Greeting:

Start slide.... wait.

Good Morning

my name is Andrew Soncha and I am from Ender Design

Talk on Creative Web Design

Slide 3: Trans(1)

To Begin:

ñ **Cover key topics in Web Site Design:**

- ➢ **Theme**
- ➢ **Hierarchy**
- ➢ **Navigation**
- ➢ **Style**
- ➢ **Layout**

ñ **Global items applicable to any Web site**

ñ **Will procede from general to specific**

ñ **Apply techniques to a demo site**

Slide 4: Trans(2)

Theme:

ñ **Theme closely tied to Target Audience (marketing)**
- ➢ **identify their preferences**
- ➢ **construct theme to suit Target**
- ➢ **broad enough to draw others**

ñ **Connects unrelated topics into coherent site**

ñ **Theme examples for Site:**
- ➢ **Land Type-**
    - ➔ **Areas of Island on Ender's Realm**
    - ➔ **Desert, water, rain forest, etc**
- ➢ **Corporate Division**
- ➢ **Topical**
    - ➔ **Store for CD Sales**
    - ➔ **Campus buildings Link Digital Mag**
    - ➔ **Library for information**

Slide 5

ñ **Example of a poorly designed site.**

ñ **Was an actually a very popular site**
- ➢ **changed text to preserve identity**
- ➢ **Will improve it, applying techniques**
- ➢ **Will call this the Astronomy Library**
- ➢ **Archive of astronomy related info**
- ➢ **Will work with Library theme**

Slide 7: Trans(4)

Hierarchy

ñ **Order is needed**

ñ **limited time to capture viewer attention**
  ➢ **in that time, person needs to find site interesting**
  ➢ **or find something he/she can relate to.**
    ➔ **Order make that search quick**

ñ **Limit the number of main topic on a page**
  ➢ **6-8 or less ideal**
  ➢ **more can be overwhelming**

Types:

ñ **Hierarchy based on presented topics**
  ➢ **much like chapters in a book**

ñ **Product lines**
  ➢ **letting viewer search for type of product quickly**
  ➢ **and see what you are offering**

ñ **Corporate Division**
  ➢ **regional divisions a highest level**

ñ **Thematic**
  ➢ **relating to the theme**
  ➢ **all one land type or item in the working theme**

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ñ **Back to our demo, need to arrange middle part**
> ➢ **many topics scattered**

ñ **Divide info based on Library theme**
> ➢ **Front Desk**
> ➢ **Features**
> ➢ **Card Catalog**
> ➢ **News**
> ➢ **The Shelves**

Slide 9: Trans(5)

ñ **Condensing the middle to the 5 categories.**

ñ **Clears up page**
> ➢ **all information preserved.**
> ➢ **organized**

Slide 10: Trans(6)

ñ **Site index excellent illustrator of hierarchy**
> ➢ **can see topics quickly**
> ➢ **how they're arranged in the site**

ñ **Makes info easy to find**
> ➢ **viewer can go to what they are interested in**
> ➢ **reduces time required to find topics of interest**
> ➢ **thus, reduces chance of person leaving**

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ñ **Example of the index used on Ender's Realm**

ñ **Must be fast... low graphics**
- ➢ **all graphics almost all loaded on the first page**
  - ➔ **then cached, works quickly**

ñ **A couple global topics listed at the top**

ñ **Subsections expandable**
- ➢ **like a file list**

Slide 12: Trans(7)

ñ **Topic expanded: viewer sees sub categories.**

ñ **Go to main page, or look deeper more specific info**

ñ **Hierarchy evident**
- ➢ **one main expansion list per main division**

Slide 14: Trans(8)

Navigation: Related to hierarchy

- **Navigation must use hierachy**
  - **to move between sections, and topics**
  - **move from the general to the specific in a site.**
    - **Each level becoming more detailed**
    - **direct viewer: in top down manner**

Common elements:

- **Home, Contact Us, Help, Search**

- **Should be on every page**

- **May include Products or Software button / link**
  - **dependant on specific site application**

- **Be choosey about what to have on every page**
  - **when in doubt, leave it out.**

Scaleable:

- ñ **Test site**
  - ➢ **if site is cumbersome to get around**
    - ➔ **If yes, some kind of arrow scheme**
      - ➢ **Good also for multi page documents**
    - ➔ **small sites:**
      - ➢ **simple next / previous**
      - ➢ **site under 10 pages**
    - ➔ **Larger sites:**
      - ➢ **work with hierarchy**
      - ➢ **present navigation in levels & loops**

- ñ **Example: Ender Directions**
  - ➢ **Round mall with floors**
  - ➢ **Enter in first store... top**
  - ➢ **Go down to sub stores**
  - ➢ **Can then loop that level with right / left arrows**
  - ➢ **Can go up to main store**
  - ➢ **Go down: more specific stores / info**
  - ➢ **Then loop in that level with left / right**
  - ➢ **And the pattern continues.**

ñ **Considering scaleability, your site will not be static**

  ➢ **Plan for growth**

  ➜ **changes handled without destroying site**

  ➢ **Ender Directions:**

  ➜ **you can easily add / delete element in the loop**

  ➜ **if in a loops:**

  ➢ **easy to add / delete sections / pages**

ñ **Navigation is a topic that confuses many**

  ➢ **no standards.**

  ➢ **on-line help will make it easier on the viewer.**

Slide 00a: Trans(9)

Add a very small line on the bottom

ñ **has Home, Mail Us, Help, Search**

  ➢ **not overpowering**

  ➢ **gets the common elements across**

a site this size need a set of arrows to navigate easier.

