

12. Culture Shock Festival

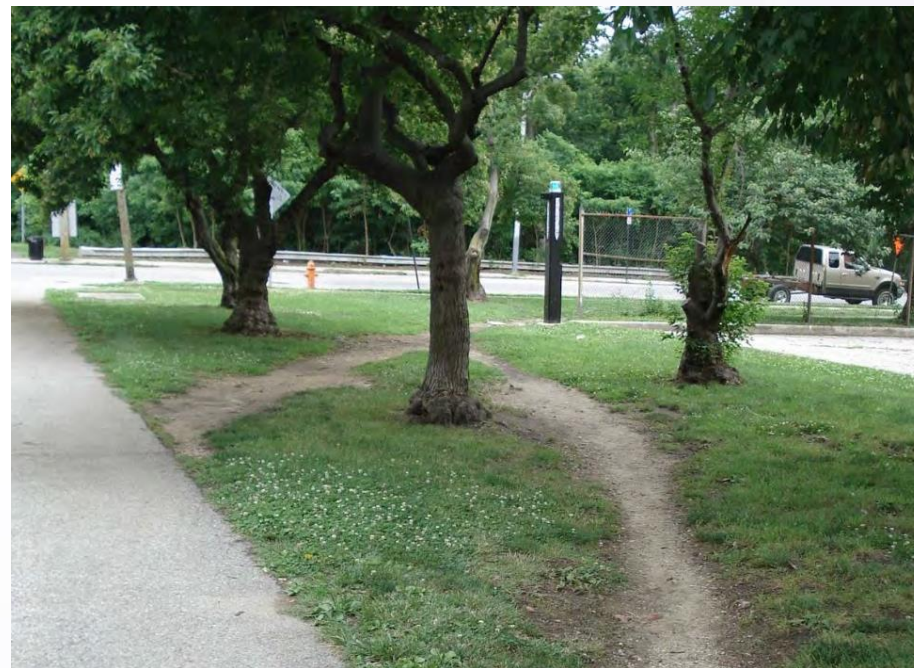
**RADIONICA**  
**WEB DIZAJN ZA SVAKOGA**

