

# **DSGN-270**

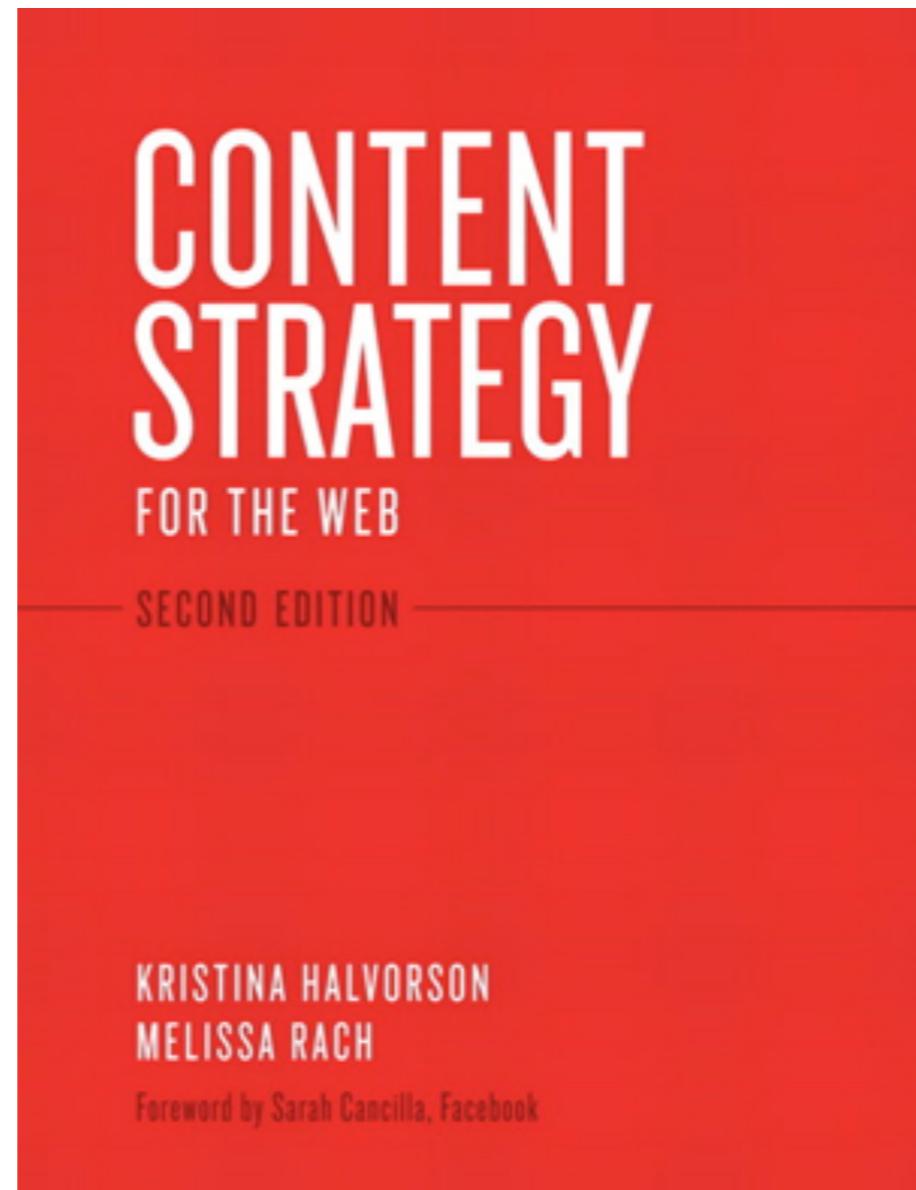
## **Day #2**

# **Content**

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

-Erin Kissane, *The Elements of Content Strategy*

# Content Strategy



# 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 helps organizations use content to achieve their business goals.”

- Melissa Rach

# **Content Governance**

# **Developing Content**

# Use Plain Language

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

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

# 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.

# 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

**✗ 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.

## 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

Not electronically

**We must receive it by:**

25th of the second month

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

# 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



## 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.*

# Make It Scannable

The image shows two versions of a Medicare Summary Notice side-by-side. The left version is labeled "CURRENT MEDICARE SUMMARY NOTICE" and the right version is labeled "REDESIGNED MEDICARE SUMMARY NOTICE". Both versions are for Part B (Medical Insurance) and are on "Page 2".

**CURRENT MEDICARE SUMMARY NOTICE:**

- Header:** Your Medicare Number: XXX-XX-12345, Page 2 of 5, November 3, 2009.
- Notes Section:**
  - a This code is for informational/reporting purposes only. You should not be charged for this code. If there is a charge, you do not have to pay the amount.
  - b Payment is included in another service received on the same day.
  - c You do not have to pay this amount.
  - d This service is paid at 100% of the Medicare approved amount.
  - e We have sent your claim to your Medigap insurer. Send any questions regarding your benefits to them. Your Medigap insurer is your supplemental insurer(s).
  - f As requested, this is a duplicate copy of your Medicare Summary Notice.
- Deductible Information:** You have met the Part B deductible for 2009.
- General Information:** You have the right to request an itemized statement which details each Medicare item or service which you have received from your physician, hospital, or any other health supplier or health professional. Please contact them directly, in writing, if you would like an itemized statement.
- Fraud:** Compare the services you receive with those that appear on your Medicare Summary Notice. If you have questions, call your doctor or provider. If you feel further investigation is needed due to possible fraud or abuse, call the phone number in the Customer Service Information Box.
- Information Box:** Want to see your latest claims? Visit MyMedicare.gov on the web any time, day, or night, and get the most out of your Medicare. Your personalized Medicare information is waiting for you online.
- TV Show:** Tune in to "CMS & You": a cable TV show covering Medicare, Medicaid, SCHIP information and other healthcare issues hosted by the New York Regional Office of the Centers for Medicare & Medicaid Services (CMS). Check your local listings for time and date of showing. The programs are broadcast by Time Warner Cable in Manhattan (channels 24 & 56) and Quattro (channels 33 & 36); Cablevision in Brooklyn (channels 67, 68, 69, 70).

**REDESIGNED MEDICARE SUMMARY NOTICE:**

- Header:** Your Name Here, THIS IS NOT A BILL | Page 2 of 5
- Making the Most of Your Medicare:**
  - How to Check This Notice:** Do you recognize the name of each doctor or provider? Check the dates. Did you have an appointment that day?  
Did you get the services listed? Do they match those listed on your receipts and bills?  
If you already paid the bill, did you pay the right amount? Check the maximum you may be billed. See if the claim was sent to your Medicare supplement insurance (Medigap) plan or other insurer. That plan may pay your share.
  - Medicare Preventive Services:** Medicare covers many free or low-cost exams and screenings to help you stay healthy. For more information about preventive services:
    - Talk to your doctor.
    - Look at your "Medicare & You" handbook for a complete list.
    - Visit [www.MyMedicare.gov](http://www.MyMedicare.gov) for a personalized list.
- Your Messages from Medicare:** Get a pneumococcal shot. You may only need it once in a lifetime. Contact your health care provider about getting this shot. You pay nothing if your health care provider accepts Medicare assignment.  
To report a change of address, call Social Security at 1-800-772-1213. TTY users should call 1-800-325-0778.
- How to Report Fraud:** If you think a provider or business is involved in fraud, call us at 1-800-MEDICARE (1-800-633-4227). Some examples of fraud include offers for free medical services, or billing you for Medicare services you didn't get. If we determine that your tip led to uncovering fraud, you may qualify for a reward.
- Early detection is your best protection.** Schedule your mammogram today, and remember that Medicare helps pay for screening mammograms.
- Do You Use Therapy Services?** Watch the limit! In 2011, Medicare's annual coverage limit for most outpatient physical therapy and speech language pathology is \$1,860 combined.
- How to Get Help with Your Questions:** 1-800-MEDICARE (1-800-633-4227)  
Ask for "doctor services." Your customer-service code is 65535.  
TTY 1-877-486-2048 (for hearing impaired)  
Contact your State Health Insurance Program (SHIP) for free, local health insurance counseling. Call 1-555-555-5555.

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

# Use Headings

**Top level heading**

**Second level heading**

**Third level heading**

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

# Use Lists



[Explore programs »](#)

[Login to your Student Centre »](#)

Search



[Future Students](#) ▾ [Current Students](#) [Alumni & Donors](#) ▾ [Researchers](#) [Faculty & Staff](#) [About UCalgary](#) ▾

UCalgary.ca > Future Students > Undergraduate > How to apply to undergraduate studies

★ Programs Compared: 0

## Apply online

Using the tabs below, select "Studied in Canada", "Studied outside of Canada" or "Open Studies" and follow the steps to apply.

**Studied in Canada**

**Studied outside of Canada**

**Open Studies**

### Follow these steps to complete your application

**1**

**Create an ApplyAlberta account**

Beginning Oct. 1, you can start your application on the ApplyAlberta website, complete your profile, and select the "University of Calgary."

**2**

**Create or enter your eID**

As part of the application, you'll be asked to enter or create your UCalgary eID.

**3**

**Complete your application**

In your ApplyAlberta account, review and update your personal and academic information.

**4**

**Submit your application**

You must submit your ApplyAlberta application for review, and select a way to pay your \$125 application fee.

**5**

**Submit required documents**

Based on your application, we'll let you know how and where to submit any required documents.

# 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...



Latest

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7 days ago



NASA Annual Arctic Ice Survey Expanded Range This Year

7 days ago



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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

"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



## LATEST CASES

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

[More Cases](#)

and advocacy – to ensure that every child has an equal opportunity. Currently, we're focusing on 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.

