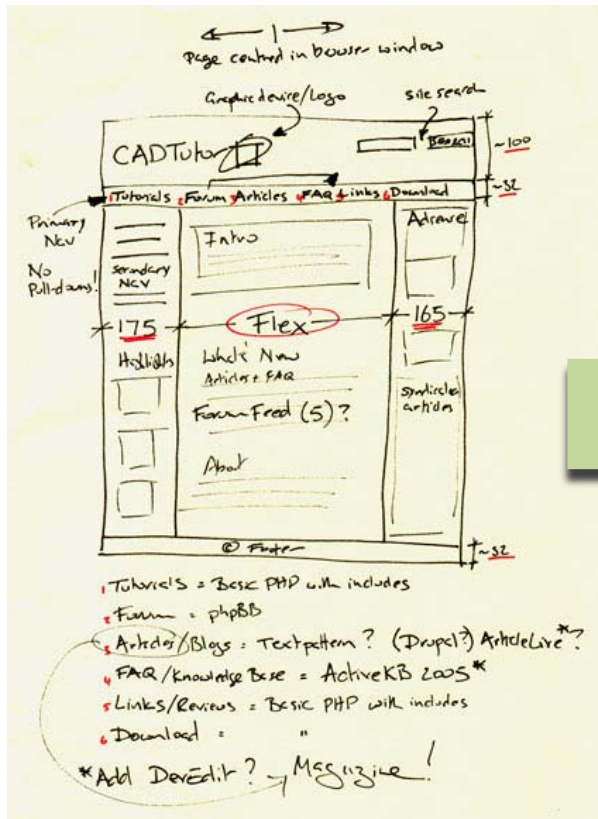


The Web Design Process

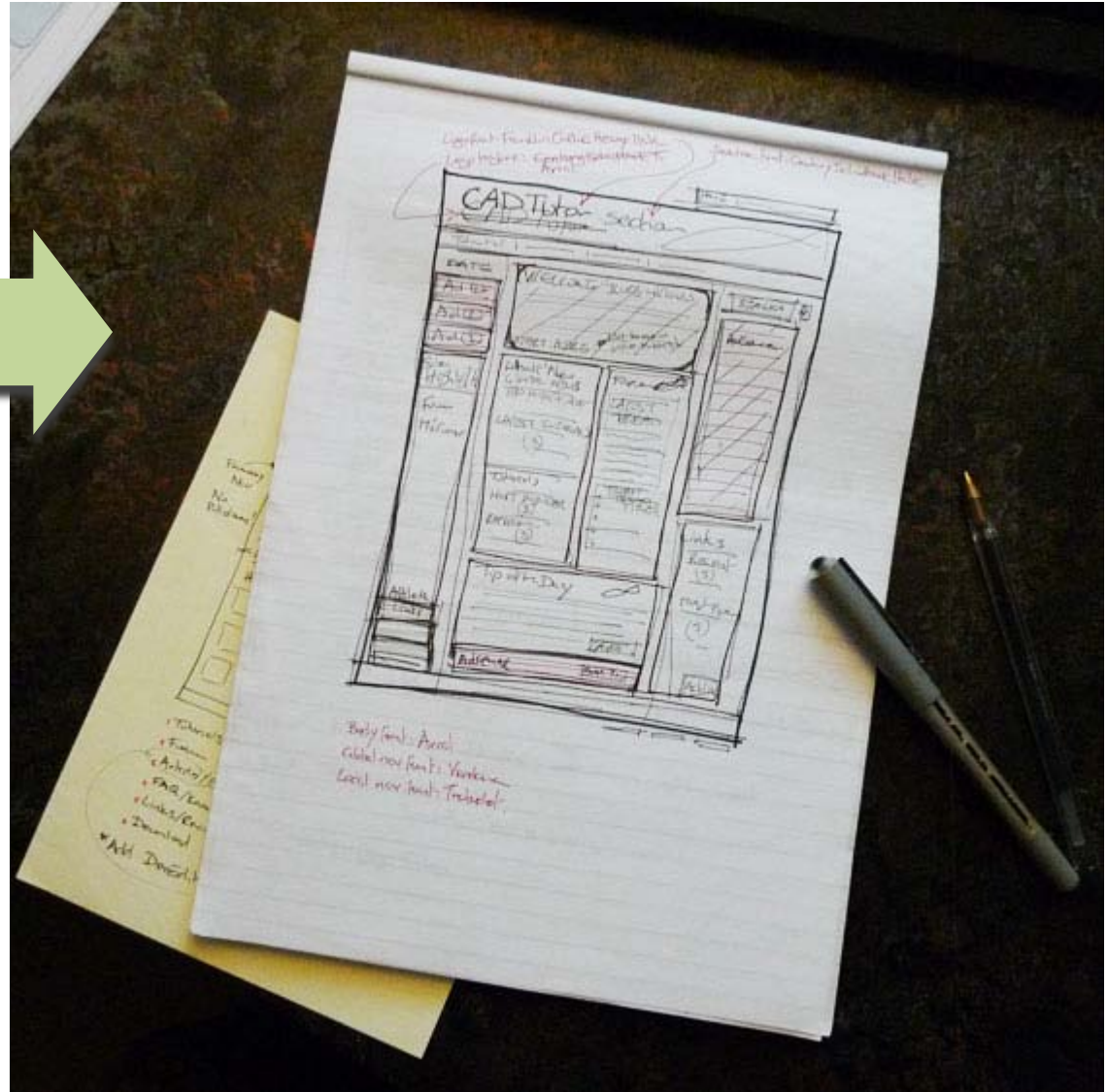
Webpage Design

How do I build a website?

