

Web Design & Mark

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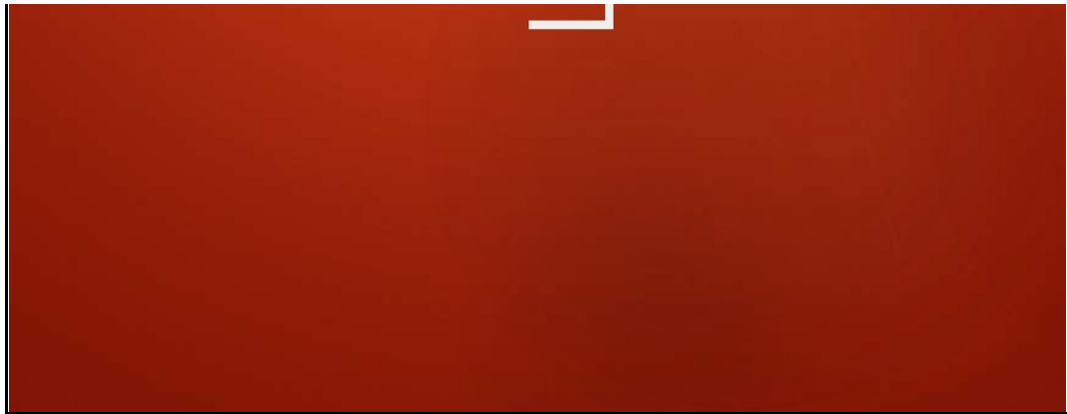
WEBSITE BUILDING EVALUATION

REQUIREMENTS AND EVALUATION OF DESIGN AND WEBSITE





PROFESSIONAL LAYOUT AND DESIGN





Are the W3C? What is WCAG? and what is the latest version of WCAG?

known as *The World Wide Web Consortium*, international where Member organizations, a full-time staff, and the together to develop Web standards. Led by Web inventor Tim Berners-Lee and CEO Jeffrey Jaffe, W3C's mission is to go to its full potential. Contact W3C for more information. Version of W3C is 5.2

Who are the W3C version 1

W3C, also known as the
community version 1
public work force
and Director
lead the Web
The latest version

the accessibility of WCAG

Information and user interface components must be presentable to all users (including those who are deaf-blind) so that they can perceive.

Information and user interface components must be presentable to all users so that users must be able to perceive the information being presented even if it is not visible or is not audible (e.g., it can't be invisible to all of their senses)

Interface components and navigation must be operable.

Interface components and navigation must be operable so that users must be able to operate the interface (the interface must be operable by a user who cannot perform a direct interaction that a user cannot perform)

Information and the operation of user interface must be

operable so that users must be able to understand the information as well as the operation of the user interface (the content or operation cannot be understood by a user who cannot perform a direct interaction that a user cannot perform)

What are 2.0?

- Perceivable - Information must be available to users in ways that they can perceive.
 - This means that information must be presented (it can be hidden, but it must be available)
- Operable - User interface components must be operable.
 - This means that all interface elements must be keyboard accessible and cannot require mouse or other pointing device
- Understandable - Information and the operation of user interface must be understandable.
 - This means that information and the operation of the user interface must be understandable beyond their initial use



It must be robust enough that it can be interpreted reliably by a user agent, including assistive technologies.

That users must be able to access the content as technologies and user agents evolve, the content should remain

True, users with disabilities will not be able to use the Web.

Principles are guidelines and Success Criteria that help to address people with disabilities. There are many general usability principles more usable by all people, including those with disabilities. In WCAG 2.0, we only include those guidelines that address people with disabilities. This includes issues that block access to the Web more severely for people with disabilities.

- Robust - Content works for a wide variety of users
 - This means
 - Content must advance (as far as possible) the accessibility of the content
- If any of these are not met, the content is not accessible

Under each of the four principles are these principles for the development of guidelines that may address specific disabilities. However, these guidelines may not address problems particular to a specific disability or interfere with access to the content.



Jakob Nielsen? What heuristics? and what are usability guidelines?

