

Breaking with Convention

How to do it

The easy way



A Creative Guide For SparkleApp

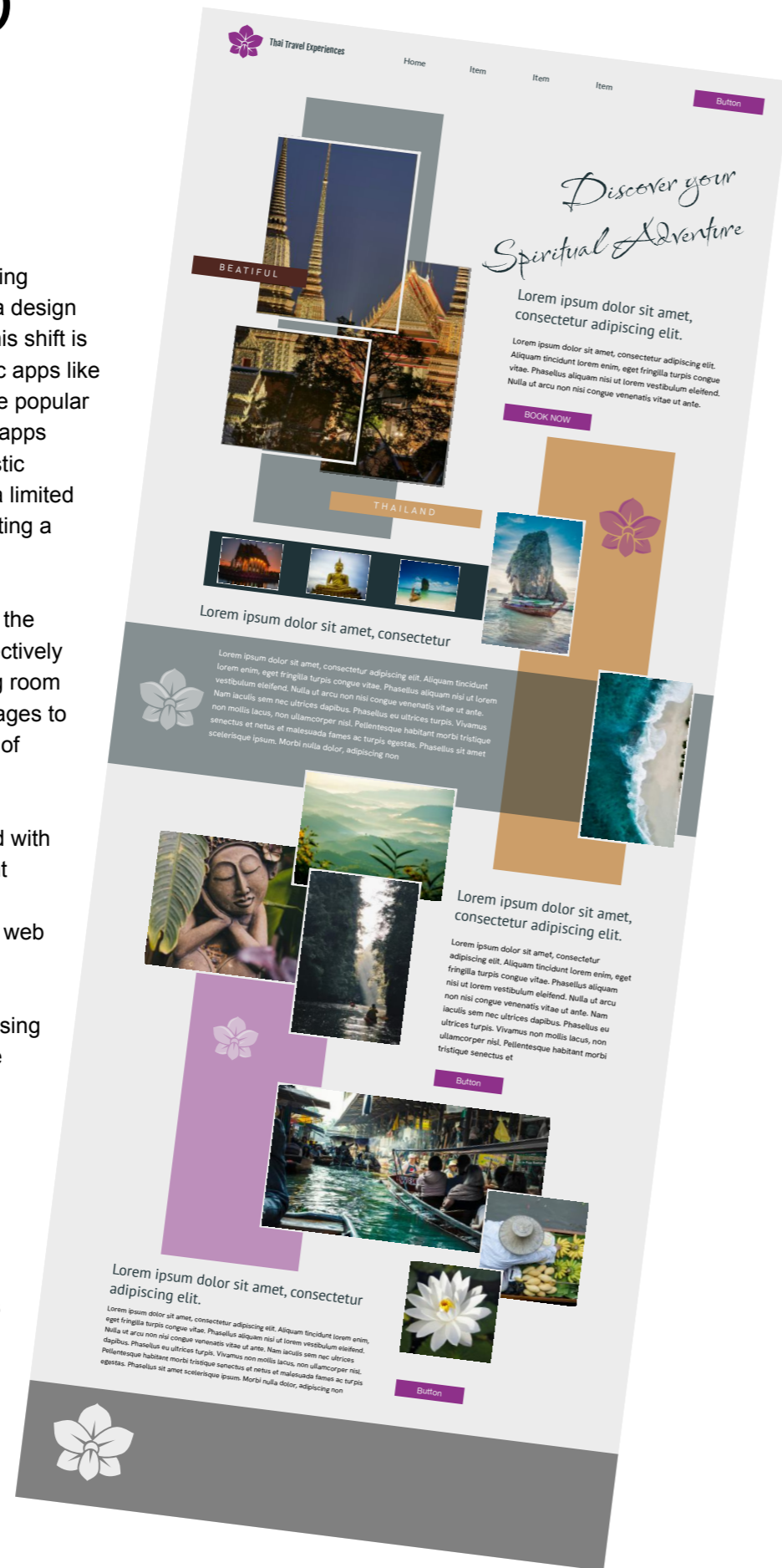
What we're going to Create.

