

# I. design

Welcome. My name is Enrique Von Rohr and this course will be an introduction to basic design principals when developing a Web site or other online media. The first section discusses design in our every day life, the second section reviews basic design tools, and thirdly we step through the process of building a Web site.

**design is  
everywhere**

Looking around us, design is everywhere.



From bed coverings, wall paints, furniture and floor patterns



to kitchens, tables, faucets and



the tools we use to cook.





Even small office objects have been considered by teams of design professionals



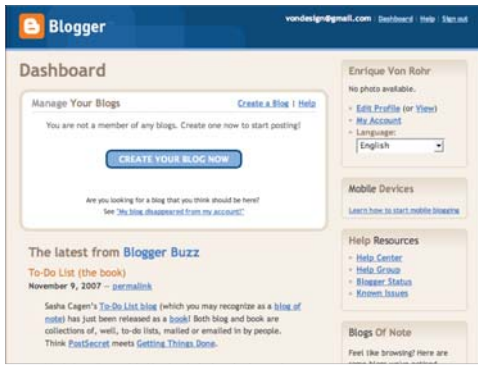
who explore color, texture and weight and how design decisions will impact a users experience.



Many basic design decisions made for the world around us are the same when dealing with Web sites.







Increasingly, with tools that allow us to create and post online media, from blogs to personal Web sites and videos, we must consider the visual form in which content is delivered. Is the Web site successfully communicating an idea we want? Or, in an age of information overload, is there just too much content and no clarity or priority to what is presented? This ends section one.