

Web Design and Databases

WD: Class 1: Welcome

Dr Jamie Gabbay

(Based on slides by Dr Helen Hastie)

Dept of Computer Science

Heriot-Watt University

Classes (not lectures!)

- Monday: 12.15-13.15 LT2
- Monday 13.15-14.15 in Linux Lab EM 2.50
(Jamie/Albert & Lab helpers)
- Wednesday 12.15-13.15 in EM 336
- Jamie's office hour: Tuesdays @ 12.15pm
Albert's office hour: Wednesdays @ 1.15pm

Schedule

- Schedule on web/vision
- <http://www.macs.hw.ac.uk/~gabbay/F27WD>
- <http://www.macs.hw.ac.uk/~hh117/modules/F27WD/>

Attendance is key.

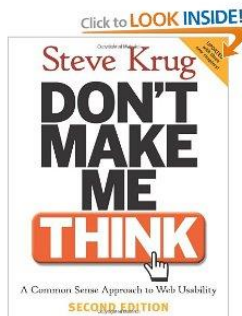
Most learning done through
activities.

Not everything is on the slides.

Reading for Web Design

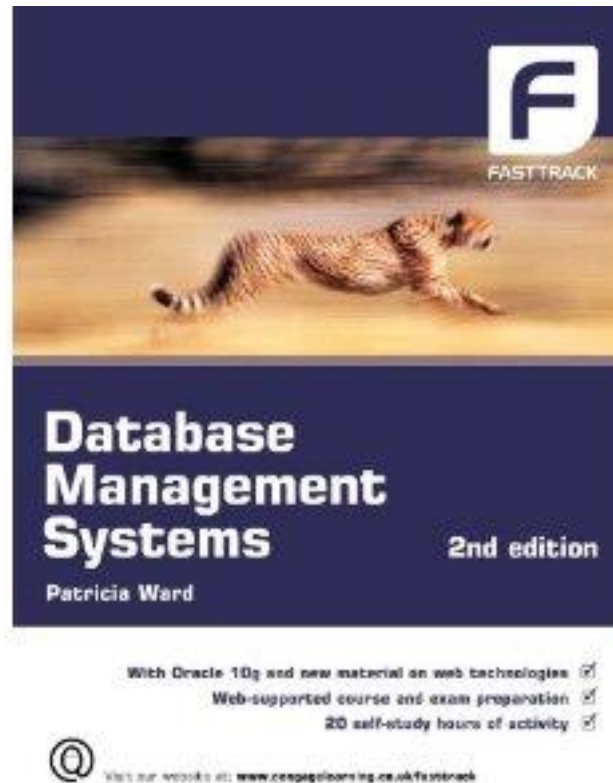


Head First Web Design by Wiatrall and Siarto. O'Reilly.
<http://headfirstlabs.com/books/hfwd/>



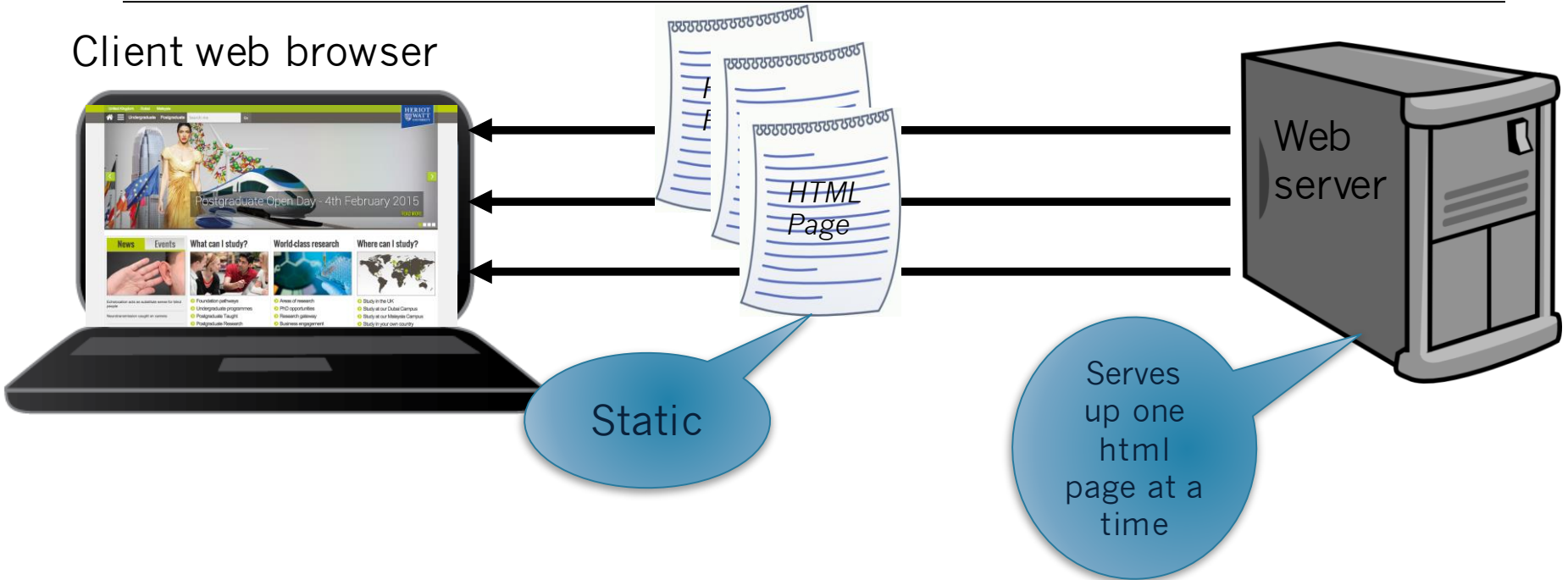
Don't make me think: A common sense approach to
Web Usability
by Steve Krug. 2nd Edition
<http://www.sensible.com/>

Reading for Database classes



Static HTML

Client web browser



PHP brings web pages to life

Client web browser

Personal Information

First Name:

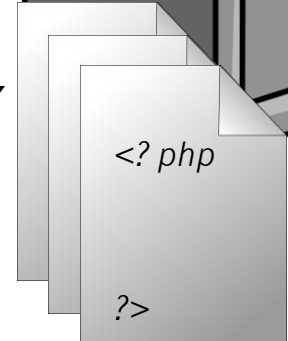
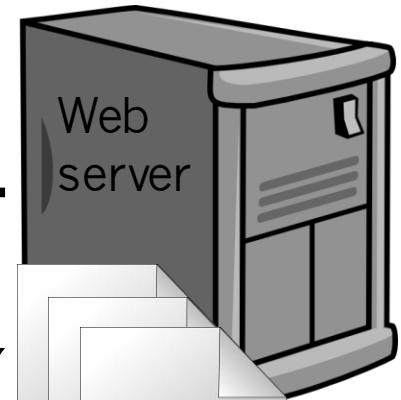
Last Name:

Email:

Age:

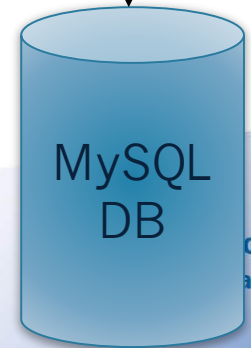
Professional roles: ☐ Geek ☒ Hacker ☐ Student

Hobbies: ☒ Swimming ☐ Body Building ☐ Skiing



Form Data

Form Data



PHP brings web pages to life

Client web browser

Dear Donald Duck.
Thank you for filling
out the Personal
Information form.

