2 | Web Publishing Fundamentals

Introduction

Chapter 1 introduced you to the Internet and the Web and design tools used to create Web pages. In this chapter, you learn about the advantages of Web publishing and discover the basic design principles behind publishing a successful Web site. The chapter explains the special requirements for writing for the Web and the effective use of color as a design tool. Finally, you learn about the technical, legal, privacy, accessibility, and usability issues surrounding Web publishing.

Objectives

After completing this chapter, you will be able to:

1. Describe the advantages of Web publishing

2. Discuss basic Web design principles

3. Define the requirements for writing for the Web

4. Explain the use of color as a Web design tool

5. Identify Web publishing issues

Advantages of Web Publishing

Printed information is convenient. You can tuck a newspaper, magazine, or book under your arm, take it to your choice of reading place — an overstuffed chair, a subway seat, or a park bench — and enjoy. However, Web publishing, which is the distribution of information in a Web site, has some specific advantages for both the audience and the publisher over print publishing. Thanks to the rise in popularity of mobile devices, Web site content is just as portable as print materials. Advantages over print include currency, interactivity, reduced production costs, and rapid, economical delivery.

The Currency Advantage

Whether you are planning your next semester's classes, checking out movie times at a neighborhood theater, purchasing a new cell phone, or monitoring the weather prior to a trip, access to timely, current information is critical to making good decisions. In the past, many people made decisions about these types of activities based on information in print publications, such as class schedules, newspapers, magazines, and sales brochures. The content of print publications, however, cannot reflect more current information until the publication is updated, reprinted, and distributed; therefore, the most current information — canceled classes, special movie showings, new cell phone products, severe weather alerts — might not be available in the publication at hand. Although Web sites must be researched, edited, and laid out in ways that are similar to print publications, Web sites can be updated in minutes and the new information is immediately available. In comparison, printing and distributing revised documents can take anywhere from hours to weeks, and costs far more than updating a Web site.

The Web's **currency advantage** over print publications lies in the ability to quickly and inexpensively update Web pages. For example, suppose the chief executive officer (CEO) of a company is suddenly replaced and the company's board of directors wants to assure customers that business activities will not be affected. In just a few minutes and at a very low cost, the company's Web designer could open the source file of a currently available Web page and insert a press release explaining the change in management, along with a photograph and biography of the new CEO. The designer then could publish the revised page to the company's Web site, and submit the content through its Twitter feed, Facebook page, or RSS (Really Simple Syndication), where it is delivered to users' inboxes or news feeds. Using its Web site and connectivity tools, the company can communicate with customers long before any print publication can be prepared and distributed.

Many Web sites are updated on an hourly or daily basis, or for news sites, as stories develop. For example, newsworthy events often swiftly unfold, causing daily newspapers or weekly news magazines to very quickly lose their currency. As noted in Chapter 1, news organizations exploit the Web's currency advantage by hosting popular, high-traffic Web sites, such as washingtonpost.com or USATODAY.com (Figure 2-1), to provide continually updated weather, stock market quotes, and stories about newsworthy events — seconds after the events occur — which can be updated as the story unfolds.

news sites use a combination of videos and text

Figure 2-1 High-traffic news-oriented Web sites exploit the Web's currency advantage.

Web site visitors expect that sites providing sports, news, and weather information or e-commerce opportunities offer timely content presented in a fresh, appealing manner. If visitors do not find timely content at these types of sites, they are likely to leave, perhaps finding what they need on a competitor's site.

Although your Web site might not need as frequent updating as a news-oriented or B2C site, you still must take care to keep the site's content up to date.

DESIGN TIP

The Connectivity Advantage

To share information from a print publication, a user must pass along or photocopy the book or magazine. Sharing a story, press release, article, or blog post from a Web site is an instantaneous process, and the user does not have to relinquish the original copy or potentially violate copyright laws. Using aggregators such as RSS feeds, social networking tools such as Facebook pages and Twitter feeds, and social news sites such as Digg or StumbleUpon, a site's administrators can instantly alert followers to new content. In addition, the same tools can allow those users to pass links to the content to their friends and followers, allowing the word to spread quickly (Figure 2-2). The Web's **connectivity advantage**, or ability to instantaneously distribute and share content, is a benefit that print publications do not share.

The connectivity advantage can also streamline the writing process. In a print article, the writer must include any background that the reader needs to understand the topic, taking up valuable space and causing readers who are aware of the background to need to skim. A Web-published article can include links directly in the content to additional resources or background. Users can click the links to read more, or continue reading the article if they choose. Many articles contain a list of related links to other stories or articles about the same or related topics.

Q&A

Are all Web sites continually updated with timely content?
No. Some Web sites focus on content that might not change over time, for example sites that publish biographies or content based on research papers. The primary concerns of visitors to these types of sites are author credibility and content accuracy.
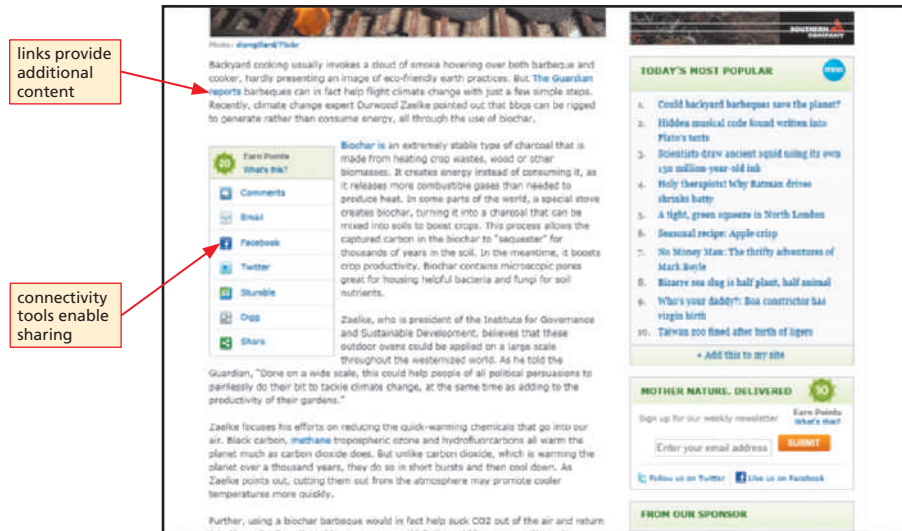
links provide additional content

connectivity tools enable sharing

Figure 2-2 Web-published articles can include tools for sharing the content and links to supplemental information.

The Interactivity Advantage

In Chapter 1, you learned that the Internet is a worldwide public network that connects smaller private networks for the purpose of sharing data and other resources. The Web's **interactivity advantage** over print publications allows for data and resource sharing that enables communication with a site's Customer Service or Sales Department or that allows users to post comments on an article.

A well-designed Web site should include tools that enable its visitors to engage in interactive, two-way communication with the site's publisher. At a minimum, to encourage interactivity and communication, every site should include a page of contact information — phone numbers, mailing addresses, physical location addresses, and e-mail addresses — similar to the Ford Motor Company contact page shown in Figure 2-3.
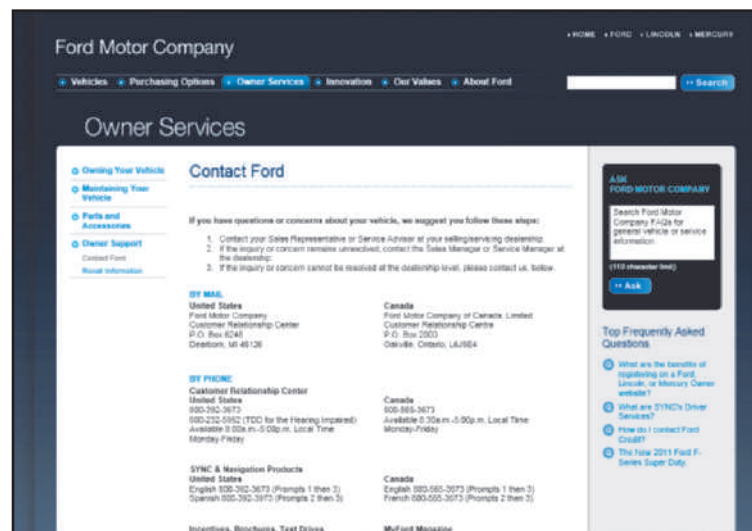

Figure 2-3 A Web site's contact page encourages communication between the site and its visitors.

