NAME: Kevin Brown	**STUDENT NUMBER:** X00141134

Web Design Chapter 4:
Planning a Successful Web Site, Part 2

Save this file in your WD folder, and then follow the instructions below.

DIRECTIONS:
1. **Read and answer questions:** Read the chapter in the WEB DESIGN textbook, and then fill in the answers to the questions below. Change the font color of your answers to **RED** (*or another color of your choice*) so the answers are easily distinguished from the questions for grading.
2. **Save as PDF:** When you have completed this assignment, save this file as a WORD file, and then save as a **PDF** file in your **WD** folder (**press F12 for SAVE AS,** then choose **PDF** from the **SAVE AS TYPE** dropdown list).

   NOTE: You will upload your PDF file, share with your instructor, and link to your index page when you have learned to do this.

1. Definitions: Briefly define the following terms:

1. Internal style sheet – A style sheet that is inserted within a page's HTML heading tags.

2. External style sheet – A style sheet that is saved in the folder with the website's pages and link to them with an HTML tag.

3. CSS – Cascading Style Sheet, prioritizes style rules to determine priority in case of conflicting rules.

4. layout grid – An underlying structure of rows and columns used by designers to position content on a page

5. Table – An arrangement of columns and rows.

6. Site map – A summary page of links to major pages at the website.

7. Frames – A method for dividing the screen into multiple areas, with each area containing a separate, scrollable webpage.

Types of links:

1. Text link – Hyperlinks based on a word or words in an HTML document.

2. Rollover link – Text links that look like body text until you hover the pointer over the text, at which time it changes color and/or is underlined indicating a link.

3. Image link – Assigns a link to a visual element, such as an illustration or a photograph.

4. image map – Referred to as a clickable map, is an image that contains hot spots.

5. navigation menu – A list of related links.

6. navigation bar – Uses graphic buttons to present links.

7. Navigation tab – Presents links as small tabs.

8. Breadcrumb trail – A hierarchal outline or a horizontal list that shows a visitor the path he or she has taken from the home page to the currently viewed page.

PowerPoint Presentation:

Create a PowerPoint presentation from the **Design Plan Checklist** at the end of the chapter, on **pages 120-121**, by following the following steps. You will then convert the presentation to JPG images and insert them into this document.

To create the presentation:
1. On your computer, open NOTEPAD (in ACCESSORIES).
2. Enter the following in a new NOTEPAD document:

> **Web Site Design Plan Checklist**
> *(press tab key once)* **Web Design**
> *(press tab key once)* **Presented by:** *your name #number*
> **Step 1: Identify the Website's Purpose and Target Audience**
> *(press tab key once)* **Identify the primary and secondary goals for your Web site.**
> *(press tab key once)* **Determine the objectives necessary to meet the site's goals.**
> *(press tab key once)* **Write a formal purpose statement for the site.**

> NOTE: If you have never created a PowerPoint presentation and have difficulty following these steps, be sure to contact your instructor for help. It is easy and fun, so don't worry!

3. Enter the rest of the **Design Plan Checklist** on page 120-121 in your NOTEPAD document. Be careful to press the TAB key for bulleted items. Save the document as **Design Plan** (it will automatically be given a **.txt** extension) in your **WD** folder.
4. Following the directions on **Creating a PowerPoint Presentation** (on D2L CONTENT), open the **Design Plan** document in PowerPoint and create an <u>attractive, professional presentation</u> from the outline. Be sure to edit your presentation as follows:
    1. Delete the first blank slide (there should be NO blank slides in the final presentation)
    2. Spell check the presentation (press **F7**)
    3. First slide should be TITLE SLIDE LAYOUT
    4. Choose an attractive, professional design background for the presentation
    5. Insert at least one appropriate graphic <u>on each slide</u> (you can use GOOGLE IMAGES)
    6. Insert footers (slide number, date, your name and student number)
    7. Too much text on a page? Cut some of it and create a new slide (CTRL M) and paste it on the new slide. Add an appropriate title to the slide (i.e. **Step 3** *Continued*)
    8. Save the presentation as a normal PowerPoint file in your **WD** folder.

Save the presentation as images:

You will save the presentation as JPGS and insert the images in the cell below. To create JPG files from your presentation:
    1. Open your presentation in PowerPoint, if it is not already open.
    2. From the **FILE** tab, choose **FILE SAVE** and find **JPEG** in the **SAVE AS TYPE** box, then click **SAVE**.
    3. When the dialog box opens asking which slides to save, click on **EVERY SLIDE.**
    4. A new folder will be created inside your **WD** folder that contains JPG graphic images for each slide in the presentation. They will be named **Slide1, Slide2**, etc.
    5. Insert the images, in order, after the title, in the cell below.
    6. Delete these directions when the presentation is complete.

TITLE SLIDE LAYOUT

Web Site Design Plan Checklist

- Web Design
- Presented by: Kevin Brown (141134)

Kevin Brown X00141134   3/26/2015   2

Step 1: Identify the Website's Purpose and Target Audience

- Identify the primary and secondary goals for your Web site.
- Determine the objectives necessary to meet the site's goals.
- Write a formal purpose statement for the site
- Develop a target audience profile that identifies the demographic and psychological characteristics of audience members.
- Perform a needs assessment to determine the target audience's wants, needs, and expectations that can be satisfied by your website.

Kevin Brown X00141134   3/26/2015   3

Step 2: Determine the Website's General Content

- Determine your website's home and underlying pages, and any necessary landing pages.
- Ensure that the content on your website's home page answers visitors who, what, why, and where questions.
- Determine the visual identity content for your pages: text, images, audio, video, animation, multimedia, and dynamically generated content.
- Plan a file older organization for your HTML and content files.

Step 3: Select the Website's Structure

- Consider the best way to structure your website to achieve its purpose: linear/tutorial, webbed, hierarchical, or some combination of structure.
- Create an outline of your website's structure: text outline, storyboard, or flowchart.

Step 4: Specify the Website's Navigation System

- Create a navigation system that is both user-based and user-controlled, offering a combination of text links; image links; navigation menus, bars, and tabs; a breadcrumb trail; a website map and a search feature.
- Maintain visual consistency with the color and page placement of navigation elements.
- Follow WAI accessibility guidelines for links and image maps

It just feels right.

Step 5: Design the Look and Feel of the Website

- Position visual identity and vital page content above and to the left of potential scroll lines.
- Maintain visual consistency across pages with a color scheme and page layout.
- Follow WAI accessibility guidelines for the use of color.

Step 6: Test, Publish, and Maintain the Website

PROGRAMMER
$$$
</CODE>

- Perform usability testing on the navigation system during the planning and development phases.
- Determine how and where you will publish the website, and identify any technical or budget limitations.
- Develop a content maintenance plan that includes schedule and budget.

.