CPSC 1030 – Lab 9

Design Principles

Lab Introduction

This lab has several design and analysis questions. You will practice your design skills and learn how to apply them to your websites.

Learning Objectives

At the end of this of lab, you should be able to:

- Analyze websites based on the Web Design Best Practices Checklist

- Create site maps

- Create wireframe page layouts

- Design color schemes

Lab Readings

Chapter 5 Web Design

Lab Instructions

1. [6] A site map represents the structure of pages in a website in a visual manner.

   Three scenarios are given here. **Pick one of them** and create a site map using the drawing features at www.wireframe.cc.

   a. Doug Kowalski is a freelance photographer who specializes in nature photography. He often gets contract work shooting photos for textbooks and journals. Doug would like a website that showcases his talents and provides publishers with an easy way to contact him. He would like a home page, a few pages with samples of his nature photographs, and a contact page. Create a site map based on this scenario.

   b. Mary Ruarez owns a business, named Just Throw Me, which sells handcrafted specialty pillows. She currently sells at craft fairs and local gift shops, but would like to expand her business to the Web. She would like a website with a home page, a page that describes her products, a page for each of her seven pillow styles, and an order page. She has been advised that because she is collecting information from individuals, a page describing her privacy policy would be a good idea. Create a site map based on this scenario.

   c. Prakesh Khan owns a dog-grooming business named A Dog's Life. He would like a website that includes a home page, a page about grooming services, a page with a map to his shop, a contact page, and a section that explains how to select a good pet. The content for the part of the website on selecting a pet will be a step-by-step presentation. Create a site map based on this scenario.

2. [6] A sketch or blueprint of a web page shows the structure of the basic page elements, including header, navigation, content, footer, image locations, and so on.

Create a wireframe page layout for the scenario you picked in question 1 using the drawing features at www.wireframe.cc. Create a wireframe layout for the home page. Create another wireframe page layout for the content pages.

Refer to the style for page layout composition shown in Figures 5.33 – 5.36 in the textbook (Slide 10 in Chapter 5 Lecture) where places for logo, navigation, text, and images are indicated. Do not worry about exact wording or exact images.

3. [8] A color scheme is the choice of colors used in a design context. The right color scheme can attract and engage your website visitors.

   Choose from the Color Models you learned in Chapter 5 to design a color scheme for the scenario you picked in question 1. Complete the following tasks:

   a. Design a color scheme. List three hexadecimal color values in addition to neutrals such as white (#FFFFFF), black, #000000, gray (#EAEAEA or #CCCCCC), and dark brown (#471717) in your design. Which color scheme did you use? (Refer to slide 16 in Chapter 5 Lecture.)

   b. Describe the process you went through as you selected the colors. Describe why you chose these colors and why they would be appropriate for your website topic. List the URLs of any resources you used.

   c. Create an external CSS file named colors.css that configures font properties, text color, and background color selections for the document, header, navigation, main, and footer using the colors you have chosen.

   d. Create a sample web page named colors.html with header, navigation, main, and footer elements and apply colors.css. You do not have to follow your wireframe from question 2. If needed, you may use https://www.lipsum.com/ to add some "dummy text" to your page.

   Explore the resources below to find out about the psychology of color:

   • http://www.infoplease.com/spot/colors1.html

   • http://precisionintermedia.com/color

   • http://www.webpagefx.com/blog/web-design/psychology-of-color-infographic/

4. [6] Visual design principles are used to increase clarity, readability, and memorability of the intended message.

   For the scenario you picked in question 1, describe how you used the design principles of hierarchy, proximity, contrast, repetition, and alignment in your wireframe and color design. Refer to slides 8 and 9 in Chapter 5 Lecture.

5. [10] As you read this chapter, you explored web page design, including navigation design techniques and the design principles. In this exercise, you'll review and evaluate the design of a website. Choose a website to evaluate from the following list of URLs:

   • http://www.arm.gov

   • http://www.telework.gov

   • http://www.dcmm.org

   • http://www.sedonalibrary.org

   • http://bostonglobe.com

   • http://www.alistapart.com

Visit the website you are evaluating. Write the answers to the following:

a. URL of the website

b. Name of the website

c. Target audience

d. The number and type(s) of navigation bars

e. Complete the Web Design Best Practices Checklist. You can select your answers in the document attached (pdf or docx).

f. Recommend three improvements for the website.

Lab Submission

A zip file called "lab9.zip" containing all the documents for this lab (text files, images, …).

Marking Scheme

Marks are given in square braces for each question.