

Sample Masters Thesis Editing

Web Design

The ~~visual~~ ~~Visual~~ power of website ~~visual~~ presentation

An investigation of the ~~Aesthetic~~ aesthetic/~~Visual~~ visual preference of website user groups

Abstract

To ensure effective ~~In the field of~~ website communication, the ~~an effective~~ visual presentation needs to acknowledge the user group's ~~visual experience~~ aesthetic/visual preferences. ~~The experience can be related to aesthetic/visual preference.~~ At present, it is clear that this principle of communication design is somewhat neglected and hence in need of development. ~~However, it is a neglected area of communication design.~~

The aim of this research is to examine the aesthetic/visual preference of university students in the disciplines of Communication Design and Information Technology in both Australia and Taiwan. Their ~~different~~ cultural backgrounds of these students will be compared as a possible influence on any differing approaches to the visual presentation of websites. ~~in relation to the website visual presentation will be compared.~~ This investigation adopts Kress and Leeuwen's coding orientation of visual modality including: scientific/technological coding, sensory coding, abstract coding and naturalistic coding (1996: 107). These coding categories were applied by Cleveland (2005) in order to ~~ascertain~~ examine the visual power of magazine design. The ~~present study~~ ~~research~~ classifies ~~adopts~~ them

into four digital design categories as models to test the *visual power* of website ~~visual~~-presentation. A 10-point Likert-scale questionnaire based on these four ~~classified~~ digital design categories was distributed to gain a better understanding of the aesthetic preferences of university students. The results show that the power of visual presentation is determined by both *Dynamic Impact* and *Aesthetic Appeal*, and ~~that different~~ aesthetic preferences do exist in different cultural backgrounds. The findings of this study will contribute to the knowledge of web aesthetics, and serve as a reference for website designers.

Chapter 1 Introduction

~~In modern lives,~~ People are exposed to a great amount of visual stimuli from the modern media (Forlizzi 2002: 3) ~~and~~. ~~t~~The Internet has ~~grown to~~ become one of the ~~most notable~~~~main~~ media channels. The advancement of internet technology has generally promoted the convenience of communication in our modern lives. ~~Owing to the contributions~~ ~~Through the efforts~~ of numerous experts, scholars and industries, as well as the spread of ~~wide~~ broadband internet in recent years, ~~merely~~ usability has become an insufficient criterion to ~~can no longer~~ satisfy users' needs. Only ~~with~~ user-friendly and attractive content ~~can on~~ a website ~~can~~ ensure its continuous usage~~make users to be willing to continue visit this website~~. Meeting the preferences of certain ~~user~~ groups ~~of users~~ is the key to increasing~~ing~~ message transfer and communication efficiency (Goguen 2003).

~~The power from a designed visual presentation is referred to as~~ For present purposes, ~~Visual~~ ~~visual~~ ~~P~~power. ~~It is~~ may be defined as the degree of visual stimulus emanating from a given design; the higher the stimulus, the greater the capacity for capturing ~~degree for attracting~~ attention (Cleveland 2004). The term ~~Visual Power~~ was first illustrated by Baird (1993:94) ~~and applied by~~ Cleveland (2004) ~~applied it on to~~ magazine cover designs. ~~In what follows,~~ ~~The research~~ ~~further adopts this as models to test the~~ the conceptualization of *visual power* is empirically tested with respect to the visual presentation of websites ~~visual presentations~~.

This thesis is particularly interested in ~~how the role of visual presentation in website design~~. ~~V~~visual presentation can change the way a message is received or

interpreted. ~~Website~~ Visual presentation has become one of the key ~~influential~~ factors in ~~the web communication. Sources on~~ website designs. This is apparent from the sheer breadth and depth of discussion the topic has stimulated ~~there are numerous topic discussions on the improvement of quality for website communication and the conveyance of visual messages from various perspectives.~~ This study investigates the ~~visual power~~ of arranged visual elements in website ~~visual presentations.~~ The main purpose of this study is to ~~examine the existence of~~ highlight the relationship between a particular type of visual presentation and the preferences ~~for of~~ a specific group of users. The connection between preferences and users in this study is referred to ~~in terms of~~ the *visual power*. In keeping with ~~According to~~ Goguen's guiding precept (2003) , ~~we extend his insight~~ of value centered design, ~~that~~ values are the ~~constitutive~~ essence of ~~what holds~~ communities ~~together.~~ The ~~Group~~ members ~~within a group have~~ are able to ~~share~~ the similar their visual experience ~~to share to each other.~~ There is some kind of ~~because of its elicitation of an~~ emotional response ~~from the members within a group.~~

How can a ~~combination of~~ website visual presentation and a user's visual aesthetics ~~be applied to~~ stimulate and interest the users? This is the ~~crux of the matter when attempting to determine~~ main focus about the study of *visual power*.

