# Web Development

## Wordpress and Content Management Systems

### Programming – Game Development Foundations

Last modified 01/09/16 by Sam Cartwright

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# Website Design Considerations

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  - To communicate something!

- When designing a web site, our primary objective is to communicate that thing effectively.

# Website Design Considerations

- Points to consider:
  - Who is your target audience?
  - How can you most effectively communicate to them?
    - Short text? Long text? Images? Video? Slide show?
  - What devices will they be using to access the site?
    - Different layouts work well on different devices.
  - How many clicks or taps between your primary users and your most important pieces of information?

# Website Design Considerations

- Of course, these same considerations apply to designing almost any piece of media!
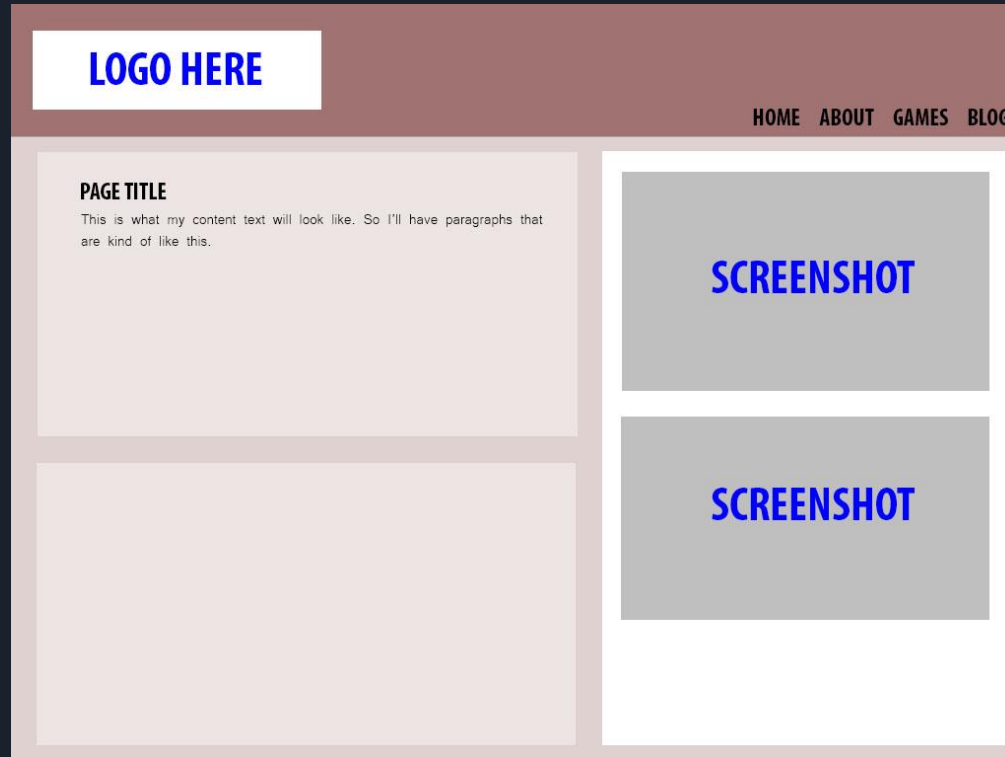
# Website Design Process

- 1. Document the requirements for your site.
  - What are you trying to communicate?
  - What platforms will it be accessed on? Desktop, mobile?
  - Do you want your game to be accessible? Download, Web Player?
  - Do you want to make blog posts? How often?
  - What kind of content will you be showing? Written? Images? Videos?

# Website Design Process

- 2. Sketch out some design concepts.
  - This could be on paper or in drawing software.
    - It should NOT be in web design software! Simpler is better.
    - The idea is to be able to quickly change things to see what works, and not get tied to any one thing.
  - Do at least 3 different concept sketches.
  - The sketches should cover:
    - Layout
    - Navigation
    - Colours

# Website Design Process – Sketch Example

# Website Design Process

- 3. Evaluate your design concepts and pick the one which best fits your requirements.
  - If you can, get some feedback from your target audience on which one works best.

# Website Design Process

- 4. Build the site.
  - Pick an appropriate tool to build the site.
    - We have covered hand-making sites. We will also cover using tools.
    - Some tools won't be able to create exactly your design. It's up to you whether it's better to change the design or build the site with something different.

# Website Design Tips

- Don't skip the design part of the process!

- As with print publishing, try to keep formatting consistent.
  - This helps make the site feel more professional and reduces the amount of unique graphic design to be done.

- Unless your target audience loves reading, keep text to a minimum.
  - Gamer audiences love videos!

# CMS Hosting Services

- Making web sites by hand is time consuming.

