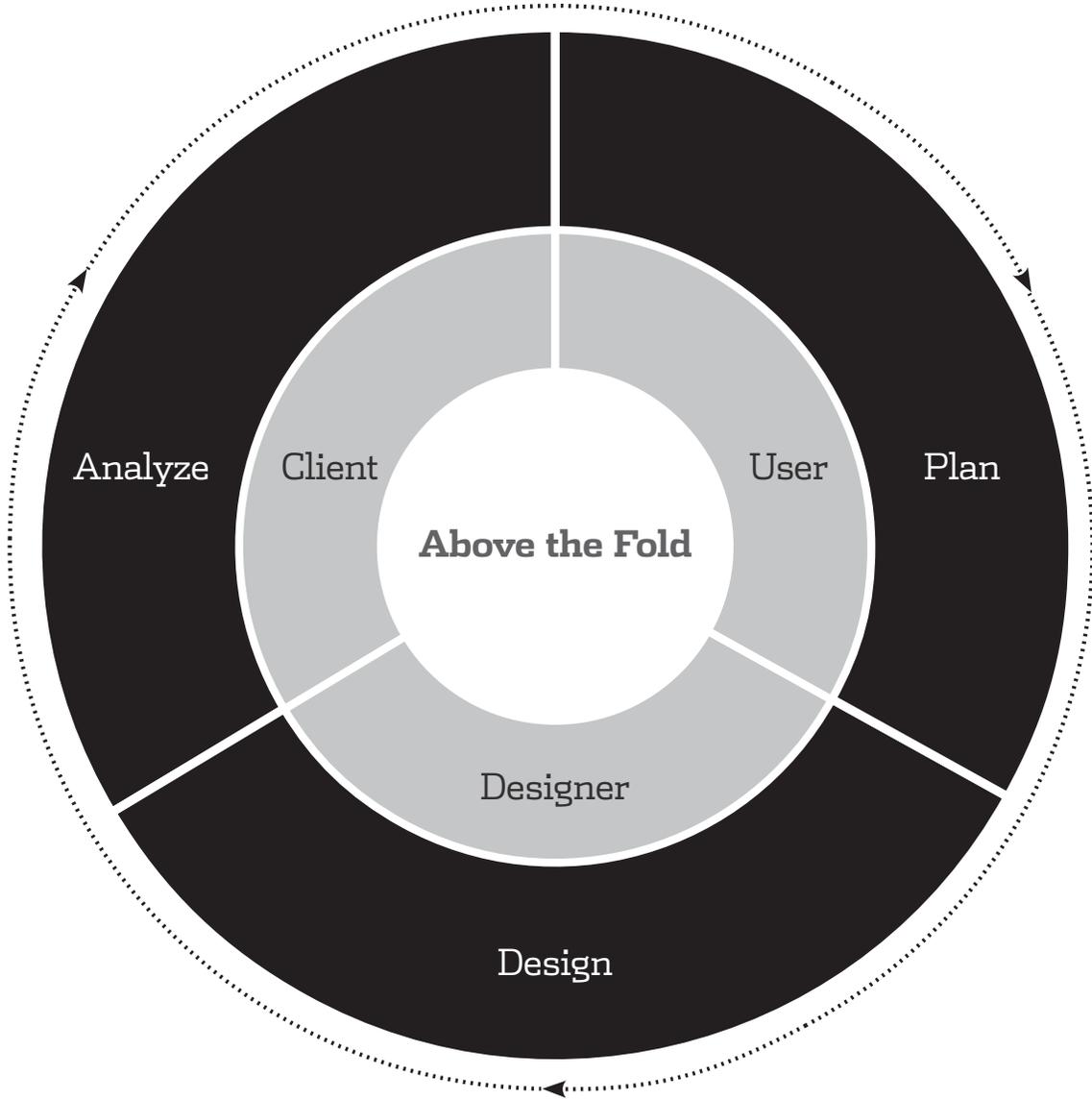


HOW

HOW DESIGN LIVE | ABOVE THE FOLD | JUNE 25, 2011 | CHICAGO, IL.





These charts highlight the majority share of users in each category. When designing for the Web, designers must tailor their design toward the limitations of their target demographic. The capabilities of individual users vary by market.



