

CT053-3-1

Fundamentals of Web Design and Development

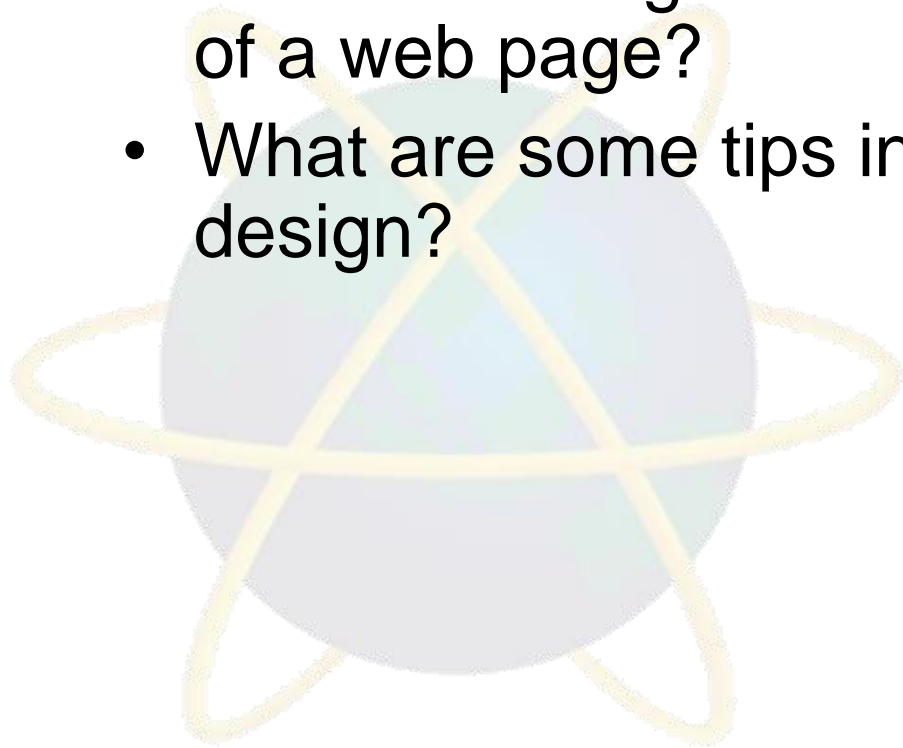


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ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

Site Design Page Design

Scope

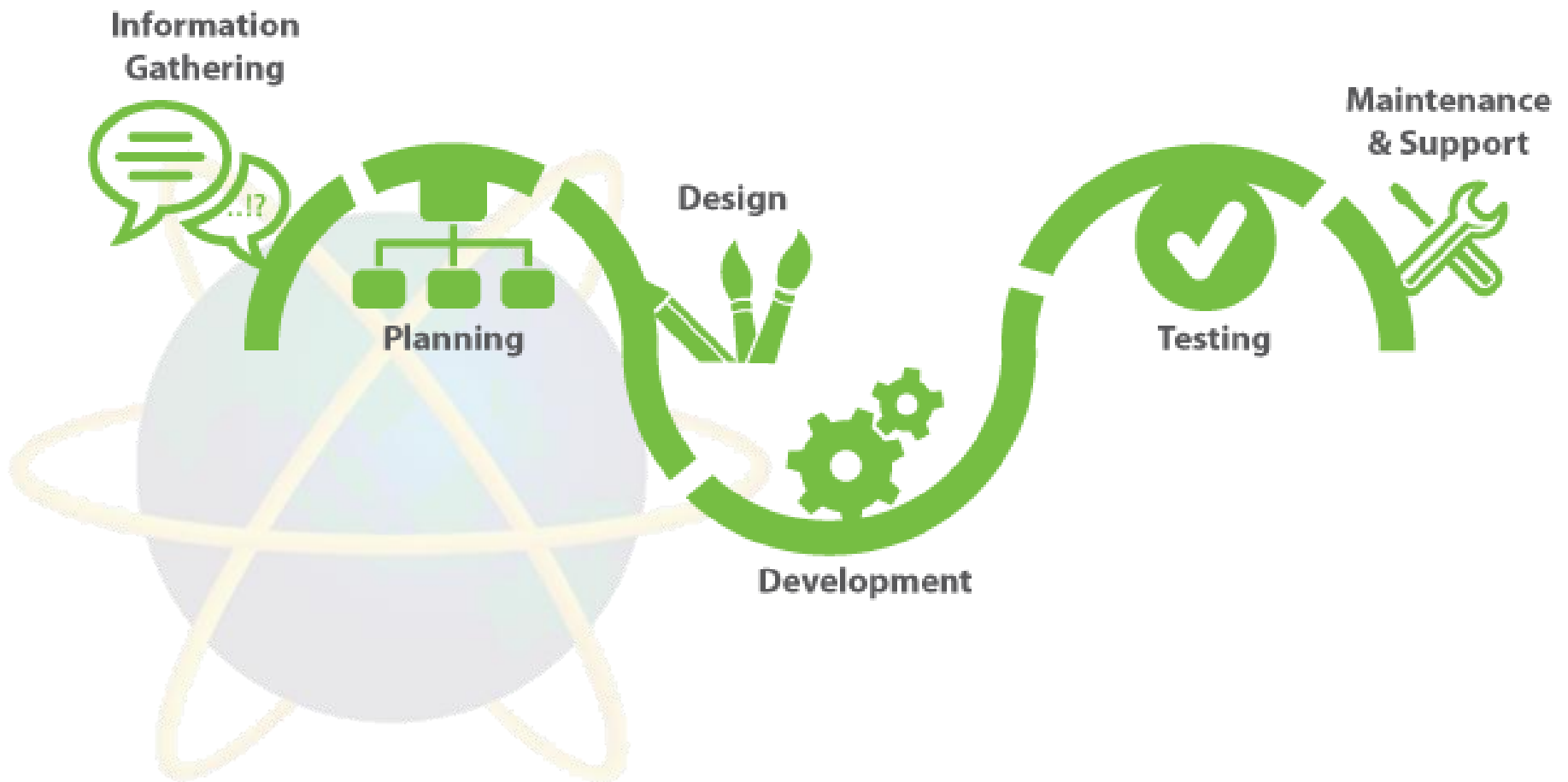
- What are the steps in web page design?
- What are the elements of a web page?
- What are the guidelines for the design elements of a web page?
- What are some tips in web page creation and design?



