

# Designing Websites

- Introduction to Design
- Wireframing
- Page Linking
- Softwares for Design

# What is Design?

de·sign

*noun*

a plan or drawing produced to show the look and function or workings of a building, garment, or other object before it is built or made.

# Okay, great. But what is Design for Websites?

## web de·sign

*noun*

a plan or drawing produced to **show the look and function or workings** of a website before it is built or made.

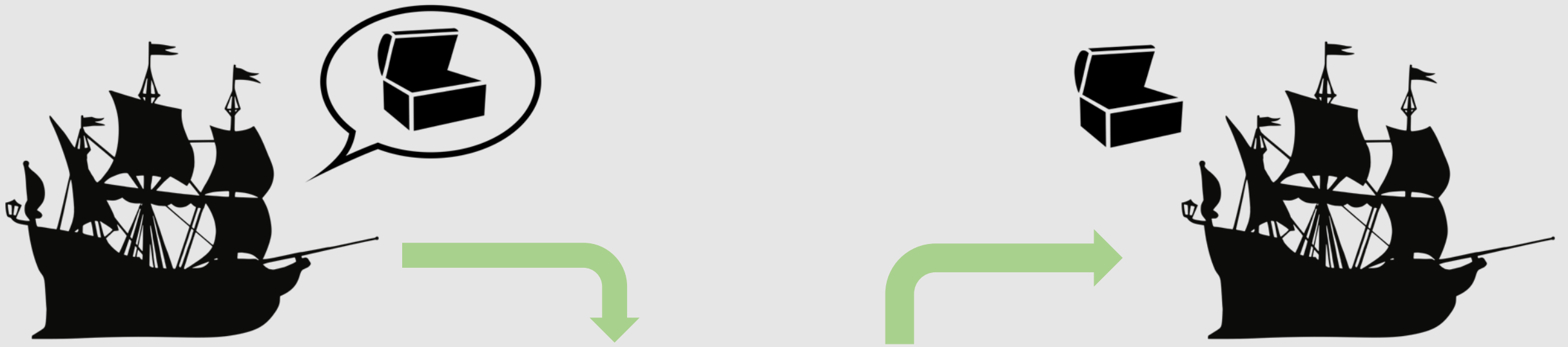


# Look

- Is it appealing?
- Are images and text clean and readable?
- Does it grab the eye?
- Does it make good use of form and color?
- Is there a level of consistency between pages and objects?

# Function

- Does it have the right information?
- Is nothing being obstructed?
- **Can a user find their way around the site?**



