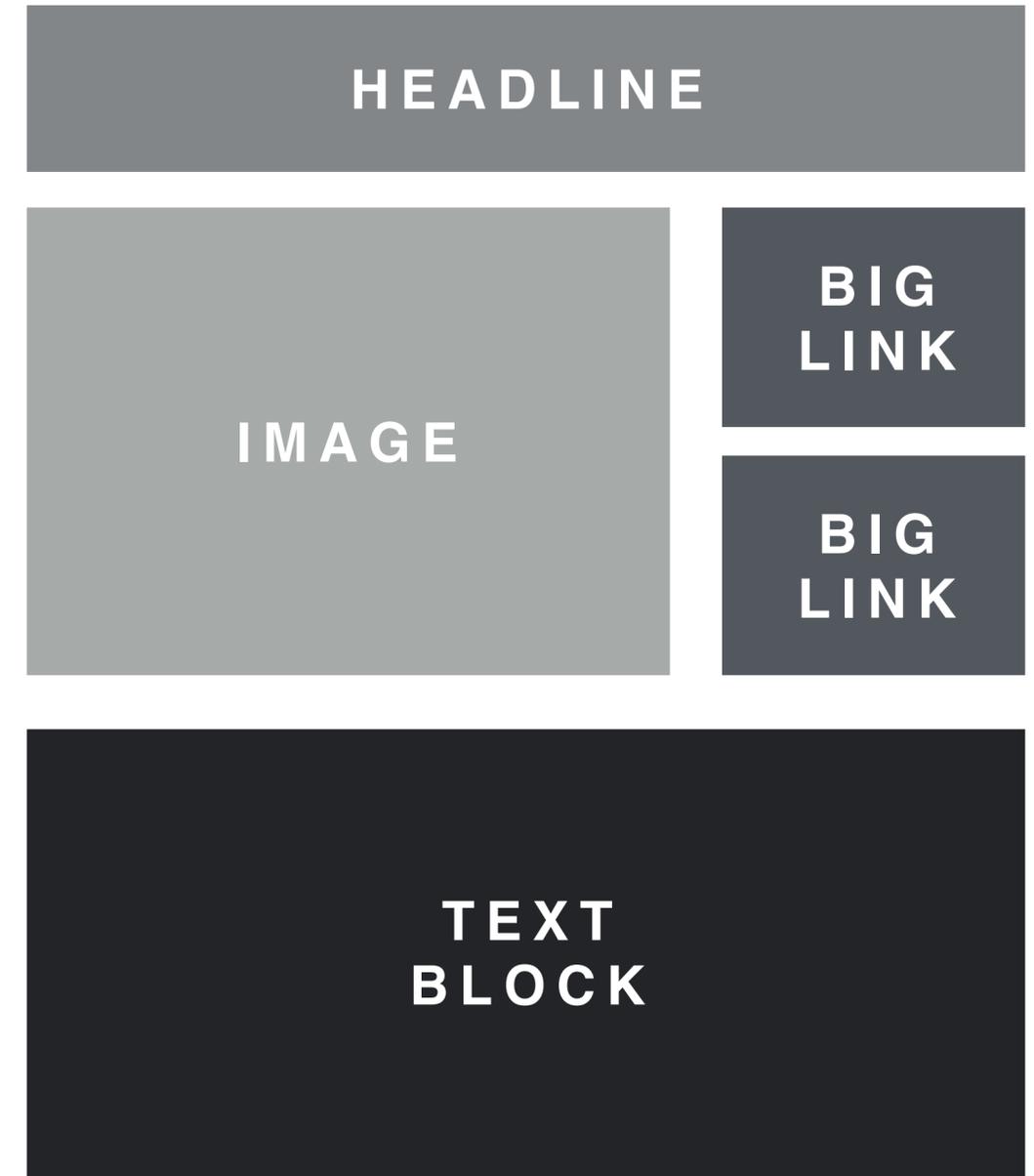
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Defining Page Layout

Page Layout

- Organization of content into chunks that are easy for people to process
- Way to show how important things are compared to others





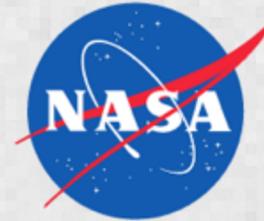
HOW TO BECOME AN ASTRONAUT

The word "astronaut" comes from the Greek words meaning "space sailor." There are a variety of space professions and duties—from commander, pilot, mission specialist, for example—and varying qualifications for each. However, all qualifications include:

- Physical health requirements
- Height requirements
- Visual requirements
- Bachelor's degree from an accredited institution in engineering, biological science, physical science, or mathematics

[Find out more](#) about the requirements for becoming a NASA Astronaut.

