

Understanding Web Design

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IDUS315 - Human Computer Interaction | 1

Overview

- Big ideas
- Goals & Audience
- Theme
- Navigation
- Technical Overview
- Conceptual Web Design
- Tables vs. CSS

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Big Ideas

Designing for the web is different than designing other types of software.

Why? What's the difference?

- Infinite complexity
- No boundaries
- No beginning – no ending
- Who is the user? How can you be sure?

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Goals & Audience

Consider designing an automotive parts website & an interaction design portfolio website.


	Automotive Parts	Interaction Design Portfolio
What is the purpose of your website?	?	?
Who is your intended audience?	?	?
What is their domain knowledge?	?	?
What kind of vocabulary do they use?	?	?
How advanced are their computer skills?	?	?
What are their goals?	?	?

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Theme

ashford.com


Who is the intended audience?
How can you tell?
What is the goal of the website?
What is the goal of the user?



Theme

alloy.com

Who is the intended audience?
How can you tell?
What is the goal of the website?
What is the goal of the user?



Theme

marthastewart.com

- Who is the intended audience?
- How can you tell?
- What is the goal of the website?
- What is the goal of the user?



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Theme

Theme is the emotional quality produced by the content, layout, colors and style of a site.

Which theme is most successful?

What makes it successful?

Which is least successful?

Why?



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Navigation

Rules of thumb:

- People have no clue where they are on a website
- People have no clue how they got where they are on a website
- People generally "wander around" on the web, totally confused about what's going on

Why? What is it about the world wide web that is so disorienting for people?

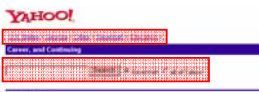
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Navigation : Common Elements



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Navigation : Common Elements



Site Listings

- Arts - Barnard College of Art and Design
- Classical - Barnard College of Art and Design
- College - Barnard College of Art and Design
- Education - Barnard College of Art and Design
- Health - Barnard College of Art and Design
- History - Barnard College of Art and Design
- Law - Barnard College of Art and Design
- Science - Barnard College of Art and Design
- Social Science - Barnard College of Art and Design
- Sports - Barnard College of Art and Design
- Travel - Barnard College of Art and Design
- World - Barnard College of Art and Design



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Navigation : Common Elements



Navigation : Site Maps

View Plan
Shows the user a read-only version of the plan spreadsheet. The user can view the requested shipments values, forecasted values, and other in-progress planning calculations.

Edit Plan
Shows the user an editable version of the plan spreadsheet. The Account Manager can edit forecasted shipments values, forecasted receipts, and other elements to help target the True Demand.

Plan Reassign
Account Managers can reassign their

Navigation : Site Maps

4 steps to a successful site map:

- 1: **Brainstorm** the content that the site will have, using sticky notes. Write one piece of content on each sticky note; put the notes on the wall.
- 2: **Organize** the sticky notes into logical groupings, based on the content of the notes (not on preconceived notions of what the groupings should be)
- 3: Within a grouping, **stack-rank** the content based on priority. Merge content that is very similar.
- 4: **Create a visual tree** to show how content relates to the groupings.

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Navigation : Site Maps : Let's Do One

Create a site map for an online, multi-disciplinary design firm.

What types of content will live on the site?

