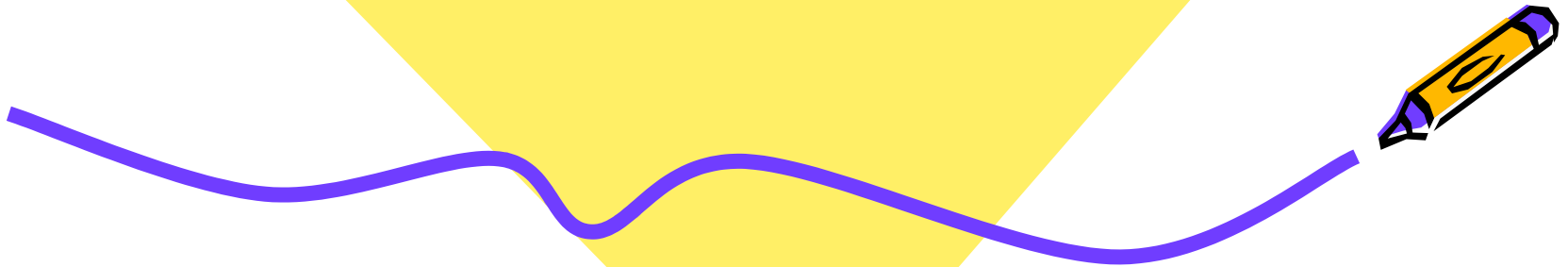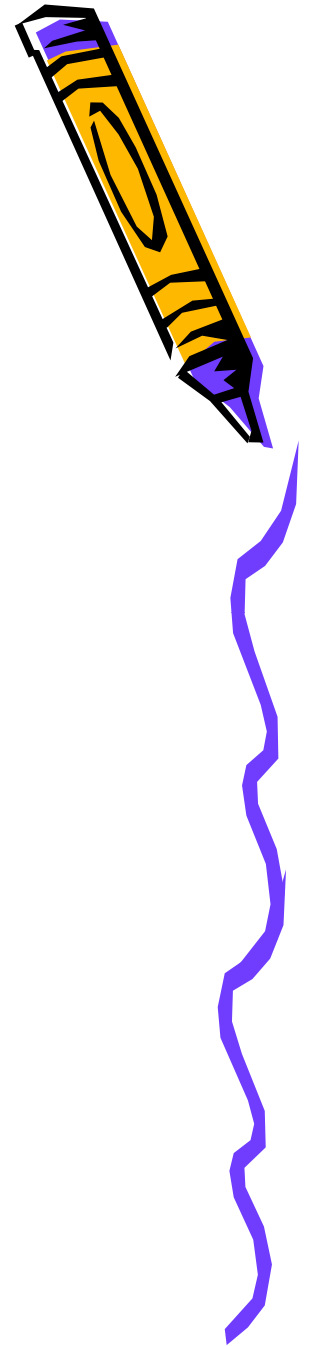# Getting Started on HTML & Web page Design

