

如何高效地使用图标是一门学问

- 该使用什么样的图标？
- 图标该放在哪里？
- 大小如何？
- 是否帮助用户更好更快的理解内容？
- 亦或是增加了理解负担甚至产生误导？

为什么使用图标

- 设计就是**传达信息**：

如果你的网站不能吸引用户，这个问题不在于你分享的信息有多重要、有多刺激。在访问一个网站的最初，大多数用户首先扫描页面来寻找视觉上看着有趣的内容，只有某些事物引起了他们的注意力，他们才真正开始阅读。图标是一个简单、有效的方式吸引用户阅读你网站上的内容。

- 图标起着与**分段**一样的心理效果，**引导用户视觉**：

在视觉上，图标打破了内容，使之不那么让人生却。通过图标将内容划分成几个容易理解的段落和重点，这样的页面很容易阅读，在视觉上也足够有趣以维持用户的注意。

•使用图标的首要目标应该是帮助用户更有效地吸收和处理信息。

一般的做法是使用大量的空白和那些能增强内容的图标。图标通过给予内容更多的实质和有效的传达，能很好地丰富内容。图标应该用来吸引用户注意信息内容，*而不是削弱或取代它。

• 图标是文字的隐喻

也让人很好地知道隐喻，对于可用性来说，在网站之间有效地进行交流是至关重要的，图标应该是代替文字，最能充分传递信息。用户需要快速地知道图标所表达信息。

使用大家认知的元素和简单的隐喻---用户应该会快速地知道图标所表达信息。作图标时，用一些共同的元素是很重要的，就好像一个屋子（表达“家”）。以下是一些例子：

气泡——评论

箭头和硬盘——下载

文件夹——文件

两个环绕的箭头——更新

放大镜——搜索

锁——安全

鼠标——表示链接还有很多

信封——E-mail和联系

问号——帮助和常见解答问题

号角——论坛

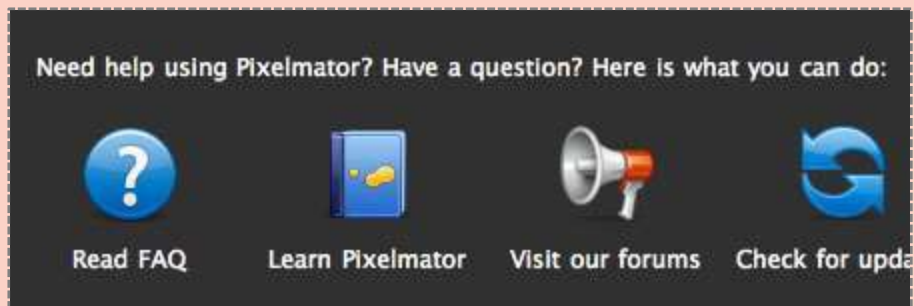
显示器——视频

字母表——按字母排列

星号——重要标记

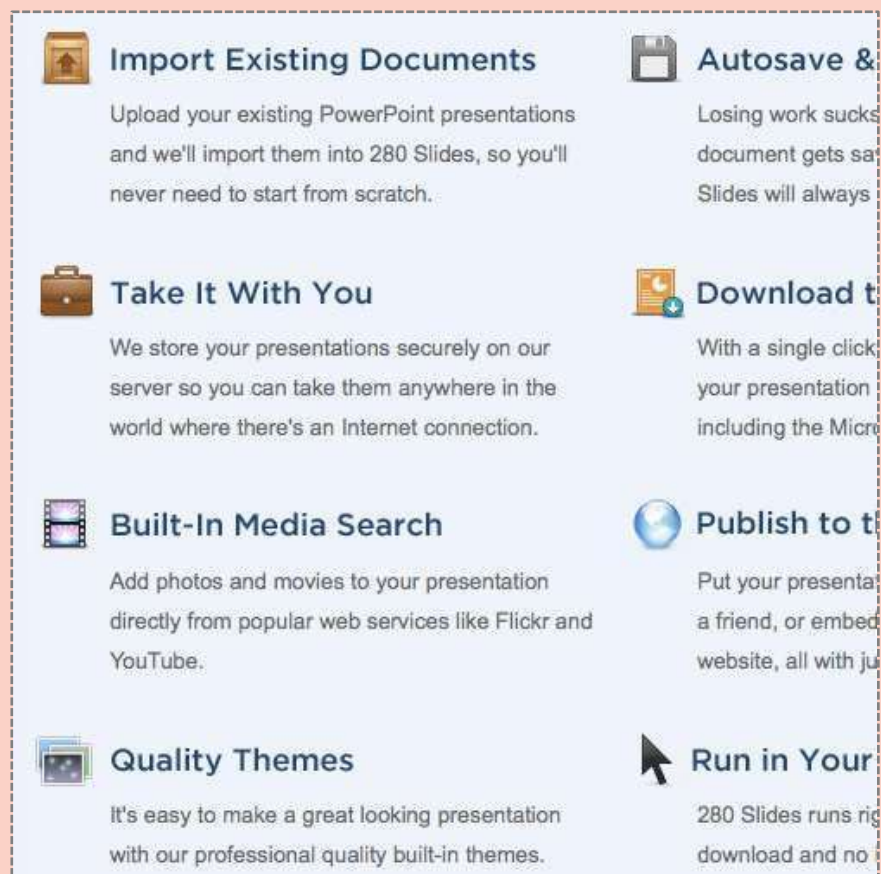
• 图标附加标签

如果图标还不能明确地表达意思，加上一个小小的标签是非常不错的选择。对于用户来说，文字很清楚表达它的意思，所以可以提高图标的可用性。一般来说，尽量只用几个字来做图标的标签，还有文字用一行。用可以易明的文字和简洁的颜色。



让功能清单更有趣

- 列出服务清单是有效的市场推中实用、必要的一部分，但本质上来说，清单是乏味和无聊的。在您的功能清单中使用图标将使其更具有吸引力，很直观地把用户的眼球带到文字的开头。



吸引用户关注Web应用程序的新功能

- 图标是一个视觉邀请，吸引用户去试用Web应用程序的最新、最强大的功能。图标应该捕捉用户的注意力，并引导他们到新的功能上。一旦抓住了他们的注意力，告诉他们是什么使得新功能如此伟大。

The story of Coda.

So, we code web sites by hand. And one day, it hit us: **our web workflow was v** open, with [Transmit](#) open to save files to the server. We'd be previewing in Safari using a CSS editor and reading references on the web. **"This could be easier," cooler."**

What did we add in Coda 1.5?



Subversion. Work with a team using the most popular source control s the sidebar. Check out code, update, commit changes — yep, Coda just s



Find across files. You can now find and replace text across multiple specific folder, or the files in your "site" — using the same sleek, inline sea



Custom web books. Got a favorite web page for, say, Ruby on Rail built-in bookshelf for instant access. You can even specify a search URL to



Improved Clips. You can now organize your favorite text clippings into export your clips to share them with others.



Tons more. AppleScript. Performance. Mixed syntax modes. And it's a

罗列不同的应用和产品

- 在这种情况下，把图标想成是logo，记住logo的目标是在产品和特定的图像建立精神联系。图标应该独特而简单的：大部分的图标只有128*128像素的，因此要用最低限度的方法，用少表达更多的信息。



Present.ly Enterprise Micro-updates
Give your employees the ability to instantly communicate current status, ask questions, post media, and more.

Crowdsound User Feedback, Widgetized
With the Crowdsound widget, companies and websites can transparently gather, organize and respond to suggestions from their users.

