

Introduction to Web Design

Basics of Web Design

- Focus on the customer
- Working with your clients
- FYI - information on domains
- Web design patterns
- Site development processes
 - Naming conventions
 - Purpose of a website
 - Planning your site

Design Principles

- Design principles
- Effective Page Layouts
- Layout options
 - Using tables, layers, frames
 - Working with forms
 - Using CSS to add interest and flexibility to a design

Page Layout - Navigation

- Principles of effective navigation
- More than one way to navigate
- Hierarchical organization
- Task-based organization
- Other ways to organize your navigation
- Making navigation easy
 - bread crumbs
 - links, embedded & external
 - error messages
 - unified browsing hierarchy
 - high-visibility buttons
- Accessibility issues

Managing Content

- Speeding up your site
- Assisting your visitors with task completion
- Writing for search engines
- Printable pages

- Version control
- Searching the site

Color and Graphics

- Using color on your pages
 - flashing colors
 - bright colors
- Pros and cons of background colors
- Contrast
- Do's and don'ts of Graphics
- Dimension vs weight
- Wrapping text around a graphic
- Using Background graphics
- Banners & moving objects

Credibility

- Site branding
- Privacy policies
- Disclaimers
- Email subscriptions

Site Management

- Site organization
 - Organizing associated files
 - Keeping prior versions
- Directory structure and organization
- Too many cooks in the kitchen - version control

Final Steps & Extras

- Testing your site
- When you need help testing
- Online research