

# Advanced Computer Skills: Project Management

La Sierra Academy  
2<sup>nd</sup> Semester, 2006-2007

Week 5, Day 1

# Review of Web Design Principles

# Usability



Definition: The extent to which a site can be used by a specified group of users to achieve specified goals with effectiveness, efficiency, and satisfaction in a specified context of use.

- Five Ideas that Determine Usability of a Site
  - Learnability
  - Rememberability
  - Efficiency of Use
  - Reliability of use
  - User satisfaction

# Common User Characteristics, 1

- Visual impact is the first impression
  - Avoid using text, graphics, and backgrounds (t/g/b) of similar hue and/or saturation
  - Keep contrast high – avoid using t/g/b of similar lightness
  - Avoid busy background tiles

# Users: Memory



- Users must be able to recall information about a site
  - Recognition is easier than recall so don't force users to memorize information
  - Do not make visited links the same style or color as unvisited ones as it forces users to memorize where they have been

# Users: Patience

- People's patience for web pages to load decreases with time
  - The amount of time a user will wait is proportional to the payoff
  - Time matters more to a user than bytes delivered
  - "One minute web page": User can figure out basic gist of a web page within one minute of loading
    - Some experts say 5 seconds

# Users: Movement Capabilities

- Optimize keyboard access for all pages in a site, not just form pages
- Minimize mouse travel distance between successive choices
- Minimize mouse travel between primary-page hover locations and the browser's Back button
- Make clickable regions large enough for users to move to them quickly and press them accurately

# Web Conventions



- Use common interface conventions established by heavily used sites
  - Upper left hand logo returns you to home page
  - Text links are repeated at bottom of page
  - Back-to-top links are used on long pages
  - Special print forms available for heavily-printed pages
  - Clickable items are a different color and underlined
  - Secondary navigation elements are presented separately from sectional navigation

# Creating a Web Page

# Designing a Web Page - Size

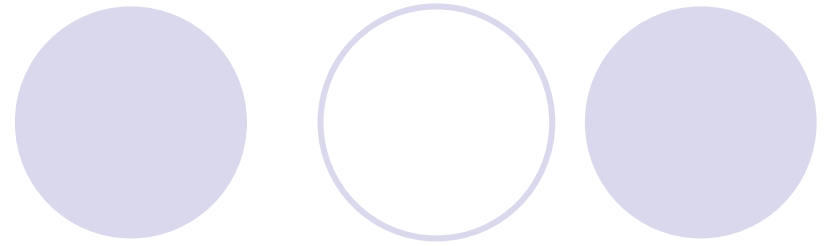
- How big (long/wide) should a page be, visually?
  - Rule: Size should fit purpose and content
  - How do you feel about scrolling
    - Up/down
    - Left/Right (AVOID!!!)
  - Computer screens are typically 800x600 or 1024x768 pixels, but what about handhelds?
  - How will it look when printed? One or more pages?

# Navigation



- How do users move from one page to the next?
- Text and images can both be links
- Location
  - Links on the top, left, bottom
  - Links within the page

# Page Margins



- Browsers have margins but they vary
  - Background images do not respect margins but Foreground images do
  - If not considered, page layout may be ruined
- Like a book, web pages need to have “white space”
  - Prevents the eye/mind from getting tired
  - Reader less likely to lose their place

# Which would you rather read?

Windows Internet Explorer window titled "Lorem ipsum dolor sit amet, consectetur adipiscing elit". The address bar shows "C:\Documents and Settings\Suni Gayle..." and "Yahoo! Search". The page contains several paragraphs of Lorem Ipsum text, such as "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam massa elit, placerat quis, mollis eu, porttitor sed, eros. In mauris augue, tincidunt eu, semper in, luctus vitae, lorem. Suspendisse ante tortor, interdum eget, facilisis nec, adipiscing sed, libero. Nullam pretium metus in ipsum consequat lacinia. Nulla convallis nonummy pede. Nunc orci lorem, luctus nec, dignissim non, euismod at, orci. Curabitur ut odio. Phasellus pede. Quisque iaculis. Pellentesque sapien sapien, fermentum a, iaculis et, ultricies nec, diam." and "Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Integer vestibulum. Maecenas libero est, tempor ac, malesuada nec, lobortis a, metus. Morbi dapibus, ante eget congue vehicula, nunc orci iaculis sapien, eget vehicula purus tortor et sem. Cras adipiscing metus ut arcu sollicitudin vestibulum. Curabitur mattis neque ut pede. Proin viverra mi sed augue. Vestibulum et lacus. Ut ut lectus. Vivamus rutrum nibh tincidunt arcu. Etiam cursus. Aliquam vitae magna vel sem placerat faucibus. Phasellus lacinia nisl et nibh. Maecenas egestas tincidunt erat. Quisque nec orci et nulla hendrerit adipiscing." and "Vivamus condimentum elementum tellus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Nullam bibendum dui quis enim. Sed lobortis ipsum a odio. Aenean hendrerit dui eu diam. Sed facilisis, mauris quis imperdiet nonummy, arcu nisl vulputate sem, vitae molestie nibh massa hendrerit elit. Vestibulum vel enim. Praesent mollis. Praesent tincidunt nulla non risus. Praesent felis leo, eleifend eu, tincidunt ac, viverra in, sem." and "Donec aliquam aliquet nibh. Praesent nisi lectus, vestibulum in, cursus ac, interdum vitae, justo. Cras nec elit. Nunc lacinia dignissim velit. Sed interdum. In porttitor convallis mauris. Pellentesque ac magna. Etiam mollis tincidunt est. Aliquam odio neque, pulvinar vel, consequat et, volutpat eget, mauris. Duis nunc ipsum, faucibus ut, laoreet ut, hendrerit at, ante. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur vehicula ligula aliquet dolor. Pellentesque suscipit, dui id lacinia volutpat, velit libero accumsan erat, eu sagittis velit mi faucibus ligula." and "Aenean placerat aliquam dui. Sed suscipit, mauris a aliquam fermentum, lacus turpis tempor nulla, sit amet lobortis turpis arcu eget libero. Pellentesque sit amet risus. Nulla felis justo, mollis eu, ultricies eu, molestie in, lacus. Duis sit amet arcu et ipsum rutrum elementum. Etiam sed velit. Nullam dolor. In auctor sodales nunc. Phasellus iaculis vehicula lorem. Aliquam erat volutpat."