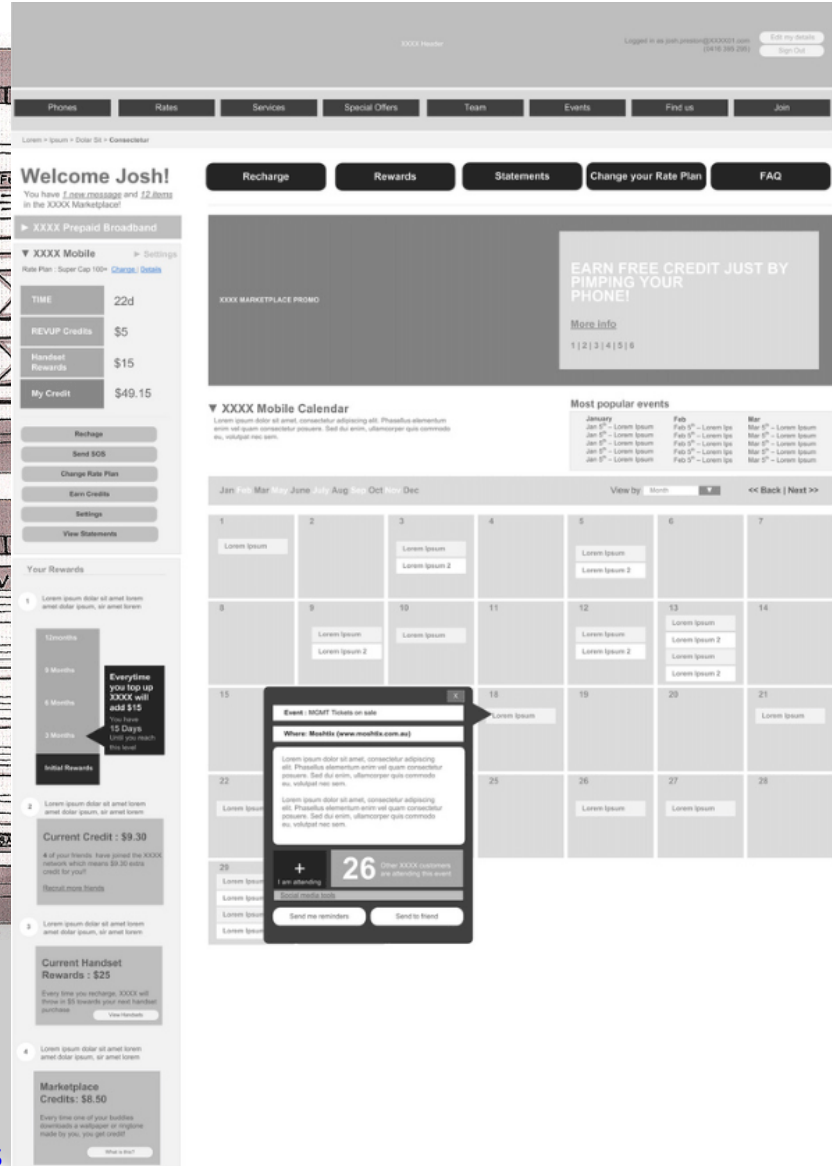
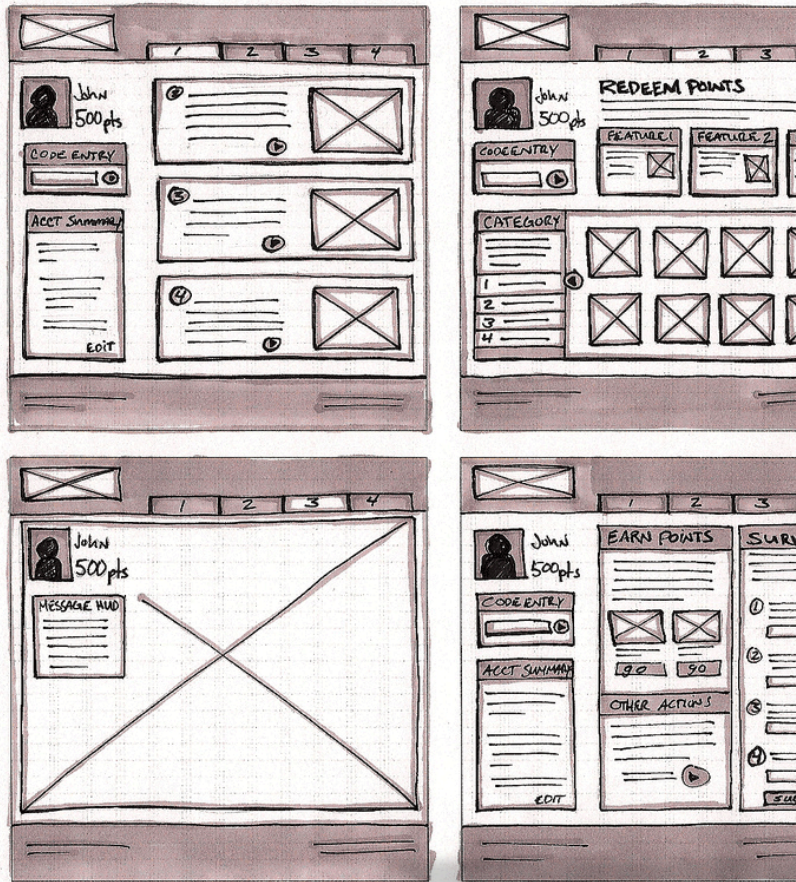
Workflow



Initial ideas on napkin/back of fag packet...



Wireframing



Wireframing any way you like...

Sketch Design and Mockup



Image mockup in Photoshop



Choice of fonts, colour etc.