Seema Sirpal
Delhi University Computer Centre

How to

- plan a web development project
- draft a design document
- convert text to HTML
- use Frontpage to create web pages
- incorporate images to web pages
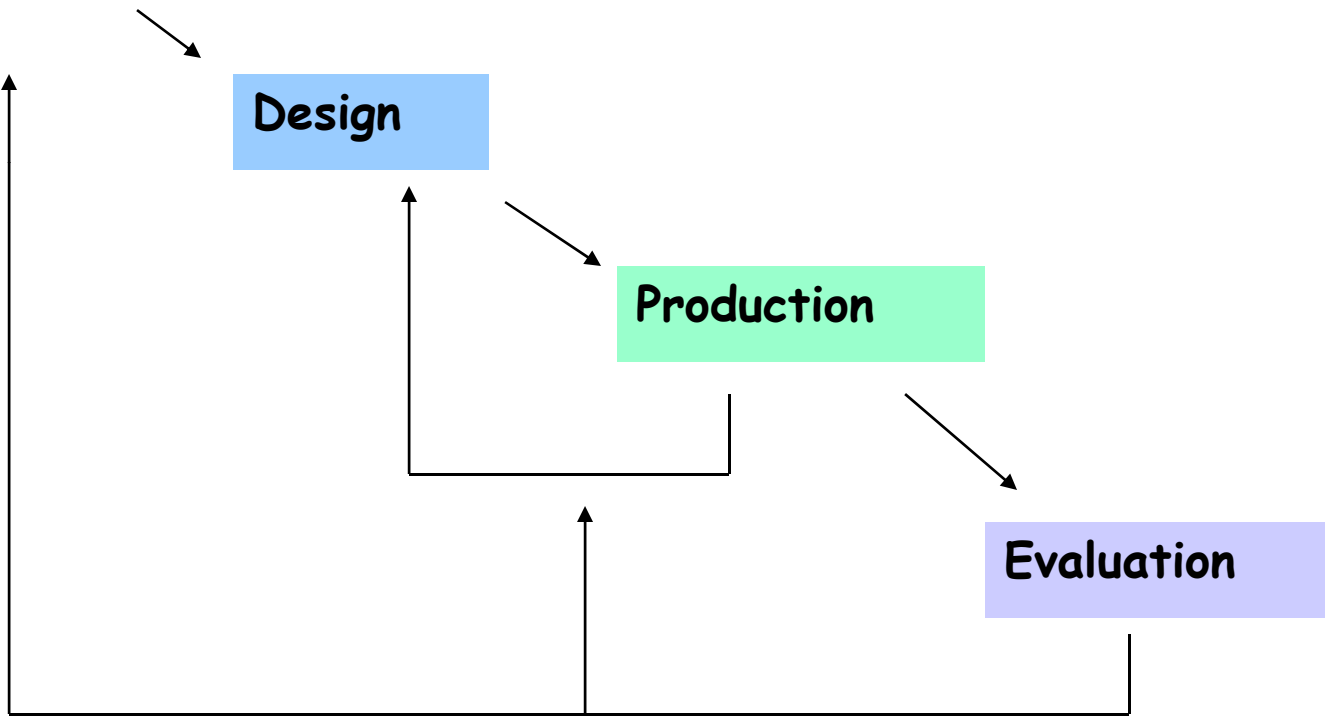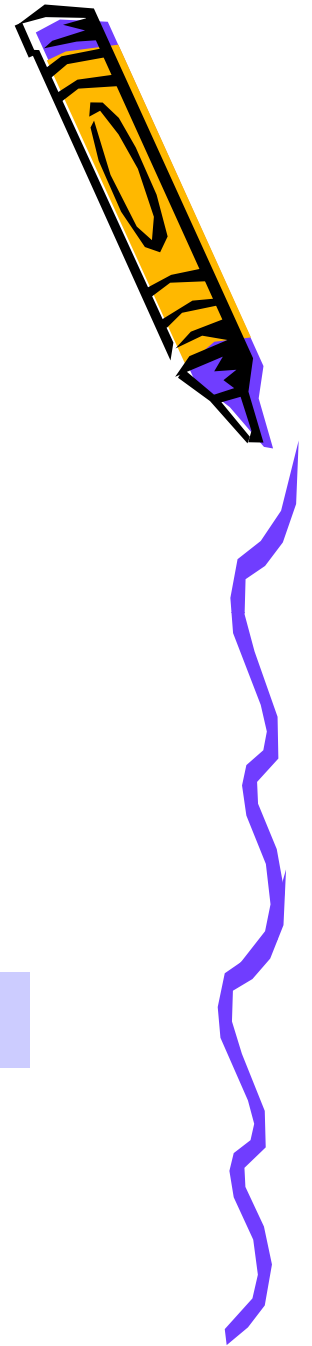- use Frontpage to maintain web pages
- evaluate a web site

Steps

Analysis

Design
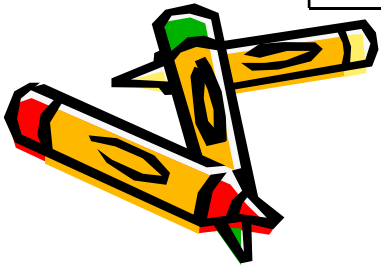
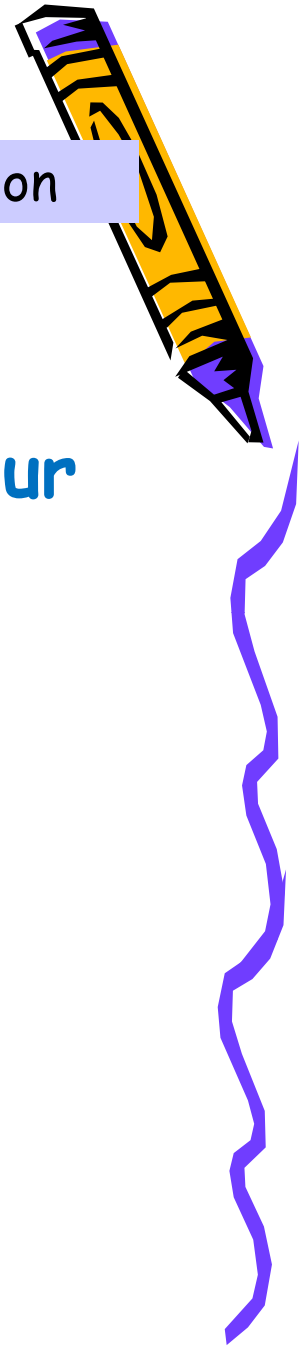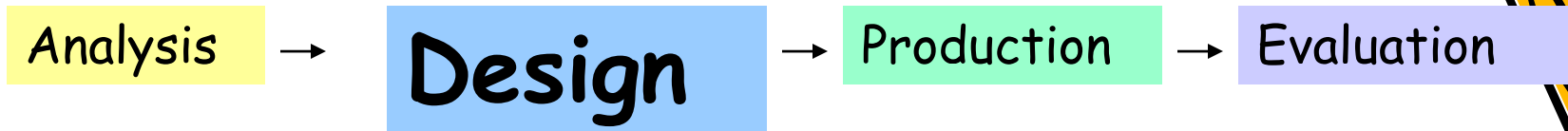**Production**

