

Good Web Page Design

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What is a Web page?

- A document available on the World Wide Web that is created using HTML (Hypertext Mark-up Language)
- Viewed with an Internet browser:
 - Google Chrome
 - Microsoft Internet Explorer / Edge
 - Firefox
 - Safari
 - Opera
- It can contain text, graphics, links and other multimedia components
- A Web page can be made up of one or several separate documents

What makes a good Web page?

- Using the right combination of text, graphics, links and multimedia.
- Making the page accessible and useful to as many users as possible.
- Sounds easy, doesn't it?



POOR DESIGN BRIEF
= LACK OF UNDERSTANDING
= FAILURE



GOOD DESIGN BRIEF
= GOOD UNDERSTANDING
= SUCCESS

The First Steps

Content, Content, Content

Design

Storyboard

Author

Test

Content Rules OK

- ✦ Content is the single most important aspect of any Web page
- ✦ Content must be:
 - ✦ well organized
 - ✦ engaging
 - ✦ contain useful valid links to other Web resources
- ✦ Content will guide many aspects of the design of the page

What are you are trying to say?

- Who is your audience?
- What is the intent of your document . . .
 - to inform?
 - to educate?
 - to persuade?
 - to question?
- Create an outline of your content

Design Considerations

Navigational Flow

Graphics

Text

Use of Colour

Backgrounds

Multimedia

Graphics

- Use graphics sparingly
- They should enhance text, not distract from it
- Keep image size small
- For larger images, use thumbnails that link to a larger image
- Keep image file size small
- Use compressed .gifs and .jpgs
- Use fewer colours when creating graphics



Text

Plenty of white space

Don't use too much text

Use short, well-written paragraphs

Use moderate size headings consistently

Use emphasized text sparingly

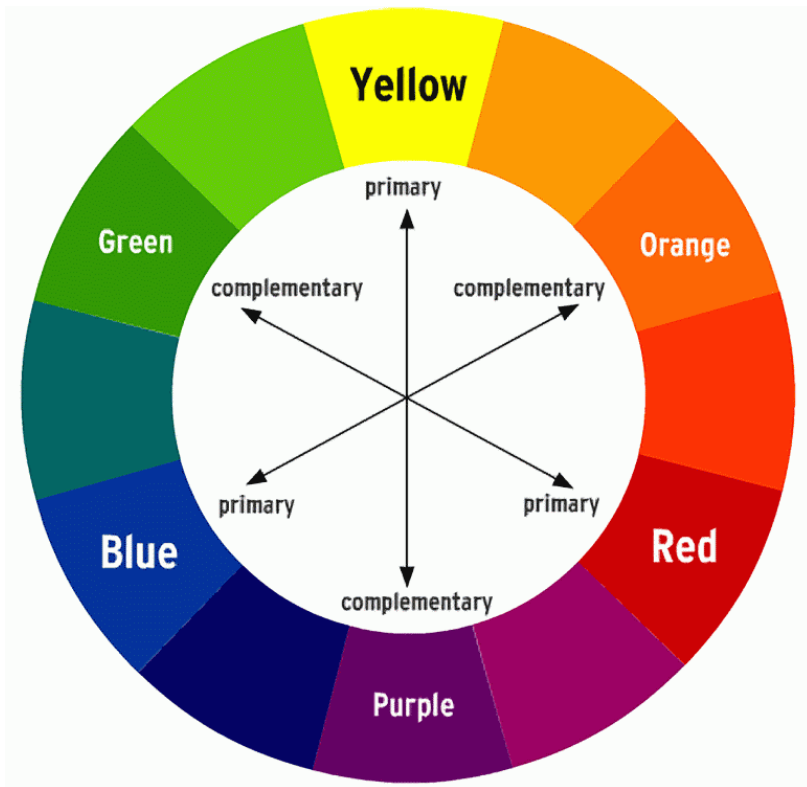
Split long pages (more than five screens of text or links) into multiple pages

