

**LESSON NOTES 17**

**Year/Level: 13      Subjects: Computer Studies**

<b>Strand:</b>	CE 3 Application Packages
<b>Sub-strand:</b>	CE 13.3.1 Web Designing
<b>Content Learning Outcome:</b>	❖ Website Design

**Lesson Notes**

**Website Design**

- ✓ A design of the site
- ✓ Design is “the process of originating and developing a plan for an aesthetic and functional object, which usually requires considerable research, thought, modeling and iterative adjustment”.
- ✓ With regard to the web, this involves the arrangement of content into graphical models that can be used as a basis for coding a site.
- ✓ Some of the ways in which good design can add value to web designer’s site include:
  - ✚ By facilitating a visitor’s online experience, e.g. through clear navigation and an intuitive structure.
  - ✚ By communicating information, e.g. through diagrams and charts.
  - ✚ By transmitting brand values, e.g. by using corporate colours.
  - ✚ By creating or reinforcing a desired emotional response, e.g. through an appropriate use of imagery, colour and other elements.

❖ **The Website Design Process**

Website Design is composed of several distinct disciplines, each of which embraces a range of skills. The sequence in which these are employed tends to follow a given pattern, encompassing the following steps:

- ✚ Information Architecture
  - ✓ is concerned with organizing content on a website
- ✚ Interaction Design
  - ✓ Interaction Design is a system for structuring and generating actions on a website in response to user behaviour.
  - ✓ For example, imagine a person wishes to book accommodation via the web. What is the first piece of information web designer will want to tell them? Probably the date the person intends to arrive. As such, the hotel should ensure a field for “Check-in” is presented as the first step in the reservation process. In this way, Interaction Design is about matching visitor expectations to a flow of information.
- ✚ Interface Design
  - ✓ Interface Design is concerned with the selection of web elements that facilitate interaction with site visitors. Such features generally encompass links, buttons, checkboxes, etc.
- ✚ Navigation Design

- ✓ Navigation Design is concerned with helping people orient themselves within a website, and also move through it.
- ✓ The most important concern when designing such a system is to ensure visitors always know the answer to each of the following questions:
  - Where am I?
  - How did I get here?
  - How can I return to where I came from?
  - Where can I go from here? Many systems of navigation are used to support these, including:
    - Search • Sitemap
    - A-Z Index
    - Global Navigation
    - Side Navigation
    - Breadcrumb Navigation

#### Information Design

- ✓ Information Design is concerned with the effective presentation of content on a screen.
- ✓ The objective is to optimize communication by organizing information in a cohesive and pleasing layout.
- ✓ When creating a layout, the principle output of the Designer is called a 'wireframe'.
- ✓ A wireframe is an outline drawing of a possible arrangement of web content. It often does not contain any color or other visual elements. It simply shows where content could be placed for the purposes of good communication. It is up to a Graphic Designer to then take the Wireframe and convert it into a full visual design.

#### Visual Design

- ✓ Visual Design is what most people think of when they consider web design is, i.e. cool on line graphics. It should be based on how well it matches:
  - The goals of the site.
  - The expectations of users.
  - The values of organisation. When evaluating a Visual Design, it is crucial that analysis remain as dispassionate as possible. While everybody has colour preferences, they are usually not relevant.

### **Usability Explained**

- ❖ Usability encompasses quality attributes that determine how easy a design is to use.
- ❖ There are 5 attributes of something that is “usable”:
  - It is easy to learn how to use it.
  - It is efficient to use
  - It is easy to remember how to use it.
  - The possibility of errors happening is low.
  - People feel satisfied when using it.
- ❖ Usability refers to methods used to achieve ‘usability’ during the design process.
- ❖ These methods are also referred to as User Centered Design, User Experience Design or UX Design.