Coding and Preview

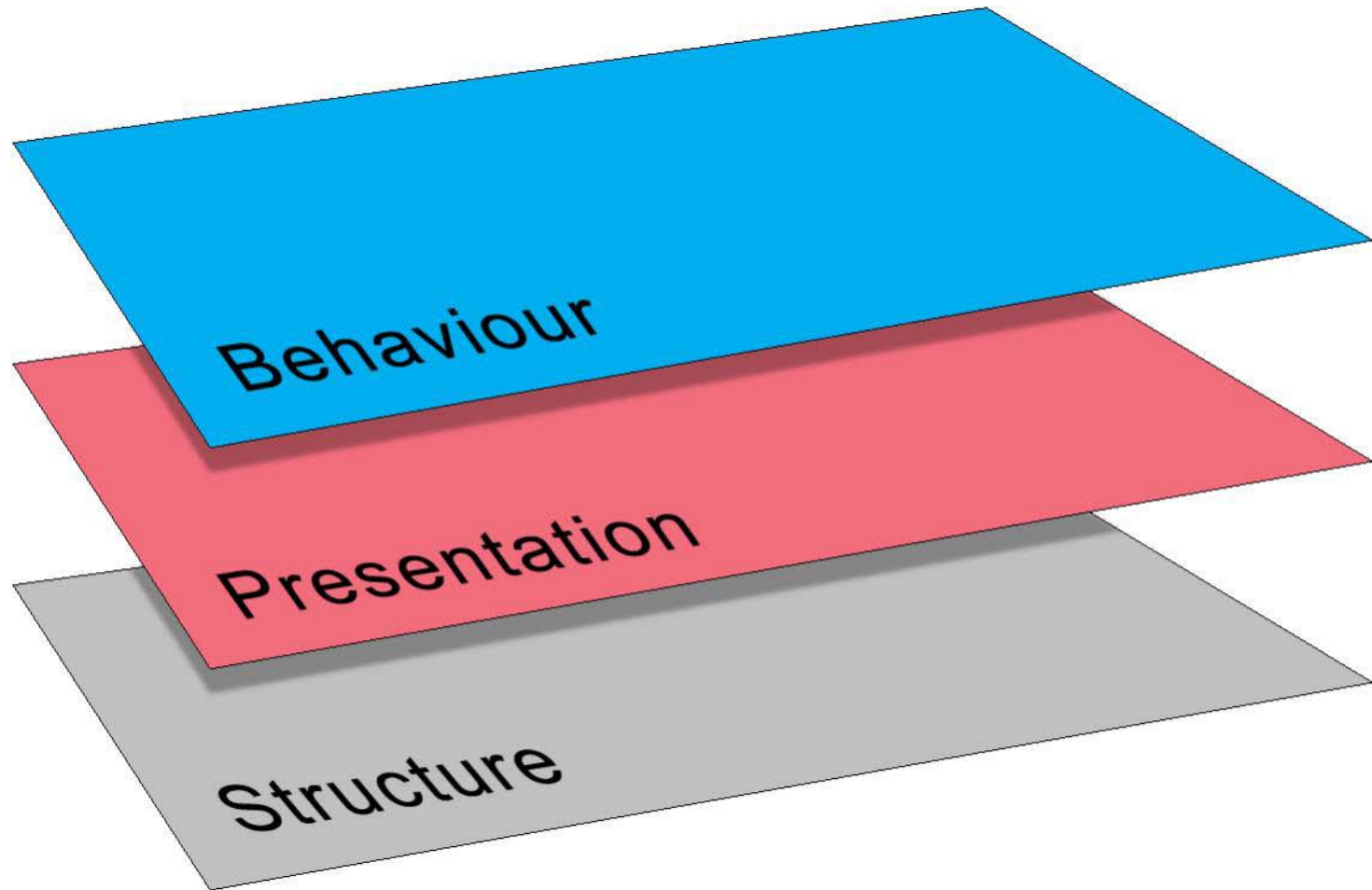
The image displays a dual-screen workflow for web development. On the left, the Dreamweaver IDE is open, showing a file explorer on the left with a project structure for 'Website Architecture'. The main workspace shows the 'index.php' file in 'Source Code' view, with HTML and PHP code visible. A 'Properties' panel at the bottom shows HTML and CSS settings. On the right, a Firefox browser window displays the live preview of the website. The page features a large header 'MA Web Design & Content Planning' and a main heading 'Study web design in London at the University of Greenwich'. A sidebar on the right contains a list of navigation links: 'Programme details', 'Core courses', 'Our philosophy', 'Design principles', 'Frequent questions', 'Core competencies', 'Preparing for study', 'Our students', 'Teaching team', 'Web design books', and 'Contact'. A green arrow points from the code editor to the browser preview, indicating the connection between the two environments.

