

**DSGN-270**

**Day #2**

# **Content**

Yesterday, we talked about user research and designing responsive websites. The next step is to talk about content.  
users come for the content  
users go away because of a bad user experience

“In the web industry, anything that conveys meaningful information to humans is called ‘content.’”

-Erin Kissane, *The Elements of Content Strategy*

what are some types of content?

- text
- video
- audio
- tweets
- infographics
- comments
- error messages
- illustrations
- headlines
- images
- navigation

# Content Strategy



“content strategy” relatively new term

- Kristina Halvorson’s book Content Strategy for the Web (New Riders) was published in 2009
- Before that, it was uncommon for companies to talk about having content strategies for their websites.

old way: create a design and then fit in all the content

design content first, build site for the content

## Content Strategy:

1. The planning, development, and management of content — written or in other media
2. What content you're using, where it goes and when, who uses and manages it, and why it matters

Source: [Jeff Eaton via Creative Commons](#)

content strategy =  
everything that goes into planning & managing your content  
text, pictures, video, audio  
how the site functions

“Content strategy helps organizations use content to achieve their business goals.”

**- Melissa Rach**

# **Content Governance**

taking care of the content once it's on your site  
need a plan or you won't do it

otherwise everything gets out of date, broken links, useless content

# **Developing Content**

# Use Plain Language

42% of Canadian adults between 16-65 have low literacy skills.

Source: [Canadian Literacy and Learning Network](#)

Plain language – concept that you use language that is easy to read, understand, and use

- avoid jargon
- avoid legalese

average reading level of US adults – grade 8 or grade 9 level

nearly 50% of adults below grade 6 level

(similar in Canada)

<http://nces.ed.gov/NAAL/>

plain language helps all users

users with English as second language

- not just immigrants but foreign tourists

# The Canadian Style

The obligation to inform the public includes the obligation to communicate effectively. Information about government policies, programs and services should be clear, objective and simple, and presented in a manner that is readily understandable. Messages should convey information relevant to public needs, use plain language and be expressed in a clear and consistent style.

<http://www.btb.termiumplus.gc.ca/tcdnstyl-chap?lang=eng&lettr=chapsect13&info0=13>

<http://www.btb.termiumplus.gc.ca/tcdnstyl-chap?lang=eng&lettr=chapsect13&info0=13>

The Government of Canada calls for plain language to be used in its communications with the public:

# **Write Better in 5 Steps**

1. Identify and describe the target audience.
2. Structure the content to guide the reader through it
3. Write the content in plain language
4. Use information design to help readers see and understand
5. Work with the target user groups to test the design and content

Credit: [Center for Plain Language](#)

from Center for Plain Language

Plain language writers communicate effectively because they understand who will (and will not) use the document or website they are writing.

**x Before**

The application must be completed by the applicant and received by the financial office by June 1st.

**✓ After**

We must receive your application by June 1st.

examples of rewriting content with plain language

**✗ Before**

---

Infants and children who drink water containing lead in excess of the action level could experience delays in their physical or mental development. Children could show slight deficits in attention span and learning abilities. Adults who drink this water over many years could develop kidney problems or high blood pressure.

**✓ After**

---

Lead in drinking water can make you sick. Here are some possible health effects of high lead levels in your drinking water:

**Children:**

- Delayed growth
- Learning disabilities
- Short attention span

**Adults:**

- Kidney problems
- High blood pressure

**✗ Before**

We must receive your completed application form on or before the 15th day of the second month following the month you are reporting if you do not submit your application electronically or the 25th day of the second month following the month you are reporting if you submit your application electronically.

**✓ After**

If you submit your form:

Electronically

We must receive it by:

25th of the second month

Not electronically

15th of the second month

“Get rid of half the words on each page, then get rid of half of what’s left.”

**- Krug's Third Law of Usability**

why have words nobody will ever read?  
try removing half the words

too many words make the page seem more daunting

# Split Up Long Paragraphs

Park History Program

Home  
Contact Us  
Oral History  
Park National Register Documentation  
History of the NPS  
Electronic Resources  
Maritime Heritage

Find Us On  
 Facebook

FIND YOUR PARK SHARE YOUR STORY

## National Park Service History



Early park rangers and supporters of Acadia National Park, Maine. Date unknown.

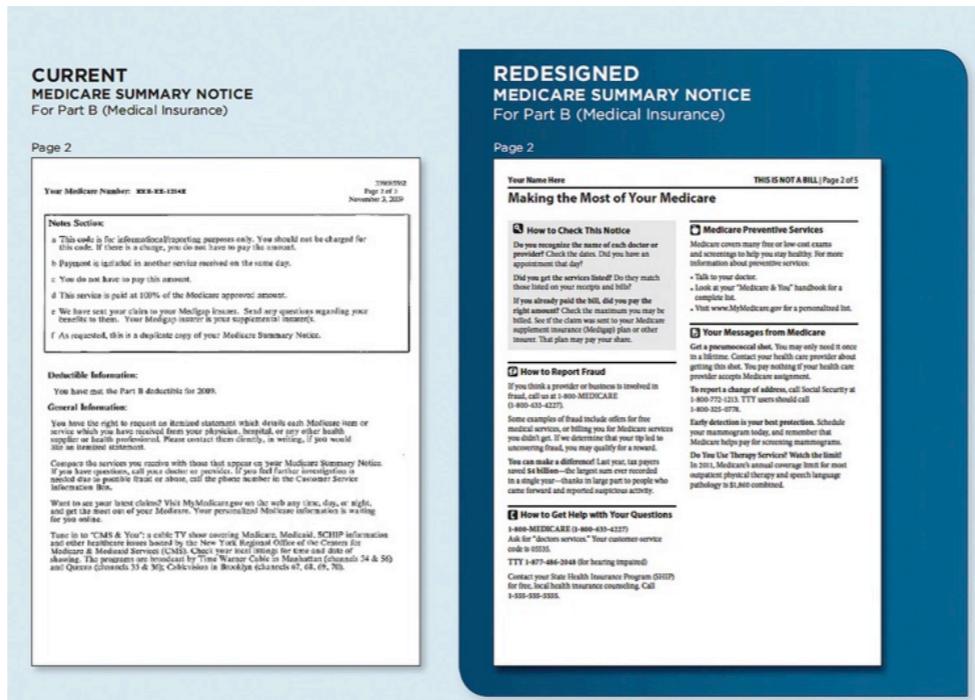
Today, roughly 60% of the 417 park areas administered by the National Park Service have been set aside as symbols and evidence of our history and prehistory. Many of our natural parks contain historic places that represent important aspects of that history. Collectively, these places present an American history textbook, a textbook that educates us about the people, events, buildings, objects, landscapes, and artifacts of the American past and about the aspirations and actions that produced those tangible survivors. The National Park Service's history web site represents varying aspects of this history. It emphasizes the educational value of historic places and the importance of the stories that connect us to them. Our goal is to offer a window into the historical richness of the National Park System and the opportunities it presents for understanding who we are, where we have been, and how we as a society, might approach the future. This collection of special places also allows us to examine our past—the contested along with the comfortable, the complex along with the simple, the controversial along with the inspirational. We hope, in addition, that these pages will contribute to a national discussion of history and its importance to contemporary society.

Links

- Administrative History Studies and Guide for the National Park Service  
*NPS administrative histories look at the history of federal parks and the National Park Service as public programs and as a public trust. They analyze individual parks and their establishment and administration, as well as NPS programs and policies.*

- users see a wall of text, and it's discouraging
- short paragraphs make a page seem easier to read
- short paragraphs help readers keep their place
- long paragraphs almost certainly can be broken up

# Make It Scannable



Credit: [Rosenfeld Media via Creative Commons](#)

When readers read, they typically only scan through looking for interesting or relevant information.

- users glance at page, scan some text
- click on the first thing that catches interest or seems right
- don't even see entire page, unless it's an article or something to be read

bullet points are very scannable

- almost anything that can be bullets, should be
- additional space between items

headings are scannable

# Use Headings

## Top level heading

### Second level heading

#### Third level heading

Credit: Steve Krug, *Don't Make Me Think*

Split content into sections

- reflect the relative importance of the text that follows
- helps users skim the document
- users can more easily understand what's on the page
- can jump ahead
- assistive technology
- find their place when scrolling
- let search engines know what's important

short as possible

relevant keywords

start with keywords to make skimming easier

preview of content, not teaser

need obvious visual distinction

use more headings than you think, write them well

use proper heading levels in HTML

# Use Lists

The screenshot shows a section of the University of Calgary website titled "Apply online". It features a horizontal navigation bar with links for "Future Students", "Current Students", "Alumni & Donors", "Researchers", "Faculty & Staff", and "About UCalgary". Below the navigation is a breadcrumb trail: "UCalgary.ca > Future Students > Undergraduate > How to apply to undergraduate studies". A search bar is also present. The main content area has a red background and displays five numbered steps for completing an application:

1	2	3	4	5
<b>Create an ApplyAlberta account</b> Beginning Oct. 1, you can start your application on the ApplyAlberta website, complete your profile, and select the "University of Calgary."	<b>Create or enter your eID</b> As part of the application, you'll be asked to enter or create your UCalgary eID.	<b>Complete your application</b> In your ApplyAlberta account, review and update your personal and academic information.	<b>Submit your application</b> You must submit your ApplyAlberta application for review, and select a way to pay your \$125 application fee.	<b>Submit required documents</b> Based on your application, we'll let you know how and where to submit any required documents.

Earlier we saw bullet point lists, but there are different types of ways to display lists. Here we have each list item separated and ordered by number.

## Programs and Services

---



### Environment

Includes Waste, Recycling, Water, Trees...



### Building and planning

Includes Residential and Commercial building, Home improvement, Planning projects, MyBusiness...



### Parks and recreation

Includes Parks, Recreation, Children and youth, Arts and Culture...



### Transportation

Includes Driving, Traffic, Parking, Cycling, Road construction, maintenance and planning...



### Animal services

Includes Animal adoption, Animal licences, Lost cats and dogs, Responsible pet ownership, Animal complaints...



### Taxes and property assessment

Includes Taxes, Property assessment, Tax instalment payment plan...



### Social programs and services

Includes Affordable housing, Youth programs, Community services, Fair entry fee assistance...



### Bylaws and public safety

Includes Bylaws, Public safety, Calgary Fire department, Land Use Bylaw...

- another example

This one uses an icon and a heading for each list item.

The screenshot shows a news article from the NASA website. At the top, there's a navigation bar with links for Topics, Missions, Galleries, NASA TV, Follow NASA, Downloads, About, and NASA Audiences. There's also a search bar. The main content area has two columns: 'Latest' on the left and 'Related' on the right.

**Latest**

- NASA's CPEX Tackles a Weather Fundamental  
7 days ago
- NASA Annual Arctic Ice Survey Expanded Range This Year  
7 days ago
- Alaska Tundra Source of Early-Winter Carbon Emissions  
16 days ago
- Glacier Shape Influences Susceptibility to Melting  
a month ago
- NASA Celebrates Earth Day by Letting Us All #AdoptThePlanet  
2 months ago
- Timing a Space Laser With a NASA-style Stopwatch  
2 months ago

**Related**

"It allows us to scale the intensive measurements at a specific study site, to a vast landscape that's really intimidating in size."

Instruments collecting data for ABoVE this summer, mostly flying out of Fairbanks, Alaska and Yellowknife, Canada are:

- The Airborne Microwave Observatory of Subcanopy and Subsurface (AirMOSS) instrument, on NASA's Johnson Space Center's G-III aircraft, and the Uninhabited Aerial Vehicle Synthetic Aperture Radar (UAVSAR), on NASA's Armstrong Flight Research Center's C-20A aircraft. Both radar instruments will study soils – measuring the soil moisture, whether the soil is frozen, and the depth of the thawed soil.
- The Land, Vegetation and Ice Sensor (LVIS) on Dynamic Aviation's B200T aircraft. LVIS is a lidar instrument that measures vegetation structure and ground topography, and, together with other data, will allow scientists to study how warming temperatures change the make-up and extent of forests, and how thawing permafrost changes the surface heights.
- The Airborne Visible/Infrared Imaging Spectrometer (AVIRIS-NG) on Dynamic Aviation's B200 aircraft. AVIRIS is an imaging spectrometer that collects information on 224 wavelengths, allowing scientists to gather data on vegetation health and atmospheric features including methane plumes.
- The Airborne Surface Water and Ocean Topography (AirSWOT) radar instrument on NASA AFRC's B-200 aircraft. AirSWOT, a test bed instrument for the planned SWOT satellite mission, slated to launch in 2021, will measure the extent of surface water, including over the Arctic regions where lakes sometimes cover half of the landscape.
- The Atmospheric Carbon (ATM-C) instrument suite, on Scientific Aviation's Mooney aircraft. ATM-C will measure carbon gases – carbon dioxide, methane and carbon monoxide – in the air around the plane, informing ongoing studies of the exchange of carbon between the atmosphere and ground.
- The Chlorophyll Fluorescence Imaging Spectrometer (CFIS) on Twin Otter International's DHC6 aircraft. CFIS is a new instrument that will use a feature of plant physiology – the chlorophyll in leaves fluoresces when it captures energy from sunlight – to estimate the total growth rate of plants in an area.
- The Active Sensing of CO<sub>2</sub> Emissions over Nights, Days, and Seasons (ASCENDS) instrument suite on NASA AFRC's DC-8 aircraft. Multiple instruments will measure carbon dioxide in the atmospheric column, gathering data as well as testing new approaches that could be used in an upcoming satellite mission.

"There will be a wealth of data," said Scott Goetz, ABoVE science lead and a professor at Northern Arizona University in Flagstaff. "After all the efforts to coordinate these measurements, we'll have data that cover intensively studied field sites from a lot of different instruments and a lot of different perspectives."

For example, he said, teams using different instruments will be able to provide a detailed picture of the variability of landscapes over

Here's an example of not so great bullet points. It still looks like a wall of text and isn't very inviting.  
- try to add a heading for each list item

The screenshot shows the Southern Poverty Law Center's website. At the top, there is a navigation bar with links to 'RESOURCES', 'WHAT WE DO', 'OUR ISSUES', 'HATEWATCH', 'HATE MAP', 'DONATE', and a search icon. Below the navigation bar, a secondary navigation bar includes links to 'OUR ISSUES' (with a dropdown arrow), 'Hate & Extremism', 'Children's Rights' (which is underlined in red, indicating it is the current page), 'Immigrant Justice', 'LGBT Rights', 'Economic Justice', and 'Criminal Justice Reform'. The main content area features a section titled 'LATEST CASES' with three entries:

- CHILDREN'S RIGHTS ACTIVE CASE**  
Araujo v. Governor Phil Bryant  
**Date Filed:** July 11, 2016
- CHILDREN'S RIGHTS IMMIGRANT JUSTICE ACTIVE CASE**  
Lesly Methelus, et al. v. The District School Board of Collier County, Florida, et al.  
**Date Filed:** May 16, 2016
- CHILDREN'S RIGHTS**  
S.G. vs. The Doral Academy, Inc.  
**Date Filed:** September 25, 2014

Below these cases, there is a link to 'More Cases' with a small circular icon. To the right of the cases, there is a paragraph of text about advocacy for children's rights, followed by a bulleted list of three priorities:

- **Stopping the “school-to-prison pipeline”**  
We're working to eliminate exclusionary policies – unnecessary suspensions, expulsions and school-based arrests of children – that cut short a child's education and increase the likelihood of incarceration.
- **Ensuring equal access to education**  
We're working to ensure educational equity for children in poverty and those with disabilities – particularly as states transform the educational landscape by allowing charter schools and by shifting public resources to private schools.
- **Ensuring access to mental health service**  
We're working to improve access to effective, community-based mental health services and to reduce the overreliance on institutionalized care that warehouses children without providing the services they need.

At the bottom of the page, there is a footer with a series of small, illegible icons or links.

Here's a better example of a bullet point list. The headings help break up the content a bit more.

**FRESHBOOKS**  
cloud accounting

How It Works ▾ Who It's For ▾ More ▾ Login Try It Free

## Small Business Accounting Software That Makes Billing Painless

The all-new FreshBooks is accounting software that makes running your small business easy, fast and secure. Spend less time on accounting and more time doing the work you love.

[Get Started for Free](#)

97% of small business owners recommend FreshBooks

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Ridiculously Easy To Use

Powerful Features

Organized in the Cloud

<http://www.freshbooks.com>

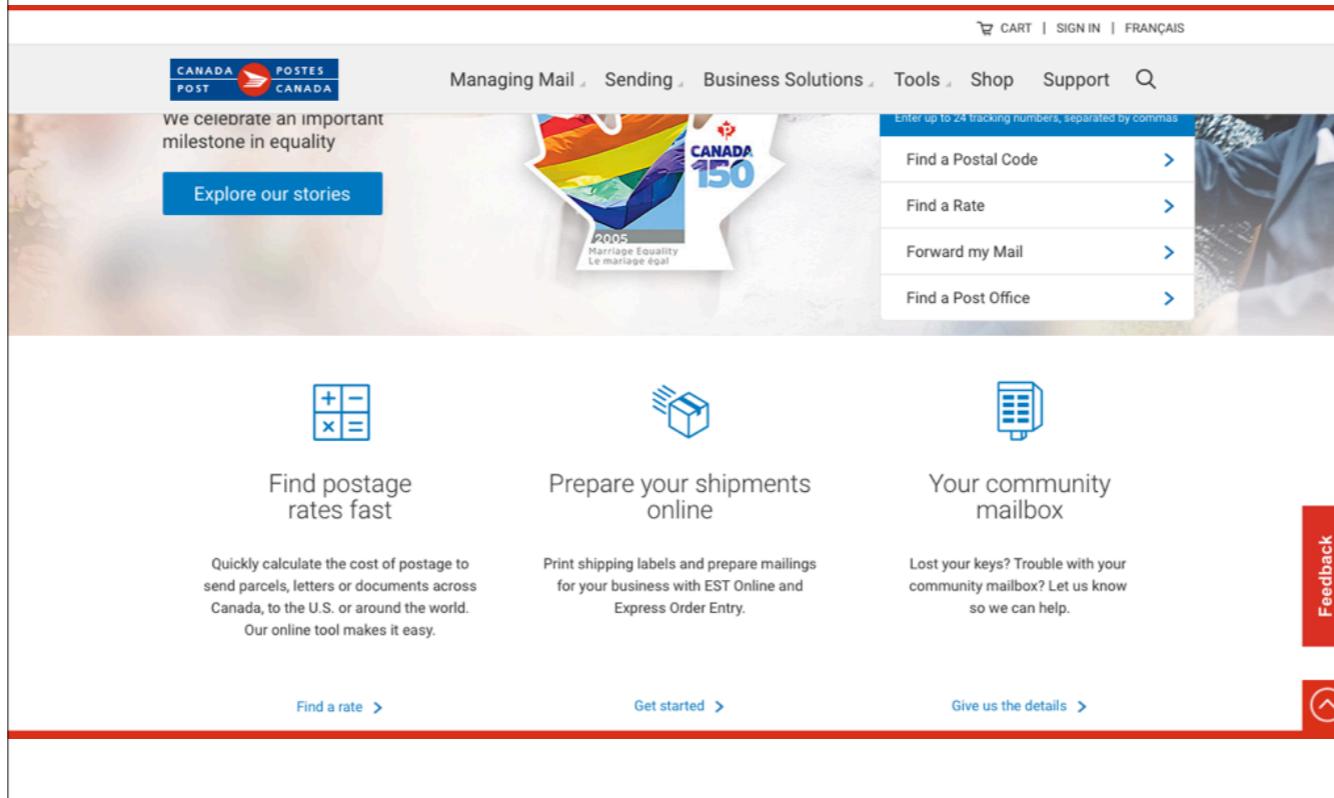
demo with page & also show with narrow screen  
<http://www.freshbooks.com>

- users look for something to catch their interest
- usually don't read entire page
- split content into sections
- can jump ahead
- headings, easier to find place when scrolling
- headings short as possible, relevant keywords – features
- preview of content, not teaser

small screen

- even more important on small screens
- lot of scrolling
- can't see much at one time

# Microcontent



Microcontent is a type of content that you'll need to use on websites.

