

Web Design

CS/IT 490 WD, Fall 2013

Last update 2013-09-09

Written by Rachel J. Morris
Creative Commons Attribution-NonCommercial-ShareAlike
3.0 Unported License

Layout

- It is important to have a good layout on your website that is cross-browser compatible, and even mobile compatible.
- You might have separate styles for a desktop vs. a mobile device.
- For each environment, it should be simple and intuitive to navigate your website.

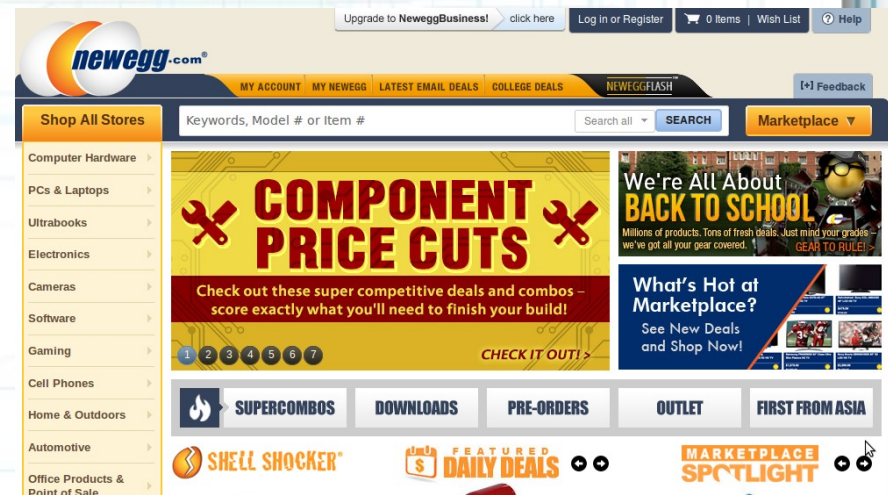
Layout

An attractive page may also be important for your site...



Smugmug.com

Or maybe not...



Newegg.com

Layout

- Either way, it should be easy for the user to get to where they want to go.
- Your page may include
 - Nav bar
 - “Featured” links on the front page
 - A Gallery on the front page
 - A sitemap link in the footer
 - Etc.

Layout Examples

- This site has a good breakdown of some modern-looking design layouts:
<http://designshack.net/articles/layouts/10-rock-solid-website-layout-examples/>
- Try to study existing websites and adopt design elements from them.
 - Look at sites with a similar audience or function to your own.
 - Look at design blogs.
 - Experiment with colors and fonts.
 - Experiment with whitespace.

Color theme

- Color theme can be a hard subject to tackle in web design.
- There are sites like “Color Scheme Designer”
<http://colorschemedesigner.com/>
- Keep it simple – White is a very safe color for your primary. It looks clean and open!

Investigating Existing Pages

- Sample websites...
- <https://www.khanacademy.org/>
- <http://www.w3schools.com/>
- <http://makerfaire.com/>
- <http://marketplace.xbox.com/en-US/>
- <http://www.thinkgeek.com/>
- <http://www.garmin.com/en-US/>
- <https://www.silpada.com/public/home.jsf>
- <http://www.perceptivesoftware.com/>

Notice...

- Does this have more of a horizontal or vertical flow?
- Does it have a lot of borders to section the page, or does it feel open?
- How does it effectively use rows AND columns?
- What are its primary colors?
- How is the nav-bar laid out?
- What content is featured on the front page? What is above the fold?