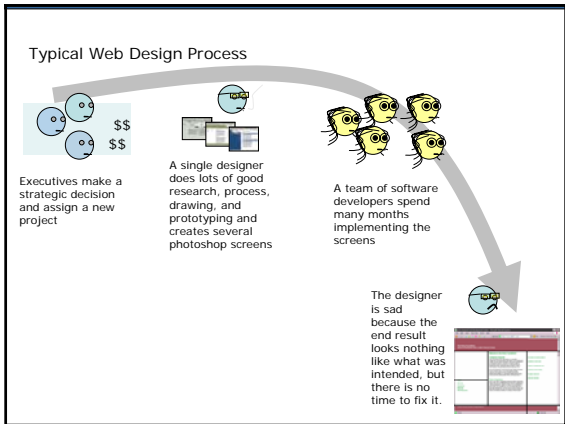
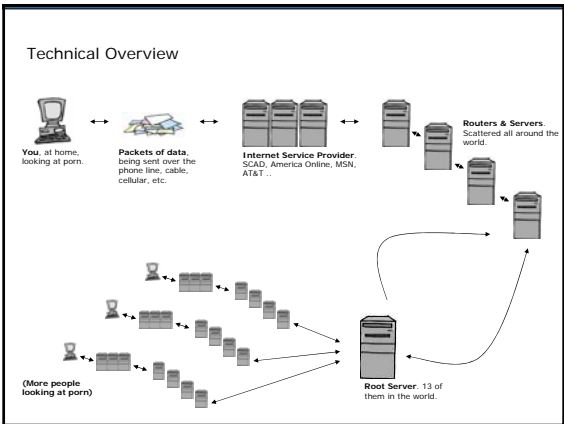
What section names make sense for this content?

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Navigation : Takeaways

- Assume your users are lost
- Provide a map, but assume they won't use it
- Give your users as many navigation cues as possible
- Select a navigation scheme that relates to your intended audience

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Typical Web Design Process

How can we fix this?

The **"backend"** of a website is the stuff that makes it work.
The **"frontend"** of a website is the stuff that the user interacts with.

Our goal is to never let the software developers touch the frontend.

We do this by learning **markup**.

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Agents & Browsers: What They Do

What is markup?
To understand markup, we need to understand agents.
What is an agent?

Your web browser is an Agent.
Your cellphone is an Agent.
Your tv can be an Agent.

An Agent is a program that accepts data from a webserver and attempts to display it.

All web pages are just data.

Markup informs the agent about the data, **enhancing it**.

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Agents & Browsers: What Markup Looks Like

<p>If your code looks like this:</p> <p>This is some data without markup. It's rather plain.</p> <p>If your code looks like this:</p> <pre><H1>This is some data with markup. It's really great.</H1></pre>	<p>It will print out like this:</p> <p>This is some data without markup. It's rather plain.</p> <p>It will print out like this:</p> <p>This is some data with markup. It's really great.</p>
--	---

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Agents & Browsers: What Markup Looks Like

Markup:

- Always starts with a less than sign <
- Always ends with a greater than sign >
- Always comes in pairs

```
<p> </p>
<strong> </strong>
```

Your agent can read various types of markup. **If it can't read it, it ignores it.**

The same data can then be shown on a webpage, a cell phone, and a television set, and the agent can format it to suit the display.

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Agents & Browsers: Making Markup

Dreamweaver, Homesite, gollive, Pagemill and Frontpage are software packages that **write markup for you**.

But they don't always do a good job.

Software developers are people that write markup for you.

But they don't always do a good job.

Markup is becoming as ubiquitous as English. You need to know how to read it.

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Agents : Key Points

In theory:
Designers write markup using a common set of guidelines
Browsers (agents) read that markup using a common set of guidelines
The user sees **the same thing** regardless of which browser they choose

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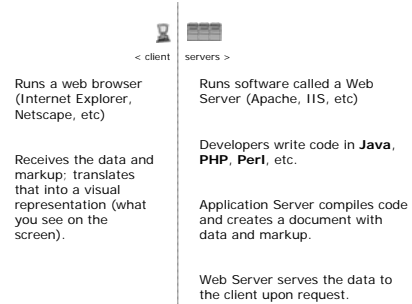
Agents : Key Points

Older browsers render markup in very, very different ways.
Newer browsers are much more flexible about how they display your markup.
Internet Explorer, Netscape, WebTV, Konqueror, Mozilla, Opera, Mosaic, OmniWeb, Lynx, Voyager, iCab, iBrowse, NetCruiser . . .

