

Content and Beyond

In the Planning stage of our web project we have developed a site strategy and structure. This is the blueprint for our website and is an essential part to ensure that we create an effective website that does what we want it to do and is appropriate for the target market. The first steps in developing a site strategy is establishing the

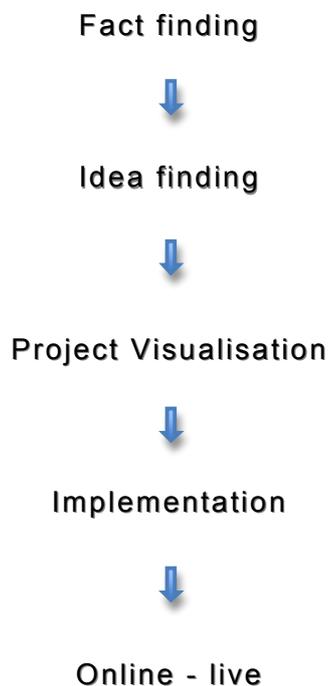
- goal and purpose
- target market

Without a specific plan or strategy to accomplish the given objectives you waste valuable resources and time on a product that misses the target. Objectives or goals help you to stay focused on the purpose of your project, providing clear paths in a specific direction.

You also need to create a user profile of your intended audience/audiences. Because we are designing a 3rd and 4th Generation website, we are taking the user-centred approach - designing with the user in mind. The design approach is a user-centred approach meaning that the website has been developed from a user oriented rather than a technology oriented method.

Lisa Graham outlines the steps in the design process:

The Design Process



At this point in the Design Process you should be in the Idea Finding phase in preparation to move into the Project Visualisation stage. This means:

- You have determined your audience/audiences
- You are clear about the goals
- You have done your homework

Remember

The most effective web designer is an informed web designer

The **Idea Finding** phase is where you:

- start searching for a visual layout
- start searching for ideas on navigation
- start collecting and creating content
- start creating thumbnails and roughs

(Graham, 1999:2-17)

The **Project Visualisation** (design) and **Implementation** (building) could also be called the Production phase.

The **Project Visualisation** phase is where you:

- develop your design
- gather critical evaluation of roughs
- start to develop and formalise structure (content areas)
- start to refine designs and navigation

Design

The content of your website is what keeps viewers there and returning in the future. You must provide content that the person visiting your website is seeking. It is also important for your website to be visually interesting for your visitors.

Think about the different media types you could potentially have as content in your website?

- Text
- Images
- Animation
- Sound
- Video

Whatever media types you choose to have as content in your site must be appropriate to your intended audience.

Text

Text is one of the main media types that you will use (can you communicate your message successfully without using text?). Three rules that Jakob Nielsen (Nielsen 1996) offers for writing for the web - it is important to:

- be succinct - get right to the point
- write for scannability - use short paragraphs, subheadings and bulleted lists instead of long blocks of text
- use hypertext to split up long blocks of information into multiple pages

Remember, you are writing for a non-linear medium. Your users can choose to move to different sections of your website at any time and so the information has to make sense on its own.

In the readings for this week, Barfield suggests using the inverse pyramid structure. Have your conclusion, or the most important information at the beginning, or the top levels of your site. If people want more information they can choose to move further into the website. (Barfield, 2004:46)

Writing style

Choose a writing style that is appropriate for your audience and one that they will understand.

Be consistent, in the tone of 'voice', and level of knowledge. Is a formal and business-like tone of voice appropriate for your audience and the overall 'feel' of your site, or a more trendy and casual approach? What level of experience does the audience have of the topic? Is it appropriate to use jargon – does the audience understand certain terminology or language? Use a style that your audience will relate to and understand. Use simple, short, and unambiguous terms for navigation. (Barfield, 2004)

Visual/Graphic Design

Graphic design is visual information design, using the tools of layout, typography, and images to lead the reader's eye through the page. Without the visual impact of shape, colour, and contrast, pages are graphically uninteresting and will not motivate the viewer.

What is the visual style or theme of your website?

- colours
- graphics - illustrations, cartoons, photographs
- page layout – positioning of navigation, logos, text

Page Layout

Your goal is to establish a consistent, logical screen layout that allows you to 'pour in' text and graphics without having to stop and rethink your basic design approach on each new page. A balanced and consistently implemented design scheme will increase readers' confidence in your site.

