

# DESIGN RELATIVITY

*What good design has to do with building kick-ass websites*

Search

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# STEP ONE PERSPECTIVE

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- *Function* <site theme, purpose>
- *Presentation* <graphical encapsulation of theme>
- *Strong Utility* <integration, mobilization>
- *Focus* <audience identification>

## Function



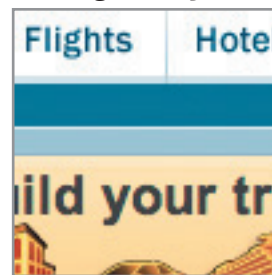
[www.cnn.com](http://www.cnn.com)

## Presentation



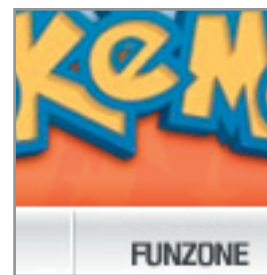
[www.altoids.com](http://www.altoids.com)

## Strong Utility



[www.expedia.com](http://www.expedia.com)

## Focus



[www.pokemon.com](http://www.pokemon.com)

Search

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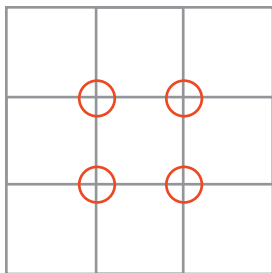
# STEP TWO

## THE “RULES”

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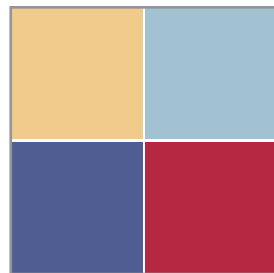
- *Spacial Orientation <thirds, size relation>*
- *Color <complement, aroma>*
- *Typography <font selection>*

### Orientation



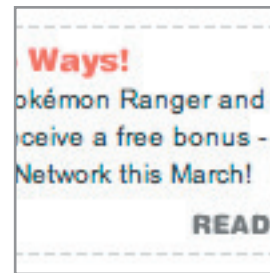
*focal points*

### Color

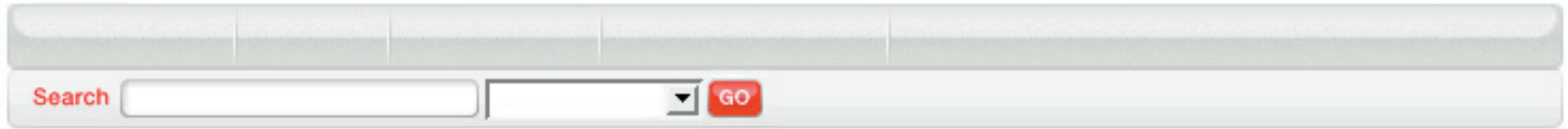


*set the mood*

### Typography



*blend size, color*



# STEP THREE

## SIZING UP THE FIELD

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· *Functional successes*

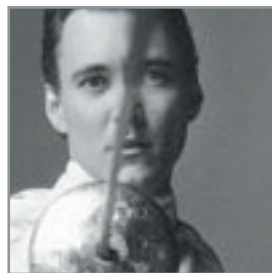
[*www.cnn.com, www.abebooks.com, www.craigslist.com,  
www.google.com, www.endurerx.com, www.match.com,  
www.elmwoodreclaimedtimer.com*]

**Example 1**



*www.endurex.com*

**Example 2**



*www.match.com*

**Example 3**



*www.craigslist.com*

Search

GO

# STEP THREE

## SIZING UP THE FIELD

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· *Aesthetic successes*

[[www.leoburnett.ca](http://www.leoburnett.ca), [www.altoids.com/index.do](http://www.altoids.com/index.do),

[www.wddg.com](http://www.wddg.com), [www.navylifestyle.defencejobs.gov.au](http://www.navylifestyle.defencejobs.gov.au),

[www.bigfatinstitute.org](http://www.bigfatinstitute.org), [www.stainart.com](http://www.stainart.com)]

**Example 1**



[www.leoburnett.ca](http://www.leoburnett.ca)

**Example 2**



[www.bigfatinstitute.com](http://www.bigfatinstitute.com)

**Example 3**



[www.stainart.com](http://www.stainart.com)

Search

GO

# STEP THREE

## SIZING UP THE FIELD

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· *Integrative successes*

*[www.globz.com, www.mercedes-amg.com,*

*www.remembersegregation.org, www.freestyleliving.com,*

*www.espn.go.com, www.purevision.com]*

**Example 1**



*www.freestyleliving.com*

**Example 2**



*www.espn.com*

**Example 3**



*www.purevision.com*

Search

GO

# STEP FOUR

## EXAMINATION

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- *Review site's layout, complexity, loading time*
- *Address ease of use, navigation, streamline shopping*
- *Consider readability, audience, mood*
- *Will visitors return? Should they with regularity?*
- *Is the message conveyed without making the reader work?*
- *Are transactions facilitated easily?*
- *Is it SEO'd? <View meta tags in source code>*

Search



GO

# STEP FIVE

## HOLLA

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- *Questions? → [alex@akotler.com](mailto:alex@akotler.com)*
- *Cheers!*