

Welcome everyone to COMP 2707



- Before starting here, please read the Syllabus carefully.
- Keep an eye on your email and Blackboard announcements.
- It is highly recommended to download Blackboard app on google play store and apple app store for handsets.
- The mobile app will notify you for any newly added materials to the course.

Setting up myweb account



- It is **required** to set-up “myweb” account to host most of the assignments/project for this course.
- Please visit <http://cs.uwindsor.ca/password> to create your “myweb” account.
- If you are CS major student click on the blue button, otherwise, click on the green button please.
- You will be prompted for your UWinID and password, and the myweb account is created immediately.
- For more help , watch the following video <http://www.help.cs.uwindsor.ca/en/top/myweb/>
- Contact GA/Instructor for any problem.
- You may contact Robert Marvinac for technical issues @marvinac@uwindsor.ca
- Once “myweb” account is created , login on https://myweb.cs.uwindsor.ca:2222/CMD_LOGIN
- Use file manager to manage your website structures (folders, files, etc..)

Introduction to Web design

Brainstorming n current web design trends

0360-270-91 Advanced web design

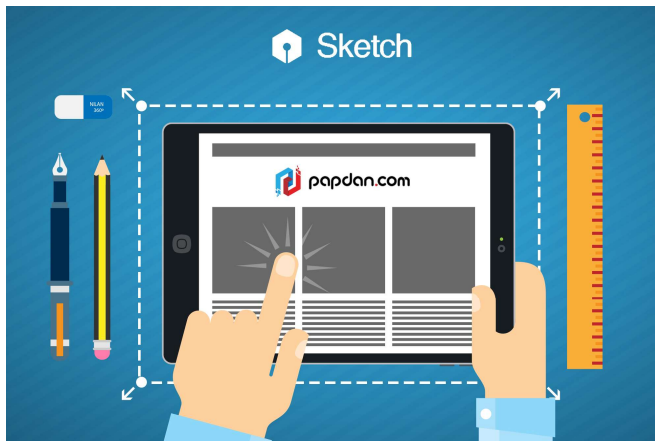
Abedalrhman Alkhateeb

“ The Web is fundamentally designed to work for all people, whatever their hardware, software, language, culture, location, or physical or mental ability”

~w3.org

Web Design vs. Web Development

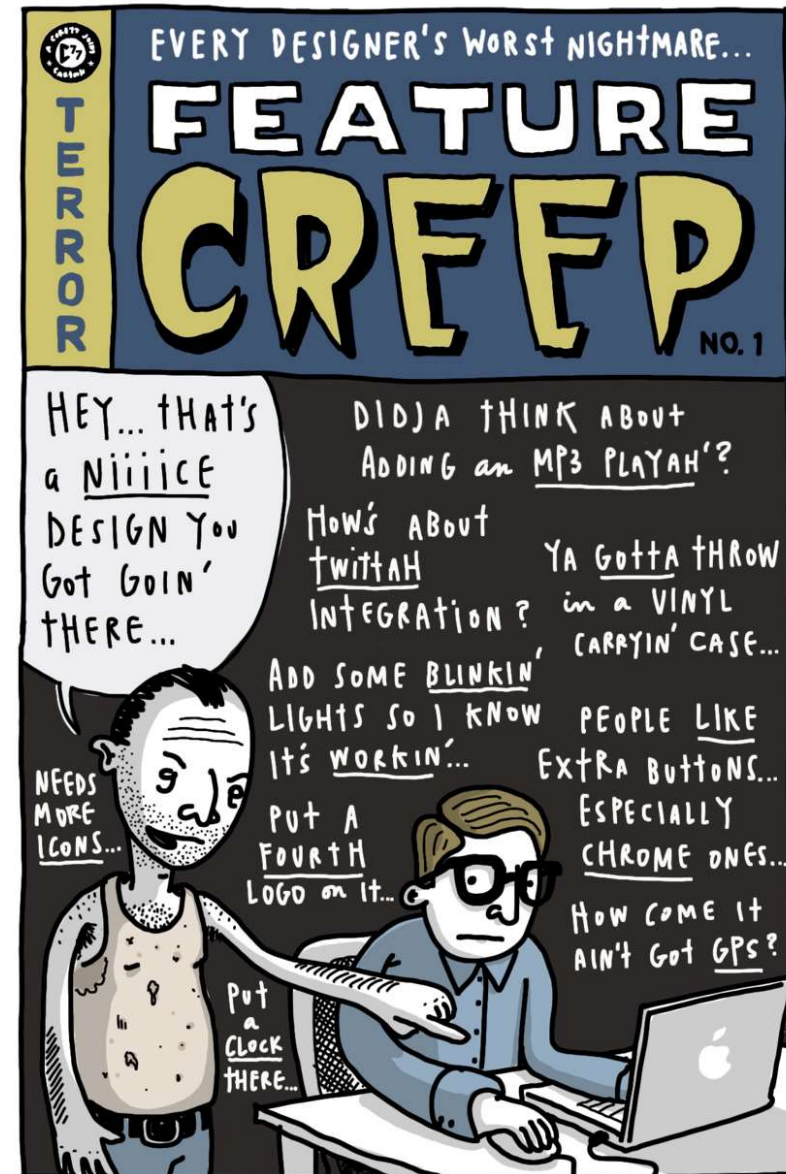
- Web designers use various design programs such as Sketch, Adobe Photoshop to create the layout and other visual elements of the website.
- Web Developers, take a website design and actually make a functioning website from it.
- They use HTML, CSS, JavaScript, PHP and other programming languages.



