

Web Design

JMCI05 | Chris Snider

Think about your favorite web sites.

How do you use the sites?

What stands out about the design?

Google

Google Search

I'm Feeling Lucky

TOP EVENTS

8:00 PM CT	ESPN	Sat - 2:05 PM CT	Sat - 2:05 PM CT	NCAAM	Final/OT	Final	Final	NCAAW	Final	Final
IND 15-12	IOWA 14-13	OAK 0-0	CHC 0-0	CHC 0-0	MIA 54	BC 72	TEX 62	2 MD 87	4 BAY 70	6 TEX 67
		CHC 0-0	SF 0-0		18 UVA 48	19 FSU 104	12 WVU 77	12 OSU 98		



MLB NFL NCAAF NBA Soccer NCAAM ...

Watch Listen Fantasy

7 LOUISVILLE 8 NORTH CAROLINA TOMORROW 9 PM/ET

Favorites

- Iowa NCAAM
- Cubs MLB
- Cowboys NFL
- Iowa NCAAF

Suggested Favorites

- Mavericks NBA
- Bulls NBA
- CHI NHL
- Lakers NBA
- Heat NBA

Manage Favorites

Hot Topics

- NBA All-Star Game



Zach Lowe

Big questions, lots of answers before NBA trade deadline

Zach Lowe has the latest trade talk surrounding Jimmy Butler, Paul George, Blake Griffin, Lou Williams and more.

- 5-on-5: Pelicans a new West power? What now for Kings?
- NBA Trade Tracker: Latest deals ahead of the deadline

Top Headlines

- Cousins: 'Love for this city has never changed'
- Huggins: Defibrillator led to him falling to court
- Source: Jags to trade TE Thomas to Dolphins
- Divac: I received better Cousins deal 2 days ago
- Sources: Wolves among teams to pursue Rose
- Ankiel: Drank before few games to calm nerves
- Biggest winners and losers in Cousins deal

7 LOUISVILLE 8 NORTH CAROLINA TOMORROW 9 PM/ET

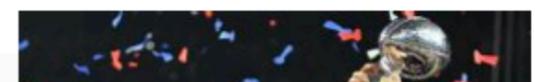
MIA	U	54	Final/OT	48	V	18	UVA
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Shooting woes sink Virginia -- again

Virginia, which was in the thick of the ACC race a few weeks ago

Doubletruck





THE WHITE HOUSE ASKED CONGRESS TO KEEP QUIET ON RUSSIAN HACKING

Burying Vlad News

TONIGHT AT 10:30/9:30C ON TV LAND

11 Reasons To Have Total Faith In Season 2 Of "Impastor"

PROMOTED BY Impastor



7 Pinterest Beauty Hack Fails That Will Make You Say "Me"

Hacks are for people who are bad at makeup, right?

Sarah Burton a few minutes ago 9 responses



I Took "Talk Like A Pirate Day" Way Too Far

What is a poop deck and how do I swab it?

PROMOTED BY Captain Morgan Cannon Blast



19 Times People Took Advantage Of Sweet, Innocent Pizza

Might I remind you, pizza is for EATING.

Erin Chack a half hour ago 31 responses



Viola Davis Has The Most Epic Cry In Hollywood

Her runny nose has more talent than most of us.

BuzzFeedNEWS



Trump's Supporters Have Mixed Feelings About His Debate Performance

Blake Montgomery 10 hours ago

Former Miss Universe Trump Called Fat: "I Know What He's Capable Of"

David Mack 19 hours ago

Trending



Principles of web design

- Keep it simple
- Communicate, don't decorate
- First priority is the **USER EXPERIENCE**
(UX)



Chris Snider
@ChrisSnider

TWEETS **8,572** FOLLOWING **4,054** FOLLOWERS **4,451**

United States Trends · Change

- #WednesdayWisdom
@THE_GregKischer is Tweeting about this
- #NationalDrinkBeerDay
3,877 Tweets
- #AlfredOlango
63.7K Tweets
- #MH17
40.4K Tweets
- Shimon Peres
225K Tweets
- #MyBestFriendsntAllowed
3,803 Tweets
- James Comey's Clinton Immunity
4,611 Tweets
- Marilyn Mosby
- John Warner
7,244 Tweets
- Another Man
194K Tweets

What's happening?

Drake Entrepreneurs @EshipDrake · 28s
Consider at the social media aspect of the app during development @SeecLive @1MillionCupsDSM

Get more traffic

Add the Twitter Audience Platform to a campaign and get traffic from across the web.

Start

Amazon @amazon · Aug 25
Thermos 2330TRI6 Vacuum Insulated Food Jar, 10 oz
amazon.com/dp/B0008GNJEU?...

The Top Products on Amazon



Who to follow · Refresh · View all

- CMO.com** @CMO_com
Followed by Elizabeth Shelto...
Follow Promoted
- angra** @angelabarronn
Follow
- MattyBRaps** @ChadidiahFre...
Follow

Find people you know
Import your contacts from Gmail

Connect other address books

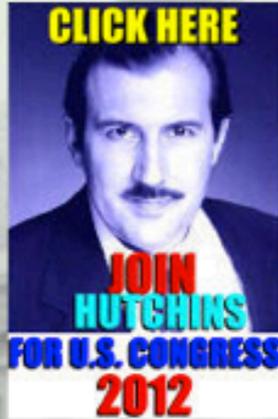
Advertise with Twitter

Keep it simple

- Occam's Razor
- Given any two solutions to the same problem, all other things being equal, the simplest solution is the best.

“Good design, when it’s done well, becomes invisible. It’s only when it’s done poorly that we notice it.”