**VODITELJ: ANDRIJA PRELEC**  
info@andrijaprelec.com

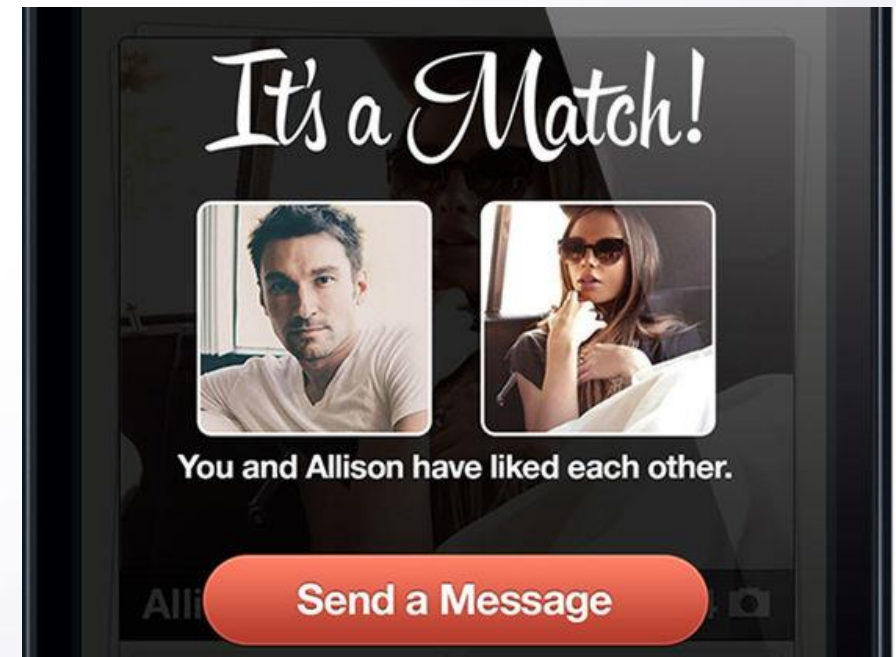
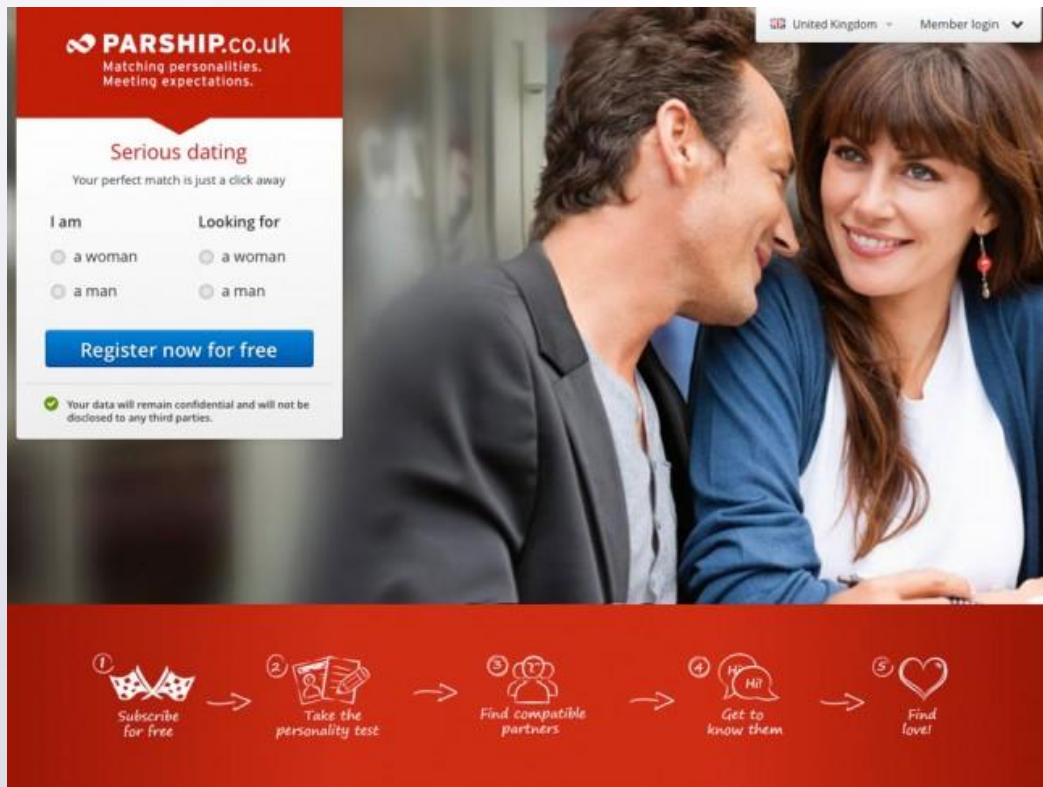
# OPĆENITO O DIZAJNU

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## DOBAR VS LOŠ DIZAJN



# OPĆENITO O DIZAJNU DOBAR VS LOŠ DIZAJN



# OPĆENITO O DIZAJNU DOBAR VS LOŠ DIZAJN

The image compares two flight search interfaces. On the left is the Hipmunk interface, which is clean and user-friendly. It features a blue header with the Hipmunk logo and navigation links for Flights, Hotels, Mobile, and Deals. The main content area is titled "The fastest, easiest way" and contains a "Search Flights" form. The form has tabs for "One-way", "Roundtrip", "Multi-city", and "Pricegraph". The "Roundtrip" tab is selected. The form includes fields for "From", "To", "Depart" (Feb 20), and "Return" (Feb 22). There are also dropdowns for "1 person" and "Coach", and a prominent orange "Search" button. The interface is decorated with a blue background and white clouds at the bottom.

