






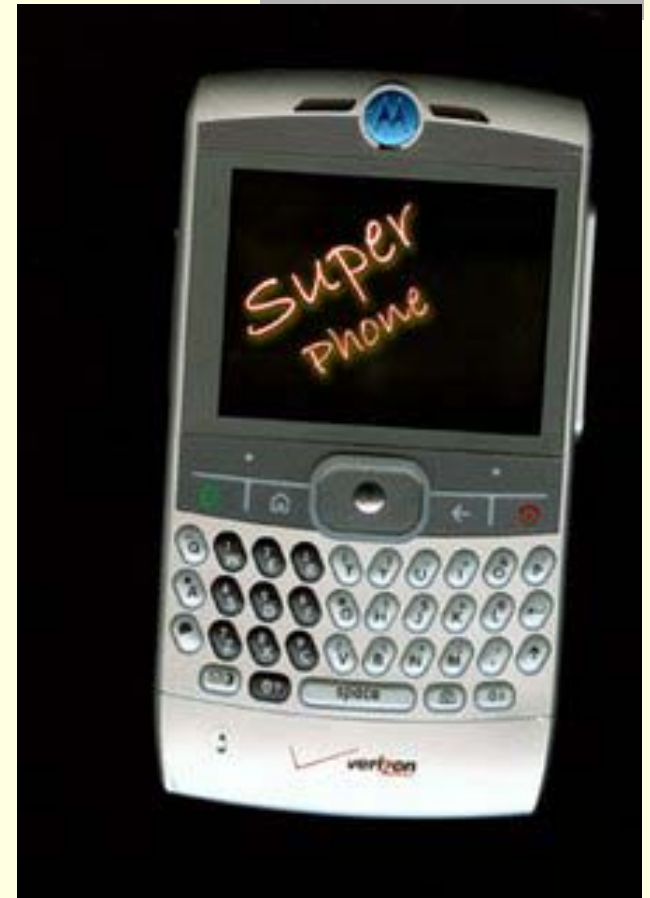
The Art of Web Design



James Falkofske

Platform and Device Flexibility

- Javascript should not be required for navigation / use
- Plan for pages that run on the widest range of devices
- Remember that not all users have a 17" computer monitor (cell phones, PDAs, printed paper, Braille & screen readers)





Style Versus Content in Web Pages

- Web pages contain CONTENT
- No one searches Google asking for ***“pretty green background on a page”***
- Avoid embedding style coding in the code – such as FONT tags
- Use Style Sheets to affect design and behaviors on different devices





Consistent Design and Navigation Placement

- Clear Terms
- Avoid “Mystery Meat” Navigation
- Less is More -- “What would Google Do?”
- Group Menu info by Sections and Tools
- Navigation Maps



Consistent Design/Nav – Clear Terms

- Simple one-word links/buttons
- “Jobs” vs “Employment Opportunities”
- Don’t force users to “read” a web page – but rather “glance”

Employment Opportunities at the College of Liberal Studies

Click Here to Log Into Campus Email System

Chancellor’s Office and Campus Administration

Jobs

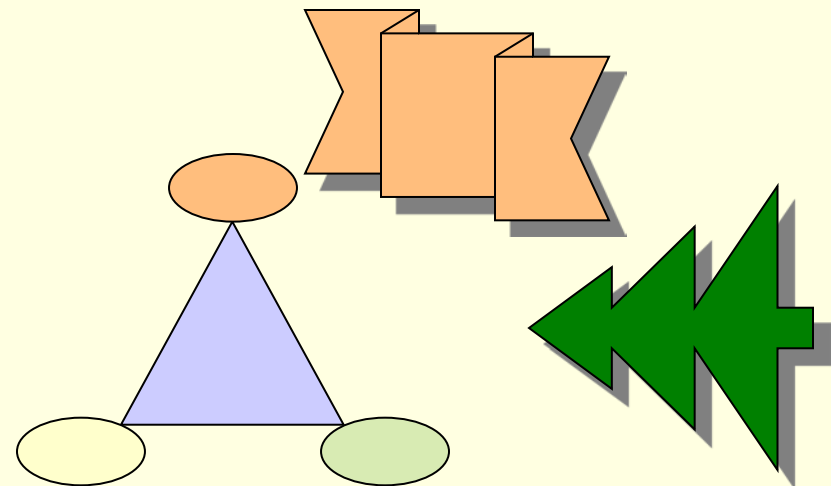
Email

Admin



Consistent Design/Nav – Avoid Mystery Meat

- Flanders “Web Pages That Suck”
- Icons and graphics need to be clear
- Image should imply function
- All icons need to have clear IMG ALT tags





Consistent Design/Nav – Less is More

■ What would GOOGLE do?

