

IBM Web Design Guidelines

1. (Introduction)

2. (Planning)

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3. (Design)

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4. (Production)

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가

5. (Maintenance)

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6. (e-Commerce Topics)

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7. (Bibliography)

II (Planning)

1.

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· , 가 가 가

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feedback ·

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Survey Questionnaire

-- email Web ,

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Interviews

-- 가 , 가 ,

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Task Analysis

-- , 가 가

, 가 가

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Focus Group

-- , topic sample page

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/

intranet internet ,

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, H/W, Browser, ·

2.

, 가

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가 / 가

,

가

가

가 , 가

3.

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~~가~~ 가

. (: dramatic vs. practical)

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4.

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가 가 가 가

.

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가

URL

URL

URL

URL

pointer page

5.

HTML	가	
		- (: Netscape .) - - JavaScript, VB Script sound, video, Java applets
		- - 가

Frames	HTML 3.2 3.0	
	가	.
		<ul style="list-style-type: none">-- HTML- 가- ID 가-
		<ul style="list-style-type: none">- , , 가- 가- 가
Cascading Style Sheets (CSS)	CSS 4.0 가 가	
		<ul style="list-style-type: none">---- cascade style sheet- 가-- JavaScript- , 가

		<ul style="list-style-type: none"> - - - <p>가 .</p>
Scripting Language	<p>CGI가 , JavaScript VB Script .</p> <p>HTML CSS 가 .</p>	
		<p>, , 가 .</p> <ul style="list-style-type: none"> - Java . -
		<p>, .</p> <ul style="list-style-type: none"> - 2.0 가 . - . - Java applets .
Java applets	. .	
		<p>, , 가 .</p> <ul style="list-style-type: none"> -
		<ul style="list-style-type: none"> - - - <p>. 3.0 .</p>

6.

chart . / Gantt .
가

가

iterative design

가

가

가

가

가

가

가

가

가

(, ,)

가

가

가

가

가

가

가

가

HTML

HTML

Intranet

HTML

가

(,)

III (Design)

1.

가

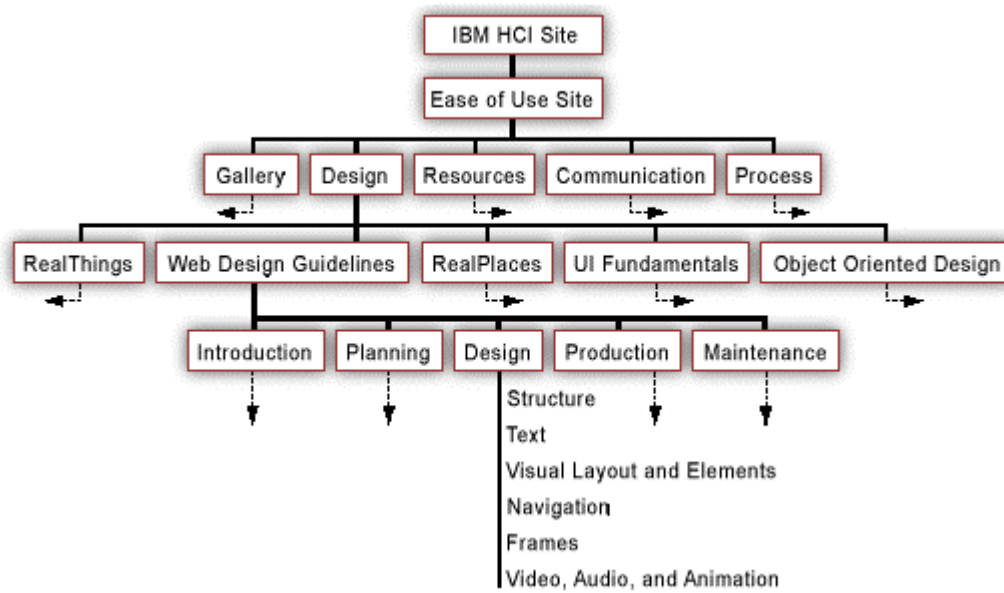
(,)

가

(card sorting) 가 :

(logical group)

(-> Card Sorting Test)



, GIF animated image

가

(category)

가 3depth

가

2.

가

"Go" "

가

(

가

가

.)

가

<div>Navigation</div> <div>idle state</div>	
<div>Navigation</div> <div>pending state</div>	
<div>Navigation</div> <div>active state</div>	

, .
 .
 ()
 .
 (masthead)
 (feature)
 가
 (server side) (client side)
 alt
 (Client-Side Image Map)
 HTML 가 (destination)
 () alt 가
 가
 (Server-Side Image Map)
 (screen
 reader)
 ,
 .
 “ 가 (skip to main contents)”
 (‘ , ,
 .) “ 가 ”
 ()
 가 (heading) “ 가 (skip to main contents)”



가 .

가 .

가 .

가 가

(,)

가?

가?

가?

가 가?

가 가?

3. (Text)

가 , *

가

(* (inverted pyramid strategy) – 가

.)

가

가

가

PC Times New Roman Arial , Times Helvetica

가

가

.(가)

가

가

Paragraph text is usually easiest to read when it is flush left.	Paragraph text is usually easiest to read when it is flush left.	Paragraph text is usually easiest to read when it is flush left.
--	--	--

(가)

가

가

()

가

가

have provided a way for you to print the entire set of guidelines as well as particular pages.