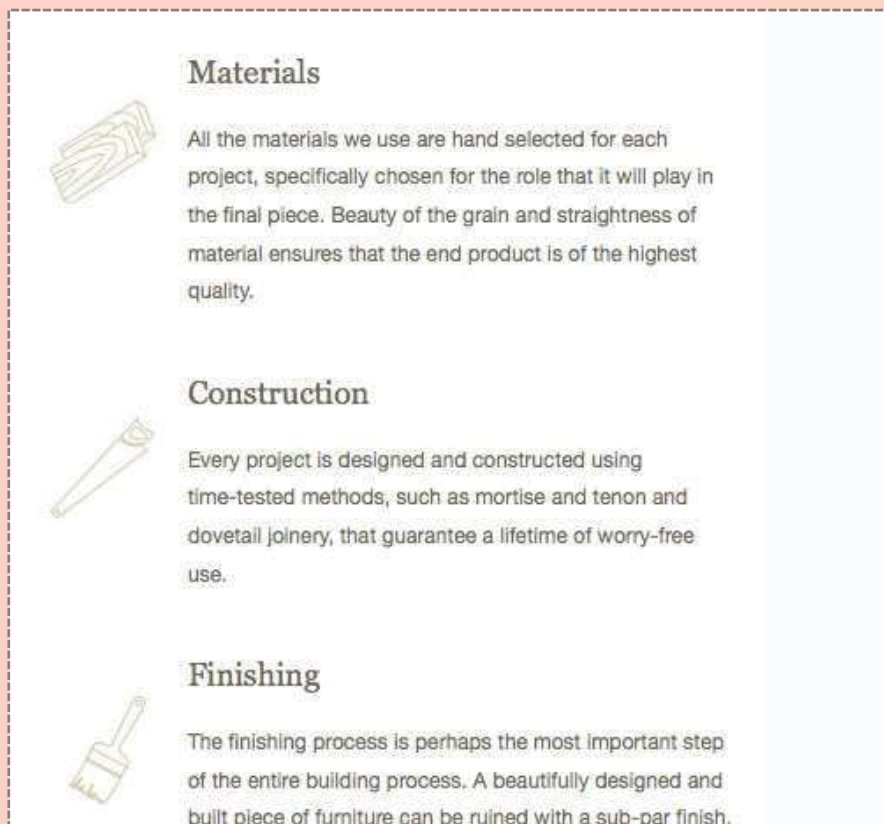
SocialSpring Social Network Platform
Our revolutionary social networking platform lets you launch a full-scale custom social network in just weeks.

MediaPlug Dead Simple Social Media
The fastest way to share video, audio, pictures, and documents on your site. Integrate media in your site in just a few hours with MediaPlug.

Scalr Auto-Scaling Server Platform
Scale from 1 user to 100,000 with no server crashes.

列出您的服务并增加可读性

- 图标应与内容相关且设计很简单。考虑您试图表达的内容是什么并在此基础上创建图标。网站或文章的主题是什么？使用什么颜色？是什么风格？现代？经典？在视觉上，图标应与网站整体的内容和个性所传达的思想相统一。



成为按钮

- 某些应用图标的功能很类似按钮。用艳丽色彩的元素来代替文字。



为特殊的按钮带来吸引力

- 按钮上采用图标和文字，这也是一个不错的选择。这样更能够吸引用户的眼球。



目的和放置的位置

图标的使用让你的网站显得友好、吸引人和专业，这些表明了你注重细节，哪怕这个细节很小很小。让你的图标发挥创意：标题、工具条、功能清单都是放置图标的好地方。一个很简单的图标能增加网站的魅力和个性。



目的和放置的位置

让用户参与到拥有超长内容的网页中

- 使用能概括段落大意的图标，这将更便于读者理解文章。

**The Fanatical Support Promise™**

It's our commitment to supporting you the way you expect to be supported. It's not an empty commitment with nothing behind it. It's actually part of our Master Agreement. Doing right by our customers—that's what it's all about. [Learn More](#)

**Fanatical Support For All**

It's our commitment that the last thing any of our customers ever need is a complicated hosted environment. No matter if you're a one-person shop or a global conglomerate, we do it all, including the worrying, for you. [Learn More](#)

**IT Hosting. No Worries.**

Unlike colocation hosting and other low-end hosting providers, Rackspace reduces the strain on your IT people by taking on the day-to-day burden and fully managing a web environment. [Learn More](#)

**Very Live, 24x7x365 Support**

And we don't mean one person manning the desks at 2:00AM. It's teams working at any time on any day. So on the off chance something goes wrong, you don't have to wait hours for something to get done about it. [Learn More](#)

**Your Very Own Dedicated Team**

No more call centers. No more dealing with a different person every time something. You will know your dedicated Rackspace Support Team and, more importantly, the team is built around your needs, not ours. [Learn More](#)

