

## Unidad 5

### Bloque verbal

La palabra clave o núcleo de un **bloque verbal** es un **verbo**, el cual puede estar conjugado (expresando tiempo, número y persona) o no conjugado. Puede presentarse solo o acompañado de otras palabras. El verbo es identificado por medio de la vía morfológica y la vía sintáctica.

#### Vía morfológica

Se identifica un verbo al reconocer las terminaciones que les son propias. Por ejemplo:

- **-s, -es, -ies:** Terminación de verbo en Presente Indefinido. Verbo conjugado. Tercera Persona del Singular.
  - *The web page / **presents** / several links.*
- **-ed, -ied:** Terminación para el pasado Indefinido y el Participio Pasado de verbos regulares.
  - *The designer / **loaded** / the page.* (Pasado definido - verbo conjugado)
  - *The designer / has **loaded** / the page.* (Participio pasado - verbo conjugado)
  - *The page / is **loaded**.* (Participio pasado - verbo conjugado)
  - *When **loaded**, / you have access to the index page.* (Verbo no conjugado)
- **-ing:** Terminación del Participio Presente de todos los verbos.
  - *He / is **loading** / the web page.* (Verbo conjugado)
  - *This page / is useful / for **presenting** / new products.* (Verbo no conjugado)
- **-ify, -en, -ate, -ize/ise, etc.:** Son terminaciones típicas de verbos.

*Classify – Widen – Evaporate – Emphasize*

**Nota:** La terminación de los verbos irregulares se producen a través de una modificación de la palabra (no agregan *-ed*), lo que es imposible identificarlos por su terminación. Por ejemplo:

*They **found** interesting links.*

*They have **found** interesting links.*

Al encontrar en un texto un verbo irregular, consulte el anexo “**Lista de Verbos Irregulares**”. De esta forma usted identificará la forma infinitiva.

## Vía sintáctica

Es posible identificar un verbo a través de las palabras que lo acompañan. Existen:

- **Verbos conjugados.** Las palabras que los acompañan son:

- a. Pronombres
- b. Verbos “especiales”
- c. Adverbios
- d. Adjetivos predicativos

### a. Pronombres personales

Los **pronombres personales sujeto** son un indicio seguro de la presencia de un verbo conjugado. Los mismos NO se traducen, ya que la terminación del verbo en castellano por sí misma indica la persona y el número. Los pronombres personales sujeto son los siguientes:

***I – YOU – HE – SHE – IT – WE – YOU – THEY***

### b. Verbos “especiales”

Los verbos **auxiliares** y los verbos **modales** nos ayudan a conformar y expresar correctamente los tiempos y distintas formas de los verbos principales.

#### Verbos auxiliares

<b><i>BE</i></b>	<i>AM – IS – ARE – WAS – WERE – BEEN – BEING</i>
<b><i>HAVE</i></b>	<i>HAVE – HAS – HAD – HAVING</i>
<b><i>DO</i></b>	<i>DOES – DID</i>

#### Verbos modales

Los verbos modales en inglés son una categoría de verbos especiales. A diferencia de los verbos auxiliares “*be*”, “*do*” y “*have*” que pueden funcionar como verbos principales de una oración, los verbos modales no pueden hacerlo. Al ser verbos complementarios siempre van acompañados de otro verbo.

Los verbos modales no marcan un tiempo verbal, éstos dan a entender una actitud determinada del hablante. Por ejemplo: expresan una posibilidad, un consejo, una predicción, etc. Al tratarse de verbos especiales se pueden negar y en las preguntas ocupan el lugar del auxiliar.

- **Afirmación:**    Sujeto + verbo modal+ verbo infinitivo
- **Negación:**    Sujeto + verbo modal+ NOT + verbo infinitivo
- **Pregunta:**    (Wh) + verbo modal+ sujeto + verbo infinitivo + ?

Algunos de los verbos modales son:

- **Can (cannot = can't):** Indica posibilidad o habilidad. Cuando se usa en preguntas, se suele usar para pedir permiso, o sea, la posibilidad de hacer algo.
- **May (may not):** El verbo may se suele utilizar como sinónimo de **can** para expresar permiso o dar instrucciones. También puede ser utilizado para expresar la posibilidad de que una acción tenga lugar.
- **Could (could not = couldn't) / Might (might not):** Se utilizan para indicar una posibilidad remota.
- **Will (will not = won't):** Se utiliza para indicar una probabilidad, es decir, una acción que probablemente tendrá lugar en el futuro.
- **Should (should not = shouldn't):** Se utiliza para dar consejos acerca de acciones que deberían ser realizadas en función de obtener un resultado.
- **Must / Have to (don't have to):** Se utiliza para hablar de obligaciones.
- **Mustn't / Can't:** Estos verbos modales indican prohibición.
- **Would (would not = wouldn't):** Se utiliza para expresar una situación hipotética, imaginaria.
- **Need to (don't need to):** Permite expresar necesidad o urgencia.

