Contents

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0.1 Assessment

Participation and Consultation (Weekly from Week 2 to Week 13):
- Group discussions on that week's topic
- Design activities for website project
- Formative submission of Design Report: Part A
- General participation in practicals/tutorials

During Week 10 Practicals:
- Series of tasks to test your knowledge of HTML and CSS
- Everyone will be asked to complete the same type of task

Due Exam Week 1:
- Design Report describing and justifying design of website
- Website Implementation (HTML/CSS/jQuery/JavaScript) according to brief

Chapter 1

Lecture Notes

1.1 History of the Web

1.1.1 Origins

- Originated in 1960s – ARPANet
- TCP/IP introduced 1982
- DNS developed in 1984
- Internet was commercialized in 1995
  When NSFNET was decommissioned

1.1.2 WWW

- System of interlinked hypertext documents accessed via Internet
- Created by Tim Berners-Lee in 1990 while with CERN
  HTTP, HTML, web browser, web server
  WorldWideWeb released 1991 publicly
- Mosaic (web browser and Gopher client) 1993
- W3C World Wide Web Consortium founded 1994
- Commercialization of WWW late 90s

1.1.3 WaSP

- "The Web Standards Project" setup in 1998 by a group of professional web devs and designers
- Reforming the W3C recommendations as standards
- Push to standardize approaches and implementations across all browsers

1.1.4 Evolution of WWW

Web 1.0: static (information retrieval)
Web 2.0: collaborative (sharing and production)
Web 3.0: semantic and personal (meaningful web)
Web 4.0: mobile web
Web 4.0 & 5.0: connections and serendipity

1.2 Web Design

1.2.1 What Is It?

- Process of creating the 'front-end' of a website
- What the users sees and interacts with
- Bringing media together into a cohesive whole
- Creating a good user experience

1.2.2 Who's Involved

- Client
- Users (indirectly)
- Web designer
- Web developer
- Content editor

1.2.3 What's Involved

Pre-planning and planning

- Client goals, feature requests, target audience
- Design documentation
- Content gathering/definition

User analysis

- Who are the users?
- What will they want/need to do on the site?
- Why are they there?
- Is your site:
  Usable
  Useful
  Efficient
  Memorable
  Enjoyable
  Aesthetically Pleasing
  Fun
  Safe

Information architecture

- How will content be structured on the site?
- How will that structure be represented to the user?

Navigation and interaction design

- How will people move around?
- How will they know where they are?
- What will they be able to do? And how?

Aesthetic and visual design

- What will it look like?
- Typography, color, layout
- How are elements arranged on the page?
- How does it fit with and extend the clients brand?

Prototyping

- Low/high fidelity
- Represent aspects of the site
- Technological or design based

Evaluation

- User testing
- Performance testing
- Improve before going live

Accessibility design

- Standards to ensure equal access
- Structural, semantic HTML
- Allow for different modes of content access

Trust, personalization and globalization

- Engender trust in your site
- Build in content personalization/contextualize
- Going global and local at the same time

Note 1: What makes a good website

- Site purpose and function is clear to the user
- Easy to navigate and use
- Content is credible, original, useful and timely
- Multimedia, where used, is appropriate
- Visual design is consistent, appropriate and well organized
- Loads quickly and is responsive to user interaction