



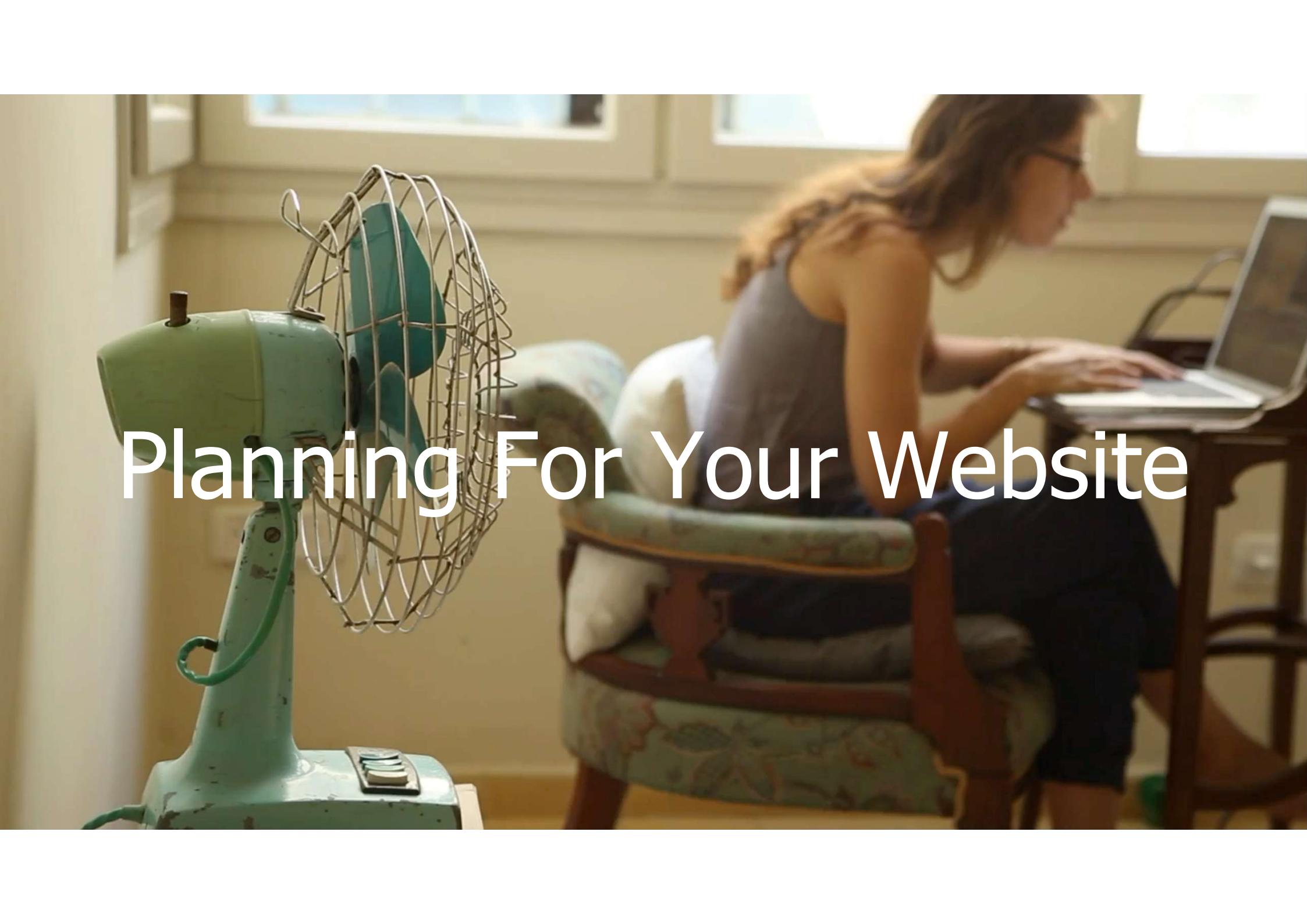
**Week 4**

**DECO 1400/7140 Intro  
to Web Design**

University of Queensland

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Semester 1, 2022

A woman with long brown hair and glasses is sitting at a wooden desk, looking down at her laptop screen. She is wearing a grey tank top. The background shows a window with a view of a building. In the foreground, a vintage-style green electric fan with a metal cage is positioned, pointing towards the woman.

# Planning For Your Website

*“Our understanding of the world is largely determined by our ability to organise information...We organise to understand, to explain, and to control.”*

Rosenfeld and Morville (2002)

# Information Architecture

# What Do You Hate Most about the Web?

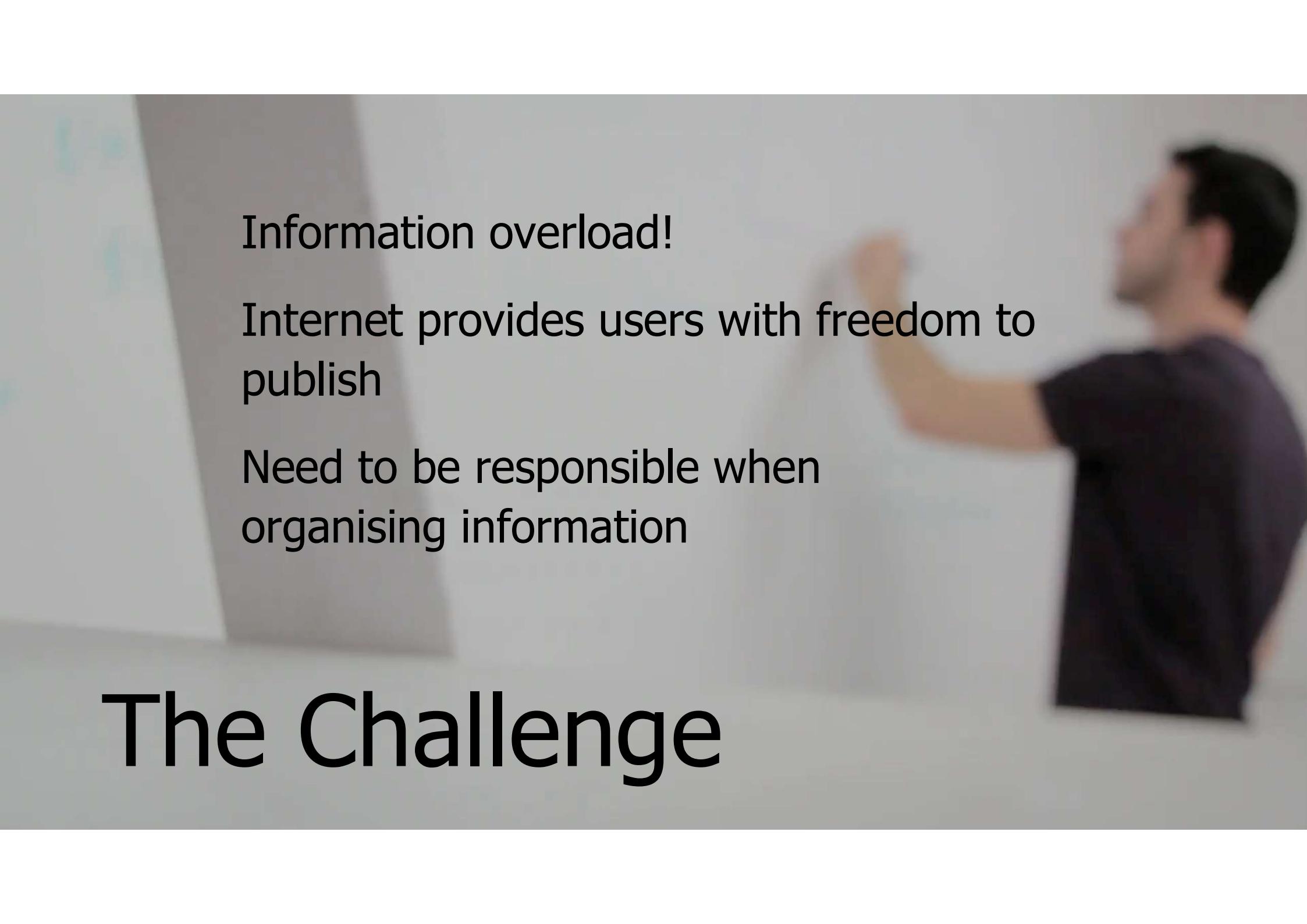
...

I Can't Find What I'm Looking For!

Make a list of necessary content (client)

Prioritise the information (user)

# Determining Content

A photograph of a man from behind, looking up at a whiteboard. The whiteboard displays three bullet points in black text. The man is wearing a dark t-shirt.

- Information overload!

- Internet provides users with freedom to publish

- Need to be responsible when organising information

# The Challenge

# “Organisation Systems”

## A Solution

# Organisation Systems Consist Of...

## **Schemes:**

- Organisation by common properties

## **Structures:**

- Organisation by relationships

Exact organisational schemes:

- Great for known item searching

Ambiguous organisational schemes:

- Reflects nature of language  
(imprecise)

# Organisational Schemes

# Exact: Alphabetical

The screenshot shows the homepage of the [healthdirect](http://www.healthdirect.gov.au/health-topics) website. The top navigation bar includes links for General health, Pregnancy and parenting, Aged care, and Caring for someone. Below the header, the **healthdirect** logo is displayed with the tagline "Free Australian health advice you can count on." A search bar and a "Search our site" button are also present.