For now however, we will deal with just the common elements

Slide 16: Trans (10)

Style is the "Look" you choose for your page

Must appeal to your target Audience

Should have visual impact

Color and image style:

Light vs Dark:

- **Light:**
  - ➢ **important distinction**
  - ➢ **Light usually prefered**
  - ➢ **People are used to dark text on light page in a book**
  - ➢ **Good contrast**
  - ➢ **Easier to layout visually**

- **Dark however has a certain visual impact**
  - ➢ **In demo needed to maintain the theme.**
  - ➢ **May be used to maintain technical appearance**

Technical vs Traditional:

- **Technical:**
  - ➢ **Electronics, Software, hi tech companies**
  - ➢ **Angled, beveled, sharp edges, contemporary.**

- **Traditional:**
  - ➢ **law firm, doctor, financial planning firm**
  - ➢ **Wood, rounded... older looking.**

ñ **Elements depend on the corporate image**

➢ **what image you want to convey**

➢ **Concept: hi tech firm, with traditional design**

ñ **The image you want to convey**

➢ **should apparent in the LOOK of your site**

look at example then we can cover image considerations

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Astronomy library... dark and starry... space-like

ñ **technical look**

ñ **Text color another issue**

➢ **the orange w/ blue links**

➢ **poor contrast, difficult to read.**

➢ **doesn't fit theme**

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Change to whit text, teal / cyan links...

Easier reading.

Slide 19: Trans (11)

Type of image, GIF or JPG important

ñ **all browsers see gif (except text based!)**

ñ **many have JPG**

ñ **GIF Format: pros / cons**
- ➢ **good for low number of colors (compresses better)**
- ➢ **Bad for photos, loses too much quality**
- ➢ **Good for irregular shapes (transparency mask)**
  - ➔ **Designate one color in palette as clear**
  - ➔ **Problem, not every browser recognizes this**
- ➢ **can now do animations using only GIF standard.**
  - ➔ **Some can't see them... will only see first frame.**

ñ **JPG Format: pros / cons**
- ➢ **good for Photos**
  - ➔ **retains more color information**
- ➢ **generally smaller**
- ➢ **bad for irregular shapes**
  - ➔ **difficult to hide edges on a background**

Visual effects:

ñ **GIFs can interlace... fade in to the page...**

ñ **JPGs have a new progressive decompression**

ñ **Both give a neat effect**
  - ➢ **not compatible with all browsers though...**
    - ➔ **Need to consider what your viewer will see**
    - ➔ **Interlaced gifs more compatible**
    - ➔ **progressive JPG appear broken**

Size and Speed for page download:

ñ **Don't consider the size of individual images**
  - ➢ **aggregate size of the page: all text all images**
    - ➔ **This is the measure of download speed**
    - ➔ **Keep total under 50K for normal pages.**
    - ➔ **35K for indexes / high volume pages.**
    - ➔ **Not a hard rule.. guideline**
      - ➢ **If significantly enhanced, by more image**
      - ➢ **Do IT!**
      - ➢ **just be aware of slow down**

ñ **size and color depth of an image to reduce file size**
  - ➢ **Example: can banner to 90% of original size**
  - ➢ **cut 25% off file size... both as medium quality JPGs**

Slide 20: Trans (12)

ñ **Add a title... so we know what this is**

ñ **division bar... for separation.**

ñ **Add appropriate buttons for the sections...**
- ➢ **Book shelves for The Shelves**
- ➢ **Newspaper for Current News**
- ➢ **Add little images to navigational system**
  - ➔ **again... small, but adds some color.**

Slide 22: Trans(13)

- **Layout: tied to style of designer... but**
  - **common guidelines**

- **Keep it simple**
  - **remove excess text and images**
  - **consolidate into levels of hierarchy**

- **Viewing**
  - **Text size: primarily determined by browser settings**
    - **Don't make bigger using bold**
      - **Like reading a book all in bold text**
      - **nothing to highlight important headings**
  - **Page length...**
    - **Keep it short, split pages up if you need to**
    - **No one likes the mega page...**
      - **It just keeps on scrolling down**
    - **One, tops two page downs maximum**
    - **If long related text (press release)**
      - **then you can have it scroll**
      - **use judgement**

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- **This is what we have so far...**
  - **Have a couple extra images**
  - **search form which should be under common elem.**
  - **and some unrelated text...**
  - **Let's clean it up**

Slide 24: Trans(14)

With that clean up....

Let's move the mirror links down,

add some visual appeal to this

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Now lets give some info about the site...

Can put higlighted topics in a small blurb

Slide 26: Trans(15)

and there it is..

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So we went from this:

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To this

ñ **applying the principles**
> ➤ **theme**
> ➤ **hierarchy**
> ➤ **navigation**
> ➤ **style**
> ➤ **layout**

ñ **all information is retained, but more orderly....**

ñ **using public domain images...**
> ➤ **All free from archives like Realm Graphics**

ñ **Can achieve a much higher impact**
> ➤ **with a designer, using custom images**

Slide 29

And so we have the final custom product.

ñ **That concludes my presentation on Creative Web Des.**

ñ **It's been a pleasure to offer you this information**

ñ **I hope it will be helpful in fulfilling**

   ➢ **corporate and**

   ➢ **personal web development needs.**

ñ **Thank you and Good day.**