Ought-to-haves

- Important content above the fold
- Detailed footer
- Breadcrumbs

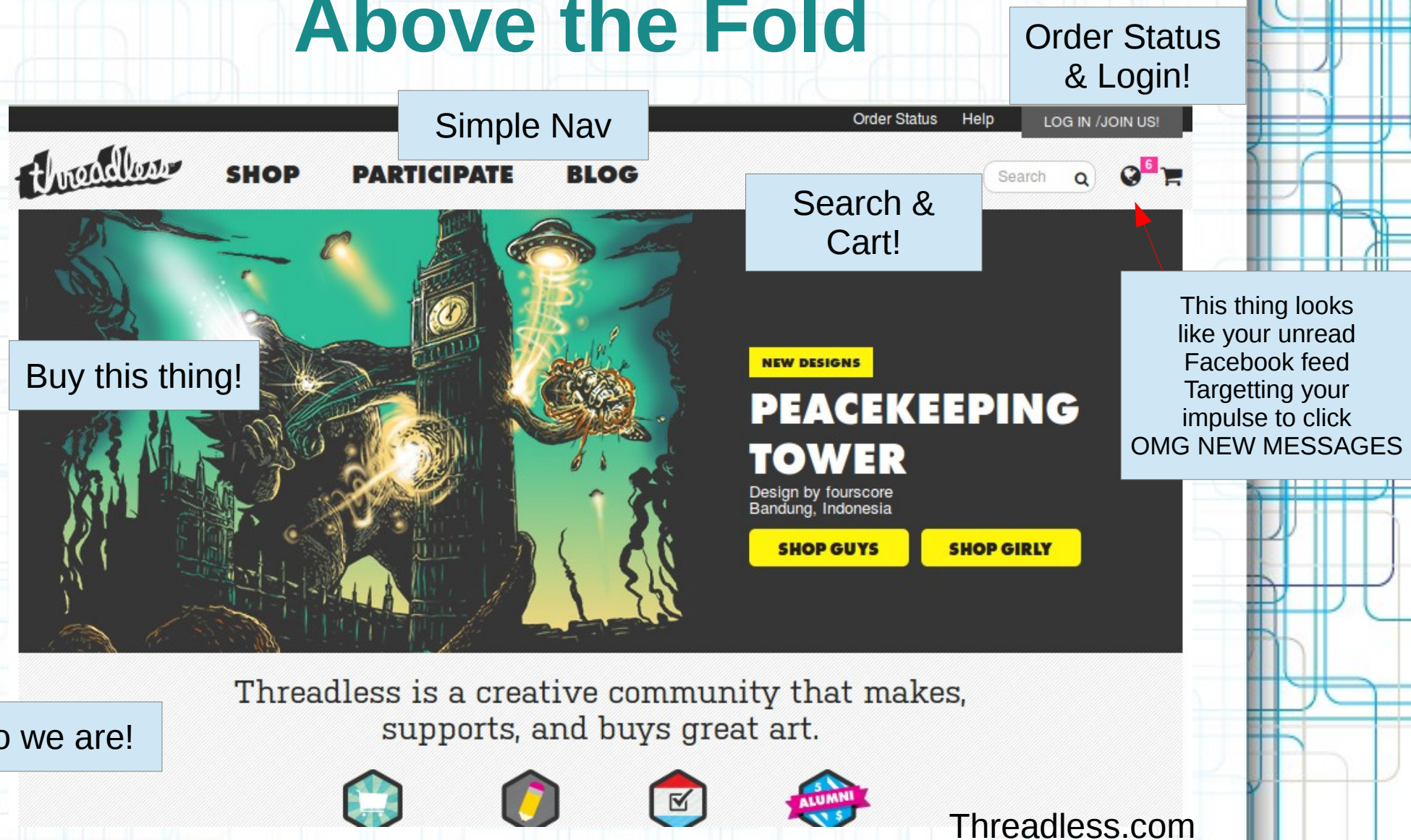
Ought-to-haves

- Above the Fold
- This is the area that the user can see without scrolling down on a page.
- Generally the most important content!

