

Internet, Graphics, A good Design

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Abstract

Internet is a new phenomenon of communication and information which play an important role in Human's life. Any type of information can be received by Internet; any audio and video files can be available by Internet. Electricity bills can be paid by Internet; even bank accounts can be managed and control by Internet. What enables online activities is the development of multimedia; with the use of video, audio, image and text any information can be provided and represented. The important point is that the number of Internet users increases every day and then spend a lot of time on the web. Pages of multimedia contain requirements other than text and images; excluding the sources of information, other programs and hardware capabilities and software requirements must also be predicted. In order to show and represent the content of web-sites, some factors are required to improve our contents and images. A proper Design in Web-pages with a set of skills which a Graphics artist can use to design the web-pages could be effective in order to promote quality and attractiveness of web-pages. Use of Graphicsal elements and methods of using them with colors is considered as the first step to understand the designs better; so a web-designer who knows Graphics can provide more effective designs and also promote efficiency of pages. So, since web-designing is an important skill in our era; thus a Graphics artist can use his skills to improve the above purposes. To design a website, it is required to know Photoshop or other software, but it is not enough. Designing with principles and also being specialized in order to design webpages could be more effective to have a modern and attractive site. Labor market and presentation of fine works even enough income are the purposes of a Graphis. Web could be an unfinished way for designers who interested in making progress. A website can show personality of its designers. Online entertainments and games can involve the leisure times for Youths. Marketing, advertisements and tourism and earn Money from Internet are considered as the major issues in the country and should be considered by a web designer and Graphist. Culture transmission by the use of native images could be seemed as a critical disturbance from the view point of a designer. On the other hand, a Graphist shall response to various questions in order to provide a proper we-design. He attempts to close the design to his objectives; also he tries to use innovations and attract more addressed persons.

Key words: Internet, Graphics

Introduction

Un-doubtfully internet is a novel phenomenon in field of communication and information which play huge role in human life. Using internet it could be possible gain scientific, technical, political, literature, historical information from that and reach to audio and video files. What makes internet activity possible, development and promotion of multimedia through which it could be possible to present every type of information to people using video, audio, imaginary and text files and since most of internet users spent many times to review and tract web pages and these users are increasing by daily basis so that the internet is first choice for people to search for products of services to buy. Therefore, design and commissioning stages of a web site is most important step to attract who is addressed in this case such that a graphist (web designer) along with a programmer and other individual who are involved with marketing, advertisement, training,...., are step forward, and this is what would be done in design of a trading logo or a poster. IN recent years, establish of a internet site and presence in web environment is became a normal behavior and trend but in field of rules and factors which is involved in site design practice and using more of Graphicsal elements less effort has been spent. Most` of organizations, centers, institutions, people,...., have their

informatics data base but there could not see too differences in their Graphicsal elements, coloring, design and so on and unless a few of them which is totally different in context, website design, pictures and Graphics of pages and visual elements location are almost typically copied from the others and could be seen that all are repeated. Design of web sites (informatics Data banks) should include visual elegance and observe related standards and contain strong Graphics.

Also, in design of web sites, audio, Video and Graphicsal facilities shall be more observed and utilize to enhance more attraction in audiences.

Meanwhile following items should be kept in minds while designing of web sites:

- Prevent of usual trend which uses as templates to enhance number of audiences.
- Graphist training to design web pages.
- Inspiration from Islamic – Iranian pictures and domestic culture are within important items which should be considered.
- While design operation, graphists should ask themselves that :
- Whether they are effective in web page design?
- Whether applied visual elements could be effective to enhance web pages quality?
- Is this possible to increase number of audiences of sites through presenting new plan?
- Whether could we reach to site objectives?
- Is this possible to collect required standards and procedures?

Usually, the most important action in design and operation of a web site, thoroughly recognition of type of job, its main activity and its goals shall be considered. Designers with combination of art and techniques in site preparation along with marketing and advertisement could attract more special audiences. Information technology domain is containing of different and varied items including design, development and improvement of internet sites. In recent years internet sites establishment and presence in web environment is becoming to a normal behavior and trend but in field of rules and factors which is involved in site design practice and performance evaluation measurements and indices and level of organization, Institutions, individuals level of services they present, less effort has been spent or less financial resources allocated to this domain. With respect to application development of Information Technology and platform making and its characterization there is extensive activities initiated and because most organization, centers, institutions and people,..., are owned web site (informatics data bank), research about and compilation and codification of all required items to remove all problems usually involve within internet sites is in high significance. It is deemed necessary to note that, all mentioned subjects is not belonging to a particular internet site and with a specific title, so these items is considered regardless of type of solution activities with respect to improvement and remove all internet problems. Design of an internet site is not similar to design a product, but is including of complex of activities or on the other word performing of a proper process and for this reason, it is required to define and collection of required measurements. One of most important factors in web pages is change. By this term (Change) we are meaning monthly modification of web pages which is necessary to do. But in case that design of web page has been performed, structure of web page i.e. its design will be remained unchanged. Obviously, client satisfaction and concentration on simplification and building regular structure and develop uniformity and harmonization of elements and establish communication with audiences will cause development at work. Proper design should be consider effective design. So, in order to be a effective designer, first we should be a good observer. So, it would be noted that when images and spaces in harmony with each other and when they are in opposition to others. Meanwhile, it would be considered that when information are simply in looking contour and when we had have no alternative but to seek for observing subjects that we are looking after. We can search for effective design in bulletins, Books, Yearly reports, movies, clips, web sites and even in natural environment. Effective design is as result of right selection and ever evaluation of designs. Within design web pages, computer and powerful Graphicsal program not to play a bold role. Yet most of design works will initiate from design drafting It shall not be ever initiated from Graphicsal program, because while working with PCs, the result will be figure out in its characteristics and limitation. The power of Computer tools is containing in this trust that using those it could be examine simply different solution. Text transferring, text size modification, text font modification, color change ability or examine different Graphicsal techniques and thousands of varied tasks are simple able to do within this

