Designing for Web Communication

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In this chapter, you will learn the following to World Class CAD standards:

- **Design as a Communication Tool**
- **Determining the Content of a Website**
- **Determining Shape and Color of a Website**
- **Determining a Focal Point or Theme for the Website**
- **Creating a Storyboard for the Website**
- **Designing a Living Product**

Design as a Communication Tool

Design is a unique talent for anyone to exercise. This special attribute of ours is neither a product of birth or listening to an instructor in hours of lecture, but from an individual's ability to process information in our environment and output a matchless creation. The architecture of the new invention has the ability like us to communicate emotions, science or thought through a mixture of shapes and colors. As with any tool for making a statement, we expect a response and without that return, a design is found lacking in effectiveness. For web designers that are placing their concept on the Internet, the importance of crafting a better work of art, knowledge or reflection is more important than ever, since the distribution network is as wide as farthest reach of our civilization.

Individuals who have the gift of design gather their experience and the ability to express their talent by interacting with their entire environment. Like all people, they do have personality traits and talents, but in one or more areas, they make a conscience decision to excel past their peers in developing their abilities. When they do not have a mentor to instruct them in a technique, many will experiment with the materials in their surroundings to discover the most efficient manner to accomplish a procedure. When they do decide to permit a teacher or other expert to interact with them, the designer will interact somewhat differently from the others in the classroom. They will first learn the subject matter, practicing the skill to gain understanding. Then they will begin to experiment with the known methods and substances, all the while questioning the instructor and others on every facet of the design process. In many instances, the designer creates new variations to the previous method or tool and becomes the communicator of a new idea.

We will demonstrate in this textbook that the open-ended platform of the Hypertext Meta Language or HTML explained in terms of design, will allow the artist, architect, or engineer to express their initiative in a manner that will allow for near perfection. For an artist, the placing a painted picture, video clip or sculpture on a website can be as powerful as standing just a small distance from the physical object. Only a handful of people have actually walked on the moon or dived to the bottom of the ocean, but real images or impression of the Earth from outer space or of the coral reefs are successfully communicated to everyone on our planet through the current technology available today. Three dimensional software applications can create a computer file that can allow our audience to admire a crafted figurine or model wearing a newly designed outfit on any website. Architects and interior designers can use a virtual walk through to demonstrate a concept and engineers use exact science like Goggle Earth to document our surroundings. Only our imagination limits our ability to create and communicate a design to every corner of the world.

Prior to the invention of the Internet, we could not possibly say that if we published an image or attempted to promote a design today that billions of people could see the real or virtual product that same day. The MiniWatts Marketing Group on their website InternetWorldStats.com state that there are over 1 billion Internet users, with North America having the highest percentage of their population on the World Wide Web daily. The first number represent nearly 20 percent of the Earth's inhabitants and the second

figure embodies the majority of Americans. So, whether using a free web site host such as Lycos' Angelfire that contain advertisements or paying $72.00 a year to a web host like Aplus.Net Internet Services to have a free hand in communicating without popup ads, a designer can easily communicate to thousands of viewers everyday, without the heavy capital investment of either radio, television or movie broadcasting. However, why would any percentage of the world's population want to visit our website?

At least one person should wish to visit the web site that we publish and that may be sufficient, if our motivation was to communicate just to that one individual. Whether our goal is to communicate to one person or a million people, we need to know something about that individual and their environment to relate to them effectively. The key is to discover what the audience wishes to see, hear and experience. The architect of the web art, science or thought needs to recognize the level of understanding of the spectators, and develop a communication tool, which will assist the viewers in easily accessing the creation. The web content should be of high quality or world class to match or exceed the expectation of the person browsing. One frequent mistake made by junior designers that we can be easily fixed is the idea that the site's substance comprises of items that we like, the designer. Unless we have the knowledge of the entire market and their needs and wants, we will be surprisingly disappointed that our web site is getting only a few visits, if we use a narrow point of view.
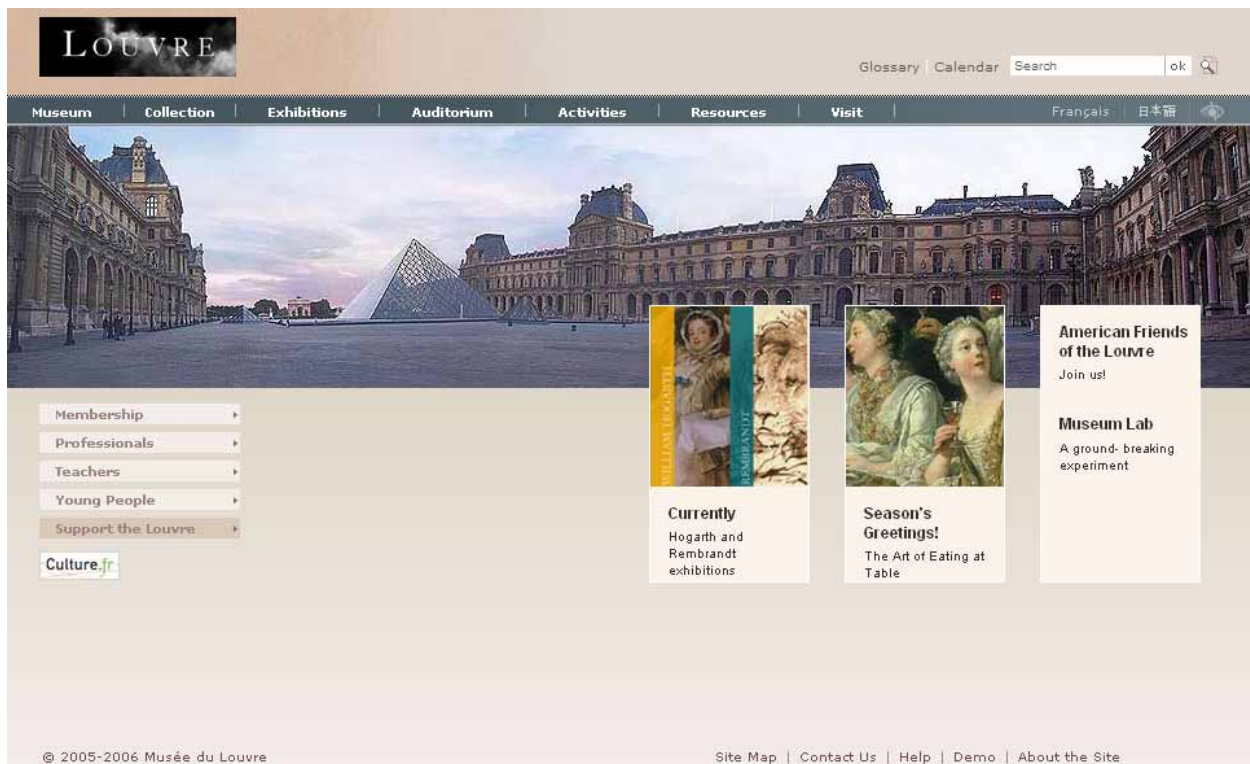

