



Keep It Simple

Web Design Basics

Building your page

Size:

Current computer screen resolution usage:
in pixels

- 1024 x 768 44%
- 1280 x 1024 31%
- 800 x 600 7 %
- 1152 x 864 3%
- Unknown 12 %

1366 wide



Bokeelia Tarpon Inn

Welcome

Pine Island's Award Winning Bed & Breakfast

- [Home](#)
- [Amenities and Activities](#)
- [Rates](#)
- [Special Occasions](#)
- [PhotoGallery](#)
- [Contact](#)
- [Directions](#)
- [Links](#)



Pine Island's Three-Diamond, AAA rated Bed and Breakfast.



Steal away to this romantic Fort Myers area bed and breakfast inn, an exquisite Pine Island Florida waterfront lodging near Sanibel and Boca Grande in charming Bokeelia. The Bokeelia Tarpon Inn is perfect for vacations and special occasions.

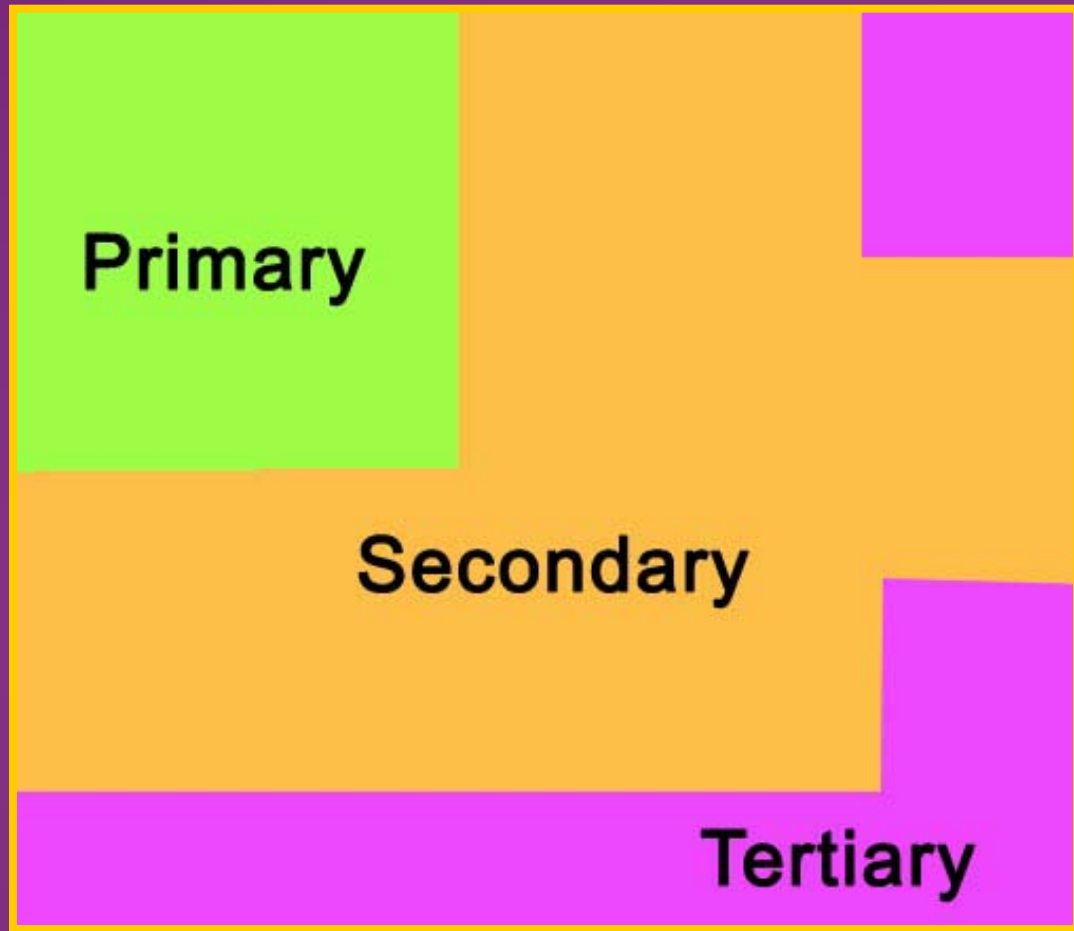
This award winning Florida Bed and Breakfast Inn is located at the northern tip of tropical Pine Island overlooking the waters of Charlotte Harbor in SW Florida and a stone's throw from the turquoise waters of the Gulf of Mexico. In our own



