

WEB PAGE DO'S *Good Web Design* by Robin Williams <http://www.ratz.com/featuresgood.html>

One of the elements of good web design is a lack of the elements that make bad web design. If you stay away from everything listed on the page about dorky web pages, you've probably got a pretty nice web site. In addition, keep these concepts in mind:

Text

- Background does not interrupt the text
- Text is big enough to read, but not too big
- The hierarchy of information is perfectly clear
- Columns of text are narrower than in a book to make reading easier on the screen

Navigation

- Navigation buttons and bars are easy to understand and use
- Navigation is consistent throughout web site
- Navigation buttons and bars provide the visitor with a clue as to where they are, what page of the site they are currently on
- Frames, if used, are not obtrusive
- A large site has an index or site map

Links

- Link colors coordinate with page colors
- Links are underlined so they are instantly clear to the visitor

Graphics

- Buttons are not big and dorky
- Every graphic has an alt label
- Every graphic link has a matching text link
- Graphics and backgrounds use browser-safe colors
- Animated graphics turn off by themselves

General Design

- Pages download quickly
- First page and home page fit into 640 x 460 pixel space
- All of the other pages have the immediate visual impact within 640 x 460 pixels
- Good use of graphic elements (photos, subheads, pull quotes) to break up large areas of text
- Every web page in the site looks like it belongs to the same site; there are repetitive elements that carry throughout the pages

WEB PAGE DON'TS *Good Web Design* by Robin Williams

<http://www.peachpit.com/features/ndmonth/ndweb.dont.html>

Backgrounds

- Gray default background color
- Color combinations of text and background that make the text hard to read
- Busy, distracting backgrounds that make the text hard to read

Text/Text Links

- Text that stretches all the way across the page
- Centered type over flush left body copy
- Paragraphs of type in all caps
- Paragraphs of type in bold
- Paragraphs of type in italic
- Paragraphs of type in all caps, bold, and italic all at once
- Blue link borders around graphics
- Links that are not clear about where they will take you to
- Text links that are not underlined so you don't know it's a link
- Dead links (links that don't work anymore)

Graphics

- Large graphic files that take forever to download
- Meaningless or useless graphic files
- Missing graphics
- Graphics that don't fit on the screen
- Anything that blinks, especially text
- Multiple things that blink
- "Under construction" signs, especially of little men working
- Animated "under construction" signs
- Animated pictures for e-mail
- Multiple animations that never stop
- Too many little pictures on the first page of awards that don't mean anything

Navigation

- Unclear navigation; overly complex navigation
- Orphan pages (no links back to where they came from, no identification)

General Design

- Useless page titles that don't explain what the page is about
- Entry page or home page that does not fit within the standard browser window (640 x 460 pixels)
- No focal point on the page
- Too many focal points on a page
- Navigation buttons as the only visual interest, especially when they're large (and dorky)
- Cluttered, not enough alignment
- Lack of contrast (in color, text, to create hierarchy of info, etc)
- Pages that look okay in one browser but not in another