Creating Effective Web Sites

by

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2005
Course Outline and Assessment

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<td>Basics: formatting text, bullets and numbering Backgrounds and colour Working with images</td>
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Assessment

Independent assessment of your sites constitutes 30% of your final mark and will consider four areas of importance:

**Design (50%)**
- Navigation and ease of use
- Images (size, quality, appropriateness)
- Text (easy to read, scannable, etc)
- Overall theme holding site together

**Originality (30%)**
- Various element (graphics, sound, etc)
- Concept
- Sequence of presentation, navigation

**Site information (10%)**
- Rationale and teacher information
- Appropriate for target audience
- References and Credits

**Technical (10%)**
- No errors or technical problems
- All links operate properly
- File names follow the 8.3 rule
- Folders properly set up

Web site presentations are assessed by peers and the tutor and together constitute 30% of your final mark. Details of the expectations will be provided prior to the presentation.
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Getting Started

Steps to design success

Before you begin building your Web site you should spend some time planning how your pages will look, how will they link together and what information they will contain. There are seven basic steps to creating your Web site:

1. Define your target audience
2. Organise your concepts and materials
3. Create a directory structure
4. Develop the theme and outline the pages you intend to create
5. Build the draft version of your site
6. Test your site and making improvements
7. Put your site on a server (Internet or Intranet)

This stuff isn’t difficult – it helps to have a little experience, but hey, everybody’s got to start somewhere, right?

Planning your Web site

Consider the following questions to help you determine the basic structure of your Web site.

- Who is your intended audience? Children? Teachers? How can you make your site easy for them to use?

- What elements will you use to hold your site together so that it has a theme or consistent feel to it that reflects the topic? These can be things like, images, text style, colour, etc.

- How many pages will your site have and what will each page be about? As a minimum for this project, you should have a home page (introducing your project), one additional page for each sub topic (at least one per person in the group) and an additional page for each group member briefly describing themselves. So for a group of four, at least nine pages would be expected.

- And finally, how will the pages be linked? What is the structure of your site? How will the user navigate through your site – in a linear or non-linear path?