- A website "Content Management System" is a set of tools that lets you build a website by:
  - Using and modifying a template
  - Adding content

# CMS Hosting Services

- Benefits include:
  - Save lots of time
    - Great looking results without a lot of custom work
  - Don't need specific web development skills
  - Cross-platform deployment
    - Designs often have desktop, tablet and phone variants
  - Often a selection of plugins
    - Comment systems, mailing lists, shopfronts

# CMS Hosting Services

- Disadvantages include:
  - Might have to compromise design
    - May not be able to add features yourself
    - Template variety and flexibility varies
  - Support for old browsers can be hit and miss
    - Eg: may require HTML 5 browsers.
  - Portability between vendors and systems
    - Might have to manually copy content if you move

# CMS Hosting Services

- Some services to look at:
  - WordPress - https://wordpress.com/
  - Wix – http://www.wix.com/
  - Weebly - http://www.weebly.com/
  - Virb - http://virb.com/
  - Blogger – http://www.blogger.com

- There are others, too!

# Using WordPress

- We're going to take a look at using Wordpress to make a simple site.

- The process is simple and well guided. Many other services will give a similar level of assistance.
  - Don't feel like you have to use Wordpress.

- You will need an email address you can use to register with whatever service you choose to use.

# Using WordPress

- First, go to wordpress.com and press "Create Website"
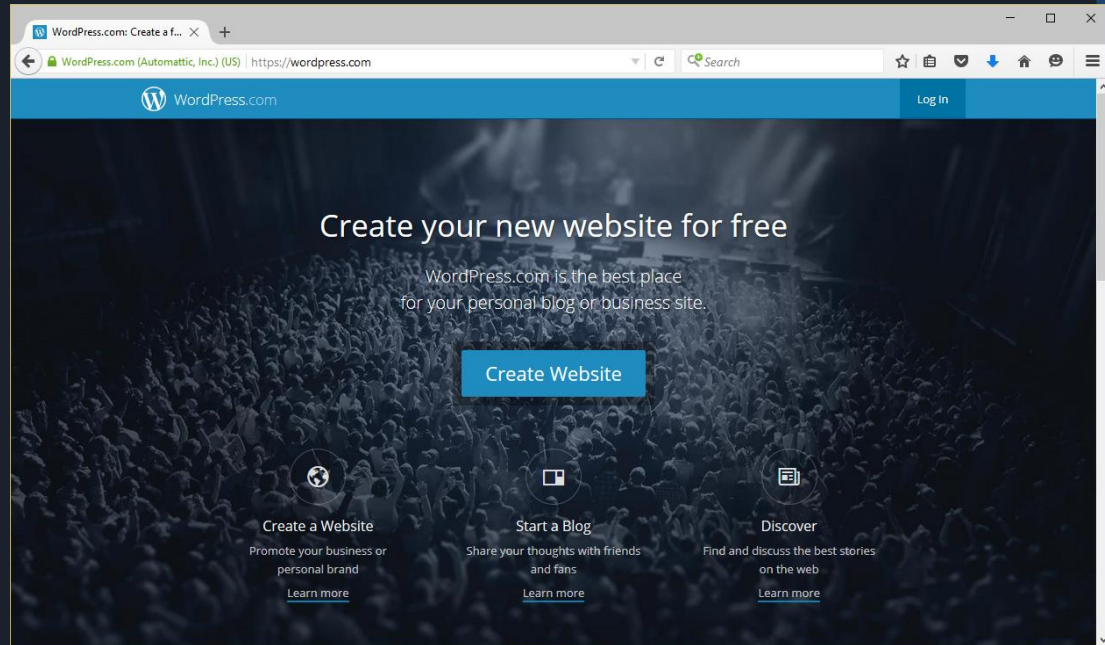
# Using WordPress