Figure 1.1 – Louvre Homepage

We need to develop many levels of appreciation to design effectively, but the most important consideration is developing the audience. Now if we are working on a local website, in our city there may be one million local residents and we need to remember

that we only have one vote in determining the success of the product. In some cases, our designs will outlive our devotion to the project or ourselves, so we need to do a little research about the projected audience to guarantee that the published content is valuable not just today, but in the future. In Figure 1.1, we see the homepage for website for the Louvre in Paris, France. Again, many of us may never visit such an austere art museum, but the artwork and designs shown on this website are timeless, surviving hundreds and even thousands of years, and they will continue to communicate effectively in the future. The introduction or index page shown in the figure does not attempt to overwhelm the visitor, but to launch the onlooker towards the areas they wish to visit. Successful presentations such as this require adequate research and the ability to build the website on a clean and stable foundation.

An innovative communicator needs to gather the information on the subject that will interest the audience. In some cases, if the website is about our own art, designs and other inspired products, we need to gather all of this together, so that we can create a presentation or portfolio to exchange our ideas on the Internet. If the site is about another organization's work, like a local graphic artist, we will collect every bit of data about the group including examples and testimonials about their previous work. We need to determine what would cause people in that community to want to visit the web pages daily or weekly. If a customer does not develop a frequent relationship with us on the website, then we are not adding any significance to their decision making. Therefore, in this example, the art group should have information about municipal projects in the neighborhood, festivals in the area, videos showing new techniques and other exclusive facts to demonstrate that their website is important to all potential customers. This kind of investigation is simple to conduct using a progressive and hands-on approach to getting the facts.

We are not talking about sitting at a computer and browsing the web and checking out other designers' work, which is one technique in gathering statistics. How about visiting and talking with people who would love to surf through a website designed for their requirements. Getting out in our town, we can locate other professionals who would want to join forces with us to work on the project. Local libraries have audio tapes, VHS and DVD movies available that help to determine interesting and available content. Our last choice in research is to surf the network. Although the Internet has millions of pages of data, in many cases, Search Engines like Goggle or Yahoo do not present web pages to the researcher in an organized manner, extending the research process. In addition, web sites may contain data this is not authenticated for accuracy. For local websites, we recommend using local information sources, such as pictures of local celebrities and landmarks, maps, and any other unique information, which will entertain the individual who is browsing.

Ways to Research

1. Interview people interested in your subject
2. Locate and visit other experts in your subject area that would like to collaborate
3. Watch movies or videos on your subject
4. Listen to audio or tapes on your subject
5. Read other published material on your subject

6. Take digital pictures of local landmarks
7. Make video tours of points of interest or of previous work
8. Tape interviews of key individuals to place audio on the website

The next step in creating a website that will have thousands of hits a week and hundreds of returning visitors each day is allow the site to be interactive. We need to use our imagination when creating content that not only has images and text, but also has plenty of downloadable material in the form of PDF word processing, WMF video and MP3 audio files. In some situations, the website can have custom software applications written by a member of our team, so the visitor can use our information better. We have often found that collaboration with other companies or individuals with technology can assist in improving the appearance and usefulness of the webpage and free or trial software can be promoted on the art company's website without any cost to the business.