On the right is the American Airlines interface, which is more complex and cluttered. It features a white header with the American Airlines logo and navigation links for Plan Travel and Travel Information. The main content area is titled "How Do You Want to Book Your Round-Trip Flight?" and contains a form with multiple sections. The form includes tabs for "Round Trip", "One-Way", "Multi-City", and "Adventure Award". The "Round Trip" tab is selected. The form includes fields for "From: City/Airport code" (ICU) and "To: City/Airport code". There are also dropdowns for "and airports within" (0 Miles) and "Show flight results" (10). The interface is decorated with a blue background and white clouds at the bottom.

centerline.net



# OPĆENITO O DIZAJNU

## ŠTO JE WEB DIZAJN?



UX DESIGNER



UI DESIGNER

```
<!DOCTYPE html PUBLIC "-//W3C//DTD XHTML 1.0 Transitional//EN" "http://www.w3.org/TR/xhtml1/DTD/xhtml1-transitional.dtd">
<html>
<head>
<title>web site</title>
<meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
<meta name="keywords" content="" />
<meta name="description" content="" />
<meta name="language" content="" />
<link rel="stylesheet" type="text/css" href="" />
<link rel="shortcut icon" href="" />
</head>
<body bgcolor="#ffffff">
<div class="mainContent">
<div class="topNavigation">
</div>
</body>
```

DEVELOPER

# OPĆENITO O DIZAJNU

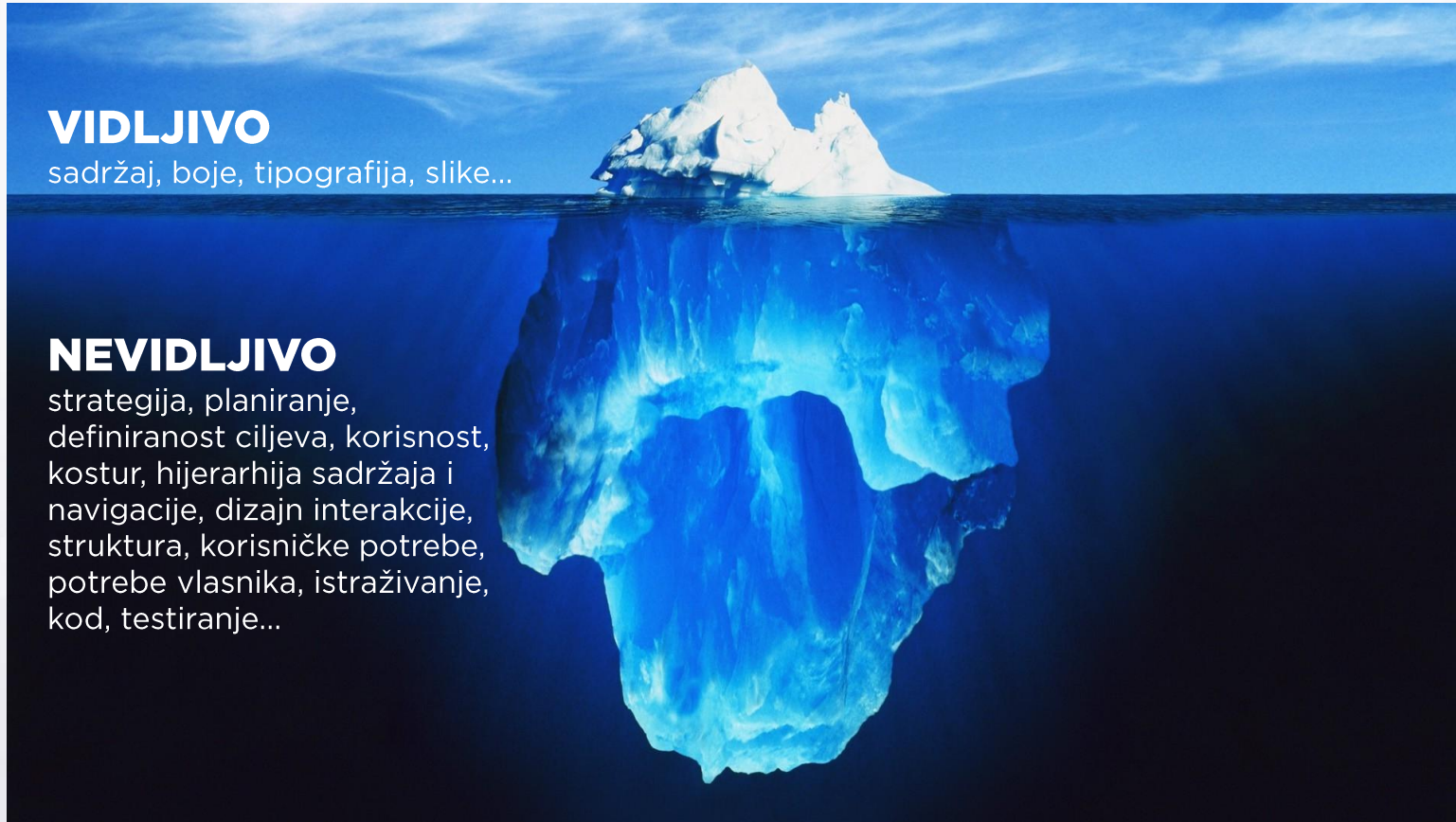
## ŠTO ČINI WEB DIZAJN?

