網頁設計－眾福科技公司之製作為例
Website Design-Using the website of Data Image Inc. as an example

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摘要

　　網頁設計是一整合設計：首先應確定網站設計製作的目的、目標，並進行專案企劃，擬定設計策略與設計方向。接續網站的架構結構設計、資訊設計及網站的視覺設計、按鈕符號設計、頁面編排設計。了解每一種設計產生的意義效果與其他面向相互的關係，如何組合可達到最佳的呈現與傳播效果，這是極複雜且專業的設計。

關鍵詞：網站、視覺設計

Abstract

Webpage design is a consolidated design: first, the purpose, goal and market analysis of the website design and production should be decided on. Following, website structure design, page information design, visual design, icon design, and layout design. An understanding of how to weigh-up the overall target and design structure, and a comprehension of the effective result created by different types of design and their relationship to other facets. How to assembly will reach the best outcome and display. This is highly complex design task and professional design.

Keyword：Website, visual design

大綱

網頁設計流程、方法
一、確定網站設計的目的與擬定設計方向
二、網站的架構、結構設計
三、頁面資訊規劃設計
四、網站的視覺設計

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I. Introduction

Through the internet we can read websites all over the world, making use of a wide variety of resources while people from all over the world can information on our websites. With business going global, markets opening up everywhere and the price of communications technology being rationalized and becoming ever more widespread, our lives at work and at home have become increasing dependent on computers and the internet. Every day a visit is paid to Yahoo-Kimo to receive and send email, look at news and Google is used to search for information, bank transfers done online, every day everyone is using the internet for at least half an hour. Any person at any time at any place can be exchanging information worldwide making website design increasingly important. How to design a website that presents a suitable image, is liked by users and is easy to use is a challenging task for dedicated professionals. When looking at most web design publications most are basic internet knowledge, internet marketing, online shopping, website design software technology, website layout design concepts, nothing that clearly explains the design process and methods. One real-life example is presented here for research with the practical process and methods used. It is provided for website designers to consider with the hope that they will study it and provide comments.

II. Webpage design process, method:

1. Decide website design purpose and draft design direction

First, the purpose, goal and market analysis of the website design and production should be decided on. User background should be researched and a business plan drawn up, concepts, and a draft design policy and design direction decided.

Due to Data Image Inc. wanting a website to be designed, the design plan should include the unique characteristics of internet domains, in addition to weighing up the habits and needs of web users. The main goal of the design of Data Image's website was to strengthen the company's image and competitive advantage to quickly establish its enterprise goodwill. Therefore, it needed a plan that would provide often-used online services, to hasten customer service response and raise customer satisfaction. The design direction needed to show the company's value, special characteristics and a high quality enterprise image while increasing the convenience of use for website users through careful planning of the functionality.

2. Website structure design

Following on from the classification and organization of all the relevant information, it should be reorganized in accordance with the logic of the design

goal, in a way that is easy for users to use and can be displayed in the most concise way.

The main menu is to separate the information to be disseminated into four parts: About us, Product, Sales, and Service. That information should be separated into secondary links. The picture below clearly shows the website structure. (Picture 1)

3. Information design:

The content for each page should be divided up according to the design plan.

The home page content should follow the plan proposed in Picture 2: including Main menu, icons; on the left will be secondary links and promotional image; on the right is an area for advertising, About us content is in the center of the page and the copyright statement is at the bottom.

4. Visual design

When the necessary and appropriate information design has been arranged. The above-mentioned information design was invisible and now must go through a creative visual design process so that the webpage will attract views. It should also highlight the differences between this enterprise and other companies and give viewers a good impression of the website design. The web-pages must be comfortable, please the eye, and be convenient to use. Visual design content should include: Interface design, Icon design, Interaction design, Page design, Graphic design, and Visual system design.

4.1 Icon design

To make this website look obviously different to other enterprise websites, a special unique icon design was used for each set of choices to add interest and interactivity to the user experience. The design of each icon represents a special meaning that is compact, geometric style that symbolizes its individual, efficient and professional image.