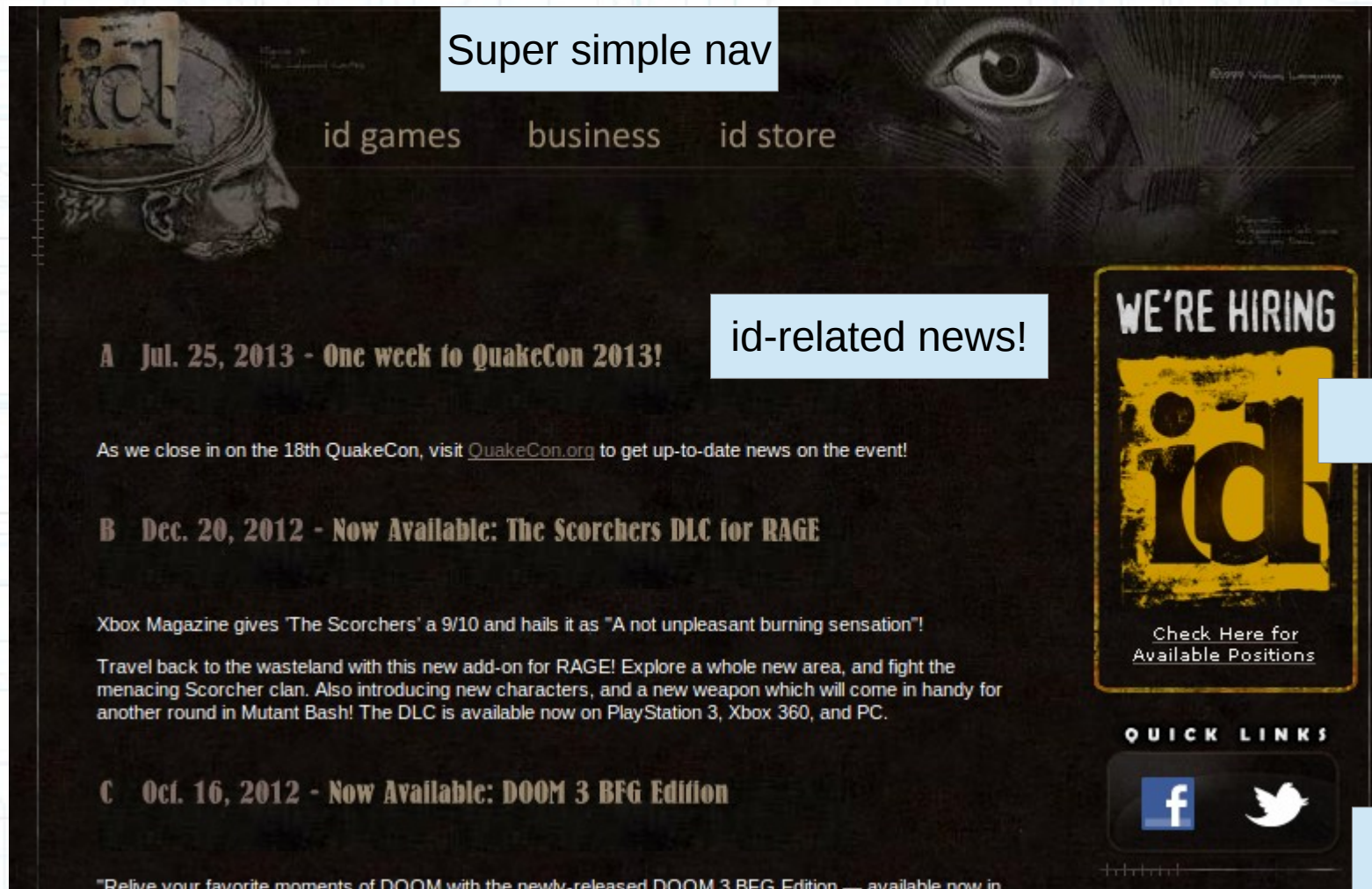
Ought-to-haves

Above the fold:
A few examples

Above the Fold



Above the Fold



RMS doesn't
Want no CSS!

Above the Fold

Richard Stallman's Personal Site

[Political Articles](#) | [Political Notes](#) | [Travel Experiences](#) | [Travel Photos](#)
[Fiction](#) | [Books](#) | [Sayings](#) | [Personal Ad](#) | [Humor](#) | [Non-Political Articles](#)
[RMS personal FAQ](#) | [Scientific Links](#) | [Airlines](#) | [Serious Bio](#) | [Humorous Bio](#)
[Comics](#) | [Photos and Drawings of Me](#) | [Lifelong Activist](#) | [Speaking Schedule](#)
[Empire of the Megacorporations](#) | [There Ought to Be a Law](#) | [Links](#) | [Archive](#) | [Thanks](#)

Site search: [advanced](#)

Seems weird that these
are linked here.

Send comments/questions about the search engine to: rms at gnu dot org

[Amazon](#) | [Apple](#) | [Facebook](#) | [Skype](#)

[RSS site feed](#) for the most recent political notes and news items.

This is the personal web site of Richard Stallman.
The views expressed here are my personal views, not those of the [Free Software Foundation](#) or the [GNU Project](#).

Support the [US Green Party](#)

Human rights, environment, health, people not plutocrats.

Support the [Citizens' Climate Lobby](#)

[Link Policy](#)

The largest part of the site is the [political notes](#), and they are typically updated every day.

You are looking for something which will help you to become a better person or to find out what

stallman.org

Look at all these
clickable things,
separated by pipes!

Support stuff!