- Successful sites (Ebay, Amazon, Yahoo, Google) are successful with text-based navigation and design (versus graphics-heavy sites)
- Well structured sites are more usable. Number of clicks is irrelevant if users can quickly and easily find the information path they need





Consistent Design/Nav – Less is More

- Purpose of screen interface is to find information quickly
 - Provide fewer, but broader categories
 - Allow users to “drill-down” with their clicks
- Number of clicks is not important
 - Ease of “reading” a page and finding the correct sub-category easily is most important
 - Fewer frustrations by hitting wrong page
 - Saves bandwidth on media-heavy pages



Consistent Design/Nav – Group Menu Items

- Two types of menu categories
 - Information (content)
 - Utilities (tools)
- Separate the 2 types of categories – and style differently



The screenshot shows the top navigation bar of the Amazon.com website. It features the Amazon logo on the left, followed by buttons for "Your Amazon.com" and "See All 41 Product Categories". To the right are links for "Your Account", "Cart", "Your Lists", "Help", and a "NEW" badge. Below these are links for "Gift Certificates", "International", "New Releases", "Top Sellers", "Today's Deals", and "Sell Your Stuff". The search bar contains "Amazon.com" and has a "GO" button. To the right is a "Web Search" bar with a "GO" button. At the bottom, there is a message: "Hello. Sign in to get [personalized recommendations](#). New customer? [Start here](#)."





Consistent Design/Nav – Nav Maps

- Allow users to find where they are within the site
- Breadcrumbs allow the ability to “step up/back”
- Sub-navigation links can show users related topics
- Size can be smaller, but should be place near top of page
 - users can quickly move when current page does not hold the info the user seeks



[Back to Keyword: pentax](#)

[Home](#) > [Buy](#) > [Cameras & Photo](#) > [Lenses & Filters](#) > [Digital Camera Lenses](#) > **Search Results for 'pentax'**

All Items

Auctions

Buy It Now

pentax

Digital Camera Lenses

Search

Related Searches : [pentax da...](#)

Camera Lenses Finder

Camera Type

Any

To Fit Camera

Any

Lens Brand

Any

Lens Type

Any

Condition

Any

Search Keywords

pentax

Show Items

Matching Categories

Digital Camera Lenses

- [Digital SLR Lenses](#) (142)
- [Digital Point & Shoot Lenses](#) (8)

Related Guides

- [Camera Filters](#)
- [Camera Lens](#)

[See all related guides...](#)

Search Options

Breadcrumbs & Sub-Nav

- Breadcrumbs show position within the site
- SubNavigation structures allow quick transitions to deeper levels (or related sections)





Clear User Interface

- Billboard Content Sections
- Structure
- Obvious clickable objects / links
- Consistent movement to top-level categories
- Easy referrals
- Color Theory





Clear User Interface – Billboard Content

- Design content by creating borders (or blocks of color) to group like information
- Allows users to “see” and quickly scan blocks of related information

Use <DIV> sections to allow assistive technology to better navigate page information





Clear User Interface – Structure

- Use Headings
- Use Subheadings
 - Indent sub-topics to allow users to see topics
 - Navigate quickly
- Flush Left, then Indent
 - Major headings Flush Left
 - Sub-topics indented
 - Where practical - information should be indented under appropriate sub-headings





Use Structure Elements Correctly

- Page content should be STRUCTURED
- Heading Codes
 - `<h1>` through `<h6>` should be used for document structure – and NOT text sizing
- List Structures (instead of hard-coded/typed)
 - ``, ``, `<dl>`
 - Use `<blockquote>` to indent sub-sets (1. > a. > i.)
- Tables for tabular data
 - `<th>` column headings
 - `<colgroup>` column groups
 - Use `<div>blocks</div>` for layout/formatting instead



Coding Example

Page Title

This page gives a sample of properly coded HTML.