\*Assuming pirates have wifi

### Your Site

---

---

---

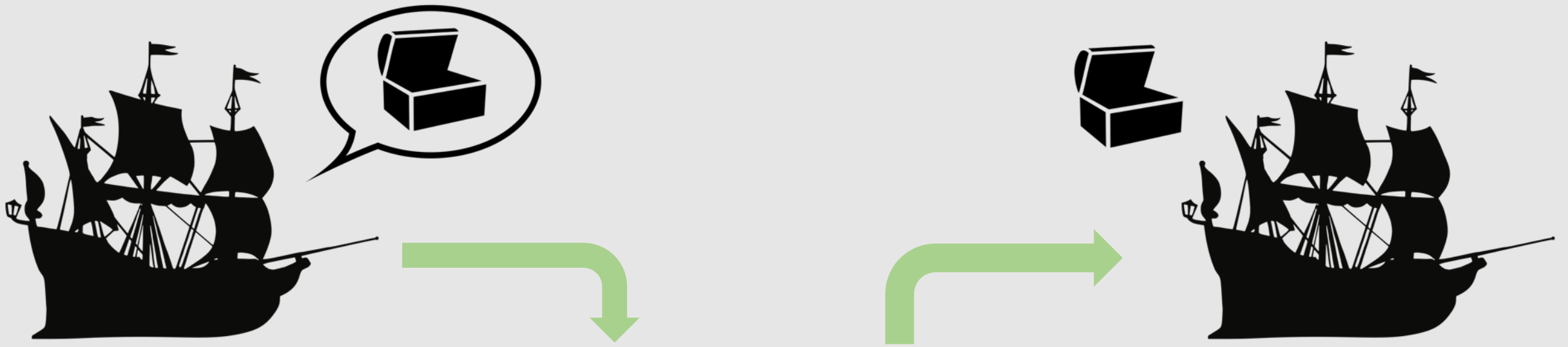
---

---

---

---

Clients enter the site having something they want to learn or see in mind. Your site needs to supply that in a quick and visually-impressive manner.



\*Assuming pirates have wifi



Websites are like treasure maps!  
Helps clients get their gold.

~~• Introduction to Design~~

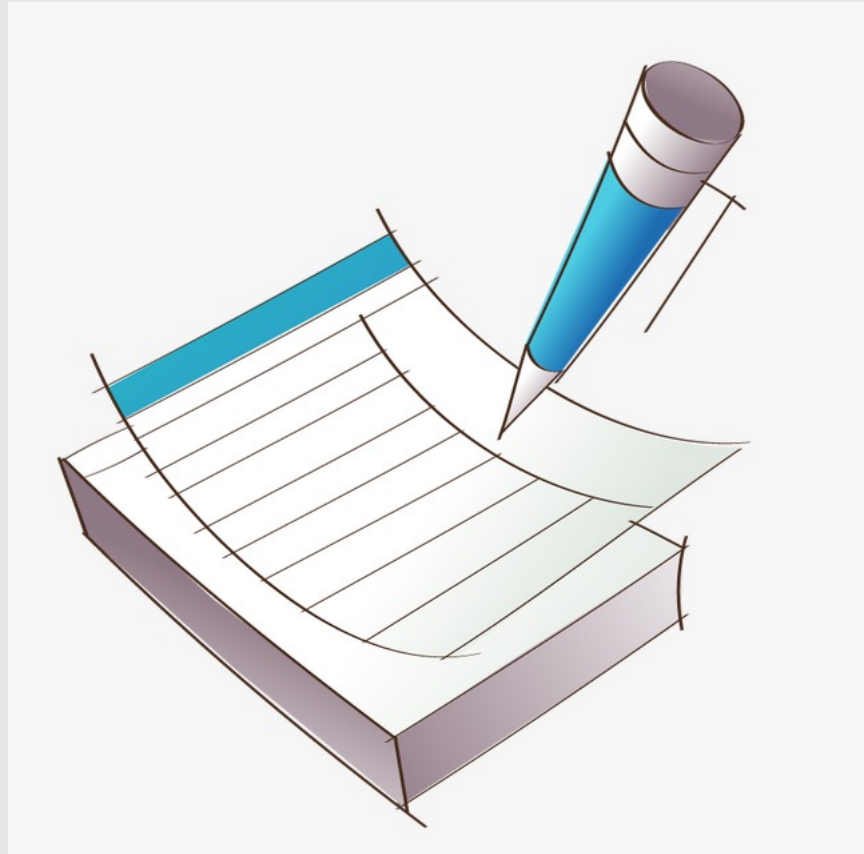
• **Wireframing**

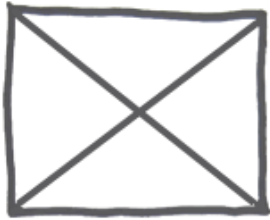
• Page Linking

• Softwares for Design



# What You Need To Design A Website





## Profile Name

245 Blackfriars Road  
Ludgate House  
London, SE1 9UY

Email: [firstname@surname.com](mailto:firstname@surname.com)

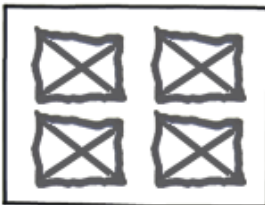
Telephone: 0207 955 3705

### Categories




Lorem ipsum  
dolor sit  
amet  
dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris sapien. Nam laoreet nisi non magna iaculis vitae convallis lorem porttitor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris



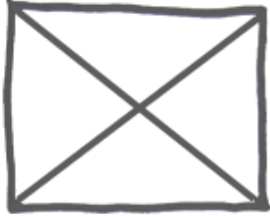
### Attachments

-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)
-  [Lorem ipsum dolor sit amet.](#)

- This is known as a Website Wireframe.
- Constructs frames for the content without including any of the actual content.

