WEB DESIGN LABS

BY MIMOYMIMA.COM

The goal of our program is to give students a better understanding of how websites are made and inspire them to learn by making their own creative web projects.

CURRICULUM V.1.1

1 Ideas + paper sketch time

- Talk about different kinds of websites and how they have different purposes.
- Talk about the type of site we'll be making: a site that tells a short story, either through words, drawings, photos, video or a combination
- Come up with some sketches to help with brainstorming the website ideas.

Handout: Fill out the 'Idea Grid'
Optional homework: Keep thinking of your website idea.

2 Finalize Ideas + Content Creation

- Class presentation of ideas, each student tells the class their idea and the class helps develop the concepts as a group.
- Make sure everyone's ideas are finalized.
- Content is king! Discuss how content is so important to a site.

Optional homework: Keep working on content creation

3 Branding + Pixlr Intro

- Short intro to what a brand is, and how it can make any site more unique and personal.
- Discuss Typograpy: mainly the difference between serif, sans, slab, script and display fonts.
- Intro to Pixlr, go over how to draw, how to change colors, how to add type

4 Layout + Pixlr Advanced

- Quick intro into what layout is.
- Show how to easily get drawings, photos, into pixlr.
- Discuss layers and layout within Pixlr
- Try to start create a layout

Optional homework: Keep working on content creation

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5 HTML INTRO
- Intro to the basic HTML tags.
  - Headings, Paragraphs, Links, Strong

6 HTML + BUILD
- Go over the concept of a structured document (different tags for different types of content) introduce the <HTML> and <BODY> tags. Start building!

7 CSS 101 + BUILD
- Talk about some basic styles
  - Color
  - Font-family
  - Margin
  - Padding

8 BUILD
- The <img> tag
- Introduction to Google Fonts

9 BUILD / TESTING
- Backgrounds using CSS

10 BUILD / TESTING
- Squashing more bugs!

11 BUILD / TEST

12 Launch Day
- Class presentation, students show their work

ABOUT MIMOYMIMA

Our design studio was founded in 2003 by Brent and Teresa Lagerman. Since then, we have worked with hundreds of businesses and organizations in NYC and beyond. We specialize in branding, web design and social media marketing.

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