

# Visualize Web Site Design

Visualize the design, don't just fall into it.

## Agenda

### Goals of Class

Through the analysis of the look and feel of Web sites, identify design areas and principles in order to apply them when designing for the Web.

### Likes & Dislikes

Determining what works and doesn't work for us as viewers and users of Web sites

### Areas of Focus in Visualizing Web Design

- Page Layout
- Site Layout
- Readability of Text & Graphics

### Evaluation of Sample Sites

Using the Site Review Matrix, rate the success of sample sites

### Design Goals

- Navigation
- Cohesiveness
- Focus
- Clarity

### Design Principles

- Proximity
- Alignment
- Consistency
- Contrast
- Proportion

### Application of Design Principles

Evaluating and redesigning our class, school, or district sites

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## Areas of Focus in Visualizing Web Design

**Design is the look and feel of the whole thing.**

**Page layout** runs in two dimensions (one wall in a house).

- placement of images, headings, and text
- use of color

**Site layout** runs in three dimensions (the whole house).

- placement of images, headings, and text throughout
- use of color throughout
- linkage between pages in the site and out to the rest of the Web

### **Readability of Text & Graphics**

- selection of fonts and styles
- resolution and size of graphics
- relationship of text and graphics to background

**Notes:**

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## Site Review Matrix

For each area of analysis, rate each site on a scale of 1 to 5 (with 5 being best). Make note of observations.

Design Goals	Navigation		Cohesiveness		Focus		Clarity	
	site 1	site 2	site 1	site 2	site 1	site 2	site 1	site 2
Areas of Analysis								
Site Layout								
Page Layout								
Readability of text & graphics								

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## Principles of Web Site Design Matrix

### Design Goals

**Navigation**—guides the user around a page and through the site

**Cohesiveness**—creates connectedness and a sense of wholeness

**Focus**—commands the attention of the user

**Clarity**—makes the text or graphics easy to read

### Design Principles

**Proximity**—placing closely related text and graphics close together, and further apart from less related elements

**Alignment**—setting vertical and horizontal guides to line up text and graphics

**Consistency**—establishing a common look and feel to a topic, page, or site

**Contrast**—highlighting text and graphics through striking differences

**Proportion**—using relative sizes of text and graphics to create visual hierarchies

Goals	Navigation	Cohesiveness	Focus	Clarity
<b>Principles</b>				
Proximity	x	x		x
Alignment		x	x	x
Consistency	x	x		x
Contrast	x	x	x	x
Proportion		x	x	x

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## Design Goals, Principles, and Rules

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### Readability Rules!

- Place key points along a curved path that goes from the top left to the bottom right of the page.
- Present information in lists rather than paragraphs.
- Organize information in tables.
- Surround text with lots of negative space.
- Distinguish text and graphics from background with strong contrasts in color and value.
- Use *serif* fonts (those with small strokes finishing off the tops and bottoms of letters) for blocks of text.
- Use *sans serif* fonts (those without the small strokes) for bursts of text (e.g., headings, labels, and blurbs).
- Start with 12- to 14-point font for the main text; adapt to particular readers.
- Keep lines of text short—no more than 60 characters.
- Make sentences and paragraphs brief.
- Use simple language.

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## Rating Your Class/School/District Site

### Goals

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**Proportion**—using relative sizes of text and graphics to create visual hierarchies

For each area of analysis, rate each site on a scale of 1 to 5 (with 5 being best).

Goals	Navigation	Cohesiveness	Focus	Clarity
<b>Principles</b>	1 to 5 (5 best)	1 to 5 (5 best)	1 to 5 (5 best)	1 to 5 (5 best)
Proximity				
Alignment				
Consistency				
Contrast				
Proportion				