

DESIGN PROCESS: NAVIGATION AND INTERFACE DESIGN

Course Code: CIS121

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LEARNING OUTCOMES

- BY THE END OF THIS TOPIC, STUDENTS WILL BE ABLE TO:
 - EXPLAIN THE IMPORTANCE OF SITE STRUCTURE AND NAVIGATION IN THE CONTEXT OF USER-CENTRED WEB DESIGN
 - USE A SITE STRUCTURE DIAGRAM AND WIREFRAME MODELS TO SPECIFY THE DESIGN OF A WEBSITE
 - EXPLAIN THE MAJOR PRINCIPLES OF INTERFACE DESIGN FOR WEBSITES

WEB DESIGN PROCESS

► THIS TOPIC EXPLORES THE DESIGN STAGE OF THE PROCESS:

- DEFINING GOALS
 - LEARNING ABOUT USERS
 - DEFINING CONTENT AND FUNCTIONALITY
 - **DESIGNING SITE STRUCTURE**
 - **DESIGNING NAVIGATION**
 - **INTERFACE DESIGN**
 - WRITING (X)HTML AND CSS
-
- The diagram illustrates the web design process stages and their corresponding phases. The stages are listed on the left, and the phases are indicated by brackets on the right. The 'Testing' phase is represented by a vertical arrow on the far right.
- | Phase | Stages |
|----------------|--|
| Research | DEFINING GOALS, LEARNING ABOUT USERS, DEFINING CONTENT AND FUNCTIONALITY |
| Design | DESIGNING SITE STRUCTURE, DESIGNING NAVIGATION, INTERFACE DESIGN |
| Implementation | WRITING (X)HTML AND CSS |

Testing

DEFINING CONTENT AND FUNCTIONALITY

- AT THE END OF THE RESEARCH STAGE THE OUTCOME WAS A COLLECTION OF CONTENT AND FUNCTIONALITY REQUIREMENTS.



HIERARCHIES

- WEBSITES ARE ORGANISED HIERARCHICALLY
 - USERS ARE FAMILIAR WITH HIERARCHIES
- DESIGNING THE SITE STRUCTURE INVOLVES:
 - ORGANISING THE CONTENT CHUNKS INTO SECTIONS AND SUB-SECTIONS
 - LABELLING THE SECTIONS

JB Contemporary Jewellery

About JB Contemporary Jewellery

Contact Us

Betty's Biography

Jim's Biography

Company History

Customer Testimonials

Galleries

Collection

Earrings

Pendants

Bangles

Necklaces

Brooches

Materials And Process

Gemstones

Metals

Exotic Woods

The Jewellery Making Process

Shop

Shopping Basket

DESIGNING SITE STRUCTURE

- DESIGNING SITE STRUCTURE IS AN IMPORTANT STAGE
 - DEFINES NAVIGATION
- CAN'T RELY ON SEARCH FACILITIES
 - NOT ALL USERS WILL USE A SEARCH FACILITY
 - SEARCHES DON'T ALWAYS RETURN USEFUL RESULTS
 - ONLY USEFUL FOR LARGE SITES
- DESIGNING SITE STRUCTURE IS OFTEN CHALLENGING
 - INFORMATION DOESN'T ALWAYS FIT NEATLY INTO CLEARLY SEPARATE CATEGORIES
 - SECTION HEADINGS CAN EASILY BE CONFUSING

SITE STRUCTURE DESIGN PRINCIPLES

- THERE ARE A NUMBER OF PRINCIPLES THAT CAN BE USED WHEN DESIGNING SITE STRUCTURE
 - EACH CONTENT ITEM SHOULD BELONG IN ITS SECTION
 - SECTION LABELS SHOULD CLEARLY DESCRIBE THE CONTENT
 - SECTION LABELS WITH THE WORD 'AND' SHOULD BE AVOIDED
 - LABELS SHOULD BE AS SHORT AS POSSIBLE
 - THE MOST IMPORTANT CONTENT SHOULD BE AT THE TOP LEVEL OF THE HIERARCHY
- QUESTION - LOOK BACK AT SLIDE 7 AND THE SITE STRUCTURE DIAGRAM FOR JB CONTEMPORARY JEWELLERY. HOW COULD YOU RE-DESIGN THE PROPOSED SITE STRUCTURE TO IMPROVE IT?

