

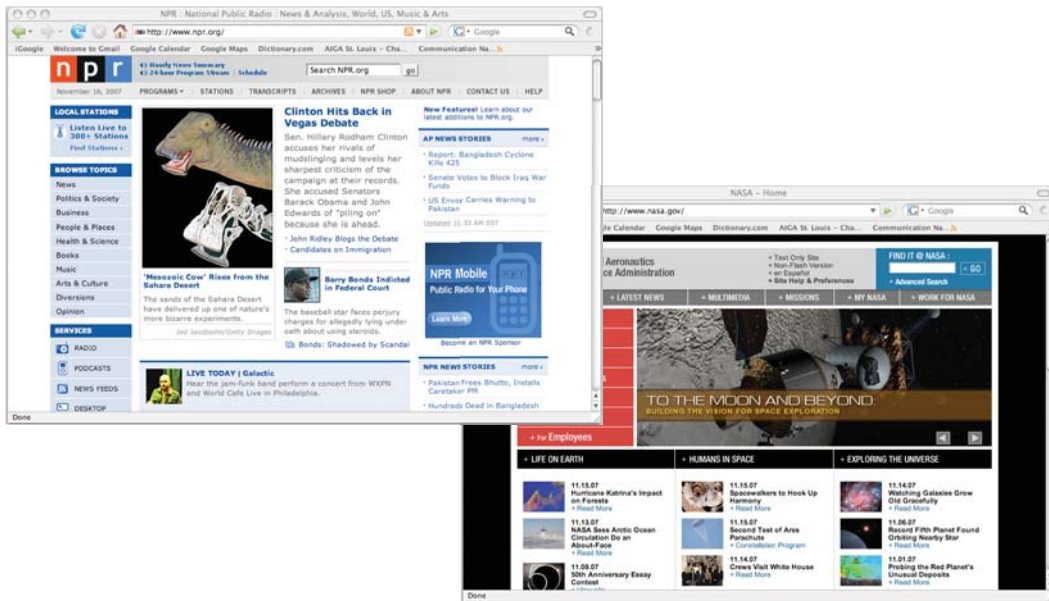
III. define design deploy

The material covered in section three discusses defining, designing and deploying your Web site.

step 1: define

Step one considers research, audience, site architecture and gathering of content.

a. research

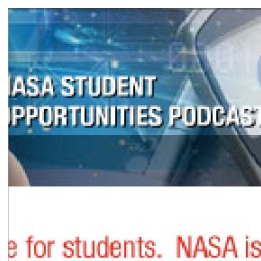


Research Web sites that have relevant content or the same audience as your idea. Write down what is working well on the sites, what is not? Is there color used in many areas, or is it sparse? Is the audience clear or vague? How do they organize the navigation, color, typefaces, images and content? What do you like? Print the Web sites out and have them on hand in a visual form for quick reference.