Learning outcomes

- Identify the steps in designing web pages
- Recognize the elements of a web page
- Realize the do's and don't's in web page design

Web Development Processes



What are the first steps in web page design?

- State your purpose/objective
- Determine your audience – who are your target audience?
- Define the content – what kind of information will be provided on your site?
- Identify the essential resources – do you have the budget, personnel, materials, time and other resources?

What are the elements of a web page?

- Title – title of the web page
- Web address – URL of the page shown at the browsers address box
- Content – information on the page - text, graphics and other media types
- Design – style of the page, font, color, background, visual elements
- Structure – layout of the page, title, headings, tables, frames, navigational tools, footers
- Hyperlinks – links to related resources

Elements of a web page

Document title

ICT for Teacher Training Portal - Microsoft Internet Explorer - [Working Offline]

Address (URL)

Address <http://www.unescobkk.org/lps/ict/ict.htm>

Banner

Web page title

UNESCO ICT for teacher training portal

Navigational tools

Search tool

Graphic elements
Hyperlinks

Content

Hyperlinks

Frames

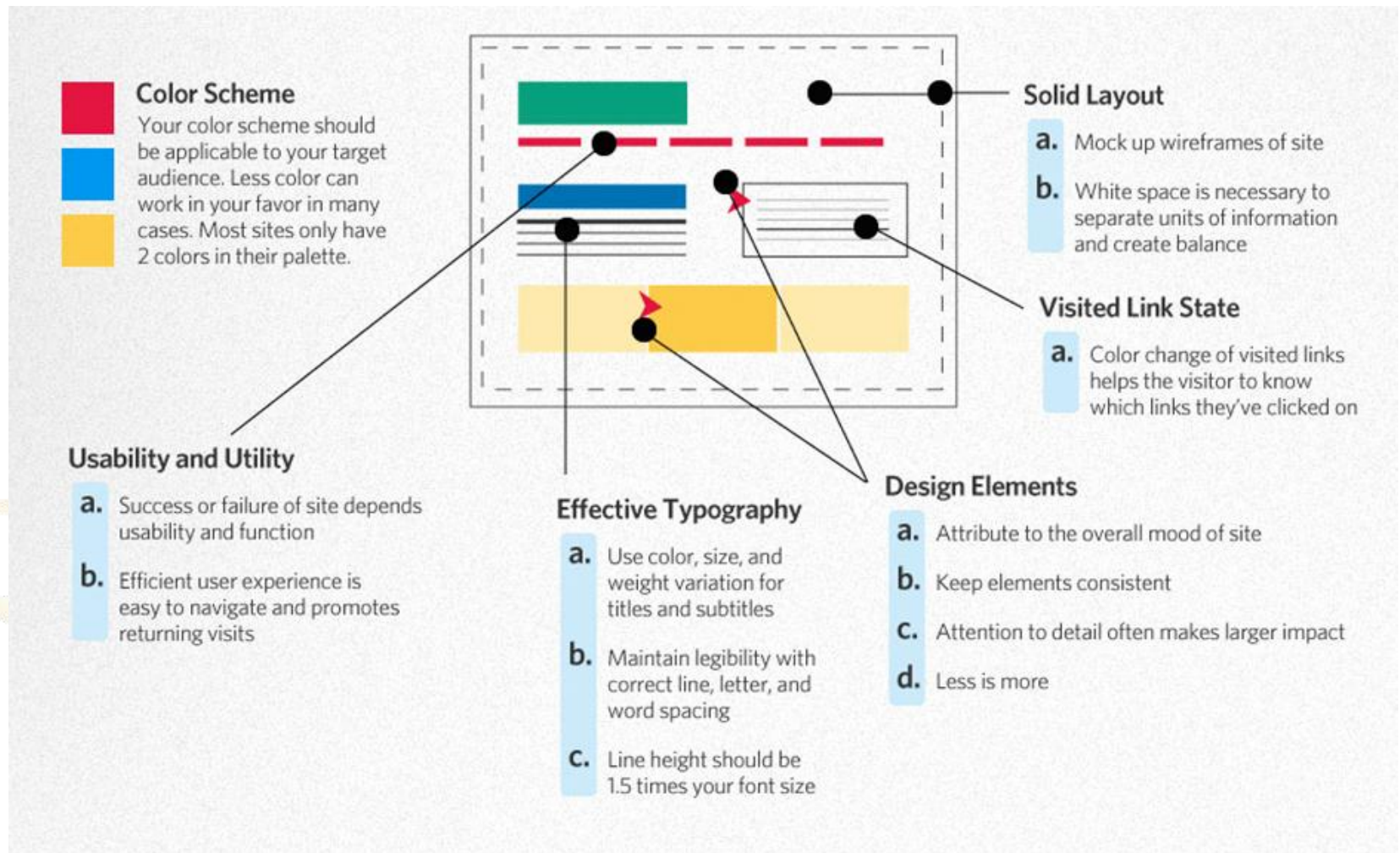
Table /
Navigational tools

Footer /
Copyright





Anatomy of a Web Page



What are the design elements of a web page?

- Overall look of the web page – the general look or feel of the page (aesthetic value)
- Content – all the information contained within the page I.e. text and other media types embedded in the page
- Navigational tools – the text links, icons, buttons, bars and other objects use for exploring the page and any linked pages
- Graphics – the images other graphical elements in the page
- Page layout and structure – organization of the elements in the page

What are the design elements of a web page?