### VIDLJIVO

sadržaj, boje, tipografija, slike...

### NEVIDLJIVO

strategija, planiranje,  
definiranost ciljeva, korisnost,  
kostur, hijerarhija sadržaja i  
navigacije, dizajn interakcije,  
struktura, korisničke potrebe,  
potrebe vlasnika, istraživanje,  
kod, testiranje...



# VIZUALNI DIZAJN



**VIZUALNI DIZAJN**  
**BOJE**



**VIZUALNI DIZAJN**  
**TIPOGRAFIJA**

**SERIF FONT**

Times New Roman

**SANS-SERIF FONT**

Arial

[www.google.com/fonts](http://www.google.com/fonts)

# VIZUALNI DIZAJN TIPOGRAFIJA



TRAJAN

THE FONT USED ON EVERY  
MOVIE POSTER, REGARDLESS  
OF GENRE OR TIME PERIOD.

APOLLO 13

CITY OF ANGELS

THE MUMMY

WHALE RIDER

“PEOPLE LOVE WHALE RIDER.”  
A FILM BY ROBERT GARDNER

“THERE'S MAGIC IN IT.”

FONTS DESIGNERS  
**LOVE  
TO HATE**

Creative  
MARKET

Times New  
Roman

Nothing says “*high school English  
paper*” quite like Times New Roman

FONTS DESIGNERS  
**LOVE  
TO HATE**

Creative  
MARKET

COMIC  
SANS

Ruining PowerPoint  
presentations since 1994.

