

**When graphic and web design meet course design:  
Applying graphic and website design principles into online course design.**

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Abstract:

This presentation introduces how to utilize graphic and web design principles into online course design. Based upon imperial results from internet marketing research and graphic design principles, the author explains how an online course could be improved in terms of web interface and usability by adopting efficient design principles.

Proposal:

With the explosion of the Internet as a marketing channel, many companies, big and small, seek various means to sell their products or advertise their services through internet marking. As Plenert indicated, "By the end of 1997, more than 100 million people were connected. World Wed Wide Internet commerce sales revenue had reached \$10.6 billion. We have entered a new era of business development- web focused business. Furthermore, the new era was called eCommerce or eBusiness" (2002, p. 268).

Due to the great potential revenue from eCommerce, an increasing number of enterprises are setting up websites in an effort to reach greater customer population and achieve company growth. Meanwhile, numerous marketing research studies have been conducted to investigate the characteristics of online shoppers and shopping behaviors (Bearden & Woodside, 1977; Cho, Kang & Cheon, 2006; Fatayerji, 2004; Yang, 2004). One contributing factor for online shoppers' purchasing decisions is the web interface. Enterprises are seeking effective web designs that create an inviting, friendly shopping environment, draw shoppers' attention, and then finally solicit shoppers' purchase. In light of this, site developers and graphic designers were asked

to orchestrate web interface components precisely, including font size, color, image, picture, animation and video, based upon research results and graphic design principles (Hunt, 2007; Krug, 2006). In this best practice presentation, the author will introduce the results of internet marketing research and explain its implications to online course design. In addition, the application of web and graphic design principles for course design will be elaborated.

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