



Outline

- Definitions
 - www; http; html; html tags
 - The Meta element
- Design issues:
 - Content-structure-presentation
 - Planning-Designing-Testing
 - Design principles
 - How to drive away your readers
- Examples

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How does the www work..

- **Web pages:** documents that web information is stored in.
- **Web site:** a group of web pages stored together
- **Web servers:** computers that web pages are stored on.
- **Web clients:** Computers reading the web pages.
- **Web browser:** a program with which web clients view the pages with, i.e. Internet Explorer and Netscape Navigator.



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How does the browser fetch the pages?

- A browser fetches a Web page from a server **by a request**.
- A request is a standard HTTP request containing **a page address**.
- A page address looks like this:

`http://www.someone.com/page.htm`



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How does the browser display the pages?

- All Web pages contain instructions on **how to be displayed**.
- The browser displays the page by **reading these instructions**.
- The most common display instructions are called **HTML tags**.

Internet Explorer: **View->Source**

- HTML tags look like this:

<p>This is a Paragraph</p>



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What is an HTML File?

- HTML stands for **Hyper Text Mark-up Language**
- An HTML file is a text file containing small **mark-up tags** that tell the Web browser **how to display** the page
- An HTML file must have an **htm** or **html** file extension
- An HTML file can be created using a **simple text editor**



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Example in HTML

```
<html>
  <head>
    <title>Title of page</title>
  </head>

  <body> This is my first homepage.
    <b>This text is bold</b>
  </body>
</html>
```

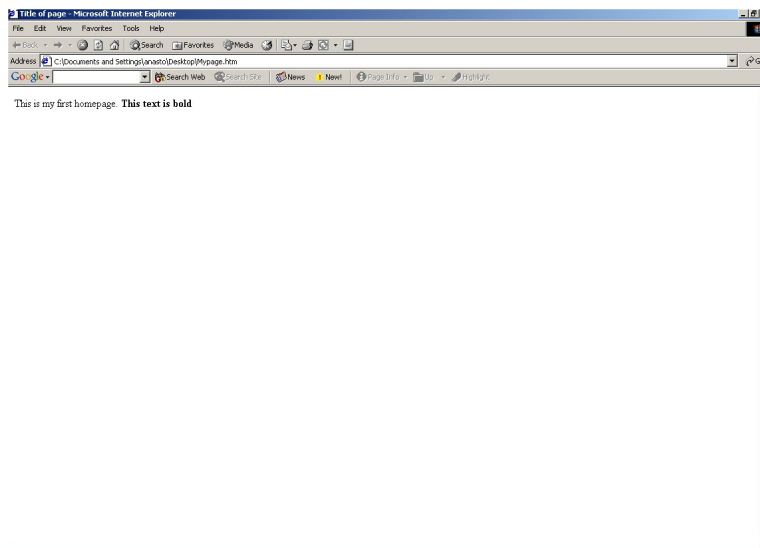
This is an HTML document



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It appears...



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The Meta Element

- The **head element** contains general information (meta-information) about a document.
- Each meta-element provides meta-information about the document. Usually they are
 - Descriptions of the content of your document.
 - Keywords
- Some of the search engines on the World Wide Web, will use them to index your pages.



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Example

```
<HTML>
  <HEAD>
    <TITLE>My page</TITLE>
    <META name="description"
      content="Stamatina An
      Web page">
    <META name="keywords"
      content="multimodal learning, multimodal
      technology in education">
  </HEAD>
</HTML>
```

This meta element defines
a description of your page

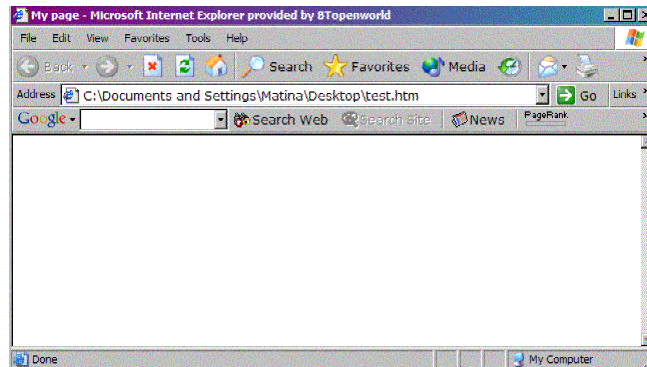
This meta element defines
The keywords of your page



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How would it appear?



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Planning

Questions to address in this stage include:

- What do I want the site to **accomplish**?
inform, sell or promote?
- Who are my **users** and
what do they want and need?
- What **competitive advantage** will the site offer
over others?
- How can I take advantage of the Web medium?



