[7 Simple Web Design Rules](#h.wluiw2o2umnf)

[1)Story](#h.2e3t1cnbkujx)

[Ex EDF](#h.vk063a7twf8)

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[Eyetracking](#h.drhnu2irt0p7)

[2)Structure](#h.ba3657wyb9af)

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[3)Visuals](#h.37f3asgmabfr)

[4)Clean design](#h.u32vev29v47z)

[http://www.counterspill.org](#h.p2cjhv4c68z7)

[5)Coherence](#h.qokoip85vcju)

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[7)Title](#h.gs9a7n23lpmn)

[Minimun Req’d elements](#h.3z2eyt4ziz1a)

Strategy & Content

-Before it was web manager, now as we don’t create the web from the scratch. Also involving deliverables that involve more outreach and communication.

Jame advices

- Overview = sexy head line -> wolf-livestock.net this is not sexy enough

- Clear, concise and simple message, but powerful

- A title that engages audience to the real formal title

-\*\*\*Think that this can allow client to get more funds

-Blog + new = caring and feeding all the time

Dave advices

-Have eye tracking

-Contact information

-Bios with link to Linked (maybe just logo for linked)

-Relevance and importance= this will become implemented by the company, take this as a business

Lisa advices

-Add logos

-News feed or blog, so we can update the latest news, just be careful of not touching new releases so it looks you don’t care

# 7 Simple Web Design Rules

## 1)Story

-Frame the problem and the solution

-Project purpose clearly presented

-Why would anybody care?

-Ok to use client framing

### Ex EDF

* Summarizes the idea: “We create solutions that let nature and people prosper” - This what we do here and this is why you should be interested

### Ex Conservation International

* Clean look: spacious and clear, simple language. Inspiring quote, saying a message to their project.

### Eyetracking

1. Pictures of people are good
2. Put most valuable content on the top right and bottom right
3. Chunks of information plus white space so eye can rest

## 2)Structure

-Provide clear navigation and content

-Clear navigation bar

-No redundancy

-Homepage compelling

-Short content, not long chunks of texts

### Ex Intertidal MESM 2016

-<http://www2.bren.ucsb.edu/~intertidal/>

-Nice but, the picture doesn’t show people and this is related to citizen participation

## 3)Visuals

-Photos, icons & creative layout

-Exploit compelling photos

-Content hierarchy: photos, quotes, captions, text

-Not TOO many images, you need white space

-Credit your sources / use creative commons

## 4)Clean design

-Keep pages uncluttered

<https://www.google.com/imgres?imgurl=https%3A%2F%2Fcolorlib.com%2Fwp%2Fwp-content%2Fuploads%2Fsites%2F2%2Fenvironmental-wordpress-theme.jpg&imgrefurl=https%3A%2F%2Fcolorlib.com%2Fwp%2Fgreen-eco-friendly-wordpress-themes%2F&docid=-VxRhmPd2BcSEM&tbnid=SppeVc5t_TcmlM%3A&w=1000&h=733&client=safari&bih=639&biw=1187&ved=0ahUKEwjGhKiAk6PMAhVU92MKHab2DlEQMwglKAgwCA&iact=mrc&uact=8>

<http://www.worldwildlife.org>

<http://www.counterspill.org>

## 5)Coherence

-Does it make sense?

-Logical way

-Good grammar and punctuation

## 6)Professionalism

-Check the details

-Logos, ask James for the logo of Bren

-Spelling: clients & organizations

## 7)Title

-Keep it simple & non-academic

-Capture your story on a line

# Minimum Req’d elements

-Project title & client info

-Faculty advisor

-Contact info / also maybe a place where they can send us emails-comments

-?@lists.bren.ucsb.edu

-Alias

-Logos