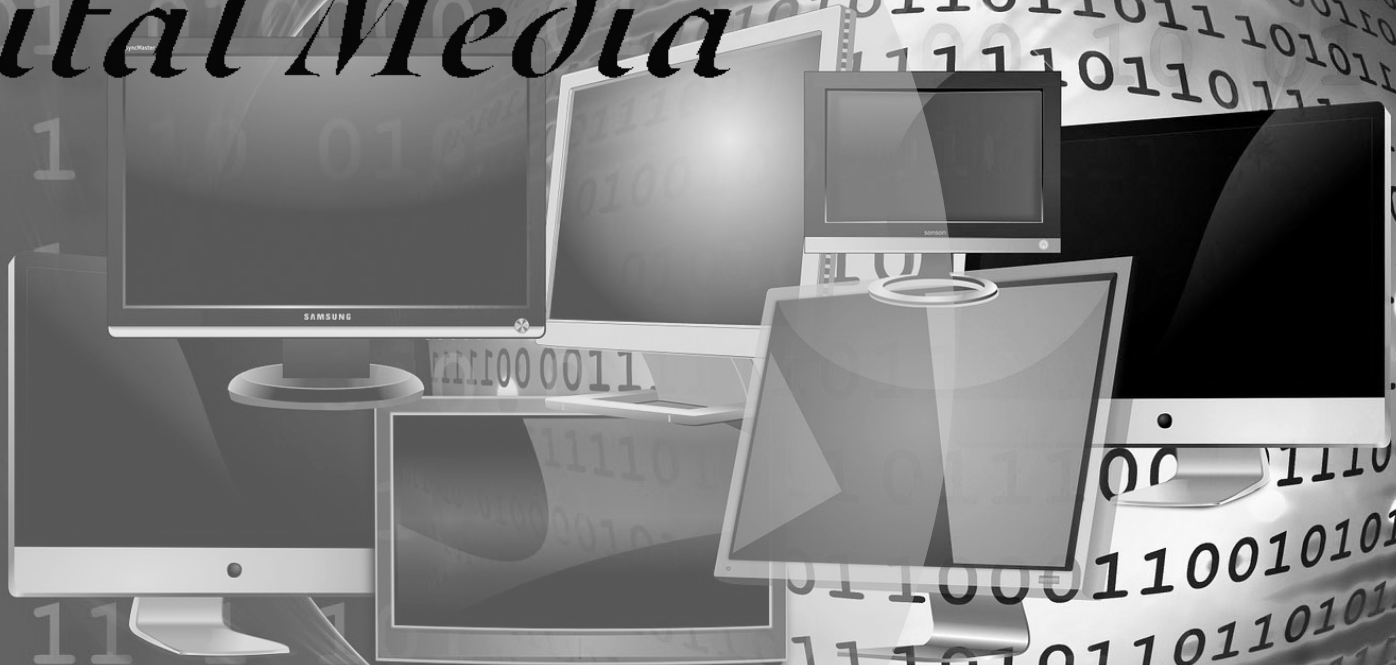




ExplorNet's

Digital Media



Objective 106.01

Explain concepts used to create websites.

DM **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 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.



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.



QUESTIONS TO CONSIDER

- What makes a website hard to see on your phone?
- Why do some websites look different if you open them on your phone vs. a computer?
- Why is it increasingly important to develop websites that can be viewed on a phone?



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.



BROWSER VS SEARCH ENGINE

Google Chrome



Google Search





INTERNET BROWSERS

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





QUESTIONS TO CONSIDER

- Where do you normally see/use these web browsers?
- If you have a choice, should you use one over the other?





INTERNET TERMS

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.



DM **SEARCH ENGINES**

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





SEARCH ENGINES

- 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.



QUESTIONS TO CONSIDER

- What is your favorite search engine?
- Why do you like it? Where do you use it?



DM **STEPS TO SEO**

- Create page titles. Keyword-based titles help establish page theme.
- 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.



QUESTIONS TO CONSIDER

- What are some internal tags (keywords) that would help make these websites easier for search engines to find? (raise their SEO)
 - Fancy Dog Treat Bakery
 - Vintage Grape Soda Company
 - Environmentally-Minded Clothing Store
 - Digital Media Student Portfolio