



Designing for the Web

Information Architecture and Visual Design

Luigi De Russis

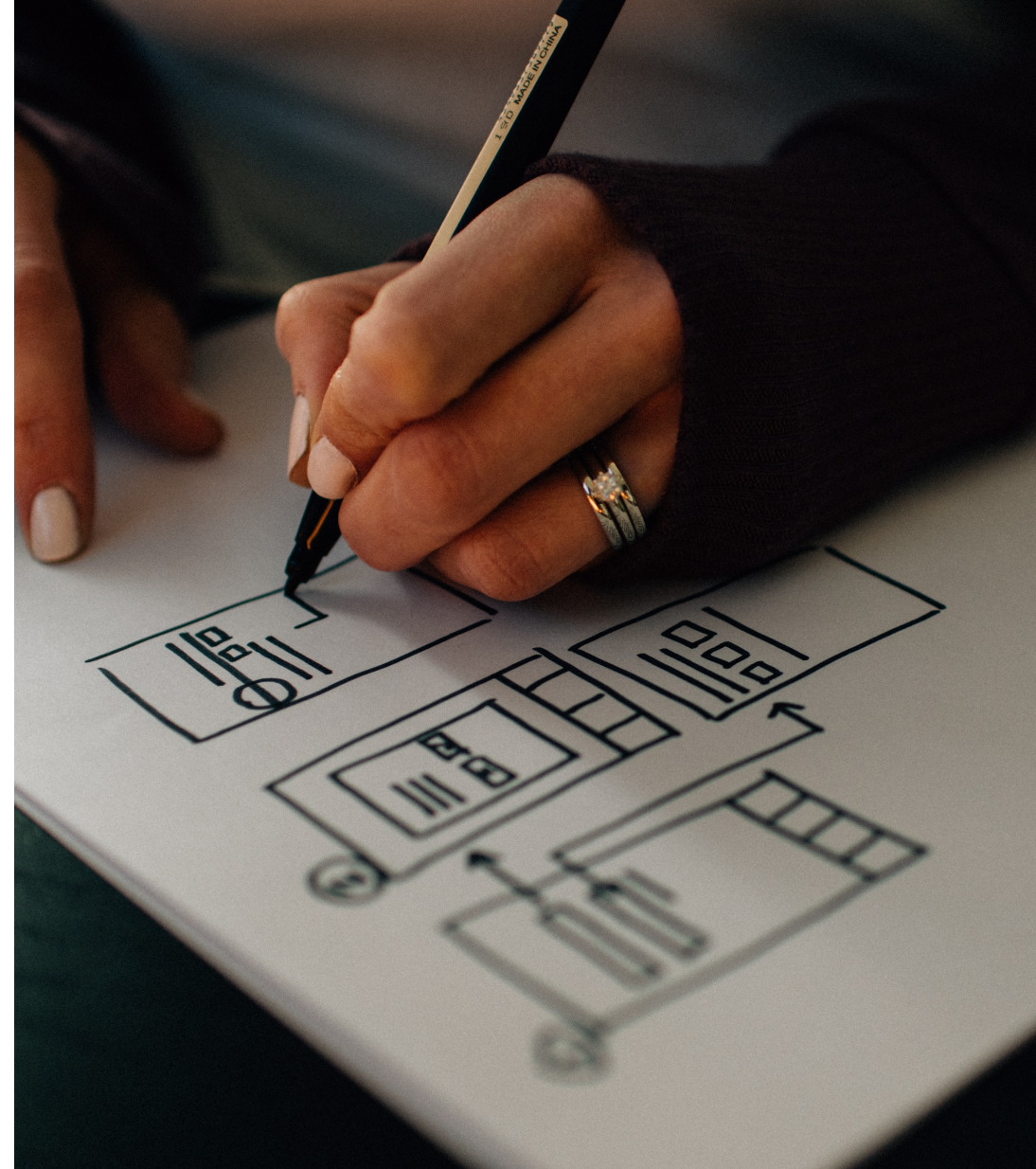


Photo by [Kelly Sikkema](#) on [Unsplash](#)



Goal

- To introduce the main concept behind
 - Information Architecture
 - Visual Design
- To design effective web applications

INFORMATION ARCHITECTURE

Information Architecture

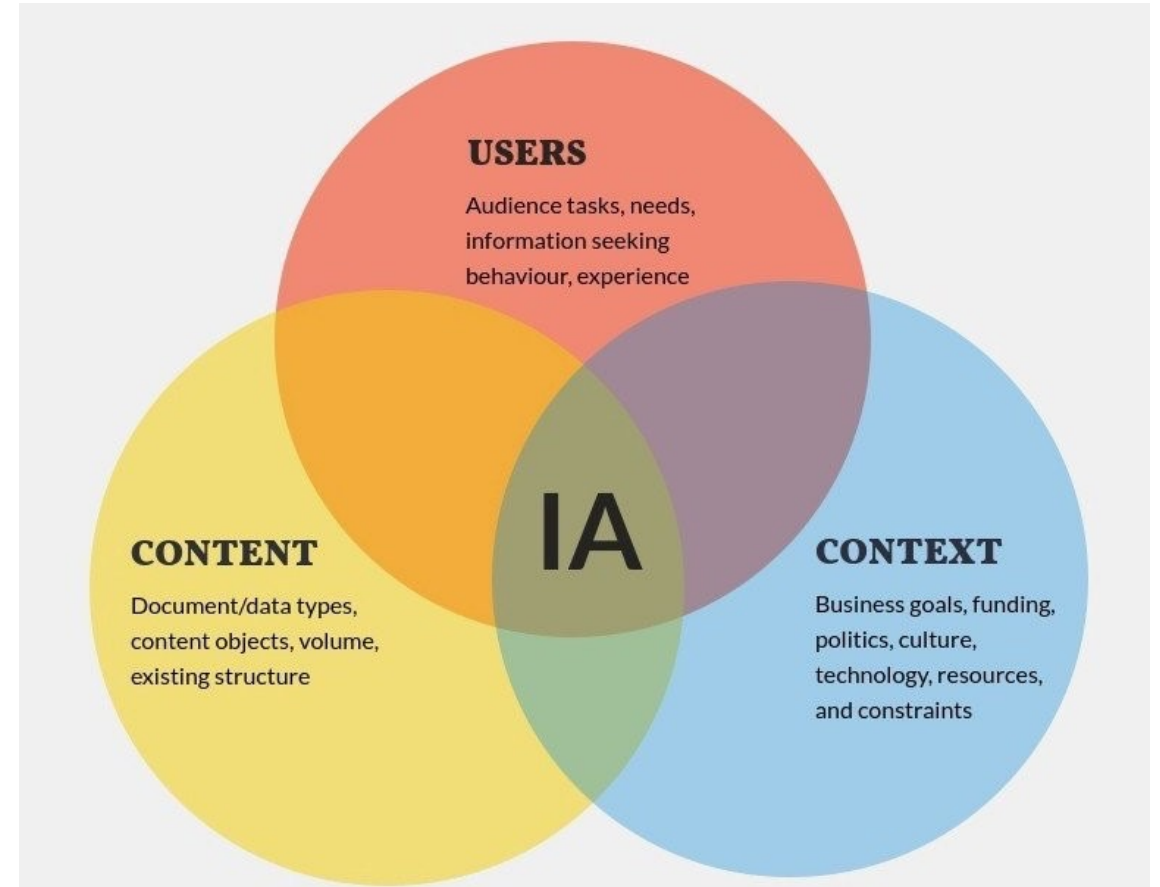
- *“The structural design of shared information environments”*
- The combination of organisation, labelling, search, and navigation systems within web sites and applications
- A discipline focused on making information **findable** and **understandable**

Information

- Information architecture is not data and knowledge management
- Data is facts and figures
 - Relational databases are highly structured and produce specific answers to specific questions
- Knowledge is the “stuff in people’s heads”
 - Knowledge managers develop tools, processes, and incentives to encourage people to share that stuff
- Information is in the *middle*
 - With information systems, there is often no single “right” answer to a given question
 - Information can be of all shapes and sizes: websites, documents, software applications, images, and more
 - Metadata: terms used to describe and represent content objects such as documents, people, processes, and organizations

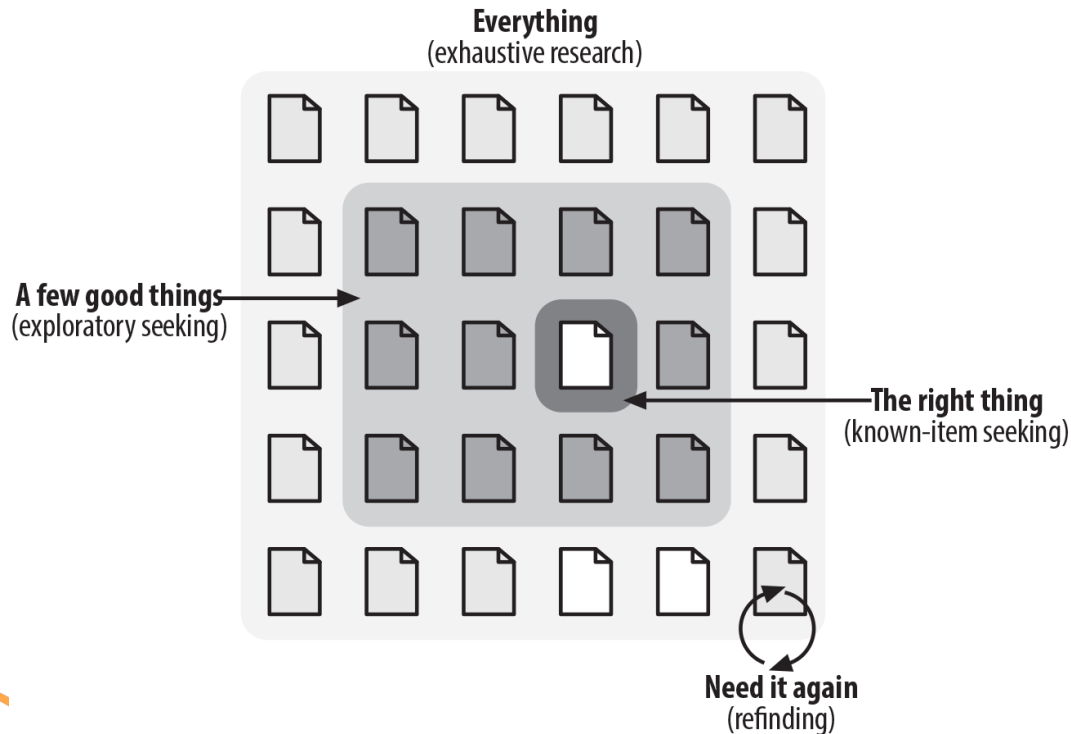
Users, Context, and Content

- Users
 - Do you know who is using your system? Do you know how they are using it? Do you know what information they look for on your system?
- Content
 - The documents, links, media, ... that people need to use or find in the system
- Context
 - All digital system exist within a particular business or organizational context



Finding and Understanding

Information architecture is focused on making information **findable** and **understandable**



We only *understand* things in relationship to something else

- e.g., most bank/university/... buildings are similar; their websites are similar as well

Don't Make Me Think

Hum. Pretty busy. Where should I start?

Hum. Why did they call it that?

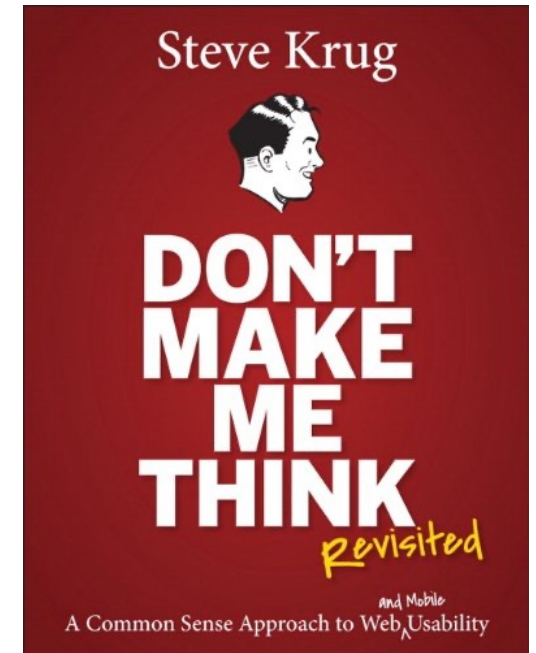
Can I click on that?

