

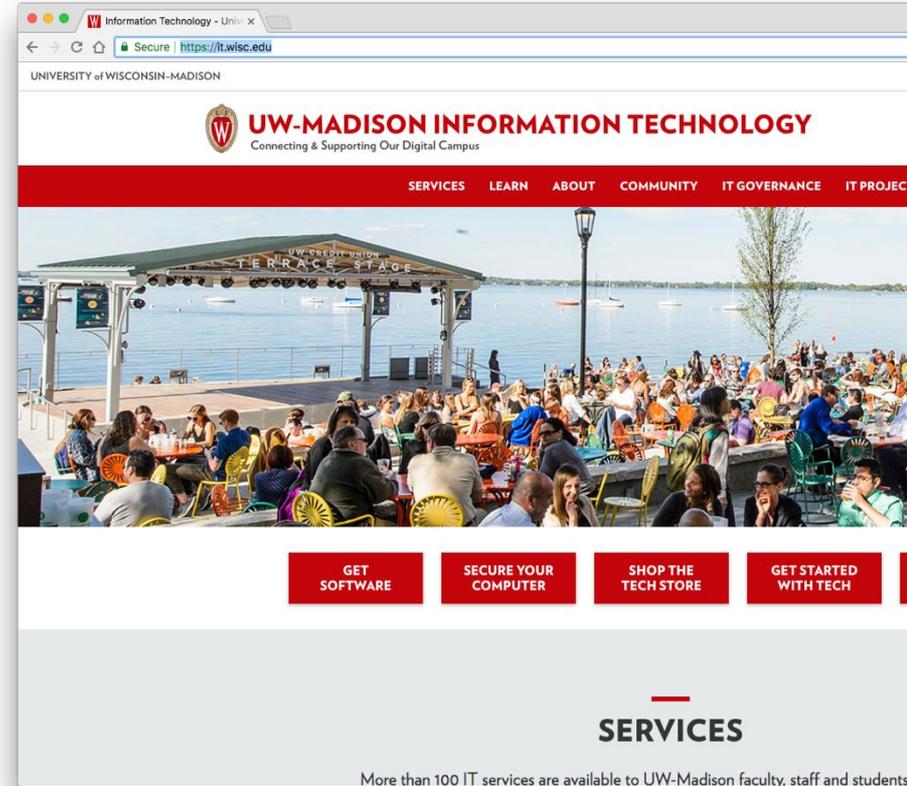
5 elements of contemporary web design

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**Use the
Universal Digital Layout (UDL)
for summary pages.**

Front pages, section pages, landing pages, menu pages

OK, so what's the UDL?

1st, a little context

**Since time immemorial,
publishers have been producing
documents on a grid of...**

ΕΝ ΟΥΡΓΑΝΗ ΘΑΛΑΣΣΗΝ ΔΙΑ ΤΟΥ ΤΕΙΧΟΥ
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COLUMNS

However, this time I am the middle-aged, middle-class consultant! Fortunately, I'm looking in from the outside and come to things with a different attitude. This time I can see potential and a way to achieve change. There is no need to walk away!

That said, the sad truth is that many of today's large companies are still much like IBM in 1997. They are woefully ill-equipped to adapt to a digital world. These pre-web organisations have been honed by the past, but are not equipped to deal with the future.

Their organisational structure and culture are largely incompatible with the web, and change seems impossible. Instead they end up trying to squeeze digital into their existing systems. Although they appear to work, the reality is that organisations are not adapting to the digital economy will never reap its full benefits. Ultimately they will be outmanoeuvred by more flexible competitors.

So what is it about the nature of digital and the structure of many large organisations that are so incompatible?

Digital incompatibility

The core problem with digital, faced by many large organisations, is that they were formed before the web existed. Their systems, processes and (in many cases) people, are not configured to support it.

This starts at the top of the organisation, with senior management failing to understand digital.

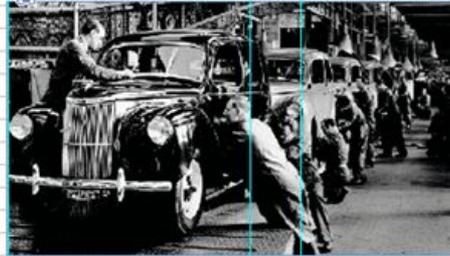
A FAILURE IN SENIOR MANAGEMENT

In a survey of over 1,000 web professionals in 2012, the number one challenge they faced was not competitors, but their own senior management's lack of engagement and understanding.