➤ **Lea las oraciones a continuación e identifique los verbos principales y modales en cada una de ellas.**

- a. *A Web designer will often manipulate actual HTML code.*
- b. *Different kinds of tools can help to auto-produce HTML that will result in a specific design format.*
- c. *A Web designer may also use Cascading Style Sheets (CSS) to create a unified style and colour scheme throughout an entire website.*
- d. *Should a Web designer think about the way his page looks?*
- e. *Visitors may not come back to your site if the information in it is confusing.*

### c. Adverbios

Cuando los adverbios modifican la acción expresada por el verbo, son considerados elementos del **bloque verbal**. Su posición no es fija y puede separarse del mismo.

- *I **often** look for new ideas.*
- *I will **quickly** design the logo with Fireworks.*

#### d. Adjetivos predicativos

Los verbos copulativos son una subclase de verbos que conectan al sujeto con un complemento nominal o adjetivo. Por lo tanto, pueden aparecer seguidos de un adjetivo (llamado **adjetivo predicativo**) que forma parte del Bloque Verbal. Algunos de estos verbos son:

#### BE – SEEM – LOOK – FEEL – APPEAR – BECOME

- *The product became incredibly popular after the 90's.*
- *Massive wireless communication seemed impossible in the 90's.*
- *Some predictions from the 90's were wrong.*

#### Ejemplos de verbos conjugados

<b>BE + -ING</b> (estar) + (-ando / -endo)	<i>The designer is loading the page.</i>
<b>BE + PARTICIPIO PASADO</b> (forma de la voz pasiva)	<i>The page is presented to the client.</i>
<b>HAVE + PARTICIPIO PASADO</b> (haber) + (-ado / -ido)	<i>We have presented the new web page.</i>
<b>DO / DOES + NOT + VERBO</b> (no se traducen) + (presente)	<i>They do not want a dynamic web page.</i> <i>The page does not include a form.</i>
<b>DID + NOT + VERBO</b> (no se traduce) + (pasado)	<i>They did not want a dynamic web page.</i> <i>The page did not include a form.</i>
<b>DO / DOES + BLOQUE NOMINAL + VERBO</b> (no se traducen) + (presente)	<i>Do they want a dynamic web page?</i> <i>Does the page include a form?</i>
<b>DID + BLOQUE NOMINAL + VERBO</b> (no se traduce) + (pasado)	<i>Did they want a dynamic web page?</i> <i>Did the page include a form?</i>
<b>SHALL / WILL</b> (futuro indefinido)	<i>We shall discuss the new design.</i> <i>They will ask you about the Meta Tags.</i>
<b>WOULD</b> (potencial)	<i>It would be important.</i>
<b>SHOULD</b> (debería / debiera)	<i>We should discuss the new design.</i>
<b>COULD / MIGHT</b>	<i>We could discuss the new design.</i>

(podría)	<i>We might discuss the new design.</i>
<b>BE</b>	<i>The theory is wrong.</i>
<b>SEEM</b>	<i>It seems impossible.</i>
<b>BECOME</b>	<i>The page has become successful.</i>

- **Lea el siguiente texto y realice las actividades a continuación:**
- Identifique oraciones principales y a partir de ellas, realice un resumen de su contenido en inglés.**
  - Identifique distintos verbos modales y su función. Realice una traducción de las oraciones donde aparecen**
  - Encuentre y marque un ejemplo de un adjetivo en función predicativa.**
  - Encuentre y marque un adverbio.**

#### Chapter 4 - Domain Registration

Domains are a very important topic in web design. In this chapter I will go over what domains and subdomains are and how to register them.

##### Domains

Domain registration is an important topic in web design. A domain is a [www.your-domain.com](http://www.your-domain.com). Its name consists of letters and numbers and the "-". It has to start and end with a letter or a number. The "-" cannot be used at the beginning or end. The domain name must contain at least one letter, or it could be similar to an IP-address. The third and fourth characters cannot be a hyphen ("-"). Domain names are NOT case-sensitive and can be from 3-63 characters long. When you have a domain name, you can host your site under that name, and host your e-mail under that name too. For example, your e-mail address can be [myname@mydomain.com](mailto:myname@mydomain.com). Make sure your host has an email service.