Is that the navigation? Or is that it over there?

Why did they put that there?

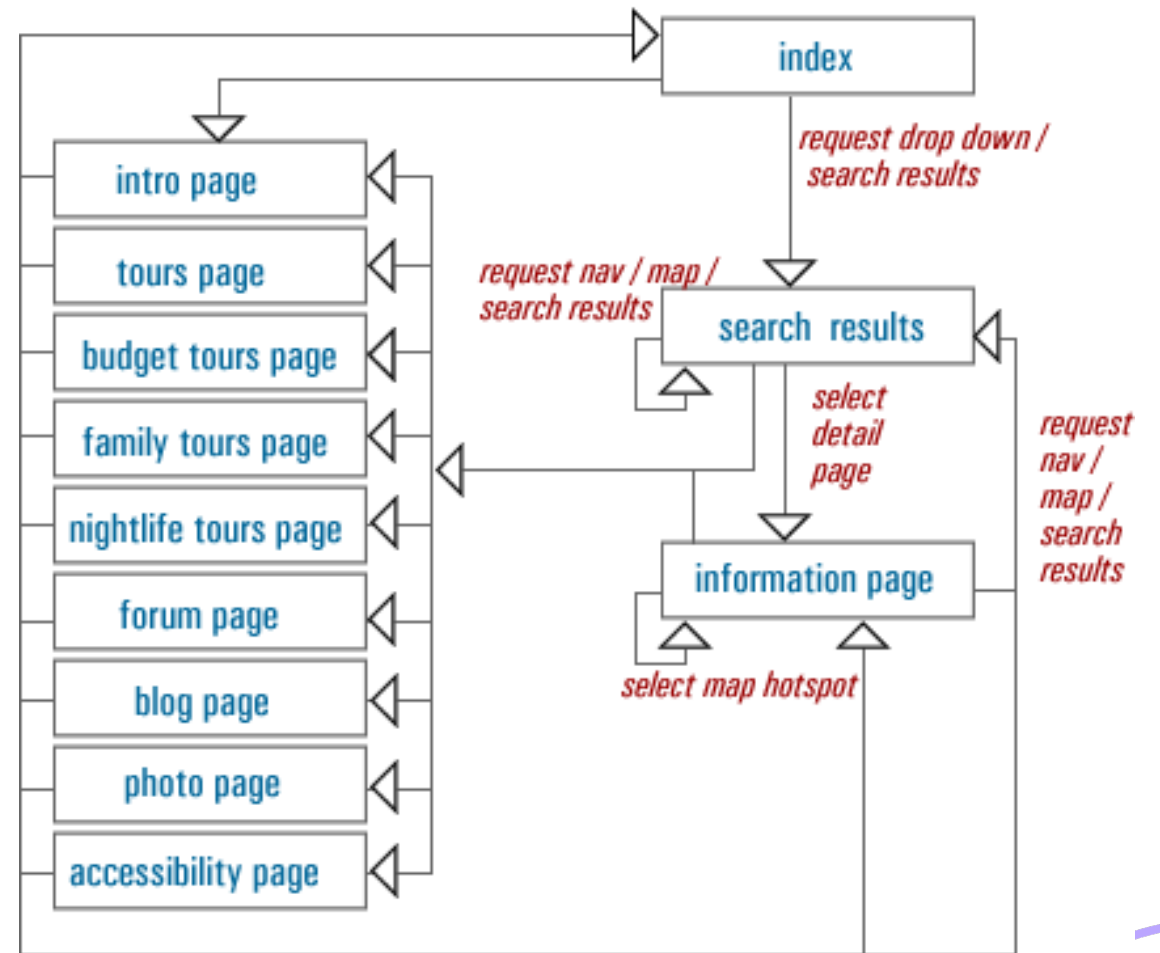
Those two links seem like they're the same thing. Are they really?

The screenshot shows a news website with a complex layout. A left sidebar contains a vertical list of navigation links: HOME, THE NOW, MARKETS, STOCK NEWS, TECH STOCKS, FUNDS/TAXES, COMMENTARY, INTERNATIONAL, BASICS, COMMUNITY, TOOLS/QUOTES, and PORTFOLIO. The main content area features several news articles with headlines like 'The Coming Week in Scope: Spotlight Will Remain Trained on Telecoms', 'Gary Ventures Into the Woods to Check Out the Tech Case', and 'E-file Postmortem: A Few Glitches to Work Out for Next Year'. A right sidebar includes a '30 Day FREE Trial' offer, a 'CLICK FOR CRAMER'S LATEST' link, and a 'STOCK QUOTES' section. At the bottom, there is a financial market summary table.



Sitemaps

- Show the relationships between information elements
- Can be used to portray organization, navigation, and labeling systems



VISUAL DESIGN

Visual Design

- **Guiding:** conveying structure, relative importance, relationships
- **Pacing:** drawing people into your app, orienting them, and showing where to go, providing hooks to dive deeper
- **Messaging:** expressing meaning and style, breathing life into your content
- Both at the conscious and sub-conscious levels
- And also...
 - Making everything look aesthetically beautiful (but this is not the goal)

Visual Design vs. Art and Artistic Skills

- A.k.a. «Help, I'm not an artist!»
- Artistic skills help a bit but are neither necessary nor sufficient
- Art does not need to be practical; design does
- Real design skills take years to master
- Widely-accepted heuristics are a good and easy start



The Basic of VisualDesign

Basic visual design involves text, layout, and colors. First let's start with text. Gracefully using whitespace helps separate out logical chunks of content. Next, font size and style differences convey hierarchy. Finally, alignment is crucial for helping readers scan quickly.

Whitespace

Basic visual design involves text, layout, and colors. First let's start with text.

Gracefully using whitespace helps separate out logical chunks of content.

Next, font size and style differences convey hierarchy.

Finally, alignment is crucial for helping readers scan quickly.

Hierarchy

Basic visual design involves ...

Text

Gracefully using whitespace helps separate out logical chunks of content.

Next, font size and style differences convey hierarchy.

Finally, alignment is crucial for helping readers scan quickly.

Layout

Colors

Alignment

BASIC VISUAL DESIGN

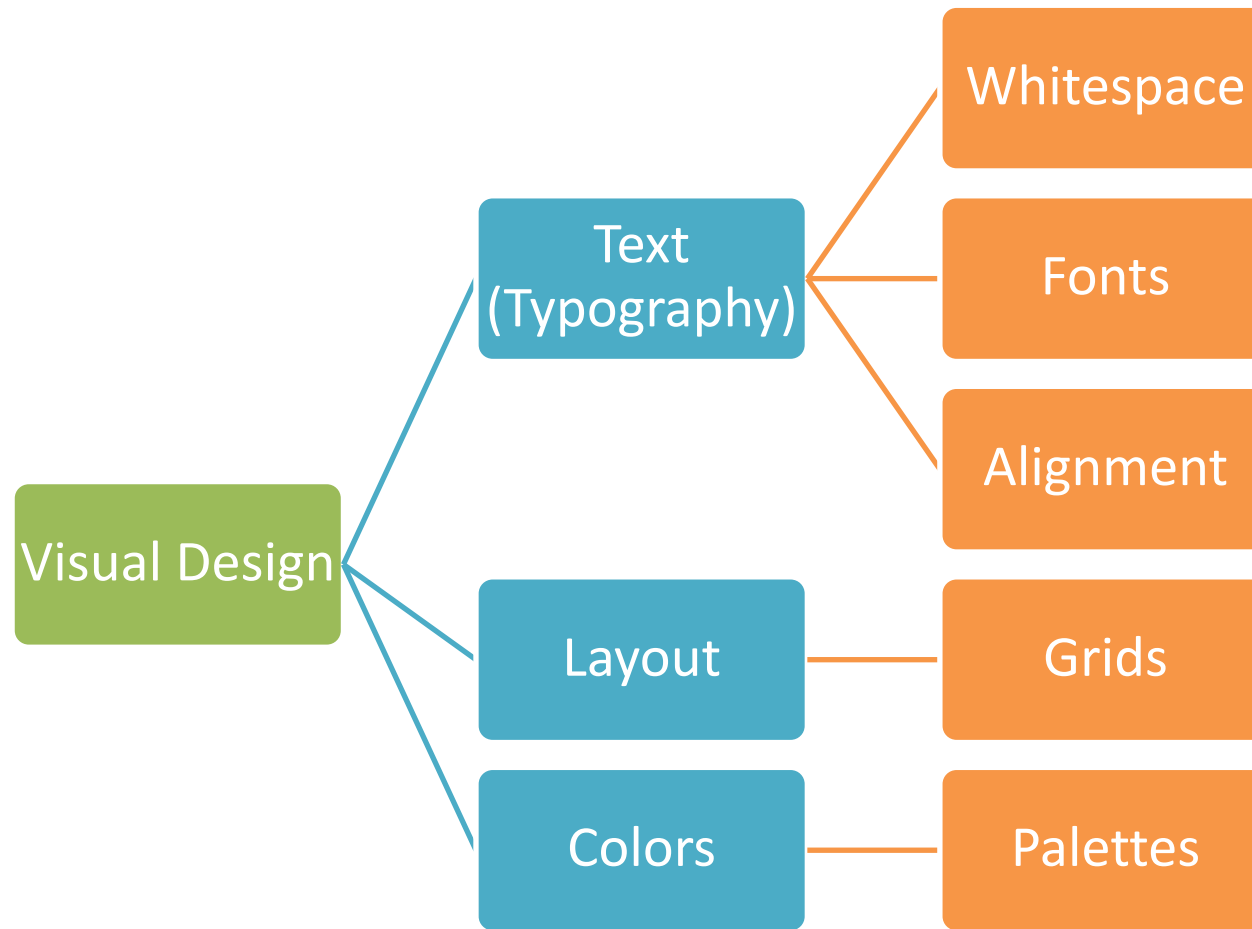
Text

- **Whitespace**: helps separate out logical chunks of content
- **Font**: size and style differences convey hierarchy
- **Alignment**: crucial for helping readers scan quickly

Layout

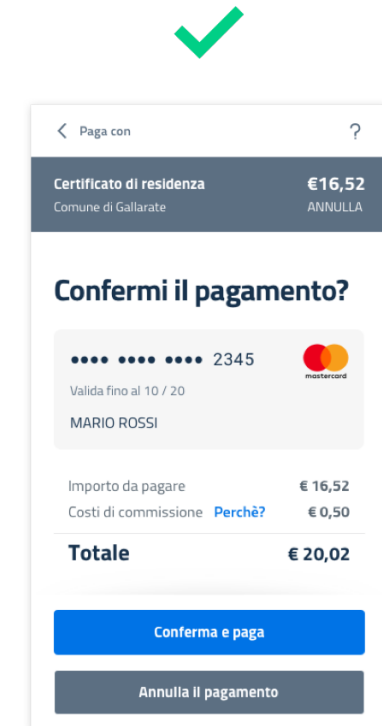
Colors

Key Ingredients



Text

- Font size, color and spacing define a hierarchy of visibility and attention
- The visual hierarchy should match the relative importance of the information content



Text and Layout Convey Meaning

The image compares two real estate listing cards. The left card, marked with a red 'X', uses a list format for attributes. The right card, marked with a green checkmark, uses a more integrated layout. Annotations on the right card highlight three improvements: 1) 'Present data in a more useful way' pointing to the bolded 'DETACHED HOUSE - 5Y OLD' header. 2) 'Emphasize the most important content' pointing to the large price '\$750,000'. 3) 'Combine labels and values into human-readable phrases' pointing to the '3 Bedrooms' and '2 Bathrooms' icons and text.

