



WEB STRUCTURE

(1) Classification Scheme

Information on a web page can be organized in 2 ways, taking into account

Classification Scheme:

EXACTLY

Each piece of information is in a single category and there are no repeats

Example: a dictionary

SUBJECTIVE

The information is sorted according to the criterion that best suits the users

There may be repetition and redundancy and in fact it is recommended

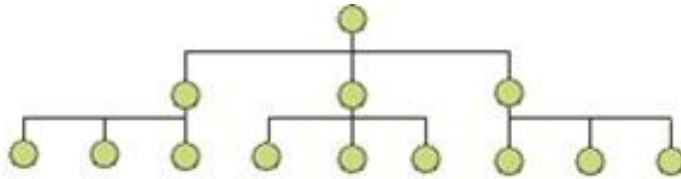
Example: a link can appear twice, in the header and in the footer

(2) STRUCTURE of the Site

The organizational structure of a web page can use any of these patterns:

(1) HIERARCHICAL

- It follows a top down and parent/child approach between the pieces of information
- Example: the menu of a website and its subsequent sections



(2) SEQUENTIAL

- The user moves step-by-step
- Example: the process of purchase in an online shop



(3) MATRIX

- A Matrix Structure allows users to determine their own path since content is linked in numerous ways.

(3) WEB COMPONENTS

When designing an interface, try to be consistent in your choice of interface elements.

We'll normally use [standard interface elements](#) in our websites:

Input components

- ★ text, number and date input fields
- ★ checkboxes and radio buttons
- ★ dropdown lists, list boxes
- ★ buttons
- ★ toggles

Navigational components

- ★ menu and submenu
- ★ breadcrumb and pagination
- ★ search field
- ★ tags and icons

Informational components

- ★ notifications, message boxes, modal windows
- ★ tooltips
- ★ icons
- ★ progress bar or preloader

Filter components

- ★ sliders and toggles
- ★ radiobuttons and checkboxes

Containers

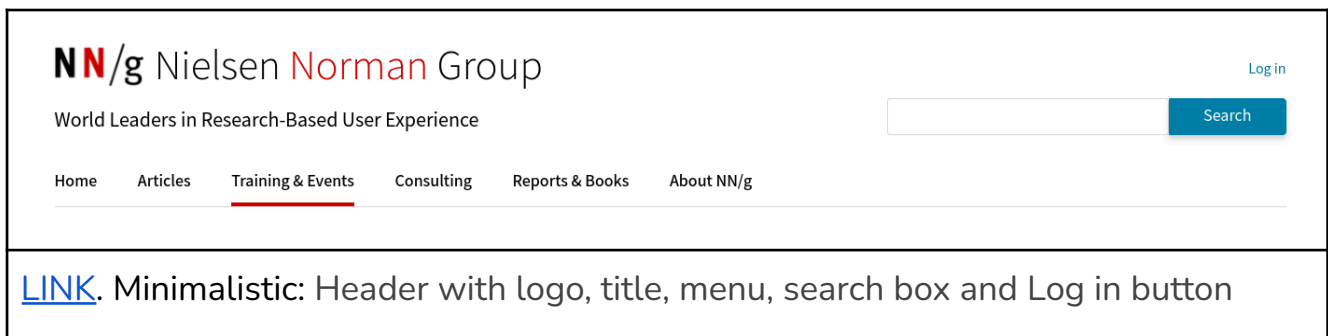
- ★ accordion
- ★ carousel
- ★ overlay and Modal windows

