
Web Design

Section 4.8

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Web Site Construction Checklist

- A good webpage author must try to anticipate the needs and interests of a page's visitors
- Three Cs of Web Design
 - Quality Content
 - Reader Convenience
 - Artistic Composition

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Quality Content

- Check your facts!
- Cite Sources
- Otherwise, your document will not be credible

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Reader Convenience

- Make it easier for visitors to
 - Find things
 - Move around (navigate)
 - View the page as you intend it to be viewed

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Artistic Composition

- Should only be tackled after the first two Cs are assured

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Example of a Bad Web Site

- List 15 things that are bad about this web site:
- <http://www.angelfire.com/super/badwebs/>

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Tips for Designing a Good Page

- The main page of your web site should load in 8 seconds or less with a 56K modem.
- According to two recent surveys, conducted by Forrester Research and Gartner Group, ecommerce sites are losing \$1.1 to \$1.3 billion in revenue each year due to customers click-away caused by slow loading sites. If a page takes too long to load, your potential customer will not wait. Ultimately costing you business.

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Colors

- Be cautious when selecting your background and text colors. Busy backgrounds make text difficult to read and draw the attention away from the text. Always be consistent with your background theme on each page of your site. Your site should be nicely organized and uniform throughout.

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Colors

- Keep in mind, colors affect your mood and will have an affect on your visitors as well.
 - Bright colors such as yellow and orange, cause you to become more cheerful or happy.
 - Colors such as blue and purple have a calming effect.
 - Dark colors such as brown and black have a depressing effect.
- A good rule of thumb would be to use colors based upon the type of effect you're trying to achieve.

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Animated Graphics

- Use minimal animated graphics.
- These can be very distracting and can cause your page to look unprofessional.
- Animated graphics cause your page to load more slowly. Fancy graphics won't make the sale.

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Spell Checking and Grammar

- ALWAYS check and double-check your site for spelling errors and make sure your images and links are all working properly.
- If you have several errors, this will make your site appear to be unprofessional.

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Navigation

- Design your site to be easily navigated.
- Place your navigation links together at the top, bottom, left or right side of the page.
- Use tables to neatly align your links.
- If you are planning on using graphic buttons to navigate your site, keep in mind that with each graphic you add to your page, it will take that much longer for your page to load.

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Navigation

- Try to keep the number of clicks required to get from your main page to any other page on your site down to four.
- Keep in mind, your visitors may enter your site from pages other than your main.
- Always have good navigational links on every page and place your company logo on each page.

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Citation

- Always cite your sources!
- Never plagiarize.
 - Remember, copying text from another website is plagiarism, even if you add a reference.

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References

- Tips taken from:
 - http://www.web-source.net/successful_website.htm

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