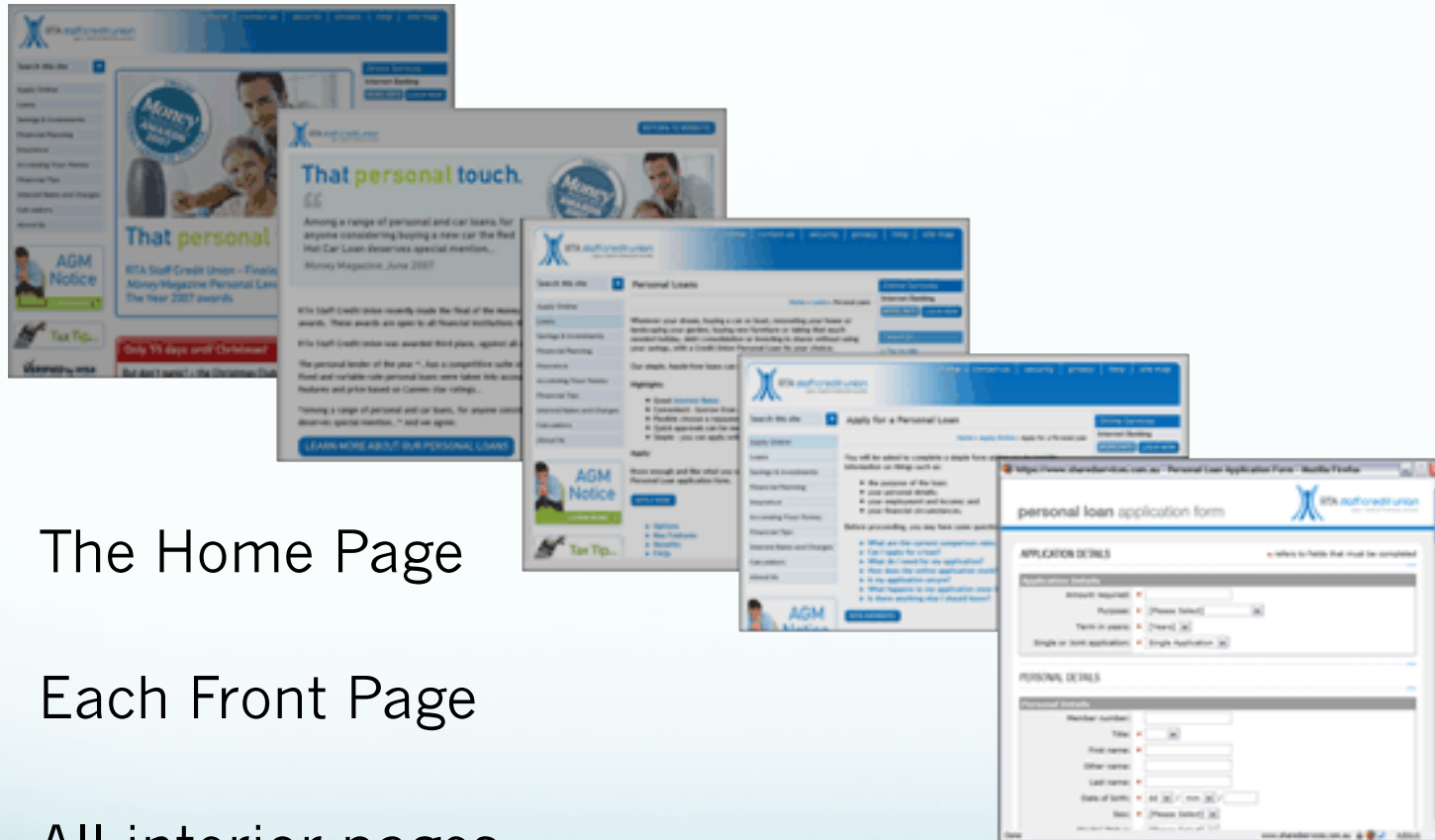




Web Site Structure and Navigation

Web Development & Interactive Media
Instructor: Tony McEachern, Associate Professor

