
FILE NAMING

Everybody has their own way of doing this; here's mine.
It must be consistent, logical, and learnable.

PT 1 Learning the system

Make a folder with a unique name.

If you anticipate making sub-folders, you could vaguely ID them now. ("Images")

Some pages have to be in certain places, like the home or index.html page.
Other pages can be any where you want, as long as you (and the file) can find them.
It's a bad habit to start moving these around; try to put it there and leave it.

Look at the big picture of the site.
It has navigation, content, images, pages, support files, etc.

Navigation could be #1.
Pages could be #2.
Stay really big picture here.

If Navigation is page 1, then a sub page might be called 1.1
This system is better than roman numerals and typical outlining. If you are comfortable with outlining, you understand indenting and subsorting. If using letters, I avoid the capital "I" as it could be a one or a lower case L. Just skip I and go "H J K L" Be consistent.

Big section number 1:

1.0

Subsection

1.1

Sub-subsection

1.1.1

and so on.

2.0 would be a new section.

2.1.1 is different than 2.1.2, but they share some information, specifically the "2.1" part.

The more numbers, the further away from the home page you are.

Indenting helps you visually get it quicker.

Think of a signs in a hospital (the wayfinding metaphor)

1.0 = outside

2.0 = inside

1.1 Parking (it's outside, and pretty important)

1.1.1 identifies kinds of parking (pay, free, staff only etc) for both vehicles and people

1.1.2 Vehicular (height, do not enter etc)

1.1.3 Pedestrian (walk here, where's elevator etc)

2.0 = Interior

2.1 = Regulatory (do this, not this, warnings, important stuff)

2.2 = Directional (go here, look at this)

2.3 = Identifiers (Room number etc)

You could keep going down as far as you wanted. For example, an individual sign might be in a bathroom in a patient room in a hallway in a ward on a floor in a building at a place. At some point, you (or maintenance) will need to know what that sign is and why it's there. Imagine again in a big environment, each sign is 50 cents. How many, and how much will this cost is a common question.

When in doubt, call it out. All of this seems to be overkill, but proper organization is the sign of a good designer, whether it's web, environmental, or architectural. "Where am I, what could I do?" A designer answers that question.

PT 2 Working the system

If each thing on each page needs to be kept track of, you might do a big list called a content inventory.

How many photos?

How many pages?

How many text blocks and captions?

How many forms or flash files?

You'd end with a content inventory, something like this:

1 home page

5 support pages

20 photos

unique text on every page

4 flash files

stuff for global navigation:

contact, copyright, faq, etc

stuff for local navigation:

horizontal rules, image margins etc.

If you were building the site from scratch, you would have to make pages and artwork for all the buttons.

Keep art together, keep buttons together, keep pages together; just be logical about it.

An imaginary content inventory, and side notes:

1 web site for client

1 home page

5 support pages

Images to come, quantity unknown, or "20 images" at three possible sizes, making 60 images.

Button and nav artwork to come, or "nav=20 buttons (including on/off/hover states)"

Objects and other content to come, flash files, text, everything else.

Now this is a start, but not terribly helpful.

If you broke it down like this, it might be better.

1.0 Pages

1.1 Home page

1.2 Support page 1

1.3 Support page 2

1.4 Support page 3

1.5 Support page 4

1.6 Support page 5

1.7 CSS page

2.0 Art

2.0 Master photos

2.1 Photos resized for site

2.2 Navigation

2.2.1 Buttons

2.2.2 Nav bars or banks of bars and tabs

3.0 Non-art Content that's not a page

3.1 Word docs

3.1.1 Current

3.1.2 Old

3.2 Notes

PT 3 Filling in the system with content

("Populating the site")

Each object might have something special about it. It might belong to something else which it should not be separated from, or it might do something, like have a property like a rollover state.

If you have to deal with it, it's an object, and it's content.
Some might need art, some might need actions. This is every single thing.

An imaginary situation:

A Page

Words on that page

Objects on that page

Actions on that page

I like to make actions **green**, because it reminds me I have to do something. Later on in the process, I use **Red** pages tell me something's wrong with that page. I do all of this in Word, but that's an old habit.

So, it could be:

Page number: 2.3.4.3.5.1

Page name: T-shirts on Sale!

Page name: tshirts_overview.html

text of page:

"Shop now for best deals on t-shirts.

Click here [linkto:tshirts.html](#) to see our t-shirts!"

Images:

t-shirts, 400pixels wide

t-shirt blue only, 200px

t-shirt yellow only, 200px

other:

flash file: tshirt.swf (3.2.1.2.2)

Add all that together for all the local pages, then add one whole set of global stuff, and voila!

Content Inventory!!!

Client: "I want all of this on my site."

You: "What do you have? Give me everything and I let me do a content inventory."

Client: "Bless you, you are awesome."

You: "Once I know what you want on the site, I'll do a layout."

PT 4 Laying out the site's information

This is the pre-lab assignment.

Details in "3-5-PRELAB.PDF"