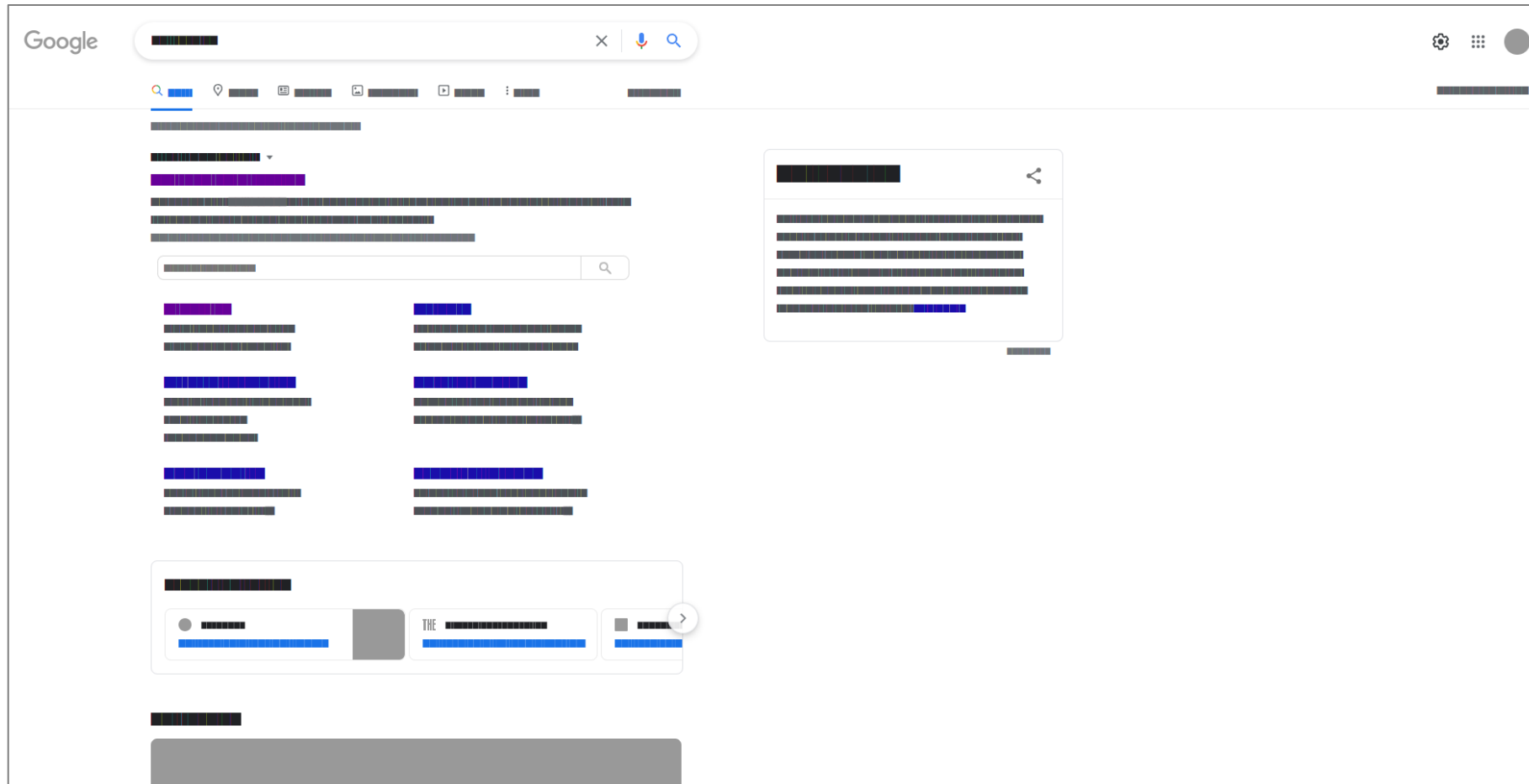
Attribute	Value
Building Type	Detached House
Year Of Construction	2012
Listing Price	\$750,000
Address	742 Evergreen Terrace
Bedrooms	3
Bathrooms	2
Real Estate Agent	Tiffany Heffner
Contact	(555) 555-4321

DETACHED HOUSE - 5Y OLD
\$750,000
742 Evergreen Terrace

3 Bedrooms **2 Bathrooms**

REALTOR
 Tiffany Heffner
(555) 555-4321

Recognizable Page Structure



Recognizable Page Structure

The screenshot shows a Google search for "politecnico". The search bar is at the top with the Google logo on the left and search controls on the right. Below the search bar, there are navigation tabs for "Tutti", "Maps", "Notizie", "Immagini", "Video", and "Altro". The search results are displayed below, starting with a link to "https://www.polito.it" for "Politecnico di Torino". A brief description follows: "Da 160 anni, il Politecnico di Torino è una delle istituzioni pubbliche più prestigiose a livello italiano ed internazionale nella formazione, ricerca, ...". Below this is a search box for "Risultati di polito.it" and a grid of links to various sections of the website, such as "Didattica", "Orientamento", "Offerta formativa", "Corsi di Laurea", "Apply@polito", and "Scoprire l'Ateneo". To the right of the main results is a "Knowledge Panel" for "Politecnico" with a definition: "Politecnico è un termine utilizzato in Italia e in altri paesi per definire un istituto di studi superiori, come ad esempio un'università, autonomo dal punto di vista amministrativo e didattico, le cui facoltà sono di ambito tecnologico, tipicamente ingegneria e architettura. Wikipedia". At the bottom, there is a "Trova risultati su" section with social media and other search options, and a "Politecnico" map showing the location in northern Italy.

Recognizable Page Structure

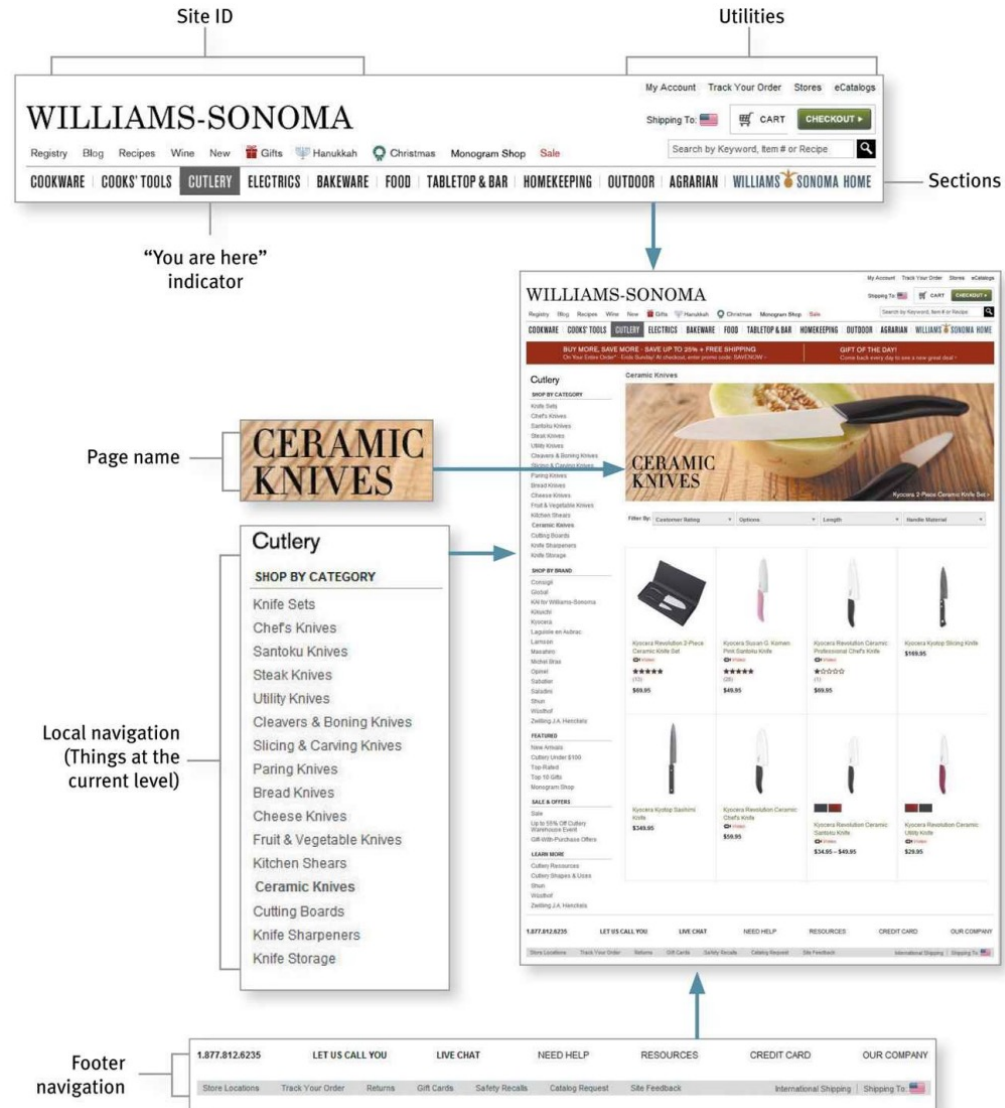


Recognizable Page Structure

The screenshot displays the Stack Overflow 'All Questions' page, illustrating a recognizable page structure. The page is organized into several key sections:

- Header:** Includes the Stack Overflow logo, navigation links (About, Products, For Teams), a search bar, and 'Log in' and 'Sign up' buttons.
- Left Sidebar:** Contains navigation options such as 'Home', 'Questions', 'Tags', 'Users', 'Collectives', 'Find a Job', and 'Teams'. It also features a 'Stack Overflow for Teams' section with a 'Create a free Team' button.
- Main Content Area:** Titled 'All Questions', it shows a total of 21,855,928 questions. Below this, a list of questions is displayed, each with a title, a brief description, tags, and user information. The questions shown are:
 - 'tasks.json In VS Code' by RAINGUARD, asking about debugging a C program in VS Code.
 - 'Android: Push notification and ServerKey' by Mini, asking about implementing push notifications.
 - 'Max profit of Woodcutters' by John Jonathan, asking for help with a dynamic programming problem.
 - 'Remove "randomized" and "input" values from a procedural list' by Kuai, asking about list manipulation in Python.
 - 'How to merge data into azure sql database from delta lake (delta tables in data lake)?' by Crow59, asking about data migration.
- Right Sidebar:** Contains several panels:
 - 'The Overflow Blog' with links to recent articles.
 - 'Featured on Meta' with links to community events.
 - 'Collectives' with links to join various groups like 'Go Language' and 'Google Cloud'.
 - 'Related Tags' with a list of popular tags like 'javascript', 'python', and 'java'.

Conventions Help Recognizing Structure



'GESTALT' PRINCIPLES

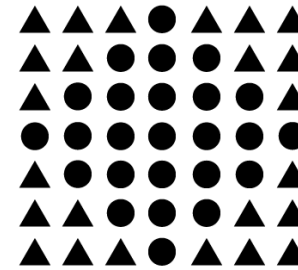
'Gestalt' principles

- Laws from 1920s' psychology: how humans typically see objects by grouping similar elements, recognizing patterns and simplifying complex images
- Designers use these to engage users via powerful -yet natural- “tricks” of perspective and best practice design standards

Some Gestalt Principles

- **Figure/Ground:** Disliking uncertainty, we look for solid, stable items. Foreground catches the eye first
- **Closure:** Preferring complete shapes, we automatically fill in gaps to perceive a complete image; we see the whole first
- **Common Region:** We group elements that are in the same closed region
- **Element Connectedness:** We group elements linked by other elements
- **Continuation:** We follow and “flow with” lines
- **Proximity (Emergence):** We group closer-together elements, separating them from those farther apart.
- **Good Form:** We differentiate elements that are similar in color, form, pattern, etc. and cluster them together
- **Meaningfulness (Familiarity):** We group elements if they form a meaningful or personally relevant image.
- **Prägnanz:** We perceive complex images as simple ones.
- **Convexity:** We perceive convex shapes ahead of concave ones
- **Regularity:** Sorting items, we tend to group some into larger shapes, and connect elements that form a pattern.
- **Similarity (Invariance):** We seek differences and similarities in an image and link similar elements.
- **Symmetry:** We seek balance and order in designs, struggling to do so if they aren’t readily apparent.
- **Common Fate:** We group elements that move in the same direction
- **Synchrony:** We group static visual elements that appear at the same time.