- Jared Spool, recognized expert on the subjects of usability, software, design, and research

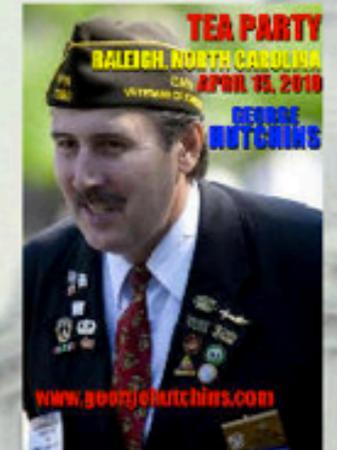


GEORGE HUTCHINS
For U.S. Congress 2010
4th NC GOP District
www.georgehutchins.com

NORTH CAROLINA REPUBLICAN CONSERVATIVE

4TH NC GOP DISTRICT: Raleigh, Durham, Cary, Morrisville, Chapel Hill, Apex, Carrboro, ETC.

ORIGINAL AUGUST 28, 2010, WASHINGTON DC GEORGE HUTCHINS, GLENN BECK, Photos Are UP !!!



REAL U.S. HISTORY
CLICK HERE
HUTCHINS ORGANIZATION

"We'll Be Back !!!"

"So, GET READY !!!"

PLEASE GO TO: HUTCHINS RECENT EVENTS -- CLICK HERE NOW !!

Formal Office Misconduct Complaints will be filed AGAINST the NC GOP Chairman SOON !!

GEORGE HUTCHINS wishes to thank '1,099' May 4TH, 2010 REPUBLICAN Primary voters

GEORGE HUTCHINS WILL RUN IN, 2012 AND/OR 2014, FOR U.S. CONGRESS, IN A MORE CONSERVATIVE AREA.

VIEW THE OFFICIAL GEORGE HUTCHINS TELEVISION COMMERCIAL BELOW; PREVIOUSLY, ON CABLE TV !!!

VIEW ALL FOUR HUTCHINS - FM - RADIO COMMERCIALS BELOW PREVIOUSLY ON: {100.7 THE RIVER}, {106.1 RUSH LIMBAUGH}, {102.9 ROCK CLASSICS}, {103.1 WLHC - FM}

PLEASE VIEW THE BELOW APRIL 15, 2010 RALEIGH, NORTH CAROLINA GEORGE HUTCHINS TEA PARTY SPEECH ALSO !!!

HUTCHINS RECENT EVENTS
 Statewide - National - International Travels = VIDEOS

STOP FAKE REPUBLICAN RINOS
 MEET-UP GROUP

FIGHT OBAMA - NATION
 IMPEACHMENT - STOP MASS VOTING FRAUD

BETTER ECONOMIC PLAN
 DEREGULATION - MORE BETTER JOBS - OFFSHORE OIL WELLS

FIGHT CRIME



USMC

GEORGE HUTCHINS
U.S. Marine Corps
1996-2000



Masters Degree (MPA) Public Administration.
Bachelor of Science Degree (BS) Criminal Justice.

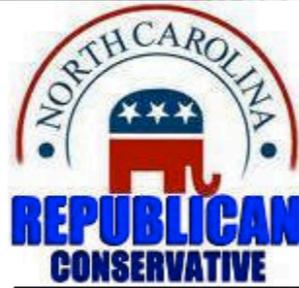


1991 IRAQ - Kuwait War

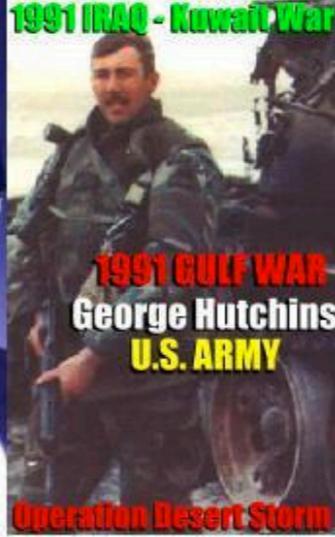
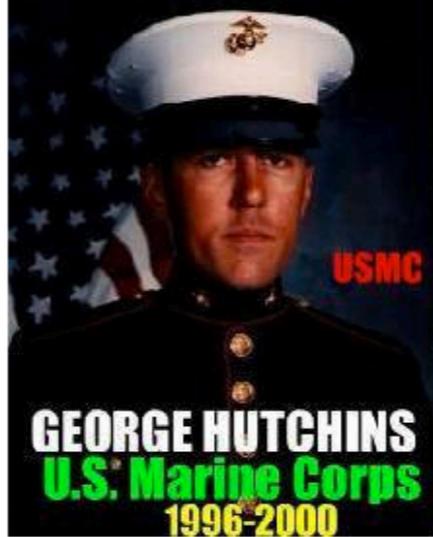
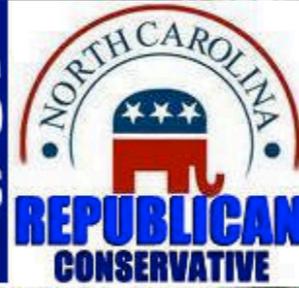
1991 GULF WAR
George Hutchins
U.S. ARMY

Operation Desert Storm

GEORGE HUTCHINS CALLS FOR CURRENT 2010 4TH REPUBLICAN CAUCUS AND 4TH NC GOP DISTRICT



George
HUTCHINS
For U.S. Congress
www.georgehutchins.com



GEORGE HUTCHINS FOR U.S. CONGRESS

MASTERS DEGREE (MPA) "MA" Public Administration. Graduated: 1998.
BACHELOR OF SCIENCE DEGREE (BS) CRIMINAL JUSTICE. GRADUATED: 1986.



PLEASE CLICK ON:

HUTCHINS WEBSITE BUTTONS

FACEBOOK

Donate



MORE COMING SOON !!

CONTACT US !!

PLEASE CLICK ON:

HUTCHINS WEBSITE BUTTONS

FACEBOOK

Donate



MORE COMING SOON !!

CONTACT US !!

SIGN UP FOR EMAIL UPDATES

Email Address

Zip Code

SUBSCRIBE

HOME

MEET DAVID

ISSUES

NEWSROOM

GET INVOLVED

VOTER INFORMATION

CONTRIBUTE



Meet David

From keeping our country safe, to strengthening public education and bringing jobs to North Carolina, Congressman David Price understands the issues that matter to central North Carolina families.

