

Design and the human interface

- Have a basic understanding of graphical user interface (GUI) design:
 - Inform and guide the user through complex links
 - Use graphic design appropriate for HTML
- Apply basic principles to every page
- Keep a balance between text and graphics
 - Dense text is hard to read without visual relief
- Provide a "return" link to the top page or index
- Use banner graphics, signature icons, or other graphic devices to establish identity
- Keep linked page structure clear—not too deep and not too shallow
- Keep access rates in mind for colored graphics, sound, and animation
- Analyze users to determine whether to format for a particular browser or to use a generic format for all browsers

See the Web Style Manual from the Yale Center for Advanced Instructional Media:

http://info.med.yale.edu/caim/StyleManual_Top.HTML