

LESSON NOTES 16

Year/Level: 13 Subjects: Computer Studies

Strand:	CE 3 Application Packages
Sub-strand:	CE 13.3.1 Web Designing
Content Learning Outcome:	❖ Website Content

Lesson Notes

Website Content

- ✓ A list of the content to be published
- ✓ encompasses the entire information and applications available on site

❖ **Content Journey**

- ✓ Users to a web site are on a journey– particularly first time visitors.
- ✓ They usually know little or nothing about the site.
- ✓ They are relying on the site itself to give them all the information they need.
- ✓ It is the web designer’s job to make sure that the content of the site caters for all their information needs and leads them to decide in the sites favor.

❖ **Content Formats**

- ✓ After a list of features have been created, the web designer needs to select formats for putting them online.
- ✓ For example, a testimonial could be expressed in video format, as an audio podcast or as simple text with a photo.

The best way to decide what formats to choose is to consider:

- ✚ Budget: What can organization afford?
- ✚ Audience: Does the audience have any special needs, e.g. if they don’t have broadband, web designer should not use video.
- ✚ Production & maintenance issues: Will web designer be able to maintain the content easily overtime?
- ✚ Experience of peers & industry: What type of content are other web designers peers using?
- ✚ Emerging trends, the law, policies, etc.: Are there any constraints on content because of the law, e.g. privacy issues, etc.

Among the most widely used content formats on the web are:

- Plaintext
- Video
- Audio
- Flash
- PDF
- Other

Web designer's task is to identify the formats web designer believe will deliver maximum value.

Plaintext

Plain text is the straightest forward of all content to be published on the web. This is because it can be authored in any word processor and viewed in any web browser, whether desktop or mobile.

Video & Audio

Due to the growth in broadband, consumption of video and audio has increased. However, it can be expensive to produce on a consistent basis. Due to limited resources, it is often a better idea to producing many high quality pages of text, instead of a few videos that quickly go out-of-date.

Flash

Flash is a format that allows for highly interactive applications, games and other content to be published online. However, it is also expensive to produce and is not suitable in all circumstances.

Portable Document Format (PDF)

The main advantage of PDF is that it preserves the look of original documents while also keeping file size to a minimum.

Other Content Options

Widgets An embedded feature of content from another site, e.g. today's weather from www.weather.com.

Mash ups

A link between data on web designer's site and some other site, e.g. Google Maps

Questions

- 1) Most widely used content formats on the web are?
- 2) Differentiate between widgets and mash ups?