# Advanced Web Design

**Pre-Instruction or Prerequisite Knowledge/Skills**

Fundamentals of Web design.

**Lesson Duration**

15 hours / Ongoing throughout the school year

**Materials**

PC or Macintosh with Internet connection
At least one web browser loaded onto each machine
Display TV Monitor paired with LCD projector
Handouts on J:Drive
Weebly, Google Sites, Wix.com
Paper, pencils, pens, colored pencils

**Learning Objectives**

1) Participants will learn how to take advantage of the strengths of the web as a medium of communication, especially in terms of:
    a) recency of information
    b) use of graphics, color
    c) archival of information; Data collection
    d) targeting audience
    e) Communication by way of interviews
    f) Networking

2) Participants will describe how purpose and audience drive every aspect of the web development process, including, but not limited to:
    a) selection of information
    b) writing style and reading level
    c) choice of graphics
    d) technology use ("bells and whistles" used)

By choosing and creating a school sports website. Students will be placed into groups, and choose the sport for which they will be creating a page. Students will then submit their web pages to be conjoined with the official Tri-Cities High school Fulton County Sports web site.

3) Participants will analyze the needs of their audience(s).

4) Participants will learn strategies for organizing their website in terms of:
   a) consistent navigation
   b) white space
   c) internal, external, contact links
   d) "2-click rule"

5) Participants will understand the impact of organization, as well as font and color selection on the usability and emotional impact of their website(s).

**Procedure**

Welcome (30 minutes) and introductions (45 minutes).
Decide who wants to work together and on what sport. Cover website and class objectives. Explain networking, professionalism, and communication. Give examples of how to complete assignment. Take notes on various methods of creating and completing a website.

Advantages and disadvantages of websites as a medium of communication (50 minutes).

1) Go to J:Drive & complete the website story board assignment
2) Ask participants, "Ever wonder how _____ (night vision, quicksand, lie detectors, , etc.) works? How chocolate is made? Choose question appropriate to season, current events, audience, etc. Introduce the site and ask people in pairs to examine the list of questions until they find something of interest to them. Encourage them to explore. Students will – "Critique a Popular Website."
3) Review as a group.
4) Based on the last activity, generate a checklist of "do's and don'ts" for their own website design. What would they do the same and what would they do differently. If they have other "do's or don'ts" have them add those also.
5) Participants talk about what kind of site they have and/or want to design.

6) Participants do a search of websites similar to the one they have/want to create, and based on this search, add to the "do's and don'ts" list.
7) Participants brainstorm out loud about which sites they visit regularly, occasionally, and which sites they view once and never return to. Based on this discussion, add to the "do's and don'ts" list.
8) Go over the advantages and disadvantages of the website as a medium of communication, for both the creator and the audience. Based on this discussion, add to the "do's and don'ts" list.

<u>Website development cycle (60 minutes).</u>
1) Grouped by agency, participants work through the following handouts:
- Goal setting
- Audience Assessment
- Resource Assessment
- Storyboard Template (colored pencils needed).

<u>Website design (50 minutes).</u>
1) Students will view each other's progress and discuss what can be done to improve their sites as a class.

<u>Wrap-up and evaluation (50 minutes).</u>
1) Review course goals stated by trainer and participants at outset of training and look at un-addressed areas, if any.
2) Distribute evaluation forms on the J:Drive.

