

Higher Diploma in Software Development

1

WEB DESIGN

WEEK 5

DESIGNING WITH WEB STANDARDS

Learning Objectives

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- **The Planning of a Web Site**
 - – Objectives
 - – Defining an audience
 - – Suitability of site for audience
 - – Key Message of the Site
- **Site Structure**
 - Site Plan
 - Linking and Navigation
 - Page Level Structure
- **Designing a site for Impact**
 - Color Schemes, Text and Graphics
- **Grabbing your visitors attention**

Planning your Website

- **Function dictates design**
 - Your web site aims to achieve some function. It doesn't matter how well designed your site is if it doesn't achieve it's purpose
- **Design your site on paper before you start your markup**
- **Start with an OBJECTIVE**
 - Every site should have a purpose and that purpose will determine how a site is organized
 - The worst thing you can do is create one page and then keep adding other pages onto it

Planning your Website

- Define a target audience
 - Who are you aiming your site at? Your site is aimed at attracting visitors and therefore think of *marketing*
- Audience Suitability
 - How will we make our content suitable for our target audience and cater for their particular requirements
 - Color schemes that appeal to adults won't necessarily appeal to children. Fonts and text styles also need to be considered.
- The tone of your site will depend on your audience.

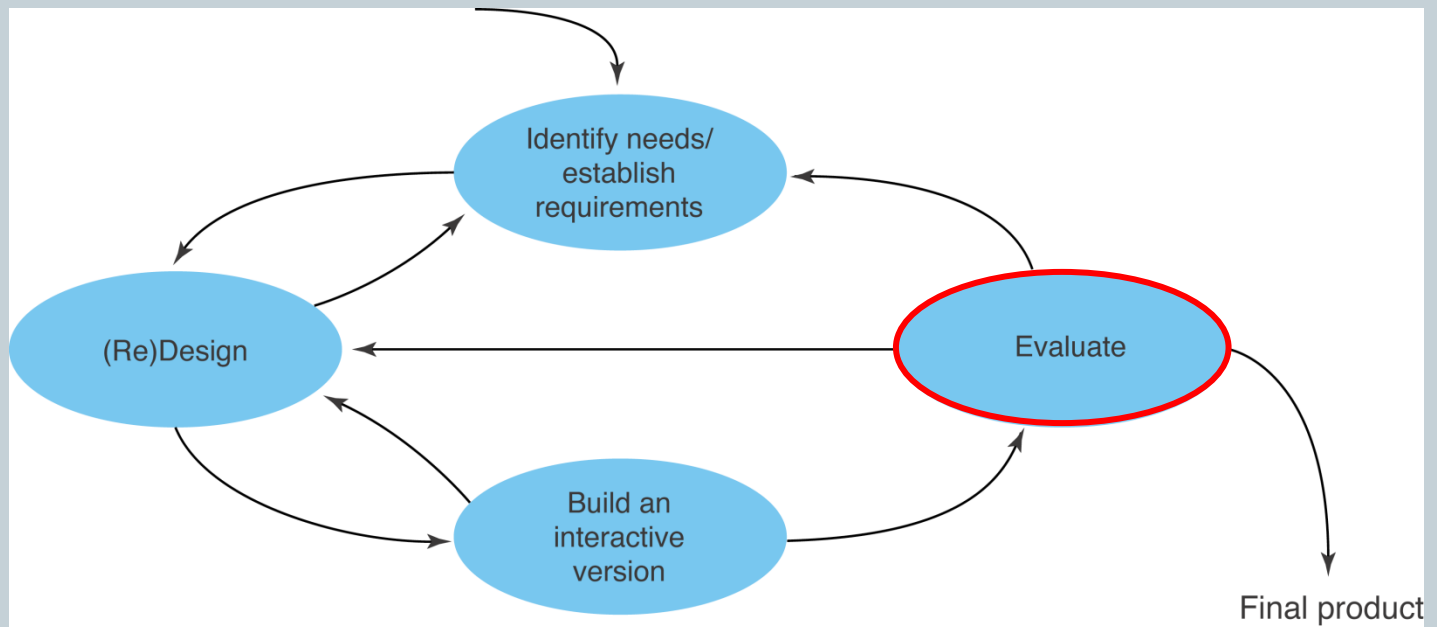
Design Considerations

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- You should design your site on paper first rather than going straight to code
- Four core activities
 - Analysis
 - Understand the purpose of the website
 - Prototyping
 - Develop a series of prototype websites
 - (Re)Design
 - Evaluation
 - Test/evaluate these prototypes with users

A Simple Interaction Design Model

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Sharp, Rogers, Preece, 2006

Analysis

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- Define the purpose
 - What should the website accomplish, and what should users get from it
- Define the audience
 - Your target market. What are they looking for, and, more importantly, what are they like
 - Characteristics, computer specs, web experience

Analysis

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- Requirements should be determined by the client
- Good communication between the client and web designer is vital
- There should be some type of interview/questionnaire/focus group
- The iterative process allows for regular interaction between client and designer
- Keep the client engaged and create a sense of ownership

What kind of questions?

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- What does your organisation do?
- What is the organisation's history?
- What are the goals? Why?
- Tasks to achieve goals
- What are you trying to communicate?
- What differentiates you from your competitors?
- Who is the target market

