Tutorial 4: Effective Web Design

Today's tutorial will involve:

1. The analysis of a real web page, according to principles listed below.

Create a web page that contains your analysis. Include any images you create in the analysis. Write comments about the principles you analyze within the page. Your choices of websites to analyze are:
   a. www.9msn.com.au
   b. www.povray.org
   c. www.whatreallyhappened.com

When snapshot-ing the screen for 'zone analysis', you only need to snapshot the screenful you see when you first go to the site.

2. The reworking of a provided web page, according to principles listed below.

The page is here:

The text for the page is here:
http://www.arch.usyd.edu.au/~jcla8108/deco/concotext.txt

The Principles:

Deconstruction

Labeling zones (use these colours, please)
1. Content of interest: Green
2. Browser: Purple
3. Navigation: Blue
4. Advertising: Red
5. White space: Transparent

* Open the provided page, snapshot the screen, load it into Photoshop, and identify the zones (By dragging a marquee around them, and filling them with a transparent colour). Save this as a low-quality jpeg, and name it "zones.jpg".
Improving content to chaff ratios
* Look at the content of the page- what can you remove whilst still conveying the meaning of the page?

Human Computer Interface issues

Scannability
* Think about what the User will see when they first visit the page- what would you like them to see? You can achieve this with colouring, and highlighting, contrast, variation, etc.

Link types –
1. Links within the site to more information
2. Navigational links
3. Links to outside the site to related information
* Think about how you might like to differentiate these link types on the page.

Navigation
* This page has navigation within itself. For this exercise, use anchors to provide useful navigation within the page.

Designing content for the Web

Separating Meaning and presentation
* Use higher-level tags (such as H2 and <strong>) to mark up the page. Let the User (or at least the User's browser) decide how they will be rendered.

Improving readability – plain language
* There's a lot of buzzspeak in this page- your task here is to represent it for an average User.

Dynamic Design
* Use whatever method you like to ensure that the page holds together under a variety of sizes- small, wide, tall, large.

Don't even THINK about not reading the next page!
The results of today's tutorial must be uploaded to:


or


To be clear, if you are in DECO2102, use the first address. If you're in DECO1200, use the second address. I thought that was pretty obvious, to be perfectly frank.

For today's tutorial, (which you should really be able to complete in the 2 hours allotted time) you are to write an analysis of a web page (a choice will be provided), as well as redesign a provided web page. They must be uploaded to the correct address by 2pm on Wednesday. You may use Dreamweaver, or the HTML editor of your choice.