HTML
Page

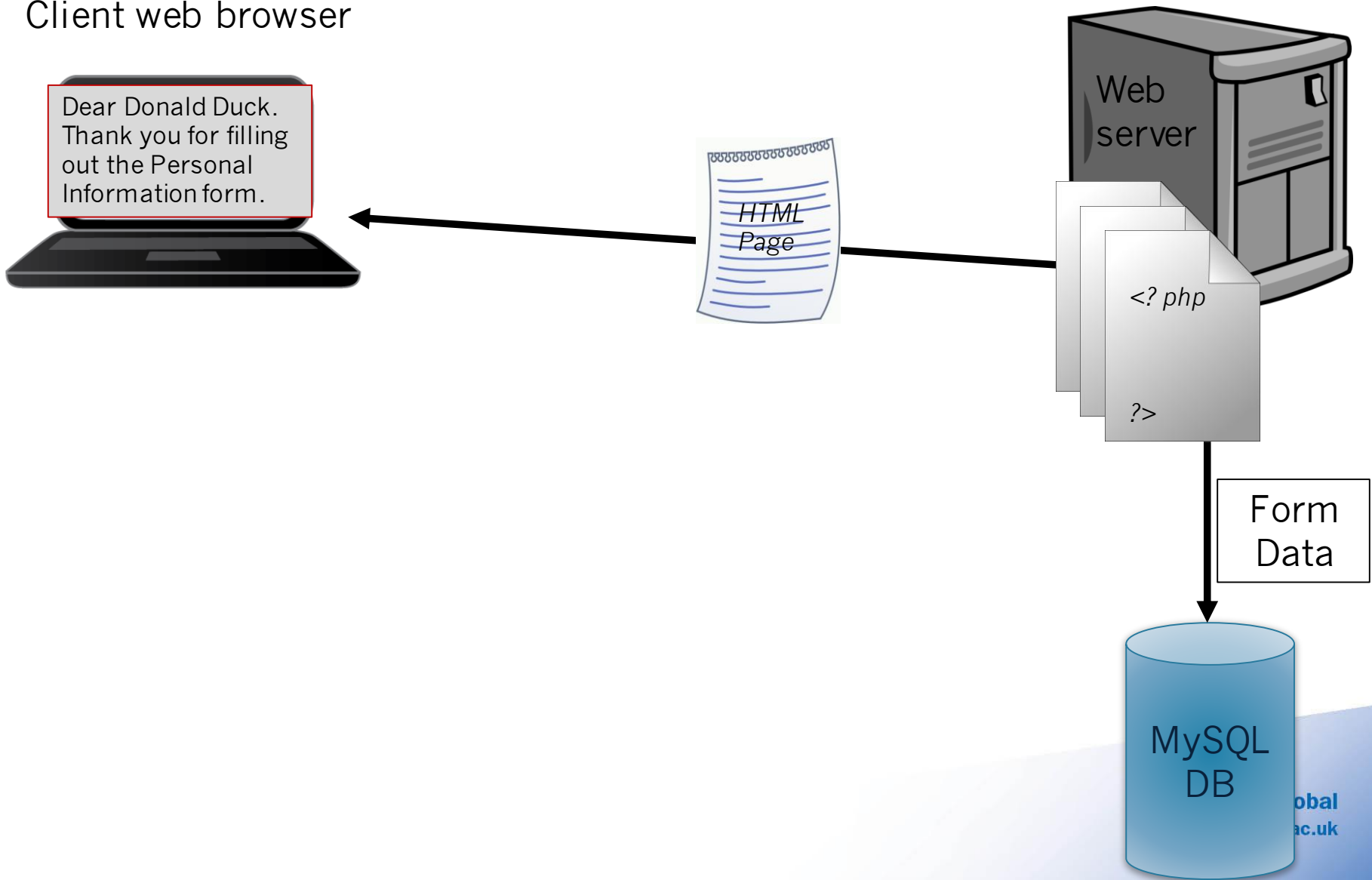
Web
server

`<? php`

`?>`

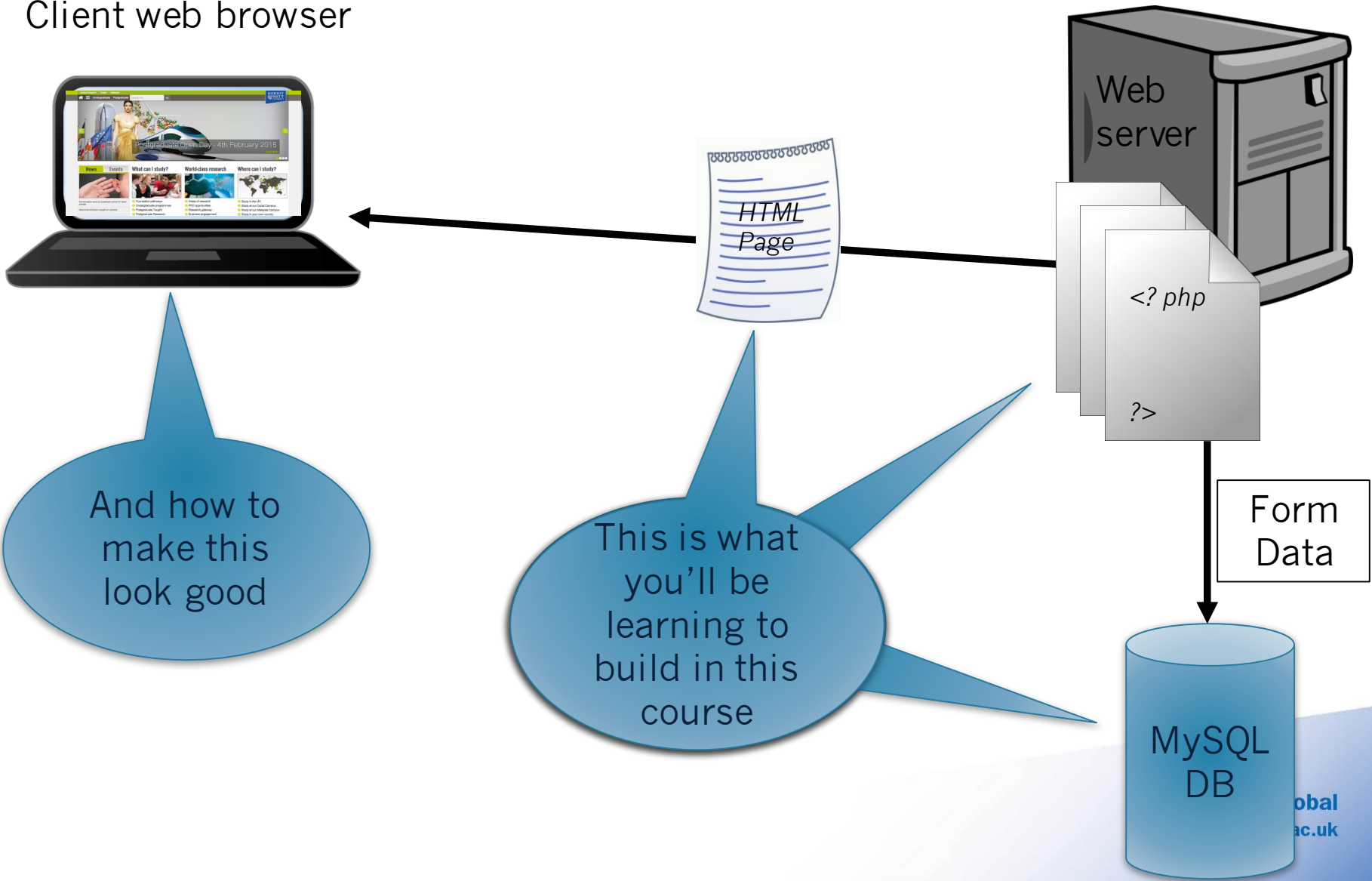
Form
Data

MySQL
DB



PHP brings web pages to life

Client web browser



Learning outcomes

1. Explain fundamental **web design** concepts including usability.
2. **Implement a simple website** which satisfies current standards and uses a database with **PHP**.
3. **CSS and HTML mark-up**
4. Understand **data analysis** and structuring techniques.
5. Design database structures as a **relational data model**.
6. **Implement and query** a database structure through a web site.

Not covering: dynamic websites (e.g. javascript) or Flash.