- These are small groups of words
- headings, links, form labels, navigation items, error messages

make sure to pay attention to these

# Page Not Found

**HTTP Status 404 - /RechargeApp/recharge**

---

**type** Status report

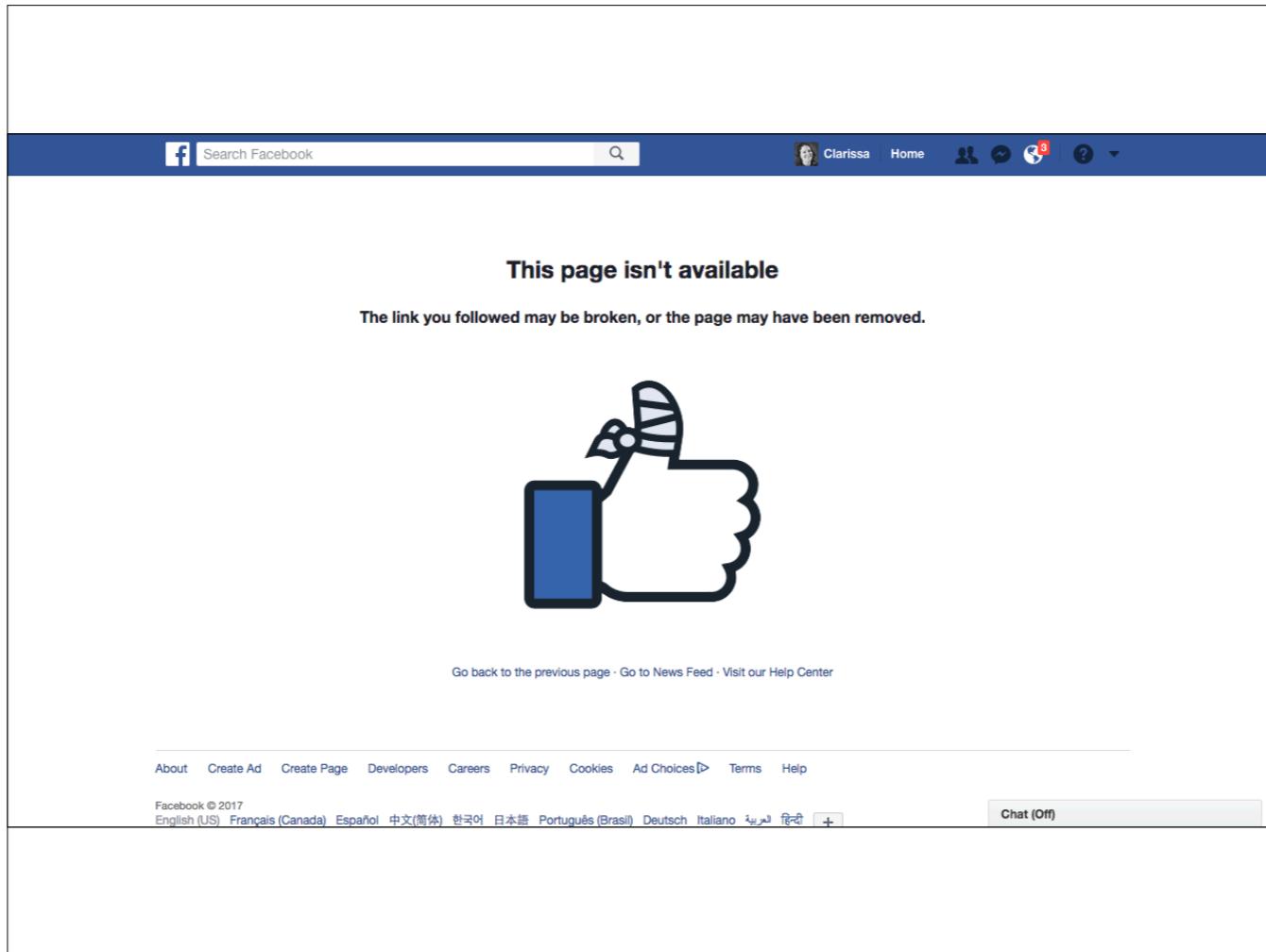
**message** /RechargeApp/recharge

**description** The requested resource (/RechargeApp/recharge) is not available.

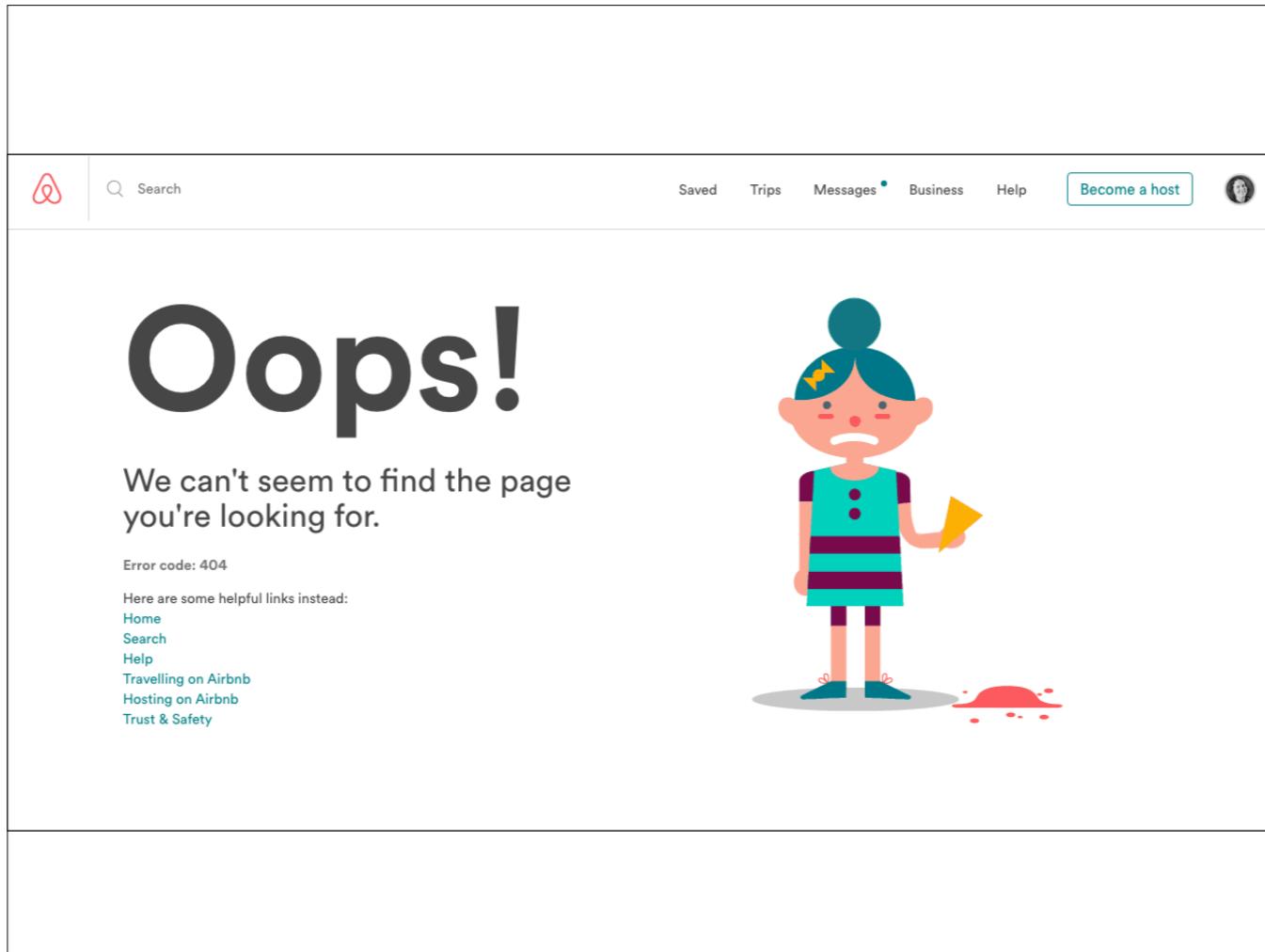
---

**Apache Tomcat/7.0.8**

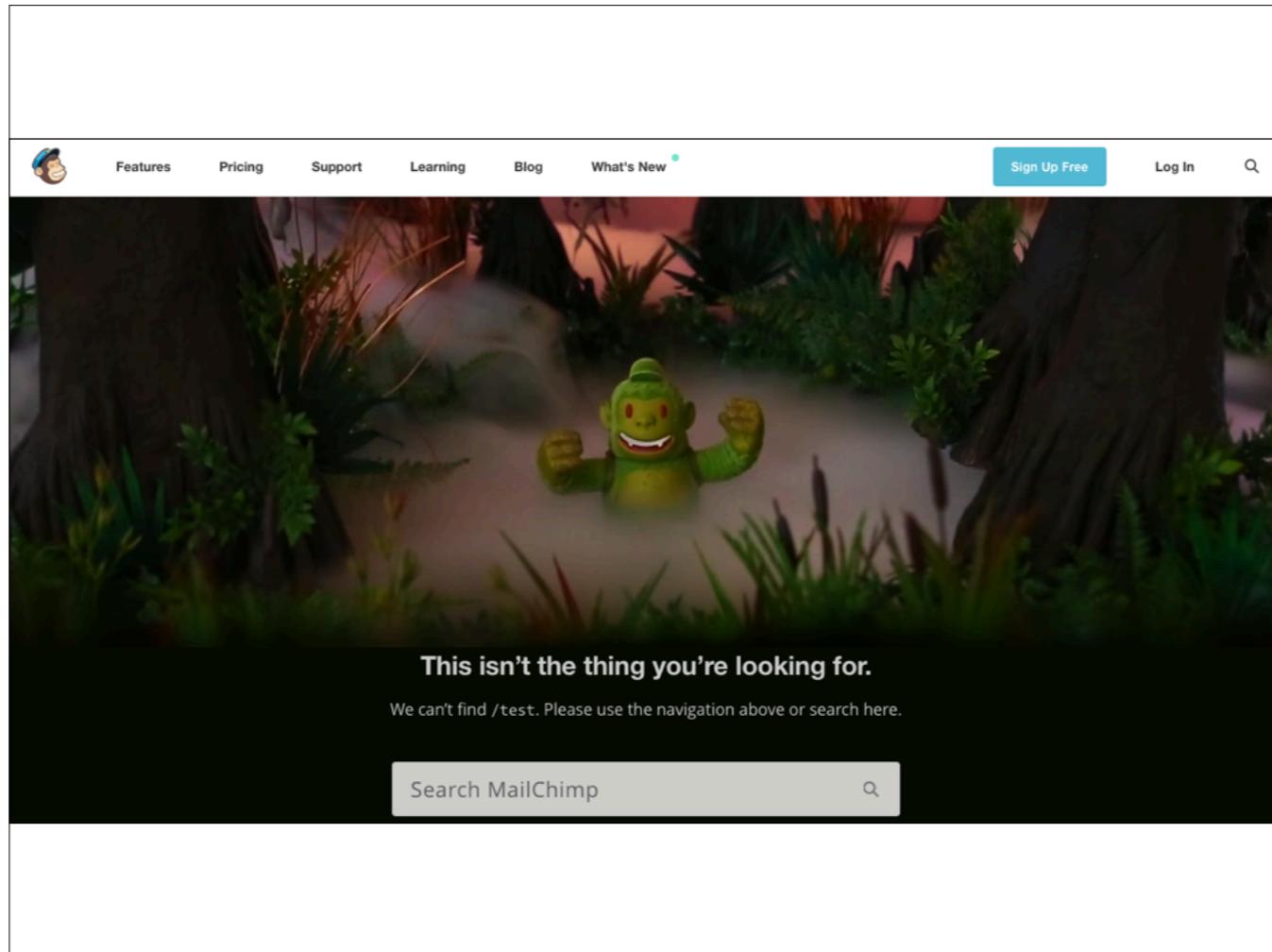
- at worst, site displays default server error
- don't use "404" nobody knows what that means

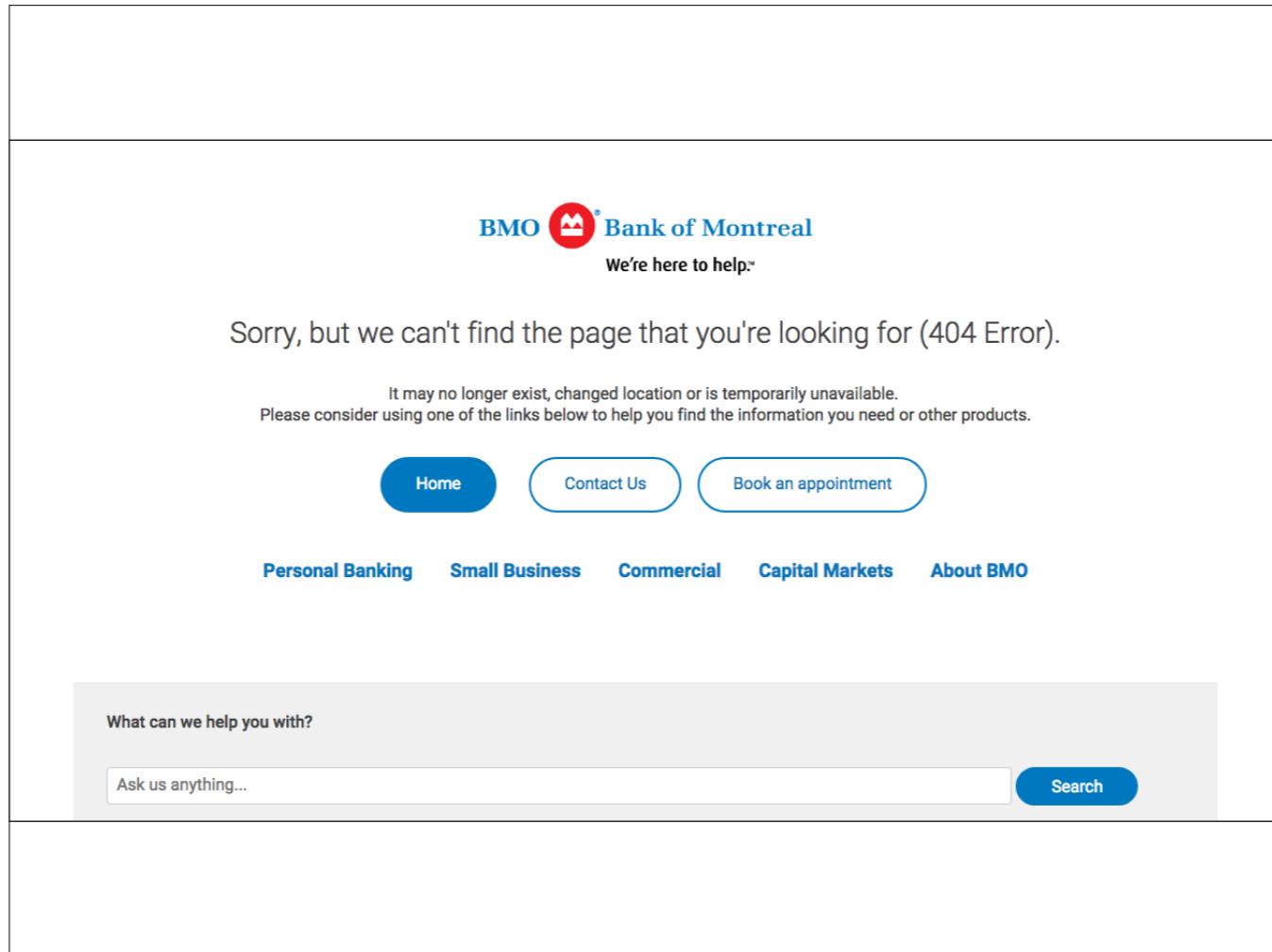


- "this page isn't available"
- "the link you followed may be broken, or the page may have been removed"
- can have links, at least have navigation
- opportunity to add some humor like broken thumb on FB



animation of dropping ice cream





only use humor if appropriate – probably not on a bank site

this is okay except remove words “404 error”

# **Semantic Markup**

explains how things should be displayed

```
<h1>Top level heading</h1>
<h2>Second level heading</h2>
<h3>Third level heading</h3>
```

you haven't seen HTML yet – but this is example of semantic markup

Italics:

