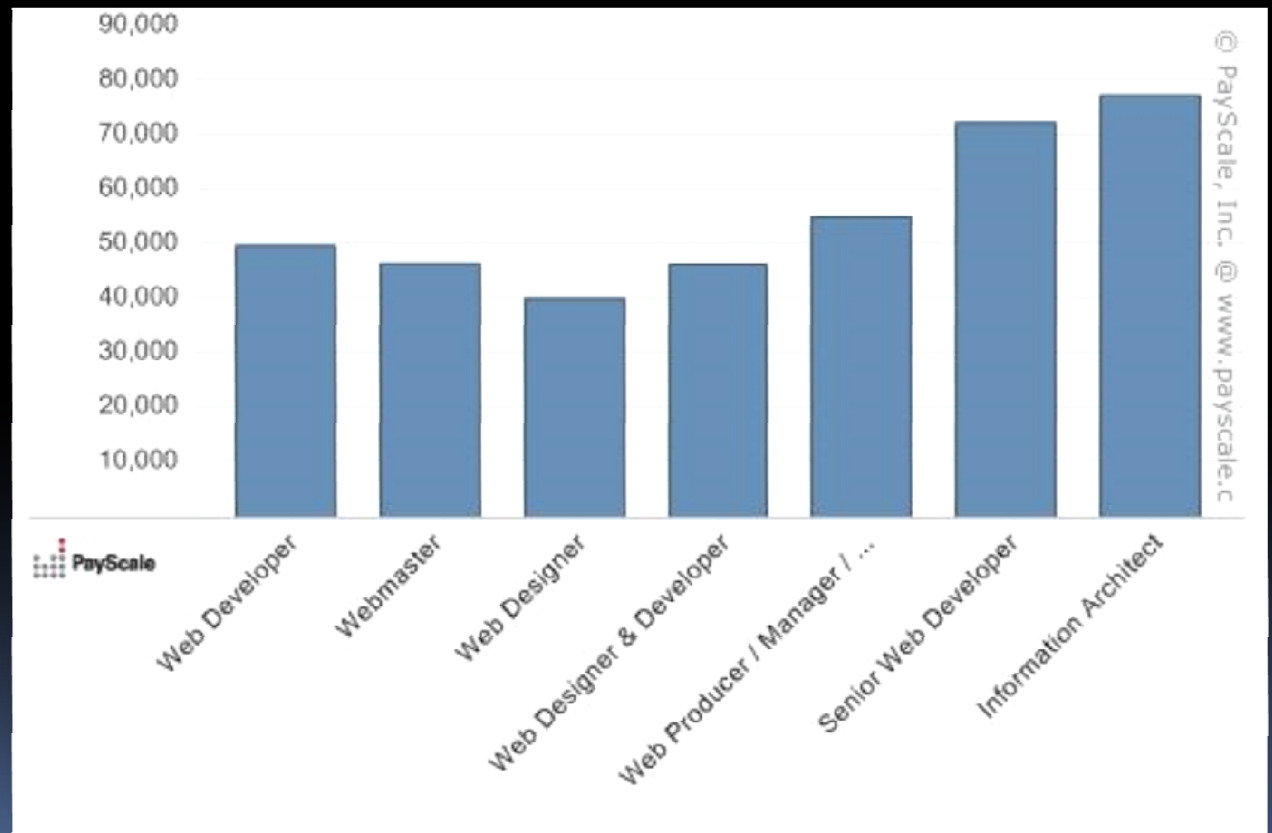Week 1

INTRODUCTION TO WEB DESIGN

Careers in Web Development

- How many of you want to go into the field of Web Development or Web Programming?

•Web Designer
•Web Manager
•Web Developer
•Flash Developer
•Web Programmer
  •Java
  •PHP
  •ASP
  •.NET
•Sr. Web Developer
•Sr. Project Manager
•Web Team Manager

Types of
CLIENTS & SERVERS

Clients & Servers

Clients (Browser)

- Internet Explorer
- Firefox
- Mozilla
- Netscape
- Opera
- Amaya
- AOL
- MSN

Servers

- Apache
- Microsoft
- Netscape
- zeus
- AOLserver
- AV
- JavaWebServer
- Oracle

A little…
GENERAL INFORMATION

Domain's URL's and IPs

- Domain name: The specific address of a computer on the Internet
  - http://www.google.com
- Uniform Resource Locator (URL):
  - http://www.microsoft.com/faqs.html
- Internet protocol (IP) address
- 168.212.226.204 in binary form is

10101000.11010100.11100010.11001100.

