

Web Site Design

By

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Ways to Create a Website

- **Text Editors:** Write HTML yourself. HTML is an industry standard language which formats a page.
- **HTML Editor:** Programs which provide tools and shortcuts for formatting and editing HTML (NotePad).
- **WYSIWYG:** Programs such as MS FrontPage, MS Publisher, and Adobe which create a website without knowing HTML.
- **HTML Converters:** Programs such as MSWord which will “Save As” a document in HTML language. Note: They may not work perfectly.

Copyright Issues

- Just because it is on the internet does not mean it is free for the taking. Even if they allow you to use it, give credit to the source.
- All Internet content is protected by the Fair Use portion of the US Copyright Law.
- **You Must Reference** all material copied, whether for your site or in your report, or you will fail the assignment.

Design Issues

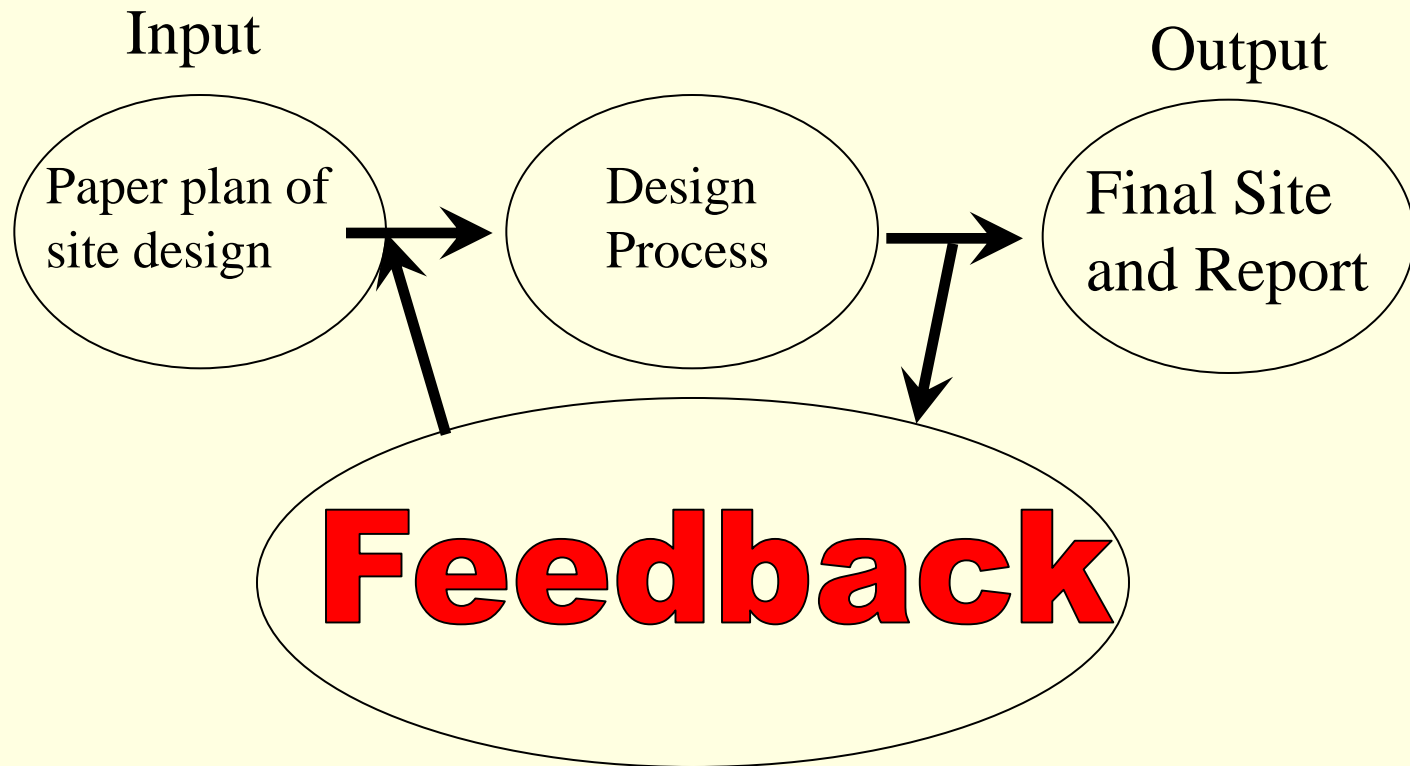
- Content
- Write Clear and Concise
- Edit, Edit, Edit
- Design for Different Browsers
- Date All Material
- Copyright Notices