This web page is an example of breaking conventions in many ways, reflecting a design trend we're seeing more frequently. This shift is largely due to the rise of online graphic apps like Figma and Canva, which have become popular tools for designing web pages. These apps enable designers to explore more artistic presentations of information, utilizing a limited but vibrant color palette and incorporating a larger number of images.

Despite the unconventional approach, the design still adheres to the trend of effectively using white space to provide breathing room for the page. At the same time, it manages to include many easily digestible chunks of information.

While these designs are easily created with graphic apps, they can pose significant challenges for developers tasked with converting the design into a functional web page, especially when working within framework environments like online website builders. However, for those using Sparkle, these technical difficulties are eliminated. Sparkle's free-format tools make creating such designs very straightforward.

This design format may not suit every type of content, but it can be an excellent option for displaying numerous images attractively, such as on hotel or resort websites.



The Psychology Behind the Design

This design trend addresses two key psychological principles relevant to web design: the 'Illusion of Completeness' and the 'Zeigarnik Effect'. Let's examine each in turn.

The Illusion of Completeness occurs on web pages where users are presented with a full-screen image or video, often accompanied by a logo or business name in the center and a subtle navigation element, such as a compact menu icon. While this approach can be effective for well-known brands with recognizable logos, it can resemble an 'Easter egg hunt' for users unfamiliar with the company. The full-screen presentation gives the illusion of completeness, essentially suggesting, "There's nothing more to see here," and providing little guidance on what to do next.

In contrast, the illustrated design effectively utilizes the Zeigarnik Effect. This psychological principle suggests that people are more likely to remember and return to unfinished tasks. In web design, this is achieved by creating a page with no clear endpoint, encouraging users to keep exploring until they reach the bottom. If they leave early, they often feel compelled to return to 'complete the task'.

This design avoids the Illusion of Completeness by interconnecting all elements vertically. No matter where users are on the page, there is always another element drawing them further into the content. This interconnectedness ensures that users are constantly aware that there is more to discover, mitigating the risk of them feeling they have seen everything.

Furthermore, the design leverages the Zeigarnik Effect by leaving users with the sense that they haven't seen the entire story if they leave the page early. This unfinished experience compels them to return and explore further.

Although the design may appear random, it is meticulously organized into two distinct columns to maintain aesthetic balance. This is achieved using Sparkle's underlying grid structure, ensuring that the text on both the left and right sides of the page is neatly aligned.

By combining these psychological insights with a carefully structured layout, this design trend offers an engaging and visually appealing experience that encourages users to interact with and return to the website.

How It's Created.

When examining the page, the structure appears very simple. It consists primarily of standard boxes filled with color, arranged to create vertical interconnectivity. However, the header image stands out as a unique element. This image seems to be sliced into three parts and placed randomly over a box background. In reality, it is a single, shaped image created in Apple Pages.



This is an illustration of the shaped image as it was created in the Pages app. The image was simply copied from the Pages canvas and pasted into the Sparkle canvas. We'll demonstrate how to create the image on the next page.

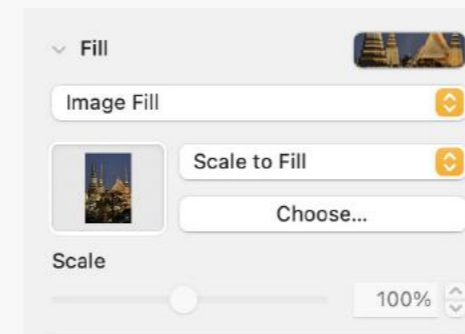
Once the image was placed into Sparkle, we applied two transparent boxes over the defined areas of the image and added a 5-pixel border to each box. The border color matched the page background. All these elements were then grouped to form a single object.

Next, we added a tall background box and positioned it behind the grouped image. Finally, we placed two highlight boxes above the grouped image to create the "Beautiful Thailand" captions. Notice how the elements from the next page section peek through at the bottom of the screen, encouraging the user to scroll down the page.