HOW

SECTION I | WEB DESIGN & TYPOGRAPHY



The phrase "above the fold" reminds us that there are both close similarities and vast differences between print and Web design.

Many Web design conventions are borrowed from the world of print communication. Pictured here is the New York Times newspaper showing a header and feature area very similar to those on a Web page.

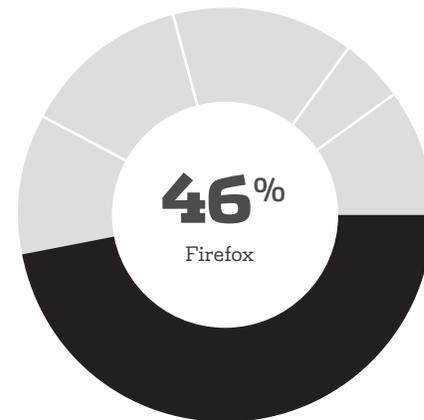
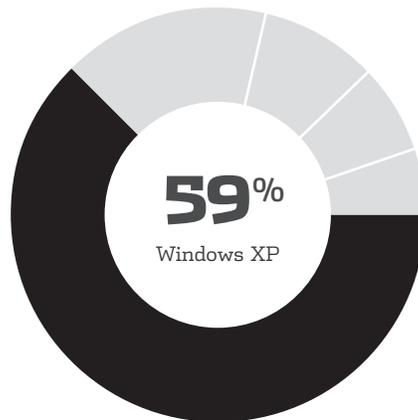
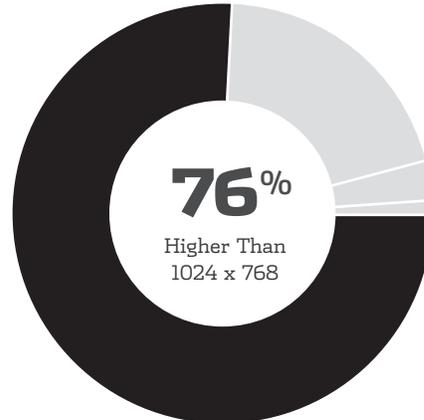
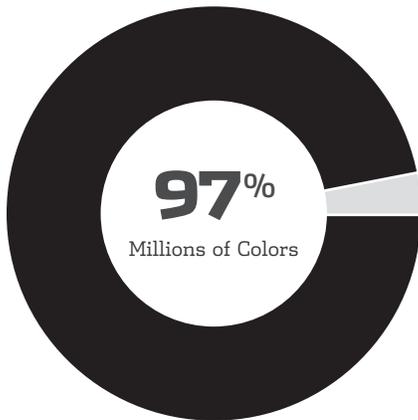
The "fold"

The screenshot shows the New York Times website layout. At the top is a navigation bar with links like 'HOME PAGE', 'Today's Paper', 'Video', 'Most Popular', 'Travel Topics', and 'Most Recent'. Below this is the newspaper's masthead, including the title 'The New York Times', the date 'Tuesday, May 14, 2008', and the price '\$3.50'. The main content area is divided into several columns. The left column features a large headline: 'A Trillion for Europe, With Doubts Attached'. The middle column has a headline: 'War and Peace at a Lebanese Crossroads'. The right column has a headline: 'Born Irish, but With Illegal Parents'. Below these are smaller headlines and images, including one of a man in a suit. At the bottom, there is a 'Stay connected to the news' section with a 'TimeReader 1.0' logo.

The screenshot shows the print edition of the New York Times newspaper. The masthead at the top includes the title 'The New York Times', the date 'TUESDAY, FEBRUARY 19, 2008', and the price '\$5.00'. The main headline is 'Born Irish, but With Illegal Parents'. Below this is a large photograph of a man and a woman. To the right of the photo is a sub-headline: 'In a Changing Land, Deposition Threatens Families'. Below the photo and sub-headline are several columns of text. The right side of the page features a 'LIFE' section with a headline: 'Mother Is Held In L.I. Slaying Of 3 Children'. At the bottom, there is a 'Stay connected to the news' section with a 'TimeReader 1.0' logo.



