

Introduction to Wix

Taught by Claire Tratnyek and Tieanna Graphenreed
German Program Carolin Fuchs
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Workshop Agenda

- Understand the strengths of Wix as website builders
- Understand best practices in website building
- Learn how to create a website with Wix

Slides and handout available at:
<https://bit.ly/diti-fa21-fuchs-websites>



Today's Activity: Create Your Own Webpage

- Your goal is to learn how to create your own Wix site for your final project
- DITI members will work alongside you to demo the creation of a webpage on Wix
- These skills will help as you make your Wix website this semester for this class and remain useful skills for making professional websites in the future



Website Development Best Practices

- Always remember your audience and think about how you want to represent your **identity** and your work to that audience.
- Use the “**Preview**” button to see how your site will appear to your audience.
- **More ≠ better!** You want your website to be easy to navigate, informative, and appealing.
- Pick a theme/format that is **compatible with mobile phones**.
- Design choices should be based on the **content** you are communicating.
- For maximum readability, **use simple fonts and a high color contrast** between text and background color. This is particularly important for accessibility.

Good

Good

Not so good

Not so good



Review: Website Building Vocabulary

- **Pages:** These are the main areas of your website that your audience will be able to navigate in your site's menu
- **Domain:** Your domain name is the unique URL that leads to your website
- **Design:** the aesthetic choices for your website, including colors, font, and more



Building for your audience

- A website is just like a research report or an essay - it needs to clearly communicate its message or purpose to a specific audience.
- Critical first steps in website design are to consider **WHO** your audience is, **WHAT** they will need to be able to find and do on your site, and **HOW** they will move through the site.
- It can be tempting to add media and components to a website that *don't* contribute to the site's message/purpose; going into any site-building platform with a clear idea of what your site needs is essential!



Planning your website (overall considerations)

Audience (Message/Purpose)

Content (Posts, Bio, Images)

Navigability (Headers, Pages, Menus, Hyperlinks)

.....

User Experience / Accessibility (Interactivity, Color scheme, Readability, Alt text)

Design (Color scheme, Font size, Typeface)

Media (Images, Embedded elements)

Other Functionalities (Widgets, Buttons, etc.)



Starting Points: Questions to Consider

- *Who* is this site for?
- *Why* would your identified audience(s) visit your site?
- *How* will they find what they need, and navigate around?



Starting Points: *More* Questions to Consider

- **What is the purpose** of this site?
 - How can you communicate this clearly in the site's content and design?
- **Can *everyone* use your site effectively?** Is it accessible on mobile devices, and to people with disabilities?
- How can you make **smart design choices** to enhance the site's
 - Look
 - Navigability
 - Interactivity
 - Functionality
 - Accessibility



Building Your Website in Wix



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*Feel free to ask questions at any point
during the presentation!*

Getting Started

+ Create New Site

- Go to <https://www.wix.com/> and click “**Sign In.**” Sign up for a Wix account, using an email that you associate with your professional identity.
- With your Wix account, you can make multiple websites. To create your class website, click “**Create New Site.**” With Wix, you don’t pick your domain name until later.
- You can use Wix’s **Design AI** feature or build the website from a template using Wix Editor.
Note: Wix Editor is not covered in these slides.



Wix Vocabulary

- **Section:** Each page is divided into large chunks of content called “sections.” These sections (images, text, videos, etc.) can be easily swapped around to rearrange the layout of the page. Sections are Wix’s version of WordPress **blocks**.
- **Apps:** These are specific Wix-created applications that you can add to your site, including blog posts and different types of forms. Apps are Wix’s version of WordPress **widgets**.



