

Web Design Principles

5th Edition

Designing the Site

Objectives

In this chapter, you will learn to:

- Understand the Web design environment
- Design for multiple screen resolutions
- Craft the look and feel of the site
- Create a unified site design
- Design for the user
- Design for accessibility

Understanding the Web Design Environment



Understanding the Web Design Environment

- External factors that affect Web design
- Many variables affect how Web pages appear
- New screen resolutions
- Wide-screen formats
- New devices
- Your designs must be portable and accessible

Understanding the Web Design Environment

- Code to standards
- Test for compatibility
- View in multiple browsers
- Test on available operating systems
- Test on different devices

Browser Compatibility Issues

- Designing for multiple browsers is a challenge
- Test your work in as many browsers as possible
- Test with both older browsers and new browsers
- Try to minimize differences across browsers
- Newer browsers have better adherence to Web standards

Browser Compatibility Issues

Follow these guidelines:

- Follow W3C standards
- Validate your code
- Know your audience
- Test your work in multiple browsers and devices

Connection Speed Differences

- Bandwidth has always been a challenge for Web designers
- Users do not like waiting for content
- In the US, broadband access has increased
- Broadband access is not universal around the world
- Plan your pages for a variety of connection speeds
- Test your pages at different connection speeds

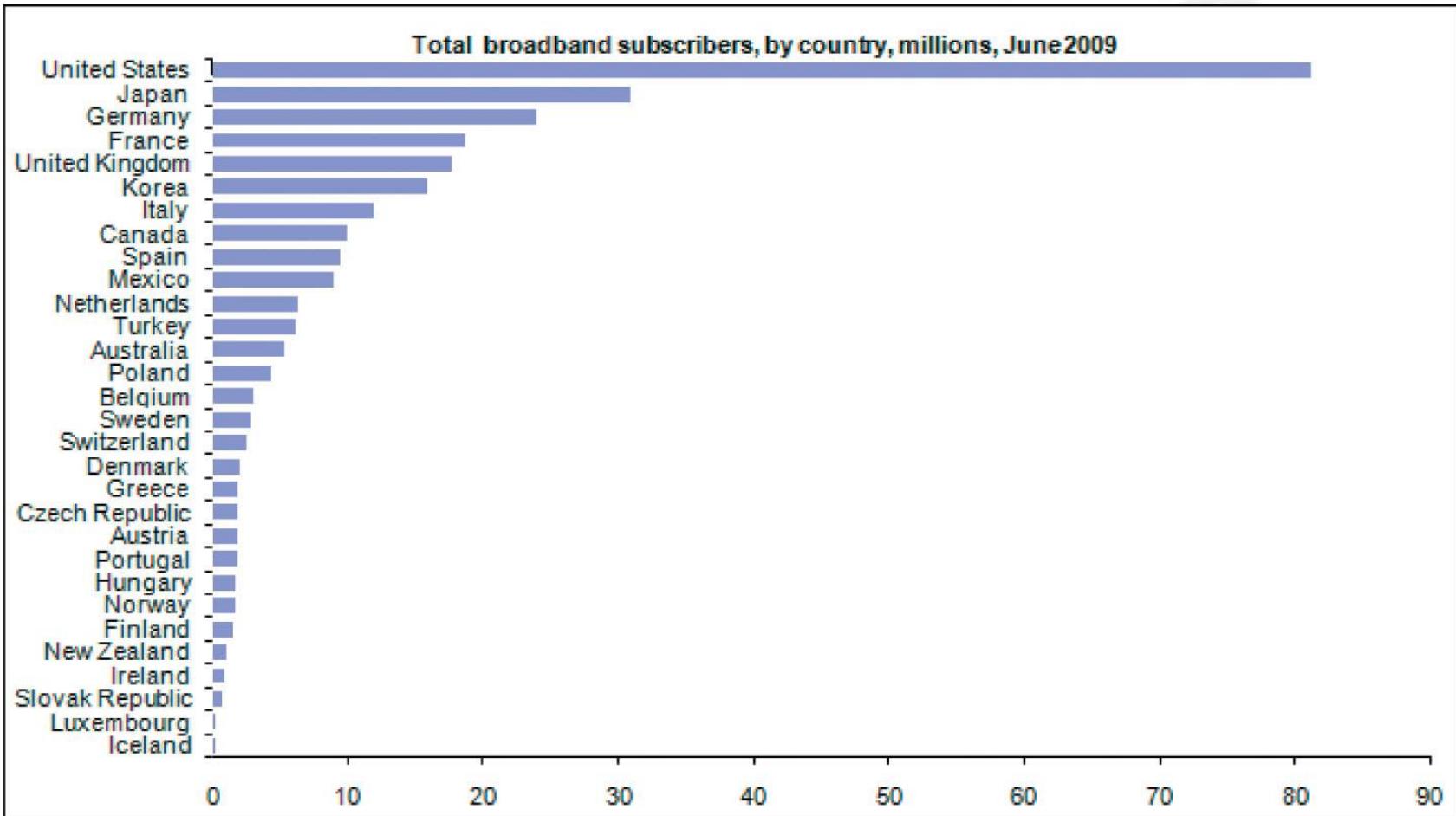


Figure 2-1 Total number of broadband subscribers, by country, millions, June 2009

Browser Cache and Download Time

- Web pages are stored on computers called Web servers
- Web addresses connect to a specific Web server
- The server serves up the file for download
- All text and images are downloaded
- On return visits, your computer loads the files locally unless content has changed
- Local files are stored in the browser cache
- Take advantage of the cache by reusing graphics

Device and Operating System Issues

- Users' computers vary widely in equipment and design
- This is a design variable you cannot control
- Test your content on as many system types as possible
- Keep the following in mind:
 - Monitors and display software
 - Browser versions
 - Font choices

Designing for Multiple Screen Resolutions

Designing for Multiple Screen Resolutions

- Screen resolution is the width and height of the computer screen in pixels
- Most monitors have many screen resolutions to choose from
- This is a variable you cannot control
- The current most common resolutions are 1024 x 768 and 1280 x 1024
- Wide-screen resolutions such as 1366 x 768 and 1200 x 800 are popular as well



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Resolution (pixels)**Percentage of Users (%)**

1024 × 768	26.76
1280 × 800	19.98
1280 × 1024	10.46
1440 × 900	8.81
1680 × 1050	5.53
1366 × 768	4.69
Other	22.36

Table 2-1 Popularity of Screen Resolutions

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Wide-Screen Displays

- The new wide-screen monitors have changed the page design
- Fixed layouts have become more popular
- Flexible layouts have to account for expanded horizontal layout space

