Web Page Design

ECE 3940

Megan O'Byrne

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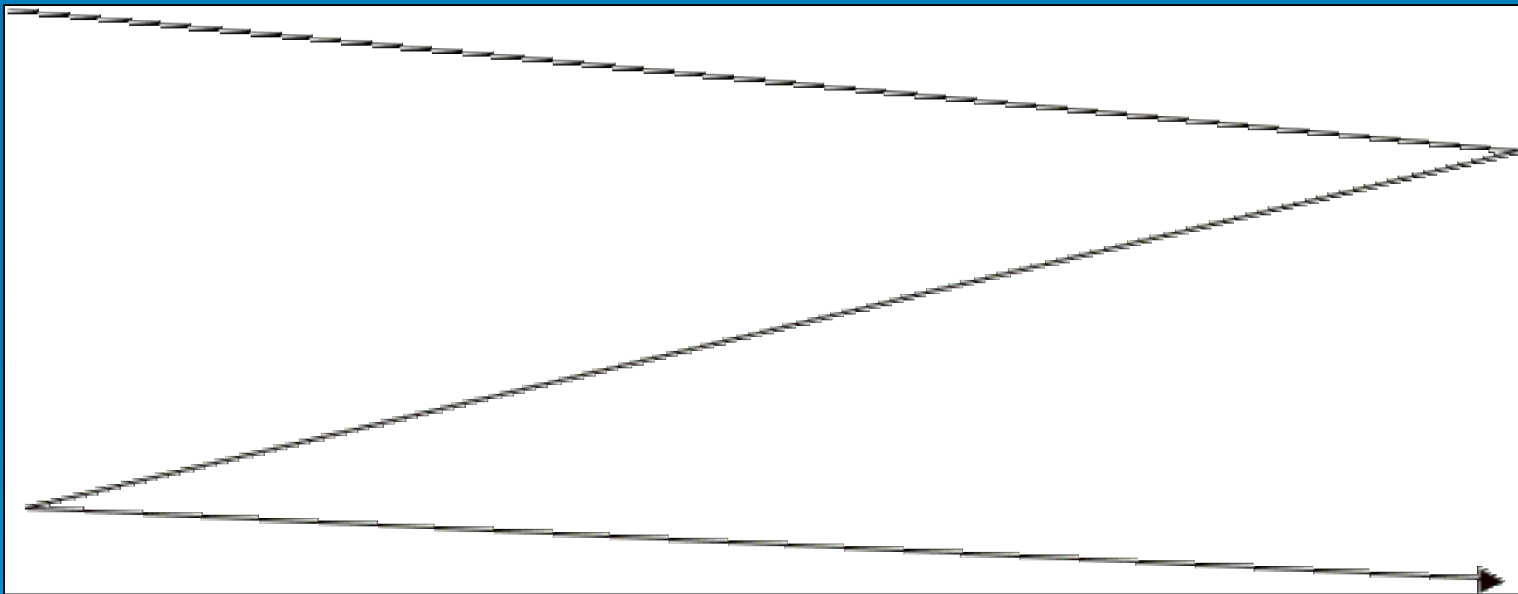
Designing Your Page