Using Wix Design AI

Wix ADI will ask generate a website draft based on your answers to questions such as:

- What type of website do you want to create?
- What do you need on your new website?
- Do you want to import images and text? (you can skip this step)

Let Wix ADI Create a Website for You

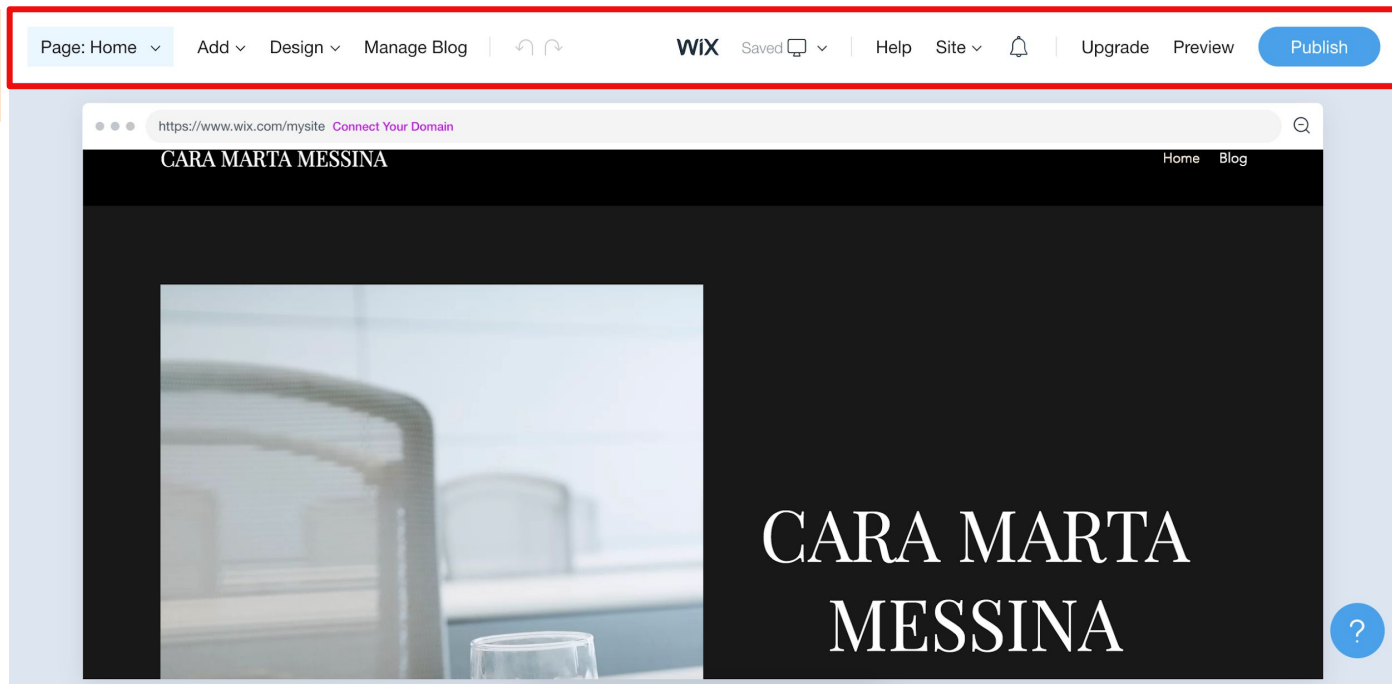
Answer a few simple questions and automatically get a website designed just for you in minutes.