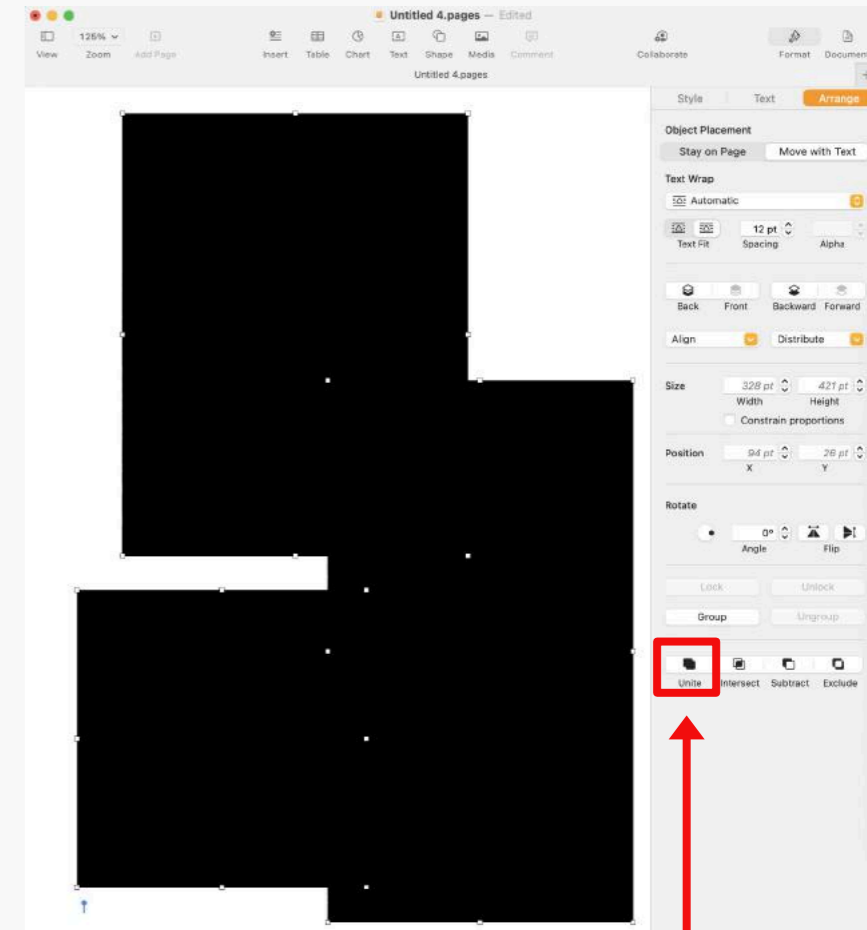


Creating the Shaped Image.

Open Apple Pages and create three large rectangle shapes on the page, making them as large as possible. Select all the rectangles and click the 'Unite' button in the Arrange tab to combine them into a single shape. Then, go to the Style tab and select the Image Fill option, which looks like this:



Select your image, and it will fill the shape. Now, return to Sparkle. Copy the image from Pages by selecting it and pressing Command + C. In Sparkle, press Command + V to paste the image. You can then resize and position it as desired.



