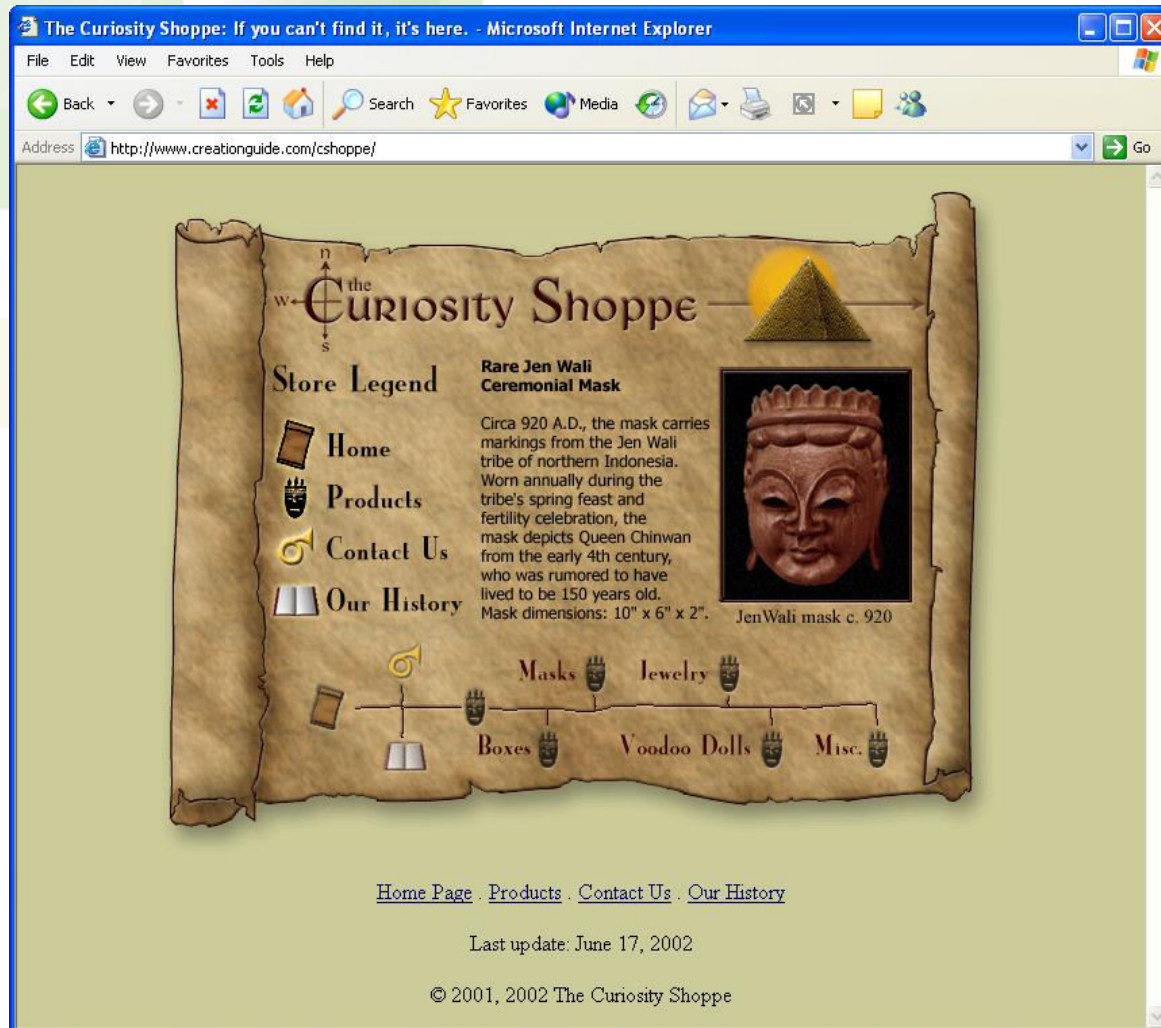


# **After completing this lesson, you will be able to:**

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- Define your goals for a Web site.
- Analyze your audience.
- Create a blueprint for your Web site.
- Design your home page and get ready to build your site.