CONTRIBUTE



Thank you for your generous support!

Amount

CONTRIBUTE

Latest News

JUN 24

Price Statement on Gun Violence Sit-In

I was honored to participate in an historic sit-in on the Floor of the House of Representatives to demand a vote on gun reforms that could help save lives.

CONNECT WITH DAVID



David Price

2,689 likes



Communicate, don't decorate

- Design is about discipline – creating communication with a purpose.
- Every element on your page serves a purpose
- Design the content, not the box its in.

BEFORE & AFTER





Mac

iPad

iPhone

Watch

TV

Music

Support



iPad Pro

Thin. Light. Epic.

[Learn more >](#) [Watch the film](#) 



iPad mini 4
Mighty. Small.



iOS 9
Now available.



Introducing Apple Pencil
For iPad Pro.



 **MUSIC**

Free, three-month trial
now available.¹

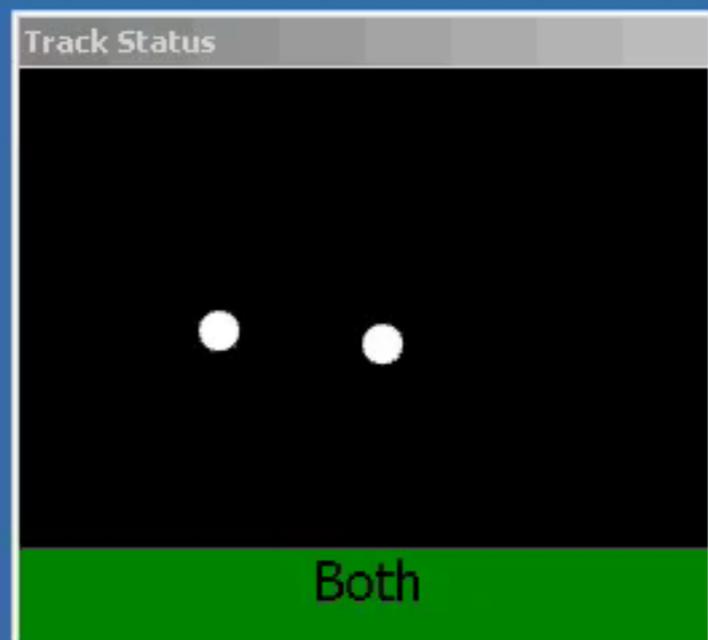
How people use web sites

- Users move quickly
- They are impatient, often clicking on the first promising link
- They scan, don't read

How people use web sites

- They ignore your instructions and use their own intuition
- They don't always make the best choice
- Users appreciate quality and credibility
- They are drawn to faces, especially faces looking right into the camera

Video: Looking for
things to do on
DesMoinesRegister.com



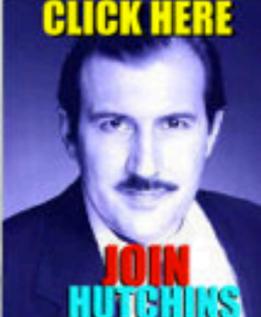
What that means?

- You must design for the way people use the web, not the way we think they should
- Think about your new visitors and your regular visitors
- Keep as much content as possible above the scroll

Gaining trust in a second

- What leads to mistrust:
- Text not aligned or orderly (centered text)
- Too many fonts and sizes
- Too much info/cluttered
- Too many animations
- Too many areas of color

CLICK HERE



JOIN HUTCHINS FOR U.S. CONGRESS 2012

GEORGE HUTCHINS
For U.S. Congress 2010
4th NC GOP District
www.georgehutchins.com

REPUBLICAN CONSERVATIVE

4TH NC GOP DISTRICT: Raleigh, Durham, Cary, Morrisville, Chapel Hill, Apex, Carrboro, ETC.

ORIGINAL AUGUST 28, 2010, WASHINGTON DC GEORGE HUTCHINS, GLENN BECK, Photos Are UP !!!

TEA PARTY
RALEIGH, NORTH CAROLINA
APRIL 30, 2010
GEORGE HUTCHINS



www.georgehutchins.com

REAL U.S. HISTORY
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BETTER ECONOMIC PLAN
DEREGULATION - MORE BETTER JOBS - OFFSHORE OIL WELLS

FIGHT CRIME



Masters Degree (MPA) Public Administration.
Bachelor of Science Degree (BS) Criminal Justice.

GEORGE HUTCHINS CALLS FOR CURRENT 2010 4TH REPUBLICAN CONGRESS and 4TH GOP U.S. CONGRESS DISTRICT

Web conventions

- Navigation on top or left
- Link to home page in top-left with word Home
- Logo in top-left that links to home page
- If it looks like a button, it's a link
- Hyperlinks are blue and underlined (or at least look different)
- Icons...



Web conventions

- Search bar at top-right or top-center
- Site map or main links at bottom of site
- Link to RSS feed in upper-right of blog
- Links open in the same window
- Links have different states during mouse-over

Readability

- We must go out of our way to make text readable online.
- Use shorter line lengths where possible - and never let type run the entire width of the page.
- Choose type faces based on readability.
- Format text for scanners – headers, lists, bold

Findability

- Make sure your site is indexed properly in search engines
- Use keywords on your site - in title, in H1 tags and in body of your site
- We will discuss Search Engine Optimization (SEO) more later this semester

Usability

- Usability: How easy it is to use a web site's interface
- Make sure readers can find what they are looking for - news, airline tickets, friends on Facebook
- Make sure readers understand how your site is supposed to function
- Do usability testing

MIDWEST HERITAGE

A Hy-Vee Company

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meet our Regist

Amanda and N
food, products,

Services include:

- Individualized Nutrition
- Diabetes Education
- Diabetes Prevention Program
- DPP™ Meal Preparation
- Personalized Shopping

Ask us how we can help
you achieve your health
& wellness goals!

