

WEB-PAGE DESIGN

Multiple-Page Web Site Overview

GOAL: Create a Multiple-Page Web site with forms for an organization.

Measurable Learner Objectives	Crosswalk to Show-Me Standards	Instructional Activities	Assessment
Define Web-page design principles. F1	CA1, 1.5	Create a multiple-page Web site for a business, school club, or organization. The site should have at least four pages (three pages and the home page) and a form. Create navigation among the pages. Interview the sponsor of the organization or business owner to determine the content of the site. Consider the name, trademark, symbols, missions, goals, products and/or services, contact information, and other pertinent information to be included on the site. Use a flowchart and storyboard to plan the structure and layout of the pages for the site.	Use the <i>Multiple-Page Web Site</i> assessment to evaluate the Web-page for content and consistency; design principles of layout, text, Web-safe color, graphics/animations; usefulness for targeted/intended audience; accessibility; storyboard/flowchart use; hardware efficiency and navigation; authority and credits; impression and creativity; use of HTML and/or Dynamic HTML; accuracy; and specific assignment requirements. Also, evaluate the <i>Client Interview Sheet</i> for inclusion of information on the Web site and the client's signature.
Evaluate Web-page design. F2	CA5, 1.5, 1.6, 1.8		
Define creation, organization, and navigation of links. F5	1.4, 1.6		
Create storyboards. F6	1.4, 1.6, 2.2		
Design a Web page with text, graphics, and tables. F7	1.4, 1.6		
Create hyperlinks (internal and external). F8	1.4, 1.6		
Edit using HTML. F9	1.4, 1.6		
Apply external media (e.g., text, images, sound). F10	1.4, 1.6		
Evaluate file size as it relates to the Internet. F12	1.4, 1.6, 1.8		
Upload files to a Web server. F15	1.4, 1.6, 1.8		
Proofread and correct multimedia documents. A14	CA1, 2.2		

Activity originally developed by Jeff Cochran, Columbia Career Center; adapted and used with his permission.

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Teaching Points

Overview

The Web is becoming one of the primary sources of advertisement for organizations. A Web site can be used to inform persons about products and/or services, to purchase items, to build an image, and to establish a point of contact. This assignment will have students conduct an interview and create a Web site to be posted on the Internet for an organization (club or business).

Content Review

Review the following with students:

1. Courtesy in general and interview techniques to obtain information
2. Web site development using planning sheets, such as flowcharts and storyboards

Activity Preparation

Brainstorm interview techniques and questions to ask business owners and/or organization sponsors.

Demonstrate the use of planning sheets, such as flowcharts and storyboards, to create the layout and design of Web sites and pages.

Have students evaluate established Web sites to review setup, flow, links, and design.

Examine Web locations for free posting of Web pages.

Review HTML/DHTML coding for Web-page development.

Resources

Supplies needed for the activity:

Software or Web location for free Web development

Printer (color printer preferred)

Paper

Internet connection

Computer

Web sites (and/or key words to use for search):

<http://www.cast.org/bobby/>

Web test site

<http://www.wpdfd.com/wpdres.htm>

Compilation of resources submitted by readers

<http://www.webstyleguide.com/index.html?/contents.html>

Complete Web source

<http://www.useit.com/alertbox/9605.html>

Mistakes often made in Web design

<http://deming.eng.clemson.edu/pub/tutorials/qctools/flowm.htm>

Flowcharting

www.2createawebsite.com/build/html.html

HTML coding

www.davesite.com/webstation/html/rules_regs.shtml

HTML coding

Key words: *HTML tutorial, HTML coding, Dynamic HTML coding, Web posting, free HTML, etc.*

Books, articles, and other resources:

Barksdale, K., & Stubbs, T. (2003). *Web design basics*. Boston, MA: Thomson Course Technology.

Carey, P. (2003). *New perspectives on creating Web pages with HTML and Dynamic HTML*. Boston, MA: Thomson Course Technology.

Shelly, G. B., Cashman, T. J., & Kosteba, L. (2002). *Web design introductory concepts and techniques*. Boston, MA: Thomson Course Technology.

Solomon, A. W. (2004). *Introduction to multimedia*. Columbus, OH: Glencoe (McGraw-Hill).

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Multiple-Page Web Site Client Interview

Interview

THE CLIENT

Interview Summary: Take notes from your first interview with the client. List the main areas of content (pages the client wants) and points the client wants to get across to the audience.

Client Signature

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Multiple-Page Web Site Client Assessment
Assessment

THE CLIENT

Feedback: List two constructive criticisms and two positive comments (things liked) about the Web site.

Client Signature

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Multiple-Page Web Site

Assignment

Activity Preparation and Assignment

You will create a Web site for an organization (business or student organization or club). Determine a sponsor and interview the person to decide on the content for a Web site. This person will be considered your client. Create a flowchart to help you organize the structure for the Web site. Then develop a detailed storyboard for all the pages. The Web site will have at least four pages (home page plus three other pages) and a form.

