

## Planning a Web Site

- ❖ Who is your target audience?
- ❖ What are major objectives of web site?
- ❖ Examine similar sites for ideas
- ❖ Develop consistent design theme
  - ◆ External css files for common themes
- ❖ Develop intuitive navigation system
  - ◆ Best to limit links in group to maximum of 5
  - ◆ Best to make all info 3 clicks from home page
  - ◆ Best to create matching folder structure
  - ◆ Create site map to plan navigation structure

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## Navigation

- ❖ Navigation Road signs:
  - ◆ Make links clear and understandable
  - ◆ Return to home obvious
  - ◆ Current location obvious
  - ◆ Be Consistent
- ❖ 30 Second Rule:
  - ◆ Download Page with images (<100 kBytes)
  - ◆ Understand Page (Links)

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## Search Engine Cataloging

- ❖ Search engines generally use the Meta tags for cataloging purposes
- ❖ Meta tags are located in the head section

```
<head>
<title>Northern Marianas College &raquo; CS222</title>
<meta name="keywords"
      content="northern, marianas, college, CS222" />
<meta name="description"
      content="Web Design Course " />
</head>
```
- ❖ Instructs search engine not to index web page

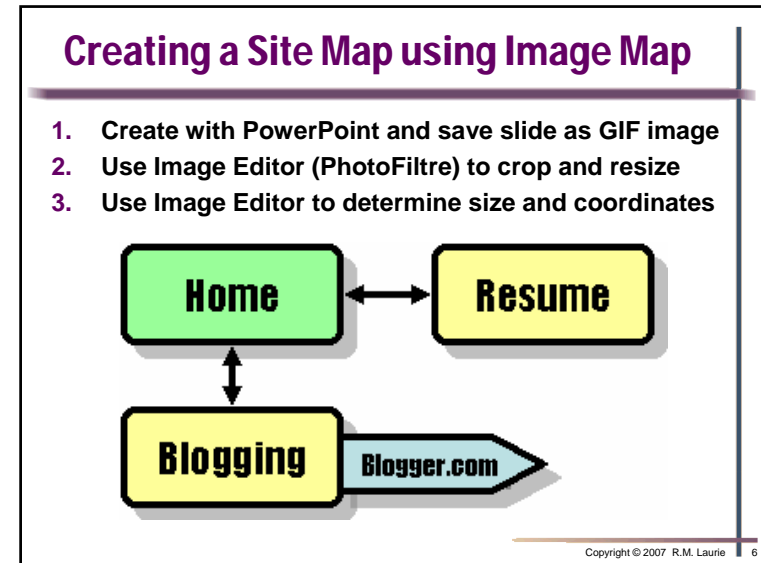
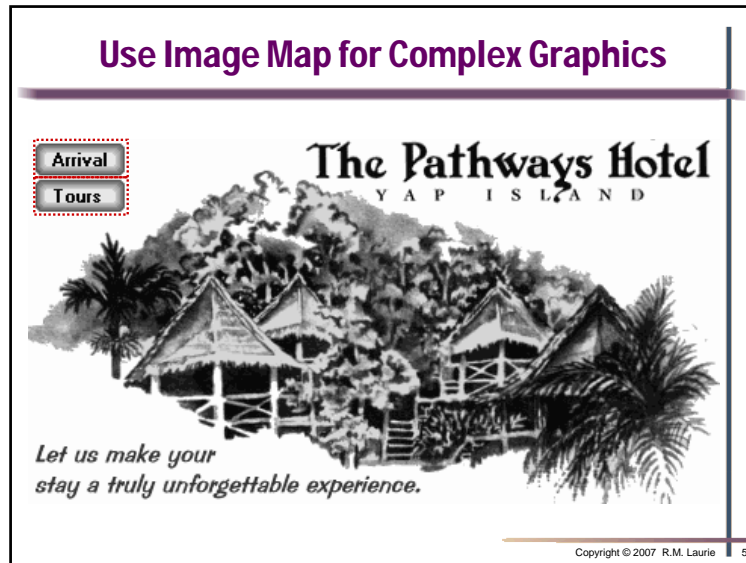
```
<meta name="robots" content="noindex,nofollow" />
```