b. audience



kids



students



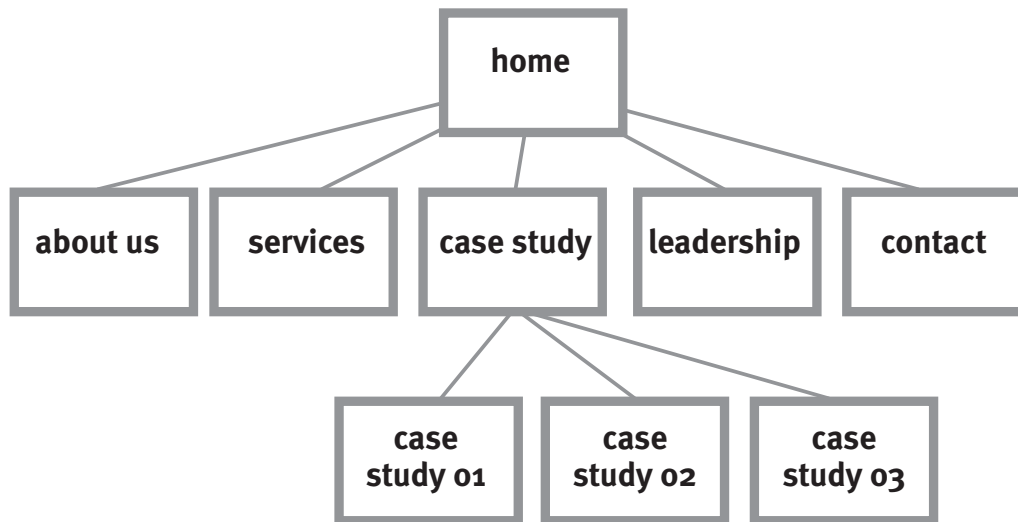
educators



industry

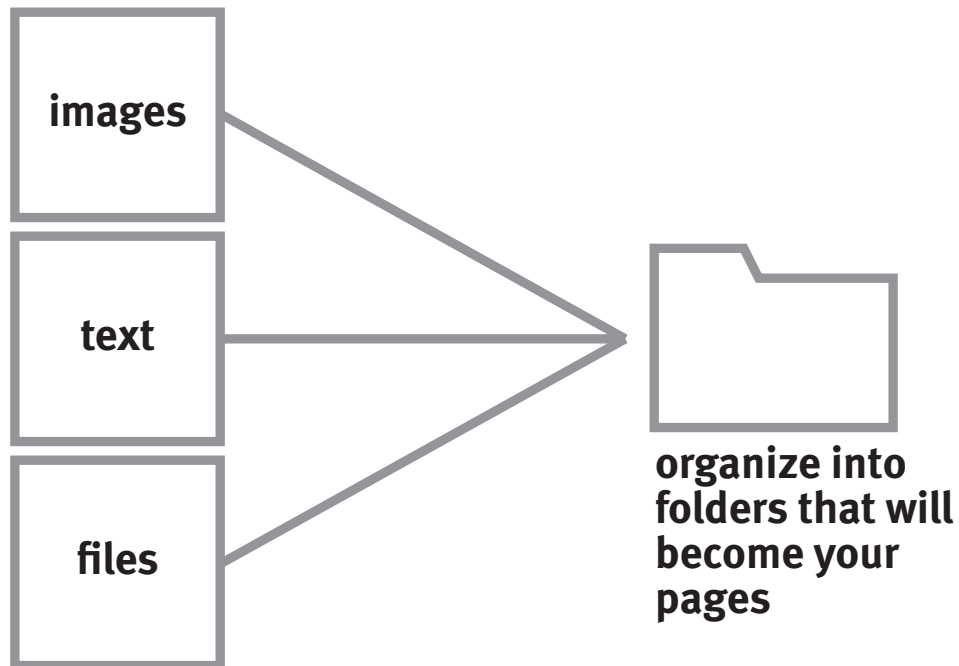
Through doing your research you will begin to define your audience. While the service or content you are providing may influence how the Web site looks, the audience is not always the general public. If you are providing content only, then what is the personality of that content? Is it humorous and light hearted, scientific or medical? Having this information resolved in advance will aid in ascribing images, colors and type to the characteristic you define.

c. web site architecture



The web site architecture refers to how the site is organized. Typically most sites start with a “home page” and have sections like “about us” and “contact” pages. Draw a diagram of how all of the pages are organized and linked. This will also help with organizing the navigation and what goes first, second and third and how a user might find information. In addition, the site architecture will help identify what kind of content is needed, what you might already have and what new material needs to be written or acquired. This site architecture can simply be a sketch or hand drawn diagram.

d. content

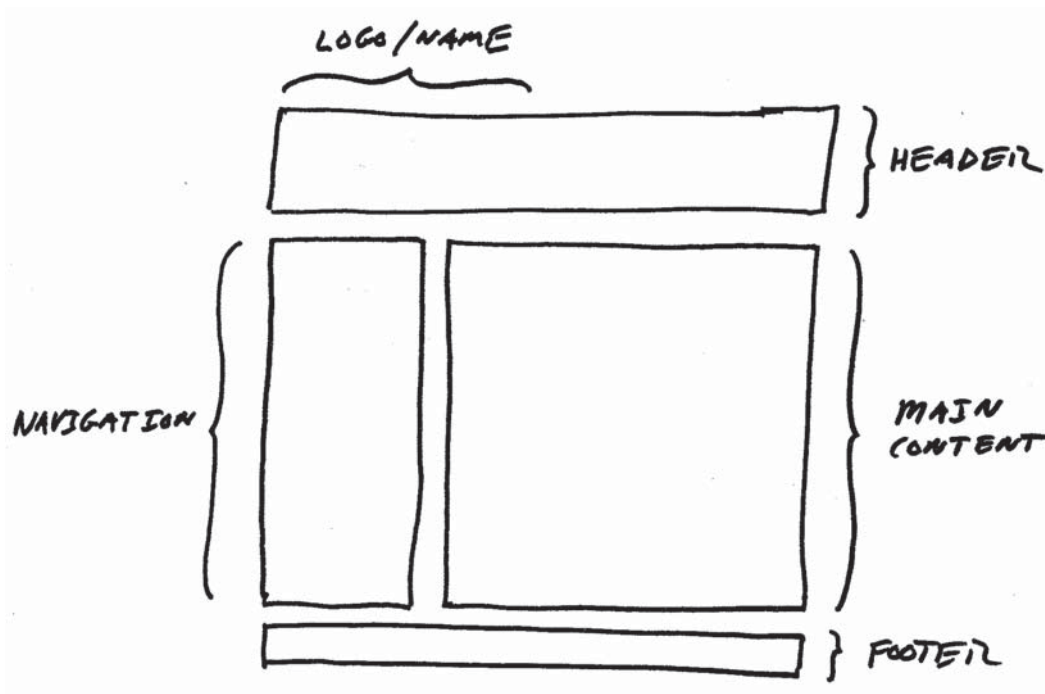


The site architecture will inform the pages you will be creating. Imagine that each page is a compilation of images, text and files. Organize each page with the corresponding images, text and files to be used on that page. I use the word "file" here because some of your pages might have actual files that are not visible but rather will be downloaded for viewing. All pages and their corresponding files will eventually go on what is called a server in the form of HTML files for the public to access from their computers.