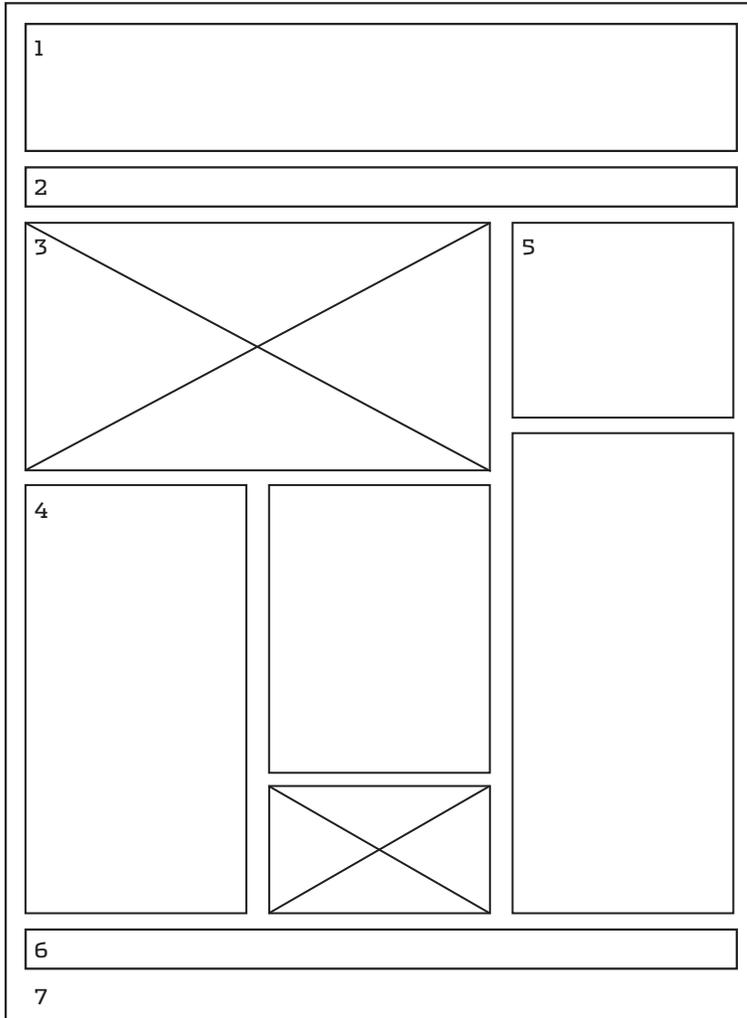
Limiting **subjective decisions** and being creative within those limitations is the essence of what all designers do.



These charts highlight the majority share of users in each category. When designing for the Web, designers must tailor their design toward the limitations of their target demographic. The capabilities of individual users vary by market.



Anatomy of a Web page.



1. Header
2. Navigation
3. Feature
4. Body/Content
5. Sidebar
6. Footer
7. Background



Headers act as a grounding force for the user by identifying and visually unifying all the pages of a site.

Navigation is a broad term that encompasses any aspect of a site that links a user to another area of the site and is the cornerstone of a site's usability.

To achieve hierarchy, designers use a focal point—an area in the composition that is perceived before all others. This is often achieved with a **feature animation**.

Breaks in the **content** allow users to scan the layout quickly and gives them multiple entry points into the page.

The sidebar of a Web page contains secondary information that either supports the main content of the page or directs users to related content through the use of submenus and links.

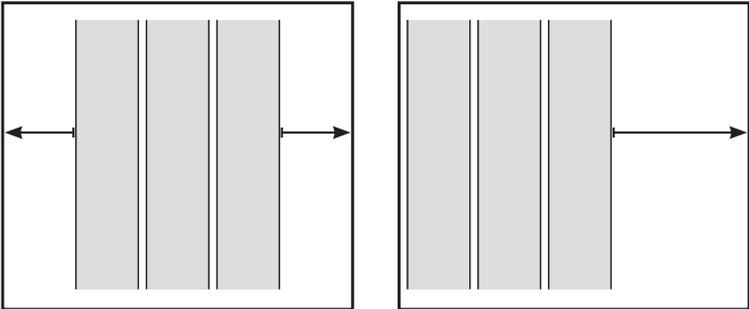
The footer has emerged over recent years as a critical part of Web design, performing tasks for both the user and search engine optimization.