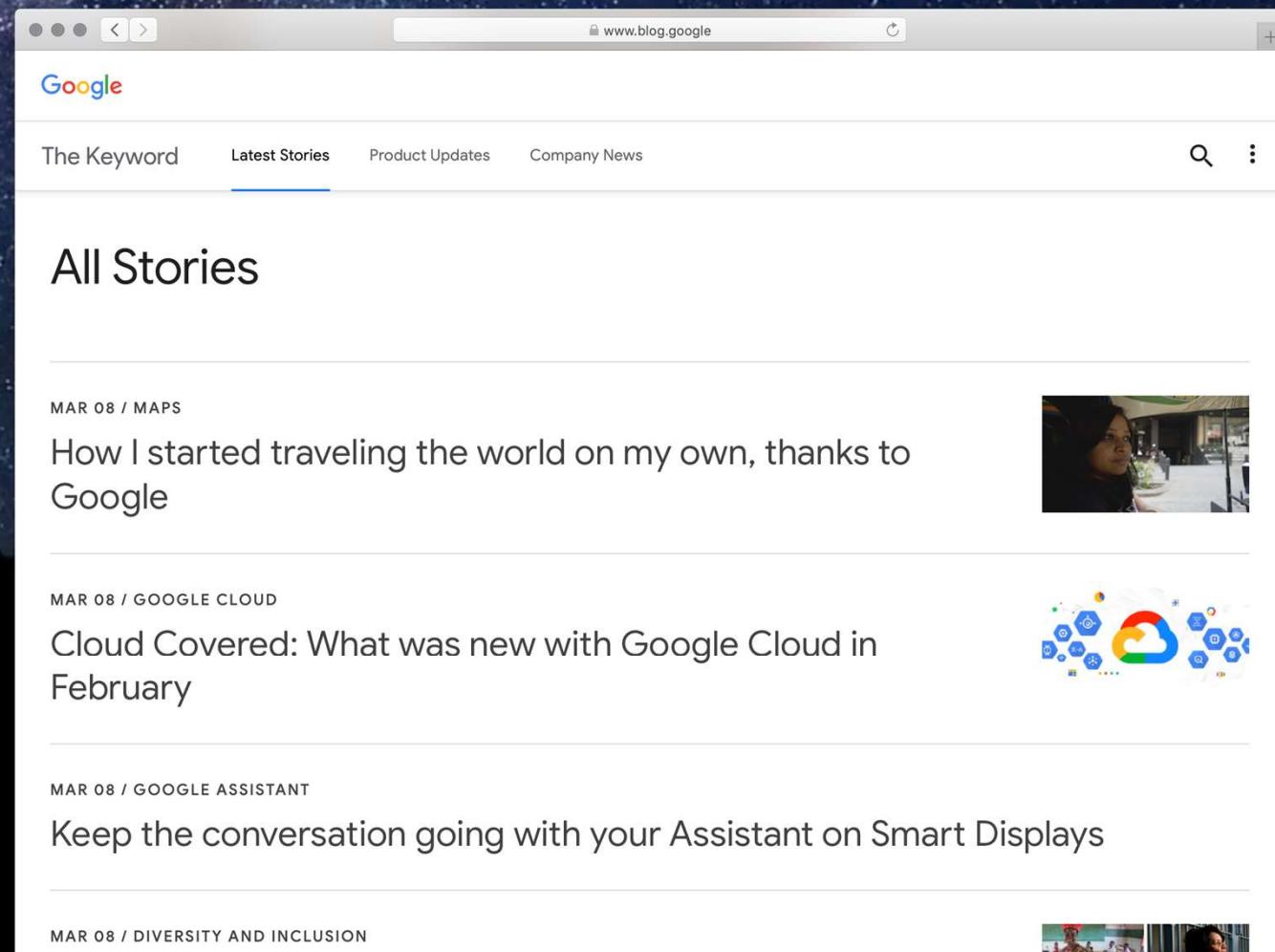
The main content area features a large heading "Health topics" and a dropdown menu labeled "ALL TOPICS". Below this, a horizontal list of letters from A to Z allows users to select a category. The letter "A" is currently selected, highlighted in orange. To the right of the list, there is a "PRINT" button and a "SHARE" button.

The main content area displays a grid of health topics starting with the letter "A". The topics listed are:

<a href="#">Abdominal hysterectomy</a>	<a href="#">Allergic reactions to cow's milk</a>	<a href="#">Antioxidants</a>
<a href="#">Abdominal pain</a>	<a href="#">Allergic rhinitis (hay fever)</a>	<a href="#">Antiphospholipid Syndrome</a>
<a href="#">Abdominal Surgery for Crohn's disease</a>	<a href="#">Allergies</a>	<a href="#">Antipsychotic medications</a>
<a href="#">Abdominoplasty</a>	<a href="#">Allergies (food)</a>	<a href="#">Antisocial personality disorder</a>
<a href="#">Aboriginal and Torres Strait Islander health</a>	<a href="#">Allergies and hypersensitivities</a>	<a href="#">Anxiety</a>
<a href="#">Aboriginal and Torres Strait people</a>	<a href="#">Allergy (grass)</a>	<a href="#">Anxiety attack and panic attack</a>
<a href="#">Abortion</a>	<a href="#">Allergy testing</a>	<a href="#">Anxiety conditions</a>
<a href="#">Abscess incision and drainage</a>	<a href="#">Allied health</a>	<a href="#">Anxiety in children</a>
<a href="#">Abscesses</a>	<a href="#">Alopecia</a>	<a href="#">Anxiety in teenagers</a>
	<a href="#">Alternative therapies</a>	<a href="#">Anxiety medication</a>

To the right of the topic list, there is a "Symptom checker" section with a "START YOUR SYMPTOM CHECK" button. Below this, there is a "Find a health service" section with options for GP (General practice), Pharmacy, Emergency Departments, and Hospitals, along with a "Need more services?" link and a location search bar.

# Exact: Chronological

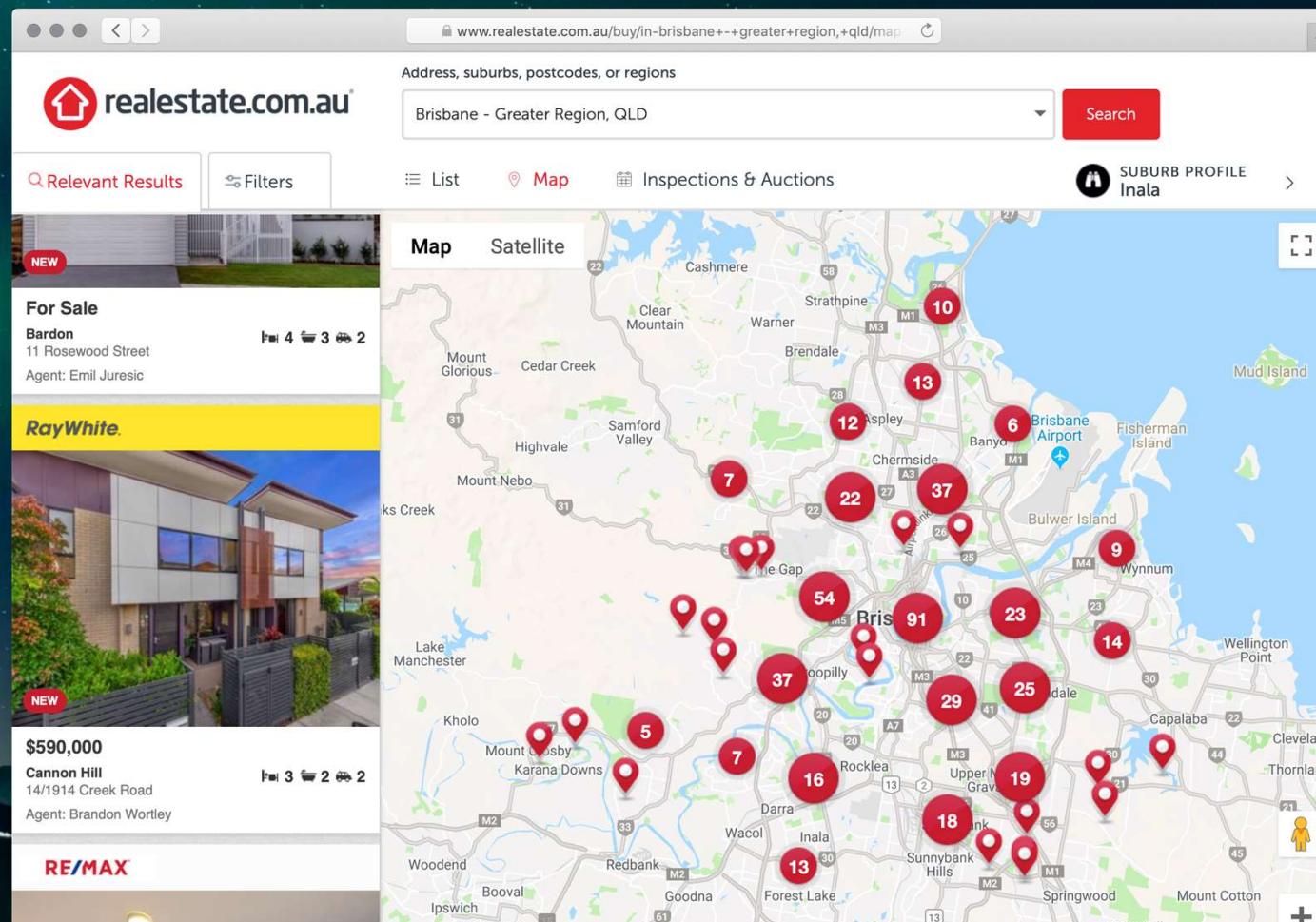


The screenshot shows a web browser window displaying the Google Blog homepage at [www.blog.google](http://www.blog.google). The page has a dark blue header with the title "Exact: Chronological". Below the header is a navigation bar with links for "The Keyword", "Latest Stories" (which is underlined), "Product Updates", and "Company News". There are also search and filter icons. The main content area is titled "All Stories". It features three visible articles:

- How I started traveling the world on my own, thanks to Google** (MAR 08 / MAPS) - Includes a small profile picture of a woman.
- Cloud Covered: What was new with Google Cloud in February** (MAR 08 / GOOGLE CLOUD) - Includes a decorative graphic of Google Cloud icons.
- Keep the conversation going with your Assistant on Smart Displays** (MAR 08 / GOOGLE ASSISTANT)

At the bottom of the page, there is a link to "DIVERSITY AND INCLUSION".