We've had many successes in recent years. In Mobile, Alabama, for example, our lawsuit against the school district has resulted in a 75 percent reduction in school days lost to suspension. In New Orleans, we reached a landmark agreement to ensure that

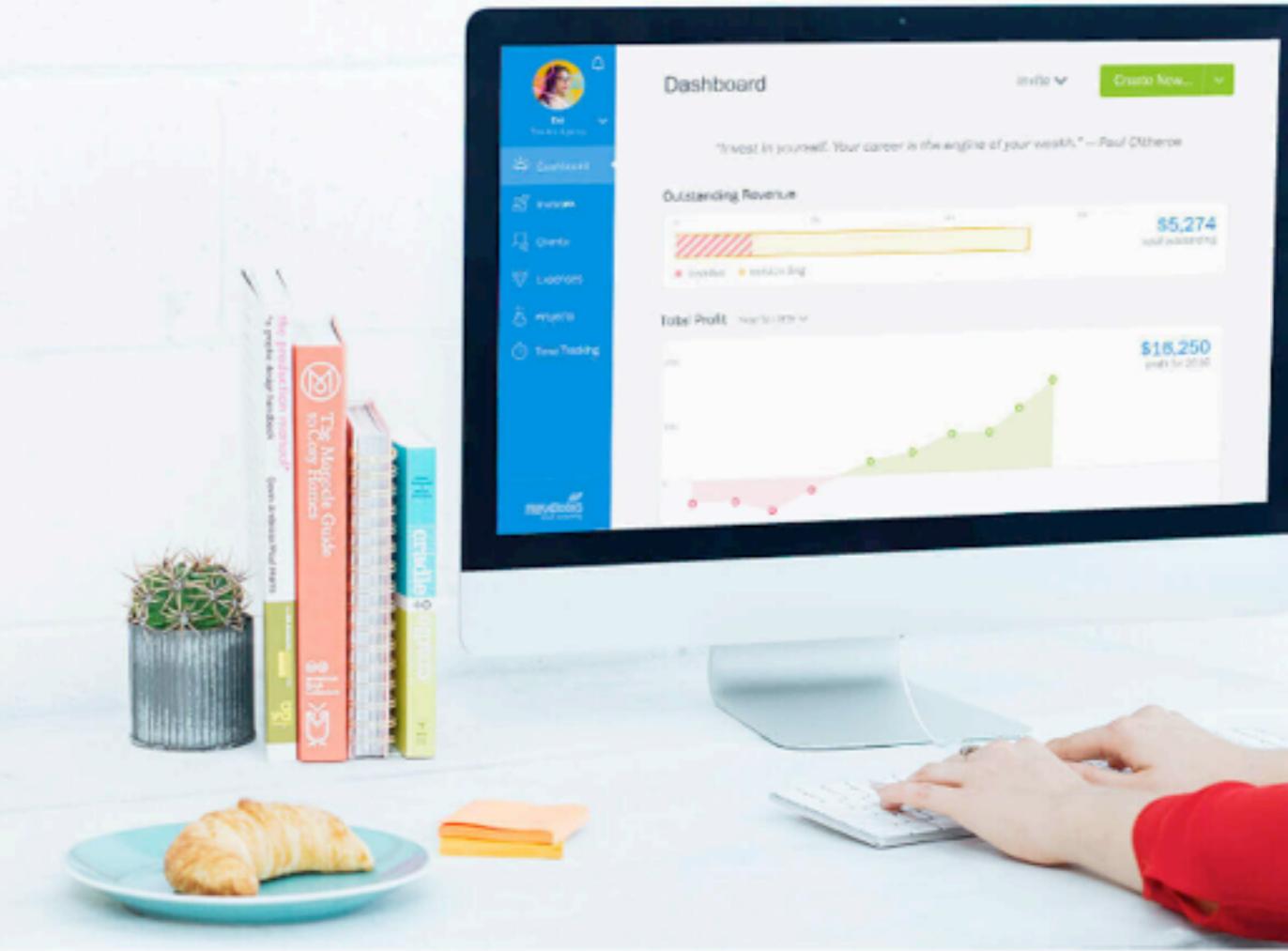
# Small Business Accounting Software That Makes Billing Painless

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The New York Times

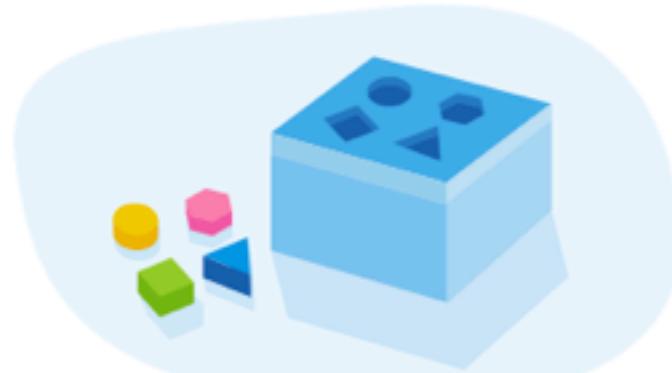
TechCrunch

Mashable

Bloomberg

Fast Company

## Ridiculously Easy To Use



## Powerful Features



## Organized in the Cloud



<http://www.freshbooks.com>

# Microcontent

CART | SIGN IN | FRANÇAIS

CANADA POST POSTES CANADA

Managing Mail Sending Business Solutions Tools Shop Support 

We celebrate an important milestone in equality

Explore our stories



Enter up to 24 tracking numbers, separated by commas

Find a Postal Code >

Find a Rate >

Forward my Mail >

Find a Post Office >



 Find postage rates fast

Quickly calculate the cost of postage to send parcels, letters or documents across Canada, to the U.S. or around the world. Our online tool makes it easy.

 Prepare your shipments online

Print shipping labels and prepare mailings for your business with EST Online and Express Order Entry.

 Your community mailbox

Lost your keys? Trouble with your community mailbox? Let us know so we can help.

[Find a rate >](#) [Get started >](#) [Give us the details >](#)



# 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**



Search Facebook



Clarissa

| Home



3



## This page isn't available

The link you followed may be broken, or the page may have been removed.



[Go back to the previous page](#) · [Go to News Feed](#) · [Visit our Help Center](#)

---

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[Chat \(Off\)](#)



Search

Saved

Trips

Messages •

Business

Help

Become a host



# Oops!

We can't seem to find the page  
you're looking for.

Error code: 404

Here are some helpful links instead:

[Home](#)

[Search](#)

[Help](#)

[Travelling on Airbnb](#)

[Hosting on Airbnb](#)

[Trust & Safety](#)



[Features](#)[Pricing](#)[Support](#)[Learning](#)[Blog](#)[What's New](#)[Sign Up Free](#)[Log In](#)

**This isn't the thing you're looking for.**

We can't find /test. Please use the navigation above or search here.





We're here to help.<sup>TM</sup>

Sorry, but we can't find the page that you're looking for (404 Error).

It may no longer exist, changed location or is temporarily unavailable.

Please consider using one of the links below to help you find the information you need or other products.

[Home](#)

[Contact Us](#)

[Book an appointment](#)

[Personal Banking](#)

[Small Business](#)

[Commercial](#)

[Capital Markets](#)

[About BMO](#)

What can we help you with?

Ask us anything...

Search

# Semantic Markup

<h1>Top level heading</h1>

<h2>Second level heading</h2>

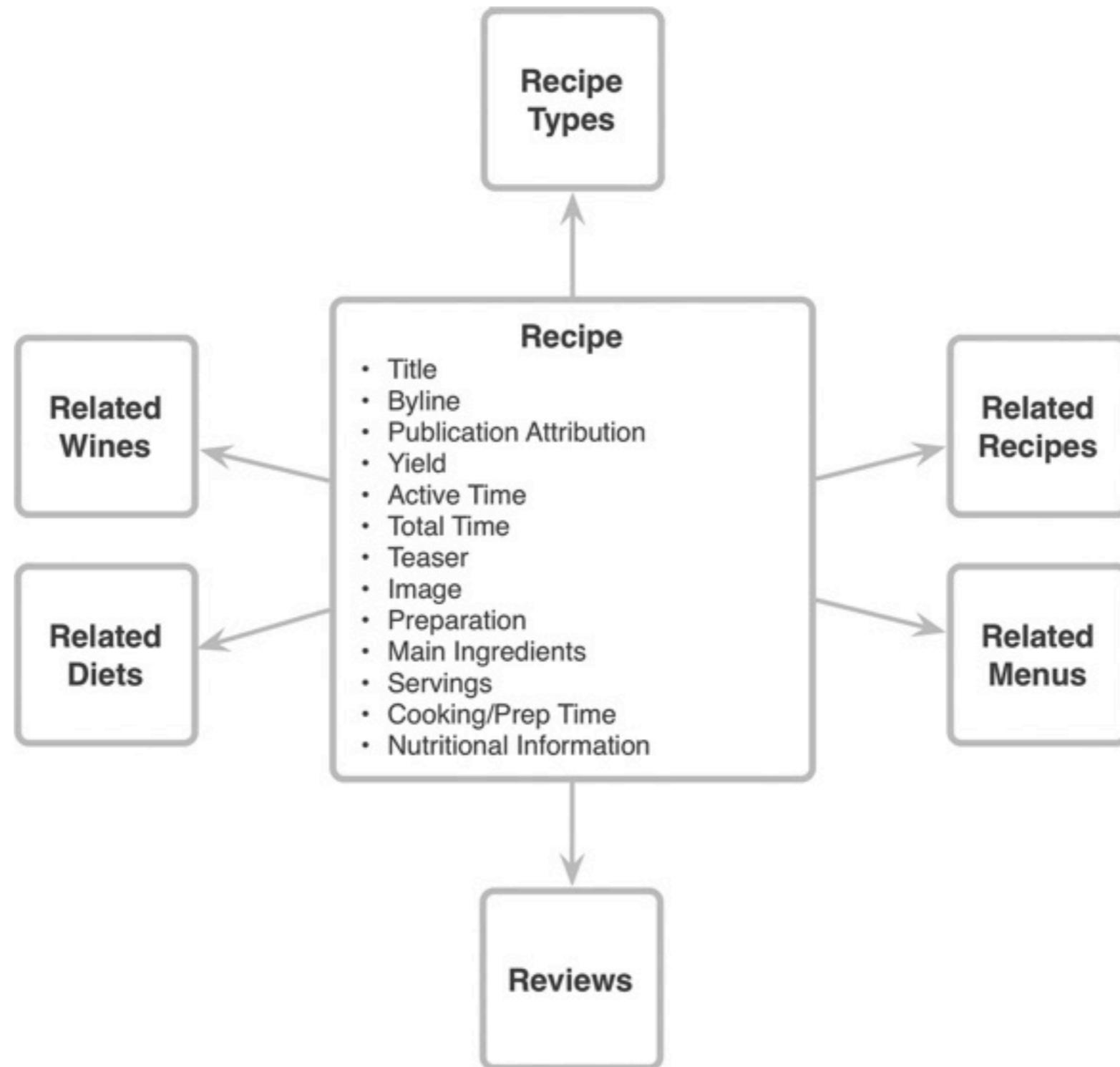
<h3>Third level heading</h3>

Italics:

<em>text to emphasize</em>

<cite>title of a book</cite>

# **Content Model**



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



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	

# **Content Inventory**

# **Content Types**

# **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.

# Common Info

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

# Additional Info

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



Quantitative Metrics						Qualitative Metrics				
Page Name	URL	Content Type	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 5 recent consulting 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								

# **Content Parity**

# **Adaptive Content**

# Metadata

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

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



## Most Read

- Carolyn Hax: How to know whether longtime boyfriend will marry you: Just ask!



- Carrie Fisher's urn is a giant Prozac pill: 'It was where she would want to be'



- Golden Globe predictions 2017: Who will win? Who should? Who could surprise us all?



- What we know about Trump's inauguration so far



- Edna Lewis' classic cookbook zooms up the charts after 'Top Chef' tribute



https://www.washingtonpost.com/lifestyle/home-garden/?utm\_term=.30bf525c7ccd



## 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



Over head view of a notebook with the words "TO DO" written in it. Office supplies include pink envelopes, gold paper clips and pink pencil (MichellePatrickPhotographyLLC / Getty Images/iStockphoto)

An organizer's strategies for 5



WE TOOK THE DRAMA OUT OF CAR SHOPPING



ALL DRIVE. No drama.<sup>TM</sup>

SHOP CARS >

### Most Read

- 1 Hillary Clinton made a rare appearance at 'The Color Purple' — and got 3 standing ovations 

- 2 'They foiled me': Mariah Carey weighs in on disastrous New Year's Eve performance 

- 3 A lawyer rewrote Instagram's terms of use 'in plain English' so kids would know their privacy rights 

- 4 It's time to retire the tainted term 'fake news' 

- 5 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 

# 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

••••• Fido 4:56 PM 41%

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The Washington Post

# 6 habits highly organized people have in common



(Michelle Patrick Photography/Getty)

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The Washington Post

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••••• Fido 4:58 PM 37%

## 6 habits highly organized people have in common

by Nicole Anzia, washingtonpost.com

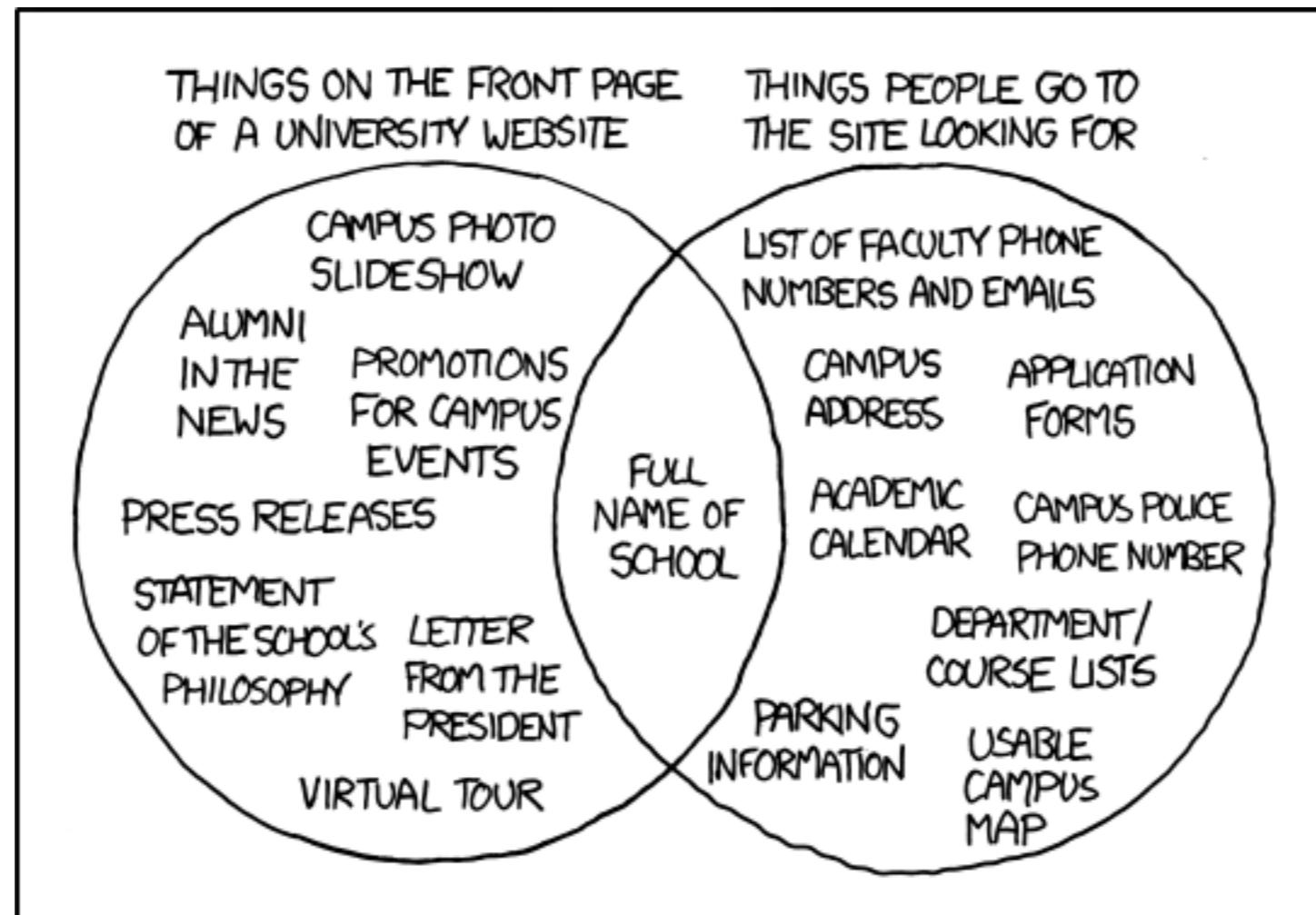
People often lament that despite their best efforts, they just cannot seem to get, and stay, organized. Even though they've been working at it diligently and have tried many strategies, nothing seems to stick. So how do organized people stay organized? Over the years, I've noticed they have six habits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

Elaborate organizational systems are hard to maintain and not

← ✓ ❤️ ⬤ ⋮

# 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.



Credit: xkcd

# **Content Management System (CMS)**

Clarissa Peterson 62 118 + New Howdy, clarissa

## Dashboard

**At a Glance**

- 23 Posts
- 7 Pages
- 7 Comments
- 118 in moderation

WordPress 4.4.1 running [picochic theme](#).

Akismet has protected your site from 152,722 spam comments already. There are [789 comments](#) in your spam queue right now.

**Activity**

Recently Published

- Aug 10th 2015, 2:33 pm [Responsive Typography](#)
- Jun 30th 2015, 6:02 pm [All the adventures](#)
- Jun 25th 2014, 10:43 am [Available Now: Learning Responsive Web Design](#)
- Nov 2nd 2013, 4:34 pm [Responsive Typography](#)
- Feb 15th 2013, 12:41 pm [Responsive Design: Websites That Work Everywhere](#)

**Comments**

From [Jorge](#) on [Not All Users Are The Same](#) [Pending]  
Me acabo de comprar un PC bastante barato

**Quick Draft**

Title

What's on your mind?

**Drafts** [View all](#)

- [Rural Internet Access](#) December 1, 2015  
In the news this week, a town in remote northern...
- [On The Prairie](#) October 10, 2015  
I've been reading a book that was just published for...
- [Tools & Resources for Responsive Design](#) November 6, 2012

**WordPress News**

[WordPress 4.4.1 Security and Maintenance Release](#) January 6, 2016  
WordPress 4.4.1 is now available. This is a security release for all previous versions and we strongly encourage you to update your sites immediately. WordPress versions 4.4 and earlier are affected by a cross-site scripting vulnerability that could allow a site to be compromised. This was reported by Crtc4L. There were also several non-security bug fixes: Emoii [...]

## EDIT POST Add New

## Posts

All Posts

Add New

Categories

Tags

## Media

Links

Pages

Comments 118

## Appearance

Plugins 5

Users

Tools

Settings

Collapse menu

## Upcoming Responsive Design Events in DC

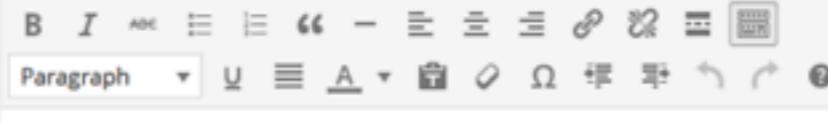
Permalink: <http://www.clarissapeterson.com/2012/09/upcoming-events/>

Edit

Add Media

Visual

Text



If you missed my sold-out responsive design workshop last month, you're in luck — DC Web Women has asked me to do a repeat of [Introduction to Responsive Web Design](#) for the Tuesday, Sept. 11, installment of their Code(Her) workshop series. But sign up ASAP, as tickets are going quickly. This is a 2-hour hands-on coding workshop, so bring your laptop. And FYI, even though DC Web Women are sponsoring, the event is open to people of all genders.

