

Introduction To Web Site Graphics SKM 1383

Lecture 5



Dr-qais.com



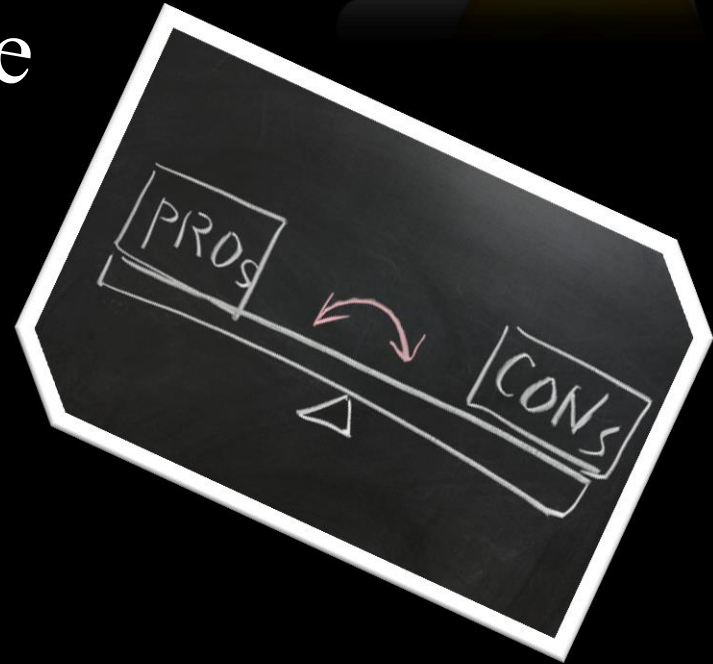
Dr.-Prince ShahZadah



Pros and Cons Of Good design

Practical Points:

1. Download time
2. Navigation
3. Consistency
4. Wording
5. Different Taste
6. Access



What is **Multi**?
What is **Media**?
What is **Interactive**
Multimedia?



MEDIA:

The main **means** of mass communication

The beginning of **human communication** through **artificial channels**





Application of Multimedia

Business:
Presentation/**T**raining.
Marketing/Advertising.
Product demo
Communication, Networking.

Hypermedia Hypertext



"What I'm trying to say, Mary, is that I want your site to be linked to my site."

Thank You!



Multimedia Usage in Web Design



Multimedia Usage in Web Design is about using Animation

Audio

Video

To create Interactive

Environment

Compression method

MP3

Advantages:

It is vector-based technology

Higher compression

Contents interesting

Disadvantages:

Browsers must have plug-in

Bitmap difficult

File size big

Design for:

- 1. Past**
- 2. Present**
- 3. Future**

Largest Users

Use Latest technology

Hardware

Software

- 1. Not always possible to use latest technology**
- 2. Use Most practical one**
- 3. Existing technology**
- 4. Consider browsers: support or not?**
- 5. Browser compatibility issues**
- 6. Old and new version**
- 7. Fonts**
- 8. So find out general population..**
- 9. Get statistics**

- ❖ **Issue of bandwidth** (amount of data that can be uploaded or downloaded over a specified time)
- ❖ **How fast can a page be downloaded**
- ❖ **But it is difficult if you have graphical page**
- ❖ **Learn** from your past weakness
- ❖ **Use** image button
- ❖ **Use** background

- 1) Reuse of background **(Boring)**
- 2) Uncontrolled color **(make or break)**
- 3) **Uncompressed image**
- 4) **Site is slow**
- 5) **Drives away users**
- 6) **Thumbnails** (can preview)
- 7) **Can see Larger picture**

So Before you begin:

Consider

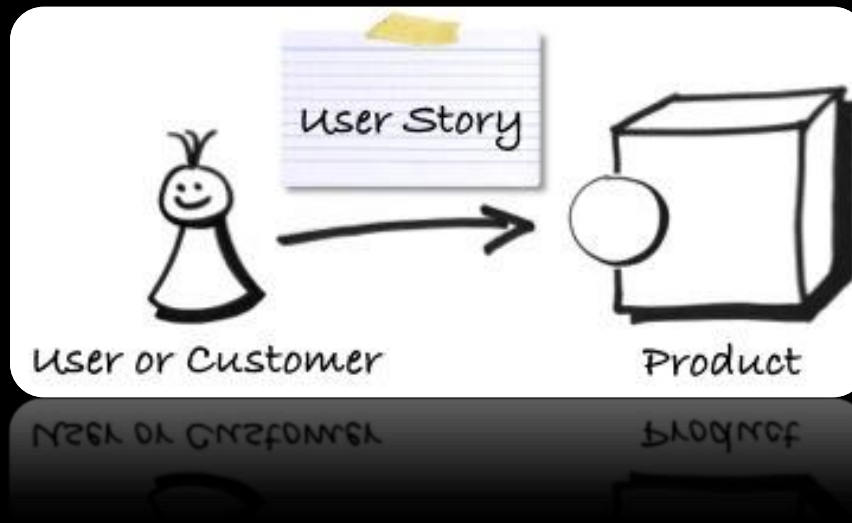
- 1. Be logical.....**
- 2. Be practical.....**
- 3. Know about requirement**
- 4. Look and feel
requirement**

- 5. Bandwidth requirement**
- 6. Resolution requirement**
- 7. Scalability requirement (change)**
- 8. Content requirement**

So now you are ready to kill.....

- 1. Go for branding**
- 2. Think of your colors**
- 3. Fonts standard**
- 4. Identify your audience**
- 5. Keep originality**
- 6. Maintain**

Designing For User Experiences



1. User Experience means:
Practicality,
2. Experimental,
3. Effectiveness
4. Meaningfulness
5. Valuable aspects about
human-computer
interaction

Designing User Experiences

- a) Emotion
- b) Attitude
- c) Perceptions
- d) Response
- e) Anticipation



What is Programming Language?



You want your **web pages** to
do different things
depending on the **situation**,
you will **need**
a programming
Language.

What is **HTML**?
What is **CSS**?
What are **JavaScript**,

What is HTML?

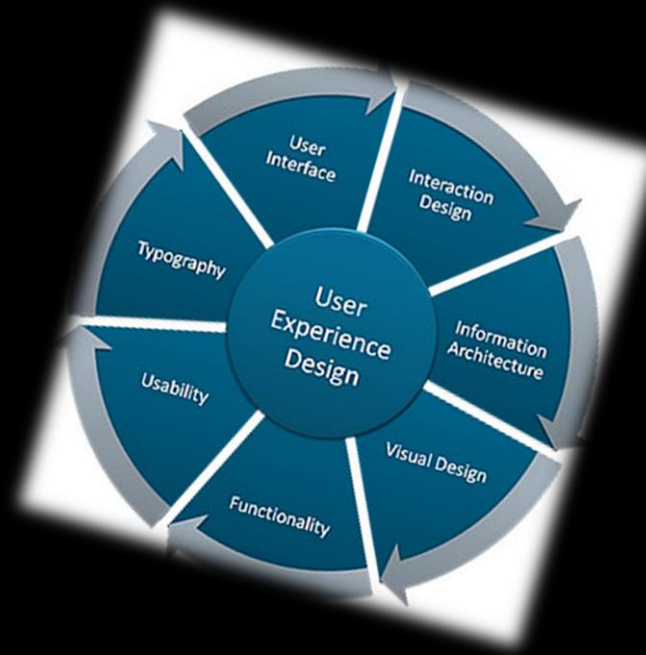
"HTML" means "Hyper Text Mark-up Language". It is a means for formatting your document.

What is CSS?

