

# Jakub Krčmář

web design v praxi

# Účel a role grafického designu na webu 1/2

- Design logicky člení informace atraktivní a přehlednou formou
- Design vyjadřuje účel a poslání webu
- Design utváří návštěvníkův podvědomý názor na web a zvyšuje jeho důvěru k obsahu webu
- Design usnadňuje orientaci a pohyb uživatele na webu
- Design vychází z vizuální identity firmy či ji jinak vhodně doplňuje

# Účel a role grafického designu na webu 2/2

- Design zvyšuje přístupnost a použitelnost internetové stránky
- Unikátní či originální design učiní web zapamatovatelným a rozeznatelným
- Grafická úprava informací tvoří vizuální hierarchii, tj. pořadí, ve které mají být informace čteny

# Přístupnost a použitelnost

- Přístupné stránky celkově respektují uživatele
- Použitelné stránky jsou přehledné, snadno srozumitelné a ovladatelné.

# Vizuální hierarchie

- Jsou prvky přitahující největší pozornost pro návštěvníka opravdu důležité?
- Nabízí design návštěvníkovi informace ve správném pořadí?
- Je text logicky členěn dle jednotných kompozičních schémat?

# Minimalismus a jeho výhody

- Minimalismus = čistý funkcionalismus
- Eliminace všeho nepotřebného, nadbytečného a překážejícího
- Lepší zacílení obsahu
- Srozumitelnější a osobitější web
- Snadnější a rychlejší tvorba, úprava a údržba webu  
= nižší cena
- Větší prostor pro kreativitu

# Nepsaná pravidla vizuální logiky

- Kontrast
- Opakování
- Zarovnání / blízkost
- Prázdná místa



The **Web Standards Project** is a grassroots coalition fighting for standards which ensure simple, affordable access to web technologies for all.

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## Recent Buzz

### [AJAX, Accessibility & Screen Readers](#)

By [Ian Lloyd](#) | May 4th, 2006

James Edwards presents his findings having looked at how AJAX interacts (or fails to) with various screen readers. The results aren't exactly inspiring.

There's something of an [oxymoron](#) going on there in the heading. Can you spot it? The words 'accessibility' and 'AJAX'. They really are not the best of bed fellows, as many people have discovered. However, although many of us web professionals just 'kinda know' that AJAX is bad for web accessibility, when pushed many would not be able to say exactly why or how certain screen readers cope with content that's been changed using AJAX (or using DOM Scripting methods that don't make use of AJAX at all). One man who can claim to know a bit about it is James Edwards (aka [@brothercake](#)):

Over the last few months (and earlier) I've been involved in researching how the leading screen readers and other assistive devices respond to JavaScript: what kinds of events they generate or respond to, and under what circumstances. The research is based at [Access Matters](#), and coordinated by Bob Easton, Derek Featherstone, Mike Stenhouse and myself.

In addition to that, I did a great deal of primary research for my recently published book, [The JavaScript Anthology](#). The research was designed to find out how assistive devices respond to scripts that update the [DOM](#) periodically or asynchronously, such as the items in a scrolling news-ticker, or responses to an XMLHttpRequest.

The above is an excerpt from an article that James has published on Sitepoint entitled [AJAX and Screenreaders: When Can it Work?](#) which I strongly advise all web professionals to read and absorb. Even if you're not currently doing 'cool' things with AJAX, you should read it so

## Task Forces' Latest

### [Accessibility TF](#)

The Accessibility Task Force works with accessibility organizations, technology vendors and others to help promote Web accessibility.

### [Accessibility TF Manifesto](#)

The ATF has put a lot of effort into looking at the world to analyse the issues standing in the way of broader accessibility for everyone. Having worked out the problems we face and what we are willing to tackle, ...

By [Matt May](#) | April 19th, 2006

### [DOM Scripting TF](#)

The DOM Scripting Task Force evangelizes unobtrusive scripting and facilitates knowledge sharing.