Content

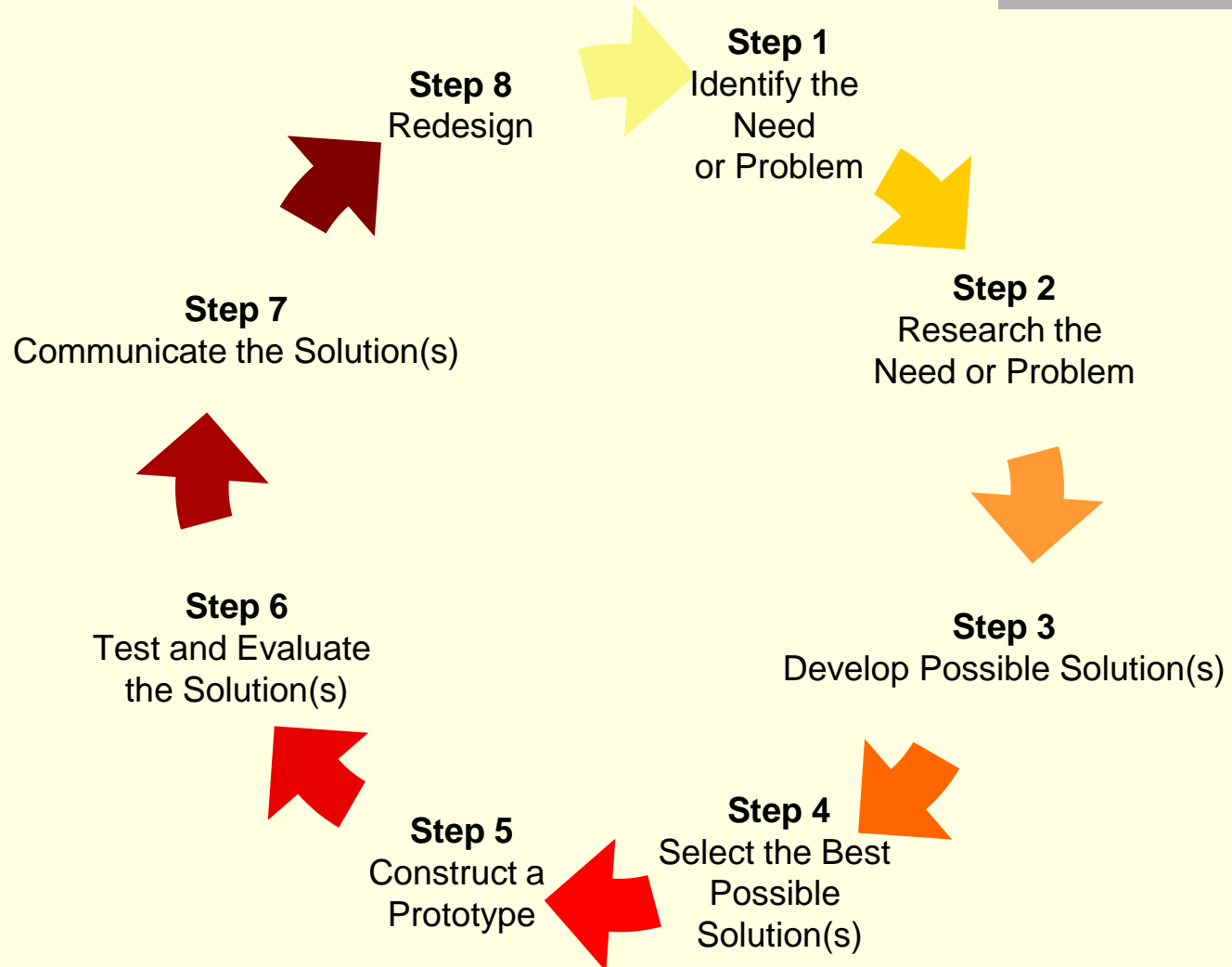
This is why users will visit any site. Ask yourself the following questions before starting a design:

- Who will use my site, what is my target audience(s)?
- What information are they looking for?
- Is my site easy to navigate?
- Have I met all of site users needs?
- Is all content pertinent to the subject?
- **Create a paper roadmap first!!!!**

Universal Design Model



Steps of the Design Process



1. Identify the need or problem

2. Research the need or problem

- Examine the current state of the issue and current solutions
- Explore other options via the Internet, library, interviews, etc.