Start Now



Your Site's Dashboard

Your
toolbar



A
preview
of your
site

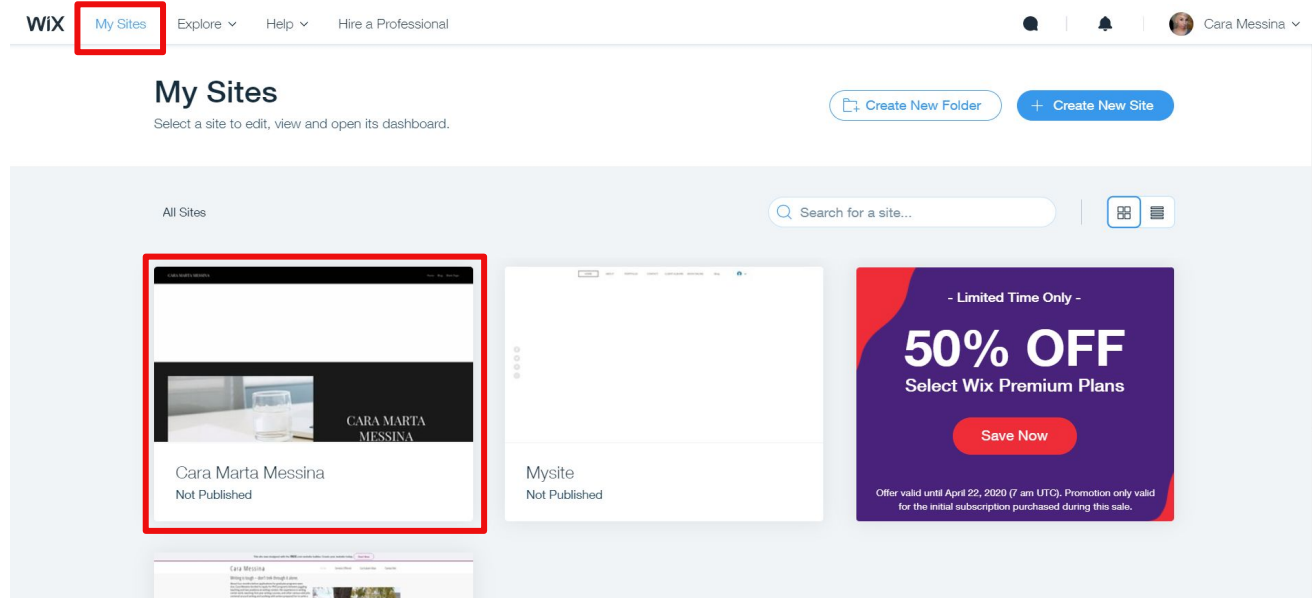


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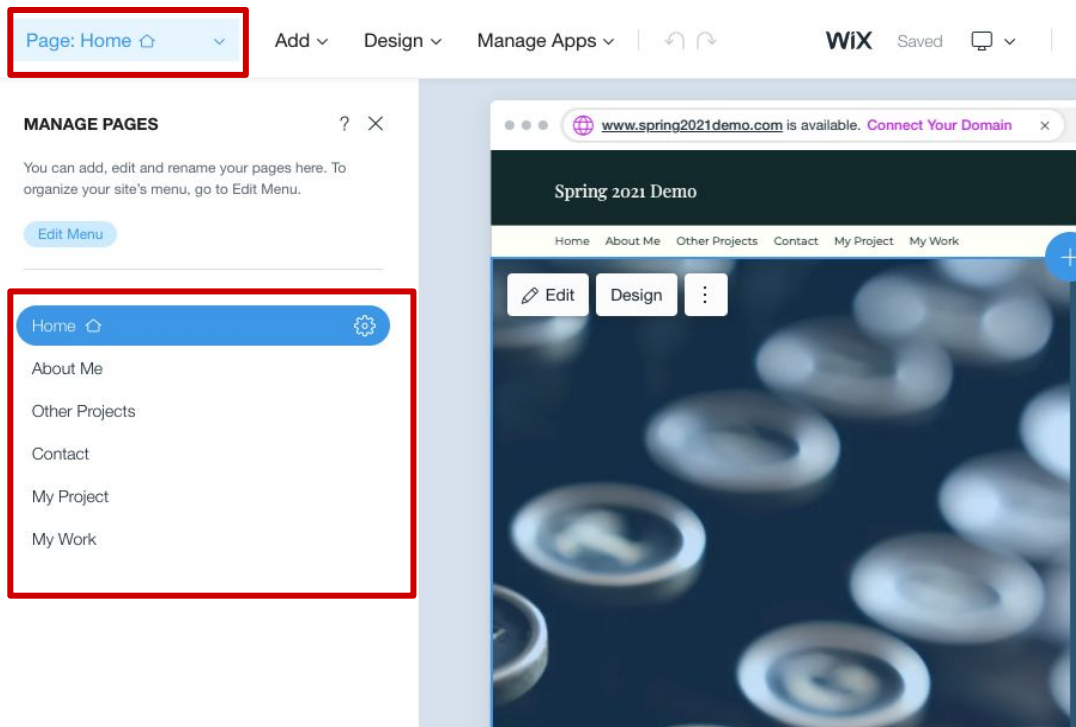
Navigating your Site