Coding in Dreamweaver and preview in Firefox

The web design process

- Client brief
- Sketch design/wireframe (critical analysis & feedback)
- Mock-up (critical analysis & feedback)
- Development
- Testing (critical analysis & feedback)
- Deployment
- Promotion

Anatomy of a webpage



Webpage components

- The structural layer – XHTML/HTML
- The presentation layer - CSS
- The behavioural layer – JavaScript, jQuery etc.
- Images in various formats – JPG, GIF & PNG
- Media files – audio, video and Flash

Considerations

- Usability/User Experience (UX)
 - Navigation and search
 - Use of colour/contrast etc.
 - Readability
 - Consistency/logic/conformity etc.
- Findability (on-page SEO)
- Accessibility
- Business logic

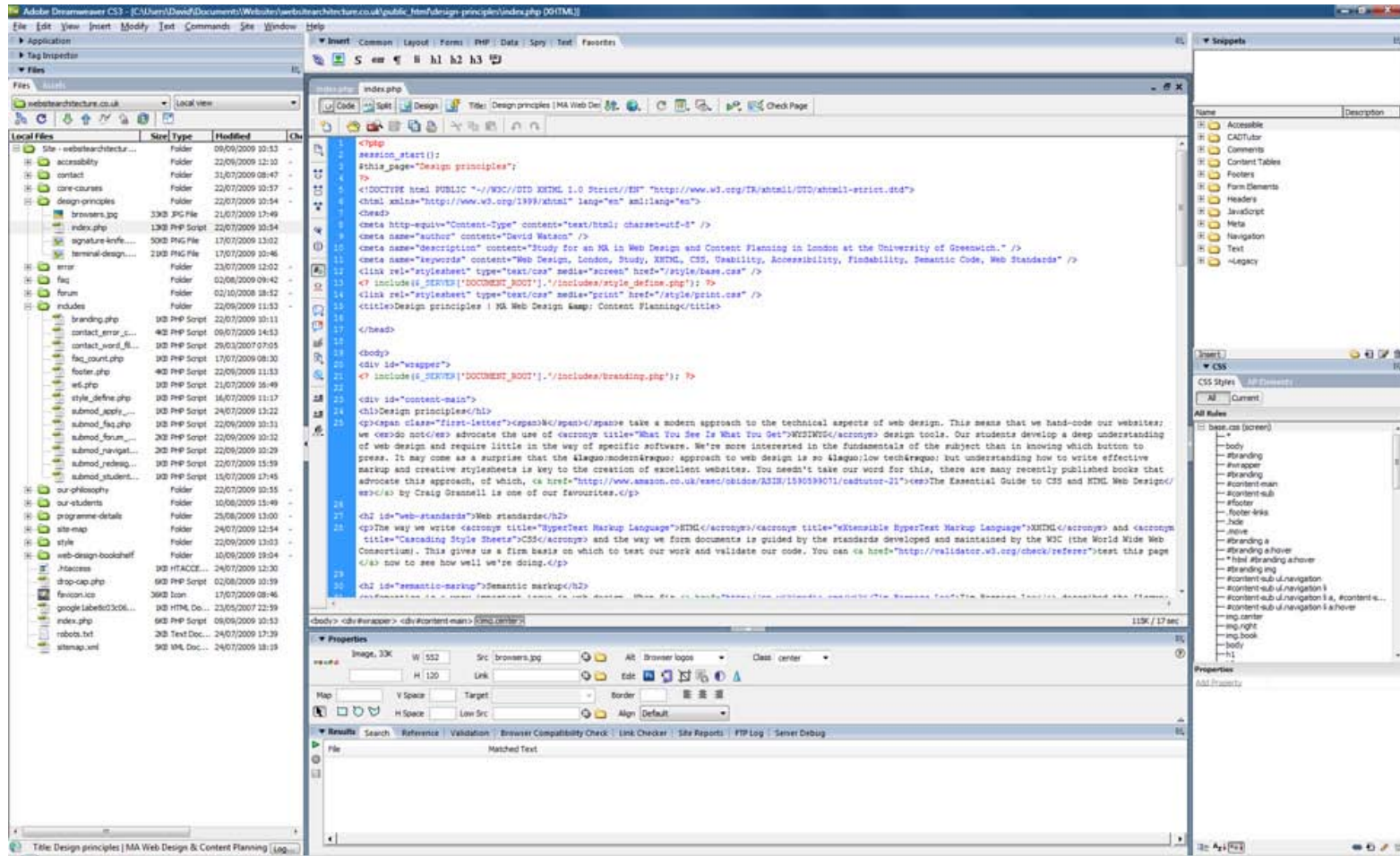
Who is the website for?