## Benefits

- Fast and easy to sketch.
- Reusable for multiple sources.
- Makes web development 100000x easier



## Profile Name

245 Blackfriars Road  
Ludgate House  
London, SE1 9UY

Email: [firstname@surname.com](mailto:firstname@surname.com)

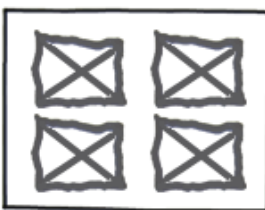
Telephone: 0207 955 3705

### Categories

Lorem ipsum  
dolor sit  
amet  
dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris sapien. Nam laoreet nisi non magna iaculis vitae convallis lorem porttitor.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi consectetur nibh feugiat urna elementum facilisis. Nullam diam arcu, lobortis ut tincidunt vel, suscipit quis lectus. Praesent interdum sapien in nisi tempor vestibulum. Mauris nec mauris



### Attachments

- [Lorem ipsum dolor sit amet.](#)
- [Lorem ipsum dolor sit amet.](#)
- [Lorem ipsum dolor sit amet.](#)
- [Lorem ipsum dolor sit amet.](#)

How to tell if a Wireframe is successful:

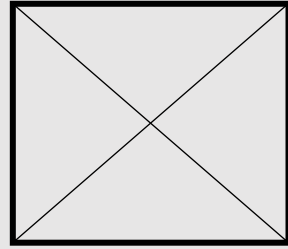
- Can you identify what each frame represents?
- Do no frames overlap?
- Is there ample space between all frames?
- Is no frame too small to be visible?

If you answered yes to all of these, chances are it's a successful wireframe.

The goal of a wireframe is to identify transformation properties of the content **relative** to one another.

# Common References

---



Images



Text (body)

Important text fields (titles, labels) will be explicitly written and in larger fonts