Depending on the purpose of its site, a company could use other tools to promote interactivity and communication. For example, blogs have become an increasingly important internal and external tool for promoting interactivity and communication between companies and their vendors, customers, and other business partners. Companies as diverse as Eastman Kodak and The Clorox Company (Figure 2-4) host blogs that encourage interactivity and communication.

Figure 2-4 Blogs have become an increasingly important communication tool for businesses.

Another popular communication tool is a **Web-based form**. Just like a paper form, companies use Web-based forms to gather information from Web site visitors. Visitors complete forms to order products quickly and easily, participate in surveys, sign up for newsletters, request sales or customer support, register for events, or return products.

> After your Web site is published, plan to review the site's content for credibility, accuracy, and timeliness on a regular basis and update the content as necessary.
>
> **DESIGN TIP**

As shown in Figure 2-5 (on the next page), common Web-based form elements include text boxes, check boxes, option buttons, drop-down list boxes, and a Submit or Send button. To use a Web-based form, a visitor simply types information, clicks a check box, selects an option button, or selects an item from a drop-down list and then clicks the Send or Submit button to send the information to the site. Forms can be just a few questions, or broken out into several pages to make entering and validating the data easier. Although creating a form sounds complicated, WYSIWYG editors and Web hosting services such as Homestead provide tools to create forms efficiently. Working with Web-based forms is discussed in more detail in Chapter 6.

Figure 2-5 Web-based forms gather information from site visitors.

In addition to traditional contact pages, blogs, and Web-based forms, a variety of creative methods to promote interactivity and communication are found at Web sites of all types. News-oriented sites, such as CNN.com and FOXNews.com, often promote interactivity by allowing visitors to comment on articles or by permitting visitors to submit their own breaking news stories and images. Some businesses and government agencies, such as the Small Business Administration, promote interactivity at their sites by offering chat rooms visitors can join to discuss topics in real time.

DESIGN TIP   Build into your site appropriate ways to promote interactivity, such as a contact page, Web-based form, or blog.

YOUR TURN   Exploring Currency and Interactivity

1. Visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www .cengagebrain.com** and then click FOX, K2 Snowboarding, and Office in the Your Turn links.
2. Explore each Web site and answer the following questions:
   a. Is the site's content current, or does it appear to be outdated? Give examples to support your answer.
   b. What tools, such as forms or comments, does the site use to promote interactivity and communication?
3. Write a report discussing your site exploration and describe how similar methods and tools could be incorporated at your Web site.

The Cost Advantage

Compared with print publishing, Web publishing is more cost effective. In the print environment, budget limitations often restrict the types of design elements you can incorporate into your piece. For example, as a print designer, to stay within a budget, you might have to opt for a two-color, rather than a four-color (or full-color), brochure to cut down on printing costs; reduce the number and size of photographs and restrict content to a limited page size or number; or eliminate design extras, such as die-cutting, to reduce design costs.

On the Web, however, the cost of publishing a piece does not vary based on its length, color composition, or design complexity; thus, the **cost advantage** allows for a very different scenario. For example, you might be able to find free downloads for photos, animations, video, and sound clips for use at your site; however, you might incur some additional cost to prepare these types of content elements for the best display and quality. You also can purchase reasonably priced photos and multimedia elements.

The technological specifications of the Web mean that it doesn't matter whether your design is a simple one-color text piece or a sophisticated piece with hundreds of colors — the cost to publish on the Web is the same. Note, however, that whenever you incorporate multimedia in your Web pages, the pages are generally larger and your site might require more storage space. You might also be limited by the amount of Web server space provided by your Web site hosting service or by budget constraints if you must lease extra Web server space to support your site's multimedia elements. For example, a Web site hosting service might limit server space for Web site files to 5 MB for a flat monthly fee; if you need more space, you might incur additional cost. Adding multimedia to a Web site is discussed in more detail in Chapter 6.

Q&A

Where can I find free photographs? Using professional photographs can enhance your Web page content. Sites such as www.flickr.com and www.morguefile.com allow photographers to post photos for use, for little or no cost. No matter where you get your photos, remember to always give credit to the artist. Cost-free does not mean copyright free — the rights to the image are still owned by the artist, even if you do not have to pay for them.

The Delivery Advantage

Delivering information over the Internet and the Web can be significantly faster and less expensive than using print media, thus the Web's **delivery advantage**. For instance, imagine that as a volunteer for your community hospital, you are asked to publicize the upcoming health fair. Because you want to get the information out quickly to as many people as possible, you use your Web site and connectivity tools to avoid costs associated with mailing 1,000 brochures overnight or first-class.

You could publish the health fair brochure on a page at the hospital's Web site and add the event to the hospital's official calendar at the site. You also could query related Web sites, such as the community Chamber of Commerce or local health and fitness clubs, to publicize the health fair. You could also send e-mail messages with a link to the health fair brochure at your Web site to last year's participants or other potentially interested individuals or organizations. Posting links to the site on your Twitter feed reaches additional interested customers. These methods cost very little, and the news about the event would be available almost immediately.

DESIGN TIP

Use your Web site to expand on your printed content. For example, if you have a large event to promote, send a less-expensive postcard directing users to the Web site for the event. Provide minimal details on the postcard, but save on printing and mailing costs by having registration for the event online.

Basic Web Design Principles

Both print publications and Web pages should be visually attractive, convey a powerful message, and leave a distinct impression. Successful publications — including Web pages — that accomplish these objectives combine creativity with the basic design principles of balance and proximity, contrast and focus, and unity and visual identity.

Balance and Proximity

Web Style Guide
For more information about the basic design principles for creating Web pages, visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www.cengagebrain.com** and then click Web Style Guide in the @Source links for Chapter 2.

From the perspective of design, **balance** is the harmonious arrangement of elements. Balance, or the absence of balance, can significantly impact the effectiveness of a Web page to express its message. A **symmetric** arrangement of Web elements is centered or even and suggests a conservative, safe, and peaceful atmosphere. The Art Institute of Chicago home page (Figure 2-6) illustrates a symmetric arrangement of Web elements. Too much symmetry, however, can lead to boring, uninteresting Web pages. To create a fun, energetic mood, position your Web elements **asymmetrically**, or off balance. The Environmental Protection Agency Kids home page (Figure 2-6) illustrates elements positioned asymmetrically.

Figure 2-6 Web pages evoke different moods by positioning Web page elements symmetrically or asymmetrically.

Is empty white space on a Web page always white?
No. The empty space or *white space* on a Web page is filled with the page's background color, which may be any color, including white.
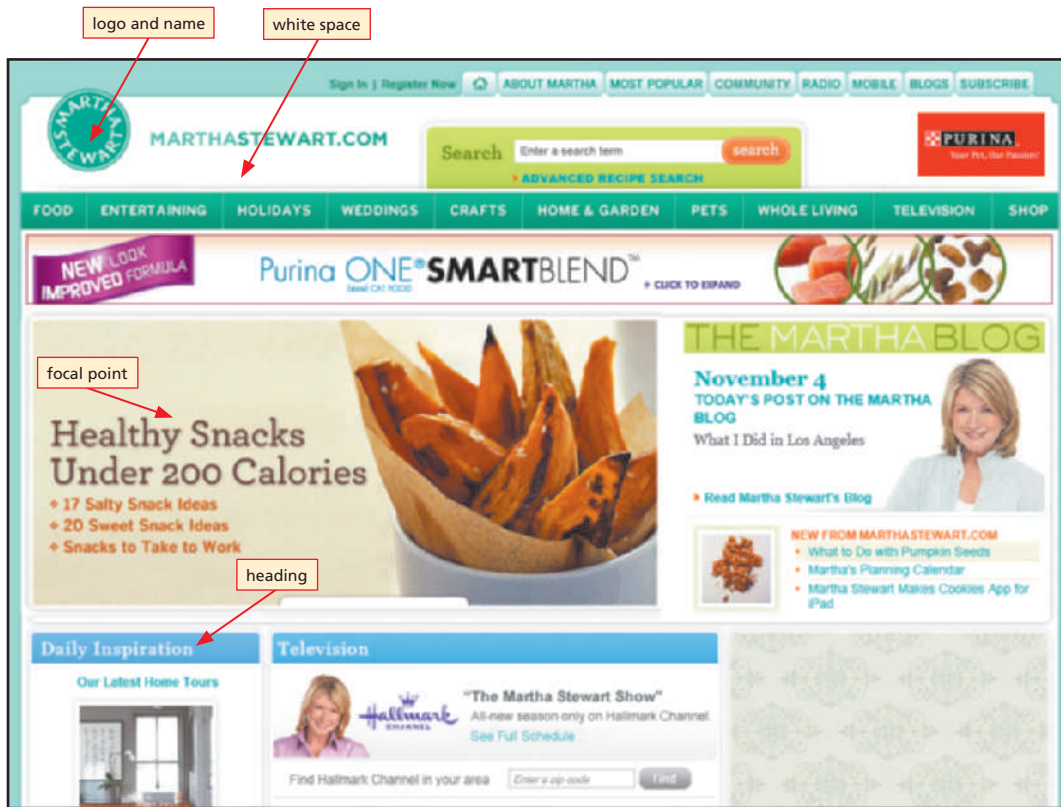
Proximity, or closeness, is strongly associated with balance. Proximity, as applied to Web pages, means that you place related elements close to each other. For example, position a caption near an image, an organization's name near its logo, and headings and subheadings near related body copy. Doing so visually connects elements that have a logical relationship, making your Web pages more organized. Elements on the Martha Stewart home page (Figure 2-7) illustrate proximity: the Martha Stewart logo is placed immediately to the left of the organization's name, images are positioned above or to the left of explanatory text or captions, and headings and subheadings appear above related links.