- The designer?
- The client?
- The user?
- Know your audience.
- Apply a "user centred" design approach.
- A website that is not useable or useful for its target audience is useless.

Software

- The actual software you use is not relevant because the quality of the product does not depend upon it, providing it gives the designer full control.
- There are lots of options, both free and paid.
- You may prefer to use separate tools for code editing and FTP or you may prefer an integrated development environment.
- You'll also need an image editor.
- You'll need lots of browsers, not just IE.

Integrated development tools



[Dreamweaver](#) or [Aptana Studio](#)

Browser and extensions

Mozilla Firefox plus...

[Web Developer](#) *

[Firebug](#) *

[HTML Validator](#) *

[FoxGuide](#)

[WebRank Toolbar](#)



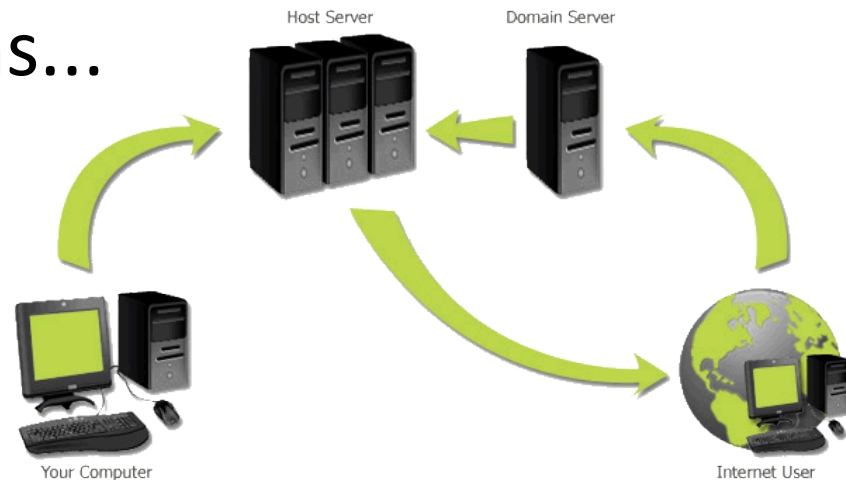
*essential tools

Software applications

- Notepad or Notepad++
- SmartFTP or FileZilla
- Adobe Dreamweaver or Aptana Studio
- Adobe Photoshop or Paint.NET
- Browsers: IE6/7/8/9, FF, Opera, Safari, Chrome...
- Web developer browser extensions
- Any other software you find useful

Web Hosting

- You will need a web hosting service
- You more than likely need a domain name
- You may need a database
- You may need to configure the server
- Other considerations...



```
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