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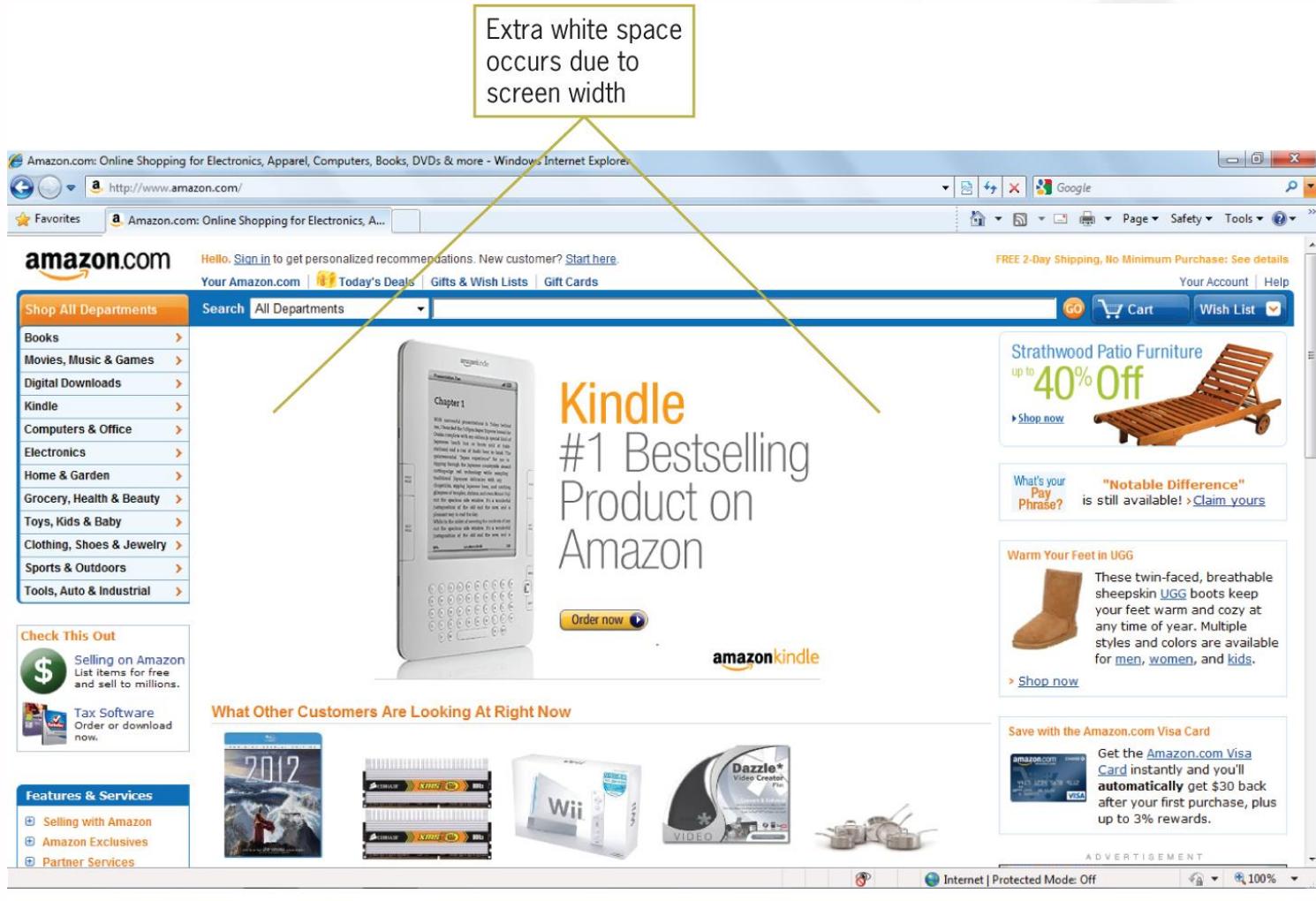


Figure 2-3 The Amazon Web site at 1366×768 resolution



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Handheld Devices

- Many users now have handheld devices for Web browsing
- Must test on these devices as well
- Designing for handheld devices has many challenges
- Many Web sites now offer content designed for handhelds
- CSS Media Queries let you specify style rules for different device types

Flexible Page Layouts

- Adapt to different screen resolutions
- Work especially well for text-based content
- Can pose a variety of design challenges
- The design must account for the movement of elements on the screen at different resolutions
- At high resolutions, your content can break apart



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Width of columns
at 1024 x 768 resolution

The screenshot shows the Wikipedia homepage within a Mozilla Firefox browser window. The browser interface includes a menu bar (File, Edit, View, History, Bookmarks, Tools, Help), a toolbar with back, forward, search, and other navigation icons, and a status bar indicating the URL http://en.wikipedia.org/wiki/Main_Page. A yellow callout box from the top right points to the text "Width of columns at 1024 x 768 resolution". The Wikipedia page itself features the iconic globe logo, the title "Wikipedia, the free encyclopedia", and a banner announcing "Welcome to Wikipedia, the free encyclopedia that anyone can edit." Below this, there's a sidebar with links like "navigation", "search", and "interaction", and a "toolbox" with links such as "What links here", "Related changes", and "Printable version". The main content area displays the "Today's featured article" about Callisto, which includes a thumbnail image of the moon and a detailed description. To the right, there are sections for "In the news" (listing recent events like the 2010 Winter Olympics and a cyclonic storm) and "Wikinews – Recent deaths – More current events...". The overall layout is designed to be flexible and fit the 1024x768 resolution.

Figure 2-6 Using flexible design, content fills window at 1024 × 768 resolution
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Columns expand,
text wraps to fit

The screenshot shows the Wikipedia homepage (http://en.wikipedia.org/wiki/Main_Page) in Windows Internet Explorer. The page features a main content area with a sidebar on the left containing navigation links like 'Main page', 'Contents', and 'Featured content'. A yellow callout box points to the main content area with the text 'Columns expand, text wraps to fit'. The main content area includes sections for 'Today's featured article' (about the Kinzua Bridge), 'Did you know...', and 'On this day...'. To the right, there are columns for 'In the news' (listing global events) and 'Wikinews – Recent deaths – More current events...'. The top navigation bar includes links for 'main page', 'discussion', 'view source', 'history', 'Log in / create account', and 'Tools'. The bottom status bar shows the URL and 'Internet | Protected Mode: Off'.

Figure 2-7 Using flexible design, columns expand to fit at 1366×768 resolution

Fixed columns

Flexible columns

Broads Authority
The Broads - a member of the National Park family

Thursday 4 March | [Sign In](#) | [Sitemap](#) | [A to Z](#) | [Help](#)

Search:

Home

- [News](#)
- [Authority](#)
- [Visiting](#)
- [Boating](#)
- [Managing](#)
- [Education](#)
- [Projects](#)
- [Planning](#)
- [Contact](#)

Looking after The Broads

Have Your Say

What do you think about the Broads Authority website? We would welcome your views and comments so that we can make your online experience as easy and enjoyable as possible.