Examples: Similarity



GitHub

Search GitHub

Explore Features Enterprise Pricing

Sign up Sign in

Where software is built

Powerful collaboration, code review, and code management for open source and private projects. Public projects are always free. Private plans start at \$7/mo.

Pick a username

Your email

Create a password

Use at least one lowercase letter, one numeral, and seven characters.

Sign up for GitHub

By clicking "Sign up for GitHub", you agree to our terms of service and privacy policy. We will send you account related emails occasionally.

Want to use GitHub on your servers?

GNN NEWSLETTER

ABBONATI ACCEDI

LA STAMPA

MENU

LEGGI IL QUOTIDIANO TOP NEWS TUTTOLIBRI

Aggiornato alle 22:45 - 04 novembre

La caduta del Muro Serie A Siria Manovra

TORINO EDIZIONI LOCALI

I demoni di Hamilton: "Non è facile come sembra, per me è durissima" STEFANO MANCINI

Lavorare meno per rendere di più: la ricetta funziona davvero EMANUELA GRIGLIE

Reportage Trombe d'aria, pioggia e fiumi esondati: in Liguria torna l'incubo alluvione MARCO MENDUINI

ArcelorMittal abbandona Taranto e l'ex Ilva. Scoppia la polemica. L'azienda: c'era il diritto di recesso

PAOLO BARONI

Intervista - Calenda: sull'Ilva di Taranto distrutto il lavoro di anni PAOLO BARONI

ArcelorMittal si tira indietro sull'Ex Ilva, ecco quanto pesa la decisione su Taranto

La storia dell'acciaieria più grande d'Europa. Ecco l'Ilva dal 2012 a oggi GIULIA CIANCAGLIARI

Il surriscaldamento climatico è arrivato nel profondo delle Alpi

NICOLA PINNA

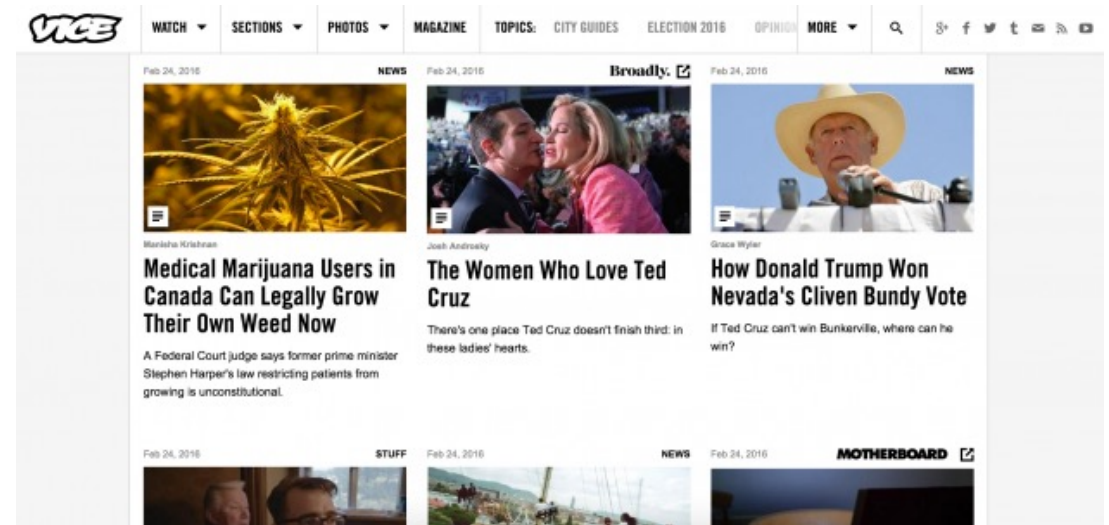
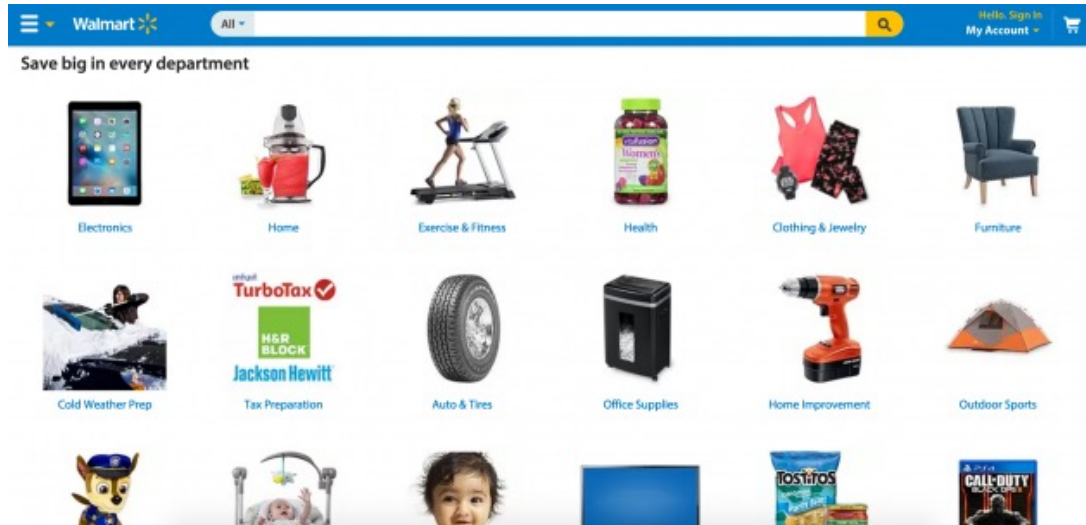
LA STORIA DI GIOVANNI BELZONI IN UN LIBRO

Da Abu Simbel a Giza, l'italiano che inventò l'egittologia MARCO ZATTERIN

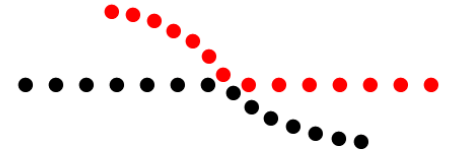
SECONDO NOI

Sud svuotato e senza lavoro: lo Svinez lancia l'allarme recessione MARCO SODANO

Example: Proximity



Example: Continuity



Customers Who Bought This Item Also Bought

Page 1 of 20

Left arrow >

Book Title	Author	Rating	Price
Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products	Geoffrey A. Moore	★★★★★ 72	\$12.35 ✓Prime
The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to	Eric Ries	★★★★★ 1,062	\$16.66 ✓Prime
The Innovator's Dilemma: The Revolutionary Book That Will Change the Way	Clayton M. Christensen	★★★★★ 209	\$10.06 ✓Prime
The Innovator's Solution: Creating and Sustaining Successful Growth	Clayton M. Christensen	★★★★★ 22	\$18.33 ✓Prime
How Will You Measure Your Life?	Clayton M. Christensen	★★★★★ 583	\$15.86 ✓Prime

Right arrow <



Step 1

Choose your meals, drinks and treats from our daily rotating menu.



Step 2

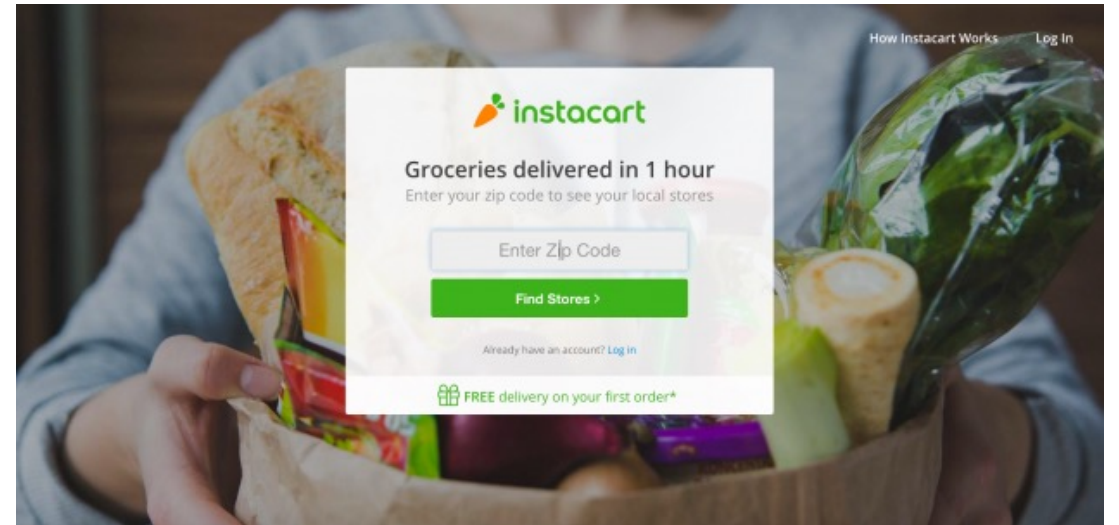
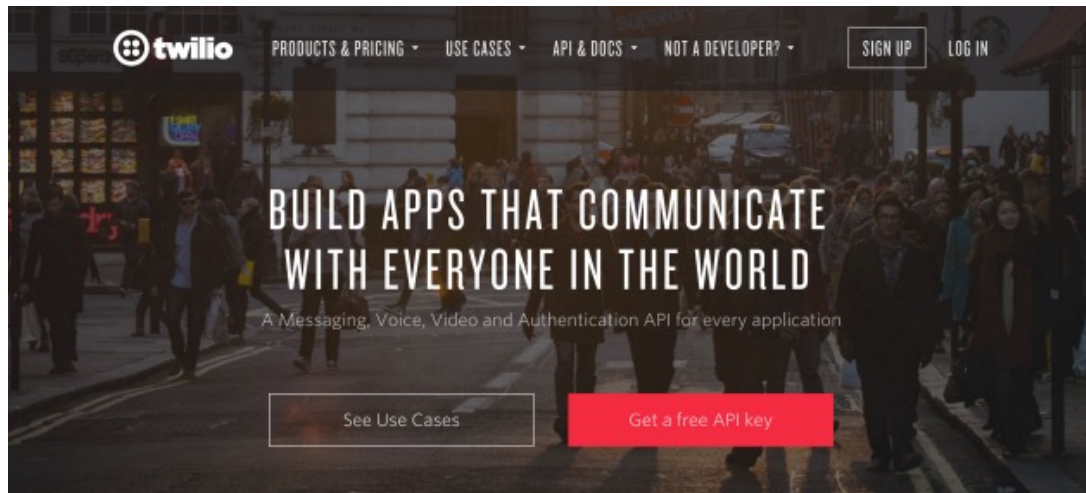
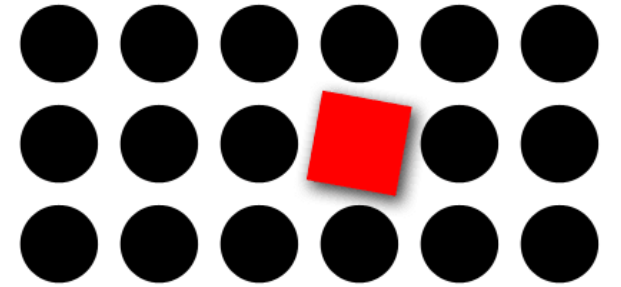
Our friendly servers organize your food for delivery - hot and ready to eat!



Step 3

Your meal arrives in around 20 minutes - like a home-cooked meal without the effort!