<em>text to emphasize</em>

<cite>title of a book</cite>

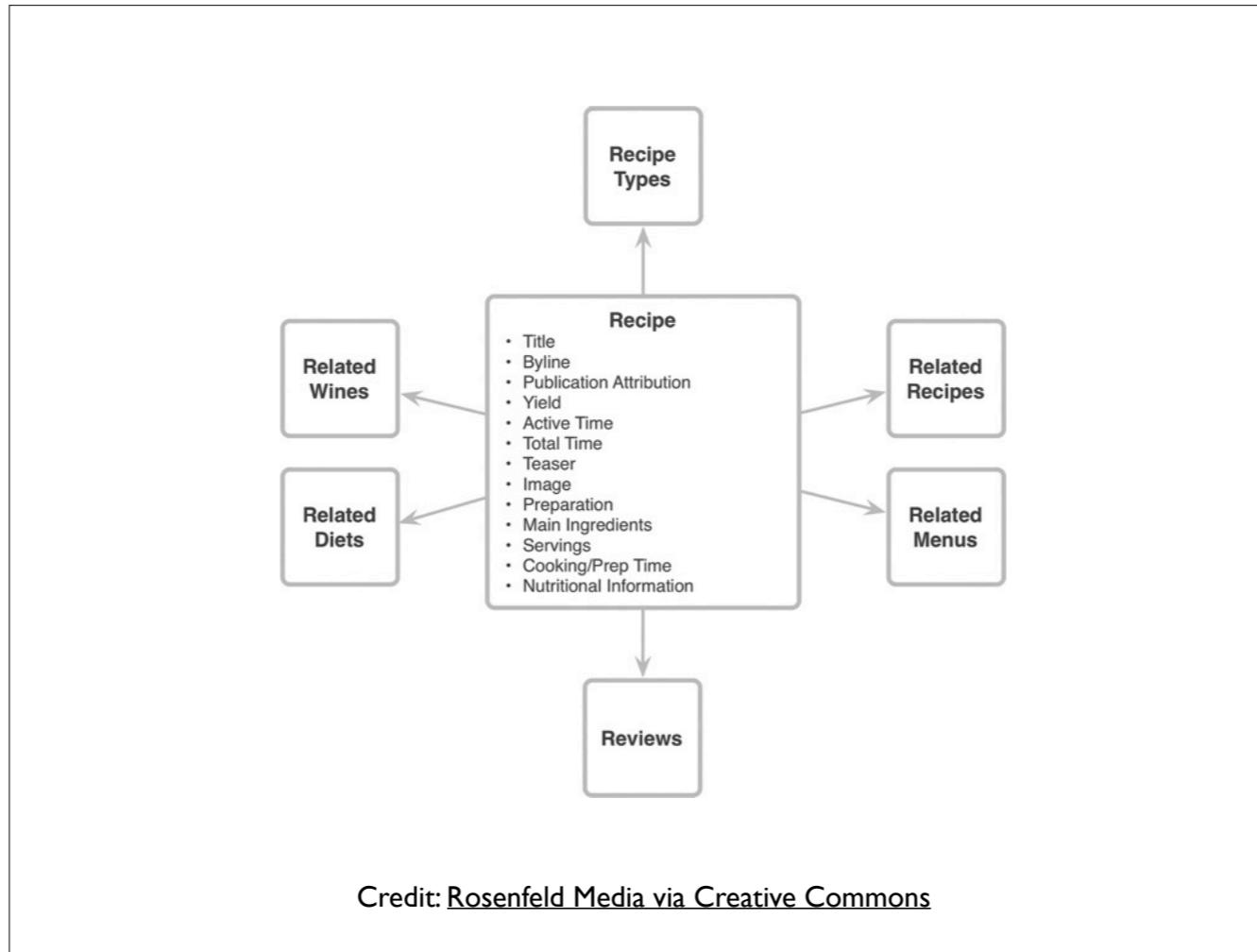
explain difference between em and cite for italics

Cite is used for citations, em is used for emphasizing words. Both display the words in italics, but the reason behind using these tags is different.

# **Content Model**

A content model documents all the different types of content you will have on a project. It contains detailed definitions of each piece of content and how they relate to other content.

It's a tool you can use for content strategy.



- You can choose to use one of two different types of content models.
- This is a high-level org chart style content model for recipes.
- You have the recipe itself and all of the different components of a recipe (including total time and ingredients).
- You also have how this specific content relates to other content.
- A recipe may have related wines, related diets, reviews, a page with different recipe categories, related recipes, and relate menus.

Sample Content Model: Interview Feature						
Element	Description	Example (if needed)	Max Length	Format	Required	
Title	Headline for the interview. Appears at the top of the article and in search results or listings.	"Finally Satisfied": Mick Jagger talks music, love, and life at 69	80 chars	Text field	Y	
Short Title	Short version of headline. May be used in contexts where the full headline doesn't fit. Will not appear atop the full article or with the long headline.	Mick Jagger: "Finally Satisfied"	40 chars	Text field	Y	
Copy Deck	Short teaser content that can be used either apart from the whole story to garner interest or as a typographically stronger lead-in to the article.	After five decades as a rock 'n' roll legend, the ever-youthful Mick Jagger opens up about his wives, lovers, children, and legacy.	200 chars	Text field	Y	
Intro	2-3 paragraphs setting the stage for the interview. May be shown atop the Q&A or layered on small screens, with the Q&A appearing only when tapped.		None	Text field	Y	
Q&A	This is the meat of the article and can be as lengthy as needed. It will never be displayed on page without its headline, byline, and pub date.		None	Text field	Y	
Pull Quote	Excerpt of the interview to be used as a bold visual element within or adjacent to the story.	"People have this obsession. They want you to be like you were in 1969. They want you to, because otherwise their youth goes with you. It's very selfish, but it's understandable."	250 chars	Text field	N	
Main Image	Editorial image of the interview subject.		N/A	Image	Y	
Image Slideshow	Additional images related to the subject.		N/A	Images	N	
Byline	Author's name. Pulls from defined author menu; connects interviews to author bios, other content by that author.		N/A	Menu - single select	Y	
Pub Date	Date the article goes live. Used for chronological sorting.		N/A	Defaults to today at creation; can override	Y	
Category	Topical areas of the magazine. Used to determine which sections the article is found in, which subscribers it's emailed to, related items, etc.	Music, Celebrities	N/A	Menu - multi select	Y	

Credit: [Rosenfeld Media via Creative Commons](#)

This is a more detailed spreadsheet-based content model for an interview feature on a website.

- It has a description for each component as well as examples and information about format and length.
- You'll often need this more detailed content model to better design the page.

# **Content Inventory**

- We've talked about creating a content strategy for creating new content, but what if you're redesigning a website?
- It's a good first step to do a content inventory and create a list of all the content that already lives on a site.

# Content Types

So first up, what are some types of content that you've seen on websites?

- Bios
- Blog posts
- Business listings
- Episodes
- Event listings
- Fact sheets
- FAQs
- Feature articles
- Help/user assistance modules
- Podcasts
- Poems
- Press releases
- Products
- Recipes
- Reviews
- Short stories
- Testimonials
- Tips and lists
- Tutorials

## Perform a Content Inventory

1. Go through the list and decide what to keep and what to toss.
2. Decide what new content needs to be created.
3. Decide who is responsible for editing and developing each piece of content.

- Once you get everything in a list, it's easier to look at it and decide what to do with it all.
- Your list doesn't need to include every piece of content, but should have at least the categories and major pieces.
- If it's a new site, you should come up with a list of the content that you plan to have on the site, and a timeline for producing it.

# Common Info

- Page name
- URL
- Notes and things for you to remember
- Relationship to other content

Relationship – is it one of the main pages, is it a page buried deep in the website somewhere?

# Additional Info

- Content Type
- Basic content description
- Topic, tags or category
- Author
- Owner
- Date last updated
- Attached files
- Related
- Availability
- A numbering system

- Content Type: Is this a basic page, publication, news story, article, technique, FAQ, or something else?
- Basic content description: A brief reminder about what's on the page
- Related: What information is linked from sidebars or Related Links boxes on this page?
- Availability: Is the content available to desktop, mobile and/or app users? Is the content syndicated to other sites?
- A numbering system: An index to help you when referring to each content item.



Page Name	URL	Content Type	Quantitative Metrics			Qualitative Metrics				
			Page Purpose/Goal	Content Elements	Length	Complete?	Useful?	On Brand?	Voice / Style?	Notes
Homepage	<a href="http://www.sarawb.com">www.sarawb.com</a>	Homepage	Communicate who I am, credibility, and experience immediately.	Introductory copy, image, recent blog post snippets, recent project snippets, footer with Twitter, subscribe, and get in touch.	150 words	3	4	5	Refresh to show work.	
About	<a href="http://sarawb.com/about/">http://sarawb.com/about/</a>	Content Page	Provide detail on experience and personality.	Multiple paragraphs of text, image of Sara, bullet points about experience.	300 words					
Contact	<a href="http://sarawb.com/contact-me/">http://sarawb.com/contact-me/</a>	Contact Form	Allow those interested in working with me a way to get in touch.	Short blurb, contact form with simple fields.						
Blog	<a href="http://sarawb.com/blog/">http://sarawb.com/blog/</a>	Recent Posts	Showcase insight and expertise by tackling hot topics.							
This time with feeling: A fresh look at content modeling	<a href="http://sarawb.com/2012/04/23/content-modeling/">http://sarawb.com/2012/04/23/content-modeling/</a>	Blog Post	Detailed look at a topic relevant to upcoming book.							
Responsive-Ready Content	<a href="http://sarawb.com/2012/03/07/content-strategy-responsive-design/">http://sarawb.com/2012/03/07/content-strategy-responsive-design/</a>	Blog Post								

Credit: [Rosenfeld Media via Creative Commons](#)

Here's an example content inventory.

doesn't need to be pretty

# **Content Parity**

As you're creating a content strategy, remember that content parity is important. Content should be accessible no matter the device you're on. Don't assume what people want to do on their device. Don't assume that mobile users just want location data and are uninterested in reading the articles.

Everything for everybody, no matter what device

# **Adaptive Content**

Not only will your content be viewed at different screen widths as part of a responsive website, but it could also be viewed in different contexts entirely. Some people use RSS readers or get content by email. Also common to use services like Instapaper which strip out all the fluff and just leave the article content.

# Metadata

A set of data that describes and gives information about other data.

- We can no longer think of our content just in terms of how it's laid out on our websites.
- Instead, we need to think of it as a series of chunks, such as the title, author name, and body content.
- These different chunks are called metadata, which essentially means "data about data."
- In responsive design, we can move around each component depending on the screen size.

Chrome File Edit View History Bookmarks People Window Help Clarissa Peterson Jan 8 5:09 PM 98% https://www.washingtonpost.com/lifestyle/home/6-habits-highly-organized-people-have-in-common/2017/01/02/104e6ac2-c602-11e6-bf4b-2c064d32a... Clarissa

Home & Garden

## 6 habits highly organized people have in common



(Michelle Patrick Photography/Getty Images/iStockphoto)

By Nicole Anzia January 3

People often lament that despite their best efforts, they just cannot seem to get, and stay, organized. Even though they've been working at it diligently and have tried many strategies, nothing seems to

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KITCHENS,  
TO YOUR  
FRONT DOOR.



ORDER ONLINE

**Most Read**

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- 2 Carrie Fisher's urn is a giant Prozac pill: 'It was where she would want to be'
- 3 Golden Globe predictions 2017: Who will win? Who should? Who could surprise us all?
- 4 What we know about Trump's inauguration so far
- 5 Edna Lewis' classic cookbook zooms up the charts after 'Top Chef' tribute

Here's an example of an article from the Washington Post. We have common items like the category, the header, and image, the author, the date, and the actual article content.

Chrome File Edit View History Bookmarks People Window Help Clarissa Peterson Jan 8 5:08 PM 98% top Home & Garden - The Washington Post Clarissa

[https://www.washingtonpost.com/lifestyle/home-garden/?utm\\_term=.30bf525c7cc](https://www.washingtonpost.com/lifestyle/home-garden/?utm_term=.30bf525c7cc)

## 6 habits highly organized people have in common

These small lifestyle changes will help you get organized — and stay that way.

Nicole Anzia · Home & Garden · 5 days ago



Overhead view of a notebook with the words "TO DO" written in it. Office supplies include pink envelopes, gold paperclips and pink pencil (MichellePatrickPhotographyLLC / Getty Images/Stockphoto)

An organizer's strategies for 5

**WE TOOK THE DRAMA OUT OF CAR SHOPPING**

**cars.com**  
ALL DRIVE. No drama.  
[SHOP CARS >](#)

**Most Read**

- Hillary Clinton made a rare appearance at 'The Color Purple' — and got 3 standing ovations
- 'They foiled me': Mariah Carey weighs in on disastrous New Year's Eve performance
- A lawyer rewrote Instagram's terms of use 'in plain English' so kids would know their privacy rights
- It's time to retire the tainted term 'fake news'
- Golden Globe predictions 2017: Who will win? Who should? Who could surprise us all?

**The Most Popular All Over**

NY Magazine  
How Fox News Women Took Down Roger Ailes

Here we see a category page with that same article listed here. We also have the headline, a tagline, the author, category, date, and image, but they're arranged in different ways.

Chrome File Edit View History Bookmarks People Window Help Clarissa Peterson Jan 8 5:10 PM 98% Clarissa

Pocket: 6 habits highly organized people have in common

<https://getpocket.com/a/read/1554166799>

6 habits highly organized people have in common

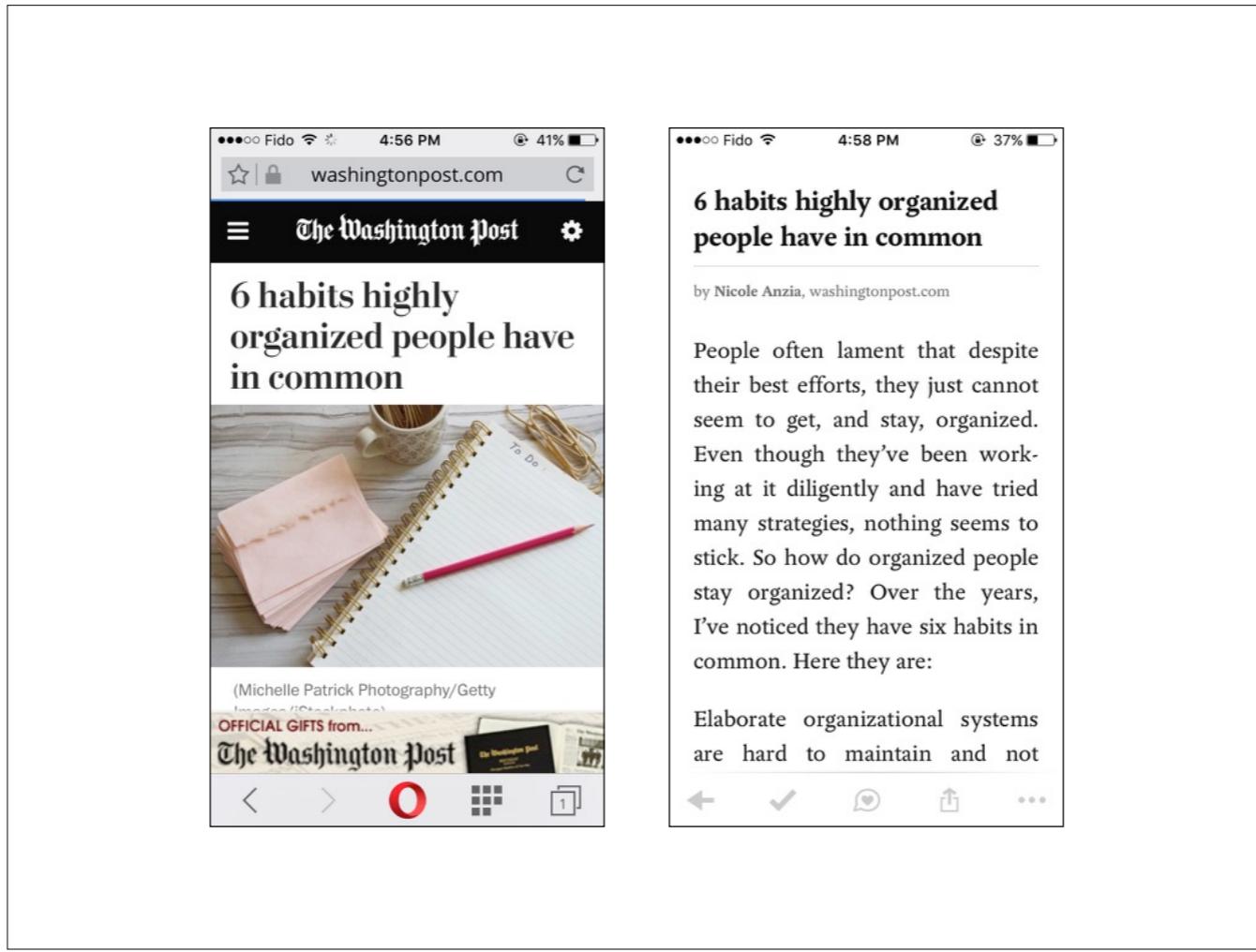
By Nicole Anzia, www.washingtonpost.com

View Original



People often lament that despite their best efforts, they just cannot seem to get, and stay, organized. Even though they've been working at it diligently and have tried many strategies, nothing seems to stick. So how do organized people stay organized? Over the years, I've noticed

This is the same information but displayed in the Pocket app. The app pulls metadata from the page and decides to arrange it differently.



Here's what this article looks like on the website vs the Pocket app on a mobile phone.

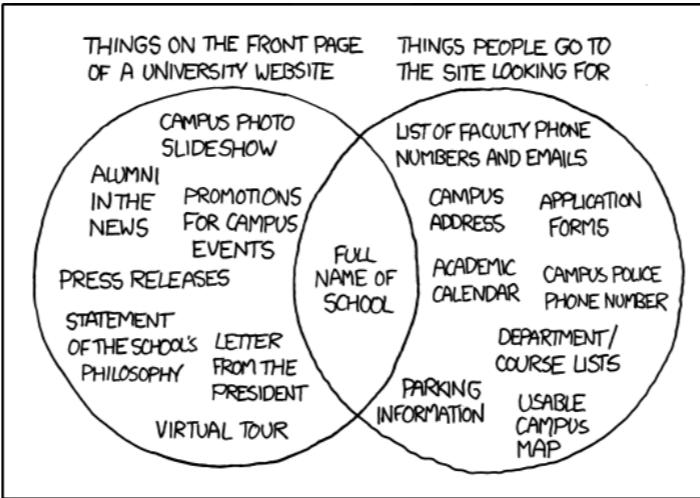
By giving your content structure and attaching metadata to it, you give it more power to adapt to different screen sizes and to be easily displayed outside of your website.

# Activity: Home Page

- Imagine you are a new SAIT student and you haven't started class yet.
- Make a list of several pieces of information that you would want to find on the SAIT.ca website, such as where to park, or what day classes start.
- Look at the website. Is that information easily accessible from the home page?
- Visit any other school/university website, and compare the home page to SAIT's home page.