# Exact: Geographical



Don't have exact term



Don't know what category



Exact Not Always Best

# Ambiguous: Topical

The screenshot shows the Amazon.com.au website interface. At the top, there is a search bar with the placeholder "All" and a dropdown arrow, followed by a magnifying glass icon. To the right of the search bar are links for "Hello, Sign in", "Account & Lists", "Orders", "Try Prime", and a shopping cart icon with a "0" and a small "Cart" label.

A prominent banner for "Kindle Unlimited Try your first month free" is visible. Below the search bar, there is a "Shop by Department" dropdown menu with the following categories:

- Echo & Alexa
- Kindle E-readers & Books
- Amazon Fire TV
- Amazon Prime Video
- Amazon Music
- Books & Audible
- Music, Movies & Games
- Electronics, Computers & Office
- Home & Kitchen
- Home Improvement
- Health & Beauty
- Pantry Food & Pet Supplies
- Toys, Kids & Baby
- Women's Clothing & Accessories
- Men's Clothing & Accessories
- Kids' & Baby Clothing
- Shoes
- Luggage & Travel Gear
- Sports, Fitness & Outdoors
- Automotive
- Full Store Directory

Below the department menu, there are three promotional sections:

- Top electronics**: Shows a collage of electronic products like a camera, a DNA helix, and a stethoscope. Text below says "Check out our best sellers". Buttons include "Shop now".
- Outlet Store**: Shows discounted items including a blender, sunglasses, and crayons. Text below says "Find thousands of discounted items". Buttons include "Shop now".
- Men's fashion**: Shows a man in a shirt and tie. Text below says "Clothing and accessories". Buttons include "Shop all fashion".

# Ambiguous: Task-oriented

The screenshot shows the homepage of carsales.com.au. At the top, there's a navigation bar with links for 'Cars For Sale', 'New Car Showroom', 'Sell My Car', 'Research', 'News & Reviews', and 'Help'. Below the navigation is a main search area featuring a large image of a dark SUV. The search form includes fields for 'Make', 'Model', 'Location', 'Price min', 'Price max', 'Body Type', and 'Keywords', along with a 'Show me 211,965 Cars' button. To the right of the search form, there's a 'Sell my car' button and a 'Manage Ad' link. Below the search area, there's a call-to-action 'View Nissan Website' and a badge stating 'Australia's #1 for cars'. On the right side of the main content area, there's a 'Nissan Navara Discover More' section. At the bottom, there's a 'Sponsored' section titled 'Explore New Car Showroom' with three car models shown: an SUV, a Sedan, and a Wagon.

# Ambiguous: User-specific

The screenshot shows the ANZ Australia website at [www.anz.com.au/personal/](http://www.anz.com.au/personal/). The header includes the ANZ logo, navigation links for Personal, Business, and Corporate, a search bar, and links for Find ANZ and Contact. A promotional banner for the ANZ Frequent Flyer Black card offers 120,000 bonus Qantas Points and \$150 back. Below the banner, there's a section for 'Plus 75 bonus Status Credits'. To the right of the banner is a sample of the ANZ Frequent Flyer Black card. On the right side of the page is a sidebar with dropdown menus for Internet Banking (selected), Register, Demo, Security, Calculator & tools, and Apply for. Below these are sections for Debit cards, Credit cards, and Find out more, each with links to various services. A separate box for ANZ PRIVACY CENTRE provides information on managing personal information.

ANZ Personal Business Corporate

Australia

Search

Find ANZ Contact

120,000 bonus Qantas Points and \$150 back to your new ANZ Frequent Flyer Black.\*

Plus 75 bonus Status Credits<sup>^</sup>

[Find out more](#)

\* When you spend \$7,500 on eligible purchases in the first 3 months from approval.  
^ Book and travel on two new Qantas flights by 30 June 2019. Eligibility criteria, T&Cs, fees and charges apply

Debit cards

Open a new account

Compare our accounts

ANZ Access Advantage

Calculators and tools

About everyday accounts

[Find out more](#)

Credit cards

Compare credit cards

Find the right credit card

Offers for new customers

Using your credit card

Apply online

[Find out more](#)

Find out more

Financial hardship support

Comprehensive Credit Reporting

Interest rates

Shareholder Centre

Complaints and compliments

[Learn more](#)

Internet Banking

Log in

Register Demo Security

Calculator & tools

Apply for

ANZ PRIVACY CENTRE

Find out how we manage and protect your personal information

Combines multiple organisational schemes

Unless the schemes are physically separated, confusion will result

They allow for multiple entry points to the content

## Hybrid Schemes

## User-specific

The screenshot shows the Telstra website's homepage with a pink header and sidebar. The main content area is divided into several sections:

- Top Left:** Personal, Small Business, Business & Enterprise, Health, Sport & Entertainment, TH>NKS®.
- Top Right:** Shop, Support, Account Services, Search Telstra.com, a magnifying glass icon.
- Section 1 (Top Row):**
  - Mobiles:** Mobile phones, SIM only plans, Pre-Paid, International roaming.
  - Tablets:** Tablet devices, Tablet plans & BYO, Pre-Paid for tablets, iPad.
  - Internet & Broadband:** Internet & broadband packages, Internet & broadband plans, Mobile Broadband, nbn™ network.
  - Home phone:** Home phone plans, Handsets, International calling, Features & services.
  - Entertainment:** Entertainment & Internet, Telstra TV, Foxtel from Telstra, Sport Live Pass.
- Section 2 (Bottom Row):**
  - Our Deals:** Special offers across plans, devices and entertainment.
  - Location of Things:** Telstra Locator, Device Locator.
  - Smart Home:** Be at home, even when you're not there.
  - Recommended links:** Upgrade your mobile plan, Moving home.
- Bottom Center:** A large "I want to:" button with a list of options below it.
- Bottom Footer:** Samsung Galaxy S10, 20GB SIM plan for \$49.95/mth, iPhone XS, and other promotional banners.

Topical

The screenshot shows the RACQ website homepage with three distinct sections highlighted by black boxes:

- Topical**: Located at the top left, this section features a large banner with a group of people eating dinner, overlaid with the text "Win dinner for you and 10 friends!\*" and a "Find out more >" button.
- Task-oriented**: Located at the top right, this section is a sidebar menu titled "Discounts" that includes links for Internet Banking, Get insurance quote, Get Roadside, Make a payment, Road conditions, and Fair fuel prices.
- User-specific**: Located at the bottom left, this section is a sidebar menu with icons and text for "For you", "Your home", "Your car", and "For business".

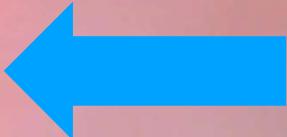
The main content area of the website includes the RACQ logo, phone number (13 1905), and various service links like Membership, Roadside Assistance, Insurance, Banking, Cars & Driving, Travel, Home Assistance, ABOUT, BUSINESS, SUPPORT, CONTACT, and a search bar. A promotional banner for the "RACQ International Women's Day Fun Run" is also visible.

# Organisation Systems Consist Of...

## **Schemes:**

- Organisation by common properties

## **Structures:**



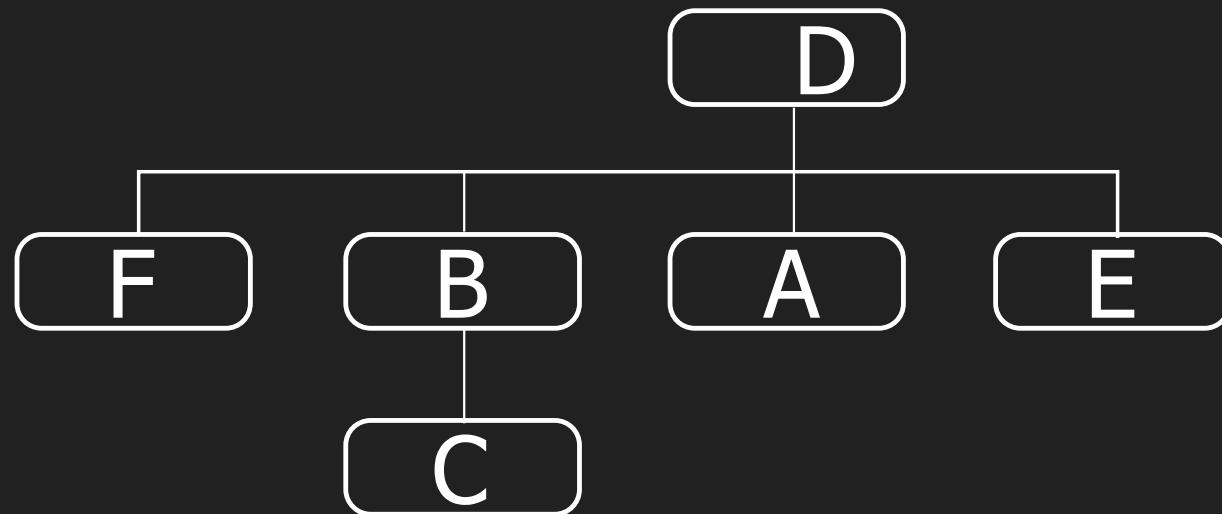
- Organisation by relationships

# Organisational Structures

The most common types are **hierarchy**, **hypertext** and **database** structures.