- Select a theme. (Consider how you might design a site.)
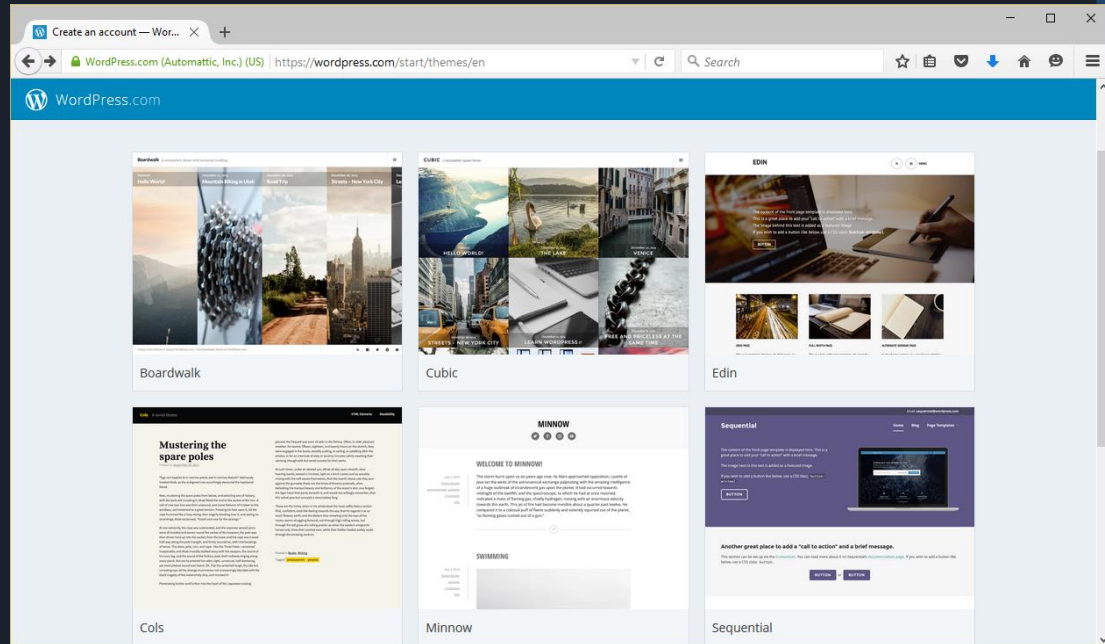
# Using WordPress
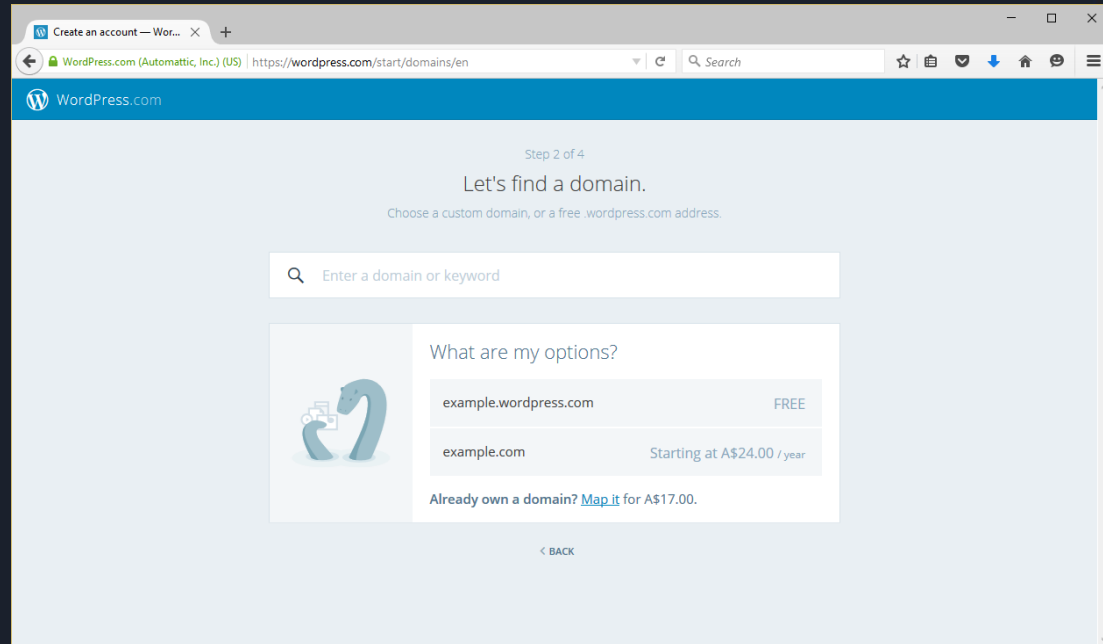
- WordPress will give you a subdomain for free. Great to get started!

