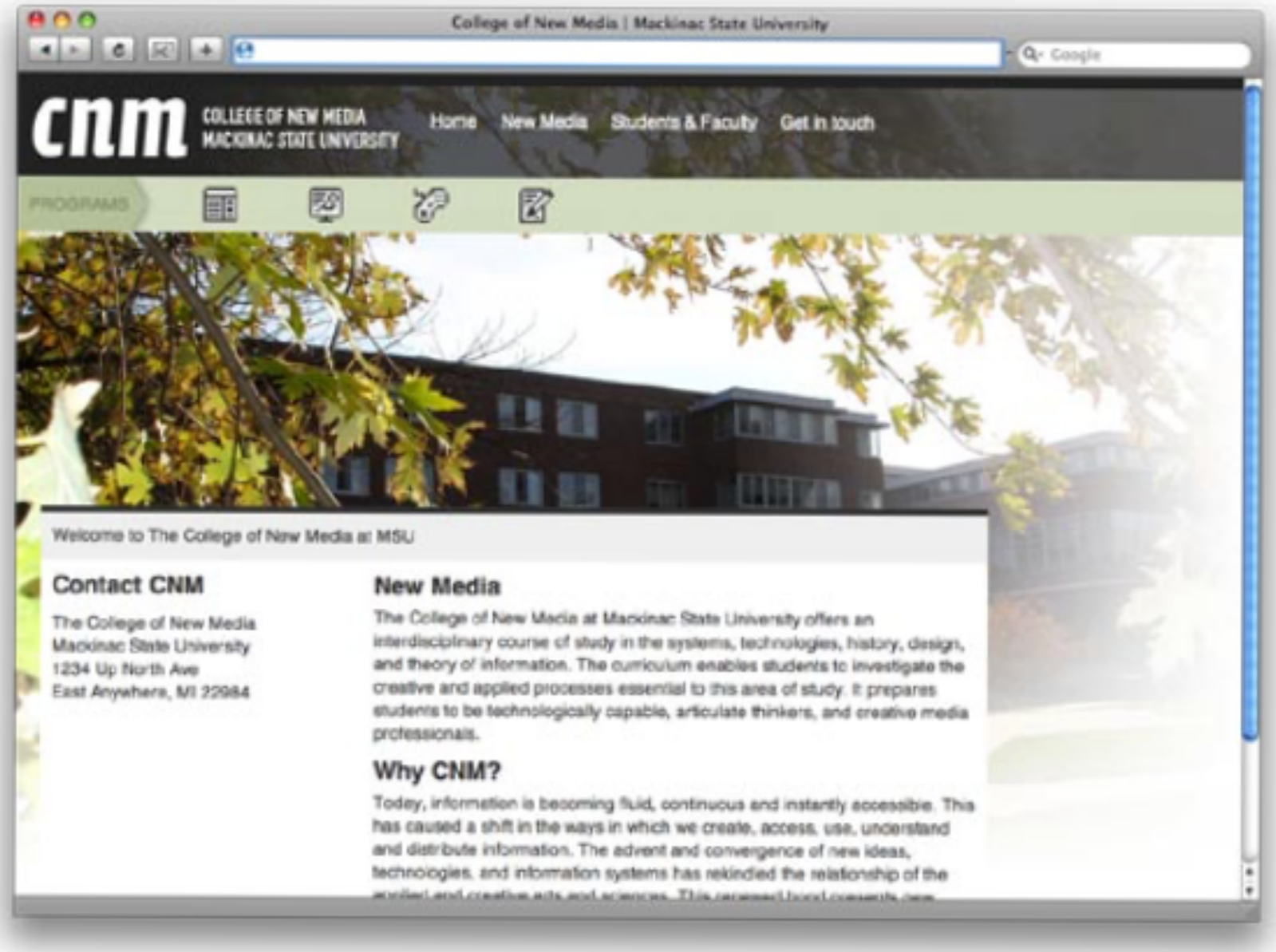
smart navigation

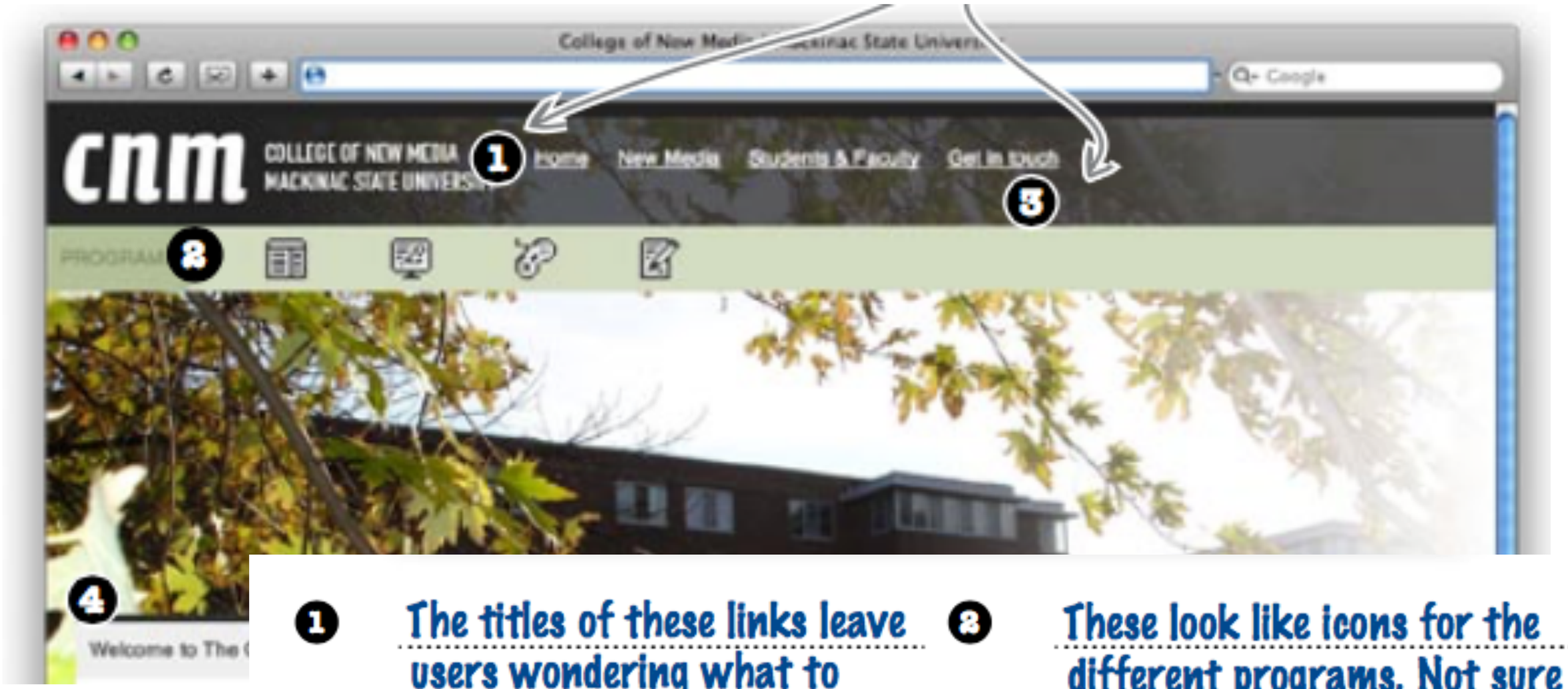
We don't need a new design, but this navigation deal is a mess.

MSU's Registrar, awash in complaints and confusion



This is the College of New Media's new website.

what's the matter?