page. Usage limitation of computer tools in design phase is exactly those adverse to its abilities in initial design phase: Expert designers know well that when they could use of specific tools or use the other ones. Since web pages are most effective in view of its imaginary aspect, visual of pages are consider important same as their structure. Therefore, the requirements of audiences shall be satisfied by imaginary aspect in web designing. The effective design is as lookout of relation between existed imaginary elements within the page. So, it not only sufficient to make effective Graphicsal images, but how it is making a relation between these elements in pictorial domain could cause design successful or its failure. Effective design of web pages mostly is attributed to usage of a powerful and benefit Graphics, since for web pages the only media is a digital screen. In this case, it shall not do anything unless exact recognition of this media is considered. A good consequence represents its media abilities. Regarding digital pictures this is related to recognition of color pallets, color combination and proper file color casts. A good affect tell about principle of issue in simplest way so that if the issue simplify more than that, its ability to realize will be destroy. In the other word, a good affect say most in least that it could. A digital Graphics is a picture that its data are thoroughly independent from its sensible appearance. That means that a printed page of a electronically effect is not exactly the relic itself but it is just illustration of data which describe the trace. In traditional arts, the data is exact the same trace. A painting with pencil is both data and art and there is no file to describe data. Realize of difference between existed images by both traditional media and images developed by computer are in high importance. Classic art has less flexibility whereas electronically art enjoy of ultimate flexibility. Since, web site design is implied as one of important skills of recent decade: A graph-its could do that relying on his/her training. To web site design knowing about editors such as Photoshop or other software program is required but is not sufficient. Working based on principles and expertise approach in web site design can assist properly in designing a pretty and modern site. For a graphist, Market of vacancies and present costly relics and even good income is implied a proper item. Web design could be an endless way for who those interested in development.

A web site could be an indication to unique identity of its operators. Internet based entertainment and diversions fill youths' free time. Marketing advertisement through internet and tourism industry and appropriate make money for the country by this way... is within important issue of our country that could be noted to a graphist and web designer mind. On the other hand, a graphist to do his design properly should answer variety of questions enable him approach to himself goals through design of respected site, and put his ultimate endeavor and innovation in audiences' attraction. The main task of a graphist is design and finds a new solution suitable for an order or question. A graphist can present a design for each ordered or questions, from design a trade mark to design a complex site. A graphist could be able to develop his idea whether on paper or on screen of monitor; whether in 2 dimensions or 3 dimensions. The resulted output could be able to communicate with operator; which may include of a logo or a web site. Final work in term of digital would be able to illustrate through media. Web site design by graphist is in fact development of a solution for an order in web domain. Some of elements which graphist consider in his design maybe placed in Graphics area the others located beyond a simple design, it means that it shall be in compliance with Internet place. For instance:

- Logo design
- Web page design
- Construction
- Information architectural
- Pathways design
- Images selection
- Selection of proper fonts (within text or title)
- Animation development
- Advertisement

A gaphist could make success when he makes expertise in mentioned skills in addition to applying of artificial training to enable him to attract appropriate operators with his site. In addition to domination on mentioned skills and activities, a graphist should observe 2 important factors of simplicity and attraction not to confuse operator. Using exaggeratedly of pictures and Graphicsal tricks will decrease operators'

concentration and make he/she quit from mentioned page. On the other hand it causes to increase volume of pages and in following make download of related data slowly and consequently operator face enhanced hidden consume of monthly bandwidths and it is meaning to more cost to him/her. There is to attraction attributed to every Web site as visual attraction and contextual one. Visual attraction is identification of web site validity and to enhance web site traffic, the visual attraction of site would be ever maintained. Regretfully, in recent years through governmental and non – governmental site development extensively, we can observe low Graphicsal level in most web sites which generated and this fact faced since usually design and generation of web sites resign to engineers and software experts (Web programmer) and partly to non-expert people who named experiential one and in this way Graphicsal importance in site and web design will be neglected, such that most of internet operators while referring to these web sites face typically confusion and visual anxiety. There is a point which should be noted that site generation will be divided in to two thoroughly different domains as Static design dynamic programming. Static design is including of site Graphicsal design, layout, color identification, Fonts, working on images, lines, winks, Animation and so on all which shall be write under HTML programming and design completely using Photoshop software. The second area is related to dynamic programming of sites which included of site behind the scene and practically context will be managed through. In advance design of site, static design of site is the responsibility of graphist. In this respect, we need to change in our approach and methods through which precise and conceptual training of pictorial communication (Graphics) students; place and area of concern of Graphics in this arena will be maintained and enhanced. If we move forward, and through increasing in training of Graphics course students from two session units of PC operating to more obligatory and expertise units, and till they have well known of skills and design required activities of web pages and expertise Computer software and consequently capture of vacancies market and also enhancement of visual quality based on principles observe related standards of web sites, could do this. Since a graphist has high ability in using computer and proper communication skills in addition to high level innovation and artificial taste, they can do their tasks which related to Graphicsal design through training course or university related course including following items:

