

ICT Web Design

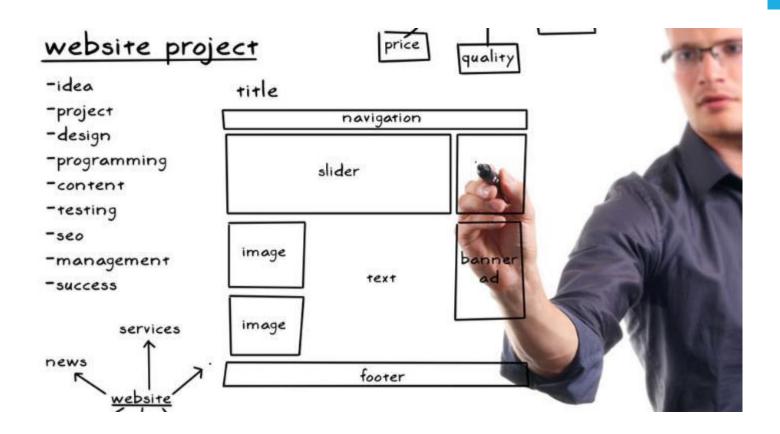
LESSON 2 – PLANNING A WEBSITE

Jupiter Middle School of Technology

Objectives

- 3.2.1: Explain the primary steps of the Web site planning process.
- 3.2.2: Apply the Web site planning process to plan the design for a basic Web site.
- 3.2.3: Build the site navigation scheme for a Web site.

Planning a Web Site



6 Steps to Effective Web Design

- 1. Assessing needs (goals) of the website
- 2. Determining content structure
- 3. Determining site structure
- 4. Determining Navigation structure
- 5. Creating a wireframe
- 6. Selecting appropriate tools to build website
- 7. Search Engine Optimization

Step 1 – Assessing Needs

*Assessing Needs

Define:

- Purpose
- Main goals
- Target audience



* Assessing Needs



- 1. Selling a product/service
- Providing information about a specific topic



Purpose & Goals

Purpose

Purpose: the reason you create the web site

Example:

To inform my students about proper web design and web development.

Goals

Goal: what you specifically want to happen.

Example:

To have 90% of my students pass the ICT Web Design Essentials digital certificate by the end of the fiscal year.

Website Goals support Organization Goals





+ ~

SMART Goals



- who, what, when, where, and how
- Can I measure the goal?
- Is this something I can commit to?
- Is it a doable goal?
- When do I want this goal completed?

Target Audience

Who might visit the site and why

- Type of information:
 - ✓ Physical demographics (age, gender, health) to determine usability and accessibility requirements for the site.
 - Cultural demographics (education level, nationality, social group) – to establish the writing level and style that should be used.
 - Computer experience to determine functionality and navigation requirements for the site.
 - Expectations to create a site that does not disappoint visitors.

Step 1- Assessing Needs

Knowing Goal, Purpose and Target Audience allows:

- Determine the scope of the Web site
- Determine site content
- 3. Establish the site structure needed to meet the needs of the client and site visitors

Target Audience

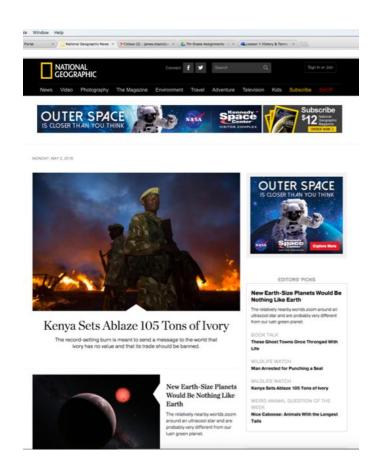
Target audience can be easily influence a site's:

- Look and feel of the website (Aesthetics)
- Writing style and tone of the content
- Multimedia used in the contents





