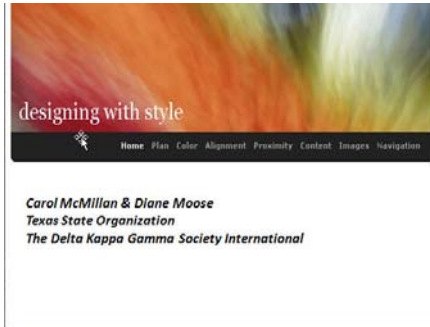


# Designing with Style



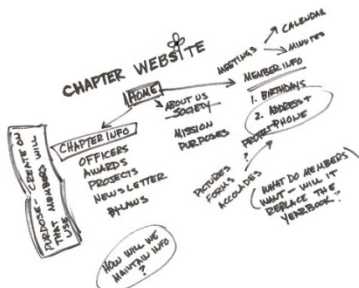
Before you begin to develop your website, do you have a plan for sustaining it? Like the newsletter and yearbook, the website doesn't go away because you get tired of updating it. Its content should have basic updated information, and it should have ever changing information to make sure that people return. Who is going to set it up and who is going to update it? Keeping up a website is work, and you must have a plan for sustainability before you begin.



Without a clear purpose for the website, it has little chance of success. In one sentence state what you want to do with the website. My objective is "to create a chapter website to quickly disseminate information to members and to be a resource of information." What is the strategy for implementing this purpose? How are you going to accomplish this purpose? You will have to convince chapter members to use the chapter website as a source of information instead of relying on printed material because information can be undated and dispersed rapidly and cheaply.



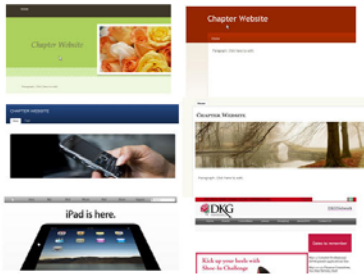
What types of members do you have in your chapter? What types of computer experience do they have? How can you meet their needs?



Plan the content on the web page *with your members*. Even plan for future content; someday you might want to put your yearbook on the web. Brainstorm ideas and then organize your ideas into a plan.



The web experience belongs to the user. If a user can't find something on the website, it is the designer's fault. Great design is invisible because it is functional. Trying to control the user's use of the site with scrolling text and flashing animation will usually not work because it irritates the user.



What is the feel that you want the website to convey? If it is not pleasing to the eye no one will look at it or come back to it. Color adds personality. White on white is a new trend. It has been called sophisticated or sterile depending on its use. The banners do not distract from the content. Keep the banners and navigation system consistent on each page to provide the patterns and organization users want.

**Annie Webb Blanton**  
Annie Webb Blanton was born in Houston, Texas, the daughter of Thomas Lindsay Blanton, a native of Virginia, who with his mother, came to Houston at the age of twelve. Her mother was Eugenia Webb Blanton, of La Grange, Texas, granddaughter of Asa B. Hill and daughter of General William G. Webb, names well known in Texas history. She received her early schooling in a private school in Houston. Her secondary training began in the Houston High School and ended in the high school of La Grange, where the family made their home after the death of her mother. After teaching one session in a rural school in Fayette County, she moved, with the other members of her family to Austin, where she taught in the public schools, at the same time pursuing courses in The University of Texas. The Bachelor of Literature degree was conferred upon her in 1899.  
In 1901 Miss Blanton left her position as teacher of English in the Austin High School, to become a member of the original faculty of the college then called The North Texas State Normal. Throughout her seventeen years of service in this pioneering institution, Miss Blanton's initiative, qualities of leadership, and spirit of service found ample scope through her work on faculty committees, her participation in student activities, and her singularly effective teaching of English, yet she found time for abundant social activities and for participation in community and civic life.  
Miss Blanton was always a firm believer in the efficiency of organization as an instrument for progress, and early identified herself with state and national organizations in those fields in which she had a special interest--the improvement of education, the advancement of women as

Lack of alignment is probably the biggest cause of unpleasant looking web content. Alignment provides the structural framework of a design. The alignment can affect the mood of the page as well as how effective it is at getting its message across. Information should never be center aligned. Your eye doesn't know where to focus.

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Miss Blanton was always a firm believer in the efficiency of organization as an instrument for progress, and early identified herself with state and national organizations in those fields in which she had a special interest--the improvement of education, the advancement of women as citizens and leaders, and the furtherance of the political ideals of the Democratic Party. Her affiliations with

Left align is the preferred alignment.