# Hierarchy



www.moosejaw.com

**FREE 2-DAY** on orders over \$49 | **EXTRA 20% OFF** Sale Jackets Details | **10% BACK** on all full priced orders

What are you looking for? 

**Moosejaw**    Sign In / Create Account

**BRANDS** **JACKETS** **CLOTHING** **FOOTWEAR** **HIKE & CAMP** **CLIMB** **BIKE** **SNOW** **& MORE...** **SALE**

Harnesses	Climbing Shoes	Carabiners	Climb Training	Top Climbing Brands
Men's	Approach	Locking	Climbing Holds	Arc'teryx
Women's	Lace-Ups	Non-Locking	Slacklines	Black Diamond
Kids'	Slip-Ons	Quickdraws	Training Devices	Camp USA
<b>Hardware</b>	<b>Ropes</b>	<b>Climbing Essentials</b>	<b>Ice &amp; Alpine</b>	Metolius
Active Protection	Dry Ropes	Bouldering Pads	Avalanche Safety	Petzl
Cams & Descenders	Rope Bags	Chalk	Crampon Accessories	Sterling
Cord & Webbing Devices	Runners & Slings	Chalk Bags	Crampons	
Bolts	Standard Ropes	Climbing Packs	Ice Axes & Ice Tools	
Cams	Static Ropes	Helmets	Ice Climbing Gloves	
Passive Protection	Cord & Webbing		Ice Screws	
Pulleys				
<b>Big Wall</b>			<b>Mountaineering</b>	
Haul Bags			4-Season Sleeping Bags	
Portaledges			Backpacking Packs	
			Axes & Saws	
			Mountaineering Boots	
			Mountaineering Tents	

**Hierarchical**

**Shop ALL Climbing**

**Climbing on SALE**

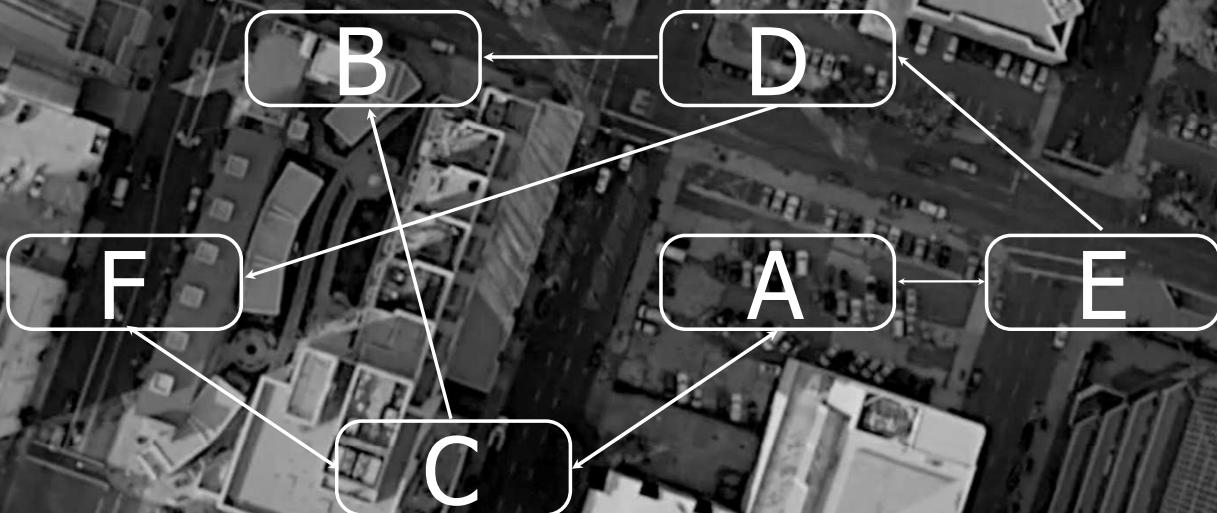
**Knowledge Center**

**EXTRA 20% OFF SALE JACKETS** - Get an Extra 20% Off Jackets Already on Sale with Code **EXTRA20**



**CLIMBING SALE**  
UP TO 25% OFF

# Hypertext



Hypertext

en.wikipedia.org/wiki/Hundeprutterutchebane

Not logged in | Talk | Contributions | Create account | Log in

Article | Talk | Read | Edit | View history | Search Wikipedia

# Hundeprutterutchebane

From Wikipedia, the free encyclopedia

Coordinates: 55.2599°N 11.8639°E

The **Hundeprutterutchebane** (Danish for "Dog-Fart Roller Coaster"<sup>[1]</sup>) is a **steel family roller coaster** at **BonBon-Land** in southern **Zealand, Denmark**, approximately 100 kilometres (60 mi) from **Copenhagen**. The rollercoaster is known best for its name and its unique dog-flatulence-related theme.

## History and theme [edit]

Hundeprutterutchebane was the first coaster to open at BonBon-Land in 1993.<sup>[2]</sup> BonBon-Land was opened in 1992 by a **candy maker** that manufactured disgusting-sounding candy flavors. Hundeprutter ("Dog Farts") were one of the most popular flavors and consequently became the theme for the first coaster at the park.<sup>[3][4][5]</sup> Built by **Zierer**, the coaster layout is a relatively simple family coaster,<sup>[6]</sup> and it is the park's smallest roller coaster.<sup>[7]</sup> The coaster trains are designed in the shape of a dog named "Henry Dog Fart",<sup>[7][8]</sup> and the dog theme is pervasive throughout the coaster's course. Riders are taken round a statue of a defecating Henry the Dog,<sup>[9]</sup> through a kennel,<sup>[7]</sup> and past bones and piles of dog feces.<sup>[1]</sup> There are also speakers throughout the ride which make "dog fart" sounds.<sup>[1]</sup>

## Reviews and press attention [edit]

Hundeprutterutchebane's unusual name and theme have attracted considerable attention. The coaster has been listed among the **Travel Channel's** "15 Wacky Rollercoasters"<sup>[10]</sup> and is included in the **mental\_floss** article "8 Theme Park Rides I Wouldn't Wait in Line For".<sup>[1]</sup> The coaster has also been described by a number of other sources, including **USA Today**,<sup>[9]</sup> **Cracked**,<sup>[8]</sup> and **The Chive**.<sup>[3]</sup> The **Travel Channel** described Hundeprutterutchebane as having the most pure wackiness of any roller coaster.<sup>[10]</sup> **Gadling** says that the coaster "gives new meaning to the phrase 'the wind in my face.'"<sup>[5]</sup>

## References [edit]

1. ^ **a b c d** Gould, Kenny (11 August 2010). "8 Theme Park Rides I Wouldn't Wait in Line For". *mental\_floss*. Mental Floss, Inc. Retrieved 18 August 2014.
2. ^ Marden, Duane. "(BonBon-Land)". *Roller Coaster DataBase*. Retrieved 18 August 2014.
3. ^ **a b** Resig, John (16 February 2010). "There's theme parks, and then there's Bon Bon Land". *The Chive*. Resignation Media, LLC. Archived from the original on 18 August 2014. Retrieved 18 August 2014.

**Hundeprutterutchebane**



**BonBon-Land**

Coordinates: 55.2599°N 11.8639°E  
Status: Operating  
Opening date: 1993  
General statistics  
Type: Steel – Family  
Manufacturer: Zierer  
Model: Force - One  
Height: 4.5 m (15 ft)  
Length: 128 m (420 ft)  
Speed: 30 km/h (19 mph)  
Inversions: 0  
Capacity: 650 riders per hour

[Hundeprutterutchebane at RCDB](#) [Pictures of Hundeprutterutchebane at RCDB](#)

# Database

The image shows a screenshot of the Airbnb website on a Mac OS X browser window. The URL in the address bar is [www.airbnb.com.au](https://www.airbnb.com.au). The page features a large banner image of a wooden treehouse at night, surrounded by trees and a grassy field. Overlaid on the left side is a search filter modal.

**Book unique homes and experiences.**

**WHERE**

Anywhere

**CHECK IN** mm/dd/yyyy   **CHECK OUT** mm/dd/yyyy

**GUESTS**

Guests ▾

Adults 0 +

Children Ages 2-12 0 +

Infants Under 2 0 +

Apply

Over 300 unique homes in Oregon

At the top right of the main content area, there are links: Become a host, Help, Sign up, and Log in.

Find an Existing Value

▼ Search Criteria

Term begins with 6920 

Subject Area begins with 

Catalog Nbr begins with 

User ID begins with 

Campus begins with 

Location Code begins with 

Class Type = 

Class Nbr = 

Instruction Mode begins with 

Class Start & End Date begins with 

Case Sensitive

Limit the number of results to (up to 300): 300

Search

Clear

Basic Search  Save Search Criteria

# Database-driven design

## Course Search

### Allocate Students by Class

Search for courses by selecting a Semester/Year from the drop down box and either:

- entering the course code or at least the first four characters of the course code

OR

- selecting a subject area code and entering other course information in the search criteria fields.