Target Audience





National geographic: Adults

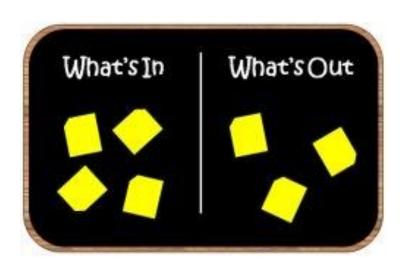
National geographic: Students

+ Step 2: Determining Content Structure

Content Structure - Scope

Scope: Features and Functions

- Content topics
- Forms
- Interactivity
- Blog / Wiki
- Embedded video
- Embedded content



*Content Structure

The general content of the website consists of:

- **Primary (Home) page** generally indicates who owns the Web site, what is available on the site, and where the information is located within the site (navigation).
- Secondary pages should include the same visual identity as the primary page (including name, logo, colors, fonts).

Mind Mapping

Mind Mapping can help generate ideas for Web site pages and content.

- renew your sense of purpose
- spark your creativity
- clarify your ideas
- refine your goals



Card Sorting

- 1. Place the major categories at the top of a table,
- 2. place subcategories underneath,
- 3. and place sub-subcategories under that.

After the categories are organized the site plan begins to develop.

Products	About	Contact	Support
Clothing:	Purpose:	Info:	Tech Support:
Shirts	History	Street Address	Live Chat
Pants	Mgt. Bios	Telephone	Telephone
Dresses		Fax	Email
Shorts			
Shoes			

Page Structure

- 1. At least one heading to identify its contents.
- 2. Appropriately page title for search engine optimization and bookmarking.
 Search engines use keywords to choose which results to show and in what order, and bookmarks use the page title in their menu.
- 3. Page header that includes the organizational logo and name in the upper-left corner of the page.

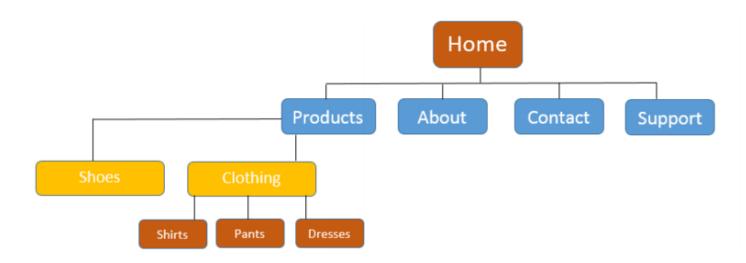
 Logos are usually linked back to the home page.
- 4. Include contact information or a link to the Contact page.
- 5. Page footer that provides copyright information and text links that match the main navigation structure.
- 6. Include page titles and content section headers that are consistent with the Web site purpose and goals.
- 7. Contain a site content navigation menu, Generally as a distinct left panel or as a horizontal menu across the top of the page.

Step 3: Site Structure

* Site Structure

Blueprint of the linked arrangement of site pages (site navigation).

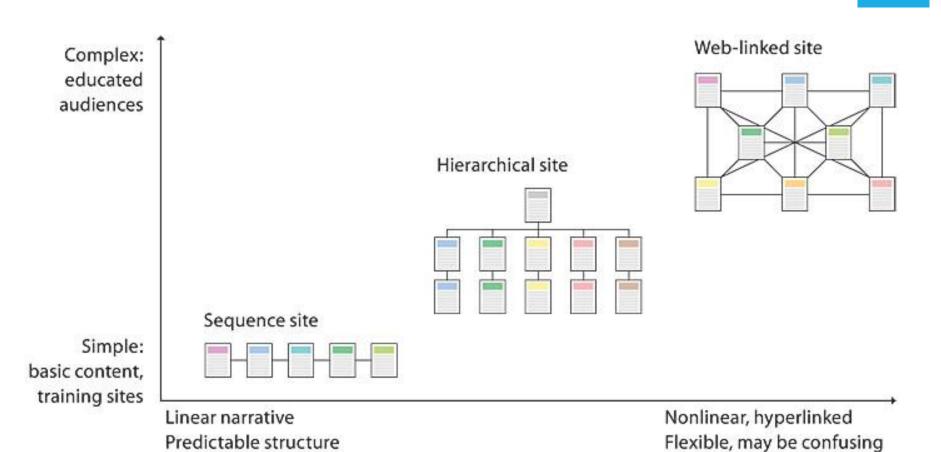
- Sketches of the site's structure helps the designer organize the site's pages and link relationships.
- It enables the designer to visualize the step-by-step flow of interactions visitors must complete to accomplish each task.



