



Aspecte ale proiectarii unui sit Web

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cuprins



- Faze
- Cerinte
- Structura
- Design – aspecte, tipuri, strategii
- Organizare
- Promovare
- Statistici
- Exemple

faze



- Cerintele
- Analiza si proiectarea
- Implementarea si documentarea
- Mentinerea



cerinte

- Platforma tinta
(hard, OS, server Web, client Web)
- Limbajul de scripting si modul de procesare
- Nivelul programarii (client/server/ambele)
- Sist. de management al BD, altor resurse
- Cerintele de securitate/autentificare
- Design-ul general al sitului
- Frecventa actualizarii si dinamica sitului
- Audienta si specificul continutului

structura unui sit



- **Pagina de start (*home page*)**

- Indexul (sumarul) sitului
- Scop, tipul continutului, modalitati de parcurgere

- **Paginile subiectelor principale**

- Subiecte de interes ale sitului

- **Paginile subsidiare**

- Trebuie sa contina legaturi de revenire la pagina de start

structura: pagina de start



Welcome!

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"A.I. Cuza" University of Iasi - Romania



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[Iasi at a Glance](#)

[Useful Information](#)

[Address](#)



[About UAIC](#)

historical roots, general information, structure, events

[Academic Activity](#)



academic and research programs, calendars, curricula, admissions



[People](#)

leadership, staff and students, international office

[Campus Life](#)



activities, living, organizations, libraries, publications

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structura: pagina principala



About UAIC

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▶ **Past and Present**

The past and future of "Al.I.Cuza" University of Iasi, including beautiful pictures and wall paintings of Sabin Balasa.

▶ **General Information**

Useful information about our university: leadership, address, localization and others.

▶ **Structure**

A panoramic view of academic and non-academic structure of the university: faculties, colleges, departments, research centers.

▶ **Events**

Scientific and cultural events organized by "Al.I.Cuza" University: conferences, summer schools, ceremonies, editorial appearances, including newsletters and other useful information.

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"M.Eminescu" Central University Library

The library of each faculty is directly connected to the **"M.Eminescu" Central University Library** (generally referred to as **BCU**). BCU has a collection of about 2,2 million volumes, it has 26 rooms reserved for studying, with a total capacity of about 1,200 seats. Foreign newspapers and magazines are also available.

For more information, please visit <http://www.bcu-iasi.ro/>.

Also, the University provides for interested researchers and students the *"A.Myller" Mathematical Seminary*.

Opening hours are *Monday-Friday 8.00am - 6.00pm*

BCU Building
Lecture room (A building)

**structura:
pagina
sub-
sidiara**

Book Shops

In the University book shops you can buy all the Romanian and foreign literature which is used in the day-to-day teaching at the University. There are also many text books written by the professors of our University and published by University Press.

The University book shops are located in A building and opening hours are *Monday-Friday 9.00am - 3pm*.

Computer Facilities

In almost all the university buildings, PCs are tax-free available for students. Students must obtain an account that gives them access to

design



● Aspecte importante

○ Functia

- design-ul (proiectarea) bun(a) ofera suport pentru activitatile utilizatorului

○ Forma

- design-ul (proiectarea) bun(a) trebuie sa impulsioneze utilizatorul sa foloseasca obiectul cu placere



design



- Principii generale

- Simplitatea

- Design-ul simplu de obicei este si cel mai eficient
“Forma intotdeauna urmeaza functiei.” (Sullivan)

- Exemplu: **Google.com**

- Dimensiunea, contrastul, proportia

- Organizarea si caracterul vizual
al structurii informationale

design



- Greseli comune
 - dezordinea si zgomotul
 - interferenta intre elementele cu acelasi grad de importanta ale sitului
 - complicarea evidentului
 - detalierea excesiva

design: principii (1)



- Informatiile importante vor fi afisate in mod diferit de restul textului



Publications

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Since 1990, when the **"Al. I. Cuza" University Publishing House** was founded, it has been concentrated on editing scientific books, lectures and university textbooks.

The *"Scientific Annals"* of the University (*"Analele stiintifice"*), published each year, has more than 10 sections with 20 editions per year for the following fields: *Mathematics* (4 booklets), *Biology*, *Chemistry* and *Philosophy* (2 booklets each), *Computer Science*, *Divinity*, *Economics*, *Geology*, *Geography*, *History*, *Law*, *Linguistics*, *Psychology-Pedagogy*, *Physics* (each of them with one booklet per year).