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Content, Structure & Presentation

- The *content* of a site:
what it says to the user through natural language, images, sounds, movies, animations, etc.
- The *structure* of a site:
how it is organized logically, how the different pages are linked together
- The *presentation* of a document:
how the document is rendered (e.g. as print, as a two-dimensional graphical presentation, as an text-only presentation, as synthesized speech, as braille, etc.)



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Content

- think about what **point** you're trying to make,
- keep the points simple, cover just a few things, in the order of most importance,
- **detail** is always important, but don't overdo it. If you have too many details, the reader doesn't know where to look first.
- if you're not sure that a point should be made, it probably shouldn't.



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Design

Questions to address in this stage include:

- Does the **navigation** design enable users to move around easily?
- Is the **content organized** so that users can easily find what they need?
- What visual style do I use to appeal to my audience?
- Is there a **consistent 'look & feel'** throughout the site?



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Testing

- Test your Web site with a variety of Web browsers
- View the resources at your site using a variety of **computer platforms, monitor sizes, and screen resolutions.**
- Ask users/colleagues what they think of your design:
 - do they understand your navigation patterns?
 - is the design consistent throughout the site
 - do you follow conventions, e.g. underlying text for links??
- Revise your HTML to make your site accessible.



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Example



Useful tips

- Make sure the site is finished, so no "under construction" signs;
- Get your loading time down, nobody wants to wait an eternity for your website;
- No broken graphics and 404 errors;
- Have some content, unless you're running a link-exchange site;
- No adult sites;



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Be Consistent

- In the use of colours throughout the site.
- In the location and order of navigation.
- In the use of fonts.



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Always Provide

- An off switch for music.
- A non-Flash version of Flashed sites.
- Instant visibility of the most important links and information.
- Meaningful text labels for all links and images.
- The file size for downloads or large graphics.
- Sufficient contrast between background and text.
- Meaningful and well-organized content.
- Intuitive navigation.
- A thoroughly tested site



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Limit

- The use of bells and whistles.
- The width of lines of text.
- The height of blocks of text.
- The number of times an animation will loop.
- The use of scrolls that distract or misdirect the eye.
- The size and number of graphics.
- The number of clicks to any given page.
- The number of colours used on the site.



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Never

- Underline text - it will be confused with links.
- Force visitors into using the back button on their browser.
- Rely on mouse-overs to label links.
- Place text on top of loud or busy backgrounds.
- Break the back button.
- Steal.



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How to Drive Away Your Readers

- Use impossible navigation on your site
- Put up more adverts than content
- Do not maintain your site
- Require too much information
- Be too cutting edge
- Crash your customers' browsers
- Use sound on a business site
- Put up too many images
- Embed too many tables
- Pay no attention to your readers

<http://webdesign.about.com/library/weekly/aa122101a.htm>



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Can you read it?

- Each Web page should include the minimum HTML elements, i.e. <HTML>, <HEAD> and <BODY>.
- Avoid documents of a large size. They take long to download. Use modular design.
- All Web pages should include an appropriate **TITLE**. The accepted length for a title is 64 characters. Avoid any HTML markup within the title.
- Web hypermedia documents may include optional header elements. It is recommended that **META** elements **ARE** included on a "home" or "index" page, so that the documents are identified by search engines.
- Authors should use the appropriate RGB specification for colours on fonts and background.
- On colours that are set by the author it should be ensured that a strong contrast exists between text and background.
- Use small background textures and avoid any conspicuous images that might overload the background and might make text unreadable.
- Images should complement text and used sensibly.
- Avoid large images as they take very long to load.
- The **ALT** attribute should be used to index an image. This allows users that do not wish to load images to identify the purpose of an image.
- It is recommended that small icons are used for navigation. However, these should not be the sole navigational facility in a page.
- Image maps give a good view of the Web site's structure. It is recommended that image maps have reasonable size (for quick loading) and clear structure.
- It is recommended that physical or logical markup is used in a consistent way. Think about printing the document!
- Avoid designing pages for specific browsers.
- Include comments for reference.
- Write clear HTML code.
- Sign your Web pages.
- Provide (**ALWAYS**) the document's status (last update)!
- Last but not least, avoid illegal and offensive material (e.g. pornography, racial discrimination, etc.) on your Web pages!



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http://www.cogs.susx.ac.uk/users/theoa/simq/tutorial_issue2/node6.html



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Guidelines W3C

- Provide equivalent alternatives to auditory and visual content.
- Don't rely on colour alone.
- Design for device-independence.
- Use interim solutions.
- Use W3C technologies and guidelines.
- Provide context and orientation information.
- Provide clear navigation mechanisms.
- Ensure that documents are clear and simple.



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Summary

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 - Do's and don'ts



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Thank you for your attention,

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