

ICT Web Design Essentials Lesson 1

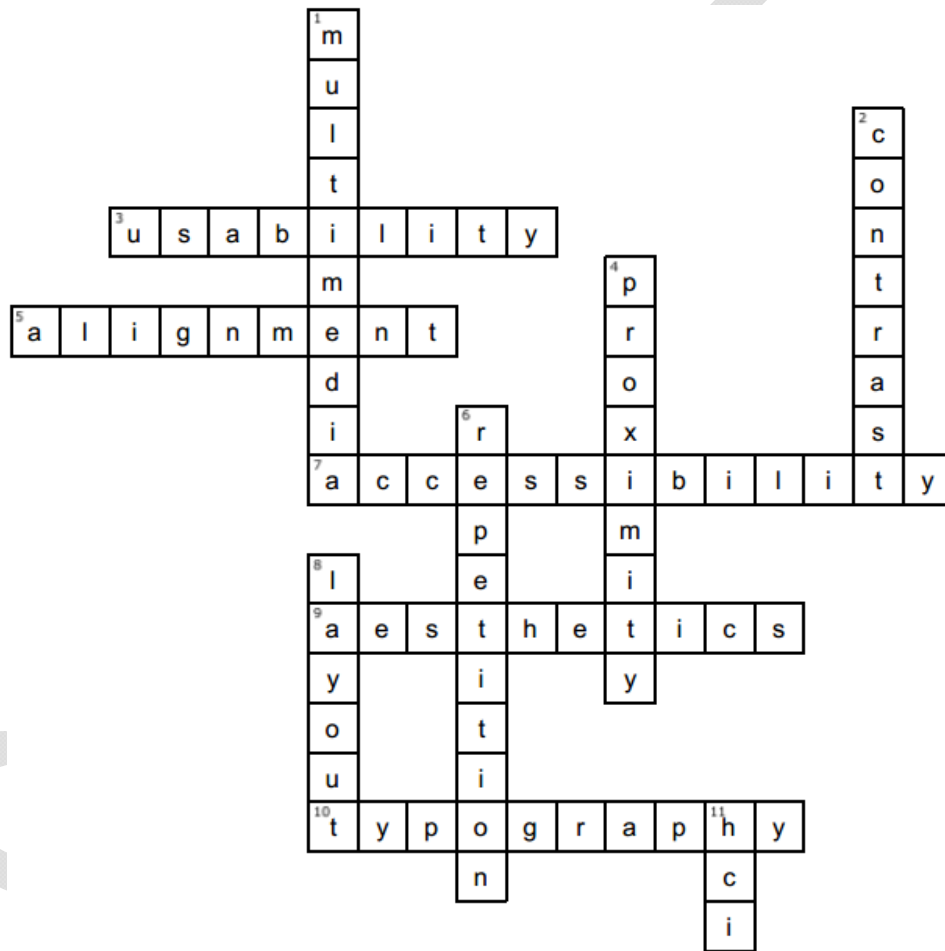


Reviewing Web Design Principles - KEY

Level ■■■□



In this activity, you will review terms related to Web design principles.



Across

3. A measure of the quality of a person's experience in interacting with a website
5. Placement, position, orientation and grouping of elements
7. The practice of making websites usable for people of all abilities and disabilities
9. Used to create pleasing, attractive, engaging and efficient websites
10. Used to improve a website's readability, establish branding, and enhance the tone or style of the website

Down

1. The combined use of audio, video, animation and other interactive features
2. Occurs when two or more page elements display differently in color, size, shape, texture, orientation, position or movement
4. The grouping of related items to create visual unity
6. The use of repeated visual elements that appear throughout the pages on a website
8. Used to organize page elements to create visual hierarchy and interest, and to direct the eye of website visitors
11. The study, planning, design and uses of the interaction between people and computers

ICT Web Design Essentials Lesson 2



Putting It All Together to Plan a Web Site

Level ■□□



In this activity, you will determine the website's purpose and goals, determine the target audience, practice mind-mapping techniques, plan a website structure, and create a wireframe.

Scenario

William Jackson, the owner of The T-Shirt Factory, has been in business for 10 years. He sells both pre-designed and custom T-shirts. William wants to develop a company website, and he has selected you to be his designer. He has given you a list of guidelines. The project budget is unlimited, the website should have no more than 10 pages, and the site must include the following information:

- Product information page
- Company history
- Photo gallery of custom T-shirts
- Information about how to buy T-shirts (fax orders, visit location, telephone)
- Store locations page (three locations)
- Contact information for the company
- A feedback form
- Job openings page

Activity

Follow the directions and submit your work to your teacher.

1. Using the information provided above, determine the following:
 - a. The website purpose and goals
 - b. The target audience
 - c. The number of pages and content organization
2. On a separate piece of paper, create a mind map of ideas for the site content.
3. Using a word processor or separate piece of paper, create a list of needed content (images, text, multimedia).
4. Determine the site structure and navigation.
5. Create a wireframe of the home page and secondary pages.