Button



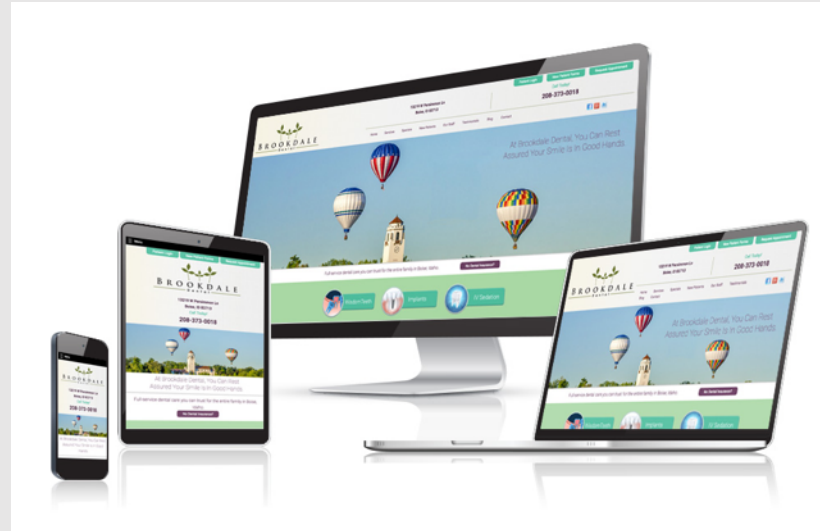
Input Fields

# Steps to Designing a Wireframe

## Step 1: Determine what it is you are building.

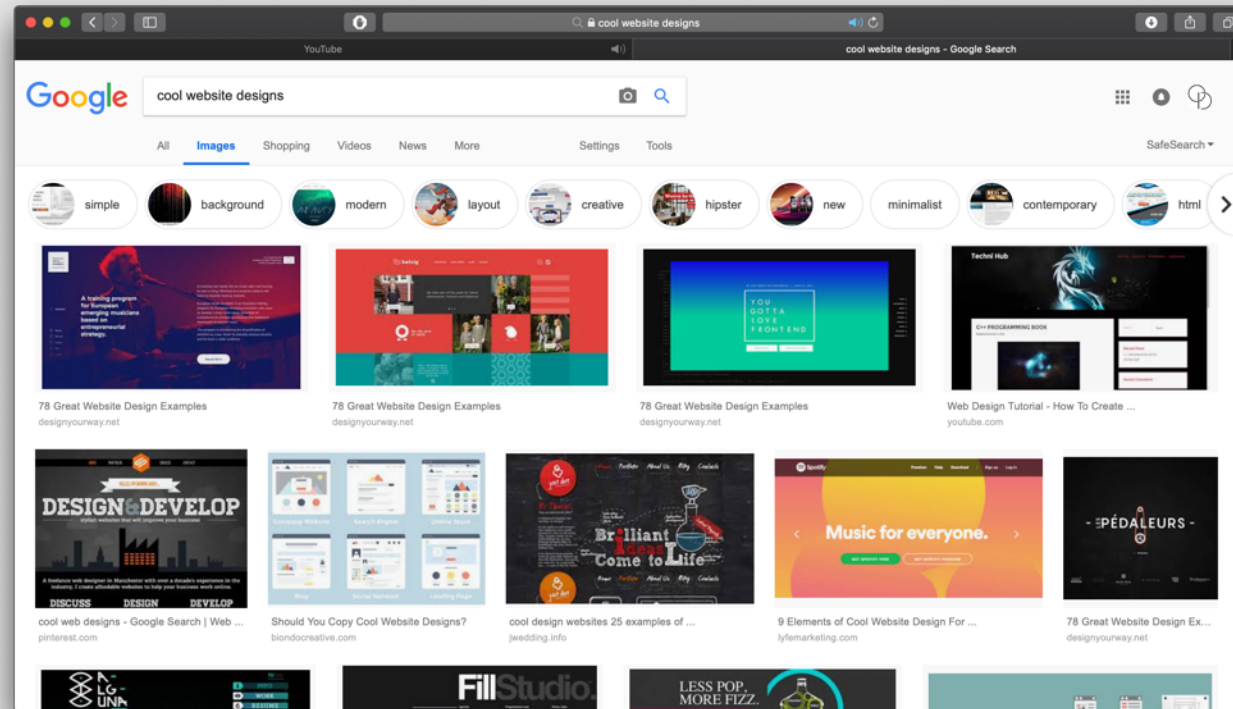
Is it a personal website? A commercial outlet? Maybe a campaigning website?

Who is your audience? Little kids? Business professionals? Students looking up past lectures and course notes?



# Steps to Designing a Wireframe

## Step 2: Look for inspiration.



This is not cheating. Keep tabs of what you like about certain sites.

# Steps to Designing a Wireframe

## Step 3: Rough Sketches

Using references from the previous part, start laying out a rough sketch of your website. Keep in mind that almost all websites have the following components:



# Steps to Designing a Wireframe

---

## Step 4: Content Features

Break rough sketches into more discrete components. Label areas where you want to place images, text, videos, & link.

Remember that a website is a map for information. Making your information easy to find and interact with should be top priority. Consider aligning similar elements together and placing dividers and spaces between different elements.



• ~~Introduction to Design~~

• ~~Wireframing~~

• Page Linking

• Softwares for Design

Websites allow for near-infinite display and storage of information.

While there is no limit on how much content you can include on your site, rarely do people choose to include all their info on one page.

