



Welcome to this session: Skills Bootcamp - How to Think About Website Design

The session will start shortly...

Questions? Drop them in the chat.
We'll have dedicated moderators
answering questions.



Safeguarding & Welfare

We are committed to all our students and staff feeling safe and happy; we want to make sure there is always someone you can turn to if you are worried about anything.

If you are feeling upset or unsafe, are worried about a friend, student or family member, or you feel like something isn't right, speak to our safeguarding team:



Ian Wyles
Designated Safeguarding
Lead



Simone Botes



Nurhaan Snyman



Rafiq Manan



Ronald Munodawafa



Tevin Pitts

Scan to report a
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or email the Designated
Safeguarding Lead:
Ian Wyles

safeguarding@hyperiondev.com

Skills Bootcamp Cloud Web Development

- The use of disrespectful language is prohibited in the questions, this is a supportive, learning environment for all - please engage accordingly. **(Fundamental British Values: Mutual Respect and Tolerance)**
- No question is daft or silly - **ask them!**
- There are **Q&A sessions** midway and at the end of the session, should you wish to ask any follow-up questions. Moderators are going to be answering questions as the session progresses as well.
- If you have any questions outside of this lecture, or that are not answered during this lecture, please do submit these for upcoming Academic Sessions. You can submit these questions here: **Questions**

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- For all **non-academic questions**, please submit a query:
www.hyperiondev.com/support
- **Report a safeguarding incident:** www.hyperiondev.com/safeguardreporting
- We would love your feedback on lectures: [Feedback on Lectures.](#)
- Find all the lecture **content** in your [Lecture Backpack](#) on GitHub.
- If you are hearing impaired, please kindly use your computer's function through Google chrome to enable captions.

Learning Outcomes

- ❖ Analyse the foundational elements that make a website effective and visually appealing.
- ❖ Apply design principles such as balance, contrast, and alignment in web projects.
- ❖ Consider user expectations and behaviour when planning the structure and layout of a website.
- ❖ Utilise basic tools and methods for brainstorming and sketching initial design concepts.



Have you designed a website or created layouts before?

- A. Yes
- B. No



How familiar are you with user-centric design principles?

- A. Beginner
- B. Intermediate
- C. Advanced



What does the term "wireframe" mean in web design?

- A. A static draft layout of a webpage
- B. A fully designed webpage
- C. A tool for coding
- D. An outline for user testing

Question



What frustrates you the most when navigating poorly designed websites?

Question

- ❖ What are the characteristics of a well-designed website?

Lecture Overview

- Exploring Core Design Principles
- Applying User-Centric and Accessibility Practices
- Wireframing

What Makes a Website Great?

- ❖ Why Good Design Matters:
 - Poorly designed websites frustrate users, reduce engagement, and fail to communicate effectively. In contrast, great design creates a seamless, enjoyable experience that meets user needs and drives desired actions.
- ❖ Define a Landing Page:
 - A landing page is often the first impression of a website. It serves as a gateway to deeper content or specific actions (e.g., signing up, purchasing). Effective landing pages are clear, compelling, and action-oriented.

What Makes a Website Great?

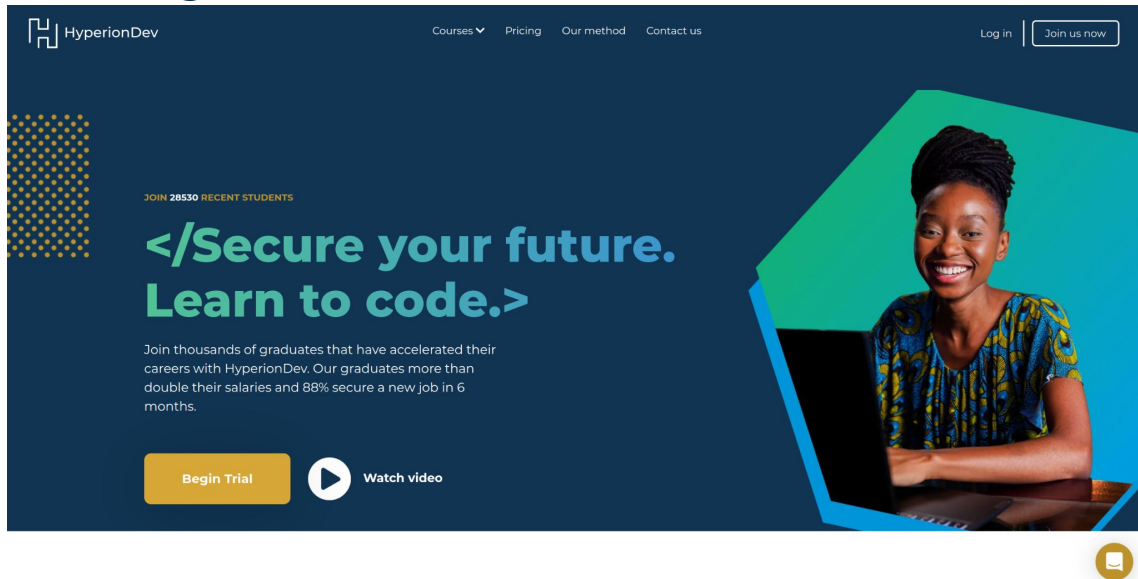
- ❖ Common Frustrations with Poor Design:
 - Cluttered layouts
 - Slow loading times
 - Lack of mobile responsiveness
 - Hard-to-find navigation options.

