

**E-Content of
INTERNET TECHNOLOGY AND WEB DESIGN**

Chapter: 8.9 Web Page Design Consideration and Principles

Topic: 8.9.1 Web Page Design Consideration

Web Page Design Consideration

- Designing an effective web site requires more than just gathering relevant information and posting it on the web.
- Like a good paper or research presentation, a quality web project demands as much attention to the selection, organization, and presentation of material as to the underlying research itself.
- User should strive, above all, to be both clear and engaging in every aspect of site design.



FIG 8.5: Web Page Design

- Here are some concrete suggestions for making the site a winner.
 - **Before Begin**
 - Consider the audience and the goals. User should have a clear sense of who will be using the site (mostly college undergraduates) and what kind of experience user are hoping to provide. What exactly are you trying to accomplish here? Why is this important?
 - Plan the site on paper first.

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- User can draw a "family tree" of pages with arrows indicating links. Or user can make a hierarchical outline.
- Either way, it is essential to organize the information and lay out the architecture of the site before attempting to implement the vision.
- **Site Layout**
 - Strive for consistency. User want the project to have an identity, so all the pages in the project should have a common feel, there should be consistency among backgrounds, color schemes, navigational tools and tone of voice.
 - This is especially important if user is dividing up the site's pages among several team members. Otherwise, the project will seem like two or three separate projects lumped together, rather than a single, unified whole.
 - Provide a rich set of links within the site. Ideally, there should be multiple ways for the user to navigate their pages.
 - User should consider including a prominent 'home' link or icon on each page, a menu or table of contents and highlighted links within textual material to related information elsewhere on the site.
 - Feel free, of course, also to provide links to other pages within ECE or elsewhere on the web.
 - Don't hide important information. Users don't like to click too many times to find the information they want, if information is particularly important, make it accessible up front.
 - On any given page, remember that as with a newspaper, the top left corner is the most prominent. See the National Geographic Website for a good example.
- **The web medium**
 - Provide opportunities for interaction.
 - How is your site any different from a traditional print document?

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- How can you involve the reader in ways that non-digitized texts usually cannot?
- Interactivity can be a compelling, innovative means of engaging your reader and creating experiences that cannot be replicated in other media.
- Good examples are "Make Your Way as an 18th-Century Woman" site on ECE and the site for the Louvre Museum in Paris.
- Avoid text-only pages. Ideally, a user should never encounter an entire screen full of uninterrupted text in browsing the site. Again, take advantage of the web medium!
- Don't sacrifice elegance for pizzazz. Just because you can make images fly across the screen does not mean you necessarily should.
- Every design element of the site (colors, images, animation) ought to correspond thematically with the content and goals of the project. See the Enigma site for a representative example.
- Provide a link for every URL that mention in the site. If the bibliography or notes include a citation for another website, list the URL in full, but make it 'clickable' as well so that the user can go directly to the site in question.
- **The front door**
 - Give the site a descriptive title. The title should convey the content of the site in a concise but engaging manner.
 - Remember, the title is how the site will be identified on the ECE home pages.
 - Ideally, it should pique the curiosity of users and prompt them to explore the project pages.
 - Include a brief introduction. This should be part of the site's home page, and should explain the scope and purpose of the site.
 - Once users have noticed the title and followed a link to the site, they will expect quickly to find a further elaboration of the title, a brief paragraph or two describing what the site is all about and what makes it interesting.

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- User have caught the people's eye with the title, the introduction is the chance to heighten their interest and persuade them to actually stick around and explore.
- Make the site's home page as useful a starting point as possible.
- The viewer should be able to see at a glance what the site is about, how it is laid out, and what kinds of resources and features it includes.
- Ideally, all of this information (along with your site title and introduction) should be visible on a single fast-loading screen that requires a minimum of scrolling.
- **Accessibility**
 - Make sure your text is legible. Check the size, color, and font of all text within the site to confirm that it can be easily read. Be especially careful of dark or fancy backgrounds that make text hard to read.
 - Make sure the site is platform independent. The site should be view-able on both Mac and Windows machines using either of the most commonly available browsers, Netscape and Explorer.
 - Consider the needs of the viewers. Think about the bandwidth the site will require.
 - Keep in mind that not all users will have the luxury of an Ethernet connection. Minimize the memory requirements of the site by compressing images and other large files. And make sure all your images have ALT-TEXT behind them.
 - This makes the site accessible both to low-vision users and users with slow modems who have turned the images off.
- **The end game**
 - Thoroughly test the site.
 - Ask a friend to sit down and explore the site. Ask them to think out loud and watch them navigate the site. Do they get lost? Do they have trouble finding

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links? Do they have trouble understanding the labels? Do they understand the prose?

- Ideally, designer should elicit and incorporate feedback about the site in the course of developing it as well as when it's nearing completion.
- Be sure to test the site both of the most commonly used browsers, Netscape and Internet Explorer.
- Check carefully for spelling and grammatical errors before posting the written materials to the web.

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Topic: 8.9.2 Web Page Design Principles

Web Page Design Principles

- Good Design Is Innovative.
- Good Design Makes a Product Useful.
- Good Design Is Aesthetic.
- Good Design Makes A Product Understandable.
- Good Design Is Unobtrusive.
- Good Design Is Honest.
- Good Design Is Long-lasting.
- Good Design Is Thorough Down to the Last Detail.
- Good Design Is Environmentally Friendly.
- Good Design Is as Little Design as Possible.