Example: Focal Point

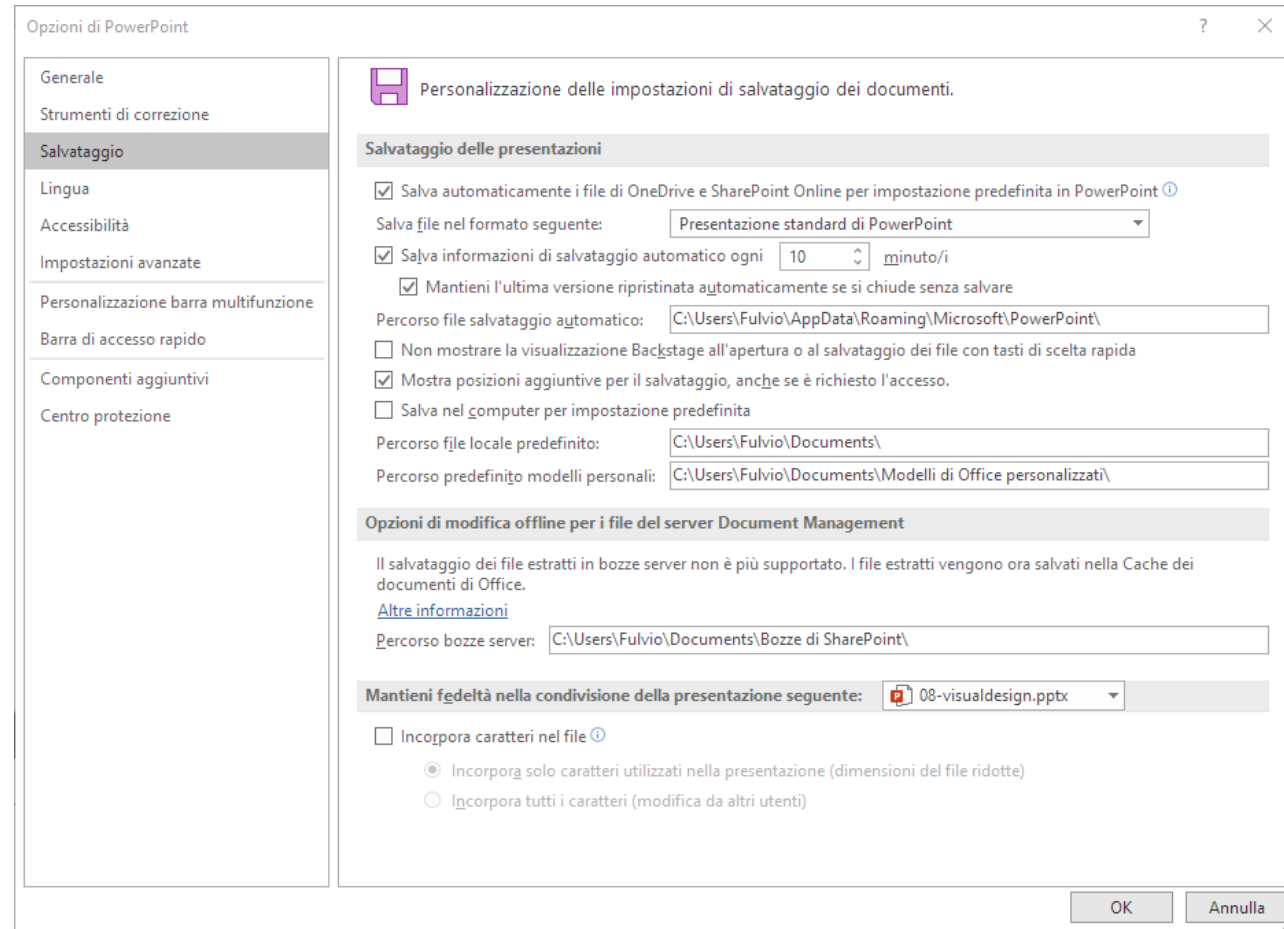


GRID AND ALIGNMENT

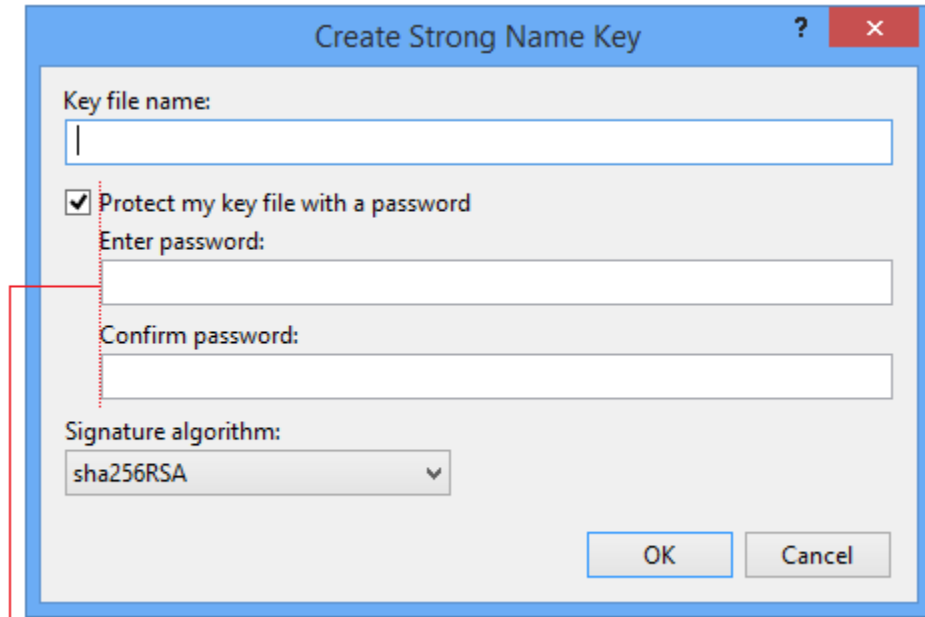
Alignment

- Invisible lines that run through the interface and “attract” the left- or right-edge of a widget control
 - Vertical
 - Horizontal

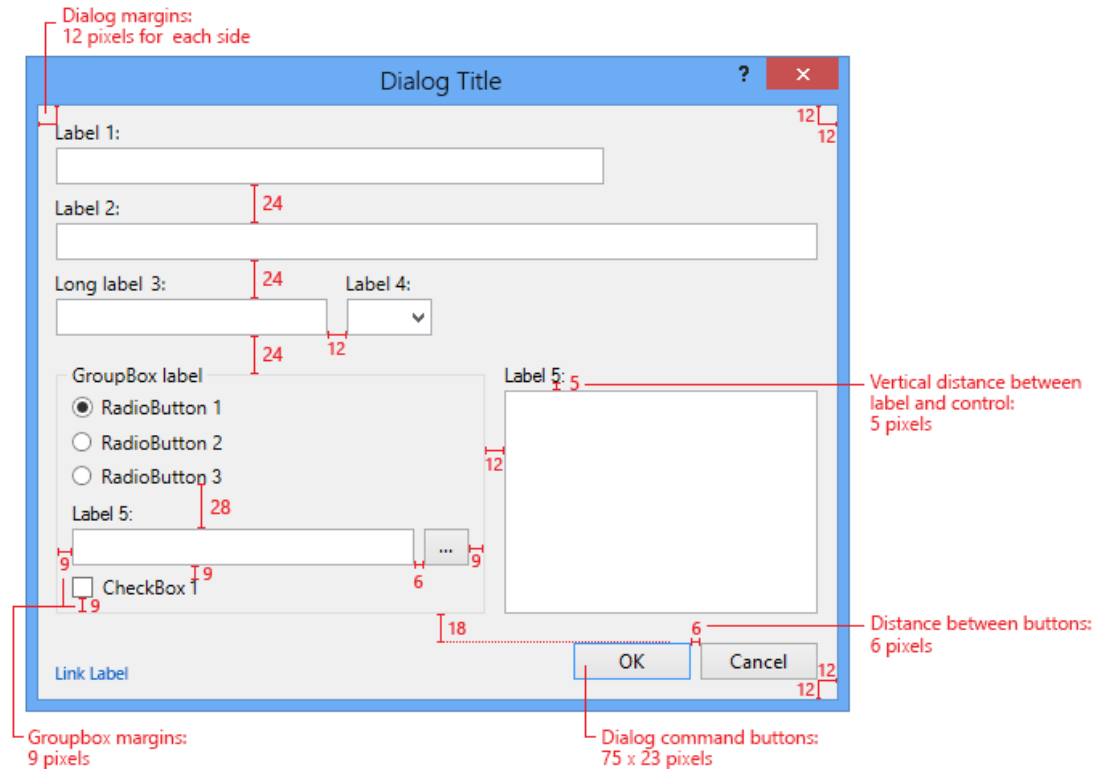
Example



Example



Align labels of nested controls



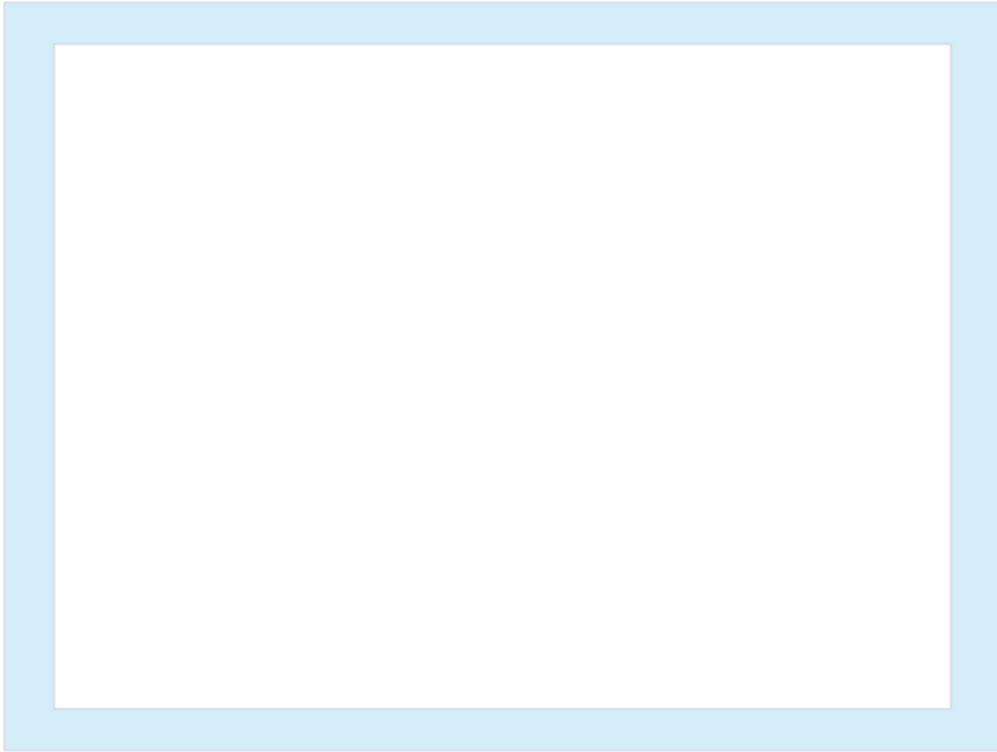
<https://docs.microsoft.com/en-us/visualstudio/extensibility/ux-guidelines/layout-for-visual-studio?view=vs-2019>

