

# Planning and Designing a Website

Instructional Technology Lab  
Seminar Series



# Seminar Objectives

At the end of this session, participants will have a plan for their website, including a storyboard and a flowchart.



Copyright The George Washington University 2000

2

# Internet and Web Pages

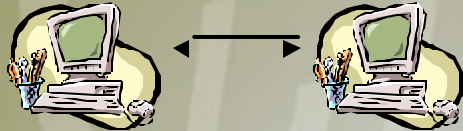
- ◆ Internet –
  - Network of networks
  - Transfers files from one computer to another
- ◆ Web Pages –
  - Files that are transmitted via the Internet
  - Links to other pages and other files



Copyright The George Washington University 2000

3

# Server & client



## Server

- "Serves" web pages to clients
- (sends a copy to your browser)
- Where your web page is stored so others can see it.

## Client

- your computer
- Where you create your web page



Copyright The George Washington University 2000

4

# HTML & web pages

- ◆ Hypertext mark-up language.
- ◆ Can use different HTML editors
  - Composer
  - DreamWeaver
  - Front Page\*
  - Write HTML yourself

We will use Composer during SIWI.



Copyright The George Washington University 2000

5

# Purpose of your website

- ◆ Examples:
  - To provide practical information about our location, opening times, and services.
  - To introduce myself to people.
  - To provide easy access to papers I've written.
  - To post information I want all my students to use (a style guide or templates, for example)



Copyright The George Washington University 2000

6

## Knowing your audience

- ◆ Who is your audience?
  - GWU faculty
  - GWU students
  - Faculty at other universities
  - Parents
  - Etc.
- ◆ What kind of computer equipment does this audience have?



Copyright The George Washington University 2000

7

## Personnel resources

- ◆ Your time
- ◆ Your support
  - Student helpers
  - Campus resources
    - Virtual help desk
    - ITL



Copyright The George Washington University 2000

8

## Flow charting

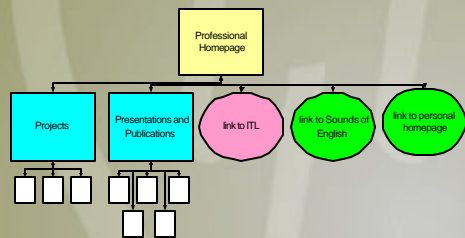
- ◆ Make a list of things you want on your website
- ◆ Group
- ◆ Make a flow chart of how these things should be linked.



Copyright The George Washington University 2000

9

## Sample Flow Chart



Flowchart of <http://gwis2.circ.gwu.edu/~swidmays>  
Copyright The George Washington University 2000

10

## Interface/Web Design

- ◆ Navigation
- ◆ Layout
- ◆ Colors
- ◆ Font
- ◆ Images



Copyright The George Washington University 2000

11

## Accessibility

- ◆ Alternative formats
- ◆ Alt tags
- ◆ Bobby <http://www.cast.org/bobby/>



Copyright The George Washington University 2000

12

## Storyboards

- ◆ Pictures of your web page
- ◆ Notes about
  - Learning goals
  - Navigation
  - Multimedia

## Sample Storyboard

The screenshot shows a storyboard for a web page titled "Sounds of English". It includes a header with the title and author information, a navigation menu with links for Home, Links, and About, and a main content area with a list of five numbered items. The items are: 1. An graphic design page offer and make a page for us; 2. An feature in the site, but small like the above featured in that page (could be address pattern, video, etc.); 3. List in a small address form of sounds of English & list for comments that could go to look of it. The content is in a small collection for each of them; 4. Create your first graphical navigation, or you feature and also some navigation for people to follow course creation, graphic based off, etc; 5. For a little comment about site navigation - I know you like it, but you want to do the possible thing and change for better with a new look the use of graphics in the design for the actual teaching group content page.

## Questions and Answers

## Instructional Technology Lab

- Appointments for planning and setting up Prometheus Courses
- Walk-in support for Prometheus questions
  - Gelman B05A / M-F 9:30-5:30

<http://www.itl.gwu.edu>  
994-0485

## Note

Some material from this workshop was taken from Widmayer, S. & Gray, H. (2000) Designing and developing on-line Resources for ESL. Pre-convention Institute given at TESOL 2001, St. Louis, MI. Used by permission.