Determining Content of a Web Site
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After determining our subject that we wish to communicate on the website, we then decide what content will be available to interact with the viewers. In order to display our idea efficiently, we use an open tool that allows words or short phrases to be moved around easily that will represent the hyperlinked pages and files on the website. In our example of a local artist shop as shown on Figure 1.2, we made a site map in Microsoft Excel, a spreadsheet program that contains cells to hold individual data. The cells with a green background show major hyperlinks that will be at the top of each web page. The cells with a tan background display major hyperlinks that will be at the bottom of each web page along with the copyright statement. The cells with a yellow background illustrate minor hyperlinks that will be on the web page listed in green just above their column. For example, the Digital Creations, Paintings and Sculptures links will only appear on the Gallery web page. The Meet the Artist and Shop Tour links will only be seen on the Virtual Tour web page.

			Index Page			Careers
Awards	Gallery	Art Lessons	Virtual Tour	Products	Art First	Contact Us
Bradford	Digital Creations	Animation Shop	Meet the Artist	Web Packages	Lincoln School	Directions
World Class	Paintings	Flash	Shop Tour	Trifold Packages	Local Festivals	
	Sculptures	Paint Shop Pro		Poster Packages		
		----------------------		Sign Packages		
		Trial Software		T-shirts / Hats		
	Memberships	Press Release	About Us	Privacy Policy	Site Map	

Figure 1.2 – Site Map of a Local Artist's Website

In our research, we captured the most important information about the organization. The hyperlinks or links both represent the company's collective talents and how they relate to their community. We will explain each major link.

Awards

On this page, we will link awards the organization has earned. A small description of each award, displaying the image of the certificate or trophy is appropriate along with a picture of the recipient. The photograph of the receiver of the award can be taken at the award's ceremony. If a photo was not taken at that time, the web designer can take a digital snapshot of the individual with their certificate or trophy today.

Gallery

The gallery will initially have three links, Digital Creations, Paintings and Sculptures. The gallery web page should display an image for each sub-link. There should be a paragraph highlighting the achievements in each area. The main digital graphic on the gallery page should represent the artist's best work. For example, if the organization is known throughout the region for their digital art, this will be shown in the emphasis image. The other two JPGs, which are small computer files, should take secondary positions on the web page. If the web designer chooses to use a Flash graphic, the presentation should still follow suit, with presenting the main subject and then minor topics, second.

Virtual Tour

We were initially amazed about the popularity of the virtual tour, but in retrospect, this should be a somewhat obvious web page, considering our culture today. After a few years of web publishing, many times we felt that the video clip should be made prior to printed material, since the audiences rather watch the explanation than to read the PDF file. We need a Meet the Artist link and a Shop Tour, which takes the client through the artistic process.

Figure 1.3 – A Virtual Tour on WorldClassCAD.com

Art Lessons

On this page, we will link lessons that demonstrate the organization's ability to take a leading role in their field. Customers do not appreciate being told how to create anything, so a small lesson explaining an artistic concept can really appreciated by existing and future clients. Disney Pixar and many other creative institutions do the same on major

links on their web pages. For our website, we will have links to web pages for lessons on Animation Shop, Paint Shop Pro and Flash. We will also have a web page with links to free and trial software available. Another linked web page we may consider to show is one with frequently asked questions, where the link would be titled FAQ.

Products

The Products web page will contain five links, Web, Tri-fold, Poster, Sign, T-Shirt and Hats Packages. This is strictly the business section of the website where the different types of finished goods are described. Companies need to provide a starting point for talking an order. Housing developers and even computer companies like Dell provide an opening point to begin the selling of their merchandise. As on other secondary web pages, there can be multiple web pages linked. For example on the Web Packages page, there can be links for Family, Memorial, Scrapbook, Small Business, Medium Business and Custom. The Web Packages web page can grow with the business.

Art First

Most businesses people contribute time and money to the community where they work and share their talents with individuals considering their career field for employment. We created a link to a web page called Art First. The web page contains a link to Lincoln School and Local Festivals. This is this organization's program to train young artist and be involved in the art festivals in their region. While both endeavors are community service projects, they are great advertisement for the local artist. Remember, the students and people we serve today, will be our customers in years to come. Having a long term outlook in presenting an organization to the public goes a long way to integrating the new business into an existing neighborhood.

Contact Us

This page will have a hyperlink to a web page that provides direction to the business. If the company is strictly a web business without a physical storefront location, remove the directions link. The Contact Us web page should contain a form that automatically emails us a message containing the customer's name, contact information and comments. Most web host providers supply a software application that builds a Contact Us form. We should look for this feature when we select a provider.

Figure 1.4 – A Registration Form

Careers

The Careers link will steer those interested in the field of art and design towards the businesses hiring artist and designers. Many times this question comes up more than the weather or food topics. The links to others employment web pages should open a new browser page on the desktop, not leaving our website.

Next, we will discuss the minor links that appear at the bottom of every web page along with the copyright statement.

Membership

The Membership web page will contain the names of any professional or business associations, which the business belongs. We can add links to the professional organizations. The links to others association's web pages should open a new browser page on the desktop, not leaving our website.