The Building Blocks of Great Design

- ❖ **Clarity:**
 - Every element should have a purpose. Avoid visual noise by using white space effectively.
- ❖ **Consistency:**
 - Use a cohesive design system with consistent fonts, colors, and navigation patterns.
- ❖ **Visual Hierarchy:**
 - Guide users' attention using size, color, and placement. Ensure that the most important elements stand out.
- ❖ **Responsiveness:**
 - Adapt the design for different screen sizes and devices to ensure usability for all users.

The Building Blocks of Great Design

- A consistent color palette builds brand identity, and large call-to-action buttons make navigation intuitive.

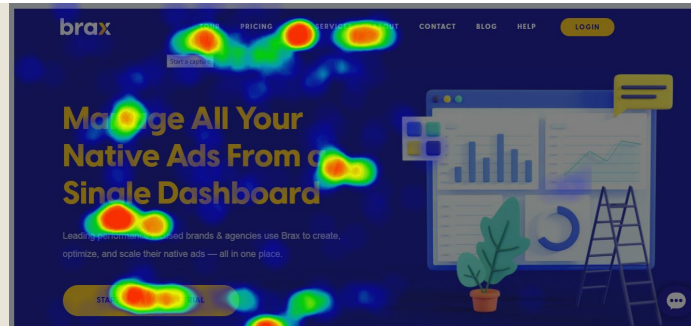


Design with Your Users in Mind

- ❖ Understanding User Behavior:
 - Users typically scan web pages in an "F" or "Z" pattern. It is important to place key elements like headlines and CTAs in these areas.
- ❖ Tools to Enhance User Focus:
 - User Personas: Create fictional profiles to represent target users.
 - Heatmaps: Analyze where users click or hover the most on your website.
- ❖ Why It Matters:
 - Focusing on user needs ensures higher engagement and satisfaction, leading to better outcomes for the website.

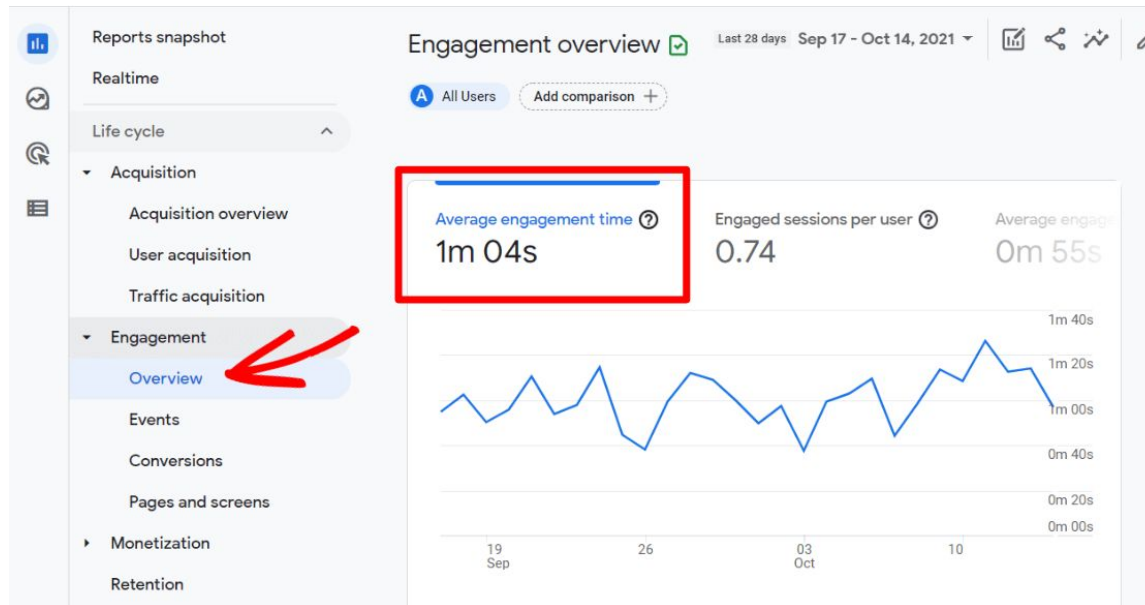
Design with Your Users in Mind

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Design with Your Users in Mind