# Using WordPress

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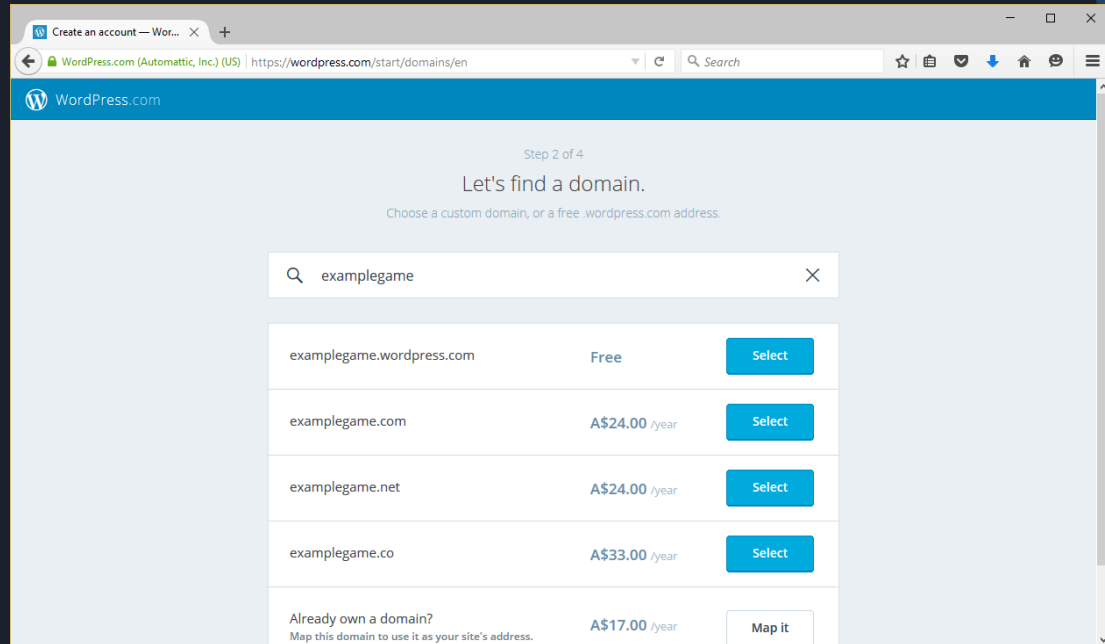
# Using WordPress

- Select the free plan.
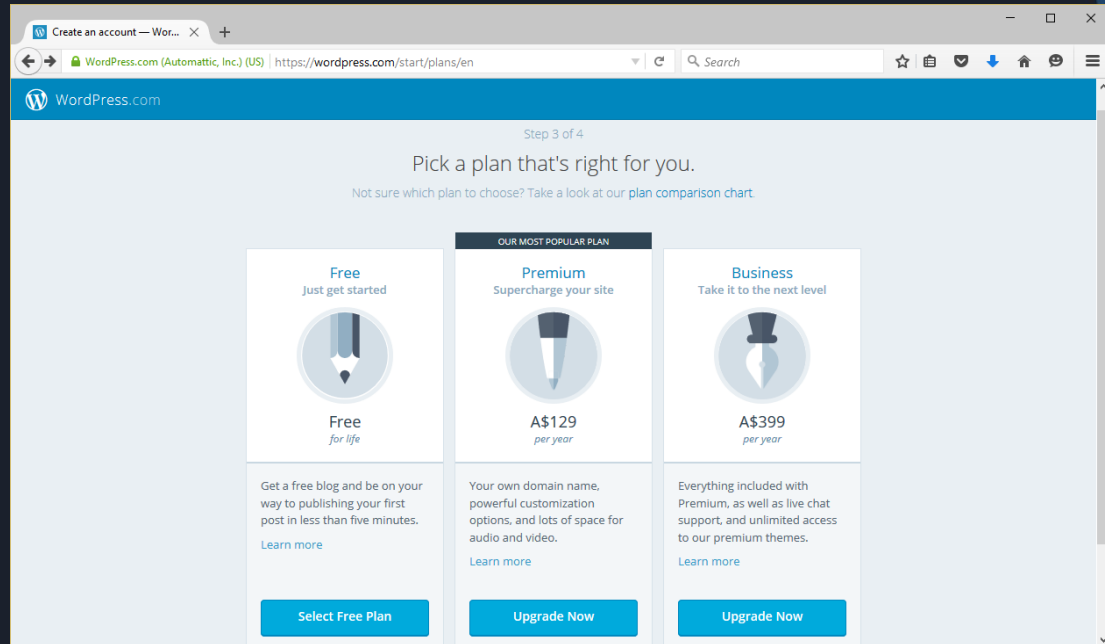
# Using WordPress