Windows Internet Explorer window titled "Lorem Ipsum - All the facts - Ipsum generator". The address bar shows "http://www.ipsum.com/". The page features a banner for "fasthosts" with the text "Wot? No bandwidth bills? Revolutionary dedicated servers from only £49". Below the banner is the heading "Lorem Ipsum" and a quote: "Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit..." followed by "There is no one who loves pain itself, who seeks after it and wants to have it, simply because it is pain...". The page includes sections for "What is Lorem Ipsum?", "Why do we use it?", and "Where does it come from?".

**Wot? No bandwidth bills?**  
Revolutionary dedicated servers from only £49

**fasthosts**

## Lorem Ipsum

"Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit..."  
"There is no one who loves pain itself, who seeks after it and wants to have it, simply because it is pain..."

### What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

### Why do we use it?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

### Where does it come from?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Neque porro quisquam est qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit...", is a sentence from section 1.10.32.

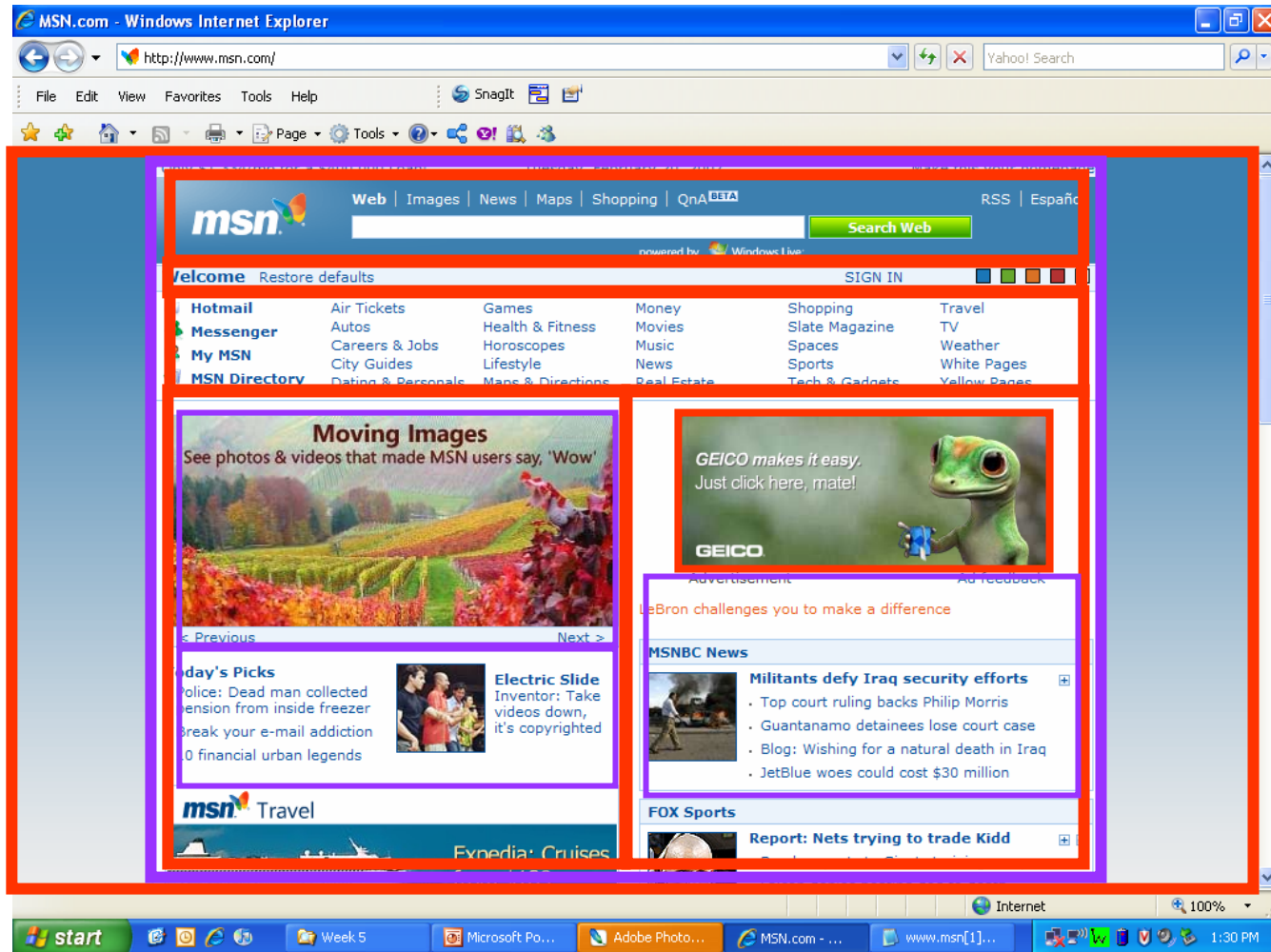
### Where can I get some?