Press Release

We place articles and images that are ready for publishing on the Press Release web page using a link for each PDF word processing file and image. These commentaries are already approved for release to any news group. We can also position links for advertising posters for the company or community events on the web page. Some organizations also place their monthly newsletter on the page, so they can be printed at the client's leisure. At the beginning of a new year, place older newsletters on an archive web page.

Figure 1.5 – Press Release on WorldClassCAD.com

About Us

The About Us web page contains short biographies of key personnel in the organization. These short paragraphs tell the viewer about our staff's experiences and are useful to gain confidence of individuals shopping on the Internet. Some associations also post their mission statements on this page.

Privacy Policy

Privacy policies web pages contain legal agreements concerning the handling of data

that is sent to the webmaster. The policies discuss sharing or selling the information to other parties and talk about turning over the information to the government should a warrant be served to obtain the data. The policy page can also address underage usage on the website. The business owner or webmaster should seek legal council to review this page and the rest of the site, since any published information can contain contractual statements.

Site Map

The site map is a diagram containing all of the links on the website. For some individuals, they prefer to have all the links on one page to surf to the desired web page versus using an internal search engine.

* World Class CAD Challenge 15-1 * - Create a site map in Microsoft Excel or other similar software application that displays the major links for your website, along the minor links that will be on each major web page. Include the links that will appear at the bottom of each web page along with the copyright statement. Complete this task in less than 30 minutes to maintain your World Class ranking.

Send your best time and a copy of your site map for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.

www.worldclasscad.com
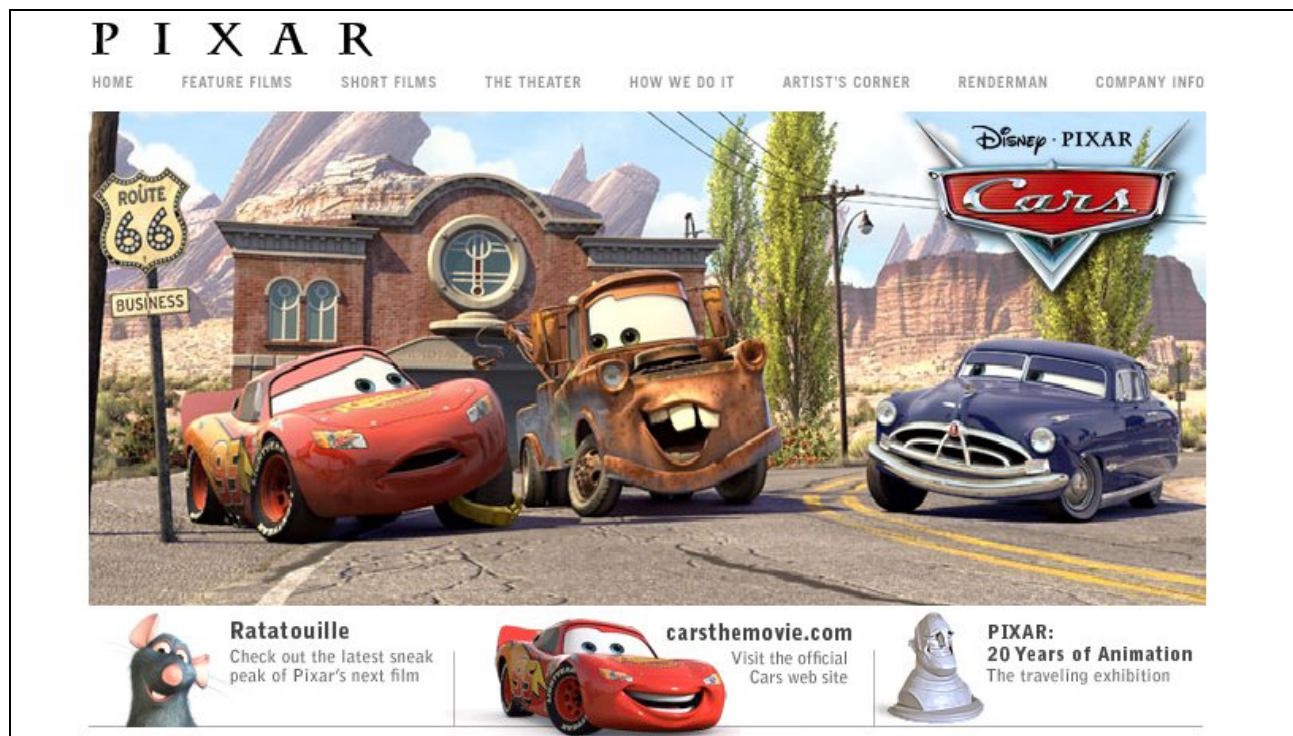
Determining Shape and Color of a Web Site
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Figure 1.6 – Shapes and Colors on the Pixar.com Homepage

Whether looking at a house, a car or any other product, the shape and color of the entity will have a great determination on how the audience relates with the object. A website is no different and we begin by laying out the home or index page. We will want to return to our market research and determine who our audience is. If the viewer is mostly children, then bright colors and curves are necessary to meet their expectations. Take a look at SesameStreet.com, Disney.com or Nick.com and make a few notes on the colors and shapes on these web pages. We ask ourselves the following questions. What shapes do we see? What are the fonts? What are the font sizes? What are the main colors for the foreground images? What are the background colors? Notice the similarities among children based websites. If we explore other themes on the Internet, in the printed media or when watching videos, we discover that professionals use different colors and shapes to communicate to various groups.

