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Program Support Notes

Senior Secondary - Tafe

25mins

Website Design

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Suitable for:

Information Technology

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Website Design

Synopsis:

Website Design is a valuable resource for Information Technology classes investigating the various elements that are used to design effective sites for the Internet.

Two leading representatives from the web design industry (Paul Andrews of Abstract Art P/L and Simon Bowden of Simon Bowden Design P/L) shed light on the approaches that they take when meeting the needs of their clients in developing their online presence.

The program investigates how established techniques of GUI (graphical interface design) can be applied to website design as well as looking at principles that are specific to designing for an online medium.

Worksheets:

Worksheet 1 is designed for students to derive a set of structured notes from the program that they can use later for class discussion or in further investigating aspects of web design.

Worksheet 2 is designed for students to create their own checklist of design principles that they can then use with both their own websites and in assessing other sites.

Program Timeline:

00.00 Introduction – basic principles of good web design. Particular focus on:

- Identify users
- Identify purpose of site
- Principles of GUI design
- Web specific design considerations
- Testing, evaluation and updating procedures

03.00 Importance of users

- Identifying needs
- Identifying who the users are

05.00 Identifying the purpose of the site

- Commercial
- Educational/Information
- Personal

08.00 8 Golden Rules of GUI design

- Consistency
- Shortcuts for frequent users
- Provide feedback
- Provide closure on actions
- Manage error handling
- Easy reversal of actions
- Keep the user in control
- Reduce short term memory load

14.00 Principles of good Web design

- Catering for different browsers
- Download times
- Navigation
- Visual appeal

20.00 Testing, evaluation and updating

- Testing the site
- Obtaining feedback
- Tracking of visitors
- Developing a hierarchy of update requirements

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Worksheet 1



1. List three reasons why it is important to identify the users and their needs:

2. List and describe three types of purpose for which a website may be designed:

3. List the 8 golden rules of GUI design:

4. List each of the principles of good web design as described in the program:

5. When tracking visitors to a site, what should you be looking for?

6. What is meant by the term – hierarchy of update requirements?

7. What techniques should be employed to test a site?

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WorkSheet 2



1. List and describe each of the eight golden rules listed in the program.

2. List and describe each of the principles of good web design as described in the program.

3. List and describe each of the testing, evaluation and update procedures as described in the program.

Additional Activities:

1. Students to investigate a specific element of Web design such as:
 - a) The use of colour charts and what constitutes complimentary colours.
 - b) Designing for accessibility in terms of colour blindness, poor eyesight etc.
 - c) Identifying 'standard' layouts and site structures – how they are achieved and the particular audiences and purposes for which they are used.
2. Students to use their checklist of design principles (Worksheet 2) to assess a number of 'live' web sites. They can then document their findings and report back to the class.
3. Students to investigate the limitations of designing for the online environment as compared to more traditional media and then create a presentation or report that demonstrates how web designers work to overcome or minimise these limitations.

Additional Information:

1. Monthly computer magazines such as APC and PCUser regularly run articles on Web design.
2. The following websites represent a good range of Web design ideas, principles and assessments:
 - <http://www.webpagesthatsuck.com/>
 - www.useit.com/
 - www.webstyleguide.com/index.html
 - www.goldenwebawards.com/
 - <http://www.webbyawards.com/>
 - [http://directory.google.com/Top/Computers/Internet/On the Web/Best of the Web/Site Awards/](http://directory.google.com/Top/Computers/Internet/On_the_Web/Best_of_the_Web/Site_Awards/)

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