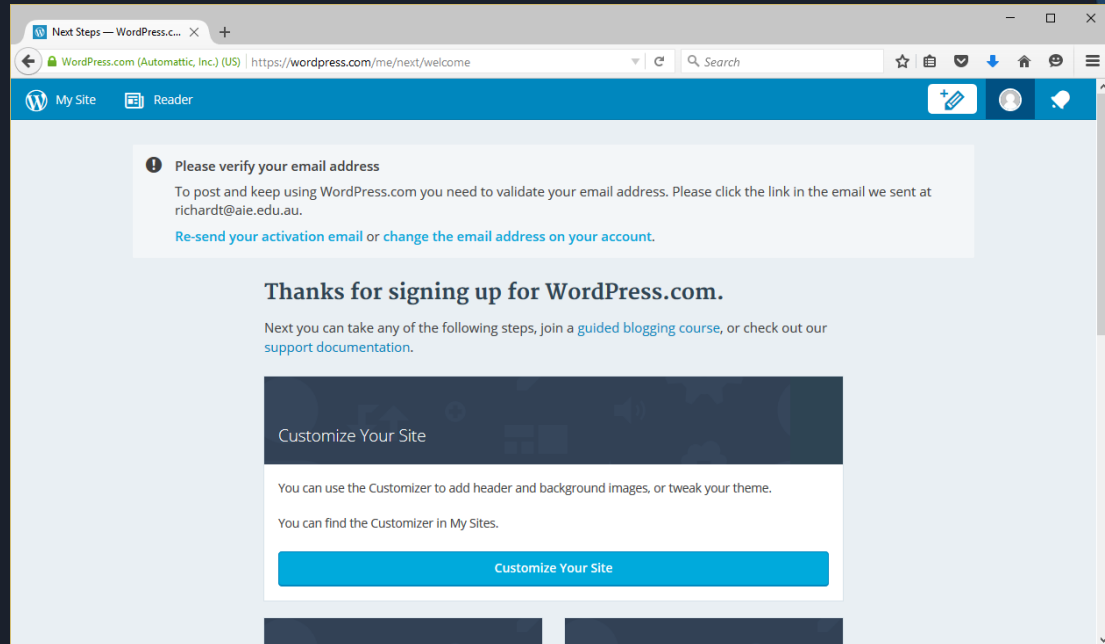- Set up your account details and click "Create my account."

# Using WordPress
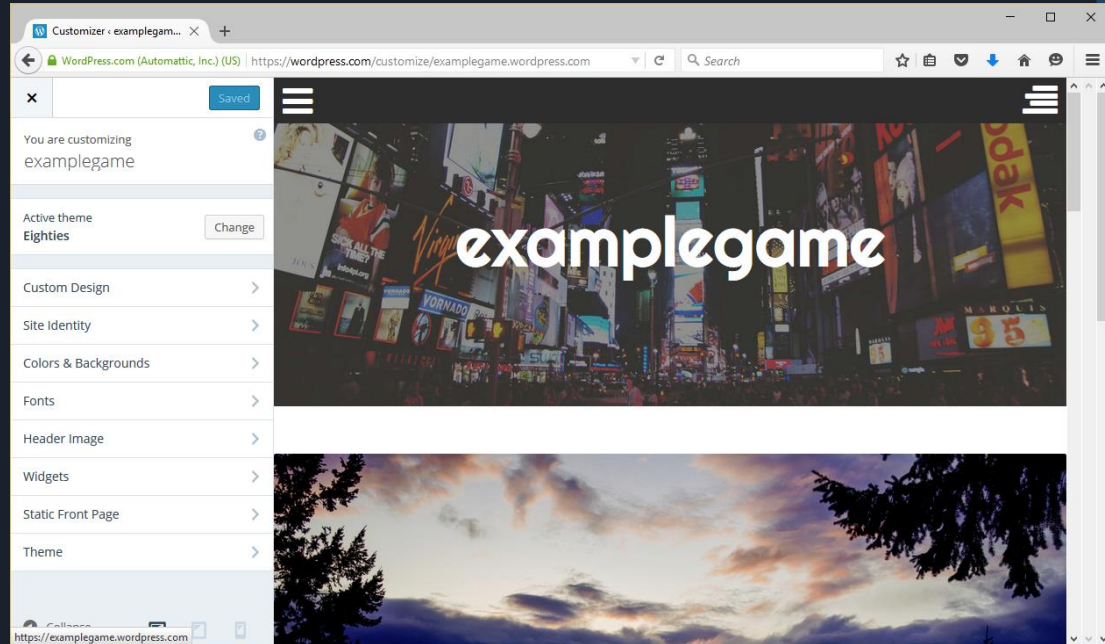
- WordPress will set up your website.
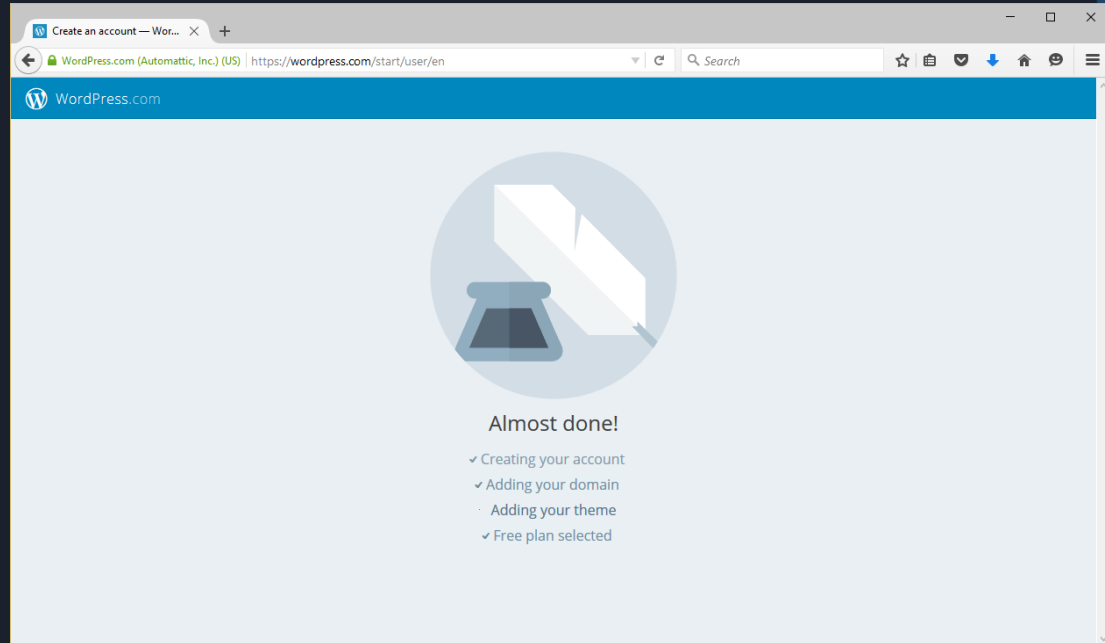
# Using WordPress