# The Curiosity Shoppe



# Define Goals

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**To define the purpose of your Web site, answer the following:**

1. Why do I want a Web page or Web site?
2. What are the immediate goals for the Web site?
3. What are the long-term goals for the site?
4. What is the timeline?

# Analyze the Audience

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- **Who** makes up the core target audience?
- **What** does the audience want to find out from my site?
- How **experienced with the Web** are audience members?
- What types of **Internet connections** and **bandwidth** capabilities will audience members have?
- **Where** is the core audience located?
- What's the typical **age group** among audience members?
- How will users **find** out about my site?

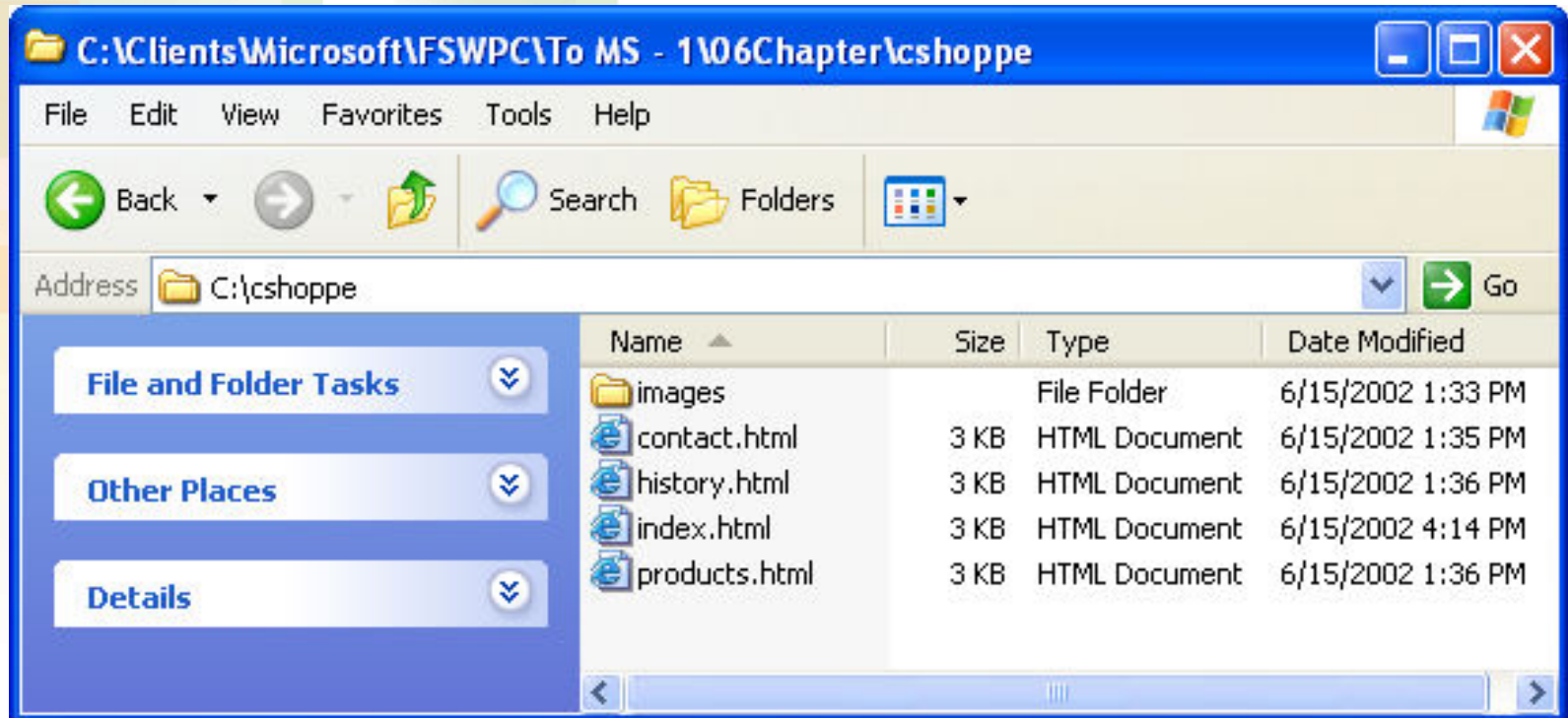
# Site Organization

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**Web sites can be organized in the following ways:**

