

Elements of Effective Web Design



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www.alamowebwrite.com

March 26 and April 2, 2019

Elements of Effective Web Design

Class Introductions

- Who are you?
- What level of Web Designer are you, Beginner or Experienced?
- What do you plan to do with this information?

Elements of Effective Web Design

March 26 – Classroom Lecture

April 2 – Classroom/Workshop Lab

- Outline your web site
- Discuss draft web site
- If time discuss Search Engine Optimization

Elements of Effective Web Design

Why You Need a Website

With social media options like Facebook, Twitter, and Instagram, why do you even need a webpage.

- On a professional level you probably wouldn't want to send prospective employers to your Facebook page, so a personal website makes a lot more sense as an online, customized resume.
- For both personal and business sites, having a site gives you many design choices and great flexibility.
- Furthermore, having a site makes a business seem more professional and trustworthy than a Facebook presence. However, you should certainly also consider those services such as Facebook as elements of your online presence.

Potential is unlimited

www.stanthonyrummage.org

www.emergingleadercoach.com

Elements of Effective Web Design

One Page Course Summary

Sites must be easy to read

Sites are viewed using a mobile device 80% of the time



Links must always work

www.alamowebwrite.com



Material must never be out of date

Sale on September 3, 2018

Site must be easy to update

Day if not Hours

Landing page must answer the viewer's five most important questions (W4H):

- Who are you?

- Where are you?

- What are you?

- When are you open?

- How can I contact you?

Book References:

"Above the Fold"

Brian Miller

ISBN-13: 978-1-4403-3666-9

"Elements of Design"

Stephen Kosslyn

ISBN 0-7167-2362-X

Elements of Effective Web Design

Class Outline



How you display information is important

Plan Develop Test

Planning - Site Goal/Purpose, - Owner (Listening), - Viewer, - Where and How, What, - Key Search Words, - Site Address, - URL, - Home/Landing Page, - Navigation Bar, - Footer Information, Background

Information Architecture

Content Usability Text/Background Links Color Scale Depth Images Animation Variability

Bullet Proof, - Rigorous Testing, - Links

Search Engine Techniques Hosting Contracts & Agreements Ongoing Maintenance

Elements of Effective Web Design

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Plan Develop Test

Planning - Site Goal/Purpose, - Owner (Listening), - Viewer, - Where and How, --What
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Information
-- Background

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Plan

Develop

Test

Bullet Proof

- Rigorous Testing
- Links

Content

Usability

Text/Background
Links

Color

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Depth

Images

Animation

Variability

Search Engine
Techniques

Hosting

Contracts &
Agreements

Ongoing
Maintenance



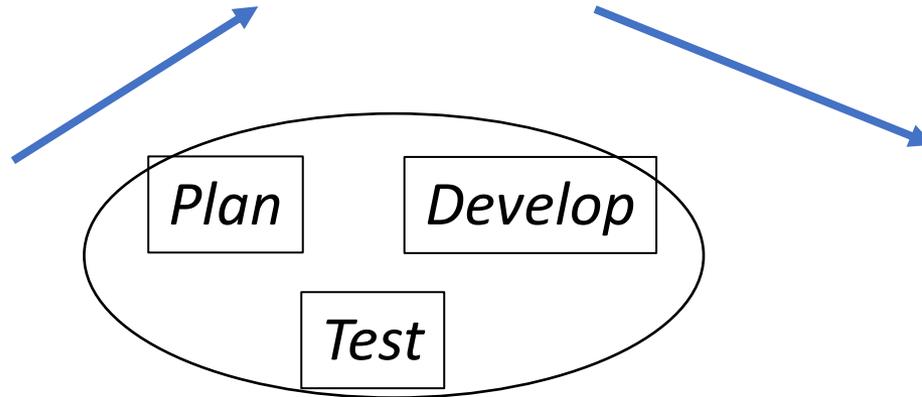
Elements of Effective Web Design

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Search Engine
Techniques

Hosting

Contracts &
Agreements

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Maintenance



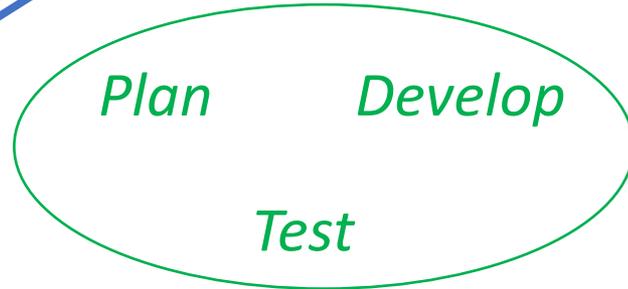
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Search Engine
Techniques