- Verify your email address, then press "Customize Your Site".
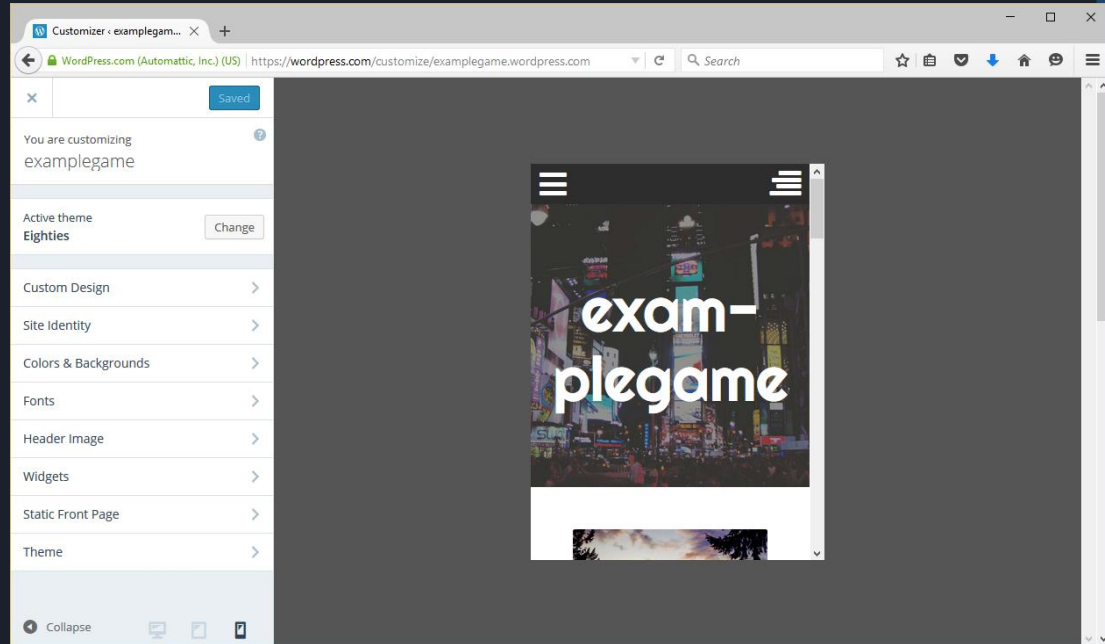
# Using WordPress

