Relevant Implications – Web Design

**aesthetics**

* The nav bar should sit at the top of the page and the links should sit either on the left/right hand side of a logo or menu.
* Have clear contrast of font e.g white background with black font
* Keep the design minimal, use white space to ensure the design is not cluttered
* Rule of thirds – the top third should contain the nav bar and dominant image, the main section should be your main content and the last section should contain a footer with copyright info and links.
* Font should be scalable so that is easy to read across devices

**accessibility**

* Make sure your page can scale across multiple devices e.g tablet, PC and phone using media queries
* Use alt tags on images for blind people
* Meta tags in the head section, give a decent description so the search engines favour your site
* Hyperlinks should be obvious, have hover effects of some kind and should work

**Legal**

* If using content or images from another person, acknowledge the person’s work explicitly either in the footer or directly below where you have used it.
* The copyright symbol reminds people to adhere to the copyright laws e.g copyright laws extends from the date of creation plus 70 years after the authors death.
* Use copyright free images or take your own images.
* Use images and content in a respectful way.

**Social**

* Be culturally aware of the content you are presenting and how it may be offensive to different people / ages
* Do not use swear words or slang
* Inappropriate imagery – think twice about the images you use and how they portray a person and your brand

**Usability**

* When designing your layout keep in mind the 10 Usability Heuristics, your design should adhere to consistency and standards
* Nav bar should be located at the top with a footer containing hyperlinks to aid faster navigation.
* Keep your fonts/colours large, uncluttered and simple
* Hover effects for hyperlinks

**Future proofing and sustainability**

* Code comments to help future coders understand your code
* Use DIV tag rather than HTML5 tags to ensure a consistent and accurate design
* CSS3 is the most up to date style sheet
* Avoid using plug ins
* In the footer, note the year the site was created and by whom so users know it is up to date and can contact you.
* Keep updating content to ensure that your information is correct

**Health and Safety**

* Being mindful that your content is appropriate and does not bully, defame or harass people with your content (emotional health)
* Eye strain – high contrast, white backgrounds, no flashy animations (epilepsy)

**Cultural**

* Be mindful that your page is on the web, what is appropriate in our society may be deemed offensive in other cultures.
* Inclusive and multi-cultural especially since NZ is bilingual