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## Historical Teaching & Professional Material Archive

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This presentation is preserved **solely for historical and archival purposes**.

- The content reflects the **state of knowledge, tools, technologies, and industry practices** available at the time the lecture was originally delivered.

- Examples, recommendations, and technical references are **intentionally time-bound** and may no longer represent current best practices.

- This material is retained to document **teaching methodology, professional experience, and industry context** during the stated period.

### Presentation Format Explanation

This archived version intentionally displays **both slide content and speaker notes** to preserve full instructional context.

- **Slide Presentation Area (~80%)**
  Displays the original visual content used during the lecture.

- **Speaker Notes Area (~20%)**
  Displays the instructor's verbal explanations, teaching intent, and contextual clarifications in a smaller font.

Speaker notes are included **for documentation, academic review, and historical reference**, and were not intended to be visible to the original live audience.

### Intended Use of This Archive

This material is intended for:

- Academic and professional portfolio review

- Teaching and curriculum documentation

- Historical reference of IT education and industry practices

- Analysis of pedagogy and professional development over time

This material is **not intended** to serve as:

- Current technical guidance

- Up-to-date industry instruction

- A live presentation without revision or contextual update

# A Step Ahead in Web Design

*Web Design Practices and Tools*

Lecture for 4th Year BSCS and BSIM students
January 16, 2003
STI College Southwoods

**Abegail Torrendon, BSCS Student**
**Research & Development TEAM**

# Ohayo! I'm Abby

- BSCS Student
- 2002 and 2003 National Champion: GIFs & TAGs Website Competition
- Dev (SA) at Research & Development TEAM of STI College Southwoods

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# A Step Ahead in Web Design
## Web Design Practices and Tools

# Lecture Objectives

- Review core web development skills
- Introduce advanced design considerations
- Discuss professional tools
- Understand PH's internet limitations

Speaker's Notes

Explain goals:
- Set expectations and context for a senior-level lecture.
- Explain focus on practical, PH-based realities.

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# Web Development in 2003

- Majority of users still rely on dial-up *(Broadband will be available this year)*
- Internet cafes/shops are primary access points
- Web development is becoming a viable career
- Philippine companies are starting to go online

**Speaker's Notes**

- Dial-up is the most common connection, there's talks about implementing Broadband within this year (expensive).
- Emphasize that Philippine internet infrastructure is still limited.
- Businesses going online
- Good design must work within real conditions, not ideal ones.

# A Step Ahead in Web Design
*Web Design Practices and Tools*

## Web Design vs Web Programming

- Layout and presentation
- Usability and clarity
- User interaction flow

- Logic and functionality
- Server-side processing
- Database interaction

**Speaker's Notes**

Clarify distinction for graduating students, and they should already understand programming; this lecture focuses on how design affects system usability.

Web Design
- Layout
- Usability
- Flow

Web Programming
- Logic
- Server-side
- Databases

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# A Step Ahead in Web Design
## *Web Design Practices and Tools*

# Why Web Design Matters

- Users judge websites quickly
- Confusing layouts discourage use
- Good design improves:
  - Navigation
  - Understanding
  - Trust

**Speaker's Notes**

Explain business and user impact.

- First impressions matter
- Poor design discourages use
- Improves navigation & trust

# HTML & CSS in Practice

## For HTML

- HTML defines page structure
- Tables widely used for layout

## For CSS

- <div> and CSS emerging but limited
- Controls fonts, colors, spacing
- Reduces excessive HTML formatting
- Browser behavior still inconsistent

**Speaker's Notes**

HTML defines structure.

Tables still dominant, explain that table-based layouts are still common and acceptable especially in the Philippines.

CSS layout emerging and useful but must be tested.

Warn students that CSS behaves differently across browsers. Testing is critical.

CSS still have some browser compatibility concerns.

- Fonts, colors, spacing
- Cleaner structure
- Inconsistent browser support

# A Step Ahead in Web Design
## *Web Design Practices and Tools*

# JavaScript in Design

- Form validation
- User feedback (alerts)
- Simple animations
- Improves usability

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## *Web Design Practices and Tools*

# Server-Side Integration

## Apache/Linux setups

- PHP + MySQL
- phpMyAdmin for database management

## PWS or IIS/Windows setups

- ASP + MS Access

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## *Web Design Practices and Tools*

# Any questions?

**Speaker's Notes**

Ask audience for any questions, after 1-2 questions (give freebies for those who asked questions) or if there's none, ask the following (and give some of the freebies as reward):

- HTML, CSS and JavaScript is useful for Web Design or Development?
- If PHP = Apache, then for ASP = ?

# A Step Ahead in Web Design
## Web Design Practices and Tools

# Image Editing & Optimization Tools

- Adobe Photoshop
- Macromedia Fireworks

## Key considerations:

- Optimize images: BMP, **GIF**, **JPG**, **PNG**
- Split large images when needed
- Avoid heavy graphics
- Always consider loading time

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## *Web Design Practices and Tools*

# Animation Tool

- Macromedia Flash

**Uses:**
- Animated intros
- Interactive navigation
- Simple games

**Important limitation:**
- Users must have Flash Player installed
- Not all users can view Flash content
- Loading time consideration

- Macromedia Flash
- Animations & interaction
- Loading time consideration
- Requires Flash Player

Flash requires plugin; risk in cafes/shops.