Many webmasters select a minimum of two contrasting colors or a group of analogous colors for the website's predominate theme, along with a minimum of two highlight colors to emphasize different areas of the layout. The web content, comprising of text and images lay on a page that is generally white or black. Many junior web designers spend time developing page backgrounds similar to those one would see in a Microsoft Power Point presentation. We highly discourage this technique, since the page background should not draw the eye away form the information we present in the foreground. There may be times for clever or artistic page backgrounds, but they will seldom occur.

Smaller organizations can benefit from research done by larger companies, who have already determined color combinations through market surveys. This is how companies select colors for their products. Whenever possible after determining our target audience, find a major company who also serves that market and leverage their preexisting research by emulating their color schemes. There is one major downfall of this technique. Observing other corporations marketing research, the colors scheme can outdated by the time we observe the site. Another point to remember is that when there is a major change in the public attitude such as from the September 11 terrorist attack, all shape and color schemes are subject for review, given that the sociological outlook of the general community has changed.

Create a table as shown in Figure 1.7 to record the data that we discover in our web research. We just want to develop a feeling for the industry in which we want to communicate, so we do not want to list or remember what the exact font or main image is on each web publication. Keep in mind that our new website should be our creation and not just a copy of another designer's work, so we keep our comments brief. There is a difference between gathering information in our environment and replication. Use the table and follow the column headings to record the style of presentation we observe from other designers. If we gather exact statistics, we often find that our webpage is an exact copy of a previous presentation and we lose the opportunity to express the uniqueness of our own organization. Another key element in this simple research project is to determine the audience to which the other webmaster is communicating. This factor will help us link color and shape to our layout.

In this small amount of research where we examined five successful organizations, we find that their home or index page is simple and in every case the principal colors

supporting the information was homogeneous in appearance. If the webmaster selected an artful background, in every case the red, green and blue that made up the color were of equal strength. In other cases the color was solid and in a simple geometric pattern. Foregrounds colors and shapes brought the text and images out to the viewer. In this project, we selected successful groups to examine. Likewise, we find that ineffective groups put their web pages together poorly, where there are paragraphs of text and images setting on a solid or printed background without any effort make a transition to the presentation of information. As if we were viewing a house or car, we feel uncomfortable with their message and move away. As web designers, we want to develop a relationship, by making the individual browsing comfortable with our product.

Web Site Name	Predominant Colors	Highlight Colors	Shapes	Target Audience
Pixar.com	Colors in the background have equal amounts of red, green and blue	More dominant themes of red, blue and yellow	Natural shapes, splines and geometric shapes. Most straight lines in the background	Family
Louvre.fr	Colors in the background have equal amounts of red, green and blue	More dominant themes of green, blue and yellow	Shapes are geometric in the background, with natural shapes in the foreground	Sophisticated audience
BigIdea.com	Colors in the background have equal amounts of red, green and blue	More dominant themes of red, blue, green and yellow	Shapes are geometric in the background, with small curved shapes in the foreground	Family, religious
StinsonBrandInnovation.com	White	More dominant themes of green and red.	Shapes are geometric in the background, with geometric shapes in the foreground	Business
ColumbusSign.com	Black and white background with a small amount of gradient effect from light to dark	More dominant themes of red and white. Small amount of color splash in smaller images	Shapes are geometric in the background, with geometric shapes in the foreground	Business

Figure 1.7 – Chart Showing Research for Five Websites

* World Class CAD Challenge 15-2 * - Create a table in Microsoft Excel or other similar software application that displays the headings Web Site Name, Background Colors, Highlight Colors, Shapes and Target Audience. Visit at least five success organizations that have similar professional talents and examine their communication technique, recording the information in your table. Complete this task in less than 30 minutes to maintain your World Class ranking.

Determining a Focal Point or Theme for the Website

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Now that we focusing on the shapes and colors that we feel will best converse with the web viewer, and we have the hyperlinks to place on the home or index page, we want our website cover to relate an emotion, a point of knowledge or thought. Like a billboard posting an advertisement along the road, the presentation needs to be simple and quickly understood. Just like a driver in a car, the web surfer will pass by the information that is poorly communicated, without getting the message. The viewer can be a customer that is returning to our website or an individual shopping for another product. A well produced homepage will entertain and commune with just about any spectator, so we need to select a focal point for the person browsing.