Evaluation

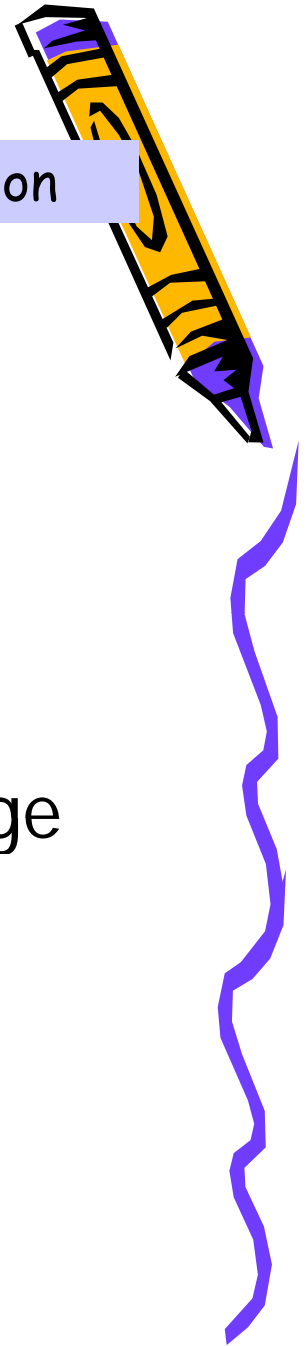**Analysis** → Design → Production → Evaluation

- **Ask these questions when planning your web site**
  - ➤ What is your goal?
  - ➤ Who is the audience?
  - ➤ What is the content?
  - ➤ What is the timeline?

Analysis → **Design** → Production → Evaluation

- **Design Document**

  ➢ Consolidate your planning
  ➢ Site structure, content, navigation, page layout, etc.
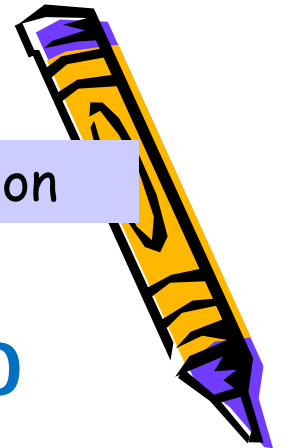
Analysis → **Design** → Production → Evaluation

- **Usability: Jacob Neilson's "Top 10 mistakes in Web design"**
  - Using frames
  - Gratuitous use of Bleeding-edge technology
  - Scrolling text, constantly running animation
  - Complex URLs
  - Orphan pages
  - Long scrolling pages
  - Lack of navigation support
  - Non-standard link colors
  - Outdated information
  - Long loading time
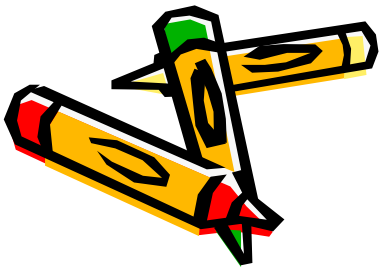
Analysis → Design → **Production** → Evaluation

- **Use Web authoring tool (Frontpage) to create the web pages**
- **Other tools**
  - Dreamweaver
  - PageMill
  - Netscape Composer
  - Notepad
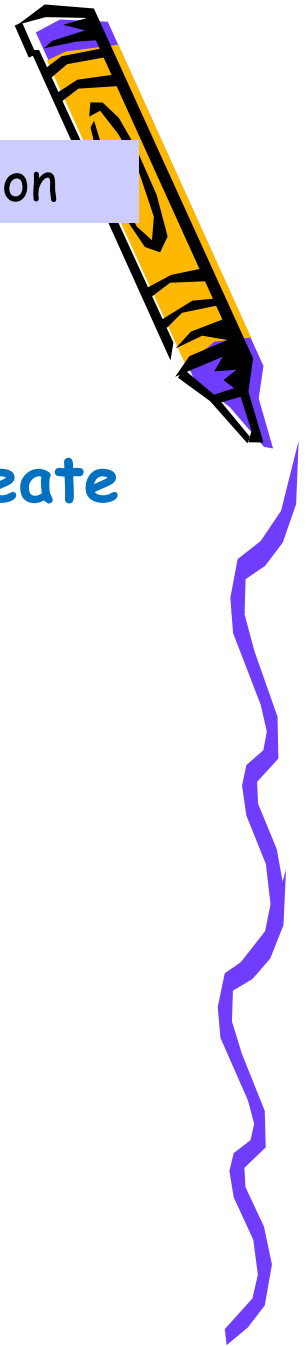
Analysis → Design → Production → **Evaluation**

- Test the web pages locally
- Upload the files to a Web server: publish your web site
- Get user feedback
- Replan, redesign and revise the site

