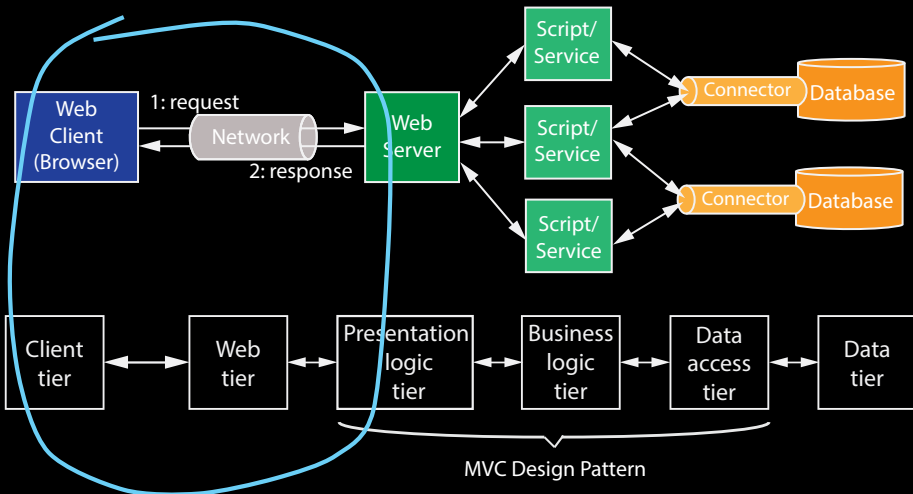


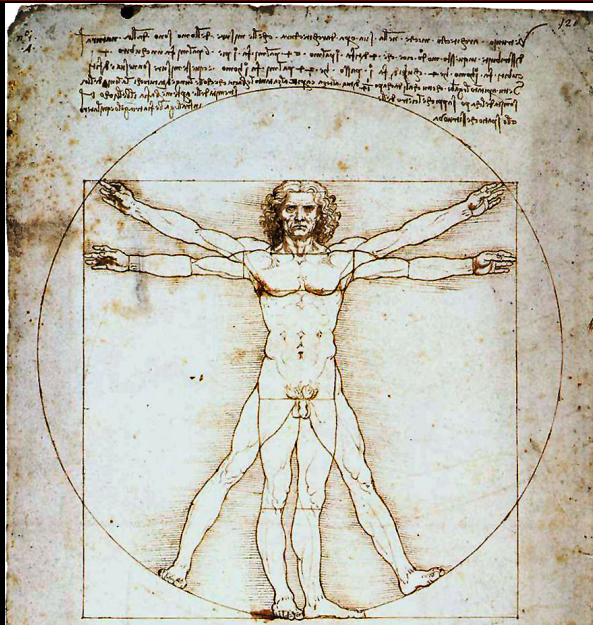
Web Application Architectures

Module 6: Presentation/User Interface
Lecture 1: Introduction and Background





- The presentation tier (presentation logic and client tiers) produces what users see and interact with via the browser in a web application.
- But it takes more than just hyperlinking things — the “stickiness” and usability of a website can make or break a business.
- A high-quality website has:
 - A visually appealing layout.
 - An intuitive navigation structure.
- It's beyond the scope of this course to consider web site design and navigation structure in detail.
 - Designing layouts from scratch requires some graphic design skills.
 - There are some fundamental design principles you can learn.
 - Next we'll talk about a few basic notions.



The World's Worst Website Ever!

COMING SOON: An even worse site! Look for it sometime later, eventually! we PROMISE!

Traffic Stats

SELF
SERVE

THIS WEEK 999 9/10

LAST WEEK 999 9/10

DAILY RECOR 61.22 9/10

>>>> You've found **The World's Worst Website Ever!**

TWWWE is a project to highlight errors in web design by breaking every single design rule imaginable.
[Click here](#) for an incomplete list of errors found on this site.



WATCH OUT! This site is under construction! =)



<-- send us email!

OHHH BOY!

v 2.0

of TWWWE coming SHORTLY!



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tonight!



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BAKING NEWS: 3 out of 4 people say this is a terrible website!

WHAT'S NEW

Welcome to our new world's Worst WEBSITE EVER! we're stoked to be able to bring u da best in REALLY BAD WEBSITE DESIGN! Our goal is to break every single rule in website design!!! As an educational tool, the aim of this sight is to pinpoint and hi-light the very worst things I could do in desinging a website. You can see a list of all the errors on this sight by [clicking hear!](#) We now have added a traffic marquee! Isn't it kewl??? LOL!

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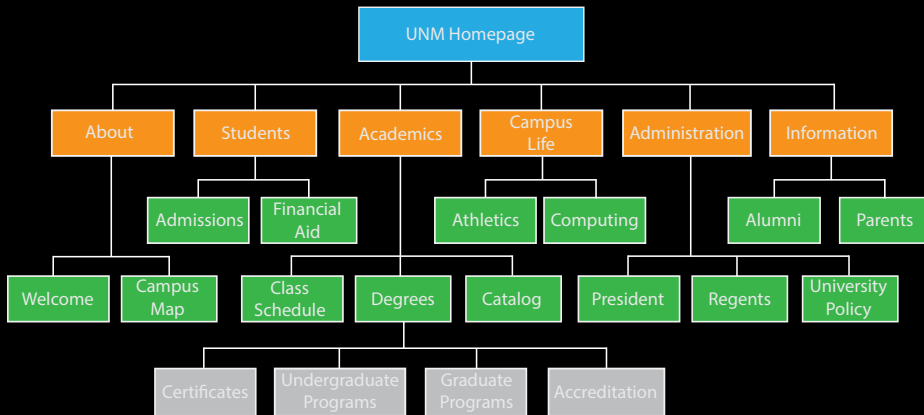
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Feedback



- The complexity of what is happening on the client side in web applications has increased significantly over the years — e.g., cookies, client-side validations, client-side JavaScript associated with HTML elements in the webpage.
- Even if you aren't involved in the actual design of the web pages, it's important to have knowledge of the design patterns and principles that underly certain client-side technologies.
- In the following lectures in this module we'll present some of these design principles, along with:
 - **HTML** – the language that is used for specifying web pages.
 - **CSS** – the language used for styling web pages.
 - **JavaScript** – the language used for adding behavior to web pages.