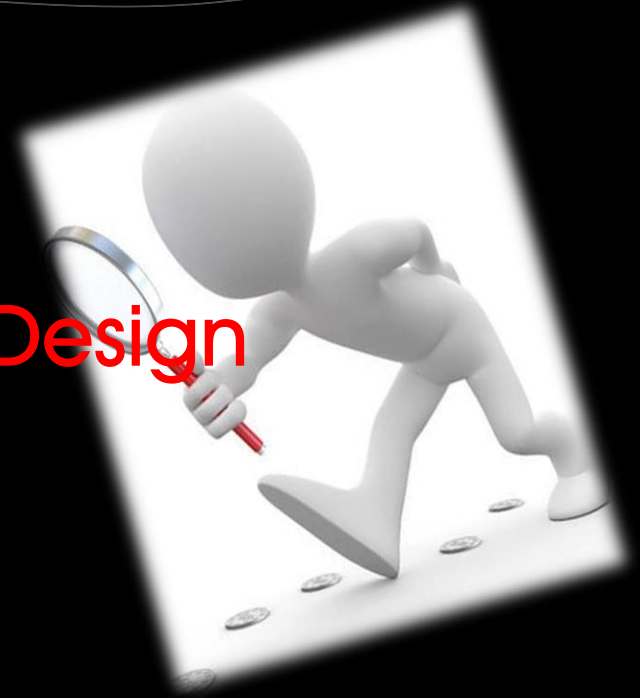
Cascading **Style Sheets**, allow you to specify things like the **font** you want on your page, the **size** of your **text**, whether the page is to have **2 columns**,

Your text is to be in **bold** or **italics**.

User experience design



- 1) Visual design
- 2) It is known as Graphic Design
- 3) Communication Design
- 4) Visual communication
- 5) It is about feel good of the design



1) **Architecture of the Information**

2) It is about structuring

3) Organizing

4) Relevancy

5) Products

6) Services,

7) Helping the Users to find and use the content



Managing and Finding

To find information is **critical**.

It is success factor.

Browsing.

Searching.

Asking.

Finding **architecture** is a failure.

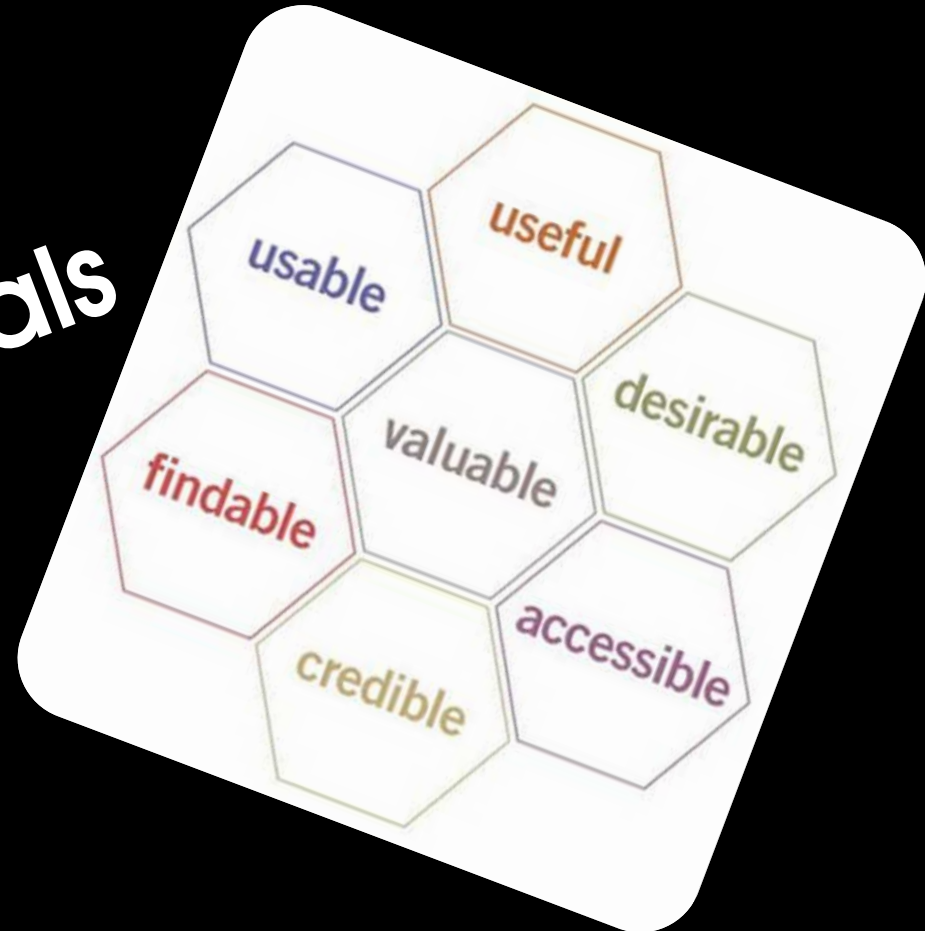
Navigation must be easy

Location of contents must be easy.

