Chapter Questions
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Directions: Read Chapter 4 Page Design in Lynch & Horton. Using the information you gather from your research, answer the questions below. In addition, design the homepage of your project site (see question 11). Link to your 578 Activities Guide table.

1. What is the most crucial part of your homepage? p. 92-3, p. 111- Top 4 inches or 45 square inches "above the fold" - what is seen as page unfolds.

2. How can the web design direct the reader’s eye? The author states that the “way readers of English read” is important to page design. Using this concept as a guide, which part of the page becomes most important?
   - p. 81 Web design directs the reader's eye by using the tools of page layout, typography, and illustration to lead the reader's eye through the page.
   - Using the concept of "the way readers of English read" as a guide, the upper left area of the page becomes most important.

3. The author suggests that certain colors are appropriate for the background and text. What are these colors? p. 111 - subtle, pastel shades of colors ...found in nature or background or minor elements - avoid bold, highly saturated primary colors except for regions of maximum emphasis.

4. How important is consistency in your web page design? In which page elements could you carry this out?
   - p. 84 - a consistent approach to layout and navigation allows readers to adapt quickly to your design and to confidently predict the location of information and navigation controls across the pages of your site.
   - p. 84 - apply layout grid and a style for handling your text and graphics consistently to build rhythm and unity across pages of site (repetition gives site identity that makes site memorable); use elements of typography, navigation theme, graphics, text styles; p. 114 - for accessibility, use redundant text links to provide alternate method for navigating your site; p. 114, spatial clues and consistent navigation tools;

5. What part does balance play in designing a web page? What are some ways to achieve balance?
   - p. 97 - browsers will display dimensions of page if balance is not planned; balanced and precise placement of elements of the page will prevent users' confusion;
   - p. 96 - balance is achieved through adherence to established typographic conventions: consider legibility, readability, style, position of words, images, screen elements; pp. 97 - 100 - To achieve balance, use line length, margins, columns, gutters, borders.
6. How does a web page compare to a printed page? p. 85 - Web pages and conventional print documents share many graphic, functional, and editorial similarities, but with Web-based information, the computer screen is the primary delivery site, and is very different from the printed page. Computer screens:
- are typically smaller than most opened books or magazines;
- although graphics will display on the computer screens, they may be too wide to print on common paper sizes (p. 87 - users may be unaware of the "fit to page" option when printing)

7. What types of elements can become graphic distractions if not used sparingly? p. 111 - inconsistent page elements; inappropriate handling of content and page layout; upper page not used efficiently and effectively; bold, highly saturated primary colors used carelessly; graphic embellishments such as bullets, icons, visual markers, overuse of graphic emphasis.

8. What are considered graphic safe areas? p. 87 - graphic safe area dimensions for printing and page layouts:
- print: maximum width - 560 pixels; maximum height - 410 pixels (visible w/o scrolling)
- for 800 x 600 screens: maximum width - 760 pixels; maximum height - 410 pixels (visible w/o scrolling)

9. What information is commonly found in page footer? pp. 93 - 94; in a distinctive footer graphic with a consistent visual and functional identity is found a set of links to other pages in addition to essential data (basic data about origin and age of page) about the site.

10. How does monitor size affect the page design? p. 85 - 87 - computer screens are typically smaller than most opened books or magazines - a common mistake is spreading the width of page graphics beyond the area most viewers can see on the 17 or 19-inch display screens: too-wide layout does not fit on 800 x 600 screen; if maximize width of page layout, you may lose 2 centimeters off the right edge of the page when printed. p. 88 - If page requires a lot of scrolling, users may have disorientation from scrolling. p. 90 - Web page designer should use jump buttons at the foot of each page

11. Design the homepage to your site. This page should include 3 tables (your header, a message area and the footer). Include the essential page elements as addressed in class in the header and footer. This design may be done in Word or Dreamweaver. If done in Word, save as a pdf file.
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Web Page Homepage Design (total page will appear on one screen) (see draft on p. 4)

**HEADER:**
HOME PAGE Title: English/Spanish Grammar Learning CLUES. As I will be using a graphic, I will include Alt tags for accessibility; I will include a link to a Site Map in the Header. I will include Next buttons, with Back and Next on subsequent pages.

**MESSAGE AREA:**
I will provide a brief description of the purpose of the site. This description will be followed by the Index: This will be a large graphic of the index footer that appears on each page, with each component linked to the sub-topic with a rollover image that displays a brief description of the subtopic. Background colors in each subtopic cell of the Index will coordinate with colors used on each subtopic page.

**FOOTER:**
This footer will contain a small version of the rectangular index on the Index page (without the rollovers) with links to all other pages in the site, a date created and copyright notice (and on subsequent pages, a last date updated notice), a link to Contact Us, About Us, and a link to a Print Version. On all on all subsequent pages, this footer will be constant, and will include "Back and "Next" buttons for ease in browsing. Background colors in each subtopic cell will coordinate with colors used on each subtopic page.
Welcome to this Web Site! Are you perplexed about these frequently confusing areas of Spanish/English grammar? Each of these titles is a link to a concise primer on the topic. You can also use the Back and Next buttons to proceed straight through the units. Use the Contact Us link to let us know what you think about the Site. Thanks for visiting!