(4) AREAS OF A WEBSITE

Header

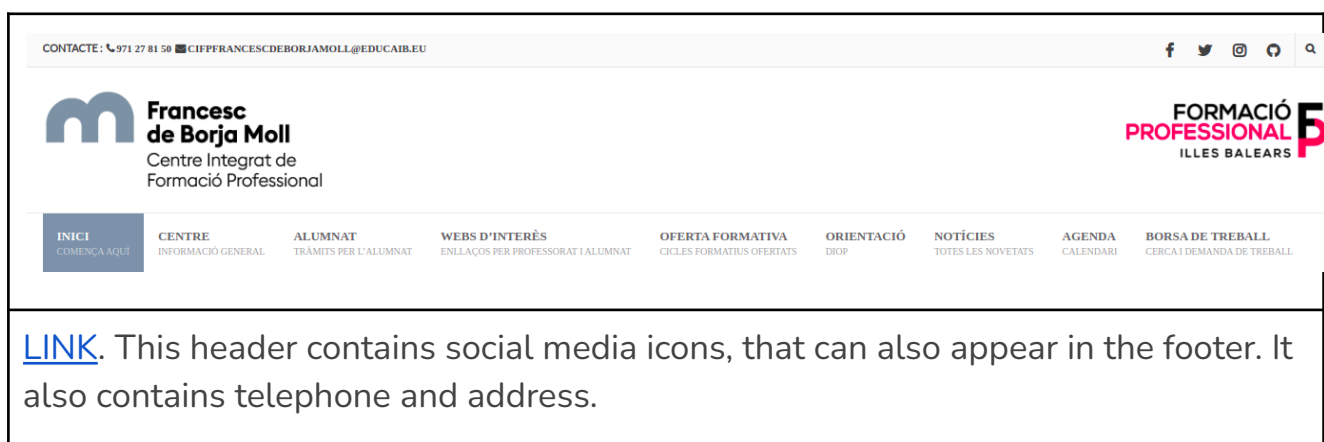
- It's in the top part of the website. It normally occupies all the width of the layout
- Some elements in the header:
 - Logo
 - Menu (can be included in the header or in a side menu)
 - Button to Log in / Sign Up
 - Language Selection
 - Search Box
 - Shopping Cart
 - Social Network icons (that can be in the footer too)
 - Contact data (telephone, address, etc)
 - etc.

Examples:



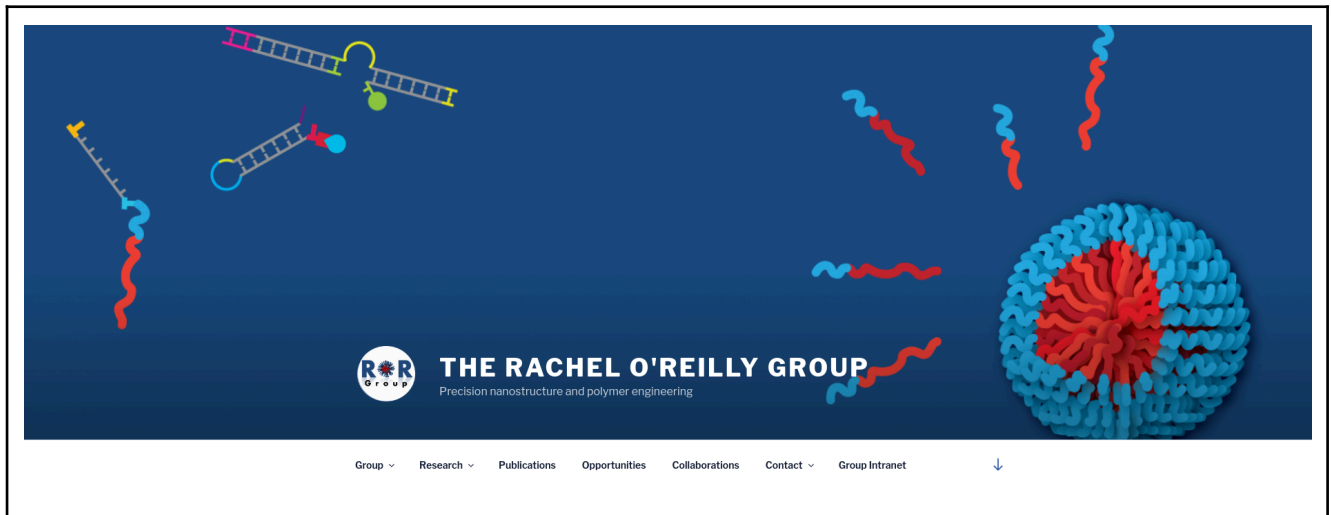
The screenshot shows the header of the Nielsen Norman Group website. It features the logo 'NN/g Nielsen Norman Group' on the left, with the tagline 'World Leaders in Research-Based User Experience' below it. On the right, there is a 'Log in' link and a search box with a 'Search' button. Below these elements is a horizontal navigation menu with links: 'Home', 'Articles', 'Training & Events' (which is underlined), 'Consulting', 'Reports & Books', and 'About NN/g'.