FONTS DESIGNERS  
**LOVE  
TO HATE**

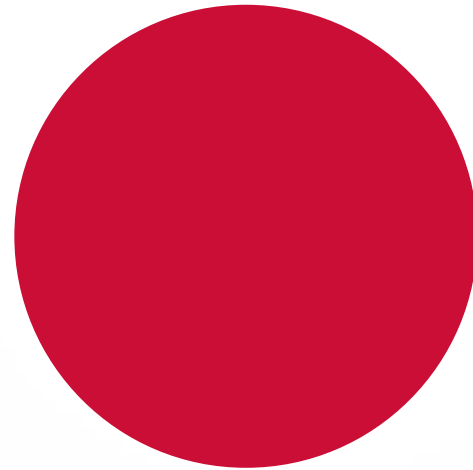
Creative  
MARKET

# VIZUALNI DIZAJN

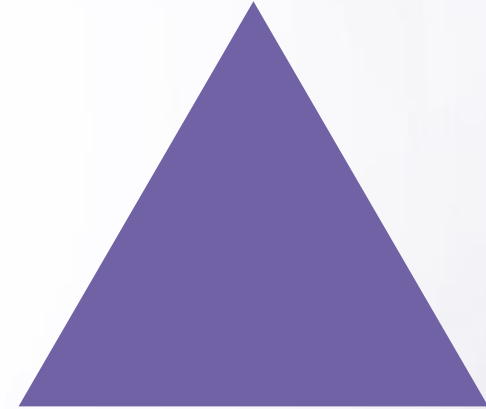
## OBLICI



**STABILNOST, RAVNOTEŽA**



**POZITIVNOST, CJELINA**



**SNAGA, USMJERENJE**

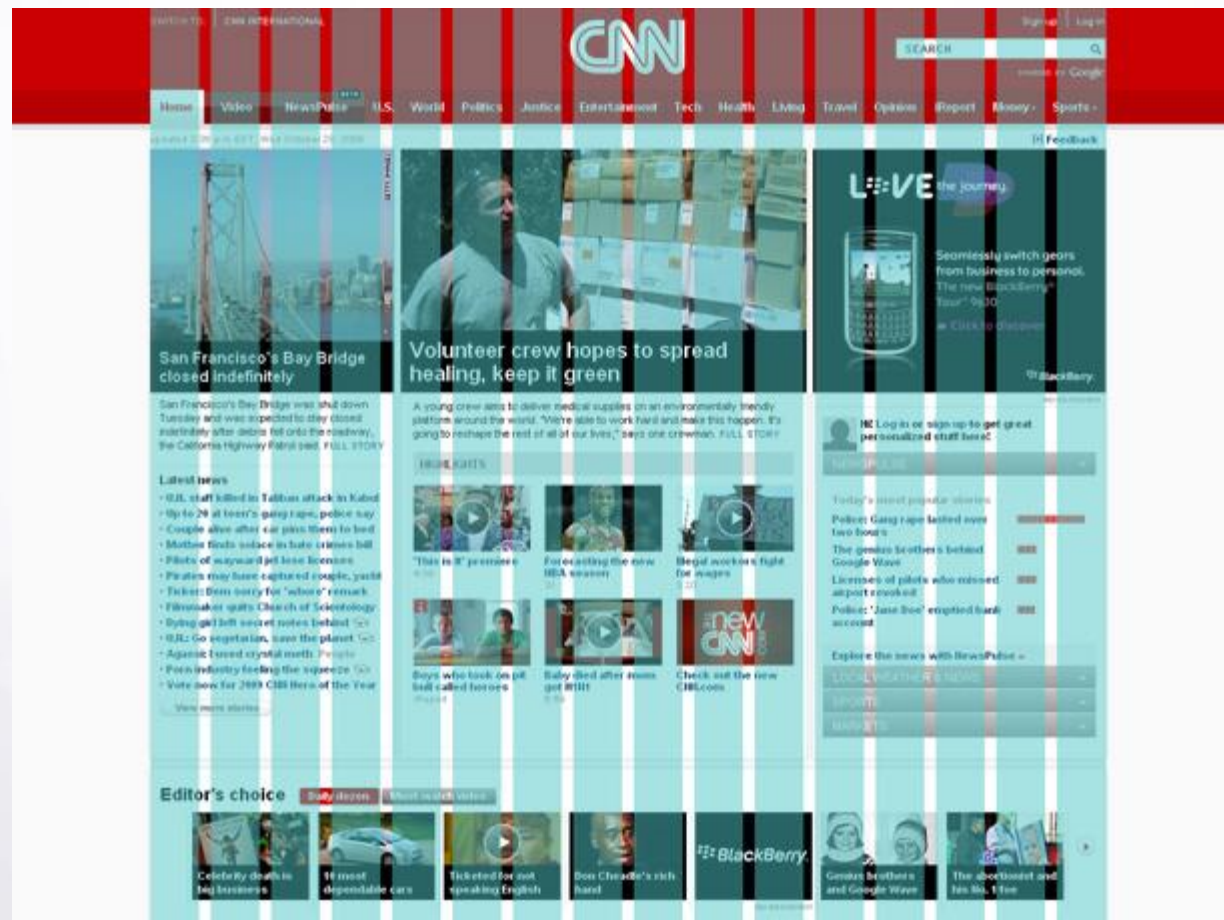
# **VIZUALNI DIZAJN**

# **HIJERARHIJA**

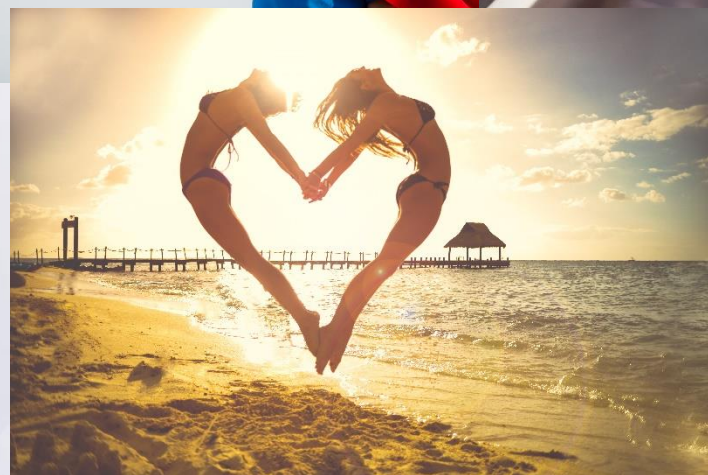
- 1. POREDAK SADRŽAJA**
- 2. VELIČINA**
- 3. KONTRAST**
- 4. WHITE-SPACE**



# VIZUALNI DIZAJN GRID



# VIZUALNI DIZAJN FOTOGRAFIJE





# VIZUALNI DIZAJN

# TRENDOVI U WEB DIZAJNU

FLATHE

HOME PORTFOLIO BLOG PAGES FEATURES CONTACT

## FLATHE MULTIPURPOSE & RESPONSIVE WORDPRESS THEME



A COLLECTION OF AMAZING THEMES READY TO SERVE YOU.

FULLY CUSTOMIZABLE, WITH EXTENSIVE THEME OPTIONS WITH OUTSTANDING CUSTOMER SUPPORT SERVICE WITH WPELEMENT.

### LATEST PROJECTS



### LATEST POSTS



HOME PAGES PORTFOLIO FEATURES DEMOS SHOP BLOG

# S COL

ing in & start leaving your ma

VIEW OUR WORK LEARN ABOUT US

If you wish to make an apple pie from scratch, you must first invent the universe.

Carl Sagan

### Inbox

Today

- Brunch this weekend?**  
All Connors — I'll be in your neighborhood doing errands this weekend if you want to meet up for brunch...
- Summer BBQ**  
to me, Scott, Jennifer — Aw dang. Wish I could, but am outta town this weekend.
- Oui Oui**  
Nicholas Jitkoff — Do you have Paris recommendations? Have you ever been? (I'm sure I've asked you this ...
- Birthday Gift**  
Trevor Hansen — Have any ideas about what to get Heidi for her birthday?
- Recipe to try**  
Bri Smith — We should eat this: Grated Squash, Corn and Tomatillo Tacos
- Baseball?**  
David Park — Any interest in a game this month?