A good way to maintain consistency of page layout throughout your site is by using design grids. Without a firm underlying design 'grid' the overall design of your website will seem patchy and confusing. Grids help to maintain a design consistency, much the same as grids for print design, and stem from one of the basic design

principles: **alignment**. HTML does not allow the easy flexibility or control that graphic designers expect from page layout software.

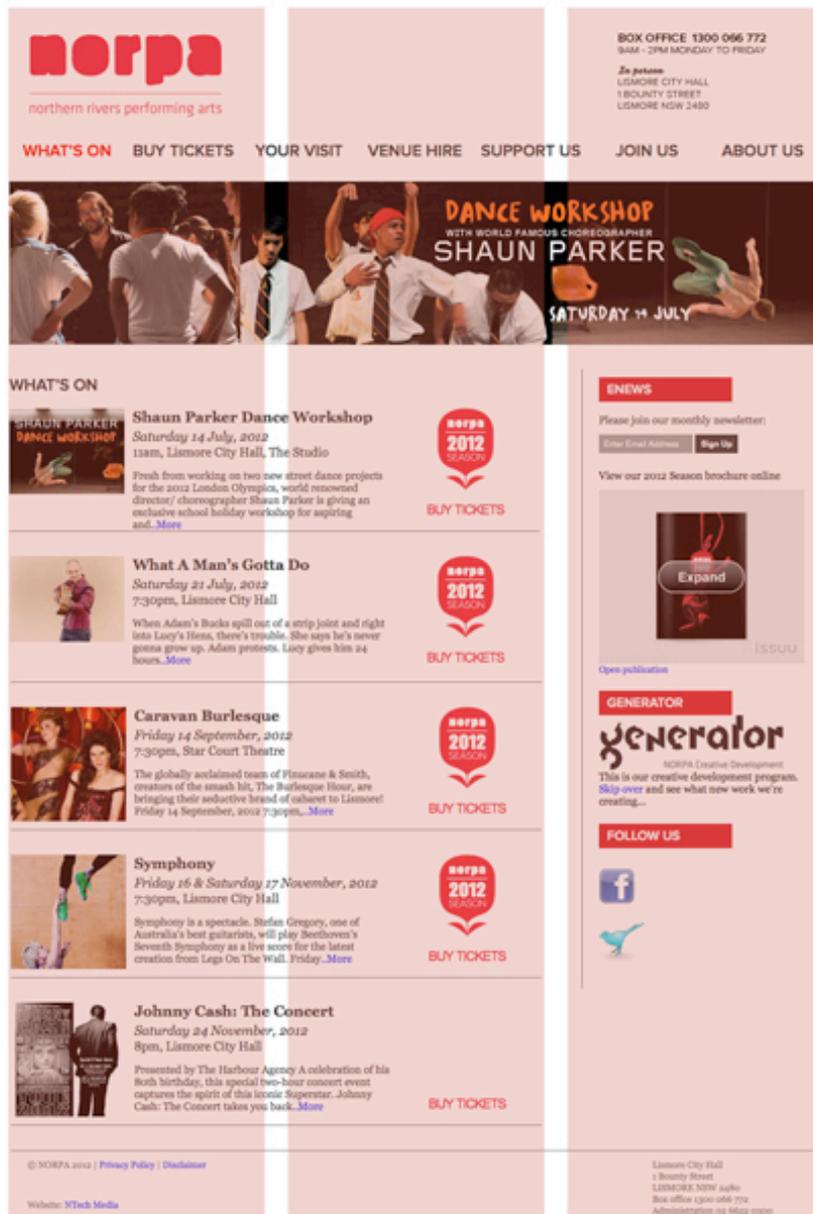
Using Grids for page layout

The following examples show how the simple grid structure underpins each screen layout.

Example 1: Northern Rivers Performing Arts www.norpa.org.au/

The screenshot displays the Northern Rivers Performing Arts (norpa) website. The layout is organized into a clear grid structure. At the top, the logo and contact information are aligned to the left, while the navigation menu is centered. Below this is a large banner for a 'DANCE WORKSHOP WITH WORLD FAMOUS CHOREOGRAPHER SHAUN PARKER' on Saturday 14 July. The main content area is divided into two columns. The left column features a 'WHAT'S ON' section with five event listings, each including a thumbnail image, event title, date, time, venue, and a 'BUY TICKETS' button. The right column contains a newsletter sign-up form, a link to view the 2012 Season brochure, a 'GENERATOR' advertisement, and social media follow links for Facebook and Twitter. The footer contains copyright information, a privacy policy link, and the organization's address and contact details.