##### Suffixes

".com" is not the only suffix you can have. There are many others. The most popular suffixes are .com, .net, and .org. Here are some other suffixes you can use: .com .net .org .us .info .biz .ws .name. Remember, these are for the U.S. If you live outside of the U.S., there will be different suffixes.

## Subdomains

Subdomains replace the “www” in domain names. For example, a subdomain would look like “site1.your-domain.com”. A subdomain can be made up of the same characters as a domain name. Subdomains represent different directories in your domain. The beauty of this is that instead of having to make separate folders for each one of your sites, you just make some subdomains. This is very useful if you are going to host different sites on the same host. Sometimes when you sign up for a free host, they will give you a subdomain of their web site, such as zimmerdesigns.netfirms.com.

## Registering Your Domain

To register a domain, first you have to find a registrar. Next, you will purchase your domain there. Domains can range in price from \$9 to \$35. The site I use and recommend is Godaddy. I have listed some others for your convenience on my web page. After having purchased your domain, you have to link it to your host. To do this, you have to change the domain pointer. Your host will tell you what to change them to, but usually they are ns1.your-domain.com and ns2.your-domain.com. The last step is to wait 24-48 hours for this to propagate. Then you have your domain! The next step is uploading your site to your new host.

*Adaptado para propósitos pedagógicos de: [http://www.zimmertech.com/tutorials/web-design/36/webdesignbasics\\_domain-registration.php](http://www.zimmertech.com/tutorials/web-design/36/webdesignbasics_domain-registration.php)*

- **Verbos no conjugados.** Esta es una forma verbal que no expresa tiempo, número ni persona. Consideraremos tres categorías de verbos no conjugados.

### a. To + verbo (infinitivo)

- *To design* - Diseñar

### b. Forma *-ing* (participio presente)

- *Designing* - Diseñando

### c. Forma *-ed* ó 3ª columna verbos irregulares (participio pasado)

- *Designed* - Diseñado.

## a. Infinitivo

El infinitivo es la base del verbo. Frecuentemente aparece precedido de la partícula *TO*. Veamos las siguientes traducciones orientadoras:

Traducción como...	
<b>A + Infinitivo</b>	<i>I came to see you.</i> (Vine a verte.)
<b>Para + Infinitivo</b>	<i>You must use the manual to find the instructions.</i> (Debes usar el manual para encontrar las instrucciones.)
<b>De + Infinitivo</b>	<i>He tried to load it, but he couldn't.</i> (Trató de subirlo, pero no pudo.)
<b>Que + Verbo conjugado</b>	<p><b>a.</b> Verbos como <b>cause, allow, believe, assume</b>, completan su idea con un <b>bloque verbal infinitivo</b>.</p> <ul style="list-style-type: none"> <li><i>We allow him to design our page.</i></li> <li>(Lo dejamos que diseñe nuestra página.)</li> </ul> <p><b>b.</b> Voz pasiva impersonal.</p> <ul style="list-style-type: none"> <li><i>The pages are said to be the most important ones.</i></li> <li>(Se dice que las páginas son las más importantes.)</li> </ul> <p><b>c.</b> Estructura <b>for + bloque nominal + to infinitive</b> (para que + bloque nominal + verbo conjugado)</p> <ul style="list-style-type: none"> <li><i>This page is designed for students to practise at home.</i></li> <li>(Esta página está diseñada para que los estudiantes practiquen en casa.)</li> </ul>
<b>TO no se traduce</b>	<i>To design means create.</i> (Diseñar significa crear.)

## b. Forma *-ing*

La forma *-ing* puede aparecer como verbo (conjugado y no conjugado), como adjetivo y como sustantivo.

<b>Preposición + <i>-ing</i></b> (preposición) + (infinitivo)	<i>Dreamweaver is used for creating web pages.</i> (Dreamweaver se usa para crear páginas web.)
<b>By + <i>-ing</i></b> (no se traduce + -ando / -endo)	<i>The best way to design is by practising a lot.</i> (La mejor manera de diseñar es practicando mucho.)
<b>Posición inicial en la oración</b>	<i>Loading pages is always simple for him.</i> (Subir las páginas siempre es simple para él.)
<b>Posición media separada del bloque anterior por una coma</b>	<i>They rejected the project, arguing that I didn't follow their instructions.</i> (Rechazaron el proyecto, argumentando que no seguí sus instrucciones.)