1280 wide

Page Design

Focus Points



Logo

Page Title

Navigation Bar

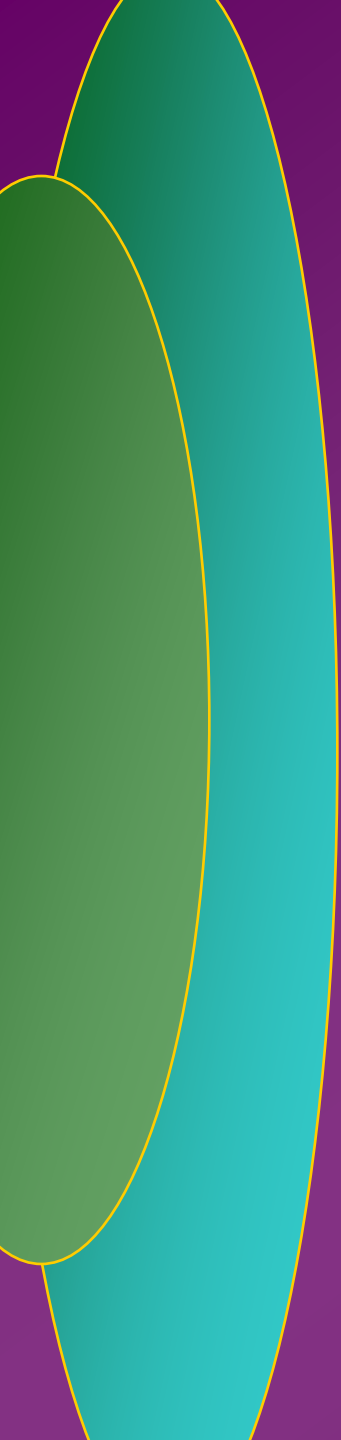
Navigation Bar

or
Graphic

Body

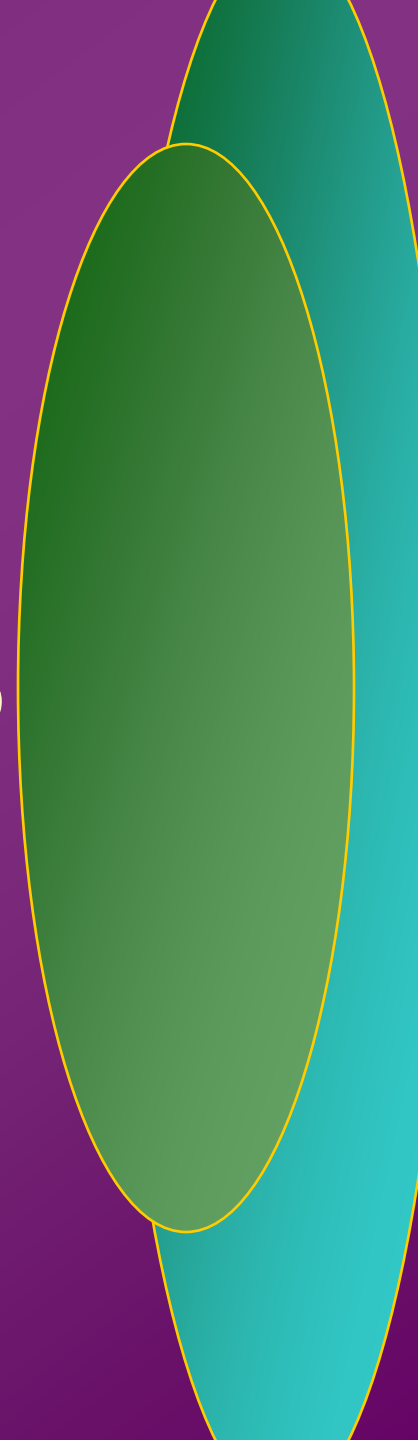
Image

Footer

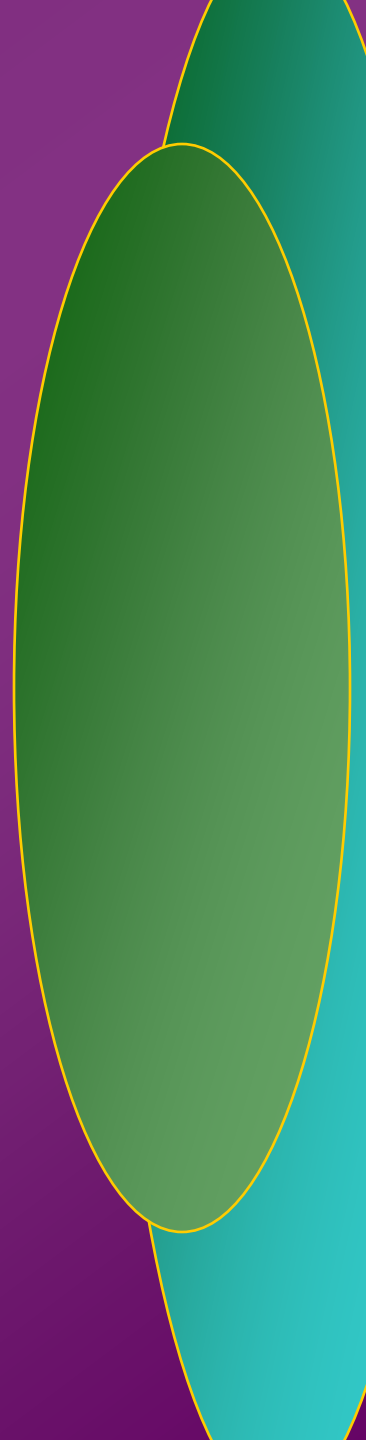


Basic Design Principles

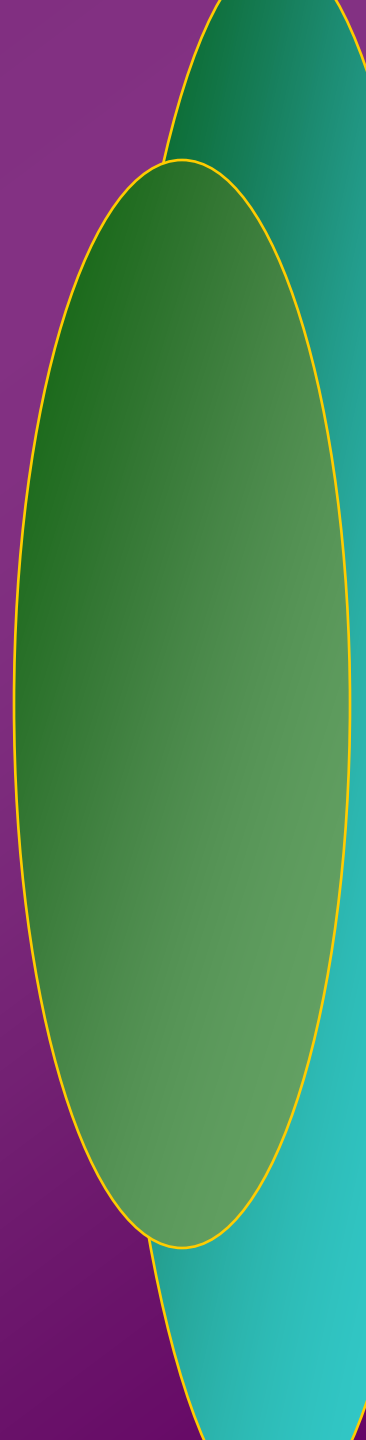
- Never underline unless it is a link
- Keep your content fresh
- Organize by topic
- Organize Navigation from general to specific
- Match function with design
- Avoid blinking text and gratuitous animations
- Avoid being too “high tech”



- Watch download speed – 10 seconds max before the viewer flees
- Be careful using sound files that load automatically
- Keep your home page (or any page) simple
- Keep primary information “Above the fold”