Showing a simple 3 column grid structure



Creating the DIV structure for the CSS



norpa
northern rivers performing arts

BOX OFFICE 1300 066 772
9AM - 5PM MONDAY TO FRIDAY

26 June
LISMORE CITY HALL
18 BOUNDY STREET
LISMORE NSW 2480

[WHAT'S ON](#) [BUY TICKETS](#) [YOUR VISIT](#) [VENUE HIRE](#) [SUPPORT US](#) [JOIN US](#) [ABOUT US](#)



DANCE WORKSHOP
WITH WORLD FAMOUS CHOREGRAPHER
SHAUN PARKER
SATURDAY 14 JULY

WHAT'S ON



Shaun Parker Dance Workshop
Saturday 14 July, 2012
11am, Lismore City Hall, The Studio

Fresh from working on two new stage dance projects for the 2012 London Olympics, world renowned director/choreographer Shaun Parker is giving an exclusive school holiday workshop for aspiring and [More](#)



BUY TICKETS



What A Man's Gotta Do
Saturday 21 July, 2012
7:30pm, Lismore City Hall

When Adam's Bucks spill out of a strip joint and right into Lucy's home, there's trouble. She says he's never gonna grow up. Adam protests. Lucy gives him 24 hours. [More](#)



BUY TICKETS



Caravan Burlesque
Friday 14 September, 2012
7:30pm, Star Court Theatre

The globally acclaimed team of Pinnone & Smith, creators of the smash hit, The Burlesque Hour, are bringing their seductive brand of cabaret to Lismore! Friday 14 September, 2012 7:30pm. [More](#)



BUY TICKETS



Symphony
Friday 16 & Saturday 17 November, 2012
7:30pm, Lismore City Hall

Symphony is a spectacle. Stefan Gregory, one of Australia's best guitarists, will play Beethoven's Seventh Symphony as a live score for the latest creation from Legs On The Wall. Friday. [More](#)



BUY TICKETS



Johnny Cash: The Concert
Saturday 24 November, 2012
8pm, Lismore City Hall

Presented by The Harbour Agency A celebration of his 80th birthday, this special two-hour concert event captures the spirit of this iconic Superstar, Johnny Cash. The Concert takes you back. [More](#)



BUY TICKETS

NEWS

Please join our monthly newsletter:

View our 2012 Season brochure online



ISSUU

[Open publication](#)

GENERATOR

generator

NORPA Creative Development
This is our creative development program.
[Skip over](#) and see what new work we're creating...