Grid Layout Ingredients

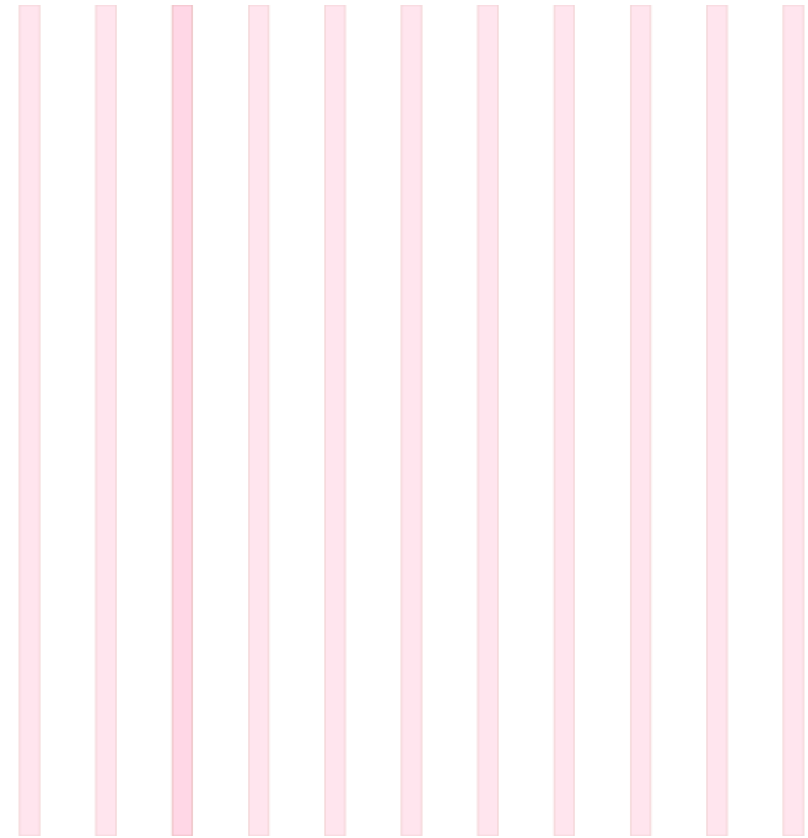
- **Guides:** The edge which you choose to align content with
- **Column:** A vertical division of content
- **Row:** A horizontal division of content
- **Margins:** The area surrounding your content
- **Gutters:** The margins between columns
- **Hang-line:** A horizontal guide to align content to hang off of
- **Baseline:** The horizontal guide for an element to sit on top of
- **Rhythm:** Proportion systems that can help define the sizing frequency and spacing of each of the above elements.

Grid Layout Ingredients

Margins

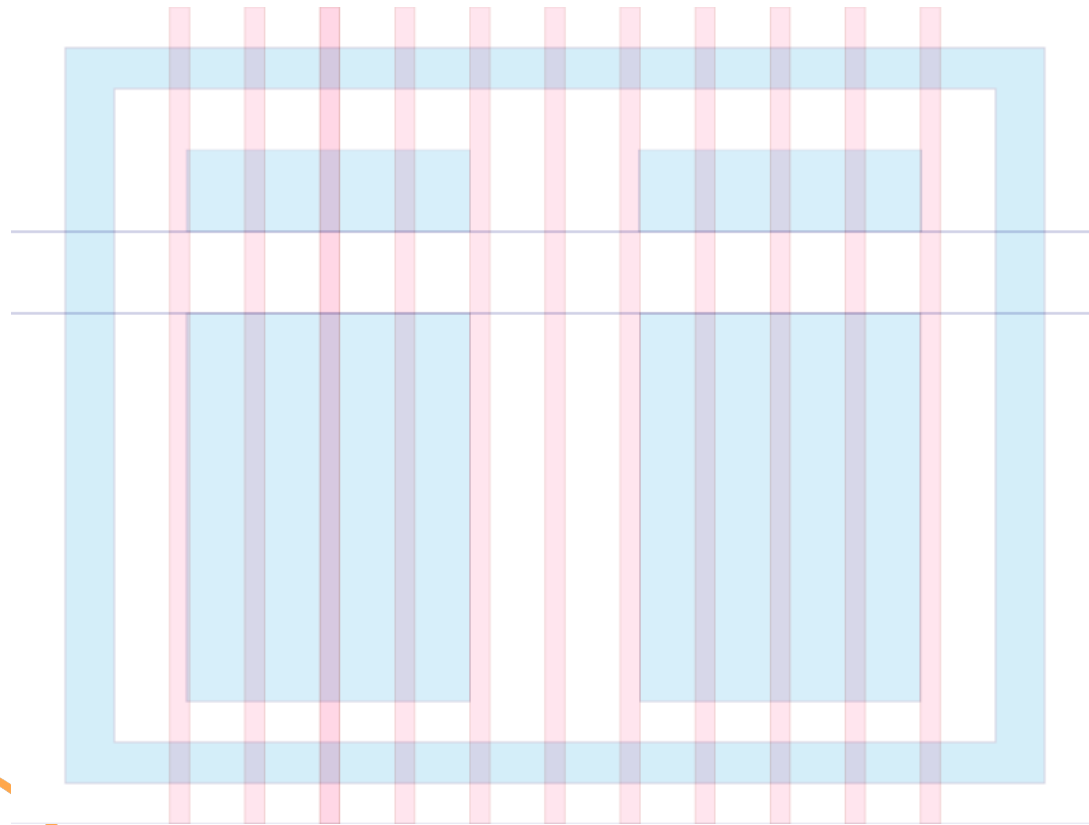


Columns & Gutters



Grid Layout Ingredients

Hanglines and Baselines

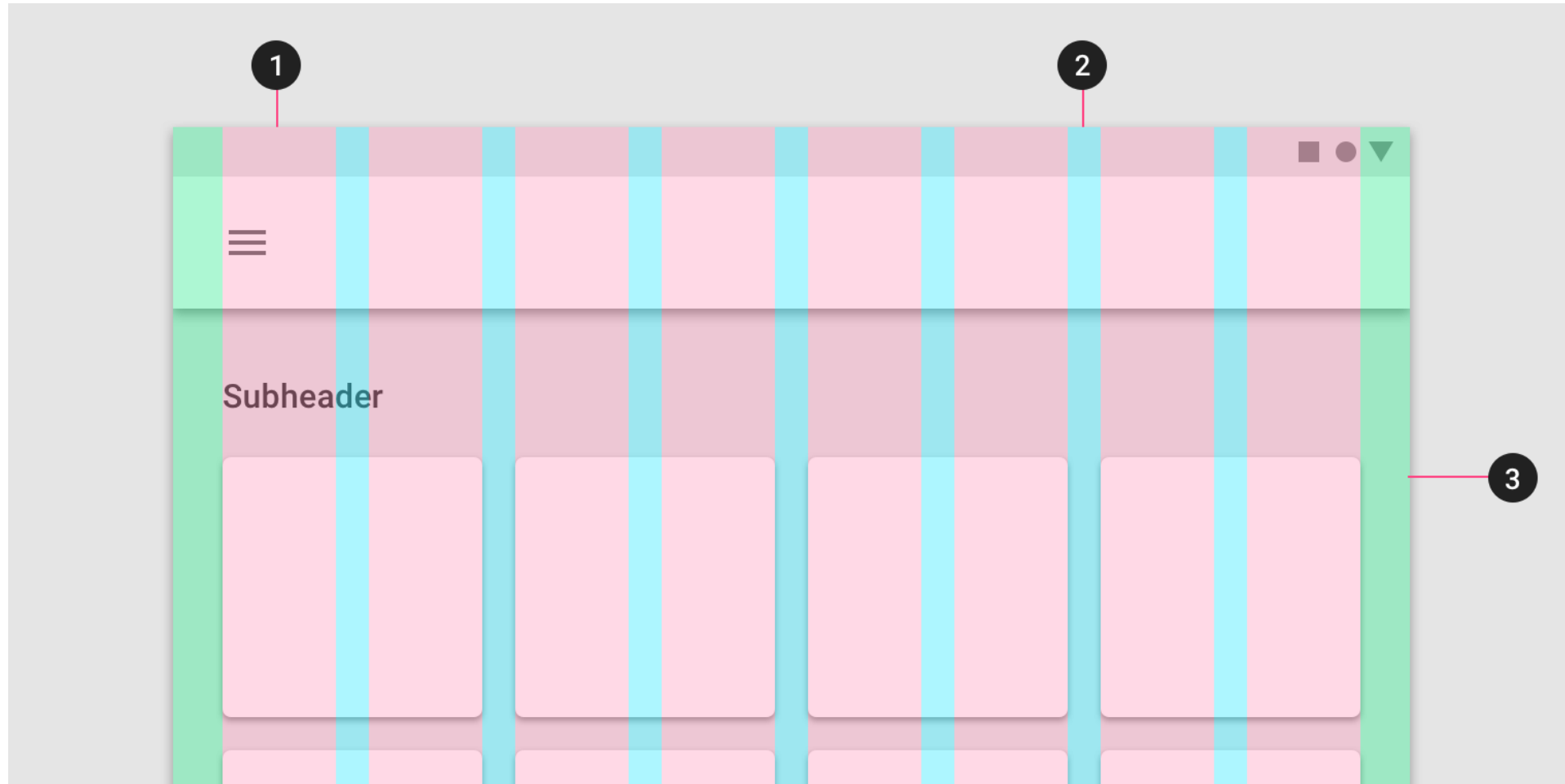


Baseline Grids



Example of Grid-based Layout

1. Columns
2. Gutters
3. Margins



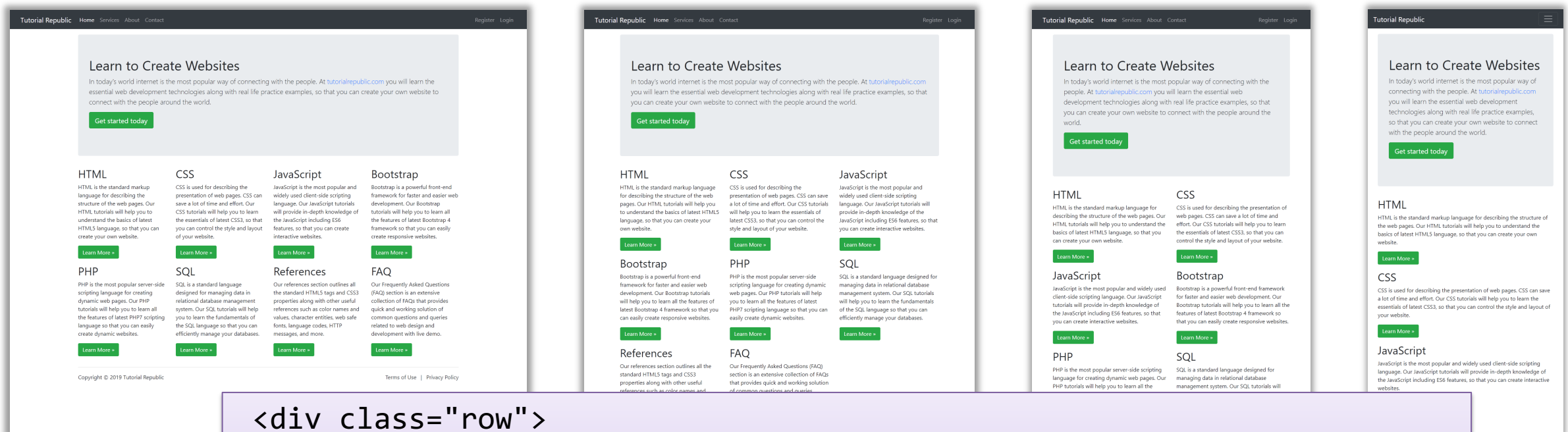
<https://material.io/design/layout/responsive-layout-grid.html#columns-gutters-margins>

Example: Bootstrap Grid

- Always 12 columns in total
- May choose to span a group of columns
- Each column is tagged according to the screen size:
 - xs (phones - <768px)
 - sm (tablets - >=768px)
 - md (small laptops - >=992px)
 - lg (laptops and desktops - >1200px)

span 1	span 1	span 1	span 1	span 1	span 1	span 1	span 1	span 1	span 1	span 1	span 1
span 4				span 4				span 4			
span 4				span 8							
span 6						span 6					
span 12											

