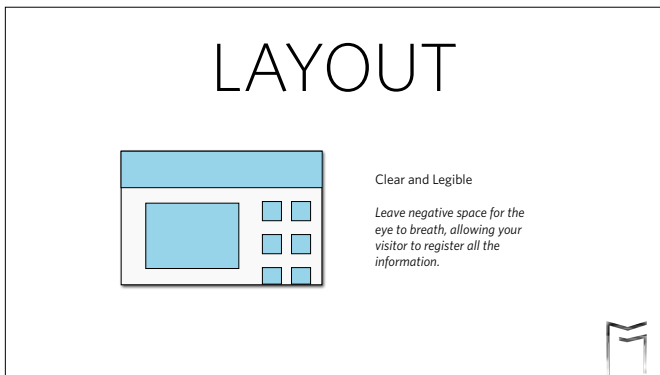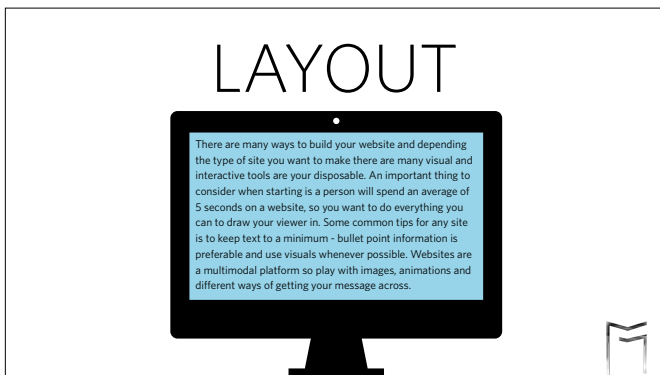## WEB SITES

In this video we will talk about some of the decisions that you will have to make when assembling a web-site, and ways to help direct a viewer through your site's content. Let's dive in!

LAYOUT

Clear and Legible

Leave negative space for the eye to breath, allowing your visitor to register all the information.

The first thing you should consider when making your site is the layout of your images, text, headings and other information. It should be clear, have a good flow, be legible and easy to understand. It's generally good practice to leave enough negative space for the eye to breathe and group information, using images wisely rather than in a distracted way that clutters with too much text or irrelevant information.

LAYOUT

There are many ways to build your website and depending the type of site you want to make there are many visual and interactive tools are your disposable. An important thing to consider when starting is a person will spend an average of 5 seconds on a website, so you want to do everything you can to draw your viewer in. Some common tips for any site is to keep text to a minimum - bullet point information is preferable and use visuals whenever possible. Websites are a multimodal platform so play with images, animations and different ways of getting your message across.

For instance, there are many ways to arrange the information on your web-site. Depending on the type of site you want to make, there are many visual and interactive tools at your disposal. Try your best to avoid lengthy text like this without any separations or groups, headings or images -your visitor might instantly choose to go to another site!

LAYOUT
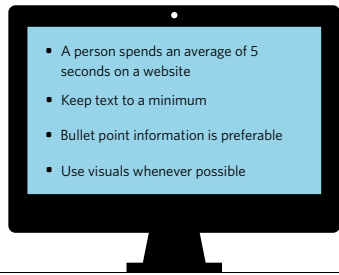
- A person spends an average of 5 seconds on a website
- Keep text to a minimum
- Bullet point information is preferable
- Use visuals whenever possible

On average a person will spend their first 5 seconds deciding if they want to stay on your site so you want to do everything you can to draw your viewer in. Some common tips for any site is to keep text to a minimum; bullet point distribution of information is preferable and use visuals whenever possible. Think of the acronym KISS -keep it simple silly!

Websites are a multimodal platform so combine images, animations and different ways of getting your message across.
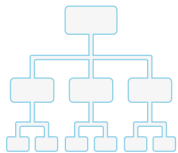
LAYOUT
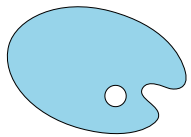
Stylize

*Establish a theme with font, shape and a colour scheme.*

You should also consider and spend time establishing a style for your page through the use of fonts, proportions, shape, images and colour schemes towards an overall theme that can enhance your content.