- Match the purpose of the web site and its appropriate information to the target audience
- Maintain consistency, clarity and simplicity – uniform color scheme
- Use of colors, images, hyperlinks and web technology effectively
- Organize the design elements logically and predictably

What are the design elements of a web page?

- Match the purpose of the web site and its appropriate information to the target audience
- Information organized logically and predictably (text and other media types)
- Ensure information is accurate, current, relevant, useful complete, interesting, unique
- Employ a concise, easy to read writing style

What are the design elements of a web page?

- Can be selected from text links, icons, buttons, bars and other graphical elements
- Organized them logically and predictably
- Provide clear, quick and consistent method to move within the site
- Provide easy to use and find links
- Should employ intuitive and descriptive pointers
- Help create the web site's identity

What are the design elements of a web page?

- Appropriate, essential, and relevant to the content of the page
- Functional - serve a purpose and/or provide information
- Of size, quality and file format appropriate for the page content
- Used to add value to the overall design

What are the design elements of a web page?

- Follow the overall look guidelines
- Take the technical elements into consideration
 - descriptive file name
 - descriptive document title
 - complete contact information
 - effective use of tables and frames
 - browser compatibility

Wireframing

- **Wireframe (n.)** "A basic visual guide used to suggest the layout of fundamental elements in a web interface." (Source: [Wiktionary](#))
- A wireframe is the blueprint of your website. The main purpose is to show the client how the website will be structured before designing.
- Developers use wireframes to get a clear picture of the elements that they will need to code same like architects present plans before building a house.