Assessment

- Coursework 40%, Exam 60%
- Coursework: in groups of 2
 - **Part 1 5%:** Website Design
 - Due Fri 23rd Jan midnight Week 2 through TurnItIn
 - **Part 2 15%:** Database design and implement with simple queries.
 - Due Fri 27th March midnight Week 11 through TurnItIn
 - **Part 3 20%:** Process loyalty point vouchers and provide sample queries and implement part of website using HTML/CSS and PHP
 - Assessed through a demo in the Lab week 12 Mon 30th March
- See Assessment folder on Vision for details

Everyone must submit through TurnItIn- put the name of your group (e.g. jones_evans) and the name of your partner

Web Design

Previous assignments



Home	Menus	Wine List	BOOK ONLINE	Contact us
------	-------	-----------	-------------	------------

Newsletter

Opening Hours

Wednesday-Friday 12 noon- last orders 9pm

Saturday 10.00am - last orders 9pm

Sunday 10.00am- last orders 4.30pm

Mondays and Tuesdays closed

Private dining available 7 days a week



Find us at

286 Stonelaw Road
Burnside
Glasgow
G73 3RP

Tel: 0141 647 5892

info@trioburnside.com



Map Sat Ter Earth

Stonelaw Woods

Blairbeth Rd

Burnside

Map data ©2014 Google

View Larger Map



<p>Trio Private Dining</p> <p>For your special occasion, be it a birthday, christening or a gathering, the Trio team will design a bespoke menu reflecting your wishes within your budget</p>	<p>Any Night is Steak Night</p> <p>Choose from a range of specially selected steaks, cooked to your liking. Includes French fries, button mushrooms, tomatoes and add a freshly prepared sauce</p>	<p>Sunday is Brunch Day</p> <p>Have a day off cooking and let us do the work instead! Enjoy brunch until noon with Specials - see chalkboard for details</p>
--	---	---

"5* cooking in Glasow"

★★★★★ Reviewed 1 April 2013 **NEW**

I was recently over in Burnside in Rutherglen on business and had an hour before I had to go elsewhere, I was hungry and I spotted a little restaurant in Stonelaw road Burnside so I thought I would give it a try and I was delighted I did. The food was absolutely lovely I had a steak cooked with prunes...

[...more](#)

Tweets [Follow](#)

TripAdvisor @TripAdvisor 18h

On this day in 2007, Steve Jobs unveiled the very first #iPhone. 7 years later, how has it changed the way you #travel?

Retweeted by Trio

Expand

Scott Eddy @MrScottEddy 9 Jan

A Nightmarish Front Cover For Chris Christie [bit.ly/1EqHVM](#) #News

Retweeted by Trio

Tweet to @InfoTrio

Follow us on Facebook

 You, Stuart John Hastie and 32 others like this.



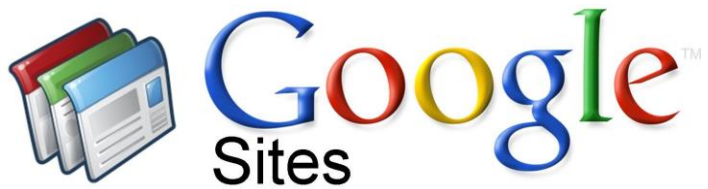
Previous Assignments



Why do I need to learn HTML?

Why can't we just use WYSIWYGs?

What You See Is What You Get



WISIWIGs

- Good if you lack experience with posting stuff on the web.
- Good if you are used to editors like MS Word.
- Consistent with Cloud Computing. (I'm typing these slides using a cloud computing editor.)

But.....

It's a Faustian pact - feels good at first but you end up in hell later.

It scales poorly to large websites.

Brings out the worst in people - they over-estimate what they can create.

...

But.....

- Often: What You See Isn't What You Get
- 'WYSI-NOT-WYG'
- What You See is mostly what you get, provided you're using the same version of PowerPoint/Word/whatever, saved in the same format. Probably. Usually.
- Adds a layer of complexity.
- May still be frustrating.
- I hate WYSIWYG.

Finally

Learning how to write HTML is a fun, useful, life skill.

(A good personal webpage is an advantage in the competition for food, jobs, and mates.)

Also useful if you want to learn about web programming (e.g. PHP, javascript).

Weeks 1-5

- Principles of Web design
- Usability
- HTML5
- CSS3
- Designing for mobile
- Accessibility
- Social media

Today's Class: Web Design Basics

- Pre-production
- Navigation
- Layout
- Writing

Pre-production

Number 1 Rule

Think before you code

Number 2 Rule

Don't design for yourself.

Design for the customer and the end
user.

Site Theme: Reflects the site's
purpose and content

Theme?

SECTIONSSearch

U.S.INTERNATIONAL中文

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WorldU.S.PoliticsNew YorkBusinessOpinionTechnologyScienceHealthSportsArtsStyleFoodHomeTravelMagazineReal EstateALL

Spring Summer CollectionOPEN

In Cold Political Terms, French President and Far Right Gain

By STEVEN ERLANGER

After the terrorist attack in France, President François Hollande and the far-right leader Marine Le Pen have seen a boost in popularity, but no one expects the praise to last very long.

80 Comments

- Kerry to Fly to France to Show U.S. Solidarity 2:26 AM

Jihadism Born in a Park and Fueled in the Prison Yard

By JIM YARDLEY

Members of the group behind last week's deadly terror attacks became known by the name of a park where they used to work out in a neighborhood that has produced some of Europe's most militant jihadists.

- In Video, Paris Terror Suspect Declares His Loyalty to ISIS

France to Deploy Forces to Protect Jewish Schools

By ALAN COWELL 4:22 AM ET

Thousands of police officers

THE GOLDEN GLOBES



The director Richard Linklater, center, and the cast of "Boyhood" after the film won best picture, drama.

Frederic J. Brown/Agence France-Presse — Getty Images

'Boyhood' and 'The Affair' Among Winners

By MICHAEL CIEPLY and BROOKS BARNES 12:26 AM ET

"Boyhood" and "The Grand Budapest Hotel" won the awards for best film drama and comedy, respectively. On the television side, "Transparent" and "The Affair" were named the top series.

THE TV WATCH

Skewers, Serious and Silly

By ALESSANDRA STANLEY 12:13 AM ET

The Golden Globes ceremony is usually a fun alternative to the Academy Awards, but on Sunday, the mood was different.

PHOTOGRAPHS

Red Carpet Watch

What the stars wore at the Golden Globe Awards.

- Fashion Review: Goddesses in Gowns, With Earthly Concerns



The Opinion Pages

OP-ED CONTRIBUTOR

Why I Won't Serve Israel

By MORIEL ROTHMAN-ZECHER

Refusing to take part in an army of occupation is an act of patriotism.

- Blow: Tamir Rice and the Value of Life
- Krugman: For the Love of Carbon
- The Stone: Why Life Is Absurd

United in Outrage

By THE EDITORIAL BOARD

By turning out in vast numbers, the marchers in Paris made an eloquent statement in support of the fundamental right of free expression.

- Op-Ed: Don't Look to States for New Ideas

Watching

This is Watching, a feature that highlights developing news from around the web. Send your feedback.

- 12m Twenty six men **arrested at a public bathhouse in Cairo** after a raid have been acquitted of charges including debauchery and performing indecent public acts. The Associated Press »
- 2h **Britain's armed forces will ask recruits whether they are gay** in a move intended to improve diversity in the military, although they have the option to "prefer not to say." The Independent »
- 3h An American terrorism commentator on Fox News **apologized for describing Birmingham, England, as a "Muslim only" place** where non-Muslims "don't go in." BBC News »
- 4h 

Theme?


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> Join a growing party

Latest news

PM David Cameron' Leaders' Debates comments – Natalie Bennett responds

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Green Party: Ofcom's initial view on major parties fails the electorate and democracy

07 JANUARY 2015

Bognor Regis gets its first Green councillor as former Lib Dem joins Greens


06 JANUARY 2015

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Mini Manifesto

Theme?