How Web Pages Are Organized



- The Home Page
- Each Front Page
- All interior pages

Web Site Structure

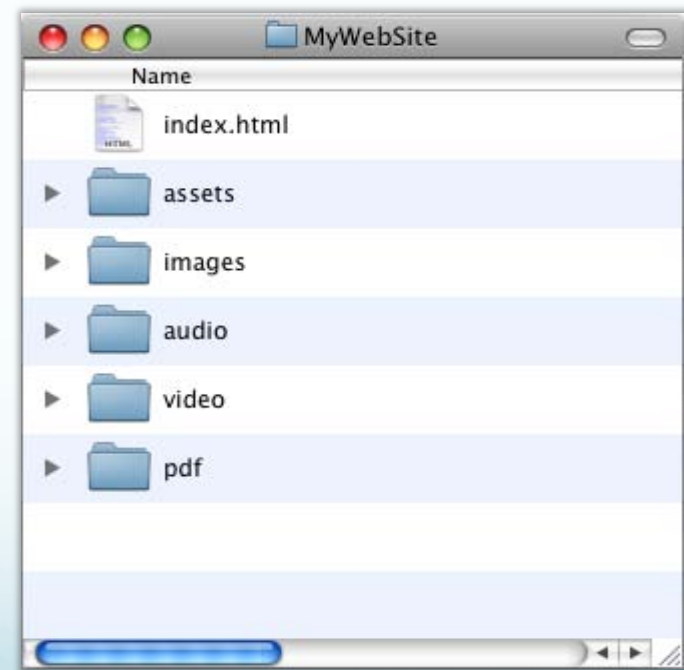
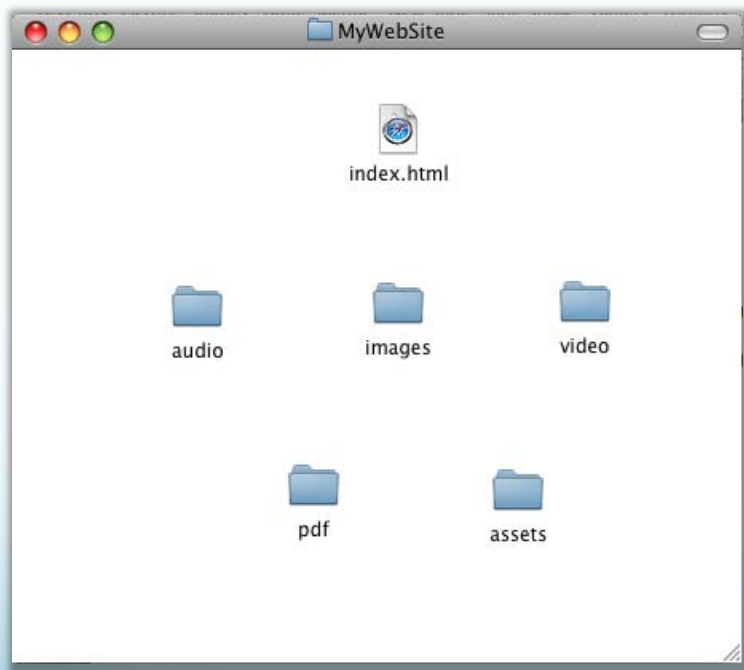
File Structure & Hierarchy



- **Tree Structure:** a pyramid or outline format (see left)
- **Linear Structure:** a format where one page leads to the next, which leads to the next, and so on, in a straight line.
- **Random Structure:** pages are connected to each other in a random format.

Web Site File Structure

**Your web site's Root Folder
should be structured as follows:**



Web Site Structure

Internet Protocol (IP) Address

This is the unique identifier for a web server host, also called the web domain.

Example: 128.48.136.30

Uniform Resource Locator (URL):

This is the unique identifier for a web page, also called the *web address*.

Example: <http://www.husad.org/WebDev/index.html>

Transfer protocol/domain name/file directory/file

Web Site Structure

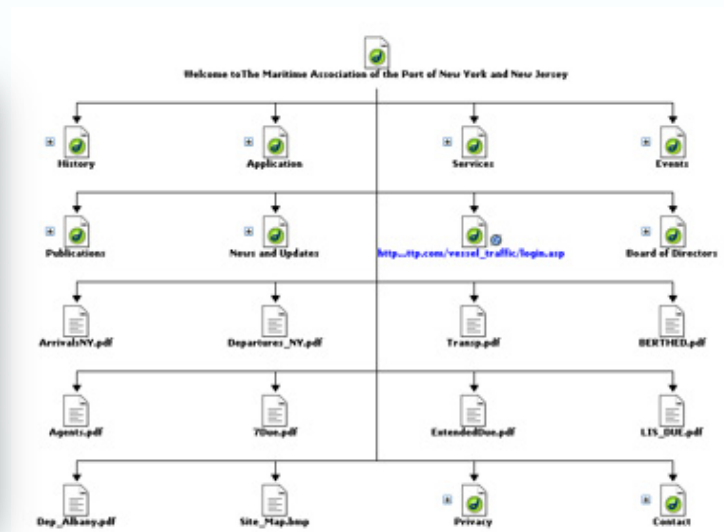
Links: Absolute & Relative

Absolute Links: this link uses the complete URL of a web page when connecting pages. This type of link must begin with “http” and continue with the complete file directory.

`Web Development Home Page`

Relative Links: this link gives only the file name or linking file's directory relative to the connecting page in the web site.