step 2: design

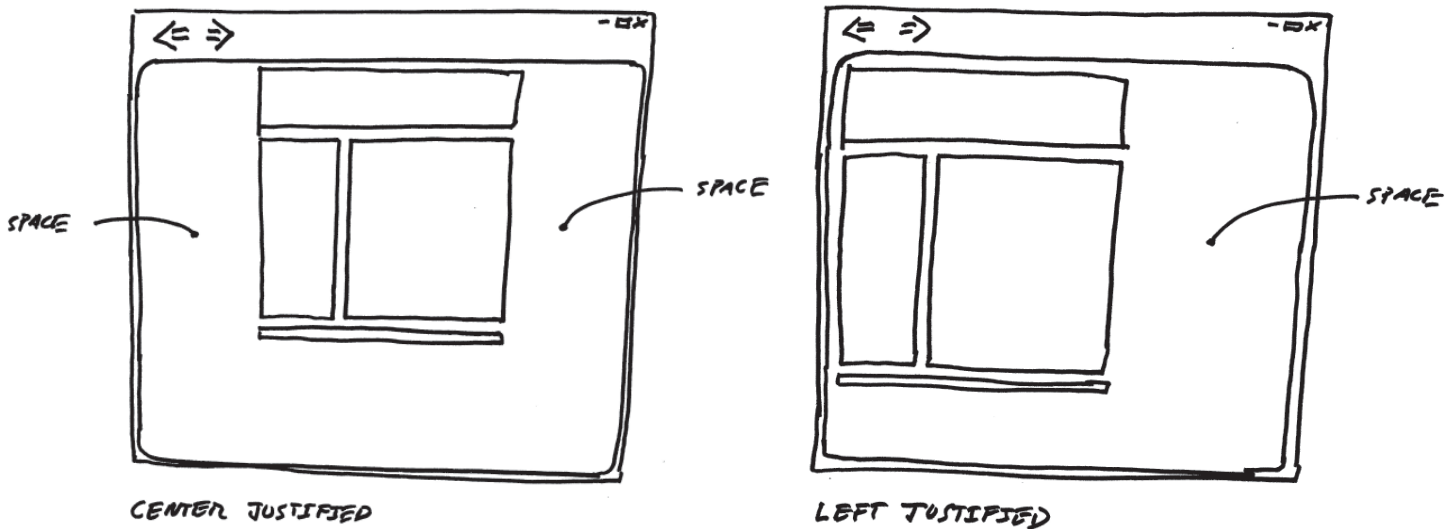
The second step is to design your Web site. In this section we look at color, typography and how images might be used.

a. sketch: overall



The first step is to sketch your ideas. Before ever starting to work with computer software have your ideas in place. Nothing can replace a pencil and paper to solidify ideas and it will save time when finally implementing on the computer, regardless of ones experience with software. Start with the home page. Draw the outline of the various parts of the site. Draw the header at the top which contains primary information such as a logo or name. The navigation to the left will contain all the links to various sections of the site. The center area is where main content for the site will be provided.

a. sketch: center or left



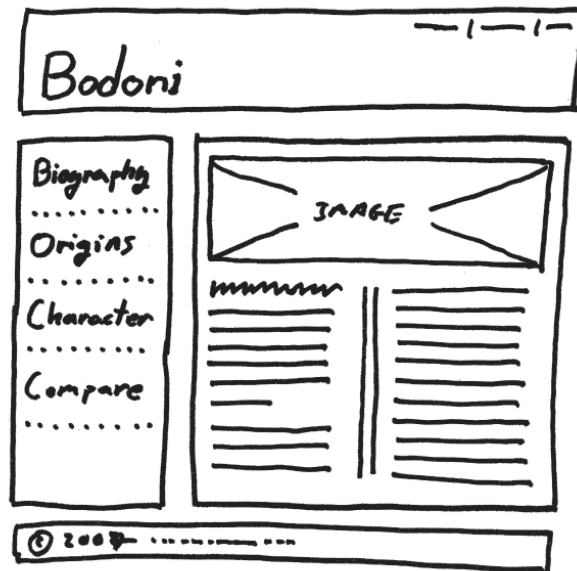
In your initial sketch decide if the site will be left justified, meaning all the way to the left, or center justified, meaning equal space on the left and right. Most sites have a width of what is called 800 pixels. Notice on the sites you visited for reference which ones were left- or center-justified and how much of the computer screen area they took up on your browser. Keeping your site to a 800 pixels width will organize content and keep the text in readable line length visible on most computers. The optimal line length is 9-10 words per line.

a. sketch: headings



One area of the site that can lead the design is the heading. We often see logos, images or a company name in this area. If you have a logo, name, graphic image or other visual element that you think defines the sites content and mission, then you should consider using it in a prominent location.