LAYOUT

Organize

*Use appropriate categories, navigation hierarchies, and structure it in a comprehensive way.*

Organize your posts and pages into their appropriate categories or attributes and spend time establishing a font hierarchy, colour scheme and theme. When publishing original content such as media, think about its placement and organization in your poster page.

LAYOUT

PHOTOGRAPHY ASSIGNMENT 2 ASSIGNMENT 3

?
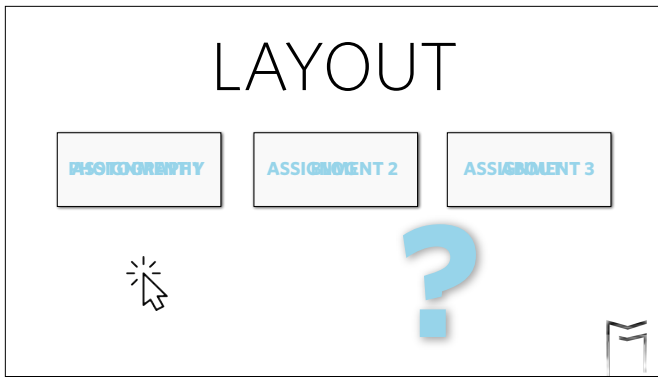
For example, it's important to think about how a viewer will interpret the words and headings that label areas of your site. If you are working on a website for a class, think about how it may be viewed by someone outside of the class, would they know how to interpret the difference between Assignment 1, 2 and 3? Instead think of headings that help your visitor know what to expect upon clicking. Use more descriptive headings such as; Photography, Blog, or About. It's also important to have clear page names and headings and when including descriptions or captions keep them clear and concise.

LAYOUT

Less Clicks

*As few pages as possible with clear navigation.*
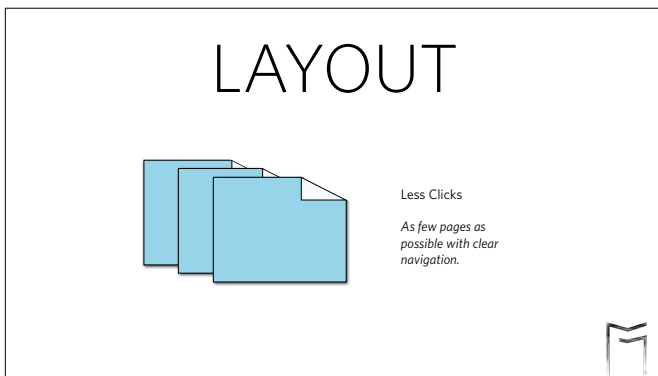
Generally, it's a good idea to organize the page to have as few number of pages as possible. Try not to have too many pages within pages, that will confuse a visitor and make it difficult for them to find things.

LAYOUT

ABOUT CONTACT ME@EMAIL.COM
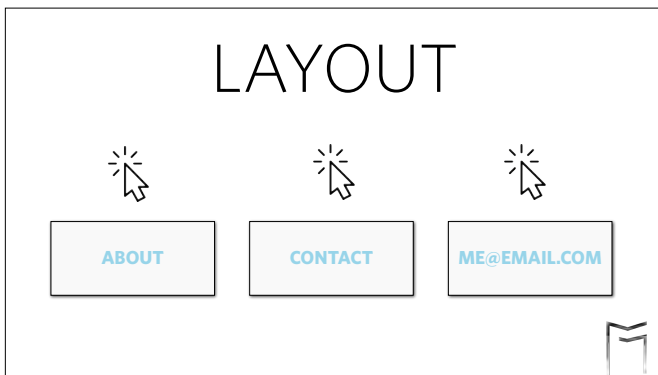
There is a general rule in web design called the three click rule. It states that a user should be able to find any information on your site using a maximum of three clicks. For example, if I want to find an email address to contact, I should be able to find that information in no more than three clicks to make your site accessible and easy to navigate. Which brings me to another tip, you should always include a way to contact someone through your site, should a visitor want to get in touch.
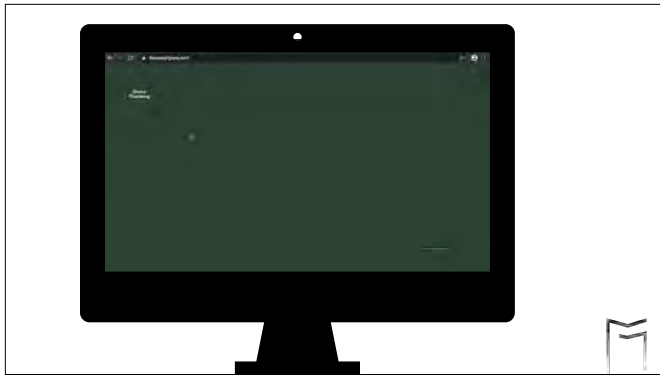
EXAMPLES