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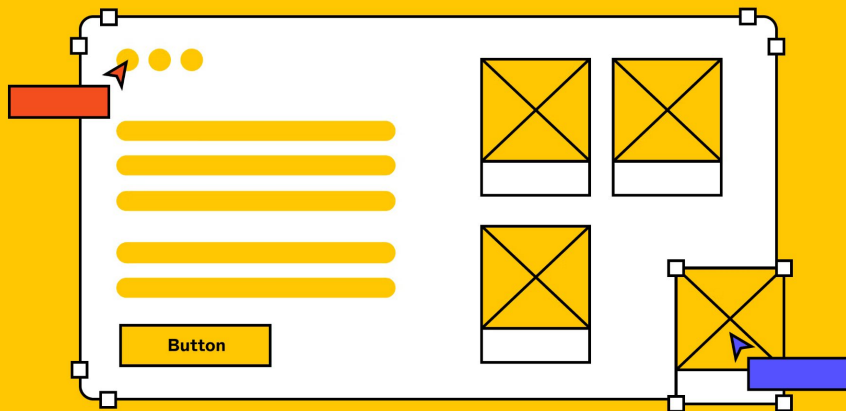
Quick Brainstorm

- ❖ Task:
 - Reflect on a website you admire.
 - Why is it easy to use?
 - What design choices stand out?



Start with a Sketch

- ❖ What is Wireframing?
 - A wireframe is a low-fidelity blueprint for a webpage. It focuses on layout and functionality without distracting details like colors or fonts.
- ❖ Why Wireframe First?
 - It saves time and effort by solving structural issues early in the design process.



Start with a Sketch

- ❖ Wireframing tools:
 - Figma
 - Miro
 - Pen and paper are also effective for initial drafts.



Figma



miro



Design for Everyone

- ❖ What is Accessibility?
 - Accessibility ensures that people with disabilities can interact with your website effectively. It's not just ethical, it's essential.

Design for Everyone

- ❖ Key Web Content Accessibility Guidelines (WCAG):
 - Ensure sufficient color contrast for text and backgrounds.
 - Provide alt text for all images.
 - Enable keyboard navigation for all interactive elements.
- ❖ Common Pitfalls:
 - Hard-to-read text, missing alt text, and inaccessible forms.

Design for Everyone

High contrast

colour contrast ratio 21:1

High contrast

colour contrast ratio 17.6:1

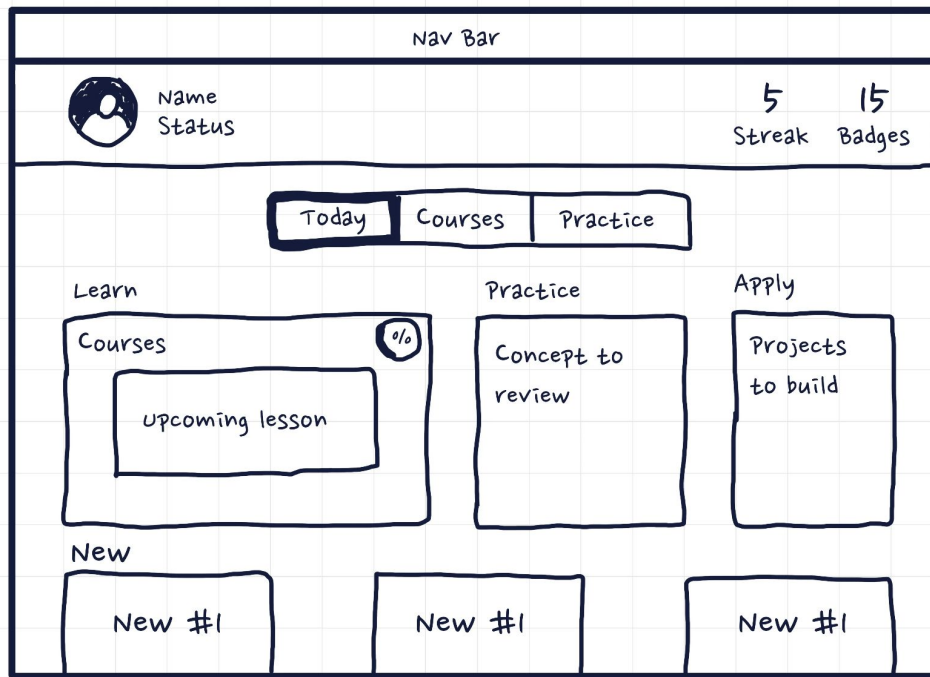
Low contrast

colour contrast ratio 1.6:1

Low contrast

colour contrast ratio 1.9:1

Let's Design Together



Which principle helps guide users' focus on important elements?

- A. Visual Hierarchy
- B. Consistency
- C. Clarity



Which tool is primarily used for wireframing?

- A. Figma
- B. Photoshop
- C. Dreamweaver

Questions and Answers



Thank you for attending



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