12 Principles of good web design

1. **Visitor-centric, clear purpose**
2. **Progressive disclosure**
3. **Displays quickly**
4. **Browser compatible**
5. **Intuitive navigation**
6. **Spelling, grammar, writing**
7. **Secure (eCommerce) SSL = https://**
8. **Attractive design, easy to read**
9. **Cultural bias? (Regional? Domestic? International?)**
10. **No technical problems (broken links, buggy scripts)**
11. **Maintainable (separate content from style)**
12. **Search Engine Accessible**

Common Hex Colors

- **RED (Hex: #ff0000)**
- **GREEN (Hex: #00ff00)**
- **BLUE (Hex: #0000ff)**
- **WHITE (Hex: #ffffff)**
- **BLACK (Hex: #000000)**

Common Hex Colors

- **MAGENTA (Hex: #ff00ff)**
- **CYAN (Hex: #00ff00)**
- **YELLOW (Hex: #ff0000)**
- GRAY (Hex: #808080)

A little about…
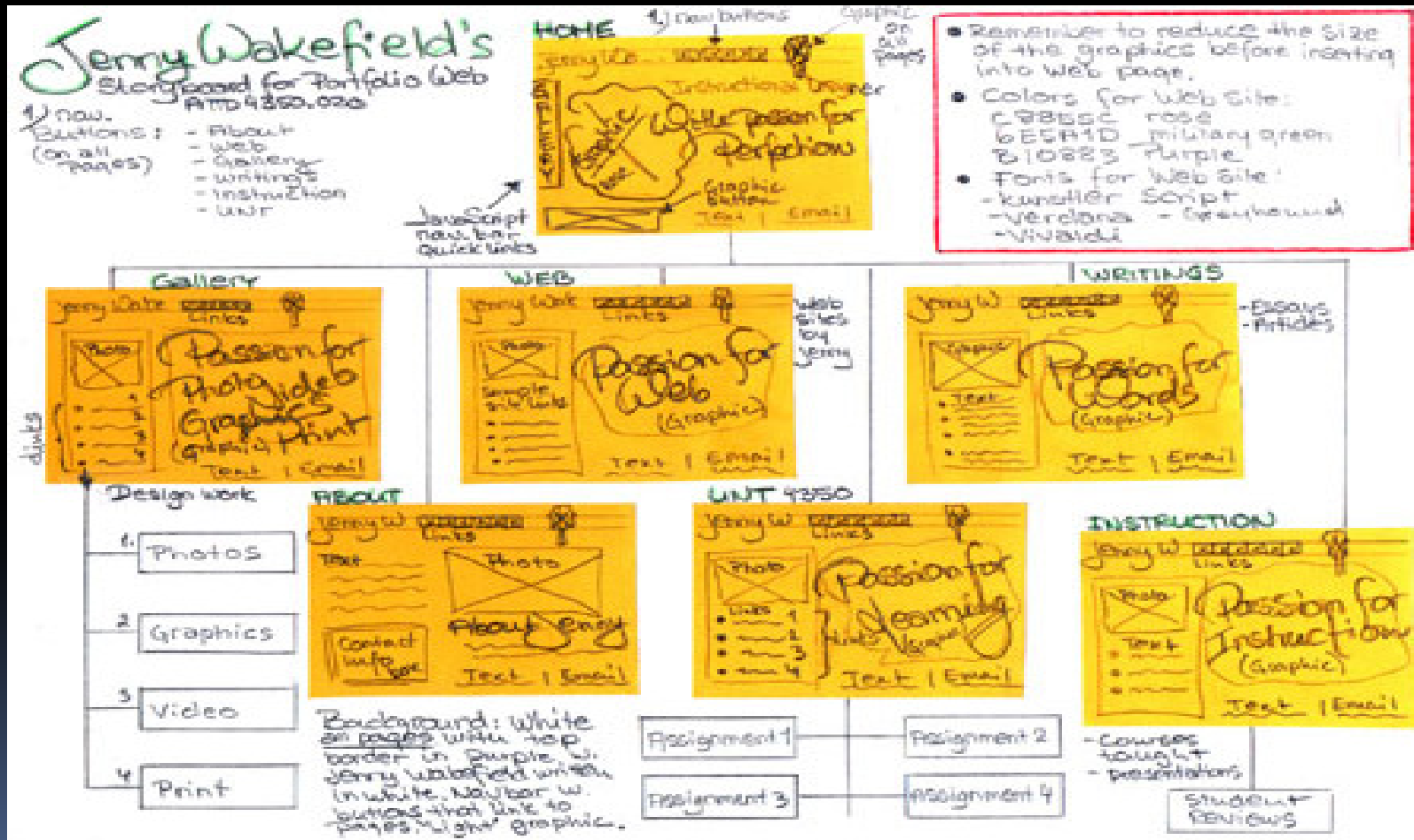
STORYBOARDS

What is a storyboard?

- Planning is key!

- Storyboards are graphic organizers which show the scenes in a multimedia project in a rough drawing form.

- A storyboard will help you visualize how the content chunks relate to each other and will help to shape the direction of your efforts as you create your project.

- With a storyboard, you are able to map out your original ideas for communication to your viewers.

- Evaluating the storyboard will allow you to make adjustments during the early formative stage while revisions are still quite simple to do.

How to create your storyboard:

1. Write down key points, ideas, and concepts under consecutive storyboard frames (see attached).

2. Your storyboard should in essence be a type of map, outlining all the major steps needed to complete the learning objective(s) for that lesson.

3. Make rough sketches of visuals for each frame. Don't worry about polish at this point; you just want the idea of the visual clearly portrayed.

4. Read your presentation while looking at the storyboard and complete the storyboard checklist:
   1. Does my visual clearly display one key idea from my presentation?
   2. Is my aid as visually simple as I can make it?
   3. Can my audience understand my visual completely in less than 30 seconds?