Publish your website

Web Server (s)

download

Upload

Students / Public
access the site

download

You create a Web
site on a computer.
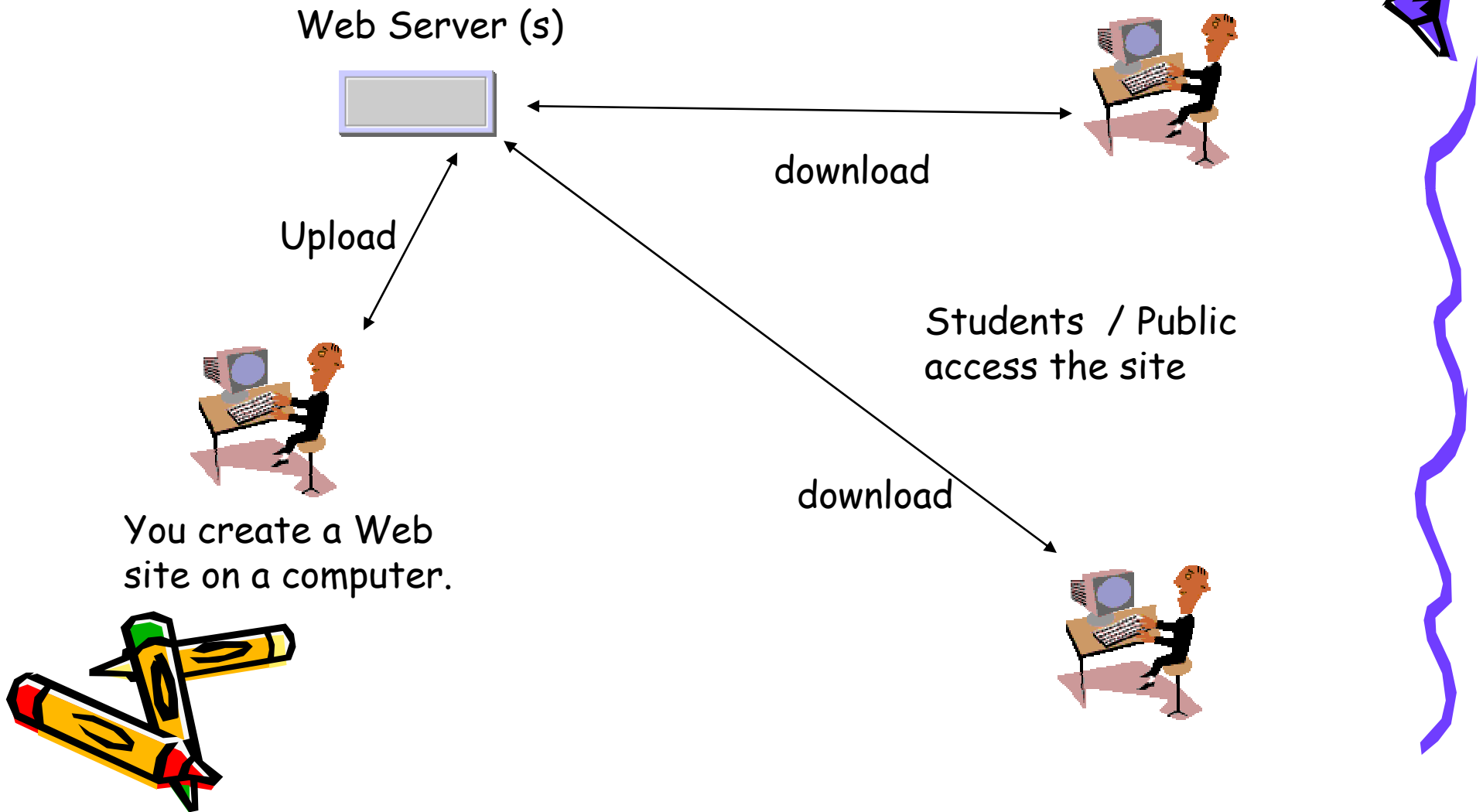
Top 13 Rules to Follow for Web Design

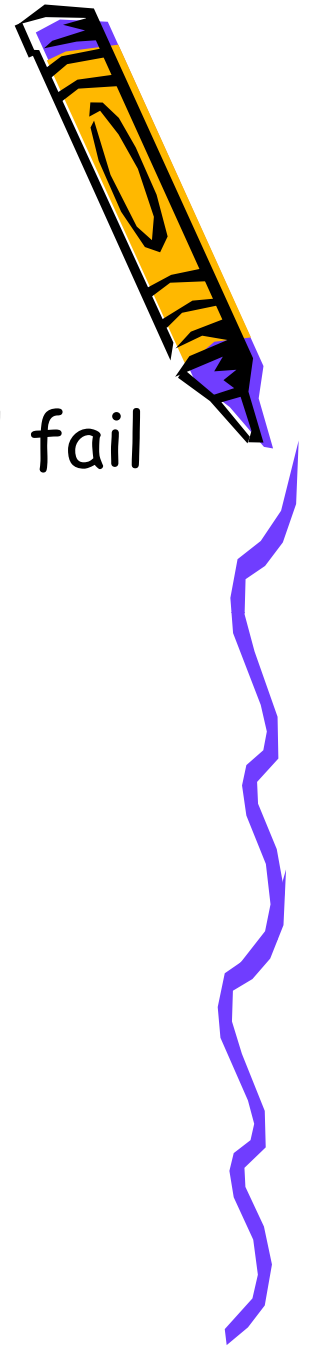- Design guidelines for successful web site development
- Keep these rules in mind when creating your web site
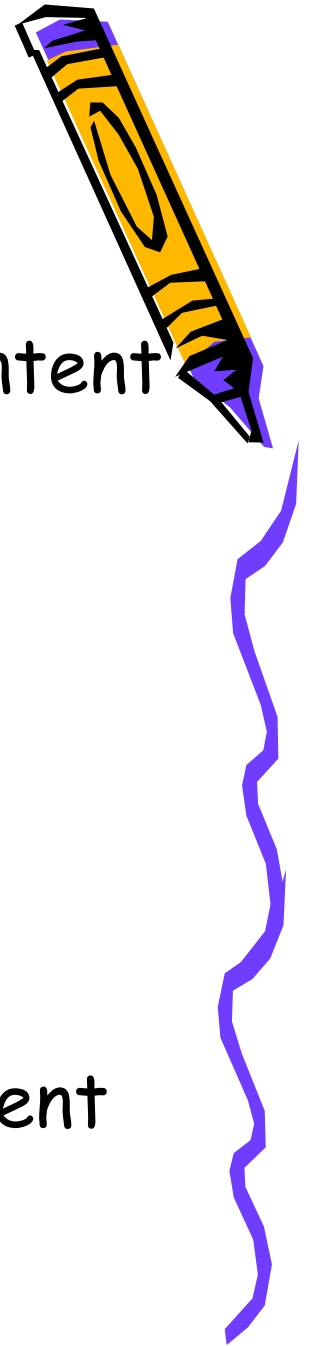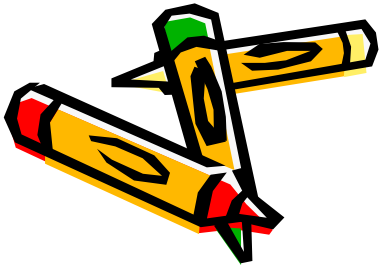
Rule 1: Define your goals

