



MIS3690 WEB TECHNOLOGIES

BABSON COLLEGE
TOIM DIVISION



WEB AND WEBSITE DESIGN



FOUR IMPORTANT TOPICS

- What are the do's and don'ts of web design?
- What options do we have for hosting?
- What is a domain and why is that important?

KEY VISUAL ELEMENTS

- Layout
- Color
- Graphics
- Fonts
- Content

USER-FRIENDLY DESIGN ELEMENT

- Navigation
- Compatibility
- Easy accessibility
- Well-formatted content

WEB DESIGN TREND

- Responsive web
- Fixed header bars
- Large photo backgrounds
- Typography
- Flat design
- Infographics
- Single page website

READING

- 10 Things Every Web Designer Just Starting Out Should Know (<https://www.webfx.com/blog/web-design/10-things-every-web-designer-just-starting-out-should-know/>)
- Essential Tips for Designing an Effective Home Page (<https://www.webfx.com/blog/web-design/essential-tips-for-designing-an-effective-homepage/>)
- The 12 Do's and Don'ts of Web Design (<https://theblog.adobe.com/12-dos-donts-web-design-2/>)
- In-Class Activity (next slide)

WEBSITE EVALUATION EXERCISE

- Rank these college websites

- www.babson.edu

- www.bc.edu

- www.bu.edu

- www.bentley.edu

- On each of these factors

- Beauty of site

- Help in deciding whether to apply, general student

- Help in deciding whether to apply, baseball athlete

- Ease of finding a faculty profile/bio

- Ease of finding a map of the campus and directions to get there

- Ease in making a donation

- Other factor you think is important: _____

WEBSITE EVALUATION EXERCISE

- Rank these retail websites

- www.macys.com
- www.saksfifthavenue.com
- www.neimanmarcus.com
- www.nordstrom.com

- On each of these factors

- Beauty of site
- Ease of finding a product you want in a given price range
- Ease of finding a store location
- Determining if you can return item bought on web at a store
- Ease of creating a wedding gift registry
- Ease of determining shipping price for item in shopping basket
- Other factor you think is important: _____

WEBSITE EVALUATION EXERCISE

- Rank these city government websites

- www.cityofboston.gov

- www.lacity.org

- www.nyc.gov

- www.sfgov.org

- On each of these factors

- Beauty of site

- Ease of finding the latest local news

- Ease of finding things for a tourist to do

- Ease of finding how to get a parking permit

- Ease of dealing reporting a missed trash collection

- Ease of determining what permits I need to open a restaurant

- Other factor you think is important: _____