To get back to your site when you log in, choose “**My Sites**,” then select your site.



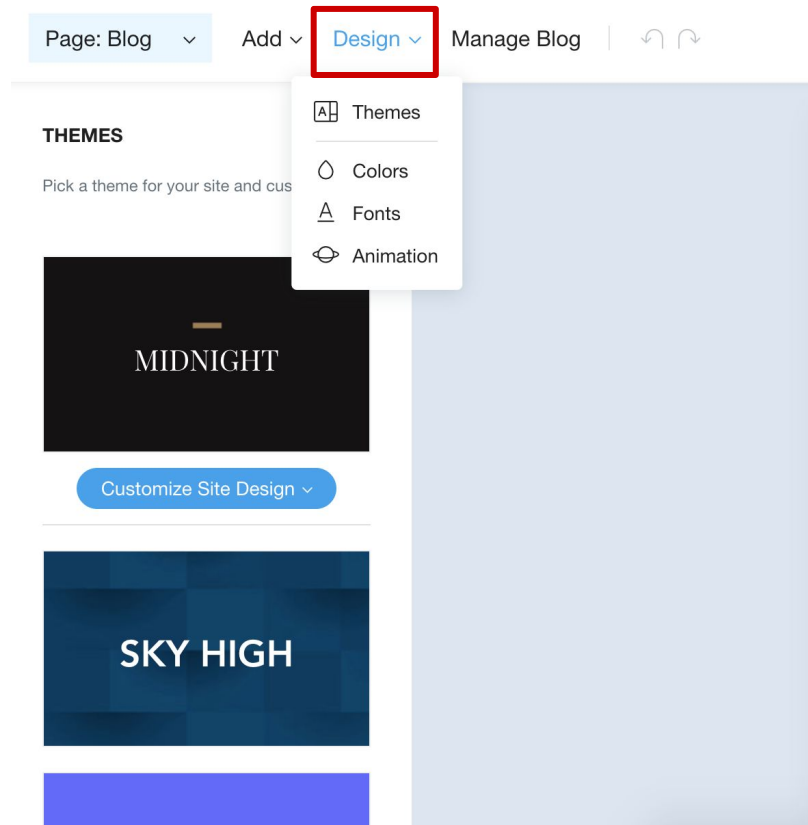
Navigating your Site

Navigate around your site using the drop-down “**Page**” menu on the side.



