

**Workshops on Effective Website Design
By Interactive Measurement Group at
The University of Nevada, Las Vegas**

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Lesson 1: How to Design and Publish an Effective Website

Purpose

There is a lot of web publication software out there (such as Dreamweaver and Frontpage). These types of software make publishing websites incredibly easy. In this workshop, you will learn how to design a website page in an effective and logical way. You will be introduced to numerous tips for how to make your website effectively navigable and updateable.

This Workshop is designed to be free flowing... in other words, you are the author of your website. You have strengths and weaknesses when it comes to some software. If you are already familiar with certain processes, you may move on to others. You can use this workshop as a reference for the future.

Resources used in the creation of this workshop include Dreamweaver 8 for Dummies, Fred Morlidge of PhotoFM.com, John Howe UNLV Computer Science Instructor, and video-tutes.com.

Prerequisites

No prerequisites are required to start this lesson.

Examples

Refer below to see a list of links directing you a examples of websites using bad effective design.

Plan Your Site

1. Who is your target audience? Is it your peers, grad schools, potential customers...?
 - a. Remember, what you put on the internet can be seen by anyone. Unless you publish your site as an https (secure site) where viewers must present a password to proceed.
2. What content do you want on your site? Personal information, professional information, merchandise, music, educational information...?
 - a. Remember, when planning your layout, accommodate the possibility of many different types of computers wanting to view your site. This may mean choosing common fonts and colors. Also, for every flash link (a link that uses flash animation when the mouse clicks it, to appear as though it moved), make sure that there is an accompanying text link (hyperlink: text that, when clicked, will enter the user into another internet location, or URL).
3. Tenants of effective web site design:
 - a. A user-friendly layout includes a left-oriented menu or a fluid top-oriented menu (if the menu cannot fit in the screen, its contents will stack, allowing the user to scroll up or down the menu).
 - b. Common menu options include links to the homepage, contact us, site map, and other main pages. You are neither limited to, nor required to include these menu examples.
 - c. Some of your pages may offer new menu options that were not on the main menu. Though they should all contain the same options as the main menu.***You can think of your pages as individual files, and each link on that page is a heading for another file. Some of your files will have subfiles, with related, but perhaps less needed content.

Examples

For examples of web sites that definitely DO NOT follow tenants of effective web sites visit one of the following:

<http://www.architecture.ed.ac.uk/main.php?r=0&id>

This website's layout is incredibly difficult to navigate.

<http://www.jesus-is-savior.com/>

This website is not logically set up. Every space of this page is filled with text and pictures and it is difficult to take in all at once.

<http://web.archive.org/web/20060613061524/http://moire.ch/>

This website looks normal (albeit terrible) at first view but when you rollover the links the background color the page changes color. It is an unnecessary and seizure inducing feature.

Build Your Site

1. Now that you have a design in mind, it needs to be implemented. You can use any number of programs to design your site. Notepad, Powerpoint, Dreamweaver, and Frontpage all offer pros and cons.
 - a. Notepad is free, but HTML language must be used; Powerpoint is easy, but not universally compatible; Dreamweaver and Frontpage are easy and compatible, but can be costly.
2. We could use the free option, but honestly if you can't afford proper web development software then just use a free website hosting company (such as yahoo) which will have a built-in site builder. If you want a professional site then you have to use good software, which can be purchased.
 - a. Pre-designed templates make it INCREDIBLY EASY to create a website. All you have to do is change content where desired, copy and paste objects, create links when needed, and of course, save in the correct public_html folder.
 - b. If you like, you may utilize your knowledge of the other software options and experiment with the templates.
 - c. Other templates are available at <http://www.mastertemplates.com/>

NOTE: At any time if you want to preview your web page in a browser, the URL of your web page is: http://complabs.nevada.edu/~your_login_name. Your login name is your rebel email/web campus login.

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Using a template

1. Open Dreamweaver
2. Select File from the top menu bar. Select the New... menu item
3. Select Starter Pages
4. Select the Health & Nutrition Home page.
5. Click create.
6. You will be prompted to save your page. Be sure to save it to your H:/public_html file as index.html. If you already have a file in the titled index.html, delete that now. If you are using that page for a personal website or something important, let us know and we will instruct you on how to back it up.
7. A pop up will then ask you to 'copy dependent files.' Click copy.
8. Tadddaa! You now have a beautiful web page to play with!

You should note that there is left hand navigation on this page which is a tenant of effective website design. It also uses complimentary colors and clean lines.

Changing the name of the "guidelines" link

1. Simply use your cursor to change the name of the 'Guidelines' link to say 'UNLV.'
2. Highlight the UNLV text. Go down to the bottom toolbar named 'Properties.' In the section that says 'link' type <http://www.unlv.edu/>. If you would like this link to open in a new window, set the 'Target' (right below where you just pasted the link) as 'blank.'

Changing Photos

1. Go to <http://web.unlv.edu/imagesLogos.html>
2. Scroll down to the bottom of the page and pick the color logo from the UNLV Logos (for use on the web) section.
3. Save this photo in your H drive in the public_html folder.
4. Go back to Dreamweaver.
5. Click on the smoothie picture
6. Go down to the properties tool bar and click on the little folder icon next to the section that says 'Src'
7. Find where you saved the image and hit Ok.
8. The UNLV logo should now be in the left hand corner. Linking the photo is also easy to do, simply click on the photo and type <http://www.unlv.edu> into the box that says 'link.'

Another thing that is important for a website is to note when it was last updated. At the very bottom of the page in the left hand corner, simply type 'Page last updated mm/dd/yy'

Creating a "Contact" Link

1. Type 'Contact Us' in one of the left hand navigation boxes.
2. Highlight that text and go down to the properties tool bar.
3. In the 'link' section type the following: mailto:(insert your email address).