Other publications of our University are:

- ▶ *"Caetele Eminescu"* (*"Eminescu Studies"*),
- ▶ *"Botanical Gardens Bulletin"*,
- ▶ *"Dezbateri istoriografice"* (*"Historical Debates"*),
- ▶ *"University Bulletin"*,

design: principii (2)



Site Map

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- Situl trebuie să ofere *posibilitati de navigare*

About UAIC

Past and Present

- Historical Outline
- Outside UAIC
- Inside UAIC
- Hall of Lost Steps
- Multimedia Presentation

General Information

- Leadership
- Organization
- Address
- Iasi City

Structure

- General Outline
- Faculties
- Colleges
- Research Centers

Events

People

Rector & Vice-Rectors

Deans

The People Around You

The International Relations Office



Academic Activity

Academic & Research Programs

- Research Centers
- Publications
- International Co-operation
- Postgraduating Offer

Calendars

Admissions

- General Information
- Foreign Applicants
- Registration & Admission
- Admissions 2001

General Curricula

Campus Life

Facilities

Student Activities

Student Life

- Accommodation
- Scholarships
- Student counselling
- Health & medical assistance

Other facilities



design: principii (3)



- Situl trebuie sa fie **consistent**
Marimea/culoarea butoanelor, textului si legaturilor, localizarea pe pagina a legaturilor navigationale trebuie sa fie similare in intreg situl
- Situl trebuie sa ofere o **posibilitate de contact** (prin posta electronica cel putin) si un **index (site map)**
- Situl trebuie **verificat si validat**

design: tipuri (1)



- Proiectarea bazata pe grila (*grid*)
- des folosita in tipografie

International Symposium on Parallel and Distributed Computing

■ Topics	■ 1st Call For Papers	■ Program Committee	■ Organizing Committee
■ Venue	■ Important Dates	■ Invited Talks	
	■ Sponsors	■ News	■ Contact

Organizing Committee

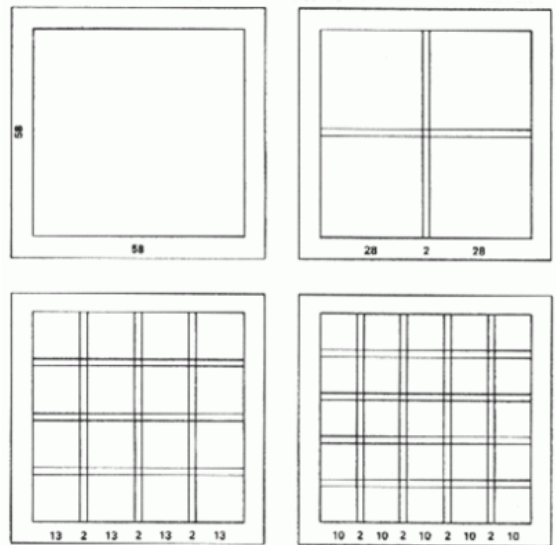
International Organizing Committee

- Anthony T. Chronopoulos, UTSA, USA
- Dan Grigoraş, UCC, Ireland
- Dan C. Marinescu, UCF, USA
- John P. Morrison, UCC, Ireland
- Traian Muntean, Marseille University, France
- Omer F. Rana, Cardiff University, UK

Local Organizing Committee

- Mihaela Brut
- Sabin-Corneliu Buraga

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design: tipuri (2)



- Focalizarea informatiei (*focus*)
 - design-ul trebuie sa scoata in evidenta unul sau un numar redus de elemente modulare

Dan Cristea
Dr. Assoc.Prof.
Dean



```
<!DOCTYPE fcs PUBLIC "-//FCS//FCS 1.0//EN"
"http://www.infoiasi.ro/fcs.dtd">
<fcs>
  <staff>
    <department cs="apliad">
      <name>Dan Cristea</name>
      <topics>AI, NLP, HLT</topics>
      ...
    </department>
  </staff>
</fcs>
```



DAN CRISTEA

Coordinates & Activity

Education

Teaching

Research

Selected Publications

EUROLAN Summer Schools

Natural Language Processing

Useful Links

Contact

design: tipuri (2)

