

How can you design web pages? Discuss.

→ The webpage should look attractive - uncluttered, symmetrical and inviting. For this, we can design web pages by considering the following discussed points:

i) Header

The header must be created. It is simply the banner spanning the top of a web page, to set the appropriate image and tone for the site. It may contain logo, the menus and the social link if needed.

ii) Page layout

To help readers scan for relevant information, organize information under relevant headings. The page layout can be of various kind including header, footer, aside, sidebar, navigation, main content or the full canvas with full width or contained width.

iii) Line length

A shorter line length reduces eye movement needed to scan the text. It is often called as the excerpt or meta description for site optimization.

iv) Graphics

It break up the text, attract the reader's attention, and offer instant identification with the purpose of the website. Use of graphic is done for visual relief, to support the content & image, and make site attractive.

v) Multimedia

Many pages use animation, audio, and video to make a page more interesting. But too much movement may annoy the user.

vi) Tables

Use tables to organize text and graphics. Tables give the page a uniform, clean, professional appearance.

vii) Borders

Use borders around the page to draw boundaries between sections or omit borders for a more seamless look.

viii) Fonts

Font sizes and style affect screen legibility. Sans serif fonts are usually recommended for online text because they look more distinct on a screen. Avoid all capitals letters and bold faced blocks of text because these styles slow down the reader.

ix) Colors

Use colors to help create an inviting site. As you know, colors evoke a variety of emotional responses. Color should reflect the site's purpose and take into account the target audience's cultural associations with color.

i) Consistency

To achieve consistency, make sure your pages look similar and use the same design features positioned in the same place on every page. A company name and logo that appears in the top left corner of one page, for eg:- should appear in the top left corner of every page.

ii) Accessibility

Accessibility means to make web content available to users with a wide range of disabilities, including visual and hearing impairments, learning disabilities, cognitive and movement limitations, speech disabilities and combinations of disabilities.

Explain three overall writing strategies for web pages.

→ The three overall writing strategies for web pages are explained below:-

i) Page Title

While writing for the web, we should give each page its own short, descriptive title - something visitors can read quickly in a browser title bar or history list. If readers bookmark a page, the page title is stored. Some search tools use page title in their search results.

ii) Audience

Know your target audience and write to that audience. Keeping in mind we must avoid jargon unless we get to know whether the reader will understand it.

iii) Facts, Not Hype

To keep the website page as informative as possible, state the facts and avoid the hype of an overdone sales appeal. People want information they can use.

Explain five ways to write scannable text.

→ The five ways to write scannable text are explained below:-

i) Short Paragraphs

It is best idea to use short paragraphs that stand out and can be quickly scanned and absorbed, usually six to eight lines.

ii) Short Sentences

While sentences can vary in length, aim for an average of 20 to 25 words per sentence. The revised sentence below is much clearer and easier to read when it is written as two shorter sentences.

iii) Headings

Use short informative headings to help readers identify topics and decide at a glance what they want to read. It also provide transitions to the next topic, altering the reader to shift from one idea to another.

iv) Paragraphs to Lists

Use bulleted lists to break up paragraphs, reduce the amount of text and emphasize important content. The text written in list is easier to scan than the paragraph with the same information.

n) Keywords

To help search engines and the audience to find the website, in approximately, the first 50 words of your text, use keywords, important words that indicate subject areas. To find useful information, readers scan text looking for keywords and phrases.