- **En el siguiente texto, identifique bloques nominales y verbales. Luego complete el cuadro.**

The information age / has produced / many more changes / in the field of engineering. The field of engineering has matured as telecommunications, microelectronics and computers have caused us to make progress into the field of information technology. Today the field of engineering is second only in size to teaching. The field that in the 1700's had two major fields today has over eighty different majors for the field of engineering. The changes have occurred because evolution in technology is fast. For this reason, the fields of engineering are growing as the technology of society changes to meet the needs of society.

Verbo principal	Verbo especial	Adjetivo predicativo	Adverbio

- **El siguiente artículo *Guide to Website Navigation Design Patterns* está dividido en 6 partes. Haga una lectura global del artículo completo y luego realice las siguientes actividades:**

**Part 1:** Busque ejemplos de verbos no conjugados (*to -inf, -ing, -ed*).

**Part 2:** Busque ejemplos de adverbios modificando a verbos.

**Part 3:** Verbos especiales: auxiliares y modales.

**Part 5:** *-ing* con distintas funciones (verbo, adjetivo, sustantivo). Traduzca los ejemplos.

**Part 6:** Encuentre al menos un ejemplo de todos los anteriores. Luego traduzca esta parte.

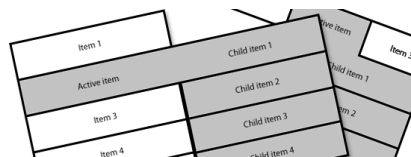


## Guide to Website Navigation Design Patterns

Feb 8, 2011 by Cameron Chapman

### **PART 1**

In web design, there are certain common design patterns that are used for interaction. Site navigation has a wide variety of common and familiar design patterns that can be used as a foundation for building effective information architecture for a website.



This guide covers popular site navigation design patterns. For each site navigation design pattern, we will discuss its common characteristics, its drawbacks, and when best to use it.

### **Top Horizontal Bar Navigation**



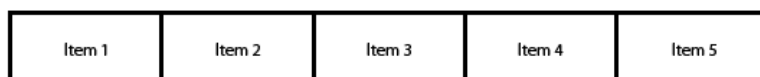
Top horizontal bar navigation is one of the two most popular kinds of site navigation menu design patterns out there. It's used most frequently as the primary site navigation menu and is most commonly located either directly above or directly below the site header of all web pages in a site.

The top horizontal bar navigation design pattern is sometimes paired with drop-down menus whereby

hovering on a navigation item reveals second-level child navigation items.

### **Common Characteristics of Top Horizontal Bar Navigation**

- Navigation items are text links, button-shaped, or tabbed-shaped
- Horizontal navigation is often placed directly adjacent to the site's logo
- It is often located above the fold



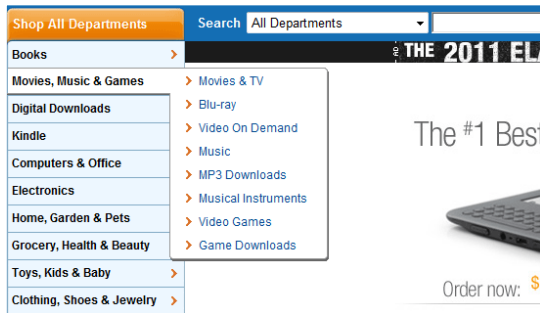
### **Drawbacks of Top Horizontal Bar Navigation**

The biggest drawback to top horizontal navigation is that it limits the number of links you can include without resorting to sub-navigation. For sites with only a few pages or categories, this isn't a hindrance, but for sites with complex information architecture and many sections, this is not an ideal primary navigation menu option without the help of sub-navigation.

### **When to Use Top Horizontal Bar Navigation**

Top horizontal bar navigation is perfect for sites that only need to display 5-12 navigation items in the main navigation. It is also the only option for primary navigation for single-column website layouts (aside from footer navigation, which is generally used as a secondary navigation system). When combined with dropdown sub-navigation, the top horizontal bar navigation design pattern can hold more links.

## Vertical Bar/Sidebar Navigation



Vertical bar/sidebar navigation is when navigation items are arranged in a single column, one on top of another. It's often found on the top-left column, preceding the main content area — according to a usability study on navigation patterns on left-to-right readers, vertical navigation bars on the left performs better than vertical navigation bars on the right.