News



[Major Broads tourism campaign to be launched at Boat and Caravan Show](#)

The biggest collaborative campaign ever to promote the Broads as a leading UK tourism destination has been launched at the Caravan and Boat Show.



Quick Links

- ▶ Urgent Boating News
- ▶ Urgent Environmental News
- ▶ Vacancies
- ▶ Get Involved
- ▶ Photo Gallery
- ▶ Publications
- ▶ Broad Sheet February 2010
- ▶ Polkey's Mill Lottery Video
- ▶ 20 Years of the Broads Authority
- ▶ National Parks Passport
- ▶ How to find us
- ▶ Map of the Broads
- ▶ Met Office Weather
- ▶ Tide Tables
- ▶ Important Environmental Information
- ▶ Parish Pop In Sessions
- ▶ Whitlingham Parking Permits
- ▶ Winter Boating Guide
- ▶ Annual Accounts

Events



Figure 2-8 Broads Authority Web site at 1024 × 768 resolution
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Flexible columns expand

Homepage - Broads Authority - Mozilla Firefox
File Edit View History Bookmarks Tools Help
Homepage - Broads Authority http://www.broads-authority.gov.uk/index.html

Broads Authority
The Broads - a member of the National Park family

Home
News
Authority
Visiting
Boating
Managing
Education
Projects
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Contact

Looking after The Broads

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News

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Two Broads finalists in national awards

Quick Links

- ▶ Urgent Boating News
- ▶ Urgent Environmental News
- ▶ Vacancies
- ▶ Get Involved
- ▶ Photo Gallery
- ▶ Publications
- ▶ Broad Sheet February 2010
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- ▶ Tide Tables
- ▶ Important Environmental Information
- ▶ Parish Pop in Sessions
- ▶ Whittingham Parking Permits
- ▶ Winter Boating Guide
- ▶ Annual Accounts

