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## Web Design (3<sup>rd</sup> ed.): Chapter 4: Planning a Successful Web Site, Part 2

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

**Chapter 4:** Read the chapter from the WEB DESIGN textbook, and then fill in the answers to these questions in the row after the question.

**1. Definitions:** Briefly define the following terms:

1. internal style sheet The style for your website in the HTML heading tags
2. external style sheet saved in the folder with the site's pages and linked to them with an HTML tag
3. CSS Cascading Style Sheets,
4. layout grid Underlying structure of rows and columns
5. table an arrangement of columns and rows
6. site map a site with a large number of pages and a complex structure
7. frames a device for dividing the screen into multiple areas, with each area containing a separate Web page

**Types of links:**

1. text link a common way to navigate from section to section on the same page
2. rollover link a hidden link, also called a mouse over link
3. image link a link to an image...
4. image map a clickable map, an image that contains hotspots.
5. navigation menu a list of relative links
6. navigation bar generally uses graphic buttons to present links
7. navigation tab present links as small tabs
8. breadcrumb trail a hierarchical outline or horizontal list

**PowerPoint Presentation:**

Create a PowerPoint presentation from the **Design Plan Checklist** at the end of the chapter, on **pages 124-125**, 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: Define the site's purpose**

(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 124-125 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 attractive, professional presentation 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 on each slide (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.

**Presentation: Design Plan Checklist**

*(insert presentation images here)*

Title Slide



## Step 1

### Step 1: Define the site's purpose

- ❑ Identify the primary and secondary goals for your Website.
- ❑ Determine the objectives necessary to meet the site's goals.
- ❑ Write a formal purpose statement for the site.



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## Step 2

### Step 2: Identify the site's target audience

- ❑ Develop a target audience profile that identifies the demographic and psychographic characteristics of audience members.
- ❑ Perform a needs assessment to determine the target audience's wants, needs, and expectations that can be satisfied by your site.



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## Step 3

### Step 3: Determine the site's general content

- ❑ Determine your site's pages: home, underlying, and splash or entry pages.
- ❑ Ensure that the content on your site's home page answers visitors' Who? What? and Where? questions.
- ❑ Determine the visual identity content to be added to all pages that will brand your site.
- ❑ Determine the value-added content for your pages: text, images, audio, video, animation, multimedia, and dynamically generated content.
- ❑ Plan a file folder organization for your HTML and content files.

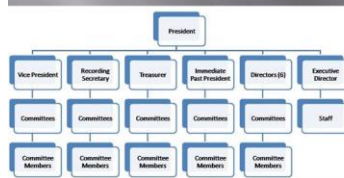
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## Step 4

### Step 4: Select the site's structure

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



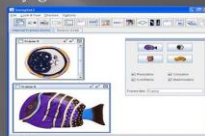
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## Step 5

### Step 5: Design the look and feel of the site.

- ❑ 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.



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## Step 6

### Step 6: Specify the site'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 site map; and a search feature.
- ❑ Maintain visual consistency with the color and page placement of navigation elements.
- ❑ Perform usability testing on the navigation system during the planning and development phases.
- ❑ Follow WAI accessibility guidelines for links and image maps.

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**PDF:** When you have completed this assignment, save this file as usual, 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.