[LINK](#). Minimalistic: Header with logo, title, menu, search box and Log in button



The screenshot shows the header of the website for Francesc de Borja Moll. At the top left, there is contact information: 'CONTACTE: 971 27 81 50' and an email address. On the right, there are social media icons for Facebook, Twitter, Instagram, and YouTube. The main logo on the left is a stylized 'm' followed by 'Francesc de Borja Moll' and 'Centre Integrat de Formació Professional'. On the right, there is a logo for 'FORMACIÓ PROFESSIONAL ILLES BALEARS'. Below these elements is a horizontal navigation menu with links: 'INICI COMENÇA AQUI', 'CENTRE INFORMACIÓ GENERAL', 'ALUMNAT TRÀMITS PER L'ALUMNAT', 'WEBS D'INTERÈS ENLLAÇOS PER PROFESSORAT I ALUMNAT', 'OFERTA FORMATIVA CICLES FORMATIUS OFERTATS', 'ORIENTACIÓ D'OP', 'NOTÍCIES TOTES LES NOVETATS', 'AGENDA CALENDARI', and 'BORSA DE TREBALL CERCA I DEMANDA DE TREBALL'.

[LINK](#). This header contains social media icons, that can also appear in the footer. It also contains telephone and address.



[LINK](#). This header is visually impressive, and its function is to introduce the user to the site. Since it's not a benefit-driven website, it doesn't need a very functional header.

Footer

It contains:

- ❖ The Terms of Service of the website
- ❖ Copyright information
- ❖ Privacy Policy
- ❖ Social media icons
- ❖ Phone Number
- ❖ Logo in different tonalities of colour
- ❖ etc.



The image shows a screenshot of the EASDIB website header and footer. The header is dark blue with white text and logos. The footer is white with dark blue text and logos.

Header:

- Logo: ESCOLA D'ART I SUPERIOR DE DISSENY ILLES BALEARS
- Text: Escola d'Art i Superior de Disseny Illes Balears, Institut Balear nº5, 07012 Palma, Mallorca, +34 971 290000, escoladartidisseny.palma@educaib.eu
- Logo: G CONSELLERIA O EDUCACIÓ I UNIVERSITAT
- Logo: Erasmus+
- Language: ca / es
- Social media icons: Twitter, Instagram, Facebook, User profile
- Menu: NOTÍCIES, L'ESCOLA, ESTUDIS, INTERNACIONAL, INNOVACIÓ, ESCOLA-EMPRESA, ALUMNAT

Footer:

[LINK](#). Header and footer of EASDIB website. It shows 2 versions of the logo and the top menu is replied in a different configuration

Content Area

The main contents of a website are rendered in the **content area**.

It contains:

- ❖ Headings and text
- ❖ Multimedia (images, video, etc)
- ❖ Links:
 - Inner links: inside the webpage → if you put inside links, then you're using [the matrix structure](#) we were talking before)
 - Outer links → outside the website