b. layout and grid



The second step is to fill in the various areas with more details. For the purposes of this discussion the placement of each area is in what might be termed typical locations. This does not exclude you from exploring a less conventional placement for the navigation on the right side of the page for example. When thinking about layout consider the discussions in section two, and use design tools such as contrast in scale of type and images to create interest on the page. A grid is a system, or what may be termed a template, which you can use to keep content consistently placed from page to page and serves as a guide in the design process.

c. typeface

Verdana

Arial

Geneva

Helvetica

San Serif

Times

Georgia

Courier

Courier New

Serif

As discussed in section two the typeface will help define the personality of the site. For your first Web site consider using a typeface that is standard with most computers and is designed for online display. Two or more of these typefaces should come with your computer and thus be able to be displayed on most other peoples computers. Verdana was specifically designed as a typeface for Web site use because of its legibility at small sizes on computer screens.

c. typeface

Verdana

Cum duipit ea feum quis non ute modionse faccum ilis adiam, consenibh eros etue del ip essi. Ute duis nim nissent ad tismodolum qui blamet lutem volor at alis aciduisiscil dolor augait, vullandreet veniat alit et utpat alit lumsan hent la feu faccum in er si elis accum veliquat augue magnim zzrit doloreet, quip ex eum ex exeriure veraesequam ex eriure vercilis amconsequat.

San Serif

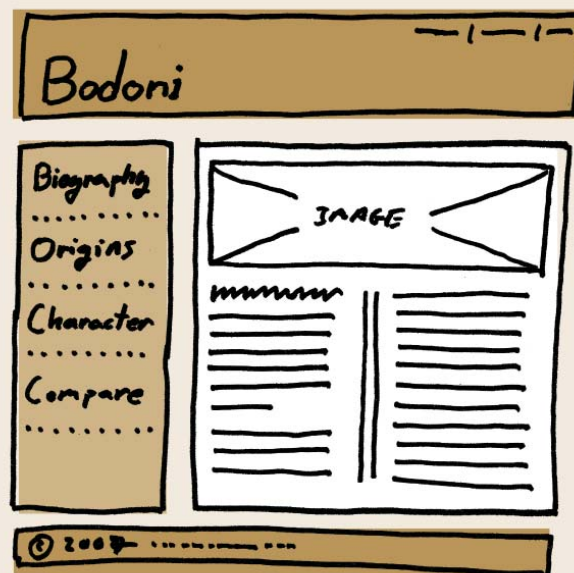
Georgia

Cum duipit ea feum quis non ute modionse faccum ilis adiam, consenibh eros etue del ip essi. Ute duis nim nissent ad tismodolum qui blamet lutem volor at alis aciduisiscil dolor augait, vullandreet veniat alit et utpat alit lumsan hent la feu faccum in er si elis accum veliquat augue magnim zzrit doloreet, quip ex eum ex exeriure veraesequam ex eriure vercilis amconsequat.

Serif

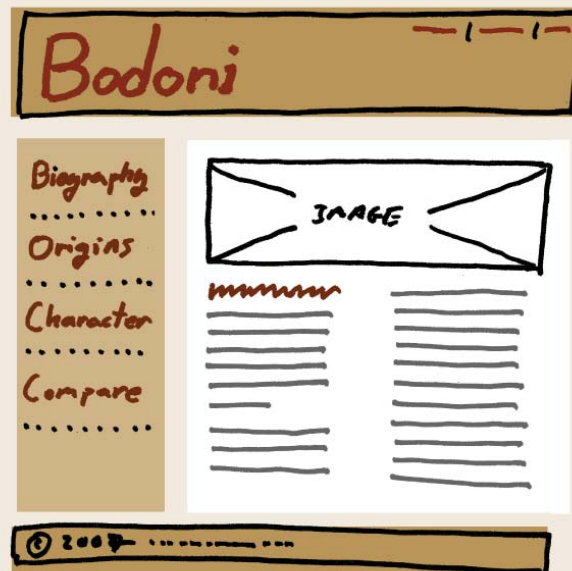
Using one or two typefaces is sufficient for most sites. Each typeface has a bold, italic and regular and can be used at various sizes for headers and body text, so the range of variation can be extensive with just two typefaces. Using color can also add contrast and define hierarchy. The text on Web sites is either HTML-text, which is text based and is used for most text areas. The other is image-text, which is made as a pixel image and used mostly where a distinctive typeface is being used. You can select a unique typeface for areas that will only be used as image-text, such as a logo.

d. color



Explore colors that match the feel of your site, like warm or cold, serious or fun . If you are doing a site about trees, earth, plants, or organic produce, then greens and earth tones might be relevant. If the topic is more conceptual and text based, stick to neutral colors. This can be highly subjective, but in many cases there are visual references in your research that can be looked at for inspiration.

d. color



Use color selectively for headings of text or to highlight key areas and content. You can sketch text out as lines and designate colors to each in order to understand how a system of headings might work.

