

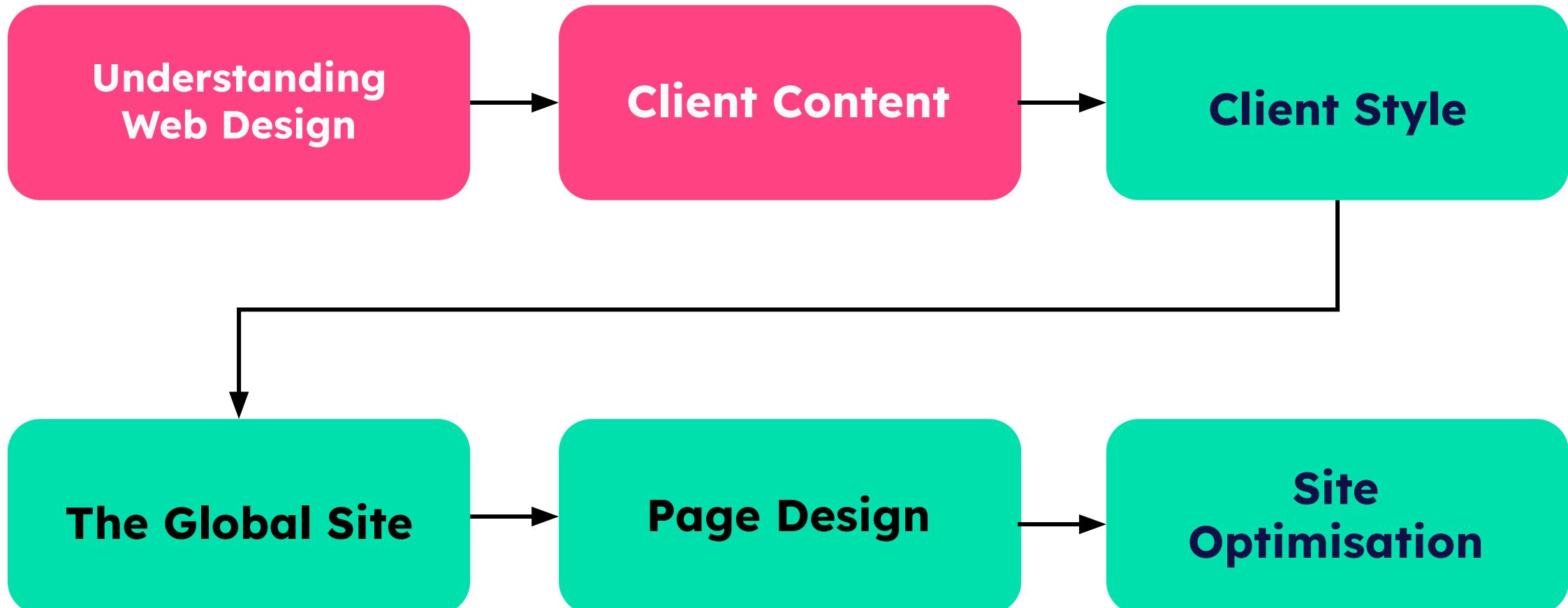
TODAY'S SESSION

- TRAINING PROGRAMME OVERVIEW
- TODAY'S SESSION
 - Understanding GrassRootsWeb
 - Understanding web design
 - Client leadership
 - Self-presentation and mentality
 - Team organization
 - The process
 - Understanding your client organisation
 - Content - interviewing
 - Style - Moodboarding
- NEXT STEPS
 - JOIN OUR E-LEARNING PLATFORM!

GRASSROOTSWEB.



OUR TRAINING PROGRAMME IS STRUCTURED SIMILARLY TO A CLIENT PROJECT



UNDERSTANDING GRASSROOTSWEB

- The Concept
- Your Opportunities
- Your Progression
- Client Journey



WE HAVE A VARIETY OF EXCITING CLIENTS LINED UP

Charities



The Bloomers Trust



Startups & Small Businesses



The Whale and Dolphin Company



FlexSea



@grassrootsweb

A WEB DESIGNER IS AN ADVISOR

FOLLOWER

ADVISOR
+
DRIVER

DIRECTOR

BEING A GREAT WEB DESIGNER IS NOT ABOUT BEING A TECH GENIUS

**CLEAR
COMMUNICATION**

ORGANISATION

**FULFILLING
NEEDS**

**YOUR
CLIENT
WILL LOVE
YOU**

**TECHNICAL
WORK
HAPPENS IN
THE
BACKGROUND**

There is one secret ingredient to great page design...