Example: Responsive Grid Layout



```
<div class="row">
  <div class="col-md-6 col-lg-4 col-xl-3">
    <h2>HTML</h2>
    <p>...</p>
    <p><a href="..." class="btn btn-success">...</a></p>
  </div>
```

<https://www.tutorialrepublic.com/twitter-bootstrap-tutorial/bootstrap-responsive-layout.php>

Grid Structure

Main body:
Mix of 2x and 3x
columns

Alternating row
types



Title area outside the
grid

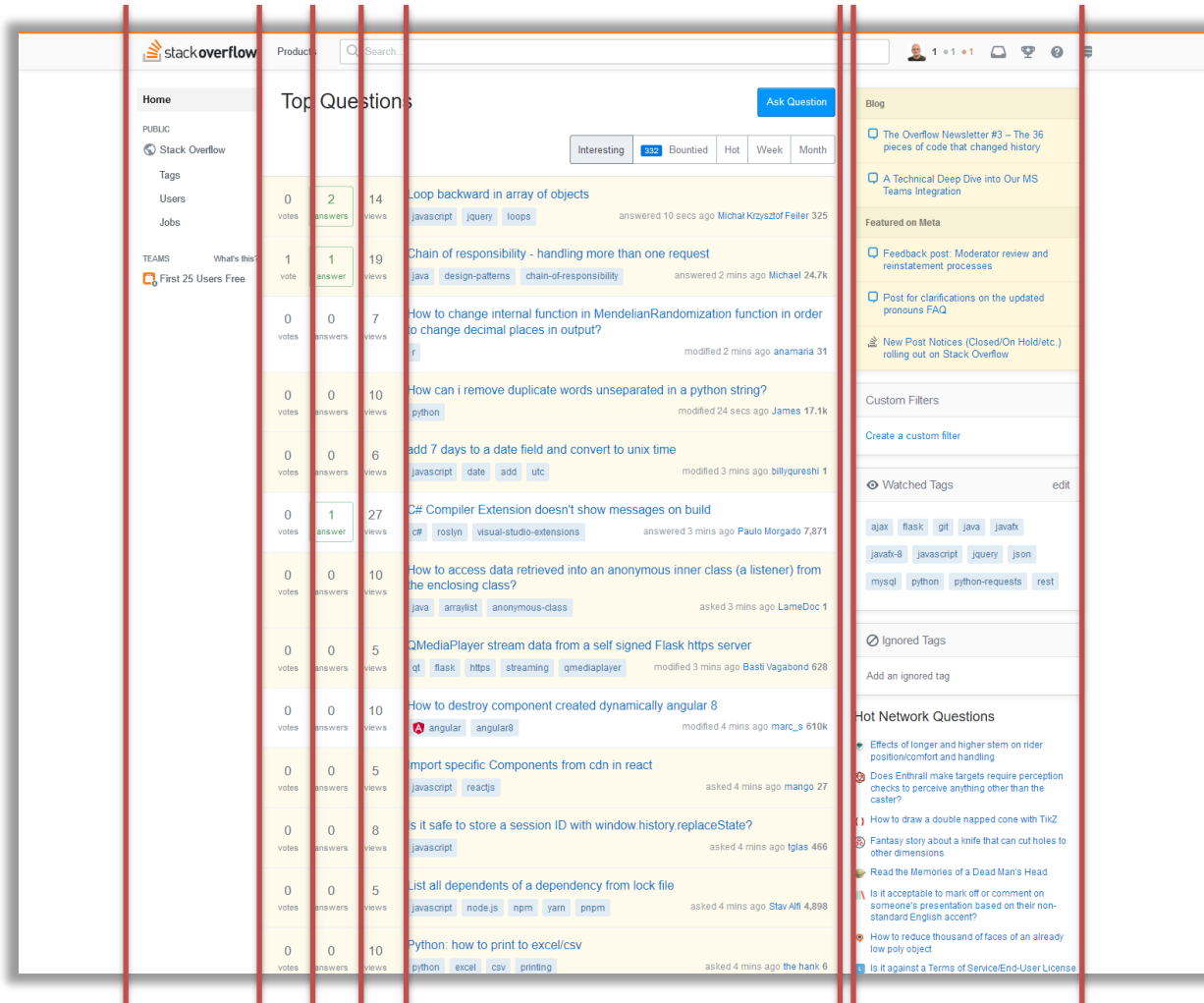
Right column for
other types of articles

Grid Structure

Main content
(center, wide)

Navigation
(left, smaller)

Related content
(right, smaller)



Example (2019)

Software								
1° anno								
Periodo	Codice	Lingua	Insegnamento	Crediti	Docente	Note	Vincoli	
1	01PDWOV	EN	Information systems ING-INF/05 (6)	6	M. Morisio	⊙		
1	02GOLOV	IT	Architetture dei sistemi di elaborazione ING-INF/05 (10) Oppure	10	P. Bernardi E. Sanchez Sanchez	⊙		
1	02LSEOV	EN	Computer architectures ING-INF/05 (10)	10	P. Montuschi	⊙		
1	01SQJOV	EN	Data Science and Database Technology ING-INF/05 (8) Oppure	8	S. Chiusano	⊙		
1	01SQMOV	IT	Data Science e Tecnologie per le Basi di Dati ING-INF/05 (8)	8	E. Baralis	⊙		
1	01OTWOV	EN	Computer network technologies and services ING-INF/05 (6) Oppure	6	M. Baldi	⊙		
1	02KPNV	IT	Tecnologie e servizi di rete ING-INF/05 (6)	6	G. Marchetto	⊙		
2	02JEUOV	EN	Formal languages and compilers ING-INF/05 (6)	6	R. Sisto	⊙		
2	05BIDOV	IT	Ingegneria del software ING-INF/05 (8) Oppure	8	G. Bruno	⊙		
2	04GSPV	EN	Software engineering ING-INF/05 (8)	8	M. Morisio	⊙		
2	01UDFOV	IT	Applicazioni Web I ING-INF/05 (6) Oppure	6	E. Masala	⊙		
2	01TXYOV	EN	Web Applications I ING-INF/05 (6)	6	F. Corno	⊙		
2	02GRSOV	IT	Programmazione di sistema ING-INF/05 (10) Oppure	10	G. Cabodi	⊙		
2	01NYHOV	EN	System and device programming ING-INF/05 (10)	10	S. Quer	⊙		
2° anno								
Periodo	Codice	Lingua	Insegnamento	Crediti	Docente	Note	Vincoli	
1			Insegnamento a scelta 1	6				
1	01TYMOV	EN	Information systems security ING-INF/05 (6) Oppure	6		⊙		
1	01UDUOV	IT	Sicurezza dei sistemi informativi ING-INF/05 (6)	6		⊙		
1	01SQNOV	EN	Software Engineering II ING-INF/05 (6)	6		⊙		
1,2			Crediti liberi	6				
1,2	29EBHOV		Tesi	30				
2			Insegnamento a scelta 2	6				
Insegnamento a scelta 1								
Periodo	Codice	Lingua	Insegnamento	Crediti	Docente	Note	Vincoli	
1	01TYDOV	EN	Cloud Computing ING-INF/05 (6)	6		⊙		
1	01PDCOV	EN	Digital control technologies and architectures ING-INF/04 (6)	6		⊙		
1	01TXZOV	EN	Distributed systems programming ING-INF/05 (6)	6		⊙	Si	
1	01NWPOV	IT	Elaborazione dell'audio digitale ING-INF/05 (6)	6		⊙		
1	01UDGOV	EN	Energy management for IoT ING-INF/05 (6)	6		⊙	Si	
1	02JSKOV	EN	Human Computer Interaction ING-INF/05 (6)	6		★ ⊙		
1	01SQIOV	EN	Machine Learning and Artificial Intelligence ING-INF/05 (6)	6		⊙		
1	01PDXOV	EN	Modern design of control systems ING-INF/04 (6)	6		⊙		
1	01OUVOV	EN	Optimization methods and algorithms MAT/09 (6)	6		⊙		
1	04CETOV	IT		6		⊙		

Example (same page in 2020)

Software								
1° anno 2020/2021								
Periodo	Codice	SSD	Insegnamento	Lingua	Crediti	Docente	Note	Orario
1	01PDWVOV	ING-INF/05 (6)	Information systems	🇬🇧	6	M. Morisio (118 iscr.)	🟢	🕒
1	02GOLOV	ING-INF/05 (10)	Architetture dei sistemi di elaborazione	🇮🇹	10	P. Bernardi (150 iscr.) E. Sanchez Sanchez (159 iscr.)	🟢 🟢	🕒
oppure								
1	02LSEOV	ING-INF/05 (10)	Computer architectures	🇬🇧	10	P. Montuschi (207 iscr.)	🔴 🟢	🕒
1	01SQJOV	ING-INF/05 (8)	Data Science and Database Technology	🇬🇧	8	S. Chiusano (172 iscr.)	🟢 🟢	🕒
oppure								
1	01SQMOV	ING-INF/05 (8)	Data Science e Tecnologie per le Basi di Dati	🇮🇹	8	E. Baralis (254 iscr.)	🟢 🟢	🕒
1	01OTWVOV	ING-INF/05 (6)	Computer network technologies and services	🇬🇧	6	G. Marchetto (161 iscr.)	🟢 🟢	🕒
oppure								
1	02KPNOV	ING-INF/05 (6)	Tecnologie e servizi di rete	🇮🇹	6	G. Marchetto (253 iscr.)	🟢 🟢	🕒
2	02EUOV	ING-INF/05 (6)	Formal languages and compilers	🇬🇧	6	R. Sisto (60 iscr.)	🔴 🟢	🕒
2	05BIDOV	ING-INF/05 (8)	Ingegneria del software	🇮🇹	8	G. Bruno (132 iscr.)	🟢 🟢	🕒
oppure								
2	04G5POV	ING-INF/05 (8)	Software engineering	🇬🇧	8	M. Morisio (202 iscr.)	🟢 🟢	🕒
2	01UDFOV	ING-INF/05 (6)	Applicazioni Web I	🇮🇹	6	E. Masala (91 iscr.) L. De Russis (57 iscr.)	🟢	🕒
oppure								
2	01TXYOV	ING-INF/05 (6)	Web Applications I	🇬🇧	6	F. Corno (185 iscr.)	🟢	🕒
2	02GRSOV	ING-INF/05 (10)	Programmazione di sistema	🇮🇹	10	G. Cabodi (100 iscr.) A. Savino (112 iscr.)	🔴 🟢	🕒
oppure								
2	01NYHOV	ING-INF/05 (10)	System and device programming	🇬🇧	10	S. Quer (108 iscr.)	🟢	🕒
2° anno 2021/2022								
Periodo	Codice	SSD	Insegnamento	Lingua	Crediti	Docente	Note	Orario
1			Insegnamento a scelta 1		6		🔴	
1	01TYMOV	ING-INF/05 (6)	Information systems security	🇬🇧	6		🟢	🕒
oppure								
1	01UDUOV	ING-INF/05 (6)	Sicurezza dei sistemi informativi	🇮🇹	6		🟢	🕒
1	01SQNOV	ING-INF/05 (6)	Software Engineering II	🇬🇧	6		🟢	🕒
1,2			Crediti liberi		6		🔴	
1,2	29EBHOV		Tesi		30		🔴	
2			Insegnamento a scelta 2		6		🔴	

Some Guidelines

- When designing a template, start from the longest block of text
- Left-aligned text is (usually) faster to skim
- Alignment guides the eye and reduces clutter
 - Avoid slight misalignments
 - Patterns and deviations are “automatically” detected
 - Deviate from a pattern for strategic reasons
 - Use visual proximity and scale to convey semantic information

COLORS

05/11/23



I AM LING YOU CAN TRUST ME

Menu

- Home
- Cars
- Vans
- Customers
- About Ling
- Fun stuff
- Free stuff
- Live staff

CARS A-Z



ABARTH
124 Spider
Convertible
595 Convertible
595 Hatchback
695 Convertible



ALFA ROMEO
Giulia Saloon
Giulietta
Stelvio Estate



I live inside my car leasing website all day Monday to Friday 9am-6pm. I lease the cheapest PCP and contract hire cars in the UK! - I am Ling, accept no substitutes

LINGSCARS.com

Leader of the Pack - The UK's favorite car leasing website!
Contract hire cars from Ling Valentine. LINGSCARS is the UK's favourite car leasing website - On 2016 I leased over £85 million in cars.