Amanda Devereaux,
MS, RD

Natalie Hoefling,
MS, RD

Your Best Life
Hy-Vee Diabetes
515-224-7389



COURTYARD

INCORPORATED

COURTYARD

Continuing
Tradition
of Excellence

Please flush





VISIT

APPLY

CONTACT

#ThisIsDrake





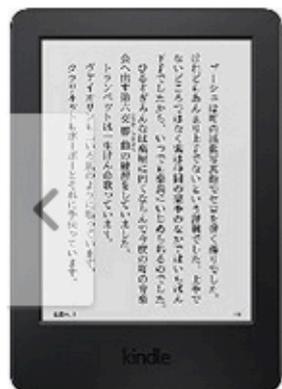
Amazon Fashion

クーポンで
10%OFF

服・シューズ・バッグ・腕時計ほか、新作も 10/4まで



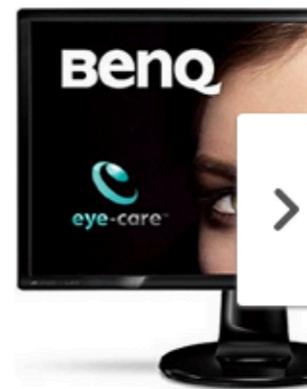
いまもっともクリックされている商品



関ジャニ∞

関ジャニ∞の
元気が出るCD!!

(初回限定盤B)
(DVD付)



PCソフトダウンロード
ストアはこちら

欲しいソフトが、すぐに使える



▶今すぐチェック

広告へのご意見

デジタルカメラの売れ筋ランキング [その他を表示](#)



定期おトク便

Typography

- Use web-safe fonts (fonts available on all computers)
- Arial, Helvetica, Times New Roman, Times, Verdana, Georgia, Courier, Impact, Lucida Console, Lucinda Sans, Palatino, Tahoma, Comic Sans, Trebuchet MS
- Newer standards do let you use more fonts (try Google Font Directory, @font-face)

Current web trends

- Simple layout
- Centered content
- Design the content, not the page
- Flat design
- Soft, neutral background colors
- Strong color, used sparingly
- Plenty of white space

Centered orientation

Project name

Home

About

Contact

Jumbotron heading

Cras justo odio, dapibus ac facilisis in, egestas eget quam.

Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus.

Sign up today

Subheading

Donec id elit non mi porta gravida at eget metus. Maecenas faucibus mollis interdum.

Subheading

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras mattis consectetur purus sit amet fermentum.

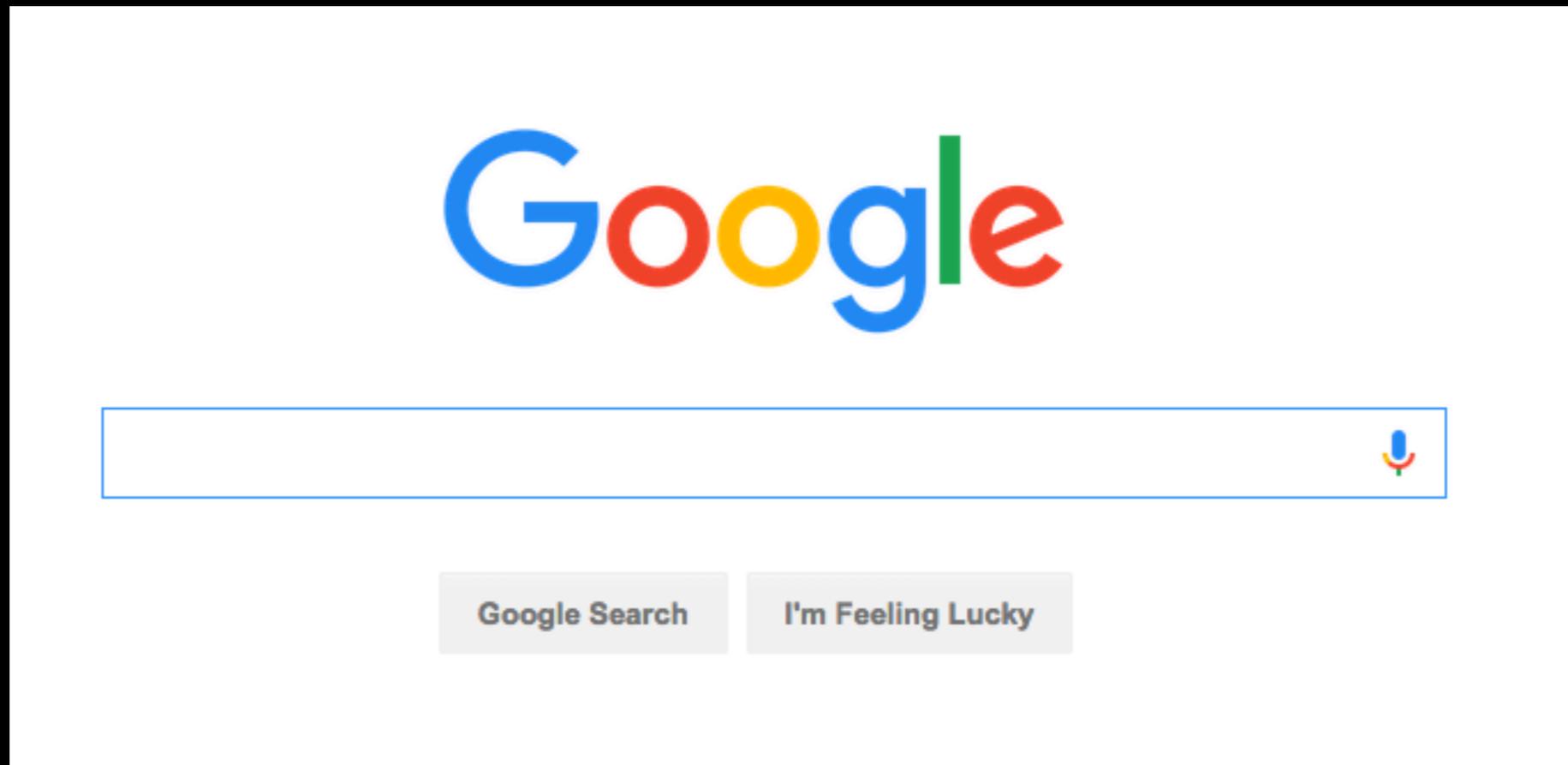
Subheading

Donec id elit non mi porta gravida at eget metus. Maecenas faucibus mollis interdum.

