Citation:

Thesis:
This chapter focuses on the design and organization of specialized reader-centered websites.

Notes:
I. How to help your readers find what they are looking for, quickly
   A. Organize website to match readers search strategies
   B. Include a variety of navigational guides in your webpage and websites
      i. Main menu and home page link on every page
      ii. Be consistent with aids
      iii. Make clear, informative in-text links
   II. Design WebPages that are easy to read and attractive
      A. Use typefaces that are easy to read on screen
      B. Make sure text is legible
         i. Avoid italics
   C. Limit scrolling
   D. Unify website verbally and visually
   III. Design website for diverse readers
      A. Ethics guidelines
         i. Visual impairment, limit mobility, hearing impairment
      B. Global guidelines
         i. Text, images, page design
   IV. Follow ethical and legal practices concerning context
      A. Copyright law and acknowledge sources
      B. Treat readers and websites stakeholders ethically

Quotes:
“although the medium is very different from paper and ink, the goals are the same: to help readers perform something... and to influence the readers attitudes and actions in ways that you desire.” (453).

Questions:
How would you site material for a website?
Where would you put the citation?

Connections:
The main connection is using this information when putting together our web portfolios. This can and will be used in other classes and on the job later. It will be used if and when we have to design a website or part of a webpage.