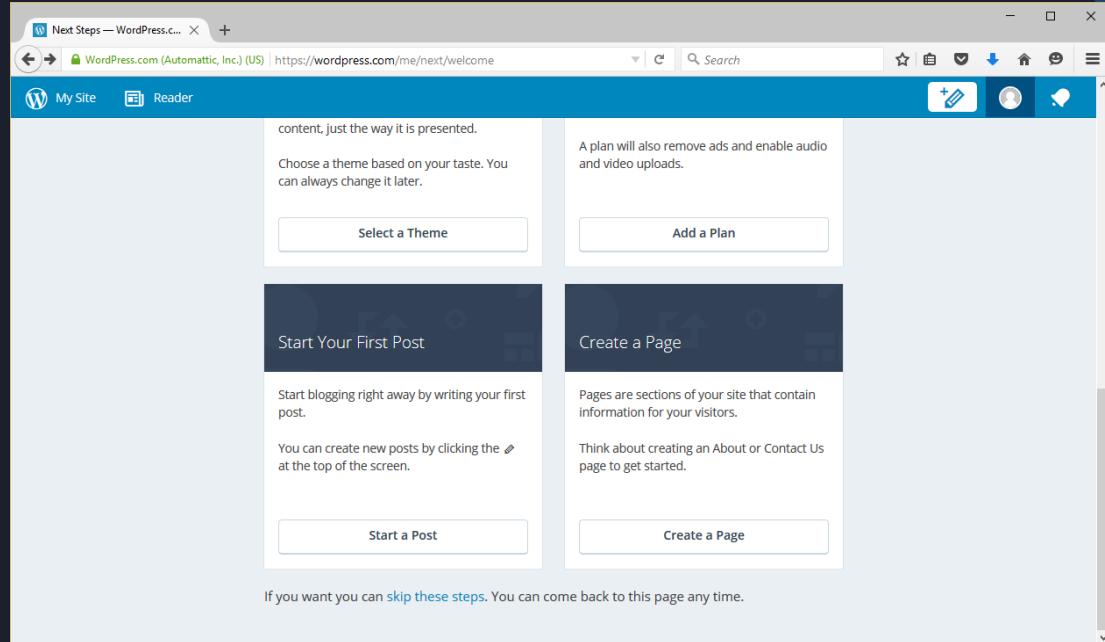- The sidebar on the left lets you modify the design.

# Using WordPress

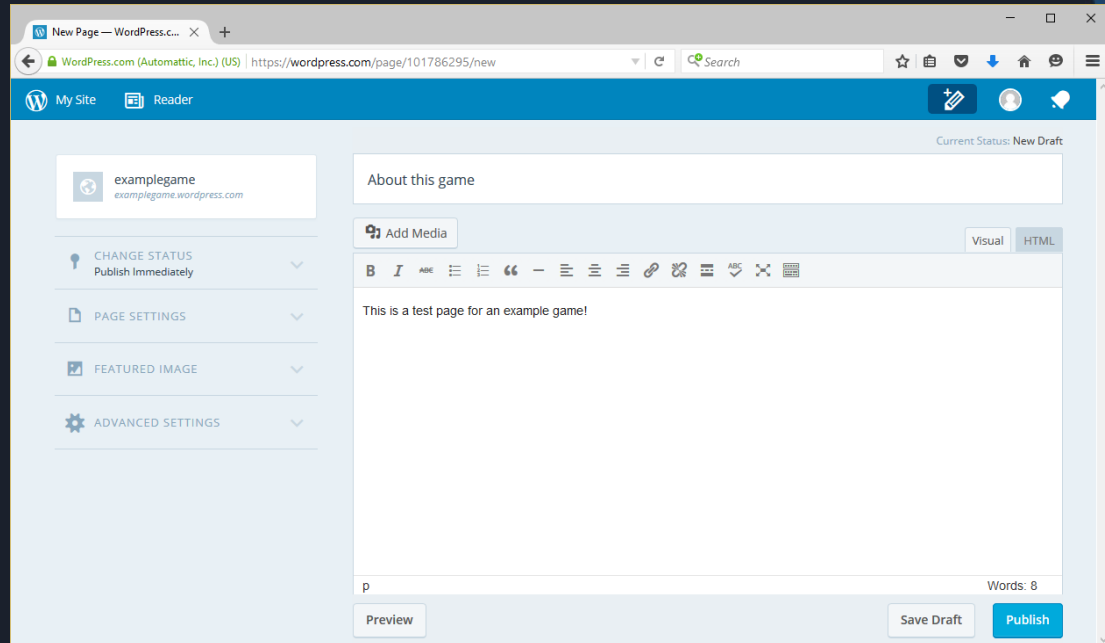- You can also view desktop, tablet and phone layouts.

# Using WordPress

- Press the "x" at the top left, then scroll down and select "Create a Page".

# Using WordPress

- This is the screen where you add a page to your site.

# Using WordPress – "Create Page" screen.

- "Change status" lets you determine when the page you're making gets published.

- "Page settings" lets you specify the relationships between pages.