The vertical bar/sidebar navigation design pattern is seen all over the place, on virtually every kind of website. Part of that is because vertical navigation is one of the most versatile patterns out there, able to accommodate a long list of links. It can be used alongside sub-navigation menus, or on its own. It's easily used for primary site navigation that contains a lot of links. Vertical bar/sidebar navigation can be integrated into almost any kind of multi-column design layout.

### Common Characteristics of Vertical Bar/Sidebar Navigation

- Text links for navigation items are very common (with and without icons)
- Tabs are rarely used (except for the stacked tabs navigation pattern)
- Vertical navigation menus usually have plenty of links

Item 1
Item 2
Item 3
Item 4
Item 5

## PART 2

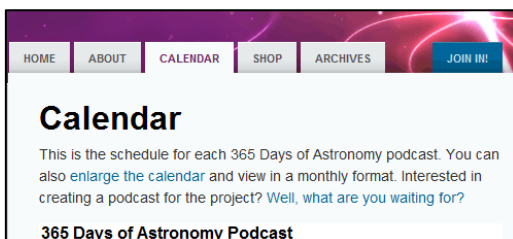
### Drawbacks of Vertical Bar/Sidebar Navigation

Vertical menus, because of their ability to handle many links, can sometimes get overwhelming to users when they are too lengthy. Try to limit the number of links you include, and instead, use fly-out sub-navigation menus for sites with more content. Also, consider dividing the links into intuitive categories to help users find links of interest quicker.

### When to Use Vertical Bar/Sidebar Navigation

Vertical navigation is suitable for almost any kind of site, but especially sites that have more than a handful of main navigation links.

### Tabs Navigation



Tabs navigation can be styled virtually any way you want, from realistic, textured tabs that look straight out of a notebook to glossy, rounded tabs and simple, squared-edge tabs. They're seen on virtually every kind of site and can be incorporated into almost any visual style.

Tabs have one distinct advantage over other types of navigation: they have a positive psychological effect on visitors. People associate tabs with navigation, because people are used to seeing tabs in notebooks or binders, and associate it with turning to a new section. This real-world metaphor makes tabs navigation intuitive.

## Common Characteristics of Tabs Navigation

- Generally resemble and function like real-world tabs (as seen in filing systems with folders, notebooks, binders, etc.)
- Usually horizontally-oriented but occasionally vertical (stacked tabs)



## Drawbacks of Tabs Navigation

The biggest drawback to tabs is that they're more work to design than simple top horizontal bars; they generally require more markup, image assets, and CSS depending on the visual complexity of the tabs.

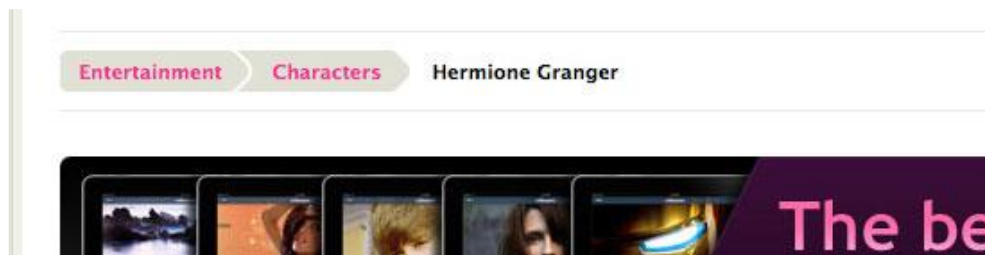
The other drawback to tabs is that they don't work well for navigation with a lot of links, unless they're arranged vertically (and even then, they can look awkward if there are too many).

## When to Use Tabs Navigation

Tabs are appropriate for virtually any main navigation, though they are limited in the number of links they can display, especially when used horizontally. Using them for main navigation with a different style of sub-navigation for larger sites is a good option.

## Breadcrumb Navigation

Breadcrumbs, which get their name from the Hansel and Gretel fairy tale of leaving breadcrumbs along the journey so they could find their way back home, show you where you are on a website. They are a form of secondary navigation, helping support the site's primary navigation system.



## **PART 3**

Breadcrumbs are useful in sites with multiple levels of web page hierarchy. They help orient visitors as to where they are relative to the entire site. If a visitor wants to go back a level, they can just click on the appropriate breadcrumb navigation item.

## Common Characteristics of Breadcrumb Navigation

- Usually formatted as a horizontal list of text links, often with left-pointing arrows between them to denote hierarchy

- Never used for primary navigation

[Level 1](#) > [Level 2](#) > [Level 3](#) > [Level 4...](#)

### Drawbacks of Breadcrumb Navigation

Breadcrumbs don't work well on sites with shallow navigation. They can also be confusing when a site doesn't have clearly compartmentalized and categorized content.

