Webinar
What Makes a Website Look Professional

Gajendra Deshpande

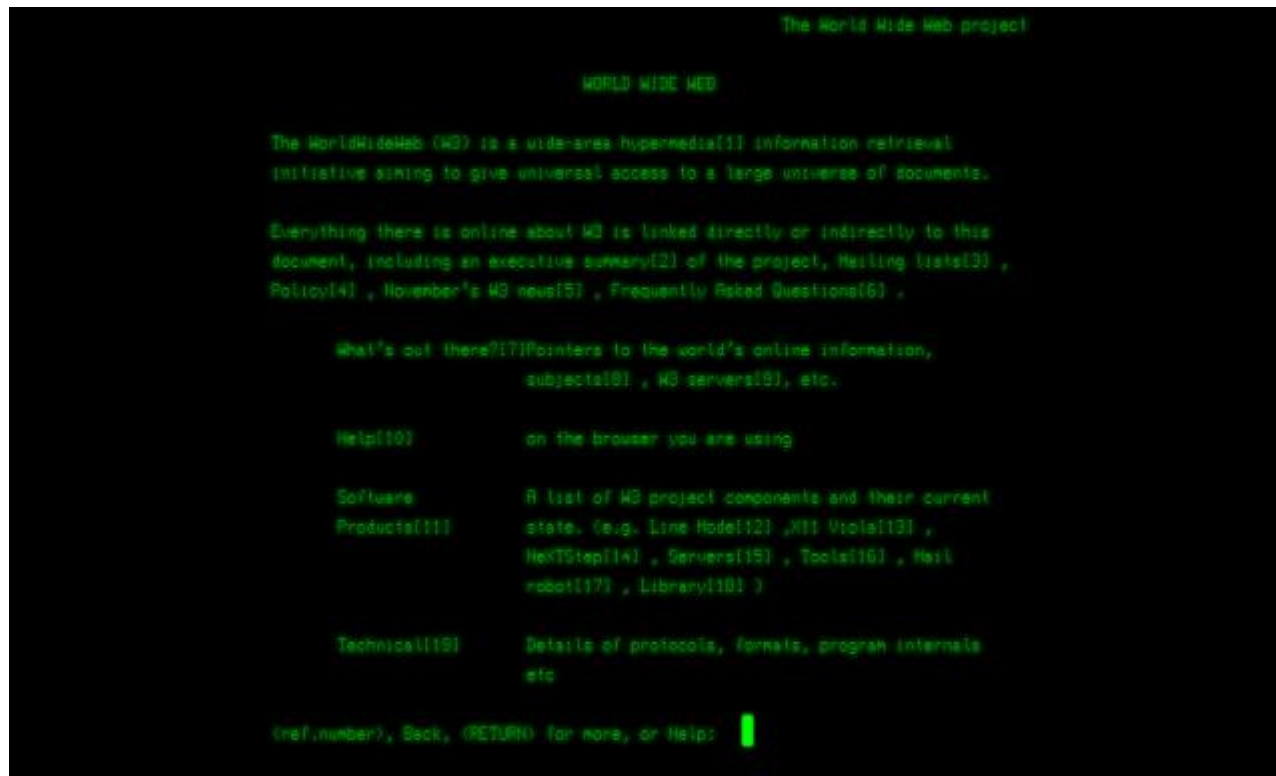**KLS Gogte Institute of Technology, India**