- "Advanced settings" lets you enable or disable social media settings, or put pages behind passwords.
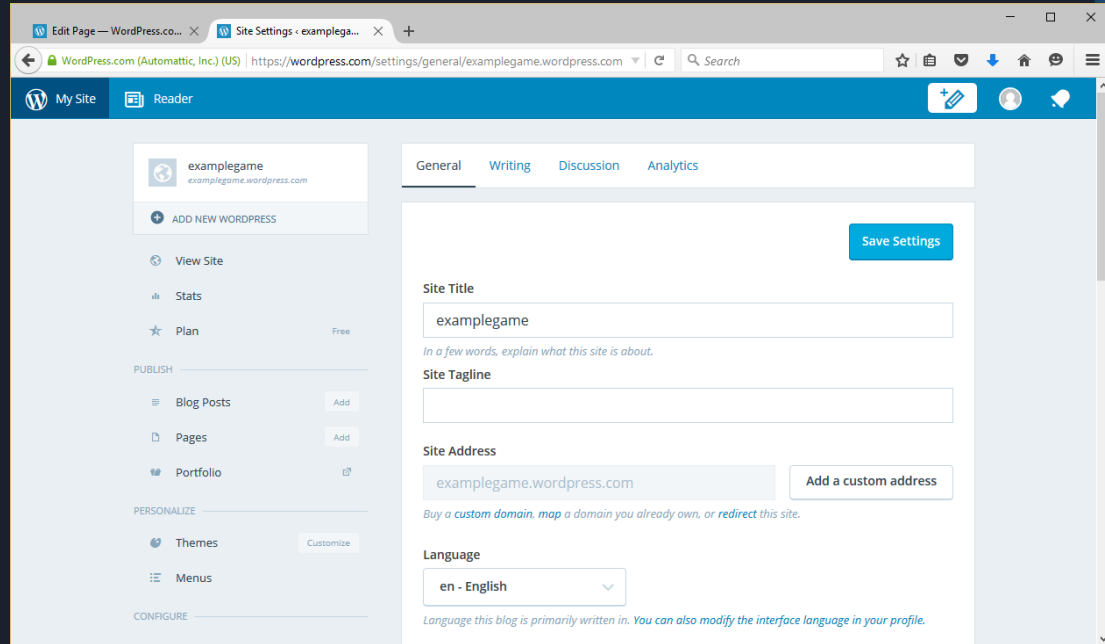
# Using WordPress

- This is the page after being published and selecting "View page".
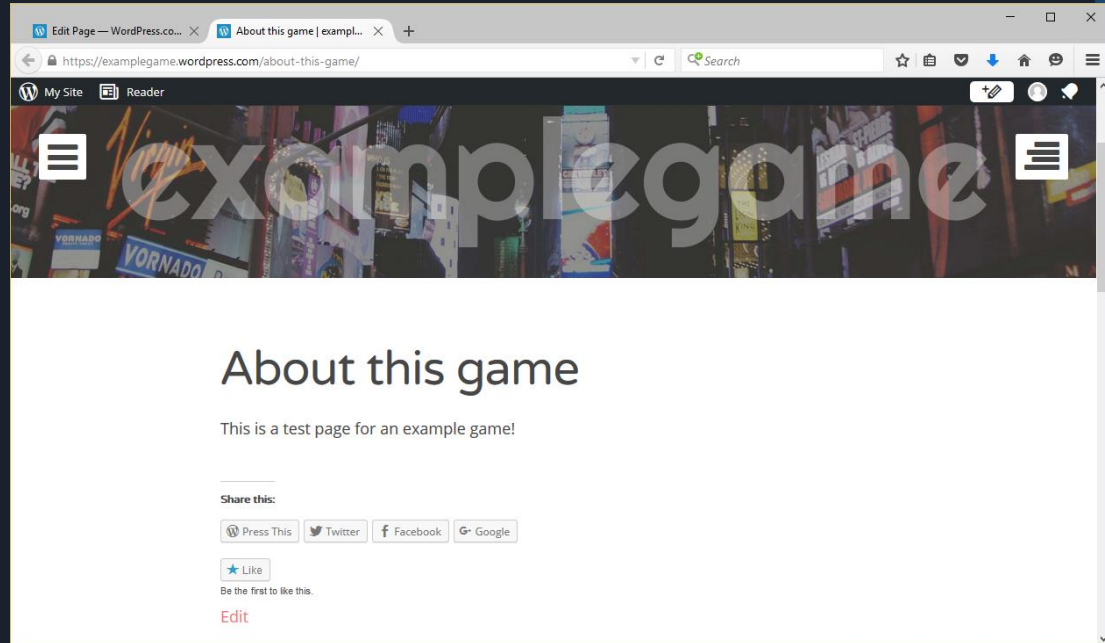
# Using WordPress

- When logged in you can get to the site's config at any time via "My Site" in the top left.

# Summary

- When designing your website remember what your goals are, and who your audience is

- Document your design and create a sketch before you build anything

- A Content Management System (CMS) can be used to quickly set up your web site

- Wordpress is a popular CMS, but there are many others

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- Automattic. 2015. *Wordpress.com*. [ONLINE] Available at: https://wordpress.com. [Accessed 1 September 2016].