### When to Use Breadcrumb Navigation

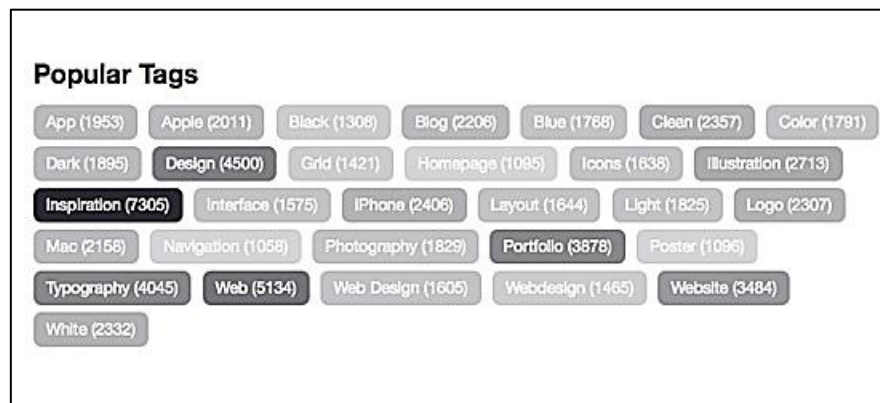
Breadcrumbs are best suited to sites that have clearly defined sections and multiple levels of content categorization.

Without distinct sections, breadcrumbs can do more to confuse visitors than to help them.

### Tags Navigation

Tags are commonly used on blogs and news sites. They're often organized into a tag cloud, which may arrange the navigation items alphabetically (often with different-sized links to indicate how much content is filed under a particular tag), or in order of popularity.

Tags are excellent secondary navigation and are rarely seen as primary navigation. They can aid in findability and site exploration. Tag clouds usually appear on either a sidebar or footer.



If a tag cloud isn't present, then tags are often included in the meta information at the top or bottom of a post; this format makes it easy for users to find similar content.

### Common Characteristics of Tags Navigation

- Tags are a common feature content-centred sites (blogs and news sites)
- Only text links
- Links are often of varying sizes when arranged in a tag cloud to denote popularity
- Often included in a post's meta information

### Drawbacks of Tags Navigation

Tags are strongly associated with blogs and news sites (and, to a lesser extent, e-commerce sites), so if your site is of a different nature, it might not be useful to you. Tags also require a

certain amount of work on the part of your content creators, as each post needs to be accurately tagged in order for the system to be effective.

### When to Use Tags Navigation

Tagging content with keywords is good if you cover plenty of topics; if you only have a few pages (perhaps your website is a company site), then tagging content may not be needed. Whether you decide to also incorporate a tag cloud or just include tags in meta information will depend on your design.

### Search Navigation

Site search has become a popular navigation method in recent years. It's well-suited for sites with tons of content (like Wikipedia), which are difficult to navigate otherwise. Search is also seen commonly on blogs and news sites, as well as e-commerce sites.



## **PART 4**

Search is useful to visitors who know exactly what they're looking for. But including a search option isn't an excuse to ignore good information architecture. It's still important to make sure that your content is findable for visitors who might not know exactly what they're looking for or are browsing to discover potentially interesting content.

### Common Characteristics of Search Navigation

- Search bars are usually located in the header or near the top of a sidebar
- Search bars are often repeated on auxiliary sections of a page layout, such as the footer

### Drawbacks of Search Navigation

One of the biggest drawbacks to search is that not all search engines are created equal. Depending on what solution you have chosen, your site's search feature may not produce accurate results or may be missing things such as post meta data. Search navigation, for a majority of the sites, should be a secondary form of navigation. Search is the fallback option the user will choose when they cannot navigate to what they're looking for.