DESIGN FUNDAMENTALS

Focus

- Everything in line with client feedback
- Clear purpose

Clarity

- Text colour
- Size
- Shadows
- Layout

Consistency

- Best practices
- Copy and pasting
- Consistency > originality between pages
- Keeps focus on content

White Space

- Minimal content for objective

Alternation

- Section backgrounds

Clarity

- <https://www.superyachtsmonaco.com/>

Consistency

- <https://www.seeedstudio.com/>

White Space

- <https://www.comptoirlibanais.com/>

Alternation

- <https://www.martinbuilding.com/>

Inspiration

- <https://kota.co.uk/work>

ORGANISATION IN A TEAM IS ACHIEVED AS A RELAY RACE

Target

- Work done quickly
- Avoid getting overwhelmed with work

Tools

Google sheet of what has been accomplished and what needs doing next – microscale to do list

Minimise task overlap

- Clear Communication

GrassRootsWeb Discord Channel

Shared communications channel – e.g. WhatsApp group for team, and team + client

The client must be talked through timelines for the stages of web development.

Brand Consultation.



We begin by going in depth on trying to understand your organisation - its branding, personality, audience, and values.

Moodboarding.



We then thoroughly explore content that matches your desired style, experimenting with fonts, images, colours, and icons.

Building.



Once we've got stylistic templates that match your organisation's needs, we get building your pages - we're proud of our speed in doing this.



Iterating.

Perfect web pages are never built the first time around - we tirelessly modify them until they're ready.

Templating.



We put this into practice building web templates that get closer and closer to what your ideal site looks like.

Teaching



Before handing over, we teach your team how to make basic changes to your site - this way, your content can change as you grow!

