

Web Design 101



Hope COLLEGE

Content:

- Communicates who you are and what you do (values, vision, personal motto, etc.)
- Your brand is visible to EVERYONE. So be honest.
- Each piece of content must have purpose
- Set goals & objectives – this requires strategy

Design:

- Unify your visual design concept with a theme —> brand must be consistent (Use templates!)
- Less is more! This might mean leaving aside personal preferences that might not seem appealing to your audience (i.e media)

Function:

- Page structure must be carefully planned & consistent
- What will be easiest for your audience in terms of navigation?
- Social Media is VERY helpful!
- How will your audience contact you? I would recommend **not** displaying your email address
- Create a sensible domain name – not “SailorMoonFreak94435.biz” (<http://collegeinfo geek.com/personal-website/>)

Website Builders

| Weebly | Wix |
|---|--|
| <ul style="list-style-type: none"> • Responsive Design • Theme templates • Free Domain(.weebly) • Blogging • Multiple Editors • Customer Support • E-Commerce • Unlimited Storage • Statistics | <ul style="list-style-type: none"> • Theme templates • Free Domain(.wix) • Blogging • Customer Support • E-Commerce • Statistics |
| <ul style="list-style-type: none"> • Not incredibly flexible • \$\$ for more features | <ul style="list-style-type: none"> • Non-responsive themes • Limited storage |
| <ul style="list-style-type: none"> • Easy-to-use • Basic tools | <ul style="list-style-type: none"> • Easy-to-use • Customer Support |



Tech Walkthrough 10/3/2016

Web Design Glossary of Terms:

Responsive Design – optimal viewing and easy reading/navigation—resizing, panning, and scrolling—across different devices.

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.

Content Management System(CMS) – backend tool for managing a site’s content that separates said content from the design and functionality of the site.

Plug-in – third party code that extends the capabilities of a website. It’s most often used in conjunction with a CMS or blogging platform.

Cache – Cached files are those that are saved or copied (downloaded) by a web browser so that the next time that user visits the site, the page loads faster.

E-Commerce – a feature that enables buying and selling of goods online.

Favicon – a tiny, customizable icons displayed in the web address bar in most browsers next to the web address.

HTML – Hypertext Markup Language – It’s the primary language used to write web pages.

Hyperlink – a link from one web page to another, either on the same site or another one.

Landing Page – the page where a visitor first enters a website.

Template – a file used to create a consistent design across a website.

Uniform Resource Locator(URL) – A site’s URL is its address, the item that specifies where on the Internet it can be found..

Questions? Contact us!

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Fill out the form @ www.hopeedtech.weebly.com!
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