+ Hierarchy

- Linear A specific order.
 It's best suited for tutorial or chronological information that needs to be presented in a certain order
- Hierarchical organize into categories and subcategories by increasing level of detail.
 Use most commonly on websites today.
- Random or Webbed do not contain a primary path. This type of structure can be confusing for visitors and is best suited for simple Web sites that contain only a few pages

Site Structures





Hierarchal







Step 4: Navigation Structure

Navigation Structure

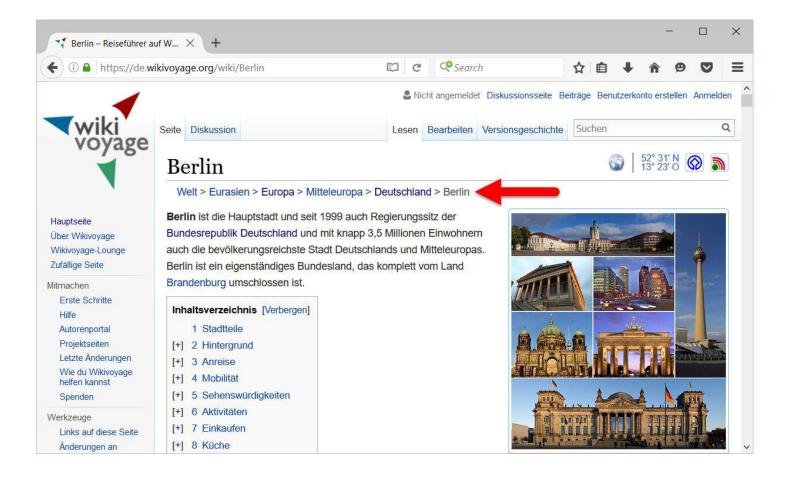
The **navigation structure** helps visitors find their way around the site and encourages them to dive deeper into its contents.

- Navigation location: Top or left
- Best recommendations with a web site's navigation structures are:
 - 1. Include a link back to the home page on every page.
 - 2. If you are using images or graphics as links, make sure you include alternative text
 - 3. Include text links in the page footer.
 - Consider using breadcrumb trails to help orient visitors.

navigation aid to help users to keep track of their locations within programs or documents



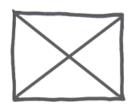
Breadcrumb



Wireframe

- A wireframe is a visual representation of a Web page layout.
- It is used to connect the content and site structure.
- It's a skeletal blueprint layout representation only (no color, graphics, or other elements)

· I4F – Directory Profile Page



Profile Name

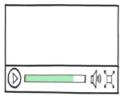
245 Blackfriars Road Ludgate House London, SE1 9UY

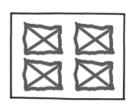
Email: firstname@surname.com

Telephone: 0207 955 3705

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Attachments

Lorem ipsum dolor sit amet.

Categories

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Step 6: Appropriate Tools

Objectives

- 3.2.4: Compare Web page creation using an HTML text editor to using a graphical user interface (GUI) editor.
- 3.2.6: Modify an existing Web page template to create an effective look and feel for a Web site.
- 3.2.7: Create a Web site using a template.
- 3.2.5: Compare Web site creation using an online site builder, an offline site builder and a content management system (CMS).
- 3.2.6: Modify an existing Web page template to create an effective look and feel for a Web site.
- 3.2.7: Create a Web site using a template.
- 3.2.5: Compare Web site creation using an online site builder, an offline site builder and a content management system (CMS).
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- 3.2.7: Create a Web site using a template.