STRUCTURED COMMUNICATION IS KEY

**Explain what
you're going to
do**

Do it

**Say what you
did**

Next Steps



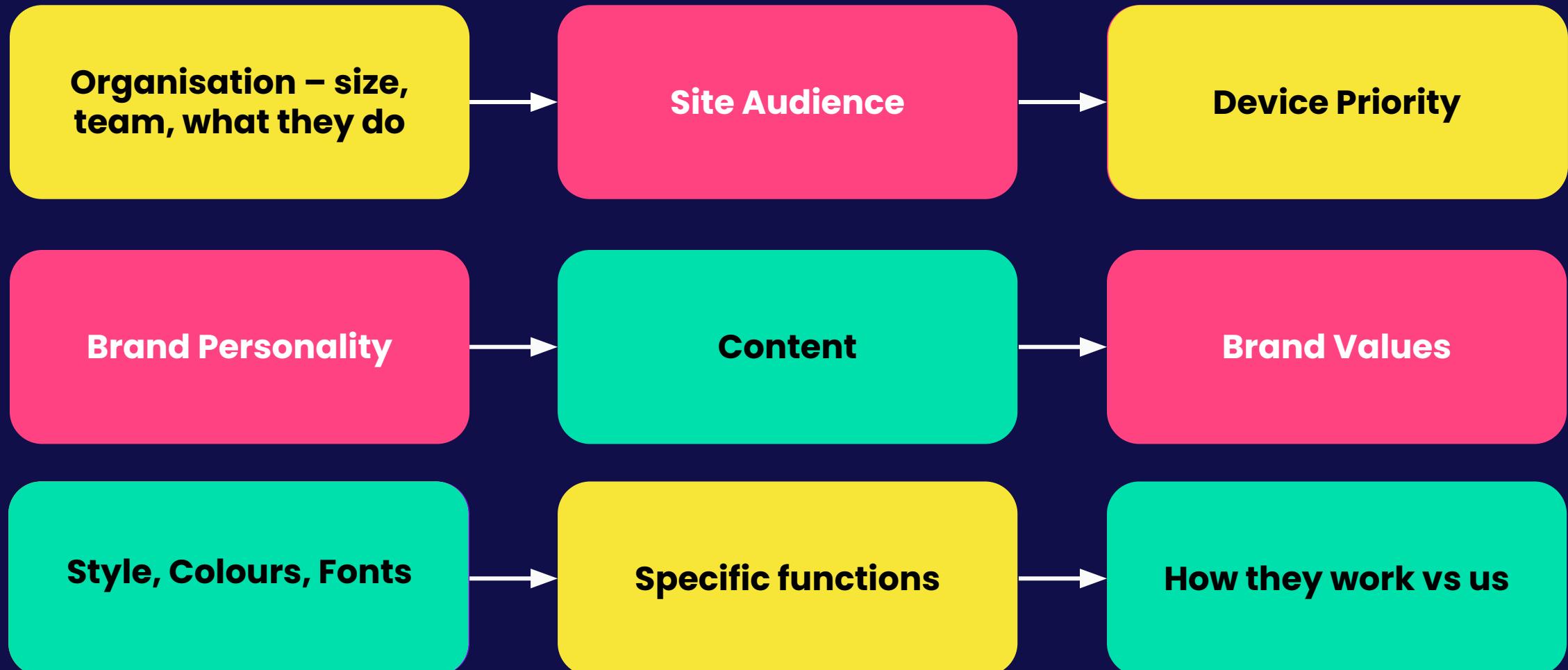
EXPECTATIONS

Min 2 hours per week on training

Aim for project to be complete in 4 weeks

Consistent comms with client, volunteer and us

YOU MUST UNDERSTAND THE CLIENT'S ORGANISATION AND NEEDS THOROUGHLY



PRACTICE KICKING OFF A MEETING WITH A PRACTICE CLIENT

- 5 minutes to prepare + get to know each other
- Get ‘on the phone’ with your partner
- Kick off client onboarding meeting
 - Go through objective of project
 - Outline process and timeline
- 5 mins, check chat for any news, then swap directions
- After 10 minutes, unmute from chat

The Client

New Spike

The client is a small community-run coffee shop that trains and employs homeless people.

They need a website to be discoverable but also to sell their coffee beans online.

They use eco-friendly packaging and the environment is important to them.

Their brand is young, cool and minimalist.
They like warm-toned neutrals.



The style of a site is dictated by the different aspects of its content

Fonts

Images

Colours

Different types of content

Counters

Videos

Buttons

Text

Headers

Forms

Shape dividers

Columns

Background

MOODBOARDING PREPARATION.

- Find primary content online
 - **Unsplash.com** recommended for stock photos
 - **Google Fonts** recommended for fonts as preinstalled in Elementor (screenshots should include name of font)
 - Screenshot colour palettes from **google images**
 - Aim for at least 25, 6, 4 pieces of content (you would do more in a real project)
 - 7 minutes
 - Put it all into a folder so that you can go through it easily & quickly

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MOODBOARDING MEETING

- Go through folder of content with partner
 - You pretend to be web designer, they same client as last time
 - Don't skip a proper explanation of what you're about to do and why!
 - 5 mins to go through it - note down/ put in separate folder the ones they like
 - Then go back through the approved section, repeating process until you have about 7 images, 2 fonts, and 2 colours
 - Finish off by saying next steps and wrapping up meeting professionally
- Swap sides and do 5 mins in opposite direction



Managing your time Effectively

S

Specific

Who, What, Where,
When, Why, Which

Define the goal as much
as possible with no
ambiguous language.

WHO is involved, WHAT
do I want to accomplish,
WHERE will it be done,
WHY am I doing this
(reasons, purpose),
WHICH constraints /
requirements do I have?

M

Measurable

From and To

Can you track the
progress and measure
the outcome?

How much, how many,
how will I know when
my goal is
accomplished?

A

Attainable

How

Is the goal reasonable
enough to be
accomplished? How so?

Make sure the goal is
not out of reach or
below standard
performance.

R

Relevant

Worthwhile

Is the goal worthwhile
and will it meet your
needs?

Is each goal consistent
with other goals you
have established and
fits with your
immediate and long
term plans?

T

Timely

When

Your objective should
include a time limit. "I
will complete this step
by month/day/year."

It will establish a sense
of urgency and prompt
you to have better time
management.

SIGNING UP TO DISCORD.

Step 1 - Create an account

**Step 2 - Join the GrassRootsWeb Discord
using the link I will provide in the chat.**

Step 3 - Say hi to the community.

**Step 4 - check out the FAQ page in the
Discord for any hints, tips, tricks and our
very own GrassRootsWeb training manual.**

**Step 5 - Get in touch with members of our
senior team like Will and Amy!**



<https://discord.gg/dBMDVwQj>



SIGNING UP TO WEB FLOW.

Step 1 - Follow the link and create an account.

Step 2 - Complete webflow 101

Step 3 - Get in touch with us with your brand new certification.

Step 4 - Using your brand brief that we will send via Discord, practice your new skills by building a Homepage.

Step 5 - Send Amy your practice homepage (discord user ams) and we'll set you up on a project

Step 6 - Start building websites for charities!

webflow

<https://university.webflow.com/courses/webflow-101>



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- Next Steps
 - Sign up to Webflow University