### [DOM Builder](#)

Now here's a script we can get behind... Dan Webb's DOM

### [ACID2](#)

Acid2 is a test page, written to help browser vendors ensure proper support for Web and related standards in their products.

### [Acid2 Supported in Opera One Year Later](#)

Opera 9 passes Acid2, next step for Opera is mobile, and preliminary mumblings about Acid3 have begun.

By [Molly E. Holzschlag](#) | March 28th, 2006

### [Dreamweaver TF](#)

The Dreamweaver Task Force works with Macromedia's engineers to improve standards compliance and accessibility in Dreamweaver.

### [Microformat Extensions for Dreamweaver](#)

As part of our remit to encourage the use of web standards



DASHBOARD OS X TIGER



KONFABULATOR WINDOWS/OS X



COLOURMOD DHTML PICKER



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COLOURING YOUR WORLD



# “ COLOURING WHERE NO COLOUR PICKER HAS GONE BEFORE ”

ColourMod originally made its debut as one of the most flexible, not to mention, good looking, DHTML Dynamic Color Pickers out there. Since then ColourMod has become even more robust, with room to expand beyond imagination.

Currently, ColourMod comes in many different juicy versions. Each version is tailored to fit your specific needs and desires. From colour conversions on your desktop, to colour picking on the web, there is something for you. To find out more information about each of these versions of ColourMod, please select a ColourMod version from the left.

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#A3FF00



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- ✓ Major Browsers Compatibility
- ✓ Valid XHTML 1.0
- ✓ Gorgeous Design
- ✓ Compact Interface



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Loving colours since nineteen eighty one

colorcombos.com

Calfeed.com



KONFABULATOR WINDOWS/OS X



COLOURMOD V1.9 DASHBOARD WIDGET



COLOURMOD V2.2 PLUG AND PLAY

# Mint A Fresh Look at your Site



The web is listening to what you have to say. Admiring your design. Talking about your product.

Mint helps you identify where the most interest is being generated and over what.

Find out what's new in **2**

## What is Mint?

Mint is an extensible web site analytics program. Its interface is an exercise in simplicity. Visits, referrers, popular pages and searches can all be taken in at a glance on Mint's flexible dashboard. [Learn more!](#)

## Gimme!

ONLY  
**\$30**  
PER SITE

Satisfy your sweet tooth for site stats with Mint. A single site license is an affordable \$30. That's less than the cost of filling 'er up at the local gas station! Purchase Mint with a major credit card or PayPal account. [What are you waiting for?](#)

## Little Help?

There are no stupid questions—but some are certainly more frequently asked than others. After passing the [Mint Server Compatibility Suite](#), our [FAQs](#) are the place to start. If you have a real doozy an active community is here to help in the [Mint Forum](#).

## The Latest

As sweet as Mint is, there will always be room for improvement—you can find the latest and greatest version of Mint as well as its plugins (which we like to call Pepper) in the [Peppermill](#). Mint is currently at [version 2.0](#), are you up-to-date?

## Still feeling green?

[Feature highlights](#)  
[Screenshots and screencasts](#)  
[Requirements](#)

## Hard sell?

[Live demo](#)  
[License](#)  
[Create an account](#)  
[Purchase Mint](#)

## Before giving Mint a timeout

[Compatibility Suite](#)  
[FAQs](#)  
[Mint Forum](#)  
[Contact](#)

## From the horse's mouth

[Peppermill](#)  
[Mint Forum](#)  
[Account Center](#)

# Proces tvorby grafického návrhu

- Stanovení cílů stránek
- Obsah a jeho struktura
- Náčrtek rozložení prvků (wireframe)
- Náčrtky možných vzhledů dle wireframe
- Samotná tvorba v příslušné aplikaci
- Po schválení export klientovi