This is example material in column number 1.

Major Heading

More stuff here.

This is example material in column number 2.

Major Heading

Here is some information.

SubHeading

This is a list of items.

1. Another item.
2. Yet another item.
 - a. Indented sub-item.
 - b. Another indented sub-item.
3. Another top level item

Major Heading

This shows a table example

City	Zipcode
Knapp, Wisconsin	54749
Menomonie, Wisconsin	54751
Eau Claire, Wisconsin	54701



Coding Example Source

```
<!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01
Transitional//EN">
<html>
<head>
  <meta content="text/html; charset=ISO-8859-1"
http-equiv="content-type">
  <title>Sample Content</title>
  <style type="text/css">
    body {font-family:helvetica,arial,sans-serif;}
    .TwoColl {width:190px;border:6px #FFFFFF
groove;background-color:#EEEECC;
color:#000000;float:left;margin:3px;
font-size:0.8em;}
    th {background-color:#FFFFCC;color:#CC0000;}
    h1,h2,h3,h4,h5,h6 {background-color:#FFFFDD;
color:#990000;}
    .TwoColl1 h2 {font-style: italic;font-family:
garamond,century,serif;}
    .TwoCol2 {display:block; position:absolute;
left:240px;}
  </style>
</head>
<body>
```

```
<h1>Page Title</h1>
This page gives a sample of properly coded HTML.<br>
<div class="TwoColl">
This is example material in column number 1.<br>
<h2>Major Heading</h2>
More stuff here.<br>
</div>
<div class="TwoCol2">
This is example material in column number 2.<br>
<h2>Major Heading </h2>
Here is some information.<br>
<h3>SubHeading</h3>
This is a list of items.<br>
<ol>
  <li>Another item.</li>
  <li>Yet another item.</li>
  <ol style="list-style-type: lower-alpha;">
    <li>Indented sub-item.</li>
    <li>Another indented sub-item.</li>
  </ol>
  <li>Another top level item</li>
</ol>
<h2>Major Heading</h2>
This shows a table example<br>
<table style="text-align: left; width: 100%;" border="1"
cellpadding="2" cellspacing="2">
  <tbody>
    <tr>
      <th style="vertical-align: top;">City<br> </th>
      <th style="vertical-align: top;">Zipcode<br> </th>
    </tr>
    <tr>
      <td style="vertical-align: top;">Knapp, Wisconsin<br> </td>
      <td style="vertical-align: top;">54749<br> </td>
    </tr>
    <tr>
      <td style="vertical-align: top;">Menomonie, Wisconsin<br> </td>
      <td style="vertical-align: top;">54751<br> </td>
    </tr>
    <tr>
      <td style="vertical-align: top;">Eau Claire, Wisconsin<br> </td>
      <td style="vertical-align: top;">54701<br> </td>
    </tr>
  </tbody>
</table>
<br></div>
</body>
</html>
```





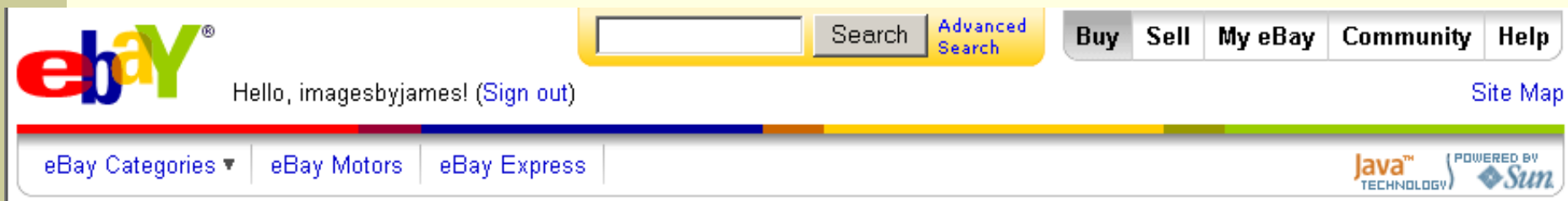
Clear User Interface – Clickable Content

