



# WEB DESIGN ISSUES

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**EFFECTIVE WEB DESIGN**



**THE DEADLY SINS OF WEB DESIGN**

# EFFECTIVE WEB DESIGN

## Make your site well-organized

- Decide how you want to organize your information based on your users and what you know about them.
- Ways to organize your educational site:
  - by topic/subject
  - by activity
  - by strategy
- Make the site's purpose clear: explain who you are and what you do.

# EFFECTIVE WEB DESIGN

## Make your site easy to navigate

- The visitor should be able to get to any page or link within 3 mouse clicks from the home page.
- The visitor should always know what site he/she is on.
- Lead your visitors in the right direction. For instance, when you have a link to another page, you should provide some type of blurb that talks about that page to entice your visitors to go there.
- Keep scrolling down to a minimum by keeping individual Web pages short.
- Always have links back to your home or major sections.

# EFFECTIVE WEB DESIGN

## Make your site attractive

- Choose simple colors that compliment each other & work on most web browsers.
- Keep graphics less than 30 kilobytes to make them download reasonably on a home modem.
- Keep animated gifs to a minimum.



*Make it easy  
for users  
Keep design  
elements clear  
and simple*

# EFFECTIVE WEB DESIGN

## Design pages on your site so they load fast.

- The site home page should load in < 15-20 seconds with a 28k modem. Hence, the size of all files on the home page should be < 60k.
- The initial page view needs to capture the visitor's attention within 7-10 seconds after loading.
- The majority of people surfing the web don't view beyond the initial page view so that view should do a lot.

# EFFECTIVE WEB DESIGN

## Choose consistent fonts and font colors.

- On paper, we are all used to reading serif fonts – fonts with a “tail” (like Times New Roman.)
- On screens, however, sans-serif fonts are easier to read.

# EFFECTIVE WEB DESIGN

## Choose consistent fonts and font colors.

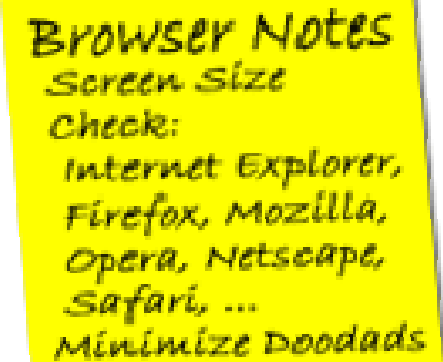
- The most readable screen font is Verdana, Century Gothic, Tahoma and Arial.
- Be careful with the choice of font. Some font might not viewed the same in other browser.



# EFFECTIVE WEB DESIGN

## Multiple Web Browser/Multiple Screen Resolution

- The site should view well with different browsers (e.g. Internet Explorer, Netscape, Firefox) and in different screen views (800x600, 640x480).
- You should always code your page to the **lowest common denominator**.



**BROWSER NOTES**  
Screen Size  
Check:  
Internet Explorer,  
Firefox, Mozilla,  
Opera, Netscape,  
Safari, ...  
Minimize Doodads

# THE DEADLY SINS OF WEB DESIGN

## Avoid the “The Deadly Sins of Web Design”

- Long download times: Research shows that after 7-10 seconds, users lose interest.
- Dead links: 60% of users recently surveyed cited "linkrot" as one of the biggest problems on the web.
- Awkward navigation: Incorporate the latest techniques for helping your users use your site with ease.

# THE DEADLY SINS OF WEB DESIGN

- Orphan pages that don't indicate whose site you're on
- Multimedia overkill: Just because you can doesn't always mean you should...How much is too much?
- Aggressive, non-stop animation.
- Long, scrolling pages: Did you know that the majority of users totally miss content not immediately visible?

# Other Issues ??



# Thank You!