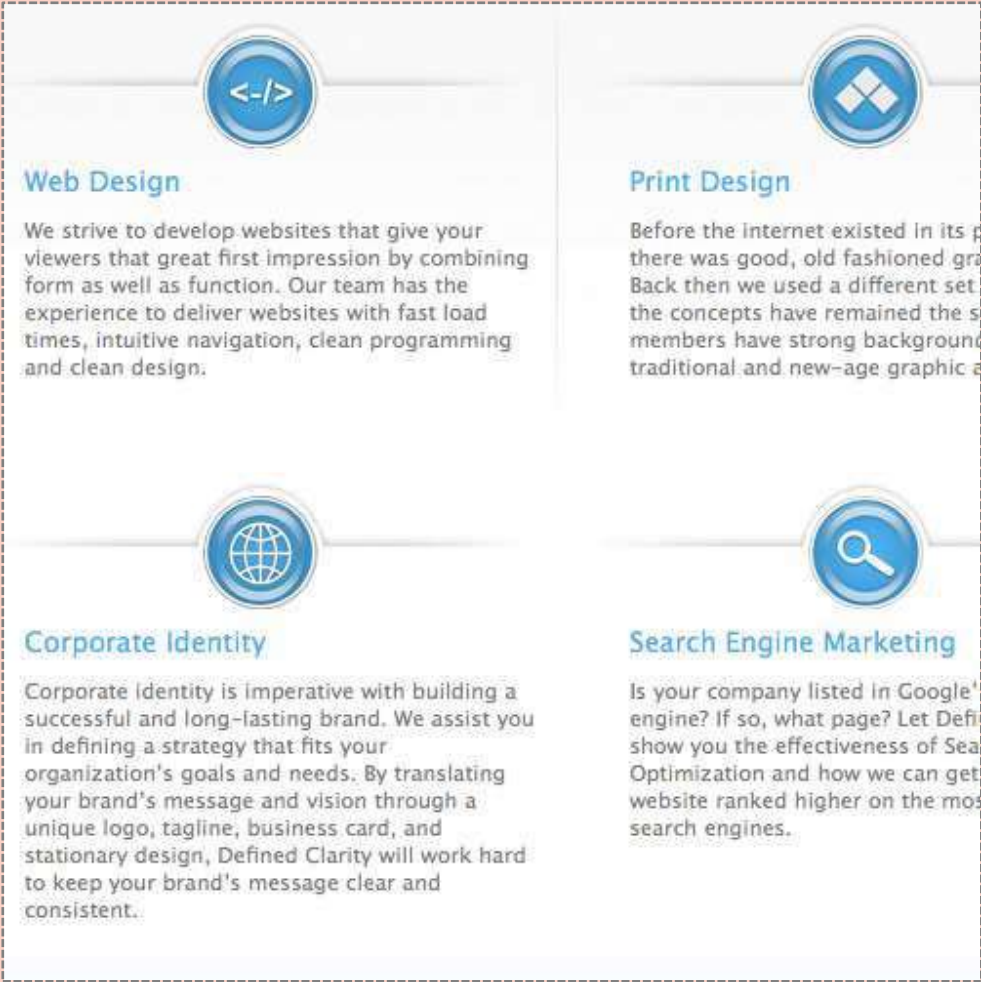
**Experts by Any Definition**

Hundreds of certified experts, consistent industry awards and recognition, technology partnerships all translate into one thing—we are the experts.

