Creative Commons Open Source licensing and More about good and bad web design

Web Development and Design
Comp1710/6780

Class representatives

Please support your Course Representative when they seek your views on the course and how it is working/not working for you.

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Yuxiang Man
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Piazza Poll

Will be putting this up on Piazza this week.

Midterm quiz notification error

There is no midterm quiz in this class – this was sent in error.

Creative Commons

Not-for-profit organisation

Established by **Lawrence Lessig** and **Aaron Swartz** (who later founded Reddit)

The word ‘Commons’ is key

Creative Commons offers licenses that clarify **what we can do** with other people’s work

Internationally recognized

Licenses rest on 3 legs – ‘legalise’ , human-understandable descriptions, metadata

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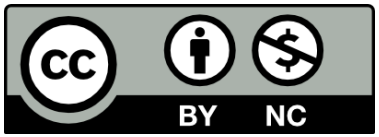

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"Santiago Island Geology" by A.Davey is licensed under CC BY 2.0

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Must attribute

Can create derivatives

Can use commercially

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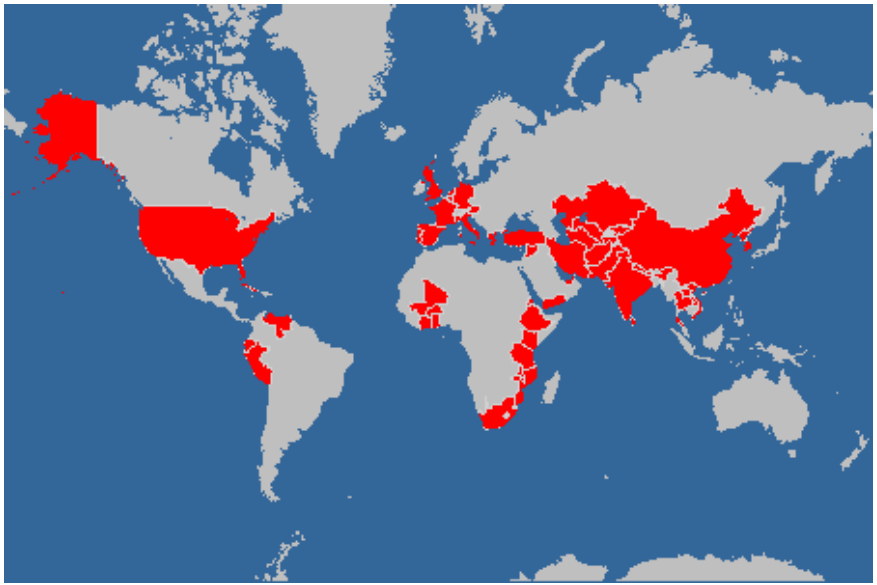
"Countries I've visited" by Marjolein Katsma is licensed under CC BY-SA 2.0



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"Gaudi Building, Barcelona by Miguel Picado is licensed under CC BY-NC 2.0

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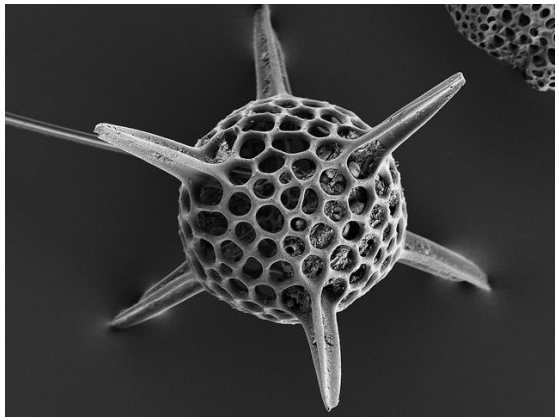

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"OH HAI FOLKZ, MAH NAYM IZ COCOA" by Stratman2(2 Many Pics) is licensed under CC BY-NC-ND 2.0

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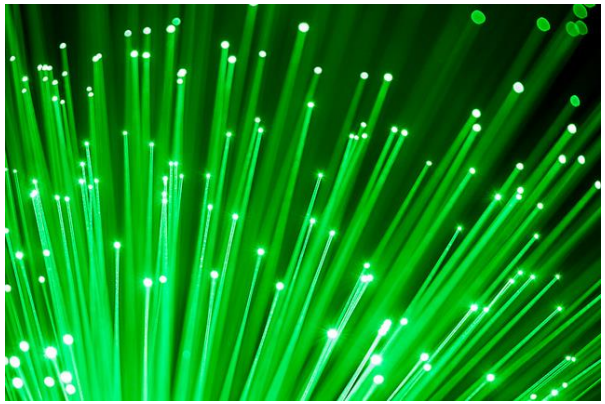

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Perfectly legal, but perfectly right?

By Smith609 - Own work, CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=4479257

By Smith609 - Own work, CC BY-SA 3.0, https://commons.wikimedia.org/w/index.php?curid=4479257 – Edited by Sabrina Caldwell

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Perfectly legal, but perfectly right?