These visual icons should become the center of attention for this website. Each icon should have perfect lines and quality of workmanship, and make a visually creative display. The spaces between the icons should show a proportionality, balance and perfection. Because the icons also as links that bridge to other pages, the design of the icons' look and interactivity must attract users to click on them so that they move to the inside pages. This makes the icons the most important of the pages' visual design. (Picture 3)

4.2 Layout design:

Careful thought should be applied to the habits of users as a principle in planning the dissemination of information on a webpage. The designer should follow the plan to bring out the overall vision.

Layout design includes: logos, site navigation, secondary links, instant links, titles, content text, all advertising elements, positioning. This point is for the targeted users of the enterprise website to find the information that they need. Therefore, during the design process consideration is given to making the interrelated functions of each visual element, logo, title, their positions, size, esthetic feel, and capacities are the most logical. These must go through a careful thought process and deliberations. Only after design, amendments and adjustments have been made can the best possible webpage layout appear.

To make it easy for users to use, and have them want to navigate through the design and visuals, psychologically, ergonomically so that it can effectively communicate information and allow people navigating the site to do so comfortably, effortlessly, quickly as they easily find the information they want. Ease-of-use can effectively raise the number return visitors while also raising he curiosity of those that find it and keeping them on the site.

Because each area plays a different role and function, visual design planning displays the functionality and special characteristics through a suitable design arrangement.

The overall layout and its different areas (Picture 7):
- Top banner: Logo, Site navigation, Instant link (Picture 4).
- Bottom banner: Main link, Copyright announcement, separating line (Picture 5).
- Left banner: Secondary links and About us picture design (Picture 6).
- Right banner: Separated into 2 columns, main title and Content Area and Ad area (Picture 6).

The overall layout design should be separated into several areas: each part of the design deliberations need to begin from a user navigation perspective. In addition to being oriented towards the enterprise image, thoughtful innovation and design, to present a consolidated design that integrates a wide range of professional knowledge and experience. An understanding of how to weigh-up the overall target and design structure, and a comprehension of the effective result created by different types of design and their relationship to other facets. Which assembly will reach the best outcome, suitable, coordinated assembly and an outstanding moving display.

III. Conclusion

Webpage design is a consolidated design: it requires that the purpose and goal, target users are known and that a policy has been planned. And then, the design of the

website structure; planning of webpage information; webpage text and picture editing and layout; icon design, layout and navigation functionality design is a complex design process full of design challenges. The above describes and explains this complex process and design methods.

Internet transmission technology is constantly improving. The Internet has already become the most important broadcast medium of the 21st century. Our lives and work are closely connected to the Internet. The number of Internet users is rising exponentially year after year, and internet related hardware and technology is changing and improving as well, especially since the arrival of the broadband era. Design concepts and technology are also constantly upgrading providing unlimited space for creativity. Enterprise websites combine interactive multimedia, animation, and audio-visuals to attract people to the internet and more effectively relate the special characteristics of their products and image that is an area of website design worthy of further study, not only is there no concern about technology limits on case size, if the plan and design production are appropriate, the public will find it acceptable.