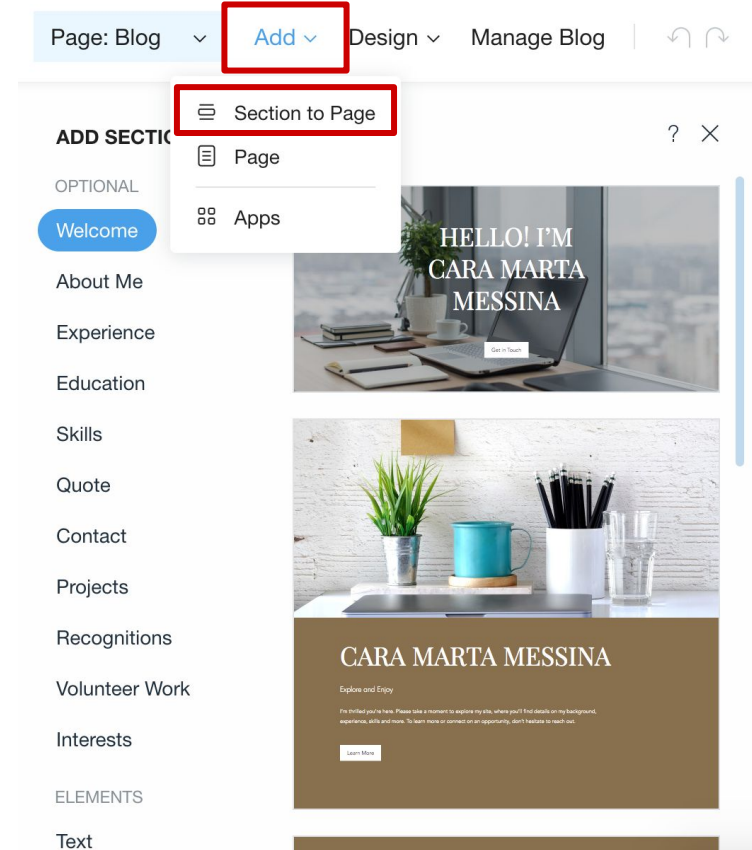
Change Your Design

The “**Design**” button will help you change the global **design** of your website: either the overall **theme**, or specifics like **colors**, **fonts**, and **animation**.