e. images

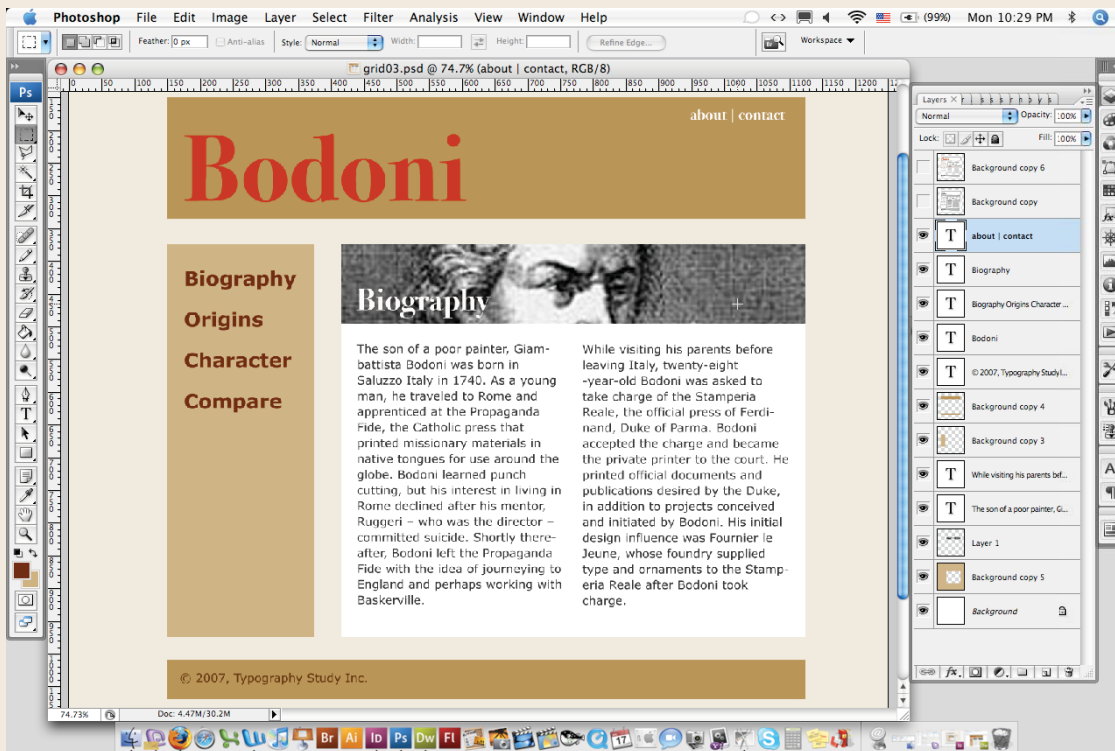


Images can be used to support text information, instruct the viewer or add texture and visual interest to a Web site. All images should be saved in RGB mode, the format used by computers to read colors and images.

step 3: deploy

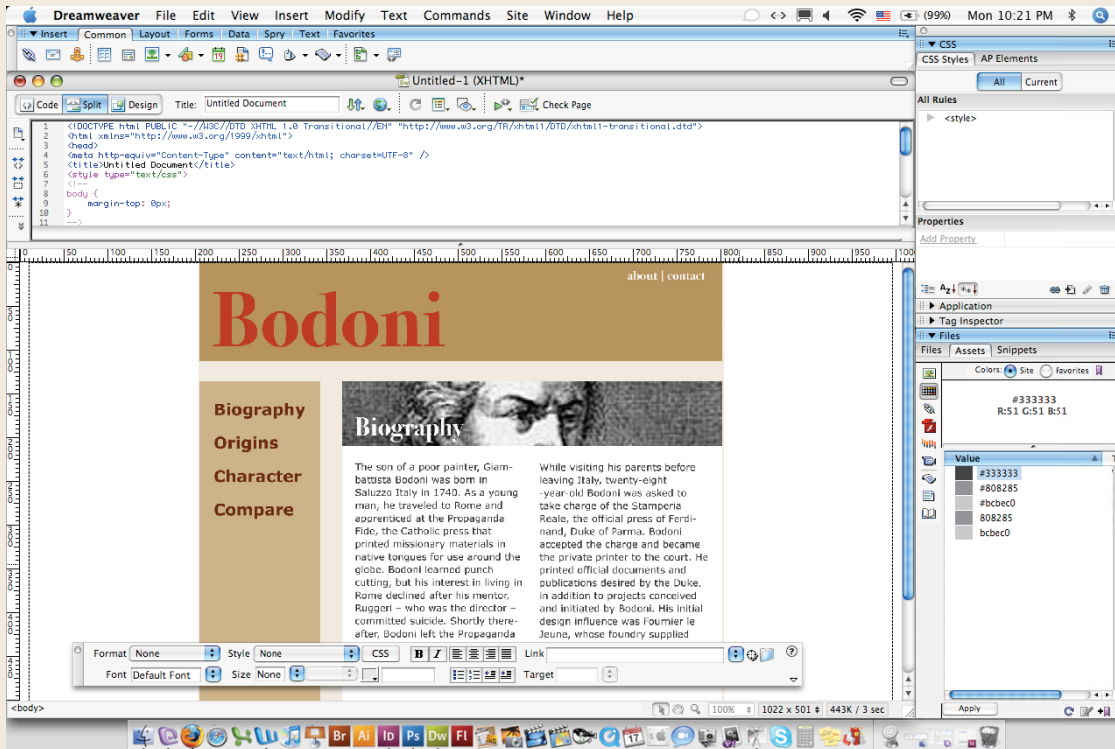
The third step is to build and deploy the site. This will involve your domain name, hosting, html, and considering how involved you would like to be in building the site with software programs that are available.