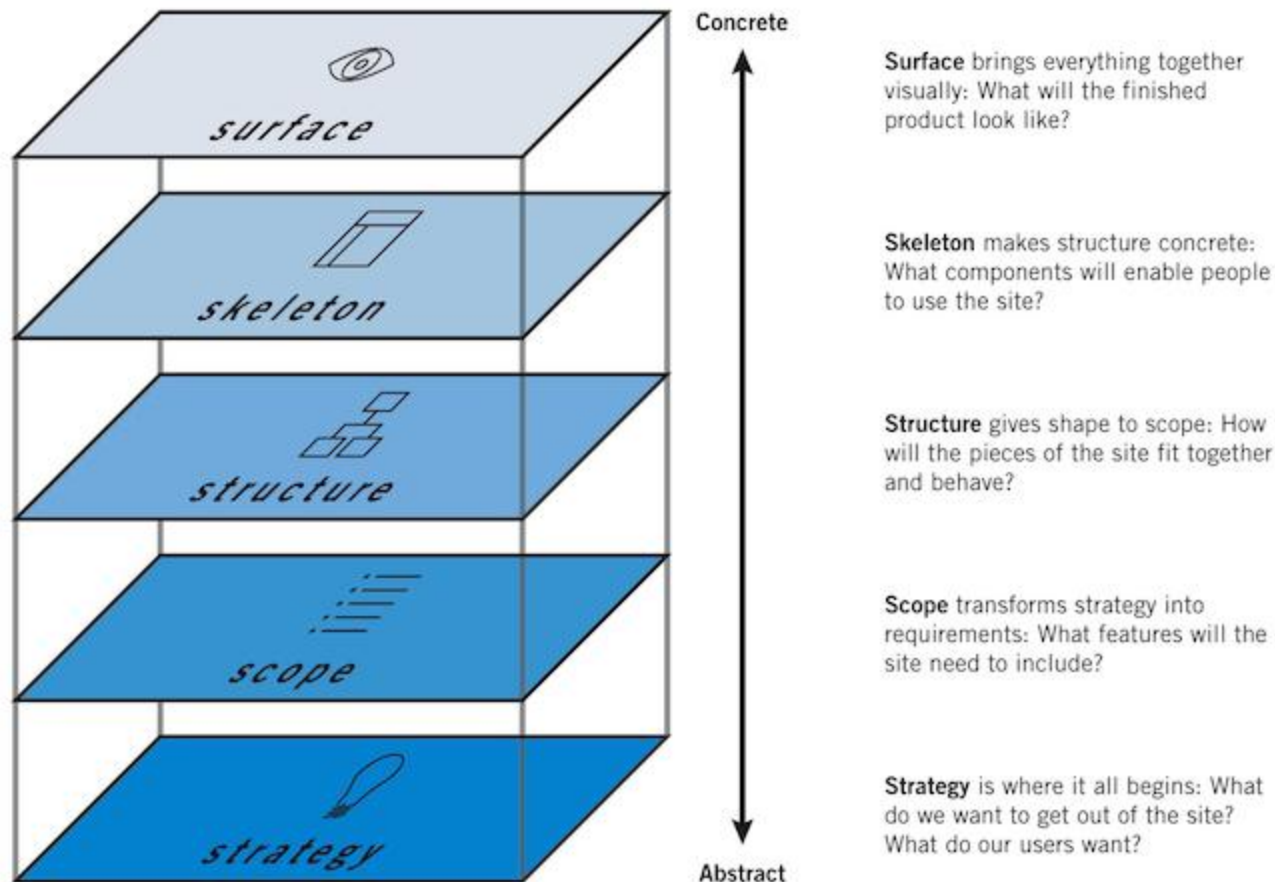
Wireframe vs. Prototype vs. Mockup

	Key aspects	What to use for
Wireframe	Basic representation of design elements	Communication, documentation
Prototype	Interactivity	Interactive user testing, UI design
Mockup	Static visualization, branding	Stakeholder design buy-in

What to include in a wireframe

- All elements in the wireframe are usually displayed and organized to consider the following:
 - Content
 - What will exactly be displayed in this page?
 - Structure
 - How will the elements of this page be put together?
 - Hierarchy
 - How will these elements be displayed in positioning, labelling and size?
 - Functionality
 - How will these elements work together?
 - Behavior
 - How does these elements interact with the user?

How do these elements interact with the user?