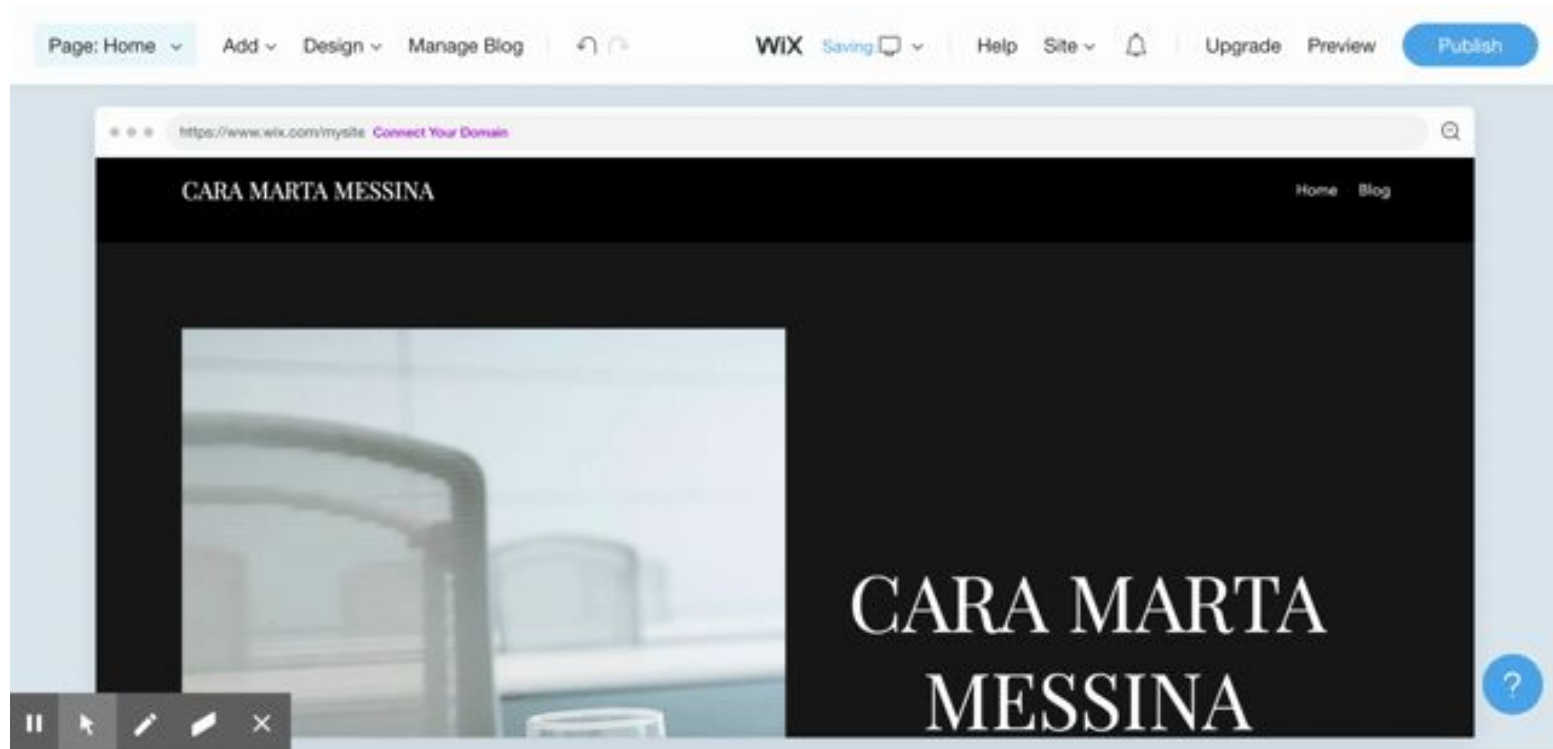


Add Pages/Sections

- Add new pages or sections by clicking the “Add” menu
- Choose your content and **drag and drop** it to the area on your page.



Example of Adding a Page & Section



Types of Sections to Add

- **Elements:** basic components, such as text, images, and videos
- **More sections:** these have specific purposes, such as Instagram feeds, CV (resumé), and FAQ
- **Forms:** Contact Forms, Testimonial Forms, etc.
- **Optional sections:** Based on your website's purpose according to your ADI's results, you will get some recommended sections. For example, if you chose "Portfolio & CV," your optional sections might revolve around your work experience.



Edit Sections of Your Site

Step 1:
Choose the
page you
want to edit

Step 3:
Use the bar
on the left
side to make
edits to this
section,
including
design edits