Záhloví webu

Navigace

1. Uvítací text

5. Vybrané fotografie

2. Výběr článků

6. Kalendář akcí

3. Upoutávka č. 1

4. Upoutávka č. 2

7. Anketa

Zápatí stránky

800x600

# Jak být ještě lepším grafikem

- Žádejte o zpětnou vazbu zkušenější kolegy
- Ovládejte pravidla sazby textu (typografie)
- Odvádějte svou práci kvalitně a zodpovědně
- Upřednostňujte elegantní a osvědčená řešení
- Udržujte se ve formě prací na vlastních projektech
- Při tvorbě webu se snažte vžít do pozice uživatele, stavte na svých dřívějších zkušenostech
- Sledujte trendy a vzdělávejte se



## výhledy LHOTKA II

- ➔ 72 bytů v 11 nadzemních podlažích
- ➔ velikostní kategorie 1+kk, 2+kk, 3+kk
- ➔ 65 garážových stání přímo v objektu
- ➔ ceny již od Kč 28 000,-

ÚVOD

AKTUALITY

O PROJEKTU

PŮDORYSY

CENÍK BYTŮ

FINANCOVÁNÍ

MAPA

KONTAKT

- ➔ **Prostorné** a dispozičně zajímavě řešené byty
- ➔ Každý byt s **balkonem** či **terasou**
- ➔ Dobře **vybavená lokalita** v blízkosti nákupního centra
- ➔ **10 minut** autem **do centra**
- ➔ Plánovaná výstavba **metra trasy D** v pěším dosahu
- ➔ stačí záloha **10 % kupní ceny**
- ➔ pokračování úspěšného projektu **Výhledy Lhotka I**



### Máte zájem o byt?

V případě zájmu o bližší informace vyplňte následující formulář a my Vás brzy zkontaktujeme, případně nás můžete **kontaktovat** sami.

Jméno	<input type="text"/>
Příjmení	<input type="text"/>
Telefon	<input type="text"/>
E-mail	<input type="text"/>

ODESLAT

## The Sethi Scholarship for Young Entrepreneurs

The Sethi Scholarship for Young Entrepreneurs is a **\$1,000 award given annually** to high school seniors who have demonstrated entrepreneurial excellence. It can be used for a special project, a service initiative, founding a company, creating an community organization, or other entrepreneurial ventures. There are no restrictions based on financial status, intended major, etc.

The application deadline is **May 5, 2006**

### About

This award is given to a high school senior. **In 2006, the first year of the scholarship, it will be limited to a student attending Bella Vista High School.** As soon as possible, the scholarship will be expanded to include other schools.

Candidates will be evaluated on past entrepreneurial accomplishments, as well as their future plans. For example, if you've started a club, run a student group, or led a community effort, you are an excellent candidate. (Don't be limited by these examples, though.) If you have an idea for a project, consider applying and specify how you will use the scholarship. Perhaps you plan to raise awareness about a current issue or tackle a pressing need in your community.

The recipient of this scholarship receives a one-time award of \$1,000, to be applied in any way they see fit. In addition to the monetary award, the recipient will work with the scholarship's founder, Ramit Sethi. Ramit will offer guidance, advice and opportunities to meet people who can help the recipient to advance his or her goals. For example, if the recipient wanted funding for a business idea, he or she could be introduced to other entrepreneurs, nonprofit executive directors, or venture capitalists, as appropriate.

### More Information

There are tons of entrepreneurship-related resources online. Here are just a few:

- [Fast Company](#)
- [Inc. Magazine](#)
- [Entrepreneur Magazine](#)
- [Seth Godin's blog](#)
- [Stunning, eye-opening music video by Sarah McLachlan](#)
- [My articles on entrepreneurship](#)

### Application Details

The application consists of 4 questions:

1. **What would you use this award to accomplish?** Please be as honest as possible. I'm interested in understanding both the reasons behind your goal and the goal itself.
2. **How have you demonstrated entrepreneurship?** Provide specific examples and your reasoning behind these actions.
3. **What activities have you been involved in?** Include a detailed list of activities and organizations you have participated in, including leadership positions and results.
4. **Is there any other relevant information you'd like to include?**

Combine your responses with an official transcript and mail the entire package to:

Ramit Sethi  
Box 13234  
Stanford, CA 94309

Applications must be postmarked by May 5, 2006. Send any questions to [ramit@ramitsethi.com](mailto:ramit@ramitsethi.com) (Bella Vista '00).