This is hardly surprising when you look at the makeup of most senior management teams. These are people who grew up before the web and whose management techniques have been shaped by a different economic environment. They are used to a world of mass production, mass marketing and are disciples of the mass consumer economy.

Among some, the new world engenders fear. They shy away from digital because they do not understand it and cannot control it. They do as little as possible, often limiting digital to a brochureware website and only doing more if they see the competition doing so first.

Others are simply not confident in their own knowledge, either to others or to themselves. They believe that digital isn't right for their organisation, that it's just a fad for today, but that does not mean it should be ignored. Sooner or later, it will have an impact on every sector and they need to be prepared for that day.



Most senior management teams are the product of the mass-production, mass-media economy.

Their lack of control and understanding leaves them afraid that their leadership position is being undermined. They feel threatened because their experience is no longer as relevant and they are required to learn

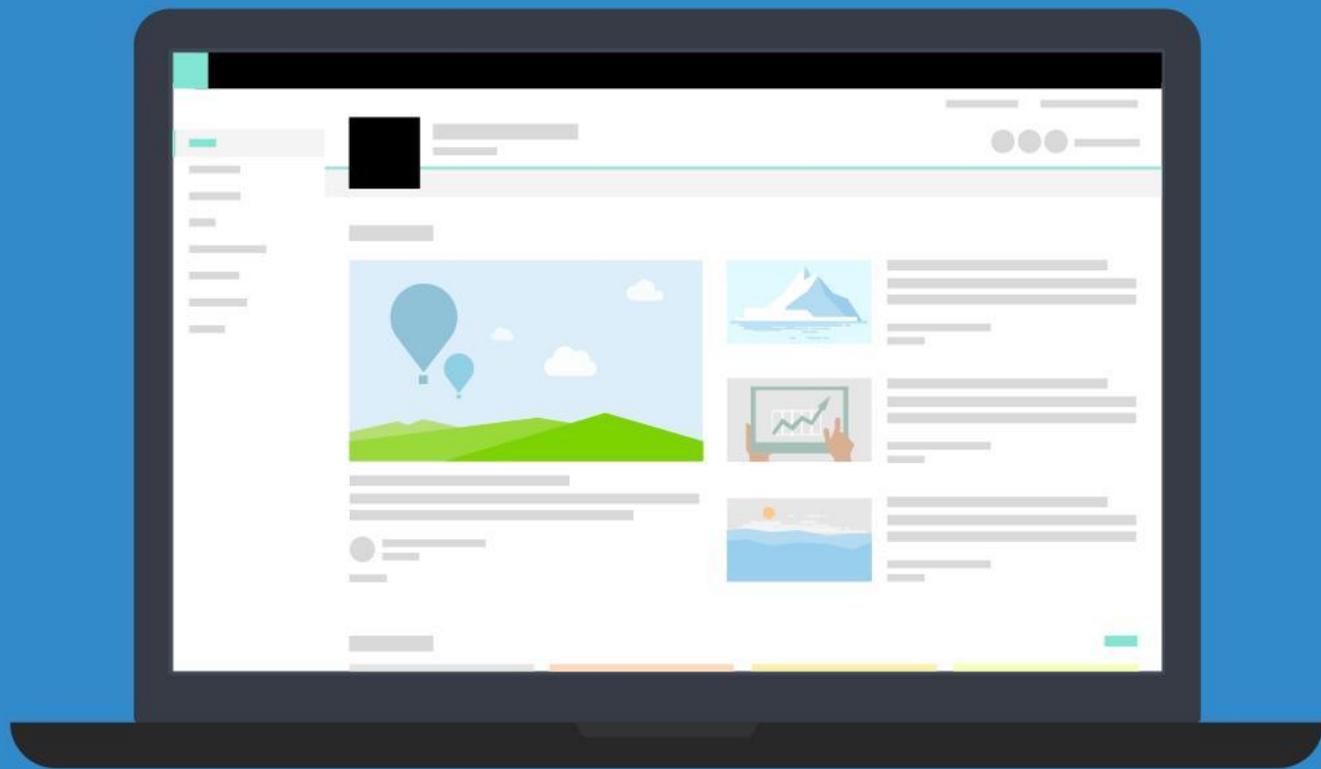


2007





For the 1st time, readers could consume the same document through differently sized and differently oriented devices.

