

## 4.8 Websites

**Definition:** Dedicated internet site set up by/on behalf of an individual, business, group or organisation.

**Purpose:** Providing readily accessible project information on demand at any time.

**Production:** Usually prepared by specialist website designer based on project information supplied.

Websites:

- are increasingly used to communicate and promote urban projects
- allow virtually unlimited concurrent access to shared project information
- can be easily updated as project develops
- are more flexible than print-based media
- can make a powerful and effective statement about the project.

**Watchpoints**

- Site should be structured to inform both general and specialist enquiries.
- As few words as possible – concise and crisp text.
- Should include a statement of current project status.
- Links for follow up/further information included.
- Sites need to comply with DDA guidelines (Disability Discrimination Act).

Example of a well designed website  
[www.dandad.org](http://www.dandad.org)

- easy, consistent navigation
- minimum text
- use of menu pages to guide access to large amounts of information
- well composed and clear photographs/images
- sensible colour palette
- dark content text on white, printer-friendly background.