Questions continued

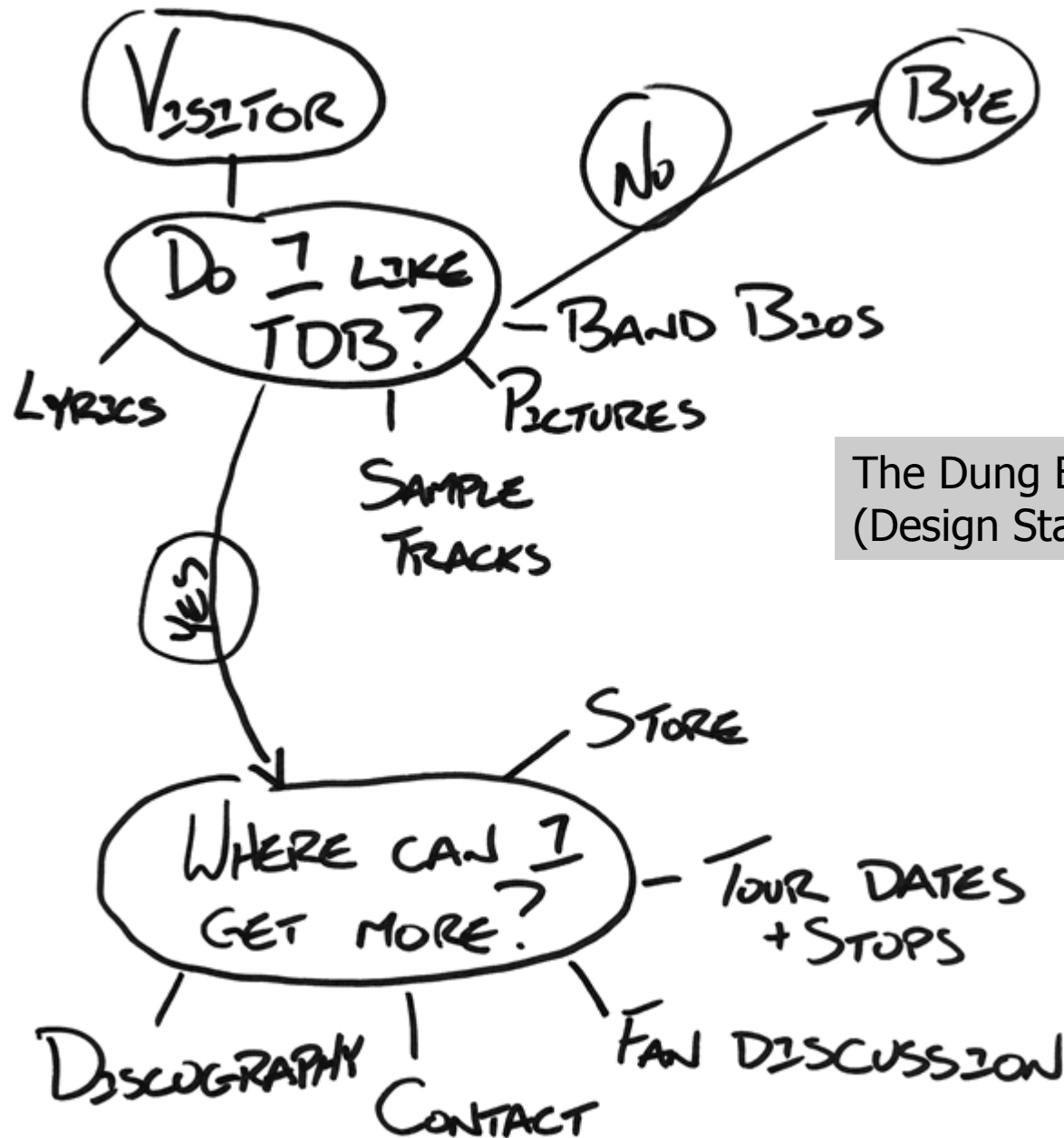
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- What pictures/photographs/diagrams?
- What about colour?
- Branding – Consistent with off-line
- Will pages need to be printed?
- What is the budget, timescale, deadline?
- Who will maintain the site?