Presently, many flourishing organizations use a single wide screen image of at least a 16 to 9 ratio matching the current television dimensions in which most of our audience is comfortable. The picture used by Lockheed.com, one of the world's largest manufacturers of aircraft is generally of a jet or rocket. They exhibit large, high quality images of the products their clients expect to see without any secondary information. Other businesses, like Dell.com use a Flash slide show, where they present three to five wide screen images of their products along a with a short advertising phrase for each illustration. Both Dell and Lockheed Martin change their index page graphics frequently to correspond with their advertising themes. The overall goal is to develop a focal point.
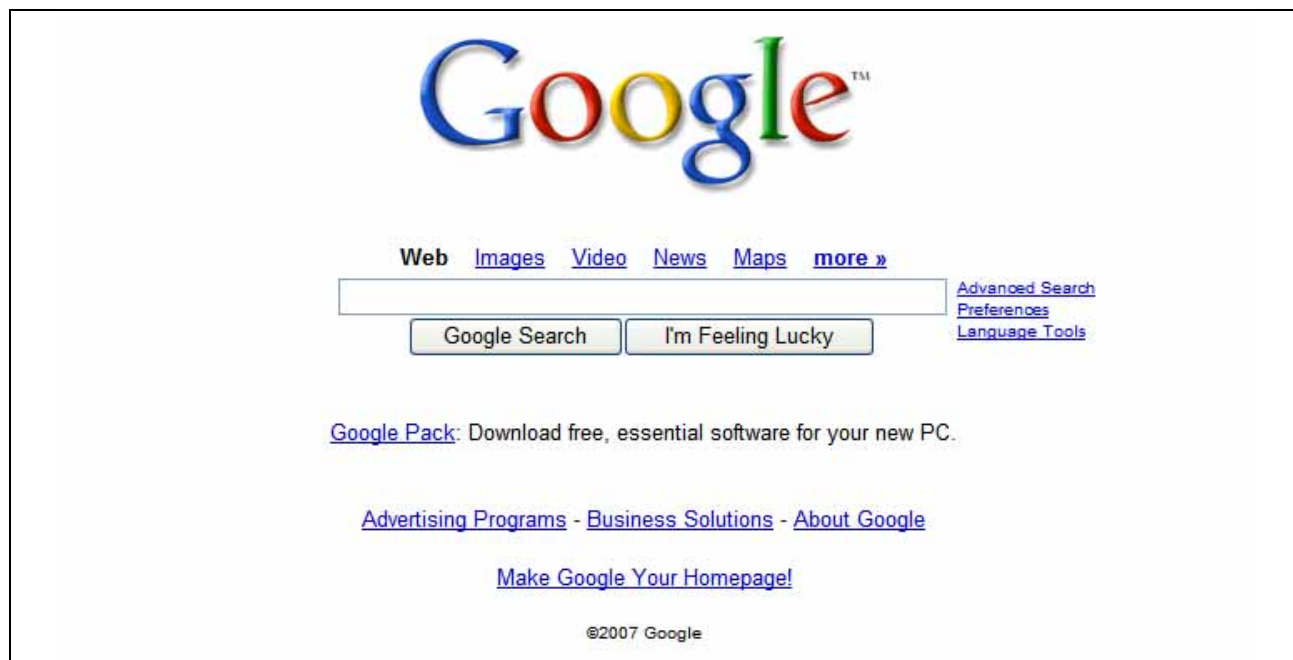

Figure 1.8 – The Google.com Homepage

Even Search Engine websites are moving towards simplicity. At one time Google.com had a complex index page, similar to Yahoo.com. Since most individuals only wish to type in their search word or phrase on the website, Goggle.com, now the largest Search Engine company has a simple index page with their logo and a large textbox to type in the search parameter. A simple and focused homepage is best for clear communication.

Another reason not to place so much data on a single page is that there are individuals who own telephone modem-based workstations, who cannot open and browse web sites quickly. In order to cater to those owning less technology, try to keep the size of the first page or the homepage to 140 kilobytes. If we place a complex Flash presentation or other type of animation on the homepage, many individuals will not wait for the transfer of data from the web host server to their computer. Large and complex index pages should be avoided whenever possible.

A digital graphic artist could use an image similar to the one shown in Figure 1.9 on their home or index page to demonstrate that they have the ability to create current media for their clients. A good technique to show every side of a 3D component is to have more than one part on the virtual platform and then an animation is not necessary.
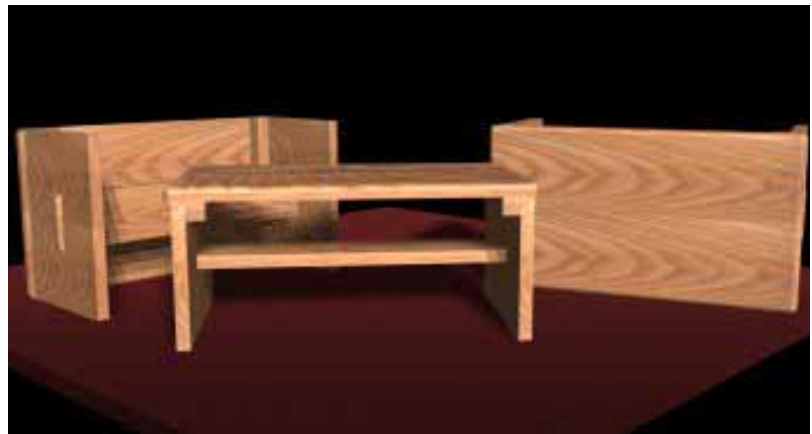

Figure 1.9 – A Virtual Footstool Designed in CAD

In the picture shown above, we see the front, top and bottom of the assembly. Next to the graphic, the web designer would add a short phrase to give the web visitor the confidence that our organization has the talent in one of the most challenging areas of 3D graphics. What we want to communicate to our viewer is that this technology is easy to use and affordable. Again, many higher technology groups or artist operating too far from the realms of the common business person may lose their audience. If we have a superior skill or talent, be patient with the individual that is browsing and start to educate them and then they will be on the website daily, forever.

