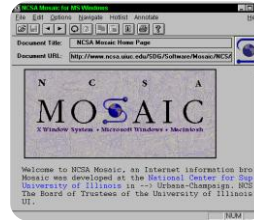


History of Web Design by Hyun Kim

1st Generation Website

- Mosaic: 1st Freeware browser in 1993
- Only text & graphic with limited layout arrangement
- Restrictions:
 - Slow modem connections
 - Monochrome monitors
 - Top & bottom layout design



Evaluating Web Sites: Criteria and Tools

[Context] - [Evaluation Criteria] - [Online Selection] - [Webpage(s)]

Context: The Primary Factor

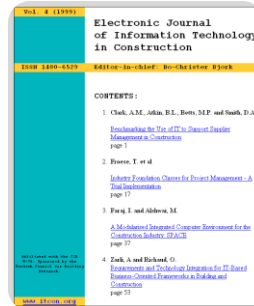
The User Context: The most important factor when evaluating Web sites is your search, your needs. What are you using the Web for? Entertainment? Academic work? Hobbies or recreational interests? Scholarly sources are traditionally very strongly text-based. [Compare the appearance and the content](#)

The Web Context: Some of the visual distinctions that signal the nature of content in print sources hold true on the Web as well, although, because the Web encourages wider use of graphics, Web versions of printed works usually contain more graphics and more color than their print counterparts. Color graphics appeared in the New York Times Web site before they appeared in the printed New York Times, for instance.

Compare the Web versions of [Child Abuse and Neglect](#) (Cornell only), [Massimo Revue](#) (free to the public), [The New York Times](#), [U.S. News](#), and the [National Enquirer](#).

2nd Generation Website

- Based on first gen. website but except:
 - Icon replacing words
 - Titled images for graphic background
 - Buttons with beveled edges
 - Banners replacing headlines
 - Development of page layout



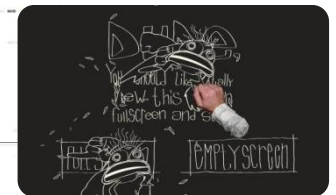
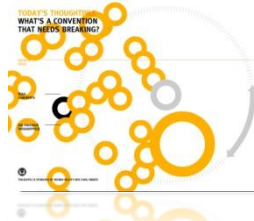
3rd Generation Website

- To present information from designer's point of view
- Bundle with plug-in Flash & QuickTime
- Multimedia contents
- Splash webpage & content navigation



4th Generation Website

- Multimedia rich site with high speed internet connections
- Liquid design instead of *fixed-width* design
- <http://demos.freedomandpartners.com/thoughtpile/>
- <http://www.bio-bak.nl/>



5th Generation Website

- Online shopping mall with transaction system
- Mobile phones & PDA webpage

