

**COMSC-032**

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**Web Site Development-  
Web Design**



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# Lecture 6

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## Web Design Best Practices Checklist

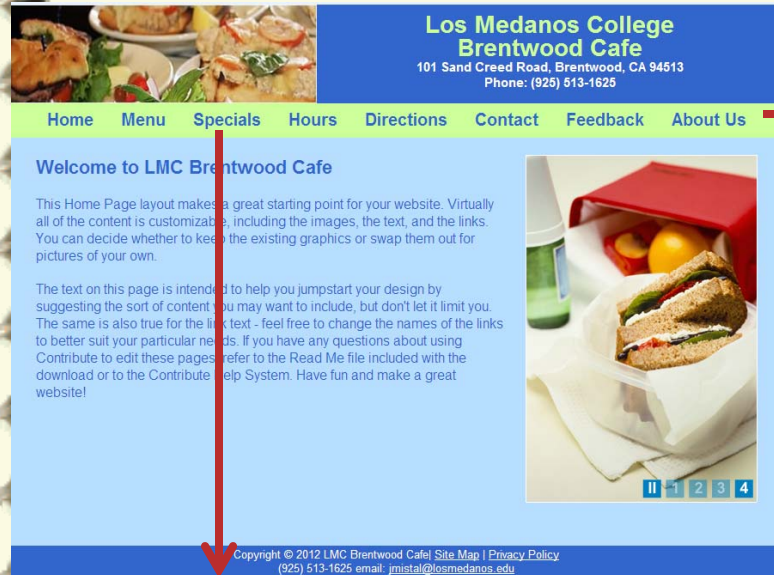
# Lecture 6

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- Navigation Design Review
- Page Layout
- Navigation
- Color and Graphics
- Content Presentation
- Functionality



# Horizontal Navigation using Hyperlinks in a Unordered List



## HTML

```
<div id="navmenu">
  <ul>
    <li><a href="index.html">Home</a></li>
    <li><a href="menu.html">Menu</a></li>
    <li><a href="special.html">Specials</a></li>
    <li><a href="hours.html">Hours</a></li>
    <li><a href="directions.html">Directions</a></li>
    <li><a href="contact.html">Contact</a></li>
    <li><a href="feedback.html">Feedback</a></li>
    <li><a href="aboutus.html">About Us</a></li>
  </ul>
</div>
```

## CSS

```
#navmenu ul {
  font-size: 20px;
  font-weight: bold;
  padding-top: 7px;
  padding-bottom: 7px;
  padding-right: 0px;
  padding-left: 0px;
  text-align: center;
  margin: 0px;
  list-style-type: none;
}
#navmenu li {
  display: inline;
}
```

```
#navmenu a {
  color: #3366CC;
  text-decoration: none;
  padding-top: 6px;
  padding-right: 13px;
  padding-bottom: 8px;
  padding-left: 13px;
}
#navmenu a:hover {
  color: #FFF;
  background-color: #3366CC;
}
```

# Vertical Navigation using Hyperlinks in a Unordered List



## HTML

```
<div id="navmenu">
  <ul>
    <li><a href="index.html">Home</a></li>
    <li><a href="menu.html">Menu</a></li>
    <li><a href="special.html">Specials</a></li>
    <li><a href="hours.html">Hours</a></li>
    <li><a href="directions.html">Directions</a></li>
    <li><a href="contact.html">Contact</a></li>
    <li><a href="feedback.html">Feedback</a></li>
    <li><a href="aboutus.html">About Us </a></li>
  </ul>
</div>
```

## CSS

```
#navmenu ul {
  font-size: 20px;
  font-weight: bold;
  margin: 0px;
  padding: 0px;
  list-style-type: none;
}
#navmenu li {
  border: 1px solid #FFF;
}
```

```
#navmenu a {
  color: #3366CC;
  text-decoration: none;
  display: block;
  padding: 10px;
}
#navmenu a:hover {
  color: #FFFFFF;
  background-color: #3366CC;
}
```

# Web Design Best Practices

## Page Layout

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- ✓ Appealing to target audience
- ✓ Consistent site header/ logo
- ✓ **Consistent navigation area**
- ✓ Informative page title that includes the company/ organization/ site name
- ✓ Page footer area- copyright, last update, contact e-mail address.
- ✓ Good use of basic design principles: repetition, contrast, proximity, and alignment.
- ✓ **Good contrast between text and background.**

# Web Design Best Practices

## Page Layout

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- ✓ Repetitive information (header/ logo and navigation) takes up no more than one quarter to one third of the browser window at 1024 x 768 resolution.
- ✓ Home page has compelling, interesting information **above the fold** (before scrolling down) at 1024 x 768.

# Web Design Best Practices

## Navigation

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- ✓ Main navigation links are clearly and consistently labeled.
- ✓ Navigation is easy to use for target audience.
- ✓ When the main navigation consists of images and/ or multimedia, the page footer area contains plain-text hyperlinks (accessibility)
- ✓ **All navigation hyperlinks work.**

# Web Design Best Practices

## Color and Graphics

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- ✓ Use of different colors in page background/ text is limited to a maximum of three or four plus neutrals.
- ✓ Color is used consistently.
- ✓ Background and text colors have **good contrast**.
- ✓ Color is not used alone to convey meaning (accessibility).
- ✓ Use of color and graphics enhances rather than detracts from the site.
- ✓ Graphics are optimized and do not slow download significantly.

# Web Design Best Practices

## Color and Graphics

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- ✓ Each graphic used serves a clear purpose
- ✓ Image tags use the alt attribute to configure alternative text replacement.
- ✓ Animated images do not distract from the site and either do not repeat or only repeat a few times.

# Web Design Best Practices

## Content Presentation

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- ✓ **Common fonts** such as Arial, Verdana, Georgia, or Times New Roman are used.
- ✓ Writing techniques for the Web are used: headings, bullet points, short paragraphs and so on.
- ✓ Fonts, font sizes, and font colors are consistently used
- ✓ Content provides meaningful , useful information.
- ✓ Content is organized in a consistent manner
- ✓ Information is easy to find (**minimal clicks**)
- ✓ Timeliness: The date of the last revision and/ or copyright date is accurate

# Web Design Best Practices

## Content Presentation

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- ✓ Content does not include outdated material.
- ✓ Content is free of typographical and grammatical errors.
- ✓ Avoids the use of “Click here” when writing text for hyperlinks.
- ✓ Hyperlinks use a consistent **set of colors** to indicate visited/ nonvisited status.
- ✓ Alternate text equivalent to content is provided for graphics and media.

# Web Design Best Practices

## Functionality

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- ✓ **All internal hyperlinks work.**
- ✓ All external hyperlinks work
- ✓ All forms function as expected
- ✓ No JavaScript errors are generated by the pages