- Alphabetically
- Chronologically
- Graphically
- Hierarchically
- Numerically
- Randomly
- Topically

# File Structure



# URLs

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# URL Rules

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## When naming a Web site's HTML files:

- Keep filenames short, simple, and meaningful
- Avoid symbols and punctuation
- Use an underscore (\_) to indicate a space
- Use all lowercase letters



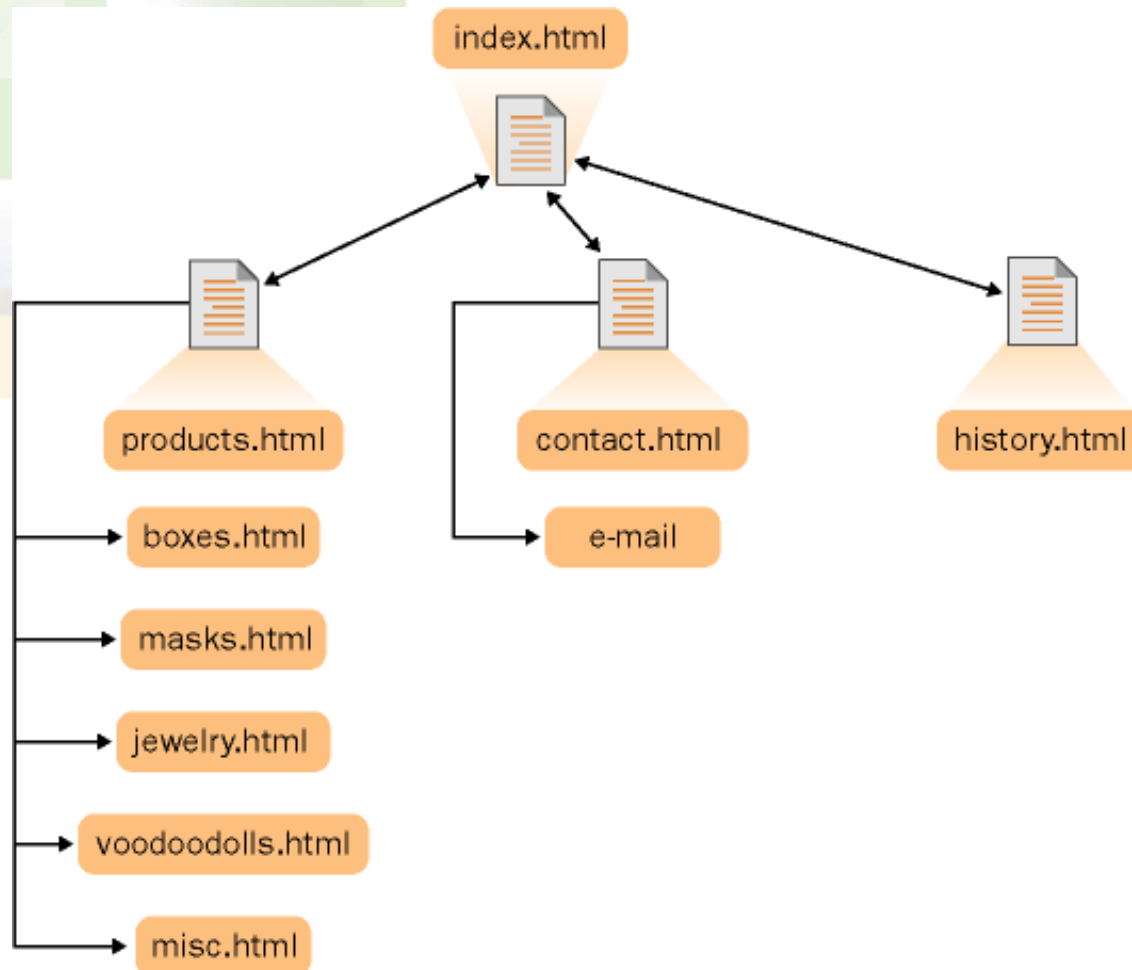
# Image Names

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**Create a meaningful file-naming system for graphics files. For example:**