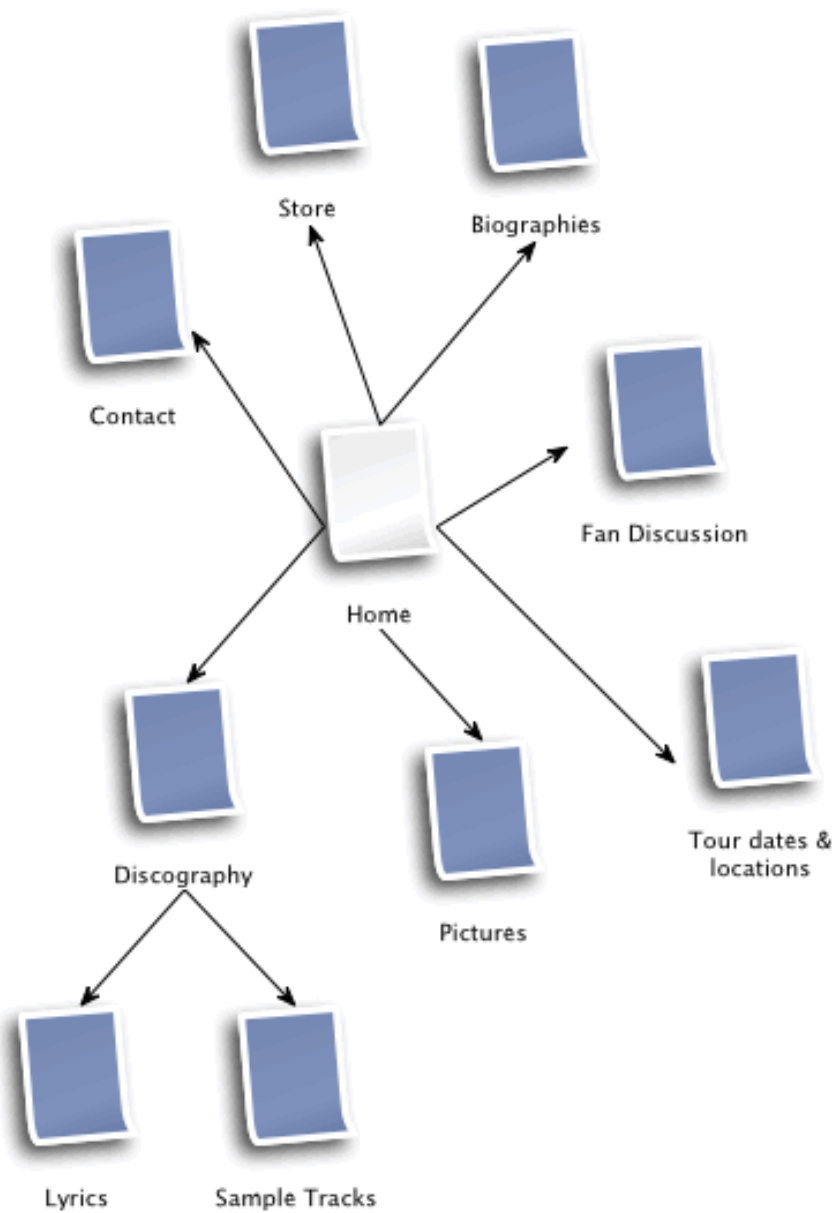
Prototyping

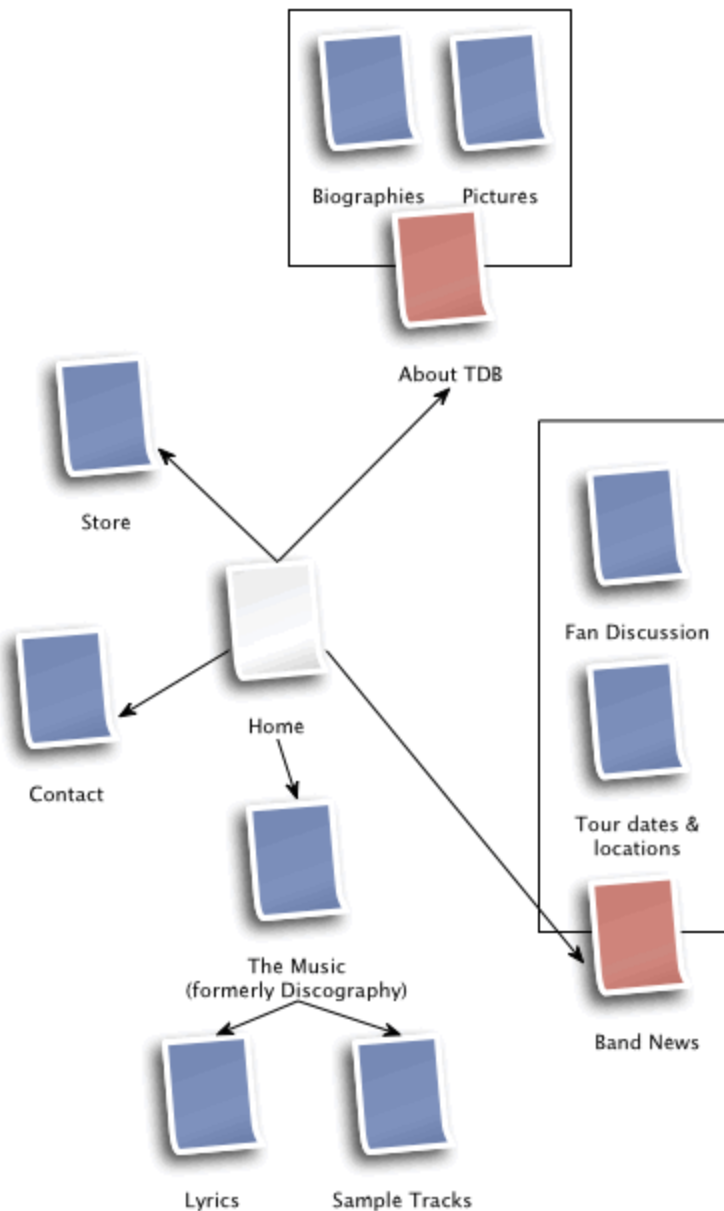
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- Information Architecture
 - Think about the audience and the information/services they require
 - How should you structure the website to provide this for them?
 - Think about the entire body of content that needs to go on the site
 - How can that be broken down into chunks and how should those chunks relate to each other
 - Techniques like ‘card sorting’ can help in this respect



The Dung Beatles
(Design Start)





- Number each page
- Give a brief description of what each page contains before developing the website further

Home

TheDungBeatlesRock.com

This page is critical for "selling" TDB to new fans. We have to make it really reflect what the band is about.

- * Who and what is TDB?
- * Where can I listen to the music?
- * Upcoming shows

- Great Images of the band playing, easy access to the online store.

Layout

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- Common page elements
 - Header
 - ✦ Logo
 - ✦ Search box
 - Navigation
 - Main content area
 - Footer

Layout

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- Aim to keep important or attention grabbing page elements “above the fold”
- Important to test the layout on different devices/resolutions with a view to meeting this aim
- View on different browsers and version of browsers

<http://www.browsershots.org>

Adobe browser lab <https://browserlab.adobe.com>

Layout

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- If you don't have your content finalised or to hand you can use fake, filler copy

<http://www.lipsum.com/>

Colour and Typography

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- Designer's playground
- Many good web resources but two to start you off
- Colour
 - <http://dev.opera.com/articles/view/8-colour-theory/>
- Typography
 - <http://dev.opera.com/articles/view/11-typography-on-the-web/>

Good Usability Design

- What about usability?
- How can I make my website easy to use
- Mandel's 3 Golden Rules
 - Place the user in control
 - Reduce the memory load
 - Make the interface consistent

Source: <http://www.theomandel.com/resources/goldenrules.html>

Place the User in Control

- No unneeded actions
- Flexible interaction
- Direct interaction with objects on screen
- Interactions should be interruptible and undoable

Reduce the Memory Load

- Reduce the demand on short-term memory
- Meaningful defaults
- Intuitive shortcuts
- Layout based on metaphor
- Progressive disclosure

Make the Interface Consistent

- Meaningful tasks
- Don't change unless you have to
- Consistency across browser or platform

Planning your Web Site

- Key Messages
 - In advertising there is a formula used to measure the effectiveness of an advertisement
 - AIDA: **A**ttention, **I**nterest, **D**esire, and **A**ction
 - If an advert is to work, it must first grab the **attention** of the viewer to stop him from looking away. It must hold the **interest** long enough to make the viewer desire the product being advertised. All of this is wasted, if the viewers **desire** is not sufficiently stimulated to persuade him to take **action** – to go out and buy the product.
 - This formula can be applied to web design

Planning your Web Site

- When your home page firsts opens on the visitors monitor, it has to grab that visitors attention immediately
- If the site looks disinteresting or takes a long time to download, the visitor will probably give up and leave your site
- You only have a few seconds to convince the user to stay on your site
- Make a list of what you are trying to say in your site
- Priorities the list and present the most important information first and the least important information last