This is the Unite button

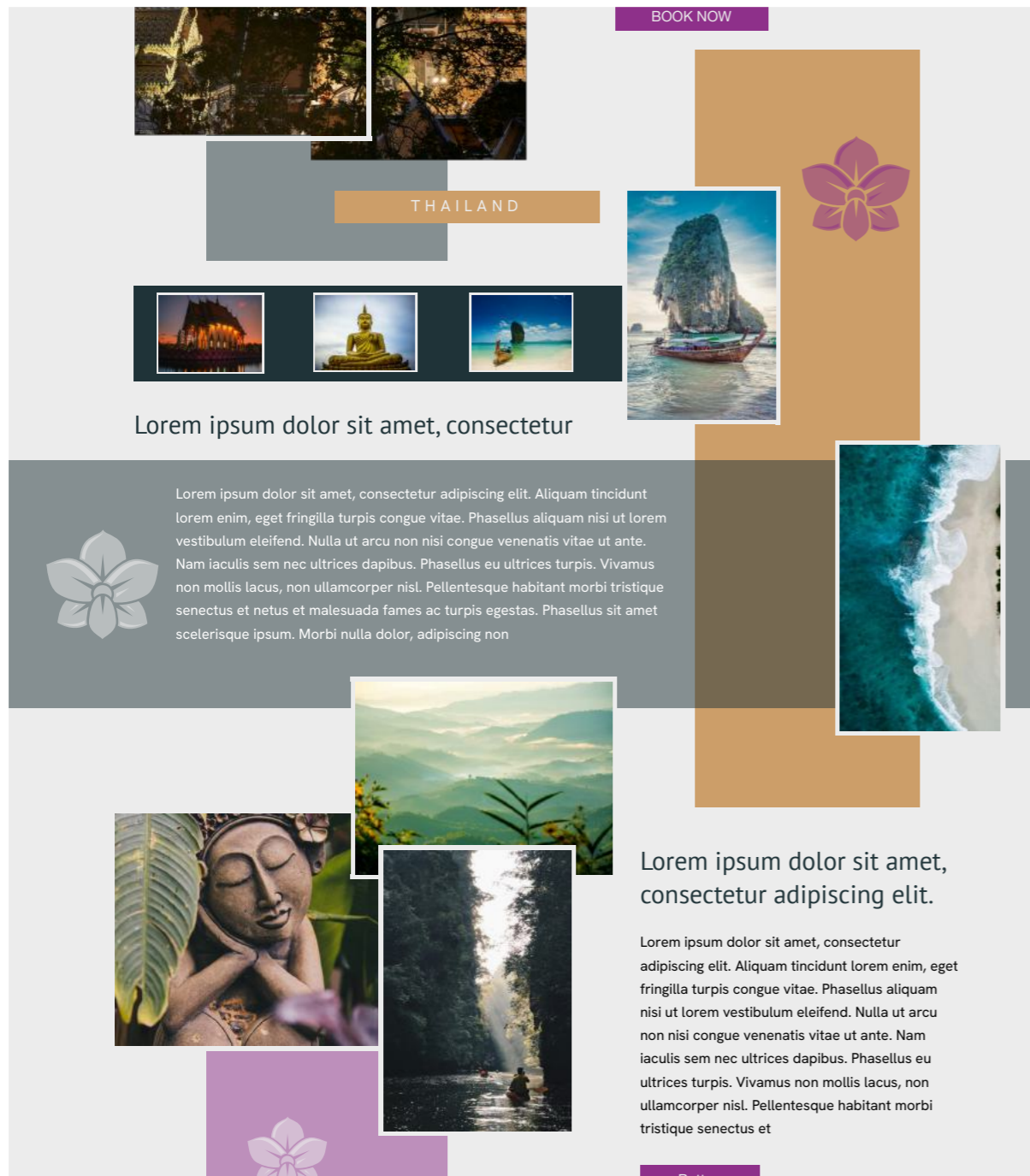
Note: It is important to make your shaped image as large as possible, filling as much of the Pages canvas as you can. Use a high-resolution image to ensure maximum sharpness when you move to Sparkle.

When you place the image in Sparkle, it will likely be much larger than desired. This is okay—simply reduce the size proportionally by holding the Shift key while dragging a corner handle. As you do this, Sparkle will indicate the image resolution quality. As you reduce the image size, the resolution will improve, as shown in the illustration on the right.



Continue Laying Out the Page

As you add other page elements, ensure that you use box and image elements to interconnect with other elements in a vertical direction. When placing individual images, give them a border with the same color as the page background. This will continue the theme of tiled images throughout the page.



Conclusion

In summary, we've explored a design approach that breaks from traditional web design conventions, driven by graphics tools like Figma and Canva, and leveraging psychological principles such as the Illusion of Completeness and the Zeigarnik Effect. We discussed how these designs, while visually compelling and engaging, can pose challenges for developers, but tools like Sparkle can simplify the process. We also delved into practical steps for creating and incorporating shaped images using Apple Pages and Sparkle, emphasizing the importance of high resolution and proper scaling for optimal image quality.

This type of design is best suited for websites that rely heavily on imagery to convey their message, particularly in sectors like tourism, hotels, and resorts, where showcasing numerous facilities effectively on a home page is important. Other businesses, such as fashion brands, health and fitness centers, and any business where visual impact is important, can also benefit from this approach. This method ensures a visually appealing, user-friendly web design that encourages exploration and engagement, making it a versatile choice for various industries. Here are a few more examples of websites that deploy this concept.



Want to learn more about the many 'freeform' design
Features in Sparkle? Check out the definitive guide
To using Sparkle

The Freedom to Design



<https://sparkleapp.com/sparkle/book.html>