

WEB DESIGN FUNDAMENTALS



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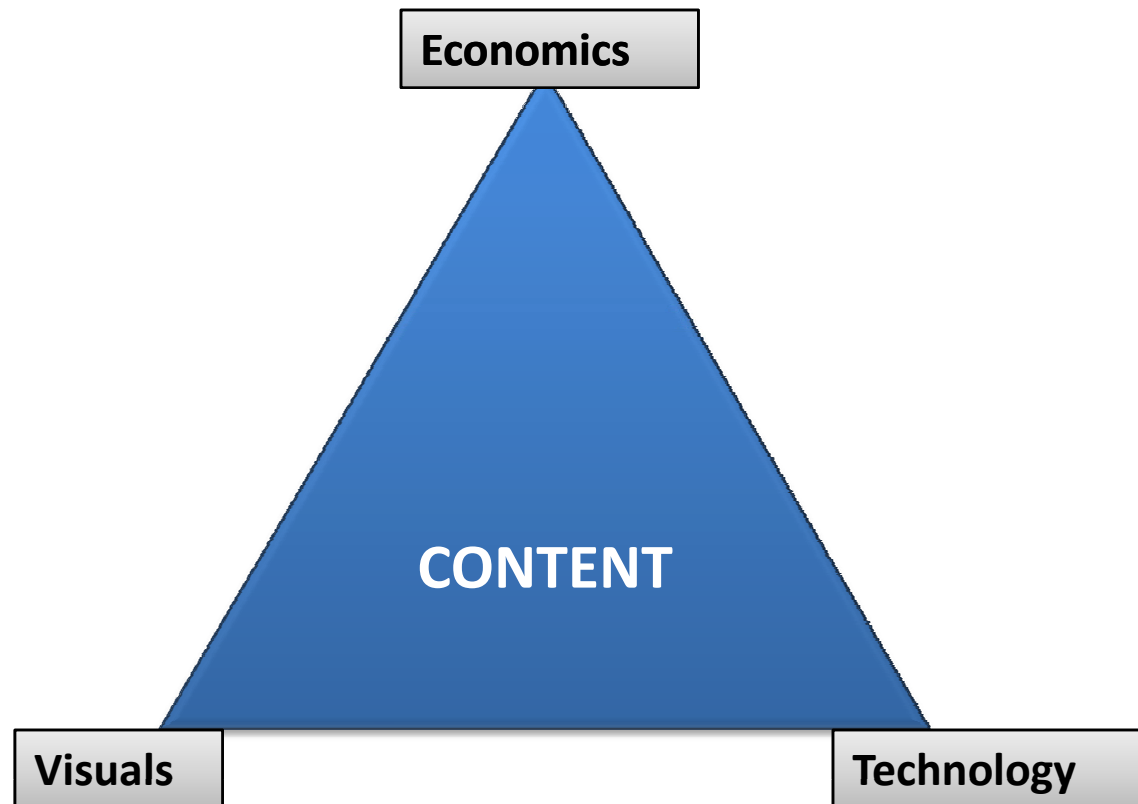


Introduction

- What is WEB DESIGN?
- What is the purpose of Web Design ?
 - To inform or to persuade users.
 - This is accomplished by:
 - delivering content
 - presenting the content in a way that benefits the user
- What are the most important to observe when designing a web site ? Why ?

Introduction

- Four primary aspects influence web design:
 - Content
 - Technology
 - Visuals
 - Economics



Introduction

- What are the most important to observe when designing a web site ? Why ?
- By examining a variety of web sites, you will learn to focus on both **user's needs** & the **information requirements** of the content you want to deliver.

Introduction

- In truth, almost every website has one flaw or another:
 - It be confusing accessibility
 - Over-ambitious design
 - Poor download time

Introduction

- Therefore, you have to plan a site that:
 - Well structured
 - Easy to navigate
 - Quick download time

- Three parts of web design:
 - Information Design
 - Interaction Design
 - Interface Design (Visual or Presentation Design)

Introduction

- What is information?
- Why do we need to “design” information?
- What is the role of the information design ?
- What difficulties interfere with effective information organization?
- How can information architecture be used to improve information usability.

Introduction

- Aside **from people**, information is the single most **valuable asset** for education. At every level, in every department, for every unit, information is critical.
- The **better the information, the more successful the department** and the people (students) within it can be.
- **Information Design** is dedicated to making **information as effective** as possible.

Focus...

- There are five things to think about in the process of Information Design:
 - Message : What information do **you wish to share**?
 - Audience: **Whom do you wish** to share your message with?
 - Purpose: **How and why** do you want to share your message with the audience?
 - Background: **What does your intended** audience already know about the subject you are discussing.
 - Structure: How can your **message be organized** most effectively?



Thank You !