5. You can create your storyboard on paper or various software such as Microsoft Word, Microsoft PowerPoint, and Inspiration
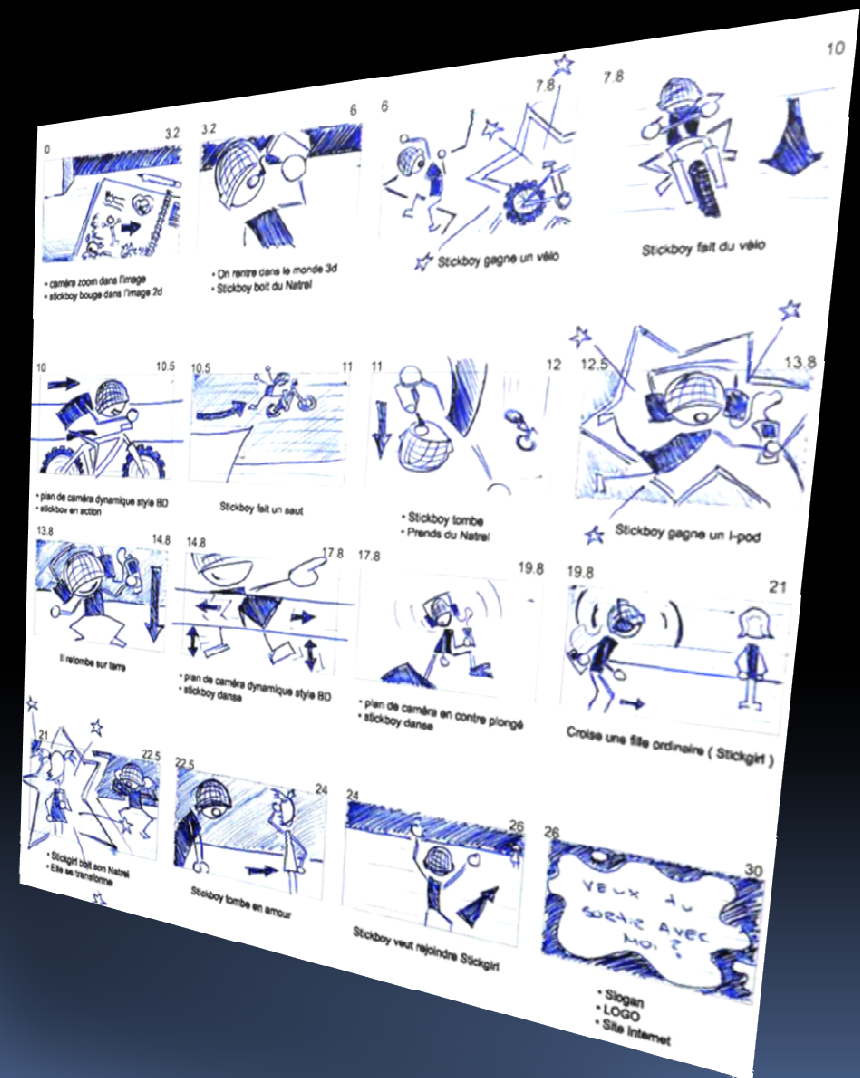
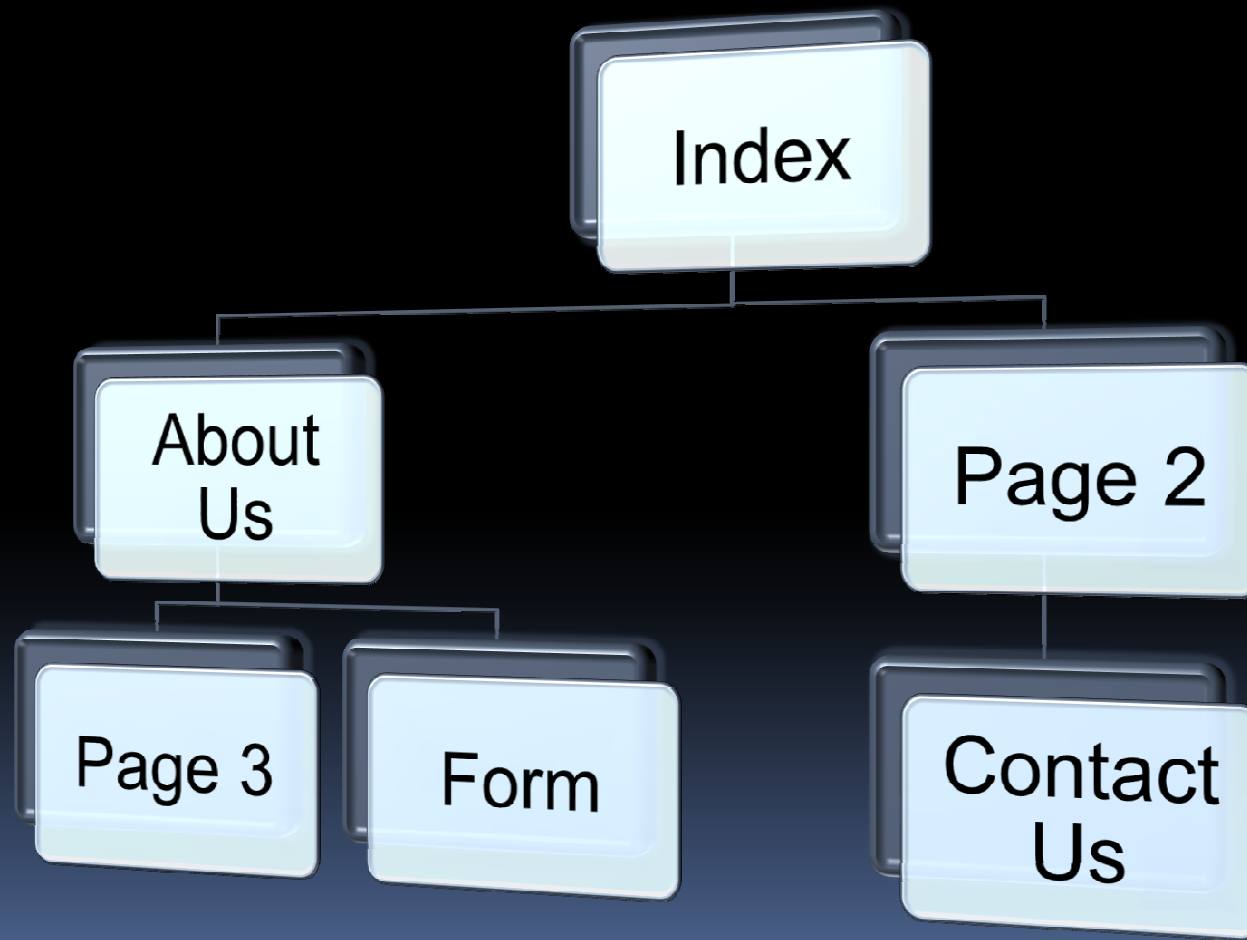# Examples of storyboards

Paper

Examples of storyboards

- Creating a storyboard before you begin your website will help you work on the computer more efficiently because you'll have a plan to follow and will have already thought out the overall site organization, the page layout and the page contents.