Mention Flash is powerful but should be used carefully due to:

- Plug-in requirements
- Loading time

Stress that Flash is powerful but risky.

Many users in internet cafes/shops may not have updated plugins installed.

# Web IDE

- Microsoft FrontPage
- Macromedia Dreamweaver

## Features:

- WYSIWYG + code view
- HTML and CSS support
- FTP publishing

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# A Step Ahead in Web Design
## Web Design Practices and Tools

# Designing for Users

- Simple, familiar layouts
- Clear navigation
- Minimal learning curve
- Design for first-time internet users

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## Speaker's Notes

- Simple layouts
- Clear navigation
- Familiar patterns

Design for first-time users.

Stress usability over visual impressiveness.

Many Philippine users are first-time internet users.

# Fonts & Colors

**Common system fonts:**

- Arial, Times New Roman, **Verdana**, **Tahoma** and Courier New

**Color declaration:**

- Hexadecimal codes (#000000): precise and consistent
  - Hex codes are preferred for consistency
- Color names (black, blue): limited and browser-dependent

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## *Web Design Practices and Tools*

# Tables vs CSS Layout

## Tables

- More predictable
- Better cross-browser support

## CSS

- Cleaner structure
- Limited browser consistency
- Practical choice depends on project needs

**Speaker's Notes**

- Dial-up users
- Large files load slowly
- File size affects user's experience

Tie file size to speed.

Relate this to internet cafes/shops: users pay per hour, so slow websites cost them money.

Tie file size directly to user experience. Mention that slow websites are often abandoned.

## A Step Ahead in Web Design
### *Web Design Practices and Tools*

# Internet Speed & File Size Considerations

- Majority of users use dial-up
- Large files load slowly
- File size affects:
  - Images
  - Audio
  - Video
  - Flash content
- Good design balances quality and performance

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# A Step Ahead in Web Design
## *Web Design Practices and Tools*

# Designing for PH Internet Conditions

- Slow loading frustrates users
- Internet cafes/shops users pay per hour
- Efficient design saves user time and cost
- Performance is part of usability

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Speaker's Notes

- Slow sites frustrate users
- Internet cafe/shop costs
- Performance matters

Explain cafe/shop cost/time impact.

Relate this to internet cafes/shops: users pay per hour, so slow websites cost them money.

Tie file size directly to user experience. Mention that slow websites are often abandoned.

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## Browser Compatibility

- **Internet Explorer ****
- **Netscape Navigator ****
- Opera
- Mozilla
- AOL Browser

(** indicates commonly used browsers)

**Speaker's Notes**

IE dominance in PH. Explain that Internet Explorer dominates in computer labs, so testing on it is critical.

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# A Step Ahead in Web Design
## *Web Design Practices and Tools*

# Any questions?

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## Speaker's Notes

Ask audience for any questions, after 1-2 questions (give freebies for those who asked questions) or if there's none, ask the following (and give some of the freebies as reward):

- What are the 5 recommended fonts to be used for web designing?
- What are the 2 IDEs that you can use for Web Designing?
- Which type of image you should stay away as much as possible for creating websites?

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# Learning Through Examples

## Flash-driven websites:

- 2Advanced Studios

- AddictingGames

## Best User Experience (2002):

- Amazon

- Yahoo

- eBay

**Speaker's Notes**

Flash sites:
- 2Advanced Studios 2advanced.com
- AddictingGames addictinggames.com

Best User Experience from last year:
- Amazon
- Yahoo
- eBay

Analyze, don't copy designs.

Encourage students to analyze, not copy.

Ask:
- Why does the site feel easy to use?
- How is navigation handled?
- What loads fast or slow?

# Practice thru Personal Portfolio Website

- Showcase design skills
- Apply usability principles
- Experiment with tools
- Prepare for employment

Ex: [nocturnaldevgypsy.cjb.net](nocturnaldevgypsy.cjb.net)

**Speaker's Notes**

Portfolio as learning ground.
- Showcase skills
- Practice design
- Prepare for work

Practice as the main learning method.
- Personal website as sandbox.

Show my personal website to audience to give more insight

# A Step Ahead in Web Design
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# Closing Message

- Web design is not decoration
- It supports usability and functionality
- Good designers respect users and limitations
- Staying ahead requires awareness and practice

End with practical advice.

End with:
"Good web designers think about users, technology, and limitations; not just appearance."

- Design supports usability
- Respect user limitations
- Practice to stay ahead

# A Step Ahead in Web Design
## *Web Design Practices and Tools*

# Thanks for attending!
# Any questions?

**Speaker's Notes**

- Ask audience for any questions, after 1-2 questions (give freebies for those who asked questions)
- If there's none, can, we can end the presentation

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