1. The titles of these links leave users wondering what to expect when they click them.

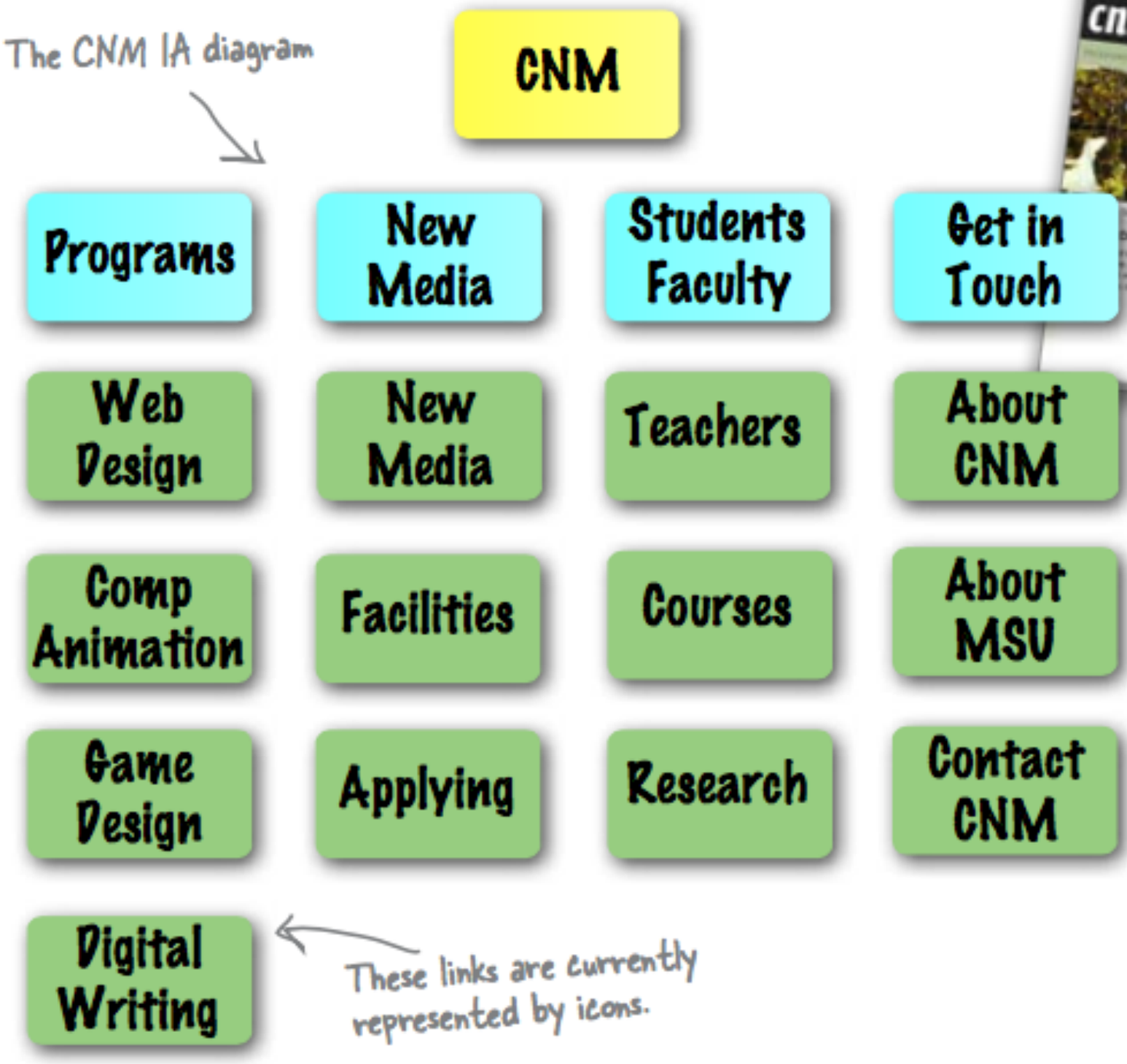
2. These look like icons for the different programs. Not sure what they mean though.

3. It looks like the designers skipped the navigation. Needs some style work.

4. Will this always be a title? Will more navigation show up here? I'm confused...

The first step to good navigation is good IA

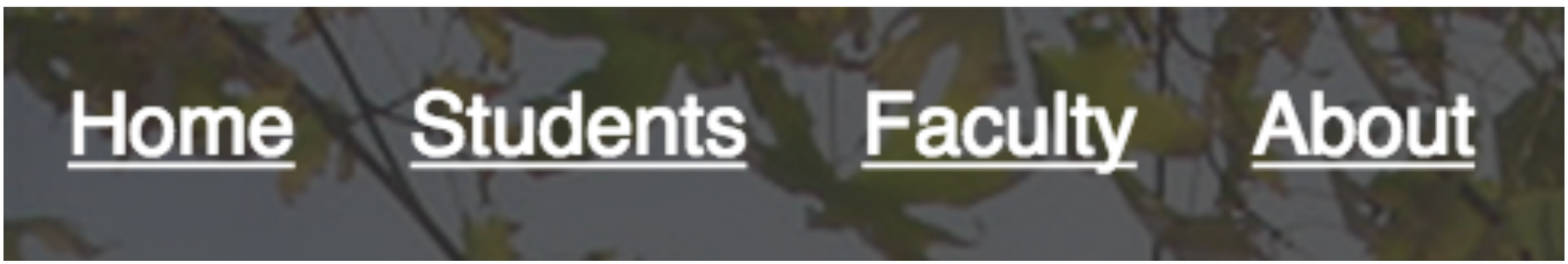
The CNM IA diagram



Flip back to Chapter 3 if you need a refresher on content organization and information architecture.