- Pictures, text, and objects that are “clickable” (have hyperlinks) should be obvious to the users
- The :hover property can change the visual state of an object to indicate link
- Using default link constructs and colors make text links more obvious ([blue underlined text](#))



Clear User Interface – Consistent

- Home and Top Categories and Tools
- Allow “lost users” to quickly start-over
- Top level categories should be broadly defined & drill-down to specific content



The screenshot shows the top navigation bar of the eBay website. On the left is the eBay logo. To its right, it says "Hello, imagesbyjames! (Sign out)". In the center is a search bar with a "Search" button and a link to "Advanced Search". On the right are buttons for "Buy", "Sell", "My eBay", "Community", and "Help". Below the search bar is a horizontal menu with "eBay Categories", "eBay Motors", and "eBay Express". On the far right, there is a "Site Map" link and logos for "Java™ TECHNOLOGY" and "POWERED BY Sun".



The screenshot shows the top of a Google search results page. At the top right, it displays the user's email "nospam@4arts.net" and links for "My Account" and "Sign out". Below this is the Google logo and navigation links for "Web", "Images", "Video", "News", "Maps", and "more »". The search bar contains the text "instructional design" and has a "Search" button. To the right of the search bar are links for "Advanced Search" and "Preferences". Below the search bar, there is a red link that says "New! View and manage your web history". At the bottom, a blue bar shows "Web" on the left and "Results 1 - 10 of about 12,100,000 for instructional design. (0.10 seconds)" on the right.

Clear User Interface – Easy Referrals

- Allow users to access information “off-web”
- Links such as “Email this Page Link” and “Printer Friendly”
- Dynamic pages should be created in a “follow-link” format in Address Bar

Contact Information

Company: Tech-Pro, Inc.

Contact: Jim Erickson

Email: jim@tech-pro.com

APPLY NOW

[Send this Job to a Friend](#)

Start Networking

[Click here to see all "Tech-Pro, Inc." opportunities](#)

Address  http://www.pedagogyonline.com/ArticlesList.asp?topic=D2L_OtherTrain



**Pedagogy
Online.Com**





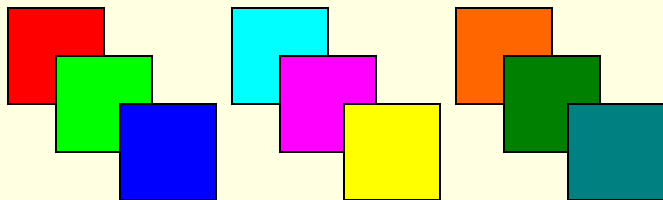
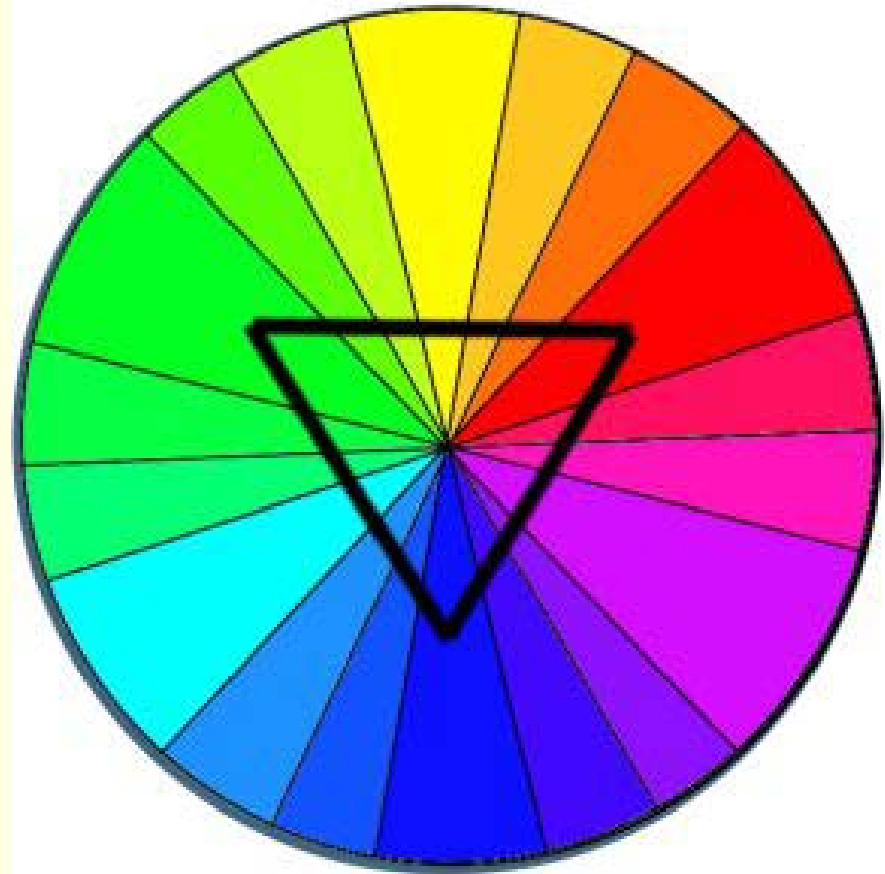
Clear User Interface – Color Theory