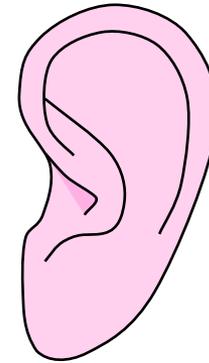
Hosting

Contracts &
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Ongoing
Maintenance

Elements of Effective Web Design Starts with Communication

Effectiveness and Results are directly tied to your communication skills.



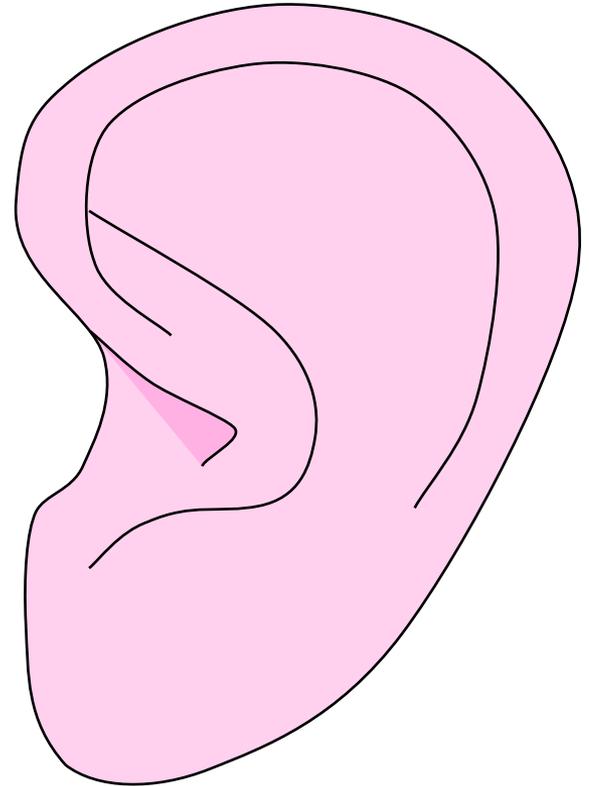
Is one communication skill more important than the other?

German Coast Guard:
<http://www.youtube.com/watch?v=yR0IWICH3rY>

Elements of Effective Web Design

Listening

Listening is the most important
Communication Skill



Different Communication Styles— Visual/Graphical, Verbal/Text, and Kinesthetic/Feel



- Learners often use all three ways to receive new information and experiences.
- One or two of these receiving styles is normally dominant. The dominant style defines the best way for a person to learn new information by filtering the information.
- If possible, present information using graphical and text styles.
- Using multiple styles helps reach more viewers.

Viewers Learn Differently

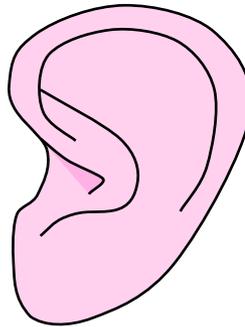
Visual/Graphical



75% are Visual

- Learn by seeing data.
- Say "I can see what you are trying to say."
- Remember graphs/pictures.

Verbal/Text



20% are Verbal

- Learn by hearing data.
- Say "I hear you."
- Remember text.