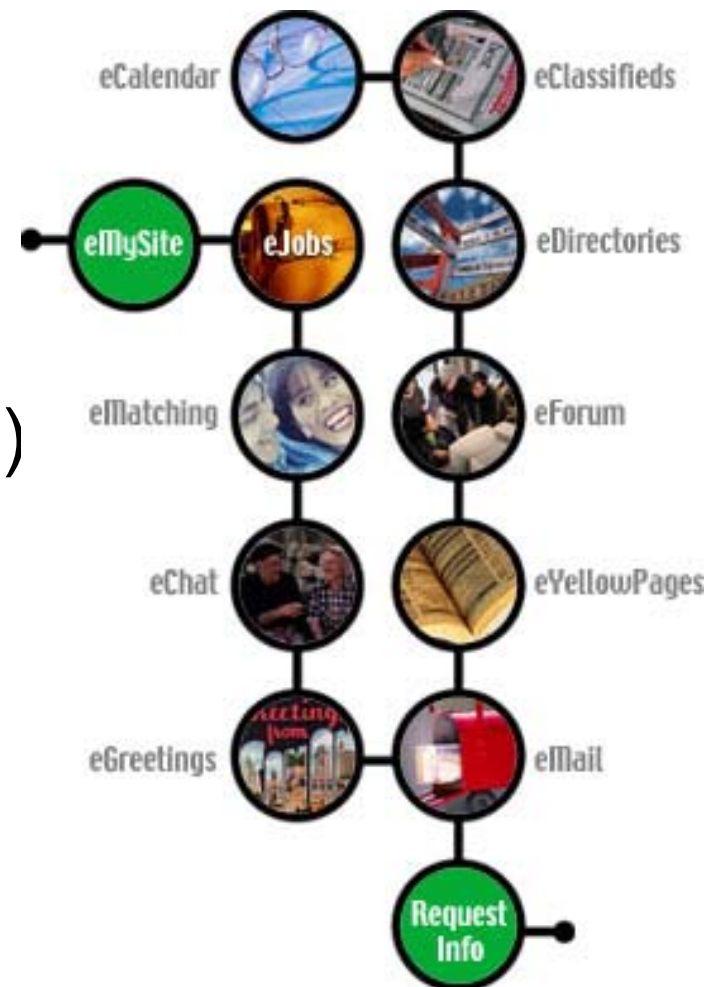


- Flexibilitatea

- situl trebuie sa permita variatii de la tema (personalizarea sitului: **My Altavista, My Netscape**)

- Modularitatea

- stabilirea de elemente modulare



organizare



- Separarea datelor (conținutul) de prezentarea lor finală (forma)
- Probleme:
 - Modificarea frecvența a conținutului
 - Schimbarea periodică a interfeței (atrăgerea vizitatorilor)
 - Pastrarea integrității legăturilor și oferirea facilităților de navigare