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- POSSIBLE IMPROVEMENTS
 - RENAMING SECTIONS MORE CONCISELY
 - MOVING IMPORTANT CONTENT UP THE HIERARCHY
 - SIMPLIFYING SECTIONS


INVOLVING USERS – CARD SORTING

- CARD SORTING IS A TECHNIQUE TO INVOLVE USERS IN DESIGNING SITE STRUCTURE
 - EACH CONTENT CHUNK IS WRITTEN ON AN INDEX CARD OR POST-IT NOTE
 - USERS ARE ASKED TO GROUP RELATED ITEMS AND GIVE EACH GROUP A NAME
 - A RECORD IS MADE OF THE CARD SORT
 - DIFFERENT CARD SORTS BY DIFFERENT USERS ARE COMPARED
- CARD SORTS CAN ALSO BE ‘CLOSED’
 - USERS SORT CARDS INTO PRE-DEFINED SECTIONS

DESIGNING NAVIGATION

- NAVIGATION DEFINES HOW USERS FIND THEIR WAY AROUND A WEBSITE
 - DEVELOPED FROM SITE STRUCTURE
- NAVIGATION PLAYS AN IMPORTANT ROLE IN
 - TELLING THE USER WHAT THEY CAN DO ON A SITE
 - TELLING THE USER WHERE THEY ARE IN THE SITE STRUCTURE
- COMMONLY USED NAVIGATION SYSTEMS
 - PERSISTENT NAVIGATION
 - LOCAL NAVIGATION
 - BREADCRUMBS

PERSISTENT NAVIGATION - 1



Welcome to IKEA United Kingdom.

Shopping online

Your local IKEA store
IKEA FAMILY
My Shopping List

Login
My Account
Shopping trolley

All products **New** Summer Living room Bedroom Kitchens Children's IKEA Textiles All departments

Living room

Stylish living room ideas

Living room styles

How to... +

Series

New Living room

Products -


Sofas & armchairs -

- Fabric sofas
- Leather sofas
- Sofa-beds
- Modular sofas
- Chaise longues
- Armchairs**
- Footstools & pouffes
- Extra covers

TV stands & media solutions


Living room storage +

POÄNG series



All POÄNG series products

EKTORP series








Many functions with coordinated textiles to mix and match

All EKTORP series products

All Armchairs v | Sort by colour v | Sort by relevance v | Products to buy online

Show comparison | Slideshow


1 2 3 Show all



				
AGEN chair £15.31	BYHOLMA armchair £79	HEJKA chair cushion £13.27	HEJKA rocking-chair £80.68	HULTÖ easy chair £39.83

PERSISTENT NAVIGATION - 2

- THE NAVIGATION ELEMENTS THAT APPEAR ON EVERY PAGE OF A SITE
 - IMPLEMENTED AS A NAVIGATION BAR
 - LARGE SITES WILL HAVE SECTIONS AND SUB-SECTIONS
 - EASY ACCESS TO SITE CONTENT AND FUNCTIONS
 - MAJOR SECTIONS
 - SEARCH
 - LINK HOME
 - FUNCTIONS E.G. SHOPPING BASKET
- PROVIDES REASSURANCE TO USERS
 - SHOULD BE IDENTICAL ON EVERY PAGE OF THE SITE

LOCAL NAVIGATION - 1

LOG IN • MY H&M • DRESSING ROOM •  SHOPPING BAG • CHECKOUT

 STORE LOCATOR • CUSTOMER SERVICE • ORDER FROM CATALOGUE • NEWSLETTER SIGNUP United Kingdom  All prices in GBP