Events

Thursday 4 March | Sign In | Sitemap | A to Z | Help
Search: Go

Figure 2-9 Broads Authority Web site at 1366 × 768 resolution

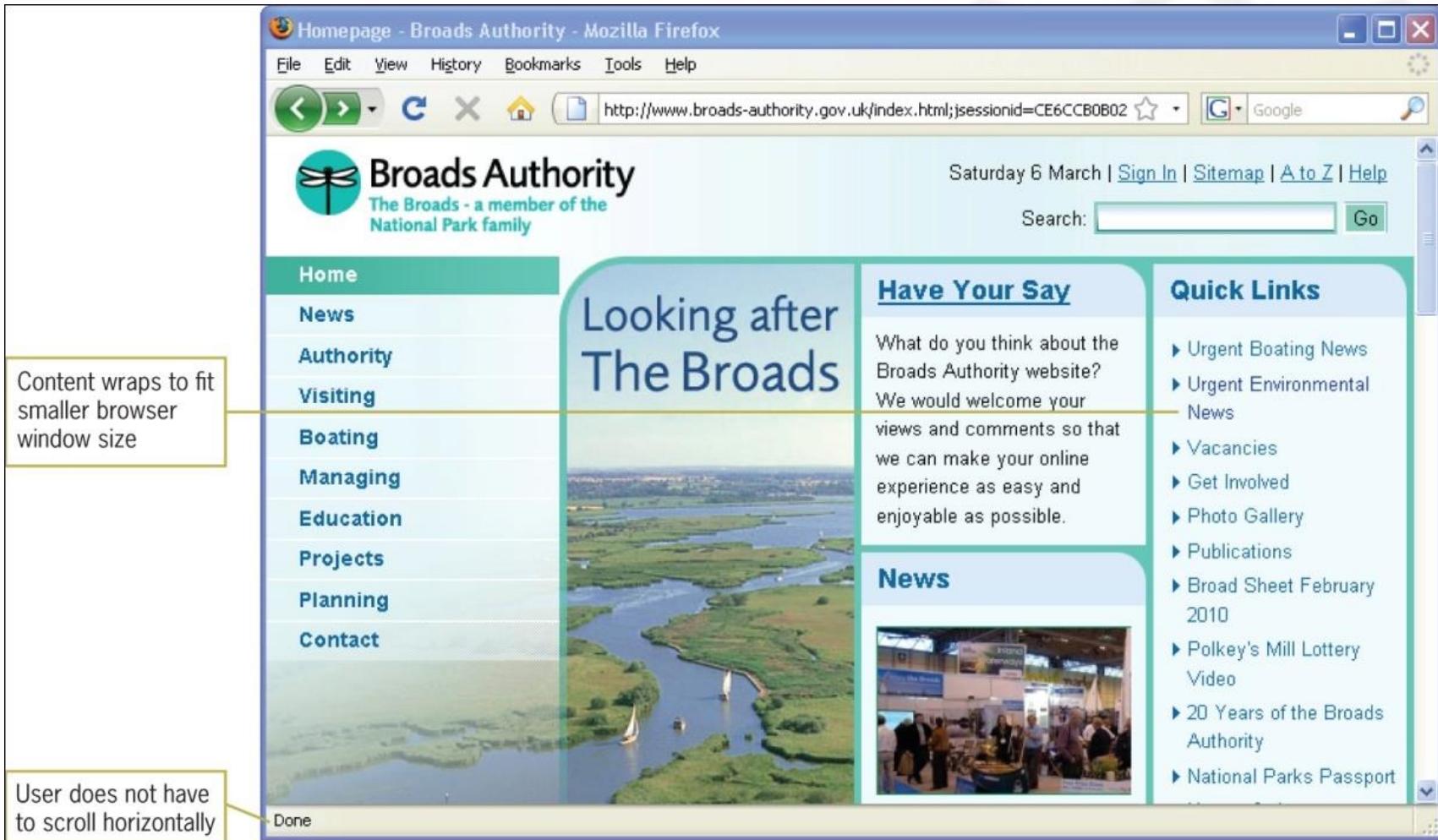


Figure 2-10 Broads Authority Web site at 800 × 600 resolution

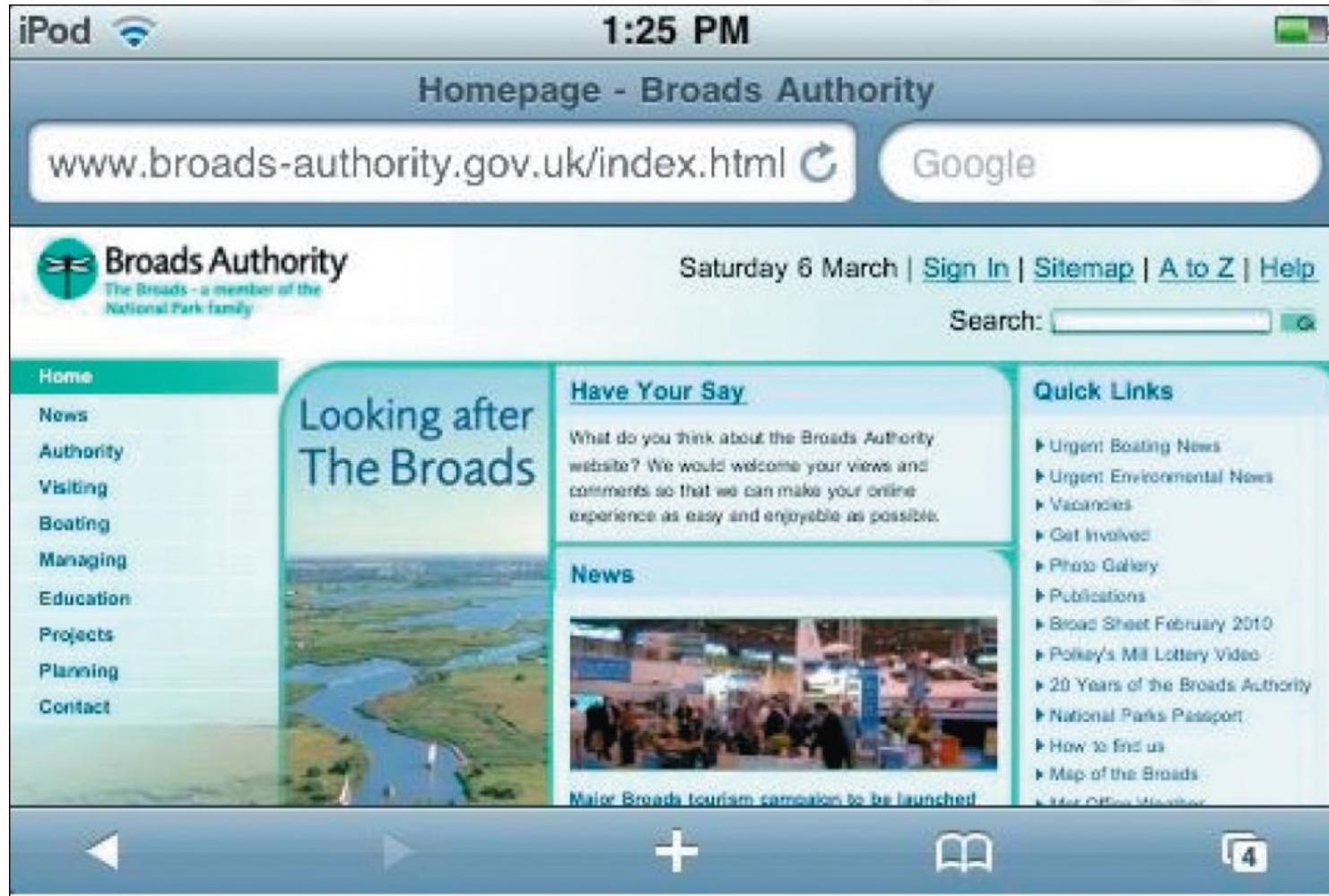


Figure 2-11 Broads Authority Web site on the iPhone

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Fixed-Width Page Layouts

- Allows Web pages to be designed like print pages
- Have consistent width and height
- Designed to center in the browser window regardless of screen resolution
- Easier to design than flexible layouts



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Figure 2-13 Fixed-width design at 1366 × 768 resolution

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Suggestions for Solving the Screen Resolution Dilemma

- Flexible designs:
 - User controls the view of the content
 - Less chance of horizontal scrolling
 - More flexibility for multiple devices
 - Better suited to text-based layouts and simpler designs
- Fixed-width designs:
 - Designer controls the view of the content
 - Allow more complex page layouts
 - More control over text length

Crafting the Look and Feel of the Site

Balance Design and Content

- Access to your content and user needs should guide your design
- Many sites have unnecessary design elements
- These factors can distract the user
- A Web site's design should complement the content and support the reader
- Always choose simple and direct designs that showcase content and allow easy access

Plan for Easy Access to Your Information

- Information design is the most important factor in the success of your site
- Determines how users access content
- Organize your content
- Presented as a navigable set of information
- Provide navigation choices to the user
- Users may browse or look for specific information
- Anticipate and plan for user actions
- Provide direct links to your most popular pages



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Plan for Easy Presentation of Your Information

- Design information to be easy to read and legible
- Break text into reasonable segments
- Provide contrasting colors that are easy on the eye
- Use plenty of white space
- Readers have different online reading habits
- Include plenty of headings
- Control the width of your text

The screenshot shows the homepage of Let's Go Travel Guides. At the top, there's a banner for TopTrips.com with the text "Trip Ideas, Travel Deals, and More!" and a "Sign up for Free" button. Below the banner, the main navigation menu includes links for HOME, DESTINATIONS (with a dropdown arrow), STORIES (highlighted in red), VIDEOS, PHOTOS, HOTELS, DEALS, BOOKS, and 50TH B'DAY. A search bar with a "Search" button is also present. To the right of the search bar is a "Google Custom Search" link.

Annotations:

- Search tool**: Points to the search bar at the top right.
- Consistent navigation menu shows current location**: Points to the "STORIES" button, which is highlighted in red, indicating it is the current section.
- Legible, easy-to-read article content**: Points to the main article content area, which contains clear and readable text.
- Organized, hierarchical navigation links**: Points to the "STORIES BY DESTINATION" sidebar on the left, which lists categories like Asia & Pacific, Europe, and North America, each with a count of stories.

Figure 2-15 Clear presentation and easy access
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Creating a Unified Site Design

- Plan the unifying themes and structure for your site
- Communicate a visual theme with your design choices
- Consider more than each page
- Plan smooth transitions
- Use a grid to provide visual structure
- Include active white space

Plan Smooth Transitions

- Plan to create a unified look
- Reinforce identifying elements
- Consistency and repetition create smooth transitions
- Place navigation elements in the same position on each page
- Use the same navigation graphics throughout the site

Utility links—
search, contact us,
administrative

Search: Google Custom Search Go

Los Angeles Zoo Administration | Greater Los Angeles Zoo Association | FAQ | Press Room | Contact Us | En Español

BECOME A MEMBER!

Free Admissions
Discounts and more!

Find out how
to become a
Zoo member!

CLICK HERE ▶

flickr **facebook**
YouTube **twitter**

Get Connected with the Zoo!

A variety of social networks make it easy to stay in touch - and the Zoo has gotten into the act so your Zoo experience doesn't have to end when you pull out of the parking lot.

From Twitter to YouTube, you can get your wildlife fix wherever you are!

» Click here to learn more!

Check it Out!

Have you visited our amazing flamingos? These birds' most noticeable features are probably their long, skinny legs—which are longer in relation to body size than any other bird. They often stand on just one leg, even while sleeping, with the other tucked up close to their body. Besides being comfortable for the animal, this posture helps reduce heat loss through the legs and feet.

» Click here to learn more about the Chilean flamingo!