Be specific that they are coming from that particular role, need to think like a person who hasn't started class yet

- make list before looking at the site
- specific question you have as a student, not generic what are you looking for
- for example "how can I decide which program to take" rather than "programs"

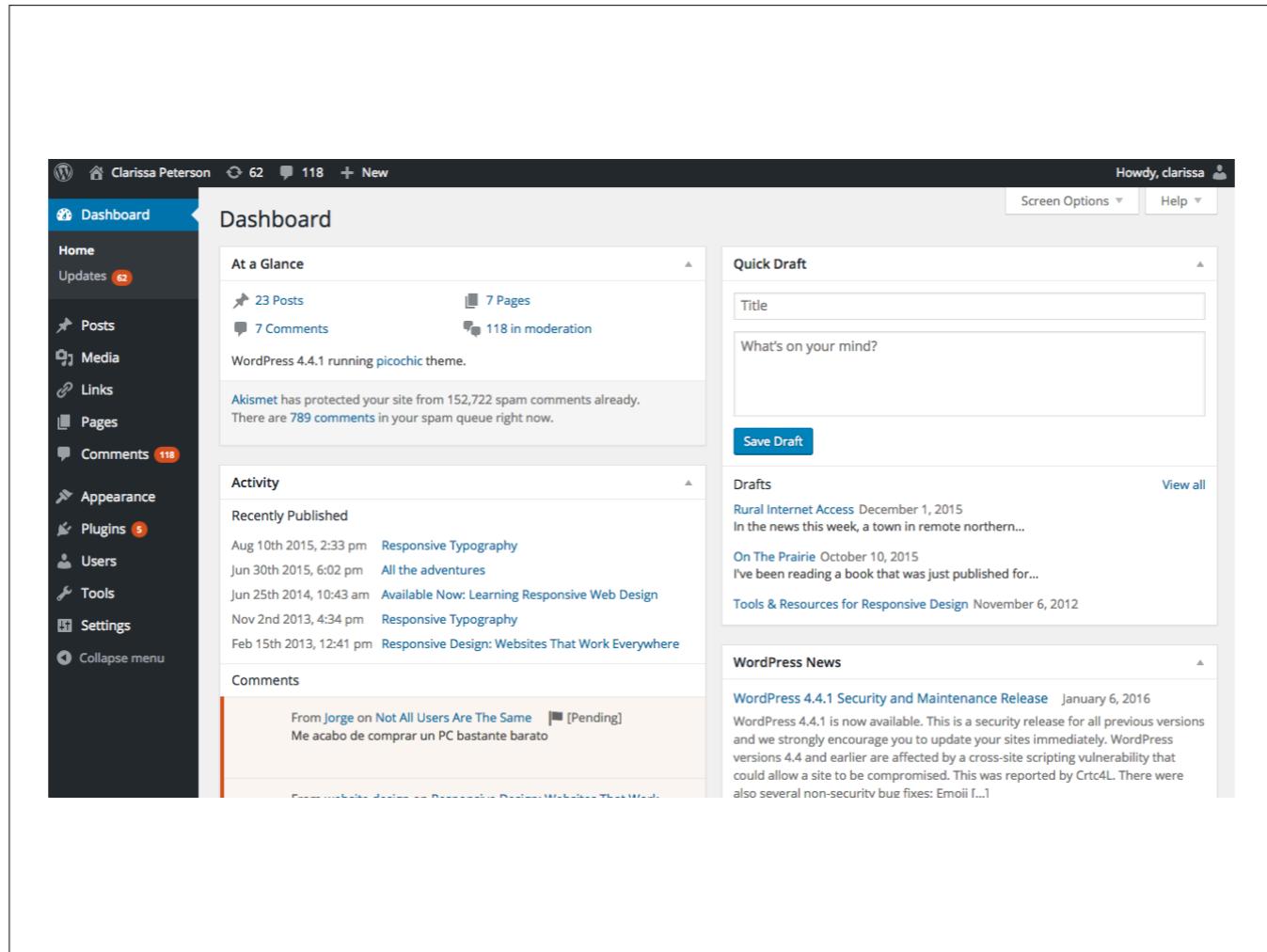


[Credit: xkcd](#)

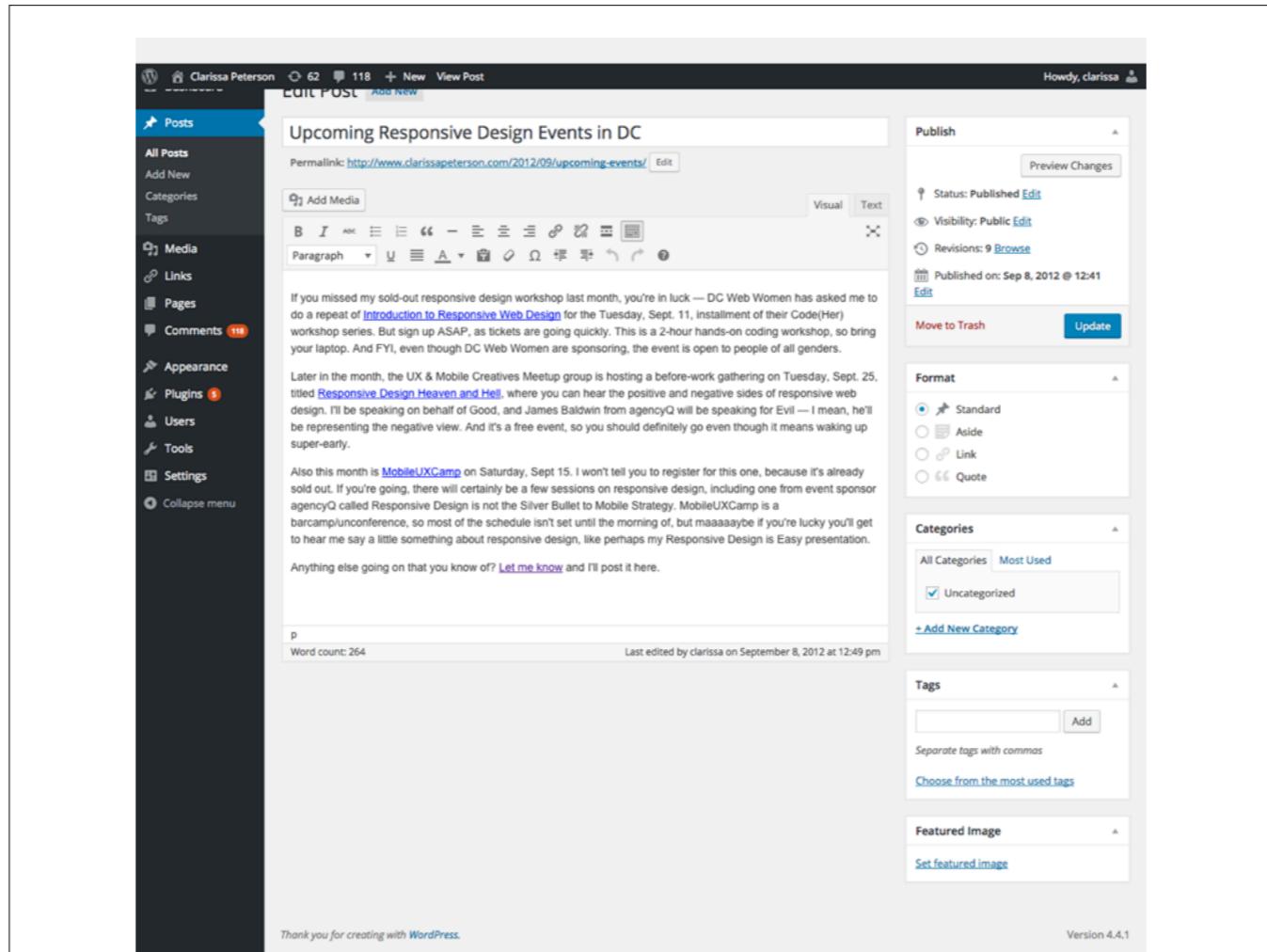
Here's a comic from xkcd.

# **Content Management System (CMS)**

- Okay, so now let's change things up a bit and talk about Content Management Systems.
- You may choose to use a content management system in your web development career.
- Generally speaking, two categories.
- Purchase that includes hosting (usually monthly fee)
- Or you have to host your own (usually one-time purchase, or monthly support)



Here's an example of what the WordPress dashboard looks like. This is where you can go in and edit pages and add new ones.



In WordPress and similar content management systems, you can create new blog posts and edit them. Add tags or categories to your content and arrange things the way you want.

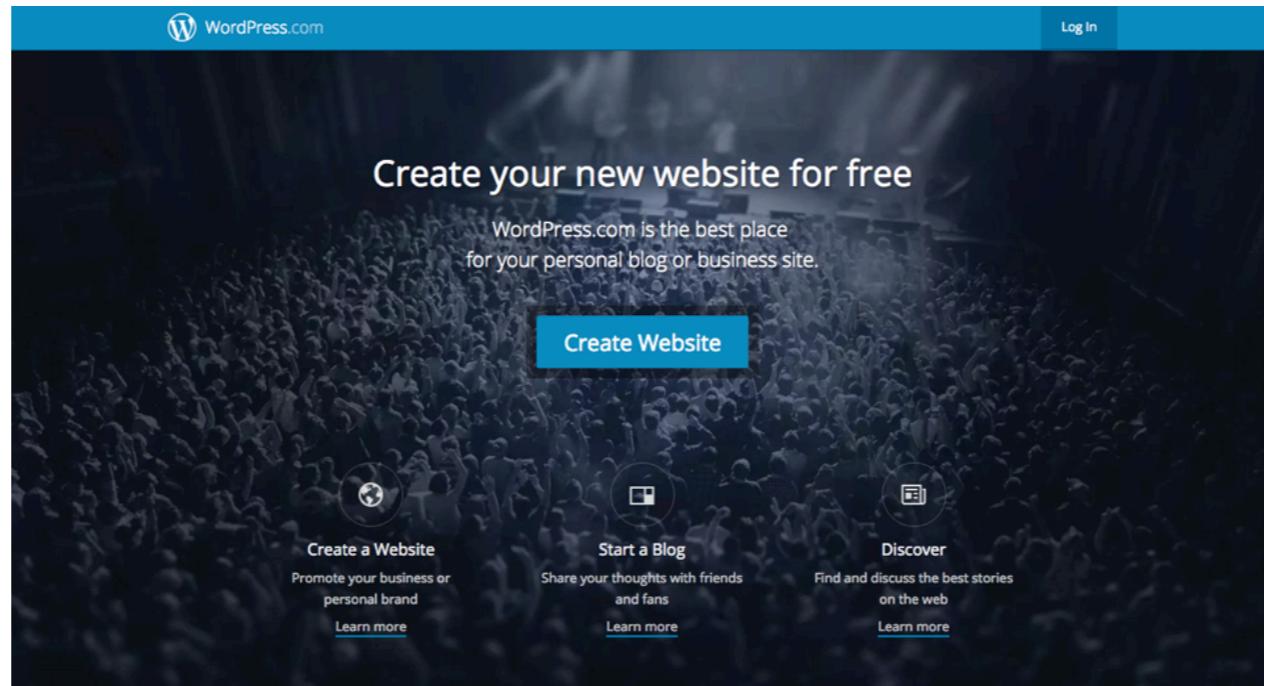
## Demo

# Open Source

- Original source code is made freely available
- Code may be redistributed and modified
- Anyone can inspect, modify, and enhance the code
- Focus on collaboration and contribution
- Create your own version
- Different licenses have different restrictions

Some content management systems are open source.

# WordPress



WordPress offers hosting, themes, plugins, and support for multiple users.

Dec. 2017  
– 29% of all websites

Source: [https://w3techs.com/technologies/overview/content\\_management/all](https://w3techs.com/technologies/overview/content_management/all)



Joomla is a free and open-source content management system (CMS) for publishing web content.

As of February 2014

- 3.2% of websites
- 2nd most used after WordPress

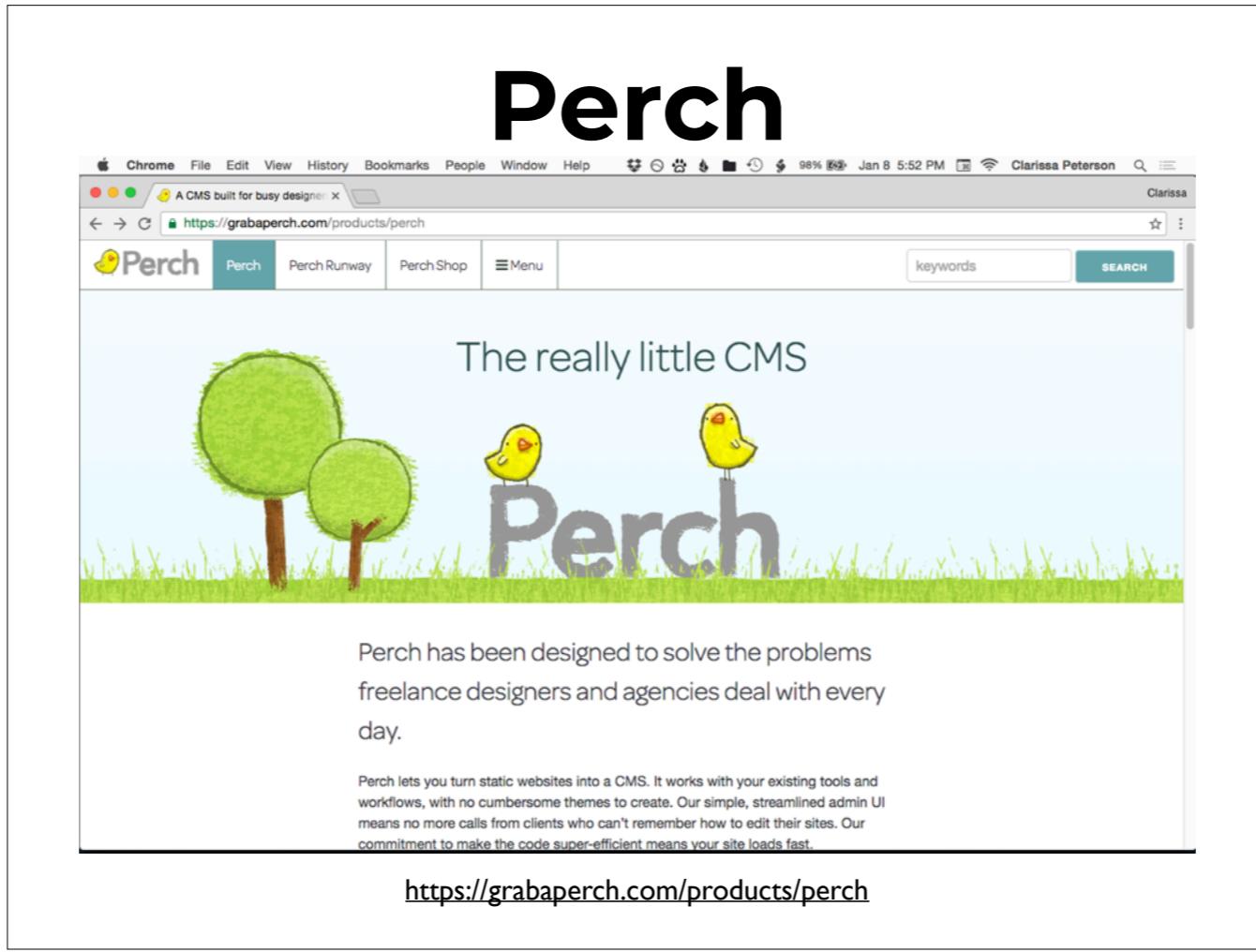
<https://www.joomla.org>

# Drupal

The screenshot shows the official Drupal website at <https://www.drupal.org/>. The header features the Drupal logo and navigation links for Get Started, Community, Documentation, Support, Download & Extend, Jobs, Marketplace, and About. A large search bar with a magnifying glass icon is on the right. Below the header, there's a prominent blue banner with the text "Build something amazing." and "With over 200 new features and improvements, now is the time to start building with Drupal 8." It includes a "Log in / Register" link, a "Drupal 8 is available now!" button, and a "See it in action. Try a demo" button. The main content area has several sections: a news item about Drupal's 15th anniversary, a bio of Jingsheng Wang, Drupal Camp Organizer, statistics on modules, themes, and distributions, and a call to support the community through badges.

Drupal is a free and open-source content-management framework written in PHP and distributed under the GNU General Public License.

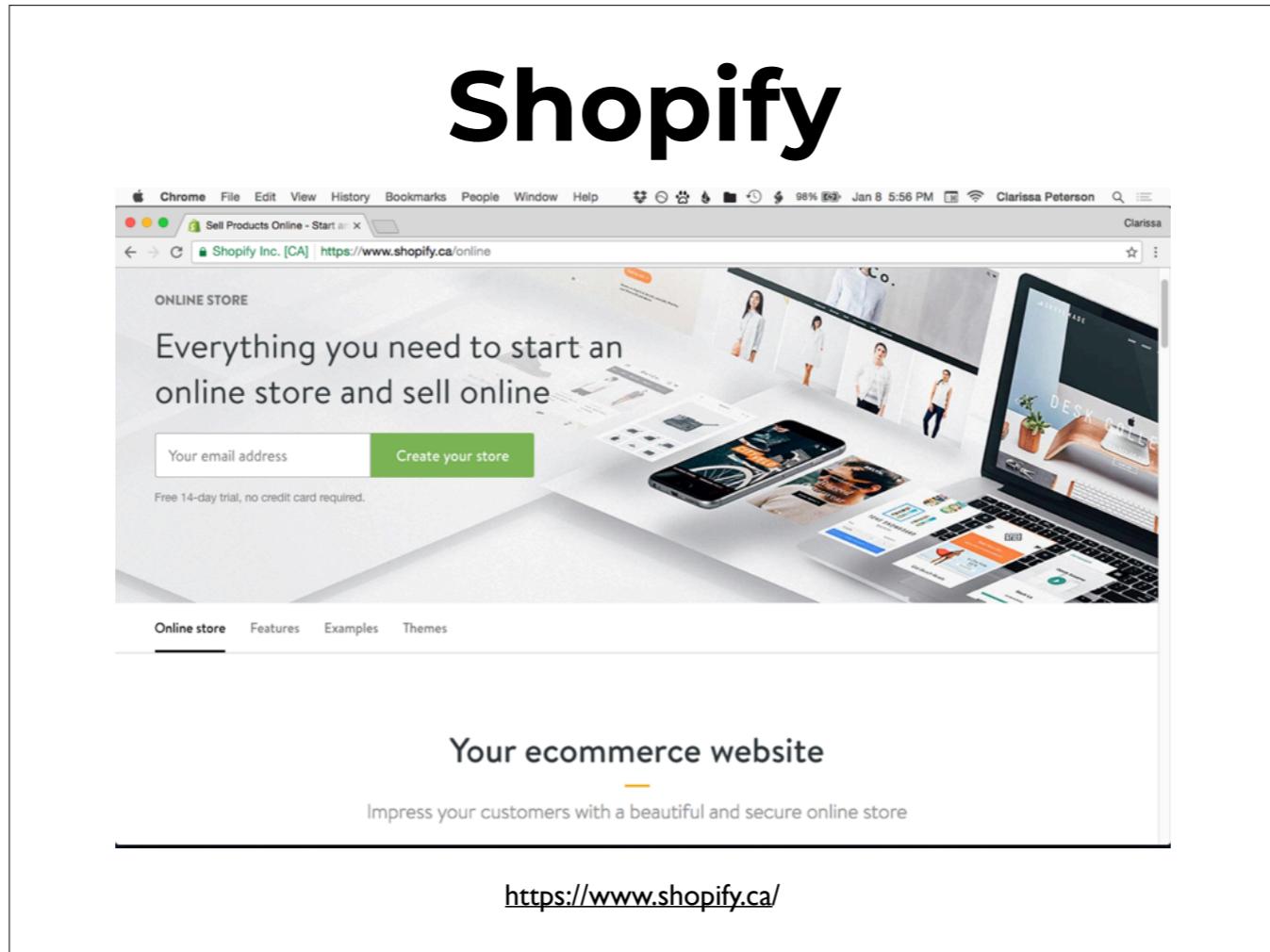
- 2.3% of all websites worldwide



another example

\$69 for simple site, \$249 for complicated site

Made specifically for web designers and developers to use on client sites. Not made for people who don't know how to build websites.