[Helen's Amazon](#)
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[Help](#)

Shop by Department ▾
Search
All ▾

Amazon Instant Video >
Digital Music >
Appstore for Android >
Get a paid app for free every day
Amazon Cloud Drive >
Kindle E-readers & Books >
Fire Tablets >
Fire TV >
Fire Phone >
Books & Audible >
Movies, TV, Music & Games >
Electronics & Computers >
Home, Garden, Pets & DIY >
Toys, Children & Baby >
Clothes, Shoes & Jewellery >
Sports & Outdoors >
Beauty, Health & Grocery >
Car & Motorbike >
Full Shop Directory >




AN AMAZON ORIGINAL SERIES
TRANSPARENT
Exclusively on Prime Instant Video


WINNER OF 2 GOLDEN GLOBE AWARDS
BEST TV SERIES, MUSICAL OR COMEDY
BEST PERFORMANCE BY AN ACTOR IN A TV SERIES, COMEDY OR MUSICAL

> [Watch now](#)


New for You



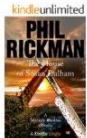
ABRSM: Scales, Arpeggios & Broken Chords...
ABRSM
Sheet music
★★★★★ (2)
[Fix this recommendation](#)




Juice: The Ultimate Guide to Juicing...
> Liz Earle
Paperback
★★★★★ (1)
£14.99 **£10.49** Prime
[Fix this recommendation](#)




Enchanted Forest: An Inky Quest...
Johanna Basford
Paperback
£10.07 Prime
[Fix this recommendation](#)




The House of Susan Latham
Phil Rickman
Kindle Edition
★★★★★ (41)
£2.32
[Fix this recommendation](#)



Mightier than the Sword
> Jeffrey Archer
Hardcover
£26.00 **£16.00** Prime
[Fix this recommendation](#)



ABRSM: Scales and Broken Chords for...
ABRSM
Paperback
★★★★★ (3)
[Fix this recommendation](#)










Super Heroes LEGO Green Lantern vs...
ABRSM
★★★★★ (2)
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For a Night In

From your watchlist

Customers who viewed this also viewed

Theme?



But how do we build a theme?

Visual Metaphors

- Visual Metaphor: *“The representation of a person, place, thing, or idea by way of a visual image that suggests a particular association or point of similarity.”*



Visual Metaphors on websites

- Visual Metaphors can be established using images...
- ...but also other *design elements* to reinforce the site's theme
- *Design elements* can be:
 - Images, icons, colours, fonts, site layout
 - Interface elements e.g. header with large image, map, navigation bar, sidebar, tabs

Visual Metaphors?

Multicolumn
newspaper
style layout

Typeface font

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U.S. INTERNATIONAL 中文

THE NEW YORK TIMES

Monday, January 12, 2015 | Today's Paper | Video | 36°F | CAC 40 +1.63%

Politics New York Business Opinion Technology Science Health Sports Arts Style Food Home Travel Magazine Real Estate ALL

Spring Summer Collection OPEN

Old Political
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President and
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attack in
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The Associated Press »

2h **Britain's armed forces will ask recruits whether they are gay** in a move intended to improve diversity in the military, although they have the option to "prefer not to say."
The Independent »

3h An American terrorism commentator on Fox News **apologized for describing Birmingham, England, as a "Muslim only" place** where non-Muslims "don't go in."
BBC News »

4h

Visual Metaphors?

Colours and icons enforce the environment theme

Green Party

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Latest news

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06 JANUARY 2015

Get e-newsletters

First name

Last name

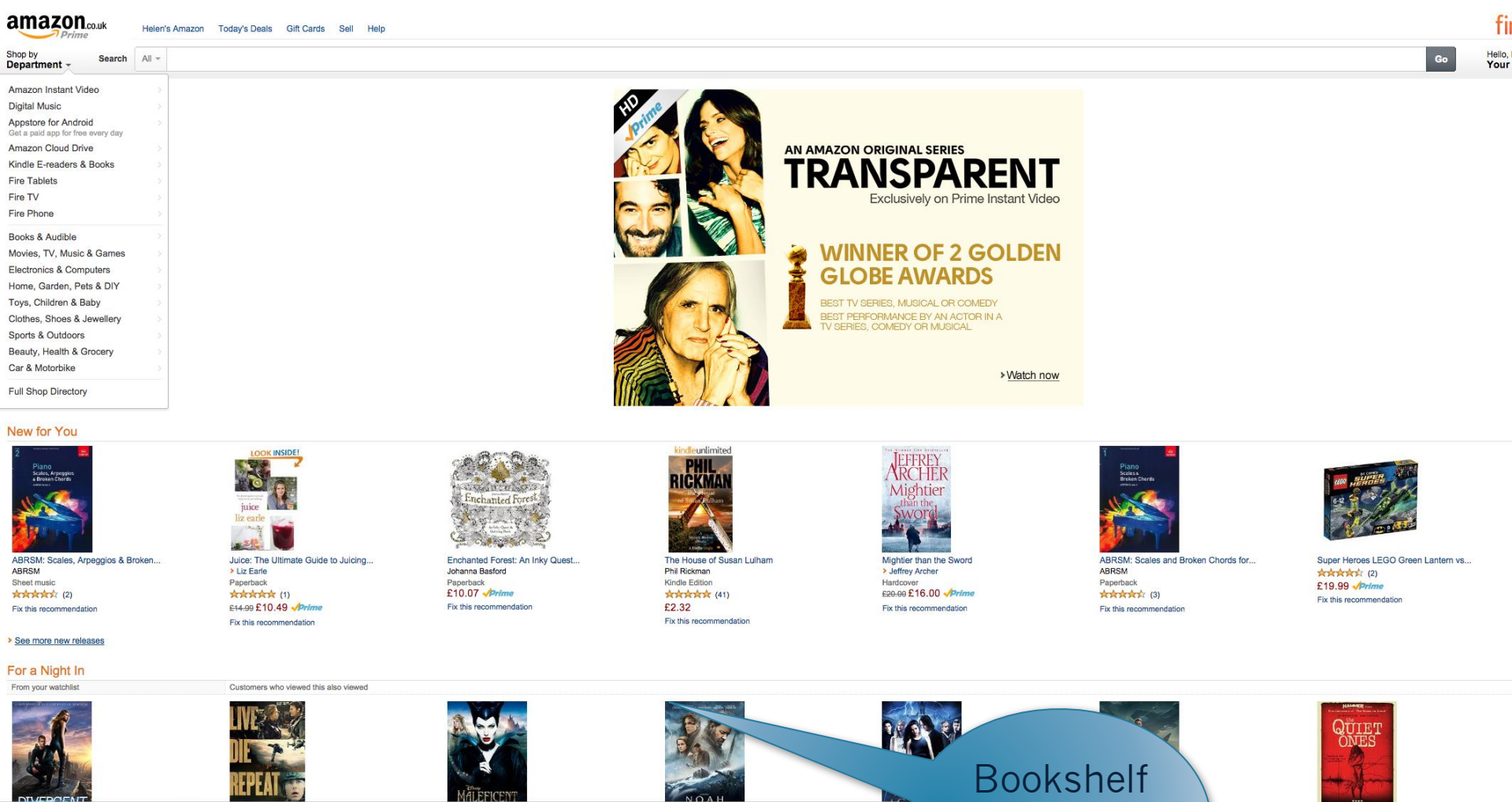
Email

Postcode

Sign up

Mini Manifesto

Visual Metaphors?



The screenshot shows the Amazon.co.uk homepage. At the top, there's a navigation bar with the Amazon logo, 'Helen's Amazon', 'Today's Deals', 'Gift Cards', 'Sell', and 'Help'. Below this is a search bar and a 'Shop by Department' dropdown menu. The main content area features a large banner for the Amazon Original Series 'TRANSPARENT', which is a winner of 2 Golden Globe Awards. Below the banner, there's a 'New for You' section with various product recommendations, including books like 'Enchanted Forest' and 'The House of Susan Latham', and movies like 'NOAH'. A blue speech bubble points to the 'NOAH' movie cover with the text 'Bookshelf style layout'.