The empty space surrounding text and images, called **white space** in design, also can define proximity and help organize Web page elements, eliminate clutter, and make content more readable, as illustrated in the Martha Stewart home page.

Figure 2-7 Place related Web page elements in proximity to each other and allow sufficient white space.

> You can create white space by adding line breaks, paragraph returns, paragraph indents, and space around tables and images.
>
> **DESIGN TIP**

Contrast and Focus

Contrast is a mix of elements to stimulate attention. Contrast also establishes a **focal point**, which is a dominating segment of the Web page that directs visitors' attention to a center of interest or activity. What do you want your Web site's visitors to focus on and to remember — a company name, a tag line or logo, a powerful photo, or some combination of these? Determine first what element on your Web page is the most important, and then use contrast to establish that dominance visually.

> Using a slide show enables you to have one central focal point whose content changes automatically or as a result of user intervention. You can feature several articles at once in a small amount of space.
>
> **DESIGN TIP**

Pages that lack contrast, such as those that are made up of a solid block of text or a jumble of competing elements, are uninteresting or confusing. You can create contrast by using text styles, color choices, element size, and more. For example, setting a company name in a larger typeface distinguishes it from subheads and body text, which typically are a smaller typeface. Similarly, a dark background with light, brightly colored text might draw more attention than a cream background with black text. By varying the size of Web page elements, you can establish a visual hierarchy of information that will show your visitors which elements are most important. Element size and typeface are used on The University of Chicago home page (Figure 2-8 on the next page) to create contrast and establish a focal point for the page.

Figure 2-8 Use contrast on a Web page to stimulate attention and establish the page's focal point.

DESIGN TIP　Use balance, proximity, and white space to create effective, organized Web pages. Use contrast to stimulate interest and establish a focal point for your Web pages.

Unity and Visual Identity

All the pages at a Web site must have **unity**, or a sense of oneness or belonging, to create and maintain the site's **visual identity** — the combination of design elements identified with the site and its publisher. Especially important to businesses, visual identity must be consistent, not only throughout a Web site, but also with the business's print publications, such as brochures, business cards, and letterheads.

Creating and maintaining a visual identity is an important aspect of branding a business or organization. A general definition of the term **brand** is the assurance or guarantee that a business or organization offers to its customers. Businesses and other large organizations take care to develop and reinforce their own brand over time, generally with the guidance of marketing professionals. Some brands, such as Ford Motor Company (assurance of quality vehicles), are decades old; others, such as Starbucks (guarantee of upscale coffee products) are relatively new.

An entity's brand is continually promoted by the consistent application of **branding specifications** for color, images, and text applied to all of the entity's media. Examples of design elements that promote unity, create a visual identity, and contribute to branding an entity both in print media and on Web pages include logos, fonts, colors, and tag lines. A **tag line** is a concise statement that a consumer readily associates with a business, organization, or product. An example of a tag line is Southwest Airlines' "You are now free to move about the country."

Consistent placement and repetition of elements, such as the company name, logo, and tag line, and application of the same color scheme across all pages at a site help promote unity and visual identity, as shown at the Subway Web site (Figure 2-9), and are an important aspect of branding the site. Unity, visual identity, and branding are discussed in more detail in Chapter 4.

Figure 2-9 Consistent placement and repetition of elements and application of a color scheme across all pages at a Web site promote unity and visual identity.

Alignment is the placement of objects in fixed or predetermined positions, rows, or columns. Applying consistent alignment will ensure that your Web pages have a coherent, structured presentation. Visitors to a Web page expect page elements to line up; for example, the text in a photo caption should line up with the left edge of the photo beneath which it appears. If elements on a Web page are not aligned, the page will look jumbled and be perceived as inconsistent and, potentially, unprofessional. When the elements on a Web page are aligned horizontally, they are arranged consistently to the left, right, or centered. When Web page elements are aligned vertically, they are also top-justified, assisting in readability and ensuring an organized appearance, as shown on the Office Depot home page (Figure 2-10 on the next page).

Figure 2-10 Horizontal and vertical alignment of Web page elements ensures a consistent presentation and increases readability.

Writing for the Web

In general, when writing for the Web, use language that is straightforward, contemporary, and geared toward an educated audience. Avoid overly promotional language that might not appeal to visitors and avoid the use of industry jargon or slang. Use wording in headings that clearly communicates the content of a Web page or section; avoid overly cute or clever headings that might confuse or annoy visitors. Be cautious regarding the use of humor. Small doses of humor correctly interpreted can enliven content and entertain. Remember, though, humor can be taken out of context and might be misunderstood or misinterpreted.

DESIGN TIP

To help Web users more easily find your site, carefully consider the text that you place in headings to use search engine optimization techniques to their best advantage. Search engine optimization (SEO) was introduced in Chapter 1 and is discussed in more detail in Chapter 7.

Visitors turn to the Web for a variety of reasons. Whatever the particular circumstances of a user's Web needs, distractions such as voices, ringing telephones, and time constraints most likely are present. Consequently, Web site visitors generally scan Web page text quickly to find useful information that is accurate and current, easy to read, and well organized.

DESIGN TIP

To keep Web page text succinct, place information that is not crucial, such as historical backgrounds or related topics, on linked subsidiary pages, both within the content as linked text, or as a separate link or list of links at the bottom or side of an article. For example, in a business news article about a company, you can link to the company's Web site, the NASDAQ site to show the company's current stock price, and a related story from a previous day.

Accuracy and Currency

When collecting content for your Web site, confirm its accuracy using reliable sources. Refer to respected subject experts, professional organizations, trade journals, and other resources with a proven track record. Typographical and spelling errors can embarrass you and diminish your Web site's credibility. If you publish your Web pages with such errors, your visitors might question how closely you checked your content and how committed you are to your purpose. To avoid these types of errors, write the text content for your Web pages in a word processor first so that you can perform spelling and grammar checks. Proofread your content, and then ask at least one other person to review it before you add the text to a Web page.

As noted earlier in this chapter, after you publish your Web site, you must keep the content on your Web pages current. To demonstrate the currency and freshness of your site's content, you can add the last updated date and/or time to your Web pages. Because visitors frequently print Web pages, including the last updated date also helps indicate the most current printout.

> **DESIGN TIP**
>
> Establish credibility for your Web site by providing accurate, verifiable content. Show content currency by including the date the content was last updated.

Scannability

Most Web site visitors, especially those using mobile devices, prefer to quickly scan Web pages for useful information, not read long passages of on-screen text. Therefore, break Web page text into small sections with headings, subheadings, and bulleted lists that adequately but concisely cover the topic. This style of writing is called **chunked text**. For example, consider the same information presented in Figure 2-11 as dense paragraph text and then as chunked text. The chunked text is much easier to scan.

