

## ***Case Study – Images from Iceland***

The project is a promotional site for unique photography. The site, called Images from Iceland, is based around photographic images from this beautiful country. We will concentrate on the site's structure, aesthetics, design, layout, structure, and typography. We will learn how to make a complete site, with external style sheets, and some javascript. We will create templates, to build consistent and uniform pages. At the end of the case study, we will work with dynamic content, making a content management system to make it easy to maintain the content, update the images.

### ***Creating a site map***

A site map is essentially a diagram that provides a structural overview of a website. You can use applications such as Adobe Illustrator, Macromedia Freehand, Microsoft Word, and others to make them. Or just use good old grid paper and pencil.

The home page is the initial page you access, hence it is at the top of the tree. Main sections are then listed horizontally underneath. Sometimes the top group in tandem with the home page will form the basis for the site's navigation bar (or at least the most prominent parts of it). Underneath each section, the pages found in that section are listed. For larger sites, these may actually be sub-sections, with more pages listed under them.

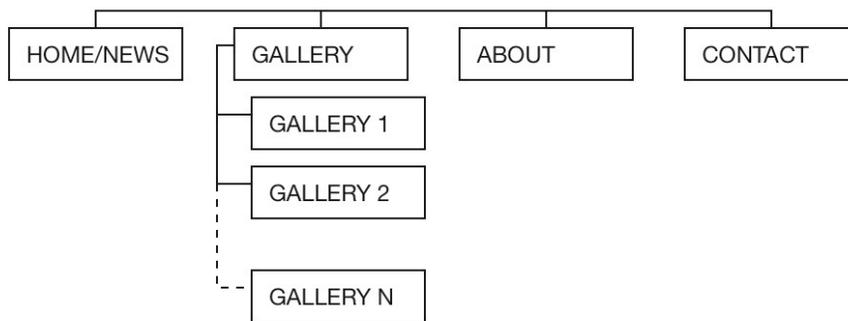
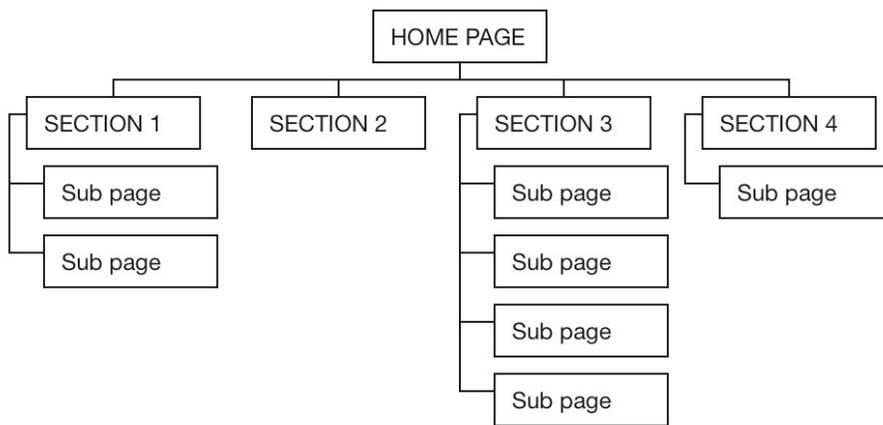
Our case study will have a simple structure with four section, sub-pages are only likely to appear in the gallery. This means the site map looks something like the second site map below.

The Home/News page might be placed at the top, like the first example. This site structure is so simple that it doesn't matter. The diagram is easy to decipher: there will be four pages, one of which (the gallery) will contain a number of sub-pages.

### ***Set up your folder structure on your hard drive***

We will separate the material used to develop the website from the actual website pages and files, such as the jpg images. The backups folder will be used to make copies as we go along. In case we find something stops working, we can go back to a previous version and compare, or start over at the last working version.

- ▼  development
  - ▶  assets
  - ▶  backups
  - ▶  copy
  -  SITE\_MAP
- ▼  web-images\_from\_iceland
  - ▶  css
  - ▶  images
  - ▶  js