Select Semester / Year: 

#### Course Search by Course Code

Course Code:  For example: EDUC1025

OR

#### Course Search by Subject Area

Subject Area Description:  For example: Education

\* Subject Area Code:  For example: EDUC

Campus: 

Academic Career: 

Keywords: 

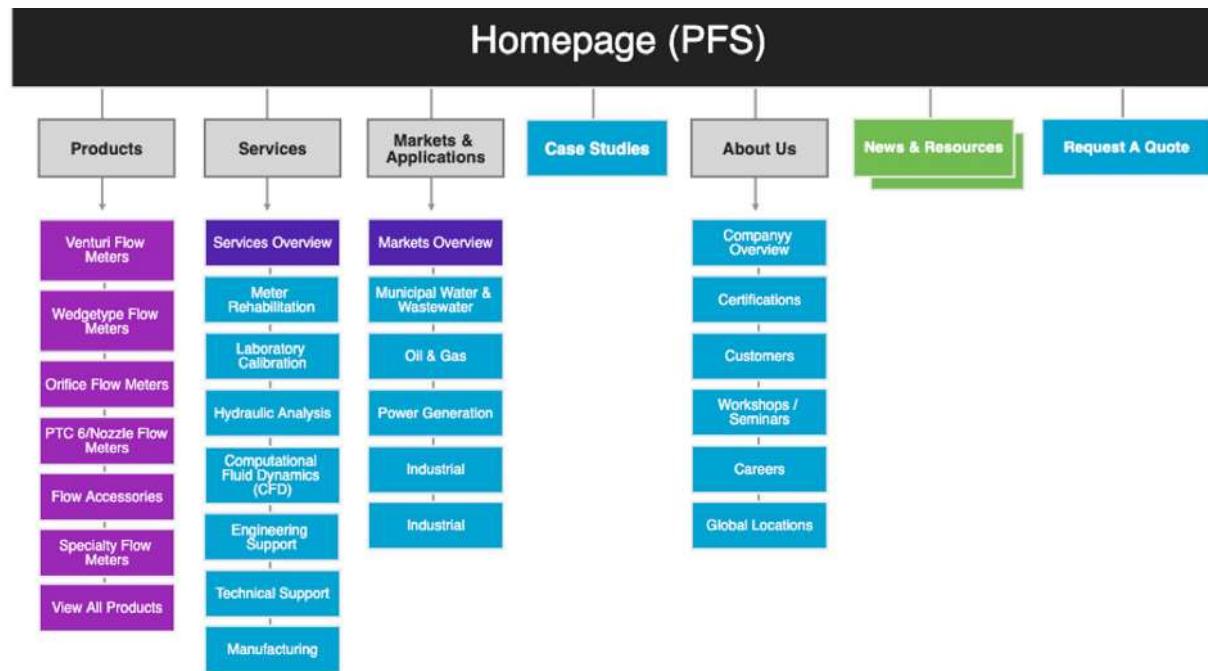
\* Compulsory Field

Search

# User-driven design (to a point)

# Site Map





### Page Templates/Features

- █ T - Homepage
  - █ T - Content Page
  - █ T - Card Layout
  - █ T - Catalog Layout
  - █ T - Product Detail
  - █ F - Blog
  - █ F - Search
- Not a Page [Dropdown Toggle]
  - █ Multi-page Section
  - Offsite Link

### Header Links

- Phone Number
- Contact
- Search (results page)

### Footer Links

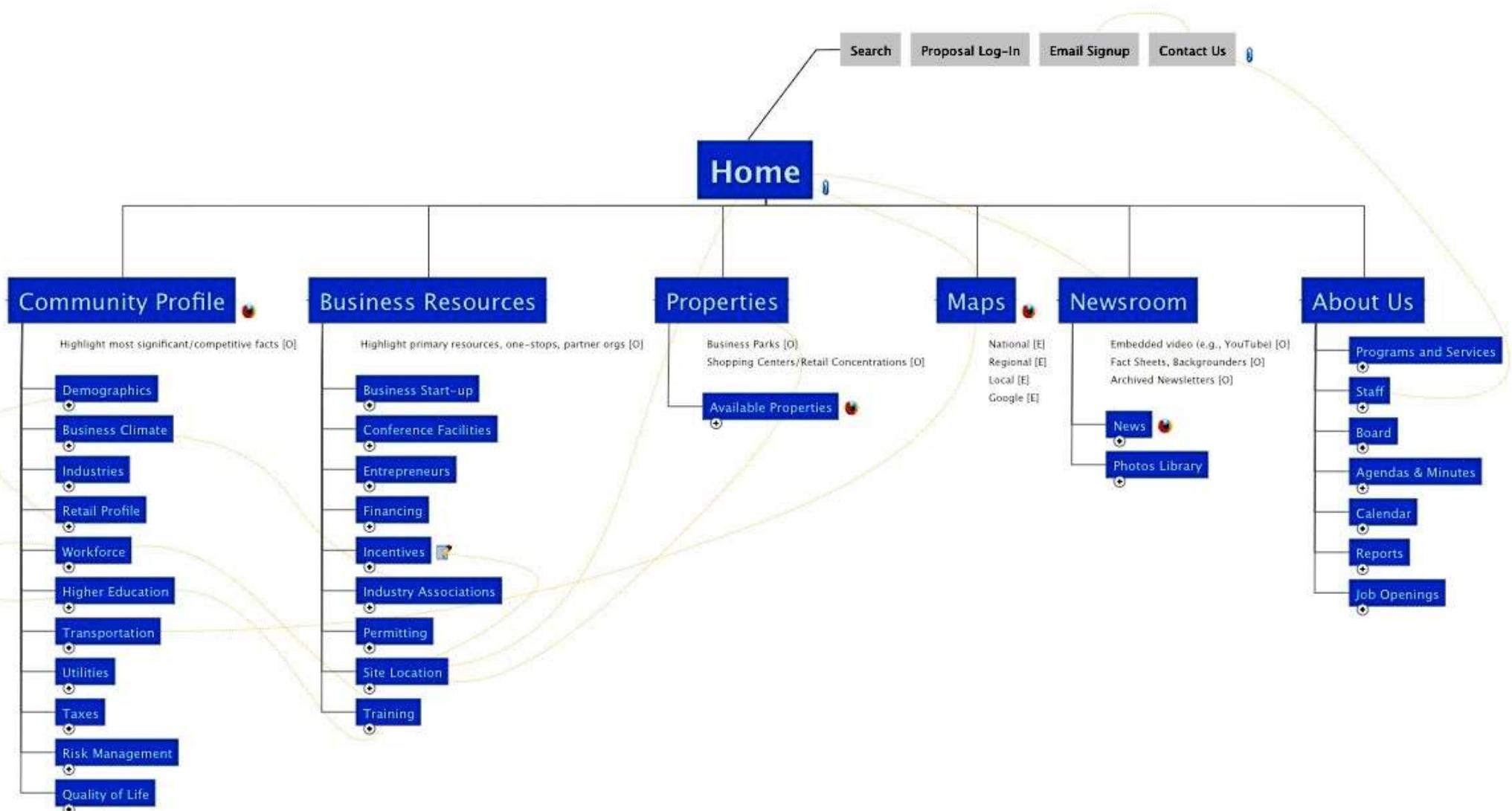
- Privacy Policy
- Accessibility Policy
- Warranty
- Social profiles

Not in Nav.

- Product Detail Pages
- Thank You

3

<https://www.windmillstrategy.com/why-create-sitemaps-and-wireframes-before-the-visual-design/>

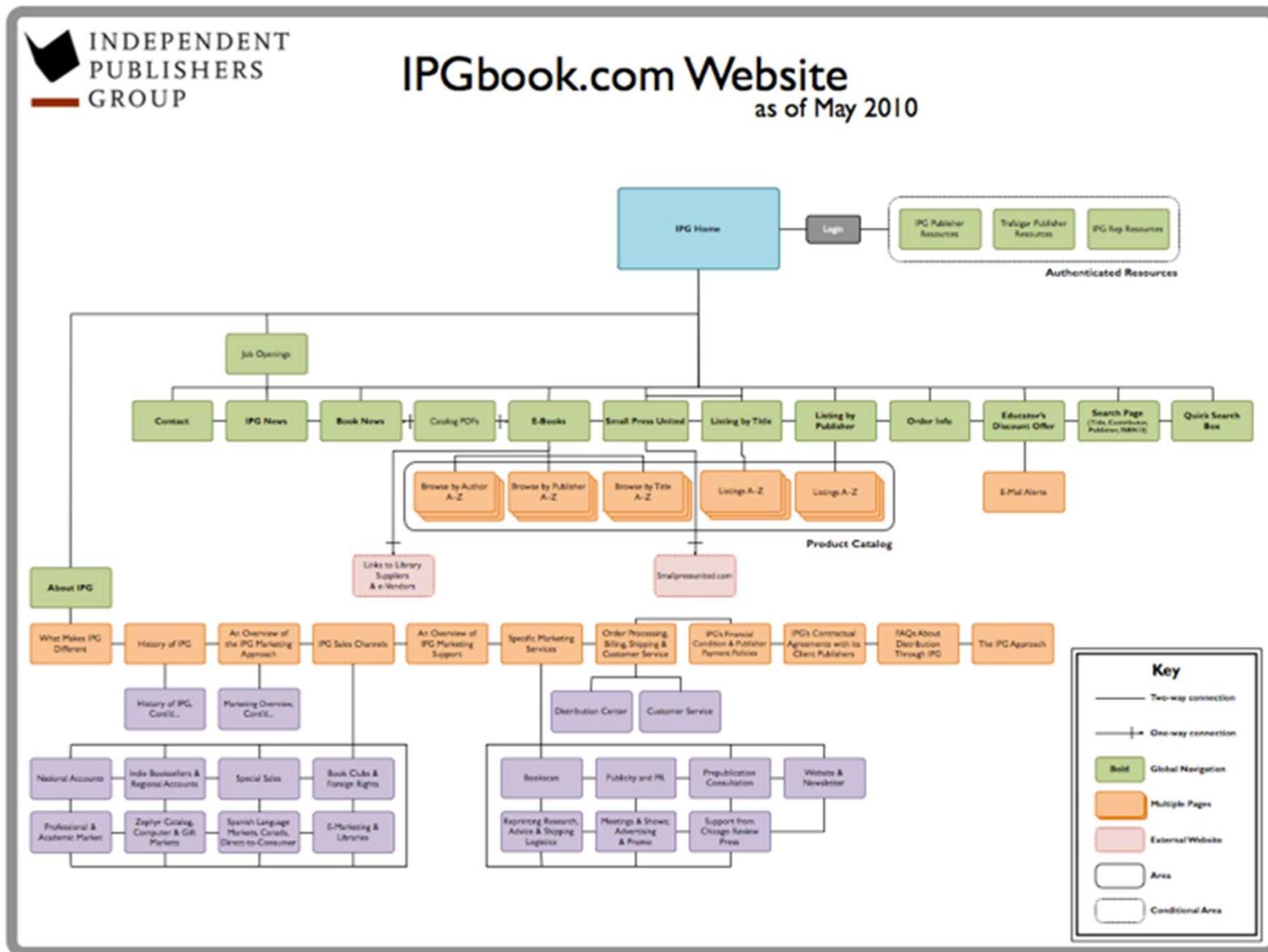




INDEPENDENT  
PUBLISHERS  
GROUP

# IPGbook.com Website

as of May 2010



Any software that you could create a flow chart in  
(e.g. PowerPoint, Keynote etc)

