WEB DESIGN STRATEGIES

CONTENT
Communicate your most important info in three seconds
People spend less than three seconds on a page
Update coming events timely and consistently –
This establishes and maintains reliability.
Copy should be in short concise paragraphs –
Users browse web site content and
Expect to see small chunks of info.
Embrace scrolling
Chunk information so people know when to slow the scroll
Use headings, sub Headings and lists to group information
Imply there is additional content by staggering images (avoid “bottom” rows)

DESIGN
Make the primary content part of the focal point
Effective visual hierarchy communicates primary content
Make it a comfortable reading experience
Avoid centered alignment for body copy –
Paragraphs with centered type are difficult to read.
Line length should be proportional – body copy about 66 characters
Use a white background for optimal legibility.
Avoid all capital letters in sentences –
PEOPLE WILL THINK YOU ARE SHOUTING.
Use no more than two typefaces per site –
Use color, bold or italics for emphasis.
Simplify Simplify Simplify

NAVIGATION
Access the information with as few clicks of the mouse as possible.
Segment the information so it is not overwhelming
The navigation menu should be at the top
Secondary menus should be at the left or right
Avoid dead-ends –
Each page on the web site should have a navigational option,
at least to get back to the home page.

TERMINOLOGY

CSS
Cascading Style Sheets - describes the appearance of web pages (color, type, etc).

HTML
Hypertext Markup Language - this coding language describes the structure of web pages.

HTML5
The most recent version of HTML, handles multimedia (video, sound, images) better.

JAVASCRIPT
The coding language typically responsible for animation and interactivity.

IMAGES
Images can be visual shortcuts to links – make the content meaningful.

jpg
Photos or complex illustrations should be compressed into jpg format.

gif
Logos and other flat color images can be compressed into gif formats.

png
This compression format allows for transparent backgrounds.