organizare: strategii

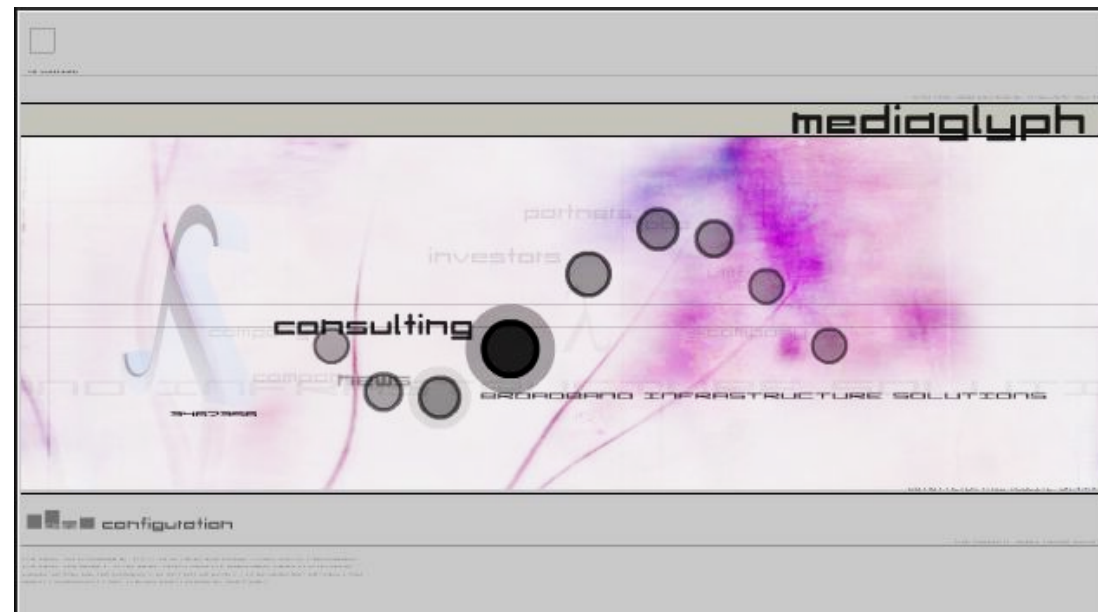


- “Content is King” – continut, consistenta, densitate, design, dimensiune
- “Feedback and Online Surveys”
- “Frequently Asked Questions (FAQ)”
- “Navigational Aid”
- “Color Scheme”
- “File Size”

promovarea



- Atragerea vizitatorilor
 - Oferirea de informatii “free”
(white paper, user guide, FAQ,...)
 - Personalizare
 - Suport online/offline
 - Anticiparea dorintelor clientilor
 - Traduceri in limba materna
 - Interfata atractiva



promovarea



- Anuntarea aparitiei pe Web
 - Numele sitului sa apara oriunde apare numele organizatiei/persoanei
 - Schimbul de bannere publicitare
 - Inregistrarea la motoare de cautare
 - Anunturi publicitare catre toti clientii, furnizorii, cunoscutii etc.
 - Fara *Under construction* nicaieri!

promovarea



- Managementul imaginii companiei via situl Web
 - Construirea profilului utilizatorilor (data-mining)
 - Analiza fișierelor de jurnalizare a accesului
 - Masurarea popularității sitului (viteza de încărcare, numărul de accesări, timpul de vizitare, numărul de bannere vizualizate,...)
 - Apelarea la companii publicitare pe Web
I/Pro, MatchLogic

promovarea

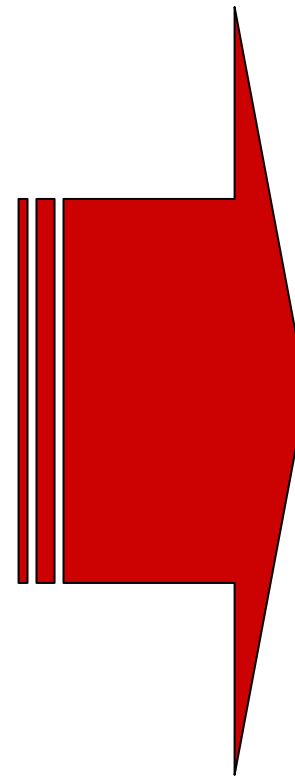


- **Batalia numelor de domenii**
 - Problema marcilor inregistrate: Trade Mark TM, Registered [®]
 - Verificarea existentei marcilor inregistrate/celebre
 - Verificarea existentei marcii in alte state
 - Inregistrarea marcii
 - Detinerea de domenii anti-“sit” (anti-”afacerea mea”)
- **Proprietatea intelectuala (copyright)**
 - Problema copyright-ului continutului (font, grafica, alte informatii multimedia) – cazul Napster
 - Software pirat (warez)
 - Copyright asupra datelor (baze de date)
 - Semnaturi digitale
- **Disclaimers and legal notices**
 - Trebuie sa apara vizibile in cadrul sitului

promovarea



- Alte probleme
 - Campania negativa
“Niciodata nu-ti critica adversarii!”
 - Refacerea dupa dezastru (e.g. Intel)
 - Promptitudinea (e.g. SwissAir)