- Without a clear set of goals your site will fail
- Define:
  - Target audience
  - Objectives
  - Purpose
  - Content Outline

Rule 2: Content

- Nothing is more important than the content of the site
- Content should be:
  - Informative
  - Accurate
  - Timely
  - Readable
- Don't design your site without the content

Rule 3: Keep It Simple

- Just because you can add something to the page doesn't mean you should
- Things that get over used:
  - Excessive images, animated graphics or blinking text
  - Frames
  - Background images
- Ask yourself:
  - What value am I adding with this technique?
  - Is this the best way to communicate what I want to say?

Rule 4: Simple Not Boring

- Don't confuse fancy effects with effective communication
- Think about how people will be using your pages
- Split your information into logical sections

Clean Design + Good Use of Technology = A Good Web Site

Rule 5: Three Clicks

- Get as much information to the users as possible
- Never have information more than three clicks away
- Remember, if someone is visiting your site they are looking for information
  - Make it easy to find
  - Ask yourself what they might be looking for
  - Give contact information

Rule 6: Words Matter

- If content is King it must sound good
- Be sure to use correct grammar
- Spell check and proofread
- In some cases you may need a writer
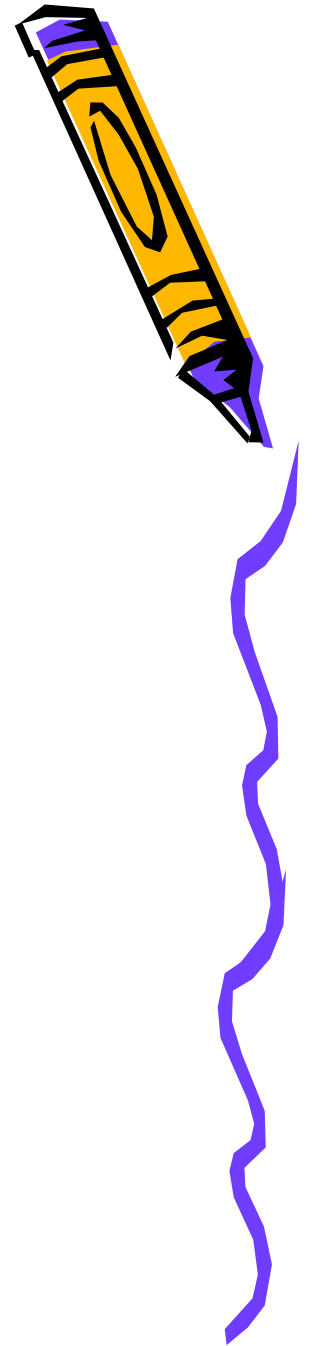
Rule 7: Links

- Create descriptive links
  - 7 to 10 words in length
  - Avoid "click here"
- Add descriptive "alt" tags to all graphics
- Offer multiple navigation