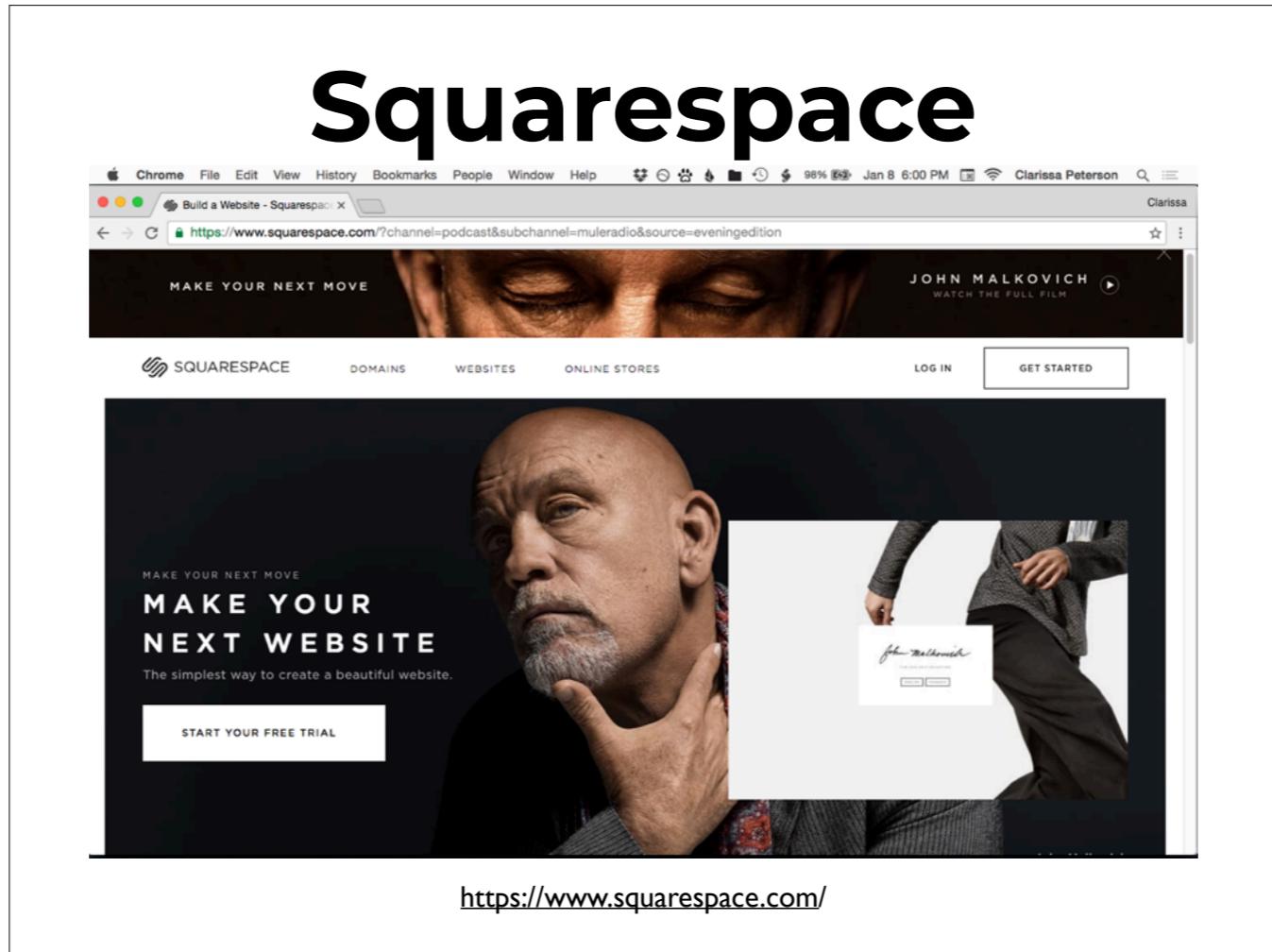


Shopify is a Canadian company that focuses on hosting ecommerce websites.

\$29/mo for basic  
\$79, \$299/month

3% + .30 per credit card transaction

another is Magento

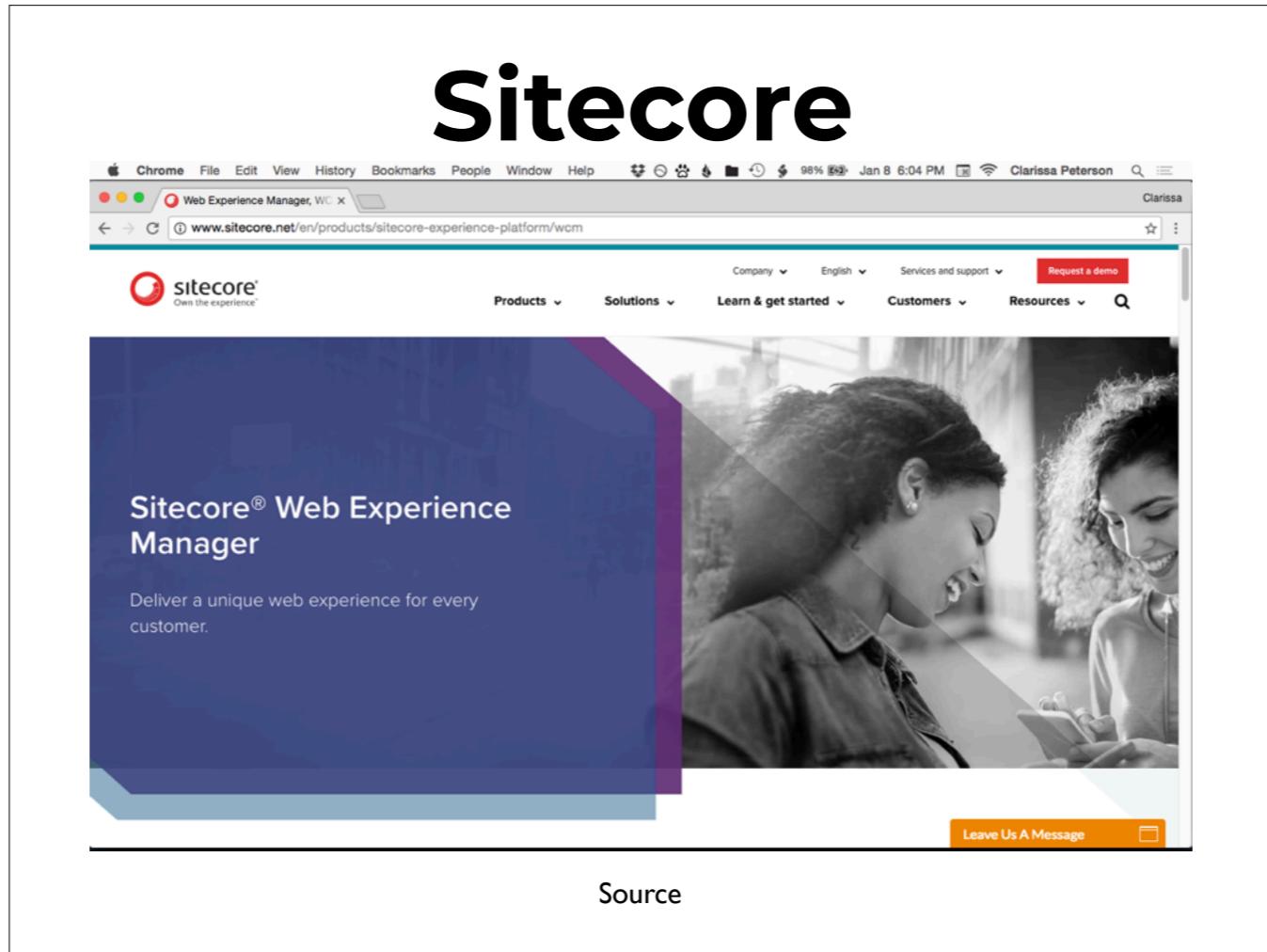


<https://www.squarespace.com/>

Squarespace is a drag-and-drop website builder but with advanced capabilities like adding custom CSS and JavaScript.

\$12/mo personal

\$18/mo business



example of Enterprise CMS

no price on website

# **Copyright**

I am not a lawyer  
not giving legal advise

mostly about Canadian copyright

# What is Copyright?

- the sole right to produce or reproduce a work or a substantial part of it in any form
- the right to perform the work or any substantial part of it
- If the work is unpublished, copyright includes the right to publish the work or any substantial part of it.

[http://www.cipo.ic.gc.ca/eic/site/cipointernet-Internettopic.nsf/eng/h\\_wr02281.html](http://www.cipo.ic.gc.ca/eic/site/cipointernet-Internettopic.nsf/eng/h_wr02281.html)

# Copyright Protects:

- literary works
- dramatic works
- musical works
- artistic works
- performers' performances
- sound recordings
- communication signals (radio waves).

[http://www.cipo.ic.gc.ca/eic/site/cipolinternet-Internettopic.nsf/eng/h\\_wr02281.html](http://www.cipo.ic.gc.ca/eic/site/cipolinternet-Internettopic.nsf/eng/h_wr02281.html)

- literary works, such as books, pamphlets, computer programs and other works consisting of text
- dramatic works, such as films, plays, screenplays and scripts
- musical works, such as musical compositions
- artistic works, such as paintings, drawings, maps, photographs, sculptures and plans

# Registration

Registration is not required for protection in Canada. Copyright exists automatically when an original work or other subject-matter is created, provided the conditions set out in the Copyright Act have been met.

[http://www.cipo.ic.gc.ca/eic/site/cipointernet-Internettopic.nsf/eng/h\\_wr02281.html](http://www.cipo.ic.gc.ca/eic/site/cipointernet-Internettopic.nsf/eng/h_wr02281.html)

However, a certificate of registration of copyright is useful evidence if there's a dispute.

# Length of Copyright

- Lasts for the life of the author +
- the remainder of the calendar year in which the author dies +
- 50 years following the end of that calendar year.

Protection will expire on December 31 of the 50th year after the author dies.

[http://www.cipo.ic.gc.ca/eic/site/cipolinternet-Internettopic.nsf/eng/h\\_wr02281.html](http://www.cipo.ic.gc.ca/eic/site/cipolinternet-Internettopic.nsf/eng/h_wr02281.html)

life of author, not owner

If a corporation is the author, copyright lasts for 50 years after publication.

# Copyright Mark

- Marking a work with the copyright symbol is not mandatory under Canadian copyright law but some other countries do require it.
- The marking consists of the symbol ©, the name of the copyright owner and the year of first publication.
- Marking a work with this symbol serves as a general reminder to everyone that the work is protected by copyright. You can use this symbol even if the work is not registered.

[http://www.cipo.ic.gc.ca/eic/site/cipolinternet-Internettopic.nsf/eng/h\\_wr02281.html](http://www.cipo.ic.gc.ca/eic/site/cipolinternet-Internettopic.nsf/eng/h_wr02281.html)

You will often see this in the footer of websites.

# Fair Dealing

- research
- private study
- education
- parody
- satire
- criticism
- review
- news reporting

In Canada, it does not infringe on copyright to use copyright material for these. In the US, they have Fair Use. Fair Use is similar but more flexible.

## **Considerations for Fair Dealing**

1. the purpose of the dealing;
2. the character of the dealing;
3. the amount of the dealing;
4. alternatives to the dealing;
5. the nature of the work; and
6. the effect of the dealing on the work.

1. Is it for research, private study, criticism, review or news reporting, education, parody, satire? (research for profit ok)
2. how many copies were made? Were these copies distributed widely or to a limited group of people? Was the copy destroyed after being used?
3. How much of the work was used? What was the importance of the infringed work?
4. Was a "non-copyrighted equivalent of the work" available to the user? Was the dealing "reasonably necessary to achieve the ultimate purpose"?
5. Copying from a work that has never been published could be more fair than from a published work (unless confidential)
6. Is it likely to affect the market of the original work?

Although these considerations will not all arise in every case of fair dealing, this list of factors provides a useful analytical framework to govern determinations of fairness in future cases.

# **Public Domain**

When a work is in the public domain, it is free for use by anyone for any purpose without restriction under copyright law. Public domain is the purest form of open/free, since no one owns or controls the material in any way.

# Public Domain

- 50 years after publication if it was subject to Crown Copyright.
- 50 years after the death of its creator
- 50 years after publication where the creator is unknown, or (if not published) 75 years after its creation.

Source: Wikipedia via Creative Commons

U.S.  
everything published before January 1, 1923  
70 years after author's death

Also, creator can choose to make something public domain

The screenshot shows the homepage of Creative Commons Canada. At the top, there's a navigation bar with links for English | français, a search bar, and menu items: ABOUT, LICENSES, RESOURCES, FAQS, and CONTACT. Below the header, there are four main sections: OUR WORK (Share, Remix, Reuse — Legally!), LICENSE (Use our free tools to inform people how they can reuse and share your creative works.), EXPLORE (Looking for music, video, writing, code, or other creative works? Creative Commons has got you covered.), and PARTICIPATE (Be a hero and support the Creative Commons vision by volunteering, donating, or in other ways!). Each section has a small icon on the left and a button below it: Learn about CC Canada, Choose a license, Find CC-licensed works, and Ways to participate. To the left of the main content area, there's a sidebar with four circular icons. The main content area also features a "Commons News" section with an RSS feed icon, a recent post about the launch of CoursePacker.org, and a sidebar showing three tweets from the @creativecommons account.

<http://creativecommons.ca/>

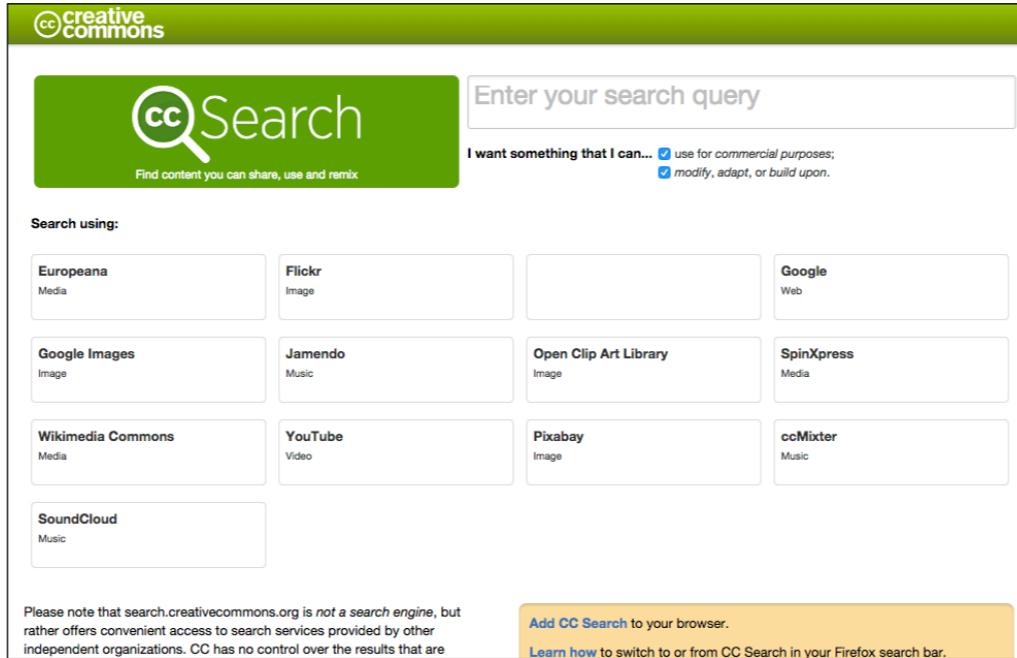
Creative Commons (CC) is an American nonprofit dedicated to expanding the range of creative works available for others to legally use and share. The organization has released several free copyright-licenses known as Creative Commons licenses.

Creative Commons licenses are not an alternative to copyright. They work alongside copyright and enable you to modify your copyright terms to best suit your needs.

LICENSES	TERMS
	<b>Attribution</b> BY Others can copy, distribute, display, perform and remix your work if they credit your name as requested by you
	<b>No Derivative Works</b> ND Others can only copy, distribute, display or perform verbatim copies of your work
	<b>Share Alike</b> SA Others can distribute your work only under a license identical to the one you have chosen for your work
	<b>Non-Commercial</b> NC Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.
	

Here is a breakdown of the different types of creative commons licenses you will come across. The main parts to any license are attribution (do you have to credit the author), derivative works (can you change the work or can you only use the way it was originally made), share alike (do others have to share their work with the same policy if they use your work as part of their work?), non-commercial (can people sell your work or their versions of your work?).

# Creative Commons Search



<https://search.creativecommons.org/>

CC is good way to find images for class projects and portfolio sites

- also sometimes for professional sites (i.e. small business) if you don't have a photo budget

if using images in your portfolio, make sure you have permission and/or credit as required if using Creative Commons

# Wikimedia Commons

The screenshot shows the main page of Wikimedia Commons. The top navigation bar includes links for English, Not logged in, Talk, Contributions, Create account, and Log in. Below the navigation is a search bar. The main content area features a "Picture of the day" section with a large image of people on a boat at sea. To the right is a "Photo challenge" section with a camera icon and text encouraging users to upload photos. A "Highlights" section is also visible. The left sidebar contains links for Main page, Welcome, Community portal, Village pump, Help center, Language select (set to English), Participate (with links for Upload file, Recent changes, Latest files, Random file, Contact us), Print/export (with links for Create a book, Download as PDF, Printable version), and Tools (with links for What links here, Related changes, Special pages).