Kinesthetic/Feel

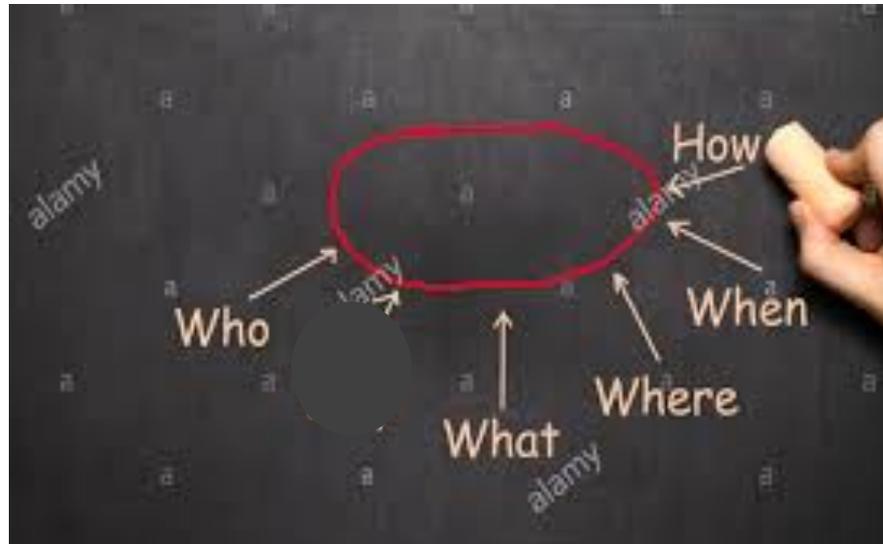


5% are Kinesthetic

- Learn by "feeling" data.
- Ponder then speak.
- Remember how they feel about the data.

The **Viewer** Determines Whether a Site is Designed Effectively or Not

Does the site easily answer the viewer's five most often questions (W4H):



Elements of Effective Web Design

Identify the Owner, Goal, and Purpose

- Identify the site's **Owner**; for whom are you building the site?
 - Owner helps provide the goal and purpose of the site.

- Determine the **Goal** and **Purpose**, write it down, and display it through out the web site development process. What is the **Goal** and **Purpose** of the site:
 - - Information
 - - Sales
 - - Cause
 - - Display images, ...

The Goal and Purpose step requires your most important communication skill.

Web Site Domain Name/Address

Web site address is also referred to as the site's Domain Name and/or URL (Uniform Resource Locator)

Generally, your web domain name/address is made up of three parts:

- 1) www.
- 2) your specific web site name
- 3) .com .org .net

Picking a domain name/address often depends on the purpose of the site.

- Are you a business or organization? (usatoday.com)
- Are you selling a product or promoting a cause? (preventcancer.org)
- Are you sharing information? (voteregister.org)
- Is it a private site? (familyname.com)
- ...

Selecting a Domain Name

(Web Address – URL (Uniform Resource Locator))

The first step in acquiring a host is to register a name. Registrar companies are regulated, which ensure that there is no repetition. The actual registration can be done directly through the registrar but most likely will be done by a third party like a hosting service.

The registrar may be the same company as the host, or it may be a totally different company.

Several different packages are available from hosting companies. Each package has a different set of features, and some may be more important to you and your website than others, but free domains for one year are common.

Examples of companies who can register are: godaddy, google, Weebly, squarespace, wix, register, bluehost, ...

Domain Name Advice

- Use caution when selecting your web domain name (site address.)
- When you search for site domain names and check on pricing you run the risk of someone tracking your searches and buying the address that you want.
- I suggest having a few names in mind that are ranked ordered in priority and when ready to claim/purchase you simply go down your list.
- Think about registering your web site name at the county court house as a DBA (Doing Business As) – about \$25 for 5 years

Who determines whether a web design is effective or not?

Basic Web Site Design

Site Address and Site Layout

Site Address: Discussed previously

Site Layout Example: Menu plus three pages:

Menu Bar: Displayed Name Home About Contact

Home: Who, What, Where, When, and How can I contact You?

About: If the viewer gets to the “About” you have peaked their interest and achieved the goal of the Home Page. Include additional information about you and your services.

Contact: Contains additional contact details. (If your phone and email address are only found on your contact page, your web site is not effective.)

Home / Landing Page

- Absolutely the most important page.
- Most internet searches are based on the home page.
- You have less than 6 seconds to keep the Viewer.
- Most often should include the Who, What, Where, When and How.
- **Navigation Bar** items, **Footer Information**, and **General Background** are developed based on the Goal and Purpose of the site.

Design your Home/Landing page to eliminate the things that bother you when you see a bad web site.

Elements of Effective Web Design

Starts with the Home/Landing Page

Start your Home/Landing Page with the Golden Rule in Mind:
Do unto others (design a web page) as you want others to do unto you.