Development Tools

The available tools for web development include:

- Text or Web editors
- Online or offline site builders
- Content management systems (CMSs)



Text Editors

- Create Web pages by typing in markup language tags and other related text into a document.
- Incapable of displaying formatting, fonts or graphics on display screen while editing.
- Must know some HTML
- No templates

```
Text Editor Example.html - Notepad++
File Edit Search View Encoding Language Settings Macro Run Plugins Window ?
  Text Editor Example.html
       !DOCTYPE html>
     =<html>
              <meta charset="UTF-8">
             <title>Title that Displays on the browser Tab</title>
          <h1> This is a header <h1>
           This is a paragraph. 
          </body>
      </html>
Hyper T length: 235 lines: 18
                          Ln:1 Col:2 Sel:0
                                                   Dos\Windows
                                                                            INS
```

*Web (GUI) Editors

- Also called WYSIWYG: what you see is what you get
- Allow designers a more visual approach to creating Web pages.
- Display formatting, fonts and graphics on screen while editing.
- Must still learn the interface.
- Contain pre-defined templates
- Example: Adobe Dreamweaver

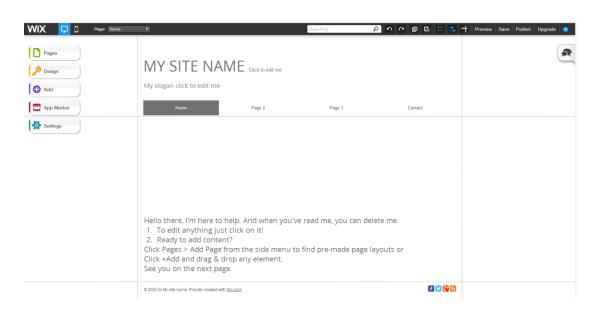


Text Editor - GUI Editor

- Must transfer (FTP) files to a web host
- Web and text editors are installed and run on your computer.
- **Web Host:** a company that has servers that are permanently connected to the Internet.
- When you put your Web pages on their servers, anybody on the Internet can view them.
- Web site is considered live, or published, meaning it is available for viewing on the Internet.

Online Site Builder

- Some web hosts provide a site builder service.
- Log in to the Web host's site.
- Design a web site using just a browser.
- Do not require any special software.
- Examples: Weebly and Wix,



Online Site Builder

Advantages:

- No need to transfer web files to a web host.
- Contain a variety of pre-designed templates for designers to use and customize.

Disadvantages:

- Lose flexibility and control.
- Template and graphics used by online site builders are copyrighted.
- If you want to move your site to another host, you will have to create a new Web site.

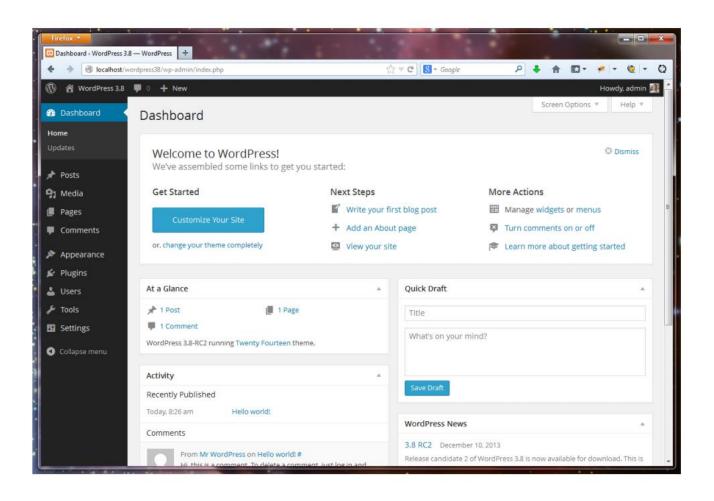
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Content Management System

- Pre-designed templates and allow you to connect to your site with your browser for modifications.
- CMSs are not tied to a Web host. You can choose where to host your site.
- Some CMSs offer a variety of social media and interactive options, such as member pages and blogging.
- CMSs are harder to use than site builders.
- CMSs require you to upload files, set up a database and configure the CMS on your system.
- CMSs offer a large amount widgets and plug-ins that allow you to add interactivity and dynamically generated content.
- Examples: Drupal or WordPress



Content Management System



+ Step #7: Search Engine Optimization

What is SEO?