Step 1: Design for a Computer Medium

➢ A computer screen is not a printed page

➢ Readability changes depending on color, layout, and format

➢ Different browsers, screens and displays can change how a page looks
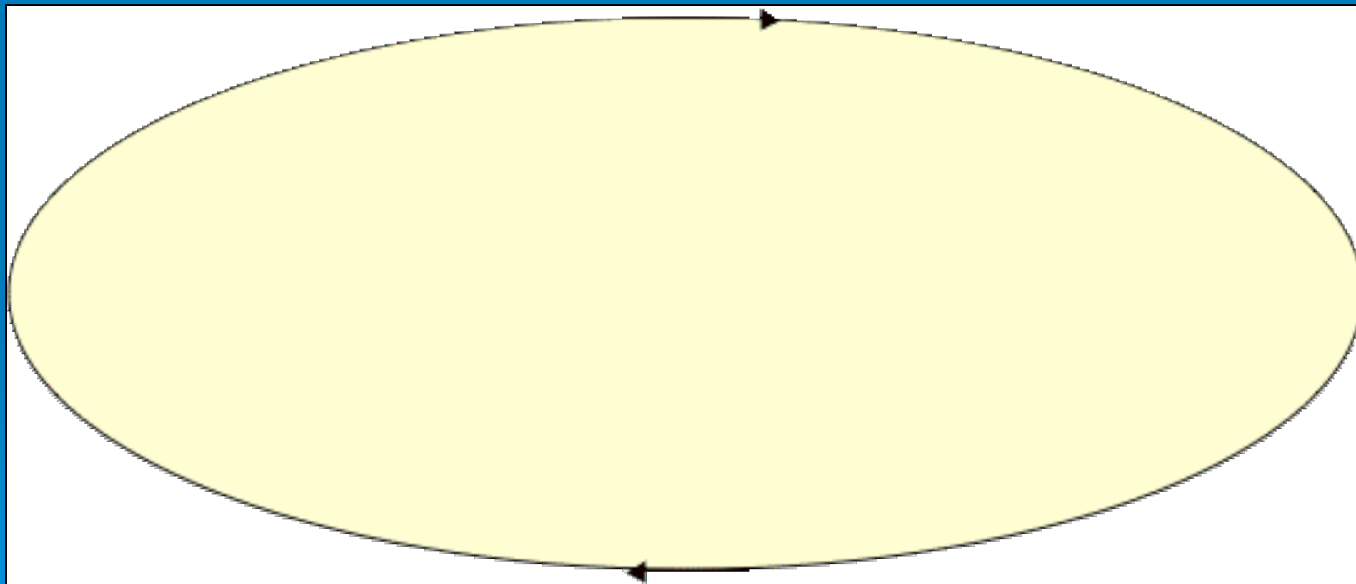
From *Principles of Web Design*
By Joel Sklar

How We Read Text

Following normal reading habits, the users eye moves from left to right

How We View Screens

Looking at a screen, the users eye scans in a more clockwise pattern

How Will Your Users Read/View?

➢ If a page uses a lot of text, the user will read in a more traditional, left to right manner.

➢ If a page has more graphical elements, the user is more likely to take in the whole page.

Accepted Relative Areas of Importance
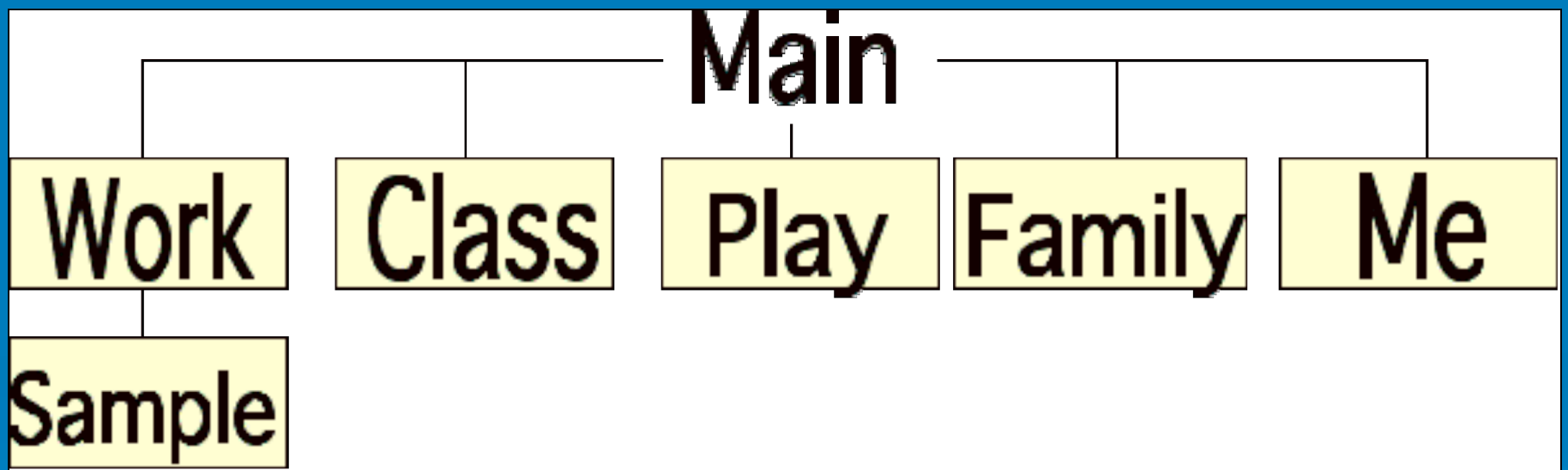
Questions to Ask Yourself

➢ What is the purpose of my website?

➢ Who is my main audience?

➢ My secondary audience?

