

**Web Principles: HTML/Expression Web (103-192)**

**Week 3 - Worksheet #1: Web Site Design**

**Overview:**

a) Does your web site meet these standards? Class discussion.  
*Functionality, Usability, Manageability, Measurability*

b) Sample from your text author in previous book:

**Web Page Design Tips** (*Creating Web Pages with HTML and XHTML*, by Patrick Carey)

- View colors at different resolutions
- Use *web safe* colors
- Ensure foreground colors contrast well with background colors
- When specifying fonts, always include a generic, font type in case the user computer doesn't have your font.
- Limit to 2-3 fonts
- Limit to 3-4 font sizes
- Use relative font sizes where appropriate
- Combine multiple font style attributes into one style attribute (font: )
- Use GIFs and JPGs files appropriately
- Don't use too many images
- Reuse images within a web **site**
- Give pages within a web site a consistent appearance.
- Include width and height attributes for all images.
- Use thumbnails to allow users to preview large images.
- View your page in a browser with images turned off
- Avoid large amounts of unnecessary white space except on the outside margins
- Provide alternate text for image maps.

**Resources - three sets of viewpoints on web site design:**

- a) Research-Based Web Design & Usability Guidelines (Dept. of Health & Human Services)  
<http://www.usability.gov/guidelines/>
- b) Web Style Guide  
<http://www.webstyleguide.com/wsg3/index.html>
- c) Kaw City Web Site Design Guidelines  
[http://www.kawcitychamber.org/Guidlines\\_1.html](http://www.kawcitychamber.org/Guidlines_1.html)

**Lab/Activity:**

- a) Locate your favorite website and be prepared to discuss why it is your favorite from a design standpoint. Email link to instructor with subject: *WP Favorite Site*