

Usability

Don't make users think

Web pages should be obvious and self-explanatory

Intuitive Navigation

Effective copy

Use short and concise phrases (come to the point as quickly as possible)

It is not a magazine; people will skip over long blocks of text

Use plain and objective language

Simplicity

<http://google.com.au/>

<http://vimeo.com/join>

White Space

Reduce the cognitive load for the visitors

Economise

Do the most with the least amount of cues and visual elements.

Simplicity: Includes only the elements that are most important for communication.

Clarity: All components should be designed so their meaning is not ambiguous.

Distinctiveness: The important properties of the necessary elements should be distinguishable.

Emphasis: The most important elements should be easily perceived.

Visible Language

All of the graphical techniques used to communicate the message or context.

Layout: formats, proportions, and grids; 2-D and 3-D organization

Typography: selection of typefaces and typesetting

Colour and Texture: colour, texture and light

Imagery: signs, icons and symbols, from the photographically real to the abstract

Animation: a dynamic or kinetic display; very important for video-related imagery

Sound: abstract, vocal, concrete, or musical cues

Visual identity: the additional, unique rules that lend overall consistency to a user interface. The overall decisions as to how the corporation or the product line expresses itself in visible language.

Bad web designs

<http://au.yahoo.com/>

<http://georgermartin.com/>

<http://www.shmarketing.co.uk/>

This one has terrible navigation

<http://www.aiseikai.or.jp/>

<http://www.georgehutchins.com/>

Great web designs

<http://www.itsfirefly.com/>

<http://www.thepixel.com/blog/>

<http://www.wearecupcup.com/>

<http://www.webdesignbe.com/>

<http://www.versionsapp.com/>

<http://owltastic.com/>

<http://www.mikimottes.com/>

<http://www.kinoz.com/>

http://www.krolikov.net/main_en.php

<http://www.meomi.com/>

Formats & Conventions

Text...

- Only centre short units of text.
- Use a sans serif font for main text (look up p.50 of the text for more info).
- Be consistent with fonts and type.
- Keep line length to less than 60 characters (10 or 11 words).
- Paragraphs should be four to eight lines.
- Avoid using all capitals.
- Do not underline words – could be confused as a link
- Use bold and italics sparingly.

Multimedia...

- Sound files should be clear and not too long
- Indicate the length of sound track or video, file type and size.
- Include a transcript of speeches for hearing impaired.
- Keep videos short/images small to reduce transfer time.
- Thumbnail images are an option that link to large versions.

Colours

- Avoid red text on blue background, and red and green together.
- Most text should be black.
- Most backgrounds should be white or grey.
- Background colours should not obscure the text.
- Be colour consistent.
- Use 'white space' for effect and balance.
- Limit the number of colours to four.

Web pages...

- Each page should contain a different concept or idea.
- Display the most important information first.
- Provide common element/theme/look such as logo.
- A maximum of three hops/clicks to get to important information.
- The users shouldn't need to scroll more than 2.5 page lengths per page.
- Each page should have consistent navigation buttons
- Every page should be able to link to the front page.

Main page/Home page...

- At the end of the main page include name of web master or organisation, contact address, email, date of last modification & preferred screen size.
- Home page should not take more than 15 seconds to load on a computer using - The most common modem speed (56 Kbps in 2002).
- The user shouldn't need to scroll the front page.

File Names...

- The main/front page should be named index.html
- All other files (eg .html, .pdf & image files) should be named in lowercase with no gaps between the letters.
- All file names other than index.html should be subject relevant
- All file names should be unique to each other