Last week

- You used some HTML to create tables
- `<table>
- `<tr> `<th>Column 1</th> `<th>Column 2</th>`
- `<tr> `<td>Item 1</td> `<td>item 2</td>`
- `</table`
- `<th colspan="n">`
- `<td rowspan="m">`
Today

• Start to design your web-site

• The College Sports Club

• Arches - Library/Internet Café.

• The Perry Orchard Restaurant.

• Pikes - Complementary therapy outlet.

• Tec Repairs - Computer repair and purchasing outlet.
What does your client need from their website?

- intended purpose and user requirements as defined in a brief from your chosen client.

- Is the site
  - commercial (designed to make money)
  - Non-commercial

- What does the client want?
  - Essential requirements
  - Desirable elements
What will your website look like?

• What is the best way to answer this question?
A. Write ~ 250 words for each page, detailing the colours, font size, width of each element, relative positioning of each element.
B. Just start designing your site and hope it will look ok
C. Sketch the design on the back of a cigarette packet
D. Complete an annotated sketch of the design with full details of colours, font-types, font-sizes etc.
Storyboard – winning ideas

- Make the design stand out and be simple
- fresh and exciting
- simple and very user friendly.

Good sites – ones you like
looks good, -why?
colours,
clean and organized navigation

Sites you don’t like
hard to read,
navigation,
usability
flash site animations with no purpose
Storyboard

• Start with the Homepage,

• You have 5 seconds to attract your visitor your site.
  • hard to use, nobody is going to use it.

• Make it simple.

• Think like a first time visitor.
  • Would you stop and look, would you click on a link?
Storyboards – an example
Task

• For your client start to sketch a storyboard for the home page.
• What colours will you use?
• What fonts?
• Will you have a background image? – Will it be one image? Will it be repeated?
• How will you arrange your content?
• What will the mix of text and other elements be?
• Will you use borders around the individual elements? What style, colour, width?
• Etc. etc.
Today – You will work on your storyboard

- a storyboard (with at least eight panels – one per web page) that outline the layout, content (e.g. text, assets and features)
- Sketch the layout
- Decide what fonts you will use (write these onto the design)
- Decide what background colours you will use (write t.o.t.d)
- Decide what attributes will be attached to the fonts (size, colour, weighting etc) (write…)
- Where will you put images? How big will they be? What images will they be (brief description).
- Write ‘Lorem Ipsum’ passages in to show how much text you expect to show and where.
- Show navigation menus and give details on ‘link, active, hover, visited’ formats
- What interactivity will there be?
The Real Deal

ComfyDigs Internal Blog

About this blog
This is a blog about all things technical.

Annual audit
Posted on 1 Jun 2007 at 14:30
The annual audit is coming up again.

Email free Tuesday
Posted on 21 May 2007 at 00:00
Too much email is killing our server.

Welcome
Posted on 1 May 2007 at 09:32
Welcome.
Documented design ideas/prototypes

What assets do you have for your client?
What do you need to create? E.g. logo

Original and/or ready-made digital assets
• e.g. digital animation,
• digital graphic,
• digital audio,
• digital video
• any combined assets.

Sources for ready-made assets must be documented and referenced.
From The Ten Most Violated Homepage Design Guidelines

1. Emphasize what your site offers that's of value to users.

2. Use a liquid layout that lets users adjust the homepage size.

3. Use colour to distinguish visited and unvisited links.

4. Use graphics to show real content, not just to decorate your homepage.

5. Include a tag line that explicitly summarizes what the site or company does.
From The Ten Most Violated Homepage Design Guidelines

6. Make it easy to access anything recently featured on your homepage
7. Include a short site description in the window title
10. Don't include an active link to the homepage on the homepage

http://www.useit.com/alertbox/20031110.html
Ten Good Deeds in Web Design

- www.pcworld.com/article/127116/the_25_worst_web_sites.html
Web Design Principles

• Get it right
  • Ensure site works properly
  • Ensure site delivers information and services to visitors

• Make it nice
  • Ensure that visitors have a pleasant and rewarding experience
Write straightforward and simple headlines and page titles that clearly explain what the page is about and that will make sense when read out-of-context in a search engine results listing.