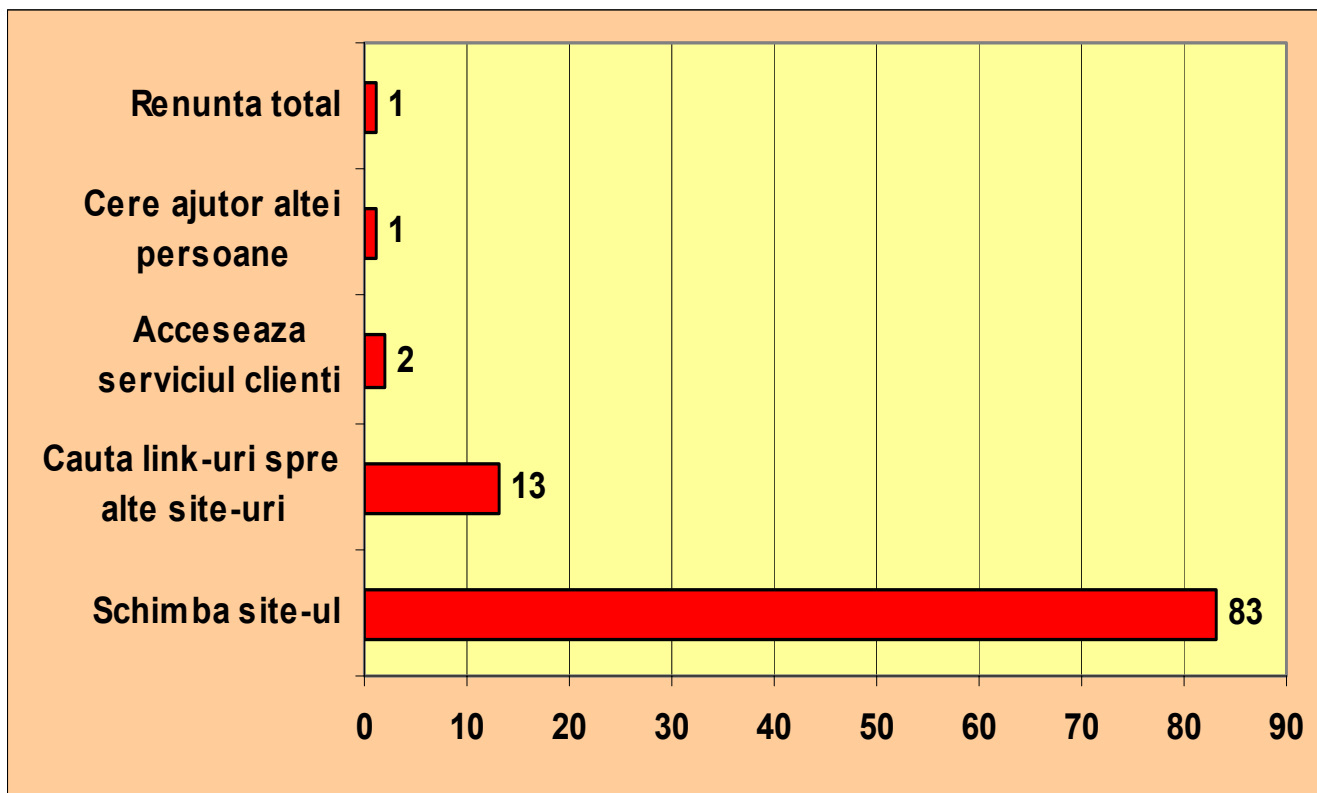


Construirea
unui
“dark site”