Think of what makes the web site difficult for you to get the information you need.

- I just want to call them and I can not find their phone number.
- Southwest Airlines initially they listed their number only as 1 (800) I FLY SWA.
- There is too much information on the Home/Landing Page to find what I want.
- Everything is highlighted, resulting in nothing being highlighted.
- It loads very slowly.
- 404 Error, page not found.
- www.alamowebwrite.com

Design a Home/Landing page that is the web page that you would want to view.

Elements of Effective Web Design

Navigation

Navigation bar, also sometimes referred to as the menu, allows the viewer the means to move about the site. Your next design task--What are the pages beyond the home page required to achieve the goal and purpose for the site?

- Most often shown across the top of the page, sometimes listed on the left side or bottom
- Most effective—keep navigation bar to no more than six page references.
- Two common types of navigation bars are drop down and margin navigation
www.olmostower.com

Make it easy for the Viewer to get back to the top of the page and the Home page.

Elements of Effective Web Design

Footer

Most often, the **footer** area is replicated on every page. Consistently repeating important info in the footer can be very useful to the site viewer.

Potential footer information:

- Contact
- Navigation
- Copyright
- Site Sponsors

Examples

www.searshomeservices.com/improve

www.lonestarartalliance.org

Footer is used for repetitive information and sometimes navigation

Elements of Effective Web Design

Appearance--Background

No one right answer for design of background.

- Generally, if the majority of the information you are displaying is text, then a white background is most effective.

www.olmostower.com

- Generally, if the majority of the information you are displaying is images, then a black/dark background works best.

www.billfitzgibbons.com

However, the background can vary depending on the product and the marketing strategy. For example, Vaseline uses a more complex background to help sell their product.

www.vaseline.com

*Today's increased bandwidth allows for more complex backgrounds.
Caution, the background must support the goal and purpose.*



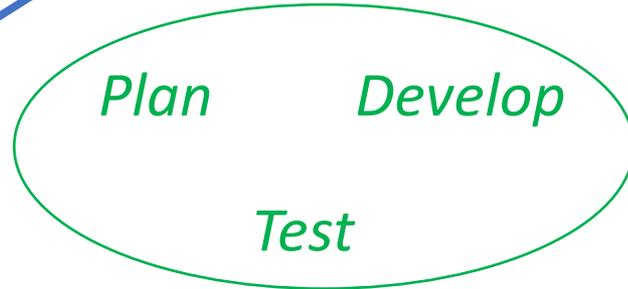
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Content

Usability

- Text/Background
- Links
- Color
- Scale
- Depth
- Images
- Animation
- Variability

Bullet Proof

- Rigorous Testing
- Links

Search Engine
Techniques

Hosting

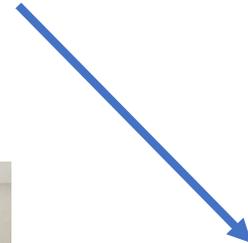
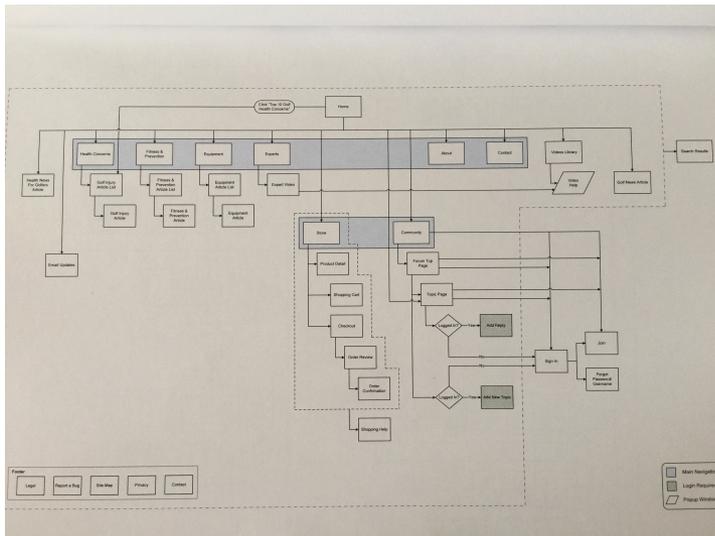
Contracts &
Agreements

Ongoing
Maintenance

Elements of Effective Web Design

Information Architecture

Information Architecture



Content

- Usability
- Text/Background
- Links
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More detailed information on the above elements found in the book
"Above the Fold"

Brian Miller

ISBN-13: 978-1-4403-3666-9

Elements of Effective Web Design Usability

Usability can keep the Viewer from getting frustrated, which can cause the Viewer to leave the site.

