Advanced Web Technologies

TICT3132

*Department of Information & Communication Technology,
Faculty of Technological Studies,
University of Vavuniya*

Lecturer In-charge : Ms. K. Keerththana (Lecturer Prob.)

Evaluation

Theory:

       In-Course Assessments 30% and End Semester Examination 70%

Practical:

       In-Course Assessments 40% and End Semester Examination 60%

$$\textbf{Final Marks} = (1 \times \textbf{Theory} + 1 \times \textbf{Practical})/2$$

Web Design Principles

Web Design Principles

The principles of design are the rules a designer must follow to create an effective and attractive composition.

There are five basic elements of web design

        1) Content

        2) Usability

        3) Aesthetics

        4) Visibility

        5) Interaction

Web Design Principles (Cont…)

Content

- **'Content is King'**
- It plays a massive role in **Search Engine Optimisation (SEO)**, and is one of the main reasons people visit your website.
- The Content should include:
  - videos,
  - relevant news/information
  - high-resolution imagery to make your website 'stickier'

Web Design Principles (Cont...)

Usability

- website must be easily navigable, intuitive, accessible and mobile-friendly.
- They should also be able to access any page they need without having to view the whole site.
- Your site should try to anticipate what your visitors are thinking and help them to fulfil their needs with as little effort as possible.

Web Design Principles (Cont…)

Aesthetics

- visually impressive website across all devices
- maintain your brand image
- website must reflect who you are
- visually connect with the audience

The visual appeal of your website not only contributes to your brand awareness but also increase your credibility.

Web Design Principles (Cont…)

Visibility

If you had the most aesthetically pleasing and user-friendly website on the web, it would still be unsuccessful unless it could be found

It's important that you understand how to be found, what platforms to target and how to utilise your content.

Web Design Principles (Cont…)

Interaction

Your website must

- engage with your audience
- hold their attention
- direct them through the stages of your website and finally encourage them to contact you

Your website isn't just there for show, it is there to help you generate leads, increase sales and grow your business so ensure your website engages with your visitors in the correct way.

Web Design Characteristics

Web Site Purpose

There are many different purposes that websites may have but there are core purposes common to all websites:

- o Describing Expertise
- o Building Your Reputation
- o Generating Leads
- o Sales and After Care

Simplicity

- Simplicity is the best way to go when considering the user experience and the usability of your website.
- **ways to achieve simplicity**
  - Colour
  - Type
  - Imagery

Grid Based Layout
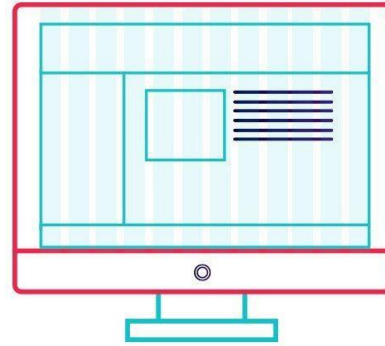
- Grids help to structure your design and keep your content organised

- The grid-based layout arranges content into a clean rigid grid structure with columns, sections that line up and feel balanced and impose order and results in an aesthetically pleasing website.

Load Time
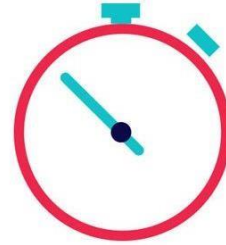
- Waiting for a website to load will lose visitors.
- Nearly half of web visitors expect a site to load in 2 seconds or less and they will potentially leave a site that isn't loaded within 3 seconds.