Subheading

Morbi leo risus, porta ac consectetur ac, vestibulum at eros. Cras mattis consectetur purus sit amet fermentum.

Flat design



Strong color, used sparingly

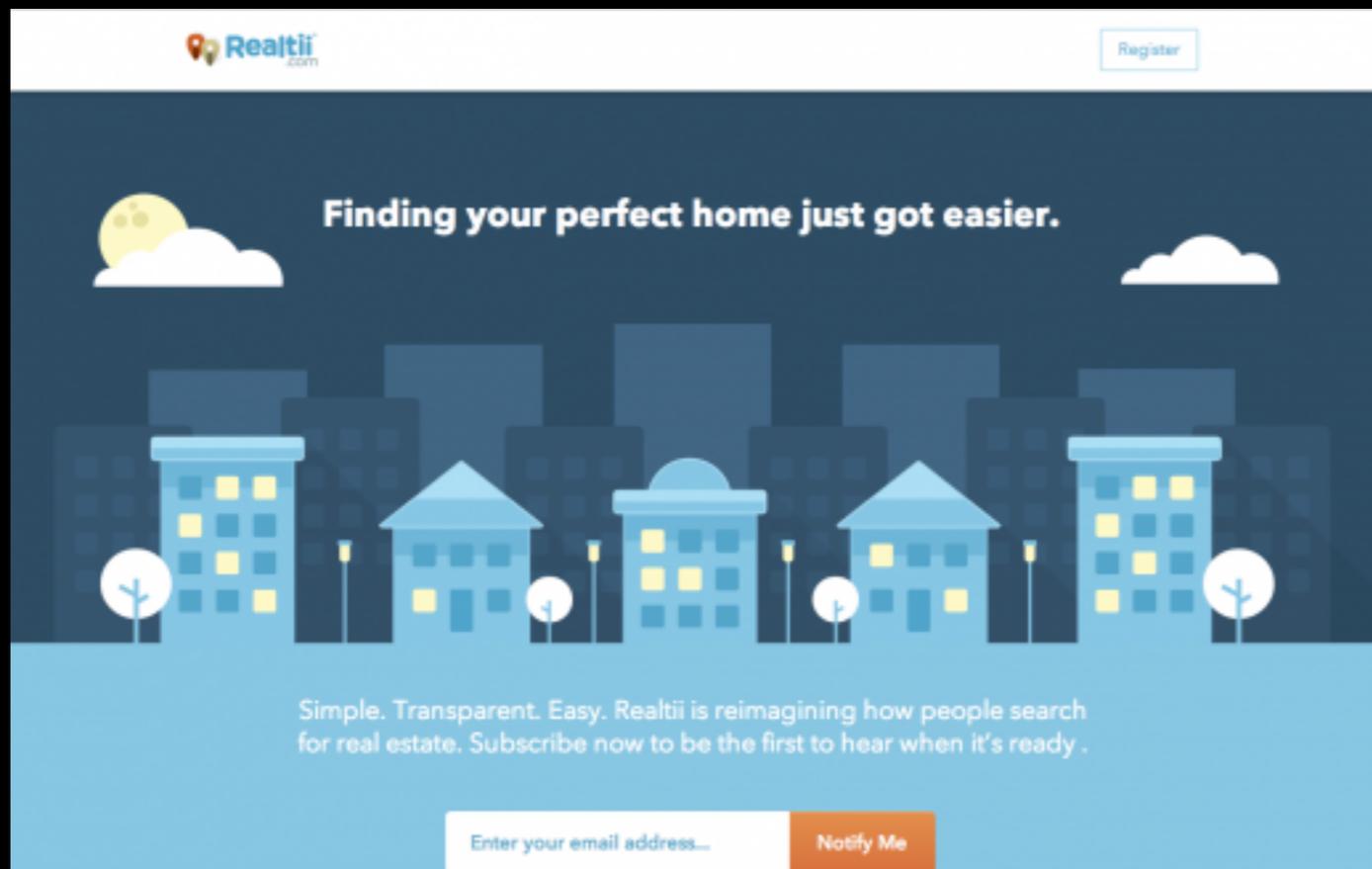


Plenty of white space



More trends

- Better typography
- Large “hero” areas killing sliders



More trends

- Large focus on mobile
- Long scrolling sites
- Videos in place of text



Web site architecture: Terms to know

Logo Navigation

Two columns

Main content area

B CHRIS BROGAN Work with me

Home About Speaking Newsletters Contact Best Of Work With Me SEARCH

Blogging Book Review Business How To Human Business Marketing Social Media Video Blog

AWARENESS AND BRIDGING

November 29, 2010 : [8 Comments and 54 Reactions](#)

In [Two Sides of Marketing](#), I wrote about the concept of advertising as "awareness," and then I talked about the social media stuff as "bridging." The A side and the B side. Awareness and bridging. This is the truth: sometimes, I don't really know what I'm getting at when I write a blog post, and upon finishing the post, I read it with the same fresh eyes as you. This whole "awareness" and "bridging" thing is one such idea.

I shot a video of myself drawing to get the ideas flowing. I didn't get far, but I know that I'm going to write about it more in the coming days. A lot of that will be put in my [free newsletter](#) (which isn't this blog). If you're not subscribed, I'd ask you to do so. It's free. It's about personal development and business growth. You'll like it.

Here's the video I start the series with:

Awareness and Bridging

YouTube

What do you think?