Later in the month, the UX & Mobile Creatives Meetup group is hosting a before-work gathering on Tuesday, Sept. 25, titled [Responsive Design Heaven and Hell](#), where you can hear the positive and negative sides of responsive web design. I'll be speaking on behalf of Good, and James Baldwin from agencyQ will be speaking for Evil — I mean, he'll be representing the negative view. And it's a free event, so you should definitely go even though it means waking up super-early.

Also this month is [MobileUXCamp](#) on Saturday, Sept 15. I won't tell you to register for this one, because it's already sold out. If you're going, there will certainly be a few sessions on responsive design, including one from event sponsor agencyQ called Responsive Design is not the Silver Bullet to Mobile Strategy. MobileUXCamp is a barcamp/unconference, so most of the schedule isn't set until the morning of, but maaaaaybe if you're lucky you'll get to hear me say a little something about responsive design, like perhaps my Responsive Design is Easy presentation.

Anything else going on that you know of? [Let me know](#) and I'll post it here.

p

Word count: 264

Last edited by clarissa on September 8, 2012 at 12:49 pm

## Publish

Preview Changes

Status: Published

Edit

Visibility: Public

Edit

Revisions: 9

Browse

Published on: Sep 8, 2012 @ 12:41

Edit

Move to Trash

Update

## Format

- Standard
- Aside
- Link
- Quote

## Categories

All Categories Most Used

 Uncategorized

+ Add New Category

## Tags

 Add

Separate tags with commas

[Choose from the most used tags](#)

## Featured Image

[Set featured image](#)

# 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

# WordPress

The image shows the homepage of WordPress.com. At the top, there's a blue header bar with the WordPress logo and the text "WordPress.com". On the right side of the header is a "Log In" button. Below the header is a large, dark, grainy photograph of a large crowd of people. Overlaid on this image is white text: "Create your new website for free" and "WordPress.com is the best place for your personal blog or business site.". A prominent blue button with the text "Create Website" is centered in the middle. At the bottom, there are three columns of text and icons: "Create a Website" with a globe icon, "Start a Blog" with a blog post icon, and "Discover" with a news feed icon. Each column includes a brief description and a "Learn more" link.

WordPress.com

Log In

Create your new website for free

WordPress.com is the best place  
for your personal blog or business site.

Create Website

Create a Website

Promote your business or  
personal brand

Learn more

Start a Blog

Share your thoughts with friends  
and fans

Learn more

Discover

Find and discuss the best stories  
on the web

Learn more

<https://wordpress.com/>

# Joomla

The Joomla! website features a large header with the Joomla logo and navigation links for About, Community, Support, Read, Extend, and Developers. A search bar and a login icon are also present. Below the header is a blue navigation bar with links for Home, About Joomla!, Core Features, News, Contribute, and Media Contact. The main content area features a large banner with the text "The Platform Millions of Websites Are Built On" and a list of features: Over 50 million downloads and counting, Thousands of extensions and designs, and User-friendly and mobile-ready. Below this are four call-to-action buttons: Download, Demo, Joomla! 3, and Joomla.com. To the right of the banner is a large image showing the Joomla website on a desktop computer, a tablet, and a smartphone, demonstrating its responsive design. At the bottom left is a dark banner with the text "Happy 10th Birthday Joomla!" and social media icons. At the bottom right is a section titled "Joomla! Announcements" with a link to "Joomla! 3.4.8 Released".

<https://www.joomla.org>

# Drupal

[!\[\]\(e14905d771df857c951bfd5d56d748c4\_img.jpg\)](#) Get Started   Community   Documentation   Support   Download & Extend   Jobs   Marketplace   About

## Drupal™

Build something amazing.

With over 200 new features and improvements, now is the time to start building with Drupal 8.

[Log In / Register](#)

Drupal 8 is available now! [Learn More](#)

See it in action. [Try a demo](#)

Search ... 

Refine your search

- All
- Themes
- Forums & Issues
- Modules
- Documentation
- Groups

**Drupal: 15 years old and still gaining momentum**

January 15, 2016

[Read more](#)

**A guide to issue credits and the Drupal.org marketplace**

**Drupal 8.0.2 released**

**Selecting a client-side framework for**

  
Jingsheng Wang, Drupal Camp Organizer

“

”

Drupal Association brought high-profile Drupalers to keynote at DrupalCamp China.

Do you have a badge?



Support our community through

<https://www.drupal.org/>

# Perch

A CMS built for busy designers

Clarissa Peterson

https://grabaperch.com/products/perch

Perch Perch Runway Perch Shop Menu keywords SEARCH

The really little CMS

Perch has been designed to solve the problems freelance designers and agencies deal with every day.

Perch lets you turn static websites into a CMS. It works with your existing tools and workflows, with no cumbersome themes to create. Our simple, streamlined admin UI means no more calls from clients who can't remember how to edit their sites. Our commitment to make the code super-efficient means your site loads fast.

<https://grabaperch.com/products/perch>

# Shopify

Chrome File Edit View History Bookmarks People Window Help Clarissa Peterson Jan 8 5:56 PM Clarissa

Sell Products Online - Start an X

Shopify Inc. [CA] https://www.shopify.ca/online

ONLINE STORE

Everything you need to start an online store and sell online

Your email address  Create your store

Free 14-day trial, no credit card required.

Online store Features Examples Themes

Your ecommerce website

Impress your customers with a beautiful and secure online store

<https://www.shopify.ca/>

# Squarespace

A screenshot of a Mac desktop showing a web browser window for Squarespace. The address bar shows the URL <https://www.squarespace.com/?channel=podcast&subchannel=muleradio&source=eveningedition>. The main content area features a large image of John Malkovich's face with the text "MAKE YOUR NEXT MOVE" on the left and "JOHN MALKOVICH WATCH THE FULL FILM" on the right. Below this is a navigation bar with links for "SQUARESPACE", "DOMAINS", "WEBSITES", "ONLINE STORES", "LOG IN", and a prominent "GET STARTED" button. The bottom half of the screen displays a large image of John Malkovich with a hand on his chin, and a smaller inset image of him in a suit.

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

# Sitecore

Chrome File Edit View History Bookmarks People Window Help Clarissa Peterson Clarissa

Web Experience Manager, WCM www.sitecore.net/en/products/sitecore-experience-platform/wcm

sitecore® Own the experience® Products Solutions Learn & get started Customers Resources Request a demo

Sitecore® Web Experience Manager

Deliver a unique web experience for every customer.



Leave Us A Message

Source

# **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.

# Copyright Protects:

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

# 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.

# 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.

# 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.

# Fair Dealing

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

# **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.

# 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.

**OUR WORK****Share, Remix, Reuse — Legally!**

Creative Commons works to increase sharing, collaboration and innovation world-wide.

[Learn about CC Canada](#)**LICENSE**

Use our free tools to inform people how they can reuse and share your creative works.

[Choose a license](#)**EXPLORE**

Looking for music, video, writing, code, or other creative works? Creative Commons has got you covered.

[Find CC-licensed works](#)**PARTICIPATE**

Be a hero and support the Creative Commons vision by volunteering, donating, or in other ways!

[Ways to participate](#)

## Commons News

### [Open Access Week Launch of CoursePacker.org](#)

WRITTEN BY KENT ON 23RD OCTOBER 2013

In celebration of [Open Access Week](#), Creative Commons Canada is pleased to announce the launch of a new tool to help bring open access scholarship and research into the classroom. [Coursepacker.org](#) allows educators to easily and automatically take care of the necessary steps to create a class coursepack. Educators can simply upload academic articles and our platform handles the table of contents, attributions, license notices, page numbering, formatting and distribution.

By enabling educators to easily put together their own coursepacks through a combination of Creative Commons works, works available through university library site licenses, and articles reproducible under fair dealing, CoursePacker.org allows students to obtain their course materials for no additional cost than what they already pay to the library in their annual student fees.

## TWITTER



Creative Commons

@creativecommons

@Faubet thank you!



Creative Commons

@creativecommons

New report from @WorldBank estimates tiny economic benefit to most #TPP countries [t.co/WYN8oPehUW](http://t.co/WYN8oPehUW)



Creative Commons

@creativecommons

Flickr Commons is going strong. 8

## LICENSES



## TERMS



### Attribution

Others can copy, distribute, display, perform and remix your work if they credit your name as requested by you



### No Derivative Works

Others can only copy, distribute, display or perform verbatim copies of your work