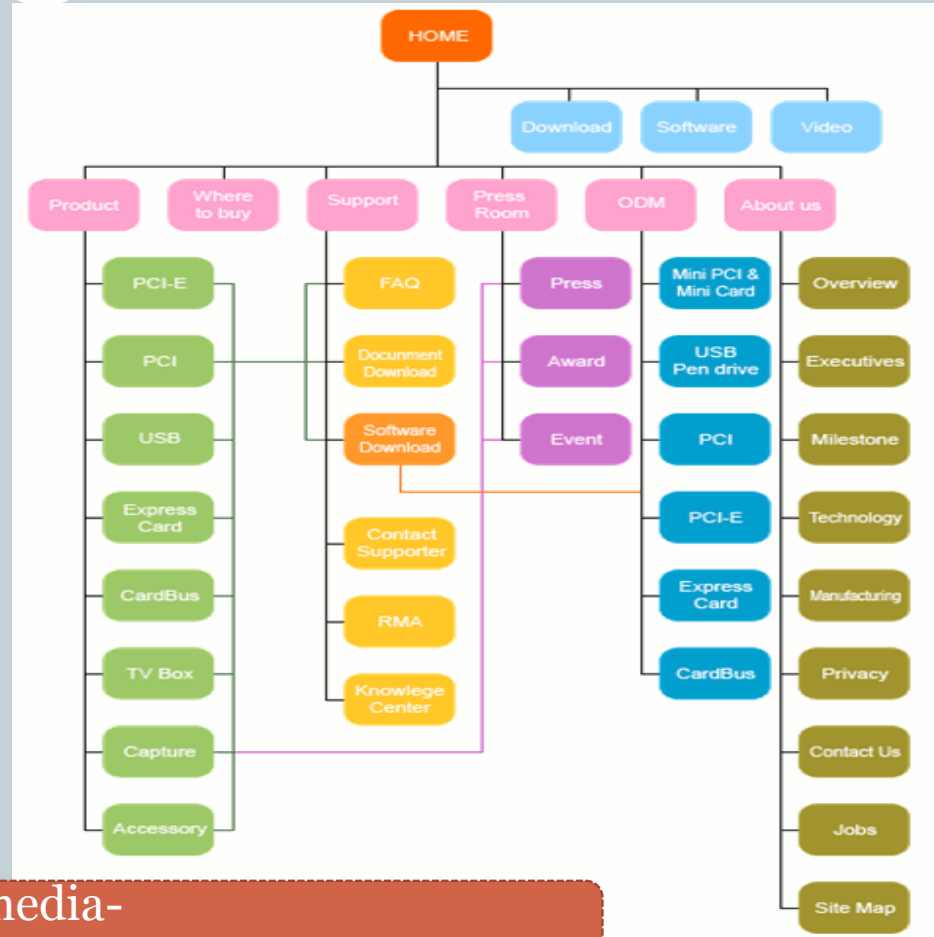
Site Structure

- A Web site's superstructure refers to the actual mechanics of organization and navigation
- Before starting any coding, you should decide how many pages your site will contain and how each page will fit into the structure
- You should draw up a rough plan site showing the pages and the various other pages they relate to. This will also help when designing the navigation system

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Site Structure



<http://www.avermedia-usa.com/avertv/aboutus/AboutUs.aspx?Id=25>

Site Structure

- **Linking**
 - All pages on the site should have a link back to the home page
 - In general, all pages on the site should carry an identical navigation system. Sometimes the home page may act like a splash screen, but should still follow a site wide theme
 - The user should not have to use the back button on their browser, that functionality should be included in the site

Page Level Structure

- You need to decide the shape and size of your page
- Some web users do not like having to scroll up and down pages. Sometimes you may wish to have a page that is not longer than a single screen
- However, some browsers have larger windows that others. Turn on different toolbars and the window will be smaller
- Different monitor resolutions determine how much can fit on the screen

Browser Display Statistics

Screen Resolution

Today, most visitors are using a screen resolution higher than 1024x768 pixels:

Date	<u>Higher</u>	1024x768	800x600	640x480	Other
January 2011	85%	14%	0%	0%	1%
January 2010	76%	20%	1%	0%	3%
January 2009	57%	36%	4%	0%	3%
January 2008	38%	48%	8%	0%	6%
January 2007	26%	54%	14%	0%	6%
January 2006	17%	57%	20%	0%	6%
January 2005	12%	53%	30%	0%	5%
January 2004	10%	47%	37%	1%	5%
January 2003	6%	40%	47%	2%	5%
January 2002	6%	34%	52%	3%	5%
January 2001	5%	29%	55%	6%	5%
January 2000	4%	25%	56%	11%	4%

Source: http://www.w3schools.com/browsers/browsers_display.asp

Designing a Site for Impact

- Good Web design considers both **function** and **content** - both affect the style and tone of the site
- Color schemes must be appropriate to content and design should be consistent
- Variations between pages are good, but within the context of a consistent design style
- The navigation system should generally be kept in the same position on all pages of you site

Designing a Site for Impact

- You should ask yourself:
 - R: Is this page easy to **read**?
 - S: Is the style **suitable** to its content
 - I: Does the page make an **immediate** impact on the reader
 - A: **Artistically**, is this page interesting and stimulation?

Color Contrast

This is black text on a pale blue background

This is yellow text on a red background.

This is green text on a purple background.

This is white text on a blue background.

This is red text on an orange background.

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Color Contrast

- You can add color to graphic elements, to table borders etc
- It can also be very effective to apply different colors to different blocks of text or to different sizes of headings
- Too many colors in a scheme can be distracting, unless done for a specific purpose

Balancing Text & Graphics

- It is important to get a good balance between text and graphics
- Where possible, graphics should be integrated into the text
- They should be relevant and have a purpose within the overall design

Grabbing your Visitors Attention

- A visitor's attention should be grabbed by the use of headlines, subheadings and graphics
- You need to consider the balance between headlines and body text, as well as match the style and tone of the headlines to the site's purpose and intended audience
- Keep headings short and to the point, keep paragraphs and sentences small and divide them up with relevant subheadings

Navigation

- There are different ways of moving around a site
 - Text hyperlinks within individual pages
 - Graphics links such as buttons and icons
 - A navigation bar
 - A clickable site map
 - Links generated by active content such as JavaScript
 - The browsers own navigation controls, such as the back button

Navigation Bars

- Navigation bars are often a good way to let users navigate through your site
- They are easy to operate and add contextual information for the user
- Never leave your visitor to a dead end. A dead end is a series of links which lands your visitor on a page from which there are no links back

Site maps

- Site maps can be textual or graphical map of your site
- They show the relationships between various pages
- Image maps were used to display site maps. An image map is an image with a number of hyperlinks at locations within it.
- They hyperlink uses coordinates of parts of the graphic
- In general, they should be avoided

UI Design Patterns

- There are a number of recurring design problems faced when trying to create good design
- It is common practice to use recurring solutions to solve these common problems
- Design Patterns are standard reference points for the user interface or web designer
- <http://ui-patterns.com/>