H&M LIFE • LADIES • MEN • KIDS • HOME • SALE

HOME

VIEW ALL

- BED LINEN
- CUSHIONS & THROWS
- CURTAINS & DRAPES
- TOWELS
- BATHMATS
- SHOWER CURTAINS
- KITCHEN LINEN
- DINING**
- BAGS & STORAGE
- OTHER


SELECTIONS

DINING

[HM.COM](#) / [HOME](#) / DINING

► FILTER BY COLOUR, SIZE OR CONCEPT
Current filter: none selected

MATCHING STYLES: 39 [VIEW 100 PER PAGE](#) < 1 2 >



Tablecloth
£9.99 ~~£19.99~~





Table runner
£7.99



<http://www.hm.com>

LOCAL NAVIGATION - 2

- LOCAL NAVIGATION SHOW LINKS TO PAGES AT THE CURRENT LEVEL OF THE HIERARCHY
 - USUALLY IMPLEMENTED AS A SEPARATE NAVIGATION BAR
 - 'YOU ARE HERE' INDICATORS SHOW USER'S CURRENT POSITION
 - VISUALLY HIGHLIGHTING THE CURRENT PAGE ON THE NAVIGATION BAR

BREADCRUMB NAVIGATION - 1

The screenshot shows the Office Depot website interface. At the top, there are navigation links for Home, United States (English), and Corporate/Government Customers. The Office Depot logo is prominently displayed. Below the logo, there are links for Store Locator and Shop by Catalog. A shopping cart icon indicates 0 items for \$0.00, with options for Delivery and Pick-Up, and a promotion for \$50.00 more for FREE Next Business Day Delivery. A search bar is present with a GO button. The main navigation menu includes Office Supplies, Technology, Furniture, Our Services, and My Account. A secondary navigation bar includes links for Ink & Toner, Paper, View All Products A-Z, and Order Tracking. The breadcrumb navigation path is highlighted in a green box: Home > Office Supplies > Binders & Accessories > Binders. Below the breadcrumb, the page title is 'Binders 90 Results Found'. There are filters for Compare (up to 4 items), Sort By (Relevance), and Grid/List view options. A list of binder categories is shown on the left, and a list of brands is shown at the bottom left. The main content area displays four binder products with their respective images and 'Compare' buttons.

Home > Office Supplies > Binders & Accessories > Binders

Shop Office Supplies

Binders 90 Results Found

COMPARE ○○○○ Compare up to 4 items:

Sort By: Relevance

Showing 1-12 of 90 Results

Grid List

Items per page: 12

1 2 3 4 5 6 7 8 | Next >

Brands

- Wilson Jones
- Cardinal
- Office Depot
- Aurora
- Stride

See all Brands

Wilson Jones® Basic

Office Depot® Brand Round-

Wilson Jones® Basic

Wilson Jones® Lite-Touch™

<http://www.officedepot.com>

BREADCRUMB NAVIGATION - 2

- BREADCRUMB NAVIGATION SHOWS LOCATION IN THE HIERARCHY
 - EASY TO RE-TRACE STEPS
- USEFUL IN LARGE SITES WITH DEEP HIERARCHIES
 - NOT A REPLACEMENT FOR PERSISTENT NAVIGATION
- MANY SITES USE VISUAL CONVENTIONS
 - ANGLE BRACKETS TO SEPARATE ITEMS, SMALL TEXT, THE CURRENT PAGE IS EMPHASISED