## When to Use Search Navigation

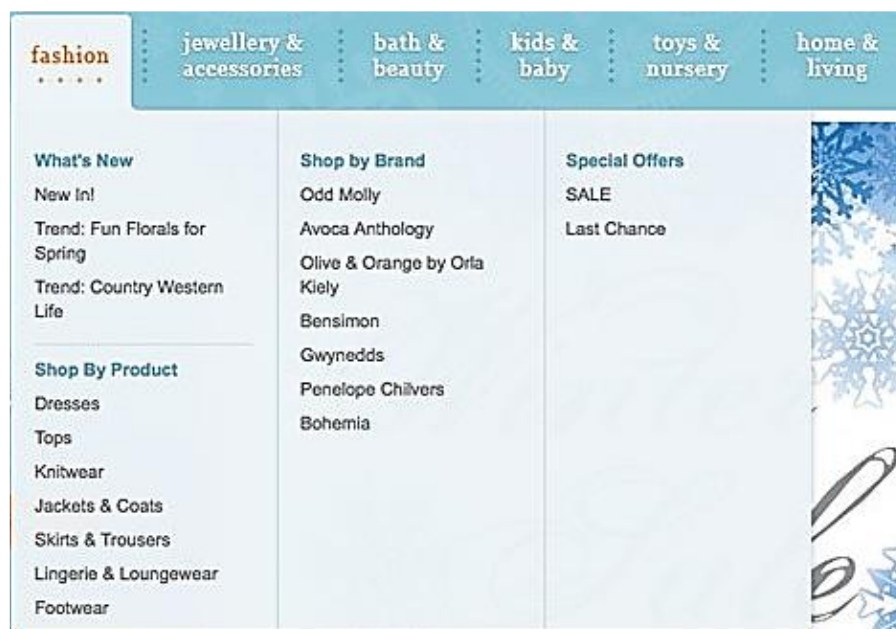
For sites with tons of pages and complex information architecture, you certainly need to include a search feature. Without it, users are likely to get frustrated having to wade through links and multiple levels of navigation to get to the specific information they want.

E-commerce sites are another area where search is important, though it's vital that search results on e-commerce sites are filterable and sortable depending on the size of the site's inventory.

## Fly-Out Menu and Drop-Down Menu Navigation

Fly-out menus (used with vertical bar/sidebar navigation) and drop-down menus (typically used on top horizontal bar navigation) are great for robust navigation systems. They keep the overall look of your site uncluttered, but also make deeper sections easily accessible.

They're generally used in conjunction with horizontal, vertical navigation, or tabs as part of the site's primary navigation system.



## Common Characteristics Fly-Out Menu and Drop-Down Menu Navigation

- Used for multi-level information architecture
- Uses JavaScript and/or CSS for hiding and showing the menus
- Links displayed in the menus are child items of the primary item
- Menus are most often activated by mouse hover, but sometimes also mouse click



#### Fly-Out Menu

Item 1	
Active item	Child item 1
Item 3	Child item 2
Item 4	Child item 3
Item 5	Child item 4

#### Drop-Down Menu

Item 1	Active item	Item 3	Item 4	Item 5
	Child item 1			
	Child item 2			
	Child item 3			
	Child item 4			

## **PART 5**

### **Drawbacks of Fly-Out Menu and Drop-Down Menu Navigation**

Unless you put some indication (often an arrow icon) next to your main navigation links, visitors might not realize there's a drop-down or fly-out menu with sub-navigation items. It's important to make this obvious. Also, drop-downs and fly-outs can make navigation on mobile devices very difficult, so be sure your mobile style sheets takes into account this situation.

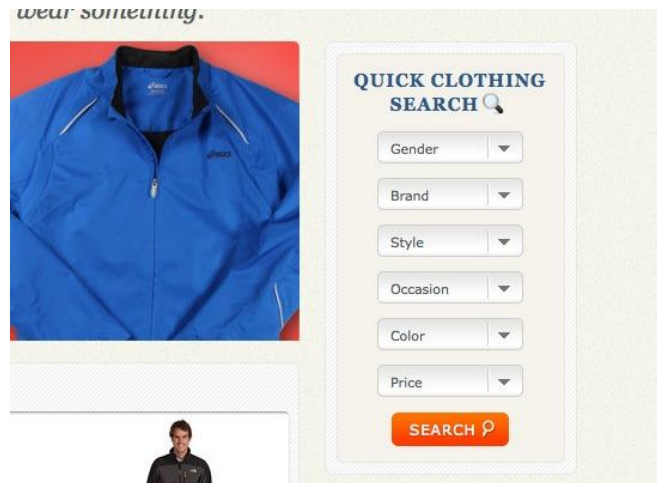
### **When to Use Fly-Out Menu and Drop-Down Menu Navigation**

If you want to visually hide a large or complex navigation hierarchy, drop-downs and fly-outs are a great option as they let the user decide what they want to see, and when they want to see them. They can be used to display a large number of links on demand without cluttering up the web page. They're also excellent for displaying child pages and local navigation without requiring visitors to click through to a new page first.