### Share Alike

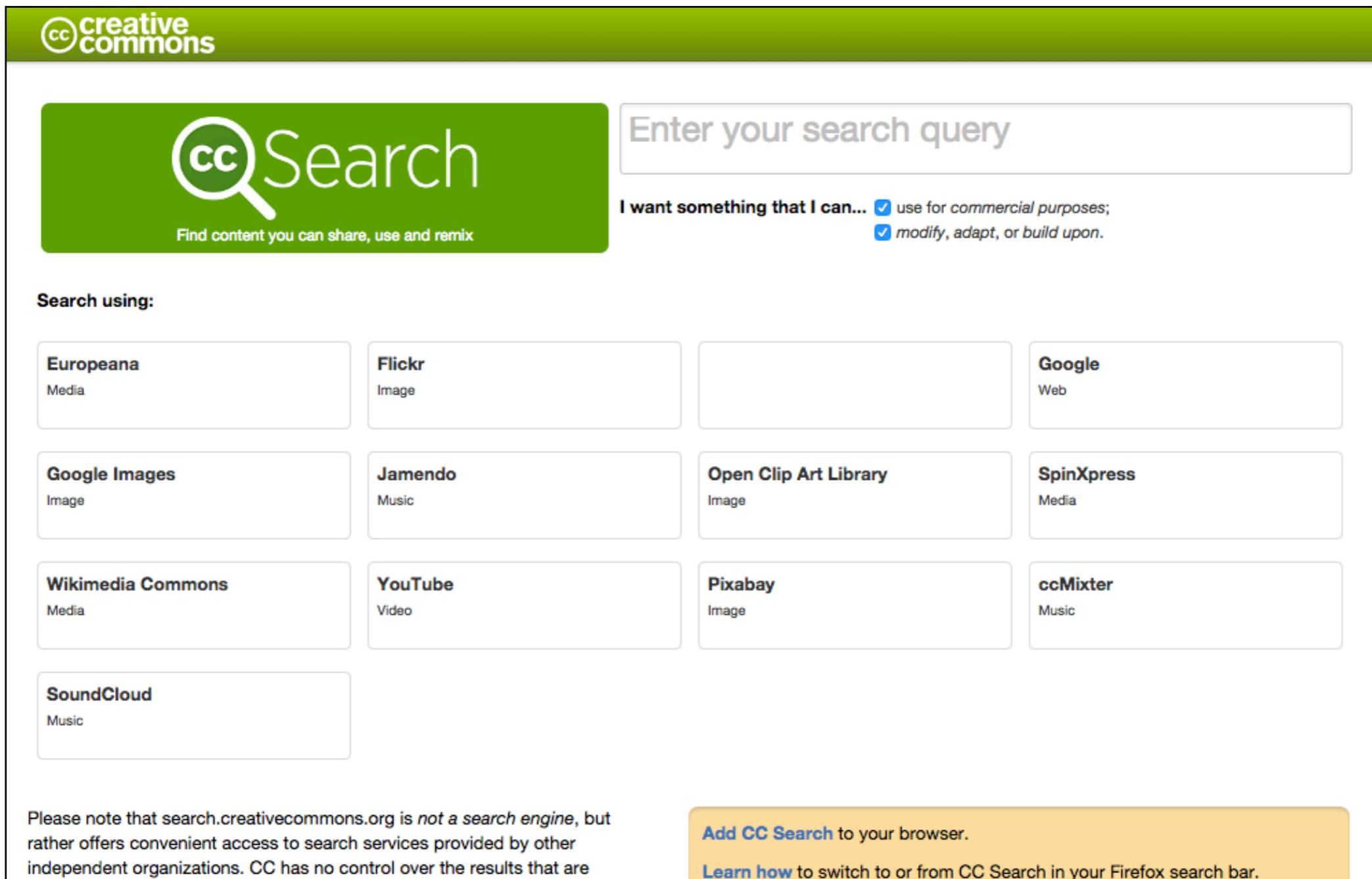
Others can distribute your work only under a license identical to the one you have chosen for your work



### Non-Commercial

Others can copy, distribute, display, perform or remix your work but for non-commercial purposes only.

# Creative Commons Search



The screenshot shows the Creative Commons Search homepage. At the top left is the Creative Commons logo. To its right is a large green search bar containing the text "Search" with a magnifying glass icon over the "e". Below the search bar is the tagline "Find content you can share, use and remix". To the right of the search bar is a white input field labeled "Enter your search query". Underneath this input field are two checkboxes with the text "I want something that I can...": one for "use for commercial purposes" and another for "modify, adapt, or build upon". Below these checkboxes is a section titled "Search using:" containing a grid of search service options. The services are arranged in four rows:

Europeana Media	Flickr Image		Google Web
Google Images Image	Jamendo Music	Open Clip Art Library Image	SpinXpress Media
Wikimedia Commons Media	YouTube Video	Pixabay Image	ccMixter Music
SoundCloud Music			

At the bottom left, a note states: "Please note that search.creativecommons.org is *not* a search engine, but rather offers convenient access to search services provided by other independent organizations. CC has no control over the results that are". On the bottom right, there are two calls to action: "Add CC Search to your browser." and "Learn how to switch to or from CC Search in your Firefox search bar."

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

# Wikimedia Commons

A あ English Not logged in Talk Contributions Create account Log in

Main page Discussion View View source History Search

Wikimedia Commons  
a database of 30,057,333 freely usable media files to which anyone can contribute

Images Sounds Videos Upload

Picture of the day



Photo challenge

Take some photos and upload them to meet our monthly thematic challenge, get inspiration and try new subjects! [Learn more about the challenges!](#)

Check out this month's challenges

Highlights

If you are browsing Commons for the first time, you may

Main page Welcome Community portal Village pump Help center Language select English Select Participate Upload file Recent changes Latest files Random file Contact us Print/export Create a book Download as PDF Printable version Tools What links here Related changes Special pages

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

# Flickr (advanced search)

flickr You Explore Create

calgary

Photos People Groups Clear

All creative commons ▾ SafeSearch moderate ▾ Relevant ▾ Advanced

Everyone's photos View all 204,334

Feedback

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

# **Stock Photos**

# Royalty-Free

# Fotolia

The screenshot shows the homepage of the Fotolia website. At the top, there is a navigation bar with links for "NEED HELP? +1 (888) 674-2299", "LIGHTBOX (0)", "CART (0)", "LOG IN", "SIGN UP", and a search icon. Below the navigation bar is the Fotolia logo and a search bar with the placeholder "Enter keyword(s)". There are also links for "IMAGES", "VIDEOS", and "OFFERS". A "BEST-SELLERS" badge is visible in the center of the image grid. The main content area features a grid of numerous thumbnail images. A central overlay box displays the text "50 MILLION Royalty-Free Images, Vectors and Videos" and a search bar with the same "Enter keyword(s)" placeholder as the header. Other visible text elements include "All" and "Search" buttons, and a "LATEST FILES" badge with a "new" indicator.

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

# Adobe Stock

A close-up photograph of a person's hand adorned with intricate henna designs on the fingers and wrist. The hand is wearing several colorful bangles, including red, blue, and gold ones, some with small flowers or beads. The background is dark and out of focus.

St Adobe Stock

SUBSCRIBE SIGN IN Adobe

Limited time offer: Get 10 free Adobe Stock images.

START NOW

Search

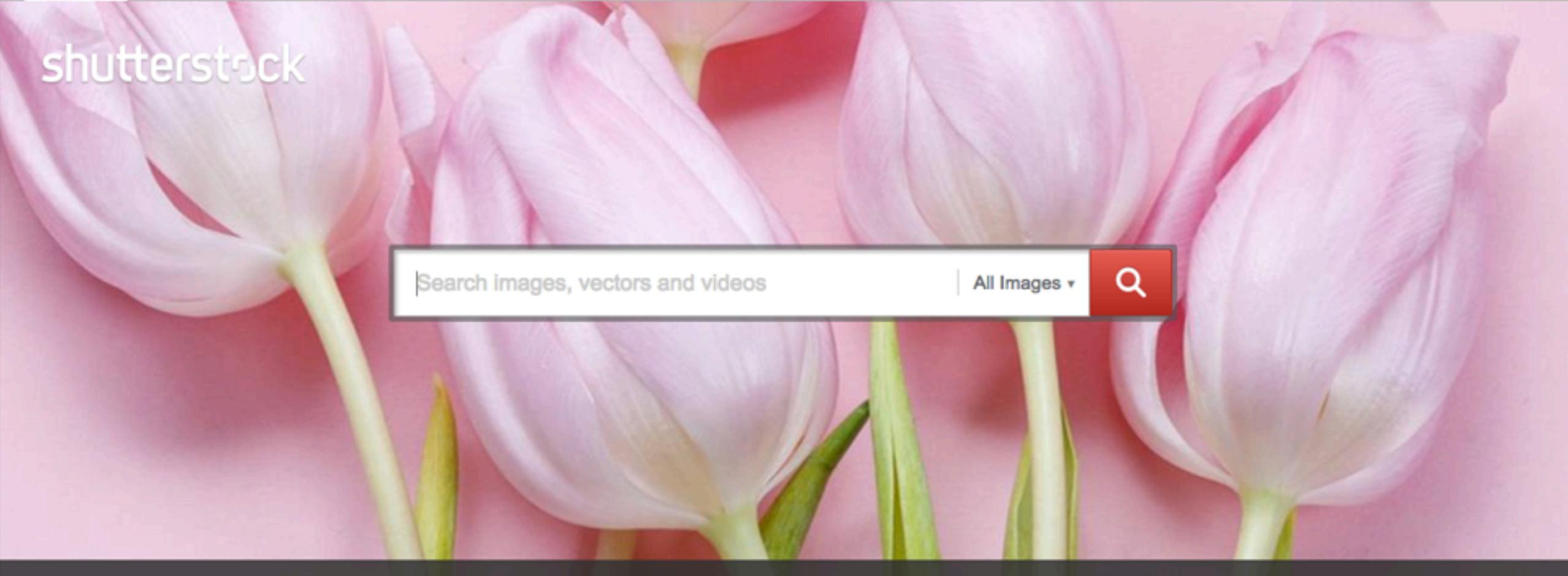
Photos  Videos  Illustrations  Vectors

Go

A close-up photograph of a person's hand holding a clear glass. The hand is wearing a red bracelet with yellow and white flowers. The background is dark and out of focus.

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

# Shutterstock



shutterstock

IMAGES ▾ FOOTAGE MUSIC BLOG +1 646-419-4452 English ▾

Become a Contributor  Start Downloading  Sign In

Search images, vectors and videos All Images 

Subscriptions and Images On Demand for every budget. | See Plans & Pricing 

Over 70 Million Stock Photos, Vectors, Videos, and Music Tracks  
Find everything you need for your creative projects. Download instantly.