It is **very, very, very hard** to force even moderately complicated designs to look the same in every browser.
Make an explicit decision about what browsers you intend to design for, based on:

- Your audience
- The complexity of your designs
- The purpose of your site

Languages : Brief Overview



Languages : Brief Overview

Java looks like this:

```
1 1 // Base class for all applets
2 2
3 3 // Base class for all applets
4 4
5 5 // Base class for all applets
6 6
7 7 // Base class for all applets
8 8
9 9 // Base class for all applets
10 10
11 11 // Base class for all applets
12 12
13 13 // Base class for all applets
14 14
15 15 // Base class for all applets
16 16
17 17 // Base class for all applets
18 18
19 19 // Base class for all applets
20 20
21 21 // Base class for all applets
22 22
23 23 // Base class for all applets
24 24
25 25 // Base class for all applets
26 26
27 27 // Base class for all applets
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31 31 // Base class for all applets
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41 41 // Base class for all applets
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93 93 // Base class for all applets
94 94
95 95 // Base class for all applets
96 96
97 97 // Base class for all applets
98 98
99 99 // Base class for all applets
100 100
```

Languages : Brief Overview

Perl looks like this:

```
1 1 #!/usr/bin/perl
2 2
3 3 #!/usr/bin/perl
4 4
5 5 #!/usr/bin/perl
6 6
7 7 #!/usr/bin/perl
8 8
9 9 #!/usr/bin/perl
10 10
11 11 #!/usr/bin/perl
12 12
13 13 #!/usr/bin/perl
14 14
15 15 #!/usr/bin/perl
16 16
17 17 #!/usr/bin/perl
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88 88
89 89 #!/usr/bin/perl
90 90
91 91 #!/usr/bin/perl
92 92
93 93 #!/usr/bin/perl
94 94
95 95 #!/usr/bin/perl
96 96
97 97 #!/usr/bin/perl
98 98
99 99 #!/usr/bin/perl
100 100
```

Languages : Brief Overview

Javascript looks like this:

```
1 1 // Base class for all applets
2 2
3 3 // Base class for all applets
4 4
5 5 // Base class for all applets
6 6
7 7 // Base class for all applets
8 8
9 9 // Base class for all applets
10 10
11 11 // Base class for all applets
12 12
13 13 // Base class for all applets
14 14
15 15 // Base class for all applets
16 16
17 17 // Base class for all applets
18 18
19 19 // Base class for all applets
20 20
21 21 // Base class for all applets
22 22
23 23 // Base class for all applets
24 24
25 25 // Base class for all applets
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27 27 // Base class for all applets
28 28
29 29 // Base class for all applets
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31 31 // Base class for all applets
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35 35 // Base class for all applets
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37 37 // Base class for all applets
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41 41 // Base class for all applets
42 42
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91 91 // Base class for all applets
92 92
93 93 // Base class for all applets
94 94
95 95 // Base class for all applets
96 96
97 97 // Base class for all applets
98 98
99 99 // Base class for all applets
100 100
```

Languages : Takeaways

They are all similar
They are scary, but not **that** scary
If you want to learn them, it's really not that hard,
and I will be happy to teach you.

The more technical things you know, the more you can do yourself.

If you do it yourself, you know it will be right.

Conceptual Web Design



All web pages are broken into three conceptual sections:

- **Content**
- **Layout**
- **Function**

Our goal is to keep these separate.

Why?

Conceptual Web Design

Up until very recently, content, function and layout were not separate. Most web sites you currently use do not separate these items.

The old method was the "table method". The new method is the "css method".

We are going to learn the "css method".

You need to understand the tradeoffs of the two methods.

Tables vs. CSS

Tables

- + Can visualize any design you can make in Photoshop, regardless of complexity
- + Work the same in any web browser
- Download very slowly (are much bigger)
- Don't work on any advanced agents (cellphones, webTV, digital cameras, etc)
- Very hard to update
- Reject the separation of content, layout and function

Cascading Style Sheets [css]

- Can visualize moderately complicated designs; complex designs are very hard to create
- Work differently in various browsers
- + Download very quickly (are generally quite small)
- + Work very well on advanced agents, allowing the content to take precedence over layout
- + Incredibly easy to update
- + Embrace separation of content, layout and function

Tables vs. CSS

- You need to create much simpler layouts
- Your layouts needs to be lenient and forgiving
- You need to give up some control
- **You are designing a system, or framework, for the visualization rather than the visualization itself**

