Web Page Design

ECE 3940
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Designing Your Page

Step 1: Design for a Computer Medium

- A computer screen is not a printed page
- Readability changes depending on color, layout, and format
- Different browsers, screens and displays can change how a page looks

From *Principles of Web Design*  
By Joel Sklar
How We Read Text

Following normal reading habits, the users eye moves from left to right
How We View Screens

Looking at a screen, the users eye scans in a more clockwise pattern
How Will Your Users Read/View?

- If a page uses a lot of text, the user will read in a more traditional, left to right manner.

- If a page has more graphical elements, the user is more likely to take in the whole page.
Accepted Relative Areas of Importance

5 1 3

2

4
Questions to Ask Yourself

- What is the purpose of my website?
- Who is my main audience?
- My secondary audience?
- What information do I want to present?
Designing Your Site

Step 2: Plan your sites hierarchy

- How are your pages linked together?
- How many links exactly?
- Where does the user go next?
A Structure That is More Wide Than Deep
A Structure That is More Deep Than Wide

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Main
  Work
  Class
  Sample
  Me
  Play
  Family
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Designing Your Content

Step 3: The “do’s” of good web design

- Name files consistently and logically
- Keep a consistent look and feel
- Use colors that are high in contrast
- Design for low bandwidth
Designing Your Content

More do’s

- Use active white space
- Design for interaction
- Use hypertext linking effectively
- Design for accessibility
Designing Your Content

Step 4: Things to avoid, aka, the “don’ts”

- Don’t overuse media
- Don’t make users scroll too much
- Don’t flood pages with content
- Don’t choose colors or images that make the page hard to read
Designing Your Content

- Don’t forget to title everything: images and pages
- Don’t assume that your users know where to go
- DON’T USE FRAMES!
Getting Started

- Select a design tool/program
- Determine page layout
- Re-read assignment sheet and rubrics
- Consider how best to represent “you”
Examples

- The worst: www.webpages thatsuck.com

- Similar to this assignment: http://iml.jou.ufl.edu/Homepages/