目的和放置的位置

让用户参与到拥有超长内容的网页中

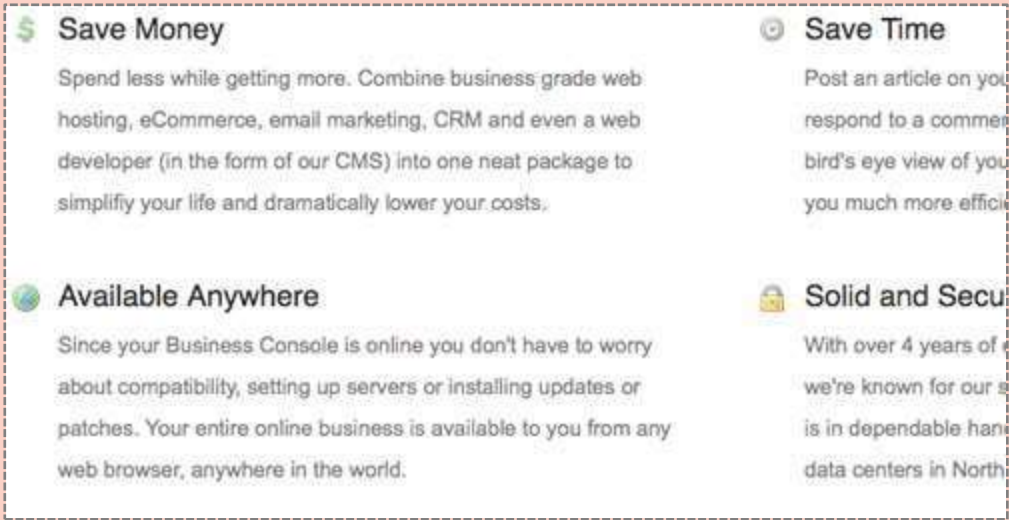
- 在文章的不同章节间使用图标，可以提供视觉注意点来划分这些章节。



目的和放置的位置

大小并不重要，即使是小图标也是有效果的

- 小图标提供的视觉趣味与大图标的相差无异，却不会让用户分心。确保图标容易辨识并和内容紧密相关。



目的和放置的位置

把图标放置在段落的右侧

- 图标的放置不要局限于常规用法，把图标放在右侧比较少见，因此会更有视觉效果。但是请注意，把图标放置在右侧有时候看起来会显得凌乱。

Website Development and E-Commerce

We have extensive experience building custom shops, adding credit card facilities to existing sites, and building custom web applications. High calibre design combined with quality programming results in fast, easy-to-use applications for your customers.



Printing

Your promotional materials need to look their best, and we're committed to providing great service with exceptional quality of work. South Creative has partnered with the best printing companies in Australia and overseas. [Inquire](#) about pricing for your project today. Fast courier delivery is free anywhere in Australia.



Search Engine Optimisation (SEO)

Many companies offer guarantees or tricks to improve your search ranking, and very rarely do they deliver on their promises. Our websites are built from the ground up to be search engine friendly, with clean code and best practices in mind. Sites built in this fashion will generally achieve better search rankings, and help drive more visitors to your site.



Email Marketing Campaigns

We'll provide you with a full-featured online platform for managing your mailing lists, designing your messages and layouts, and sending your messages. Alternatively, we can also manage your entire campaign.



目的和放置的位置

改变图标的大小和位置

- 发挥创意！改变图标的大小和位置可以让内容更具活力和趣味。



The screenshot shows a website layout with several sections. At the top, there are three overlapping icons: a red one with 'RAIL' and a white horse, a green one with 'django', and a black one with 'MySQL'. Below these icons are labels 'GridContainer' and 'GridContainer'. To the right of the icons is a section titled 'Isolated Resources with GridC' with text about add-ons for Django, Ruby on Rails, and MySQL. Below this is a link 'Container Details »'. In the middle left, there is a section titled 'Meet Utility Computing' with text about Grid Performance Units (GPUs) and a link 'Learn About GPUs »'. To the right of this text is a small line graph with a y-axis from 0 to 12 and a line with three data points. Below the graph is a link 'Learn about our'. At the bottom left, there are four icons: a green arrow pointing left, a notepad with a pencil, an envelope, and a folder. To the right of these icons is a section titled 'Webmail with User Controls' with text 'Get attached to a webmail client that loves email a'.

Isolated Resources with GridC

Available as add-ons for Django, Ruby on Rails, and MySQL. GridContainers provide performant environments and dedicated resources specifically designed for hosting these technologies. It's a maintenance-free dedicated server attachment.

[Container Details »](#)

Meet Utility Computing

Grid Performance Units (GPUs) measure the CPU time used by each request to your (gs) Grid-Service. Built-in reporting breaks down usage by each hit, helping you track down errors and code inefficiencies. Your (gs) comes with enough GPUs to power 99% of the sites we've ever seen. If you happen to be one of the lucky ones with massive levels of sustained traffic, additional pay-as-you-go GPUs are there when you need them. [Learn About GPUs »](#)

Webmail with User Controls

Get attached to a webmail client that loves email a

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：<https://d.book118.com/778062103067006032>