Rule 8: Graphics

- Avoid overuse of graphics
- In information sites graphics should only be used for information purposes
  - Charts or diagrams
  - Maps and drawings
  - Product images
  - Navigation
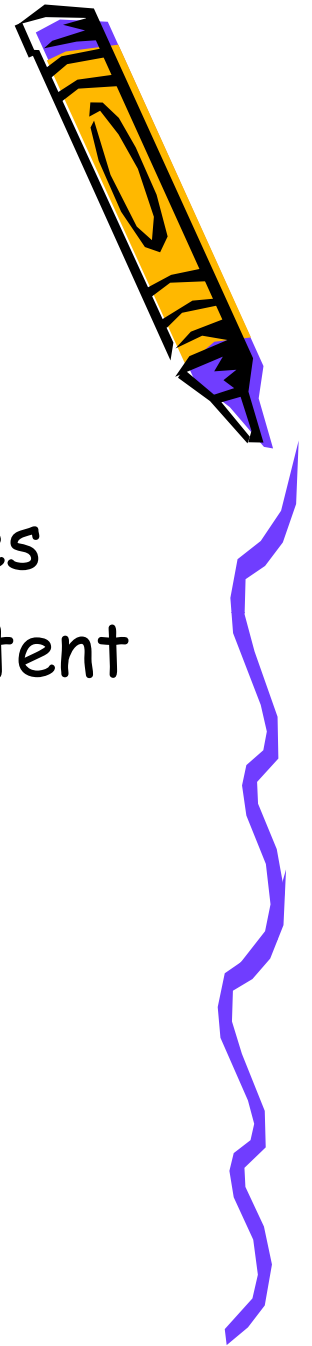- Well designed sites don't always need graphics
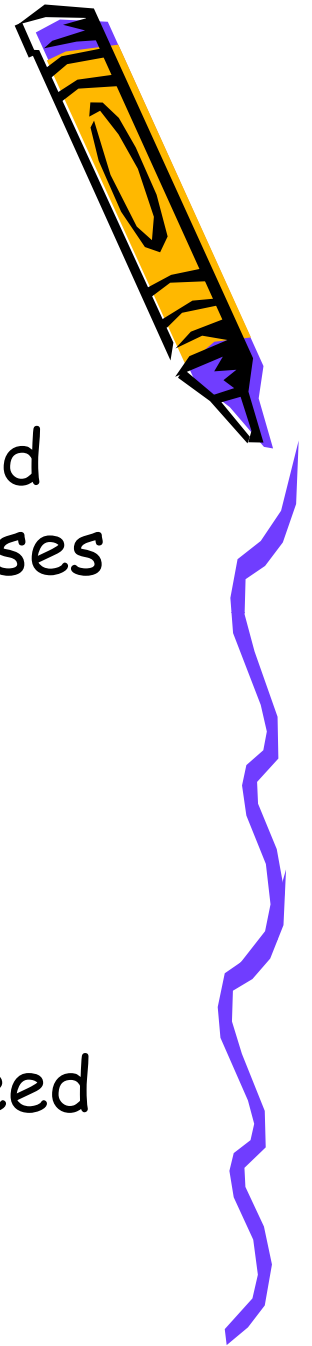
Rule 9: Consistency

- Use a consistent layout for your entire site
- Break sections up with color
- Use consistent navigation
- Makes changes easier
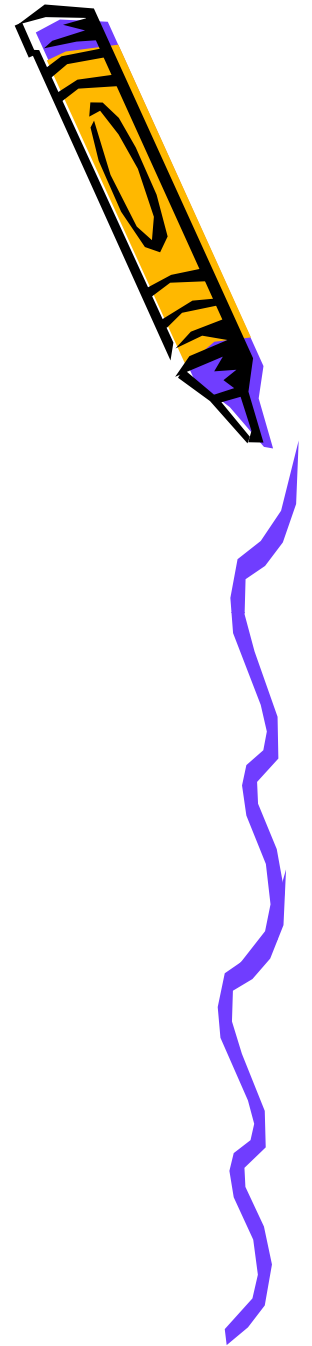
Rule 10: Keep It Fresh

- Keep your site current
- Think about weekly or bi-weekly updates
- Users will only return if they think content is new

Rule 11: Avoid Under Construction

- If the content is unavailable don't put it on your site
- Web sites are supposed to change all the time
- Follow Rule 10 and add the items when they are available

Rule 12: Layout

- Use tables to maintain layout control
- Scrolling pages are OK (within reason)
- If pages are not printable offer a printable version
- Give file sizes for embedded (downloadable) files
- Use descriptive titles
- Offer contact information
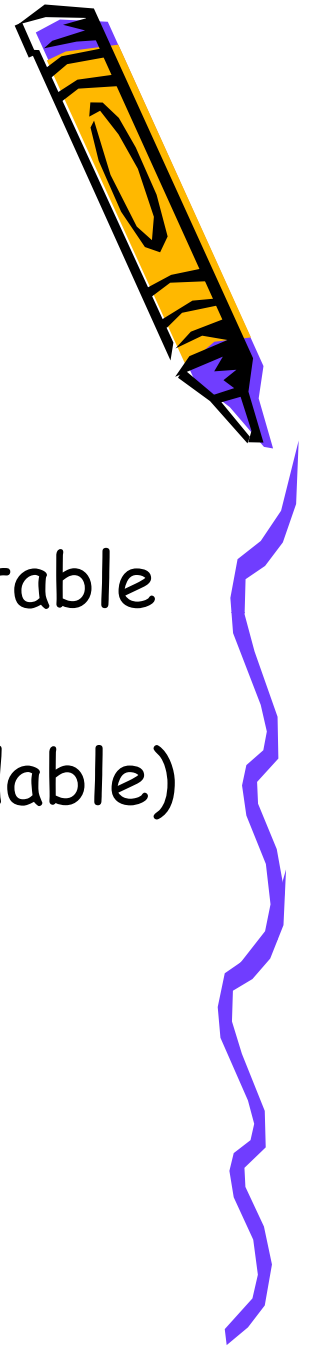
Rule 12: Layout (continued)