Mobile Friendly

- More people are using their phones or other devices to browse the web.
- It is important to consider building your website with a responsive layout where your website can adjust to different screens.
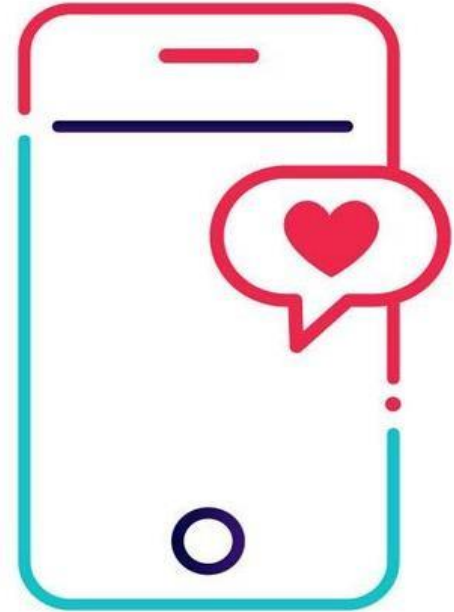
Anatomy of Webpage

Anatomy of Webpage

Anatomy of Webpage contains the following main sections

- ❑ The Header
- ❑ The Menu
- ❑ The Content Area
- ❑ The Sidebar
- ❑ The Footer

The Header

- Web page anatomy begins at the head. As its name implies, the header is what's at the top of the page.
- It includes the name of the site, and often a brief tagline. The tagline gives the reader just a bit more information about what to expect on the site.
- Header may include a logo design

Header

The Menu

- The menu is like a word map. It shows your visitors how to find what they're looking for on the site.
- The menu should be clean and uncluttered. Sometimes this takes a lot of thought and planning. Only your most important categories should have a place on the menu.
- To keep the menu navigation clean, you can use drop downs. When your reader hovers the mouse over the menu item, a whole new list drops down for them

Menu

THE CONTENT

- Also known as the body

- This is the biggest part of the web page. It's where your content shows up, whether that's text, video, audio or images

Content

THE SIDEBAR

- As its name suggests, the sidebar is a column that runs along the right or left side of the page. Some sites get fancy with more than one sidebar together on the right or left.

- Generally, you use the sidebar for items you want to display on every page. Advertising, an opt-in or subscription form, and extra navigation are all commonly displayed in a sidebar.

Sidebar

THE FOOTER

- Just as the header's at the top of the page, the footer is at the bottom.

- Like the sidebar, use the footer for things you want to show on every page. It's a good place to put your contact information, for example.

Footer

Pizza Lovers, Welcome Home!

Featured Categories

Pizza Coupons
Find great deals on Pizza tonight!
Pizza Recipes
Fast and Easy Pizza Recipes!
Local Pizzeria
Local Pizza at your fingertips!

Find A Pizza Chain Near You

- Dominos Pizza
- California Pizza Kitchen
- Pizza Hut
- Little Caesars Pizza
- Papa Johns Online

Top Pizza News

- Breakfast Pizza

We have all had pizza for breakfast at some point in our lives, but have you ever tried a breakfast style pizza? Yes: eggs, bacon, cheese, and ...

- Homemade Breakfast Pizza

We have all had pizza for breakfast at some point in our lives, but have you ever tried a breakfast style pizza? Yes: eggs, bacon, cheese, and ...

- Pay for Dominos with Google Wallet

Domino's Pizza and Google have teamed up to promote their own mutual interests, by providing customers with the option to purchase their Domino's ...

Find the Pizza You're Looking for: Delivery, Local Pizzerias, and Recipes all in One Place

by Pizza.com

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Thirteen Percent of Americans are Eating Pizza Daily
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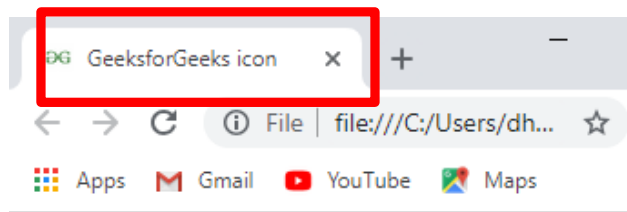
Footer

Some other Structures…

Page Title

The page title is set using the <title> </title> set of tags in the head section of the html coding.

This is the only web page element within the head section of the web page the visitor will see.

GeeksforGeeks icon added in the title bar

Some other Structures…

The Feature Image

- This is the large image that you see at the top of a webpage that drags your attention and sets the tone for the rest of the page

The Slider

- A slider is used to display pictures like a slide show where the images slide from right to left or left to right.
- Slider Can appear anywhere on a website.
- But they ae commonly used on homepages in place of or in addition to feature image

Thank You