Bookshelf
style
layout

Visual Metaphors

Bright bold colours
help enforce the playful
theme

Notice board
style
navigation
bar and
home page

Cartoons and comic type:
geared to younger audience

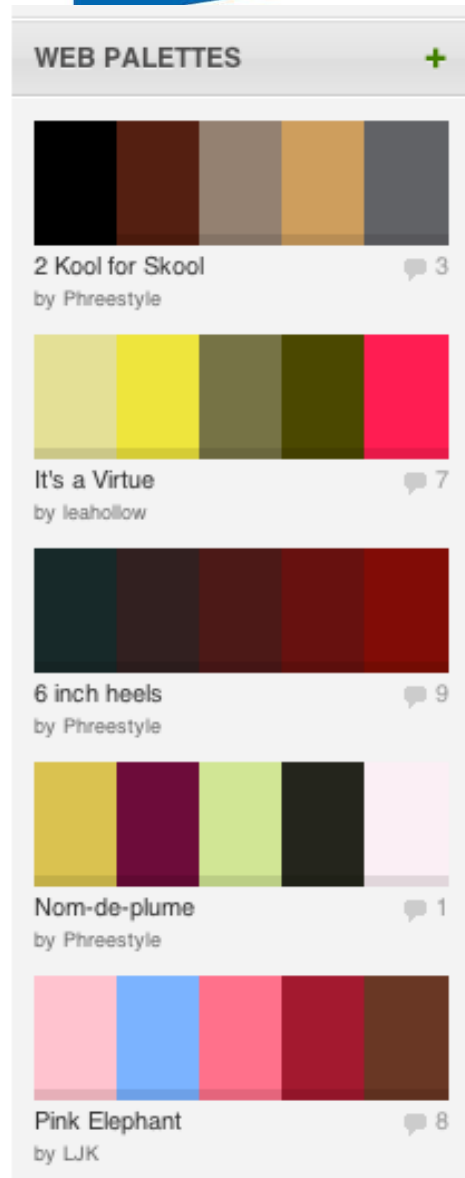
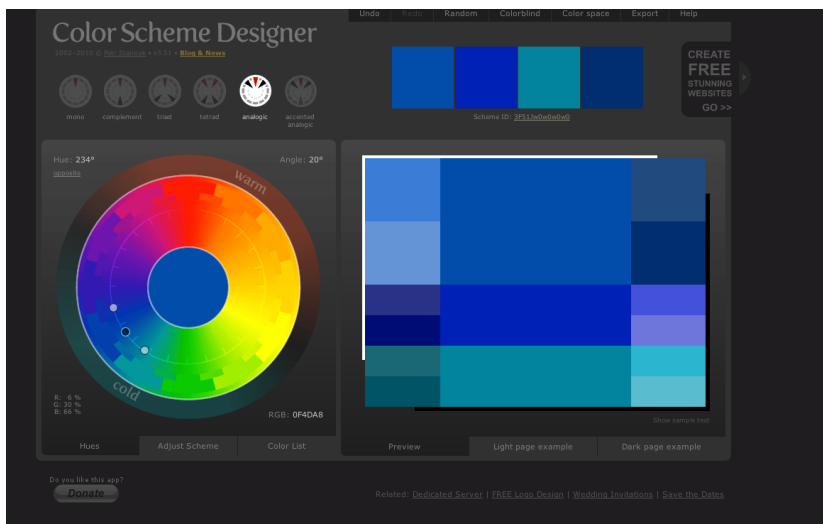


Colours as a design element

- Colour palates
- Useful resources

<http://www.colourlovers.com/>

<http://colorshemedesigner.com/>



See chapter 5 of HF for more

So we've talked about design elements.

How are websites structured?

...with *interface elements*...

Main
navigation
(hidden)

The screenshot shows the HTC One (M8) product page. On the left is a vertical sidebar with icons for HTC One (M8), Design, Camera, Sound, Apps, and Buy. The main content area features a large image of the phone, the text 'htc one (M8)', and links for 'READ THE REVIEWS', 'SEE LATEST DEALS', and a 'BUY NOW' button. A 'Show Header' button is at the top center, and a 'NEED HELP?' link with a chat icon is at the top right. A 'Cookie Consent' button is at the bottom right. Annotations with speech bubbles point to various elements: 'Main navigation (hidden)' points to the top left; 'Main content' points to the central text and image; 'Sub navigation: links to content within main sections' points to the bottom of the sidebar; and 'Lots of white space' points to the right side of the page.

Show Header

NEED HELP?

HTC One (M8)

Design

Camera

Sound

Apps

Buy

Specs ▸

More ▸

10:08 AM

TUE, MAR 25 | LONDON, 10°

htc one (M8)

READ THE REVIEWS

SEE LATEST DEALS

BUY NOW

htc EYE EXPERIENCE

NOW FEATURING THE HTC EYE™ EXPERIENCE

[LEARN MORE]

Cookie Consent

Main
content

Sub
navigation:
links to
content within
main sections

Lots of
white
space



Tap to buy. Get the Apple Store app and shop for Apple products on your iOS device. [Learn more.](#) ▶

Some features, applications and services are not available in all areas. See your carrier for details. Application availability and pricing are subject to change.



iPhone

About iPhone 4S

- Features
- Built-in Apps
- From the App Store
- iOS
- iCloud
- Tech Specs

More iPhone

- iPhone 4 Tech Specs
- iPhone 3GS Tech Specs
- Compare iPhone models
- iOS Software Update
- iPhone in Education
- iPhone for Students
- iOS for Developers
- Accessibility

Support

- Where Can I Buy an iPhone?
- Online Support
- iPhone Discussions
- User Guide (PDF)
- Workshops
- One to One

Shop at the [Apple Online Store](#), call 0800 048 0408, visit an [Apple Retail Store](#) or find a [retailer](#).

[Site Map](#)

[Hot News](#)

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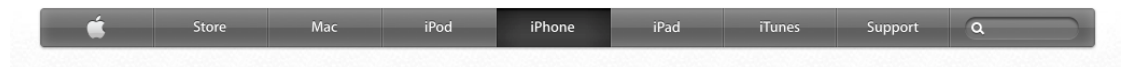
Copyright © 2011 Apple Inc. All rights reserved. [Terms of Use](#) | [Privacy Policy](#)

Footer:

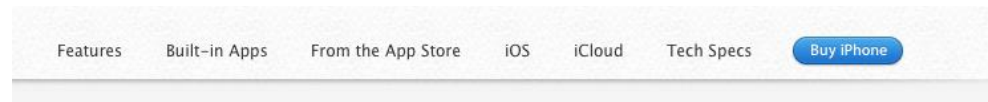
©, legal stuff, contact, twitter feeds, mark-up validation

Interface Elements

Navigation: essential to get around site. Design and placement can reinforce theme



Sub Navigation: displays content that lies under main heading



Interface Elements

Body of content:

what are people coming to see? Put it here.

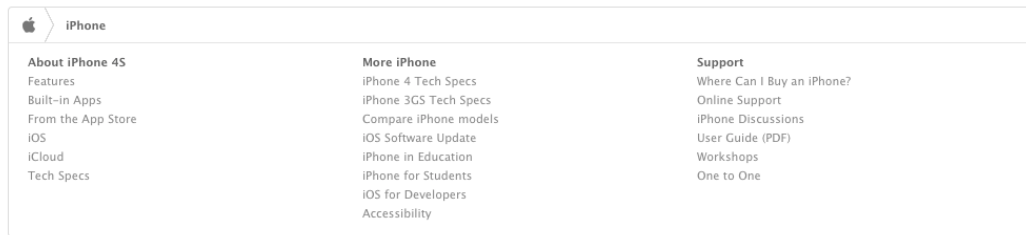


Whitespace (negative space):

helps break up blocks of content, rest the user's eyes, and focus towards content

Interface Elements

Footer: legal stuff, legal stuff, contact, twitter feeds, mark-up validation



Sidebars: can hold a variety of things, e.g. links to extra body content, archive links to blogs, ancillary navigation.



