

Notes for ait

Fluid lay out- fixt layout

--database

--Google=fluid

--yahoo= not fluid

--reclusion = change of size of screen

Change of no of pixels

--Control panel- display –settings

--fluid= web site fits the available space= changes according to size=sepret info fits

=no scroll bar [side to side]

--bad web site= not fluid= don't want to scroll

1280-768 stranded

--don't put a looping graphic in.

--the Minnie is a classic car. Minnie web site=

--douse the web sit fulfil the expectations of the intended audience.

To B done on Tuesday

-gender

-age

-income bracket

-location

-Interest group

-cultural factors

-
- A range of factors need to be conceded when arranging the effectiveness when assessing a web sit
 - A good website usually strikes a balance between form and function [looks good ,works well]
 - A good web site will be appealing to the target audience and will fulfil its intended purpose.

How to Wright a critique

1. Wright an intro which states clearly what website you are discussing, what its purpose and audience is and how effective you think it is.

-OVER VIEW

2. Wright a paragraph or 2 in which you discuss and describe the design Concept i.e. principles and elements of design. You must indicate at regular intervals what you think about the effectiveness of the designs

- i. Colour scheme,
- ii. Contrast
- iii. Balance
- iv. and lay out

-LOOK

3. Write a paragraph or two on your site's navigation, describe it and assess its effectiveness- are buttons /links clear, do the buttons and links behave as expected, can you move backwards through the site with ease [eg, home button?]

-NAVIGATION

4. Write a paragraph or two discussing the purpose and target audience and consider how well the website satisfies audience and purpose
-identifying audience in terms of:

- i. age
- ii. gender
- iii. social economic states
- iv. interest group
- v. cultural background

-TARGET AUDIENCE

>identify purpose by discussing and by exploring specific examples.

5. Write a conclusion which rewords your introduction and makes it clear what your opinion or the website is.

-REWORD & OPINION