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

# iStock (Getty)

The image shows the homepage of the iStock website. At the top, there is a black navigation bar with links for "Photos", "Illustrations", "Video", and "Audio". To the right of the navigation bar are links for "Pricing", "Sign in", and "Join". The main header "iStock." is followed by "by Getty Images". Below the header is a large search bar containing a magnifying glass icon and the placeholder text "Find the perfect stock photos, vectors and more...". To the right of the search bar is a dropdown menu labeled "Images". The background of the page features a blurred photograph of two people swimming underwater. In the bottom right corner of the image, there is a small caption "22095210, subman". A dark overlay at the bottom of the page contains the text "NEW – Rollover unused subscription downloads. [Learn more](#)". Below this overlay, a white banner at the very bottom of the page reads "Explore millions of royalty-free images, illustrations, videos, and music clips at ridiculously great prices".

Photos Illustrations Video Audio

iStock.  
by Getty Images

Pricing | Sign in Join

Find the perfect stock photos, vectors and more...

Images

22095210, subman

NEW – Rollover unused subscription downloads. [Learn more](#)

Explore millions of royalty-free images, illustrations, videos, and music clips at  
ridiculously great prices

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

# **Public Domain Photo Websites**

# **Model Release**

# Code

# CodePen

The image shows the homepage of CodePen. At the top, there is a navigation bar with links for Pens, Posts, Collections, Jobs, Blog, Store, Patterns, and Podcast. On the right side of the bar are buttons for New Pen, Log In, Sign Up, and a search icon. The main banner features a dark background with a pattern of glowing, translucent wireframe cubes in various colors (blue, green, purple). Overlaid on this is the CodePen logo (a white hexagonal icon) and the text "CodePen is a playground for the front end web." in large, bold, white font. Below this, a smaller text block reads: "Show off your latest creation and get feedback. Build a test case for that pesky bug. Find example design patterns and inspiration for your projects." At the bottom of the banner are two white rectangular buttons with black text: "Find out more" and "Sign me up". In the bottom right corner of the banner, there is a small credit line: "Background by Jack Ruggles".

CODEPEN

Pens Posts Collections Jobs Blog Store Patterns Podcast

New Pen Log In Sign Up

CodePen is a playground for the front end web.

Show off your latest creation and get feedback. Build a test case for that pesky bug. Find example design patterns and inspiration for your projects.

Find out more Sign me up

Background by Jack Ruggles

<http://codepen.io/>

# **Information Architecture**

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

- Louis Rosenfeld

# 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](#)

# Content Outline



WHO WE ARE

WHAT WE DO

OUR WORK

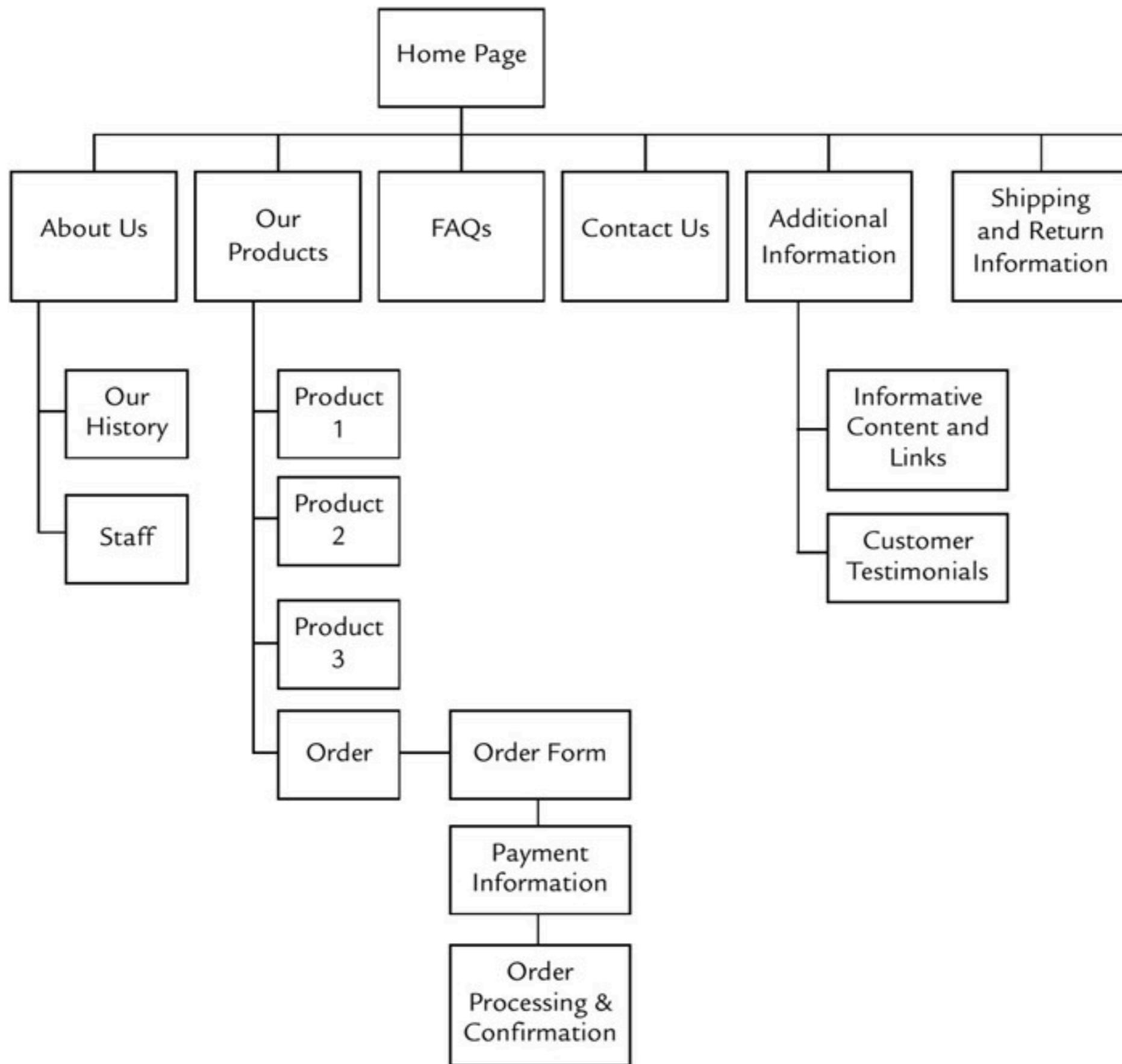
OUR BLOG

HIRE US

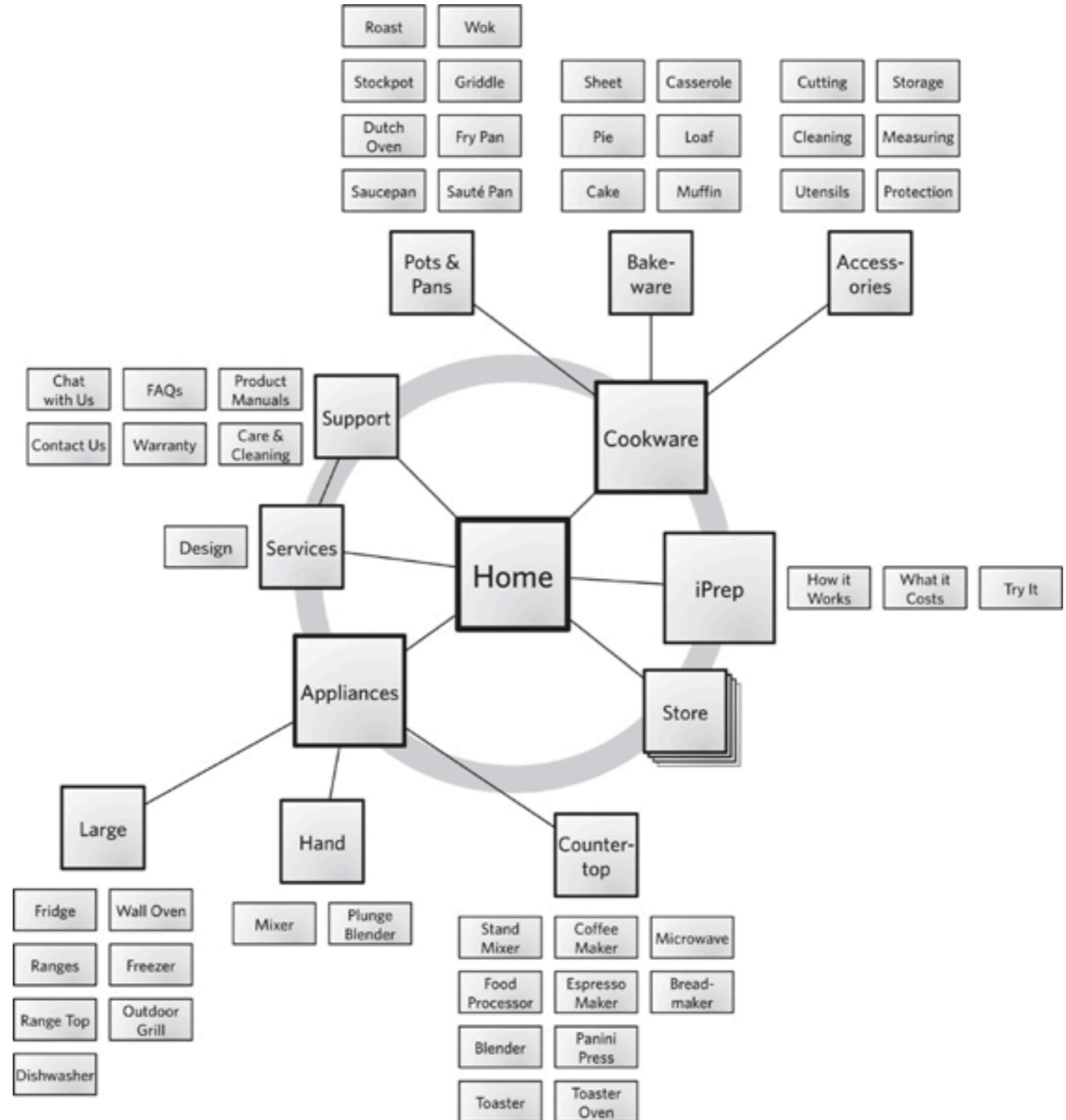
# **Content Outline**

- \* **Home**
- \* **About (Who We Are)**
  - \*\* Individual Bio #1
  - \*\* Individual Bio #2
  - \*\* Etc.
- \* **Services (What We Do)**
- \* **Portfolio (Our Work)**
  - \*\* Client #1
  - \*\* Client #2
  - \*\* Etc.
- \* **Blog (Our Blog)**
  - \*\* Blog Entry #1
  - \*\* Blog Entry #2
  - \*\* Etc.
- \* **Contact (Hire Us)**

