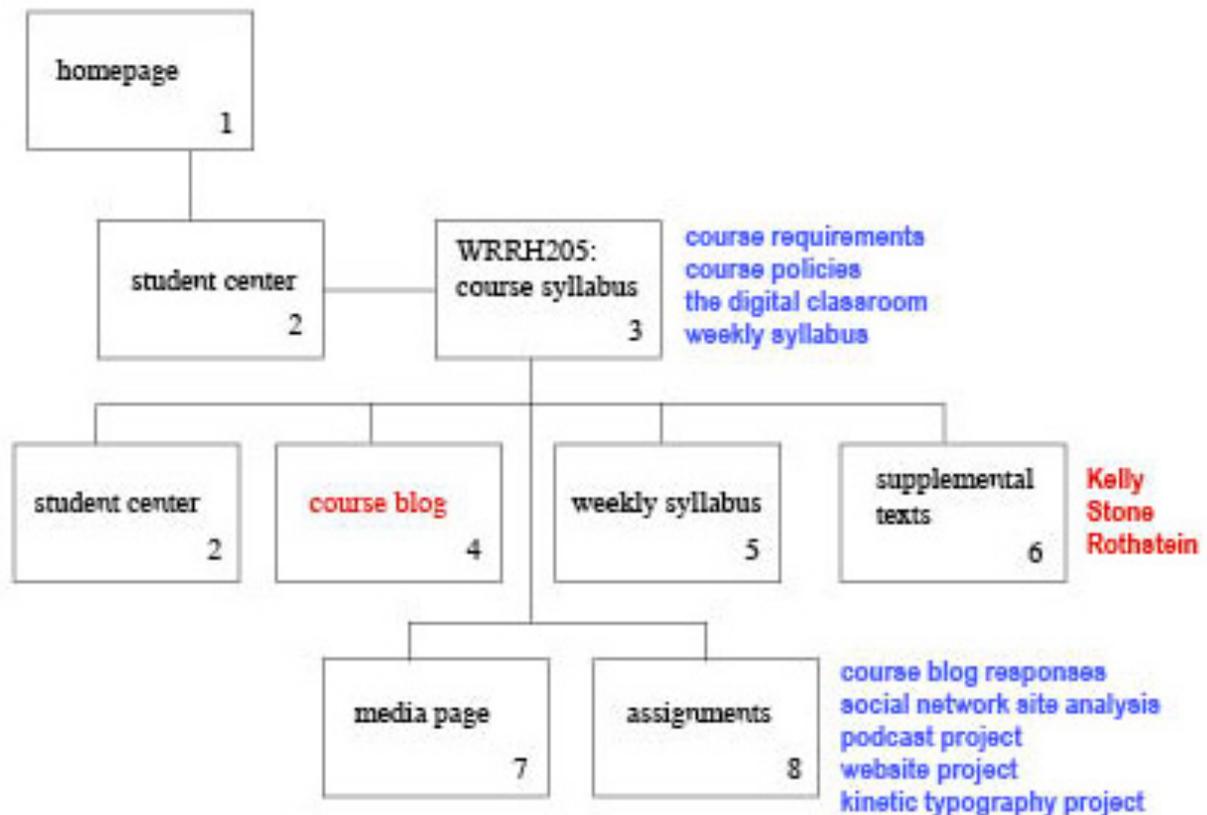**Sitemapping**

Below is an example of a sitemap. A sitemap is basically an outline for a website. It will help prevent you from have to spend too much time in your web software (in our case, iWeb), stumbling around trying to figure out how many pages to create. It will also help you figure out how many internal pages and external links you might need and how they link together. In the example below, I have mapped our course website. You will want to open the website and do some comparisons so you can see how the site is mapped. I have only mapped the base pages for our course website since these are the most crucial pages I will need as I begin developing my website.
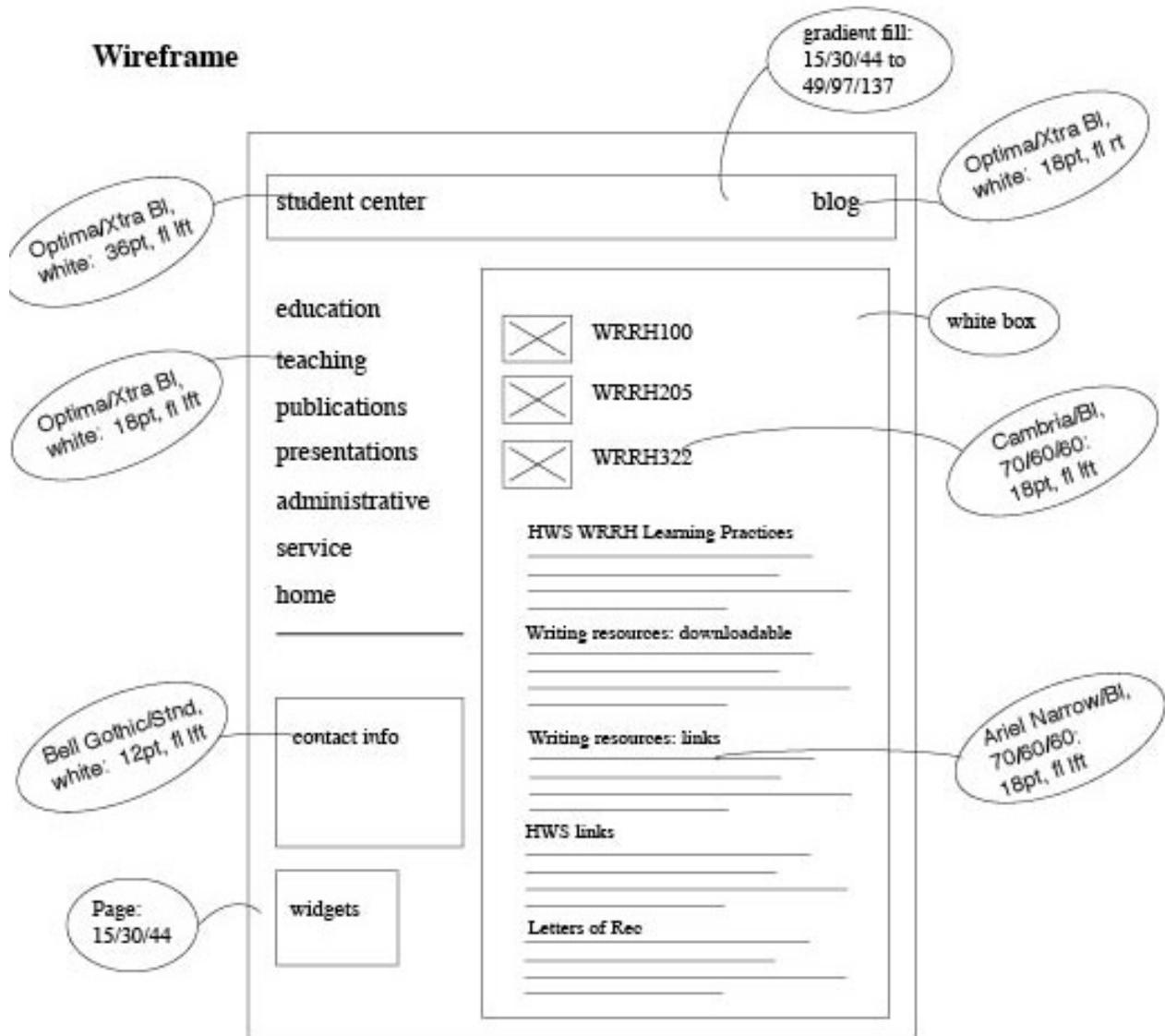
Sitemap