- The process of improving how high your web site is ranked in the various search engines
- A major industry with in the field of web design.
- The higher your web site is ranked in any particular search engine determines how high it is placed in the search results for specific key words used in a search.

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Keys to SEO

Ways to optimize your search engine rank:

- META tags description & keyword
- key words and placement of content,
- being optimized for mobile,
- valid code,
- use of social media,
- referring web sites,
- and meeting accessibility guidelines.



* Meta Tags

Keyword

- provides the search engine specific words
- central to the content on the page



Description

- A brief summary of the content in the web page
- The information the search engine displays in its search results

Keywords in Content



- In page titles
- In heading tags
- Used repeatedly on a page
- Part of main content



Optimized Mobile

- Page speed
- White space
- Responsive design



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The Boston Globe
AUGUST 5, 2014

SECTIONS

Q

At Market Basket rally,
workers keep up support

"It's the co-CEOs' fault," an organizer of the Tewisbury rally told the crowd. "It's Arthur S. Demoulas's fault. They could have ended this."

Workers picket, defy job threat

S Steven Syre: Cousins can end this

"Dhotos: Market Basket rally

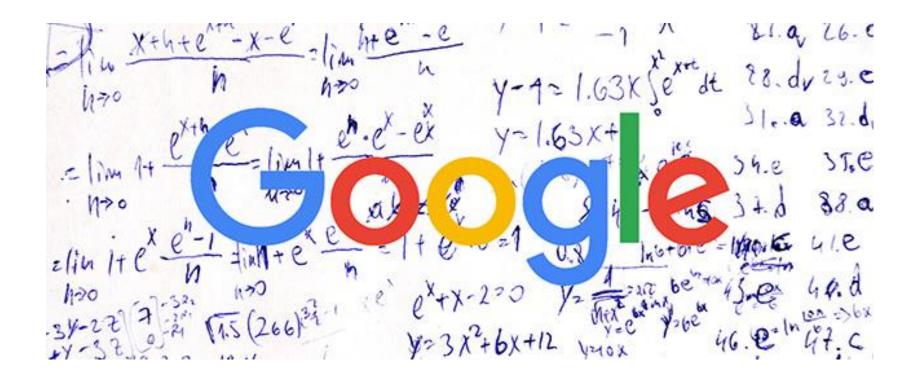
320 x 480 (iPhone)

You can now read 10 articles in a month for free on BostonGlobe.com. much as you want anywhere and anytime for just 99¢. 73° PARTLY SUNNY TRAFFIC The Boston Blobe SECTIONS Q, AUGUST 5, 2014 At Market Basket rally, workers keep up "It's the co-CEOs' fault," an organizer of the Tewksbury rally told the crowd. "It's Arthur S. Demoulas's fault. They could have ended this." · Workers picket, defy job threat · Steven Syre: Cousins can end this ■ □ Photos: Market Basket rally FARAH STOCKMAN I THIRD IN A SIX-PART SERIES Climbing the socioeconomic ladder out of Mission Hill Two people who succeeded did so in large part because of their support network. Ask Nick: Is trading for Giancarlo Stanton still possible?

480 x 640 (small tablet)

Valid Code

Use clean current valid code



+ Social Media

- Current
- Social
- Relevant



+

Back Links: Referring Web Sites

- Authority
- Relevance



Accessibility Guidelines