Cascading Style Sheets [css]

- Can visualize moderately complicated designs; complex designs are very hard to create
- Work differently in various browsers
- + Download very quickly (are generally quite small)
- + Work very well on advanced agents, allowing the content to take precedence over layout
- + Incredibly easy to update
- + Embrace separation of content, layout and function

Getting Set Up

1. Create a folder to store your files. (right click => New => Folder) Call it **html**.

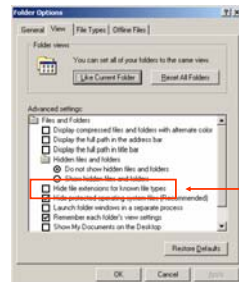


2. Within the html folder, create two new folders; call one **images** and the other **css**.



Getting Set Up

3. Make sure file extensions are not hidden. (Tools => Folder Options => View)



Getting Set Up

4. Within the html folder, create a new text document, and call it **index.html**.
(Right click => New => Text Document)



5. Open **index.html** by double clicking it, and it opens in Internet Explorer.
6. View the source of the document in Internet Explorer (View => Source)



Getting Set Up

7. The resulting screen is your **code window**.



Anything you type in the **code window** will be displayed in the **browser**.

8. To see your webpage in the browser, press **CTRL-S** to save, **Alt-Tab** to switch, and **F5** to reload.

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Basic HTML Page

Here is a basic webpage:

```
<html>
<head>
<title>
Your Page Title
</title>
</head>
<body>
<h1>This is a header</h1>
<div>
<p>This is a paragraph</p>
</div>
</body>
</html>
```

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Basic HTML Page

It's pretty hard to read, so we use *indenting* to format the text visually.

```
<html>
  <head>
    <title>
      Your Page Title
    </title>
  </head>
  <body>
    <h1>This is a header</h1>
    <div>
      <p>This is a paragraph</p>
    </div>
  </body>
</html>
```

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Basic HTML Page

The markup describes, or enhances, the content.

```
<html>
  <head>
    <title>
      Your Page Title
    </title>
  </head>
  <body>
    <h1>This is a header</h1>
    <div>
      <p>This is a paragraph</p>
    </div>
  </body>
</html>
```

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Basic HTML Page

The markup describes, or enhances, the content.

```
<html>
  <head>
    <title>
      Your Page Title
    </title>
  </head>
  <body>
    <h1>This is a header</h1>
    <div>
      <p>This is a paragraph</p>
    </div>
  </body>
</html>
```

<h1> .. </h1> defines a Header, Level One

<div> .. </div> defines a document division, or container of content

<p> .. </p> defines a paragraph

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Basic HTML Controls

Chunks of content:

`<h1> .. </h1>` defines a Header, Level One (most important)
`<h6> .. </h6>` defines a Header, Level Six (least important)
`<div> .. </div>` defines a document division, or container of content
` .. ` defines a text division
`<p> .. </p>` defines a paragraph

Special items:

`` defines an image with a particular source
`
` defines a line break
` .. ` defines an anchor, with a hypertext reference to a particular page; this is also known as a link!

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Basic HTML Page Revisited

```
<html>
<head>
<title>Jon's Homepage</title>
</head>
<body>
<div>
<p>Jon's Page | welcome .. portfolio .. links</p>
</div>
<div>
<h1>welcome to my page</h1>
<h2>Overview</h2>
<p>This is some text discussing the various aspects of the page you are currently visiting.</p>
<h2>Portfolio Discussion</h2>
<p>You can view some of my projects, download my resume, or contact me</p>
</div>
<div>
<h6>&copy;2003 Jon Kolko</h6>
</div>
</body>
</html>
```

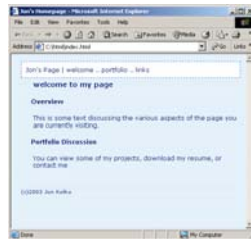


EEK that's ugly!