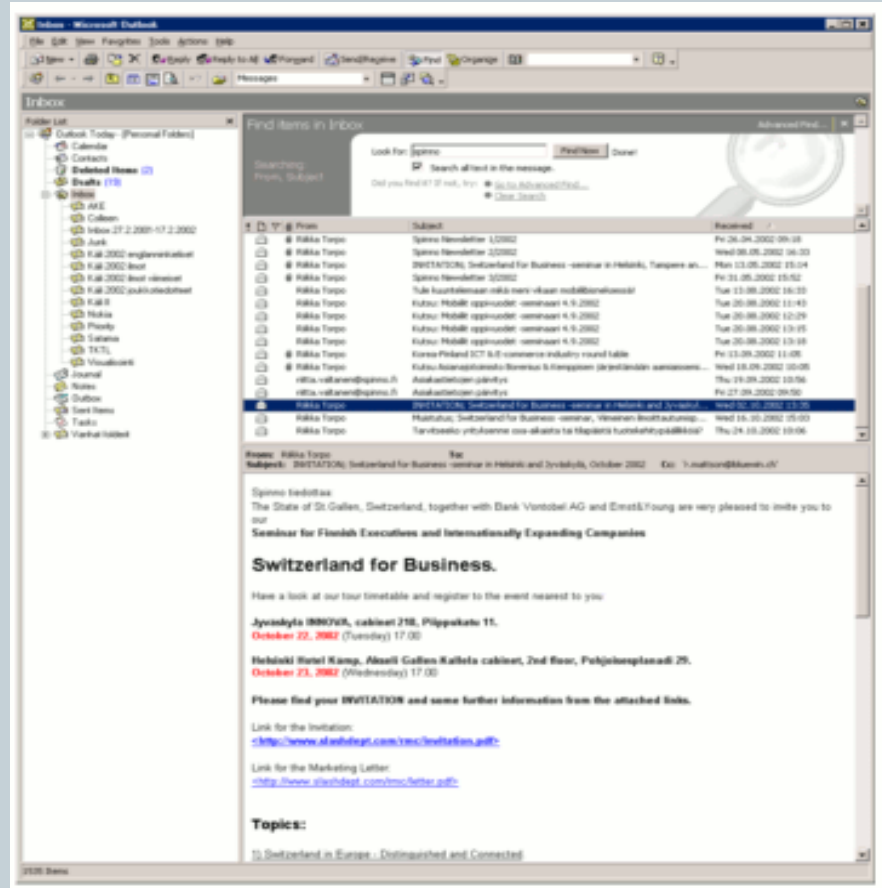
Search

- Continuous Highlight
- A dynamic query where
 - The user gives a search criteria and the system highlights the matches continuously. The non-hits are filtered out

Source: <http://www.cs.helsinki.fi/u/salaakso/patterns/Continuous-Highlight.html>

Data Storage

- Data storage saves a fixed set of the user's data; the query which produced the set of results will be lost, but the search results are saved.



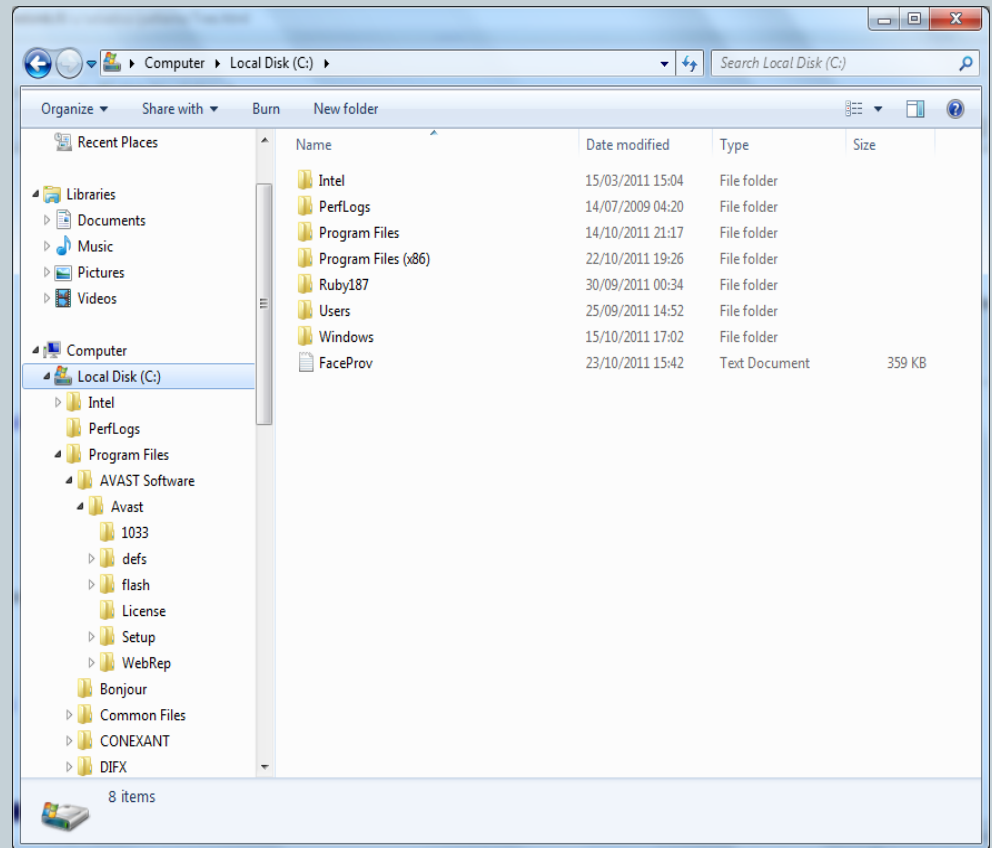
Source: <http://www.cs.helsinki.fi/u/salaakso/patterns/Data-Storage.html>

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Tree

- Tree is a visualization of a hierarchy. In the most typical orthogonal 2D layout of the Tree, the hierarchy level is shown by indentation on the left side of the Tree nodes.



Account Registration

[Yahoo! - Help](#)

**Hi there!**

We'll get you set up on Yahoo! in three easy steps! Just answer a few simple questions, select an ID and password, and you'll be all set.

Already have an ID or Mail address?
[Sign In](#)
[Forget your password or Yahoo! ID?](#)

I prefer content from Yahoo! U.S. in English

1. Tell us about yourself...
My Name First Name Last Name
Gender - Select One -
Birthday - Select Month - Day Year
I live in Denmark
Postal Code

2. Select an ID and password
Yahoo! ID and Email @ yahoo.com
Password Password Strength
Re-type Password

3. In case you forget your ID or password...
Alternate Email
Security Question - Select One -
Your Answer

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Archive

October 2007

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What Do Your Nails Say About You?

Dec 09, 2008 @ 1:07pm



Tina Fey's wearing little more than an **American flag on the cover of January's Vanity Fair**.

The unusually sexy look for the geek chic comedienne continues in the Annie Liebovitz-shot editorial with an exposed black bra and demonic red pumps. In fact, the stylists and makeup artists manicured every inch of the actress - except for her hands.

Despite the crazy campy look, the dancing-lolling-vamping Fey wears her nails short and bare as if, gasp, they actually belong to Tina Fey. Because messing with someone's nails is like making them wear a mask.

Some people talk with their hands, but everyone's hands talk for them. Anxious? Your chewed up nails give you away. High maintenance? We're terrified of your crimson claws.

[Side story: A friend of mine confessed that her boss's nails used to make her sick. The attorney "would openly gnaw on them in court" leaving an unprofessional and unattractive set of nails in his nervous wake. Are you surprised that a Manhattan lawyer can get away with that? Don't be. After all, the self-styled bad-ass defends killers for a living and as my friend said: "I doubt anyone ever gave him shit."]

The moral of the story is: Your nails tell the truth about who you are. If Tina Fey's all-American hooker garb included Revlon Raven Red on her fingertips, she would've looked like an actual hooker. Whereas bare nails make her Tina Fey *dressed up* as a hooker. Which in turn make the pictures funny - not embarrassing.

So what do your nails say about you? Are you telling people you're a little punk rock with that Black Satin, even though you're in bed by 11 every night? Or maybe you're coming off as a little tacky with those tips?

—GLENNA GOLDIS (our new weekly beauty columnist!)

posted in **FOR BEAUTY** tags ANNIE LIEBOVITZ, MAKEUP, NAIL POLISH, TINA FEY, VANITY FAIR
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60 recommend this email link to 16 Comments

Comments


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Shop Your Heart Out!