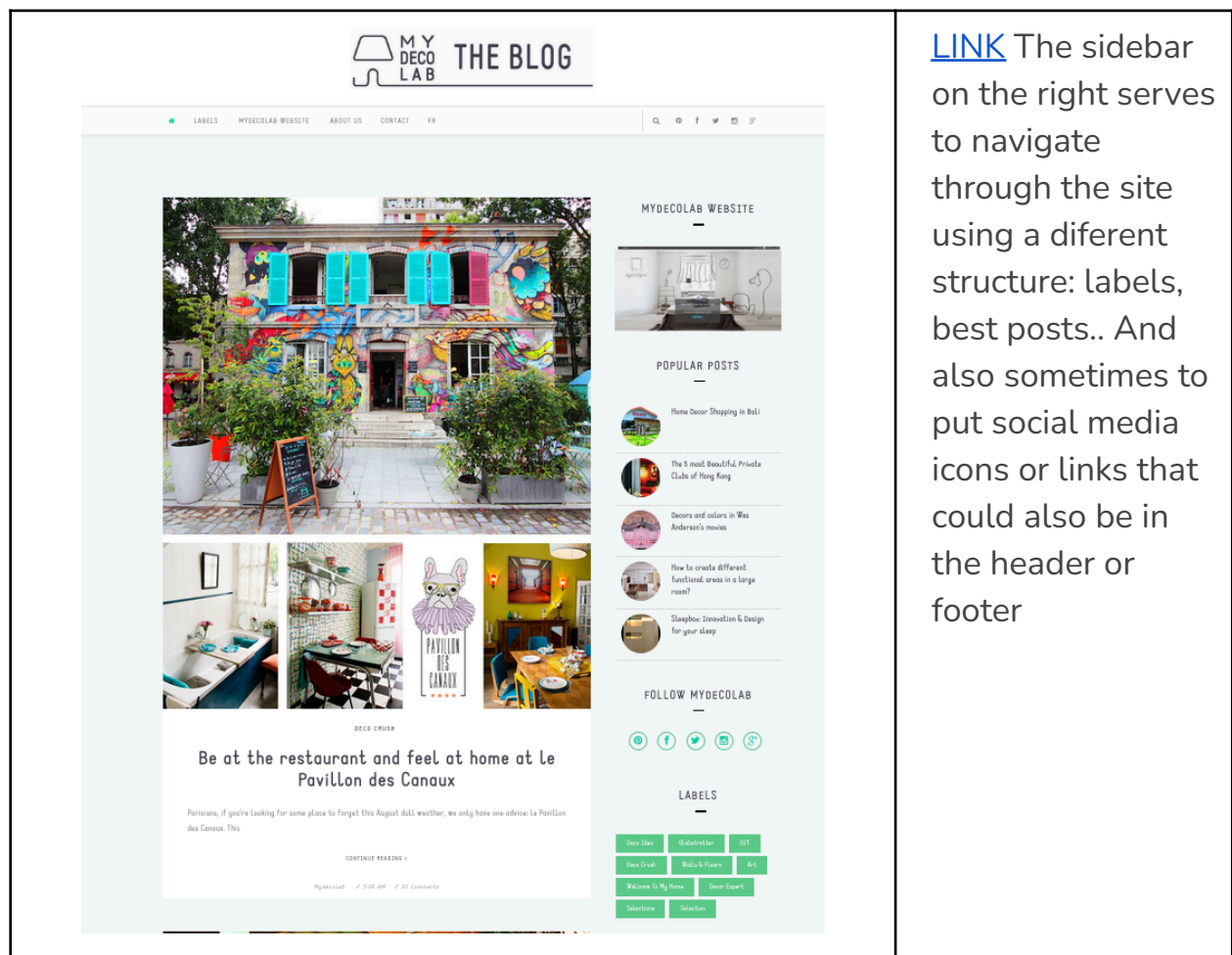
Sidebar Area

This is a multipurpose area. where you can put:

- ❖ A sidebar menu
- ❖ Information that is not directly related to the contents (ads, ..)
- ❖ Banners or videos
- ❖ etc.



[LINK](#). In this webpage, the menu is in a left sidebar.



[LINK](#) The sidebar on the right serves to navigate through the site using a different structure: labels, best posts.. And also sometimes to put social media icons or links that could also be in the header or footer

Webgrafia

Per repassar conceptes molt bàsics, podeu visualitzar aquests vídeos:

- [Website Basic Structure and Navigation - Web Design Basics - Episode 2](#)
- [Understanding Website Basic Layout Areas - Web Design Basics - Episode 1](#)