24th July 2020

Agenda

- Basic Concepts
- Guidelines for website design

World Wide Web

- Invented by British Scientist Tim-Berners Lee at CERN in 1989

Screenshot of the recreated page of first website

W3 Website
https://www.w3.org

Browse the first website: http://info.cern.ch/hypertext/WWW/TheProject.html
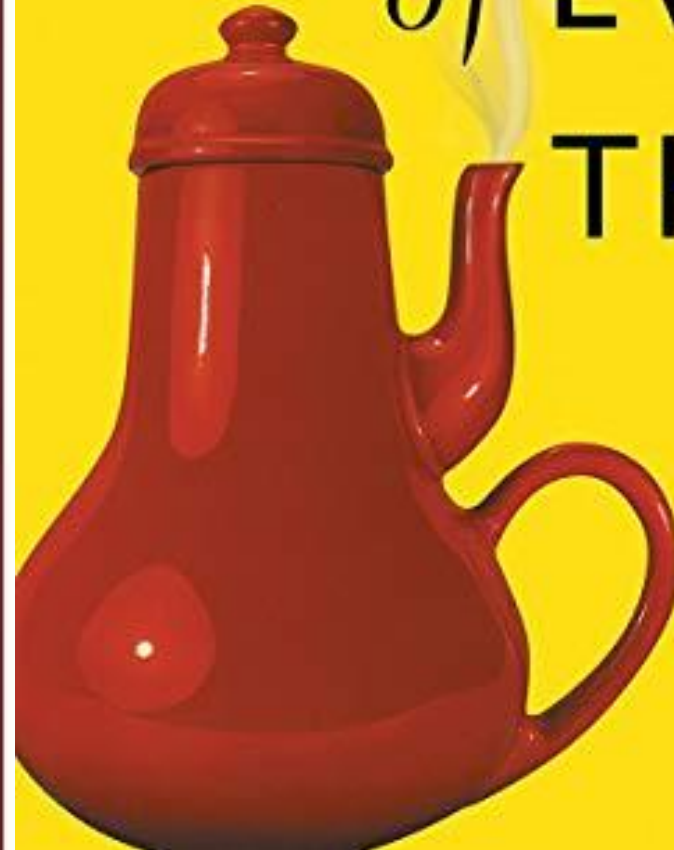
Steve Krug

DON'T MAKE ME THINK

revisited

A Common Sense Approach to Web and Mobile Usability
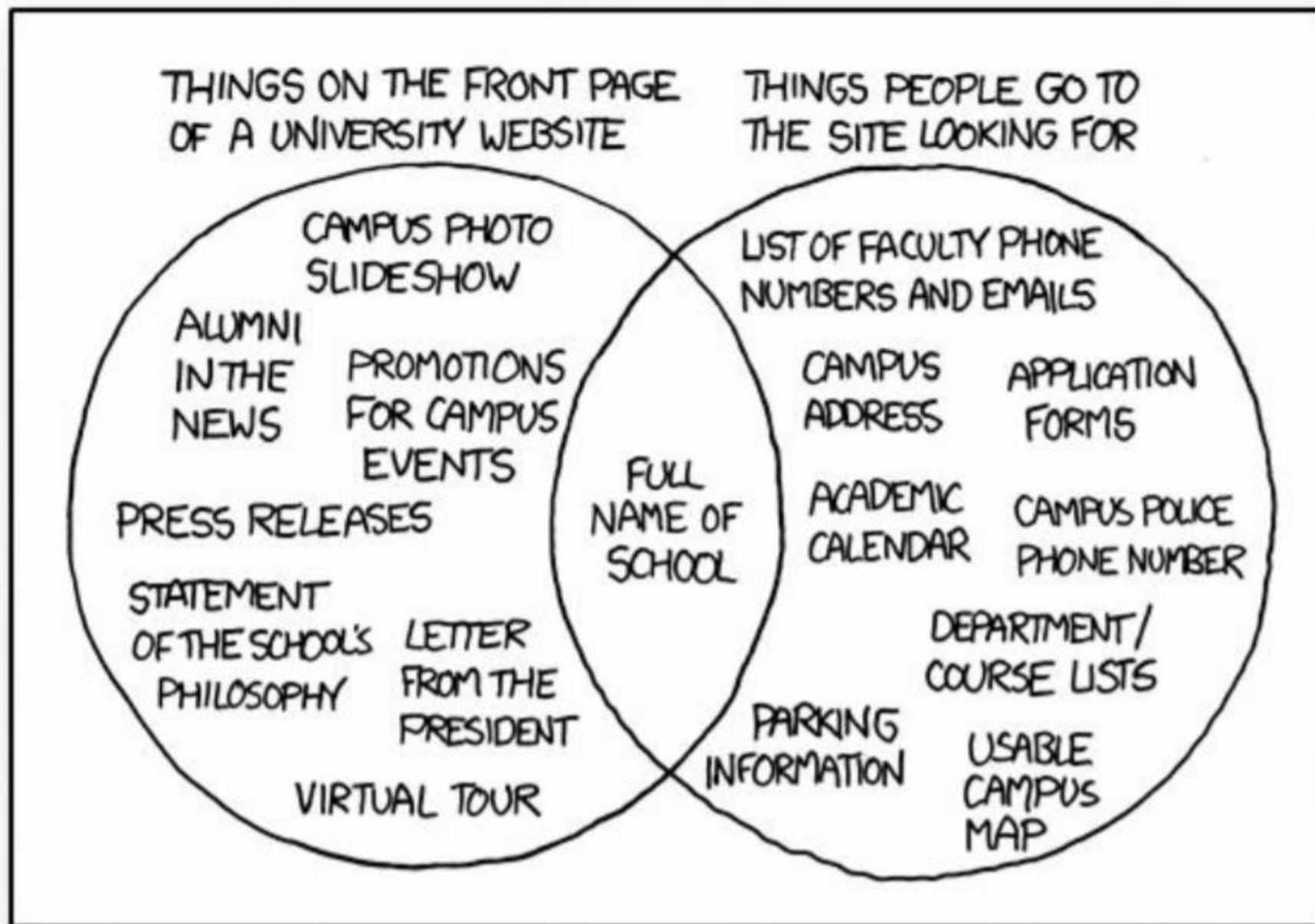
REVISED & EXPANDED EDITION