Always proofread and check spelling

Font

- Use sans serif fonts – Arial, Verdana etc
- Avoid unusual fonts – may not be available in users system
- Text effects are better provided using graphics package
- Consider size of text for different sections on the page
- Consider target audience
- Use of bold to make text clearer on screen

Use of colour



- Keep colours simple - not too many
- Not everyone can even see colours
- Not every user's system can support colours as you author them
- Don't use different shades of the same colour
- Remember that colour is a personal preference
- Culture differences should be considered
- Consult the colour wheel

Backgrounds

- Keep it simple
- Graphic backgrounds add more download time to the page and can detract from your text, making it hard to see and read
- Colour backgrounds can also make text hard to read
- Backgrounds can clash with text and graphic colours

Other Multimedia

Sounds, Animation, Movies

Always give users a choice to take advantage of these options. Provide as much information as possible in the text description of each item.

File format

File size

Possible download time

Plug-in needed

Not everyone will be able to take advantage of these features

Exercise 2

- Select 2 websites from the earlier exercise
- Write a short report for each in respect of:
 - Navigation
 - Graphics
 - Text
 - Use of Colour
 - Background
 - Multimedia use
- Use the above headings within the short reports explaining your opinion as to how each appears on the website and how it could be improved
- Save the file as a Word Document to the same folder as Exercise 1 naming the file: Exercise 2

Copyright issues

- All web pages are published
- Consider the same as print publications
- Copyrights apply to online content
- Be aware of your organisation's policies for web publishing



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Exercise 3

Create a PowerPoint presentation detailing the main considerations of copyright

Ensure to include the following:

- Copyright Law in this country relating to web page content
- Still Images
- Text appearing online or in print
- Music / Audio
- Video

Save the PowerPoint presentation file within the same folder as previous exercise, naming the file: Exercise 3

Navigational Flow

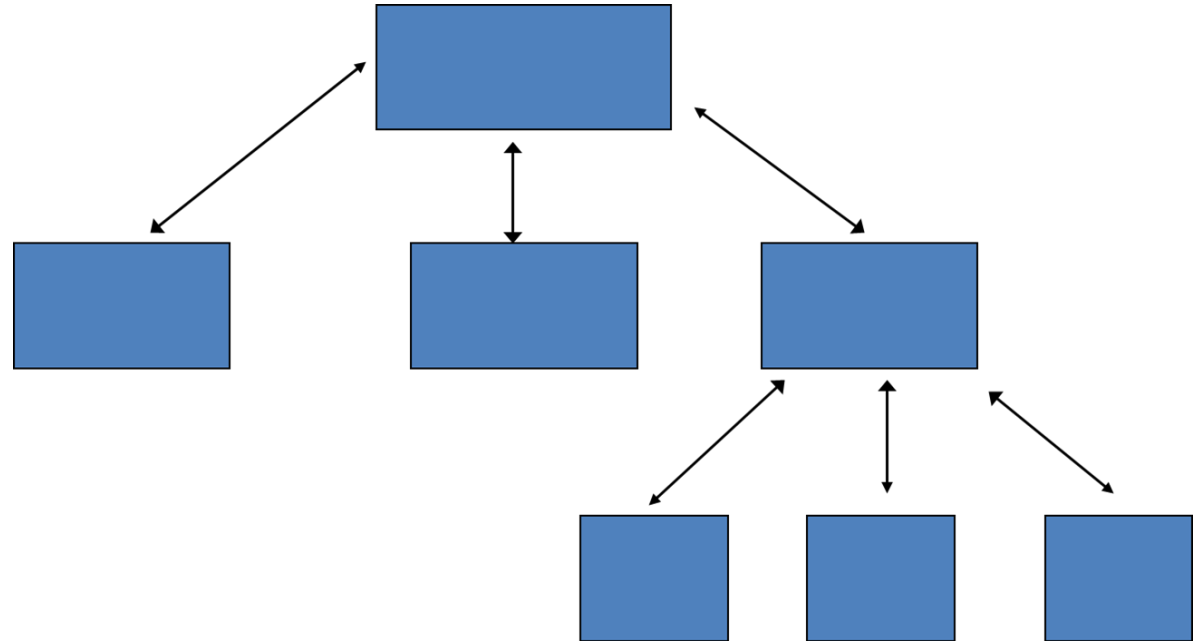
- Content dictates this step.
- Five main choices:
 - ✦ Hierarchy or Tree
 - ✦ Linear
 - ✦ Non Linear
 - ✦ Composite
 - ✦ Hot List
- Create a flowchart showing the relationship among your pages

