

Design Tips

- Design Tools Caution
- Navigation
- Creating Vertical White Space
- Paragraph Typography
- Tunnels

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Design Tools Caution

- Use design tools for initial layout
 - ◆ MS FrontPage
 - ◆ Netscape Composer
 - ◆ Adobe Page Mill
- Hand code final layout
- Never open html after hand coding
 - ◆ Design tools rewrite the code
 - ◆ Macromedia Dreamweaver is the exception since it does no unauthorized rewrite of code

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Planning a Web Site

- Who is your target audience?
- What are major objectives of your web site?
- Servers are usually UNIX systems
 - ◆ UNIX files are case sensitive, only '_' permitted
 - ◆ Directory (folder) structure uses '/' not '\'
- Develop consistent design theme
 - ◆ Use templates for common regions
- Develop intuitive navigation system
 - ◆ Best to match folder structure

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Navigation

- 3-Level Rule:
 - ◆ All Info is three clicks away from home page
- Road signs
 - ◆ Clickable options clear and understandable
 - ◆ Return to home obvious
 - ◆ Current location obvious
 - ◆ Be Consistent
- 30 Second Rule:
 - ◆ Download Page with images (<50 kBytes)
 - ◆ Understand Page (Links)

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Tunnels

- A tunnel is a linear series of HTML documents that the user passes through by waiting a prescribed time or clicking a link
- Used for web site entry, photo albums, questions & answer, etc.
- Example: Question and answer tunnel in my web site

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Tunnels Syntax - 1

- Timed automatic transition between html documents is accomplished using a Meta Tag.
`<META HTTP-EQUIV="Refresh" CONTENT="15; URL=diduno2.htm">`
 - ◆ HTTP-EQUIV="Refresh"
Refresh display using a different HTML file
 - ◆ CONTENT="15; URL=diduno2.htm">
Commence loading HTML document at specified URL in 15 seconds

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Tunnels Syntax - 2

- It is important that you set the time delay long enough to load the entire page
 - ◆ Keep in mind that some people will be using 14.4Kb modems
 - ◆ Best to use Text Only
 - ◆ If using images make them simple and compact
 - ◆ Provide ALT image attributes for those using slow connections and graphics turned off.

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Tunnels Syntax - 3

- Also provide a click-able hyperlink to proceed to the next page when using timed transition. Below are examples for both images and text.
- ` `

`[Next]`

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Tunnels Syntax - 4

- Tunnels are a wonderful way to provide a photo album tour.
- Minimizes image load requirements
- You can pre-load images for the next photo in sequence by including its image tag and setting height and width attributes to "1".

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Search Engine Cataloging

- Search engines generally use the Meta tags for cataloging purposes
- Meta tags appear in the HEAD portion of HTML file

```
<HEAD>
<META NAME="Generator" CONTENT="Coded by Hand">
<META NAME="Author" CONTENT="Bob Laurie">
<META NAME="Keywords" CONTENT="Travel, Guam">
<META NAME="Description" CONTENT="Guam Photos">
<TITLE>Journeys</TITLE>
</HEAD>
```

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