Above the Fold

The screenshot shows the JustBats.com website homepage. The header includes the site logo, navigation links, a shopping cart with a \$0.00 balance, and a green 'CHECKOUT' button. A yellow banner below the header promotes a sale with a 3-hour and 4-minute countdown, free shipping, and a 'Check out the sale!' call to action. The main content area features a large promotional banner for Louisville Slugger Z-2000 bats, with a 'CALL US!' button and a 'Buy these!' annotation. To the left is a sidebar with 'BASEBALL BATS' and 'SOFTBALL BATS' categories, each with a list of sub-categories and counts. To the right is a 'POPULAR BRANDS' section with logos for Easton, Louisville Slugger, D, MIKEN, WORTH, and marucci. Below the main banner is a 'Hot Selling Bats' section with three product listings. At the bottom right is a 'BAT DEALS' section with a 'JustBats.com' logo and an email sign-up prompt with a 'Get our Email blasts!' annotation.

JustBats.com JustBallGloves.com

3 Hours & 4 Minutes Left
For Free Shipping Today On All Baseball Bats and Softball Bats.
Fast, Free Shipping Everyday

Check out the sale!

Order Bats: 1-866-321-2287

CHAT NOW

Search Bats

SEARCH

Bats

Bat Coach

Bat Packs

Gift Cards

Bat Reviews

Bat Resource Guide

BASEBALL BATS

Adult Bats (632)

Coach Pitch Bats (12)

Junior Big Barrel Bats (17)

Tee Ball Bats (20)

Training Bats (49)

Wood Baseball Bats (445)

Youth Bats (162)

Youth Big Barrel Bats (211)

SOFTBALL BATS

Fastpitch Bats (130)

Slow Pitch Bats (122)

SHOP BY DEALS

Order Bats Now 1-866-321-2287

CALL US!

HOW WILL YOU LEAVE YOUR MARK ON THE GAME?

Buy these!

SHOP THE NEW LOUISVILLE SLUGGER Z-2000 SLOW PITCH BATS

Learn More

POPULAR BRANDS

EASTON

LOUISVILLE Slugger

D

MIKEN

WORTH

marucci

BAT DEALS

JustBats.com

Don't miss any JustBats.com specials! Sign up for our email newsletter!

Get our Email blasts!

Hot Selling Bats

2013 Easton S3: SL13S310B Senior League	2013 Easton S1 Baseball Bat: JBB13S1 Junior Big Barrel	2014 Miken Ultra 750X Maxload ASA: SULTMA Slow Pitch
---	--	--

Various Filters!

People buy These bats

Justbats.com

Ought-to-haves

- Detailed Footer
- A Website Footer Is For More Than Your Copyright Notice
<http://www.bourncreative.com/a-website-footer-more-than-a-copyright-notice>
- Investigate other websites and what they have...
 - Privacy policy, about, additional links
 - Address, contact information
 - Social media links or embedded plugins
 - Site map link, links repeated from navbar.

Ought-to-haves

- Breadcrumbs!
 - Help the user backtrack through their progress. Generally lists hierarchical order.

Adult > Bat Pack > Louisville Slugger

Louisville Slugger Bat
Justbats.com

Showing 24 Bats | [View All](#)

Sort By:

[Books](#) > [Comics & Graphic Novels](#) > [Graphic Novels](#) > [Marvel Books](#)

Amazon.com

Home > Computer Hardware > Video Cards & Video Devices > [Desktop Graphics Cards](#)^(x) > Chipset Manufacturer : NVIDIA^(x)

Newegg.com

Common Elements

- Feature Scroller
 - Pretty common, scrolls through large image banner “features” that link to various products or parts of the website.

Common Elements

- Feature Scroller



theroasterie.com

Common Elements

- Social Media / RSS Feed Links
- Embedded maps, as needed
- Company News
- Contact form
 - Rather than giving an email address, allow to add extra metadata – topic, return info, etc.

“Hidden” Elements

- Content Management System (CMS)
 - Where the website employees update the website.
 - Or, where customers who have purchased a service are able to update settings.
 - If you have a blog, think of your settings control panel & new blog post interface.

“Hidden” Elements

- Object-Relational Mapping (ORM)
 - An extra layer between your server code and the database.
 - Keeps you from writing SQL code and handling queries manually.
 - Generally gives you class object representations of your tables/schema.
 - Customers->FilterBy(“last_name”)

Tools

- 960 Grid System
<http://960.gs/>
 - Keep your website conforming to a grid-layout, easily style your page.
- LESS CSS
<http://lesscss.org/>
 - Add variables, operations, and functions to your CSS.
- Bootstrap
<http://getbootstrap.com/2.3.2/>
 - CSS framework

Design Blogs

- Look at design blogs for ideas
- <http://www.smashingmagazine.com/2007/08/28/45-excellent-blog-designs/>
- <http://bestwebgallery.com/>
- <http://www.webcreme.com/>

References

-