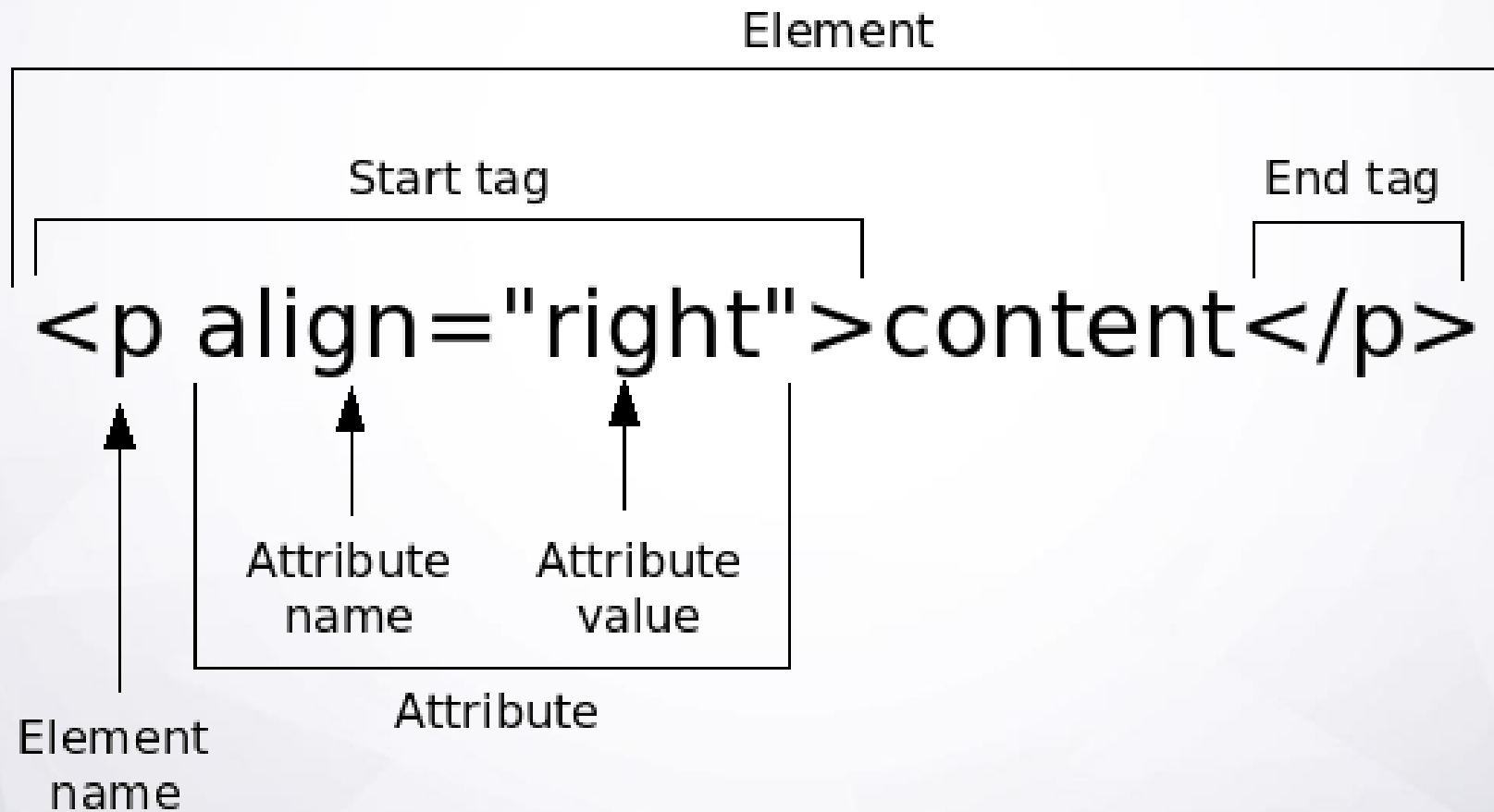
Yesterday

- Montauk Weekend**  
Scott Masterson — Here are the shots I mentioned from this weekend's trip.

