General Information:
- This document was created for use in the "Bridges to Computing" project of Brooklyn College.
- This work is licensed under the Creative Commons Attribution-ShareAlike 3.0 License. You are invited and encouraged to use this presentation to promote computer science education in the U.S. and around the world.
- For more information about the Bridges Program, please visit our website at: http://bridges.brooklyn.cuny.edu/

Disclaimers:
- **IMAGES**: All images in this presentation were created by our Bridges to Computing staff or were found online through open access media sites and are used under the Creative Commons Attribution-Share Alike 3.0 License. If you believe an image in this presentation is in fact copyrighted material, never intended for creative commons use, please contact us at http://bridges.brooklyn.cuny.edu/ so that we can remove it from this presentation.
- **LINKS**: This document may include links to sites and documents outside of the "Bridges to Computing" domain. The Bridges Program cannot be held responsible for the content of 3rd party sources and sites.
Web Design
- What makes a "good" website?
- Getting started on your website.
- Planning the layout.
- Picking a theme.
- Effective Design Tips
What is a good website?

1. A good website is compelling.
2. A good website has clearly identified goals.
3. A good website is easy to navigate.
4. A good website is visually attractive.
... is compelling.

1. What specific content are you going to offer and how is that content going to make users want to return?

2. How and when are you going to update/change your website content.
   - Don't let a website remain static or unchanged for a long period of time.
   - Update on a regular schedule.
   - Allow comments and user posts.
... has clearly identified goals.

1. **What do you want to accomplish with your website?**
   - Do you want to make friends?
   - Do you want to make money?
   - Do you want to organize a group or cause?

2. **How will you know/evaluate whether or not you are achieving your goals?**
   - Hit counter
   - Memberships
   - Comments
   - Sales
... is easy to navigate

1. Have you ever gone to an interesting site and left because you couldn't find what you were looking for?

2. PLAN the layout of your site!
   - Every page should have consistent and easy to understand links back to other pages.
   - "Affordances" are visual clues that inform users what their input options are: "Click here", "Back", arrows and buttons in general
   - What happens if your users don't enter on the "homepage"?
Welcome to Wikipedia,
the free encyclopedia that anyone can edit.
3,990,561 articles in English

Today's featured article

Ernest Hemingway (1899–1961) was an American writer and journalist. His distinctive writing style, characterized by economy and understatement, influenced 20th-century fiction, as did his apparent life of adventure and the public image he cultivated. He produced most of his work between the mid-1920s and the mid-1940s, and his career peaked in 1954 when he won the Nobel Prize in Literature.

Hemingway was known for his love of the outdoors, particularly hunting and fishing, and his works often featured themes of loss, disillusionment, and the human experience.

Site News

Crush the Castle 2 Releases Friday

Other top stories
- Australia PM Rudd faces challenge
- US pirate hunters target movies
- Whaling brace deal falls apart
- Ethnic Uzbek freed in Kyrgyzstan
- Israel launches 'spy satellite'
- Prince Albert of Monaco engaged

McCoy's fate to be announced

US President Barack Obama is preparing to make a statement on the position of the embattled US Afghan military commander.

- LIVE: McChrystal meeting
- newest: End of the team?
- Mardell: A MacArthur moment?
- Profiles: Dan Stanley McChrystal
- Key players in the row
- Excerpts: Rolling Stone piece

Toronto man held over G20 'plot'

A man in Toronto is charged with possession of explosives in what police say is an arrest linked to a G20 summit in the Canadian city.

BP forced to remove oil well cap

BP is forced to remove a cap containing some of the oil gushing from a Gulf of Mexico well after a collision, US officials say.

WORLD CUP 2010 FOLLOW ALL THE ACTION HERE

Advertisement

Download a Free Anti-Adware Today!
… is visually attractive

1. Pick and work within a unifying theme.
   - What colors are you going to use?
   - What fonts are you going to use?
   - Where are items like links and logos going to appear on your pages?

2. Don't just throw lots of random pictures, sounds (clutter) onto your page.
   - Ask yourself if this is appropriate?
   - If a page has too much content, break it into multiple pages.
Getting started on a website.

1. Identify the goal(s) of the website
2. Identify your target audience
3. Identify content that will help you reach your goals AND interest your audience.
4. Divide your content over multiple pages.
5. Create a chart that links your pages.
6. Create a navigation scheme that links your pages in a consistent way.
Planning the layout

Along with planning for the pages you will want to have, you should also think about:

- CSS files
- Images
- Applets (games)
- Sound/Movies
Planning the folder structure

- Having every single item (images, css files, applets) in the same folder will make it harder to find specific items and harder to update and maintain your site.
- Plan to store some items in their own folders.
- Note: This won't be necessary for some kinds of websites (google-sites).
For very large sites it might even be worthwhile to keep individual pages in their own folders.
Relative vs. Absolute references

1. Putting files in separate folders will require the use of relative references in your links and sources.

2. Absolute references work anywhere in the world (Fully Qualified Domain Name).
   - www.google.com

3. Relative references use shortcuts to specify a location based on where you are starting from:
   - ./images/image1.png (start in current folder, then go to images folder)
   - ../images/image1.png (go up one folder, then go to images folder)

   Example: Image is in images folder on your site:
   <img src="./images/image1.png" alt="Picture1"/>
Effective Design Tips

1. Create a visual theme that is consistent.
2. Align elements on the page.
3. Use contrasting color and text weight effectively.
4. Group elements together so that the reader can more easily grasp the information you are presenting.
5. Make intelligent use of images including images that display text.
Choose a combination of colors, fonts and images, that you will use throughout your site.

Choose a set of colors that are consistent with the atmosphere you are trying to create.

If possible, stick with "browser safe" colors even though this designation is no longer strictly necessary.
Web Safe Colors
Use Complimentary Colors & Contrasting Colors
Try and align text and images on the page (left, right, centered, top, bottom, justified)

Don't Center Everything
- Centering EVERYTHING makes a page look very flat on the screen and there is nothing for your eye to catch and hang onto.

Find the Points of Interest
- Try and pick one (at most two) key design element on a page and align the page with that element.
Vertical & Horizontal element alignment

A Google approach to email.
Gmail is built on the idea that email can be more intuitive, efficient, and useful. And maybe even fun. After all, Gmail has:

Less spam
Keep unwanted messages out of your inbox with Google’s innovative technology.

Mobile access
Read Gmail on your mobile phone by pointing your phone’s web browser to http://gmail.com. Learn more

Lots of space
Over 74GB 776GB3 megabytes (and counting) of free storage.

Latest News from the Gmail Blog
More room to compose messages in Gmail on the iPad
Tue Jun 22 2010
If you’ve been using the web-based version of Gmail on the iPad, you may have noticed that yesterday you ...

More posts »
... use contrast

- Having backgrounds and texts that are too close together in color is hard on the eyes.
- Use contrasting colors between background and text.
- Avoid textured backgrounds that make the text hard to read.
The geometric structure and colors interfere with the text. It's pretty hard to choose a color that stands out enough and which is easy on the eye.

Here I've chosen bold and black.

Hard to read, isn't it?

If you really want to use a certain background and it's getting in the way of your text then you can try to darken or lighten it to improve the contrast:

This looks better! Here the image is darker with white text. It's still a little bold and geometric for the text, but this might suit your style for your lens.
... use images, intelligently.

- NEVER include a picture unless it serves some purpose on the page.
- Not everyone has the same fonts on their computer, so for key elements (Titles, Logos) it may be better to use an image rather than using text.
logos and pointless images
The End