



Universitatea Tehnică din Cluj-Napoca  
Facultatea de Inginerie Electrică

## Laborator 1

### Proiectarea unei interfețe web grafice



## WEB design:

- reguli de proiectare a site-urilor / paginilor web multimedia
- tehnologii și instrumente utilizate pentru dezvoltare



Limbaje specifice pentru dezvoltarea paginilor WEB :

- HTML (HyperText Markup Language):
- CSS (Cascading Style Sheets)
- JavaScript
- XML (eXtensible Markup Language)
- XHTML (eXtensible HyperText Markup Language)



### **Proiectarea paginilor WEB are la baza**

- comportamentul utilizatorilor
- scopul cautarii

### **Comportament utilizatori:**

- Lectura de suprafata combinata cu aprofundari selective
  - Text care sa permita acces rapid si in acelasi timp sa ofere raspunsuri substantiale
  - Utilizare hipertext
  - Organizare pe structuri multi-nivel
- Textul sau imagini?
- Titluri simple
- Lectura intercalata



### Sugestii de design

- introducerea de organizatori vizuali
- utilizarea de elemente de directionare in navigare
- utilizarea unei terminologii standard

### “Text scalabil”

- Evidențiere cuvinte cheie
- Utilizare elemente grafice pentru marcare liste
- Paragraf cu idee unică
- Prezentare tip “piramida inversată” și utilizarea unui nr redus de cuvinte

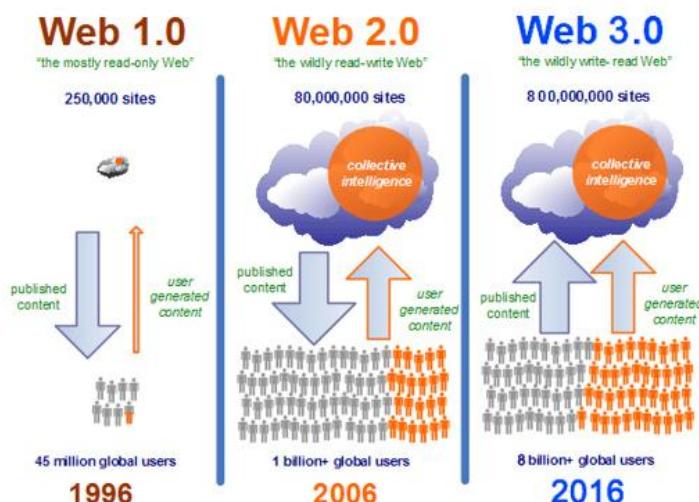
### Ce este WWW?

- Sistem de distribuție locală sau globală (hypertext, adrese IP, model client-server, limbajul descriptiv)
- Se bazează pe relația client sever
- Are la bază limbajul HTML subset SGML (Standard Generalized Markup Language)

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### Istoric Web





## Laborator 1: Proiectarea unei interfete web grafice

### Ce tehnologii include WEB 2.0 si Web3.0?



## Laborator 1: Proiectarea unei interfete web grafice

### Reguli de proiectare pagini/site-uri WEB

(Kevin Wakefield :[http://www.ethancote.com/articles/web\\_design/2003/webdesign\\_cardinal\\_rules.html](http://www.ethancote.com/articles/web_design/2003/webdesign_cardinal_rules.html))

- KISS (Keep It Simple Stupid)
- TNFS (The Need For Speed)
- TCG (Three Clicks to Gold)
- NNNUS (Never, Never, Never Use Frames)
- SISN (Simple and Intuitive Site Navigation)
- CK (Consistency is Key)
- UWSE (Use White Space Effectively)
- Don't use cool technology
- Hire the best Web designer you can afford
- Bottom line ....