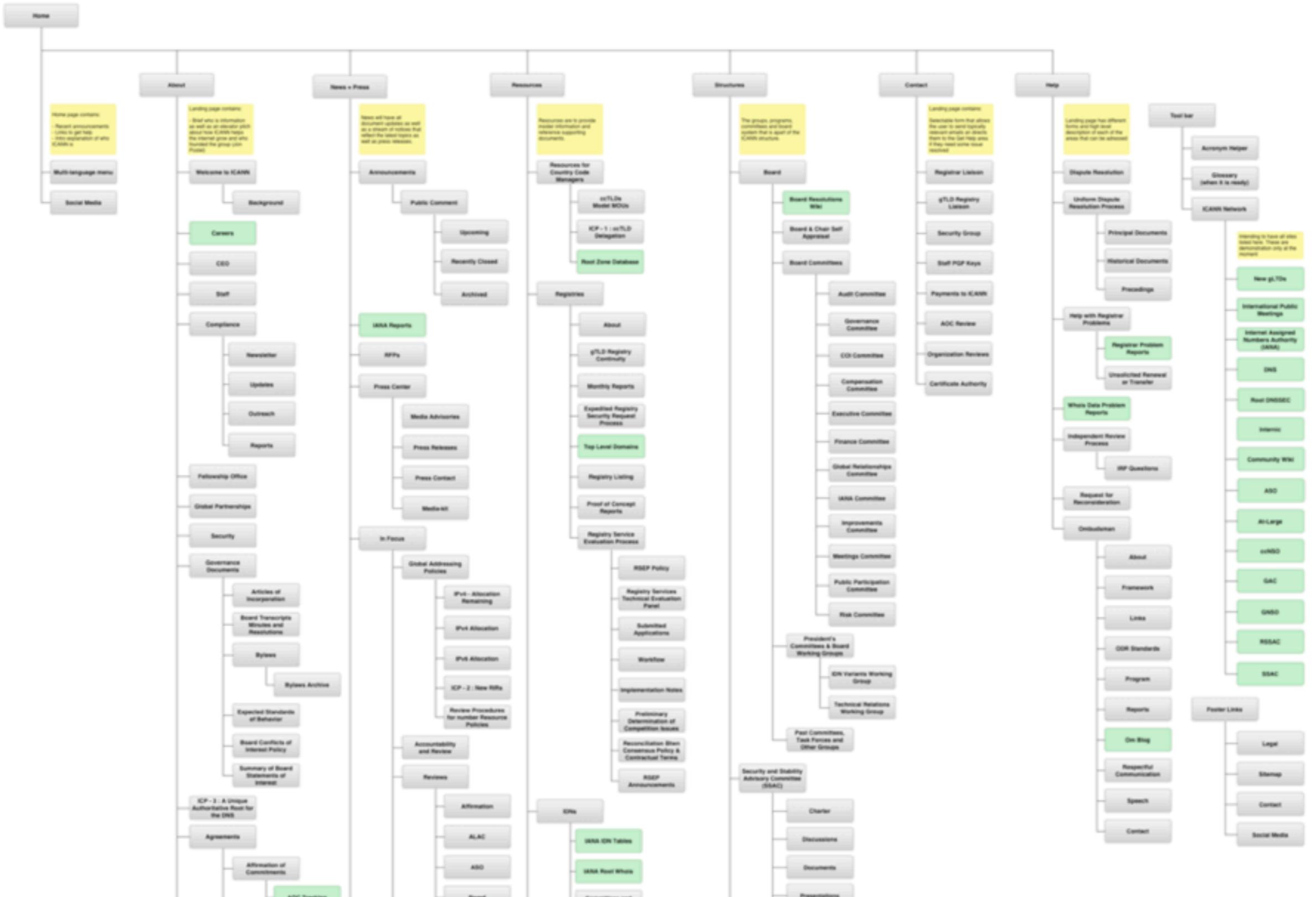
# **Site Map**



Source:What's Your Line



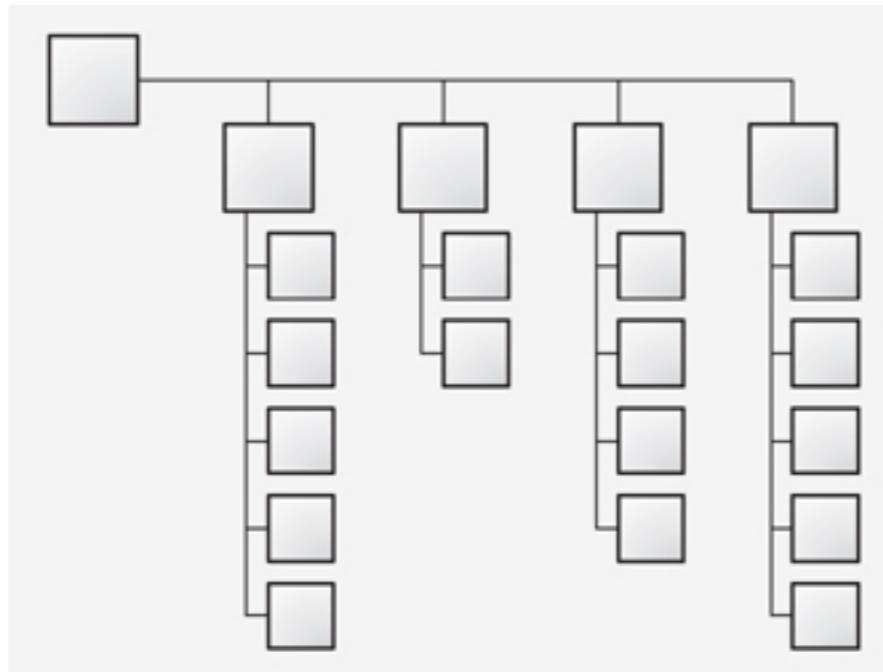
Credit: Dan Brown, *Communicating Design*



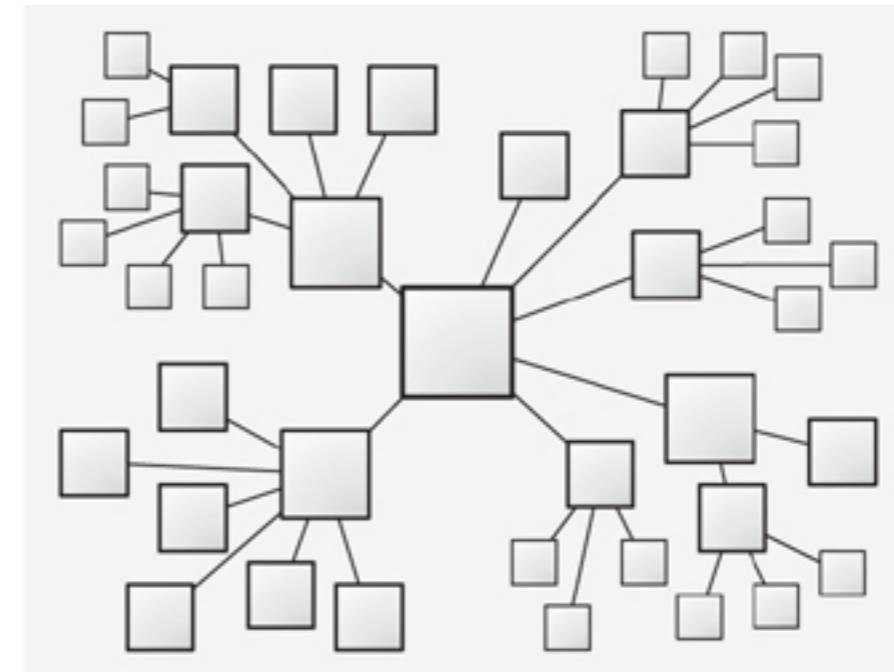
Source: [Four Kitchens via Creative Commons](#)

# **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



Aligned to a grid



Not so much

# **Findability**

# **Search Engines**

# How Search Works, by Matt Cutts, Google

How Search Works  
by Matt Cutts



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



Clarissa Gmail Images   

A large search bar with a microphone icon on the right side.