WIREFRAME MODELS - 1

JB
Contemporary
Jewellery

Shopping Basket

About Us

Jewellery

Materials

Recognition

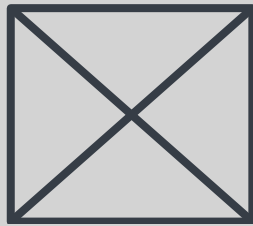
Earrings

Bangles

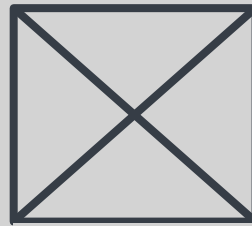
Brooches

Necklaces

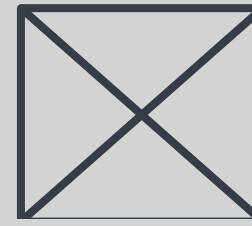
Bangles



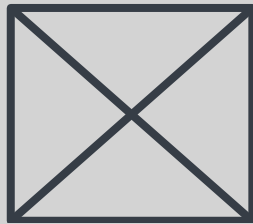
Bangle Design 1



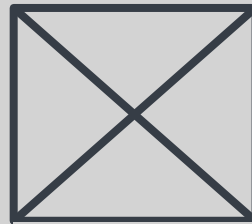
Bangle Design 2



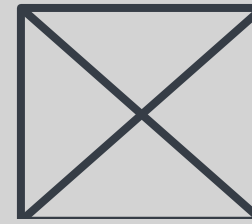
Bangle Design 3



Bangle Design 4



Bangle Design 5



Bangle Design 6

WIREFRAME MODELS - 2

- WIREFRAME MODELS SHOW PAGE LEVEL DETAIL
 - NAVIGATION OPTIONS
 - INDICATE OTHER PAGE LEVEL CONTENT - PAGE TITLE, SITE IDENTITY
 - CAN SHOW LINEAR PROCESSES E.G. SHOPPING CART
 - NOT ABOUT VISUAL DESIGN
- PRODUCED FOR MAJOR PAGES IN THE SITE
 - NOT EVERY PAGE
- CAN BE USED FOR TESTING WITH USERS
 - RUN THROUGH SAMPLE TASKS

INTERFACE DESIGN

- ▶ INVOLVES TAKING WIREFRAME MODELS AND PRODUCING PAGE DESIGNS
 - ▶ DECIDING ON LAYOUT, COLOURS, FONTS ETC.
 - ▶ WIREFRAME MODELS TELL US THE PAGE CONTENTS
- ▶ ALL IMPORTANT PAGE ELEMENTS SHOULD BE IMMEDIATELY VISIBLE TO USERS
 - ▶ THE USER SHOULDN'T HAVE TO SCROLL TO SEE PAGE ELEMENTS

USER SCAN WEB PAGES

- USERS SCAN WEB PAGES
 - TASK FOCUSED
 - DON'T READ PAGES
- USERS 'SATISFICE'
 - SELECT FIRST NAVIGATION OPTION THAT SEEMS TO FIT
- A USER-CENTRED PAGE DESIGN MAKES IT EASY FOR USERS TO SCAN PAGES AND MAKE CHOICES

VISUAL HIERARCHIES

- THE VISUAL HIERARCHY TELLS THE USER ABOUT THE MEANING OF PAGE ELEMENTS
- CLEAR VISUAL HIERARCHY MAKES THE PAGE EASY TO SCAN
 - GROUPING RELATED ITEMS
 - CREATING CONTRAST
 - ALIGNMENT
 - CONSISTENCY

GROUPING RELATED ITEMS - 1

The screenshot shows the Play.com website interface. At the top left is the Play.com logo with the tagline "FREE DELIVERY ON EVERYTHING". To the right is a search bar with "Books" selected as the category and "don't make me think" entered. A shopping basket icon indicates "My Shopping Basket" and "Your basket is empty". Below the search bar is a navigation menu with categories: Home, DVD, Blu-ray, Music, Games, Books (highlighted), Clothing, Sports & Outdoors (with a "NEW" badge), Electronics, Computing, Mobile, Gifts & Gadgets, and Toys. A secondary navigation bar lists sub-categories under Books: Home, Books Bargains, Recommends, Kids, Biography, Sci-fi & Fantasy, Chick-Lit, Crime & Thrillers, BBC Audiobooks, and Clearance. The breadcrumb trail reads: Home > Search "don't make me think" > Books >.