The Web is both VISUAL and SEMANTIC

- Keep names short
- Keep names descriptive



Inconsistent navigation confuses users

1. Navigation should be in a place users expect it to be: usually the top of a page or along either side.

2. Links should look like links. They should appear to be “clickable” for users.

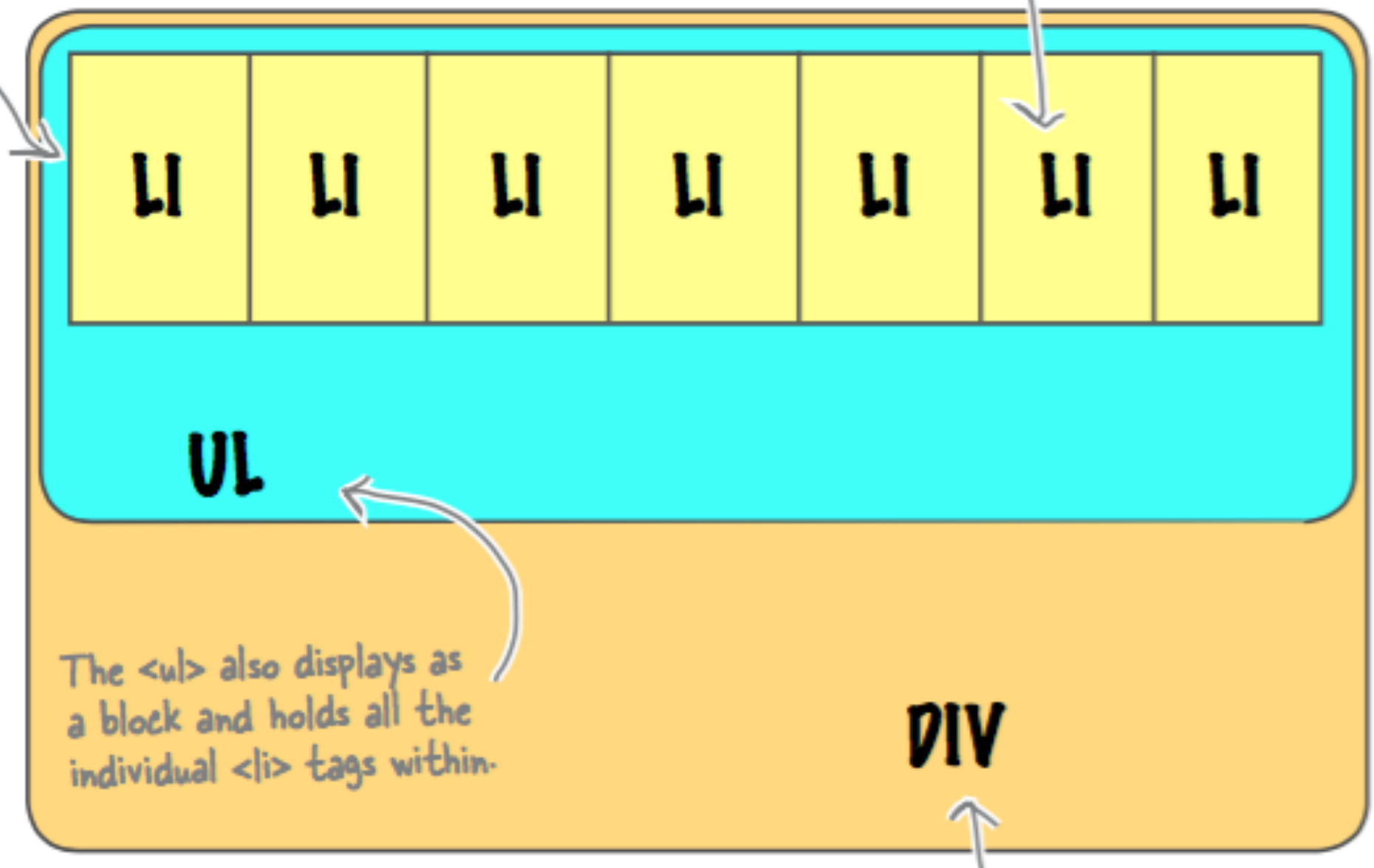
3. Links should be clearly identified and separate from each other.