Note: even though [Rainforest Cola](#) is a client, that wasn't a ham-handed product shot. My throat was just dry. My product shots will be a lot more subtle. :)

[ShareThis](#) 137 tweets [retweet](#)

YOU ARE SO STUPID

November 28, 2010 : [45 Comments and 357 Reactions](#)

Delivered Daily!

Get daily updates. Enter email address. (We respect your privacy.)

Subscribe

- [Sign up for the Newsletter](#)
- [Follow Chris on Twitter](#)
- [Subscribe to the RSS Feed](#)

65772 readers
BY FEEDBURNER

Supporters

- STUDIOPRESS **your guide to guest posting**
- blue sky factory email marketing for the social web
- SEO COPYWRITING MADE SIMPLE *Scribe*
- rackspace cloud For Nonprofits. 501 MISSION PLACE

About

Chris Brogan is President of New Marketing

Rail

Navigation
Logo

Carousel

Two
columns

The screenshot shows the Silicon Prairie News website with several annotations:

- Navigation:** A dark grey bar at the top contains links for NEWS, INTERVIEWS, FEATURES, OPINION, EVENTS, OPPORTUNITIES, VIDEOS, and DIRECTORY. A search box labeled "SEARCH SPN" is on the right.
- Logo:** The "SILICON PRAIRIE news" logo is highlighted with a red box. A yellow arrow points to the "news" text, and a yellow dashed spiral highlights the "DES MOINES" dropdown menu.
- Welcome Message:** A dark grey banner with a yellow "Welcome!" box contains the text: "You've arrived at the **Des Moines Edition** of Silicon Prairie News. If you'd rather see a different Edition, we've got some options for you right up there."
- Text:** A light green box on the right contains the text: "Silicon Prairie News interviews the region's leading entrepreneurs and creatives, reports on startups and established companies and announces events."
- Carousel:** Four article cards are shown:
 - Editor's Notebook: The week that was...** (FEATURE) - November 22, 2010
 - BarCamp Omaha 2010: Jam session video, afternoon photos & more** (NEWS) - November 22, 2010
 - Prairie Moves: Bryan Findell, Chris Larkin, Tim Siedell & more** (FEATURE) - November 23, 2010
 - Energy Pioneer Solutions wins Invest Nebraska's New Venture Competition** (NEWS) - November 24, 2010
- Main Article:** "Ben Milne tells Dwolla backstory at Cornstalks" (NEWS) - NOVEMBER 29, 2010 by DANNY SCHREIBER. Includes a photo of Ben Milne and a text snippet: "OMAHA With this Wednesday's Dwolla Meetup on the horizon, an event which promises to deliver 'a few huge announcements,' we thought it timely to release Ben Milne's five-minute presentation from Cornstalks this past September. Milne is the founder of Dwolla and the event, Cornstalks, is a monthly gathering for high-growth entrepreneurs and aspiring entrepreneurs hosted by the Greater Omaha Chamber and more."
- Right Sidebar:** Contains a "SUBSCRIBE TO SPN" section with a description, social media icons (RSS, Twitter, Facebook, Email), an email address input field, and a "Submit" button. Below it is a "SUBMIT A STORY TIP" section with a description and the email "info@siliconprairienews.com".
- Footer:** A "Silicon Prairie News on Facebook" link with a Facebook icon.

Horizontal navigation

Chicago Tribune



52° F
Tuesday, Sep. 28, 2010



Miles with the clout to book any open United seat, guaranteed.

[Home](#) [News](#) [Your town](#) [Business](#) [Sports](#) [Entertainment](#) [TribU](#) [Health](#) [Travel](#) [Opinion](#)

[Breaking](#) [News alerts](#) [Skillling's weather](#) [Traffic](#) [Obits](#) [Amy](#) [Horoscopes](#) [Blogs](#) [Columns](#) [Video](#) [Photos](#) [RedEye](#)

QUICK LINKS: [Weather app](#) | [Southwest-Airtran merger](#) | [Sox lose](#) | [Cubs win](#) | [Bears updates](#) | [NFL scores](#) | [Lindsay Lohan](#) | [Dog costume photos](#) | [Mugs in the news](#)

Vertical navigation

HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS MOST RECENT [Subscribe to The Times](#)



The New York Times

Monday, September 27, 2010 Last Update: 4:36 PM ET

Search [ING DIRECT](#) [Subscribe to Hor](#)

Switch to **Global Edition**

- JOB
- REAL ESTATE
- AUTOS
- ALL CLASSIFIEDS

- WORLD
- U.S.
- POLITICS
- N.Y./REGION
- BUSINESS
- TECHNOLOGY
- SPORTS
- SCIENCE
- HEALTH
- OPINION
- ARTS
- Books
- Movies
- Music
- Television
- Theater

Southwest Buys AirTran in Effort to Expand Reach

By JUD MOUAWAD 3:24 PM ET

A \$1.4 billion deal expands Southwest's foothold in New York and Boston and lets it move into Atlanta.

- Graphic: Converging Flight Paths
- DealBook: Plotting the Next Airline Deal

Kim's Son Is Elevated Ahead of N. Korea Meeting

By MARK McDONALD 3:01 PM ET

The youngest son of Kim Jong-il has been promoted to military general, the clearest



Rouf Bhat/Agence France-Presse — Getty Images

India Reopens Schools in Kashmir

By JIM YARDLEY 1:03 PM ET

The Indian government began testing a political initiative after more than three months of angry confrontation between protesters and security officers.

OPINION »

- LIVING ROOMS **Couched in History**
Joan DeJean on a short history of two essential pieces of living room furniture.