- W4H is important

www.maaco.com/locations/tx/san-antonio-12824/

www.alamocityautorepairandtires.com

- Good Navigation supports Usability

www.dockspacegallery.com

- Some use a Face Book-looking page

www.jarritos.com

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

You got the Viewer to your site, now keep them there

Elements of Effective Web Design

Text/Background

Text and Background can be considered a sub category to Usability. Difficult to read text can distract from site. Proper text color vs background, text placement and text highlighting can enhance a site.

- Text Color vs. Background general rule
 - Information: Black text on White Background

www.olmostower.com

- Images: White text on black background

www.billfitzgibbons.com

- Optimal text coloring

www.uxmovement.com/content/when-to-use-white-text-on-a-dark-background/

www.lifewire.com/contrasting-foreground-background-colors-4061363

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

Avoiding Viewer eye strain is important

Elements of Effective Web Design

Text/Background

A textured **background** can give the viewer the sense that they are part of the location.

- Jarritos uses a stucco texture to give the user a Mexican theme feel. (located where?)

www.jarritos.com

- Big Bob's Burgers uses a tin background header to give the viewer a rustic feel

www.bigbobsburgers.com

- Dock Space Gallery uses a background header to give the viewer a preview of the art on display

www.dockspacegallery.com

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

Giving the viewer a sense of being there there can be effective.

Elements of Effective Web Design

Text/Background

Too much highlighting is distracting.



Warning. The Surgeon General has determined that smoking could be hazardous to your health.

- Consistency is key; same text font and color for the same purpose
- Links
- Titles
- Information

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

When you highlight everything, you highlight nothing

Elements of Effective Web Design

Links

The Home and Landing page did their job and the Viewer is now using the site **links** to gather additional information that supports the site **goal** and **purpose**.

- Links must work; No 404 page not found errors ever.

www.maaco.com

- Links should have their own unique color. Don't use the link color in your non-link text.

- Using a different hover color can also be effective.

www.olmostower.com

- Links can also be buttons or images

Button: www.tacorunfiesta.weebly.com

Images: www.billfitzgibbons.com

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

Test your links on a routine basis

Elements of Effective Web Design

Color

Use of proper **color** helps usability. Color can help with branding and help viewers know where they are on the site and can also guide them to other information.

- Colors can give the site a branding

www.target.com

- Colors can help the viewer navigate

www.usatoday.com

- Color can set information apart

www.bigbobsburgers.com

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

Proper colors can help the viewer navigate and stay on the site

Elements of Effective Web Design Scale

Using the proper **scale** can create a compelling viewer experience:

- Apple uses scale for drama with their device images

www.apple.com

- I get hungry just looking at a 4th Street Cookie

www.famouscookies.com

- Tic Watches instills a sense of urgency

www.ticwatches.com

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

Proper colors can help the viewer navigate and stay on the site—important!

Elements of Effective Web Design

Depth

Using the proper amount of **depth** gives the page a 3-D feel and can draw attention to a focal point.

- Basil Gloo provides a realistic feel

www.basilgloo.com

- Joshua Keckly effectively uses boxes to draw in the viewer

www.dribbble.com/keckley

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

Web site depth can draw the viewer into the site

Elements of Effective Web Design

Images

Effective **images** can replace wordy paragraphs.

Combining images with text is an effective way to bring both elements together as one. As mentioned previously images can be used as links.

- Dock space Gallery ties the Artist Bio with the image of the artist.

www.dockspacegallery.com

- Apple uses images as a powerful representation

www.apple.com

- Gehringer Brothers use great images to enhance their product

www.gehringerwines.ca

Usability

Text/Background
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Variability

Web site depth can draw the viewer into the site

Elements of Effective Web Design

Animation

Animation is often use to project information in layers. Developers must be careful not to add animation just to have animation. Animation must support the goal and purpose of the site.