Approach #1: Vertical navigation

```
<nav>
    <ul>
        <li><a href="index.html">Home</a></li>
        <li><a href="students.html">Students</a></li>
        <li><a href="faculty.html">Faculty</a></li>
        <li><a href="about.html">About</a></li>
    </ul>
<nav>
```

Each <li> is displayed inline. But you can float these to change the default display, too.

Inside the <li> is a link that can either be displayed as a block or floated, and given a height and width to fit within the available navigation space.



The <ul> also displays as a block and holds all the individual <li> tags within.

The container is a block element that holds together all the nav content

there are no Dumb Questions

Q: Is it better to put vertical navigation on the left or right side of my page?

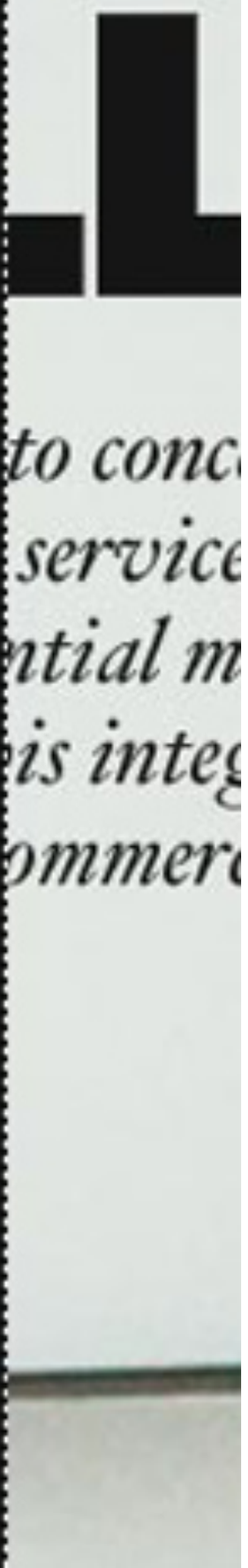
A: Lots of usability studies show there doesn't seem to be any real difference if you put your navigation on the left or the right side. If your layout works better with the navigation on the left, you should put it there. If your layout works better with a nav on the right, then that's okay too.

01 SID LEE
02 OUR WORK
03 SID LEE COLLECTIVE
04 CONVERSATIONAL CAPITAL
05 WHAT'S GOING ON?
06 COLLECTIVO
07 CAREERS
08 CONTACTS

01

SID LEE

WHO WE ARE
WHAT WE THINK
WHAT WE DO
WHERE WE COME FROM
→ HOW WE WORK
WHERE WE WORK
WHO WE WORK WITH
WHAT PEOPLE SAY
WHO'S IN CHARGE



Food Quality

Restaurant Locator

Sh

i'm lovin' it.

MENU

FOOD QUALITY

PROMOTIONS

McCAFÉ®

HAPPY MEAL®

OUR STORY

COMMUNITY

CAREERS

FRANCHISING

CONTACT US

CARD®

Quality Matters

See What We're Made Of™

High quality is one of our top priorities. From our meats to our cheeses, from our fresh produce to our eggs, we're committed to serving you the very best.