Websites allow creators to separate their content by webpage in order for easier access.

If a user wants to find a list of your skills, it is easier to have a navbar with webpage links (one labeled skills) than having to scroll through the entire site.



What subpages could we have if we were building a site for this resume?

John Doe

Business Development Manager

Professional Business Developer with more than four years of experience in the business development processes. Involved in product testing, management, and development of new business opportunities.

john.doe@gmail.com

202-515-8168

New York, USA

linkedin.com/in/johndoe

john.doe

WORK EXPERIENCE

Business Development Manager

AirState Solutions of

09/2014 – 06/2017

New York, USA

- Successfully managed \$2-3 million budget projects and successfully achieved the project's intended goals.
- Developed and implemented new marketing and sales plans and defined the strategy for the next 5 years.
- Reviewed constantly the customer feedback and then suggested ways to improve the processes and customer service levels which increased the satisfaction rate from 81% to 95%.
- Ensured that new clients will grow into a loyal customer base in a competitive market by implementing a new loyalty program.

Business Development Assistant

AirState Solutions

06/2012 – 05/2014

Chicago, USA

- Increased the customer satisfaction rate by 25% by improving the customer service.
- Planned, supervised, and coordinated daily activity of 3 junior business analysts.
- Improved the communication with the Marketing department to better understand the competitive position.
- Directed the creation and implementation of a Business Continuity Plan, and the management of audit programs.

EDUCATION

MSc in Economics and Business Administration

The University of Chicago

09/2008 – 05/2010

LANGUAGES

English

Spanish

French

●●●●●

●●●●○

●●○○○

SKILLS

SEO

Public Speaking

Negotiation

Teamwork

Decision Making

Research & Strategy

Intentional Intelligence

Outbound Marketing

Email Marketing

Google Analytics

Sales & Marketing

Social Media Advertising

ORGANIZATIONS

American Management Association

(2015 – Present)

Association of Private Enterprise Education

(2014 – Present)

eBusiness Association (eBA)

(2013 – Present)

HONOURS AND AWARDS

Jury Member, Venture Cap Entrepreneurship Competition

(2016)

Venture Cap USA

Sales Individual & Business Development Award

(2015)

AirState Business Awards

Excellence in Customer Partnering Award

US – Institute of Excellence in Sales

CONFERENCES & COURSES

Leading People and Teams - Specialization

Online course on Coursera.org

eMetrics Summit

(09/2016)

Rising Media, Inc. and eMetrics Summit

Project Management Principles and Practices

(01/2015 – 09/2015)