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the Internet tend to repeat predefined chunks as necessary, making this the first true generator on the Internet. It uses a dictionary of over 200 Latin words, combined with a handful of model sentence structures, to generate Lorem Ipsum which looks reasonable. The generated Lorem Ipsum is therefore always free from repetition, lorem ipsum, or fake passages of Lorem Ipsum, to make sure it is realistic-looking.

# Using Tables to Control/Vary Layout

- In HTML, everything appears as a list
  - Single column
- Use tables to arrange content in various locations on the page
  - Intersection of a column and row = Cell
  - Can have tables nested within tables

# Table Layout: msn.com



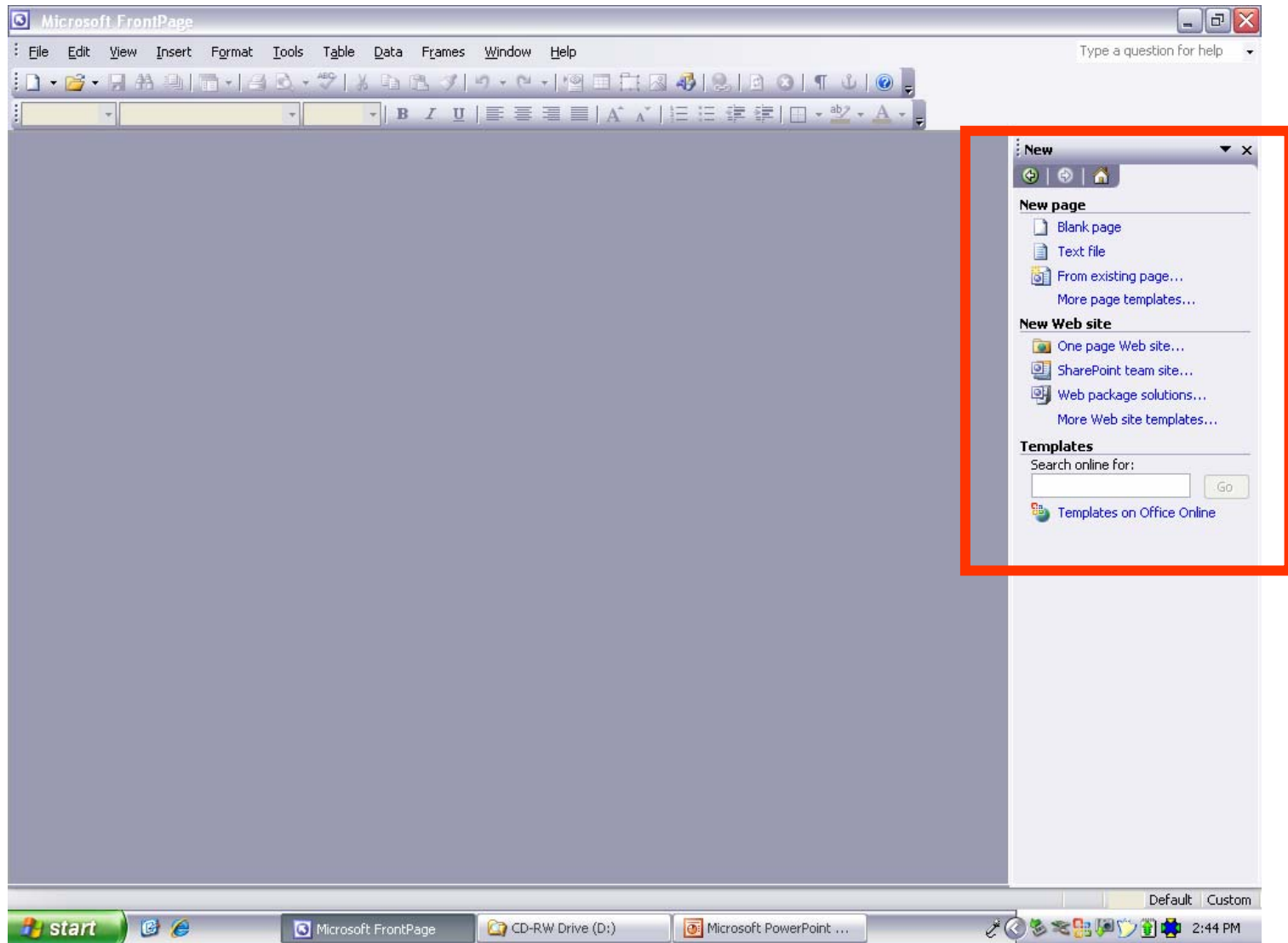
# Steps to Create a Web Site



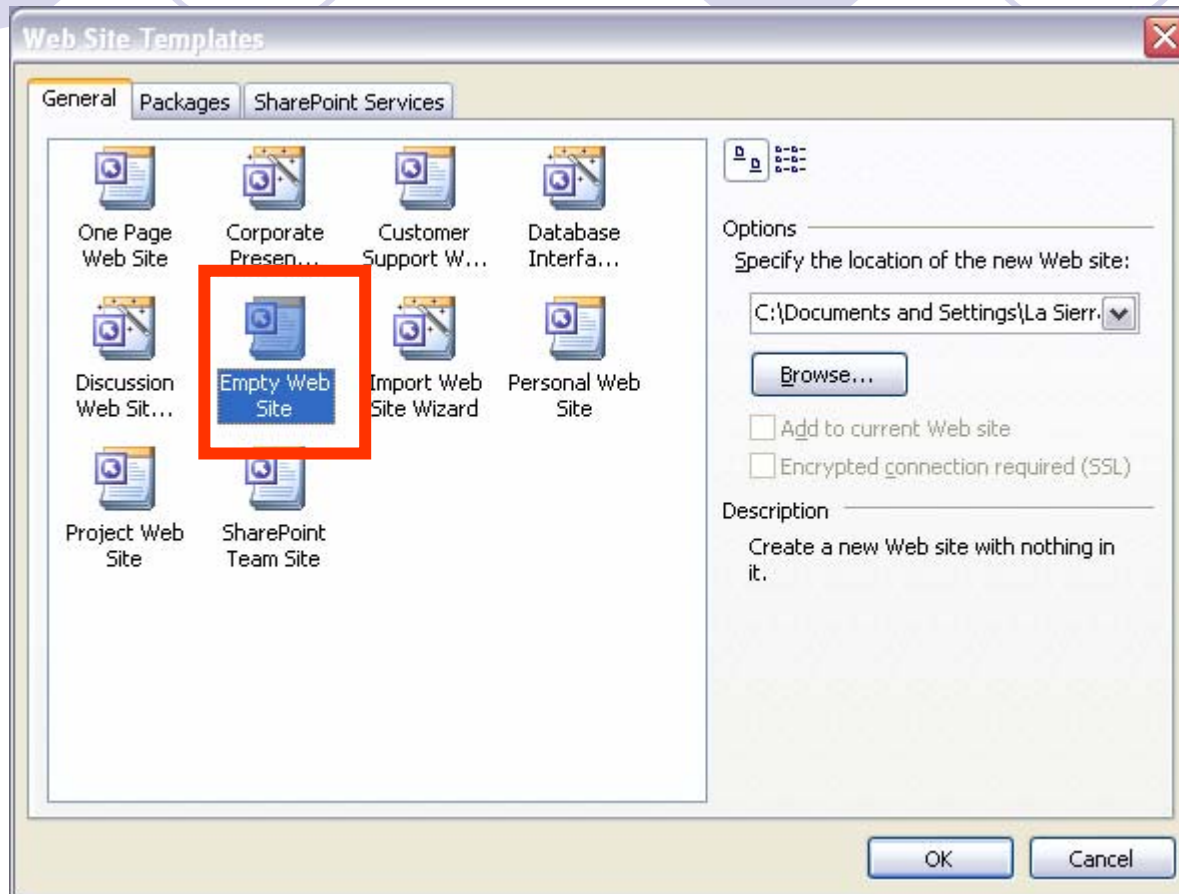
1. Create the web site structure diagram
2. Create the website, including folder and file structure on your local machine (your home or school PC)
3. Create the mock-up of your webpage(s) in MS Word or PowerPoint
4. Create the webpage in Frontpage or HTML editor
5. Check the page design on your local browser
6. Upload your pages and files to the web server
  - FTP or Web interface
7. Check the page design via the URL
8. Sync your local machine and web server frequently

