WEAKNESSES AND STRENGTHS

- Limited view
- Needed device
- Have Connection
- Audience must act
WEAKNESSES AND STRENGTHS

- Less expensive
- Timely
- Interactive
- Multimedia
BEFORE DESIGNING

These procedures are to help you approach to your design

- Research Content
- Brainstorm your ideas
BEFORE DESIGNING

CATEGORIZE

- Organize items into categories
- Know where to place
- Navigation bar
- Identity bar
- Content area

1 = The brand bar
2 = The navigation bar or list
3 = The content area
Decide the most important ideas or information

Order them.
Before Designing

Sketches/Thumbnails

- Make multiple thumbnails
- At least six
- Give a variety of designs
BEFORE DESIGNING

Prototype

- Make Prototypes of one of your sketches
- Present three versions of prototypes
- Use the clients choices for mockups
BEFORE DESIGNING

Mockup

- Make three versions for the client
- Use Dreamweaver, Photoshop or Illustrator
- Save them as a gif, jpeg, or png
**BASIC RULES**

**Use Hyperlinks**

- Place links in a location that is ready to use
- Using logo or other elements

[http://www.google.com](http://www.google.com)
Use Logo to Transport

- The logo should be placed in the same position in every page, except the home page.
- The best location would be the upper left hand corner.
BASIC RULES

PLACE GRAPHIC/TEXT LINKS

- Place them consistently
- makes it easier to locate
NAVIGATION

WHAT IS NAVIGATION?

- Be clear for the user
- Follow the “Three Click Rule”
NAVIGATION

ASK YOURSELF

- Where am I?
- Where can I go?
- How can I get back where I was?
- Underlined Hyperlinks
- Search feature button

Web Page Design and Layout