Online course on Coursera.org

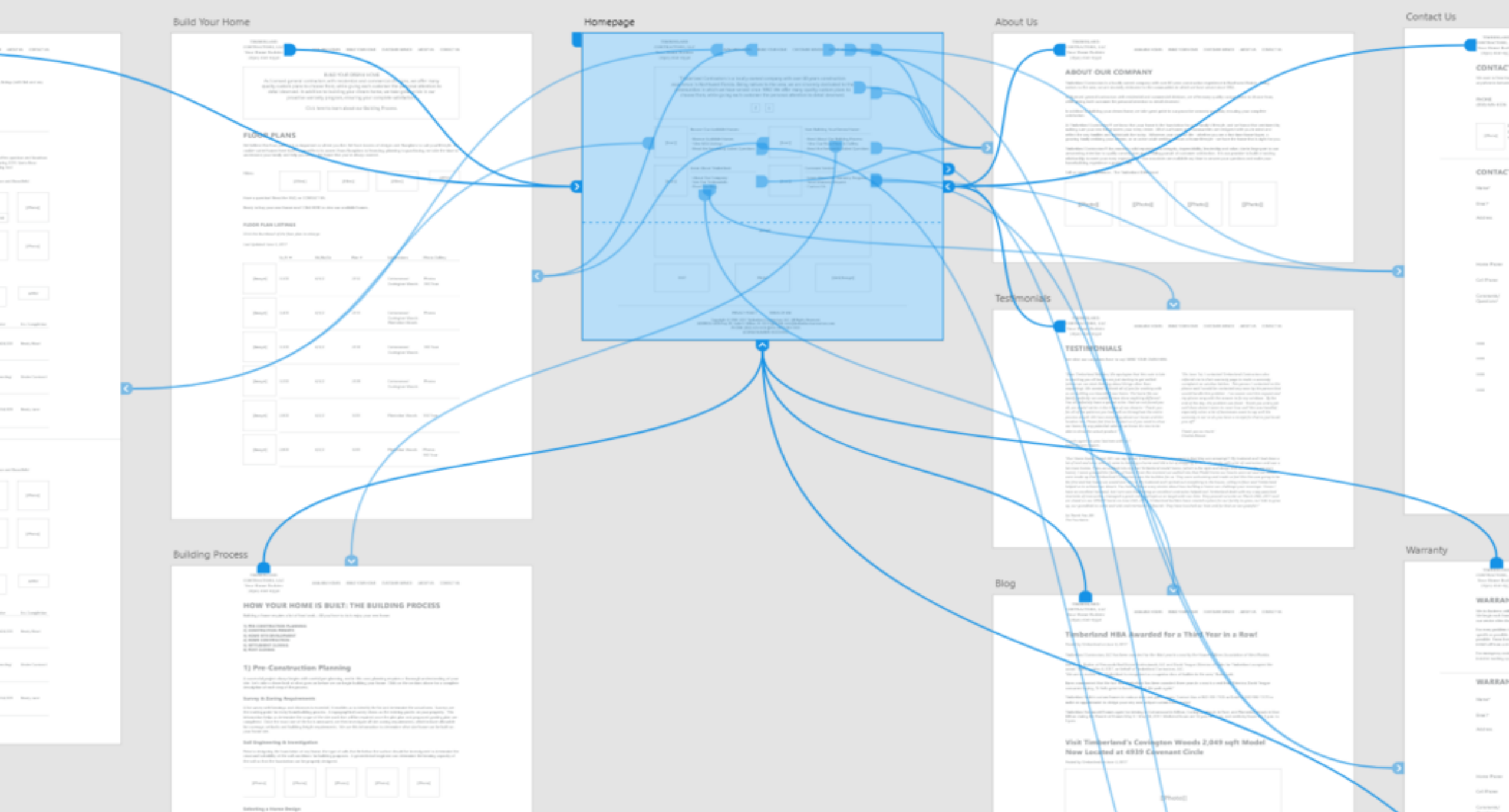
Home | Experience | Skills | Awards | Courses

John Doe

Business Developer Manager

Building Personal Websites

Lecture 02 | Designing Websites



[Home](#) | [Work](#) | [Experience](#) | [Skills](#)

---

---

---

---

---

---

---

[Home](#) | [Work](#) | [Experience](#) | [Skills](#)

---

---

---

---

---

---

---

[Home](#) | [Work](#) | [Experience](#) | [Skills](#)

---

---

---

---

---

---

---

[Home](#) | [Work](#) | [Experience](#) | [Skills](#)

