

Web Page Design Tips

Resource: Making Tracks: Pathways to a Dynamic Library Web Site
Chicago Library System and Illinois State Library
<http://www.chilibsys.org/mt/Default.htm>

Resource: Cool Home Pages.com Design Academy

✓ **Color:** (author: Vaishali Singh of CareerCommunity.Com Ltd)

<http://www.coolhomepages.com/cda/color/>

- limit your color selection to 2 or 3 major colors (with shade variations) with an occasional accent of color (ex. <http://www.apple.com>)
- Strong color combination: Black, White and Red (ex. <http://www.oracle.com/>) Or Black, Grey and any other color
- Use lots of white space – avoid clutter

✓ **Clean, Crisp Web Design** (author: Tim Donahue, Founder, Head Jumblenut CoolHomepages.com)

<http://www.coolhomepages.com/cda/cleandesign/>

- Uncluttered layout (ex. homepage with one large, crisp, prominent photographic image)
- Don't put too many things on one page (ex <http://www.shopunisa.com/>)
- Give each page a focus – user should immediately know what page is about
- Use clean lines – avoid overuse of shadows, glows
- Use classic fonts (ex. **Franklin Gothic**)
- The most important elements in any page design should be larger and more prominently placed on the page.. (ex. <http://www.EddieBauer.com>)

✓ **Useability** (author: Karen Jessett of Jesset.com)

<http://www.coolhomepages.com/cda/usability>

- Navigation – make it obvious to the visitor where they are and how they move from page to page
- Graphical navigation – include meaningful text along with graphics – both should be clickable (ex. <http://www.amazon.com>)
- Color – check to see if design works in greyscale
- Consistency – limit fonts to one or two main font faces (maximum of three across the site) to use and stick to consistent sizes and colors for headings, navigation, captions, normal paragraphs ...
- Frames – avoid if possible. If you do use them, make sure you don't destroy the url location of each page by using target="_top" in your links so that each frameset is freshly loaded into the browser window with the full url of that page.
- Flash sites – use sparingly to enhance your site and add features that cannot be done with static html

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Resource: What Makes a Good Home Page? By Kevin Werbach
http://werbach.com/web/page_design.html

- Home page should be more than just a hotlist - should be valuable info. on that page
- Layout and design – don't overuse images, graphics; include navigational aids
- Original content – value in what you bring to the web
- Creativity – use tools in effective, innovative ways
- Personality – page should express the person, place...