a. image editors



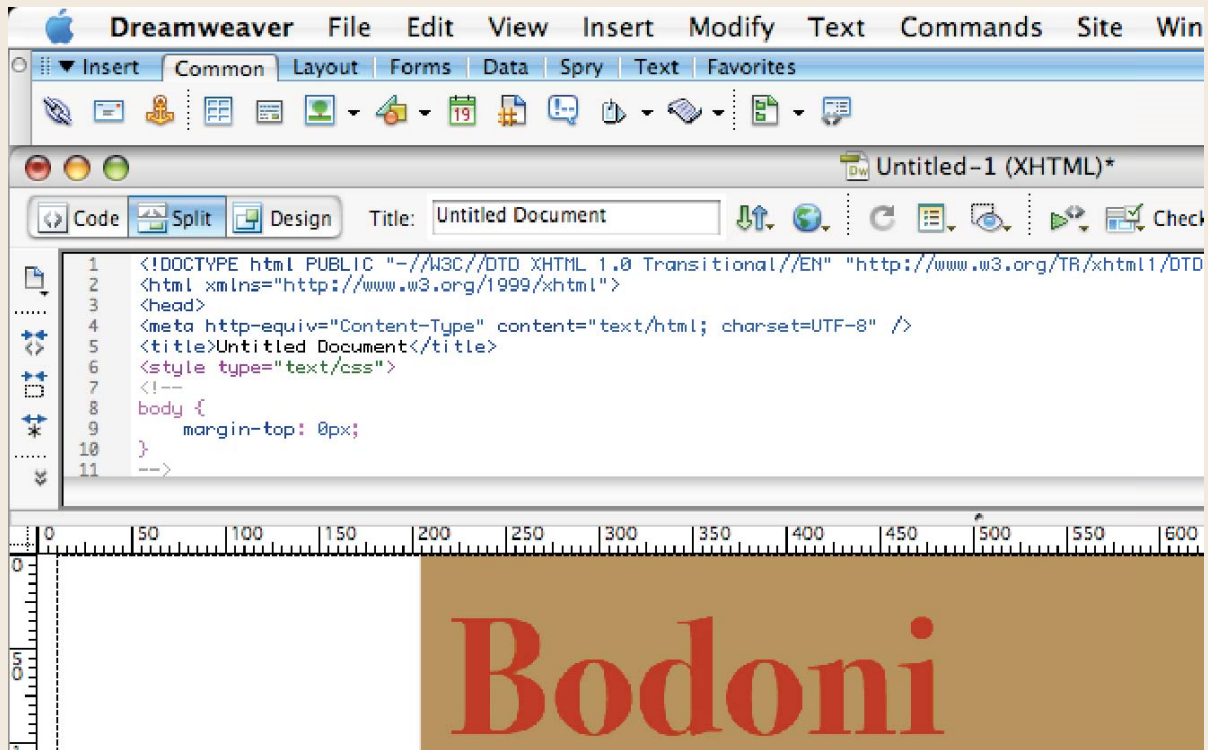
Once you have completed the sketches for at least five to ten of the pages, it is time to consider how to build it. A standard image editing software is Adobe Photoshop. This software will allow you to make shapes, choose colors, crop images, type content, and save the image files for the Web site.

