

IIP Web Style
Design Principles for Creating Web Sites

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Web Communication
Design Principles for Creating Web Sites

Web site
The whole enterprise: Web Presence

Listen, Learn and Evolve

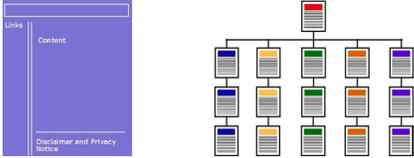
Web communication is an interactive practice: your role as a designer is not only to talk to, but also to listen and respond to your audience and stakeholders.

- **Basic elements of designing a web site**
 - Content
 - Structure and Navigation
 - Visual Design
 - Interactivity
 - Functionality

Structure and Navigation

Good page structure and navigation guide users and leave them in control at all times.

- **How to make your structure and navigation effective**
 - Plan it. Don't let it just evolve
 - Group your navigational links and order them appropriately
 - Be consistent



The diagram on the left shows a vertical page layout with a 'Links' section at the top, a large 'Content' section in the middle, and a 'Disclaimer and Privacy Notice' section at the bottom. The diagram on the right is a hierarchical tree structure representing a website's navigation, starting from a root node and branching into several levels of sub-pages.

Visual Design

Visual Design is more than just a pretty homepage. It should be attractive, of high quality, and support the content, structure, and navigation while adding an element of interest.

- **How to make the visual design work**
 - Use visual design to establish the site's identity
 - Make it look professional and original
 - Keep it clean and simple - do not distract from the content
 - Images are relevant to the content



The screenshots show two browser windows. The top one displays a 'Table Container for Body Text' with a header and several rows of text. The bottom one displays a 'Main Body Text Container' with a large block of text and a small image.

Visual Design Grids

- **Design Grids**
 - Goal to establish a consistent, logical screen layout
 - Allow to "plug in" text and graphics without having to stop and rethink your basic design approach on each new page



The 'Poor page layout' diagram shows a cluttered page with text and graphics scattered across the screen. The 'Better page layout' diagram shows a clean, organized page with text and graphics aligned to a grid. The 'Visual scanning and page structure' diagram shows three stages of scanning: 'Rough visual scanning', 'Faster scanning', and 'Detailed words', illustrating how users scan a page.

Getting Help

- **Develop a Style Manual for your site**
- **Templates and Resources**
 - Templates: <http://usinfo.state.gov/agency/pagehelp/dosimages.htm>
 - Photos: <http://usinfo.state.gov/download/photos/>
- **IIP/T/EM Internet Office**
 - Howard Gincotta, Team Leader
 - cincotta@pd.state.gov
 - Martha Chaconas, Web Designer
 - chaconas@pd.state.gov



The screenshot shows a website titled 'INTERNATIONAL INFORMATION PROGRAMS'. It lists several programs with their respective logos and contact information:

Program	Logo	Contact
INTERNATIONAL INFORMATION PROGRAMS	[Logo]	[Contact]
INTERNATIONAL INFORMATION PROGRAMS	[Logo]	[Contact]
INTERNATIONAL INFORMATION PROGRAMS	[Logo]	[Contact]
INTERNATIONAL INFORMATION PROGRAMS	[Logo]	[Contact]