## Create Prototype site for testing content organization and navigation

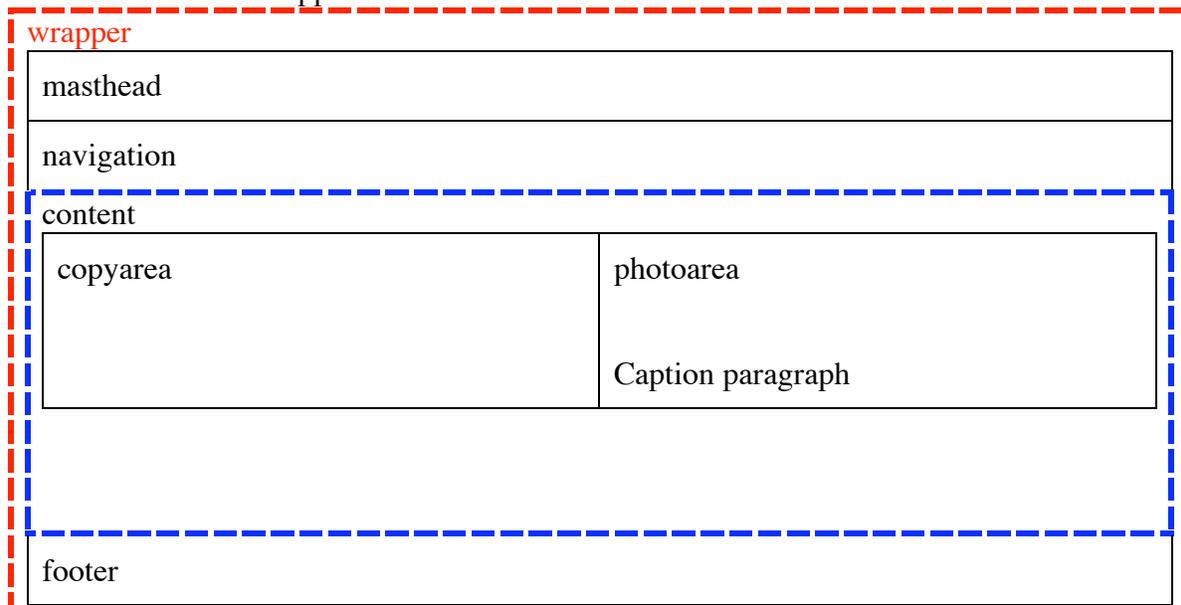
Create new html and save as index.html in root folder

Create new css and save as iceland.css in css folder

Link index.html to external css file.

Insert the following divisions <div> into the html document:

```
<div id="wrapper"> contains all the following divs:
  <div id="masthead">masthead image here</div><!--end of masthead-->
  <div id="navigation">navigation unordered list here</div><!--end of navigation-->
  <div id="content"> contains the two columns divs:
    <div id="copyarea">copyarea column</div><!--end of copyarea-->
    <div id="photoarea">photoarea column</div><!--end of photoarea-->
  <!--end of content-->
  <div id="footer">footer here</div><!--end of footer-->
</div><!--end of wrapper-->
```



Remove the placeholder text for the wrapper and content divs.

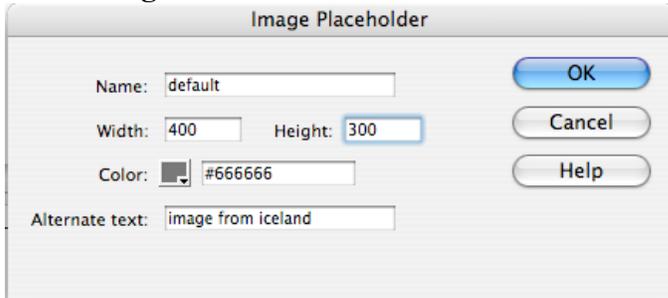
Replace the placeholder text in navigation div with links as unordered list items:

- News
- About
- Gallery
- Contact

Replace the placeholder text in copyarea div with a heading1 and two short paragraphs into copyarea

And then insert a heading2 and one more short paragraph also into copyarea

Replace the placeholder text in the photoarea div with a placeholder image 400x300 pixels **Toolbar: Insert>Image Objects>Image Placeholder** or use the **Common Insert Panel image icon**.



After the placeholder image, add a paragraph with text “caption”

Insert another set of links in the footer div using another unordered list item to replace the placeholder text:

- News
- About
- Gallery
- Contact
- Top

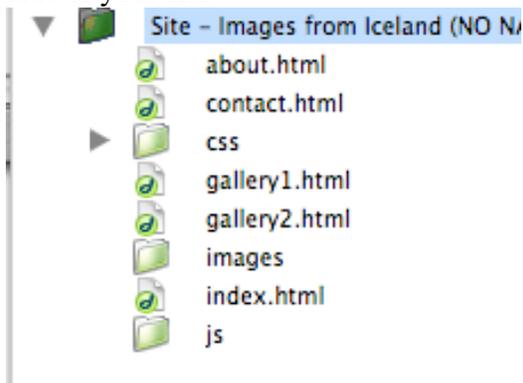
## Copy and create test page files

You should now have a very simple structure of your basic page ready to copy and create enough test pages for our prototype navigation user testing.