---

---

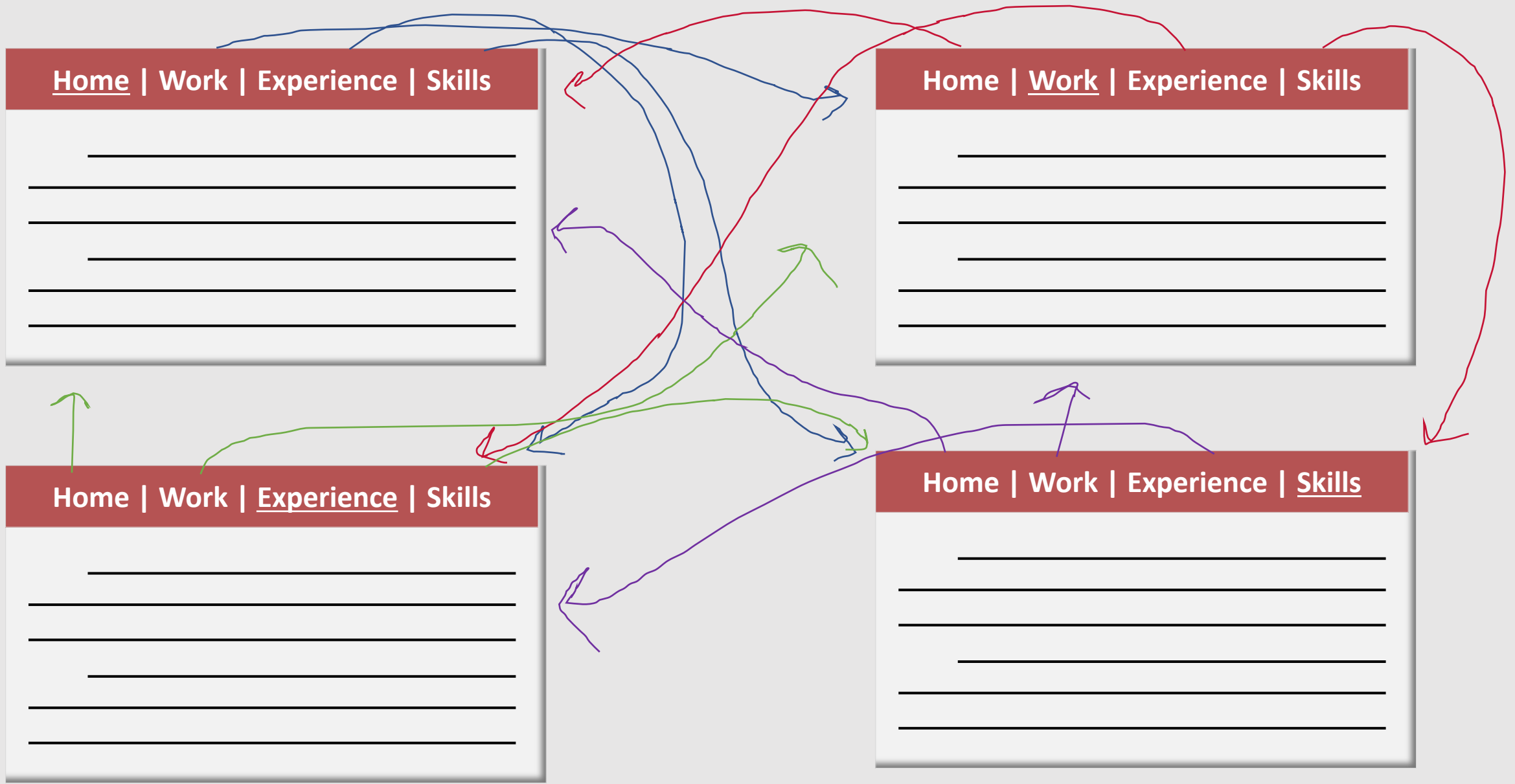
---

---

---

---

---



(can get messy quickly)

- ~~Introduction to Design~~
- ~~Wireframing~~
- ~~Page Linking~~
- Softwares for Design



# Steps to Designing a Wireframe

---

## Step 5: Rendering on a Digital Platform (Beyond Scope of Course)

Reconstructing wireframe in an illustration or design-oriented software.

Allows for more accurate placement of elements with the flexibility of moving them around later.