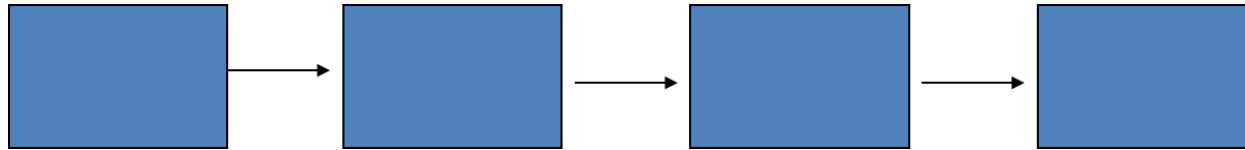
Hierarchy or Tree

- Most widely used and easy to navigate flow
- Your content outline gives you a built-in flowchart
- Information progresses from most general to most detailed
- Provides multiple paths for multiple audiences

Hierarchal or Tree

Home Page - Always include links at the top and bottom of each page back to your home page





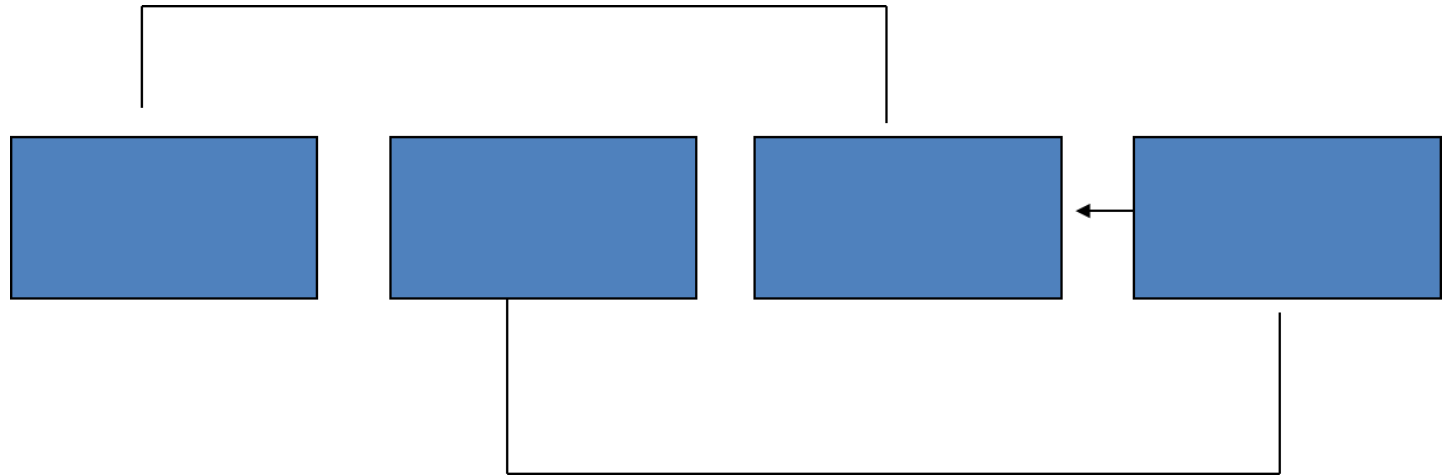
Linear

- Moves in progression from the first page to the last, like a book
- Works well when content presents a series of steps or follows a process from start to finish