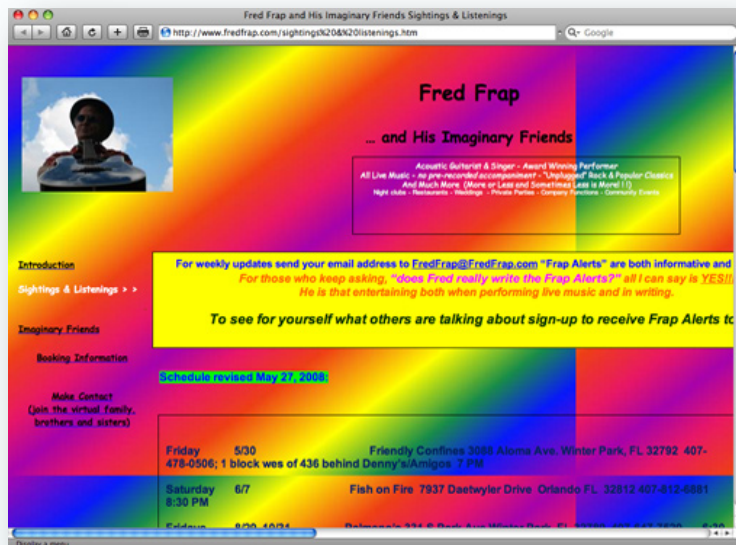
What is Navigation?



Term *navigation* refers the act of moving from location to location within a web site, or between web sites.

Navigation is accomplished by clicking on text links or navigation buttons.

Navigation: The Path of Least Resistance



Whether accomplished through *text links* or *graphic buttons*, **Navigation** must be intuitive to the user.

CAUTION: An over-fancifully designed interface can make it difficult for users to find their desired information on your website. Be sure to use clear and consistent navigational elements.

The 3 Degrees of *Navigation*?

There are 3 main types or degrees of navigation within a website:

- **Global** – allows the site visitor to move between the main sections of a particular site. *Global Navigation* should be present on every page of the site.
- **Parallel** – allows the visitor to move in a *parallel manner* between the *subsections* of a particular site section. *Parallel Navigation* should be present on every page of the subsection of the site.
- **Local** – is use to find information within a single. It may be represented as a list or table of contents at the top or side of a page with links to content sections of that same page.

The 3 Degrees of *Navigation*?

There are 3 main types or degrees of navigation within a website:

- **Parallel**
- **Global**
- **Local**



Standard Structure for Promotional Websites

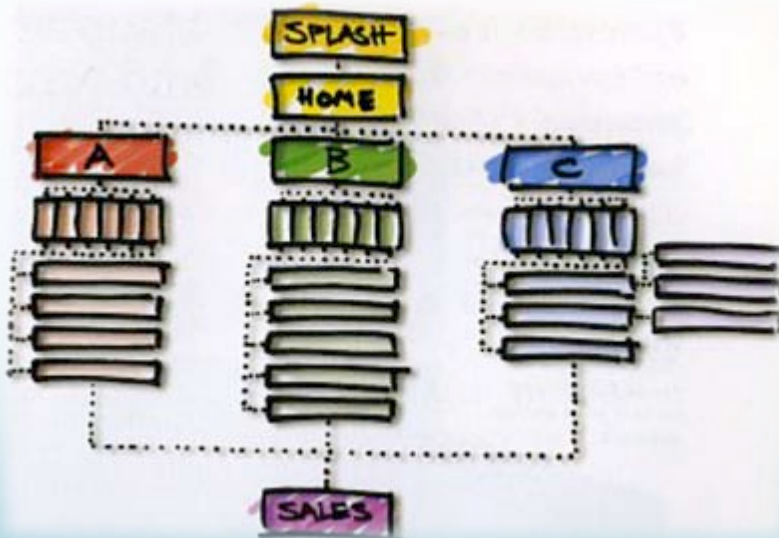
The standard structure for a promotional website is as follows:

- ☐ Splash page
- ☐ Home page
- ☐ About us page
- ☐ Services page
- ☐ Experience page
- ☐ Product/Work Samples page
- ☐ Contact page



Storyboarding: Mocking-up & Prototyping

Storyboarding is a technique used by visual communicators to convey the main sections and interactivity of a website.



Storyboarding: Mocking-up & Prototyping



Storyboarding: Mocking-up & Prototyping



Assignment No. 2

Planning the Website (Due Monday Oct. 3, 2011):

- 1. Concept Development:** Develop a concept in the form of a theme or metaphor that describes you, your product, or the service you intend on rendering. Describe your concept in treatment format (1-3 paragraphs).
- 2. Site Functionality & Page Relationship:** Create a site map & flow chart that lists the main sections and relationships between the pages of your site (clean & computer generated).