**Microsoft Front Page**

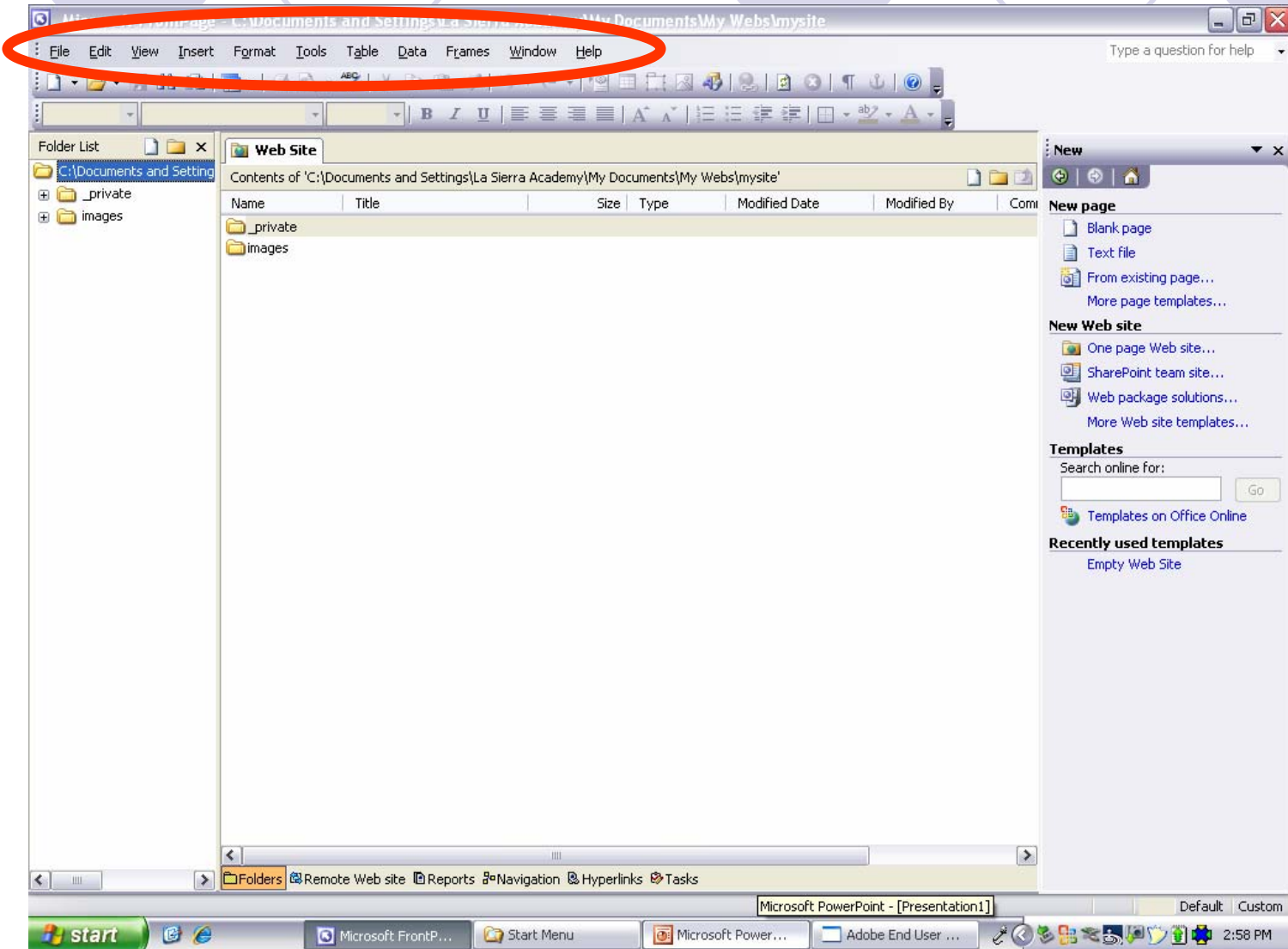
# Interface