# Výběr barev

- Barvy ovlivňují většinu pocitů návštěvníka
- Každá barva vyvolává jiné představy a pocity
- U barev rozlišujeme viditelnost, oblíbenost a asociaci
- Působení barev je pro každé pohlaví, charakter či kulturu rozdílné
- Ideálně odstíny tří až čtyř barev
- 15 % lidí má vadou zraku posunuté vnímání barev

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- kontakt
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home

Hightech  
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### Fragen?

Kontaktieren Sie uns!

Wenn Sie Fragen haben, an unseren Leistungen interessiert sind oder einfach mal unverbindlich Preise einholen wollen, melden Sie sich bei uns. Wir helfen Ihnen gerne weiter.

Name

Mail

Telefon

Ihre Anfrage

absenden

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### Sonnenschutzfilme

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[mehr Infos](#)



### Car-Design

Die aufregendste Art der Werbung. Gehen Sie in die Oberliga der Gestaltung.

[mehr Infos](#)



### Lackschutzfolien

Ein schlagfestes Argument! Keine Chance für Kratzer, Schrammen und Steinschläge.

[mehr Infos](#)



### Splitterschutzfolien

Sicherheit ist der beste Schutz! Optimal gegen Gewalteinwirkung und Glasbruch.

[mehr Infos](#)



### Sichtschutzfolien

Schützen Sie Ihre Privatsphäre! Verbinden Sie das Angenehme mit dem Nützlichen.

[mehr Infos](#)





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- [Publishers](#)
- [Ad Networks](#)
- [Technology Providers](#)

### Blog

#### Moving the Discussion Forward

By Mike Walrath  
2006.11.09



Of the many issues discussed on the panel "The Move to Auction-Based Media and the Demise of the Upfront" at ad:tech New York, one question in particular sticks with me—one that there's no definitive answer to. It's about resistance. An exchange model for buying and selling non-premium inventory is logical. Its success has historical precedents. Its supporters and participants are starting to prove its value. But we need more education, and more empirical proof, to counter the push-back from those in the industry who feel threatened by the

[Continue Reading...](#)

### Highlights

#### News

[Yahoo! Makes Strategic Investment in Right Media](#)

[Right Media Launches Publisher Media Exchange \(PMX\) Auction-Based Media Management Solution for Online Publishers](#)

[Right Media Introduces First Solution To Safeguard Against Viruses And Harmful Applications In Online Advertising](#)

#### Events

[iMedia Agency Summit](#)

[Ad:Tech NY](#)

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### Member Successes

#### Tickle™

Learn how Tickle scaled their business without increasing overhead, and increased non-premium revenue by 771% using Right Media PMX, the only dedicated, automated system for managing non-premium inventory on the market.

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# designdisease

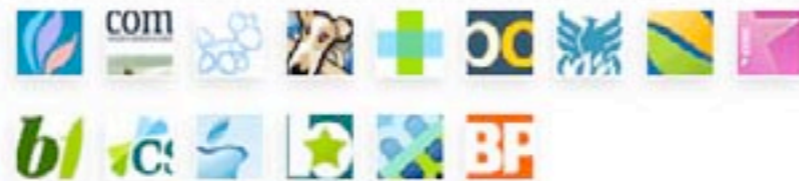
[Contact](#)

Design Disease provides cost-effective Web design services focused on usability, accessibility and Web standards

## Latest Project - Justin Shattuck



## DesignDisease Portfolio



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## News.

Beta v1.0

### Welcome to PUK!

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### Hand wrist arm hurts? PUK to the rescue

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### What the PUK?

[Read More...](#)

### Invented by 2 employees - Do you have an innovative idea?

[Read More](#)

### Sign up to the email list

To find out when you can get your hands on a PUK!