- Not everyone has a 17" monitor (maybe)
  - Design for 600x320 or 723x390
  - Use web-safe colors
- Make sure your starting page is attractive and well planned
- Try to have a consistent theme throughout the entire site
- Try to use colors, styles and fonts that complement each other

Rule 13: Have Someone Look at It

- Watch one of your users use the site
  - ➢ Not a co-worker
  - ➢ Someone who will use the information

Web Languages

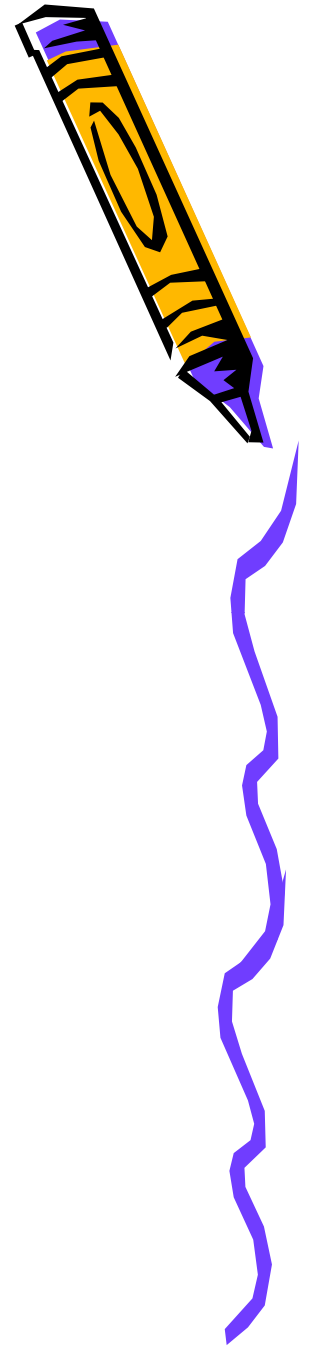- **Client-Side**
  - HTML
  - JavaScript
  - CSS

- **Server-Side**
  - PHP
  - CGI
  - XML
- **Hybrid**
 - AJAX (Asynchronous Javascript)

Working with HTML

- HTML is a language for describing web pages.
- HTML stands for <u>H</u>yper <u>T</u>ext <u>M</u>arkup <u>Language</u>
- HTML is not a programming language, it is a **markup language**
- A markup language is a set of **markup tags**
- HTML uses **markup tags** to describe web pages

HTML Tags

- HTML markup tags are usually called HTML tags
- HTML tags are keywords surrounded by **angle brackets** like <html>
- HTML tags normally **come in pairs** like and
- The first tag in a pair is the **start tag,** the second tag is the **end tag**
- Start and end tags are also called **opening tags** and **closing tags**
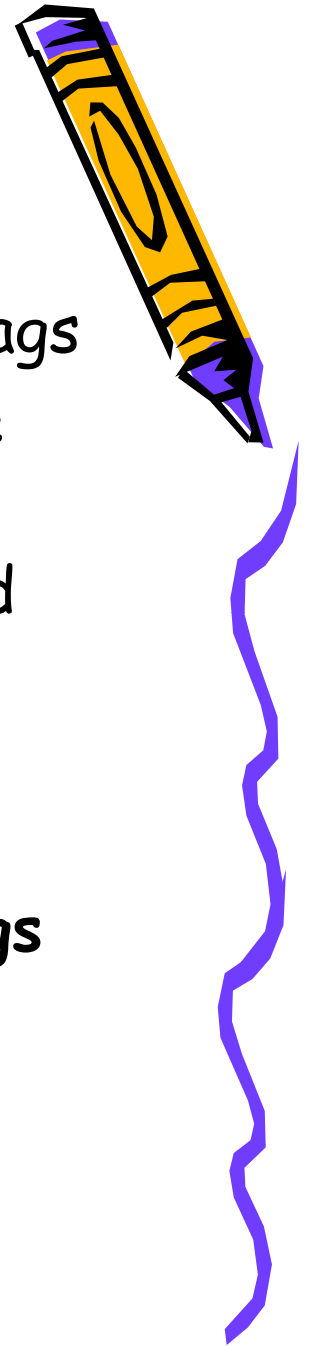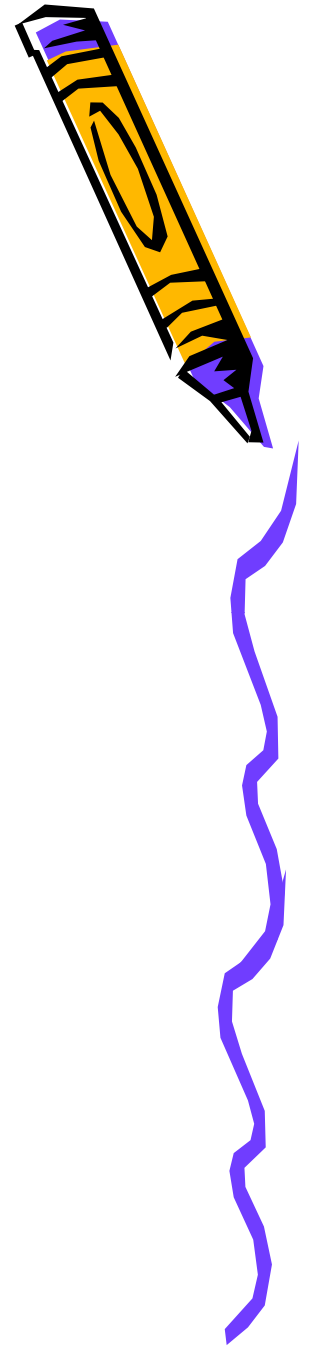
HTML Documents = Web Pages