- Krugman: Structure of Excuses | Comments (443)
- Douthat: The Seduction of the Tea Partiers
- Op-Ed: China vs. The Dollar
- Revkin: Rising Sea Levels

MARKETS »

At close 09/27/2010

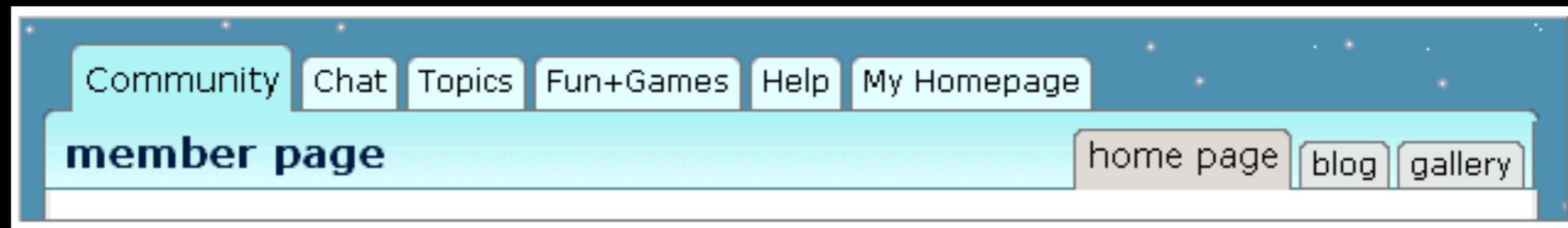
S.&P. 500	Dow	Nasdaq
1,142.16	10,812.04	2,369.16
-6.51	-48.22	-11.11
-0.57%	-0.44%	-0.47%

Navigation

- Second only to content in importance
- Global nav - Where can I go overall
- Local nav - Where can I go in this section
- Contextual nav - Where can I go on this page

The screenshot shows the ESPN NFL website interface. At the top, the ESPN NFL logo is on the left, followed by "PRESENTED BY RANGO". A search bar and a "SHOP" button are on the right. Below this is a navigation bar with "Scores" selected, and links for "NFL Full Scoreboard" and "All Scores". A "CONFERENCE CHAMPIONSHIPS" section is also visible. A secondary navigation bar includes "my ESPN", "NFL", "MLB", "NBA", "NHL", "NCAA FB", "NCAA BB", "NASCAR", "SOCCER", "MORE SPORTS", "WATCH", "FANTASY & GAMES", "PAGE 2 & COMMENTARY", and "RADIO & MORE". A third navigation bar contains links for "NFL Home", "Scores", "Schedule", "Standings", "Stats", "Teams", "Players", "2011 draft", "Injuries", "Odds", "Trans", "Blog", "Rumors", "Resources", and "Tickets". Below the navigation is a promotional banner for the movie "RANGO" featuring Johnny Depp, with the text "IN THEATERS MARCH 4" and "CLICK TO EXPAND". At the bottom, there are game preview cards for the AFC Championship (New York Jets vs Pittsburgh Steelers) and the NFC Championship (Green Bay Packers vs Chicago Bears).

Tab



Navigation bar with reveal dropdown

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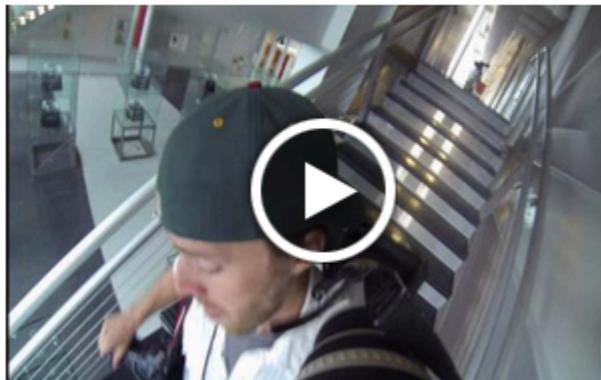


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Wish you could have been on the field for the biggest football game in Iowa? Find out what it was like in this first-person video from the CyHawk game with Register photographer and videographer Charlie Litchfield.

Report: 64 percent of Iowa schools miss federal performance goals

10:33 AM

Iowa saw a 22 percent increase in the number of schools that did not meet annual federal performance goals this year, according to a report released Tuesday by the Iowa Department of Education.

Rail crossing closures rev up Des Moines neighbors

Des Moines residents said the controversial closure of streets at railroad crossings on the city's east side will not end their activism and will instead increase their efforts to mobilize voters before the upcoming City Council election.