The main product area features the book cover for "Don't Make Me Think! A Common Sense Approach to Web Usability" by Steve Krug, Second Edition. The title is prominently displayed in large, bold letters. To the right of the cover, the title is repeated: "Don't Make Me Think!: A Common Sense Approach to Web Usability | Paperback". Below the title, the author is listed as "Author: Steve Krug" and the format as "Format: Paperback". There are five stars and the text "(Not yet reviewed) Write a review >>". The price is shown as "£16.52 Free delivery". Below the price, it says "Sold by TheBookDepository" and "Estimated Delivery 3 - 4 days". A large orange "BUY" button with a play icon is present. Below the button, it states "Also available new (17) from £16.52 and used (2) from £14.28 | Have one to sell? Sell it here".

At the bottom of the product area, there are social sharing options: Facebook Share, Twitter Share, and Email to a friend. Below these are tabs for "Description", "Product Details", "Customer Reviews (0)", and "Delivery & Returns". The "Description" tab is active, showing a paragraph of text: "Five years and more than 100,000 copies after it was first published, it's hard to imagine anyone working in Web design who hasn't read Steve Krug's 'instant classic' on Web usability, but people are still discovering it every day. In this second edition, Steve adds three new chapters in the same style as the original: wry and entertaining, yet loaded with insights and practical advice for novice and veteran alike. Don't be surprised if it completely changes the way you think about Web design. Three New Chapters! *Usability as common courtesy -- Why people really leave Web sites *Web Accessibility, CSS, and you -- Making sites usable and accessible *Help! My boss wants me to".

<http://www.play.com>

GROUPING RELATED ITEMS - 2

- ▶ RELATED ITEMS SHOULD BE GROUPED VISUALLY
 - ▶ THROUGH ASPECTS SUCH AS POSITION, BORDERS AND COLOUR
 - ▶ BREAK A PAGE UP INTO DISTINCT AREAS
 - ▶ CAN BE DIFFICULT WITH LIMITED SCREEN SPACE
- ▶ EXAMPLES
 - ▶ NAVIGATION OPTIONS GROUPED IN NAVIGATION BARS
 - ▶ SITE FUNCTIONS VISUALLY SEPARATE FROM SECTIONS

CONTRAST - 1



FREE DELIVERY ON EVERYTHING

My Account | Help £  

My Shopping Basket
Your basket is empty

Books

Search: don't make me think

Home | DVD | Blu-ray | Music | Games | **Books** | Clothing | Sports & Outdoors ^{NEW} | Electronics | Computing | Mobile | Gifts & Gadgets | Toys

Home | Books Bargains | Recommends | Kids | Biography | Sci-fi & Fantasy | Chick-Lit | Crime & Thrillers | BBC Audiobooks | Clearance

Home ▶ Search "don't make me think" ▶ Books ▶



Don't Make Me Think!: A Common Sense Approach to Web Usability | Paperback

Author: [Steve Krug](#) | Format: Paperback
☆☆☆☆☆ (Not yet reviewed) [Write a review >>](#)

£16.52 Free delivery

Sold by [TheBookDepository](#)
Estimated Delivery 3 - 4 days



Also available [new \(17\)](#) from **£16.52** and [used \(2\)](#) from **£14.28** | Have one to sell? [Sell it here](#)

 Share  Share  Email to a friend

[Description](#) | [Product Details](#) | [Customer Reviews \(0\)](#) | [Delivery & Returns](#)

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<http://www.play.com>

CONTRAST - 2

PICKUP HARDTOP CANOPY SPECIALISTS TO QUADZILLA QUAD BIKES..



