

Storyboarding for a Web Page

The process of creating a web site can be complex but through a disciplined approach the web designer can efficiently communicate their idea for the customer and business owner. Hypertext Meta Language or HTML is the base language of the World Wide Web and the Internet. Originally, Computer Information System graduates otherwise known, as programmers would code the early web pages in a text editor, saving the files, such as the homepage as index.htm. As visually based programs replaced the text based systems, specialized programmers basically wrote code to write code. HTML and Java editors such as Netscape Navigator and Macromedia Dreamweaver were compiled as WYSIWYG (what you see is what you get) program editors. The editors seem to follow the open form layout rules that you expect to see in programs like Microsoft Power Point and Word, but page layout can be complicated and toilsome. I recommend that the web designer use the storyboard process to expedite the creative process.

The method of web page development should begin with discovery. Although the Internet is packed with millions of web sites, many are poorly constructed and maintained. Viewing many organizations and business stagnant web sites and out of date page layouts can be compared to watching an old Volkswagen Bug driving by your new Honda Hybrid of the 21st century. Small and medium size businesses; nearly eight out of ten local companies have never expanded their operations to include web marketing and sales. With web communication tool, restaurants that are ever expanding their drive through capability can take online orders; your local barber or hair salon could post directions, hours of operation, and make appointments. Parts suppliers to larger manufacturers can enlarge their distribution area and not just focus on maintaining the one trade relationship. Grocery stores and pharmacies can cross language barriers with multi lingual sites and communicate to the diverse ethnic population in a metropolitan area. Web designers need to grab an idea, create a focus, grow logical offshoots, and entertain the web audience.

After focusing on an idea, develop a page name and a tag line, which will most likely be placed on the banner. A primary image that is commensurate with modern style such as large screen plasma or LCD screens has become the favorite shape to be

placed on a stylish home page. The web designer will select the site color, shape, images, text, table or frame control and hyperlinks considering how each will match or compliment one another. Record your choices in a text document that will later become a web page manual to transmit the standards that were decided upon early in the project. As the attributes of the web page have been broached to you, never lose sight of the focal point for the page. One thought, one feeling and getting that one point across to the majority of the worldwide audience.

Attributes	Example
<ul style="list-style-type: none"> • Color <ul style="list-style-type: none"> ○ Contrast ○ Analogous • Shape <ul style="list-style-type: none"> ○ Rectangular ○ Oval • Images <ul style="list-style-type: none"> ○ Photographs ○ Animations • Text <ul style="list-style-type: none"> ○ Font style ○ Size • Tables and Frames <ul style="list-style-type: none"> ○ Organization ○ Visibility • Hyperlinks <ul style="list-style-type: none"> ○ Flash ○ Rollover ○ Image maps 	<p>Blue and orange Orange and orange-yellow</p> <p>Picture frames Curved products</p> <p>Making a statement with graphics Cartoons versus virtual reality</p> <p>Thousands to pick from 1 through 7 (different than font size)</p> <p>Separating ideas into groups</p>

Figure 2.1 Web page attributes

During the storyboarding route, you will gather random thoughts and ideas being generated as questions concerning color, shape, images, text and organization are processed in your mind, so the designer uses a visual process called “Storyboarding” to speedily create a method of feed back as to the quality of the intended communication. We draw a picture to clarify our ideas and to relate to our customer and other team members the vision of the final product.

Today, we will recognize many worldwide standards, so the viewing public, who are constantly trained by existing web models will quickly adapt to your presentation.