HOME
WORK
ABOUT
BLOG
CONTACT
MAMMOTH 2013 REEL
QUICKLY SEE WHAT WE'RE ALL ABOUT
» PLAY VIDEO «
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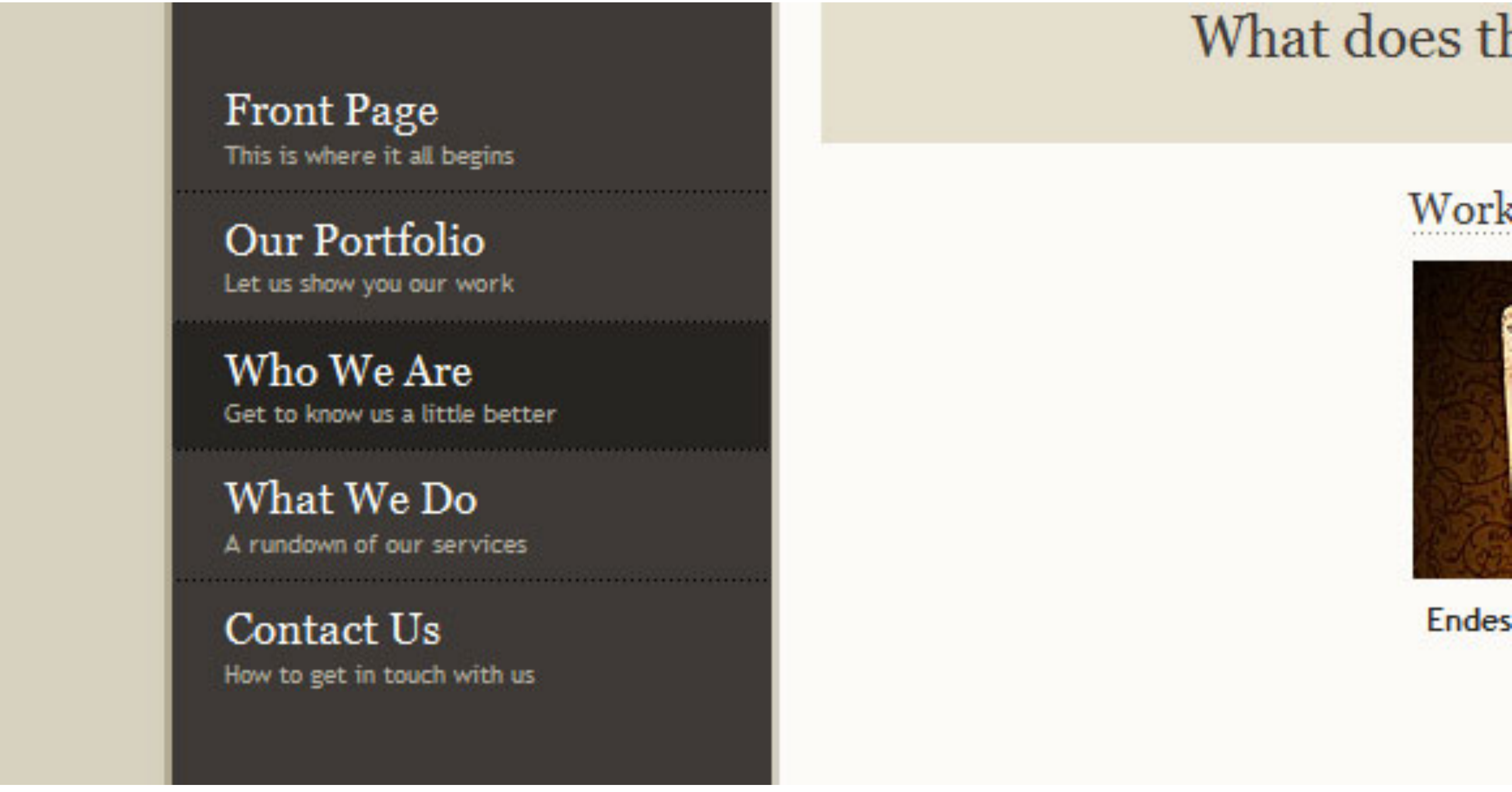
Front Page
This is where it all begins
Our Portfolio
Let us show you our work
Who We Are
Get to know us a little better
What We Do
A rundown of our services
Contact Us
How to get in touch with us
What does th
Work
Endes

T ShIRt categories

- advert
- Design T Shirts
- Geeky T Shirts
- Music T Shirts
- Retro T Shirts
- Slogan T Shirts

T ShIRt StoRes

- Threadless

Latest COOL T ShIRtS

Approach #2: Horizontal navigation

```
<nav>
    <ul>
        <li><a href="index.html">Home</a></li>
        <li><a href="students.html">Students</a></li>
        <li><a href="faculty.html">Faculty</a></li>
        <li><a href="about.html">About</a></li>
    </ul>
<nav>
```

NB: you will need **display: inline;**

psdGraphics.com | Services | Clients | News | Tools | Advertise | About | Contact