NYC Sale: Betsey Johnson, 12/1 - 12/9
Up to 90% off...

NYC Sale: Bellhaus, 12/9-12/11
Up to 60% off Givenchy, Lacroix, Nina Ricci, Bottega and more...

NYC Sale: Staerk, 12/12 - 12/13
Up to 80% off all items...

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Comments

Comments on "Prototyping in Fireworks"

1. **Sacha** said:

Interesting, but I wish the example was more practical. For such a project I would do all of this in xhtml/css, especially since it uses a grid-based layout. It might be more useful for a web-based application's interface though.

2. **Marc Falk** said:

Thanks for showing me this video. Maybe I should shift to Fireworks, seems nice :)

3. **Jeff Adams** said:

@Marc Falk – Fireworks vs Photoshop is a hotly debated topic. Personally, I side with the Fireworks camp. We have another Fireworks article here that you might be interested in called [Enterprise Fire-Flow](#).

Add your own comment

[Formatting Help](#) | Fields marked * are required.

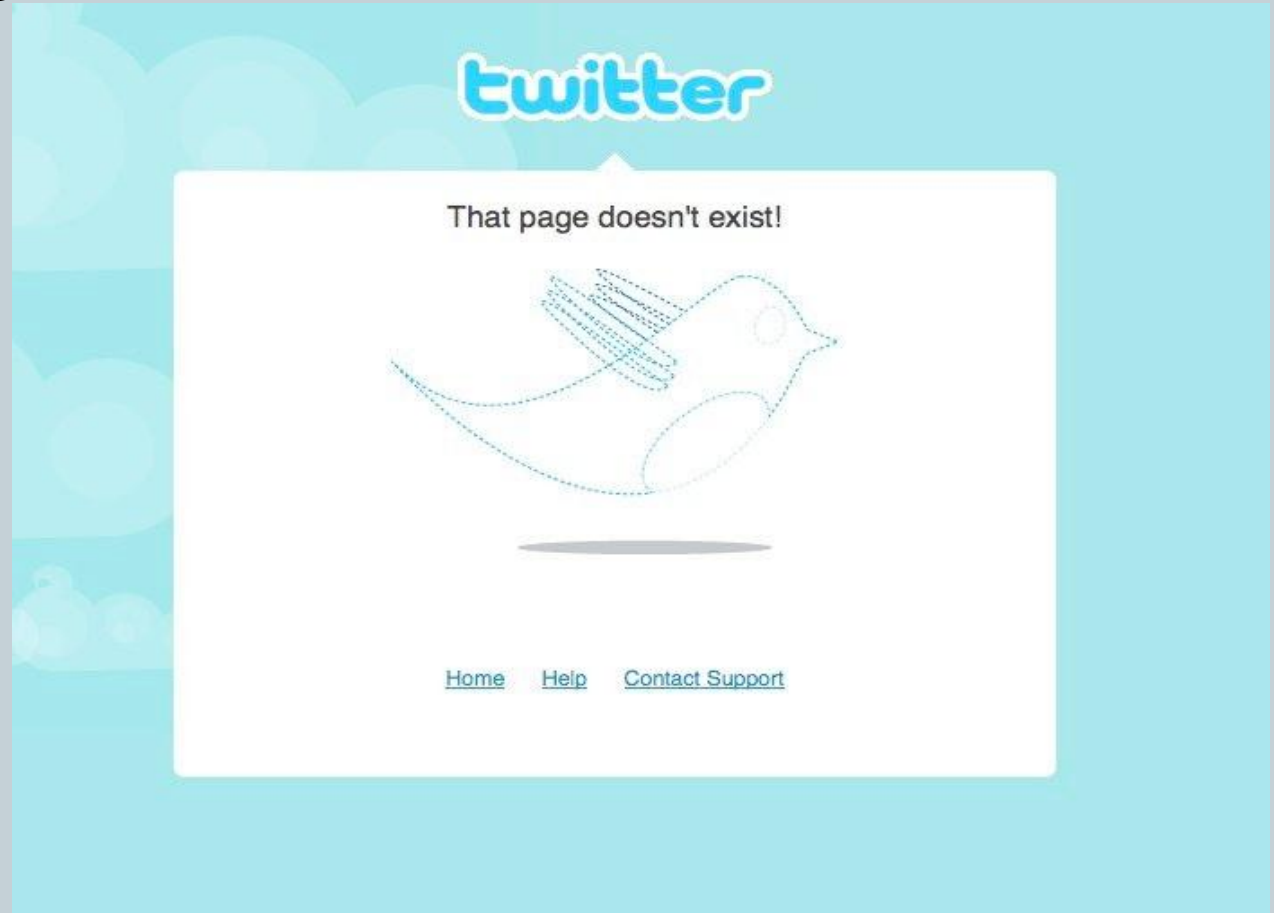
* Your Name:

* Your Email:

Website:

☒ Remember my Name, Email & Website info in the form fields for the next time I comment.