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Basic HTML Page Revisited

```
<html>
<head>
<title>Jon's Homepage</title>
<link rel="stylesheet" href="css/type.css">
<link rel="stylesheet" href="css/layout.css">
</head>
<body>
<div id="headerPane">
<p>Jon's Page | welcome .. portfolio .. links</p>
</div>
<div id="welcomePane">
<h1>welcome to my page</h1>
<h2>Overview</h2>
<p>This is some text discussing the various aspects of the page you are currently visiting.</p>
<h2>Portfolio Discussion</h2>
<p>You can view some of my projects, download my resume, or contact me</p>
</div>
<div id="footerPane">
<h6>&copy;2003 Jon Kolko</h6>
</div>
</body>
</html>
```

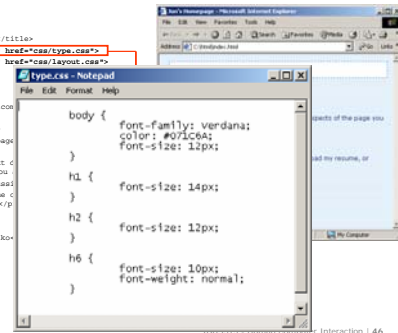


That's much nicer. How did we do it?

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Basic HTML Page Revisited : type.css

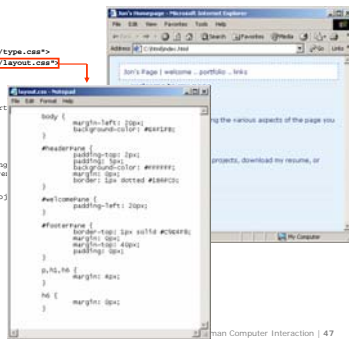
```
<html>
<head>
<title>Jon's Homepage</title>
<link rel="stylesheet" href="css/type.css">
<link rel="stylesheet" href="css/layout.css">
</head>
<body>
<div id="headerPane">
<p>Jon's Page | welcome .. portfolio .. links</p>
</div>
<div id="welcomePane">
<h1>welcome to my page</h1>
<h2>Overview</h2>
<p>This is some text discussing the various aspects of the page you are currently visiting.</p>
<h2>Portfolio Discussion</h2>
<p>You can view some of my projects, download my resume, or contact me</p>
</div>
<div id="footerPane">
<h6>&copy;2003 Jon Kolko</h6>
</div>
</body>
</html>
```



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Basic HTML Page Revisited : layout.css

```
<html>
<head>
<title>Jon's Homepage</title>
<link rel="stylesheet" href="css/type.css">
<link rel="stylesheet" href="css/layout.css">
</head>
<body>
<div id="headerPane">
<p>Jon's Page | welcome .. portfolio .. links</p>
</div>
<div id="welcomePane">
<h1>welcome to my page</h1>
<h2>Overview</h2>
<p>This is some text discussing the various aspects of the page you are currently visiting.</p>
<h2>Portfolio Discussion</h2>
<p>You can view some of my projects, download my resume, or contact me</p>
</div>
<div id="footerPane">
<h6>&copy;2003 Jon Kolko</h6>
</div>
</body>
</html>
```



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Basic CSS control

- Each line that makes up a style sheet is called a "rule".

```
body {
background-color: #000000;
}
```

rule

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Basic CSS control

- Each line that makes up a style sheet is called a "rule".
- Each rule consists of a "selector" and one or more "declarations".

```
body {
  background-color: #000000;
}
```

selector declaration

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Basic CSS control

- Each line that makes up a style sheet is called a "rule".
- Each rule consists of a "selector" and one or more "declarations".
- Each declaration consists of a "property" and a "value"

```
body {
  background-color: #000000;
}
```

property value

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Basic CSS control

- Each line that makes up a style sheet is called a "rule".
- Each rule consists of a "selector" and one or more "declarations".
- Each declaration consists of a "property" and a "value"

```
body {
  background-color: #000000;
}
```

- A selector can be any html element (img, h1, h2, p, div, body, etc) These are automatically applied to html.
- A selector can also be a specific, made up name (fred, headerPane, navBar, etc). These are not automatically applied to html, unless:

```
<div id="headerPane">
  <p>Jon's Page | welcome .. portfolio .. links</p>
</div>
```