Visit L.A.'s Zoo & Aquarium for ONE great price!

Click here now for this limited time offer!

ZOO CAMP SPRING 2010

Education

Membership

Support

Consistent logo
and site navigation

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Figure 2-16 Los Angeles Zoo Web site main page

Logo appears in the same place on each page, providing consistency

Navigation shows current section and choices

LOS ANGELES ZOO & Botanical Gardens

Search: Google™ Custom Search Go

Los Angeles Zoo Administration | Greater Los Angeles Zoo Association | FAQ | Press Room | Contact Us | En Español

[Home](#) > Animals & Plants

Animals & Plants

Birds

Birds are the only vertebrates that have feathers. All birds are warm-blooded, and they lay eggs. Adaptations such as hollow bones enable most birds to fly, although there are flightless birds, including the ostrich. There are approximately 9,000 bird species in the world. [Click here to find out about birds at the Los Angeles Zoo.](#)

Mammals

Mammals are warm-blooded vertebrates (animals with backbones) that nourish their young with milk. All mammals have hair at some stage of their life. Mammals have larger, more highly developed brains than other animals. There are more than 4,000 mammal species on earth. [Click here to find out about mammals at the Los Angeles Zoo.](#)

Reptiles

Reptiles are cold-blooded, usually egg-laying vertebrates (animals with backbones). Their skin is covered with scales or plates. Unlike mammal young, which are dependent upon their mothers for some time after birth, most reptiles are independent from day one. There are more than 6,500 reptile species. [Click here to find out about reptiles at the Los Angeles Zoo.](#)

Invertebrates

Invertebrates are the most abundant creatures on the planet — comprising more than 97% of all known animal species. By definition, an invertebrate is an animal without a backbone. That includes jellyfish, sponges, worms, snails, bees, lobsters, and spiders. [Click here to find out about invertebrates at the Los Angeles Zoo.](#)

Amphibians

Amphibians can live both in fresh water and on land, although all amphibian species depend upon water for reproduction and to keep their skin moist. They range in size from frogs less than a half-inch long, to a giant salamanders that reach five feet in length. [Click here to find out about amphibians at the Los Angeles Zoo.](#)

Botanical Gardens

Our Botanical Gardens boast an incredible array of plants from all over the globe—from Hong Kong orchid trees to Mexican fan palms. For many visitors, our plant life is as much of an attraction as our wildlife. [Click here to learn more about the botanical collection.](#)

Figure 2-17 Los Angeles Zoo Web site secondary page

Use a Grid to Provide Visual Structure

- The structure of a Web page is imposed by the grid
- The grid is a conceptual layout device
- The grid aligns your content into columns and rows
- Impose a grid to provide visual consistency
- You can break out of the grid to provide variety and highlight information
- The grid provides page margins and gutters between elements

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[Website of the year](#) | 7 March 2010 | Last updated less than one minute ago | [Webfeed](#)
Search guardian.co.uk

guardian.co.uk
Weather | Edinburgh 8°C 0°C

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Breaking news: GOP senator urges Obama to shift on Iraqis cast their votes amid rocket attacks that killed 25 today

Iraqis brave bombs and rockets to go to the polls

Turnout expected to be high despite rocket attacks that killed 25 today

- » Iraqis cast their votes amid insurgent violence
- » Ranj Alaaldin: Iraq leaving sectarianism behind

MoD to replace Snatch Land Rovers

Fleet of new armoured vehicles costing £100m seen as admission that existing Snatches not up to the job

- » Brown accused over Hutton and visit
- » Regiment suffers third death in five days

Venables in prison 'over child porn'

Straw refuses to comment on reports Bulger killer was recalled due to alleged sex offences

- » Venables revealed identity to others before recall
- » Venables and Sutcliffe: prisoners of the past

Family linked to UK boy's abduction

Pakistani minister repeats police claim that 'someone close to family' helped kidnapers of Sahil Saeed, five

Queen and Blair dragged into tax row

Ashcroft row casts shadow over advice given to monarch as more details emerge about his role

- » Ashcroft goes from Tony's favour to election liability
- » Andrew Rawnsley: you can smell the anxious sweat

FA Cup
Chelsea 2-0 Stoke City

Three dead in Glasgow flat plunge

Police called to high-rise Red Road complex after three people fell to their deaths this morning

Briton jailed in US for £50m fraud

Cancer victims and celebrities among victims of conman who played role of upper-class businessman

Energy-saving bulbs 'left in drawers'

Millions of green lightbulbs sent out by overzealous energy companies are not being used, survey reveals

The Oscars
Live coverage

Football – LIVE
Everton v Hull

Celebrity style
Cheryl Cole

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Figure 2-20 Grid provides visual structure

Use Active White Space

- White spaces are the blank areas of the page
- Use white space deliberately
- Good use of white space guides the reader
- White space that is used deliberately is called active white space
- Passive white space is the result of mismatched shapes
- Plenty of active white space reduces clutter and clarifies organization