b. html editors



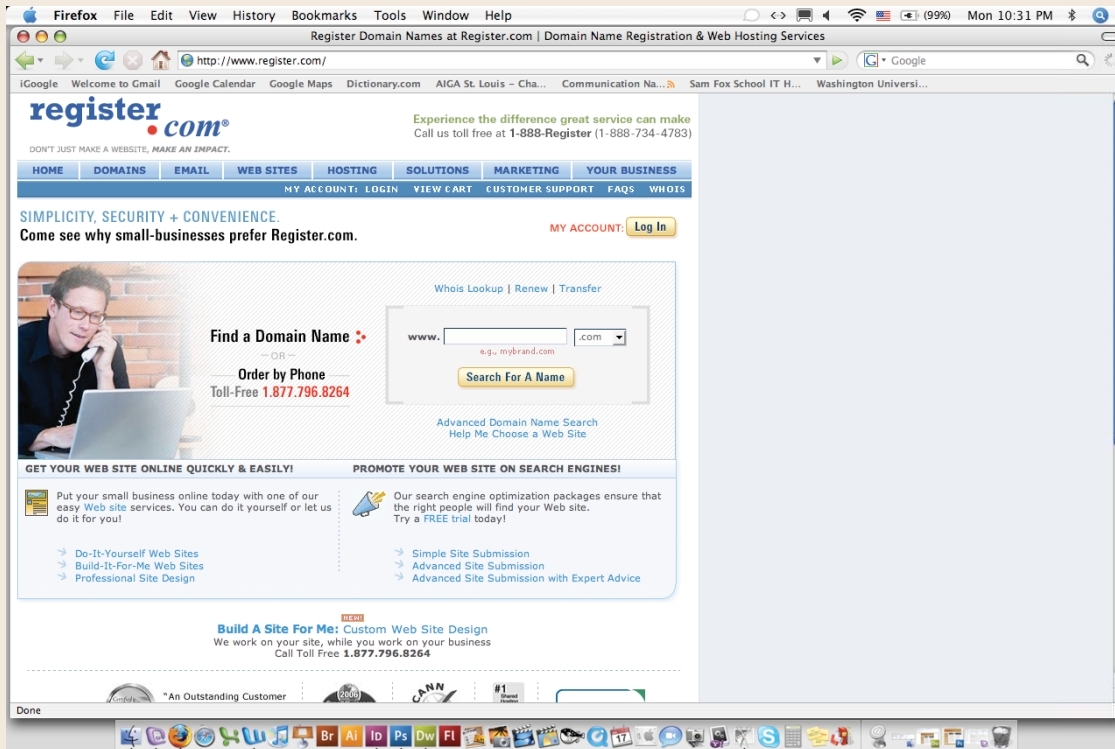
HTML is a set of tags that are inserted around the content in your image, text and files to tell the browser how to display your files. HTML stands for "hypertext markup language." While this can be done with a standard text editor, there are HTML editor programs that allow you to create Web pages and manage Web sites without a strong knowledge of HTML. Some popular HTML editors are Macromedia Dreamweaver, Adobe GoLive and Microsoft FrontPage. These programs provide a visual system to develop a Web page, import images, create links, add color, and set type.

c. html editors



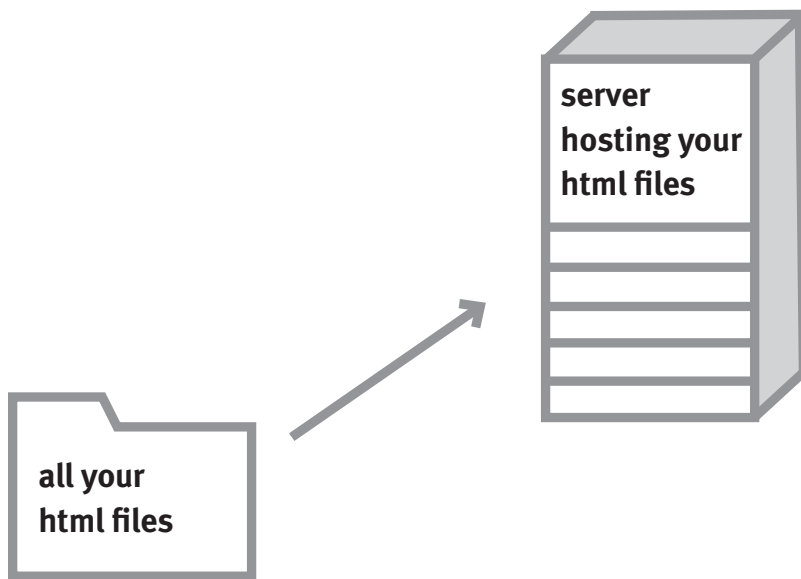
There are many other HTML editors on the market and even many desktop publishing software will allow you to save files as HTML. In addition, there are many online services that will allow you to build a site through your internet browser in what is called a What You See Is What You Get method. All take time and patience and will require you to think through the design steps I have outlined in the previous sections. Regardless of your technical comfort, knowing what you want and articulating that through rough sketches will make the actual building of the Web site much faster. While you might consider a free online template service, you are still given options that will allow you to edit the design of the Web site. Even blogs and other free media should be looked at and edited with a critical design eye.