Backgrounds can be used to create depth or dimension, add richness with texture and color to a page, or even expand the content beyond the borders of the page.

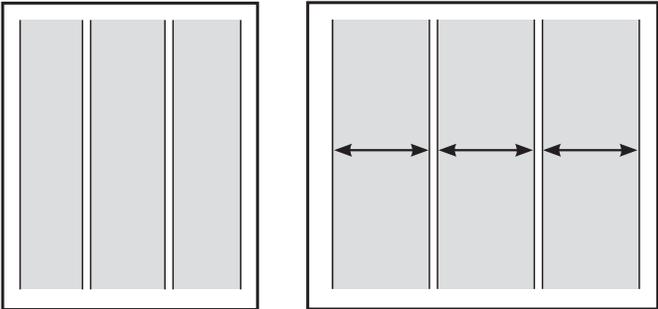


Grids not only organize the elements of a design, they organize the **space** within a design.

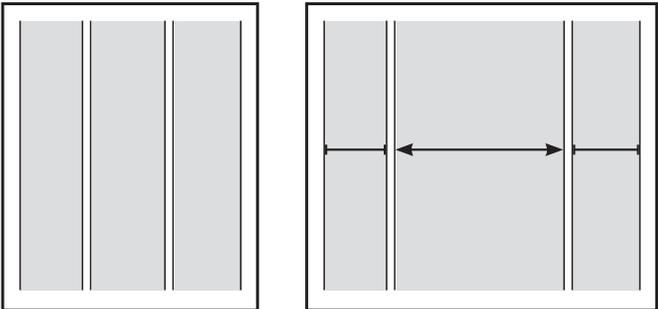
FIXED WIDTH (Floating Centered; Fixed Left)



VARIABLE WIDTH



COMBINATION OF VARIABLE AND FIXED WIDTH



Design is about having a plan. Web design is about having a **backup plan**.

font-family = Georgia, [if you don't have that then use] "Times New Roman", [if you don't have that then use] Times, [if you don't have that, please just give me something with a...] serif;

Font stack



HOW

SECTION II | PLANNING & USABILITY



A **sitemap** is a schematic for a site showing the pages and the linked relationships among them.

Wireframes are blueprints that map out individual pages of a site. They show the elements of a page and their relative weight or importance.

Usability diagrams (also known as user-flow diagrams or use cases) combine a sitemap and a wireframe to plan out a specific action a user might take on a site, and the process of how it occurs.

Prototypes are working models of site functionality that help a developer work out the final details and provide proof of concept.



Elements of usability include:

Navigation is a broad term that encompasses any aspect of a site that links a user to another area of the site and is the cornerstone of a site's usability.

Breadcrumb links reveal to the user the path taken through the site architecture to get to the current page.

Perhaps the quickest way to allow users to find information on a Web site is through a **site search** feature. The search field is only half of a site search solution; the search results page is the other.

Submission forms, where a user inputs information and submits it to the site, generally represent a goal for a site—inviting the user to register, sign up for a newsletter, buy a product

Indicating an error clearly with proper **error messages** can be essential in converting users who are willing to spend time filling out a form.



HOW

SECTION III | BUSINESS VALUE



Just like with Web design and Web usability, search engine optimization (SEO) is continually evolving based on trends and market factors.

Elements and Weight of Google Ranking

1. Trust in the Host Domain
2. Link Popularity
3. Anchor Text of External Links
4. On-Page Keyword Usage
5. Traffic and Click-Through Rate
6. Social Graph Metrics
7. Registration and Host Data

