

Class 1: What is web design?

Summary

Isn't web design easy?

What is the web?

Historical context (The Web at 30ish)

The *World Wide Web*

Web standards (W3C)

What is design?

Design principles

Good design

Content out and HTML semantics

References

Above the Fold by Brian Miller

Web Style Guide (3rd Ed.) by Patrick J. Lynch and Sarah Horton

Universal Principles of Design by William Lidwell, Kritina Holden and Jill Butler

A Practical Guide to Designing for the Web by Mark Boulton

The Shape of Design by Frank Chimero

Class 1 Homework

Read: [The Dao of Web Design](#) by John Allsopp.

This article was written over 20 years ago and is now considered one of the foundational texts that led to the modern web.

[Designing for the Web](#) (chapters 6 to 10)

A very good overview of the design process.

If you haven't already read [Resilient Web Design](#), you must do it this week.

It's a short book you can read in under an hour but it provides a clear overview of the web and the core principles you must know.

View: [Seeing Design](#) (less than 4 minutes)

[Tim Berners-Lee](#): How This Guy Invented the World Wide Web (less than 6 minutes)

Your tasks this week

Task 1: Find 3 examples of good design (not websites) and photograph them. These should be objects you are familiar with, perhaps something you use every day. Put your photographs along with a description of the objects and an explanation of why you consider them to be good design on your journal (WordPress). Write approximately two hundred words per object. Describe the object and explain why you like it. Next week, you'll use this content to build a website.

Task 2: Find 3 examples of good websites. Describe why you think each one is good and post this along with a link to each site as a journal post. Include some screen grabs to illustrate your points.