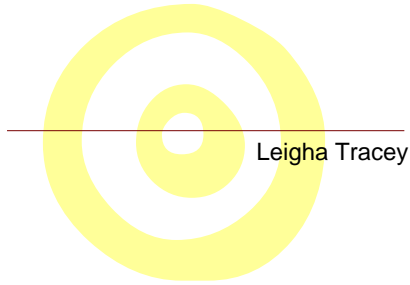


Leigha Tracey

# Web Design



# Web Design Lesson

## Contents

1 Goal - Demonstrate the elements of web design

2 Objectives -

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Introduce seven web design elements

Demonstrate good and bad design elements through examples

3 Procedures -

Discuss the seven elements of web design

Show on-line examples with commentary

Lead class discussion

4 Assessment -

Class participation

Class comments on design elements of examples

5 Additional -

Hand out

On-line reference



## Web Design

### Elements of Effective Web Design

The following are elements I have found to be common

#### Simplicity

Study the site design of any large corporation. Scrolling text and gif animations are used conservatively or not at all. Too much repetitive movement is distracting and sometimes annoying. Try to keep scrolling text and gif animations to a minimum. In my opinion, you should also limit the number of times a gif animation will loop.

Simplicity in design should also be reflected in background choice. Busy, loud backgrounds detract from content and make text illegible. Too many colors or fonts can also be distracting and give the site a cluttered feel.

#### Consistency

Use *one* design throughout the site. Remember that to a visitor, a Web site is a physical place. It is confusing if pages within a site are not consistent in design. Color is sometimes used to identify different sections of a Web site but the design and navigation should remain consistent throughout the site. Choice of fonts is also part of the design. Be consistent in your use of fonts.

#### Identity

Keeping with the concept that a Web site is a physical place, consider the purpose of the site and reflect that purpose in the design. For instance, a Web site for a bank most likely will not look like a Web site for an amusement park. A Web site should reflect the *philosophy and identity* of the business or entity for which it was designed. Use of color and fonts again has a large impact on the 'look and feel' of the site. Choose these elements carefully.



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## **Content**

Have you ever taken the time to hunt down a Web site, waited for the page to load, and then **not** found the information you needed on the site? I am usually not only irritated by this but also inclined to never return. Make sure that as much information as possible is made available on your Web site. I have yet to see a site that had too much information.

## **User-Friendly Navigation**

Navigation is one of the most important elements of your design - take time to lay out a logical and effective method of navigation. Consistency is again important. Spend time navigating your site. Ask the opinion of others. Do they ever have to hit the back button?

If you use graphics for navigation, provide alternate text navigation. One simple technique I particularly like is the use of small text navigation at the bottom of each page. I usually include top level links, links to other pages in a section of the site, and an email link. After putting all that good content on the site, you want to be sure your visitor's can find it!

## **Visual Appeal**

Visual appeal at first seems to be a hard quality to define. Certainly part of visual appeal involves personal preference but another part is reflected in adherence to the qualities of simplicity and consistency. Visual appeal is also dependent upon the quality of graphics used in a site design. Spend some time visiting sites that you think are appealing. Notice the graphics on corporate and designer sites. You won't find any 'jaggies' on these sites! Images must be properly anti-aliased to the background of a site.

## **Compatibility**

Make your Web site platform, resolution, and browser compatible. If the site is not compatible to all viewers, consider creating alternate pages for those without the capability to view the enhanced site.



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## Web Sites for Reference

### *Good Design*

**Principal Media** - [pricipalmedia.co.uk](http://pricipalmedia.co.uk)

**River Trout.com** - [rivertrout.com](http://rivertrout.com)

**NY Times Learning Network**

[nytimes.com/learning/teachers](http://nytimes.com/learning/teachers)

**Pear Transmedia** - [peartransmedia.com](http://peartransmedia.com)

### *Bad Design*

**CEC Lesson Plans** - [col-ed.org/cur/](http://col-ed.org/cur/)

**LessonPlanz.com** - [lessonplanz.com/](http://lessonplanz.com/)

**JEA.org** - [jea.org/](http://jea.org/)

**Mullets Galore** - [mulletsgalore.com/](http://mulletsgalore.com/)