- Text should contrast in shade and color
- Preferable to use dark type on light background (for print output)
- Background designs, color tints, and icons should be stored centrally in a CSS file
- Panels should utilize color harmony
- “Branding” connection with logo
- www.ColorMatters.com – symbolism and emotions related to colors



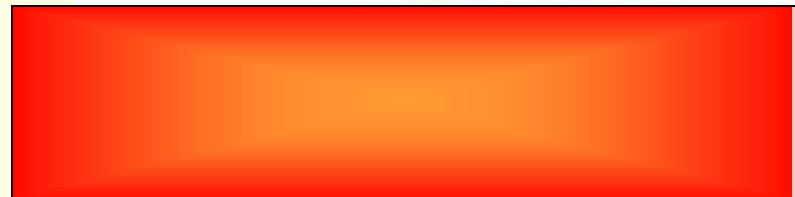
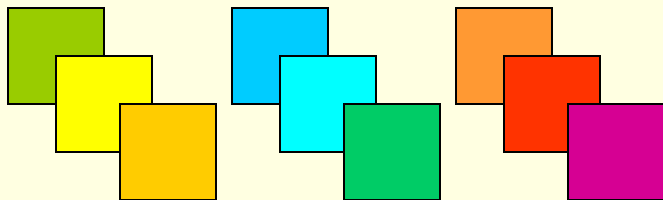
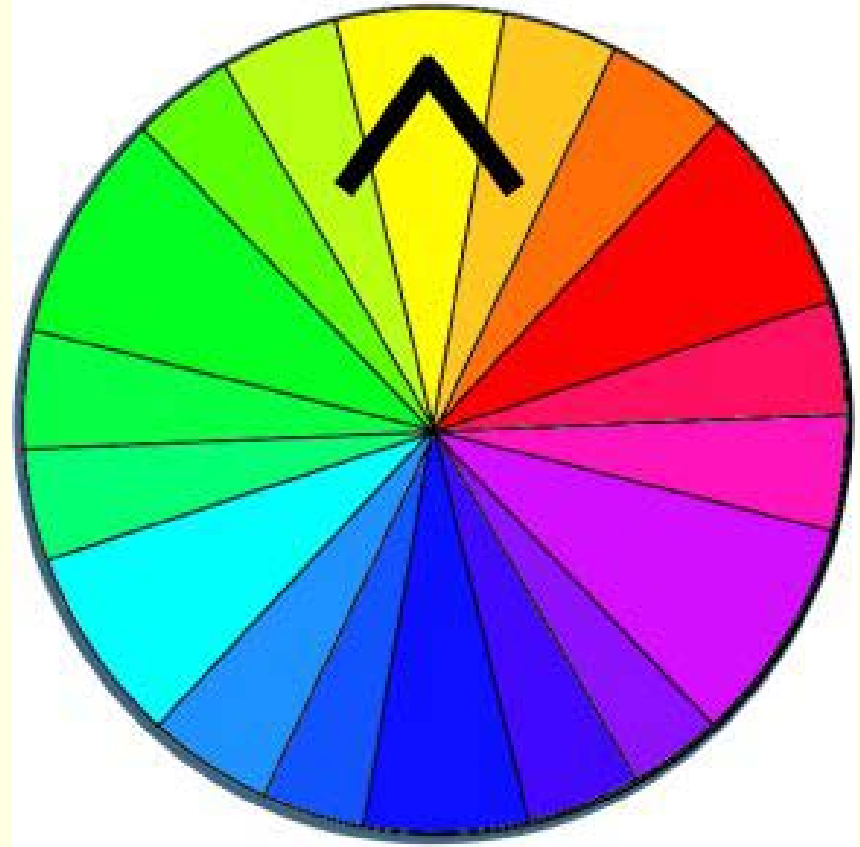
Color Wheel Triads