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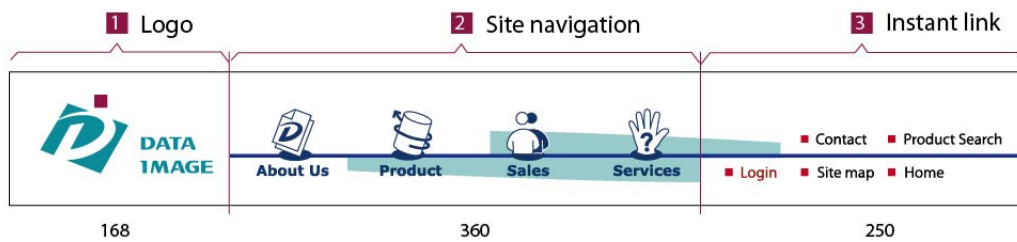Xu, Ming-Jie. Planning and Design of Digital Art. Taipei: Long Sea Publication, 2000
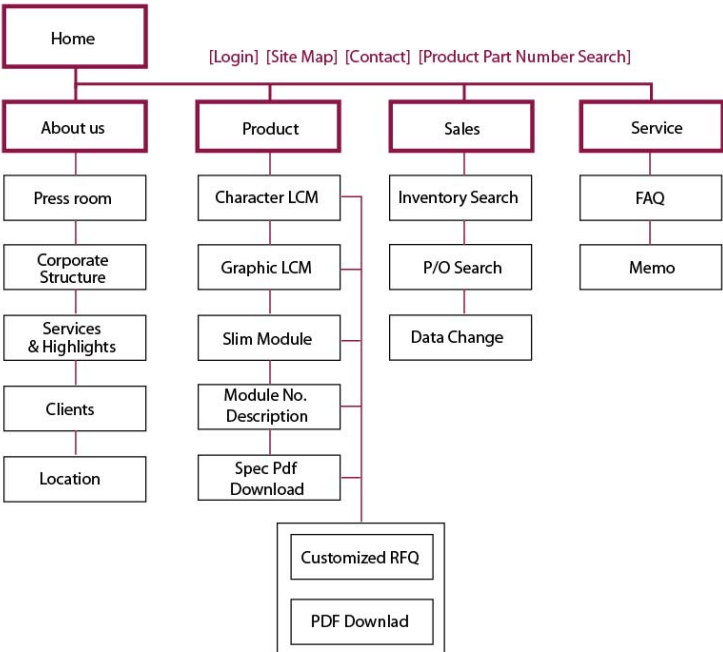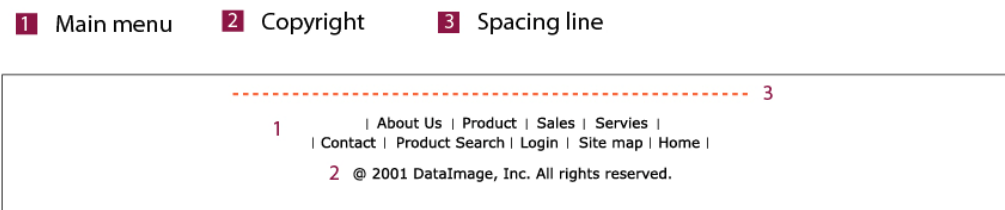
Picture 1: Structure design
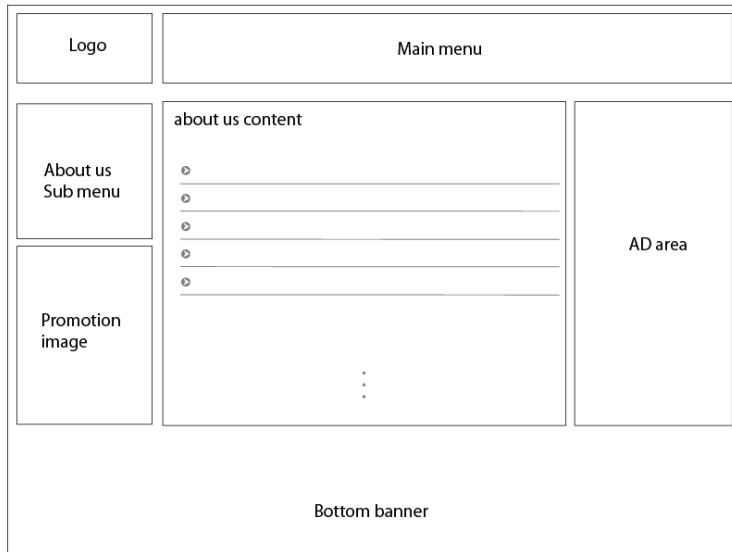
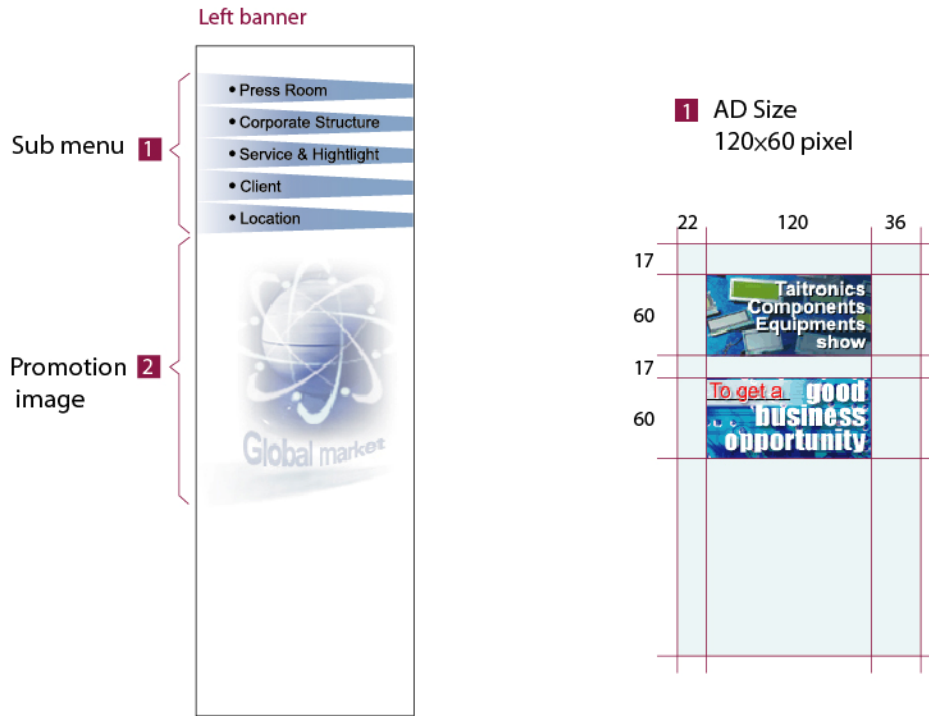**Picture 2: Webpage information design**

