

Technical features and their design solutions

Technical feature	Design solution
Pop-up menu	Display multiple links in a small amount of space. Provide navigation flexibility without long download times.
Rollover image	Add highlighting or design effects with an image swap to draw visitor attention. Indicate “hot” (or clickable) areas of the screen. <i>Example:</i> Buttons that change appearance when the pointer rolls over them
Image map	Help set up navigation on a website. <i>Example:</i> Geographic map with hotspots or invisible buttons that link to sites about each country
Photo presentation	Add design elements to pictures to enhance the overall design of the site. Make changes to photograph presentation elements such as tone, color, and blending.
Spreadsheet table	Quickly set up a table of information such as a directory, large catalog, or schedule.
Form	Interact with and gather information from site visitors. <i>Examples:</i> Feedback form, guest book, survey, or product order form
Cascading Style Sheets	Create a consistent design for all pages that easily updates multiple pages on a site. Use with templates for managing large sites.
Rich media or animated content	Enhance or reinforce the mood of the site. Add to overall message of the site. <i>Examples:</i> Banner ads and cartoons
Sound	Add music or sound effects to enhance visual elements or interactions.
Video	Use video on websites to personalize and enhance the user’s experience. <i>Example:</i> Customer testimonials