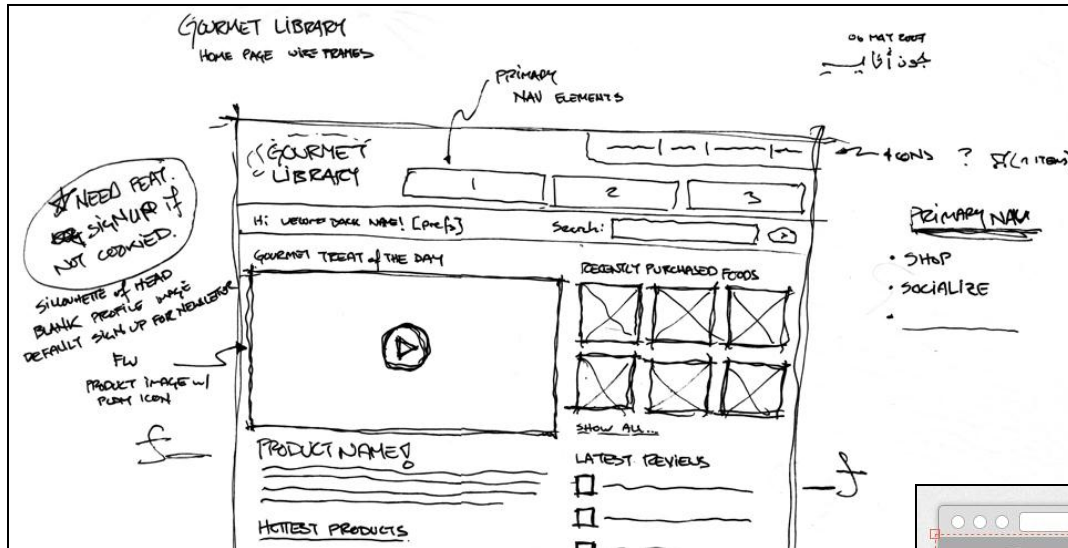


What not to include in a wireframe?

- Graphic elements
 - Wireframes are not supposed to include design elements, as this will distract the purpose of the wireframes. This is why they should be created without the use of colour, graphs, or typography.
- Lorem ipsum text
 - Dummy text should not be used in a wireframe. Instead, use real text for clarity.
- Actual design
 - Wireframes shouldn't define the final look of the page. It should show how the site will work, not how the site will look like.

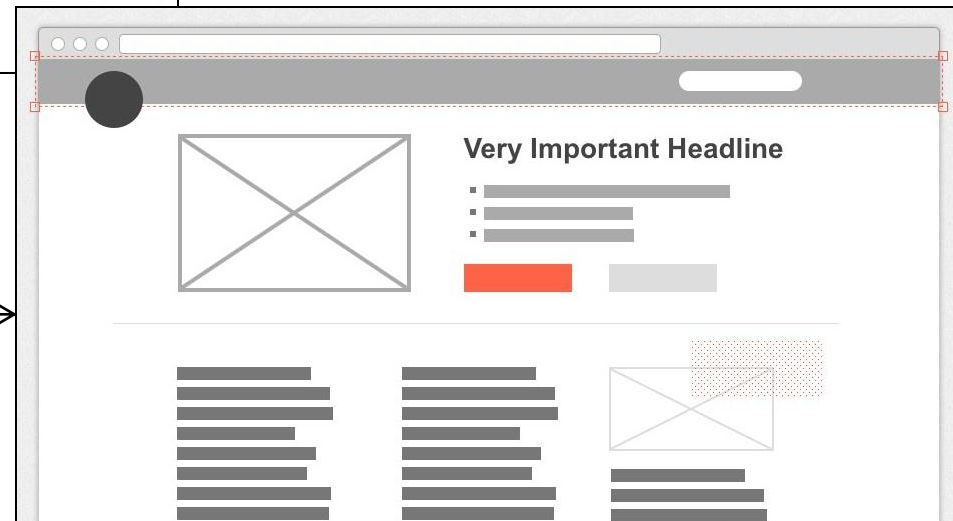


Types of wireframes



← Sketchy

Digital →



Wireframe tools

- <https://gomockingbird.com>
- <https://cacoo.com>
- <https://www.gliffy.com>
- Microsoft PowerPoint



Some tips in web page design

Do's in web page design

- Plan the web site structure and navigation
- Keep the layout simple and intuitive
- Use the same general style throughout
- Add standard navigation tools to each page
- Include copyright and contact information on each page

Some tips in web page design

Do's in web page design

- Use original or free graphics
- Use images wisely and keep file size small for fast download
- Respect copyright and intellectual property rights
- Always state the source of all materials used
- Spell check and proofread each page

Some tips in web page design

Don't's in web page design

- **Don't crowd your pages – balance text, graphics and space**
- **Don't overuse graphics, animations and other bleeding edge technology – use them to support and enhance but not to overpower your work**
- **Don't use background that distracts the user or makes text unreadable**

Some tips in web page design

Don't's in web page design

- **Don't use blinking or glowing text for emphasis**
- **Don't use long paragraphs of text – divide them into readable chunks**
- **Don't create dead end pages, which have no links to any other local page in the site**
- **Don't design for a specific browser**

Q & A

