

GRAPHIC *Art* TECHNIQUES

The dilemma: to look good and download quickly. Good and fast is the ticket to stardom on the web!

Purpose of graphics

1. Support content!
2. Create visual appeal
3. Aid organization
4. Aid eyeflow

Resonance examples:

a “safe” design (traditional layout, centered type) would not resonate with an “in your face” type of graphic. Grunge type, photos with ragged borders would not resonate with a conservative or traditional design

Resonance

Graphics support the content, making it easier/quicker to understand. Content and design should resonate (design appropriate to content/topic). Graphics and content should resonate (graphics appropriate to content). Graphics and design should resonate.

Consistency

Treatment of graphics should be consistent throughout site. For example, if you use a keyline around a photo, use a keyline around all photos.

Visual Interest

Ways to create visual interest: overlapping elements; rough edges; type and graphics combined; unusual rollovers, strong contrast; use of Flash, etc. Surf the web to discover graphic treatments other designers have used.

Integration

Integrate the graphics into the site, as opposed to simply lining them up somewhere or sticking them here, there, and everywhere!

Originality

Look for ways to be original. If you use stock photos or clip art, recolor or stylize the graphics (beware of copyright issues); create your own graphics, take your own photos, etc.

Speed

No way around it, graphics must download relatively quickly. Share your secrets for creating lean graphics, please.

Type

Type is content and can be a graphic! What a great way to create visual interest! Explore using different kinds of contrast in your type designs.