* World Class CAD Challenge 15-3 * - Select the image that will be the focus point for the website. Complete this task in less than 30 minutes to maintain your World Class ranking.

Send your best time and a copy of your image for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.

www.worldclasscad.com

Creating a Storyboard for the Website

Research can never end, but any professional knows there is a time to release a product that we can confidentially stand behind. So now we want to place our idea on a storyboard, which is a rough sketch that will communication our scheme to others on the design team. A web design team can include a webmaster, who is the project leader, capable of meeting and discussing marketing strategies and has the proven experience to deliver on what the website will commit the organization to do. Web designers are individuals who write the HTML source code, scripts and assure the web page and hyperlinks are functional. Graphic specialists and photographers are part of the team of artists that create the images for the page. Web design businesses also have sales people, accountants and managers, which also can use the picture to gauge the progress of the project. So the storyboard is a great tool to take an idea that is in someone's head and share the design with others.
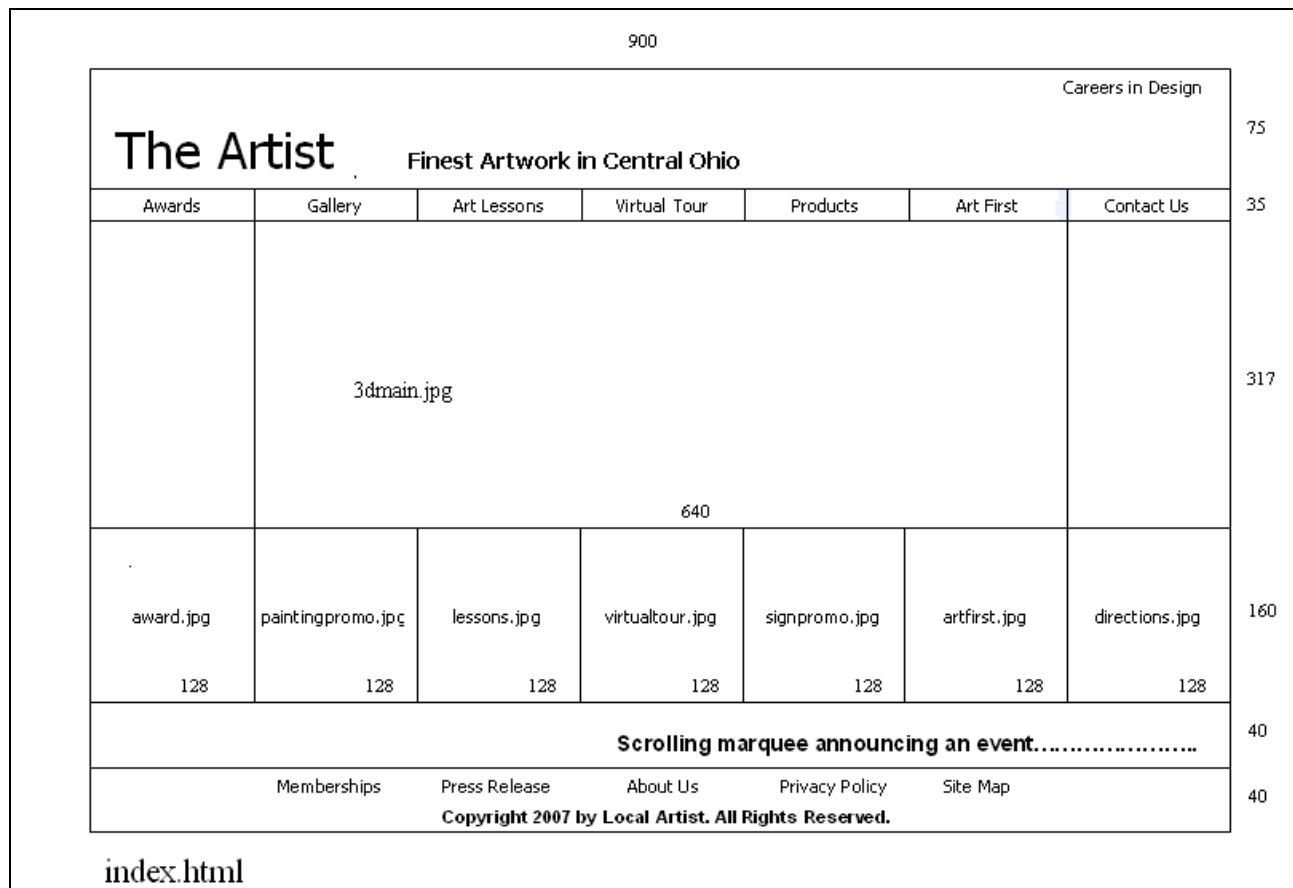

Figure 1.10 – The Local Artist's Storyboard for their Homepage

We typically use a simple computer application like Microsoft Power Point to create the web layout, since we can move the text and images around easily on the page. A type of information that is good to place on the storyboard sheet is the measurement of each segment in pixels. Across the top of the storyboard shown in Figure 1.10 is the number

900. Our index page will be 900 pixels wide and will fit nicely on the super VGA monitor setting of 1024 x 768, which many people are using today. For years, web pages were 600 pixels wide to fit on a 640 x 480 VGA monitor. Then web pages were 760 pixels wide for 800 x 600 SVGA monitors. If we make the page wider than an individual's computer monitor setting, then they will have a horizontal scroll bar at the bottom of their web browsing application. A web designer needs to know the capability of computer hardware in order to make a workable product.