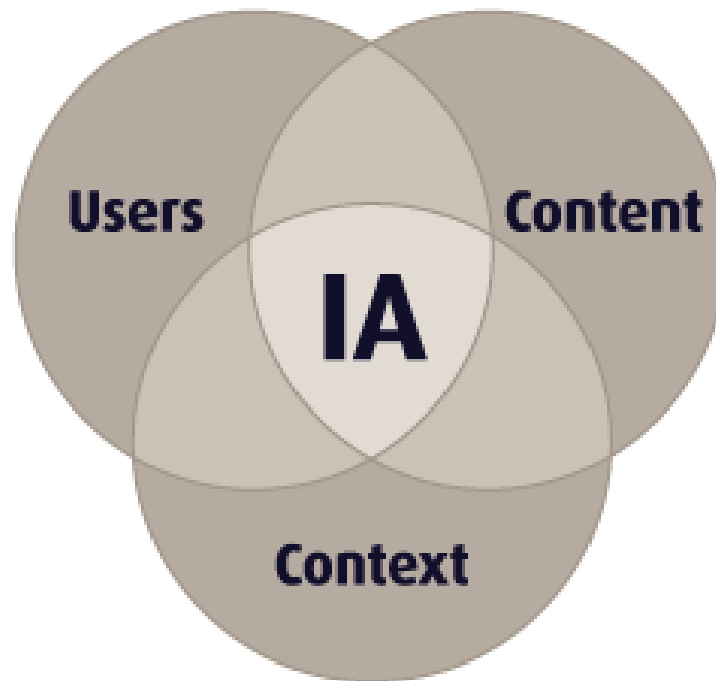
Today's Class: Web Design Basics

- Pre-production
- Navigation
- Layout
- Writing

Navigation

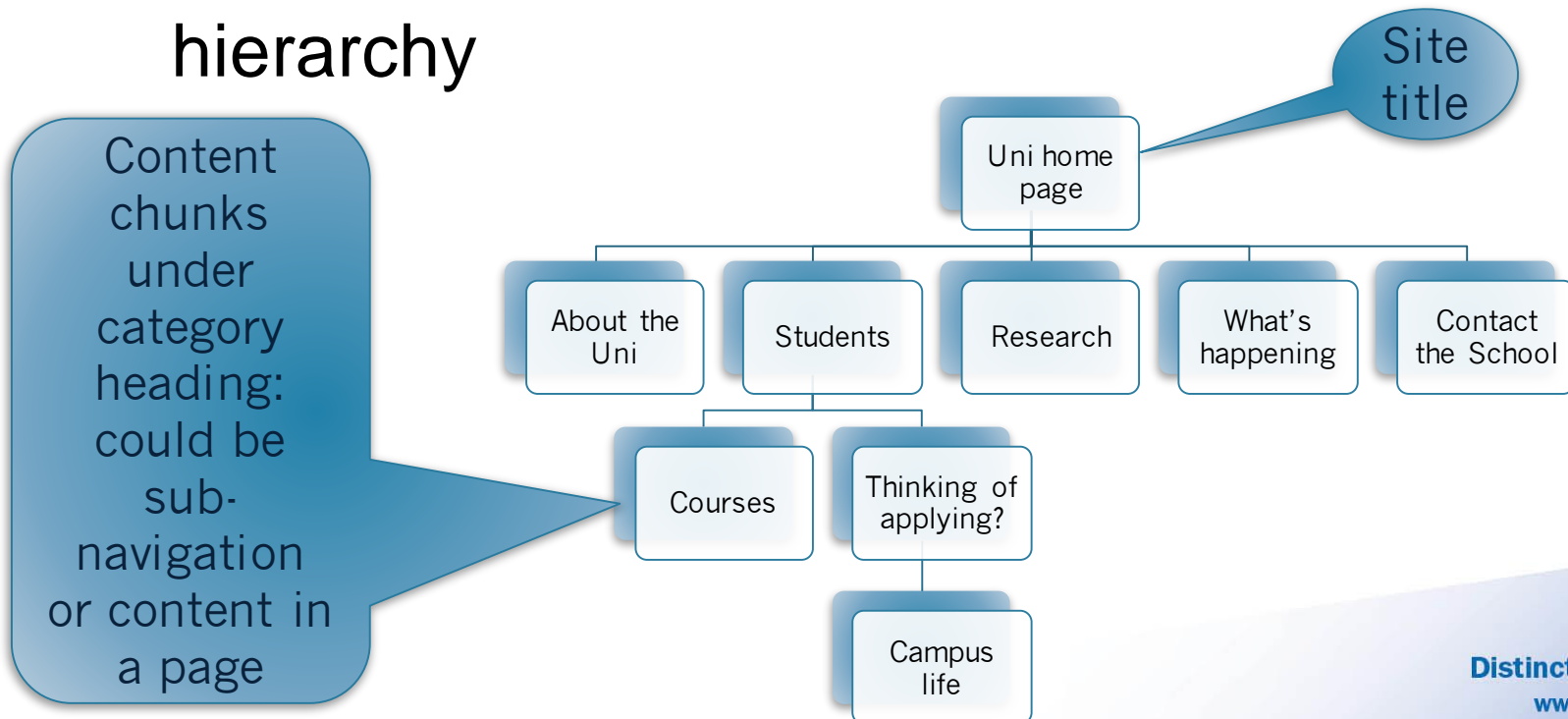
Before we think about navigation
we need to think through
how our **Information** is
organised

Information architecture (IA)



Information Architecture

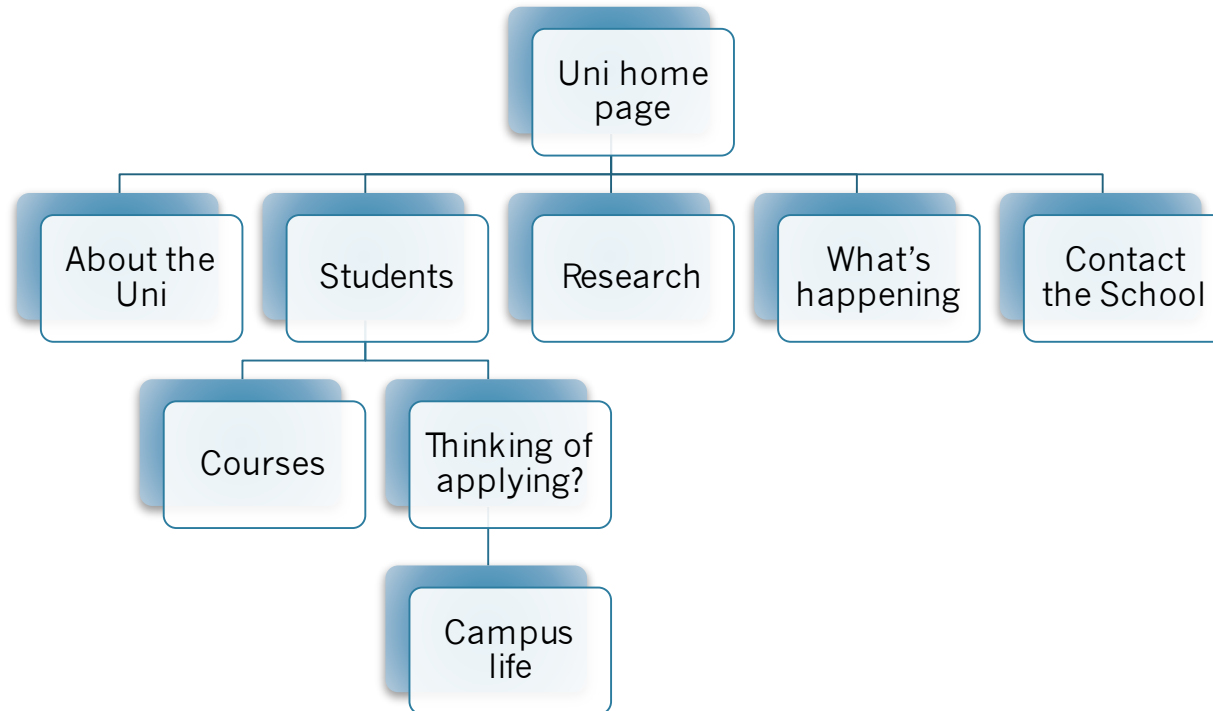
- Analogous to a blue print for a house
- Breakdown website into chunks
- Order the chunks into a hierarchy