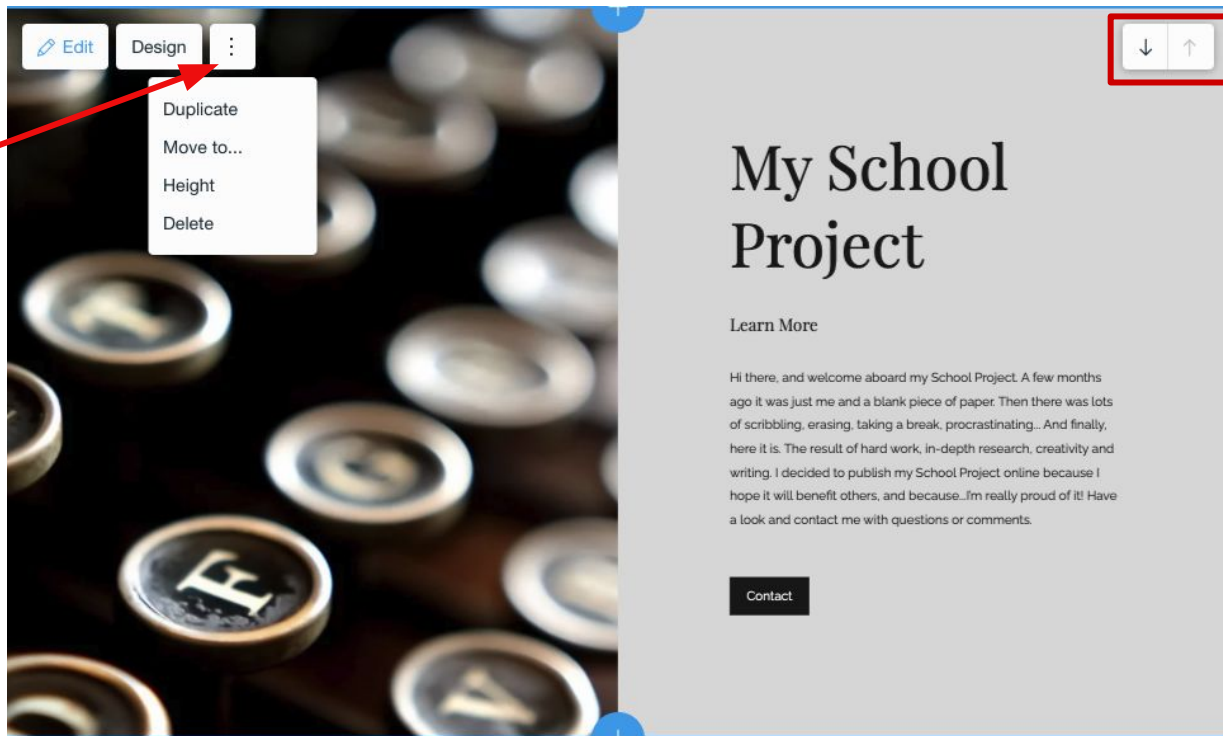
The screenshot displays the Wix website editor interface. At the top, a navigation bar includes a dropdown menu labeled 'Page: Home' (highlighted with a red box), followed by 'Add', 'Design', and 'Manage Blog'. To the right are icons for 'Wix', 'Saved', 'Help', 'Site', and 'Upgrade', along with a 'Publish' button. The main workspace shows a preview of a website with a 'BIO' section. A red box highlights the 'Edit' button (with a pencil icon) in the top left corner of the section's design bar. On the left side of the editor, a sidebar for the 'ABOUT ME' section is visible, containing fields for 'TITLE' (set to 'Bio'), 'SUBTITLE', 'DESCRIPTION' (with a paragraph of text), and 'MEDIA'. Each field has a status indicator (checkmark or circle) to its right.

Step 2:
Hover over
the section
you want to
edit and click
the “Edit”
button in the
top right
corner



Manage Sections

These three dots open a menu that gives you the option to duplicate and delete sections



Use these arrows to change the order of sections on the page



Add Media to Your Site

Step 1:
Go to “Add Section” and click “Video” (or Media Gallery if you want to add multiple items)

The screenshot shows the Wix website editor interface. At the top, there's a navigation bar with 'Page: Home', 'Add', 'Design', 'Manage Blog', and various icons. Below this, the 'ADD SECTION' menu is open on the left, listing options like 'Recognitions', 'Volunteer Work', 'Interests', 'ELEMENTS' (Text, Image, Video, Gallery, Media Gallery, List, HTML Embed), and 'MORE SECTIONS' (About, Services, Testimonials). The 'Video' option is highlighted with a checkmark. In the center, a preview of a webpage layout is shown. A red box highlights the 'ADD THIS SECTION' button for the video section. To the right, another red box highlights the video player area, which includes a play button and a video thumbnail.

Step 3:
Change the URL/video file to your content (you can also edit text and design elements at this time)

Step 2:
Select the layout you like best



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Adding Apps

- In Wix, you have the option to add **apps**. These include:
 - Blog
 - Discussion forum
 - Bookings
- You can select from a full list of apps by clicking **“Add,”** then **“Apps”**



Thank you!

If you have any questions, contact DITI at nulab.info@gmail.com

Sign up for DITI office hours! <https://calendly.com/diti-nu>

Developed by

Claire Tratnyek

Digital Integration Teaching Initiative
DITI Research Fellow

Tieanna Graphenreed

Digital Integration Teaching Initiative
DITI Research Fellow

Colleen Nugent

Digital Integration Teaching Initiative
DITI Research Fellow

Talia Brenner

Digital Integration Teaching Initiative
NULab Co-coordinator

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