consectetur adipiscing elit. Morbi

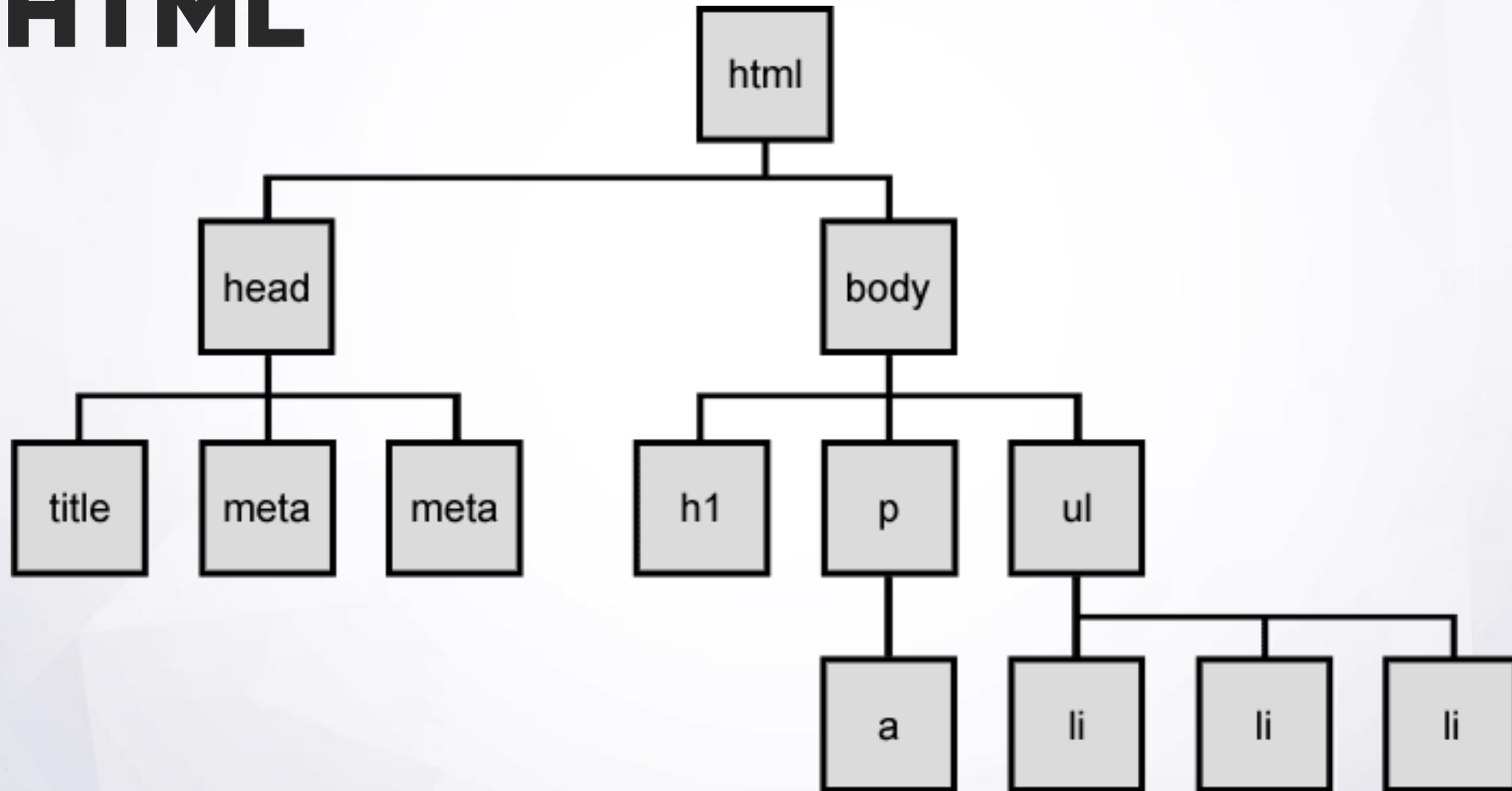
**KODIRANJE**

# KODIRANJE HTML





# KODIRANJE HTML



# KODIRANJE CSS



# **PRAKTIČNI DIO**