[Sign Me Up](#)

## Welcome To PUK!

### Introduction to pukme.com version 1.0

Hollo and welcome to Pukme.com, the web site for PUK, the wrist rest with flow!

The site is in it's infancy at the moment (*hence the 'beta' labeling*) because we've got such grand plans for the place, but we can't do it all in one go, so we've decide to split it up over time.

This first stage will give you all the information you need to know about the PUK itself, what it is, how it works etc. And pretty soon you'll be able to purchase your very own from the site!

So what are you waiting for? Have a surf around and see what you think. Don't forget to check back soon for more content and other nice stuff!



## Our work doesn't just look pretty, it has killer personality too.

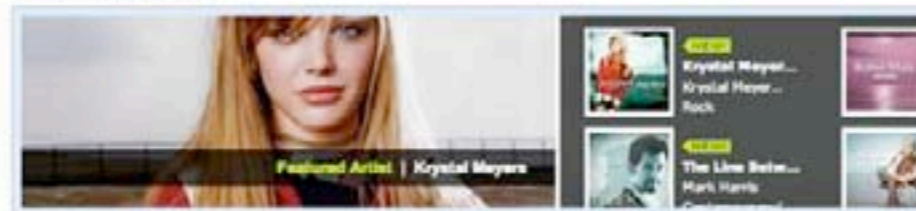
31Three is the home-base for Jesse Bennett-Chamberlain, a web and graphic designer from the Niagara Region in Ontario Canada.

Creating websites that are attractive, light-weight, and easy-to-use is our passion... so if you happen to be in the market for a site that fits this description, please get in touch with us. Take a peek around (We've just redecorated) and make sure to visit the new blog before you leave.

- [Web Development Portfolio](#)
- [Print Design Portfolio](#)
- [Identity Creation Portfolio](#)
- [Request for Proposal](#)



### Work in Progress



#### YourMusicZone.com Gets a Facelift

YourMusicZone was the first of three websites that CMC Distribution hired us to completely rebuild from top to bottom. One database now powers them all.

#### The Details

- [Visit the Website](#)
- [View Project in Portfolio](#)

### The Proof is in the Portfolio

"You have definitely raised the bar for both us and our clients all year. You have over-delivered on all levels and it has been a pleasure working with someone of such talent and commitment."

*Angus Brimacombe - Thirteen Advertising + Design*



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- [View Our Portfolio](#)



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Each week in November, we reveal a new section of the site. Make sure you catch the updated features!

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Unlocks November 25th!

THE ULTIMATE ADDRESS.  
AND A LIFESTYLE TO MATCH.

On the East side of [Rittenhouse Square](#) at 225 South 18th Street, the new **PARC RITTENHOUSE CONDOMINIUMS AND CLUB ON RITTENHOUSE SQUARE** offers every modern convenience and amenity of a premiere condominium residence—plus a wealth of unique lifestyle features unequalled by any other building in its class.

A VINTAGE PHILADELPHIA BUILDING;  
A PIONEERING IDEA.

A ground-breaking collaboration between real-estate leaders [Lubert-Adler](#), [Allan Domb Real Estate](#) and [David Marshall](#), developer of the Rittenhouse, the Parc Rittenhouse pairs the prestige, charm, and central location of beloved [Rittenhouse Square](#) with the luxurious ambiance and facilities of an exclusive private resort. In all of Center City, there's truly nothing like it.

LIVE ON THE SQUARE IN 2006.

The only new homes on Rittenhouse Square currently available for purchase, [floorplans](#)

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World class brand recognition.

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### Web Design



Make an impact. Ensure visitors to your website enjoy an engaging and memorable experience.

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Reach new markets. Strengthen your relationship with existing customers. Streamline your operations.

Powerful tools for online business.