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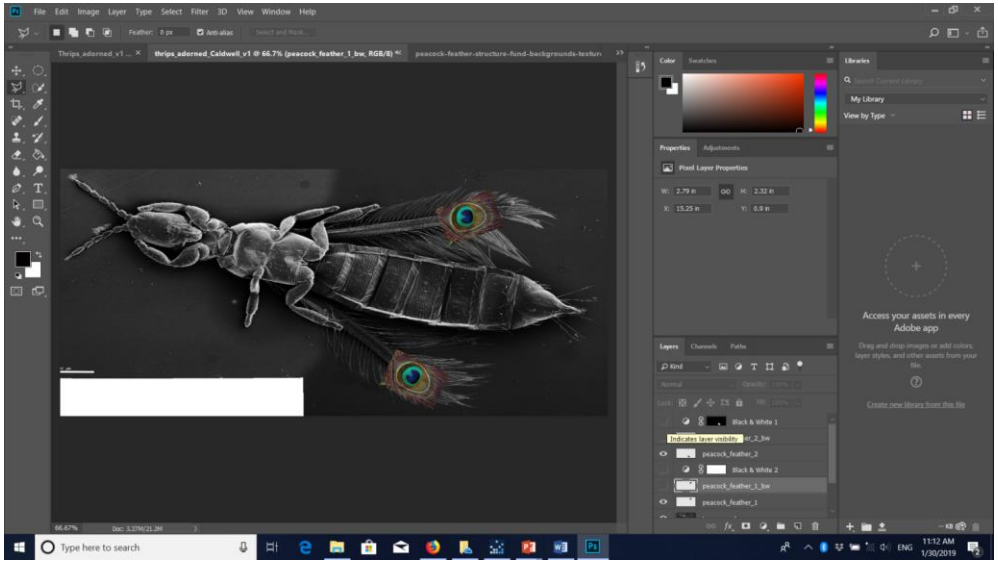


More about good and bad web design

New Media design principles – are they all that new?

“Form ever follows function”

“It is the pervading law of all things organic and inorganic, of all things physical and metaphysical, of all things human, and all things super-human, of all true manifestations of the head, of the heart, of the soul, that the life is recognizable in its expression, that form ever follows function. *This is the law.”* (italics in original)

Lewis Sullivan (1856-1924) Architect

Text readability

A Matrix look and feel: green text on black background.

Where does that come from?

From monochrome displays: green, orange, and sometime white on black background

The default configuration on first web browsers was black text on light grey background

One of my colleagues says a lecturer (in Maths) used to explain to his students that after years of marking exams, he realised that statistically, exams written in black on a yellow background get better scores:-)

- Most readable color:
  - black text on white background
- Overall, there is a stronger preference for any combination containing black
- In every color combination surveyed, the darker text on a lighter background was rated more readable than its inverse

Source: http://hubel.sfasu.edu/research/survreslts.html

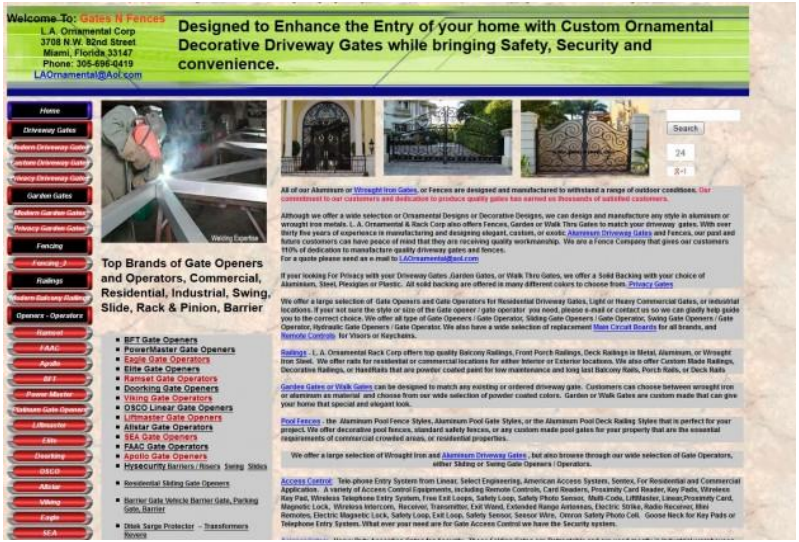
Design and usability by Jacob Nielsen (994)

- "Jakob's Law of the Internet User Experience: users spend most of their time on other websites."
- "users left websites after 1 minute and 49 seconds on average, concluding in that time that the website didn't fulfill their needs."