Q&A

Is chunked text appropriate for all Web page text?
In some situations, a Web page might contain lengthy text articles that are intended to be printed and read offline. In these situations, you should present the text in its entirety and not chunked.

Dense Paragraph Text Example

When collecting content for your Web site, confirm its accuracy using reliable sources. Refer to respected subje... ...sional organizations, trade journals, and other... proven track record. Once published, keep the... mation that is inaccurate, or perceived to be in... away visitors. To demonstrate currency, indica... dates on Web pages, even if the content is unc...

Typographical and spelling errors can emb... ish your Web site's credibility. If you publish y... such errors, your visitors might question how... your content and how committed you are to y... these types of errors, write the text content for... a word processor and then check the spelling a... proofread the text carefully. Finally, ask at least one other person to review it before you add the text to a Web page.

Chunked Text Example

To ensure accurate and current Web pages:
- Confirm content accuracy with reliable sources
- Update published pages frequently
- Indicate last reviewed date

To ensure credible Web pages:
- Spell and grammar check content
- Ask at least one person to proofread content

Figure 2-11 Chunked text is much easier for readers to scan online than dense paragraph text.

> **DESIGN TIP**
>
> Site visitors typically scan online text looking for useful information instead of reading the text word for word. Chunking text allows your site visitors to quickly scan your Web pages and improves usability, as well as makes your page content more easily readable on a mobile device.

Remember that visitors to your site will likely scan your Web pages rather than taking the time to read every word. Also, be aware that many Web site users assume that blue text or underlined text represents a hyperlink. To ensure scannability, you should write your Web page content with the following guidelines in mind:

- Use chunked text, where applicable, to create short, succinct paragraphs and bulleted lists that increase the text's scannability.

- When necessary to write longer paragraphs, begin each paragraph with a topic sentence that summarizes the general idea of the whole paragraph. A visitor who scans only the first sentences of each paragraph will still get the overall picture of your Web page's purpose.

- Make certain colored text does not suggest a link. For example, because blue is traditionally the default color for an active link, you should avoid using the blue color for emphasis. Traditionally, purple indicates a visited link and also should be avoided.

- Avoid underlining text for emphasis because links are traditionally underlined.

- Use uppercase characters carefully because they can reduce scannability. Some visitors might also consider text in uppercase characters to be the equivalent of shouting.

Scannability is also affected by the choice of navigational elements, color scheme choices, and fonts. You learn more about these topics in Chapters 4 and 5.

Organization

The **inverted pyramid style** is a classic news writing style that places a summary (or conclusion) first, followed by details, and then any background information. On the Web, the spirit of the inverted pyramid style is followed by placing summary chunked text on the home page and adding links to subsidiary pages containing related details and background information.

Sometimes using chunked text for scannability is inappropriate; for example, for a press release written for both print and Web publication. In this example, it is necessary to retain the press release's dense text paragraphs; therefore, writing the text in the inverted pyramid style is particularly useful in helping visitors quickly understand the text's general idea. Figure 2-12 illustrates a press release written in the inverted pyramid style and posted to the GE Web site.
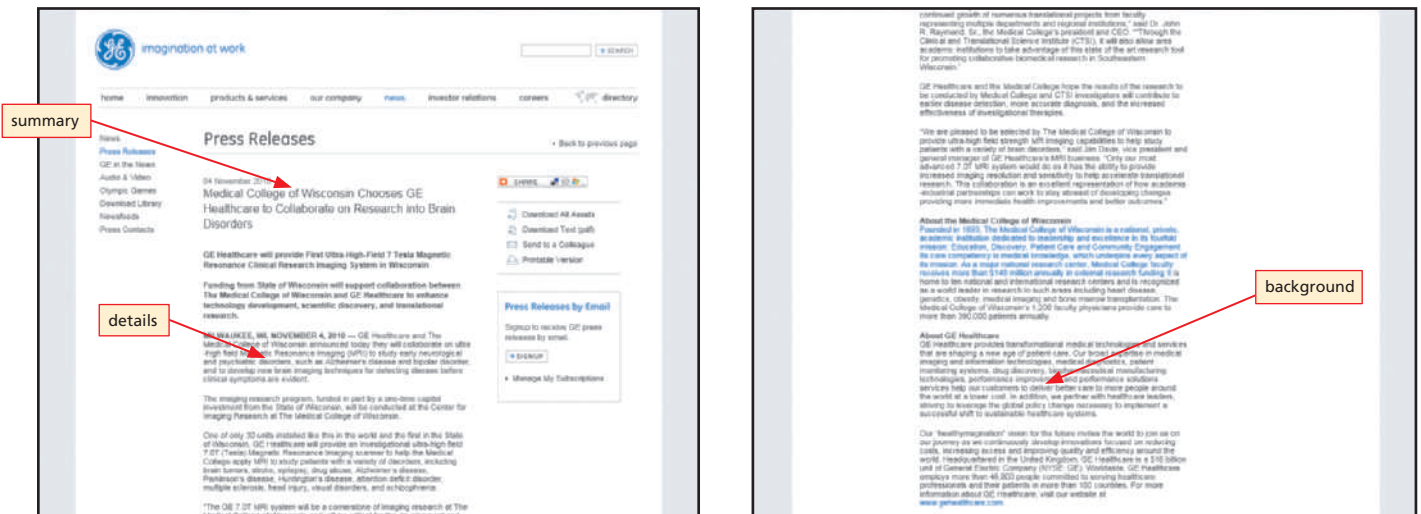

Figure 2-12 The inverted pyramid is a classic news writing style.

When writing in the inverted pyramid style, summary text should include the "who, what, when, why, where, and how" of the topic. Avoid transitional words or phrases, such as "similarly," "as a result," or "as stated previously."

Color as a Web Design Tool

Color can be a powerful design tool for creating attractive, effective Web sites. The use of color helps to set a site's mood, as well as provide contrast between page elements. To use color as a design tool effectively, you must understand color basics: the color wheel, how monitors display colors, and visitors' expectations for color on the Web.

The Color Wheel

A basic tool for understanding color as a design tool is the **color wheel**, as shown in Figure 2-13, which can help you choose effective and appealing color combinations. The basis of the color wheel is the set of **primary colors** — red, yellow, and blue. The **secondary colors** — orange, green, and purple — result from combining two primary colors. The green, blue, and purple colors are categorized as **cool colors**, which suggest tranquility and detachment. The yellow, orange, and red colors are categorized as **warm colors**, which are associated with activity and power. **Complementary colors** are those directly opposite each other on the wheel. A combination of complementary colors creates a significant amount of contrast. Conversely, a combination of colors adjacent to each other generates significantly less contrast.
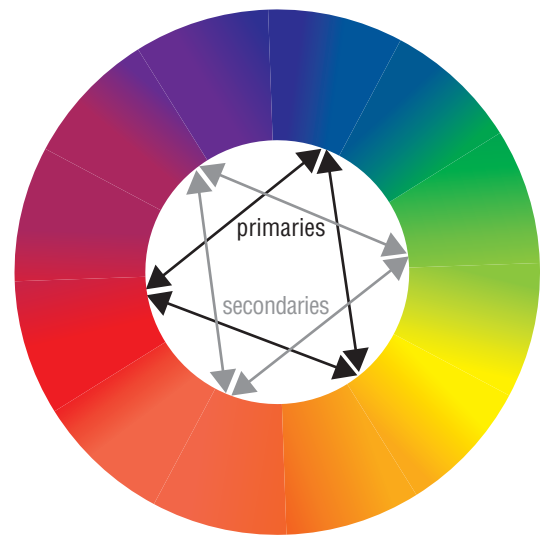

Figure 2-13 The color wheel consists of primary and secondary colors.

The RGB Color System

Computer monitors project color using the **RGB color system**, which combines channels of red, green, and blue light. The light from each channel can be emitted in various levels of intensity. These levels are called **values** and are measured from 0 to 255. When values from the channels are combined, different colors result. For example, combining values 255 (red), 102 (green), and 153 (blue) produces a dusty rose color.

Because each light channel can emit 256 levels of intensity, an RGB system can produce more than 16.7 million possible colors (256 red × 256 green × 256 blue = 16,777,216). A monitor's **color depth** is the actual number of colors that a monitor displays, and is stated in bits. For example, an 8-bit monitor can display 256 colors, a 16-bit monitor can display 65,536 colors, and a 24- or 32-bit monitor can display 16.7 million colors.