[https://commons.wikimedia.org/wiki/Main\\_Page](https://commons.wikimedia.org/wiki/Main_Page)

Go to the site  
show them how to search, how to find license and attribution for an image

# Flickr (advanced search)

The screenshot shows the Flickr search interface with the query "calgary". The search bar contains "calgary". Below it, there are tabs for "Photos", "People", and "Groups", with "Photos" being the active tab. A color palette and an "Advanced" button are also present. The search filters include "All creative commons" and "SafeSearch moderate". The results are sorted by "Relevant". The main content area displays a grid of images under the heading "Everyone's photos", including a landscape, a modern building, a bridge over water, and a panoramic city skyline at sunset. A link "View all 204,334" is shown in the top right of the grid. At the bottom right of the grid, there is a "Feedback" link.

<https://www.flickr.com/search/advanced/>

Go to the site  
used advanced search for creative commons

# **Stock Photos**

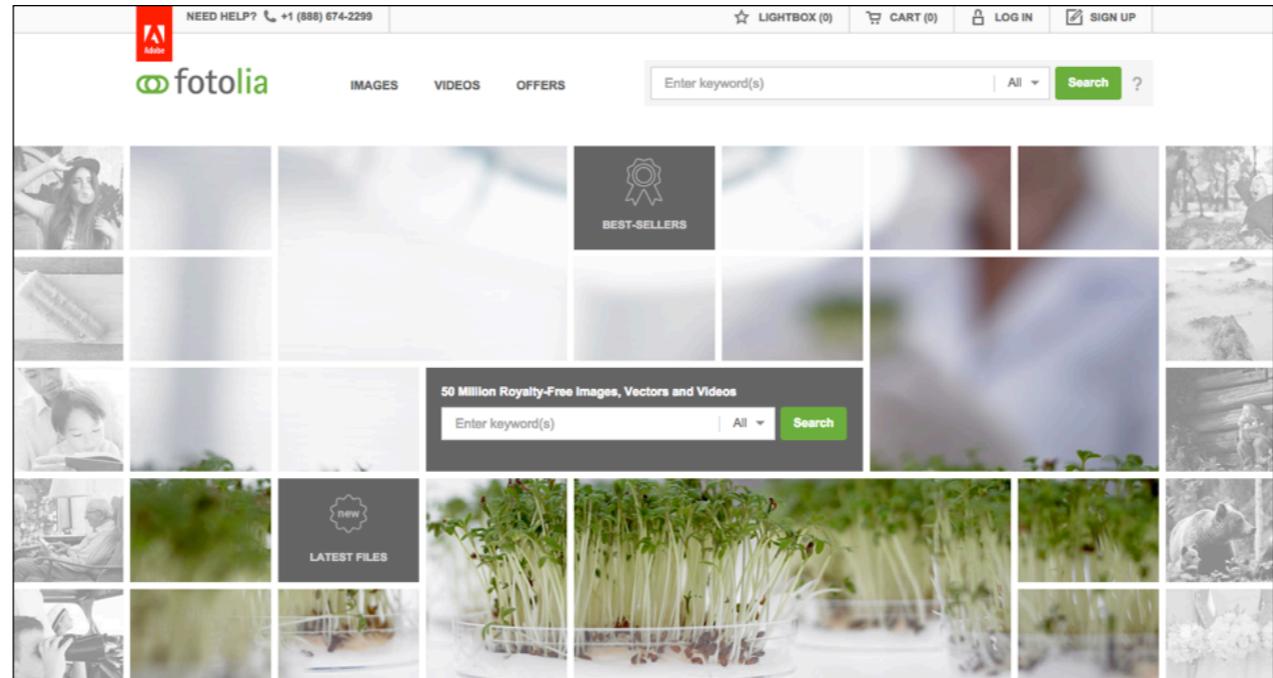
once you have a real photo budget

# **Royalty-Free**

royalties – pay per use  
royalty-free – pay once

check license is international

# Fotolia

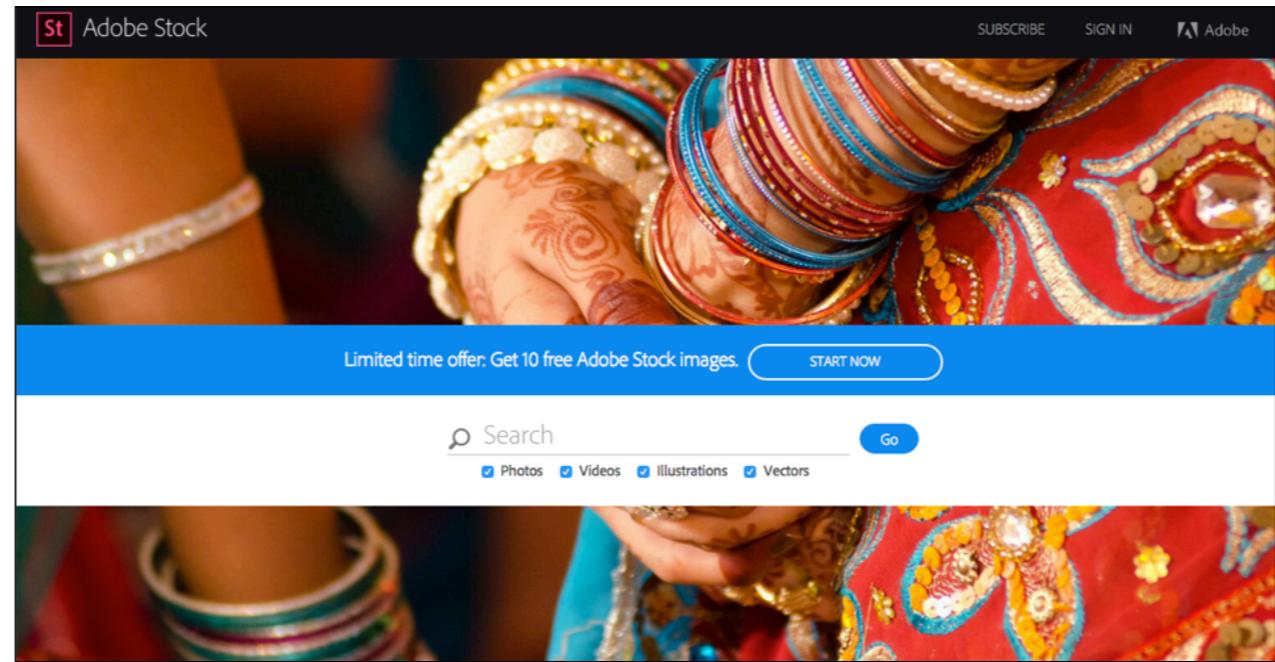


<https://us.fotolia.com/>

start \$1

may cost more for higher-resolution/larger image

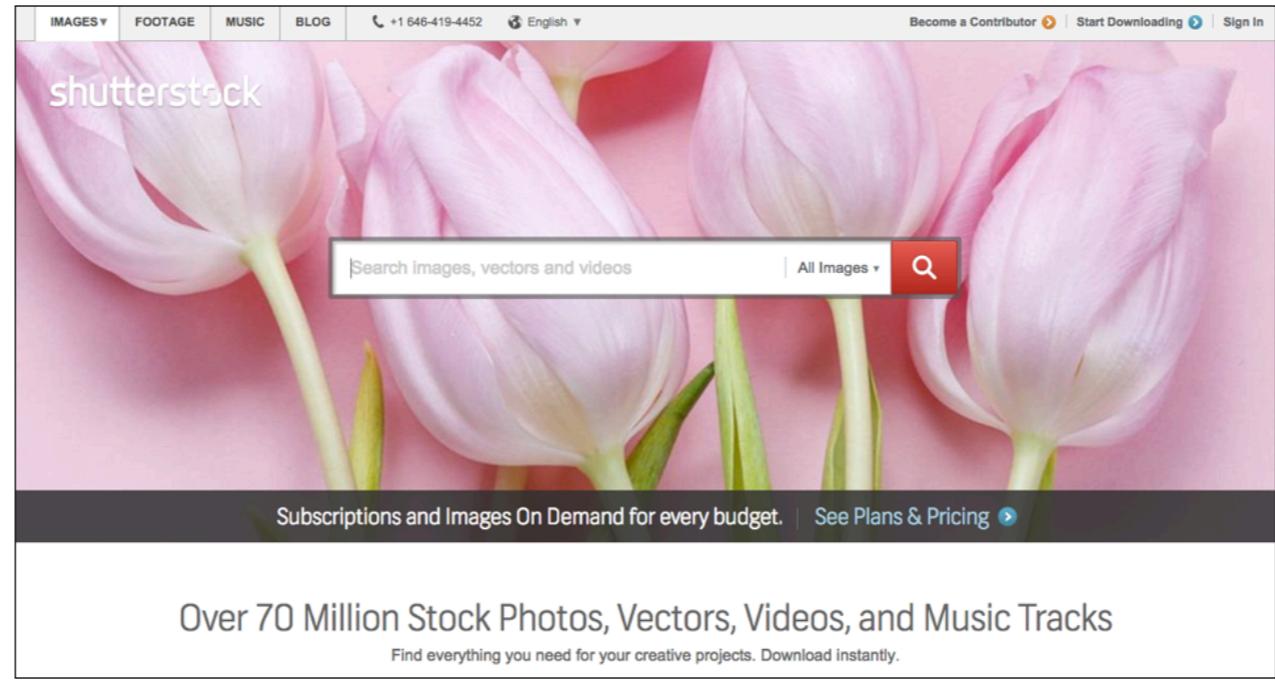
# Adobe Stock



<https://stock.adobe.com/>

\$30 per month for 10 images

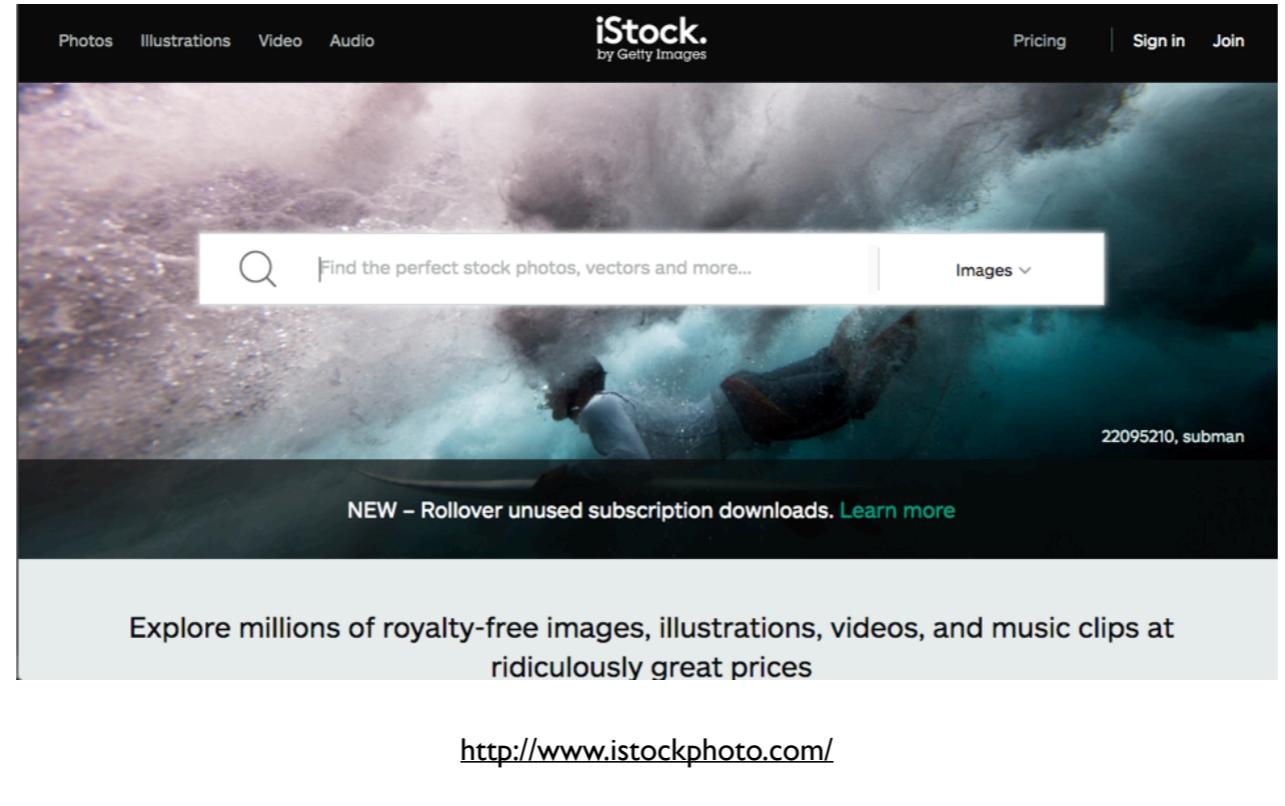
# Shutterstock



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

\$10/image  
royalty free

# iStock (Getty)



expensive

- Also explain exclusive license, means nobody else can use the image (normally when you buy a photo, other people can still buy it)

# **Public Domain Photo Websites**

be skeptical of sites that say they are public domain, they may be just random photos

Make sure you know what your legal requirements are. Do you need a commercial license or a personal license? Do you need to provide attribution?

# **Model Release**

Another way to get photos is to take them yourself.

To publish a photo of someone else, you need to have them sign a model release. You don't need them to sign it for just taking the photo.

- not required for news photos
- required if using for commercial purposes, promoting a product/service/idea
  - i.e. if you have a person in a Pepsi ad, looks like they're promoting Pepsi
- if you might ever consider using the photo commercially, do yourself a favor and get a model release

# Code

Because we were talking about copyright, it's also important to talk about copying code.

You can see other people's website code by going to view source.

copying small portions of other people's code is okay, but design is copyrighted. So if there's functionality you like, you can copy the code so that you can make it work on your own site, but you can't copy an entire design.



<http://codepen.io/>

show students this site

- search for "fade out" to find good examples

public pens = MIT license by default

if you use something from CodePen, your code must have same license

# **Information Architecture**

We've talked about Content Strategy, Content Management Systems, and Copyright, so now we're going to talk about Information Architecture.

Information architecture (IA) is a design discipline that is focused on making information findable and understandable.

**- Louis Rosenfeld**

In the late 1990s, this was all about how information was structured.

Now, it's about making content work on small screens and making content that's findable but also flexible.

# Information Architecture

1. The structural design of shared information environments.
2. The art and science of organizing and labeling web sites, intranets, online communities and software to support usability and findability.

Credit: [IA Institute](#)

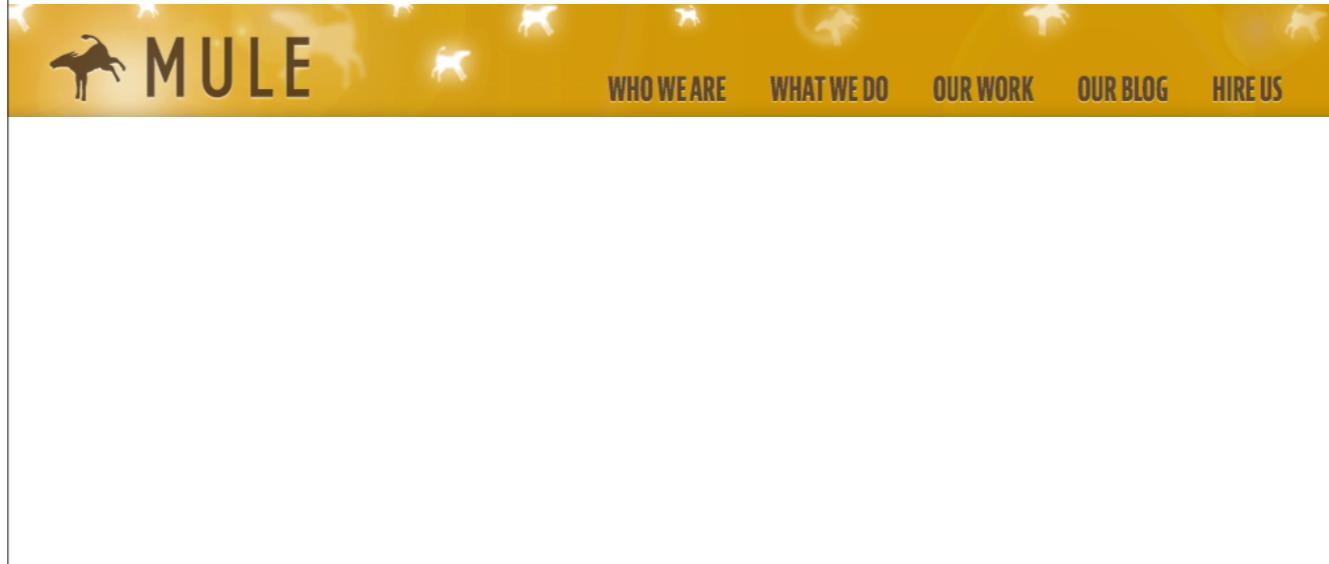
Information Architectures is all about helping people understand their surroundings and find what they're looking for

Have you ever been in a building where you couldn't find the bathroom?

Or visited a company's website and needed to hunt for their phone number?

Information Architecture makes sure those important pieces of information are easily found.

# Content Outline



One part of good Information Architecture is a solid content outline.

You want to structure the content on your website in a way that makes sense.

The navigation is generally considered the top level of the content outline. On this website, they have their home link, information about them, their services, their portfolio, a blog, and their contact info.

# Content Outline

\* Home

\* Blog (Our Blog)

\*\* Blog Entry #1

\* About (Who We Are)

\*\* Blog Entry #2

\*\* Individual Bio #1

\*\* Etc.

\*\* Individual Bio #2

\*\* Etc.