## Aplicatie 1

**Enunt:** analizati un site web din punct de vedere al:

- realizarii (elemente folosite, design) si
- tehnologiilor utilizate

si precizati in ce masura respecta regulile discutate

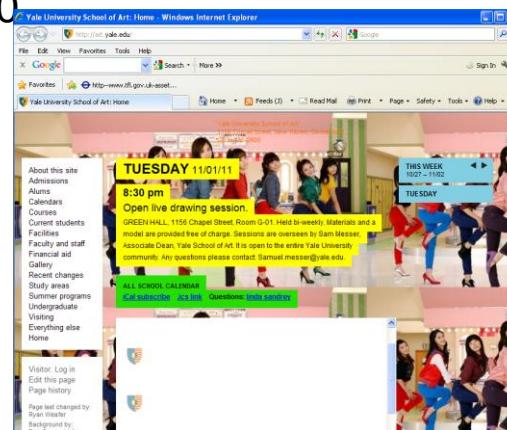
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## Exemplu: Worst Websites Yale Art School: 2010

- Realizare:
- Design (culori ,background, etc)
- Continut (
- Tehnologii :
- Wiki (oricine din staff, studenti poate modifica site-ul)

<http://art.yale.edu/>





## Exemplu: Worst Websites

### Haiti News Nework: 2011

- Realizare:
- Design (culori, animatii in exces)
- Nu exista continut structurat
- Navigare inexistentă
- Tehnologii :
- Gif animat



## Exemplu: Worst Websites

### www.onemilliondollarhomepage.com

- Realizare (2005, student 21 ani):
- Design (culori, animatii in exces)
- Nu exista continut structurat
- Navigare greu de realizat

Apartine istoriei internetului





## Exemplu: Best website Constant Collide: 2011

- Realizare:
  - design simplu
  - continut structurat
  - navigare simplă
- Tehnologii :
  - flash



## Exemplu: Best Blogs Big Picture: 2011

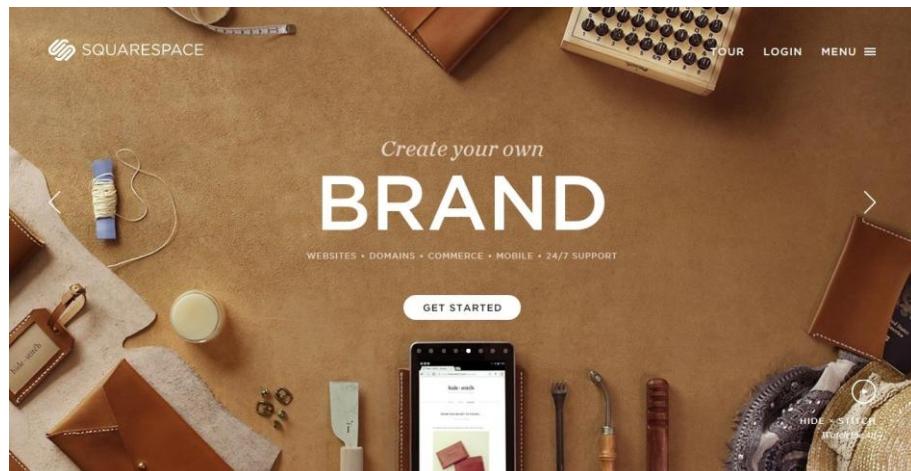
- Realizare:
  - design adekvat
  - continut structurat
  - Navigare simplă
  - Imagini de calitate
- Tehnologii :
  - Blog disponibil și pentru iPod și iPad