If you are using a text editor to create a Web page by manually entering markup tags, you specify a color for a Web page element by entering the color's hexadecimal code, which is the equivalent of the color's RGB values. The **hexadecimal system** uses 16 symbols, the letters A–F and digits 0–9, to signify values. For example, the hexadecimal code for the dusty rose color with the RGB values of 255:102:153 is FF6699. If you are using a WYSIWYG editor, you need not understand the hexadecimal system in detail; simply select a color and the editor will determine and enter the appropriate hexadecimal code for you.

Q&A

What is the browser- or Web-safe palette?
The Web-safe palette is a set of 216 of the available 256 colors displayed by an 8-bit monitor. Fewer and fewer Web visitors today have 8-bit monitors; therefore, many Web designers no longer restrict their color choices to the Web-safe palette.

Target Audience Expectations

Over time, certain colors have come to symbolize particular qualities. Also, color symbolization differs across various cultures. For example, in some cultures white represents good or purity, black represents negativity, red represents passion, and purple represents royalty. Keep in mind the qualities generally associated with different colors when selecting colors for your Web site. If your site's target audience is global, research color associations in various countries to ensure that you are not creating a connotation that you do not intend. For example, although white represents purity in the United States, it can mean death or mourning in some Asian countries and might be offensive to those visitors.

DESIGN TIP   Before making color choices for your Web site, it is a good idea to visit several commercial and noncommercial Web sites, including sites similar to yours, and review each site's color scheme.

When selecting colors for your Web site, do not feel there are absolute correct and absolute incorrect choices. Certain combinations produce different results and responses. Consider the intended purpose of your site, the experience you desire for your targeted audience, and their expectations. Then choose an attractive color scheme and apply colors from this scheme to Web page elements, such as the background, text headings and subheadings, and links. When designing Web pages for a commercial entity or other large organization, be sure to follow the entity's branding specifications for the use of color.

YOUR TURN

Exploring Web Page Color Schemes

1. Visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www.cengagebrain.com** and click Ghirardelli, CNN.com, and Dell in the Your Turn links. Review the home page and at least two subsidiary pages at each site.
2. Analyze the color scheme at each site by answering the following questions.
   a. Is the color scheme attractive, visually appealing, and consistent across pages?
   b. Is the color scheme effective in supporting the site's overall message and main purpose? If yes, how? If no, why?
   c. How do you personally respond to the site's color scheme?
3. Write a report explaining how each of these sites uses color as a design tool. Discuss your personal response to each site's color scheme and how your response might guide you when planning a color scheme for a B2C Web site.

Web Publishing Issues

Successful Web publishing further includes recognizing certain technical, legal and ethical, accessibility, and usability issues, as well as the design techniques that can effectively manage them.

Technical Issues

Before creating your Web site, you should understand a few technical issues related to good design. These issues include bandwidth, differences among browsers, and monitor resolution.

BANDWIDTH   **Bandwidth**, which is the quantity of data that can be transmitted in a specific time frame, is measured in bits per second (bps). You learned about transmitting data over a network and the data's transfer rate in Chapter 1. A larger bandwidth indicates a higher data transfer rate. In Chapter 1, you also learned that visitors can access the Internet using a variety of low transfer rate or high transfer rate methods, ranging from regular dial-up access to wireless broadband access. The bandwidth or transfer rate of the Internet connection, the amount of traffic on the Internet at a specific time, and a Web page's file size all affect how quickly the Web page downloads in a visitor's browser.

As a Web designer, you have no control over how your target audience members access the Internet and Web or the amount of traffic across the Internet. You have control only over the file size of the Web page, which includes all its elements such as text, images, and multimedia. A visitor to your site generally will wait no longer than 5 to 10 seconds for a Web page to download before moving on to another Web site; therefore, you must take bandwidth into consideration when you choose elements to include on your Web pages. With the increased usage of high-speed Internet access methods, it is less necessary to create a Web page that caters to dial-up users, but the file size of your pages should always be a concern when designing effective Web sites.

To resolve the download speed problem created by adding images to your Web pages, you could use fewer images or you could use **thumbnail** images, which are miniature versions that link to larger images. In addition to careful image choices, you can take steps to optimize images for quick download time by reducing image file sizes using image-editing programs such as Corel PaintShop Photo Pro X3© or Adobe Photoshop® CS5. Optimizing graphics is discussed in more detail in Chapter 5.

> Create faster-loading Web pages by limiting the number and file size of images or using thumbnail images.
>
> **DESIGN TIP**

BROWSER DIFFERENCES   In Chapter 1, you learned that Microsoft Internet Explorer and Mozilla Firefox are today's most widely used browsers. These popular browsers are **graphical display browsers**, which, along with text, can display graphic elements such as photographs, clip art, animations, and video. Most visitors will view your Web site with a graphical display browser. Browsers can vary as to the support levels they offer for HTML or XHTML tags, CSS, and scripting languages. Because of these varying support levels, Web pages might appear differently when viewed with different browsers or with different versions of the same browser. Therefore, you should test your Web pages with different browsers and browser versions before publishing your site.

A visitor using a low-speed Internet access option might choose to turn images off in his or her graphical display browser to improve a Web page's download speed. **Alternative text** is language that briefly describes each image that loads in a Web page; such information appears in place of turned-off images and helps visitors better understand a page's content. Therefore, when adding images to a Web page, you should specify an alternative text description for each image. If you are using a text or HTML editor, you can add the HTML <img> </img> tag attribute alt=text to add alternative text to the image. If you are using a WYSIWYG editor, you can use an option provided by the editor to specify an alternative text description for each image. Figure 2-14 (on the next page) illustrates an example of a Web page with images turned on and with images turned off displaying the alternative text descriptions for the missing images.

Q&A

What is Lynx?
Lynx is a nongraphical display browser, which means that it displays only text. Lynx was one of the original browsers. Web developers still test their sites in Lynx to make sure that users who search the Internet with images turned off because of visual disabilities or to increase search speeds can access their site content.
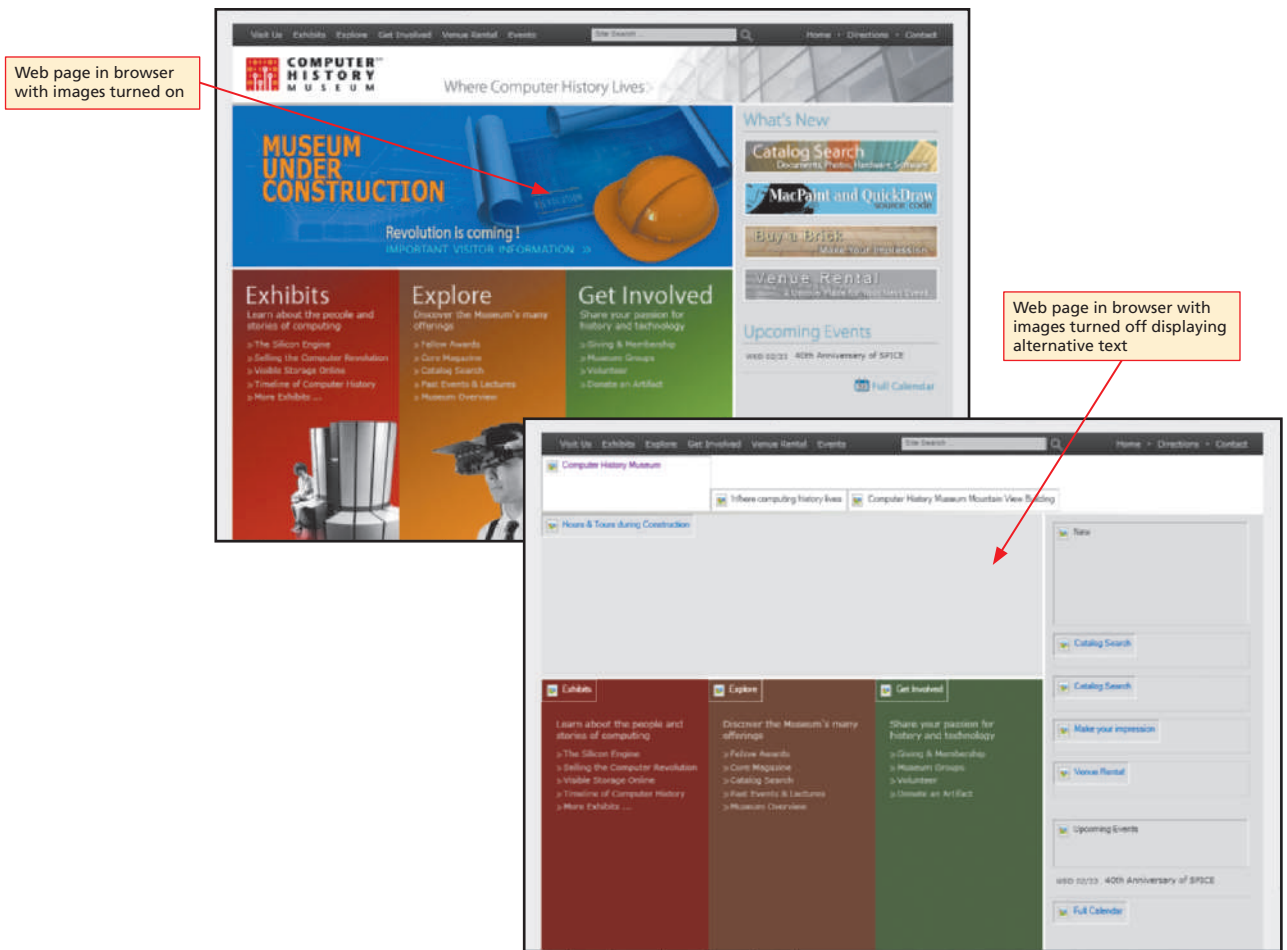
Web page in browser with images turned on

