Sustainable Scientific Journal Page Layout Design: The Case of Scientific and Technological Research Council of Turkey (TÜBİTAK), Science and Technique Journal

Müge Akbulut

Department of Information Management, Hacettepe University, 06800 Beytepe, Ankara, Turkey.
E-mail: mugeakbulut@hacettepe.edu.tr

Abstract: *As a consequence of newly-emerging concepts like "Web Technologies" and "Web 2.0", the attention spans of the readers decreased and the ways through which they reached the information and organized it run through changes. Readers who prefer to read a graphic instead of a text or focus on an article randomly in an encapsulated manner instead of linearly reading it from beginning to end shaped the content designs of the journals. The objective of this study is to find out problems related with design deficiency and to suggest some solutions for them. In this context, The Journal of Science and Technique of Scientific and Technological Research Council of Turkey and its visual hierarchy, navigation, page layout and formatting will be analyzed by taking a number of their conventional characteristics.*

Keywords: *Social aspects of Internet, page layout design, sustainable page design.*

Introduction

The content and impact area of the Internet have expanded a lot since www. Information sharing system was founded by Tim Berners-Lee, and today ınternet has become one of the most preferred communication and information tools.

Such development in Internet and Web technologies also led to changes in searching, reading and thinking styles. As expressed by Karp, benefiting from the opportunities of the Internet also means sacrificing linear thinking process (Karp, 2008). Intelligence which is inclined to focus and act in a linear way and cannot be distracted easily changed places with intelligence which is fragmented, short and encapsulated. Users have started to obtain information about a wide range of subjects, but this information is shallow (Tapscott, 2008).

This transition from page to screen also influenced the degree of focusing on texts and text tracking systems. Today, readers are more tended to read the parts in which they are interested instead of centering on them in a linear way.

Therefore, scientific journals should carry out some innovative changes in their online and printed versions so that they can achieve sustainability and meet their readers' demands (Hall, 2009). A lot of publishers made some such changes in their page layouts in relation with their readers' short attention spans. They shortened articles in order to make searching and focusing easier, included encapsulated abstracts and added quotations and titles which are easy to reach. Instead of black and white plain texts, they have started to make use of colorful big titles, graphics and photographs.

The objective of this study is to find out problems related with design deficiency and to suggest some solutions for them. In this context, The Journal of Science and Technique of Scientific and Technological Research Council of Turkey and its visual hierarchy, navigation, page layout and formatting will be analyzed by taking a number of their conventional characteristics.

References

Hall, T. (2009). *We will never launch another paper*. PrintWeek. Retrieved October 5, 2013 from
  http://www.printweek.com/news/881913/We-will-launch-paper/

Karp, S. (2008). *The Evolution From Linear Thought To Networked Thought.* Publishing 2.0 blog. Retrieved October 5, 2013 from http://publishing2.com/2008/02/09/the-evolution-from-linear-thought-to-networked-thought/

Tapscott, D. (2008). *How to Teach and Manage 'Generation Net.* BusinessWeek Online. Retrieved October 5, 2013 from http://www.businessweek.com/stories/2008-11-30/how-to-teach-and-manage-generation-netbusinessweek-business-news-stock-market-and-financial-advice