Picture 3: Icon design

Picture 4: Top banner

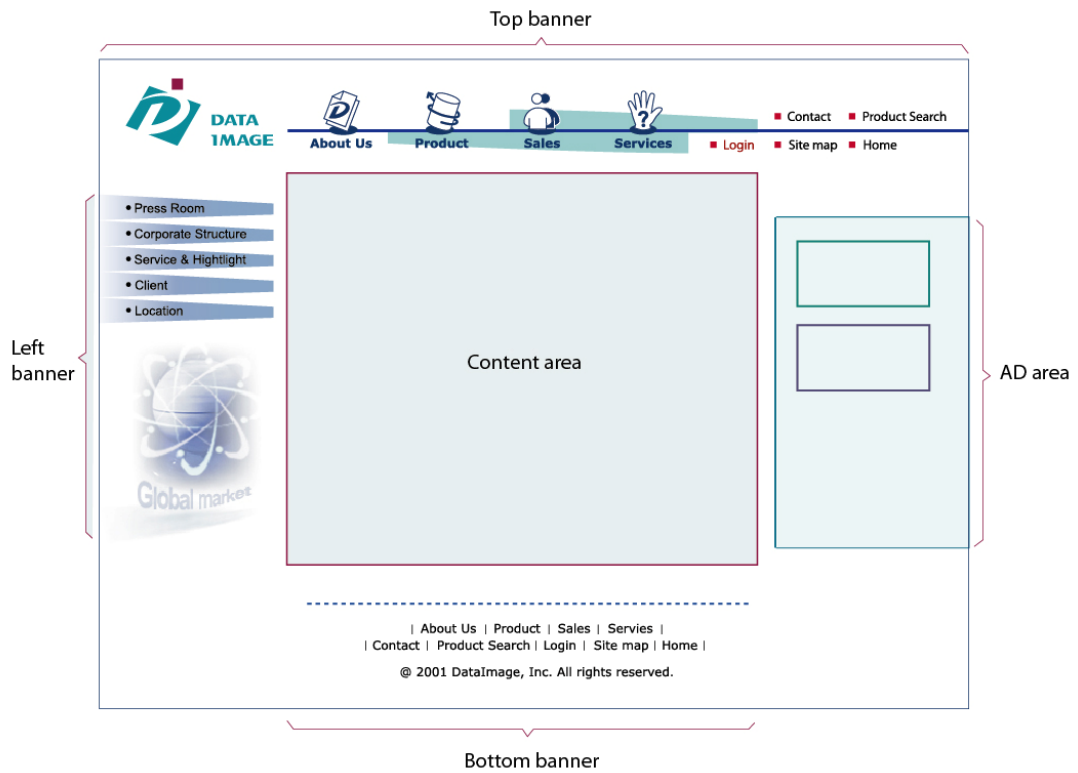**Picture 5: Bottom banner**

Picture 6: Left banner and Right banner

Picture 7: Interface design

Picture 8: Completed webpage design