Web page in browser with images turned off displaying alternative text

Figure 2-14 Alternative text descriptions replace turned-off images.

DESIGN TIP Web pages might appear quite differently when viewed with different browsers and browser versions. For this reason, test your Web pages with different browsers and browser versions before publishing your site.

MONITOR RESOLUTION   A Web page also will appear differently depending on the resolution setting of the user's monitor. **Resolution** is the measure of a monitor's sharpness and clarity, related directly to the number of pixels it can display. A **pixel**, short for picture element, is a single point in an electronic image. The pixels on a monitor are so close together that they appear connected. Resolution is expressed as two numbers — the number of columns of pixels and the number of rows of pixels that a monitor can display — and represents the total number of pixels displayed on a monitor's screen.

At higher resolutions, the number of pixels increases while their size decreases. Page elements appear large at low resolutions and decrease in size as resolution settings increase. Typical modern monitor resolutions range from 800 × 600 pixels to 1280 × 1024 pixels. For some time, the recommended practice has been to design Web pages for

the most commonly used resolution, which, today, is the 1024 × 768 or higher resolution. If you design Web pages to be viewed at the 1024 × 768 resolution, a visitor viewing the Web page at a higher resolution will see a blank area on one or both sides of the page. However, a visitor viewing the page at the lower 800 × 600 resolution is forced to scroll the page horizontally to see all its content. Scrolling a Web page horizontally hampers readability and is likely to frustrate visitors.

DESIGN TIP

Web design standards for bandwidth and monitor resolution change over time with advances in Web technologies. Consider designing your Web site to accommodate the current most commonly used Internet access speeds and monitor resolutions.

To deal with monitor resolution issues, designers use a variety of techniques. Some designers choose to design for the most commonly used resolution. Others design for a higher resolution and indicate on their Web pages the best screen resolution with which to view the Web site. Some design for a lower resolution and then add an attractive background that appears on either side of the page when viewed at a higher resolution. Many designers choose to create Web pages using liquid design. **Liquid design** or **liquid layout** techniques use HTML layout tables or CSS to create Web pages that resize as the browser window resizes for any monitor resolution. You learn more about liquid layout in Chapter 4.

MOBILE DEVICES   Creating a mobile phone version of your Web site is another way to ensure you reach visitors of your site, whether it is to check for updated information, purchase products or services, or interact with your site. Online service sites such as Mippin or Zinadoo will automatically customize your site for mobile devices. To make a mobile site, register a version of your site with the .mobi top-level domain; the mobile version of the BusinessWeek site, at www.businessweek.mobi (Figure 2-15), is an example. You also can create a separate subdomain just for mobile users. Ensure that users can easily find your mobile site by registering it with a mobile search engine.

The most important consideration when modifying a site for access by mobile devices is to simplify the navigation and content to accommodate a smaller screen size and the use of a stylus or touch screen. You can address the bandwidth differences by reducing the number of images, replacing paragraphs with lists, and removing unnecessary or duplicate HTML code. Ensure that interactive site experiences, such as shopping or commenting, are easy to do on a mobile device.
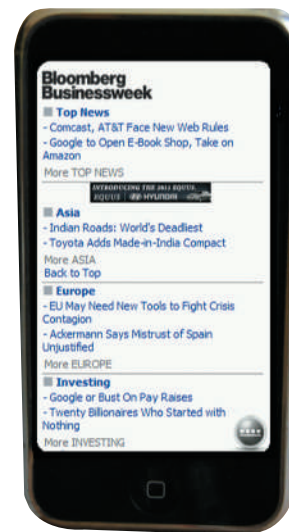
@SOURCE

Resolution
For more information about designing Web pages to accommodate monitor resolution, visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www .cengagebrain.com** and then click Resolution in the @Source links for Chapter 2.

Figure 2-15 Sites optimized for mobile devices have fewer graphics and use lists instead of paragraphs.

@SOURCE

Sites for Mobile Devices
For more information about creating sites for mobile devices, visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www .cengagebrain.com** and then click Sites for Mobile Devices in the @Source links for Chapter 2.

Exploring Mobile Sites

1. Visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www.cengagebrain.com** and then click Barnes & Noble or Amazon.com in the Your Turn links.
2. View the Web pages in your browser.
3. If you have a mobile device, view the sites using your mobile device. If you do not have a mobile device, click the Google Mobile Optimizer in the Your Turn links, and enter www.amazon.com and www.bn.com in separate browser tabs to view the site as it might appear in a mobile device.
4. Document the differences in how each page appears when viewed in a browser compared with mobile view.
5. Write a report that discusses differences in navigation, content, and number of images and animations.

Q&A

What are phishing and spoofing?

Phishing and spoofing are methods of misleading people into revealing personal or financial information. In a phishing scheme, a perpetrator imitates a legitimate company, such as an ISP or online bank, and sends an e-mail message requesting that the user verify account information. The message directs users to a fraudulent site, which may look legitimate but is actually a fake. The fraudulent site then collects the user's information using forms and other collection methods that appear to be legit. Spoofing is the creation of a fraudulent version of a site and masking its URL.

Legal and Privacy Issues

In addition to technical matters, you need to consider legal and privacy issues related to publishing a Web site. Legal issues include copyright infringement and content liability. Criminal activity based on identity theft is a major problem for both businesses and consumers. If you gather visitor information — names, addresses, credit card numbers — at your Web site, you must take steps to protect the privacy of that information and secure it from unauthorized access or theft.

LEGAL ISSUES At some time, you might see a great image on a Web page that would be perfect for your Web site. To get it, all you need to do is download a copy of the image to a storage device on your computer. Although it is relatively easy to copy an image, doing so is potentially illegal and unethical. By downloading and using the image without permission, you could violate the creator's **copyright**, or ownership right to the image.

In the United States, published and unpublished intellectual property, such as Web page text or images, is protected by copyright, regardless of whether the property is registered with the U.S. Copyright Office. In general, the law states that only the owner may print, distribute, or copy the property. To reuse the property, the user must obtain permission from the owner. The owner may also request compensation for the usage.

A **copyright notice** is text that includes the word, copyright, or the © symbol, the publication year, and the copyright owner's name. You might be familiar with the copyright notice that appears on a page following the cover of a book. Most Web sites today, especially commercial Web sites, add a copyright notice at or near the bottom of the home and subsidiary pages. Figure 2-16 illustrates a copyright notice at the bottom of the Chase home page.

Figure 2-16 Web pages at commercial sites generally include a copyright notice.

DESIGN TIP

Using connectivity tools to allow site visitors to share your content helps to protect you from copyright concerns. These tools direct the visitor back to your site, which allows you to share your content or connect to other sites' content while clearly crediting the source.