- Page 1 is the homepage for my website, the page that opens directly from the URL.
- Page 2 is linked directly from the homepage (note the line indicating a connecting page). It will also be an internal page linked directly from the course website homepage.
- Page 3 is linked from the Student Center and is the course website homepage. Note that I have indicated internal pages that will link from this page.
- Page 4 is not a page I will actually have to create, as it is an external link to our course blog.
- Page 5 is the page for the Weekly Syllabus. Other than the template set up (which will be copied from the course website homepage), there are no other links on this page.
- Page 6 is the Supplemental Texts page and includes three external links to our course readings.
- Page 7 is the Media Page. I didn't bother indicating any links on this page, as I will be adding many during the course of the semester.
- Page 8 is the Assignments page. All the assignments are linked through here as internal pages.

Wireframing

Below is an example of wireframing. A wireframe is a more specific outline for a website that includes all of your graphic elements. You will not need to create a wireframe outline for every page of your website since your site identity will have repeating graphics so you can often just duplicate a page and use it as your template. I started with the Student Center when I began my site development and then duplicated all of my base pages from there. If you look at my professional website, you will see that all the graphics are in the same location; this allowed me to have to tweak only simple elements to fit the page purpose.

Wireframe

gradient fill:
15/30/44 to
49/97/137

Optima/Xtra Bl,
white: 18pt, fl rt

Optima/Xtra Bl,
white: 36pt, fl lft

student center   blog

Optima/Xtra Bl,
white: 18pt, fl lft

education

teaching

publications

presentations

administrative

service

home

WRRH100

WRRH205

WRRH322

white box

Cambria/Bl,
70/60/60:
18pt, fl lft

HWS WRRH Learning Practices

Writing resources: downloadable

Bell Gothic/Stnd,
white: 12pt, fl lft

contact info

Writing resources: links

Ariel Narrow/Bl,
70/60/60:
18pt, fl lft

HWS links

Page:
15/30/44

widgets

Letters of Rec

- I started this sketch as a vertical page since I knew I would have to scroll to fit all the text and graphic elements. (Note that my homepage can be read without scrolling. You will want to try to fit your homepage within one screen, as this is the first page your user will see. Any extra scrolling is extra work for your user and pretty much guarantees they will click out of your site.)

- Before I moved into the specifics of type, color and other graphics, I outlined my all elements on the grid, boxes with X's for art and jagged lines for type. This page is organized in the usual three-column layout but I merged two columns to have one large space for what will change per page specifics. The banner across the top for the page title crosses all three columns.
- I chose my colors for the page and text background by playing with different color pairs. For example, I have indicated my page color as 15/30/44. This is shorthand for 15R, 30G, 44B (see Williams, "Web" 9).
- I stuck with two fonts throughout the base template of my site: Optima and Bell Gothic. You want to try to curb your font usage—more than three and your layout will look horsey.
- I indicated the type specifics in an info "bubble" to keep track of all the changes since I knew point sizes and bolding would change throughout. For example, the first type bubble is Optima/Xtra Bl, white: 30pt, ft lft. This is shorthand for Optima Extra Bold font, color white, 30 point type, aligned flush left (see Williams, "Type" 17 and "Design" 33).

Your sitemap and wireframe will change as you develop your website. As it should—don't be a slave to your sketches. Like revision work with verbal text, visual text should also go through stages of revision. And in keeping with this comparison: consider how difficult it is to write a 4-5 page paper without some idea of a thesis or basic outline indicating the points you will cover. You should design your website in the same way; with some sort of structure indicating how your ideas will unfold. Sitemapping and wireframing is the best way to do this.