

# Basic Elements of Website Design

## THE BASICS

Determine the **PURPOSE** and **GOAL** for the site

Consider **THE AUDIENCE**

**PLAN** the site before building

**ORGANIZE** information and **MAP** the site

The site should be:

- **EASY TO NAVIGATE**
- **INFORMATIVE** and **CURRENT**
- **VISUALLY CLEAN**
- **EASY TO READ**
- **CONSISTENT**

A standard **FONT** type and size should be applied throughout

**GRAPHICS** should be appropriate and carefully sized and placed

Apply the “**3 CLICK RULE**”- No more than 3 clicks to find information

Place important information at top of page, “above the fold”

Outside **LINKS** should open in a new window

## CONSIDERATIONS

Teacher websites could include:

- **STUDENT** relevant content
- **PARENT** relevant content
- **TEACHER/CLASS** information or philosophy
- **CLASS RESOURCES**

Options:

Teacher contact information

Schedules and /or Calendars

Upcoming events/news

Parent notification forms

Code of conduct

Course info

Assignments

Blog

Links to online resources for student coursework

Attachments—handouts or homework

Examples of student work

Photos

## DON'T

Publish blank or “under construction” pages



Make pages too long. Viewers don't like to scroll forever

Choose outrageous color combinations

Use more than 4 different colors

Have too little color contrast on the page as it will be difficult to read.

Leave outdated content on the pages

Include animated gifs. If you decide to insert them, add them sparingly, if at all

Have **DEAD LINKS** that go nowhere

Underline text. Viewers associate underlining with links

Write “Click Here” on hyperlinks

Include large file sizes so pages load slowly (especially in areas where the communities still frequently use dial-up connections)