- Balance and Moderation – avoid using too many of any one element



- Check page in various browsers
- Create white space
- Keep your Page/Site consistent
- Your contact information should be on every page - usually in the footer
- Have your logo link back to the home page
- Consider ADA rules to be user friendly



Color Scheme

- Limit the number of colors
- Choose a color scheme
www.kulers.adobe.com
- Keep color appropriate to your message



- Avoid patterns on your backgrounds

Fonts

- Keep your readership in mind
- Use high contrast – think twice about white text
- Keep your message in mind

Basic “Safe” Web Fonts

Times New Roman

Helvetica

Times

Verdana

Georgia

Tahoma

Arial

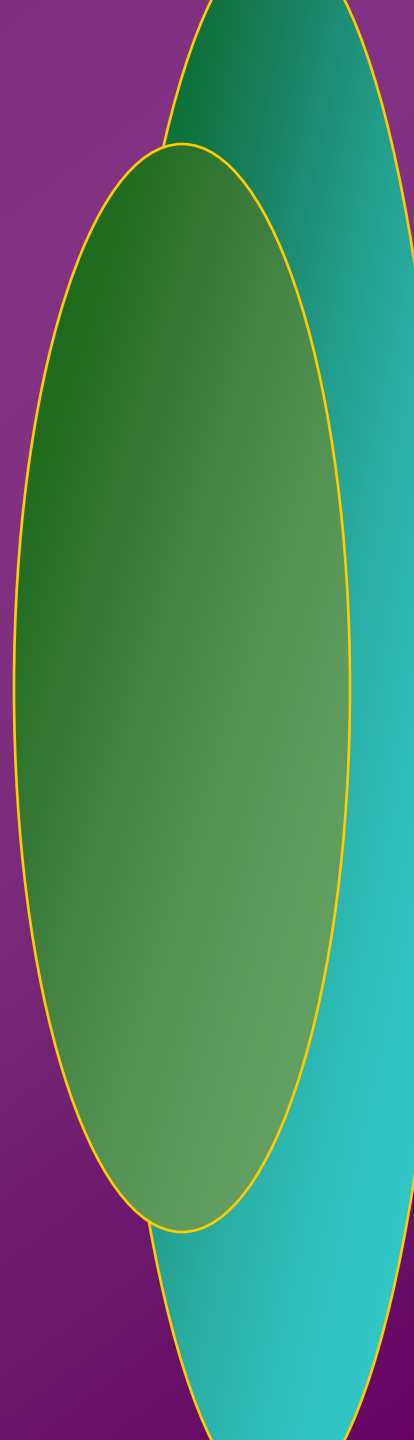
Comic Sans MS

Graphics

Size for the Web

Generally 72 dpi

No CMYK



Be Patient