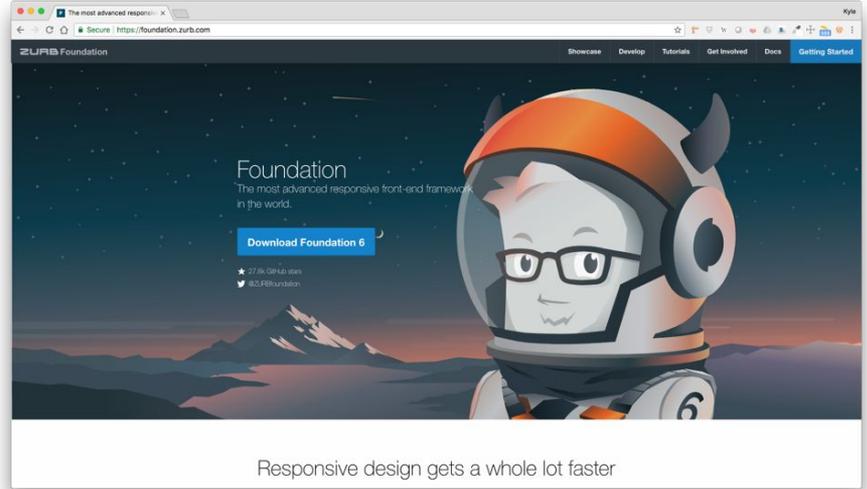
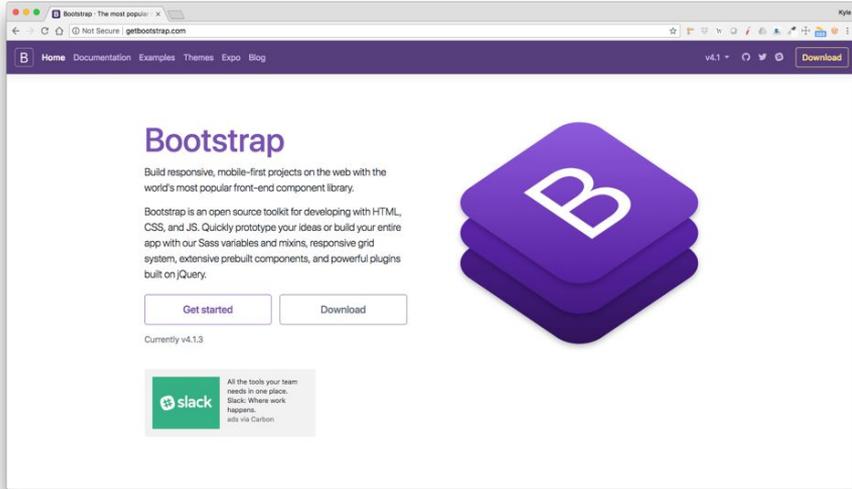


Problem:

You can't squeeze a broadsheet into a 1-column device that fits in your pocket.

Solution:

Responsive web design built on 2 amazing CSS frameworks free and available to all.



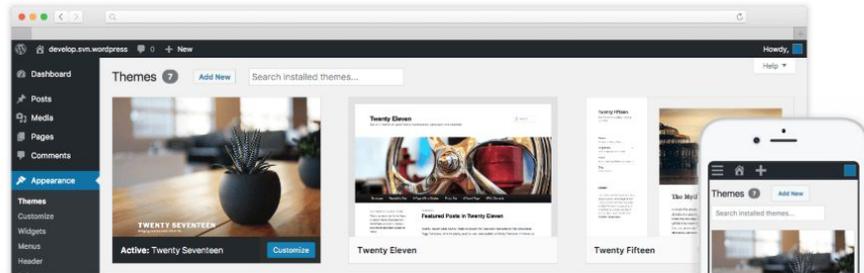
Launched within 6 mos of each other in 2011

ROWS

Meet WordPress

WordPress is open source software you can use to create a beautiful website, blog, or app.

Beautiful designs, powerful features, and the freedom to build anything you want. WordPress is both free and priceless at the same time.





