

Vizuālās komunikācijas teorija – 2. kurss

Stundas tēma: Interneta vietņu apmeklētāju uzmanības virziena pētījumi un brīvā laukuma izmantošana

Mācību stundā apspriež pētījumus par tīmekļa vietņu uzvedību internetā, analizē piemērus, izsaka savu viedokli. Diskutē par tukšo laukumu efektivitāti uzmanības piesaistē.

Izmantotie informācijas avoti:

<https://www.nngroup.com/articles/f-shaped-pattern-reading-web-content/> - pētījums par vietņu apmeklētāju skatiena virzieniem



Pārsvarā cilvēki internetā lielus tekstus nelasa, bet skenē, un šo īpatnību veiksmīgi var pielietot viens no efektīva dizaina izstrādē. Brīvā vieta (*whitespace*) ir vieta lapā, kurā nekas nav, taču brīvo vietu var izmantot ļoti efektīvi, piemēram, lai akcentētu kādu vietnes elementu, vai atdalītu elementu grupu. Ierastākie brīvas vietas izmantošanas veidi ir atstarpes starp vārdiem, rindām, rindkopām, informācijas blokiem.

Brīvo vietu dēvē par pasīvo, ja to izmanto elementu vai elementu grupu atdalīšanai, un par aktīvo, ja to izmanto, lai uzmanību novirzītu uz kādu citu elementu.

Izmantotie informācijas avoti:

<http://alistapart.com/article/whitespace> - brīvo laukumu izmantošana vietņu dizainā



Ponting defends England hierarchy

Triumphant Australia captain Ricky Ponting believes the level of criticism aimed at England coach Duncan Fletcher and captain Andrew Flintoff is unfair. Australia won the first three Tests to regain the Ashes, and have won 14 out of 15 overall since their loss in 2005. "There are 11 guys in the team, or 13 in the squad, and it's very harsh to blame the coach and captain," he said. "They haven't played anywhere near as well as they'd liked but we haven't given them the opportunity to." Ponting is only too well aware of the emotions that Fletcher and Flintoff are experiencing, as it is only 15 months since he became the first Australia captain for 19 years to lose an Ashes series. Ponting, who celebrated his 32nd birthday on Tuesday, has responded magnificently with the bat in the current series, making over 500 runs in his first six innings, including two big centuries.

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Liepājas Mūzikas, mākslas un dizaina vidusskolas

Multimediju dizaina izglītības programma un

Reklāmas dizaina izglītības programma

Pasniedzējs: M.Kūlis