**Entry test DAW.**

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**LISTENING: Professional web design process**

<https://www.youtube.com/watch?v=IbOyBIS57C0&t=201s>

**TICK THE WORDS YOU HEAR ON THE VIDEO:**

**~~Process~~, ~~brand~~, kickoff, ~~start the clock~~, different, content, designer, ~~strategy session~~, ~~story~~, ~~website~~, goals, needs, ~~ideas~~, ~~brainstorm~~, ~~think~~, surprise, ~~interested~~, ~~collaboration features~~, ~~actual design~~, ~~logo~~, ~~heart~~, holding hands, ~~applications,~~ ~~colours~~, ~~typographic styles~~, ~~responsive~~, ~~super fast~~, ~~overview~~**

**Click on the link above and answer these questions:**

1. What is the first step in designing a web?

The first step is a strategy sesión. It is where we try to get to know the clients we are trying to align who they are what they want to achieve and how to express this visually on their website or Brand

1. What points did he cover in the session devoted just to the website itself?

In the website sesión and design

1. How do they establish what content should be on the website?

They establish the content in goals and what content should be on the website

1. Once the content is clear, what is the next phase of the process?

The look and feesls, so, the references to things you love and you don’t love.

1. Does the designer decides on the text on his own?

No, the customer is important to decide

1. After getting approval on the text, what is the next step? What is important to do at this step?

Work on the wireframe and the website’s structure. Try to tell a story with the website. Use the colors align with potos and typographic styles

1. What tools does he uses to apply and develop the design?

He use WebFlow with a style guide.

FINAL TASK:

Build a dialogue with an imaginary client, in which you talk to them about their goal, interests, expectations , general layout of a prospective business/personal web

L: Hello, i am happy that you already open your business. Are Need you a profesional or personal web?

A: Thanks! I need a profesional web where I sell all my services.

L: I understand you but, what is the kind of business type?

A: We are a tecnology consultancy. Now, we are helping small companies and medium but we are trying to extend my business.

L: So, Do you want to attract more potential clients or bigest companies to your web?

1. Yes, this is the principal objective

L: Perfect. What colors, images or typographic styles would you like in your web?

A: I need a modern design but with colors which atract attention like black and yellow, red or blue. Tyring to maintain professionalis and minimalism in the letter.

L: Okey, that it’s fine. I would like the website have Good impact in customers when they enter inside. This is better for your sales and they can search easyly the information for you.

A: This is Good idea, i want the social media and forms to contact me near the customer.

L: Excelent, Social Media and forms in the home. I’m sure you Will love the website. I Will talk you son to send you a preview.

A: How much cost the website?

L: I need to calculate the Price quote with all features. In two days I Will call you with the costing.

A: Thank you Leo. See you soon.