  Print versions: [this page](#), ["Web Design Guidelines" section](#)

[↑ Go to the top](#)

[Previous](#) | [Next](#)

4.

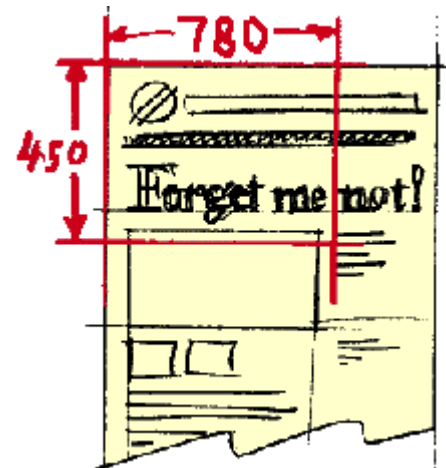
(Visual Layout and Elements)

(image - safe)"

"Forget me not"

가

"Forget me"



가

(visual) 가

가

가

~~가~~

가?

~~가~~

가?

~~가~~

가?

~~가~~

가? (

가?)

~~가~~

(,)

가?

(design convention : CI)

(Visual Identity)

, 가

가

가

가

가 , .
“What’s New?”

() .
가 가 .
“ (imgae -safe area:
)” .

가 .
가 가 가 .



가
IBM

5. (Media)

~~가~~ , .
~~가~~ .
~~가~~ .
~~가~~ .
~~가~~ .
~~가~~ .

IV (Production)

~~del~~

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~~del~~

?

~~del~~

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: CSS

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1.

(images/example.gif) (http://www.ibm.com/ibm/hci/guidelines/web / images / example.gif)

2.

CGI

3 HTML

```
<html><head><title>JavaScript Browser Sniffer</title></head>

<!-- Find out what level of JavaScript they support. -->
<!-- 10 is for Navigator 2.0 and Internet Explorer 3.0 -->
<!-- 11 is for Navigator 3.0 and Internet Explorer 4.0 -->
<!-- 12 is for Communicator 4.0 -->

<script language="JavaScript">
<!--
ver = 10;
// -->
</script>

script language="JavaScript1.1">
<!--
ver = 11;
// -->
</script>

<script language="JavaScript1.2">
<!--
ver = 12;
// -->
</script>

<script language="JavaScript">
<!--
function nextPage()
{
    //
    // If the browser is one of the 4.0 browsers we will use latestver.html
    // Otherwise we will see if they have JavaScript 1.1 before using newver.html
    // Defaulting to oldver.html for everyone else.
    //
    if (navigator.userAgent.indexOf("4.0") >= 0) {
```

```

        window.location = "latestver.html";
    } else if (ver >= 11) {
        window.location = "newver.html";
    } else {
        window.location = "oldver.html";
    }
}
// -->
</script>

<body>
<!-- Place oldver.html on the anchor for those browsers without JavaScript -->
<a href="oldver.html" onClick="nextPage(); return false;">my link text</a>
</body>
</html>

```

3.

가

5kb

gif가 jpg

가 gif

20kb

216 (가 ,

Web Safety Color~~)

가

GIF JPEG GIF (flat areas

of color)

jpeg




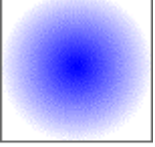
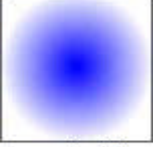
가

16M(16 million)

가 256

jpeg

gif "animated GIF"

				
<i>example #1</i> GIF non-dithered 1.1k	<i>example #2</i> JPEG 5.5k	<i>example #3</i> GIF non-dithered 2.3k	<i>example #4</i> GIF, dithered 2.5k	<i>example #5</i> JPEG 4.2k

가

JPEG

가

	
: 8.4 K	: 3.4 K

PC

가

Interlaced GIF

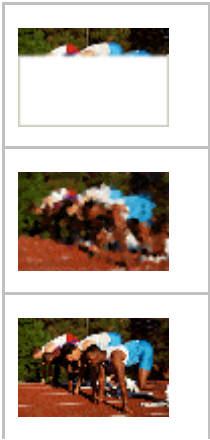
가

interlaced GIF가

가

interlaced gif

가

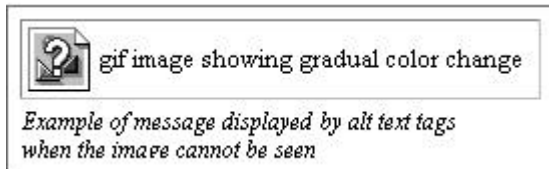


72dpi

. dpi

. 가

alt



alt

alt

~~alt~~

. (가)

~~alt~~ 가

~~alt~~

4.

CSS

:

가

CSS

~~alt~~

~~alt~~ 가

CSS

~~alt~~

~~alt~~

~~alt~~

~~alt~~

~~alt~~

/ / 가

5.

6. 가 roll out

V. (Maintenance)

~~2/2~~ 가 가?
~~2/2~~ 가?
~~2/2~~ ?
:
: 가 .

1.

~~2/2~~ .
~~2/2~~ .

~~del~~

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~~del~~

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~~del~~

or

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2.

~~del~~

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~~del~~

~~del~~

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~~del~~

(, , TV)