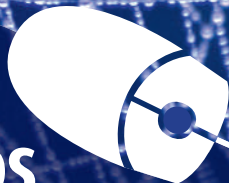


Web Design

Second Edition

- Easy to follow • Step-by-step tasks • In full colour

in Simple
steps



Joe Kraynak
and James A. Brannan



Web Design

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Tip 6: Make text more accessible with plenty of headings, subheadings and lists

Tip 7: Check your work

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Planning your website

Introduction

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Review several sites services and self-interested goals

Determine your sites purpose

Narrow your purpose to one goal

Identify your target audience

Have a call to action

Understand your constraints

Identify a service you can offer users

Make sure your ecommerce site offers a service

When offering a service, make it relevant and valuable

Gather requirements, even if you dont think there are any

Create a use case diagram

Website architecture

Introduction

Translate the use case diagram into an outline

Assign priorities to every outline element

Translate the outline to a site map

Follow the three-click rule

Use sequential navigation when appropriate

Use external links sparingly and prudently

Do not let ads detract from your sites content

Ensure your site has no dead ends

Do not use under construction pages

Ensure every page has a page header

Ensure every page has a page footer

Make hyperlinks and icons explicit

Use breadcrumb trails when designing complex sites

Always create a site map or site index

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Create a prototype navigation template

Create a website framework, complete with blank pages

Writing your text

Introduction

Consider blogging

Ensure your site contains quality content

Chunk your information into bite-size pieces

Write like a journalist

Write descriptive headings and subheadings

Persuade users with subtle techniques

Prefer simple to complex and edit your writing

Ensure meaning is intuitive on important items

Webpage layout and composition

Introduction

Place important information above the fold line

Make pages printable

Use grid theory

Violate a pages grid to draw attention to an element

Emphasise what is important

Prominently display your purpose, or have a tagline

Design for a maximum screen resolution of 1024x768

Know the difference between fixed, liquid and elastic layouts

Use a centred layout

Using web colour effectively

Introduction

Have a basic understanding of colour values

Understand colour theory essentials

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- Use a tool to generate a colour palette
- Generate a colour palette from a photograph
- Use your colour palette consistently across pages
- Choose colours to match your sites mood
- Accept that colour choices may not appear as you wish
- Use text and background colour harmoniously

Texture

- Introduction
- Add texture with a repeating pattern
- Add texture with a non-repeating image
- Use perspective for depth and to direct the eye
- Use drop-shadows to add depth
- Use gradients to fade colour in or out
- Overlap objects for the illusion of three-dimensionality
- Use opacity/transparency for an interesting visual effect

Web typography

- Introduction
- Understand fonts
- Specify the desired font
- Specify relative font size or no size at all
- Increase line height to make text legible
- Left align text and headings in most situations
- Make hyperlinks obvious
- Place links as you would footnotes
- Avoid using ALL capital letters
- Add sufficient padding around boxed text

Images

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Introduction

Choose the right file format: JPEG, PNG, SVG or GIF

Consider including a logo for brand identity

Design an attractive header image

Use only relevant images

Use images legally

Use scalable vector graphics when possible

Crop your photos

Edit a photo before using it on a webpage

Use icons

Use the alt attribute for images on your webpage

Consider using thumbnails if appropriate

Using multimedia effectively

Introduction

Leverage the power of YouTube

Understand the basics of video file formats and codecs

Consider podcasting to deliver your multimedia

Consider linking to media files

Include audio on your webpages

Use Flash sparingly

Avoid Flash splash screens

Testing your website

Introduction

Troubleshoot appearance issues

Check for broken links and missing content

Test using more than one browser

Test your sites usability

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Check for accessibility issues

Evaluate your sites effectiveness in achieving its goals

Test your sites speed

Deal with browser compatibility issues

Audit your site for SEO

Test your site using Google Webmaster Tools

Validate your sites pages using the W3Cs HTML Validator

Validate your CSS style sheets using the W3Cs CSS Validator

Remember, you cannot please everyone

Top 10 Web Design Problems Solved

Problem 1: I still dont know how to actually create a webpage. What do I do next?

Problem 2: What do I use in HTML and CSS to create a webpage?

Problem 3: How do I edit photos so they look good on a webpage?

Problem 4: Where can I learn more about use case analysis?

Problem 5: How do I check my work once Im finished?

Problem 6: How do I find out if my site is achieving its goals?

Problem 7: My site looks unprofessional. How do I make it appear more professional?

Problem 8: My website takes a long time to load. How do I fix this?

Problem 9: Im not very artistic, but cant afford to pay a web designer. What do I do?

Problem 10: How do I start?