

ART 4909-01

INTERACTIVE DESIGN 2

THE STUDY OF WEB AS A MEDIUM OF COMMUNICATION (PART 1)

BRIEF:

After reading the assigned chapters 2 and 3 of *Web Style Guide*, second edition by Patrick J. Lynch and Sarah Horton. You should understand the content, purpose and basic structure (organization, configuration, navigation) of Web sites. Based on this understanding, explore, navigate, and analyze different Web Sites to set guidelines for future designs.

OBJECTIVES:

- ▶ To know the particularities of the Web as a medium of communication (content, purpose, structure)
- ▶ To familiarize yourself with the design conventions of major Web sites to which users are used to.
- ▶ To understand how to define design guidelines based, in this case, on the study of the Web.

PROCEDURE:

PART 1:

From Chapter 2 and 3 take notes based on the following:

Content / Themes of Web Sites

Basic information structures

Elements / Parts of a Web site

Basic components of the GUI

Bring your notes for class discussion

Based on group's criteria, explore and navigate the Web to select three effective Web site designs that share the same content or theme. Think about the following when you exploring and navigating the Web:

The main interface problems in Web sites is the lack of sense of where you are within the local organization of information.

Users want to get information in the fewest possible steps.

Research has shown that for most computing tasks the threshold of frustration is about 10 seconds.

(Patrick J. Lynch and Sarah Horton, Web Style Guide, second edition)

ART + DESIGN DEPARTMENT
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Course #67281

T+Th, 2-3:50pm
SPE 17

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READINGS

Chapter 2 + 3
Web Style Guide

SCHEDULE

This assignment will take two weeks to develop. Part 1 will be completed in one week.