Place your name and logo on every page and make the logo a link to the home page (except on the home page itself, where the logo should not be a link: never have a link that points right back to the current page).

You have a new post at a local website company as a junior programmer. Your first task is to produce a website for a local company. There are several jobs to be finished, therefore you have a choice.

- The College Sports Club
- Arches - Library/Internet Café.
- The Perry Orchard Restaurant.
- Pikes - Complementary therapy outlet.
- Tec Repairs - Computer repair and purchasing outlet.
The Design Elements

• A domain name for the site
• A clear and realistic definition of the requirements and purpose of the site.
• A design table, outlining the details of each page: page name, description of page content, required images and web technologies used.
• A site map showing the links between pages
• A storyboard with clearly annotated drawings, one page of illustration per page of the site.
Requirements & purpose

• Commercial or non-commercial?

• **content, layout, and features**

• Required features:
  • Essential
  • Desirable

• Audience – age, specialised knowledge, etc
Domain naming

• Find an appropriate domain name

Examples:

Service domain:
- online-flower-delivery-service-york.co.uk
- yorkflowers.co.uk

Brand domain:
- yourcomfybedsonline.co.uk
- comfybeds.co.uk

How to create a web 2.0 domain name:

- Add a vowel: miix.com; chuump.com; twiit.com...
- Put an ‘r’ at the end: Flickr.com; snapr.com; blogr.com...
- Put two unrelated words together: musicpython.com; snapfrog.com; chlipen.com...

You will find that a lot of descriptive domain names already have the .com taken and possibly the co.uk as well. An alternative to both options described above is to create a name that could not possibly have been taken and build your brand around that. Existing examples include Ning.com, Meebo.com & Flickr.com.
### Oaker Wood Leisure Site

<table>
<thead>
<tr>
<th>Page Name</th>
<th>Page Content</th>
<th>Images</th>
<th>Web Technologies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home page</td>
<td>Welcome message, description of activities and company history</td>
<td>8 thumbnails showing different activities. 1 bigger image of exciting activity.</td>
<td>HTML5, CSS, Javascript</td>
</tr>
</tbody>
</table>
Site Map

- Site map defining the required pages and detailed navigation between each page.

Diagram:
- Home
  - Contact us
  - About us
  - Products
  - Returns
Assignment 2

• For 2B.P3: learners must produce a design for an eight-page interlinked website.

• The design documentation should include:

  • the proposed solution containing:
    • a storyboard (with at least eight panels – one per web page) that outline the layout,
    • content (e.g. text, assets and features)
    • a description of styles, templates, formats and interactive features
    • a site map including home page and file structure
    • a description of the ready-made and/or original assets to be used
  • a list, in a sources table, of any original and/or ready-made assets
  • a test plan, giving an outline of the range of tests to check the functionality of the website.
Designs include:

- intended purpose and user requirements as defined in a brief
- documented design ideas/prototypes, including:
  - original and/or ready-made digital assets (e.g. digital animation, digital graphic, digital audio, digital video or any combined assets). Sources for ready-made assets must be documented and referenced.
  - storyboard, containing a number of panels, showing the intended content and structure of the website
  - home page and folder structure
  - site map, to illustrate how web pages are interlinked
  - styles, templates and formats (e.g. colours, font size, font type, text and image alignment, page layouts)
- hardware, software and other resources required
- constraints, e.g. hardware and software availability, accessibility, browser compatibility, file and file formats, client-side functionality, and performance (bandwidth, processor, memory), availability of web plug-ins, e.g. ActiveX, Flash
- test plan, to test functionality
- a brief outline of alternative design ideas.