Or pen & paper, scanned/photographed and  
neatened up in an image editor

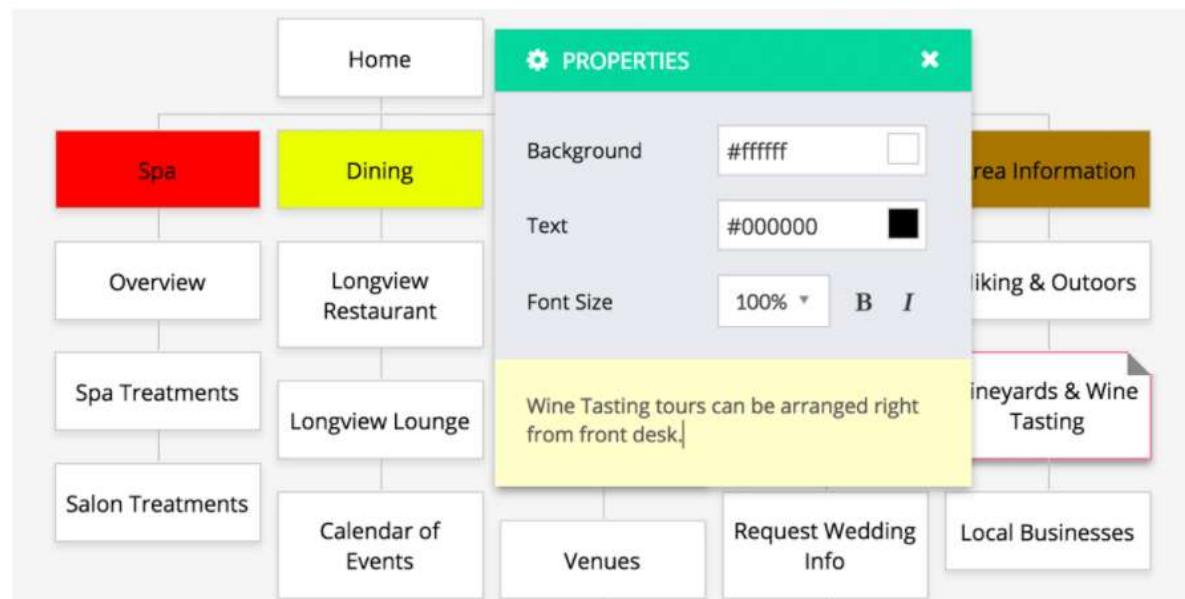
Or specialist “site map creator” software  
(e.g. [GlooMaps](#), [diagrams.net](#) etc)

## What Tool Could I Use?



GlooMaps

## Visual sitemaps made easy



**Start creating**

**Watch video**

Create your visual sitemap on the go - easy peasy



# HTML Sectioning & Layout

# HTML Sectioning Elements

section

article

aside

nav

# HTML Sectioning Elements

Used for grouping related content  
about a part of the document:

header

footer

# HTML Sectioning Elements

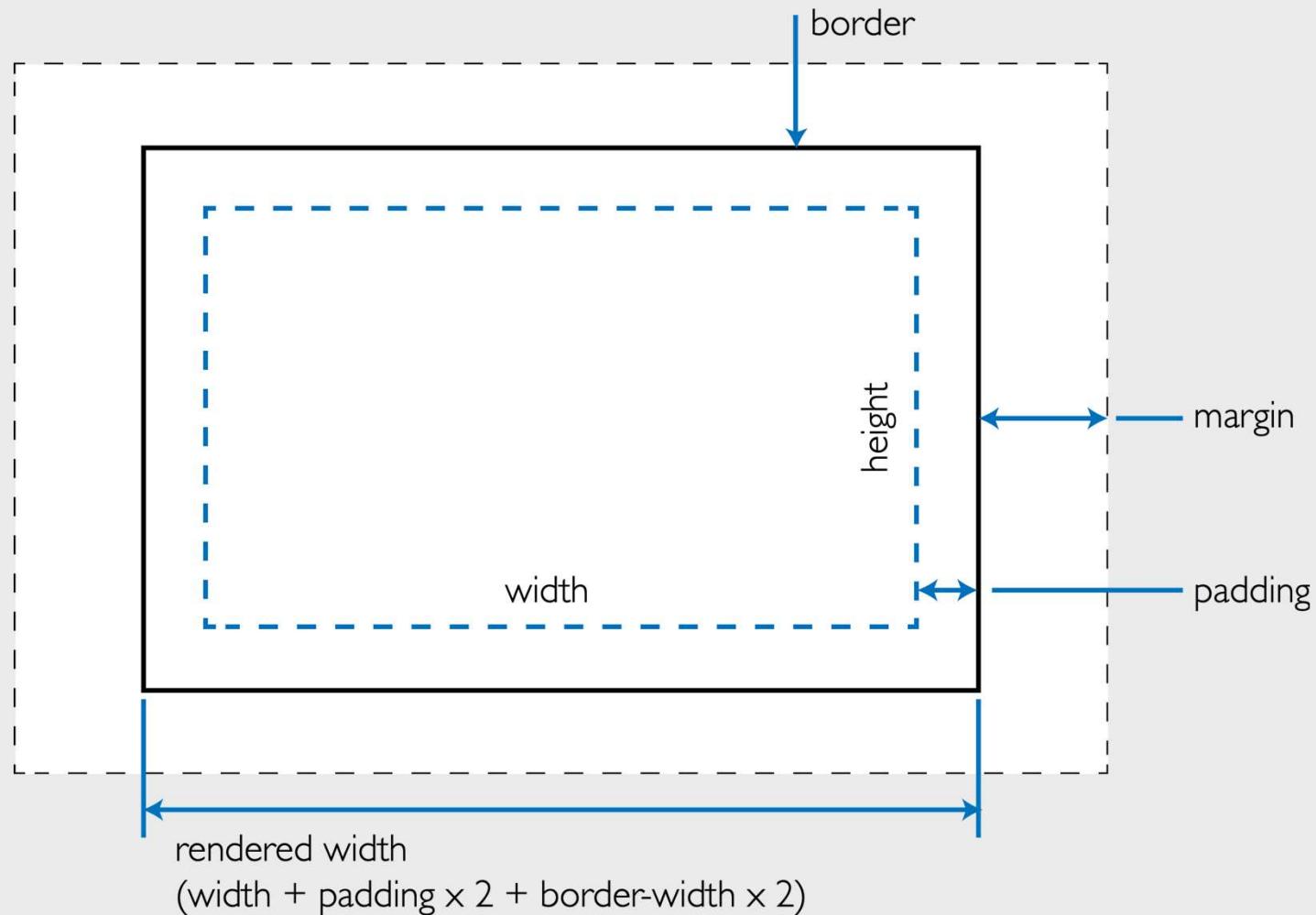
# Tables

```
<table>
  <tr>
    <td>First Name</td>
    <td>Surname</td>
    <td>Age</td>
    <td>Height</td>
  </tr>
  <tr>
    <td>John</td>
    <td>Doe</td>
    <td>21</td>
    <td>165</td>
  </tr>
  <tr>
    <td>Bob</td>
    <td>Brown</td>
    <td>45</td>
    <td>220</td>
  </tr>
  <tr>
    <td>Kate</td>
    <td>Smith</td>
    <td>32</td>
    <td>153</td>
  </tr>
</table>
```

Cell Data

First Name	Surname	Age	Height
John	Doe	21	165
Bob	Brown	45	220
Kate	Smith	32	153

# Box Model



**width** of content

**height** of content

**padding** for the space between content & edge of box

**margin** for the space between box & other boxes

**border** for the stroke around the element:

- **border-width** for the size of the border

- **border-style** for the border style solid, dashed, dotted, double, groove, ridge etc

- **border-color** for the border colour as a value in HEX, RGB etc

All measurements can be px, em, % etc

# Every HTML Element Is a Box

The diagram illustrates the four layers of a CSS box model. It features a large green rectangular container with a white border. Inside, there is a smaller white rectangular area labeled "Content". Surrounding the "Content" area is a white space labeled "Padding". Further out is a green space labeled "Border", and the outermost layer is a white space labeled "Margin".

