

# 1. Principles of webdesigning.

## Introduction

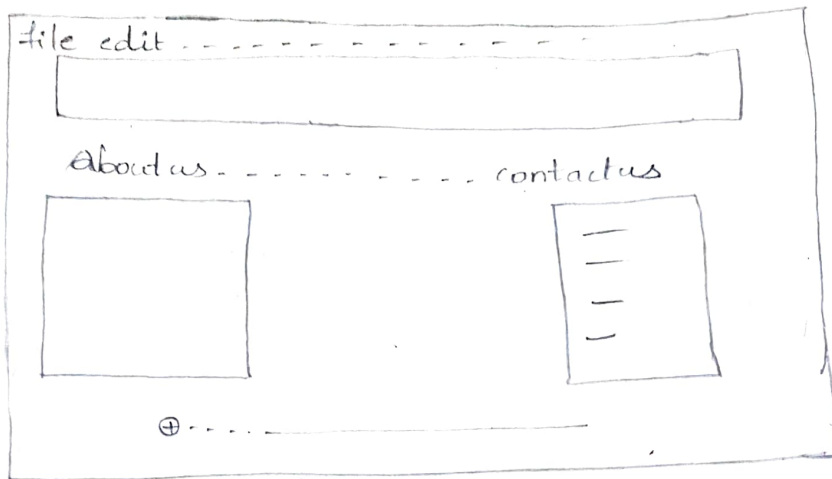
Q) What is a webpage?

A webpage is a document that is suitable for the world wide web and web browsers. A web browser displays a webpage on a monitor or mobile device. It is commonly written in Hyper-text markup language HTML.

A webpage is accessed by entering a URL address and may contain text, graphics and hyperlinks to other webpages and files.

## Webpage Components:

- 1) Header
- 2) Menu
- 3) content area
- 4) Side bars
- 5) Footer
- 6) Fronted elements
  - a) The navigation structure
  - b) The page layout
  - c) Logo
  - d) Images
  - e) contents
  - f) Graphic design
- 7) Backend elements
  - a) Content management system
  - b) E-commerce
  - c) Shopping card
  - d) Site search
  - e) chat room
  - f) contact form, son on
  - g) Bloc features



### Website Anatomy (internal structure):

- 1) Header
- 2) primary navigation
- 3) Secondary navigation
- 4) Dropdown menu
- 5) Search bar
- 6) link
- 7) hover state
- 8) selected state

### Website elements:

- 1) Components: components are a simple way to add, sophisticated, customised content to your site without coding in HTML. Components allow you to display or insert a printer friendly link etc.
- 2) Wrappers: It provide the overall structure surrounding the content on a webpage. Wrapper can contain components. All wrappers must contain a percentile page powered by tab.

3) formatting of wrapper specifications

- (i) The structure
- (ii) Dynamic page template some display templates
- (iii) page body: d site authors the HTML edit

4) CSS: cascading HTML elements components created by a

5) Extensible these are

RSS- Really

Web navigation

of navigation

resources

as Hyper

used to d

A web

several

Supplement

3) Display templates: It defines the consistent formatting of content items as they appear within a wrapper specifically:

- (i) The structure or layout of the body of a webpage.
- (ii) Dynamic page level components in the display template some of which themselves references other display templates.
- (iii) page body: display and layout can be controlled by site authors within the body of a webpage using the HTML editor.

4) CSS: cascading style sheets it controls various HTML elements and dynamic components. Each components can have its own style sheets. Created by a website administrator.

5) Extensible style sheet language transformation:  
These are used to style RSS fields.  
↓  
updating the website content.

RSS- Really simple syndication.

Web navigation: web navigation refers to the process of navigating a computer network of information resources in the world wide web, which is organised as Hyper text or Hypermedia. The user interface i.e used to do so is called a web browser.

A websites overall navigational scheme includes several navigational pieces such as global, local, supplemental and contextual navigation.



## Types of web navigation:

- 1) Hierarchical website navigation: The structure of the website navigation is built from general to specific. This provides a clear, simple path to all the webpage from anywhere on the website.
- 2) Global website navigation: It shows the top level sections or pages of the website. It is available on each page and lists the main content sections or pages of the website.
- 3) Local website navigation: Local navigation is the links within the text of a given webpage, linking to other pages within the website.

## <sup>14/11/19</sup> Styles of website navigation:

- 1) ~~Text~~ links
- 2) navigation bar
- 3) Sitemap
- 4) dropdown menu
- 5) Flyout menu
- 6) breadcrumbs
- 7) named anchors

## \* Website navigation uses:

- 1) To be consistent through out the website.
- 2) The main navigation link kept together so that it is easy for the visitor to get to the main areas of the website.
- 3) If the list of website navigation links are grouped into sections and each section has only

5-7 links, this will make it easier to read the navigation scheme.

- 4) minimal clicking to get to where the visitor wants to get to.

### How to launch a website :

- 1) create your website (web use a language HTML)
- 2) save your website (in a directory etc)
- 3) select and register a domain name (.com, .gov etc)
- 4) find, choose and purchase web hosting
- 5) upload your website
- 6) make a backup copy of your website files
- 7) <sup>hardwork</sup> strive to make your website easy to navigate
- 8) validate your code.
- 9) implement a site map.
- 10) Test your website in a variety of web browsers.
- 11) Install website Analytics to keep track of your success <sup>and</sup> current status <sub>website</sub>
- 12) Transfer your website files to your web host

web hosting: It is a service that allows organisations and individual to post a website or web page on to the Internet.

### Maintaining your website:

- 1) choose the right website builder.
- 2) update regularly.
- 3) give it a make over (make it attractive & simple)
- 4) review your content. (check, connect with audience)
- 5) optimise your website for SEO (Search engine optimization)
- 6) Create a sense of community
- 7) use Social media.

## Types of web navigation

- 1) Hierarchical website navigation  
website navigation is built by this provides a clear, simple path from any page on the website.
- 2) Global website navigation: to all the pages of the website like homepage and last the pages of the website.
- 3) Local website navigation  
links within the web of a page to other pages within the website.

## Types of website navigation

- 1) Text Links
- 2) Navigation bar
- 3) Site map

Under site menu

1) Horizontal

2) Vertical

3) Dropdown

4) Search bar

5) Footer

6) Header

7) Navigation bar

8) Site map

9) Home page

10) Footer

## webpage elements:

1. Textual information:
2. Non-textual information:
  - a) static images
  - b) Animated images
  - c) Audio.
  - d) video.
- 3) Interactive information
  - a) interactive text
  - b) interactive illustrations like games, scripts,
  - c) buttons
  - d) hyperlinks
  - e) forms
- 4) Internal or hidden information
  - a) comments
  - b) linked files through hyperlink.
  - c) <sup>data about data</sup> meta data with <sup>rules</sup> symantic meta information.
  - d) diagrammatic and style information.
  - e) scripts.