Linear

Non-Linear

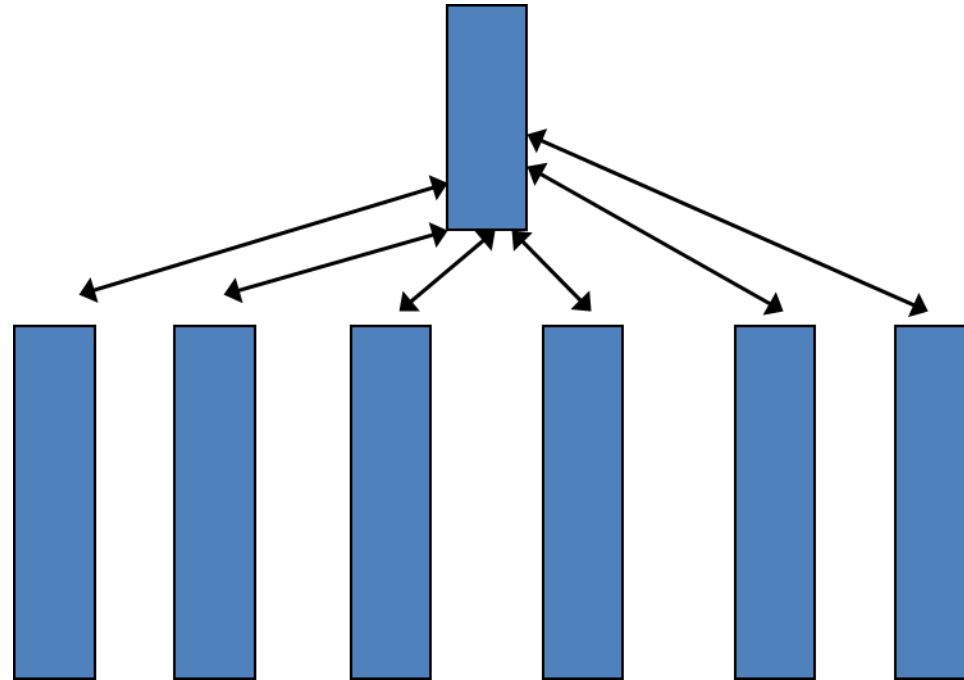
No apparent structure to this form of navigation best used when the information presented can be provided in any order



Hot List

All links are included on a main home page.

For complex pages, include a flowchart or image that shows the organization of the entire document on the orientation page for your site.



Composite

This navigation is basically an amalgamation of Linear and *Hierarchy*.

You will probably find that this form is the most commonly used.

The Home Page

Each of the previous structures makes use of a home page, the beginning page of your Web site.

It should contain:

- A clearly defined index or table of contents.
- Navigational buttons or links to other parts of the document.
- A footer portion.

Jumping Around

Your home page needs to answer these questions:

- ☐ Who is this?
- ☐ What kind of content is it?
- ☐ Where is it located?
- ☐ Why does it exist?
- ☐ How do you find the content?
- ☐ Try to limit to three screens of information per page.

The Footer

The footer portion of a Web page contains important information about you and/or your organization:

- ☐ Author's name, company, phone number, e-mail and/or mailing address
- ☐ Page owner's name, phone number, e-mail and/or mailing address
- ☐ Legal disclaimer and/or official seal
- ☐ Last revised date, copyright notice, URL of page
- ☐ E-mail contact link

Storyboard

Once your flowchart is created and other design elements determined, create a detailed sketch of the contents of each page.

All text, each graphic, every link, all navigational buttons

Create both a graphic version and a text only version

Authoring

- Create pages in HTML from your storyboard
- Use the editor of your choice
- Use standard HTML, not browser-specific
- Be sure to check your spelling
- Test pages in a browser as you go

Testing - Exercise

Consider everything we have discussed, review your learning

Draft a testing plan

Discuss with each other – work with your classmates to come up with a plan for testing

*Remember to view your
pages with various
browsers*

Why? . . .