The DESIGN of EVERYDAY THINGS

DON NORMAN

Basic Concepts

- Web page
- Website
- Hyperlinks
- URL and URI
- Web Browser
- Web Server
- Client Server Architecture : N-tier application
- Single page and multi page applications
- Static and Dynamic Websites
- Responsive
- Retina Ready

THINGS ON THE FRONT PAGE OF A UNIVERSITY WEBSITE

THINGS PEOPLE GO TO THE SITE LOOKING FOR

CAMPUS PHOTO SLIDESHOW

ALUMNI IN THE NEWS

PROMOTIONS FOR CAMPUS EVENTS

PRESS RELEASES

STATEMENT OF THE SCHOOL'S PHILOSOPHY

LETTER FROM THE PRESIDENT

VIRTUAL TOUR

FULL NAME OF SCHOOL

LIST OF FACULTY PHONE NUMBERS AND EMAILS

CAMPUS ADDRESS

APPLICATION FORMS

ACADEMIC CALENDAR

CAMPUS POLICE PHONE NUMBER

DEPARTMENT/ COURSE LISTS

PARKING INFORMATION

USABLE CAMPUS MAP

"University Website" | xkcd.com

Font

- Font Families (Serif, Sans-Serif, Monospace, Cursive, fantasy)
- In CSS file specify multiple fonts separated by comma
- Accessibility needs (for visually impaired WAI- ARIA :Accessible RIA)

Serif: Latin fonts- Times New Roman, Bodoni, Garamond, Minion Web, ITC Stone Serif, MS Georgia, Bitstream Cyberbit

Sans-Serif: Latin fonts- MS Trebuchet, ITC Avant Garde Gothic, MS Arial, MS Verdana, Univers, Futura, ITC Stone Sans, Gill Sans, Akzidenz Grotesk, Helvetica

Cursive: Latin fonts- Caflisch Script, Adobe Poetica, Sanvito, Ex Ponto, Snell Roundhand, Zapf-Chancery

Fantasy: Latin fonts-Alpha Geometrique, Critter, Cottonwood, FB Reactor, Studz

Monospace: Latin fonts- Courier, MS Courier New, Prestige, Everson Mono

Colors

- Colors and Shades (Names, RGB, Hex)
- Sensitivity (Community, Religion, Country)
- Color Combinations
- Retina Ready
- Colors based on Business and Organizations

Images

- Responsive
- Retina Ready
- Use Alternate Text

Browsers

- Types of Browsers
  - Text
  - Graphical
- Browser Versions

Layouts

- Tables
- Div Layers
- Tables must be responsive

Content Design

- **Design for Scanning, Not for reading**
- Take advantage of conventions (Uniformity)
- Create effective visual hierarchies
- Break pages up into clearly defined areas
- Make it obvious what's clickable
- Eliminate distractions
- Format content to support scanning
- Push important content to the left side (distractions on the right)
- Page should load in less than 10 seconds

Navigation

- Menu – 2 Clicks (less is more)
- Internal Hyperlink (within page e.g. Top)
- External Hyperlink (may be to specific sections of external link)
- Avoid Scrolling (It's application specific)

Testing

- Test on your machine for all features
- Test on different browsers (including different versions of same browser)
- Test on Mobile device
- Test on Devices with different screen sizes

Customization

- Customizing Static themes
- Converting static themes to dynamic themes
- Customizing CMS (Wordpress, Joomla, Drupal ….)
- Customizing at Code level
- Finding appropriate content

Hosting

- Domain Name
- Hosting Space
- Security plugins
- Free hosting and paid hosting
- Hosting on GitHub