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# Prvky stránky

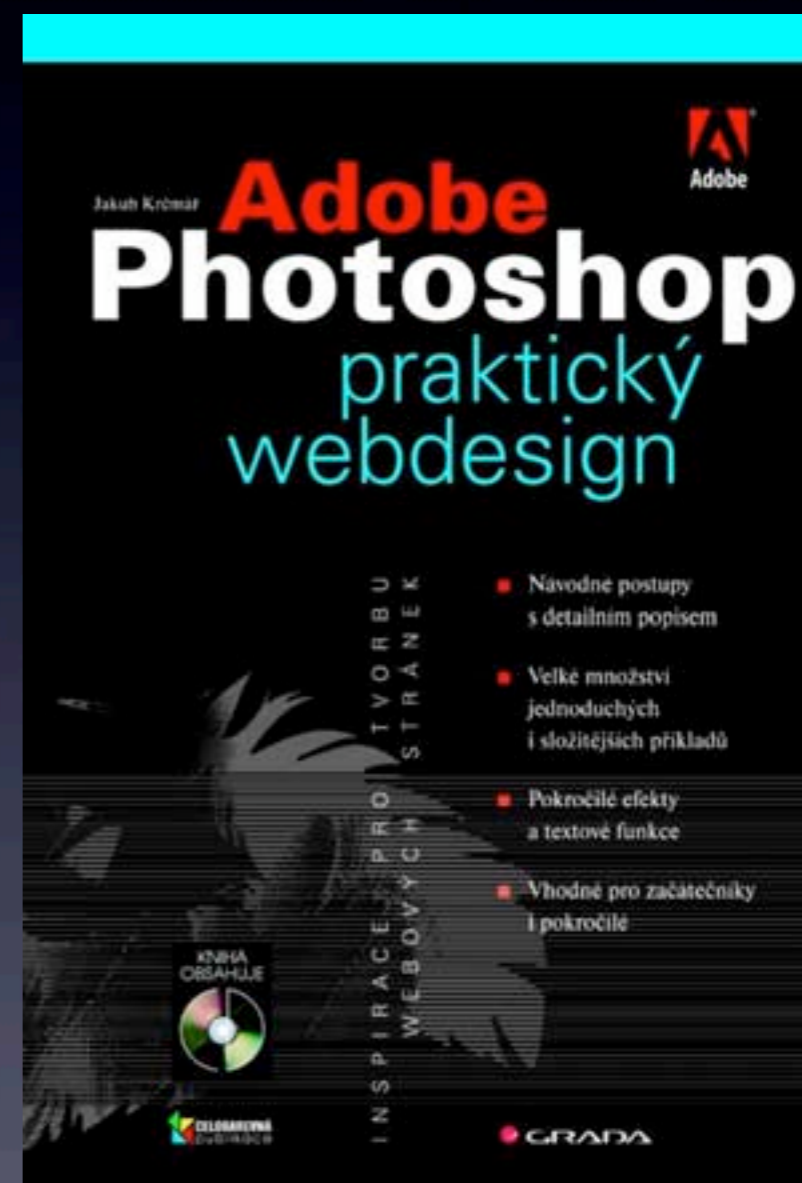
- Záhloví stránky: identifikuje a informuje
- Navigace: nejviditelnější prvek
- Vyhledávání: rychlá cesta k hledaným informacím
- Obsahová část: logicky a atraktivně uspořádané informace
- Zápatí: plní řadu důležitých funkcí

# Zvyklosti uživatelů

- Logo viditelně a dominantně umístěno vlevo nahoře
- Viditelná navigace umístěná horizontálně v horní části stránky či vertikálně po levé straně
- Vyhledávání vpravo nahoře s tlačítkem označeným textem „hledat“
- Podtržené a barevně odlišené odkazy
- Logické označení aktuální stránky (drobečková)
- Kontaktní informace ve spodní části stránky

# Adobe Photoshop: praktický webdesign

- Pro začátečníky i pokročilé
- Stručně a věcně podaná teorie
- Návodné postupy krok za krokem přímo ve Photoshopu
- Tipy, triky a zásady efektivní práce
- 204 stran + CD se zdrojovými soubory



# Prostor pro vaše dotazy

Neváhejte a ptejte se!