FOLLOW US

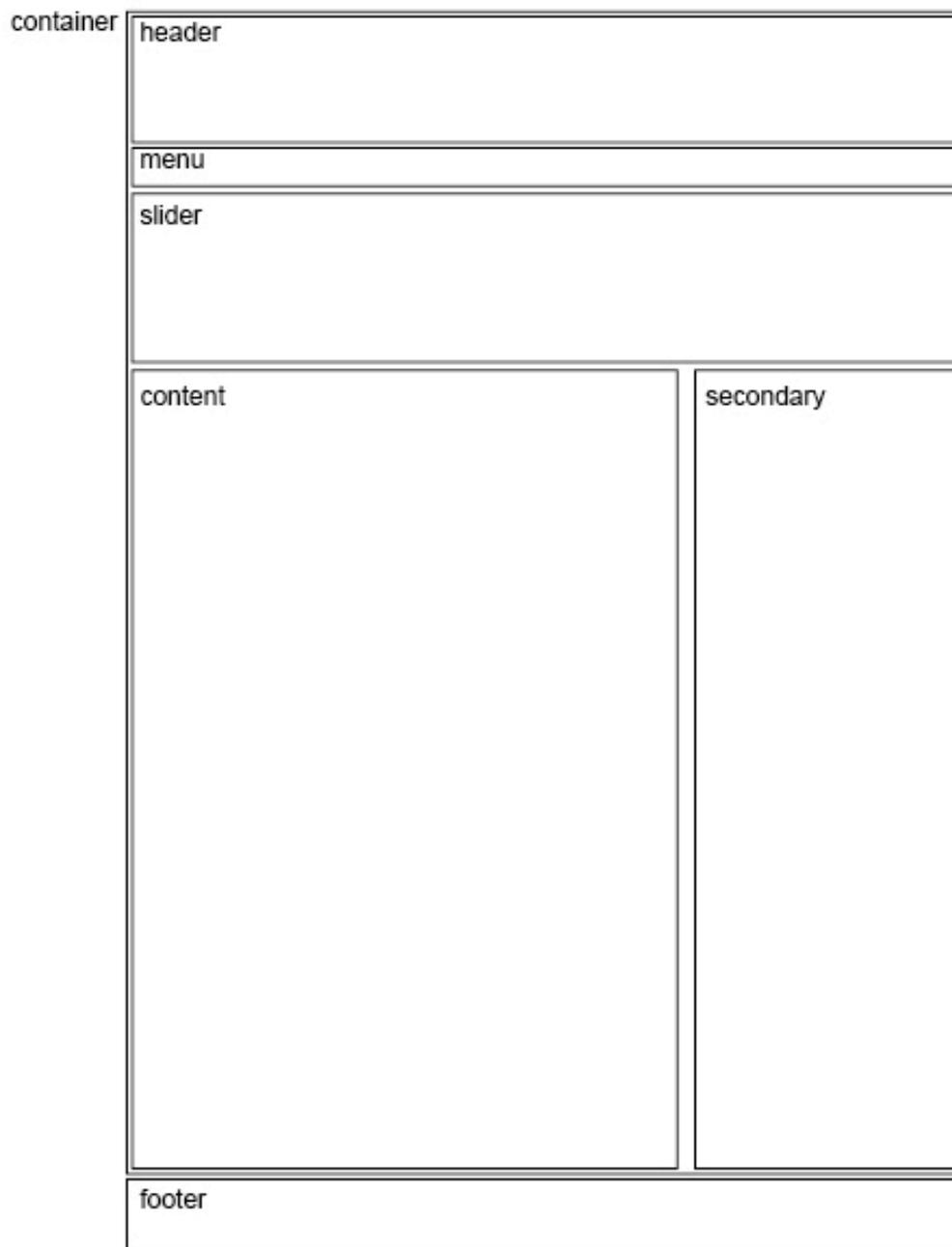
© NORPA 2012 | [Privacy Policy](#) | [Disclaimer](#)

Website: [Web Media](#)

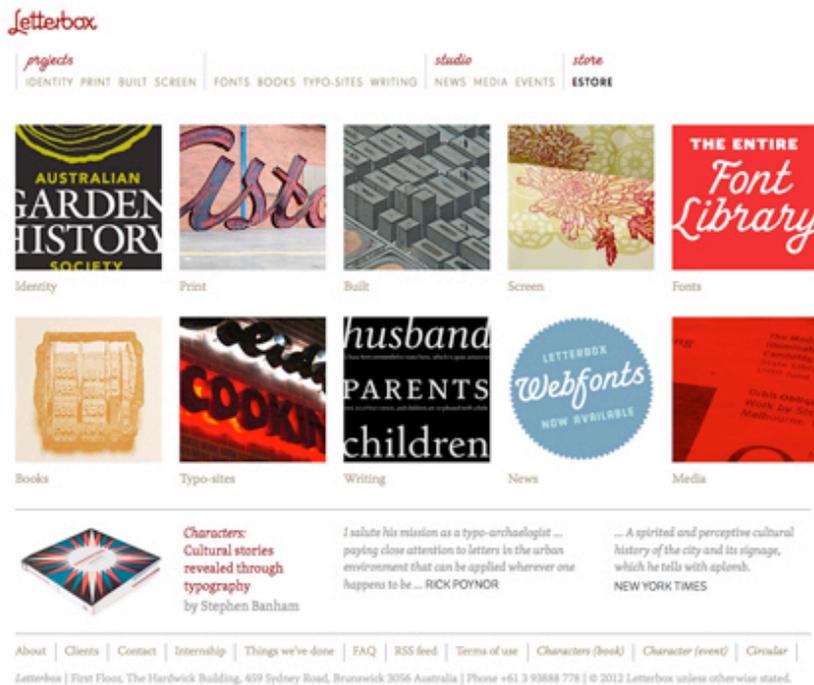
Lismore City Hall
1 Boudry Street
LISMORE NSW 2480
Box office 1300 066 772
Administration 02 662 0200