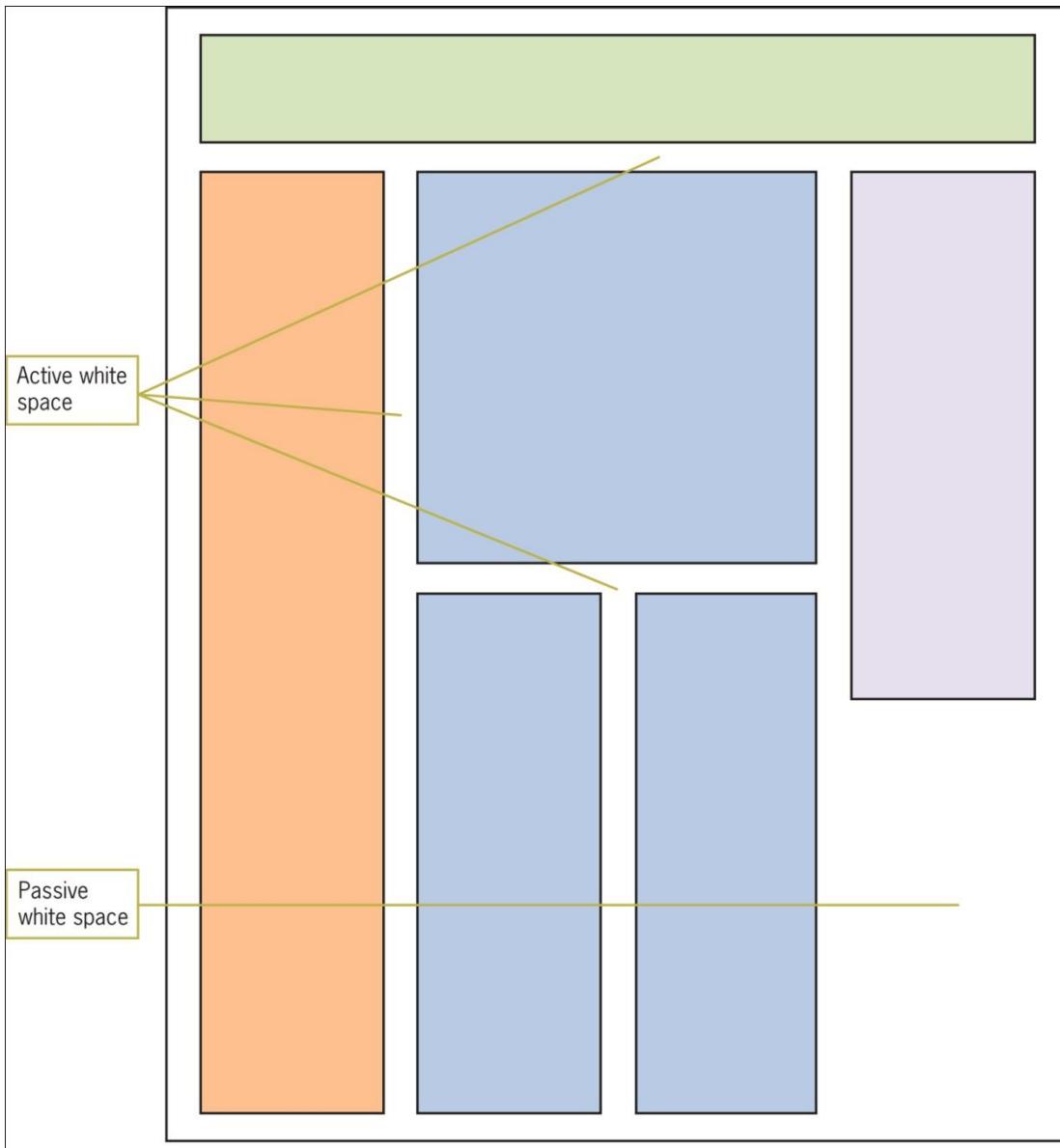


Figure 2-21 Areas of active and passive white space

Smithsonian
National Air and Space Museum

Membership | E-newsletter | Help | SEARCH | Advanced Search

Visit | Museum | News & Events | Exhibitions | Collections | Education | Research | Get Involved

MOVING BEYOND EARTH

New Exhibition
First Stage Now Open

1 2 3 4 5

UPCOMING EVENTS

- March 07 - "Hell Hawks" and "Air Force One"
- March 07 - "Captain Jepp" and "Turbulence Before Take-off"
- March 10 - From Night Bombing to the Outer Solar System: 60 Years of Imaging Radar

HIGHLIGHTS

Heritage Family Days
Special Family Days celebrate ethnic & cultural diversity in aviation & space history. Next event March 13.

Exploring Space Lecture
Where the Hot Stuff Is: Volcanoes of the Earth and Solar System. Request tickets or watch live webcast March 11.

Hubble 3D in IMAX
New IMAX film starts March 19 at the Lockheed Martin IMAX Theater.

Planetary Tectonics
This new book exploring tectonics throughout the solar system is an essential source for planetary geologists.

AirSpace Blog
Get an insider's look at what goes on behind-the-scenes at the National Air and Space Museum.

VISIT THE MUSEUM

The National Air and Space Museum
NATIONAL MALL BUILDING

The National Air and Space Museum
STEVEN F. UDVAR-HAZY CENTER

GIVING

- Steven F. Udvar-Hazy Center Phase Two
- Membership - Join or Renew Online!
- Wall of Honor
- Special Events
- Donald S. Lopez Memorial Fund

CONNECT

Facebook National Mall Building
Facebook Udvar-Hazy Center
Twitter Flickr YouTube

National Air and Space Museum Home | Terms of Use | Privacy | Contact | Links | Smithsonian Institution

White space separates headings

White space does not have to be white

White space separates content

White space sets off images

Figure 2-22 Active white space enhances legibility

Designing for the User

- Keep your design efforts centered solely on your user
- Find out what users expect from your site
- If you can, survey them with an online form
- Create a profile of your average user
- What do users want when they get to your site?

Design for Interaction

- Think about how the user wants to interact with your information
- Design for your content type
- Decide whether the user is likely to read or scan
- Design pages for reading or scanning based on the content type

NPR : National Public Radio : News & Analysis, World, US, Music & Arts : NPR - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.npr.org/ support public radio | NPR Shop | NPR Community | Login | Register

SEARCH go

March 7, 2010

npr FIND A STATION

home news arts & life music programs listen hourly news podcasts

Icelanders Reject Payback No Matter The Cost
The strident refusal to pay back debt may actually create another obstacle to economic recovery.
On Weekend Edition Sunday

Low Rates Keep Savers Suffering For Borrowers' Boon
These days, CD interest rates are so low, many investors feel cheated.
On Weekend Edition Sunday

Naps May Improve Performance Later In The Day
A Berkeley researcher says taking naps helps your brain absorb information.

more news
Iraqis Defy Violence, Intimidation To Vote
Companies 'Named And Shamed' For Bad Behavior
Nigerian Violence Claims More Than 200
Jerry Brown's Inside-Out Bid to Run California Again
Unemployed Keep Busy As Weeks Become Months
School's Bid To Punish Off-Campus Acts Draws Suit
Top Pakistani Taliban Leader May Be Dead
Moving Sept. 11 Trial May Have Political Implications

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music interviews

this week's challenge

STRANGE NEWS
One Fish, Big Fish, Old Fish: 'Buttkiss'

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must hear
When Oscar's Best Picture Really Isn't (And Why)
All Things Considered, March 6, 2010
Academy tends to shy away from things that are either overtly sexual or are really violent. ... That's because the folks who are voting for these tend to be a good deal older than the general public.

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2. The Process Story: A Washington Distraction

Featured main sections

Article abstract

Meaningful headings

Figure 2-26 Page designed for scanning

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March 10, 2010

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Proposed Set Of Academic Standards Unveiled

March 10, 2010

text size [A](#) [A](#) [A](#)

A group of governors and school superintendents released a proposed set of academic standards Wednesday that lays out what students should be learning in math and English every year from kindergarten through high school.

The plan is part of a push to iron out the jumble of state standards and raise expectations for American schools. Forty-eight states and the District of Columbia joined in the effort to develop national standards, leaving Alaska and Texas as the lone holdouts.

If proponents have their way, third-graders across the country will understand the function of adjectives and adverbs, while eighth-graders will be introduced to the Pythagorean theorem. More broadly, the standards are meant to prepare kids for the possibility of college.

The proposal, backed by President Obama, was unveiled by the National Governors Association and the Council of Chief State School Officers. It emerged with surprisingly broad agreement after years of bitter debate between the federal government and the states over who should set academic standards.

Chris Minnich, director of standards and assessment for the Council of Chief State School Officers, told The Associated Press that the process of coming up with the new standards put a premium on consensus-building.

