Intro to Web Design

Web Design vs Web Development

- designers user various design programs to create the layout & other visual elements of the website
- devs take a website design and make a functioning website from it using HTML, CSS, JS, PHP, etc

Scope of the Website

- the business, audience, and expectations of the website
- define scope by: questionnaires, requirements doc, agreement with a client
- important to define the scope of the site, otherwise an endless task

Audience

- business defines the audience

Responsive

- allow all devices to browse website perfectly
- Google penalizes the non-mobile websites w/ lower ranking

Clear Messages

- few word messages, no paragraphs on home page

Multiple Messages/Stories

- Carousels or Story Slider: arrows to switch b/w big pics (messages) in the middle of the homepage
    - may confuse the user and cause higher loading time
    - use grids as alternative

Content

- up to date info: site should always reflect business updates => trustworth source of information
- avoid long page forms
- content focuses on viewer/clients needs, people have short attention span
- font contrast and proper text/background colors important for UX
- no broken links

Incorporating Social Media

- social media essential for communication
- build brand advocates who will attract new customers
- boost a business sales and/or browsing traffic to website

Accessibility

`alt="something"` in HTML makes elements readable