Margin

Border

Padding

Content

Properties that deal with the box are applied to all 4 sides unless otherwise

```
margin: 10px 5px 15px 30px;
```

```
margin-top: 10px;  
margin-right: 5px;  
margin-bottom: 15px;  
margin-left: 30px;
```

# CSS Margins

### Block:

- Specified width & height
- Takes up full width available to it, created on a 'new line'  
(e.g. `p` or article)

### Inline:

- Takes width & height of its content
- Displayed next to preceding element on same line  
(e.g. em or strong)

## Two Ways a Box Can Display

In CSS, default behaviour can be overridden:

- **display** used to set how element is displayed, including:
  - **block**, **inline**, **inline-block**
  - **list-item**
  - **flex**
  - **none** (hides the element)

## The **display** Property

**float** allows you to place block-level elements next to each other, including:

- **left, right, none**

Used to position an element to the left or right

Initially introduced to allow text to wrap around images

# Floating Elements

Height of parent element will collapse if it contains floated elements

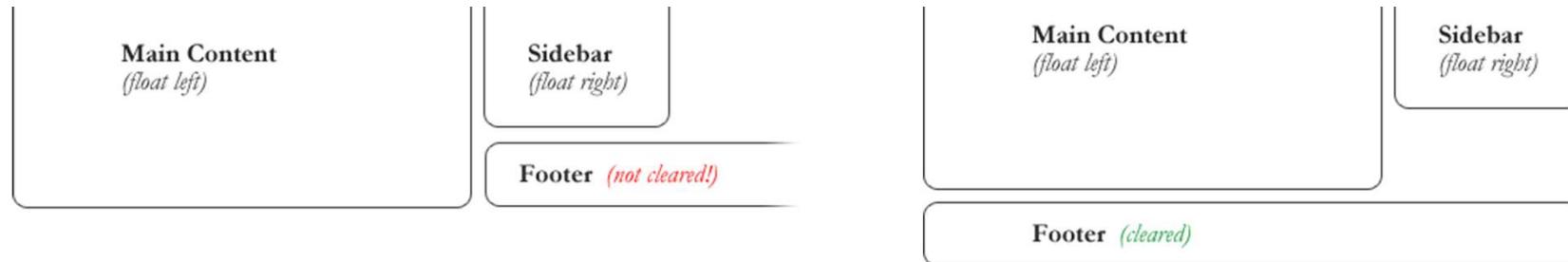
Noticeable if there's a mix of floated & non-floated elements

## Floats & Document Flow

## overflow method:

- Usually specifies how to deal with content that is larger than the container:
  - scroll, visible, hidden, auto etc
- A good side effect — apply overflow of auto/hidden on a parent element, parent expands to contain floats

## Dealing with Collapse



clear element immediately afterward:

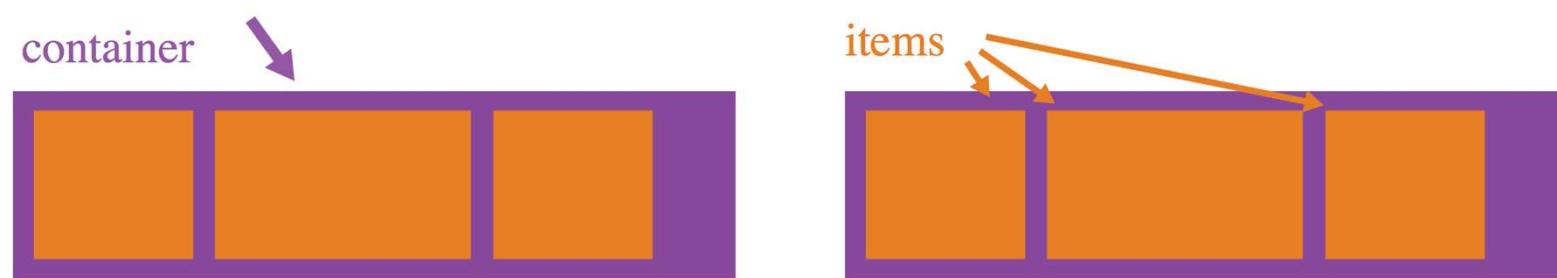
- Moves an object in relation to the float:
  - both, left, right, none
  - Apply clear to an element directly following floats to ensure it falls below the floats

|

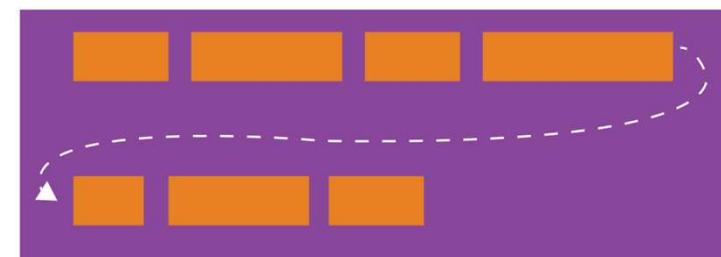
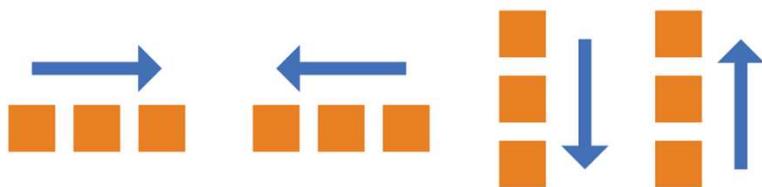
# Dealing with Collapse

# A Better Way: Flexbox

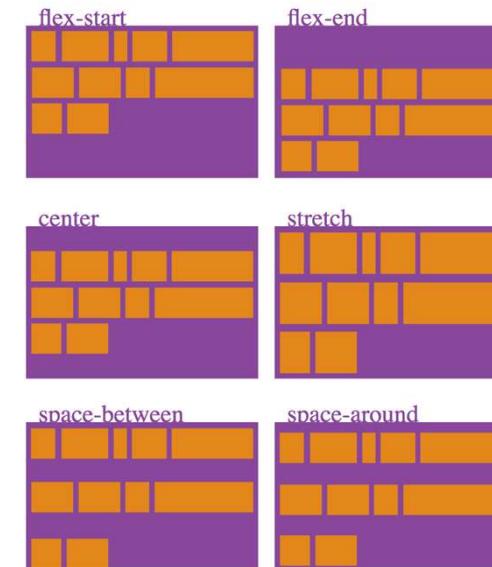
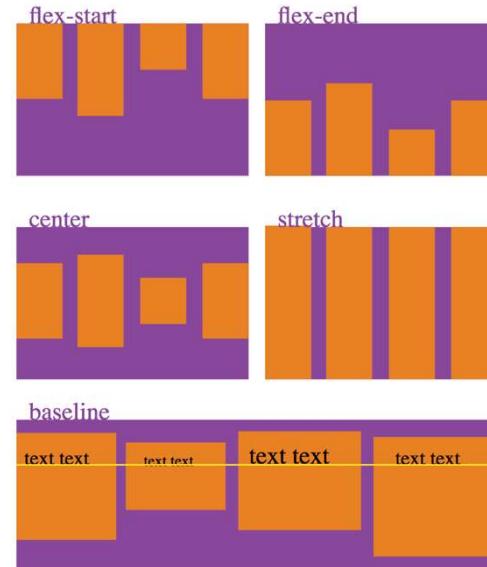
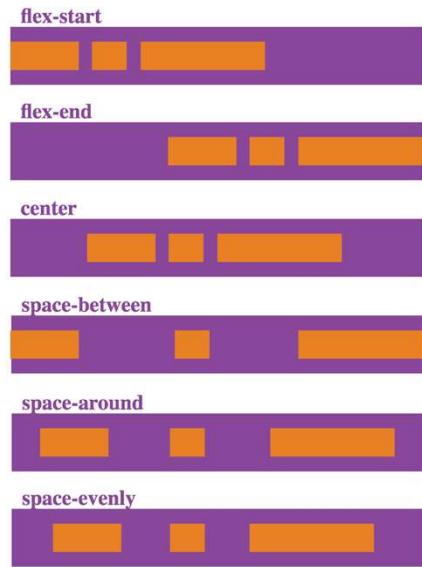
# Flex Container vs Flex Items



