

Keywords

KEYWORD	DEFINITION	EXAMPLE
1. Language	Using appropriate language for the target user that allows them to engage fully. Technical/simplistic.	Targeted at novices or expert users.
2. Layout	This is related to the layout of the interface and keeping it as close to what the user requires as possible.	Grouping of items. Navigation tools. Input tools.
3. Content	This means making sure that there is enough information on the interface and a good use of the available white space.	Items suitable for the given tasks and set out clearly.
4. Font Style	This is the style of the writing. This falls into serif and sans serif styles.	Serif – Algerian Sans Serif – Arial.
5. Retain Attention	This means that the interface keeps the users attention by grabbing their attention and adding additional features to assist them whilst on the interface.	Using pop-ups and flashing graphics to get people’s attention.
6. Intuitive	Easy for the user to use and understand with very little training or instructions needed on the interface.	Helpful pop up messages and a clear layout with labels.
7. User Requirements	This is what the user wants/needs from the user interface.	Easy to use, set colour schemes and requested layouts.
8. Webpage	A page within a website	N?A
9. Purpose	The reason a product/service is being developed	To inform/to sell/to entertain
10. Accessibility	The word accessibility refers to the design of a product for users who experience Disabilities or additional needs.	Complimentary colours for colour blindness.
11. Hand Drawn Designs	An outline of what you want your web page to look like including where the images and text are going to be placed.	N/A
12. Target Audience	Who the product/service is aimed at	Females aged 18-30

Device Types

Handheld – Small portable devices that can be carried around.

Computer – General computers used within the home or work.

Controlling – Devices used to control other devices automatically.

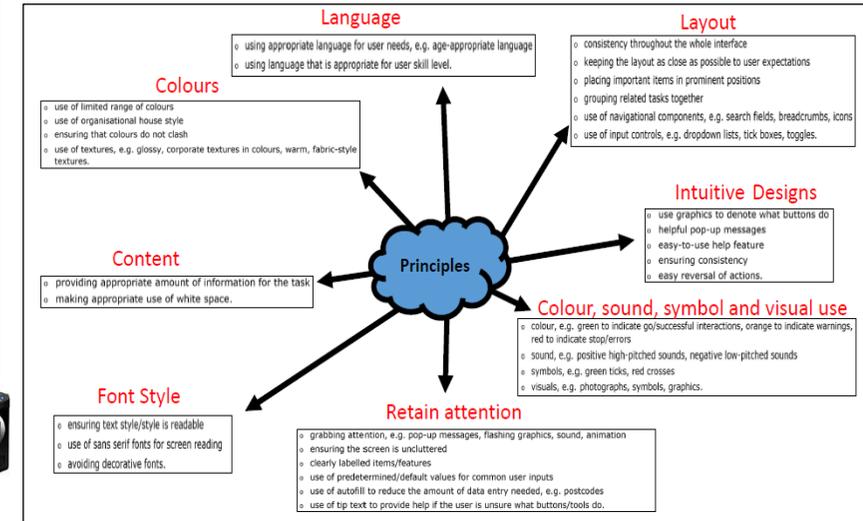
Domestic – Devices used to complete household tasks.

Entertainment – Devices used for home entertainment and leisure

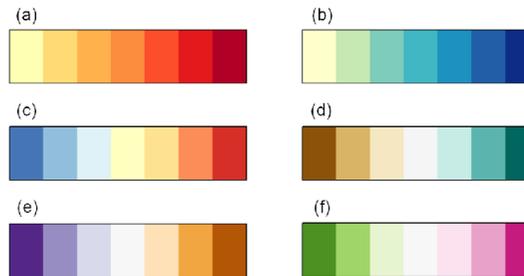
Embedded – Small computer systems that sit inside larger systems.



Design Principles

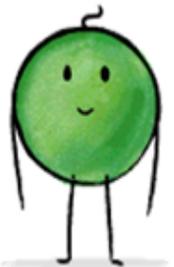


Colour Schemes



Website Choice Factors

- User requirements
- Storage space
- Ease of use
- Performance Response time
- Experience of user
- Accessibility



Hand Drawn Designs

Before you make a website, it is important to plan how you want your webpages to look. This makes the actual creation of your website a lot easier because you already know where your content is going to go. It is also a great opportunity to gain feedback from people before you start making your actual website. On your hand drawn designs, you would normally include; navigation bar, text, images and logo placement.

13. Navigation Bar/Menu	Where the user will go on a webpage to navigate around the website.	Home About Us Out Services Contact Us
14. Colour Scheme	A choice of colours used in design for a range of media. E.g. background	Light and Dark Blue Black & White
15. Button	Normally located on a navigation bar and allows the user to move round the website	
16. User	The person who is using the product or service.	N/A

Font Styles & Size

When creating a website, it is important you use fonts that the user is going to be able to read easily and clearly. You also have to bare in mind your user may have additional needs and will need a simple font. In addition to this, the size of your font is extremely important. Too big, the font will overwhelm the web page and will stop your website from looking professional. Too small, the font will be difficult to read and won't hold the attention of your user.



Skills Checklist – by the end of this unit you will...

1. Be able to describe the different design principles.
2. Be able to identify the target audience and purpose of your website.
3. Be able to create hand drawn designs for your website.
4. Be able to use Serif Web Plus to create your own website based on a given scario.

Target Audience/Purpose/Accessibility

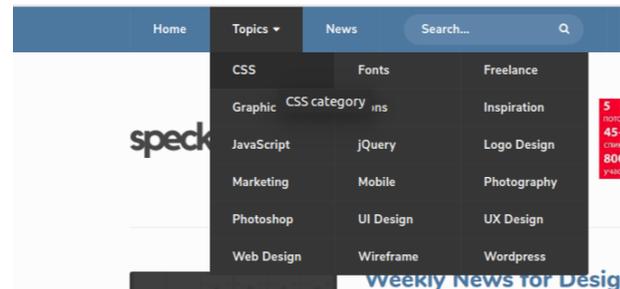
A **target audience** is who you are aiming the website at. It is important that you know who your target audience is so you can use the correct colour scheme, language, images and content to keep the users attention on your website. If you get this wrong, users may be tempted to move to a different website.

You must also be aware of the **purpose** of your website so your content can be suitable to the reason why you have chosen to create your website. This could be to inform, so to give users information about something. It could be to sell, to entertain, for example, cbeebies or to educate.

Accessibility refers to ways you are going to make your website/web pages accessible to everyone, even if they have additional needs. For example, what if you have a blind user? You could include a feature on your website to read the text out to them.

Navigation Bars/Menus

Navigation bars and menus are used on websites to allow the user to easily move around the website. They are typically at the same place on every page so the layout is consistent and the user knows exactly where to go, to be able to move around different pages. Have a look at some of the examples below. Can you tell what the difference is between the different navigation bars and menus?



User Req.

As part of your project, you will be working to a scenario that your teacher will give you. You will have a client that will have user requirements. It is important that you include the user requirements within your website so they are happy with the end result that you produce for them.