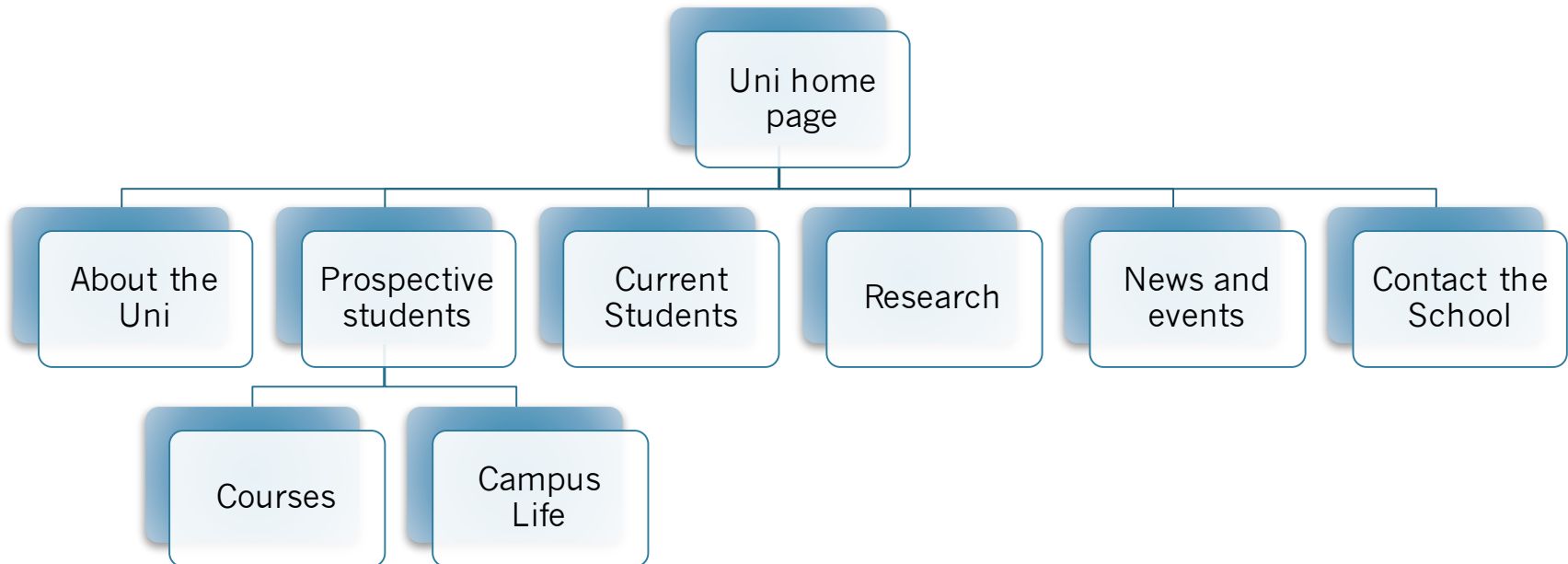
Navigation

- Website must communicate its content
- Organising website results in good navigation
- Think carefully about the names of categories
 - ambiguous navigation confuses users
- (Example: Circuit laundry system PIN/Code.)

Navigation example



Navigation example ...better

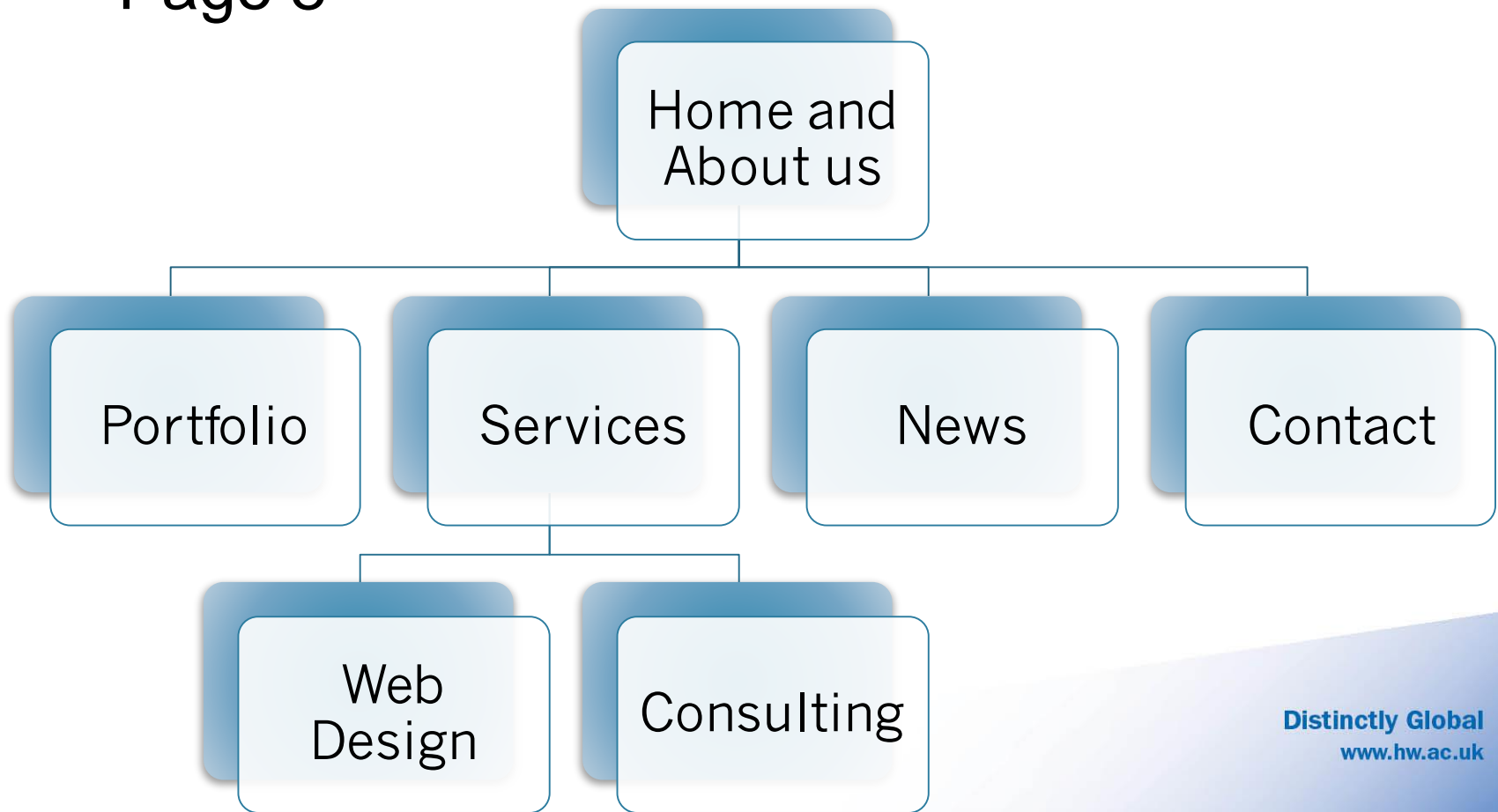


Activity 1

- Create an Information Architecture from a memo in hand-out taken from Head First Page 8.

Activity 1

- Create an Information Architecture from a memo in hand-out taken from Head First Page 8



Card Sorting

- Simple technique to learn how people perceive content groups (Nielson recommends 5)



Web Directions South
Information architecture: A 'how-to'

Card Sorting

- Content items are written on index cards
 - Too granular and you may end up with too many cards
 - Too broad and you may lead the exercise too much
 - You do not have to do the whole site at once
- People group the cards in a way that makes sense for them



Card sorting isn't everything

- Business requirements
 - Strategic directions
 - Technical goals and limitations
 - Usability guidelines
-
- Card sorting isn't an evaluation technique

Card sorting: Advantages

- Simple
- Cheap
- Quick to execute
- Established (the technique has been used for over 10 years, by many designers)
- Involves users
- Provides a good foundation

Card sorting: Disadvantages

- Does not consider users' tasks
- Results may vary
- Analysis can be time consuming
- May capture “surface” characteristics only

Card sorting: Advantages

- **Simple** : Card sorts are easy for the organizer and the participants.
- **Cheap**: Typically the cost is a stack of 3×5 index cards, sticky notes, a pen or printing labels, and your time.
- **Quick to execute**: You can perform several sorts in a short period of time, which provides you with a significant amount of data.
- **Established**: The technique has been used for over 10 years, by many designers
- **Involves users**: Because the information structure suggested by a card sort is based on real user input, not the gut feeling or strong opinions of a designer, information architect, or key stakeholder, it should be easier to use.
- **Provides a good foundation** – It's not a silver bullet, but it does provide a good foundation for the structure of a site or product.