- Primary Colors:
Red, Green, Blue
- Secondary Colors:
Cyan, Magenta, Yellow
- Color Wheel
Triads



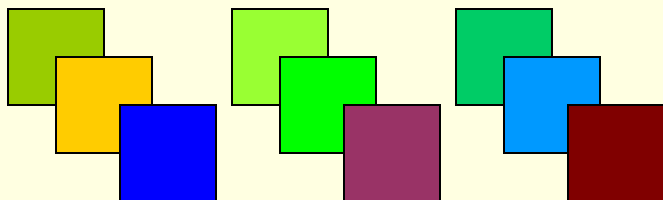
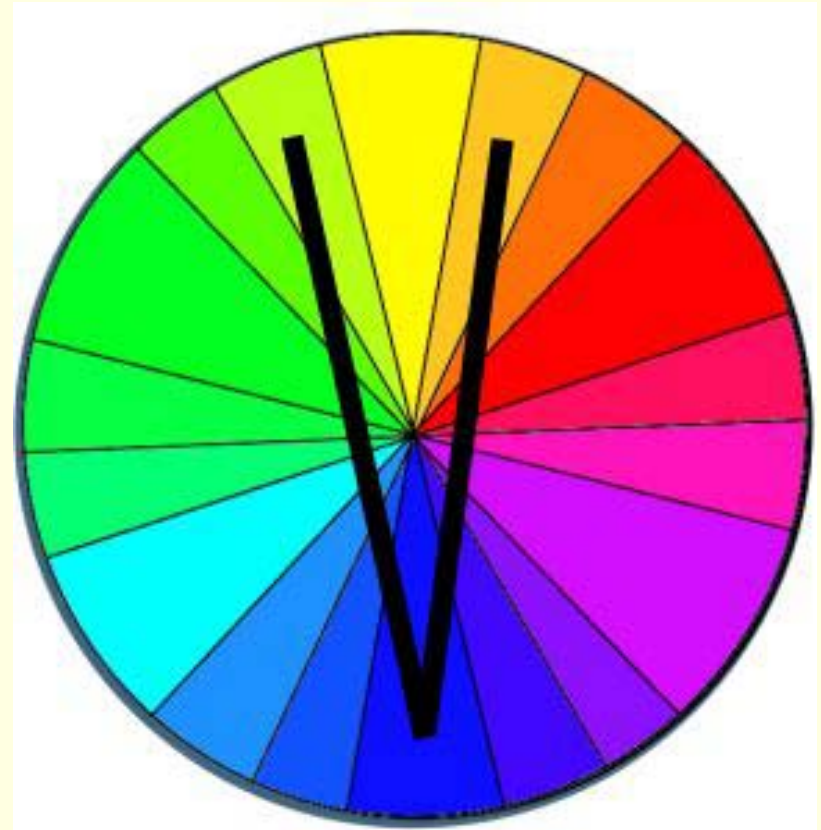
Color Adjacent Members