### **Faceted/Guided Navigation**

Faceted/guided navigation (also called faceted search or guided search) is most commonly seen on e-commerce sites. Basically, guided navigation presents you with additional filters of content attributes. Say you're browsing for a new LCD monitor, the guided navigation options might list things like size, price, brand, and so on. Based on these content attributes, you are able to navigate to items that match your criteria.

Guided navigation is invaluable on large e-commerce sites with a huge and varied inventory. Straight search options often make it difficult for a user to find what they want and increase the likelihood that they might miss a product. For example, they might search for a product in "taupe" when you've got it marked as "tan" or "beige", even though it's exactly what they were looking for.



### Common Characteristics of Faceted/Guided Navigation

- Mostly seen on e-commerce sites
- Usually let users filter multiple times for different characteristics
- Almost always uses text links, broken down by category or in drop-down menus
- Often paired with breadcrumb navigation

### Drawbacks of Faceted/Guided Navigation

Guided navigation can be confusing for some users. In addition, there's no guarantee that the user will be looking for one of your pre-defined categories.

## **PART 6**

### When to Use Faceted/Guided Navigation

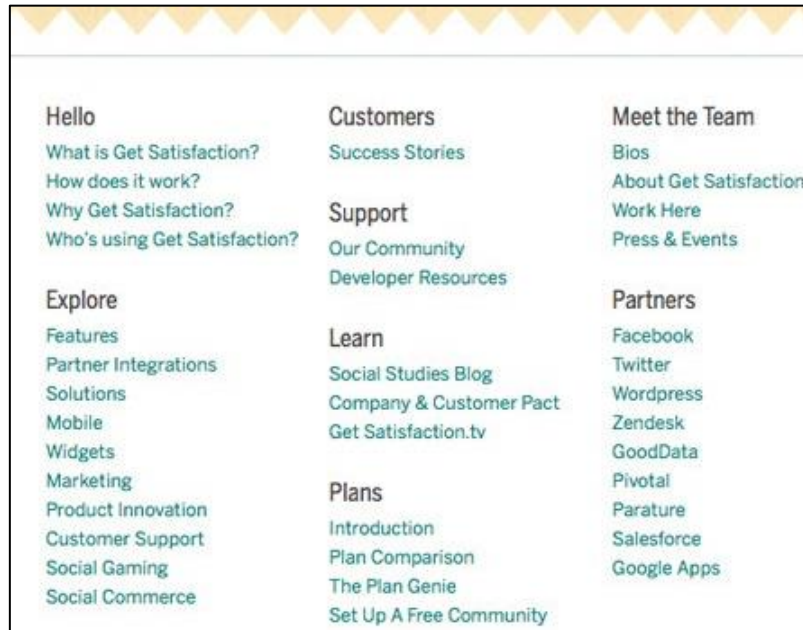
Faceted navigation is very useful on large e-commerce sites. It makes it easier for users to tailor their shopping experience, and to find exactly what they're looking for. It can also be useful on other directory-style sites.

### Footer Navigation

Footer navigation is mostly used as secondary navigation and may contain links that don't fit within the main navigation or include a simplified site map of links.

Visitors who can't find what they're looking for in the primary navigation menu often look at footer navigation afterwards.





### Common Characteristics of Footer Navigation

- Footer navigation is often used as a catch-all for navigation items that don't fit elsewhere
- Usually uses text links, occasionally with icons
- Often used for links to pages that aren't mission-critical

### Drawbacks of Footer Navigation

If your pages are long, no one's going to want to scroll to the bottom to get to your footer just to navigate your site. With longer pages, footer navigation is best left to repeating links and serving as a condensed site map. It should not be relied upon as a primary form of navigation.

### When to Use Footer Navigation

Most sites have some kind of footer navigation, even if it's just repeating navigation that's elsewhere. Consider what would be useful to have there, and what your visitors will most likely be looking for.

### Conclusion

Most websites use more than one navigation design pattern. For example, a website might have a horizontal top bar as a primary navigation system, with a vertical bar/sidebar navigation system to support it, along with footer navigation for redundancy, convenience, and auxiliary pages.

When selecting which navigation design patterns to base your navigation system on, you must choose ones that support the information structure and nature of your website. Navigation is an important part of a website's design, and having a solid foundational design is imperative to its effectiveness.

*Adaptado para propósitos pedagógicos de: <http://sixrevisions.com/user-interface/navigation-design-patterns/>*