\* Contact (Hire Us)

\* Services (What We Do)

\* Portfolio (Our Work)

\*\* Client #1

\*\* Client #2

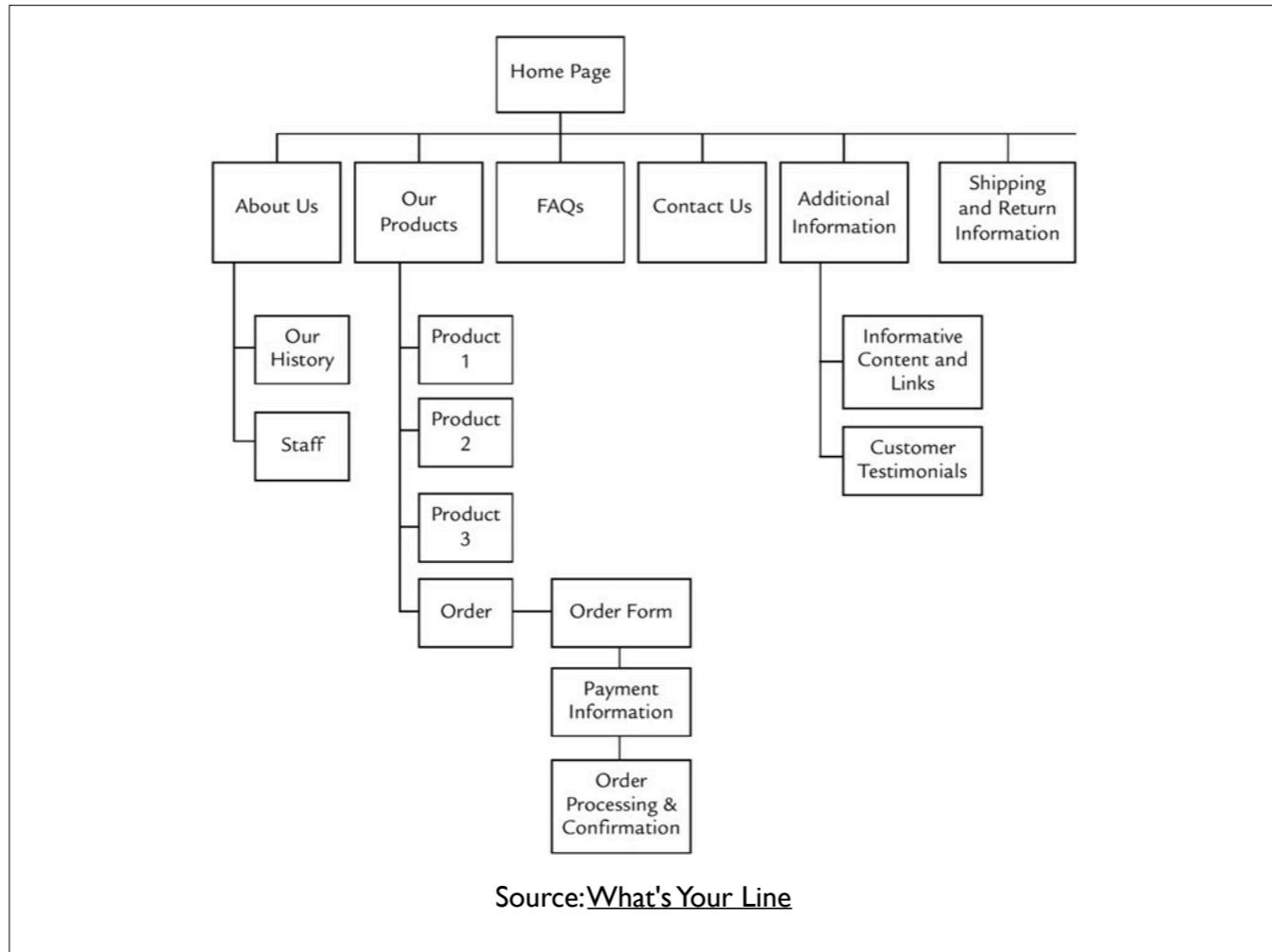
\*\* Etc.

Here's that same navigation broken down into a content outline.

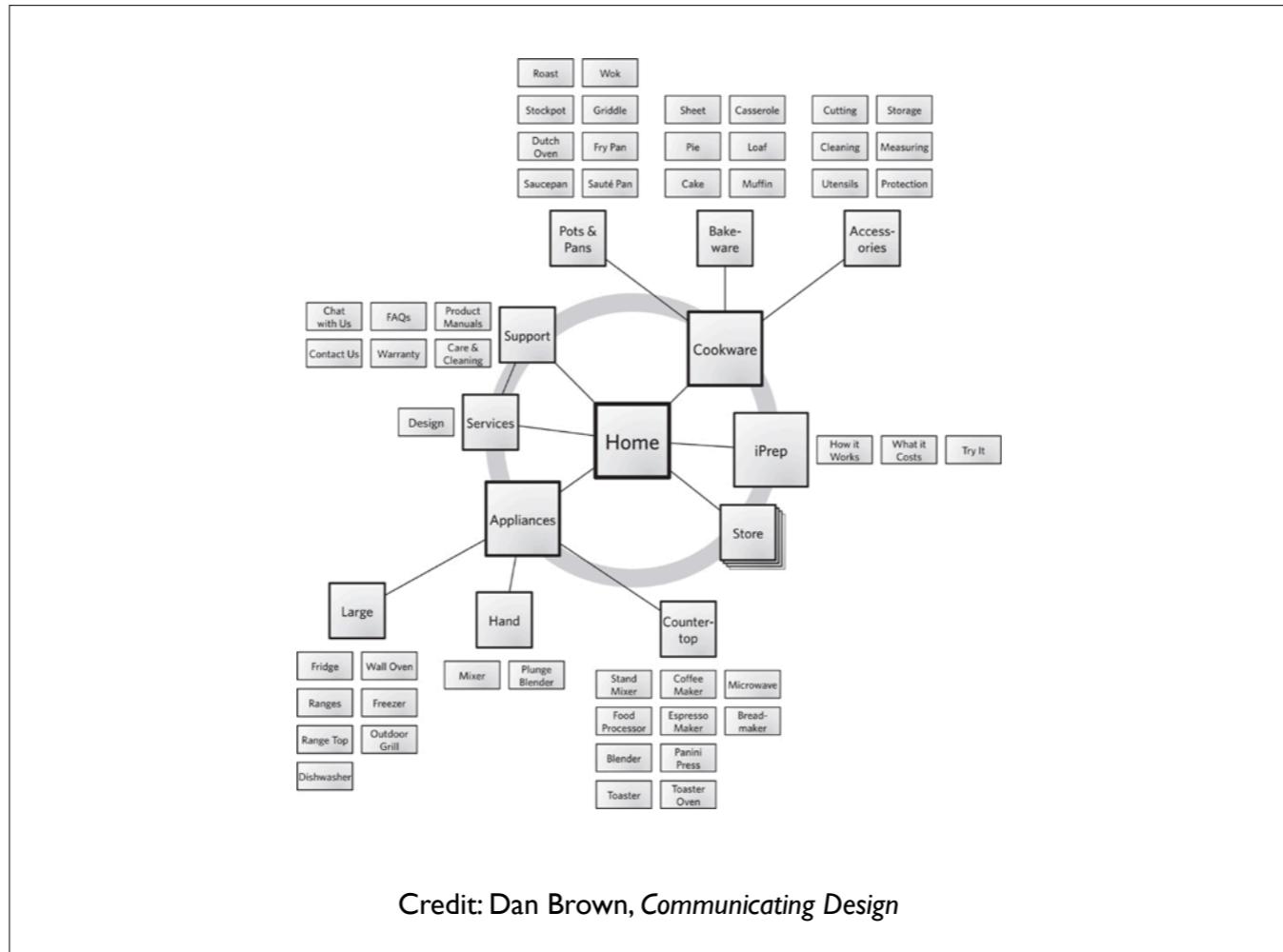
That website uses phrases like Who We Are instead of About, but I would caution you to use more general terms like About and Services. Those are words that people are most familiar with and simpler is often better.

# **Site Map**

A site map is another useful tool for Information Architecture. A site map is like a floor plan for your site. Site maps give you a visual representation of the site's organization and how different sections are linked together.

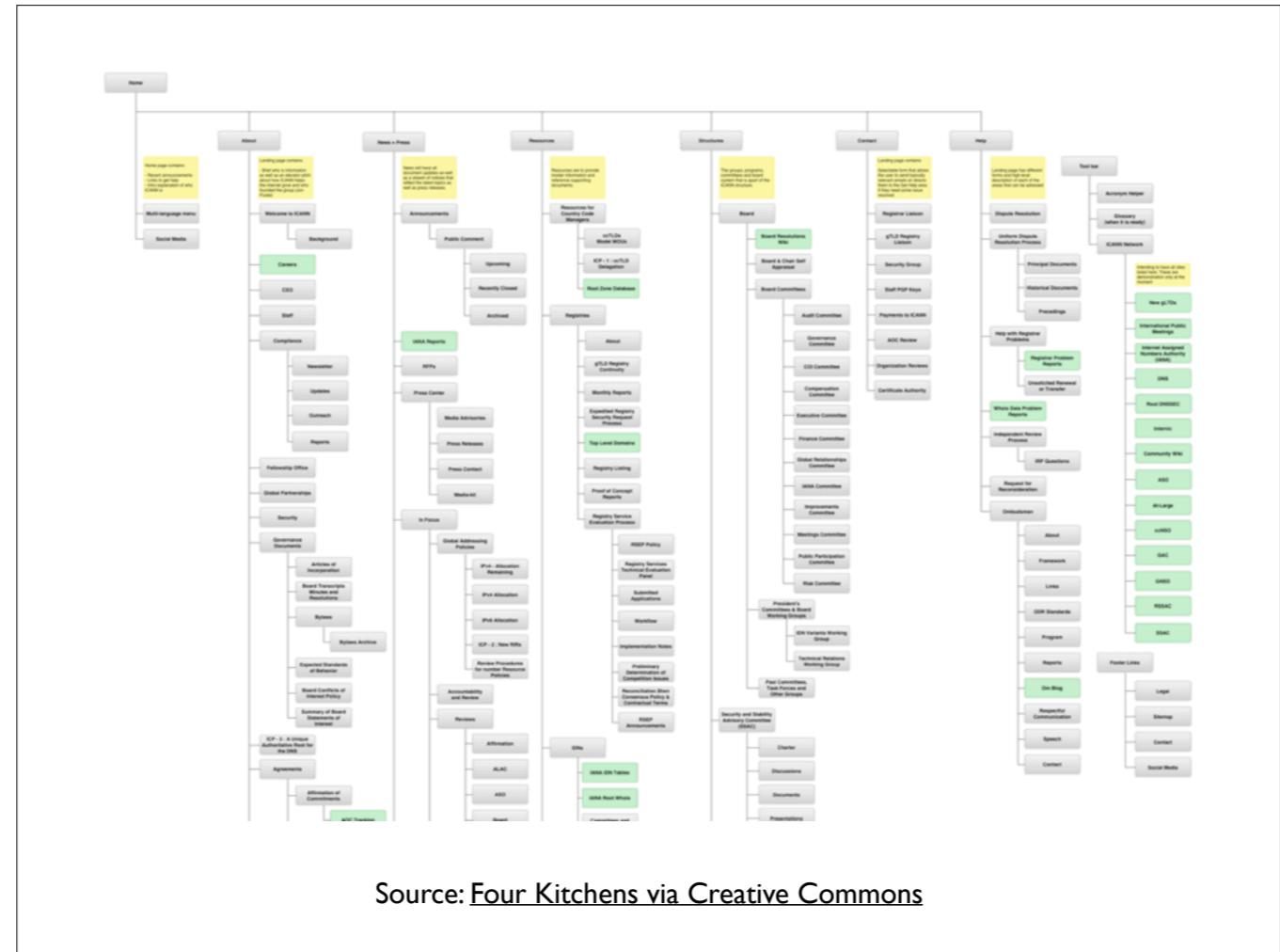


Here's an example of a sitemap. Just the titles of the pages are listed here with lines showing how they connect to other pages.



Credit: Dan Brown, *Communicating Design*

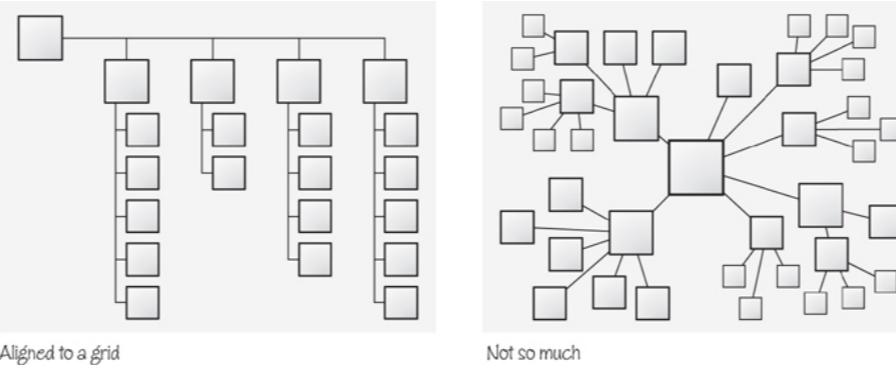
Here's another example of a sitemap. This one is a bit more complicated with the page titles and the type of content found in each category listed. This shows how each individual page is broken down into sections.



Here's another example. Larger websites get very complicated so it's important to have a sitemap showing how everything connects together.

## Activity: Draw a site map of [www.river-cafe.com](http://www.river-cafe.com)

- One page = one box
- Only includes pages that are part of this site



Explain the goal – to communicate your vision of the website to your team members. Not one correct way to do this, just make sure it's understandable

Start with navigation

- if page linked multiple places, only include once
- some pages not in navigation structure

Q – What goes on the site map? e.g. not social media

- some links are to other sites

# **Findability**

once you've created your content, people need to be able to find it

# **Search Engines**

SEO – try to get good results

structured content  
fields like title, author, photo caption

play video of how search works on next slide

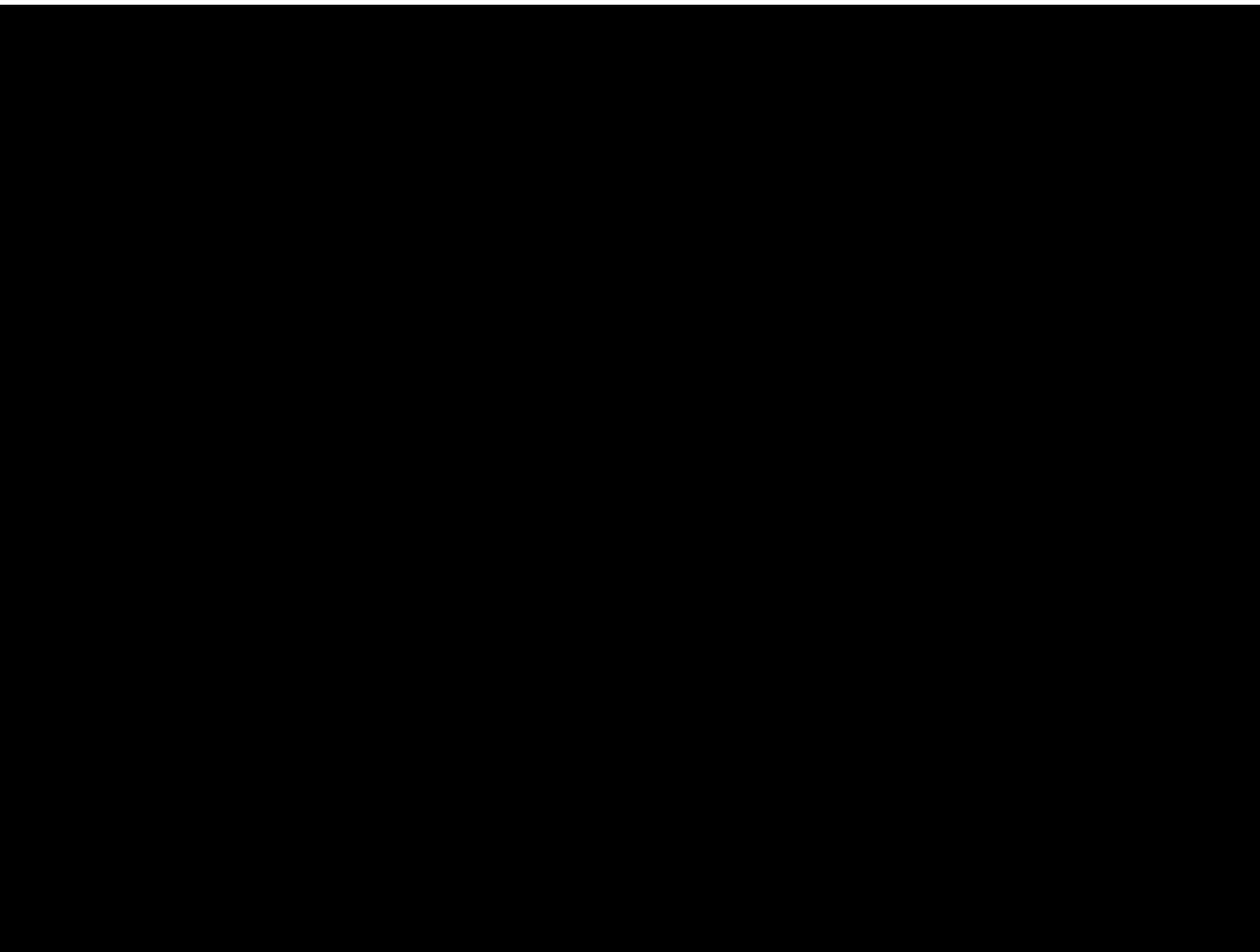
## **How Search Works, by Matt Cutts, Google**

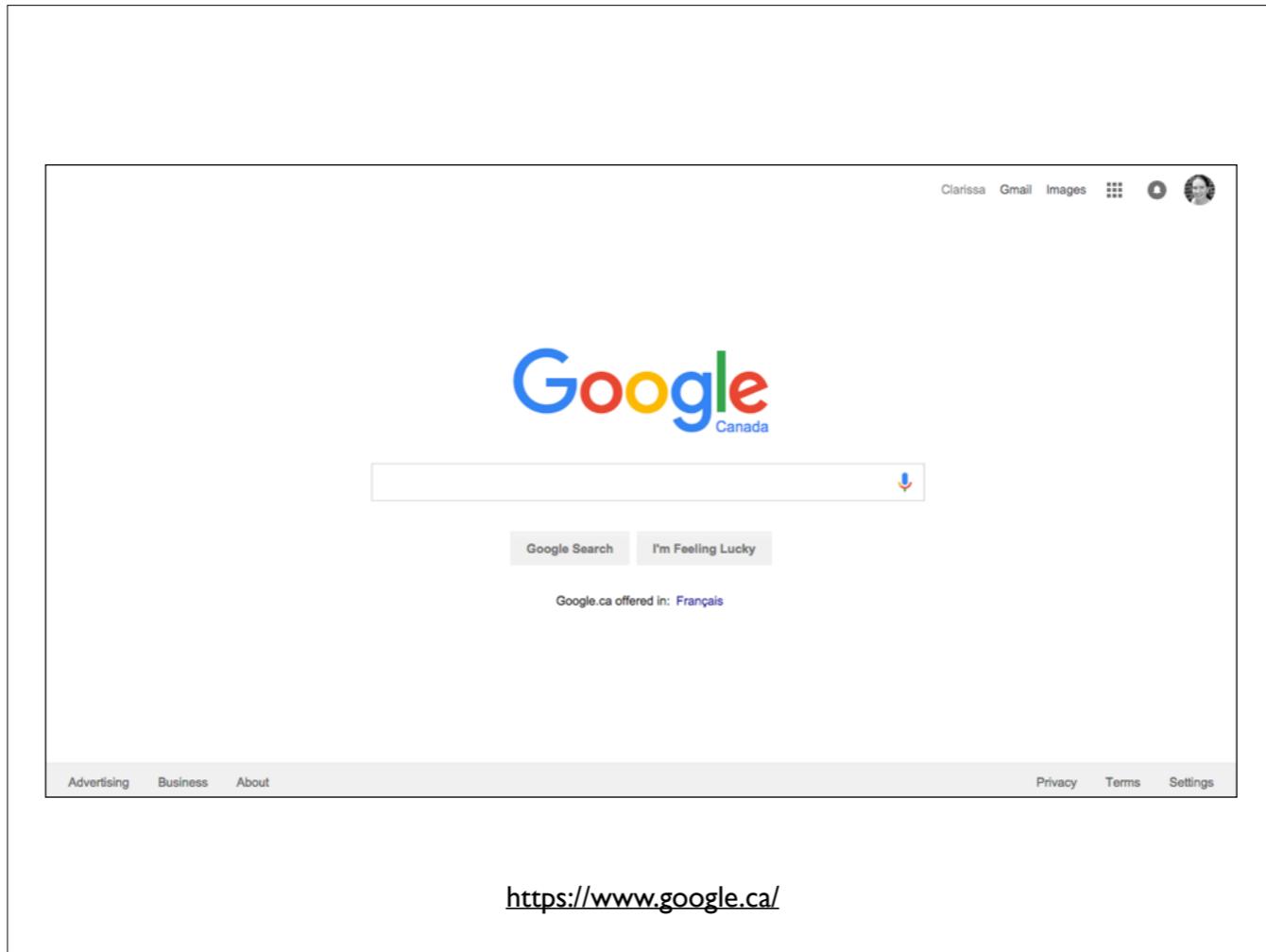


<https://www.youtube.com/watch?v=BNHR6IQJGZs>

3:14

Good video!





different versions of Google Search per language and per country

Each person will get different results based on their browsing history

What do you get when you search rabbits in google? Is it different when you search on your phone?