**Evaluation**
Evaluation will be made based on participants' discussion and the successful completion of websites.

# Rubric

| Web Elements | Navigation | Design | Form / Content | Report | Points |
|---|---|---|---|---|---|
| All required elements present: 1 list, 1 table, font changes, use of browser-safe colors, and at least 2 graphics. Also includes at least one "advanced" element, such as java-script, CSS, frames, and/or forms. (These should add to the site and not be a distraction). All coding used is correct. | All pages linked using graphics rather than text links. Linked graphics do not have borders. Links are clear and located in the same area on each page. All links are functional. If links are not in the same area, student has rationale for changes. All required links are present: (at least: 1 email link, 1 "same page" link, all pages linked, 2 links to external sites) | Website clearly demonstrates design principles: with consistent alignment, proximity, repetition, and contrast. Text is easy to read on a background that is not distracting. Design is appropriate for target audience and level of anticipated computer knowledge. | Information on site is presented clearly, consistently, and logically. No grammatical or spelling errors.<br><br>Content is easily read and appropriate for website. | Report contains all elements required and is turned in at time of project demonstration. There are no spelling or grammatical errors. | 4 |
| All required elements clearly evidenced as above; with no "advanced" elements. All coding used is correct. | All pages linked using text-based links rather than graphics. Links are clear and located in the same area on each page. All links are functional If links are not in the same area, student has rationale for changes. All links required links are present as above) | Missing no more than 1 design element on no more than 1 page. Text is easy to read with appropriate font and background color. Design appropriate for target audience and level of anticipated computer knowledge. | No more than 3 spelling OR grammatical errors present on site. Information is clear, consistent, and logical. | Report contains all required elements and is turned in at time of project demonstration. There are no more than 4 spelling or grammatical errors. | 3 |
| Required elements are present; 1 of the elements is not coded correctly | Links are either graphic or text; one link does not function properly OR site is missing one required link. Links are consistent on each page | Demonstrates 2 out of the 4 design principles. Design is appropriate for target audience and level of anticipated computer knowledge. | 4 or more spelling OR grammatical errors. Content is clear, consistent, and logical. | Report is missing no more than 1 required element. There are no spelling or grammatical errors. | 2 |
| 1 to 2 required elements are missing OR are not done correctly . | ONE of the following is evident:<br>a. missing 1-2 required links<br>b. 2 or more links are broken<br>c. links not consistent across all pages | Site demonstrates only 1 design principle OR is not appropriate for target audience / anticipated level of computer knowledge. | Content of no more than 1 page does not fulfill purpose of site, or is not presented clearly and consistently. | ONE of the following is evident:<br>a. Report is missing 2-3 required elements<br>b. 2-4 spelling or grammatical errors<br>c. Report is handed in no more than 24 hours late. | 1 |

| | | | | | |
|---|---|---|---|---|---|
| Missing 3 or more required elements OR 3 or more elements are not coded correctly. | No navigation strategy present; links inconsistent. Missing more than 2 required links OR at least 2 broken links. | Site does not demonstrate any design principles. No target audience or level of computer knowledge identified. | Content of site is confusing. Purpose of site is not clear. | Report is incomplete and missing more than 3 required elements OR report is handed in more than 24 hours late. | 0 |

## Critique A Popular Website

1) Did you find something of interest to you? What was it?

2) Go to the home page: http://www.howstuffworks.com and explore from there.

3) Evaluate the overall appearance of the site.

4) Evaluate the "user-friendliness" of the site.

5) Why do you think they chose certain colors and fonts?

6) Did you find other links to explore even more?

7) How does the website encourage return visits?

8) How do you think the site authors came up with the content?

9) Why is this website popular?

## Checklist Of "Do's And Don'ts" For Your Website

| DO's | DON'TS |
|---|---|
| | |

|  |  |
|--|--|
|  |  |

(can continue on back if necessary)

## **Advantages And Disadvantages Of Website As A Medium Of Communication – For You, The Creator**

| ADVANTAGES | DISADVANTAGES |
|------------|---------------|
|            |               |

## Advantages And Disadvantages Of Website As A Medium Of Communication – For The Audience

| ADVANTAGES | DISADVANTAGES |
|---|---|
|  |  |

## Goal Setting

Write two or three goals for your website.

| 1 | |
|---|---|
| 2 | |
| 3 | |

How will you measure whether these for have been met?

## Audience Assessment

Identify your audience(s) – Whom do you want to reach?

What are their characteristics?
        Reading level?

        Comfort level with using the web?

        Physiological characteristics?

        Affective (emotional) characteristics?

        Social characteristics?

Others?