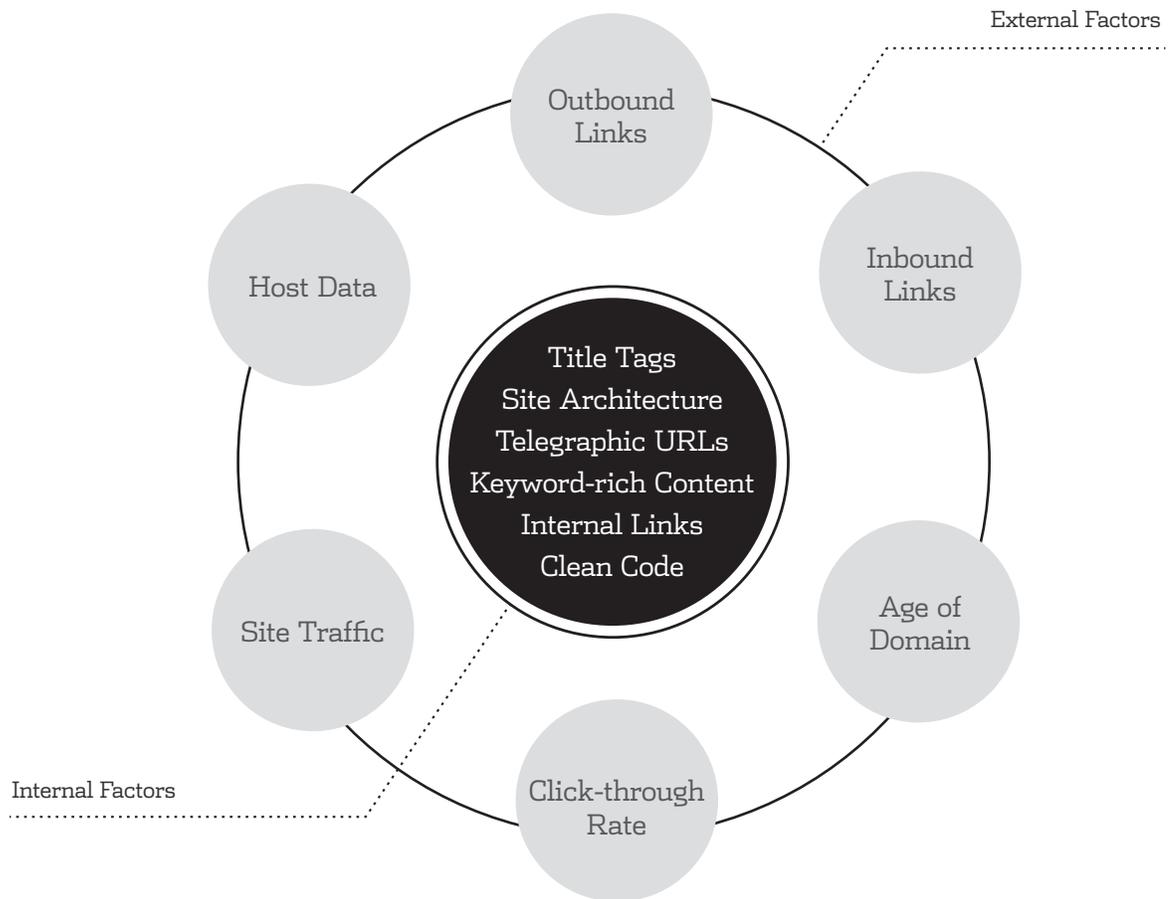
Source: <http://www.seomoz.org/article/search-ranking-factors>

Designing for SEO means using **Web-specific design methods**, especially when it comes to displaying content, that yield visually interesting and dynamic results that search engines can index.

Ultimately, SEO is about content—**valuable content**.



A comprehensive SEO strategy targets high-value keywords with both an **internal** and **external** focus.



Web marketing is a multi-billion-dollar industry covering a wide spectrum of services from banner advertising and paid sponsorships to more organic forms of advertising like viral and social marketing.

A **click-through rate** is the number of people who've clicked on the banner and is expressed as a percentage of the number of people who have seen the ad, called impressions.

Contextually relevant ads are ads that respond directly to the environment in which they are served.

Rich media banners can be effective in grabbing a user's attention, but they can also be costly to produce and place making them suitable for a limited number of clients.



Viral marketing is a person going to a party with a cold and spreading it to the other partygoers; **social marketing** is a person going to a party with good news and actively telling as many people as he or she can.

Getting a user to take action involves the right products, promotion, pricing, and placement—**the four P's of marketing.**

To **cross sell** is to recommend other products to a user based on his or her interest in a particular item.



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THANK YOU