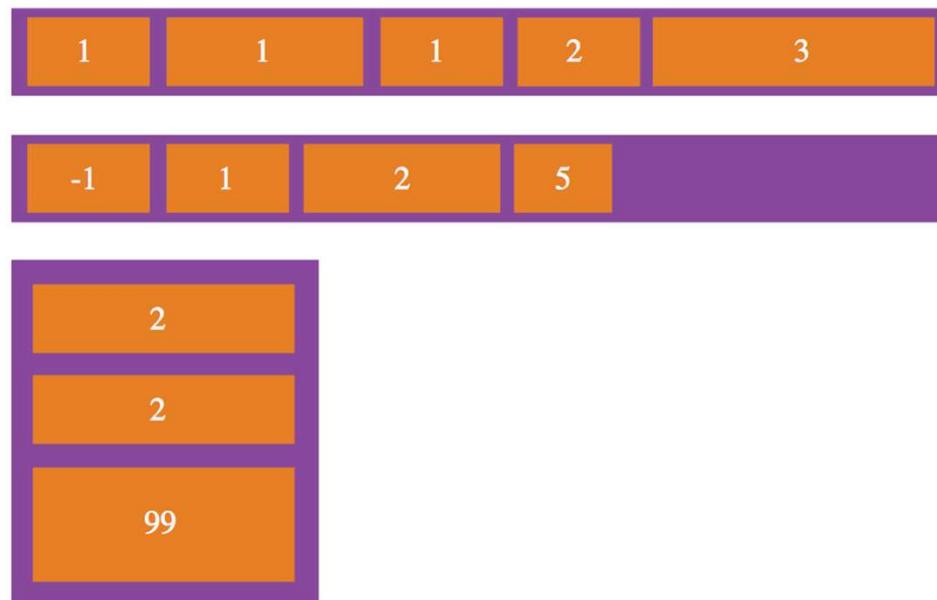
# Direction & Wrapping



# Alignment



# Ordering



# A Flexbox Analogy

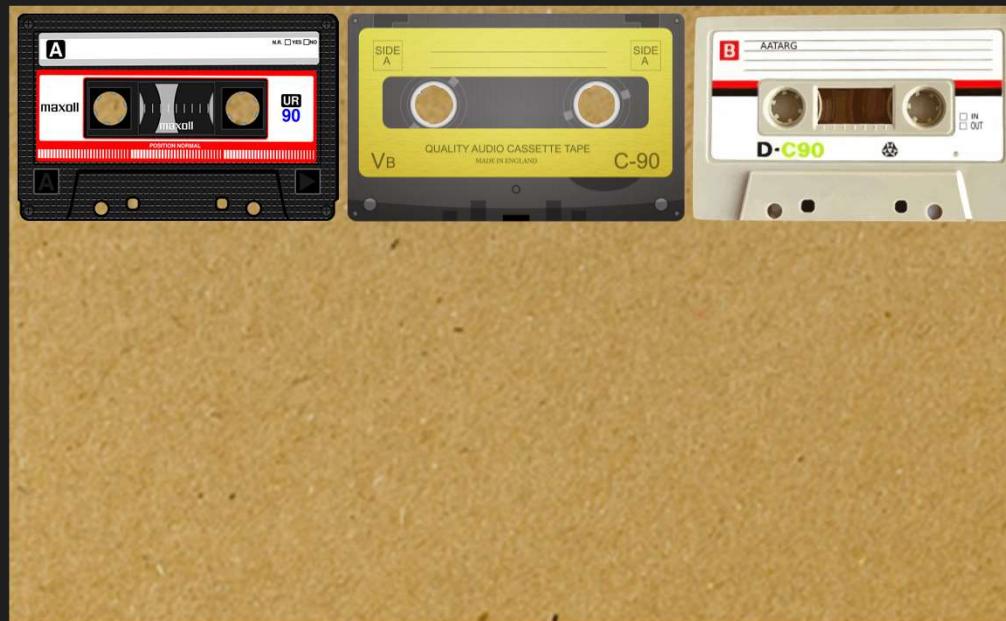


# A Flexbox Analogy



# Flex Container

display: flex;



# Flex Container

flex-direction: row-reverse;



# Flex Container

`flex-wrap: wrap;`



# Flex Container

justify-content: space-around;



# Flex Container

```
justify-content: center;  
align-items: center;
```



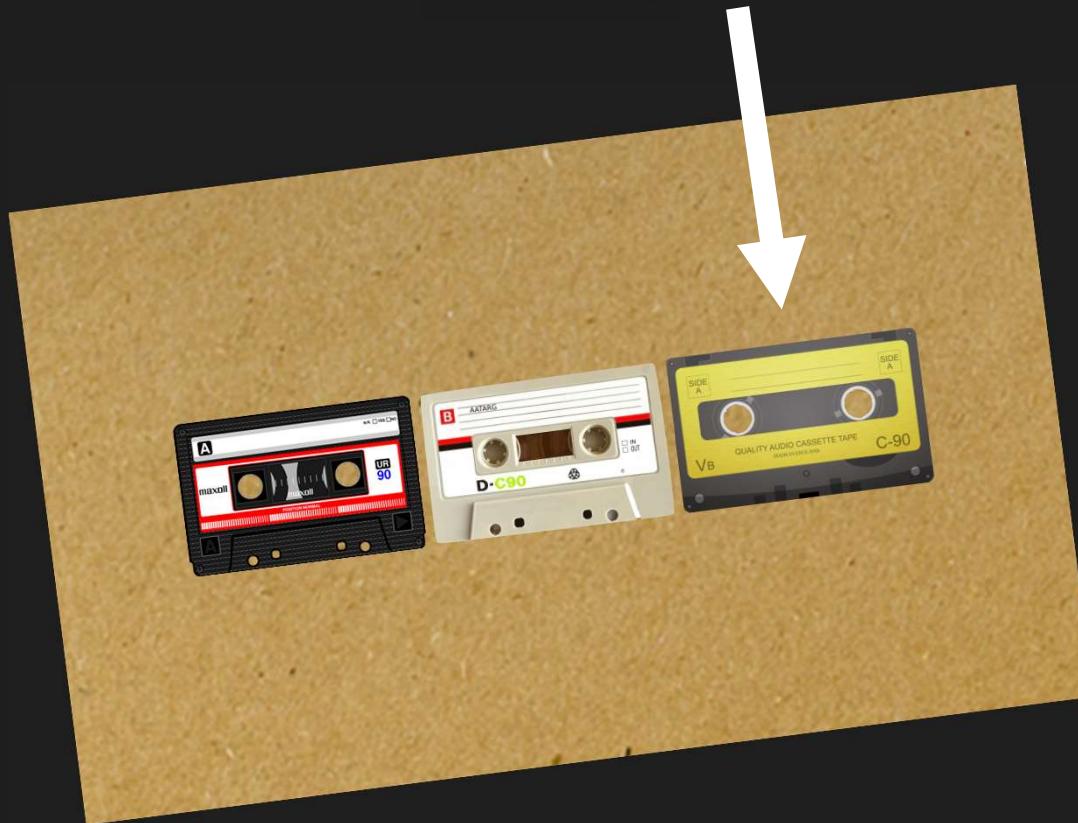
# Flex Container

`justify-content: center;  
align-items: stretch;`



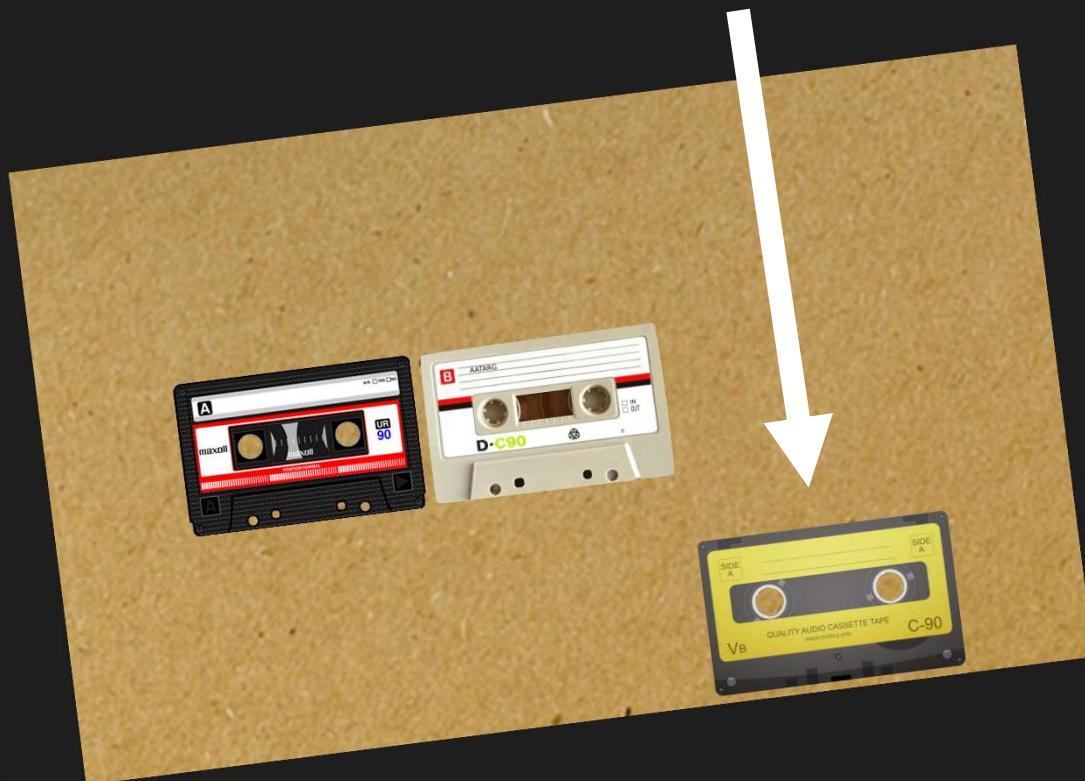
# A Flex Item

order: 1;



# A Flex Item

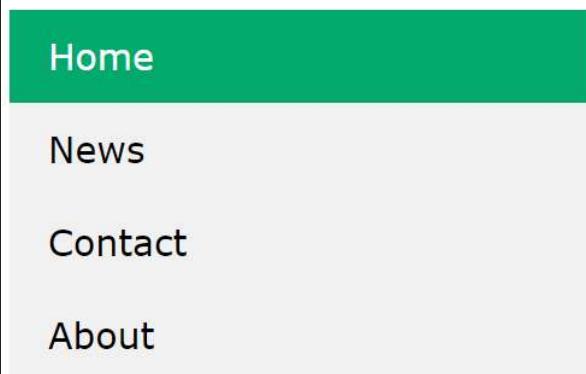
align-self: flex-end;



# CSS Navigation Bar

Demo files on BB

Vertical



Horizontal



# CSS Animations

An animation lets an element gradually change from one style to another.

- @keyframes
- animation-name
- animation-duration
- animation-delay
- animation-iteration-count
- animation-direction
- animation-timing-function
- animation-fill-mode
- Animation

Demo files on BB

*Lecture Demo*



# What now?

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- Download the lecture demo and try changing some of the CSS properties
- Week 4 Tutorial and Practical activities are available on BB
- **7140 Students:** Assignment 1 is coming up soon. Pick a website for evaluation and start working on it, if you haven't already. Ask your tutor for help, if you need it.
- Have a look at W3Schools.com examples
- Answer/rate/comment on/post one or more questions on PeerWise!
- Have fun ☺