- *b\_image name* = button image file
- *p\_image name* = picture image file
- *t\_image name* = title bar image file

# Storyboard



# Site Planning Checklist

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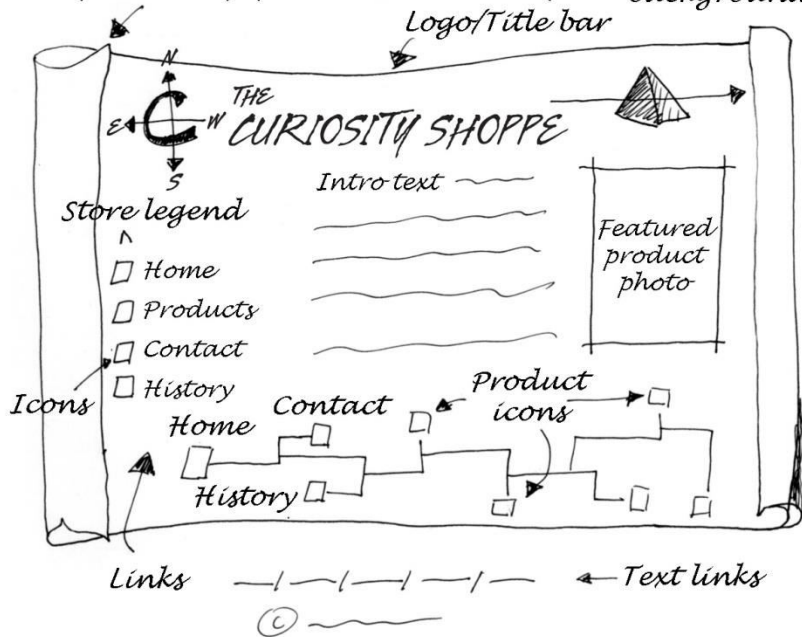
- Research similar site
- Specify who you are
- Pick colors that evoke desired emotion
- Classify site to yourself
- Design for users' navigation
- Offer contact information
- Name files appropriately
- Create easy-to-understand buttons
- Divide content logically
- Make important information prominent
- Use a unifying look or theme
- Encourage users to return

# Sketches

## Home page

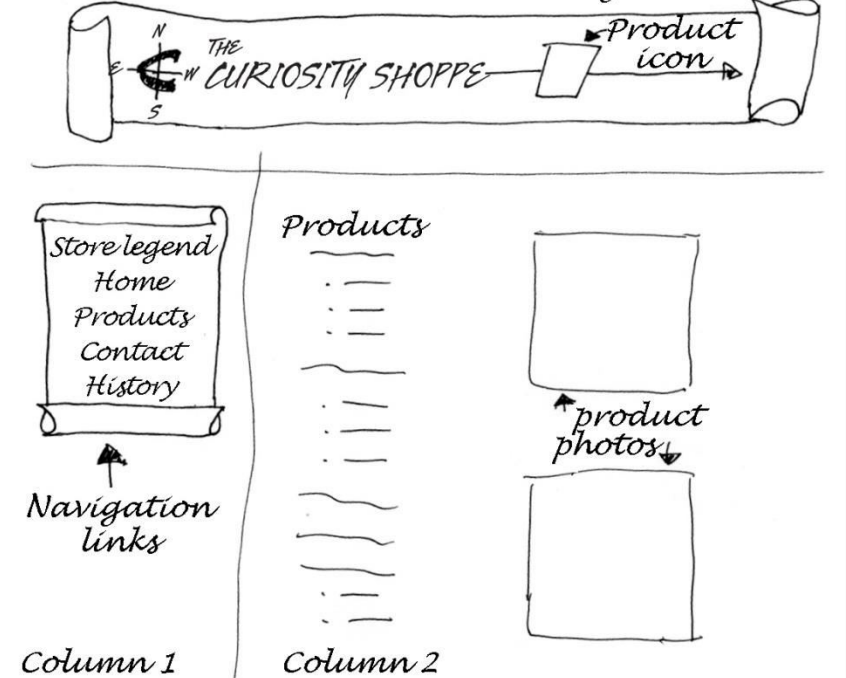
Old parchment paper, scroll, treasure map

White background?