# **Search Engine Optimization (SEO)**

# **Good Content**

first thing to address

add new content frequently

# **Keywords**

don't artificially add keywords

should occur naturally in content

- if you're a seafood restaurant, add a blog post about where your seafood comes from. Use words you want to be searched on.
- what are people searching for?
- use those keywords in title, headings, link text, alt text

# **Title**

### [3 Best Seafood Restaurants in Calgary, AB - ThreeBestRated Review](#)

<https://threebestrated.ca/seafood-restaurants-in-calgary-ab/> ▾

Handpicked Top 3 Seafood Restaurants in Calgary. We check reputation, history, complaints, reviews, nearness, satisfaction, trust, cost to find you the best.

### [Booker's BBQ Grill & Crab Shack: Celebrating Southern Cooking, BBQ ...](#)

<https://bookersbbq.com/> ▾

Booker's BBQ Grill & Crab Shack is famous for exceptional southern-style cooking, live music and great specials. Book a table.

### [Trawlers Seafood Kitchen, Calgary Alberta.](#)

[www.trawlersseafood.com/](http://www.trawlersseafood.com/) ▾

Welcome to Trawlers Seafood Kitchen. Experience the difference in Fish and Chips. In a friendly and casual atmosphere, Trawlers, a family operated restaurant, offers a variety of delicious Fish & Chips.....

### [The Best Seafood Restaurants In Calgary, Canada - Culture Trip](#)

<https://theculturetrip.com> › North America › Canada ▾

Feb 9, 2017 - Find out where the best places are to get all of your seafood favorites in **Calgary, Canada**.

### [Billingsgate MKT | Calgary Fresh Fish & Seafood | EST. 1907](#)

[www.billingsgatemkt.com/](http://www.billingsgatemkt.com/) ▾

Discover the Original **Calgary Fish & Seafood Market** | Est. 1907 | Fifth Generation Family Restaurant & Oyster Bar | #YYC #YYCFOOD #YYCEATS.

### [Boyd's Lobster Shop | Seafood | Calgary | Home](#)

[www.boydslobstershop.ca/](http://www.boydslobstershop.ca/) ▾

From lobster and shrimp to exotic seafood, Boyd's Lobster Shop in **Calgary** has all the fresh and frozen seafood you're craving. Ask about our current promotions.

### [Rodney's Oyster House – Canada's Great Seafood Restaurant](#)

<https://rodneysoysterhouse.com/> ▾

Rodney's stakes its claim in the rugged west among the eclectic cafes, galleries and pubs of the Beltline, just a little south of downtown **Calgary**. We're now well into our second year in this vibrant

Here's a search for "Calgary Seafood"

Titles get cut off if they're too long – 65–75 characters

If you're not careful, that means your keyword might not be in title

The titles are how people decide to click, so keep your titles shorter than 65 characters to be safe.

# URL Structure

`http://www.sait.ca/about-sait`

`http://www.sait.ca/programs-and-courses/full-time-studies/certificates/web-developer-fast-track`

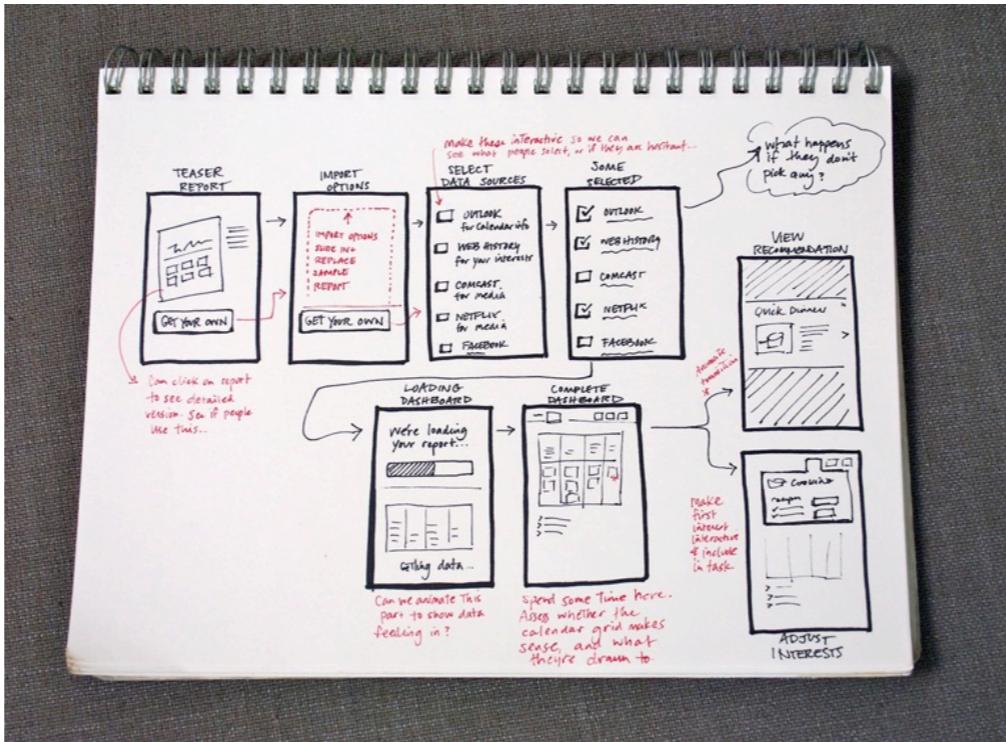
- human readable is better
- shorter is better
- use keywords
- dashes not underlines (so it recognizes separate words)
- remember people might type this in sometimes

# **Inbound Links**

You want links from respected sites. Create good content that makes people want to link to you.

These are all tips that will help you get on the front page of Google Search.

# User Flow / Task Flow



Credit: [Rosenfeld Media via Creative Commons](#)

Alright, so before we move on to the next activity, let's talk about User Flow or Task Flow.

This is all about understanding how an experience will unfold over time.

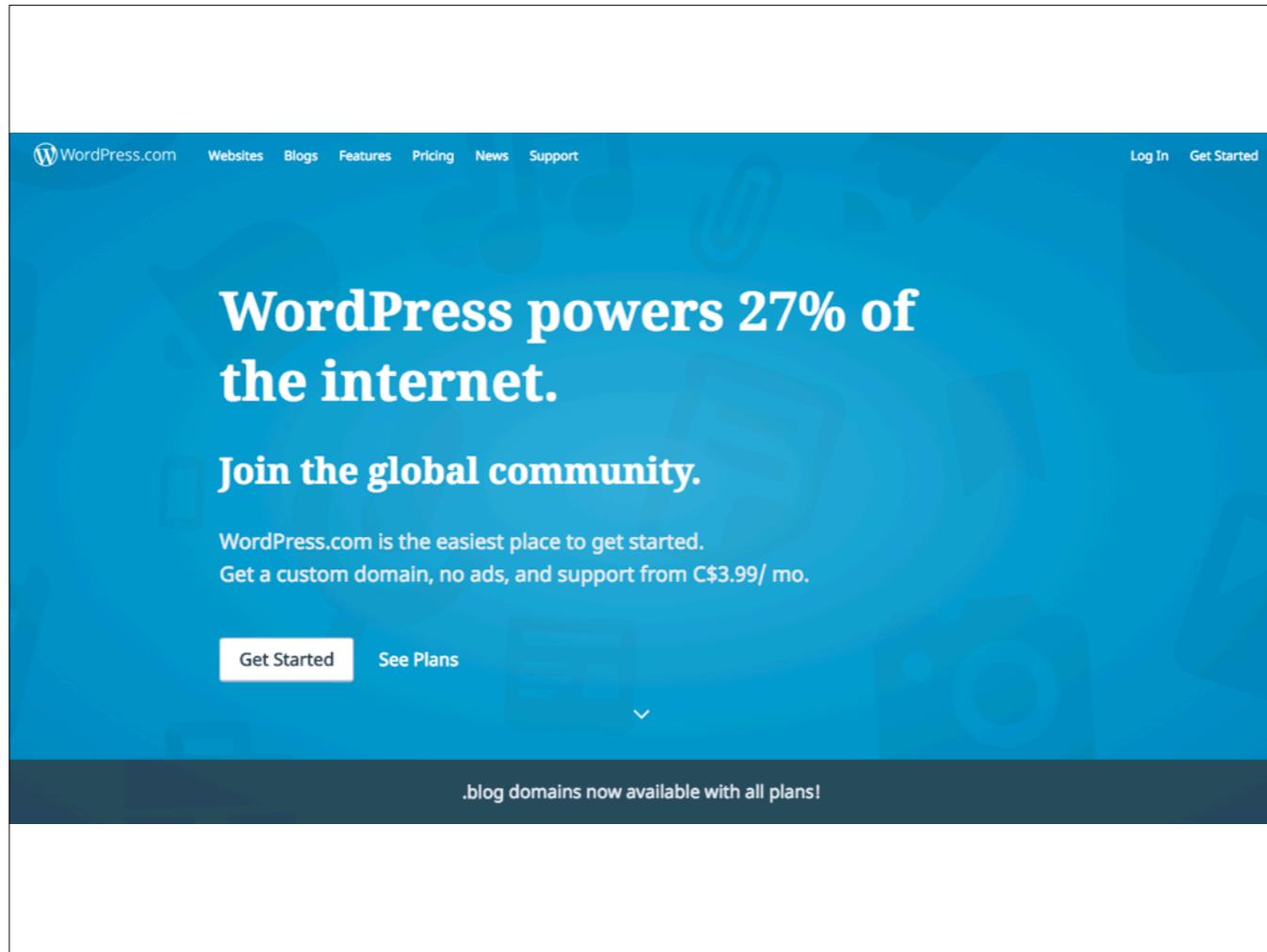
What are the most likely scenarios and sequences that users will follow? And what are some potential side doors that they may use to end up in the same place?

"For example, if you are designing a business intelligence tool that allows users to create reports and share them, you will want to have at least two flows: one flow for the Data Consumer (i.e. the user receiving/reviewing the reports) and an entirely separate flow for the data analyst (i.e. the user building/sharing the reports)."

**- Marek Bowers**

# Consider

1. Where are your users coming from? (How do they enter)
2. What steps must they take to complete the task?
3. What do they do when they finish the task? (How do they exit)

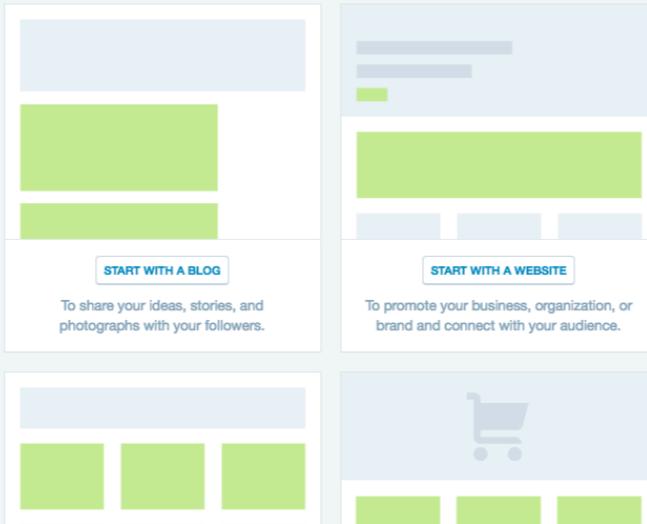


- wordpress.com has a good user flow on their site
- call to action
- "Get started" – "See plans"

Step 1 of 5

## Hello! Let's create your new site.

What kind of site do you need? Choose an option below:



- step 1 of 5
- "what kind of site do you need?"
- blog, website, portfolio, online store

Step 2 of 5

**Choose a theme.**

No need to overthink it. You can always switch to a different theme later.



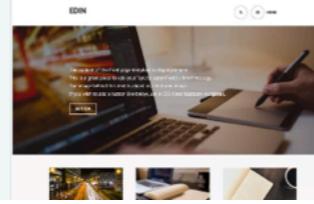
Pique



Goran



Karuna



EDN

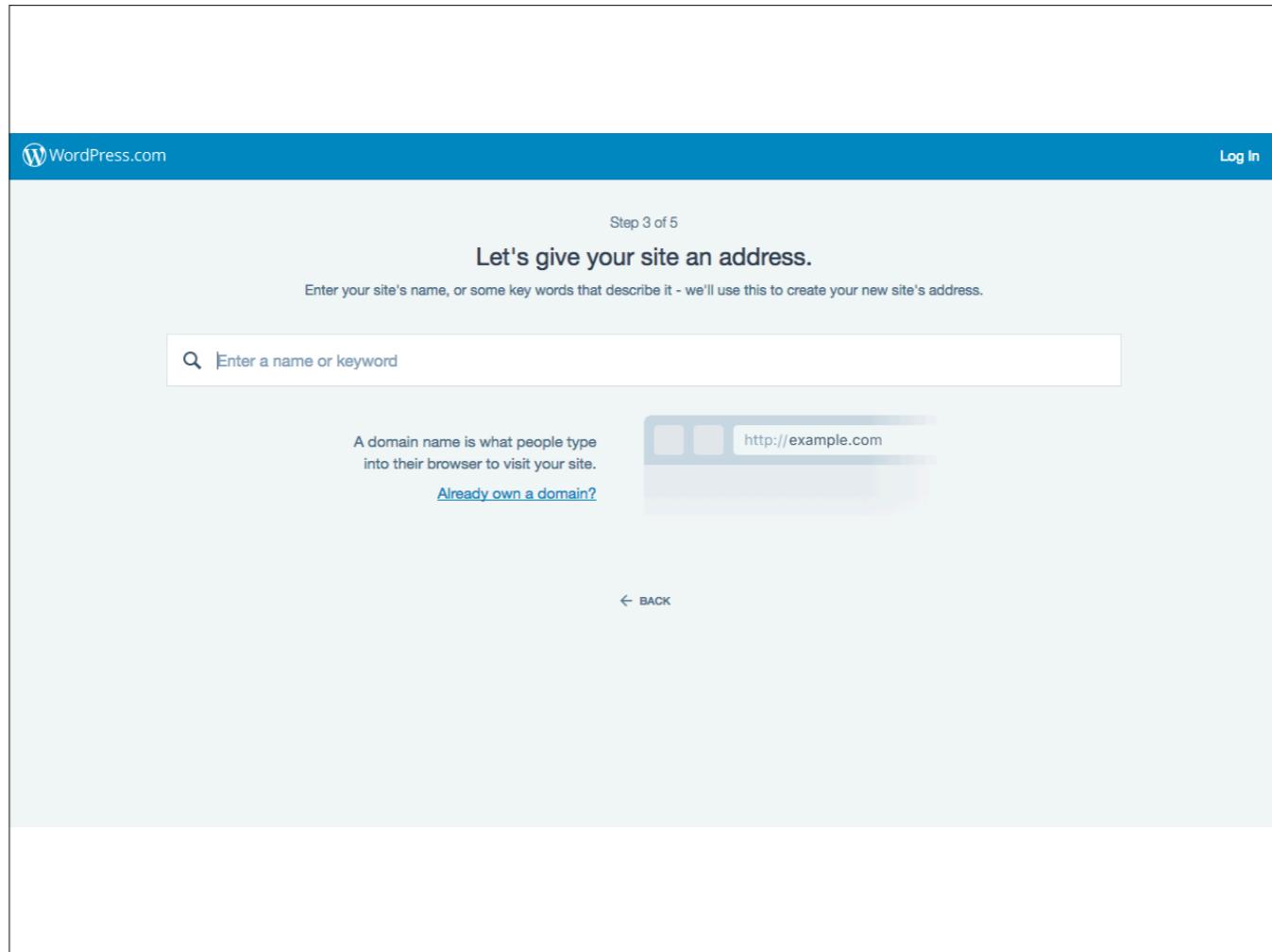


Lox



Gateway

- Step 2, choose a theme
- "No need to overthink it. You can always switch to a different theme later."
- 9 choices, not all of them



- step 3, choose an address
- enter site name or words that describe
- options
- plus alternative below – already own a domain
- and it continues, step 5 have a website

# Activity: User Flow #1

- Imagine you're creating a website for a shoe store
- What are some of the goals that users will have when they visit the site?
- Create a user flow through the site for two separate user goals
- Draw rectangles for each step that the user takes

start from when someone arrives at the website

goals

- find a pair of shoes to buy
- return shoes that don't fit
- find out if there is a local store they can visit

## **Activity: User Flow #2**

- Imagine you're at a newspaper website and want to sign up to get a paper newspaper delivered to your house
- Create a user flow with these options
  - Choose from Sunday-only or daily delivery
  - Choose from paying now or receiving a bill later

## **Assignment - due Monday 8am**

Choose any website and write a 1-2 page review evaluating the site based on usability, information architecture, content, user experience, and accessibility.

Some things to think about and include in your paper:

- What is your overall impression of the site design?
- What is the goal of the website?
- Will users be able to easily find information and complete tasks?
- What's good?
- What's bad?

one page, any format

Make it look professional

use bullet points, headings, plain language