

Summer 2011

To: English 304 Students
From: Allison Hitt
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Subject: Weebly Websites—the Midterm Point

For your midterm portfolios, your websites do not have to be the best designed, most visually appealing, super-exciting websites they can possibly be. They should, however, pay attention to a few critical design elements.

Content

A website should include some standard content. In particular, your website should have some sort of introduction to what it is, a space where you can detail your assignments, and some sort of contact section/page. You have the choice to design that content how you want (multiple pages vs. a single page), but this content should all present.

Keep in mind that you can include content however you want (by hyperlinking phrases, by drag and dropping files, or by copy and pasting content).

Good Design: C.R.A.P.

- **Contrast:** Strong contrast allows certain elements to stand out.
- **Repetition:** Repeat styles down the page for a cohesive feel. Maintain consistency.
- **Alignment:** Everything on the page should be visually connected to something else.
- **Proximity:** Elements that are related should be grouped together to enhance meaning.

Accessibility

For the most part, you want to think about your audience as larger than just me. Technically, anyone can access a published website, and you want to try to appeal to the largest audience possible in the most accessible way possible. Accessibility manifests itself in multiple ways:

- Clean, clear font styles and sizes (Sans-serif is preferred for websites);
- Photographs with captions and alternative texts;
- Transcripts for any embedded multimedia;
- Short, clear paragraphs with relevant headings.

There will be plenty of time to polish your websites, so no worries if your midterm product is not exactly as you want it.