"What everyone in the astronaut corps shares in common is not gender or ethnic background, but motivation, perseverance, and desire—the desire to participate in a voyage of discovery."—Ellen Ochoa



ABOUT NASA

The National Aeronautics and Space Administration (NASA) is an independent agency of the executive branch of the United States federal government responsible for the civilian space program as well as aeronautics and aerospace research.

[Read more about NASA](#)

WOMEN IN SPACE

MAE JEMISON



The first African-American woman to travel in space. In September of 1992, she orbited aboard the Space Shuttle *Endeavour*.

[Read more about Mae](#)

ANOUSHEH ANSARI



The first Iranian woman in space and first self-funded woman to travel to the International Space Station (the fourth overall self-funded space traveler).

[Read more about Anousheh](#)

K. MEGAN MCARTHUR



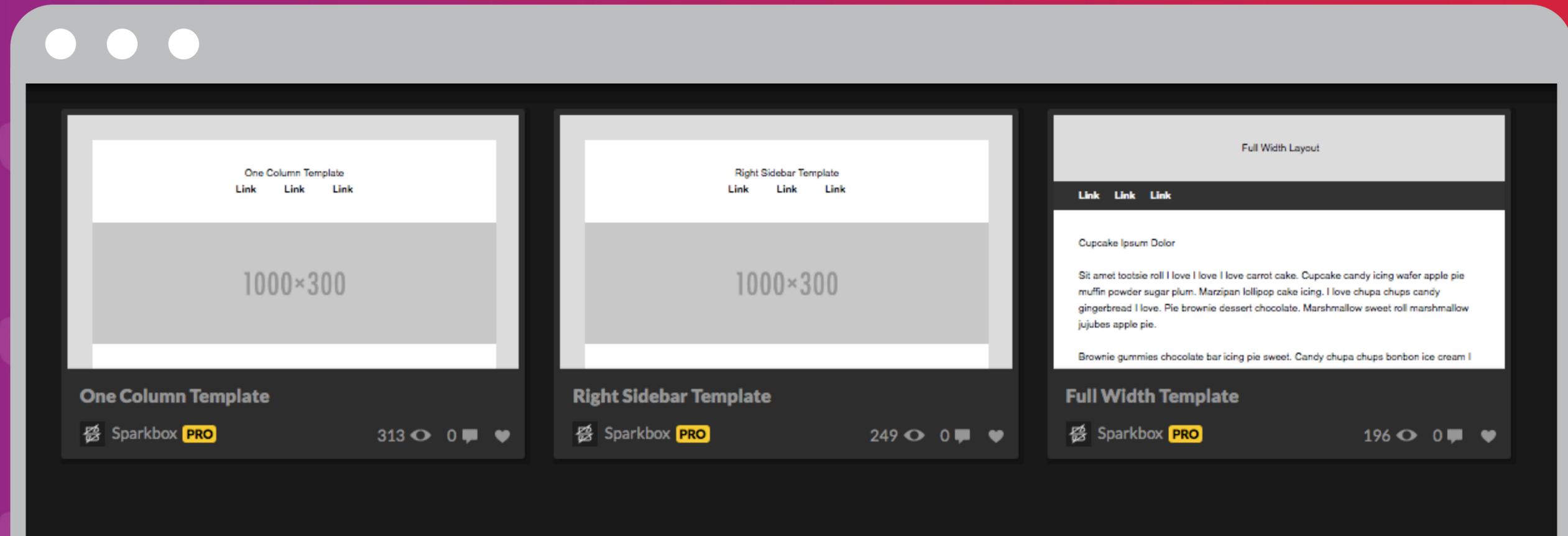
The last person to be "hands on" with the Hubble Space Telescope, the only telescope designed to be serviced in space by astronauts.

[Read more about Megan](#)

EXERCISE

Using a Layout Template

tiny.cc/gcc-templates



Using Starter Templates