

Basic Website Design Principles

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Why should you care about design?

- Design influences the audience perception of you
 - Professionalism
 - Credibility
 - Trustworthiness
 - Quality of your offerings
- Good design makes you web site easier to navigate
 - More visitors will return
 - More visitors will complete transactions or downloads

Four Visual Design Principles

- Contrast
- Repetition
- Alignment
- Proximity

Contrast

- If you are going to make things different (like at title), make it REALLY different

Wrong: Randy Guthrie — Microsoft Academic Developer Evangelist

Better: **Randy Guthrie** — Microsoft Academic Developer Evangelist

Repetition

- Make every page of your website have the same look and feel, so people know they haven't left your webpage
- Make every part of your page the same
 - Backgrounds
 - Color schemes
 - Font styles & sizes
 - Logos
 - Layout

Alignment

- Use alignment to guide the eye down your page
- Make sure page titles, sections headers, bullets, paragraphs all line up
 - Don't jump around all over the page
 - Lead the eye downward

Proximity

- Put things that are closely related close together
- Use space to show logical separation ie: a new section

Wrong: **My Newest Blog Post**

This is the text of my new blog post

Better: **My Newest Blog Post**

This is the text of my new blog post

Site Metrics

- Tell you where people are from that visit your website
- Tells you how long they stay
- Tells you how many pages they view
- Tells you how they found you
 - Directly typed address
 - Search engine
 - Referring site

Site Metrics

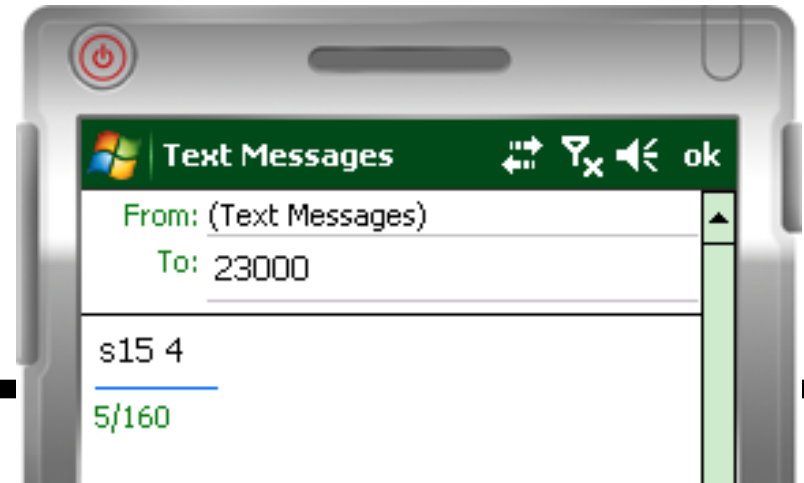
- Usually free (Google Analytics)
 - Requires insertion of special script inserted into each page's html
- Web hosters typically provide basic service
 - Premium analytics can cost a few \$ / month

Feedback - help us help you

Please text your feedback: 23000

What is your reaction to this presentation?

- 1 – “Zzzzzzzz”
- 2 – “No big deal”
- 3 – “Somewhat interesting”
- 4 – “Pretty compelling”
- 5 – Great/“WOW”



S15



Phone #: 23000

sample message: S15 5

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