- HTML documents **describe web pages**
- HTML documents **contain HTML tags** and plain text
- HTML documents are also called **web pages**

What do I need
to Begin Designing a Web Page?

- A Folder (also called a Directory)
- A Browser
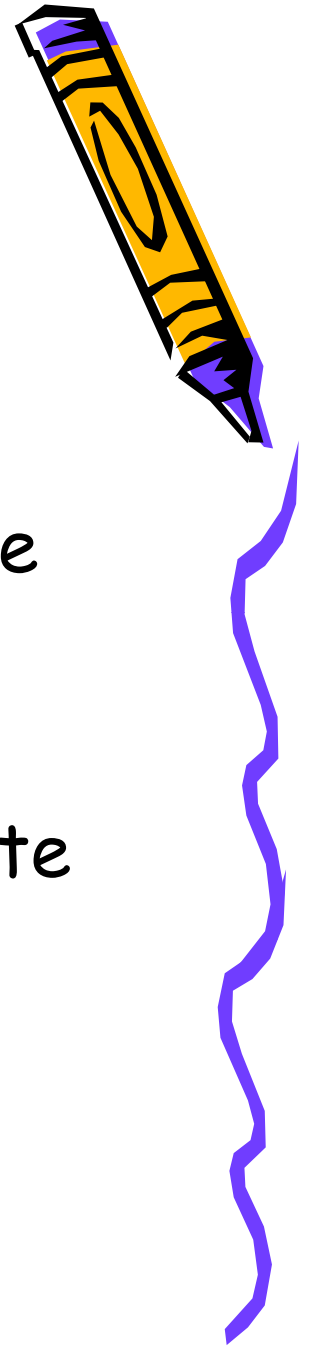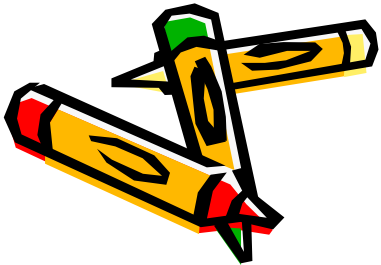- A Word Processor or FrontPage

Steps

- create your web page in a text editor such as Notepad (typing in all the text and tags)
- save your web page as an HTML file using any appropriate name
- load the HTML file into the browser to see how your web page looks and works
- switch back to Notepad to make any corrections, changes, etc.
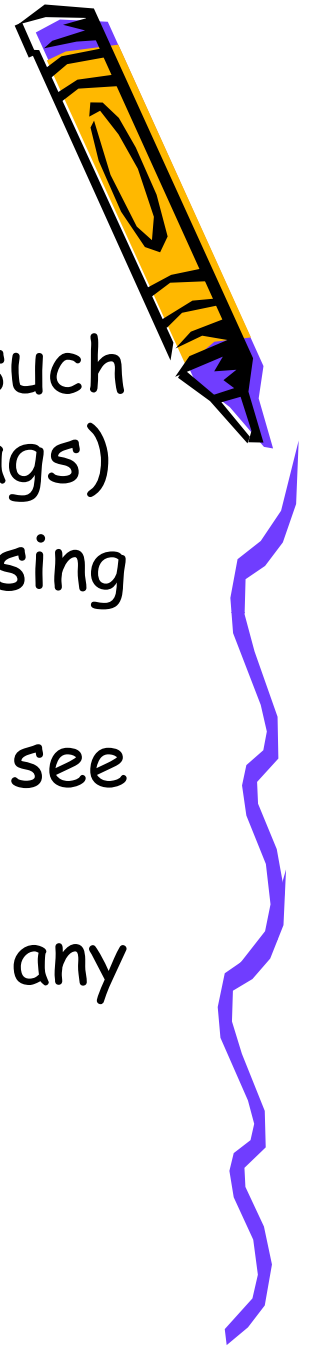
Summary

- Good Web design is important
- A badly designed Web site will frustrate users
- Bad design should be avoided by testing
- Content should be relevant and up to date

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