

## **Components of Effective Web Course Design: Aesthetics, Navigation and Content Networks**

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Although the Web was not designed as an educational medium, current pressures exist to develop it as a means of delivering instruction. The lack of design standards and the open environment of the Web are obstacles to instructional designers developing on-line Web courses. The design components of aesthetics, navigation, and content networks are important considerations in the development of instructional Web sites. These components combine to contribute to the success of a Web based course, primarily by keeping the user engaged in the Web site.

The pressure on educational institutions to provide Web based courses increases exponentially as access to the Internet increases. (Hirumi & Bermudez, 1996). Instructional designers will be expected to create web pages which are interesting and appealing to sophisticated consumers of multimedia. (Shotsberger, 1996). Understanding the interaction of aesthetics, navigation and a content network can provide a design paradigm for developing effective instructional web design.

### **References**

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