Interaction Must be easy.



User Experience Fundamentals



Usefulness:

- ❖ Your contents must be original and fulfil
- ❖ user's requirement.

❖ Usability:

- ❖ Website must be easy to be used

❖ Desirability:

- ❖ Design elements create emotion/ Like

❖ **Search ability:**

- ❖ Your Content should be controllable and locatable online and offline

❖ **Accessibility:**

- ❖ User must be able to access your Content Especially (disabilities)

❖ **Credibility:**

- ❖ Users must have confidence
- ❖ Believe what you deliver

Never **Negotiate** with the following:

1. Consider User **E**motions
2. Site **P**erformance
3. Solve **P**roblem
4. Think of **B**eauty..
5. Have a **P**urpose.

Advantages and Disadvantages of Website

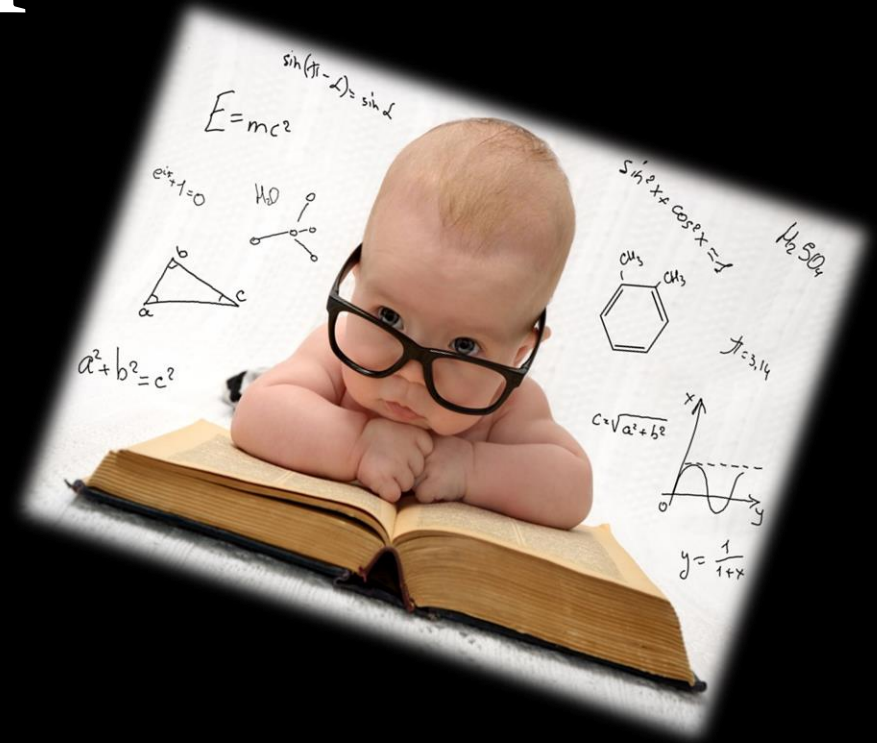


- 1. Reaching a Wider Audience**
- 2. Anyone, Anywhere & Anytime**
- 3. Access To Business Information**
- 4. Can update anytime**
- 5. Links & Viral Marketing**
- 6. It is Your Brand Online**

1. Reaching The Right People
2. Reliability
3. SPAM
4. Bad Publicity
5. Hacking
6. Stealing
7. Crashes
8. Communication.



Learn Some Concepts



- 1. Interactive Content**
- 2. Default Page**
- 3. Visualizing Navigation**
- 4. Link Bar**
- 5. Menu**
- 6. Hierarchy**
- 7. Themes and styles**

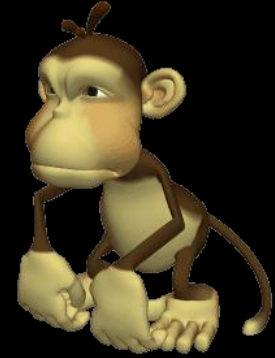
- 7. Page Banners
- 8. Web security
- 9. Commercializing
- 10. Market place
- 11. Scripting Languages



شُكْرًا جَزِيلًا



تشكر



Teşekkür ederim