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Student Number: 10

WEB DESIGN Textbook Assignment: Chapter 3: Planning a Successful Web Site, Part 1

POINTS: 10

DIRECTIONS: Type the answers to the following questions as appropriate. Underline your answers to distinguish them from the questions. This document should have a professional appearance when complete. *NOTE: Test questions will be based on this information.*

1. Definitions: Briefly define the following terms:

1. target audience is the specific group of visitors to which your site is targeted
2. needs assessment is answers to questions to determine your target audience's wants, needs, and expectations
3. home page is often the first Web page visitors see and should indicate clearly who owns or publishes the site, what visitors can expect to find at the site, and where specific information or site features are located
4. splash page is a site entry that uses images, animation, and sound to capture visitors' attention and draw them into the site for further exploration
5. value-added content is relative, informative, and timely content that furthers a Web site's purpose that adds value, not merely volume
6. dynamically generated content updates periodically and can appear on site's pages when triggered by a specific event, such as the time of day or by visitor request

2. Questions: Answer each of the following briefly, but completely.

1. List and briefly describe the SIX steps of creating an effective web site (*four of them are discussed in more detail in this chapter, the other two are discussed in Chapter4*).
Define the site's purpose, define the site's goals and objectives and then formulate a written purpose statement for the site.
Identify the site's target audience, the specific group of visitors to which your site is targeted.
Determine the site's general content, includes multiple Web pages presenting a combination of text, images, audio, video, animations, and multimedia elements.
Select the site's structure, the linked arrangements of the site's pages from the home page.
Design the look and feel of the site, planning the look and feel of your site
Specify the site's navigation system, is easy for visitors to understand and follow will draw them deeper into your site to view detail pages with content that can satisfy their needs and expectations.
7. Describe 3 tips for creating an effective home page. Should indicate clearly who owns or publishes the site, what visitors can expect to find at the site, and where specific information or site features are located
8. a. What is dynamically-generated content? Updates periodically and can appear on site's pages when triggered by a specific event, such as the time of day or by visitor request

2.

b. To see an excellent example of dynamic content go to ebay: <http://ebay.com>
In the ebay search box, search for each of the following items. Browse through the “hits” (items you found on ebay), then briefly describe what you found:

What to look for:	Brief description of what you found: <i>(how many items, cheapest, most expensive, good bargains, etc.)</i>
diamond platinum ring	9,771 items \$9.99 \$1,000
blue jeans size <i>(your size)</i>	4,668 items \$15.51 \$169.99
2009 dodge ram 1500 4x4 <i>(something you want yourself)</i>	51 \$21,000.00 \$37,815.00

3. For an excellent example of multimedia, graphics, rollovers, navigation bars, etc. go to the official NASCAR site: <http://www.nascar.com>
Scroll up and down the home page, then explore the site. Be sure to notice the site layout, how to navigate the site, animation, graphics, site colors, etc.

a. What do you think are the most effective elements at this site? What makes them effective? The colors and the navigation system are the most effective elements at this site because the colors, or theme, look good and keep people interested, and the navigation system is easy and user friendly.

b. If you were on the web design team, what suggestions would you have for improvement of this site?

Compare the NASCAR site with the Lexus site: <http://www.lexus.com/>

c. What differences did you see between the sites?

d. Why do you think they are so different in appearance?

e. Which site did you like better? Why?

f. Which site do you think is most effective (if either)? Why?

4. **Site Flowchart:** Use the MS WORD art tools to create the flowchart found in **Figure 3-20** found on **page 92** (“Retirement Planning Web Site Design Plan”) of the Web Design textbook. Use the directions below depending on which version of WORD you are using. Use an attractive color scheme, fonts, etc. for the flowchart.

NOTE: *The Smart ART/Diagram tool is an excellent method for creating web navigation charts. We will use it throughout the course, so be sure to experiment with it until you are comfortable with the organization chart tool.*

WORD 2007: At the end of this document: Type in the title **WEB SITE LAYOUT**. From the INSERT tab on the ribbon, choose SMART ART. Choose the first icon (“Organizational Chart”)

then OK. Once you create an organizational chart, the ribbon will add the **Organization Chart Tools** to the ribbon. Use these tools to create Figure 3-15 found on page 89 of the Web Design textbook. Use the INSERT (first item on the ribbon) to create new boxes (a “subordinate” is a box under the selected box, etc.). Experiment with colors (via STYLES, SHAPE FILL, SHAPE OUTLINE, SHADOW, EFFECTS, etc.) to create an attractive, professional flowchart. You can insert textboxes for the notes (i.e. “**Created by your name**”) by clicking **INSERT** on the ribbon, then **TEXT BOX** then click on **SIMPLE TEXT BOX**. You can draw the arrows by clicking the **INSERT** on the ribbon, then **SHAPES**. Under **LINES**, you will see the arrow.

WORD 2003: At the end of this document: Type in the title **WEB SITE LAYOUT**. From the INSERT menu, choose DIAGRAM, then click on the first icon (“Organizational Chart”) then OK. Using the organization chart toolbar, create Figure 3-15 found on page 89 of the Web Design textbook. Use the INSERT SHAPE to create new boxes. Try different LAYOUTS. Be sure to click on the AUTOFORMAT button (icon with circle and lightning bolt) and try different layouts. Create an attractive, professional flowchart.

Web Site Layout