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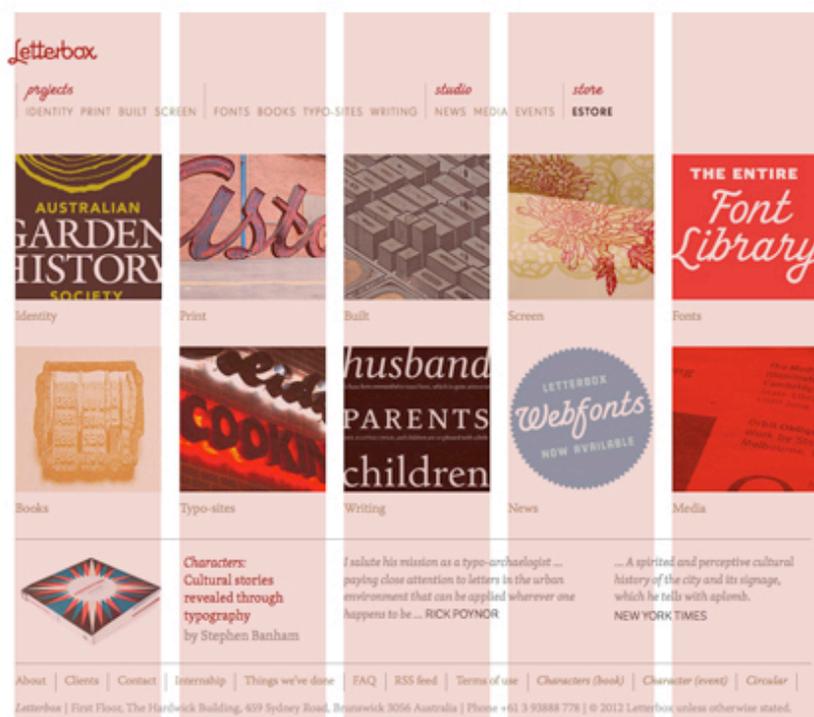
With ID names of DIV containers (as named for this website)



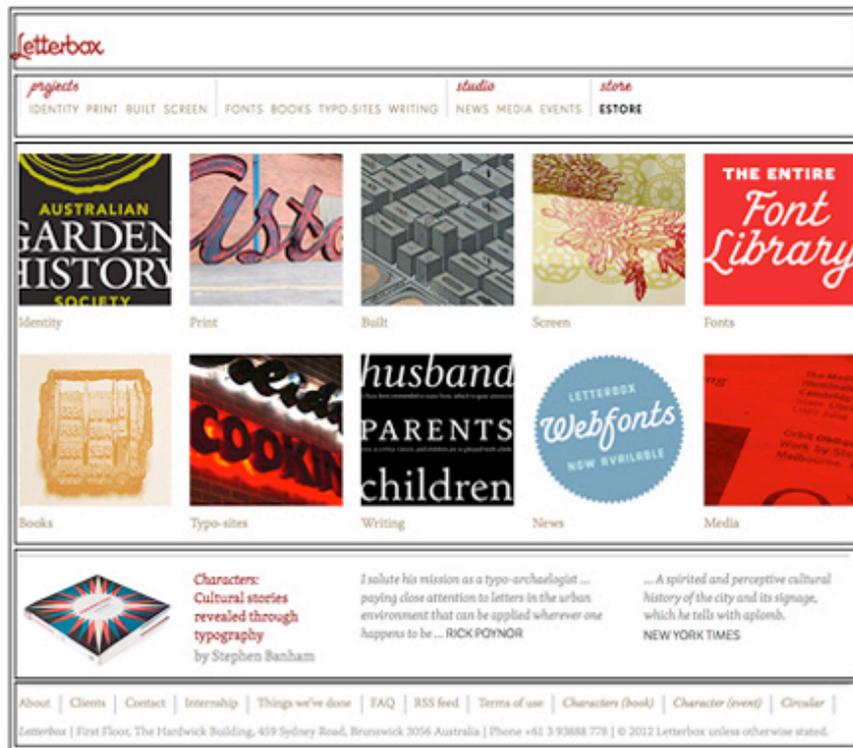
Example 2: Letterbox website www.letterbox.net.au



Showing a simple 5 column grid structure



Creating the DIV structure for the CSS



With ID names of DIV containers (as named for this website)

wrapper

home
menu
frames
charactersbook
footer

A commonly used grid system for web design is the 960 grid system, which allows web designers to develop complex layouts. It is based on either 12 or 16 column grid layouts to fit into the width of 960 pixels. If you would like to find out more about the 960 grid system this is a very good article which explains the very complex system.

http://sixrevisions.com/web_design/the-960-grid-system-made-easy/

and also <http://960.gs/> for more information.

References

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