But some education experts have criticized the process, saying adoption of the new standards will not be voluntary.

"First they tried to tie it to Race to the Top money ... now they're trying to tie it to Title I funds," said Robert Scott, Texas' commissioner of education.

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Generous main article

Sidebar links to related content

Figure 2-27 Page designed for reading

Design for Location

- The user can traverse a page in a variety of ways
- Consider the different ways your user could be viewing your Web pages

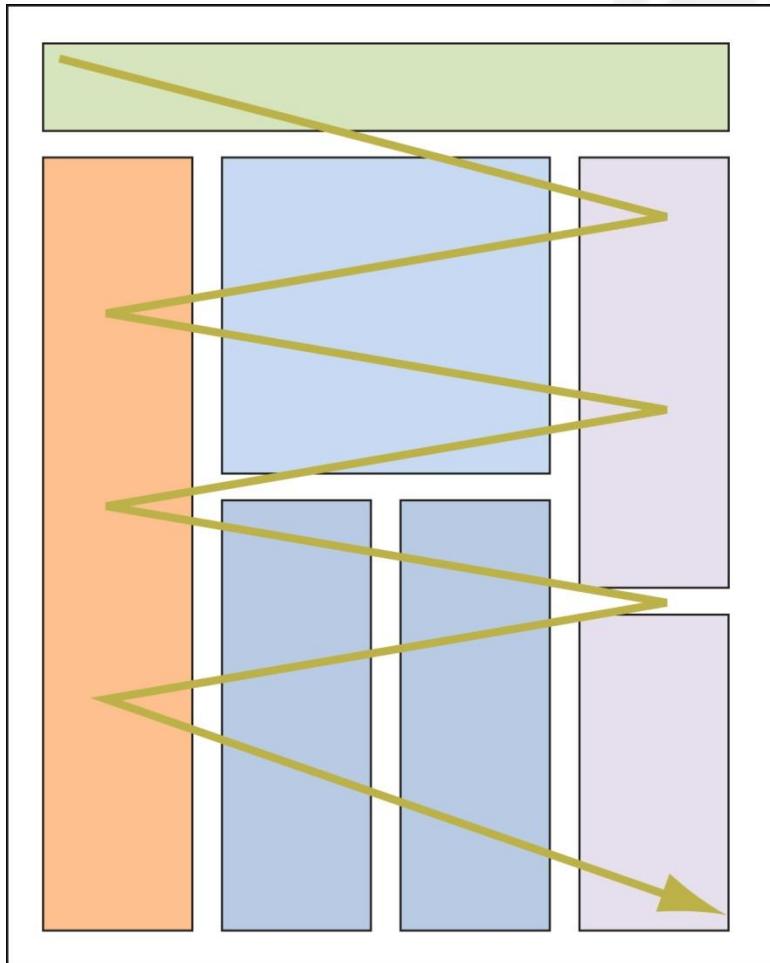


Figure 2-28 Paper-based reading pattern



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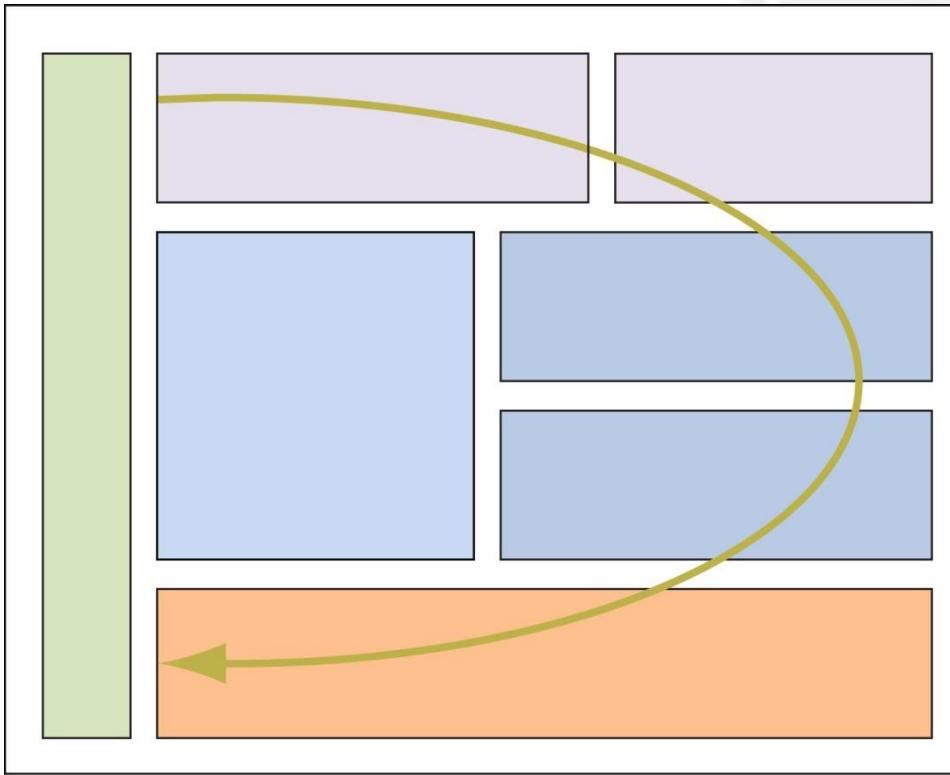


Figure 2-29 Landscape-based viewing pattern



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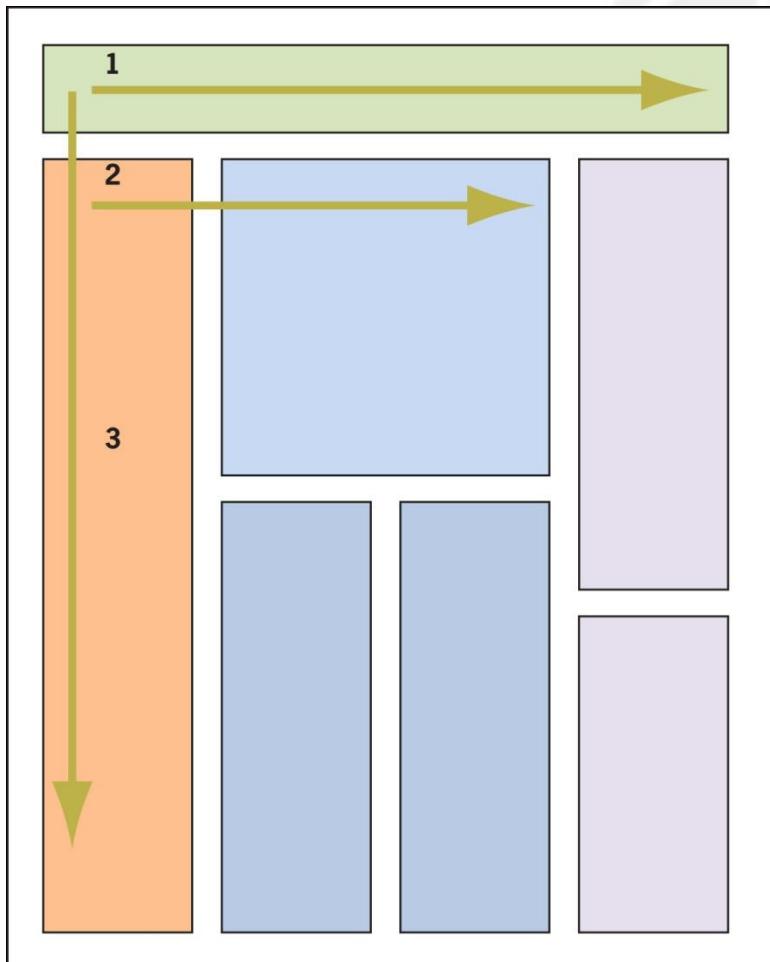


