UNIT II

Dynamic HTML and web designing

LECTURE II & ASSIGNMENT II

GOOD WEB DESIGN

➢ One of the elements of **good web design** is a lack of the elements that make bad web design. In addition, we have to keep these concepts in mind:

LINKS

- Link colors coordinate with page colors
- Links are underlined so they are instantly clear to the visitor

NAVIGATION

- Navigation buttons and bars are easy to understand and use
- Navigation is consistent throughout web site
- Navigation buttons and bars provide the visitor with a clue as to where they are, what page of the site they are currently on
- A large site has an index or site map

TEXT

- Background does not interrupt the text
- Text is big enough to read, but not too big
- The hierarchy of information is perfectly clear
- Columns of text are narrower than in a book to make reading easier on the screen

GRAPHICS

- Buttons are not big
- Every graphic has an alt label
- Every graphic link has a matching text link
- Graphics and backgrounds use browser-safe colors
- Animated graphics turn off by themselves

GENERAL DESIGN

- Pages download quickly
- First page and home page fit into 800 x 600 pixel space
- All of the other pages have the immediate visual impact within 800 x 600 pixels
- Good use of graphic elements (photos, subheads, pull quotes) to break up large areas of text
- Every web page in the site looks like it belongs to the same site

THE WEB SITE DESIGN AND DEVELOPMENT PROCESS

There are numerous steps in the web site design and development process.

➢ Information Gathering

➢ Planning

➢ Design

➢ Development

➢ Testing and Delivery

➢ Maintenance

PHASE ONE: INFORMATION GATHERING

Certain things to consider are:

➢ **Purpose**
Do you want to provide information, promote a service, sell a product… ?

➢ **Goals**
What do you hope to accomplish by building this web site.

➢ **Target Audience**
Is there a specific group of people that will help you reach your goals?.

➢ **Content**
What kind of information will the target audience be looking for on your site? Are they looking for specific information, a particular product or service, online ordering…?

PHASE TWO: PLANNING

Using the information gathered from phase one, we put together a plan for your web site.

➢ **Here we develop a site map** – a list of all main topic areas of the site, as well as sub-topics .

➢ This gives us a guide as to what content will be on the site, and is essential to developing a consistent, easy to understand navigational system.

PHASE THREE: DESIGN

we determine the look and feel of the site.

➢ Target audience is one of the key factors taken into consideration here.

➢ We also incorporate elements such as the company logo or colors to help strengthen the identity of your company on the web site.

prototype, you are given access to the Client Studio

➤ The Client Studio allows you to view your project throughout the design and development stages.

➤ Most importantly, it gives you the opportunity to express your likes and dislikes on the site design.

➤ Exchanging ideas, until we arrive at the final design for the site. Then development can begin…

PHASE FOUR: DEVELOPMENT

This is where the web site itself is created. We take all of the individual graphic elements from the prototype and use them to create the functional web site

➢ you will continue to be able to view your site in the Client Studio

➢ suggest any additional changes or corrections you would like to have done.

PHASE FIVE: TESTING AND DELIVERY

At this point, we attend to the final details and test your web site.

➢ We test things such as the complete functionality of forms or other scripts.

➢ we test for last minute compatibility issues ensuring that the site is optimized to be viewed properly in the most recent browser versions.

- We upload the files to your server – in most cases, this also involves installing and configuring, along with a core set of essential plug-in to help enhance the site.

- we quickly test again to make sure that all files have been uploaded correctly, and that the site continues to be fully functional.

- Marks the official launch of your site, as it is now viewable to the public.

PHASE SIX: MAINTENANCE

> One way to bring repeat visitors to your site is to offer new content or products on a regular basis. We offer maintenance packages at reduced rates, based on how often you anticipate making changes or additions to your site.

Project Definition

START

1. Client Interview
2. Project Brief
3. Personas
4. Initial Tech Specs
5. Project Timeline
6. Initial Maintenance Planning

Site Structure

1. Content/Functionality Outline
2. Site Diagram
3. Page Description Diagrams
4. Wireframes

Visual Design

1. Draft Visual Designs
2. Feedback
3. Refine Design
4. Select Design

Site Development

1. Confirm/Refine Tech Specs
2. Review/Adjust Project Timeline
3. Build and Integrate Site

Test and Refine

1. Quality Assurance Testing
2. Prioritize Issues
3. Refine Site

Launch

1. Production Style Guide
2. Launch Site
3. Implement Maintenance Plan