## Laborator 1: Proiectarea unei interfete web grafice

### Exemplu: Best Blogs 2013



## Laborator 1: Proiectarea unei interfete web grafice

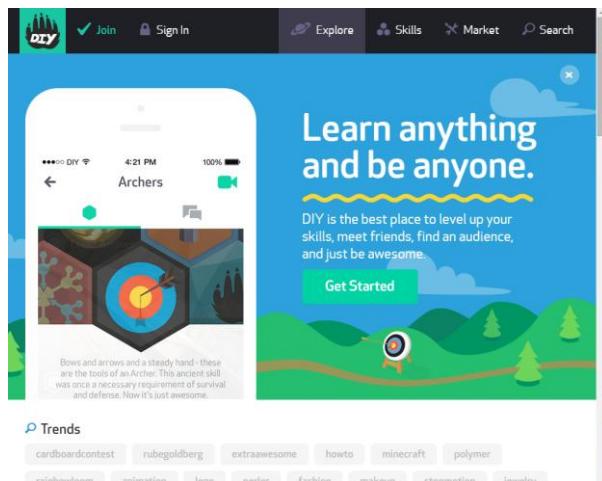
### Exemplu: Best Blogs 2013

The screenshot shows the homepage of computer blog. At the top, there is a navigation bar with links: Business, Dan Dragomir, Gadget, Guest Post, Media, Online, Software, Stiri, Telefoane mobile, Teste, and Video. Below the navigation is a logo for 'cb computer blog'. A large orange banner features the text '-25%' and 'COMPETITIVE UPGRADE INSTALARE GRATUITA'. To the right of the banner is the ESET NOD32 ANTIVIRUS logo. The main content area has three columns: 'Evenimente' (Events) featuring a Samsung Galaxy NX camera; 'Teste' (Reviews) featuring an iPhone 5S and a Galaxy Round smartphone; and 'Telefoane mobile' (Mobile phones) featuring a Samsung Galaxy NX smartphone. On the right side, there is a sidebar with a 'Recommend' section showing a post about the Samsung Galaxy NX and a link to a contest. Below that are sections for reviews of the iPhone 5S, CyberPower CP1500EPFCLCD UPS, and the iPhone 5S.



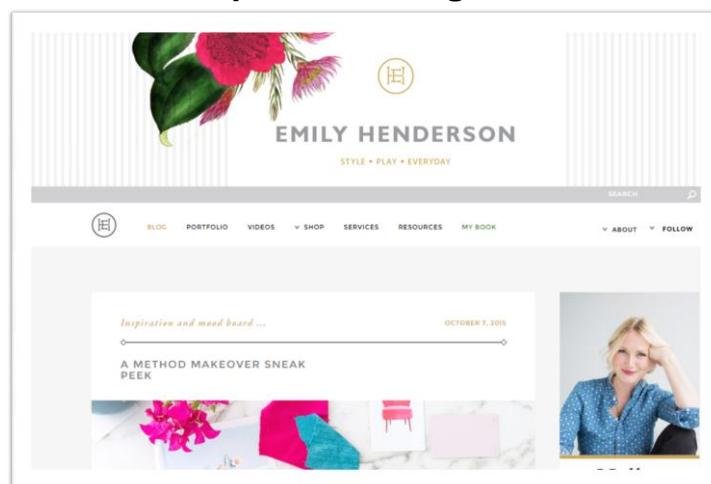
## Laborator 1: Proiectarea unei interfete web grafice

### Exemplu: Best Blogs 2014



## Laborator 1: Proiectarea unei interfete web grafice

### Exemplu: Best Blogs 2015





## Laborator 1: Proiectarea unei interfete web grafice

### Exemplu: Best Blogs 2015

Windows 10 Atunci când laptopul tău are o balamă flexibilă la 360° Lenovo

A DESIGNER'S SERENE BROOKLYN BROWNSTONE

WEEKLY PATTERN DOWNLOAD: LIVING PATTERN DAY 2

FINE ART FOCUS: ANA TERESA BARBOZA



## Laborator 1: Proiectarea unei interfete web grafice

### Exemplu: Best User Interface 2016

2016 / Web / Best User Interface

REUTERS TV WEB APP

Webby Winner  
Reuters TV

ASSESSYOURRISK.ORG

• 2016 •  
WEBBY WINNER

• 2016 •  
PEOPLE'S VOICE



## Exemplu: Best Visual Design 2016

The screenshot shows the 2016 Webby Awards website interface. At the top, it says "2016 / Web / Best Visual Design - Aesthetic". Below that, there are two main sections:

- SPOTIFY TASTE REWIND**: Described as a "Websie Winner" by "Razorfish New York/Stink Digital". It features a thumbnail of a Spotify interface with the "Taste Rewind" feature.
- THE NEW NEW YORK SKYLINE**: Described as a "Websie Winner" by "People's Voice National Geographic". It features a thumbnail of a New York skyline graphic.

At the bottom, there are three smaller images with their names:

- LEGWORK**: Shows a person working at a desk.
- SQUARESPACE**: Shows a website design for "Set your website apart".
- DASHBOARD SIDLEE**: Shows a dashboard with various data points.