In order to answer these questions and strengthen the overall effectiveness of communications, the role of communication design and the impact of visual presentation should be understood before clarifying the relationship between visual aesthetics and ~~the~~ various visual preferences of the user groups. Another question to be answered is whether ~~or not~~ there ~~are any significant~~ is a differences in visual preference among user groups ~~attributable to~~ of different cultural and

professional backgrounds ~~such as different nationality or occupational training background.~~² Kress and Leeuwen studied visual modality and categorized visual presentation into four categories (1996: 107). This research adopts the concept of ~~the~~ visual modal category proposed by these two scholars as the basis for measurement. Following their notion of visual modality, the preference characteristics of user groups from different backgrounds are investigated. In addition, their visual judgments or visual experiences may be influenced by the mass media or other factors such as educational background (Bourdieu 1987: 241). Therefore, ~~the~~ user background has influenced the visual preference of each user group. The outcomes would then serve as the practical basis for visual designers and visual design presentation in order to improve the quality of future website communication.

Moreover, usability is ~~one of an~~ essential elements ~~of when~~ website designs ~~are concerned~~. User preference is one of the key considerations in the usability of website visual presentation. Hence, a website designer needs to ~~first~~ clarify the visual preference of users ~~first~~ in order to improve communication efficiency and enhance the communication quality of messages. Furthermore, identical content of online instructional materials can be designed into a number of different visual presentations through the combination of different visual elements. Therefore, the investigations of visual communication design and ~~a~~ user-centered approach will be the main foci of this research, ~~and with~~ online instructional materials ~~were chosen serving~~ as a case study.

1.1 Outline of thesis

This chapter (Chapter 1) outlines the research topic and relevant issues.

Chapter 2 compares the differences between printing and electronic media; clarifies required design elements in the design process such as the interaction between visual element combinations and a user's visual preference; investigates the relationship between website visual presentation and visual power through a literature review.

Chapter 3 adopts the Kress and Leeuwen's coding orientation of visual modality and presents online instructional materials as a case study to investigate the visual power of visual presentation and the difference of varying visual preferences among users with different cultural backgrounds.

Chapter 4 describes the pretest and results. The results show the difference in visual preference among users with different cultural backgrounds. In addition, the website visual power is determined by its *Dynamic Impact* and *Aesthetic Appeal*.

Chapter 5 concludes and outlines the direction for further researches. How to find a balance between *Dynamic Impact* and *Aesthetic Appeal* is a question to be solved by website visual designers.

The following chapters will conduct exploratory research on these questions to construct visual preference knowledge.

Chapter 2 Visual power of website ~~visual~~ presentation

~~In modern lives, people are exposed to great visual stimuli from the modern media (Forlizzi 2002: 3). The Internet has grown to become one of the main media channels.~~ From the perspective of visual presentation, when users access the Internet to receive messages, the browser ~~also offers users the great opportunity to enter into access to~~ a great variety of websites, ~~such as some pop-music websites,~~ where strong visual stimulation is used to attract the attention of users. ~~However, base on the ideal of an effective communication,~~ Each website has its own characteristic ~~of~~ visual presentation ~~that endeavors~~ to catch users' attention. ~~For example, e.g. the visual presentation of a book store's website must concentrate on the online selling of books~~ visual presentation has a main goal to ~~sell books online~~. Thus, ~~according to the various user groups,~~ the formation of visual design elements in a visual presentation, ~~needs to be pertinent to distinct from~~ the user groups' ~~background,~~ age and gender. Designers are required to analyze the user groups in order to decide the best use of visual design elements. The elements of website visual presentation include the utilization of space, fonts, image and color. The arrangement of these elements determines the value of the visual design. The definition of 'visual design' according to Resnick (2003: 16), is 'the planned arrangement of visual elements organized and prioritized into a cohesive whole that becomes the visual message'. Each element in the visual presentation is codified to form a strong and powerful visual message. This notion proposes that the formation of visual elements plays a key role in website visual presentation, and ~~the~~ research is ~~required~~ to find the linking elements/relationship between user groups and website visual presentation.

Comment [NP1]: CHECK: age and gender are generally considered part of a person's background. Were socioeconomic and cultural background perhaps the other factors to be considered here?