Planning and Design:

1. Determine questions to ask the sponsor regarding the content for the Web site. Use the *Multiple-Page Web Site* client interview to record your answers.
 - a. Organization name
 - b. Trademark, mascot, symbol, etc.
 - c. Products and/or services offered
 - d. Mission/goals/objectives
 - e. Web links
 - f. Contact information
 - g. Other information (i.e., last date modified, credits, copyright, etc.)
2. Organize the structure of your content using a flowchart.
3. Use information from the client's interview in developing the Web site. Obtain client's signature on the interview form.
4. Plan the layout and interactivity using a storyboard. Ask yourself these questions:
 - a. What are some possible Web sites that I might use as models?
 - b. What is the hierarchy of the Web site design?
5. Obtain evaluation and signature from client.

Production Process:

1. Include in the Web site:
 - a. Sufficient relevant information for the organization
 - b. Consideration of the audience
 - c. Tables MUST be used for layout
 - d. Hyperlinks (including 2 or more links outside/external of Web site)
 - e. Scanned pictures or digital camera pictures
 - f. Form for club membership, an order, or contact
 - g. HTML or DHTML (use wisely)
 - h. Graphics and animations

- i. Remember to follow page design and layout criteria you learned from discussions, handouts, and notes and from reviewing the *Multiple-Page Web Site* assessment.
2. Web site critique:
Have two people from the sample audience evaluate your Web site. Ask them to list two positive comments and two constructive criticisms for you. Make changes if necessary. The *Multiple-Page Web Site* assessment could be used to glean possible evaluation pointers.
3. Submit the Web site to the client and instructor for evaluation.
4. Publish site:
 - a. Choose a free Web hosting service to publish your site
 - b. Provide the URL
5. Submit:
 - a. Printed version of the index page from the Web browser (published page) and/or disk
 - b. Printed version of other pages created and/or disk
 - c. Design documents (planning and design sheet, flowchart, storyboard)
 - d. Client sheets (will be separate grade)
 - e. Copy project folder to designated network drive
 - f. Client interview sheet(s)
 - g. *Multiple-Page Web Site* assessment from client

Resources

Web sites (and/or keywords to use for search):

<http://www.cast.org/bobby/>

Testing Web site

<http://www.webstyleguide.com/index.html?/contents.html>

Complete Web source

<http://www.useit.com/alertbox/9605.html>

Mistakes often made in Web design

<http://deming.eng.clemson.edu/pub/tutorials/qctools/flowm.htm>

Flowcharting

www.2createawebsite.com/build/html.html

HTML coding

Decide on keywords to use for search on the Web.

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Multiple-Page Web Site Assessment

Directions: Rate each category on a scale of 10 (high) to 1 (low) on how well the criteria are met.

Criteria	10-9	8-7	6-5	4-3	2-1
Planning and Content (10) <input type="checkbox"/> Storyboard with detailed description <input type="checkbox"/> Structure (flows smoothly) <input type="checkbox"/> Goals/Objective/Mission <input type="checkbox"/> Products and/or services					
Design and Layout (10) <input type="checkbox"/> Tables used effectively <input type="checkbox"/> White space efficient <input type="checkbox"/> Text readable, appropriate size and style <input type="checkbox"/> Consistency <input type="checkbox"/> Web-safe colors <input type="checkbox"/> Text color changes for site usage					
Graphics (10) <input type="checkbox"/> Relevant <input type="checkbox"/> Manipulation efficient <input type="checkbox"/> Animations used <input type="checkbox"/> Color blends with site <input type="checkbox"/> Hardware efficiency <input type="checkbox"/> Enhances theme					
Links (10) <input type="checkbox"/> Clearly labeled <input type="checkbox"/> Internal links used <input type="checkbox"/> External links used (2 or more) <input type="checkbox"/> All links work correctly					

Student _____

Due Date _____

Date Submitted _____

Criteria	10-9	8-7	6-5	4-3	2-1
Authority (10) <input type="checkbox"/> Contact information <input type="checkbox"/> Organization name <input type="checkbox"/> Trademark/Mascot/Symbol <input type="checkbox"/> Copyright information <input type="checkbox"/> Date of update					
First Impression/Creativity (10) <input type="checkbox"/> Original <input type="checkbox"/> Creative <input type="checkbox"/> Free of distractions <input type="checkbox"/> Usefulness <input type="checkbox"/> Target audience					
Subtotal					
<i>Deduct 1 point for each uncorrected error =</i>					
Total Points =					

Other Requirements	Yes = 2 points	No = 0 points
Client form		
Client Interview sheet		
Client Assessment sheet		
Peer review		
Tables used in design		
HTML and/or Dynamic HTML		
Accessibility		
Subtotal		
Total Points =		

Project Total =