- The storyboard gives a "big picture" perspective to the overall web project while also breaking down a complex project into workable units that can be addressed individually.

Examples of storyboards

Word or PowerPoint (using the organizational chart or flowchart)

Examples of storyboards

Inspiration - Technology

- Creating a visual map, flowchart, or storyboard can greatly assist you in your course design process. Storyboarding is simply a visual interpretation or visual sketch of your ideas for organizing your course site contents and activities and their relationship to one another.

- http://bubbl.us/
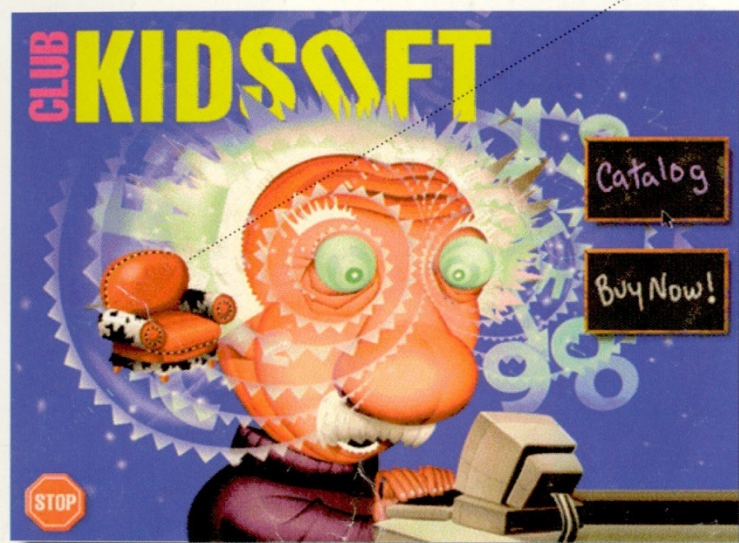
- http://www.inspiration.com/

Benefits of Storyboarding

- **Provides an overall view of your course site/structure**
- **See the relationships/links of your course design**
- **See the missing pieces**
- **Aids in organizing and/or sequencing of instruction**

FL⊘WCHARTS

Chapter 2, "The Architecture of Multimedia," explores a variety of multimedia structures that will help you think about new ways to organize information.
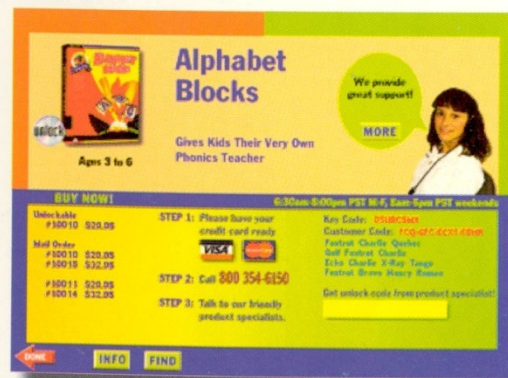

The cover screen branches to three different places: the "Clubroom" (accessible by clicking on the armchair), the "Catalog," and the "Buy Now" screen.

The "Clubroom" is the kids' activity area of the CD.

KidSoft's electronic catalog interface allows you to browse, sort, demo, and buy kids' multimedia software.

The "Buy Now" screen is accessible from the cover screen and from within the "Catalog."

Storyboards and UI

- **Strengths**
  - Inexpensive & flexible
  - Informal & interactive
  - Early feedback on user interface (GUI model)
  - Easy to create/modify
  - Get past blank page syndrome

- **Storyboards focus on details of human-computer interface**
  - Who are the players
    - Users
  - What happens to them
    - Screen flows
  - How it happens
    - Events & transitions that trigger screen flows

Homework Assignments Due

- Homework:
  - 5 good websites
  - 5 bad websites
  - Provide critique for each. Define:
    - Use & follow standards?
    - Cross browser compatible?
    - Colors proper?
    - Other reason for your choice.