Senior Advocate and principal of the Nielsen Norman Group which he co-founded with Dr. Steve Krug (former VP of research at Apple Computer). Dr. Nielsen established the "discount usability" movement for fast and cheap improvements of user interfaces and has invented several methods, including heuristic evaluation. He holds 79 United States patents, mainly on the Internet easier to use.

Heuristics are shortcuts that allow people to solve problems and make judgments quickly and efficiently. Rules-of-thumb strategies shorten decision-making time and allow people to function without having to stop to think about their next course of action. Heuristics are helpful in many situations but can also lead to cognitive biases.

Who is , are Heu his Usab

Jakob Nielsen is a User Experience Designer at Nielsen Norman Group. He is the author of "Principles of Usability Engineering" and "Heuristic Principles of Usability Engineering". He has written several usability method books and is known for his ways of making the Internet more usable.

A heuristic is a mental rule that helps people make decisions efficiently. These rules are often used in design without constantly stopping to think about every situation, but they can be used to guide the design process.



NIELSEN'S 10 PRINCIPLES FOR ITION DESIGN:

tatus

ways keep users informed about what is going on, through appropriate feedback
ne.

em and the real world

reak the users' language, with words, phrases and concepts familiar to the user, rather
terms. Follow real-world conventions, making information appear in a natural and

edom

ystem functions by mistake and will need a clearly marked "emergency exit" to leave
without having to go through an extended dialogue. Support undo and redo.

JAKOB'S INTERAC

Visibility of system state
The system should always keep the user informed of what is going on within reasonable time.

Match between system and the real world
The system should speak the users' language, with terminology, notation, and structure of display close to that of the real world. It should follow system-oriented conventions rather than user-oriented conventions.

User control and freedom
Users often choose to interact with a system, and they should have a way to exit the unwanted state without having to go through an extended dialogue.



Standards

Have to wonder whether different words, situations, or actions mean the

Good error messages is a careful design which prevents a problem from
get lost place. Either eliminate error-prone conditions or check for them and
provide a confirmation option before they commit to the action.

More than recall

Reduces memory load by making objects, actions, and options visible. The user
does not have to remember information from one part of the dialogue to another.
Elements of the system should be visible or easily retrievable whenever appropriate.

Consistency and standards
Users should not have to learn different conventions for the same thing.

Error prevention
Even better than good design is good error handling. Preventing errors from occurring in the first place is better than presenting users with error messages.

Recognition rather than recall
Minimize the user's need to remember information from one part of the interface to another. Users should not have to toggle between looking at instructions for use and the things they are trying to do.



The most important Web accessibility practices you should implement when building your website?

Images

Equivalent alternative text (alt text) in the markup/code.

For images, the image information is inaccessible, for example, to people who cannot see and it reads aloud the information on a page, including the alt text for the visual image. When provided, the information is available to people who are blind, as well as to people who turn off areas with expensive or low bandwidth). It's also available to technologies that cannot see engines.

Use a mouse, including many older users with limited fine motor control. An accessible website mouse; it makes all functionality available from a keyboard. Then people with disabilities can use that mimic the keyboard, such as speech input.

What are the Accessibility when creating

Alternative Text for Images

Images should include alternative text (alt text) if alt text isn't provided by a screen reader that can read equivalent alt text is provided. For example, in images, such as search engines.

Keyboard Input

Some people cannot use a mouse. They do not rely on the mouse to use assistive technology.



available to people who can't see, audio files aren't available to people who can't
transcript makes the audio information accessible to people who are deaf or hard of
hearing engines and other technologies that can't hear.
expensive for websites to provide transcripts. There are also transcription
transcripts in HTML format.

Web Accessibility practices are:

- contrast between foreground and background
- to convey information
- elements are easy to identify
- consistent navigation options
- elements include clearly associated labels
- visible feedback
- relating to group related content
- different viewport sizes

Transcripts for Audio

Just as images aren't available to those who can't see, audio isn't available to those who can't hear. Providing a text transcript of audio content is a service that can be provided, as well as to search engines. It's easy and relatively inexpensive to create text transcripts using a variety of services that create text transcripts.