Make sure you have saved your index.html file.

To make a copy, select in the Toolbar select File>Save As

Type the new file name, about.html and make sure the destination folder is your Web – images from Iceland folder. Do this again for each prototype file: contact.html, gallery1.html and gallery2.html. You should now have 5 files in your Files panel at the root of your site:



## Apply a few simple styles to make the layout work for testing:

In the css panel create a new css rule for the html tag **div**

In the Box category: set padding to 10px, same for all

In the Border category: set border to solid 2px #000, same for all.

In the css panel create a new css rule for the advanced selector **#copyarea**.  
In the Box category: set width to 45% and float to left.

In the css panel create a new css rule for the advanced selector **#photoarea**.  
In the Box category: set width to 45% and float to right.

Place your cursor in the paragraph “caption” and in the css panel create a new css rule for advanced selector **#photoarea p**  
In the Block category: set text-align to center.

Place your cursor in the footer and in the css panel create a new css rule for advanced selector **#footer**  
In the Box category, set clear to both. (this will clear the two floats used for the column and bring the footer down below them, instead of trying to float next to one or the other.

To make the heading text more suitable for the copyarea, place your cursor in the heading1 and create a new css rule for the tag **h1**  
In Text category: set font-size to 1.3em  
Repeat for h2 and set font-size to 1.2em.

## **Making the working navigation links**

Create the links for the navigation text in both the navigation and footer div to all your test pages:

Make sure your files panel is open, displaying your site files. On the index.html page, highlight the text in navigation for news. Using the properties panel link stretchy pointer tool to the right of the link field, click and drag over to the index.html file in the File panel and let go. The link field in the Properties panel should show `index.html`. Do this for each navigation and footer link.

- News = `index.html`
- About = `about.html`
- Gallery = `gallery1.html`
- Contact = `contact.html`

To add the linked navigation on each page, in design view click anywhere in the navigation list. Down in the tag selector bar, select `<ul>` to select the entire unordered list in the navigation div. Copy (CTRL C) this. Open each html file (about.html, contact.html, gallery1.html, etc.) and select the same `<ul>` in design view and Paste (CTRL V) to replace the unordered list with the now linked navigation list.



To make the navigation horizontal and positioned more like the final layout we will change the list item links from block display to inline.

In the css panel, create a new css rule for tag **li**

In the Block category: set display to inline.

In the Box category: set margin-left to .5em

Customize each page to make it specific to the page and describe the purpose just enough to help the test user know what the intended content or purpose of each page will be.

Change the `copyarea` heading1 on each page to be the page name: About the Photographer, Contact the Photographer Form, Gallery: Lake Feature Image 1, Gallery: Glacier Feature Image 1, and for the index.html – Home and News Features. You can change the placeholder image name as well.

Use this working prototype, test out the navigation and page organization. Have a few “users” navigate through the site. Give the user a number of tasks, such as “From the home page, find an image of a glacier in Iceland.” Or “Where would you click to request a high resolution image that you want to use in your publication.” Make note of tasks that were difficult or uncompleted which might indicate that modification of the site organization or rethinking the navigation is needed.

### ***Design the layout: Don't touch the computer***

Now that you have a good idea of your site structure and confirmed your navigation scheme, it is time to get creative. Keep an open mind when approaching a project, but always ensure that you keep you client's brand in mind, even if that client is you. Colors are important and they will be different on a children's site that a corporate site. Iceland is beautiful, but somewhat barren and chilly, so the interface can build upon those ideas, being clean and stylish but spacious and done in cool colors, such as light gray and blue. Don't be afraid to change things when you need to. Design can evolve during the process.

When using design software you can be influenced by the tools. At this point you should go to pencil and paper and make many sketches. Brainstorm, make notes, jot down key words. Work quickly. Go with your gut, never stay on one idea for too long. You are not making works of art, just getting ideas down. If you have designer's block, don't go to

the web at this stage. Go to other mediums, such as magazines, museums, and shopping centers. Grab your camera and go out into the world and get shots of things to inspire you.

Only after you have done the brainstorming using your creative brief and have some ideas on paper should you go the web and research sites in the same genre as yours. Check out how others have approached the subject and think about how you can improve on what is already out there.