It is important to think about how a viewer can interact with your web-site. I will highlight the differences through a few examples.
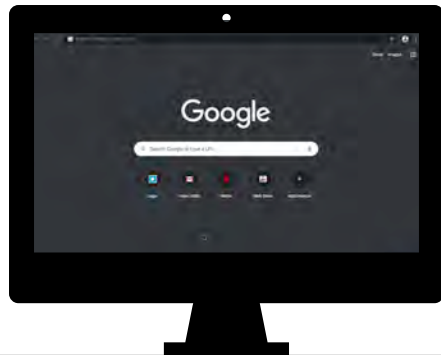
If we look at the UBC website, the target audience would be students, and then staff and faculty. If I am trying to register for a class I want to be able to navigate through the process easily. I may look up UBC courses in a google search, and it should lead me to a page where I can search for a course code. I know I can enter it here. However, you can also use the menu headings. Upon clicking on them it presents an extended drop down menu which gives me the option to browse courses. I am looking to take a drawing class but am unsure of the course code, but I do know drawing is in Visual Art, which starts with a V, so I will search under this letter. UBC web sites hold a lot of information, and you want to arrange it so that your visitor's process will be as intuitive as possible, so they do not become frustrated or unsure.
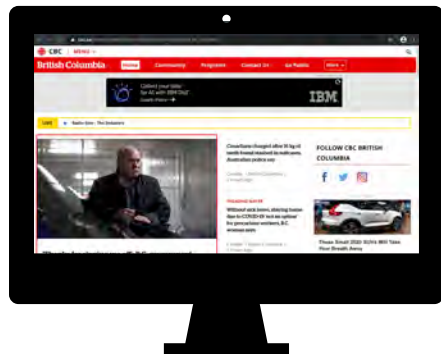
If we look at a news website, they have completely different goals than UBC. As a result, the website construction looks quite different. A news website wants to grab your attention to stories so they use bold type headlines and visuals, and there is a lot of language drawing you in to clicking on a story box of your choice to learn more. You will notice the website looks very busy with lots of information vying for the visitors attention, this influences the viewer to think that there is a lot of information to obtain, and that the site is informative. There are different headings, much like the UBC course schedule, however there is no drop down information, instead the headings direct you to different sites areas with different types of stories.

As a final example, looking at the website, "The Year of Greta" it has a different motive than the previous two. It is both a chronological report of her year as well as an artistic, visually immersive profile of her work. It is very appealing, and clearly provides the visitor with the information they need to explore the site. By dragging you can see the different visuals and just enough text to give context to the image, and it tells a story of major milestones of her year while tracking the months in the top timeline. The website moves around with you, allowing your interactions to change the environment, it is intuitive, affective but also clear to the viewer of what it is highlighting. The site is very artistic and the artifacts symbolize or refer to activist posters, bringing a creative dimension to the information presented while also supporting her plight of what it means to be an ambassador of change.

RESPONSIVE WEB DESIGN

Automatically changes site features with a shift in screen size or orientation

With many forms of digital viewing platforms today, from a smart phone to a monitor, it is important to consider how your site will look on different devices. Responsive web design is a way to have your site automatically changed some features with a shift in screen size or proportion. Most beginner building sites have preset themes that are responsive to screen size changes, but the best way to check if your chosen theme responds well to the organization of your site by testing it on different devices. When doing so, make sure that your layout responds well to the changes by checking all of your different site elements such as posts, pages, media items, maps, and text.

Personal Blog

Online Portfolio

E-Commerce

Creating your own site is an exciting process that takes a lot of pre-planning, gathering content, organizing and curating a platform, but it is a rewarding way to showcase your ideas in an immersive space, with wider access to different audiences.