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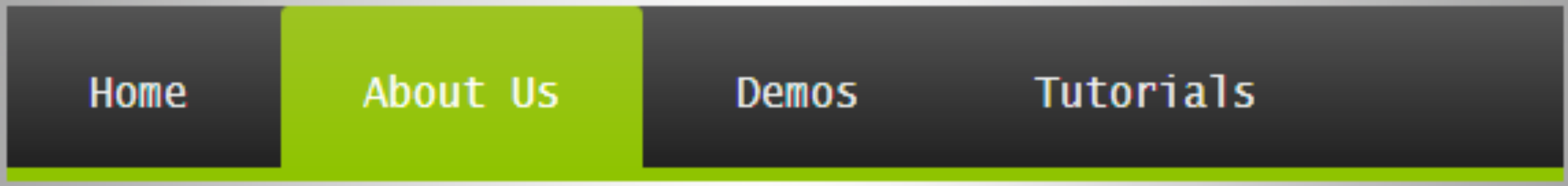
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Demos
Tutorials

Store Locator Samsung People I Miei Ordini Wishlist Offerte Newsletter Community Contattaci Lavora Con Noi

SAMSUNG PRODOTTI BUSINESS APP SUPPORTO My Account SHOP 0

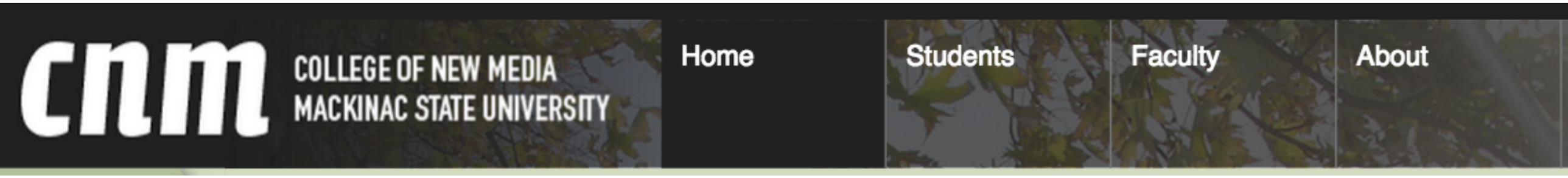
- Dispositivi Mobile
- TV / Audio/Video
- Fotocamere / Videocamere SMART
- Informatica
- Elettrodomestici

Galaxy S6 e

NEXT IS NOW.

Acquistalo subito

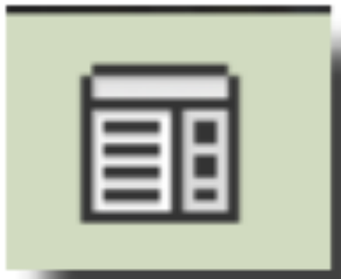
our choice


cnm
COLLEGE OF NEW MEDIA
MACKINAC STATE UNIVERSITY
Home
Students
Faculty
About

but… we have a second nav!

these icons don't SAY anything... they just look pretty

This icon represents a web page and is meant to indicate the web design program at CNM.



Web Design

The gamepad was used to represent the video game design program. CNM thinks this is a totally obvious icon.

Game Design

Computer Animation

This icon is supposed to represent a man running on a computer screen. It links to the computer animation program.

Digital Writing & Rhetoric

This is a commonly used icon—the classic pen and paper. In this case, it represents the digital writing and rhetoric program.

when in doubt, add text

html

```
<nav>
    <ul>
        <li><a href="webd.html">Web Design</a></li>
        <li><a href="gamed.html">Game Design</a></li>
        <li><a href="companim.html">Computer Animation</a></li>
        <li><a href="digitalw.html">Digital Writing</a></li>
    </ul>
<nav>
```

CSS

```
nav li a {
    background-image: url("../images/myimage.jpg");
}
```

Primary navigation shouldn’t change...
...but secondary navigation SHOULD

- Primary navigation applies to your ENTIRE site.
- Secondary navigation applies to the CURRENT SECTION of a site you’re on.