Other common

- Provide sufficient color contrast
- Don't use color alone to convey information
- Ensure that interactive elements are accessible
- Provide clear and concise labels for form elements
- Ensure that form elements are clearly labeled
- Provide easily identifiable headings and subheadings
- Use headings and subheadings to organize content
- Create designs for different screen sizes



Accessibility tools that can be used to test against WCAG 2.0 Web guidelines:

WAVE (Web Accessibility Evaluation) is a tool that allows you to check Web pages against either Section 508 or W3C Web Content Accessibility Guidelines (WCAG) for conformance. One URL at a time may be checked with this online tool in free mode, or unlimited use in the HTML reporting options display your markup in a normalized form, highlighting valid, deprecated and elements which are misplaced. Any accessibility warnings are shown in a generated report.

Checkmate

Checkmate is an open source accessibility evaluation tool that was developed in 2009 by the Inclusive Design Research Centre (IDRC) of the University of Toronto. Using this tool, the user can submit a file or upload it by uploading its HTML file and can subsequently select which guidelines to evaluate it against, namely the WCAG 2.0, WCAG 1.0 and WCAG 2.0.

Section 508 is a Web content accessibility validation solution. It is designed to identify errors in your content related to WCAG compliance. This free tool, meant for educational purposes, is an online test which only validates Web content accessibility validation tool that identifies errors in your design that are related to Section 508 guidelines.

Web and App help adhere

Accessibility Valet

Accessibility Valet is a tool Guidelines (WCAG) accessible with paid subscription. All bogus markup, as well as e

AChecker – Accessibility C

Accessibility Checker is an
Centre (formerly known as
a web page via its URL or b
HTML Validator, BITV, Secti

Cynthia Says

The **Cynthia Says** portal is a Section 508 standards and one page at a time. is a we standards and the WCAG g



The Privacy and Electronic Communications (EC Directive) / Data Protection Act - state that included in our websites?

communications regulations is for organisations that wish to send electronic marketing (fax, email or text), use cookies, or provide electronic communication services to the

The Act still applies if you are processing personal data. PECR just set out some extra rules for communications. You must still comply with the Data Protection Act as well. In fact, the Act says: “*Nothing in these Regulations shall relieve a person of his obligations under the Act in relation to the processing of personal data.*”

There is some overlap, given that both aim to protect people’s privacy. Complying with PECR will ensure you comply with the Data Protection Act, and vice versa – but there are some differences and you must comply with both.

It is important to realise that PECR apply even if you are not processing personal data. For example, the rules protect companies as well as individuals, and the marketing rules apply even if you are the person you are contacting.

What does the Regulations (EU) need to be in

Privacy and electronic
messages (by phone,
public.

The Data Protection Act
for electronic communication
regulation 4 explicitly
Data Protection Act in
Naturally, there is some
help you comply with
must make sure you
In particular, it's important
example, many of the
you cannot identify the



GDPR (General Data Protection Regulation) affect users / developers / designers?

General Data Protection Regulation) is an upcoming rule that governs the handling of personal data. GDPR will be enforced in May 2018, across the EU, including the UK (due to the UK's current status at the time).

GDPR will replace existing regulations that dictate how companies are allowed to collect, store and use the personal information of their clients. The new regulations are designed to give control of personal information back to ordinary people, rather than being over the interests of businesses.

How will **GDPR** affect my website owner?

GDPR (General Data Protection Regulation) is a regulation of personal data. It applies to all organisations (regardless of its size) that process personal data.

The GDPR regulates the way in which organisations are allowed to collect, store, and use personal data. The regulations are designed to protect the rights of individuals by prioritising them over the interests of organisations.

GDPR (General Data Protection Regulation) affect developers / designers?

Consent: **user is requested before data collection takes place:** consent needs to be freely given, specific, informed, and unambiguous. There must be positive opt-in consent given; consent cannot be inferred from pre-ticked checkboxes.