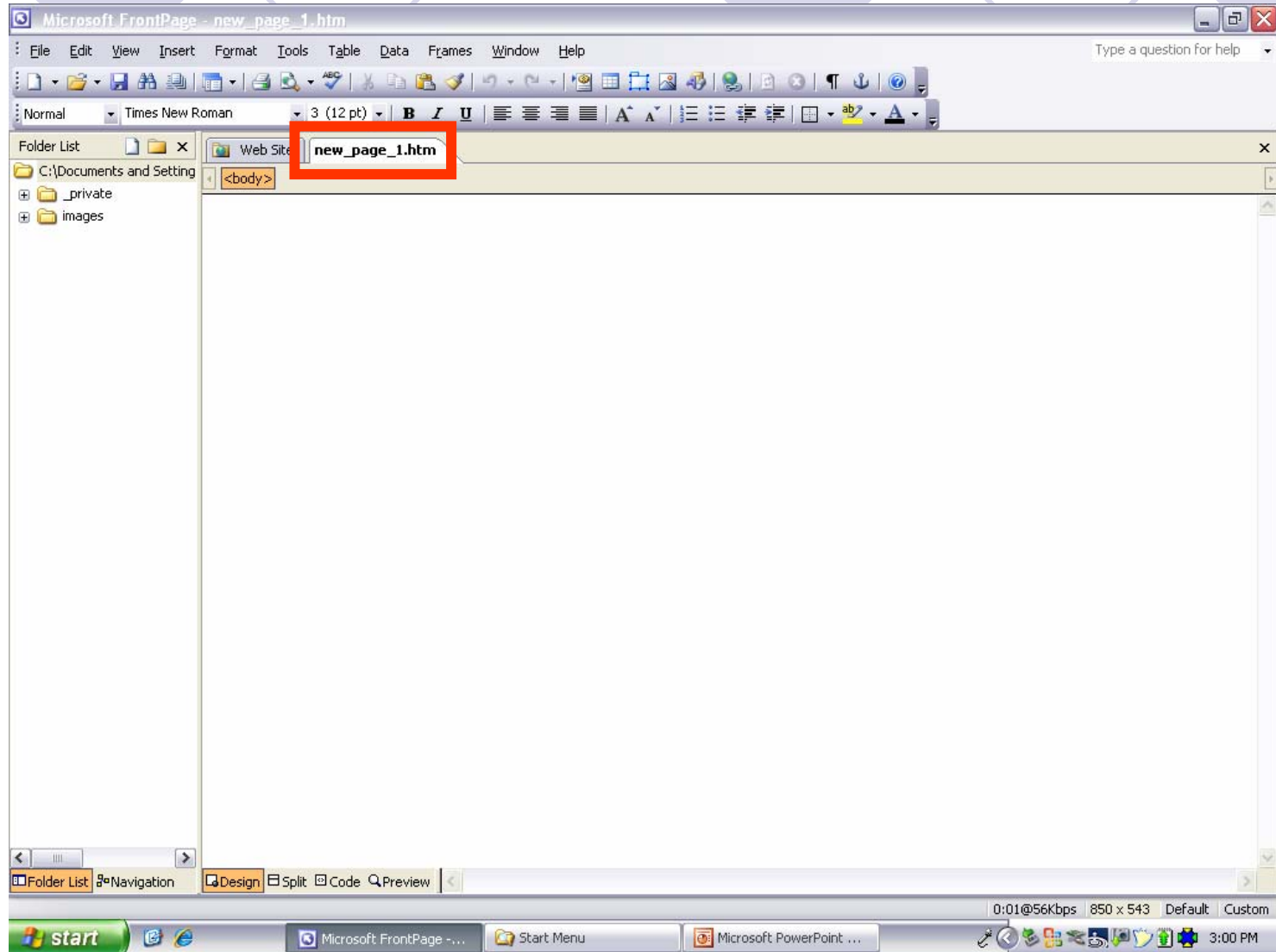
# Templates



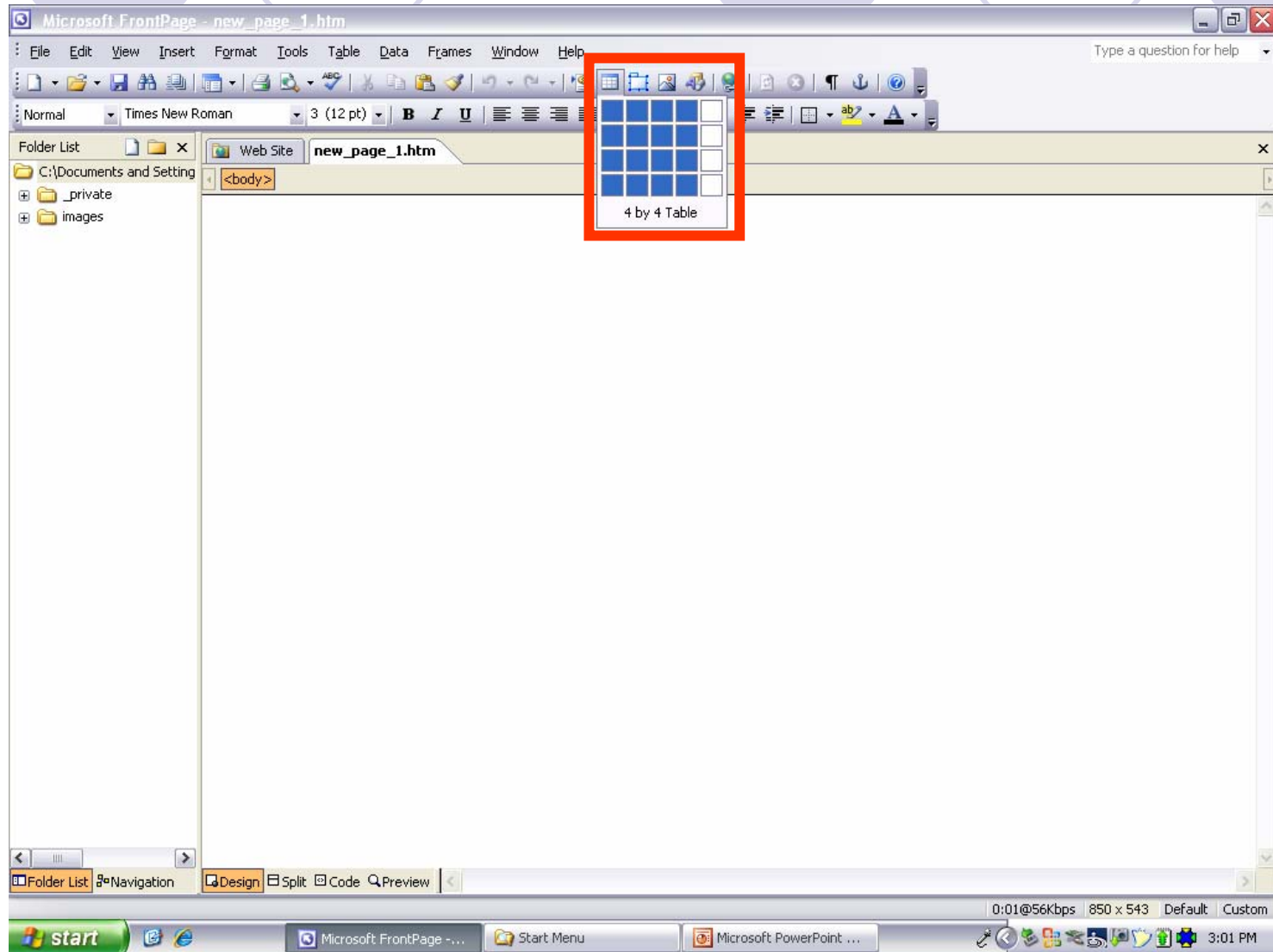