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## Image Maps

- ❖ Multiple “hot spots” (clickable areas) on image
- ❖ Client Side Image Maps
  - ◆ Supported by browsers since Version 3.0
  - ◆ Processing done by client browser
  - ◆ Uses HTML elements only no CSS or JavaScript
- ❖ Server Side Image Maps
  - ◆ Works on even oldest of web browsers
  - ◆ Requires a CGI script to function
  - ◆ Beyond scope of this course
  - ◆ Client processing is better because no server

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### Client Image Map Syntax

- ❖ The **img element** has an optional **usemap attribute** which provides the reference to the image map.  
``
- ❖ The **map element** specifies the image map. Use both name and id attributes for maximum browser support.  
`<map name="Map" id="Map"> </map>`
- ❖ The **area elements** specify the shape and dimensions of the hot spot area and includes coordinates. Use **title attributes** to create hover tips.  
`<area shape="rect" coords="0,96,131,157" href="http://www.islandman.org/topic" title="Topic" />`  
`<area shape="poly" href="http://www.blogger.com" coords="132,113,221,113,254,130,221,149,132,149" title="Blogger.com" />`

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### Hot Spot Shapes

- ❖ The area elements are empty elements encapsulated within the map element tags
- ❖ The shape attribute can specify three different hot spot shapes with appropriate dimensions
  - ◆ Rectangular Hot Spots  
`<area shape=rect coords="0,0,15,45" href="#" />`  
 A rectangle is defined using two points, top-left corner, and bottom-right corner of the rectangle.
  - ◆ Circular Hot Spots  
`<area shape=circle coords="20,20,10" href="#" />`  
 A circle is defined by its center and radius.
  - ◆ Polygon Hot Spots  
`<area shape=poly coords="10,50,15,20, 20,50" />`  
 A polygon is built up by a list of coordinates. They are all connected in the order presented, and last coordinate pair is connected to the first. This triangle has vertices at (10,50), (15,20), (20,50).

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```
<body>
<h2>My Site Map</h2>
<p>

</p>
<map name="Map" id="Map">
<area shape="rect" coords="0,0,133,61"
href="http://www.islandman.org" title="Home" />
<area shape="rect" coords="184,0,317,61" href=
"http://www.islandman.org/resume" title="Resume" />
<area shape="rect" coords="0,96,131,157" href=
"http://www.islandman.org/topic" title="Topic" />
<area shape="poly" href="http://www.blogger.com"
coords="132,113,221,113,254,130,221,149,132,149"
title="Blogger.com" />
</map>
</body>
```

## Tunnels

- ❖ A tunnel is a linear series of HTML documents that the user passes through
- ❖ Tunnels are a good for photo album tour
  - ◆ Minimizes image load requirements
  - ◆ You can pre-load images for the next photo in sequence by including its image tag and setting height and width attributes to "1".
- ❖ Question and answer tunnels
  - ◆ Ask Question
  - ◆ Provide Answer

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## Timed Tunnels Transitions

- ❖ Provide clickable hyperlink to go to the next page
- ❖ Timed automatic transition between html documents is accomplished using a Meta Element
 

```
<meta http-equiv="refresh" content="5;
URL=diduno2.htm">
```

  - ◆ `http-equiv="refresh"`  
Refresh display loading a different HTML file
  - ◆ `content="5; URL=diduno2.htm"`  
Commence loading document at specified URL in 5 seconds
  - ◆ Important to set time delay long enough to load entire page
  - ◆ Best to use Text Only or very small images
  - ◆ Provide an clickable hyperlink as an alternative for user

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