- Play Maps Cube creates a great interaction between the viewer and the site

www.playmapscube.com

- Award winning sites

www.awwwards.com/websites/animation

- Great animation but hard to read

www.mambomambo.ca

Usability

Text/Background
Links

Color

Scale

Depth

Images

Animation

Variability

If the viewer can only remember the slick animation and not the purpose of the site, then your animation was not effective.

Elements of Effective Web Design

Variability

Variability is often used in news sites to encourage the viewer to return often.

- American Institute of Graphic Arts has images that randomly appear that draw and keep the viewer's attention

www.aiga.org

Usability

Text/Background

Links

Color

Scale

Depth

Images

Animation

Variability

Effective variability can make the viewer feel more engaged with the site



Elements of Effective Web Design

Information Architecture

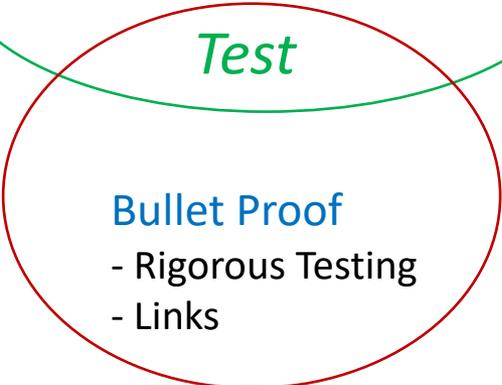
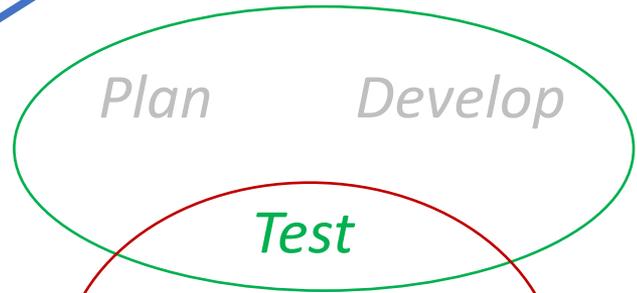
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Bullet Proof
- Rigorous Testing
- Links



Elements of Effective Web Design

Testing

Nordstrom's customer model says, if a customer has a good experience they will tell 1 or 2 others. If a customer has a bad experience they will tell 10 others.

Week 1 we stated, the Viewer determines if the site is effective or not.

- Dates and information must be up to date
- What does it look like on both the desktop and the mobile device
- Phone numbers must be correct and hot on the mobile device
- Email address must be correct and automatically activate the mail app by click or touch
- Ensure there is enough white space around the email address and phone number to easily touch from a mobile device
- All links, internal and external must work

www.olmostower.com

Lack of effective testing can cause viewer to leave the site

Elements of Effective Web Design

Search Engine Optimization (SEO)

Important elements to a good search engine are:

- Home page, key words and links
- From external links (Other pages, your face book/Linked, Newsletters, your email, other social medial such as next door)
- Behind the scenes, description and key words
- Pay for it (Newsletters, Google, ...)

<https://www.alamowebwrite.com>

www.weebly.com

You may have the best site, but if the viewer can not find you that is an issue

Three ways the Viewer most often finds a Site

- Someone forwarded them a link, URL
- The link was embedded in an ad or text
- Searched using key words
 - Brainstorm key words
 - Write them down next to the goal and purpose

Links and Key Words help with Search Engine Optimization (SEO)

Elements of Effective Web Design Development (Hosting)

Hosting vs. Development/Hosting Sites

- **Hosting.** Hosting companies are just that, you develop the code in HTML and then it is loaded onto a hosting site where it is viewable to the world
- **Development with Hosting.** A combination development and hosting site provides you with development software to build your site. And then once built it hosts your site.

Some of the important development hosting elements are:

- Uptime and Business continuity
- Easy to use
- Cost vs level of service
- Caution, if created using a development site's build application, it does not transfer to another hosting site

All big box hosting providers can work, one might be better for you

Elements of Effective Web Design

Development (Hosting)

According to PC Magazine the 2018 top 10 Development/Hosting sites in order are: WIX, Duda, Squarespace, Weebly, Simvol, Strikingly, Go Daddy, uCoz, Jimdo, and Yola.

www.pcmag.com/article2/0,2817,2484510,00.asp

All the above are good development options. I use weebly because that is what I started on, and I had a few issues with other sites.

