

Web Page Elements

Text -

Text is certainly the most basic element on a web page. Most information is presented in the form of text. Text should be short and to the point so that viewers can easily skim it as they browse through Web sites.

Graphics-

Graphics add visual interest to a Web page. However, the saying that “less is more” is certainly true with graphics. Too many graphics will cause the page to load too slow and ill discourage viewers from waiting. Many pages today have banners, graphic that appear across the top of the screen that can incorporate the company’s logo, contact information, and navigation bars.

Hyperlinks-

Hyperlinks, also known as links, are graphic or text elements on a Web page that users click to display another location on a Web page on the same Web site, or another Web site.

Tables-

Tables, grids of rows and columns, can either be used to hold tabular data on a web page or they can be used as a basic design tool for page layout. When used as a design tool, they can be made invisible to the viewer. Elements are then placed in table cells to control the placement of each element on the page.

Layers-

Layers are another page layout tool. You can “draw” layers on the page and then use them to hold page elements such as text or graphics. Because they can “float” over any page element, they are easier to reposition than table cells; therefore, they are a more flexible tool. Many designers today use a combination of tables and layers for page design.

Animation / Sound / Streaming Video-

Animation, sound, and streaming video are all examples of multi-media information that can be used with today’s web designing software. As with graphics, the same thinking applies. Sometimes less is more. This is true, not only from a design standpoint, but from the practical consideration of functionality. Multi-media files often take up lots of memory. Remember, the larger the file, the longer it will take to download its contents.