3. Develop possible solution(s)

- Brainstorm possible solution(s)
- Draw on mathematics and science
- Articulate the possible solution(s) in two and three dimensions
- Refine the possible solution(s)

4. Select the best possible solution(s)

- Determine which solution(s) best meet(s) the original need or solve(s) the original problem

5. Construct a prototype

- Model the selected solution(s) by creating a storyboard for the designer to follow.
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6. Test and evaluate the solution(s)

- Does it work?
- Does it meet the original design constraints?

7. Communicate the solution(s)

- Make an presentation that includes a discussion of how the solution(s) best meet(s) the initial need or the problem
- Discuss impact and tradeoffs of the choices that were made.

8. Redesign

- Overhaul the solution based on information gathered during the tests and presentation

Clear and Concise

User do not want to read long winded passages, especially on a web site. Make sure your writing style is **easy to read and to the point**. Be clear and get your point across quickly and efficiently.

Edit, Edit, Edit

- All programs have a spell and grammar checker, **USE THEM!!**.
- Failure to do so distracts from site and your credibility.
- Proof read all work yourself, even after using the above.
- Finally, let someone you trust read all work for errors and clarity.

Design for Different Browsers

Each browser program may display the site differently. Designers must be aware of this and take it into account when designing a new site.

Try to minimize all difference by testing the site in other browser whenever possible.

Date All Material

Many items found on the internet are outdated. Always include a date on your sites to let users know when they were created and when they were last updated. To avoid confusion with different countries it is best to write out the date. Example January 1, 2017.

Copyright Notices

In order to protect your work, provide a copyright notice in the footer of all pages. This simplifies the process for others who may want to cite your work or seek permission for their use.

Navigational Guidelines

- Provide a Table of Contents/Site Map
- Carefully Title Your Pages
- Provide Method for Feedback
- Test All Pages and links to make sure they work and files are in the correct location

Provide a Table of Contents/Site Map

When creating more than one page of content you need to specify the structure of your site to the user. Carefully organize all content, test the flow, and provide a table of contents or site map. This can be done by organizing your Hyperlinks.

Carefully Title Your Pages

Create Descriptive titles and subtitles for each page. This is especially important for your first page. The user should be able to determine exactly what each page contains. Remember, web browsers bookmark site by the page title.

Provide Method for Feedback

As a designer you must always include some means for users to know who is in charge of the site and how to reach them. Feedback, both good and bad, on a site is a good thing. Use an email link, comment box, or a site poll.

Test All Pages

Always test all pages, including hyperlinks before publishing a site or presenting to the class. If possible let someone test your site and solicit feedback from them. Make any changes as needed. Note: site must work from teachers station to present.

Page Size and Length

- Default Page Size: 640 x 480
(actual window size 600 x 300)
- Limit Page Length

Default Page Size

Web browsers can change certain features to make pages look different than intended. For example, users can resize the window, which can alter the amount of text on each line. It is best to design for the default screen size.

Limit Page Length

Users will get disoriented and bored when scrolling through long web pages. It is best to divide content up into manageable chunks and limit scrolling to 2 or 3 screens. It is also advisable that the **home page should be limited to one screen length**. If you have an especially long page, use bookmarks.

Audio, Video & Graphics

- Text is the basic building block of a site.
- Use Audio, Video & Graphics to enhance the text not irritate users.
- Audio & Video should be user selectable.
- Do not cut and paste pictures directly from another web site. Save them to your file and then modify as needed.

Page Planning

- Use a variety of sizes styles on each page but be consistent throughout the site.
- Keep paragraphs short and to the point.
- Keeps pages short:
 - 1st Page 1 screen
 - Other pages 2 to 3 screens

Page Design

- Choose background and text colors/pictures that are pleasing and with high contrast. They should not conflict with text.
- Be consistent, some variety is OK, but do not go overboard.
- Keep text consistent:
 - Avoid color changes, italics, or hard to read fonts
 - Avoid overly large text
- Keep animations simple and with a purpose.

Guidelines for Text Fonts

- Be consistent with your choices. Remember, not all browsers will display all fonts.
- Do not overuse styles. Example do not make entire page **BOLD or EMPHASIZED**, the impact will be reduced as well as making it difficult to read.



Questions????