➢ What information do I want to present?
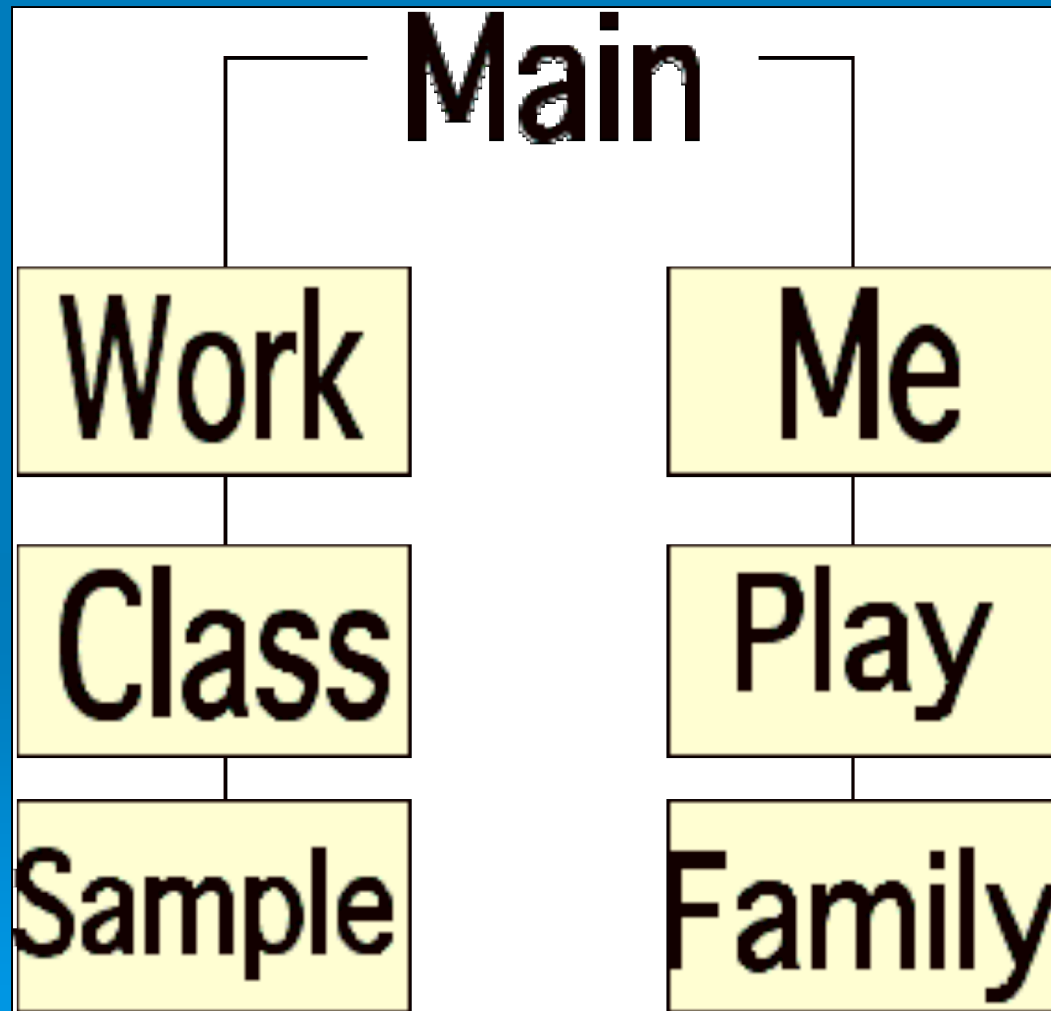
Designing Your Site

Step 2: Plan your sites hierarchy

➢ How are your pages linked together?

➢ How many links exactly?

➢ Where does the user go next?

A Structure That is More Wide Than Deep

A Structure That is More Deep Than Wide

Designing Your Content

Step 3: The "do's" of good web design

➢ Name files consistently and logically

➢ Keep a consistent look and feel

➢ Use colors that are high in contrast

➢ Design for low bandwidth

Designing Your Content

More do's

➢ Use active white space

➢ Design for interaction

➢ Use hypertext linking effectively

➢ Design for accessibility

Designing Your Content

Step 4: Things to avoid, aka, the "don'ts"

➢ Don't overuse media

➢ Don't make users scroll too much

➢ Don't flood pages with content

➢ Don't choose colors or images that make the page hard to read

Designing Your Content

➢ Don't forget to title everything: images and pages

➢ Don't assume that your users know where to go

➢ **DON'T USE FRAMES!**

Getting Started

➢ Select a design tool/program

➢ Determine page layout

➢ Re-read assignment sheet and rubrics

➢ Consider how best to represent "you"

Examples

- The worst: www.webpagesthatsuck.com

- Similar to this assignment:
  http://iml.jou.ufl.edu/Homepages/