## Subpage products

Parchment color background?



# Home Page Planning Checklist

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- Creation or revision date
- Consistent navigation links
- Home page icon or logo
- Important information “above the fold”
- Informative title
- Intentional emotional effect
- Logo or other identifying graphic
- Opening page “hook”
- Quick loading approach
- Clear purpose and movement
- Subheads when necessary
- Text links
- Upper-left corner effectively used
- Identity clear

# Supplies Check list

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- Text—edited, spell checked, and proofread
- Photographs, graphics, and illustrations
- Page sketches and templates
- HTML editor, text editor, or Web page creation tool
- Graphics program
- Domain name (purchased or assigned)
- Server space

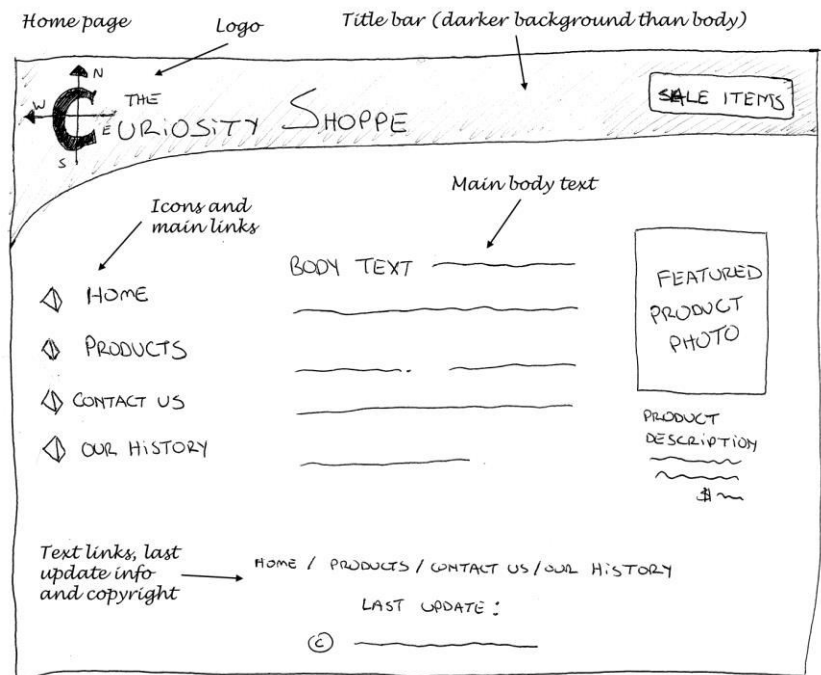
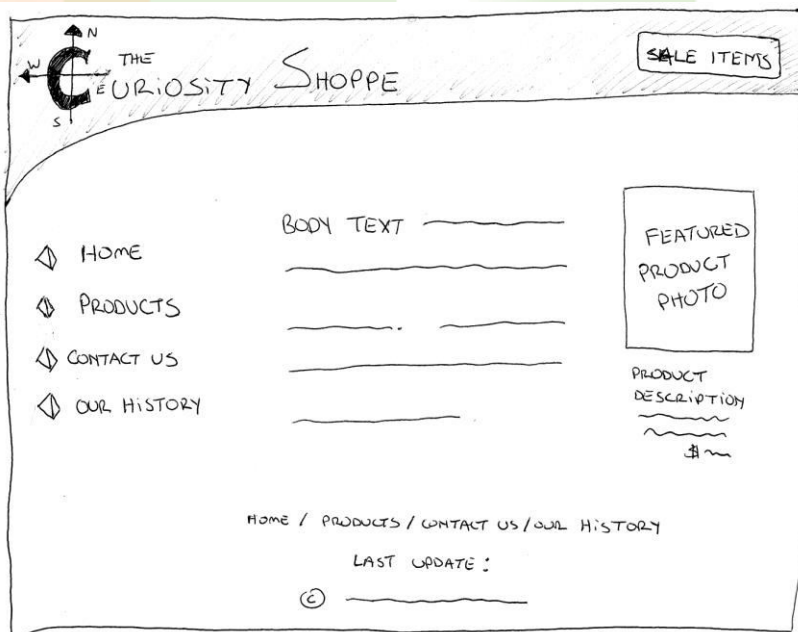


