



BASIC WEB DESIGN PRINCIPLES

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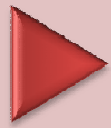
WEB SITE DESIGN PRINCIPLES

In truth, almost every site has one flaw or another, whether:

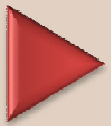
- 1. It be confusing accessibility**
- 2. Over-ambitious design**
- 3. Poor download time**



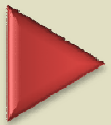
WEB SITE DESIGN PRINCIPLES



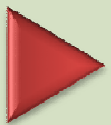
DESIGN FOR THE MEDIUM



DESIGN THE WHOLE SITE



DESIGN FOR THE USER



DESIGN FOR THE SCREEN:

DESIGN FOR THE MEDIUM

When designing a Web site, remember :

- the destination is a computer, not the printed page
- language is hypertext, not linear text
- create Web pages specifically for the computer screen
- must consider the layouts, fonts & colors, and how they will appears

DESIGN FOR THE MEDIUM:

1. Craft the look & feel

- the interface, that user must navigate often called - the look and feel of a web site
- they read text, associate with links, view graphics – depends on the freedom of your design → create their own path through your information.

DESIGN FOR THE MEDIUM:

2. Make your design portable

- Be portable & accessible across different browsers, OS, & computer platforms
- **don't make mistake of testing in only one environment – assume their pages same to all.**



DESIGN FOR THE MEDIUM:

3. Plan for clear presentation & easy access to your information

- plan for the actions/path that user may choose → **randomly** or **specific information**
- Provide **direct link** to the area – that most demand
- Present info. – easy to read
- Break text into reasonable segments
- Plenty headings – user find content quickly
- Control horizontal length, easy to read **column**



DESIGN FOR THE WHOLE SITE

- Plan unifying themes & structure that hold pages together
- Consider more than each individual page

DESIGN FOR THE WHOLE SITE

1. Create smooth transitions

- Plan to create a unified look among the sections & pages of your Web site
- Identifying elements of the sites & create smooth transitions from one page to another

DESIGN FOR THE WHOLE SITE

2. Use a grid to provide visual structure

- The grid is a conceptual layout device that organizes the page into columns & row
- Use table elements to build the grid for pages
→ although table for tabular data – table elements were used as a tool for building the type of columnar grid structure
- Well-designed sites use tables to provide structure & consistency of pages.

DESIGN FOR THE WHOLE SITE

3. Use of active White Space

- White spaces are the blank areas of a pages
- White space that is used deliberately → called active white space
- Passive white spaces are blank areas that border the screen/result of mismatched shapes

DESIGN FOR THE USER

- **Knowing your audience/user answers almost all design questions**
- **Find out what users expect from your web site**

DESIGN FOR THE USER

1. Design for the interaction

- **How the user interact with the information on your Web pages – content type → either your user will read or scan your pages**
 - **Scanning the content**
 - **Scrolling if necessary**
 - **Pointing to graphics to see if they are hyperlinked**
 - **Clicking linked text**

DESIGN FOR THE USER

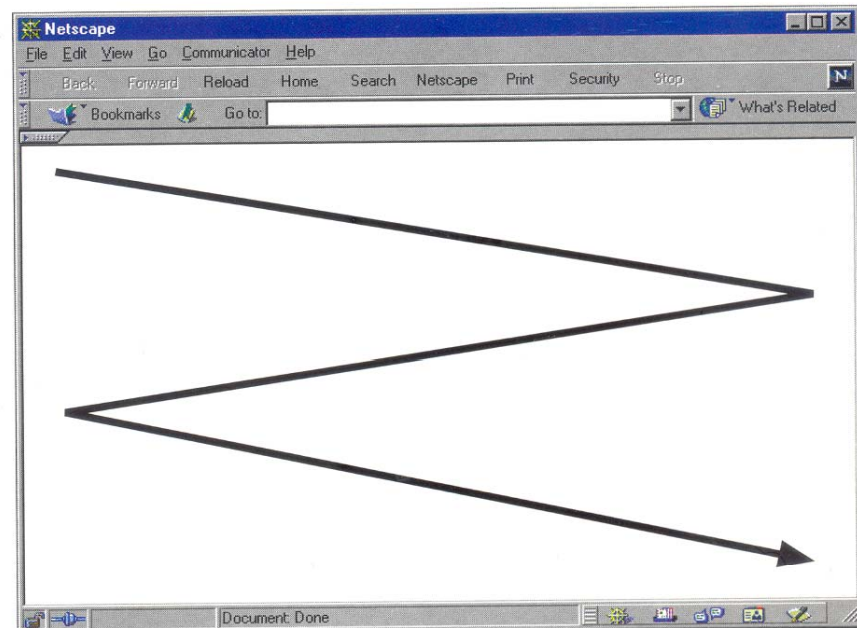
2. Design for location

- **Difficult to predict the user's exact viewing path**
- **Generally, figure below depicts the sections of screen real estate ranked in order of importance.**

DESIGN FOR THE USER

3. Guide the users eye

- Normal reading habits, user's eye may move from left to right and back again

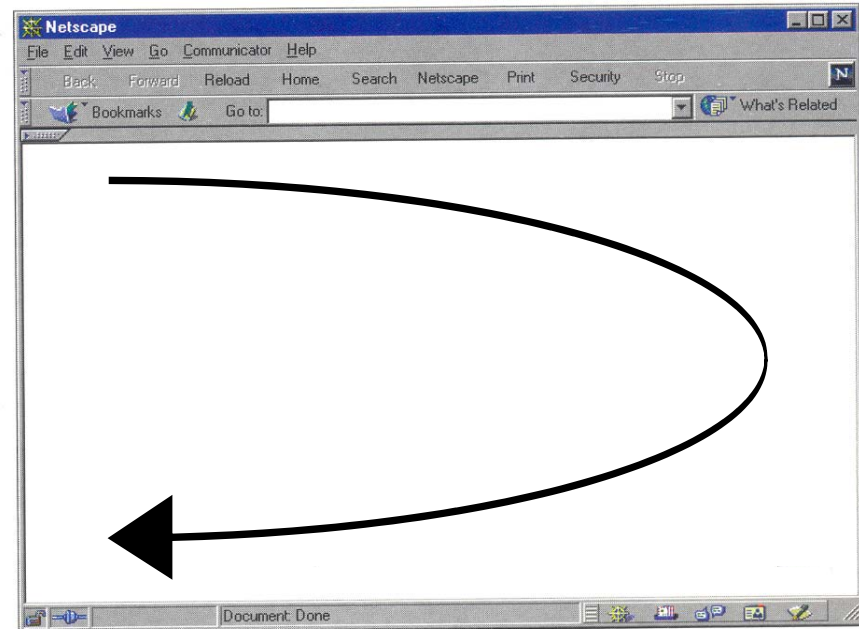


Paper-based reading pattern

DESIGN FOR THE USER

3. Guide the users eye

- In contrast, when viewing landscape-based display, user scan information following a clockwise pattern



Screen-based viewing pattern

DESIGN FOR THE USER

4. Keep a flat hierarchy

- Do not make users navigate through too many layers of your Web site to find the information they want
- Structure your web site to include section or topic-level navigation pages so users quickly find their path
- eg/: Standard navigation bar - consistently placed on every page, reassure users not lost & move through the site with flexibility.

DESIGN FOR THE USER

4. Use the power of hypertext linking
5. How much content is enough

DESIGN FOR THE SCREEN

- 1. The shape of computer screen**
- 2. Design pages that provide enough contrast**
- 3. Computer screens use a much lower resolution than the printed page**
- 4. A screen is not a page**



Thank You !