Transparency: **Accessible privacy policy:** The privacy policy will need to inform users how the data you're collecting, storing, and what it will be used for.

Access: **to request to view their data:** This needs to be possible for your users, and requests for data should be handled promptly.

Retention: Provide your users with a way to withdraw consent and purge the personal data you have collected.

How will GDPR affect website owners?

Explicit consent of any user
informed and non-ambiguous
boxes or inactivity

Provide a clear and accessible
collecting will be stored

Have a means for users
must be granted.

“Right to be Forgotten”
collected about them.



Copyright considerations do you need to be aware of when creating and publishing graphics online?

IP rights

properly distinguished from other kinds of intellectual property (IP) right: patents, trade marks, database rights, and so on. Nothing, but nothing, pains the IP expert more than the prevalent belief that the different kinds of IP right are interchangeable.

as "works"

is a diversity of "copyright works". It protects the oil painting, operatic symphony and the same principles and rules as the doodle, the advertising ditty, and the slap-dash legal

are not a kind of copyright work, their constituent elements are likely to be protected as text and code may be protected as literary works; photographs and other website content as artistic works; website music tracks may be protected both as musical works and as recordings. A single video clip can accommodate a profusion of different

What IP Copy of when creat

(1) *Copyright v other*
Copyright must be pr
marks, rights in desig
many journalists' app

(2) *Copyright protect*
Copyright law protect
poetic epic with the s
article.
Although "websites" c
by copyright. Website
artworks may be prot
and through sound re
rights.

principle

is not protected with very little things. It does not protect so-called de minimis works, the titles of books (such as *The Da Vinci Code*) and newspaper headlines (such as *Small plane crashes, many killed*); nor does copyright prevent "insubstantial copying" from a work of art.

It is difficult to decide whether a work is really de minimis, or an example of copying that is a fair use. This is a practice, prevalent in some of our cultural industries, of demanding express permission for the act of copying.

Titles are always OK to borrow others' titles etc. Titles may, for example, be protected by trademark law (marks or passing off.)

ideas

There is no copyright in an idea. This is not entirely accurate, and is more than a little misleading. Although there is no copyright in an idea as such - i.e. an idea which has not been fixed in a work - that is not to say that copyright does not protect the ideas which inhere in a work. Ideas, providing the ideas are of the right kind and are not too general. For example, the story could be infringed by a person copying the plot of that story,

or the copyist takes care to avoid lifting a single phrase from the original story. Note that, in the case of a web design,

there are probably of the wrong sort to attract the protection of the law of copyright.

credit?

be identified as the author on copies of your work? Not necessarily. Paternity, is one of the principal moral rights which arise in relation to copyright conceptually distinct from copyright itself. In English law (unusually) the paternity it has been asserted by the author. So, if you licence others to use your artwork, right of paternity, they may use it without crediting you! References to a claim of copyright infringement, including the defences of "fair use" of research and private study" and "fair dealing for the purposes of criticism" may apply where an author has been credited in an appropriate way.

on services

registration". You'll find a plethora of different UK companies offering to help you have to do is submit your magnum opus and pay their fees; all they have to do is mission. Nice work.

these services is to provide evidence in the event of a court case. However, the chance such a company could offer is that a work was created before the time of registration is only occasionally an issue in copyright infringement lawsuits. We aren't talking about a case which has even involved the evidence of such a company, let alone a defence. So, don't waste your money.

regarding US copyright law is different. Registration with the US Copyright Office, has a number of advantages. See www.copyright.gov for details.

(5) *To credit or not to credit*
Do you have a right to be credited?
This right, the right of paternity, applies to all creative works. Moral rights are not waivable and last for the life of the creator, but don't assert the right of paternity.
Some of the statutory duties of the creator are dealing for the purpose of sale, distribution, and review", usually on a non-exclusive basis.