Store Mac iPhone Watch iPad iPod iTunes Supporto

Apple Store

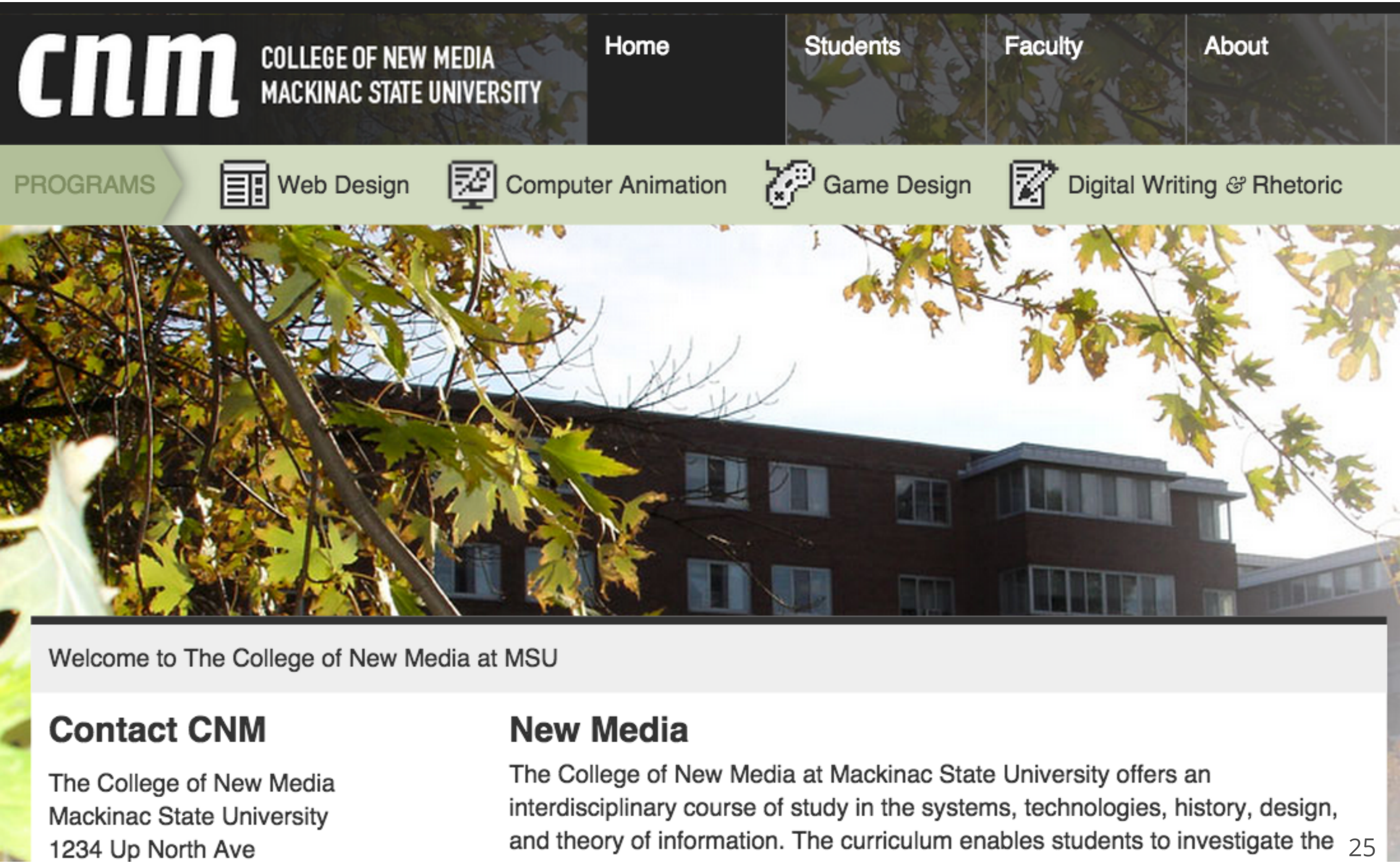
Trova uno Store Scopri Business Assistenza Carlo

Acquisti Mac Acquisti iPhone Acquisti iPad Acquisti iPod Acquisti Apple TV Acquisti Accessori

Store Mac iPhone Watch iPad iPod iTunes Supporto

MacBook MacBook Air MacBook Pro iMac iMac con display Retina 5K Mac Pro Mac mini OS X Yosemite

Store Mac iPhone Watch iPad iPod iTunes Supporto

iPhone 6 Accessori per iPhone Confronta i modelli di iPhone iOS 8 iCloud

final result