d. domain names



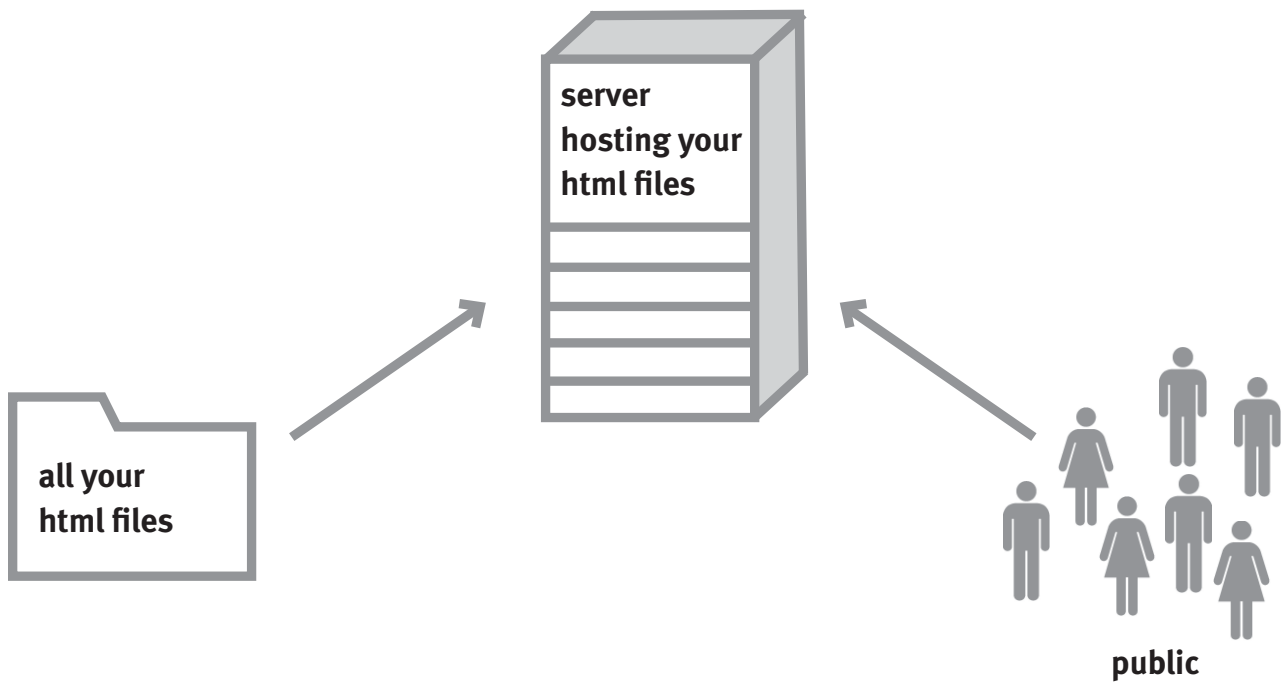
A domain name is the name of your Web site, like www.mywebsite.com. You can go to www.register.com to search for a name that is available. Not all names are available and more common names are likely to have already been purchased. Making a list of names and then checking availability is critical. Do not come up with a name for your site, use it in your design and then find out it is not available. If the name is unique and is available and you are fairly certain you will use it for some time, then paying for the registration is advantageous. Even registering your own name is advantageous for many reasons.

e. hosting



Hosting refers to where your Web site will be located. The hosting company will provide you with instructions for transferring your files electronically to their servers. A server is much like a computer only it is set up to hold many files and be accessible by the public. Many times the hosting company can also register your Web site name so do a little shopping around. For most people, even small businesses, the "basic" package is sufficient for a Web site. Costs for hosting can range from \$5 to \$15 a month depending on the features you need.

e. hosting



Once your files are on the hosting company server, the public will be able to view your files via their computer by typing in your address.

references

This presentation was an introduction to basic design and designing a Web site. The following are additional references for further information when designing and building your site. They provide greater depth of information to the content in this course. Thank you for participating.

references

Design it Yourself

Edited by Ellen Lupton

<http://www.papress.com/designityourself/index.html>

This book and Web site are a great overall reference for the beginner designer or non designer looking for a thorough overview of design principles. It will help in determining how much you already know or what other information you need.

Web Style Guide, 2nd edition

By Patrick Lynch and Sarah Horton

<http://webstyleguide.com>

This site has been around for some time and contains a great deal of detailed information on Web site design. Much like Lupton this site has a great deal of good advice.

Image Editors

This company makes one of the industry standard Web site design layout tools called Adobe Photoshop. There are many similar products, such as Corel Paint, on the market and using it may depend on your tolerance for learning a program and price. I would rate Adobe and Corel as a moderate to high in experience level and time to learn.

HTML Editors

Macromedia makes one of the industry standard Web site layout and HTML editing software called Dreamweaver. There are similar products, such as Front Page, on the market and using it may depend on your tolerance for learning a program and price. I would rate these as a high in experience level and time to learn.

iWeb

This is an Apple software for creating basic Web sites. I consider it a WYSIWYG (What You See Is What You Get) type of software that will give you editable templates for creating 4-10 page Web sites. This kind of software will get your site up and running in the least amount of time and relatively ease. Control of design elements is limited.

Free Online Web site Builders

There are many sites that offer "free" Web sites and all kinds of templates and editing tools for communication online. They are all WYSIWYG software, but online. I can not comment too much as I do not use them on a regular basis. The plus I see to these is they allow for easy use and management of a site. The negative is that all HTML files are often owned by the company that is providing the online tool and or will require a fee if you wish to own those files. Many are simply cumbersome to use. There are many more pros and cons to these kinds of sites. My advise is to research a few sites before deciding what is best for you. Read the fine print on the terms and realize that in most cases they own the software, thus they have more control over what you create. Budget and your time investment are a factor to consider also.