Objectives

- Discuss the purpose of Web site design.
- Demonstrate basic design tips.
- Illustrate typical beginner bad design.
- Debate the challenges found in all Web site design.
- Continue developing HTML code for Stage I Web site.

Purpose

- Your number one step in Web design
  - What is your purpose?
  - What is your content?
  - Why will people come to visit?

Purpose (cont.)

- Web design is great when it works for the site’s purpose, addresses visitors’ needs and provides positive visibility for the product, service or person the site is intended on serving.

Basic Design Tips

- Pages download quickly
- Fits into 640 x 460 pixel space
- Repetitive elements throughout pages
Basic Design Tips (cont.)
• Information hierarchy is perfectly clear
• Navigation is consistent throughout Web site
• Graphics are not overwhelming

Basic Design Tips (cont.)
• Maintain consistency in design
• Proofread text on site
• Current and Updated Information
• Compatible with browsers

Bad Design
• Blinking (Do Not Blink anything!)
• Super Big/Small Text
• Dead Links
• Large Graphic Files
• Useless/Meaningless Graphics
• "Under Construction" signs

Bad Design (cont.)
• Page larger than browser window
• Lack of contrast between text and background
• Useless page titles
• Underlined text that is not a link
• All Text in Caps, Bold, Italics, or a Combination of these elements

Bad Design (cont.)
• Unknown links
• Animated pictures
• Junky Ads
• Meaningless Web awards
• Distracting Backgrounds
Challenges

Bandwidths
- The speed in which information is transferred.
- Speed of downloading pages is #1 concern of Internet users.

Challenges: Different Looks

Challenges

Accessibility
- Does your Web site meet the needs of all audiences including those who may be disabled?

That's All Folks!
See you next week!