# Next Step

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Demystifying Basic HTML

# Exercise 1





# Exercise 2

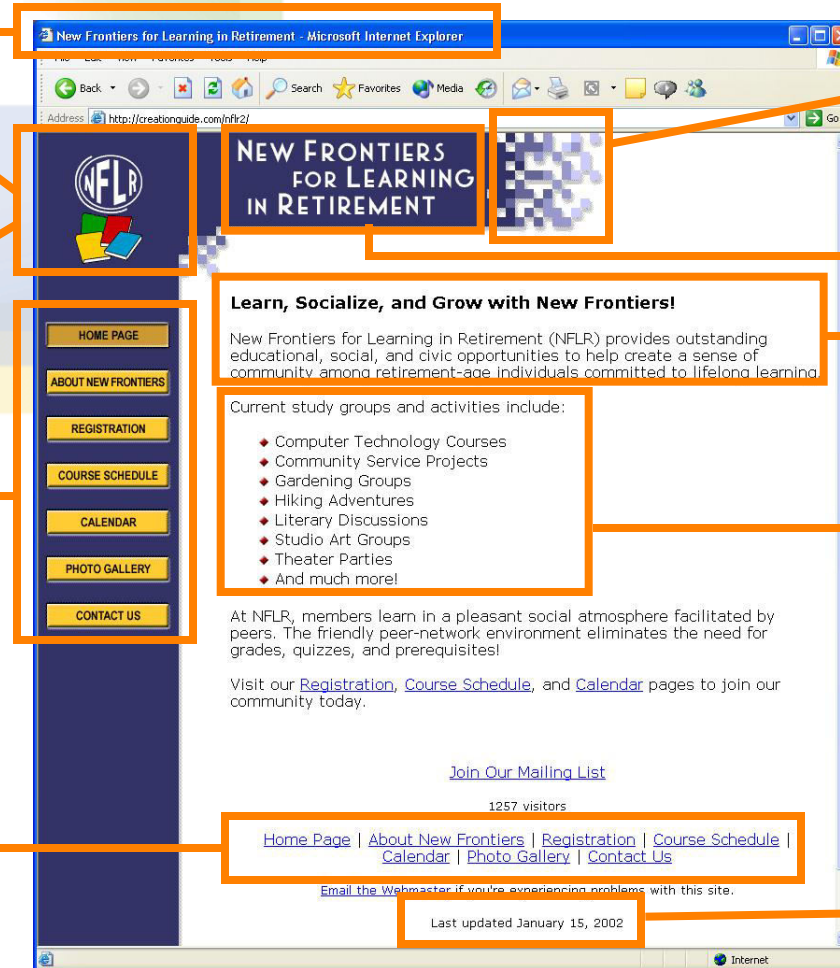
Informative title

Upper-left corner is put to good use with your logo

Home page icon or logo that can be used throughout the site

Easily identified and consistent navigation buttons

Text navigation links



Intentional emotional effect or theme created by means of words, colors, layout, font, and so forth

Organization's identity

Site's purpose

Important information displayed above the fold

Revision date

# Exercise 3

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## **Our Web Site (folder)**

*index.html*

## **images (folder)**

*t\_titlebar.jpg*

*b\_home.gif*

*b\_facts.gif*

*b\_contact.gif*

*p\_group.jpg*

*logo.png*