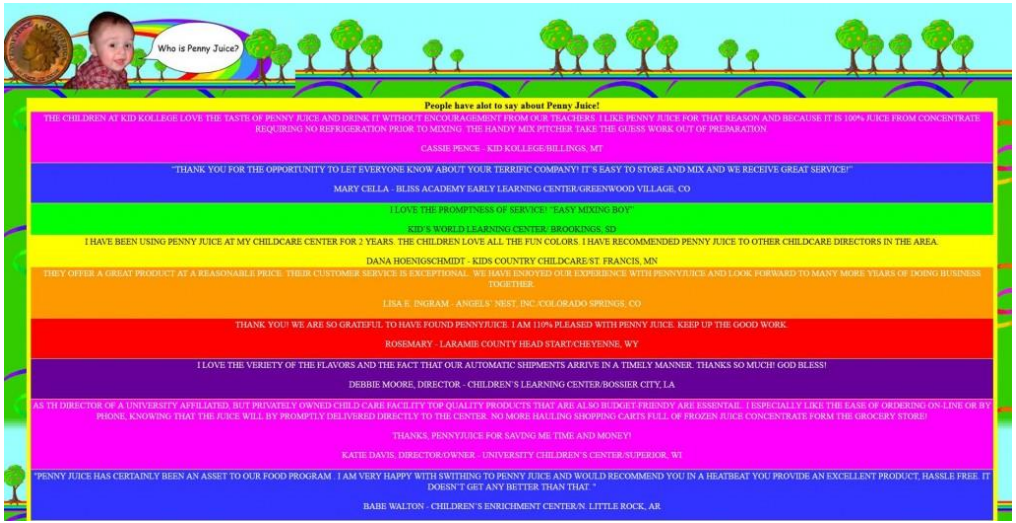
Mr Bottles website →

A useless (?) website: http://www.superbad.com/

Gates N Fences website



Penny Juice website



Usability Mistakes - Text

… and can your visitors spell?

Candidate for a Pullet Surprise by Jerrold H. Zar, Northern Illinois University

I have a spelling checker,
It came with my PC.
It plane lee marks four my revue
Miss steaks aye can knot sea.

Eye ran this poem threw it,
Your sure reel glad two no.
Its vary polished in it's weigh.
My checker tolled me sew.

A checker is a bless sing,
It freeze yew lodes of thyme.
It helps me right awl stiles
two reed,
And aides me when eye rime.

Each frays come posed up on
my screen
Eye trussed too bee a joule.
The checker pours o'er every word
To cheque sum spelling rule.

Bee fore a veiling checker's
Hour spelling mite decline,
And if we're lacks oar have a laps,
We wood bee maid too wine.

Butt now bee cause my spelling
Is checked with such grate flare,
Their are know fault's with in my cite,
Of nun eye am a wear.

Now spelling does knot phase me,
It does knot bring a tier.
My pay purrs awl due glad den
With wrapped word's fare as hear.

To rite with care is quite a feet
Of witch won should bee proud,
And wee mussed dew the best
wee can,
Sew flaw's are knot aloud.

Sow ewe can sea why aye dew prays
Such soft wear four pea seas,
And why eye brake in two averse
Buy righting want too pleas.

Common online writing mistakes:

Unless your website is an essay site, consider this:

Don’t write walls of text
Use appropriately sized fonts
Use headings and sub-headings
Highlight key words
Tease out quotes
Write succinctly and clearly
Consider using downloadable pdf files for tomes

Usability Mistakes - Images

Make your images work for you:

Use relevant images that highlight your message(s)

Use active, colourful images

Consider your user's download time/quotas and resize your images to display just well enough

Consider people who can't see images (or can't see them well) and use the Alt attribute

Don't start up your site with splash page that takes a long time to load then just says 'Enter site'

710K

77K

Usability Mistakes - Images

Bad file names for this image:

picture1.jpg
DSCN00423

glasses&watch.jpg

collection of things.jpg

Usability Mistakes - Images

Good file name for this image:

glasses-and-watch-and-plant.jpg

Usability Mistakes - Images

Horizontally stretched

Vertically stretched

Things to think about when using video on your website:

Is your video integrated into your site?

Are your most important messages ‘buried’ in your video?

Is your video entertaining/informative?

Is your video embedded in your site or else linked to a reputable video repository?

Is your video too long?

Do you have a ‘call to action’?

Web Design Mistakes

- Original Top Ten Mistakes in Web Design (96)
- "Top Ten Mistakes" Revisited Three Years Later (99)
- The Top Ten New Mistakes of Web Design (99)
- Top Ten Guidelines for Homepage Usability
- Top Ten Web-Design Mistakes of 2002
- Top Ten Web Design Mistakes of 2003
- Top Ten Web Design Mistakes of 2005
- Top Ten Web Design Mistakes of 2007
- Top Ten Web Design Mistakes – updated 2011
- Top 10 Enduring Web-Design Mistakes of 2016
- Variations on Practiced Patterns Cause Mistakes (Dec 2017)