

## Lecture 2: Planning a Web Site

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### I. Elements of a Site

- A. Audience/Message - MIT
  - B. Organization/Navigation - [EyeArchitect](#)
  - C. Identity - [Amsterdam](#); [Beijing](#); [San Francisco](#)
  - D. Delight - [Homepage Variations Gallery](#)
  - E. Justice - MIT Web Accessibility Guidelines
  - F. Adaptability - Lorlene's site 2002; 2004; [MIT' s site in 1996](#)
  - G. Inspiration - [Professor Dirk Donath](#)
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### II. Student Portals

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### III. Resources

- A. Web Publishing at MIT
- B. [Web Style Guide, 2nd Edition](#)