**Annie Webb Blanton** ← Sans Serif  
Annie Webb Blanton was born in Houston, Texas, the daughter of Thomas Lindsay Blanton, a native of Virginia, who with his mother, came to Houston at the age of twelve. Her mother was Eugenia Webb Blanton, of La Grange, Texas, granddaughter of Asa B. Hill and daughter of General William G. Webb, names well known in Texas history. She received her early schooling in a private school in Houston. Her secondary training began in the Houston High School and ended in the high school of La Grange, where the family made their home after the death of her mother. After teaching one session in a rural school in Fayette County, she moved, with the other members of her family to Austin, where she taught in the public schools, at the same time pursuing courses in The University of Texas. The Bachelor of Literature degree was conferred upon her in 1899.  
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Serif fonts or the fonts with the little tails, look good in high resolution printed materials. Studies have shown that San Serif fonts, such as Ariel, are easier to read on the web.

### Annie Webb Blanton

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People scan websites spending about 25 seconds on the home pages and less than 5 seconds on each linked page. Dividing the text into small blocks of information makes the text easier to scan.

### Annie Webb Blanton

18 pt

#### Family

Annie Webb Blanton was born in Houston, Texas, the daughter of Thomas Lindsay Blanton, a native of Virginia, who with his mother, came to Houston at the age of twelve. Her mother was Eugenia Webb Blanton, of LaGrange, Texas, granddaughter of Asa B. Hill and daughter of General William G. Webb, names well known in Texas history.

16 pt

#### Early Schooling

She received her early schooling in a private school in Houston. Her secondary training began in the Houston High School and ended in the high school of La Grange, where the family made their home after the death of her mother.

16 pt

#### First Teaching Assignments

After teaching one session in a rural school in Fayette County, she moved, with the other members of her family to Austin, where she taught in the public schools, at the same time pursuing courses in The University of Texas. The Bachelor of Literature degree was conferred upon her in 1899.

16 pt

#### University Position

In 1901 Miss Blanton left her position as teacher of English in the Austin High School, to become a member of the original faculty of the college then called The North Texas State Normal. Throughout her seventeen years of service in this pioneering institution, Miss Blanton's initiative, qualities of leadership, and spirit of service found ample scope

Adding headings and appropriate white space around the headings directs the users more quickly to the information.

### Annie Webb Blanton: Founder, The Delta Kappa Gamma Society International

#### Education

- Private schools
- Houston High School
- LaGrange High School, diploma
- University of Texas, BA, MA
- Cornell University, PhD

#### Professional Career

- Teacher, Pine Springs, Texas
- Teacher, Austin elementary schools
- Teacher, Austin High School
- Teacher, North Texas State Teachers College
- Superintendent, State of Texas
- Professor, University of Texas

#### Professional Organizations

- Texas State Teachers Association
- National Education Association
- National Council on Education
- National Sociological Society
- Nation Department of Superintendence
- American Association of University Women



Dr. Annie Webb Blanton

Headings draw attention to the information and bullets make scanning the page easy.



Make sure to use good pictures. Stock pictures can be used, but you can also duplicate this pose with your members. It might mean more on the website.



Never use a fuzzy graphic even if it is all you have. It lacks professionalism. If your background is not white, choose a gif or png graphic because it is a transparent graphic.



If you are going to use a graphic to represent a concept, label the graphic so that the user isn't left wondering what the graphic represents.

Focusing on navigation, the designer has to make the process of moving through a website unambiguous, easily guessable, and requiring minimal thought.



The internal navigation should be simple, and the links should reflect the name of the page. The user should never have to use the back arrow to go to another page. Pages like this are called pathway pages because they provide little information other than links to pages with information.

[Click here](#) to find the Shoe in Challenge Report.

Begin working on your [Shoe in Challenge Report](#).

[International Website](http://www.dkg.org)

<http://www.dkg.org>

[State Website](http://www.alphastatetexas.org)

<http://www.alphastatetexas.org>

Embedded links shouldn't be put in the middle of a paragraph because people will leave your site before they finish reading. Instead, put it at the end of a sentence or the end of a paragraph. Make the link descriptive of where it leads. Never use "click here." Only links should be underlined.

External web addresses send people to sites other than yours. If you are listing external sites of interest, carefully place the links so that your page will be scanned before the user leaves the site.



Linking to a PDF file must be done with care. Interactive forms are great, but material that was meant for print can be tricky. If a page is set in columns, the user must scroll to the bottom of the first column and back to the top of the second column. Few people will do this.



Do a wellness check on your website regularly. Make sure that the links are all active and the information is current. Ask your members to take survey of what they use on the site. Watch several members using the site to see if the navigation works and the information is easily assessable.