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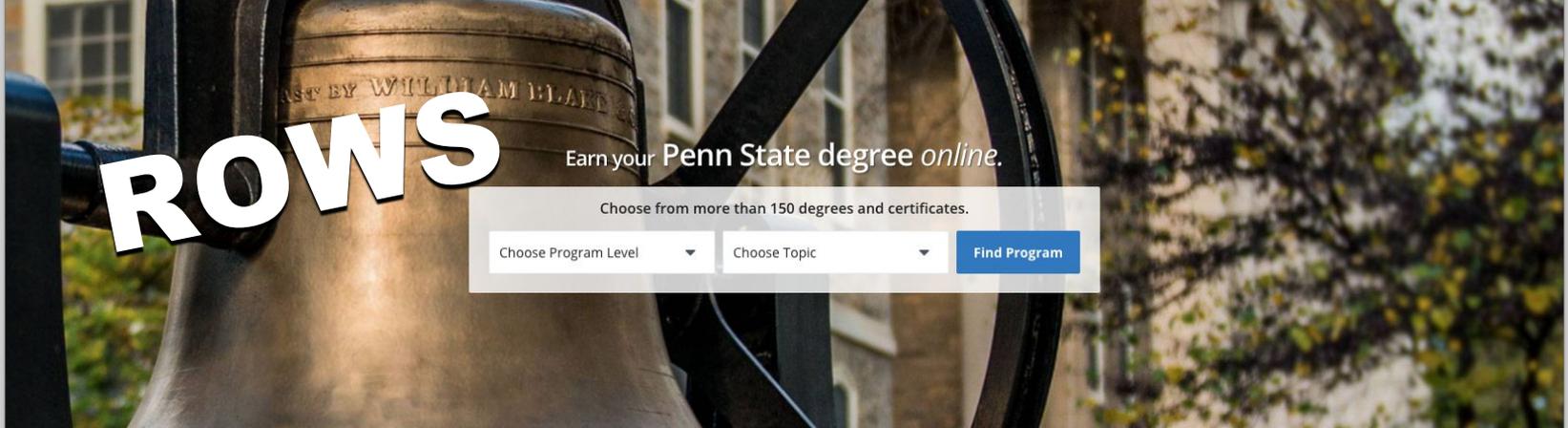
More than half of graduates seeking a promotion or new job opportunity received one within a year of graduation.



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Student Stories

[Sabrina Beckman](#)

While attending Penn State World Campus, Sabrina



Penn State World Campus is ranked in the Top 10 for its online undergraduate and graduate programs among

2018

The screenshot shows the Penn State World Campus website in 2018. The browser address bar displays <https://www.worldcampus.psu.edu/>. The website features a dark blue header with the Penn State logo and the tagline "A world of possibilities. Online." Below the header is a navigation menu with links for Home, About Us, Degrees and Certificates, How Online Learning Works, Admissions, Tuition and Financial Aid, and Military. The main content area has a large banner image of students in front of a brick building. The banner text reads "Earn your Penn State degree online." and "Choose from more than 150 degrees and certificates." Below this text are two dropdown menus labeled "Choose Program Level" and "Choose Topic", followed by a "Find Program" button. At the bottom of the banner, there are three icons: "How Online Learning Works", "Apply Now", and "Request Information". The footer includes a "Student Stories" section with a small image, a "BEST" logo, and a "Penn State World Campus ranked in the Top 10" badge, along with a "Chat With An Admissions Counselor" button.

2005

The screenshot shows the Penn State Online website in 2005. The browser address bar displays <https://web.archive.org/web/20050812012308/http://www.worldcampus.psu.edu/80/wc/index.shtml>. The website features a white header with the Penn State logo and the tagline "PENN STATE | ONLINE". Below the header is a navigation menu with links for Degrees, Certificates, Course Catalog, Student Services, and About Us. The main content area has a large banner image of a golden lion sculpture. The banner text reads "Learn how we can help you" and "More than 50 online degrees and certificate programs offered in convenient formats." Below this text are several sections: "Distance education student services: Academic | Technical Support | Career Services | Make a Move", "Information for: Military | Corporations | Current Students | Education | More", and "A recognized leader in distance education for more than 100 years. Learn more about us and how we help our students and faculty." On the right side of the page, there is a "SEARCH SITE" section with a search bar and a "SEARCH" button. Below this are sections for "UPDATES", "FEATURED PROGRAM", and "EXCEPTIONAL STUDENT". The footer includes a navigation menu with links for Degrees, Certificates, Course Catalog, Student Services, and About Us, along with contact information and a "PENN STATE Making Life Better" logo.

Pre-iPhone

Column grid

Fixed-width container,
multiple columns

Columns that shrink relative
to viewport width

Scrolling avoidance
strategies

Analogy: newspapers,
mags, brochures

UDL

Row grid

Responsive container,
full-width rows

Columns within rows that
stack relative to viewport
width

Potentially limitless scrolling

Analogy: presentation
slides





**If you use a 2-column, 66%-33%
layout on detail pages ...**

... make the right column relevant to the page's topic.