**ALL VEHICLE ACCESSORIES & PARTS
FROM BRAKE PADS TO PICKUP HARDTOPS!**

CALL US ON:

0800 141 2782

01386 55 66 56



SECURE ONLINE PAYMENTS:



PROPPA PRODUCTS

FREE: 0800 141 2782

CALL: 01386 55 66 56

HOME

PICKUP ACCESSORIES ▶

VAN ACCESSORIES & PARTS ▶

4X4 MPV ACCESSORIES ▶

CAR ACCESSORIES & PARTS ▶

QUAD BIKES / BUGGIES ▶

GENERAL MOTORING ▶

MOTOCROSS ACCESSORIES ▶

MOTORBIKES / SCOOTERS ▶

MORE PRODUCTS ▶

GIFTS/OFFERS

FREE STUFF

SPECIALIST SERVICES

SHOP BY BRAND

HOME >

OUR PROPPA TOP 10:

SMM V4 HARDTOP SMM V2 HARDTOP P1 HARDTOP TRUCKTOP COMMERCIAL HARDTOP PICKUP LOADLINER



EGR PAINTED TONNEAU + ROLL BAR EGR PAINTED TONNEAU QUADZILLA QUAD BIKES VAN SEAT COVERS BUMPER PROTECTORS



Need help selecting your Pickup Hardtop or Car Part call our experienced staff now on **0800 141 2782** or Visit our Showroom

PRODUCT FINDER

YOUR BASKET

Sub Total: £0.00

[VIEW YOUR BASKET](#)

[CHECKOUT NOW](#)

TESTIMONIALS

'Proppa has everything you can ever need or want for your 4x4, easy to use website and secure payment, fantastic, thanks for all your help Wayne, will be using your site again.'
Andrew

To view more [CLICK HERE](#).

TOP SELLERS



<http://www.proppa.com/>

CONTRAST - 3

- IMPORTANT PAGE ITEMS SHOULD STAND OUT VISUALLY
 - USE OF SIZE, ALIGNMENT, COLOUR AND TYPEFACE
- EXAMPLES
 - 'YOU ARE HERE' INDICATORS ON NAVIGATION BARS
 - PAGE NAME AND COMPANY LOGO BEING THE MOST VISUALLY PROMINENT PAGE ELEMENTS
 - NAVIGATION OPTIONS BRIGHTLY COLOURED AND LOOK LIKE BUTTONS
- IF TOO MANY ELEMENTS ARE EMPHASISED PAGES CAN BECOME 'NOISY'

ALIGNMENT - 1



Atomized is a production company that creates content for TV, web and mobile, funded by broadcasters and brands

What's new

Collaborators
Case studies
Partners
Team
Clients
Contact

Client login

+44 (0)20 7734 1677
hello@atomized.tv

What's new

Page 1 of 3 - [Previous](#) / [Next](#)



Ossobuco

25.05.2011

A simple but delicious recipe for Osso Bucco from The River Cafe

[Watch video](#)



The Diary of Me

06.05.2011

Here is a taster tape of our new musical we are pitching out - we are making it in partnership with Big Balls Films and Thomas Schonberg. It is written by Simon James Green and Sarah Counsell with music by Ruarri Joseph.

[Watch video](#)



River Cafe Spring





06.05.2011

Delicious Asparagus Frittata

[Watch video](#)

<http://www.atomized.tv/>

ALIGNMENT - 2

	<p>Atomized is a production company that creates content for TV, web and mobile, funded by broadcasters and brands</p>		
<p>What's new Collaborators Case studies Partners Team Clients Contact</p>	<p>What's new</p> 		<p>Page 1 of 3 - Previous / Next</p> 
<p>Client login</p>	<p>Ossobuco 25.05.2011 A simple but delicious recipe for Osso Bucco from The River Cafe.</p>	<p>The Diary of Me 06.05.2011 Here is a taster tape of our new musical we are pitching out - we are making it in partnership with Big Balls Films and Thomas Schonberg. It is written by Simon James Green and Sarah Counsell with music by Ruarri Joseph.</p>	<p>River Cafe Spring 06.05.2011 Delicious Asparagus Frittata</p>
<p>+44 (0)20 7734 1677 hello@atomized.tv</p>	<p>Watch video</p>	<p>Watch video</p>	<p>Watch video</p>