Weebly Pricing

<https://www.weebly.com/pricing>

All big box hosting providers can work, one might be better for you

Elements of Effective Web Design Developer Contracts

Important elements to a good service contract and agreement are:

- In WRITING
- What services are provided
- Who does what
 - Content, maintenance
 - How quickly are items accomplished
- Cost and Time period of the agreement
- What it includes and what it does not
 - Hosting
 - Domain Name (Web address)

Having a good and clearly written contract can save time and trouble down the road

Elements of Effective Web Design

Ongoing Maintenance

Important elements to a good ongoing maintenance practice

- Understand the agreement
 - When does the hosting agreement end
 - When is the domain name (URL) up for renewal (Scammers)
 - Who and how fast are updates made
 - Who and how are site issues resolved
- Test site often

<https://www.alamowebwrite.com>

Help the Owner by keeping good records

Elements of Effective Web Design Classroom/Workshop Lab

Week 2 - Tuesday, April 2, 2019, 6pm is working lab

- Feel free to bring in any site you are working on if you want feedback
- Outline your web site
- Find a few sites that you think are good and a few that you think need improvement and we can discuss them as a class.

Who, What, Where, When and How

Elements of Effective Web Design

One Page Course Summary

Sites are viewed using a mobile device 80% of the time



Links must always work

www.alamowebwrite.com



Material must never be out of date

Sale on April 3, 2018

Site must be easy to update

Day if not Hours

Landing page must answer the viewer's five most important questions (W4H):

- Who are you?

- Where are you?

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- How can I contact you?

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ISBN 0-7167-2362-X

Elements of Effective Web Design

Domain Name (Web Address)

Is the Domain Name available

- You can search to find out if a Domain Name is available
- whois.icann.org is one of numerous ways to find out Domain Name information
- I recommend simply typing in the desired address into the address bar and find out if it is available, rather than using a service like godaddy, who is, ... I have seen prices change based on demand.

Keep your potential domain name close hold until ready to purchase

Elements of Effective Web Design

Domain Name (Web Address)

Raw WHOIS Record

Domain Name: alamowebwrite.com

Creation Date: 2014-08-20

Expiration Date: 2019-08-20

Look up Domain Name Information

<https://whois.icann.org/en>

Registrant Name: B Kanyusik Registrant Organization: Registrant Street: 700 E Hildebrand Registrant City: San Antonio Registrant State/Province: TX Registrant Postal Code: 78212

US Registrant Phone: +1.2105636919

Registrant Email: alamowebwrite@gmail.com

Admin Name: B Kanyusik Admin Organization: Admin Street: 700 E Hildebrand

Admin City: San Antonio Admin State/Province: TX Admin Postal Code: 78212

Admin Phone: +1.2105636919 Admin Email: alamowebwrite@gmail.com

For a fee of \$10, you can mask your personal contact date

Web Links

<https://www.olmostower.com>

<https://www.alamowebwrite.com>

<https://www.youtube.com/watch?v=yR0IWICH3rY>

<https://www.searshomeservices.com/improve>

<https://www.lonestarartalliance.org>

<https://www.billfitzgibbons.com>

<http://www.vaseline.us>

<https://www.alamocityautorepairandtires.com>

<https://www.dockspacegallery.com>

<https://jarritos.com>

<http://uxmovement.com/content/when-to-use-white-text-on-a-dark-background/>

<https://www.lifewire.com/contrasting-foreground-background-colors-4061363>

<https://www.bigbobsburgers.com>

www.jccooks.com

www.jccooks.weebly.com

<https://www.target.com>

<https://www.apple.com>

<https://www.famouscookies.com>

<https://www.ticwatches.co.uk>

<http://www.basilgloo.com>

<https://dribbble.com/keckley>

<https://www.gehringerwines.ca>

<http://www.playmapscube.com>

<https://www.awwwards.com/websites/animation/>

<http://mambomambo.ca>

<https://www.aiga.org>