Multi-Factor Authentication Pr x • Comm Management Check x M Inbox (3,726) - kylehsings@g Mature students: university an x Kyle

Secure | <https://www.gov.uk/mature-student-university-funding>

GOV.UK Search

[Home](#) > [Education and learning](#) > [Universities and higher education](#)

Mature students: university and funding

You can study at university as a mature student even if you do not have traditional qualifications. You can also apply for funding.

Entry requirements

Course entry requirements vary - check with the university or college. Some universities will accept professional qualifications or relevant work experience. Others may need:

Related content

- [Further education courses and funding](#)
- [Higher education courses: find and apply](#)
- [Student finance](#)

Explore [Universities and higher education](#)



**Write for search engines &
screen readers, and we humans
will understand you better.**

**Make sure every page has a
focus keyword or keyword
phrase.**

“Central Wisconsin Book Festival”

Use the focus keyword throughout the doc.

<title>Central Wisconsin Book Festival – Marathon County Public Library</title>

<description>Central Wisconsin Book Festival is awesome in 160 characters or less</description>

<h1>Central Wisconsin Book Festival has something for everyone</h1>

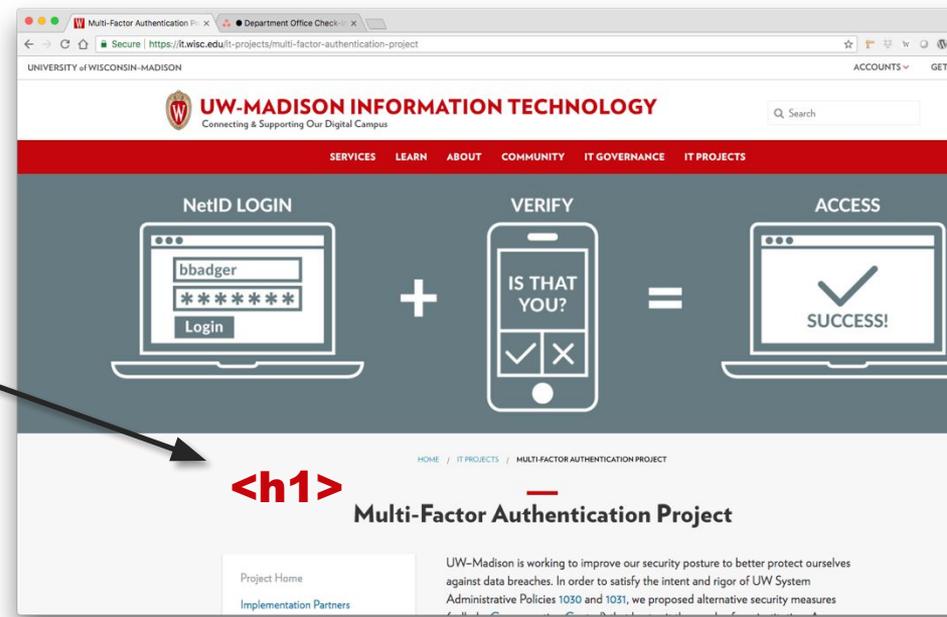
<p>The Central Wisconsin Book Festival is really awesome.</p>

Write at least 300 words on the topic of the focus keyword.

Google thinks less than 300 words is “thin content” — meaning the page doesn’t have very much of value to say on the topic.

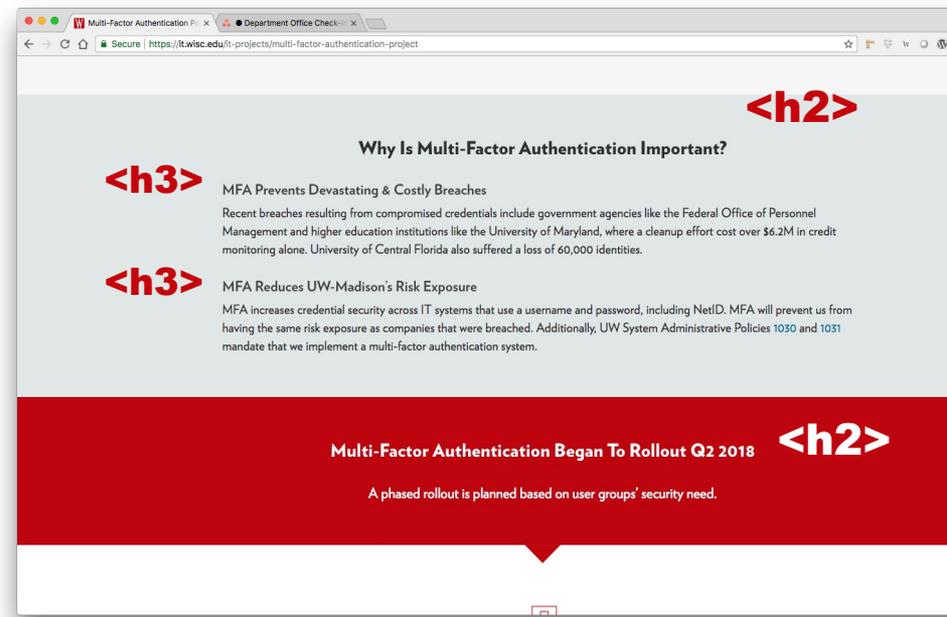
Be meticulous about using semantic HTML heading elements to organize your content.

