

## Objectives

- Understand the web design environment
- Design for multiple screen resolutions
- Craft the look and feel of the site, create unified site design
- Design for the user, design for accessibility

## Good design

- code to standards (W3C)
- test for compatibility, view in multiple browsers
- test on different operating systems, devices, network speeds

## Browser Cache

- browser loads file from web server to local cache
- browser loads files from local cache unless content on web server has changed
- take advantage of the cache by reusing assets

## Devices, Operating Systems, and Screen Resolutions

- test for different types of monitors & display software, browser versions, font choices
- most common screen resolutions are 1024x768 1366x768

## Widescreen Monitors Design Solutions

- **Flexible layouts:** fill the screen at different resolutions
  - user controls the view of the content
  - less change of horizontal scrolling
  - more flexibility for multiple devices
  - better for text-based layouts and simpler designs
- **Fixed design:** do not change based on resolution, stay centered in browser window
  - designer controls the view of the content
  - allow more complex page layouts
  - more control over text length

## Mobile Devices

- must also test for mobile devices
- css media queries allow specifying style rules for different devices types
- **Separate mobile site:** designed expressly for mobile devices
- **Responsive site:** designed to adapt to different screen resolutions

## Plan for Easy Access and Clear Presentation of Information

- anticipate user actions and plan ahead
- make info navigable, provide navigation choices to user
  - design info to be easy to read and legible, break into reasonable segments
  - use contrasting colors that are easy on the eye
  - use plenty of white space, control width of text
  - include plenty of headings

## Creating a Unified Site Design

- plan unifying themes and structure for the site
- consider the design of all pages
- use a grid to provide visual structure:
  - grid is a conceptual layout device
  - aligns content into columns and rows
  - break out of grid to provide variety and highlight information
  - provides page margins and gutters b/w elements
- plan smooth transitions:
  - consistency and repetition
  - navigation elements in same position on each page, with consistent nav graphics
- use active white space:
  - good use of white space guides the reader
  - white space used deliberately is called active white space
  - passive white space is the result of mismatched shapes

## Designing for the User

- find out what users expect from the site
- create a profile of the average user
- follow the 3 click rule

## Design for Interaction

- think about how the user wants to interact with the information
- decide whether the user is likely to read or scan
- design pages for reading or scanning based on content type

## Design for Locations

- consider the different ways a user could be viewing your web pages
- users expect common elements of a web page in certain locations

## Too Much Content?

- be conscious of the cognitive load of the user
- carefully divide content into smaller sections

## Accessibility Features

- optional navigation links
- high contrast version
- user-controlled font size
- access keys: access sections via keystrokes

## Summary

- craft an appropriate look and feel
- make design portable
- plan for easy access to information
- design a unified look for the site
- use active white space
- know your audience

- leverage hypertext linking
- design text for online display
- test work continually as you build
- build accessibility from the start