Video: Residents, city leaders react to rail crossings closure vote

64°F 75°/55°

Forecast: Today | 7-day
Maps: Radar | Satellite | Temps



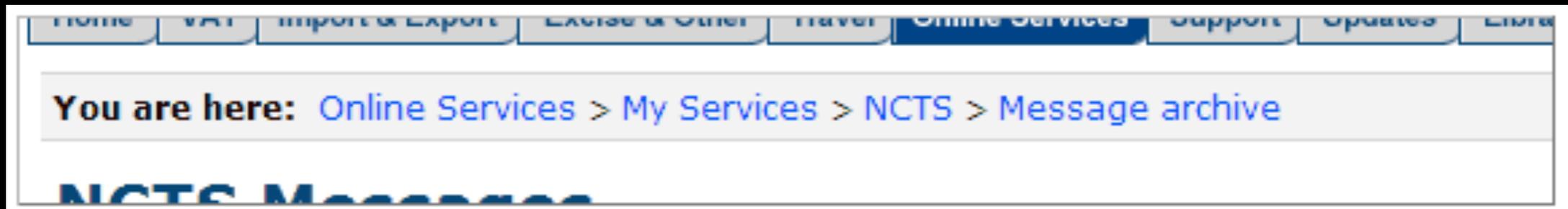
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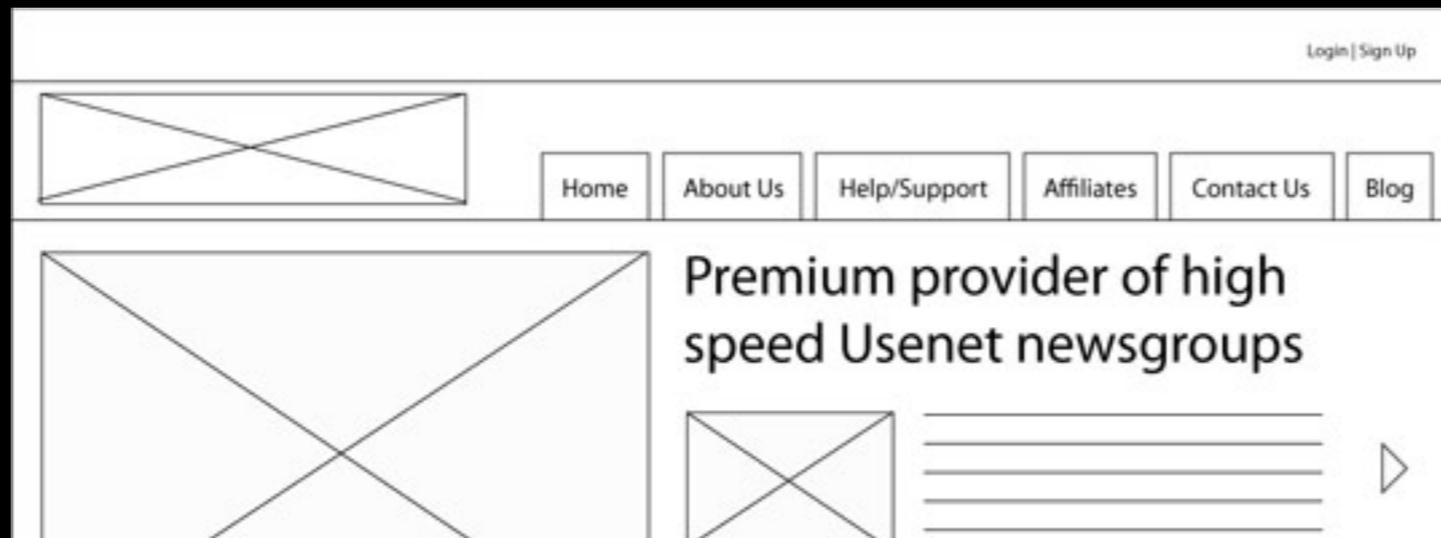
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Responsive design



Design process

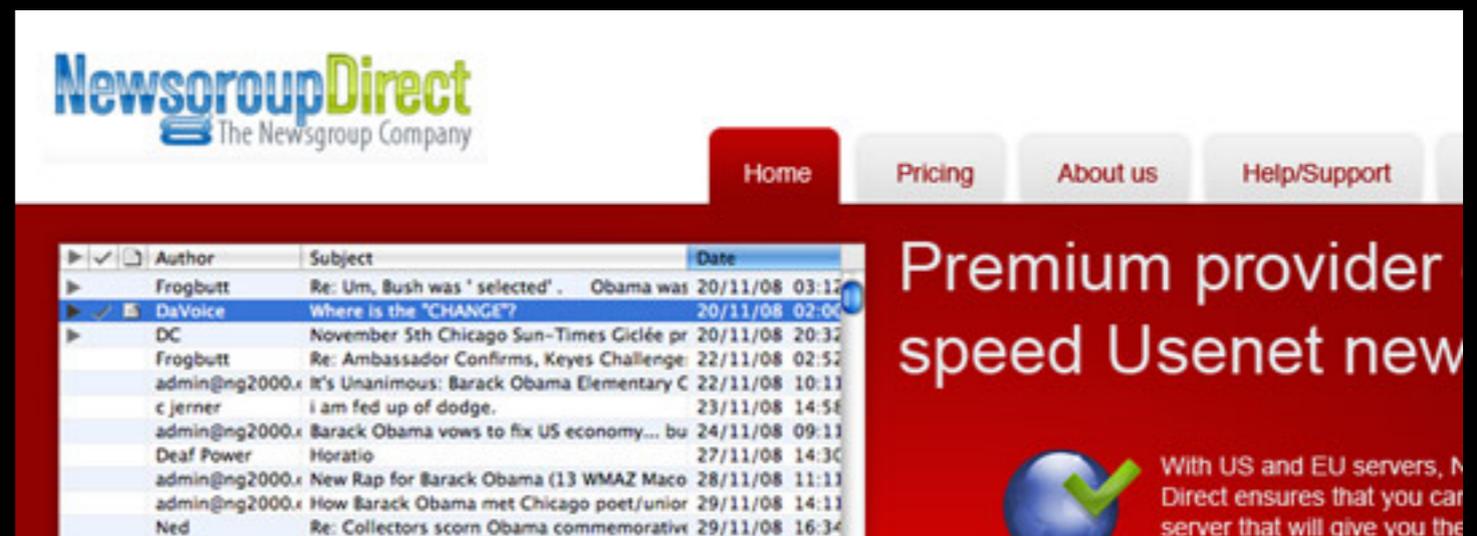
Before you start coding



Sketch/Wireframes

Photoshop Mockup

To share with client



Site redesigns

- Simplify (colors, fonts, content, user experience)
- Update the look to reflect current trends
- Put more logical content upfront
- Design the content, not the box
- Get more above the scroll

Site redesigns

- Use web conventions (logo in top left, navigation on top or left)
- Shorten line lengths
- SEO – keywords in title, H1
- Repeat design elements
- Center content, use white space
- Soft, neutral background colors

How to analyze a web site

Overall questions

- Who is the audience?
- What is the purpose of the site? The message?
- Does the site achieve its purpose?

Usability

- Links make sense, are helpful and work.
- Well-organized. Logical structure.
- Easy to navigate to pages, return home.
- Reasonably short download time.

Design

- Immediately recognizable brand.
- Simple is best.
- Consistency of design across site.
- Readability: caps/lowercase used appropriately, color isn't intrusive, typeface easy to read, white space used attractively.
- Looks professional.

Content

- Error-free and interesting.
- Ads aren't intrusive/annoying.
- Appropriate use of moving images, video, sound, photos, graphics.
- Elements compliment each other (visuals, type).
- Appropriate voice/style of writing for the audience.

END

Sources: webdesignfromscratch.com, wikipedia, smashingmagazine.com