Publishing a Web site might expose you to potential liabilities, such as copyright infringement, defamation, or libel, especially when your site's content is gathered from many different sources or includes links to Web pages at other sites. For protection against these potential liabilities, you can post at your site a disclaimer of liability notice prepared by an attorney, which outlines the Web site owner's or operator's limits of responsibility. Figure 2-17 illustrates the disclaimer of liability notice at the Attorney General of Nevada's Web site.

Figure 2-17 A disclaimer of liability notice can help protect Web site owners against potential liabilities.

PRIVACY ISSUES   Sensitive **personally identifiable information (PII)** — Social Security numbers, credit card numbers, names, addresses, and telephone numbers — is commonly gathered at Web sites, especially through e-commerce transactions. To provide security for transmission of personal or confidential information, such as credit card transactions, e-commerce Web sites use encryption, which prevents data from being read by an unauthorized recipient. **Encryption** is a process that encodes data into illegible content. To restore the usability of encrypted data, users apply **decryption techniques**, which remove the encryption and return data to its original format. The **Secure Sockets Layer (SSL)** protocol safeguards and encrypts confidential information as it travels over the Internet. Web pages with the https:// protocol designation instead of http:// in their URL use SSL to transmit customers' data.

Protecting sensitive information a user provides voluntarily is only part of the privacy issue. Every request for a page from a Web browser to a Web server is recorded in the server's transaction log. Many Web sites automatically collect certain information from visitors, such as domain names, browser types, and operating systems from these server transaction logs. Although the content of this information is not sensitive, sites are collecting it without a visitor's approval or control and, thus, the privacy of users is violated without their knowledge. **Cookies** are small text files stored on a visitor's hard drive. Some Web sites post cookies to a visitor's hard drive. Cookies make it more convenient for visitors to return to their favorite Web sites by storing their login data or Web page customization preferences. However, cookies can also reveal a user's information when they track pages visited and other visitor statistics. Most of the time, a visitor is not aware that a site has installed a cookie on his or her computer. Tracking visitor statistics using server logs and cookies is discussed in more detail in Chapter 7.

Web site visitors are legitimately concerned about how all their information, whether willfully submitted or automatically gathered, is being used. Additionally, visitors are concerned about the steps being taken by Web site publishers to ensure that their information remains secure and out of the hands of unauthorized parties.

To ease visitors' concerns, many sites, especially e-commerce sites, include a **privacy policy statement** that explains how any information submitted by a visitor or gathered automatically through server logs and cookies is used. For example, such a statement might explain that the information is used only to gather demographic data about site visitors and will not be released to any third party. Figure 2-18 illustrates a portion of the privacy policy statement on the Privacy and Security Policies page at the Barnes & Noble Web site.
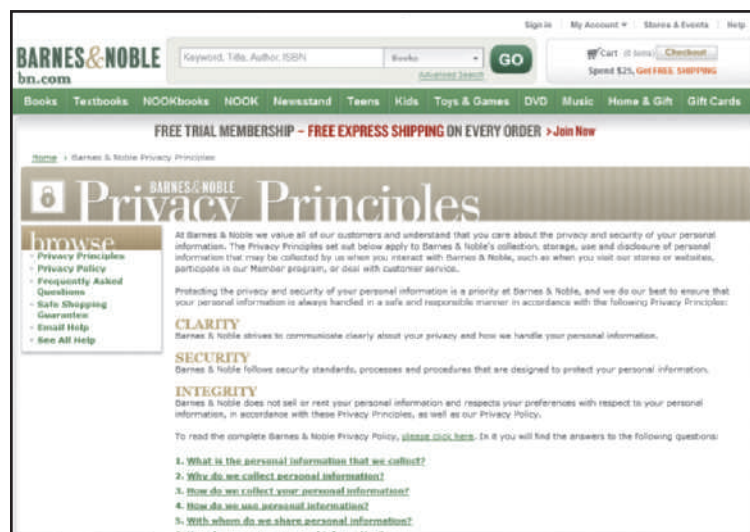

Figure 2-18 A privacy policy statement explains how visitor information is used.

Establish privacy and data security policies for your Web site operations. Make certain everyone associated with designing, maintaining, and operating the site is aware of the policies. Then explain your policies to site visitors by publishing a privacy and security policy statement.

In addition to posted privacy and security statements, many commercial and organizational Web sites also participate in the privacy and security standards certification programs offered by entities such as TRUSTe and BBBOnline. Members in good standing of these certification programs may indicate compliance with the program's privacy and security standards by displaying program seals, or graphic symbols, on their Web pages.

Exploring Web Site Privacy and Data Security Issues

1. Visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www.cengagebrain.com** and click BBBOnline, TRUSTe, Online Privacy Alliance, and National Consumers League in the Your Turn links.

2. Review the privacy and data security issues and tools discussed at each site.

3. Write a report explaining how you would use this information to ensure the privacy of visitors' information and the security of visitors' data at your Web site.

Accessibility and Usability Issues

Web site designers incorporate alternative features, called **Web accessibility**, to ensure their sites are usable by people with various types of special needs, such as lost or impaired vision or color blindness. Web accessibility is an important issue for the World Wide Web Consortium (W3C), which sets Web standards. To advance Web accessibility for people with special needs, the W3C sponsors the Web Accessibility Initiative (WAI), a consortium of government agencies, IT industry representatives, and nonprofit organizations representing people with special needs. The WAI encourages accessibility through technology, guidelines, and research. Currently, the WAI Guidelines are specifications, not regulations, which many organizations choose to adopt for their Web sites.

To further support Web accessibility, the U.S. Congress instituted Section 508 of the U.S. Rehabilitation Act. Section 508 requires that all U.S. government agencies use accessibility technologies and follow accessibility guidelines to ensure that people with special needs can acquire the public information posted to the agencies' Web sites. Many e-commerce and educational sites and most U.S. government sites now provide a statement of commitment to Web accessibility, including information describing how accessibility issues are handled at the site. Figure 2-19 (on the next page) illustrates the Web accessibility statement at the Natural Resources Conservation Service (NRCS) Web site.

Figure 2-19 Many e-commerce and educational sites and most U.S. government sites affirm their Web accessibility compliance.

DESIGN TIP

Design your Web site to be accessible by people with various types of special needs, such as lost or impaired vision or color blindness, by following the WAI and Section 508 guidelines for Web accessibility. If using a WYSIWYG editor, use the tools provided by the program to check for potential accessibility issues.

@SOURCE

WAI and Section 508
For more information about Web accessibility standards, visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www.cengagebrain .com** and then click WAI and Section 508 in the @Source links for Chapter 2.

@SOURCE

Alertbox
For expert information on usability and Web design, visit the Web Design 4 Chapter 2 Student Online Companion Web page at **www.cengagebrain .com** and then click Alertbox in the @Source links for Chapter 2.

Although the terms *Web accessibility* and *Web usability* are sometimes used interchangeably, they are related, but different, concepts. As you have learned, Web accessibility deals with ensuring access to Web-based information for people with special needs. **Web usability** involves designing a Web site and its pages so that all visitors to the site can easily and quickly satisfy their goals, such as finding information or purchasing a product or service. Web usability incorporates all elements of good Web design, including site structure, the use of text, color, and images, navigational elements, and other design guidelines discussed throughout this text.

Chapter Review

Print publishing deservedly has been a time-honored, trusted communication method. Even so, print cannot match the benefits of the Web for delivering current, interactive content and for efficient, cost-effective production and distribution of information. Web and print publications are similar in their intent to deliver a powerful message and leave a distinct impression. Achieving these objectives using Web publications requires combining creativity with the fundamental design principles of balance and proximity, contrast and focus, and visual identity and unity. Web site visitors quickly want to find accurate, easy-to-read, well-organized, and concise information that they can use. Writing content with these attributes requires applying specific techniques. Color can powerfully enhance a Web site's message and personality. Persuasive, effective color use involves being aware of established color principles and conventions. Successful Web publishing further includes recognizing certain technical, legal, privacy, accessibility, and usability issues, and applying the design techniques that can manage them effectively.