The banner will contain the organization name, such as “World Class Web Design” and a tagline explaining the purpose of the site, like “The Place to find the best of the Web”. The high profile links are lined across the top, where the informational hyperlinks are stacked on the left side of the home page

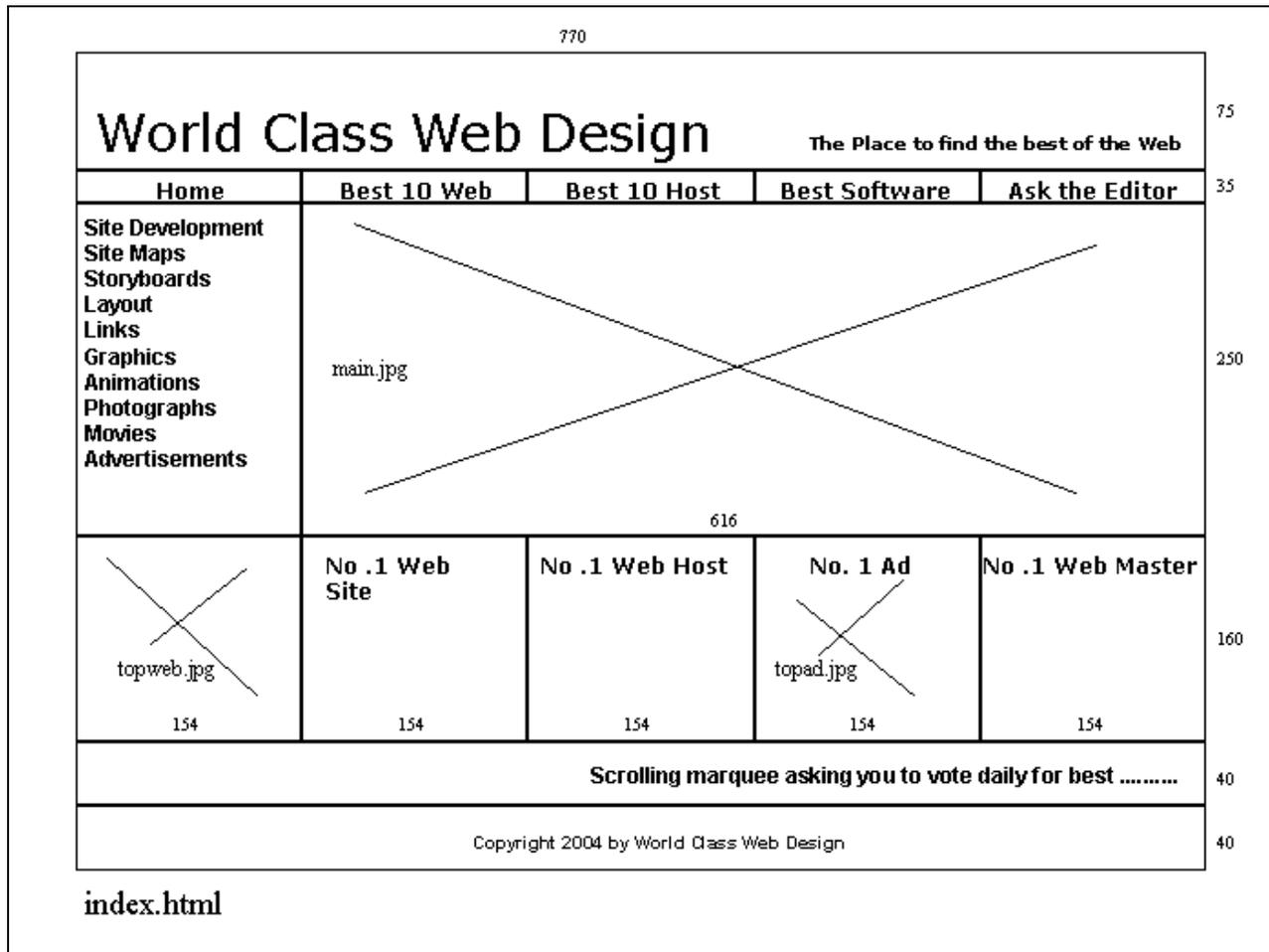


Figure 2.2 Homepage storyboard

Gather photographs using digital cameras or using an analog camera, developing the film and scanning the photos. Write creative and entertaining text in Microsoft Word, spell and grammar checking along the way. Place the finished graphics; text and pictures onto a Power Point slide or even a piece of cardboard can capture your ideas into a single focused presentation. This is your goal.