Card sorting: Disadvantages

- **Does not consider users' tasks:** Card sorting is an inherently content-centric technique. If used without considering users' tasks, it may lead to an information structure that is not usable when users are attempting real tasks. An information needs analysis or task analysis is necessary to ensure that the content being sorted meets user needs and that the resulting information structure allows users to achieve tasks.
- **Results may vary:** The card sort may provide fairly consistent results between participants, or may vary widely.
- **Analysis can be time consuming:** The sorting is quick, but the analysis of the data can be difficult and time consuming, particularly if there is little consistency between participants.
- **May capture “surface” characteristics only:** Participants may not consider what the content is about or how they would use it to complete a task and may just sort it by surface characteristics such as document types.

Activity 2: using card sorting create an IA



Starting the application

Picking up the phone

Navigating

Finding a talking points
location

team

blog

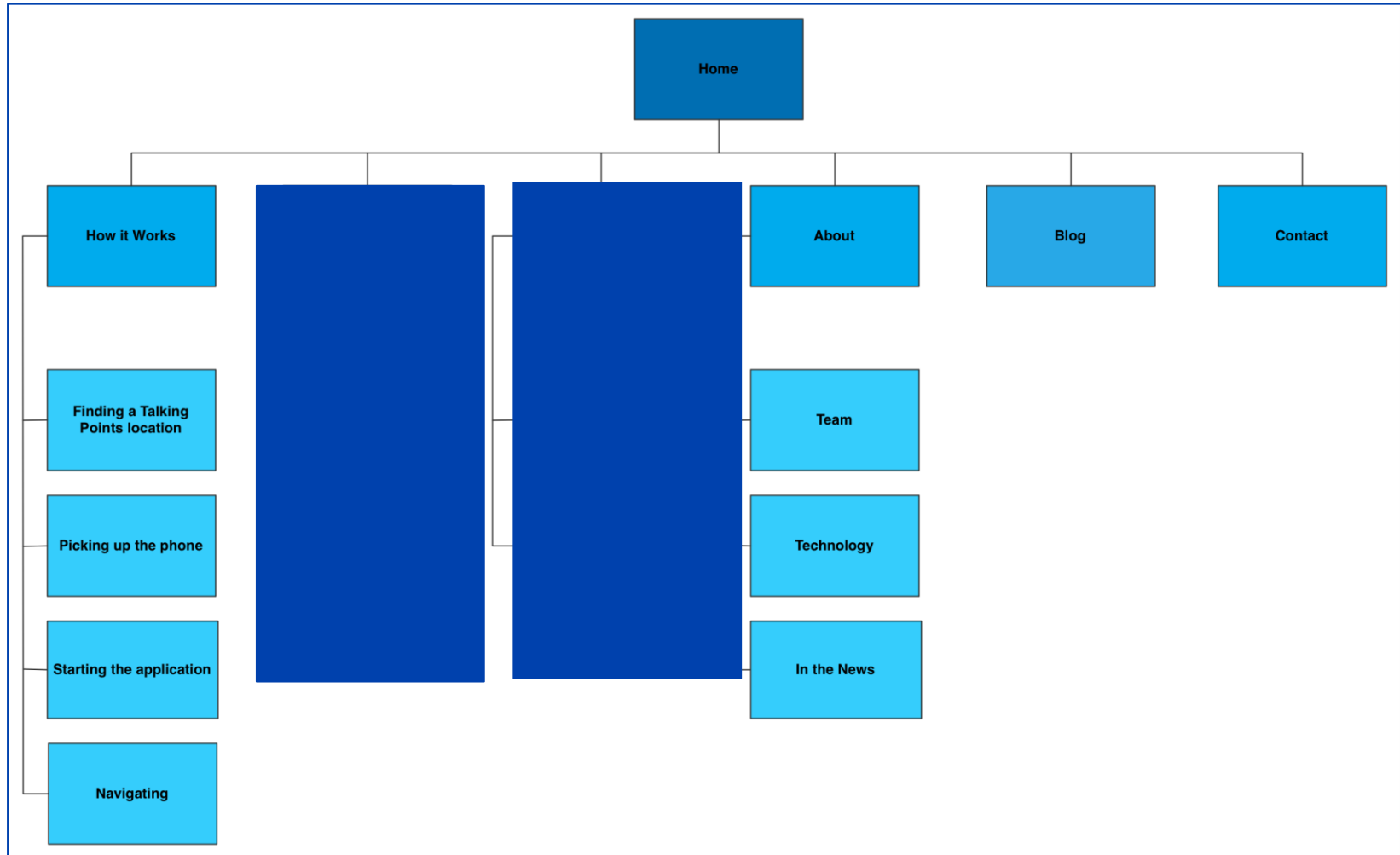
Get involved

contact

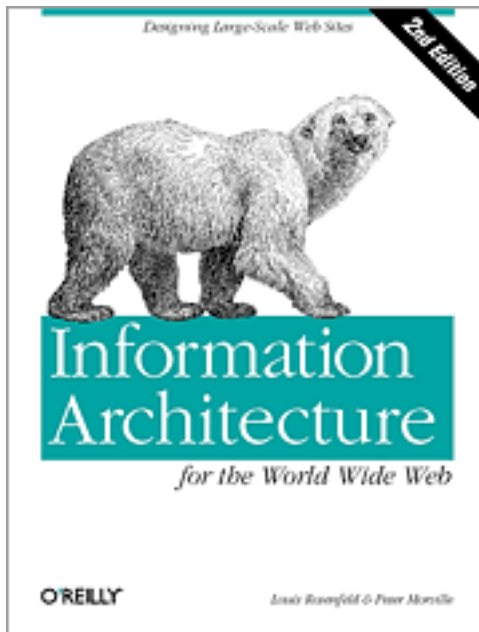
technology

In the news

One Solution



Further reading



A Practical Guide to Information Architecture. A book by Donna Spencer, published by [Five Simple Steps](#), available in PDF, ePub and Paperback from £12.

BUY NOW

If you're a website designer, intranet manager or someone without much Information Architecture experience, this book answers all those questions you were afraid to ask.

Drawing on her many years experience of practising and teaching Information Architecture, Donna Spencer guides you through some simple steps to better IA and leaves you feeling empowered and able to run your own IA projects. Whether it's organising content, providing clear descriptions or ways for people to get to them, this book is armed with practical advice and examples.



Latest blog posts

About Donna?

Homework

- Find 2-3 websites with clear themes/metaphors
- Discuss these themes, metaphors and use of colour.
- Put links to them on the vision discussion board by Sunday 8pm

This Week

1. Balsamiq: activate account by clicking on link in email.
2. Watch the 3 minute video
<http://www.balsamiq.com/>
3. Make sure you have a MySQL account
 - `mysql -u username -D username -h mysql-server-1 -p`
 - `mysql -u mf41 -D mf41 -h mysql-server-1 -p`
 - If unsure email help@macs.hw.ac.uk or go to EM1.33
4. Reading for this week: Head First Chapters 1-2
5. Start working on your Part 1 Assignment - it's due soon!

Today's lab

- Have a go at using a WYSIWYG
- Start on Part 1 of your assignment
 1. Work in groups of 2. Give your group a name
 2. Decide on a Theme for the Game Lab website.
 3. Sketch on paper the IA from the memo in the handout. Use cards if you wish
 4. Decide on types of visual elements.
- Take inspiration from other websites- but come up with something original
- Look at <http://colorschemedesigner.com/>

Next Time

- Work on your IA during the week for the Part 1 assignment and bring it to the lab for next week.
- IA and a good theme aren't enough.
 - Need to look at layout.
 - Writing for websites.