

ExplorNet's Digital Media I



Web Design

- The different areas of web design include:
 - Web graphic design
 - User interface design
 - Authoring (including standardized code and proprietary software)
 - User experience design (web accessibility guidelines)
 - Search engine optimization



Effective Web Design

- Web design encompasses many different skills and disciplines in the production and maintenance of websites.
- Can be relatively simple using text-based coding or complex using professional design software.
- Use GUI (graphical user interface) such as buttons and image maps to allow users to interact with the site and access information quickly.
- Use web accessibility guidelines to allow users with disabilities to interact with the site and access information.

Web Design Principles

- Purpose – Focus is on the needs of the users.
- Communication – Users want to locate content quickly. Use headings, bullets and concise text.
- Typography – Choose readable, web-friendly fonts and apply typography guidelines regarding spacing and size.
- Colors – Choose web-safe colors appropriate for the page. Contrasting text and background color makes reading easier. Use white space effectively.

Web Design Principles

- Images – Use high quality photos, infographics, videos and illustrations.
- Navigation – Follow three-click rule. Use consistent and logical navigation bar, buttons, and links.
- Page Layout – Use grid based content in columns, sections, or tables consistent across all pages. Keep aligned and balanced.
- Reading Pattern – Keep content at top and to left of page.

Web Design Principles

- Load Time – Don't lose the user by forcing them to wait for content. Be careful of background images and optimize images and video for web use.
- Mobile Friendly – Make sure to consider mobile devices with smaller screen sizes when designing the site.

Basic Components of a Website

- Page Layout
 - A way of organizing information on a web page; ensures the information on a page can be easily located.
- Navigation
 - The method by which a user accesses all the pages and information on a website; should be easy to understand and use effectively.

Basic Components of a Website

- Hyperlinks (Links)
 - Clickable connections that link text or images to other pages of the website, out to external websites, or to files posted on a website.
- Content
 - All of the information (text), images, and other multimedia that are contained within the pages of a website.

Internet Browser vs Search Engine

- Google Chrome vs Google Search



Internet Browsers

- Computer programs that read & interpret code to display a web page to the user.
- Example browsers include:
 - Chrome
 - Safari
 - Internet Explorer
 - Mozilla Firefox



Internet Browsers

- Uniform Resource Locator (URL)
 - The specific address of a page on the Internet.
- File Transfer Protocol (FTP)
 - Method by which data and files are transferred over the Internet.



Search Engines

- Websites that organize and retrieve information located on the Internet.
- Example search engines include:
 - Google
 - MSN
 - Bing
 - Yahoo





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Search Engine Optimization (SEO)

- The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.
- Involves designing websites with the intention of helping search engines best discover, organize, and retrieve information.

Steps to SEO

- Create page titles. Keyword-based titles help establish page theme and direction for your keywords.
- Create meta tags. Meta description tags can influence click-throughs.
- Place strategic search phrases on pages. Integrate selected keywords into your website source code and existing content on designated pages.
- Develop new sitemaps for Google and Bing. Make it easier for search engines to index your website.

Advanced SEO Terms

- Web Crawlers (Spiders)
 - Computer programs that “crawl” through the pages of a website to find tags, keywords, and other information.
- Page Ranking
 - A determination of how easy it is to find a website through search engines; the higher the ranking, the more traffic the website will have.

Advanced SEO Terms

- Tags
 - Could be page titles, paragraph titles, image tags, or even meta tags that are hidden in the code of a website; help search engines find and organize the information on a website.

- Keywords
 - User-defined words or phrases that help a search engine's algorithms select a group of words that can be searched to find your website.