- Recognition of Client's needs and requirements and knowing about operators.
- Selection of the best and most appropriate method and style to customer's orders.
- Present of primary design.
- Using of profession software.
- Develop final version of design observing Graphicsal characteristic and precise contextual, size, color,....
- Perfuming the job considering allocated budget and time.

Therefore generation of these sites including special and personal sites is simple if it has performed based on its principles and if transfer responsibility of job to experts i.e. a skilled and powerful graphist, it could be achievable through covering different stages. Considering distance between current situations existed in syllabus and appropriate situation, necessity of modification in syllabus of different course including pictorial communication course in view of scientific and application aspects and reinforce general skills and special professional skills and application seems to be evident.

Review of syllabus in pictorial communication course both in BS and MS degree is within primary requirement. Precise pathology and realizing of this issue could result to present required proposal to include new syllabus or modification of old ones through Cultural Revolution dignitary council and ministry of science, research and technology in this field.

Conclusion

A Graphics job is to get a new solution for a register and a demand. A Graphist can render a plan for every register and demand from a brand to a complicated site. A greaphist can create his or her idea on the paper or on the monitor in a two or three dimentions. No matter what is the output a logo or a website, but it is important to have communication with user, and the final work can be displayed digitally on the media. Designing a website by a graphist is creating a solution for a registration in a web level. Some factors that a graphist notice them in his or her designing may place in the main branch of Graphics and some of them may be beyond a designing, it means it must have coordination with an internet space, for example:

- Logo designing.
- Designing of web pages
- Making links
- Information architecture
- Designing of directions
- Choosing the portraits
- Selecting suitable fonts (in title and text)
- Making animation
- Propaganda
- And

A graphic is successful when it domains to the skills that mentioned and applies his or her art experiences, so it could attract suitable users for its sites. In addition to skill and experience and activities that mentioned, a graphic should regards and observes two important factors:

1. Simplicity and attractiveness in order not to make users misunderstand. Using too much portraits and pictures and Graphics tricks reduce user concentration and causes the users scape from the page. On the other hand it causes increasing pages number and making down load slow down and by increasing the using of bond width monthly, the cast will increase. A graphist must try to satisfy the visitors of his site to grantee his prosperity. Attractiveness of a site has two dimensions: external and conceptual attractiveness. External attractiveness is a reputation sign of the site and in order to keep the traffic in the site, it must be kept always. Unfortunately in recent years with the increasing of governmental and private sites, we see reduction in Graphics level in most sites. It is because usually designing and launching of websites rendered to computers engineers and sometimes entrusted to the ordinary and unskilled people and the importance of designing a web and Graphics site is being ignored. A lot of internet users mixed and confused and misunderstood when they go to these sites.

The important point that must be kept in our mind is that, launching a site divided to two separated areas.

1. Static designing
2. Dynamic programing

Static designing: includes: designing of Graphics site layout specifying the colures, fonts, Work on the images, lines, flasher – animations and That completely must be designed under the HTML programing language and with the help of photo shop software. The second scope relates to dynamic programing in the site that linked to behind page of the site and practically the management of contest is done. In designing a sophisticated website, the designing of static site must be entrusted to the graphist. Here we need to change approaches and ways that by training the students of imaginary communication course, deeply and exactly and the status and scope of Graphics impact preserved and improved. If we go further and by training the students of imaginary communication course more than two units and train them more specifically, we increase their knowledge and skills and increase activities for designing web pages and specific soft wares and at the resolve getting the labour market. Because a Graphics in addition to creativity, he could increase his usage of computer and communication skills and by achieving knowledge and necessary skills for Graphics designing and by passing training courses or studying in related courses in university, he can do his job such as: Understanding needs and demands of customers, and users. Selecting the best and suitable way with the customer's orders and far from stereotypical, Proposing preliminary plans with inspiring from Islamic Iranian and domestic culture portraits and factors.

Using special soft wares

Producing final type by observing Graphics characteristics and exact writing size point

Performance the job with the regard of budget and time, So making sites (private and governmental) is easy if it is done properly and can be achieved by doing some process but is must be given to an experienced and veteran person in that field. Reviewing the university units in imaginary communication course in B.A and M.A level is really necessary. Exact pathology and understanding the issue can be helpful. by giving helpful suggestion in order to add suitable unites in this course in the universities or revising previous units via cultural revolution high council and science ministry we can make a big positive change in this subject.

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