statistici



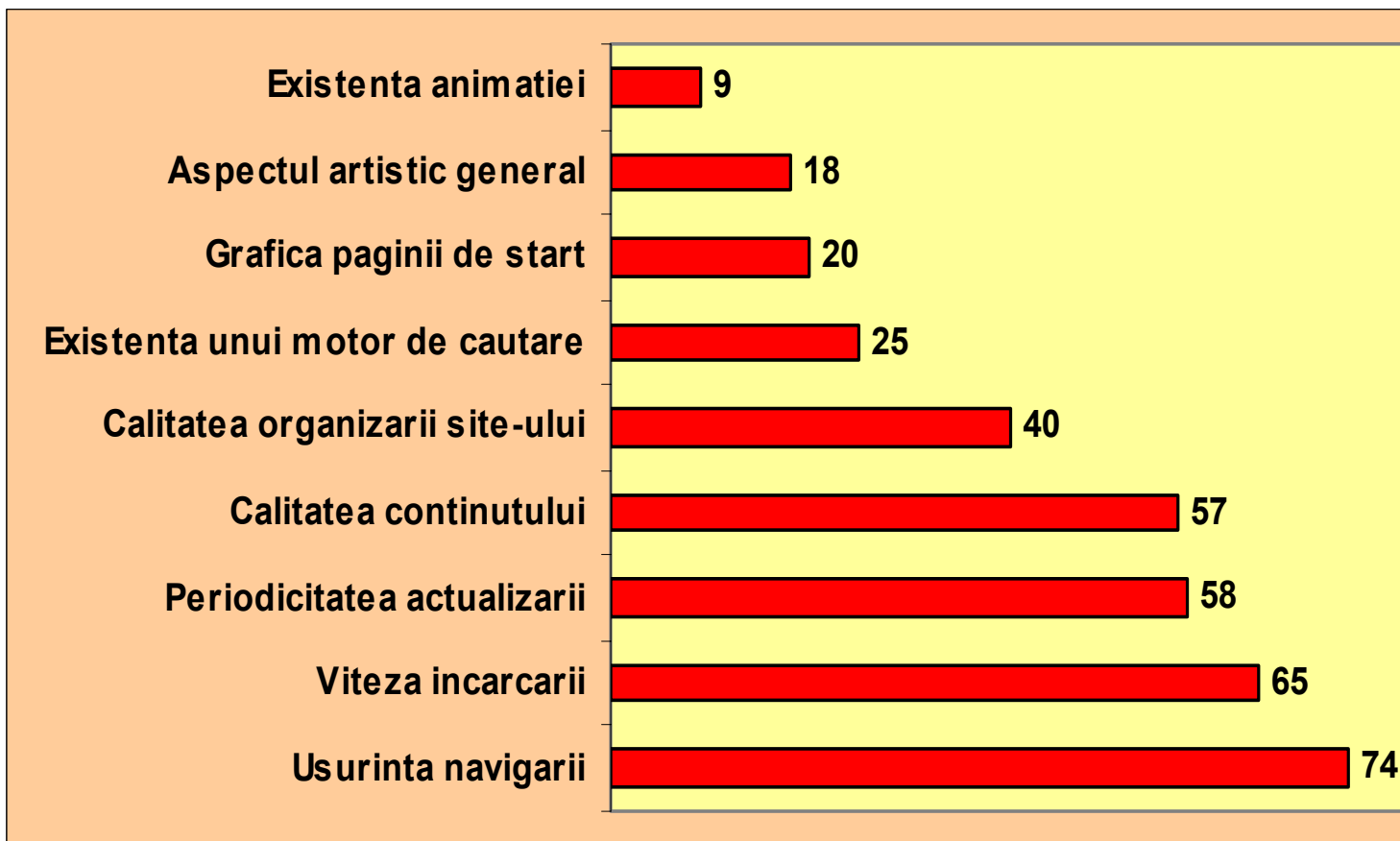
- **Reactia la prea multe *click*-uri pentru a accesa informatiile dorite:**



statistici



● Ce determina utilizatorul sa revina pe sit:



exemple



CAPE CLEAR™

 Products Menu

CapeConnect and J2EE

E-business Gap

Technical Overview

CapeConnect Architecture

SOAPDirect Overview

Evaluation License

Feedback Form

hi

Products

CapeConnect™ XML Infrastructure

XML (eXtensible Markup Language) provides a structured, readable data-content model for documents. This can also be used to allow applications and their underlying business logic to be represented in an extensible, straightforward, form-oriented manner. This makes them a lot easier to understand and integrate.

However for all its ease-of-use and flexibility, XML still requires infrastructure. This means an internet transport to move it, workflow to control it and transformation capability to integrate it with other forms (be they XML or HTML) and function (such as J2EE/EJB and CORBA components).



exemple



IONA iPortal: iPortal Application Server

The IONA iPortal Application Server is the FIRST consolidated EJB 1.1/CORBA environment for the development, assembly and deployment of component-based applications. It allows the customer to build Enterprise Java applications by providing full interoperability with CORBA applications, while also providing a deployment environment with CORBA's unparalleled scalability and performance.

iPortal Application Server provides the complete EJB Container functionality required for Sun's Java 2, Enterprise Edition[®], platform specification.

iPortal Application Server is available for download from our Web site for evaluation purposes. The eval version of the product comes with a 30-day evaluation license.

exemple



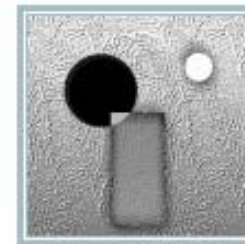
- Main
- OpenGL
- Logos
- Grafix
- About



[Agony]



[Balance]



[Black Sun]



[Evil Eye]



[Flowers of Autumn]



[Fortress]

rezumat



- Faze
- Cerinte
- Structura
- Design – aspecte, tipuri, strategii
- Organizare
- Promovare
- Statistici
- Exemple

aspecte ale proiectarii unui sit Web



Mulumiri pentru atentia acordata!



Intrebari?...