Use an h1 element for the big headline



Be meticulous about using semantic HTML heading elements to organize your content.

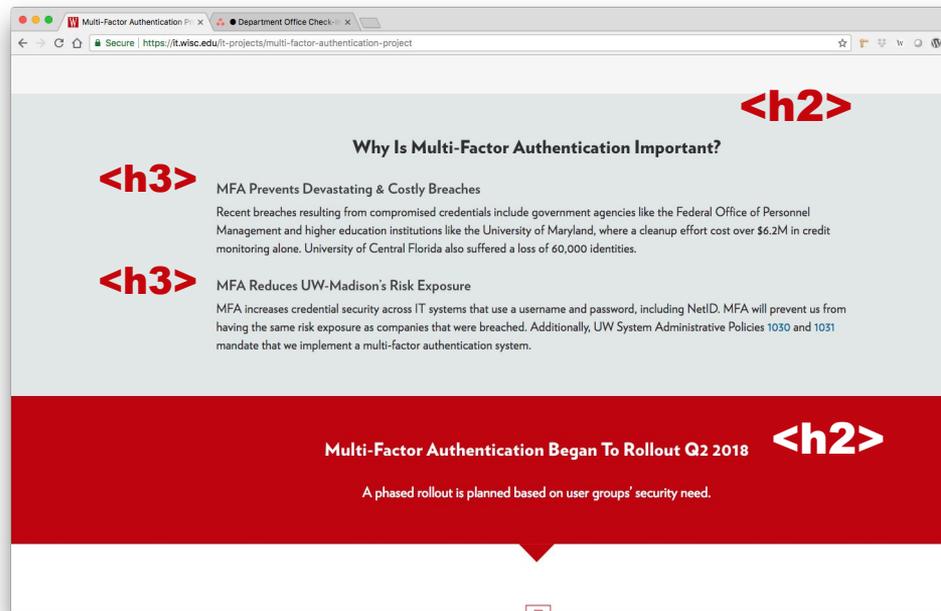
Always use h1, h2, h3, h4 elements in proper order



Be meticulous about using semantic HTML heading elements to organize your content.

Always use h1, h2, h3, h4 elements in proper order

Never use a bold paragraph for a subhead



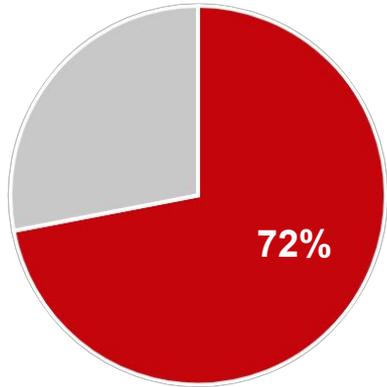


4

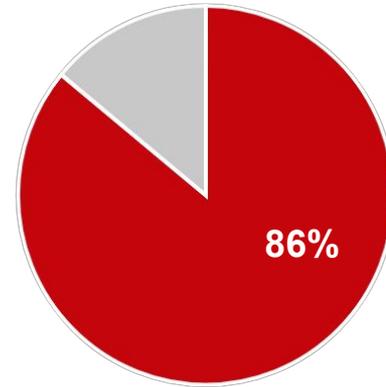
**Build a robust YouTube channel
and embed video content into
your pages.**

The most-watched content category on YouTube: how-to videos

“I watch YouTube to solve a problem with job, studies, hobbies.”



“I watch YouTube to learn new things.”



5

Use a well supported Content Management System (CMS) as your website platform, and elements 1-4 will be baked in.