# New Web Site



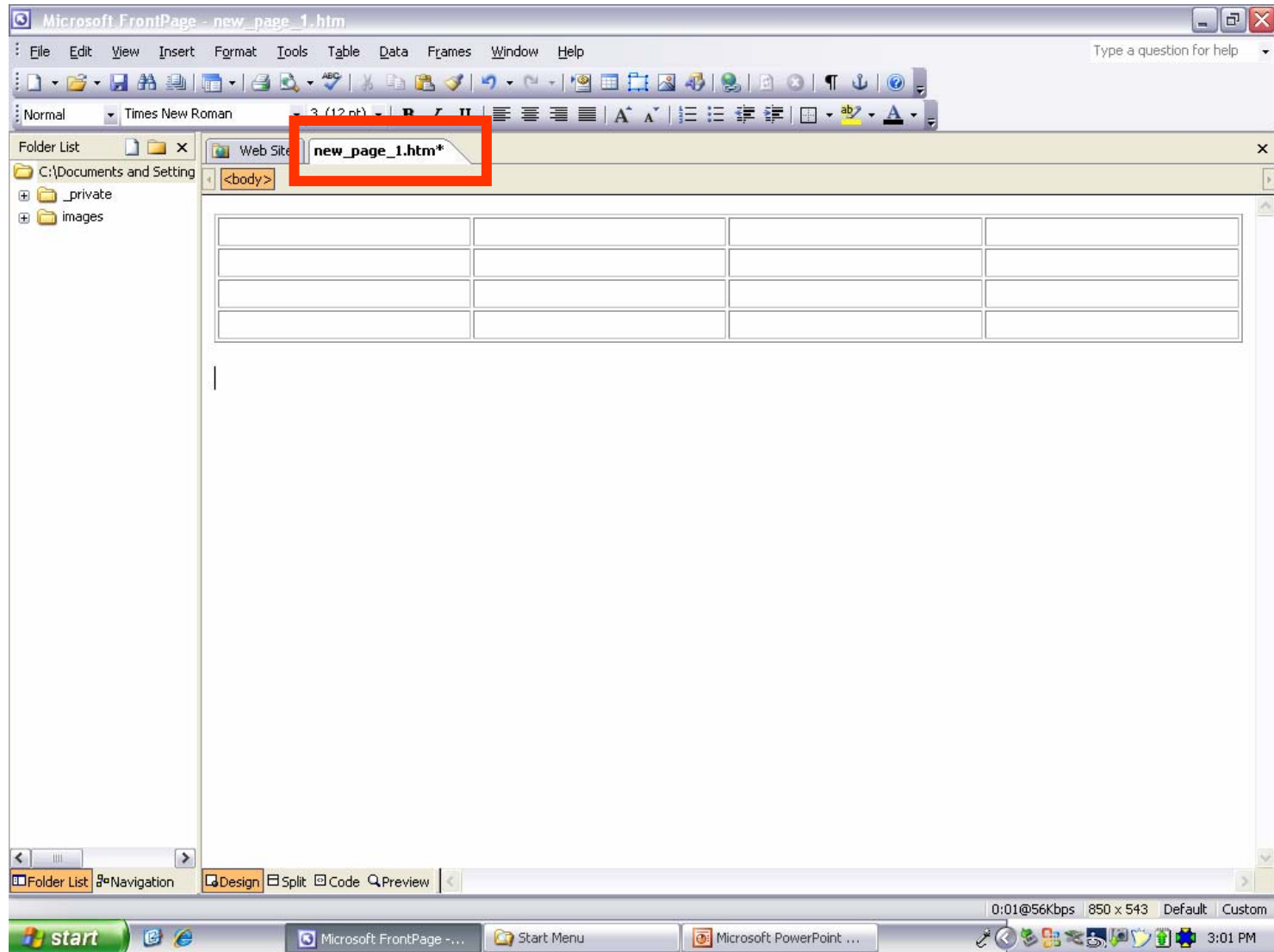
# New Page



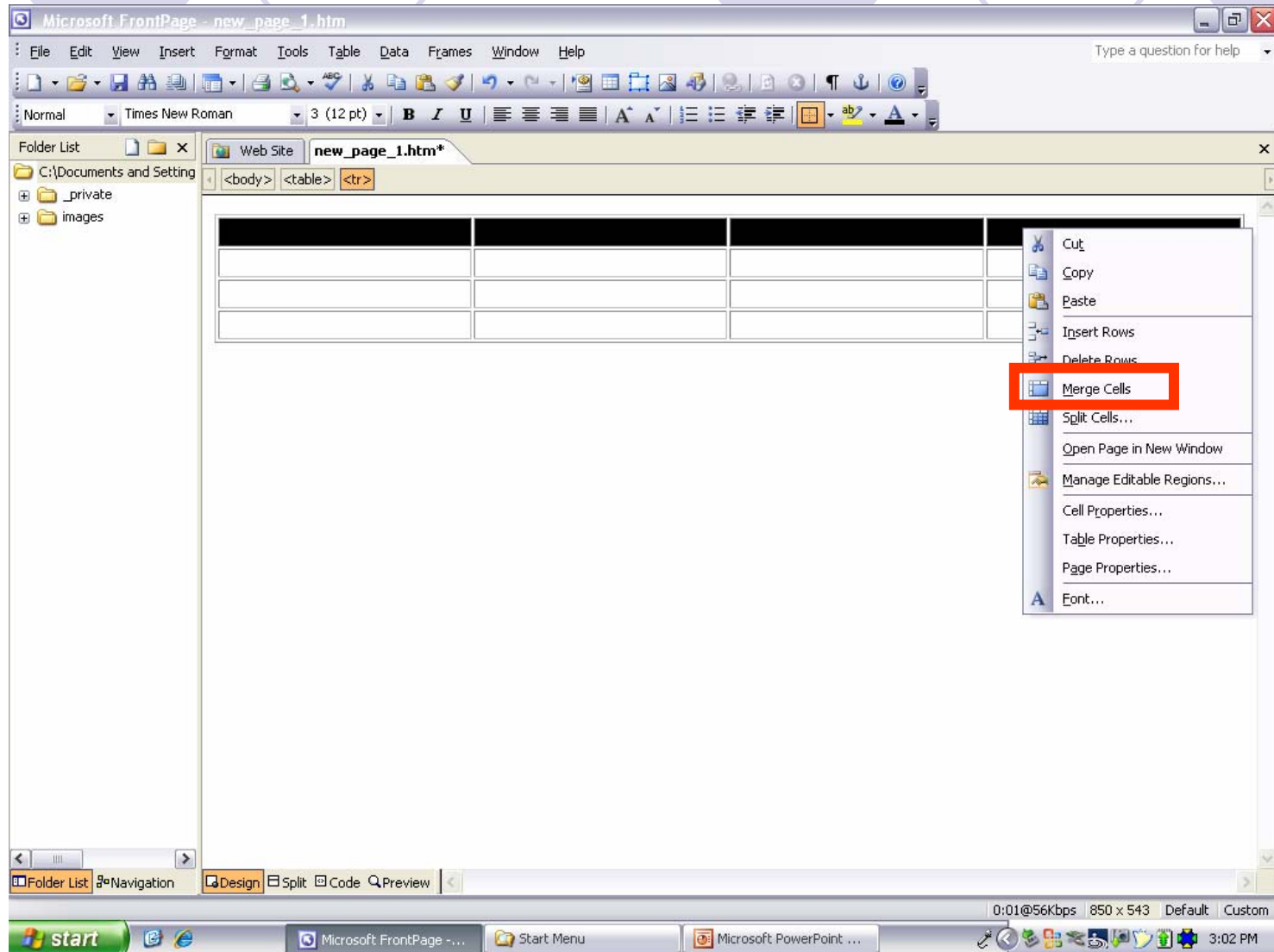
# Insert Table



# Table is inserted



# Merging Cells



# Cell Properties

