

Let's Recap

- Design Principles
- Talked about WordPress
- Working on your resumes
- Sign up for dreamhost
- Announcements

<http://www.myinteractive.website/CIM111/info.php>

Visual Design Principles (*Web Page*)

- Unity and Variety
- Hierarchy and Dominance
- Economy of Elements
- Proportion and Balance
- Flow (more of a concept not a principle.
Use principles to achieve FLOW)

Photography – Illustration -- Line and Shape – Texture – Color – Typography -- Composition / Whitespace

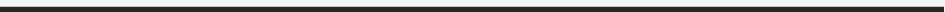


BASIC WEB DESIGN + GET STARTED WITH



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BUT FIRST...





Lets' Talk A Bit More About Color





Color Guide

*Remember:
Design
Principles
=*

Starting Point

- [Visual-Color-Symbolism](#) (psy)
- [Color Palette](#)
- [Pizza Hut](#)

Designing a Site

1. Information Gathering
2. Planning
3. Design
4. Development
5. Testing and Delivery
6. Maintenance

The Process

1 Meet with client/phone consultation

2 Market & Competitor research

3 Confirm client/market needs

4 Design of web concepts (how the site will look)

5 Website build

6 On-site optimisation

7 Browser testing

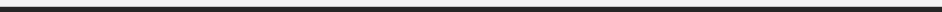
8 Launch website & Install Google Analytics

9 Training for back office/admin panel




Research

- Research for ballpark estimate (takes about 15-20 min)
- Research for a proper estimate (2-3h)
- Deep dive research (as long as it takes)



Research Tips


- Check the competition and see what you could expect from your client in the future (take screenshots)
 - Try to quickly outline a possible sitemap and see what pages could be missing from the brief.
 - Briefly try to understand the client's current business process.
 - Understand customers needs and expectations.
 - Understand the structure, strategies, and priorities of your customer's company
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Things to look for

- Logo Placement
- Menus
- Header
- Footer
- Column layout



Website Types

- Information
 - Brochure / Catalogue
 - E-Commerce
 - Blogs
 - Personal
 - Social Media
 - Photo
 - Mobile
- 

LAB: GET STARTED WITH




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LAB 1:

First Website (100 Points)

- Create a simple 3 page WordPress site.
- Install WordPress
- Install a theme (next class)
- Add Menu
- 3 Pages Include:
 - **Intro page**
- Include an image of yourself
- Bio
 - **Resume page**
 - **Interest page**

Domain Names

- Domain names serve as a more memorable reference to web resources
 - Domain names are used to identify IP (Internet Protocol) addresses
 - An IP address is an identifier for a node – a computer or device connected to a network
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Domain Names- Top Level Domains

- Every domain name has a suffix indicating which TLD it belongs to
- TLDs are grouped as follows:
 - Country code (.us / .uk / .au / .de)
 - Internationalized country code TLD (السعودية, مصر, .pφ)
- Generic TLD (.com / .net / .org)
- Infrastructure TLD (.arpa)

Domain Registration

- When you register a domain name, you are not its owner, rather you have exclusive right to use it.



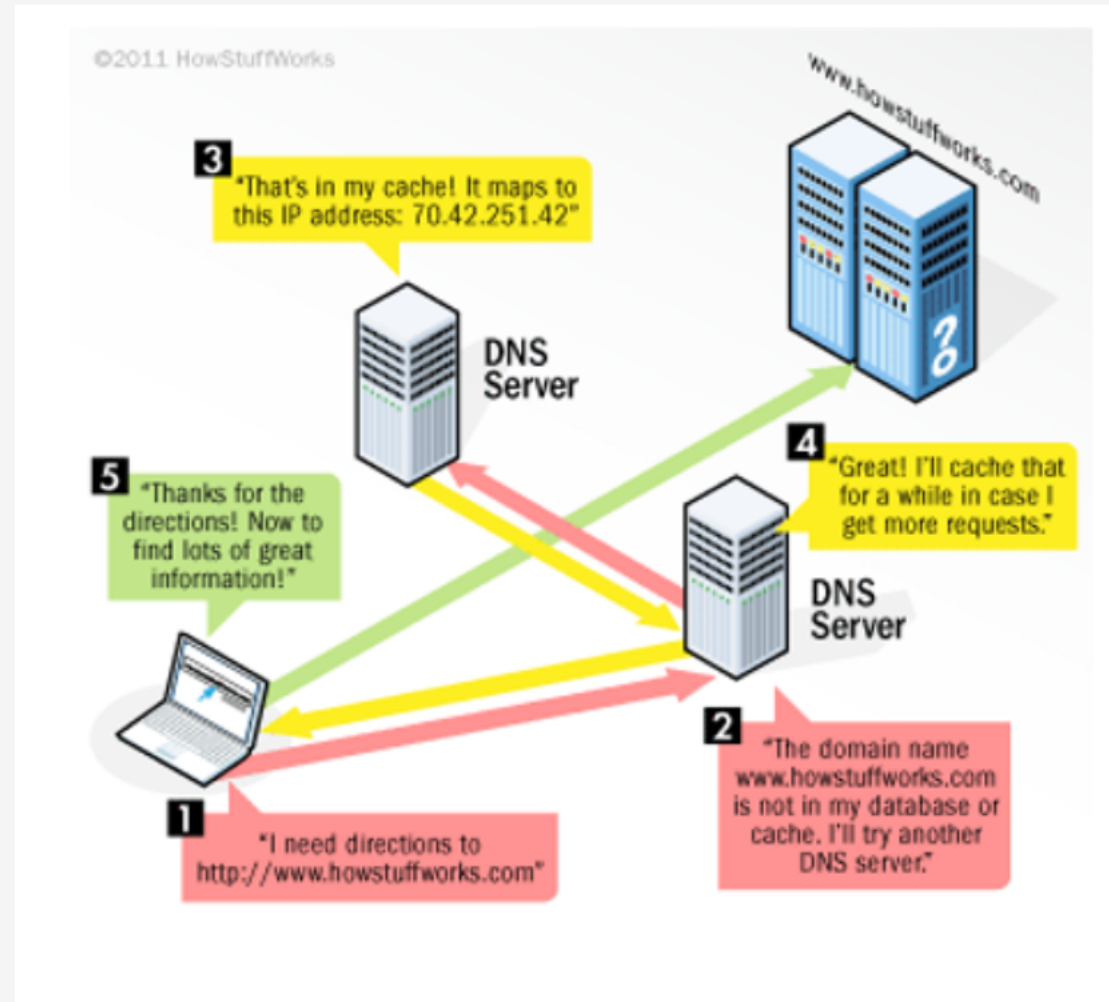
Domain Name Server

- Translates domain names , which can be easily memorized, to the numerical IP Address.
- Serves as a directory service

DNS

Domain Name Server

DNS



Web Hosts

Web Servers

- Hosts are companies that provide space on a server owned or leased for use by clients, as well as providing Internet connectivity, typically in a data center.
 - A *web server* is a computer system that processes requests via HTTP, the basic network protocol used to distribute information on the World Wide Web.
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Next Class

- Continue WordPress
- Decide on a topic for your site:
 - Career
 - Interests/Hobby
 - Portfolio. Etc..
 - Email me a link to your site your domain before