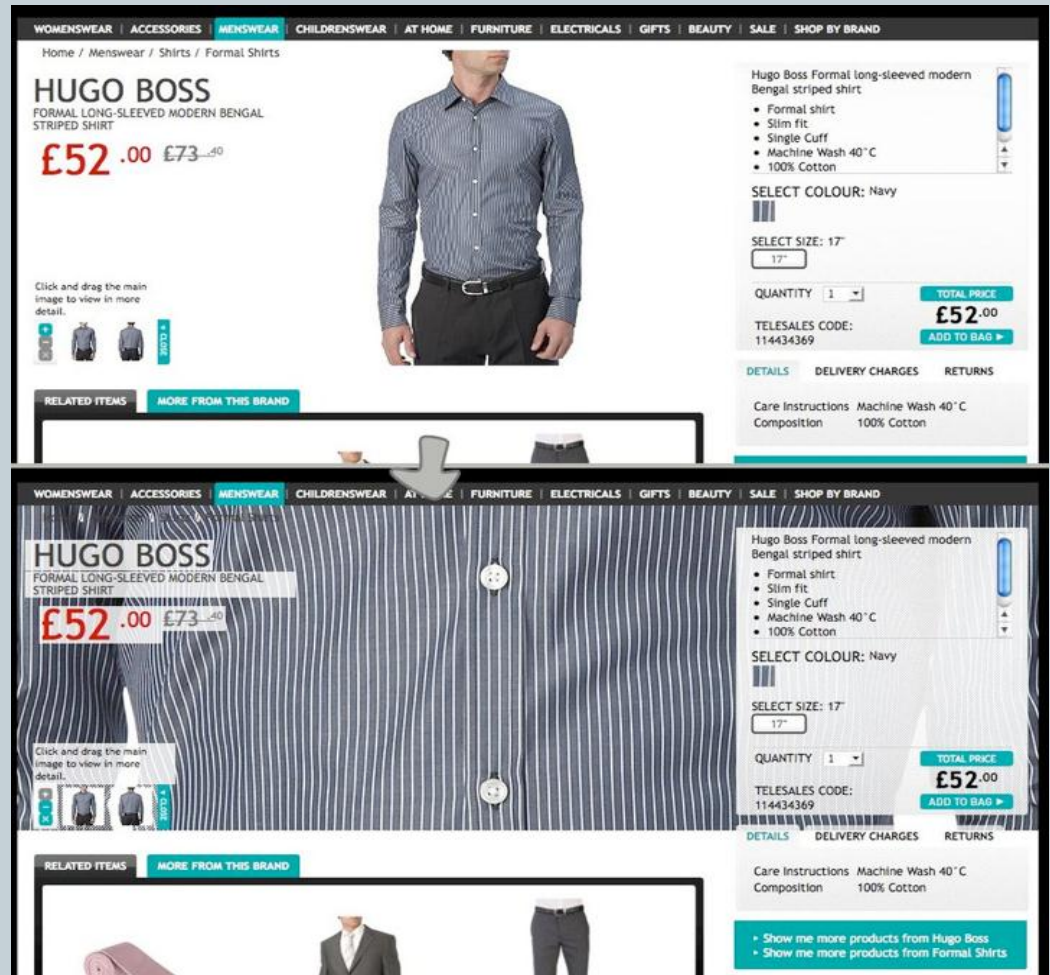
Error Pages



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Image Zoom



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Input Feedback

✓ Please log in first and then we'll send you right along.

Username:

Password:

[\(I forgot my password/username\)](#)

☐ Remember me on this computer

Sign in

! The username and/or password you entered is invalid.

Username:

Password:

[\(I forgot my password/username\)](#)

☐ Remember me on this computer

Sign in

Web Design

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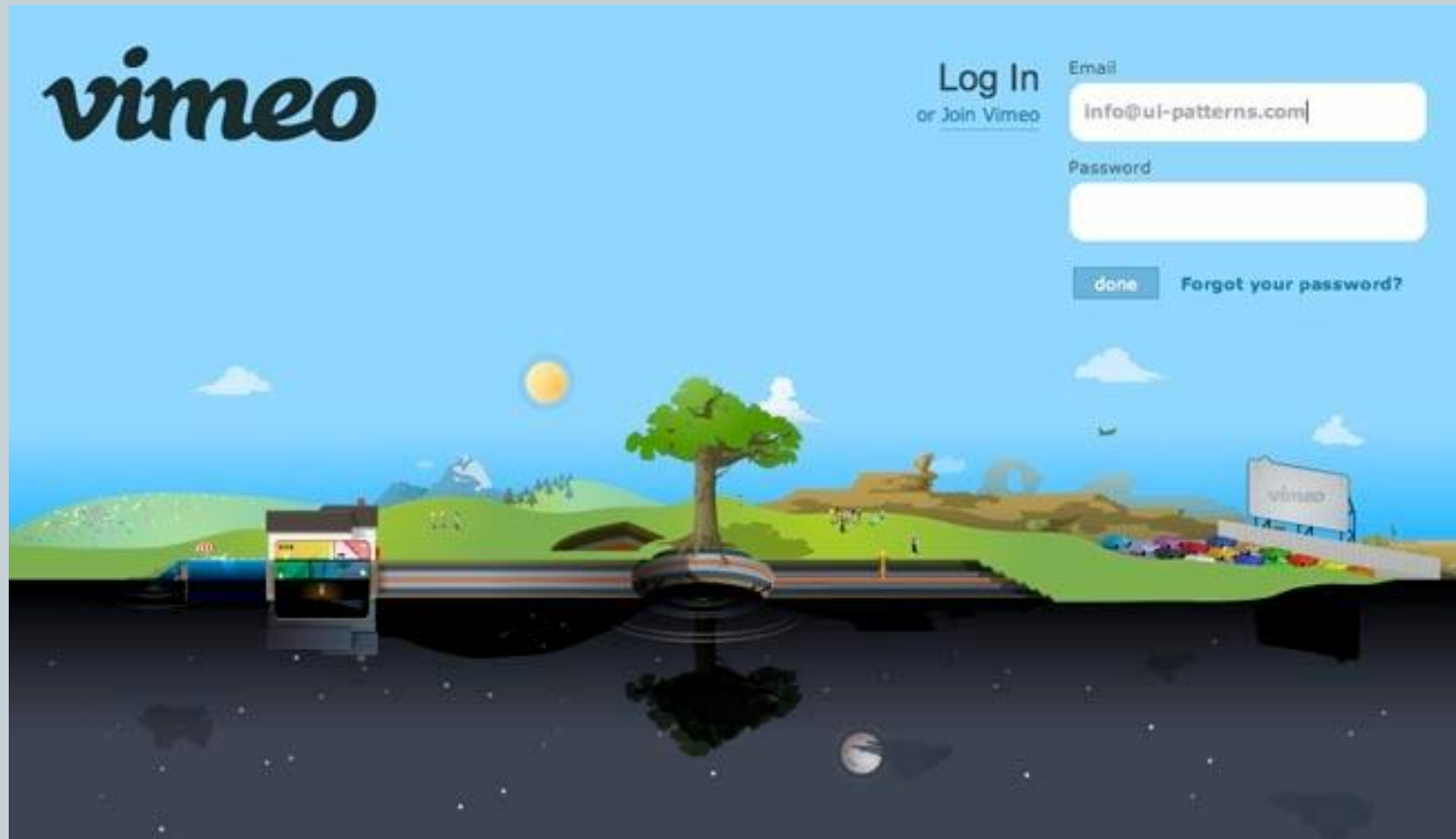
Live Filter



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Login Forms



Web Design

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Wiki








See also

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- [Design patterns](#)
- [Gameplay](#)
- [Information architecture](#)
- [Interaction](#)
- [Interactivity](#)
- [Interface design](#)
- [Usability](#)
- [User-centered design](#)

Online Pattern collections

[\[edit\]](#)

- [Interaction Design Patterns in Games](#)  - a collection of patterns describing solutions to common usability and accessibility problems in games.
- [Yahoo! Design Pattern Library](#) 
- [UI-patterns.com](#) 
- [J. Tidwell, Common Ground](#) 
- [van Welie's patterns for Web, GUI, and mobile design](#) 
- [Lancaster University, PoInter: Patterns of INTERAction collection](#) 
- [Web Patterns: A UC Berkeley Resource for Building User Interfaces](#) 



7.2 Web Design

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Shopping Cart

[Check out](#)