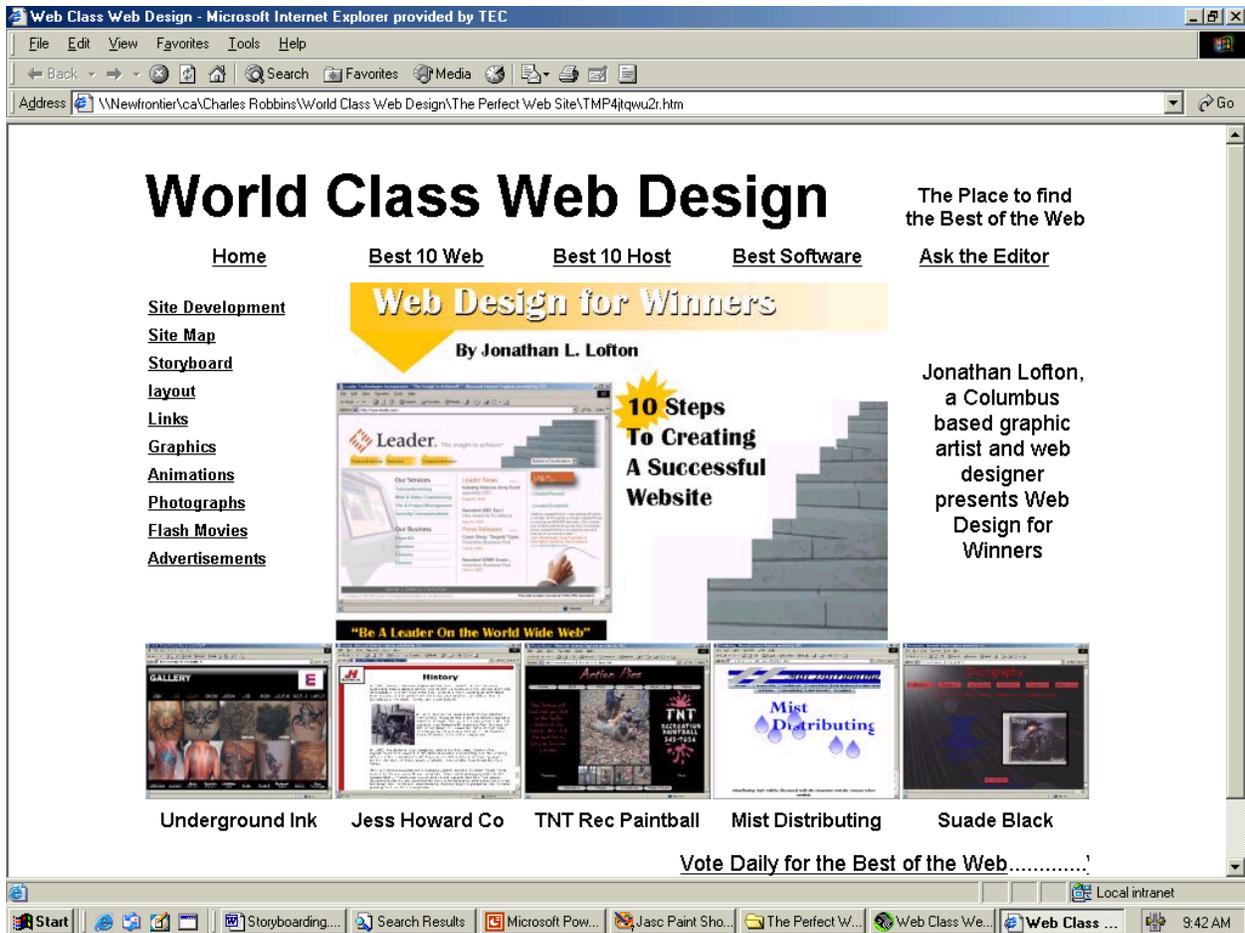


Figure 2.3 Finished Home Page