Google Search

I'm Feeling Lucky

Google.ca offered in: Français

<https://www.google.ca/>

# **Search Engine Optimization (SEO)**

# **Good Content**

# **Keywords**

# 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

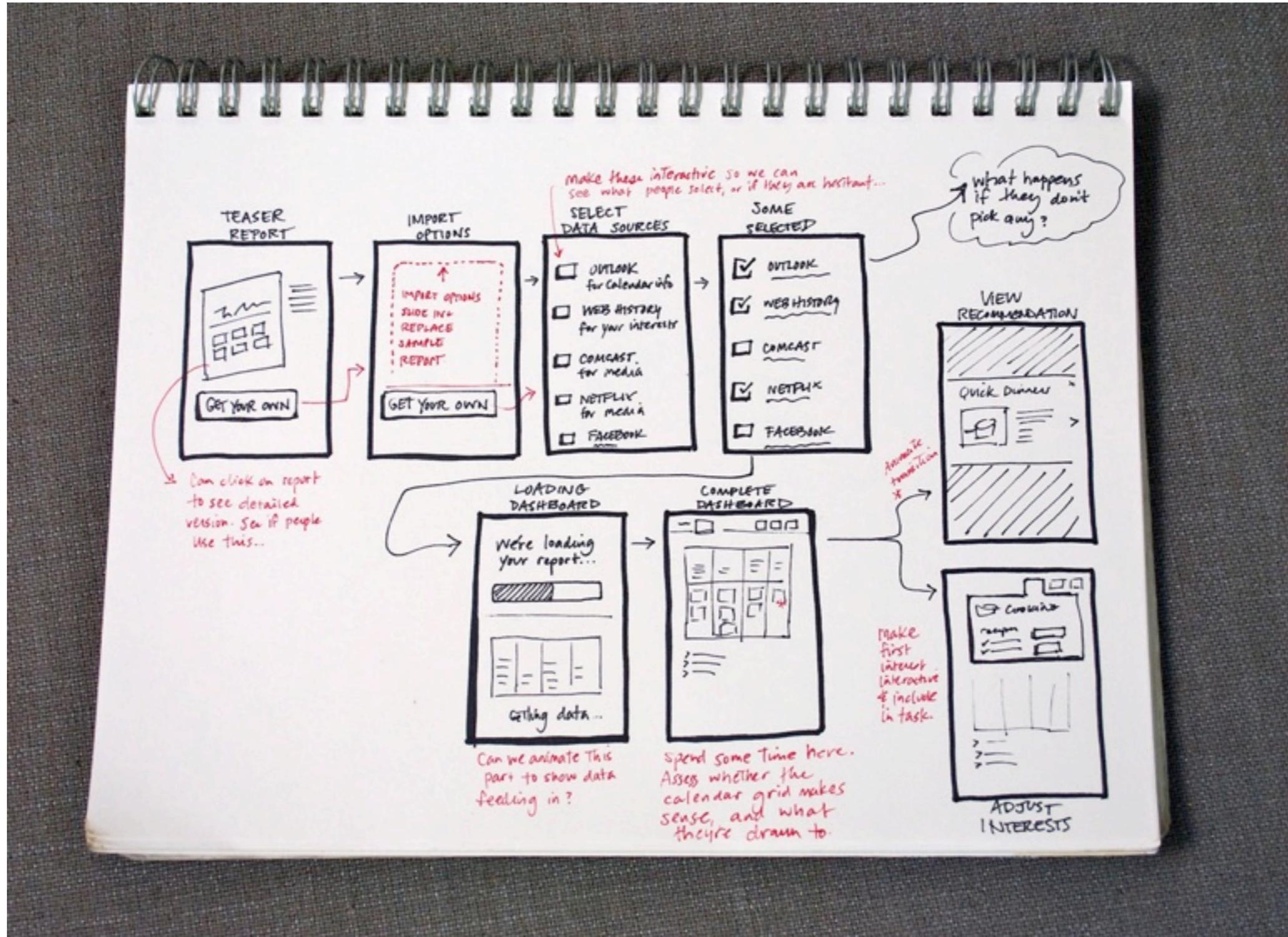
# URL Structure

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

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

# Inbound Links

# User Flow / Task Flow



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

“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 powers 27% of the internet.

## Join the global community.

WordPress.com is the easiest place to get started.  
Get a custom domain, no ads, and support from C\$3.99/ mo.

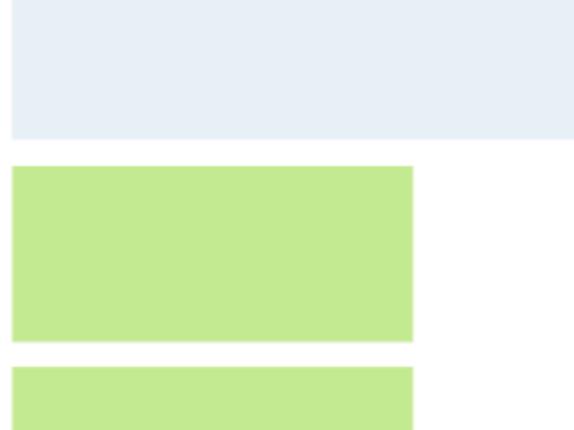
[Get Started](#)[See Plans](#)

.blog domains now available with all plans!

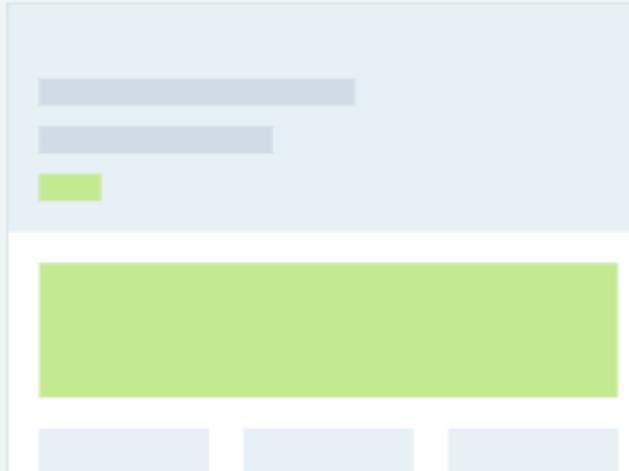
Step 1 of 5

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

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

[START WITH A BLOG](#)

To share your ideas, stories, and photographs with your followers.

[START WITH A WEBSITE](#)

To promote your business, organization, or brand and connect with your audience.

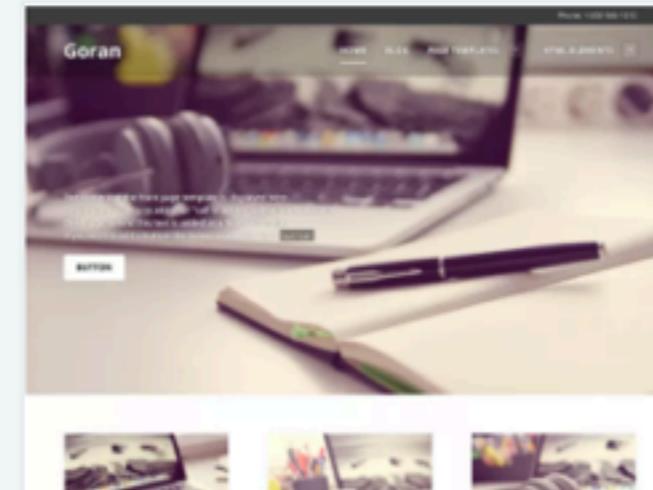
Step 2 of 5

## Choose a theme.

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



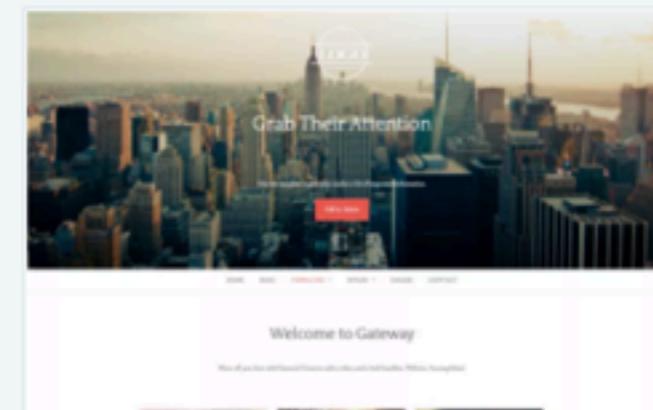
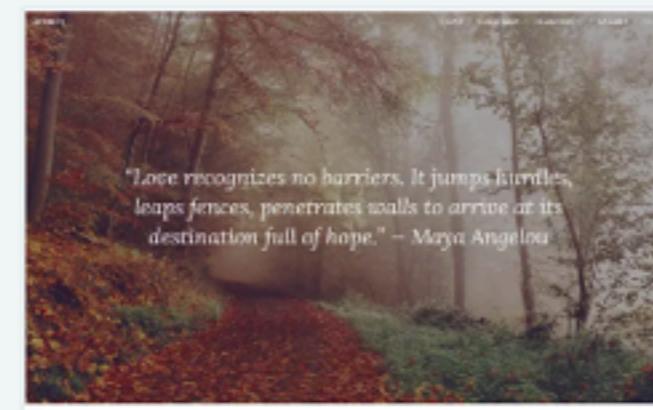
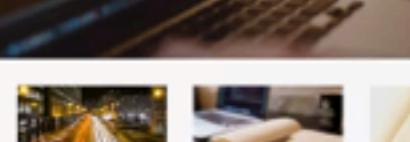
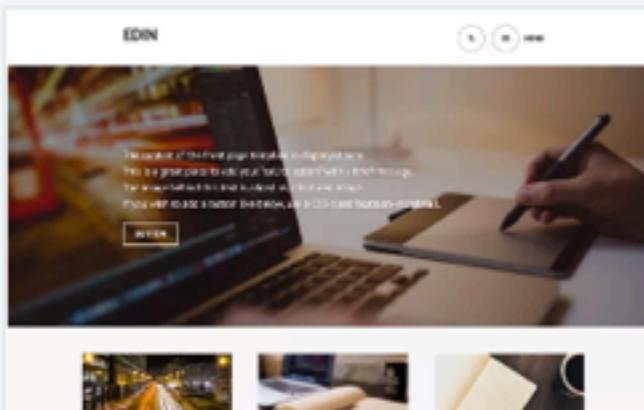
Pique



Goran



Karuna



Welcome to Gateway

Step 3 of 5

## Let's give your site an address.

Enter your site's name, or some key words that describe it - we'll use this to create your new site's address.



Enter a name or keyword

A domain name is what people type  
into their browser to visit your site.

[Already own a domain?](#)



<http://example.com>

BACK

# 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

# 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?