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Summary

We have achieved separation of layout and content.

content (html) + Presentation (css) = Philosophically correct (and pretty) webpage

```
<html>
<head>
<title>Jon's Homepage</title>
<link rel="stylesheet" href="css/type.css">
<link rel="stylesheet" href="css/layout.css">
</head>
<body>
<div id="headerPane">
  <p>Jon's Page | welcome .. portfolio .. links</p>
</div>
<div id="welcomePane">
  <h2>Welcome to my page</h2>
  <p>This is some text discussing the various aspects of the page you are currently visiting.</p>
  <h2>Portfolio Discussion</h2>
  <p>You can view some of my projects, download my resume, or contact me</p>
</div>
<div id="footerPane">
  <p>&copy;2003 Jon Kolkov/h6</p>
</div>
</body>
</html>
```

IDUS315 - Human Computer Interaction | 52

Summary : Basic HTML Page Again

```
<html>
<head>
<title>Jon's Homepage</title>
<link rel="stylesheet" href="css/type.css">
<link rel="stylesheet" href="css/layout.css">
</head>
<body>
<div id="headerPane">
  <p>Jon's Page | welcome .. portfolio .. links</p>
</div>
<div id="welcomePane">
  <h2>Welcome to my page</h2>
  <p>This is some text discussing the various aspects of the page you are currently visiting.</p>
  <h2>Portfolio Discussion</h2>
  <p>You can view some of my projects, download my resume, or contact me</p>
</div>
<div id="footerPane">
  <p>&copy;2003 Jon Kolkov/h6</p>
</div>
</body>
</html>
```

That's much nicer. How did we do it?

IDUS315 - Human Computer Interaction | 53

Summary : Basic HTML Page : type.css

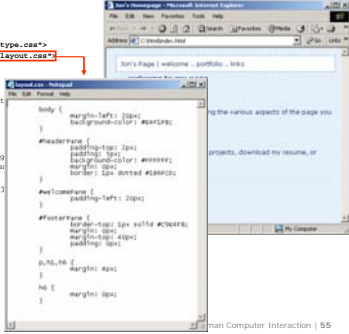
```
<html>
<head>
<title>Jon's Homepage</title>
<link rel="stylesheet" href="css/type.css">
<link rel="stylesheet" href="css/layout.css">
</head>
<body>
<div id="headerPane">
  <p>Jon's Page | welcome .. portfolio .. links</p>
</div>
<div id="welcomePane">
  <h2>Welcome to my page</h2>
  <p>This is some text discussing the various aspects of the page you are currently visiting.</p>
  <h2>Portfolio Discussion</h2>
  <p>You can view some of my projects, download my resume, or contact me</p>
</div>
<div id="footerPane">
  <p>&copy;2003 Jon Kolkov</p>
</div>
</body>
</html>
```

```
body {
  font-family: verdana;
  color: #073c64;
  font-size: 12px;
}
h1 {
  font-size: 14px;
}
h2 {
  font-size: 12px;
}
h6 {
  font-size: 10px;
  font-weight: normal;
}
```

IDUS315 - Human Computer Interaction | 54

Summary : Basic HTML Page : layout.css

```
<html>
<head>
<title>Jon's Homepage</title>
<link rel="stylesheet" href="css/layout.css">
</head>
<body>
<div id="headerPage">
<p>Jon's Page | welcome .. port
</div>
<div id="welcomePage">
<h1>welcome to my page</h1>
<h2>Overview</h2>
<p>This is some text discussing
aspects of the page you are currei
<h2>Portfolio Discussion</h2>
<p>You can view some of my past
resume, or contact me</p>
</div>
<div id="footerPage">
<p>©2003 Jon Koikov/h6
</div>
</body>
</html>
```



Human Computer Interaction | 55

Summary

Big ideas

Goals & Audience
Theme
Navigation

Technical Overview
Conceptual Web Design
Tables vs. CSS