What type of information does your audience need? (i.e., information about your agency and its resources, communication, other resources?)

| Audience | Needs |
|----------|-------|
|          |       |
|          |       |
|          |       |
|          |       |
|          |       |
|          |       |
|          |       |

Based on your assessment of audience needs and website goals, what types of information will you include on your site?

**<u>Resource Assessment - Questions to consider:</u>**

What are the time and expertise does your staff have to devote to the website for creation and for maintenance?
Will your agency develop its own website or employ a designer/developer?

What is your website budget?

List who will be in charge of the various aspects of your site:
      Design?
      Content?
      Budget?
      Written materials?
      Digital photographs/graphics/logos?
      Contact information and email addresses?
      Links to relevant websites?
      Other items?

Brainstorm all of the people on your agency that might be assembled on this team.

How will your team gather the information needed for the site?

Who will test the site and provide feedback?

Who will be responsible for making sure that website content is regularly updated?

If your site will allow users to make email contact, to whom will messages be sent?

What hardware and software will you use to develop your site, if any?.

What hardware and software will you use to host your site. What strategy will you use to locate a good web host?

# Good or Bad Design Features???

- adapted from work by Robin Williams

In your group, rank each of the following from 1-10. Scale is **10 = wonderful**; **1 = awful.**

## Backgrounds and color
- Default gray color
- Color combinations of text and background that make the text hard to read.
- Busy, distracting backgrounds that make the text hard to read.

## Text
- Text that is too small to read.
- Text crowding against the left edge.
- Text that stretches all the way across the page.
- Centered type over flush left body copy.
- Paragraphs of type in all caps.
- Paragraphs of type in bold.
- Paragraphs of type in italic.
- Paragraphs of type in all caps, bold, and italic all at once.
- Underlined text that is not a link.
- Information that is greater than one month old.

## Links

- Default blue links
- Blue link borders around graphics
- Links that are not clear about where they will take you.
- Links in the body copy that distract readers and lead you off to remote, useless pages.
- Text links that only use color or boldface to indicate that they are links.
- Dead links (links that don't' work anymore).

## Graphics

- Large graphic files that take forever to load.
- Meaningless or useless graphics.
- Thumbnail images that are nearly as large as the full-sized images they link to.
- Graphics with no labels.
- Missing graphics.
- No ALT tags.
- Graphics that don't fit on the screen (assuming a screen of 640 x 460 pixels).
- "Under construction" signs.

## Tables

- Borders turned on in tables.
- Tables with especially large borders.

## Animations

- Things that blink.
- Pictures or text that scrolls across the screen.
- Rainbow or other decorative horizontal lines.
- Horizontal lines that blink or animate.
- Animated pictures for e-mail.
- Animations that never stop.

## Accessories

- Counters on pages.
- Pop-up windows.

- Banner advertisements.
- Pictures of awards on the first page.
- Frame scroll bars in the middle of the page.

## Navigation

- No navigation on the top.
- No navigation on the left.
- Navigation that changes location from page to page.
- More than one way to navigate to the same place.
- Page titles that don't explain what the page is about.

## Layout

- Having to scroll sideways (assuming a screen of 640 x 460 pixels).
- No focal point on the page.
- Too many focal points on the page.
- Navigation buttons are the only visual interest.
- Not enough alignment of elements.
- Lack of color contrast.
- Pages that look OK in Internet Explorer but not Netscape or other browser.
- Information that takes more than 2 clicks to find.

## Storyboard Template

| Project Name: | Screen ID: | Date: | Internal and External Links: |
|---|---|---|---|
| **Media Elements:**<br>☐ Text     ☐ Voice<br>☐ Graphics   ☐ Animation   ☐ Sound | Designer: | Page   of      : | |
| Sketch out the page here: | | | |
| | | | Programming Notes: |

## Web Development Cycle – Fill In



Words to use:

Resource selection

Storyboarding

Assemble team

Revision

More revision

Feedback

Assemble team

Internal review

External review

Resource assessment

Audience assessment

Goal setting

Information gathering

## <u>Web Development Cycle – One Suggestion</u>