ALIGNMENT - 3

- PAGE ELEMENTS SHOULD BE VISUALLY CONNECTED TO EACH OTHER
 - PROVIDE INVISIBLE LINES TO DIRECT THE EYES
 - EASIER TO SCAN THE PAGE
- MANY SITES USE GRIDS TO LAYOUT PAGE ELEMENTS
 - VERTICAL AND HORIZONTAL GUIDELINES USED TO PLACE ELEMENTS ON A PAGE
- CSS GRID FRAMEWORKS
 - [HTTP://WWW.BLUEPRINTCSS.ORG/](http://www.blueprintcss.org/)
 - [HTTP://960.GS/](http://960.gs/)

CONSISTENCY - 1

The screenshot displays the Candice Olson website's product customization interface. At the top, the navigation bar includes links for Home, Customer Service, Register, Login, and My Cart. Below this is a secondary navigation menu with categories: ABOUT CANDICE, DESIGN GALLERY, FURNITURE COLLECTION, FABRIC COLLECTION, and STORE LOCATOR. The main content area features a progress indicator with two steps: '1 Cover Fabric' and '2 Wood Finish'. On the left, a 'Filter By' sidebar allows users to select patterns, colors, and inspirations, with a 'Candice's Picks' checkbox. Below the filters are six fabric swatches, each labeled 'Sensation' with a unique number (No. 190101, No. 190104, No. 190129, and three others). The central focus is the 'Deirdre Dining Chair', shown in a light gray fabric. Below the chair image is a 'Click image to zoom' prompt and a price tag of '\$0.00'. Action buttons for 'Share', 'Save to My Designs', and 'Add to Cart' are positioned below the price. At the bottom of the customization area are 'Previous Step' and 'Next Step' buttons. The footer contains a sign-up form with a 'Sign Up Here' button, a social media link for Facebook, and a small image of a magazine rack.

<http://www.mycandicedesign.com/>

CONSISTENCY - 2

- ▶ DESIGN FEATURES SHOULD BE RE-USED
 - ▶ USERS RECOGNISE AND UNDERSTAND FAMILIAR ELEMENTS
- ▶ EXAMPLES
 - ▶ PERSISTENT NAVIGATION BARS
 - ▶ USE THE SAME VISUAL STYLE FOR ALL HYPERLINKS
 - ▶ PAGE LAYOUT REMAINING IDENTICAL THROUGHOUT THE SITE

CONVENTIONS

- THE WEB HAS LOTS OF CONVENTIONS
 - E.G. COMPANY LOGO IN TOP-LEFT CORNER
- WE SHOULD USE CONVENTIONS IN PAGE DESIGNS
 - USERS RECOGNISE ELEMENTS FROM PAST EXPERIENCE
- EXAMPLE CONVENTIONS
 - UNDERLINED TEXT IS A HYPERLINK
 - PERSISTENT NAVIGATION
 - NAVIGATION BARS ARRANGED HORIZONTALLY ALONG THE TOP OF A PAGE OR VERTICALLY ON THE LEFT-HAND EDGE

INTERFACE DESIGN

- PAGE DESIGNS CAN BE DEVELOPED IN A NUMBER OF WAYS
 - BY HAND USING PENCIL AND PAPER
 - AN IMAGE EDITING APPLICATION E.G. GIMP
 - WORK DIRECTLY WITH HTML AND CSS

WEB DESIGN PROCESS

► THIS TOPIC EXPLORES THE DESIGN STAGE OF THE PROCESS:

- DEFINING GOALS
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 - **DESIGNING SITE STRUCTURE**
 - **DESIGNING NAVIGATION**
 - **INTERFACE DESIGN**
 - WRITING (X)HTML AND CSS
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- Research
- Design
- Implementation
- Testing