Figure 2-30 F-based viewing pattern



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Design for Location

- Know what expectations your user might have about your navigation and content
- Users have come to expect common elements of a Web page in certain locations

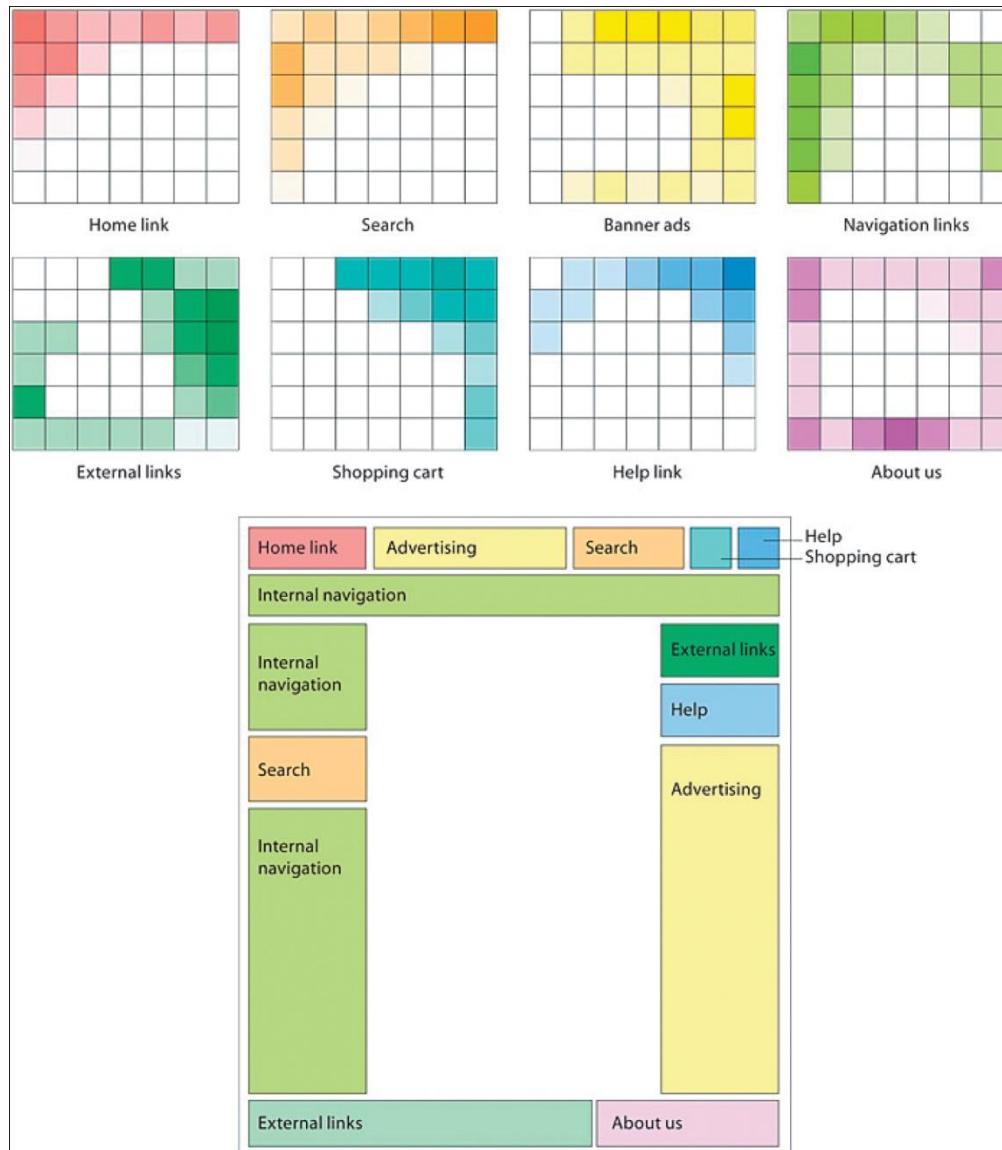


Figure 2-31 User expectations of Web page element locations

(Source: Courtesy of Patrick J. Lynch and Sarah Horton)

Keep a Flat Hierarchy

- Do not make users navigate through too many layers of information
- Includes section on topic-level navigation pages
- Create content sections organized logically by theme
- Follow the three clicks rule
- Use consistent navigation
- Consider providing a site map

Use Hypertext Linking Effectively

- You determine where users can go on your Web site
- Let users move from page to page or section to section as they please
- Use contextual linking
- Avoid the use of “click here”
- Provide plenty of navigation options

How Much Content Is Too Much?

- Don't overcrowd your pages with information
- Be conscious of the cognitive load of the user
- Carefully divide content into smaller sections
- Present content in a structured manner
- Provide plenty of navigation cues

Reformat Content for Online Presentation

- Cannot post print documents directly online
- Text length, font, and content length do not transfer well
- Re-design paper content for online display

Designing for Accessibility

- Your audience includes users who have physical challenges
- Design your pages to be accessible to users with disabilities or technological barriers
- Common accessibility features can be unobtrusive additions to your site
- Developing accessible content naturally leads to creating good design
- Follow W3 Accessibility Initiative guidelines at

www.w3.org/WAI/

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Designing for Accessibility

- Perceivable — Information and user interface components must be perceivable by users
- Operable — User interface components must be operable by users
- Understandable — Information about the user interface and its operation must be understandable by users
- Robust — Content must be robust enough to be interpreted reliably by a wide variety of user agents, including assistive technologies

Accessibility features

skip to content high contrast version accessibility information site zoom: A A A

A Student's View Video

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Figure 2-37 English in Chester Web site accessibility features
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Summary

- Craft an appropriate look and feel
- Make a design portable
- Plan for easy access to your information
- Design a unified look for your site
- Use active white space
- Know your audience
- Leverage hypertext linking
- Design text for online display
- Test your work continually as you build
- Build accessibility from the start