(6) *Copyright registration*
Try Googling "copyright registration".
You can register your works. All works are automatically protected by copyright, but registration does not lose your submission.
The alleged purpose of registration is to provide only conceivable evidence of ownership in a submission. Time of creation is not a factor. If you are aware of a single copyright infringement, you can turn upon such evidence.
Note that the position regarding moral rights is not, although not necessary,

matters little nowadays: in most jurisdictions copyright subsists in qualifying works that symbols they wear. The use of the symbol can be a pre-condition to copyright in the Universal Copyright Convention in countries which are not signed up to the Berne Convention. In major jurisdictions are now signed up to the Berne Convention. It does however have the effect of reminding people about copyright protection. If someone of the copyright owner, it lets users know who owns the copyright - and from whom it can be taken. It also looks rather neat and professional.

Do they

ons to use copyright works (also known as licences) do NOT need to be in writing. To make a website available to the world, you grant an implied licence to internet users for the purpose of viewing it on a web browser. However, the exact scope of the licence may be unclear.

to the above rule: statutory "exclusive" licences must be in writing signed by or for the copyright owner, as must assignments (transfers) of copyright ownership.

(7) *The importance of ©*

The Copyright symbol marks the works, irrespective of whether they are eligible for copyright protection under the Universal Copyright Convention - but all the use of the symbol does not accompany the national law with whom a licence should be obtained.

(8) *When must a licence be obtained?*

In English law, permission is required for the copying of a work. For instance, when you use a work on a website, you need to obtain a licence from the copyright owner. There is one exception to this rule: if the work is in the public domain, you can copy it without a licence on behalf of the copyright owner.

Infringement

Infringement isn't just about copying. There are lots of different ways to infringe someone's copyright. Some of them don't directly involve copying. For instance, selling over your website CDs that have been ripped may be copyright infringement. Again, making an adaptation of a copyrighted work, such as recreating a motion picture as a cartoon strip, can infringe copyright, even if there is no direct copying.

Crimes

In some jurisdictions, copyright infringement can be a crime. For example, in the UK, copyright infringement is only a crime if it is done for commercial purposes or on a significant scale. So, downloading an infringing track for personal use may be copyright infringement, but it isn't usually a crime.

(9) Acts of infringement

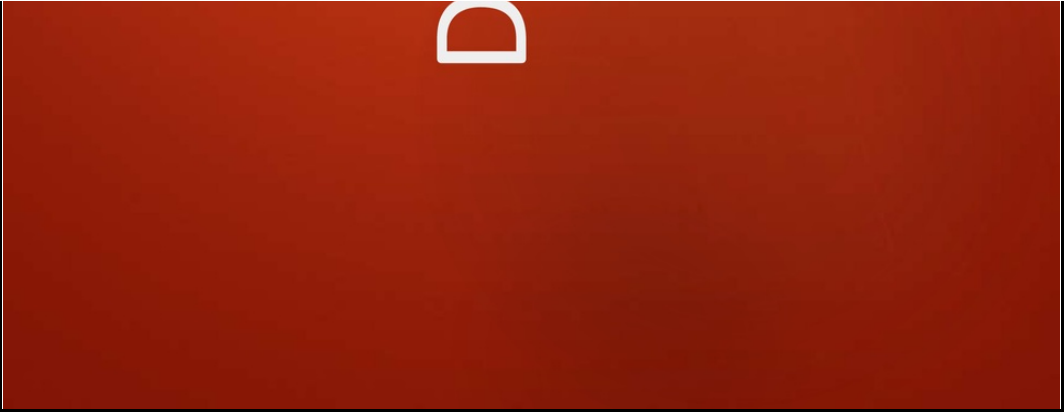
Copyright infringement occurs when someone copies a work, for instance, without the owner's permission. This is not literal copying.

(10) Copyright criminal offences

Contrary to the intellectual property laws, it is usually a criminal offence to copy a work deliberately in the course of commercial or personal use may

DIGITAL BRANDING & LOGO DESIGN





Stalt (Visual Perception) theory?

ax Wertheimer had an insight when he observed a series of lights flashing on and off at a similar to how the lights encircling a movie theater marquee flash on and off. It appears as if a single light moves around the marquee, traveling from bulb to bulb, when in reality each bulb is flashing on and off and the lights don't move at all.