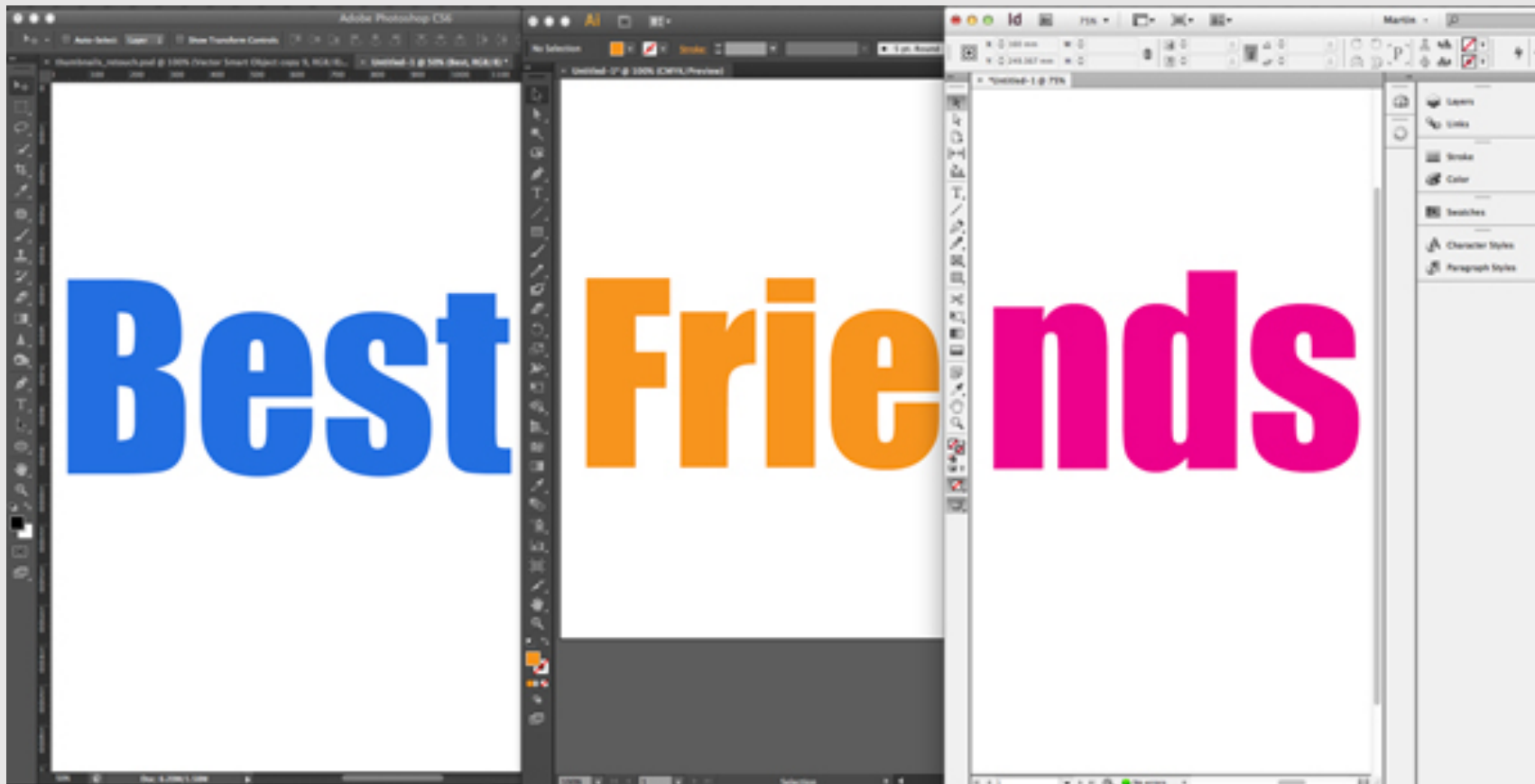
Freely experiment with color.



\*Can also be done in PowerPoint!

# Steps to Designing a Wireframe

## Step 5: Rendering on a Digital Platform (Beyond Scope of Course)



# Homework Ideas

---

- ☐ Create rough sketches of site on paper.
- ☐ Specify what type of content goes where (paragraph, image, etc).
- ☐ Upload scan of image to Drive (under Website Designs folder) with the title [andrew\_id]\_design.

# Live Demo