The majority of web pages created today use tables to layout the web page. Most web designers turn off the borders of the cells containing the text and images, so the majority of viewers on the Internet do not know that these tables are in the source code. The storyboard shows the width and height of the cells in the table. As we build the webpage in the following chapter, we will reference all of the information on the storyboard and update the illustrated layout as we decide on fonts, text size and colors.

Figure 1.11 – The Local Artist's Storyboard for their Homepage with Graphics

On the next slide in the Power Point application, we went ahead and did a complete color layout as shown in Figure 1.11 without the small 128 pixel wide by 160 pixel high images that were on the slide in Figure 1.10. We like to make at least three storyboard presentations to share with the team, so we will have this new one and another that contains smaller examples of the artist's work under the main image.

We did a lot of work in this chapter and we are almost ready to start the coding for the index page, so place all of the work we created in a computer folder with the project name, including the storyboard we will make in World Class CAD Challenge 15-4. We do have a decision point to cross, after making your storyboards, whether in line form or color, we need to decide which will be the best presentation of the local art business. We typically look to survey between 25 to 50 individuals that would give us feedback on the

different arrangements. If the group is diverse in their social makeup, we generally achieve a good result and a decision can easily be made.

* World Class CAD Challenge 15-4 * - Create a storyboard in Microsoft Power Point or other similar software application that shows the websites' homepage. The Complete this task in less than 30 minutes to maintain your World Class ranking. The storyboard will display the major links for your website, including the links that will appear at the bottom of each web page along with the copyright statement. The banner, main image and text will be shown on the storyboard. Complete this task in less than 60 minutes to maintain your World Class ranking.

Send your best time and a copy of your image for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.

www.worldclasscad.com

Designing a Living Document

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Again, first time designers tend to worry about losing elements of their favorite ideas, but experienced innovators know that all designs are in a state of continuous growth and we can say they are a living entity, or should be. Never delete computer files or throw away content, since we will revise the website on a regular basis, and what we did not use the first time will undoubtedly come in handy on a future date. So, a website like any other product needs to updated on a regular basis and we can develop a regular cycle during the year that this can be done. At the first of the year, webmasters need to update the copyright. Now if your web page had a copyright statement reading the following:

Copyright © 2006 by the John Smith. All Rights Reserved.

Then the next year, the copyright statement would read:

Copyright © 2006 - 2007 by the John Smith. All Rights Reserved.

Notice that we do not remove the first year of the copyright. There are elements of the website that were published in 2006 and then of course we are adding new components to the website everyday. This makes the website a living document, which most textbooks and videos are not. A webmaster has the responsibility to maintain up to date information, whether these are phone numbers, dates for events or directions to the office. Some organization lose track of the information they publish and there are pages on the Internet representing them that are now inaccurate. Periodically, every page should be scheduled for review, but the major pages including the homepage should be checked daily.

Besides the beginning of the year, websites can be updated when a new product is added, or an award is earned, or a testimonial is given. Webmasters or designers should always have access to a digital camera to take photographs during special events. Use templates or standard layouts for internal pages, those web pages hyperlinked to the

main pages, so that a new page can be finished quickly and without errors. Once we design the internal web template, this HTML file will contain the banner, major links and copyright statement, so we only have to do this work and check it once. Webmasters or web designers will only need a half hour to prepare the graphics and another 30 minutes to write the text in a word processing software application, spell, and grammar check the content. After inserting the image and text into their appropriate cells on the HTML template, the web page can be uploaded the web server using a File Transfer Program (FTP).

Figure 1.12 – The WorldClassCAD.com Homepage

One of the largest engineering and design resources for professionals on the Internet is the WorldClassCAD.com website. This website has hundreds of links and thousands of pages of content. The project is a collaboration of very experienced architects, designers and engineers. From 2006 to 2010, the organization will publish over 18 online textbooks for college students and professionals. Whether the project is for Microsoft, Dell or World Class CAD, we need to develop a rhythm to efficiently produce information for the web viewer.

In the next chapter, we will begin to create the first of many web pages.

* World Class CAD Challenge 15-0 * - Create a 20 page website in or other similar software application that communicates adequately to your target audience. Locate a web server and select a URL for the site. The website should contain no errors. Complete this task in less than 10 weeks to maintain your World Class ranking.

Send your best time and a copy of your storyboard for verification to the authors of these problems to have your name, location and time posted. See the web site for instructions.

www.worldclasscad.com