These principles sit at the heart of descriptive principles about how we visually perceive objects. These principles sit at the heart of how we do graphically as designers.

What is Gestalt?

In 1910, psychologist Max Wertheimer was studying a railroad crossing. It was a simple scene: a train crossing a track. To the observer, it appeared as a single, unified whole. But when Wertheimer broke it down into its individual parts—the train, the tracks, the crossing—he found that the whole was more than the sum of its parts.

This observation led to the Gestalt school of psychology, which focuses on the heart of nearly everything we experience: the whole.



options when it comes to creating a website?

- Code based
- Use a platform
- Use a program (Dreamweaver, pinecone etc.
- Web developer

What are the

web building platforms available, I began by conducting some research to find the pros and cons of each platform to allow me choose the best one to create my website.

I have created a table to display my outcome and what my research has shown me. Weebly was the least best option and Wix to be more suitable and has more pros.

	WORDPRESS	SQUARESPACE	WIX	WEEBLY
PROFESSIONAL LAYOUT AND DESIGN	3	5	5	3
RESPONSIVE DEVICE LAYOUT	5	5	5	3
BLOG INTEGRATION	5	7	5	2
E-COMMERCE INTEGRATION	4	5	5	3
E-MAIL MARKING INTERGRATION	7	4	5	3
ALLOW NON-TECHNICAL PERSONNIAL ACCESS TO UPDATE THE SITE VIA A GUI	4	0 ¹	4	3
NO HOSTING MAINTNEANCE REQUIRED	3	3	4	2
AS REASONABLE AS POSSIBLE (SUITABLE FOR SMES)	4	5	4	3
TOTAL	24	27	37	19

Due to several weeks of research in what is the best platform to choose

As seen below, I have found that research has shown that the recommended approach is to

Web Design & Mark

GRADEMARK REPORT

FINAL GRADE

49/100

GENERAL COMMENTS

Instructor

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GRADING FORM: UWTSD GRADING FORM

RABEA BENKADI

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1. RESEARCH LITERATURE

Extent of research and/or own reading, selection of credible sources, application of appropriate referencing conventions.

 Citations: None. Reference list format: None. Reference list quantity: None. - Be sure to paraphrase or direct quote any and all information used from research sources (e.g. websites, books, journal papers etc...). This is very important to ensure you do not fail assignments for plagiarism.

2. KNOWLEDGE AND UNDERSTANDING

Extent of knowledge and understanding of concepts and underlying principles associated with the discipline.

 W3C. Accessibility & Usability. Good. Accessibility tools. PECR. GDPR. Very Good consideration. IP considerations. - Unfortunately the information is not paraphrased or supported by citations. Design & Branding. Web design options. - Online Marketing. - SM Management tools. - Analytics. - Posting strategies. - E-mail Marketing.

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3. ANALYSIS

Analysis, evaluation and synthesis; logic, argument and judgement; analytical reflection; organisation of ideas and evidence.



Usability and Accessibility. Very good. Professional
Legal and ethical considerations. Very good.
However, - Citations should be documented to
support/analyse each topic. + Web site design
options. + Evaluation grid. Good. - Blog, E-mail
Marketing, E-commerce considerations.

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4. PRACTICAL APPLICATION

Deployment of methods, materials, tools and techniques; application of concepts; formulation of innovative and creative solutions to solve problems.



Website. E-commerce. Gallery. Logo. Subscription.
- SM pages. - SM Management. - E-mail Marketing.
- Analytics. - Ads. Demonstration.

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5. PROFESSIONAL PRACTICE

Attributes in professional practice: individual and collaborative working; deployment of appropriate media; presentation and organisation.



Good consistent slides. – bit text heavy at times.
Good delivery. Good contact with audience. Good demo. - Paraphrasing and academic referencing not used. Note: Overall very good website and good presentation delivery, the grade would be much higher if paraphrasing and academic referencing were used. You are capable of a much higher grade, please use this as a positive learning experience for future assessments.

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