Stop

"Believe it or not, this Gateshead-based website, featuring Mrs Ling jiggling on her motorbike, is one of the biggest online drivers of car sales in Great Britain" **25th July 2017**

Leader of the Pack

"[Ling Valentine is] Britain's **BIGGEST** individual seller of new cars."

BREXIT RISK FREE! February 2017 **theguardian**

LING'S BREXIT BORIS PROMISE: If the UK leaves the EU with "no deal", tariffs may apply to EU built cars landing in the UK after Brexit day (31st Jan?). If this is the case with YOUR car, and IF the price increases due to tariffs, YOU will be able to cancel the car order at **NO COST** to you. **YOU can order a new car from me, with NO BREXIT RISK.** - Ling

MY BEST SELLING CAR LEASING DEALS!

Facebook Twitter

500 IDEAS! **NICOLE...PAPA!** **MEGA-HATCH!**

<p>Fiat 500 1.2 Pop 8v (69bhp) (4 seats) Hatchback 3dr 1242cc Petrol Manual (5 Speed)</p> <p>RENT NEW £127/mth including VAT</p> <p>3 year cheap car leasing 6+35</p>	<p>Renault Clio 0.9 TCE Iconic 12v (90bhp) Hatchback 5dr 898cc Petrol Manual (5 Speed)</p> <p>RENT NEW £152/mth including VAT</p> <p>3 year cheap car leasing 6+35</p>	<p>Citroen C3 1.2 PureTech 12v (83bhp) Flair Hatchback 5dr Manual 1199cc</p> <p>RENT NEW £157/mth including VAT</p> <p>2 year cheap car leasing 6+23</p>
---	--	--

Car Leasing Online Service Response Times
Quote > Proposal > Order > Delivery

75 CUSTOMERS IN 'PROPOSAL'
Ling replies in... **0:03:07**

129 CUSTOMERS IN 'ORDER'
Ling replies... **0:05:03**

1 DELIVERY TODAY

Ford Ka+
Arthur
ATTLEBOROUGH, NR17

21 DELIVERIES IN LAST WEEK

Renault Captur
Cath
PONTEFRAC T, WF81

Mercedes GLC Coupe
Bill
BEDLINGTON, NE22

BMW 2 Series Convert...
Pingu
DERBY, DE56

Nissan Qashqai
Arlene
GLASGOW, G11

Volvo XC60 Estate
Saif
MILTON KEYNES, MK8

Seat Leon
Ben
BARNSELY, S70

Skoda Kodiak Estate
Hannah
HAY-ON-WYE, HR3

Renault Clio
Paul
MIDDLEBROUGH, TS7

Renault Clio
Paul
MIDDLEBROUGH, TS7

Seat Arona
Steve
LONDON, SE18

Seat Leon
Adam
HATFIELD, AL10

Audi A3 Sportback
Chris
WYMONDHAM, NR18

Colors

- Be careful, do not exaggerate
- Design in grayscale, first
 - Ensure information is conveyed by text and layout
- When adding colors, try to conserve the same luminance of the grayscale design
- Assign meaning to color
- Use a limited and consistent palette and use slight variations

Example

The screenshot shows the Stack Overflow home page with a light theme. The top navigation bar includes the Stack Overflow logo, a search bar, and user profile information. The main content area is divided into three columns: 'Top Questions', 'Blog', and 'Hot Network Questions'. The 'Top Questions' column lists several questions with their respective vote counts, answer counts, and view counts. The 'Blog' column features a 'Featured on Meta' section and a 'Custom Filters' section. The 'Hot Network Questions' column lists questions that are currently trending.

votes	answers	views	question	tags	modified	author
0	2	14	Loop backward in array of objects	javascript, jquery, loops	answered 10 secs ago	Michal Kizydzof Faller 325
1	1	19	Chain of responsibility - handling more than one request	java, design-patterns, chain-of-responsibility	answered 2 mins ago	Michael 24.7k
0	0	7	How to change internal function in MendelianRandomization function in order to change decimal places in output?	r	modified 2 mins ago	anamaria 31
0	0	10	How can i remove duplicate words unseparated in a python string?	python	modified 24 secs ago	James 17.1k
0	0	6	add 7 days to a date field and convert to unix time	javascript, date, add, utc	modified 3 mins ago	billyqureshi 1
0	1	27	C# Compiler Extension doesn't show messages on build	c#, roslyn, visual-studio-extensions	answered 3 mins ago	Paulo Morgado 7,871
0	0	10	How to access data retrieved into an anonymous inner class (a listener) from the enclosing class?	java, araylist, anonymous-class	asked 3 mins ago	LameDoc 1
0	0	5	QMediaPlayer stream data from a self signed Flask https server	qt, flask, https, streaming, qmediaplayer	modified 3 mins ago	Basti Vagabond 628
0	0	10	How to destroy component created dynamically angular 8	angular, angular8	modified 4 mins ago	marc_s 610k
0	0	5	Import specific Components from cdn in react	javascript, reactjs	asked 4 mins ago	mango 27
0	0	8	Is it safe to store a session ID with window.history.replaceState?	javascript	asked 4 mins ago	tglaa 466
0	0	5	List all dependents of a dependency from lock file	javascript, node.js, npm, yarn, pnpm	asked 4 mins ago	Stav Alt 4,898
0	0	10	Python: how to print to excel/csv	python, excel, csv, printing	asked 4 mins ago	the hank 6

The screenshot shows the Stack Overflow home page with a dark theme. The layout and content are identical to the light theme version, but the background and text colors are inverted to provide a different visual experience.

Palettes

Allegato 1

ABACO COLORI POLITO

BLU

PANTONE	CMYK
288 CVP	100/80/0/30
90%	90%
80%	80%
70%	70%
60%	60%
50%	50%

ARANCIO

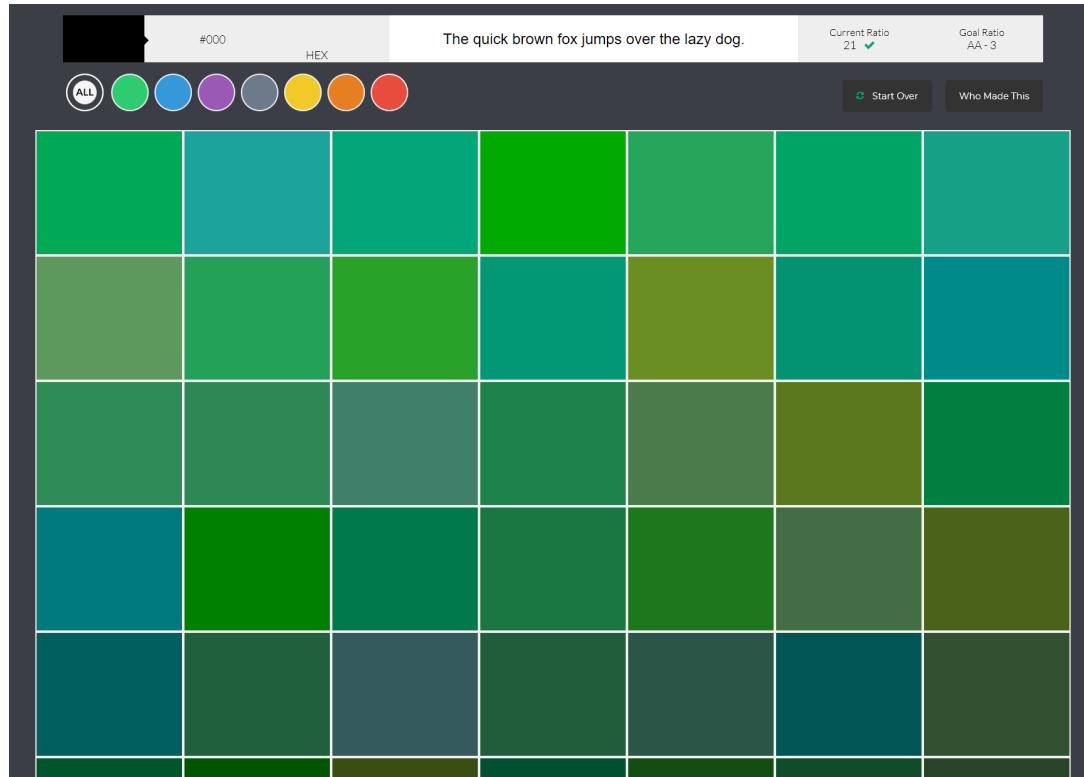
PANTONE	CMYK	CMYK
ORANGE 021	0/70/90/0	0/70/100/0
137 CVP	0/60/90/0	0/60/100/0
130 CVP	0/50/90/0	0/50/100/0
123 CVP	0/40/90/0	0/40/100/0
	0/30/90/0	0/30/100/0

COMBINAZIONI

CMYK	CMYK
100/80/0/30	0/70/100/0
100/80/0/30	0/60/100/0
100/80/0/30	0/50/100/0
100/80/0/30	0/40/100/0
100/80/0/30	0/30/100/0



Color Contrast



<http://colorsafe.co/>

Default type color On light			Default type color On dark		
Primary	#000000	1a	Primary	#FFFFFF	1a
Secondary	#000000	0.54a	Secondary	#FFFFFF	0.54a
Disabled	#000000	0.26a	Disabled	#FFFFFF	0.26a
Link	#3367D6	1a	Link	#7BAAF7	1a
Positive	#0B8043	1a	Positive	#57BB8A	1a
Negative	#C53929	1a	Negative	#E67C73	1a
Warning	#EA6100	1a	Warning	#F7CB4D	1a

Google Chrome Palette

Example

- Colors needing an explanation legend
- Time intervals are shaded with 2 different colors
 - “why is the first hour filled with a different color?”
- No indication of the “fill level”

Turni disponibili - Aule Studio - Sala studio al Secondo Piano di C.so Castelfidardo 39

Legenda turni prenotazione

Disponibile Passato Non prenotabile Prenotazioni non attive Turno al quale sei prenotato

Tutti gli orari sono da intendersi espressi secondo il fuso orario italiano

A partire da giorno 15 luglio 2020, è consentito l'uso della seguente Sala Studio della Sede Centrale:
- Sala studio al Secondo Piano di C.so Castelfidardo 39, codice locale TO_CIT11_XP02_001

Le sale studio sono aperte dalle ore 9.00 alle ore 18.00 dal lunedì al venerdì. L'accesso sarà consentito su due turnazioni orarie, dalle ore 9.00 alle 13.00 e dalle ore 14.00 alle ore 18.00

<< Oggi >> 21 Set 2020 - 27 Set 2020 1 giorno 3 giorni Settimana lavorativa **Settimana**

	Lunedì 21 Set 2020	Martedì 22 Set 2020	Mercoledì 23 Set 2020	Giovedì 24 Set 2020	Venerdì 25 Set 2020	Sabato 26 Set 2020	Domenica 27 Set 2020
09:00	09:00 - 13:00 - prenotazioni: 36/36	09:00 - 13:00 - prenotazioni: 36/36	09:00 - 13:00 - prenotazioni: 35/36	09:00 - 13:00 - prenotazioni: 36/36	09:00 - 13:00 - prenotazioni: 34/36		
10:00							
11:00							
12:00							
13:00							
14:00	14:00 - 18:00 - prenotazioni: 36/36	14:00 - 18:00 - prenotazioni: 36/36	14:00 - 18:00 - prenotazioni: 34/36	14:00 - 18:00 - prenotazioni: 34/36	14:00 - 18:00 - prenotazioni: 26/36		
15:00							
16:00							
17:00							



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