


1  **Web Site Design Principles**

2  **Objectives**

- Design for the computer medium
- Create a unified site design
- Design for the user
- Design for the screen

3  **Design for the Computer Medium**

- Design for Cross Platform
- Design for low bandwidth
- Determine the look and feel
- Design for the User
 - Plan for clear presentation and easy access to your information

4  **Design for Cross Platform**

- Your Web should be accessible across different browsers, operating systems, and computer platforms
- You must always remember to test your work even when you feel confident of your results

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7  **Design for Low Bandwidth**

- Plan your pages so that they are accessible at a variety of connection speeds
- 7 Second Rule

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10  **Determine the Look and Feel**

- Plan with unifying themes and structures
- Create smooth transitions
- Use a grid to provide visual structure
- Use active white space

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13  **Plan Smooth Transitions**

- Plan to create a unified look
- Reinforce the identifying elements
- Avoid random, jarring changes in format

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16  **Use a Grid to Provide Visual Structure**

- The grid is a conceptual layout device that organizes content into columns and rows
- A grid provides visual consistency
- HTML authors use the table elements to build the grid for their pages
- CSS will eventually replace tables for layout

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18  **Use Active White Space**

- Use white space deliberately in your design
- Good use of white space guides the reader and defines the areas of your page
- Active white space is an integral part of your design that structures and separates content

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21  **Design for the User**

- Keep your design efforts centered solely around your user
- Design for interaction
- Design for location
- Guide the user's eye
- Decide whether the user will read or scan

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Design for the User

- Keep a flat hierarchy
- Provide plenty of linking options
- Provide location information
- Use plenty of textual links
- Don't overload the user with too much content
- Design for accessibility

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Design for Accessibility

- Develop Web pages that remain accessible despite any physical, sensory, and cognitive disabilities
- Developing accessible content naturally leads to creating good design.
- Follow W3 Accessibility Initiative guidelines at www.w3.org/WAI/
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Design for the Screen

- The computer display is very different from print-based media
- The display is landscape-oriented
- Colors and contrasts are different
- Computer displays are low-resolution devices
- Reformat paper documents for online display

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Summary

- Design specifically for the computer medium, considering how the page layout, fonts, and colors you use appear on the screen.
- Craft an appropriate look and feel and stick with it throughout your site.
- Test and revise your interface by paying close attention to the demands of online display. Make your design portable by testing it in a variety of browsers, operating systems and computing platforms, and use as low a bandwidth as possible.

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Summary

- Plan for easy access to your information. Provide logical navigation tools, and do not make users click through more than two or three pages before they get what they want.
- Design a unified look for your site. Strive for smooth transitions from one page to the next. Create templates for your grid structure and apply them consistently.
- Use active white space as an integral part of your design. Use text, color, and object placement to guide the user's eye.

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Summary

- Know your audience and design pages that suit their needs, interests, and viewing preferences.
- Leverage the power of hypertext linking. Provide enough links for the users to create their own path through your information.
- Design your text for online display, considering the differences between the screen and the page.