After reading the chapter, you should know each of these Key Terms.

alignment (49)
alternative text (55)
asymmetric (46)
balance (46)
bandwidth (55)
brand (48)
branding specifications (48)
chunked text (51)
color depth (53)
color wheel (53)
complementary colors (53)
connectivity advantage (41)
contrast (47)
cookies (60)
cool colors (53)
copyright (58)
copyright notice (58)
cost advantage (45)
currency advantage (40)
decryption techniques (60)
delivery advantage (45)
encryption (60)
focal point (47)
graphical display browsers (55)
hexadecimal system (53)

interactivity advantage (42)
inverted pyramid style (52)
liquid design (57)
liquid layout (57)
personally identifiable
    information (PII) (60)
pixel (56)
primary colors (53)
privacy policy statement (60)
proximity (46)
resolution (56)
RGB color system (53)
secondary colors (53)
Secure Sockets Layer (SSL) (60)
symmetric (46)
tag line (48)
thumbnail (55)
unity (48)
values (53)
visual identity (48)
warm colors (51)
Web accessibility (61)
Web-based form (43)
Web usability (62)
white space (47)

Complete the Test Your Knowledge exercises to solidify what you have learned in the chapter.

Matching Terms

Match each term with the best description.

___ 1. connectivity

___ 2. thumbnail

___ 3. asymmetric

___ 4. hexadecimal system

___ 5. cookies

___ 6. Web usability

___ 7. scannability

___ 8. contrast

___ 9. alignment

___ 10. unity

___ 11. encryption

___ 12. Web accessibility

a. Chunked text.

b. Small text files stored on a site visitor's computer.

c. Web design guidelines that ensure Web site visitors achieve their goals at the site.

d. A process that changes data, encoding it so that it cannot be understood if an unauthorized person attempts to read it.

e. Instant sharing and distribution of Web site content.

f. Uses codes for colors using RGB values.

g. A small version of an image.

h. A mix of elements to stimulate attention.

i. Off balance.

j. A sense of oneness or belonging.

k. Web design guidelines applied to sites and pages to ensure access by people with special needs.

l. Arrangement of objects in fixed or predetermined positions.

Short Answer Questions

Write a brief answer to each question.

1. Explain the Web publishing advantages that print publishing cannot match.
2. Identify the basic design principles that help Web pages deliver a powerful message and leave a distinct impression.
3. Compare the use of symmetric and asymmetric placement of Web page elements to evoke mood.
4. Discuss the role of branding in promoting unity and maintaining visual identity.
5. Define chunked text and discuss reasons for using chunked text to create scannable Web content.
6. Explain the role of color as a Web design tool.
7. Describe the color wheel and identify primary colors and secondary colors.
8. Describe the considerations unique to creating a mobile Web site.
9. Briefly discuss each of the following Web publishing issues:
   a. Bandwidth
   b. Differences among browsers
   c. Monitor resolution
   d. Legal and privacy concerns
   e. Web usability and Web accessibility

LEARN IT ONLINE

Test your knowledge of chapter content and key terms.

Instructions: To complete the Learn It Online exercises, start your browser, click the Address bar, and then visit the Web Design 4 Chapter 2 Student Online Companion page at **www.cengagebrain.com**. When the Web Design Learn It Online page is displayed, click the link for the exercise you want to complete and then read the instructions.

Chapter Reinforcement TF, MC, and SA

A series of true/false, multiple-choice, and short-answer questions that test your knowledge of the chapter content.

Flash Cards

An interactive learning environment where you identify chapter key terms associated with displayed definitions.

Practice Test

A series of multiple-choice questions that test your knowledge of chapter content and key terms.

Who Wants To Be a Computer Genius?

An interactive game that challenges your knowledge of chapter content in the style of a television quiz show.

Wheel of Terms

An interactive game that challenges your knowledge of chapter key terms in the style of the television show *Wheel of Fortune*.

Crossword Puzzle Challenge

A crossword puzzle that challenges your knowledge of key terms presented in the chapter.

Investigate current Web design developments with the Trends exercises.

Write a brief essay about each of the following trends, using the Web as your research tool. For each trend, identify at least one Web page URL used as a research source. Be prepared to discuss your findings in class.

1 | Section 508

Research the latest developments in accessibility standards. Make a list of three important accessibility considerations, and note whether they are new or existing issues. Visit two sites to see if these sites meet the considerations.

2 | RSS Feeds

Research RSS feed readers and how you can use them to enhance sharing of your Web site content. Sign up for a free RSS feed reader, such as AmphetaDesk or Google Reader. Customize it to receive updates on Web design trends.

Challenge your perspective of Web design and surrounding technology with the @Issue exercises.

Write a brief essay in response to the following issues, using the Web as your research tool. For each issue, identify at least one Web page URL used as a research source. Be prepared to discuss your findings in class.

1 | Privacy Statements

Find a privacy statement on a Web site you frequently visit. Look at it critically to see if it addresses all of your concerns, specifically: what information it collects, what it does with the information, and how you would be notified of any changes to the privacy policy. Make a note of any changes you would make.

2 | Target Audience Color Expectations

Explain how target audience expectations and preferences affect the use of color as a Web design tool. Give real-world Web site examples to support your explanation.

Use the World Wide Web to obtain more information about the concepts in the chapter with the Hands On exercises.

1 | Explore and Evaluate: Writing for the Web

Browse the Web to find an example of a Web page whose text content, in your opinion, is too long and wordy. Suggest ways to break up the text using chunked text, bullets, or links.

2 | Search and Discover: Privacy and Accessibility Issues

Search the Web using the Bing search engine to identify at least two Web sites that address privacy or accessibility issues directly at their sites.

1. Explain how one site addresses privacy and the other site addresses accessibility.

2. How would you address the issues of privacy and accessibility at your Web site?

3. Would your approach be the same as or different from that of the reviewed sites? If yes, why? If no, why not?

Work collaboratively to reinforce the concepts in the chapter with the Team Approach exercises.

1 | Rate Bookstore Web Sites

Form a team with three of your classmates. Have each team member visit the home page of four popular bookstore Web sites — Amazon, Barnes & Noble, Borders, and Books-a-Million — and then rate each site's home page plus three subsidiary pages on how well the site incorporates the basic design principles presented in this chapter:

- Balance and proximity
- Contrast and focus
- Unity and visual identity

a. Use a rating scale of 1 through 5, where 5 is the highest rating. Meet as a team and summarize your ratings; using your summary, rank the sites from highest to lowest.

b. Write a report explaining how you would use the design principles embodied at the highest-ranking site to plan the design for your Web site. Be prepared to discuss your report with the class.

2 | Compare Interactivity at E-Commerce Sites

Form a team of three or four classmates to evaluate how the following e-commerce Web sites use Web design to promote interactivity with their customers, potential customers, partners, and other interested parties. Which of the e-commerce sites is the most successful at promoting interactivity? Which is the least successful? Why? Suggest ways that the least successful site might better promote interactivity.

a. ESPN

b. Cisco Systems

c. eBay

d. Hometown Favorites

Write a report of your team's findings and be prepared to discuss your report in class.

CASE STUDY

Apply the chapter concepts to the ongoing development process in Web design with the Case Study.

The Case Study is an ongoing development process using the concepts, techniques, and Design Tips presented in each chapter.

Background Information

As you progress through the chapters, you will learn how to use design as a tool to create effective Web pages and sites. At each chapter's conclusion, you will receive instructions for completing each segment of the ongoing design process.

In this chapter's assignment, you are to identify methods and tools to manage currency, encourage connectivity, promote interactivity and communication at your site, create a tag line, describe how you plan to use color at your site, find resources for your site's topic, practice writing and editing scannable text, and create a plan for handling accessibility and usability issues.

Chapter 2 Assignment

1. Develop a report using word-processing software. In that report, address the following:

   a. Identify the element(s) that you could include on your Web site that would convey to its audience that the site's content is current.

   b. Identify the connectivity tools you will use to encourage users to publish or promote your content, and explain how you will use them.

   c. Identify ways you can promote interactivity at your site.

   d. Create an appropriate tag line for your site and describe how you will use it in the site's design.

   e. Describe how you plan to use color at your site.

   f. Write three paragraphs about your site's topic in inverted pyramid style. Then rewrite the paragraphs as chunked text.

   g. Describe how you plan to use basic design principles to enhance your site's usability.

   h. List ways you plan to make your site accessible.

2. Submit your report to your instructor. Also, be prepared to share your report with the class.