This cart qualifies for Free Shipping

Cart Items	Quantity	Item Price	Item Total
Apple wireless Mighty Mouse Part Number: MB111LL/A  Gift message: Add	<input type="text" value="1"/> Remove	\$69.00	\$69.00
Estimated Ship: Within 24 hours			
MacBook Pro, 17-inch, 2.4GHz Part Number: MA897LL/A 2GB 667 DDR2 – 2x1GB SO-DIMMs 160GB Serial ATA Drive @ 5400 rpm SuperDrive 8x (DVD±R DL/DVD±RW/CD-RW) Accessory Kit Backlit Keyboard/Mac OS – U.S. English MacBook Pro 17-inch Widescreen Display 2.4GHz Intel Core 2 Duo  Gift message: Add	<input type="text" value="1"/> Remove	\$2,799.00	\$2,799.00
Estimated Ship: Within 24 hours			
		Cart Subtotal:	\$2,868.00
		Free Shipping:	\$0.00
		Estimated Total:	\$2,868.00
		Enter shipping ZIP to calculate tax:	<input type="text" value="1913"/>
		Update Subtotal	

[Continue shopping](#) [Save for later](#) [Sign up for 1-Click](#) [Check out](#)

Saved Carts

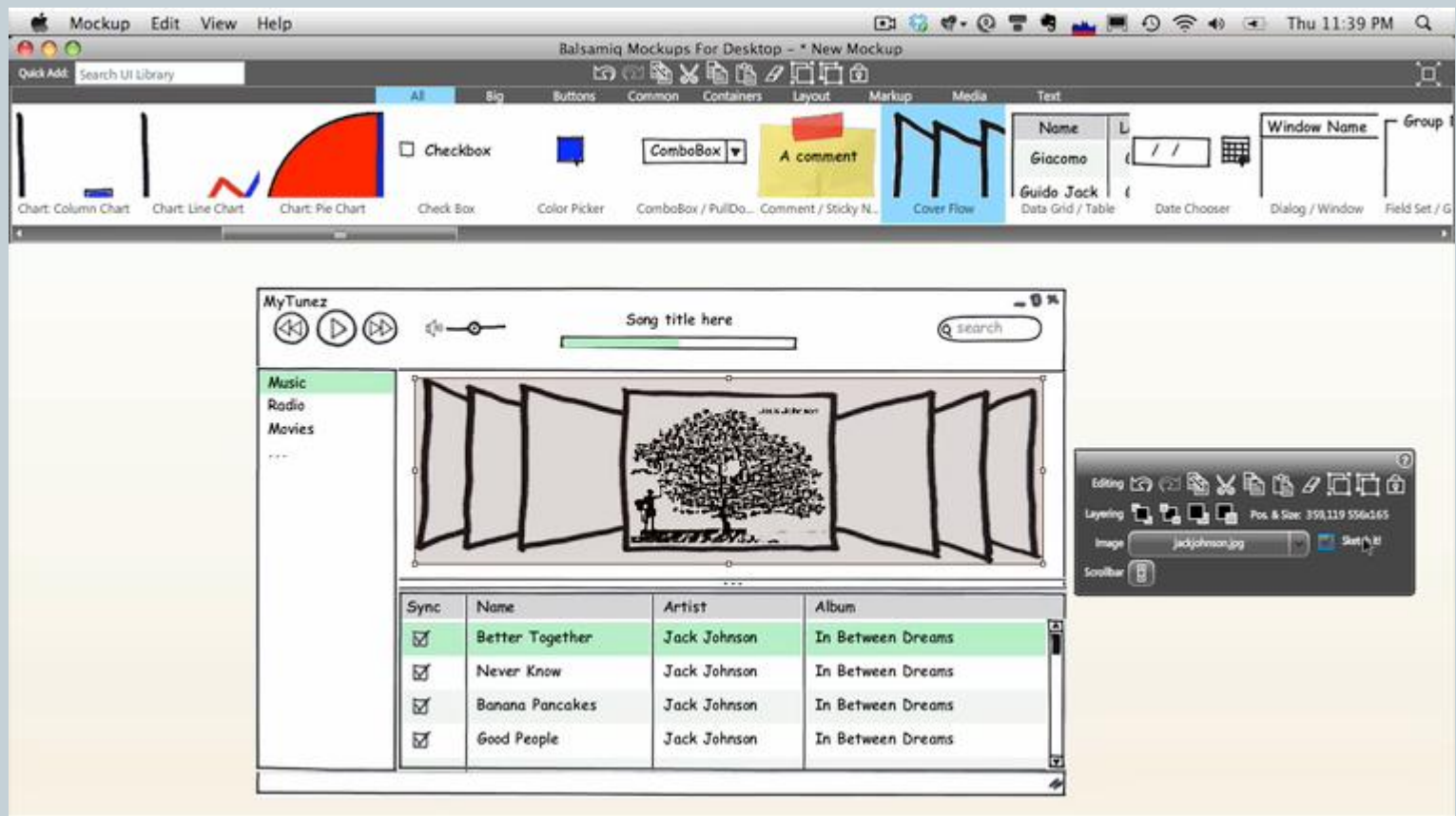
Planning Web Design

- Sketch, draw, doodle
- Wireframes
- Mood Boards

Web Design

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Balsamiq Mockups



Accessibility Tips

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Images

- Make sure you include the alt tag that is meaningful

``

- For meaningless images, like a spacer, use alt = ""
- Do not put text into images

Streaming Video Media

- Where a plug-in is required, include a clear link
- Use a captioning tool to provide descriptive text and captions equivalent to audio tracks

Accessibility Tips

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CSS

- CSS can be used for the strict separation of content and presentation
- Test you pages with and without style sheets to be certain if they are readable with styles turned off
- Structured markup conveys more meaning when style is switched off.
e.g. Use `<p>` to style rather than just `<div class = "firstPar">`
- Don't trust a single browser
- Just because your CSS passes access validity tests doesn't mean that it is. Use your own judgement as well

Accessibility Tips

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Forms

- Remember to associate form fields with appropriate labels
- Try and look at User Interface patterns that are already available as a starting point

<http://www.ui-patterns.com>

- Navigation
 - Use sufficiently large targets for clicking
 - Header tags can help give structure to a page, like the index of a book: chapter, section, subheading

Accessibility Tips

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Color

- Color may be used to denote information, but it should be reinforced with other visual cues such as bolding, or underlying links
- Use care when creating harmonious color schemes, whose differences might not be apparent to those who have certain types of color blindness.

Use <http://www.vischeck.com> to see how you page would appear to people with various types of color blindness

- Avoid red/green combinations
- Background and foreground should have sufficient contrast

Take Home Message



- Low-fidelity prototyping allows for early user or stakeholder involvement
- Early prototyping avoids redesign at later stages (cheaper)
- Use wireframes and storyboards before coding to avoid headaches and extra work