- Adjacent Colors create a “harmony” useful for backgrounds and blends



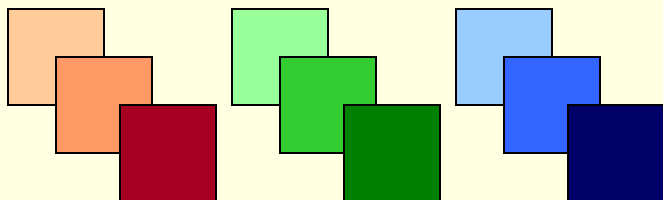
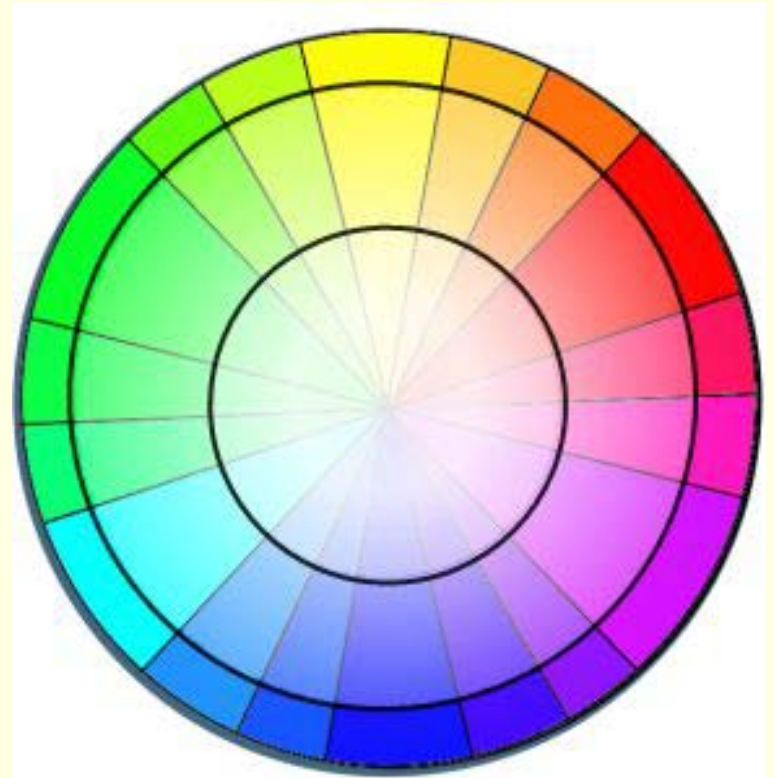
Color Near Opposites

- Near Opposites create a color scheme for contrasts of panels and sections



Color Tints

- Different Lightness / Saturation Levels of Same Color
- Useful in tint background fills and harmony in information panels and submenus



Review

- Platform and Device Independence
- Content and Navigation Consistency
- Simple Terms for Headings & Links
- Fewer Choices > Drill Down Deeper
(and provide breadcrumbs)
- Use of Web Standards (w3.org)
- Purposeful Color Choices



Web Standards and Publishing

- Zeldman, Jeffrey
 - Designing With Web Standards - New Riders Publishing
 - <http://zeldman.com/dwws/>
- Meyer, Eric
 - Eric Meyer on CSS - New Riders Publishing
 - More Eric Meyer on CSS - New Riders Publishing
 - Cascading Style Sheets: The Definitive Guide - O'Reilly
 - <http://meyerweb.com/>



Web Usability and Accessibility

- Krug, Steve
 - Don't Make Me Think - New Riders Publishing
- Cederholm, Dan
 - Web Standards Solutions –
 - <http://simplebits.com/publications/solutions/>
- Nielsen, Jakob
 - Designing Web Usability
 - www.useit.com/jakob/usability/
- <http://www.W3.org/WAI> - Web Accessibility Initiative
- <http://trace.wisc.edu/resources/> -
TRACE Center, Univ. of Wisconsin-Madison



CSS and Web Design Tips

- www.alistapart.com
- www.csszengarden.com
- www.simplebits.com
- www.stopdesign.com
- www.cssbeauty.com/
- www.mezzoblue.com
- www.web-redesign.com/



End

- This concludes the presentation of the ART of WEB DESIGN

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