Scope of the website

- The business of the website
- The audience
- Expectations (clear deliverable items).
- To achieve defining of the scope:
 - Questionnaires
 - Documentation of the requirements
 - Writing the agreement (with the client)
- It is very important to define the scope of the website, Otherwise, an endless task!

~source: blog.fueledbycoffee.com

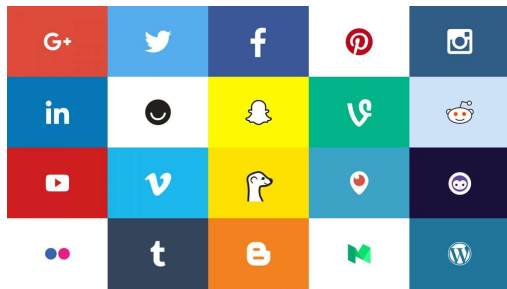




News



Education



Social media



E-Commerce

Real-estate



Entertainment



Audience

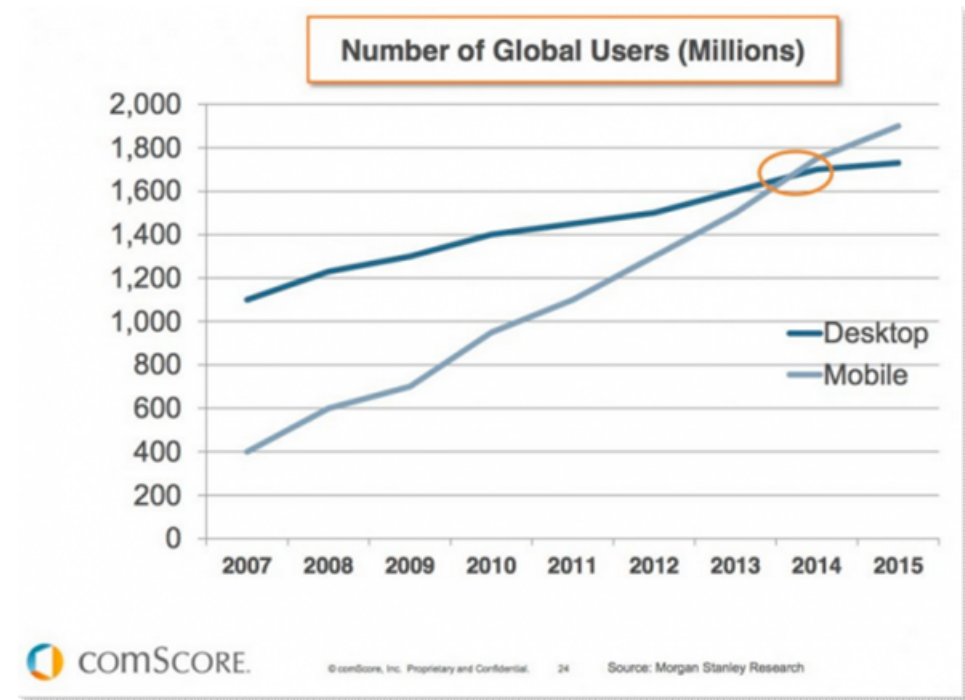
- What is the message to the Audience?
- Define your audience.
- The business defines the audience.

- ~Michigan Dental Association

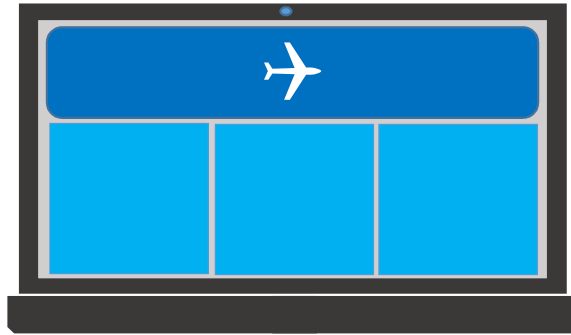


Responsive

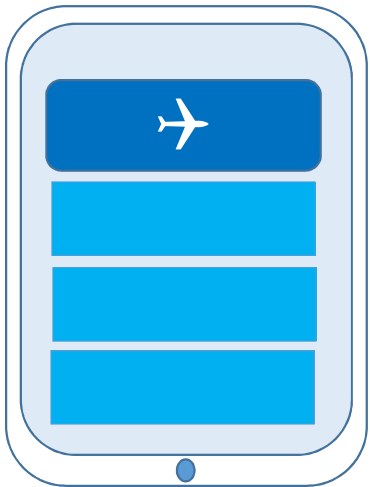
- Allow all users to browse your website perfectly, Regardless of the device's size.
- Devices market is changing. In 2015, more people accessed internet from cellphones/tablet than desktop / laptops.
- Neglecting the mobile audience means neglecting the majority of users.
- Google penalizes the non-mobile websites with lower ranking.



~courtesy: Morgan Stanley research



Try **bootstrap**, go to <http://getbootstrap.com/>, resize the screen many times, How dynamic is the design?



Responsive



Clear messages

- Few words messages.
- No paragraphs in home page.



www.apple.com

Too much of text

➤ ~Old apple website

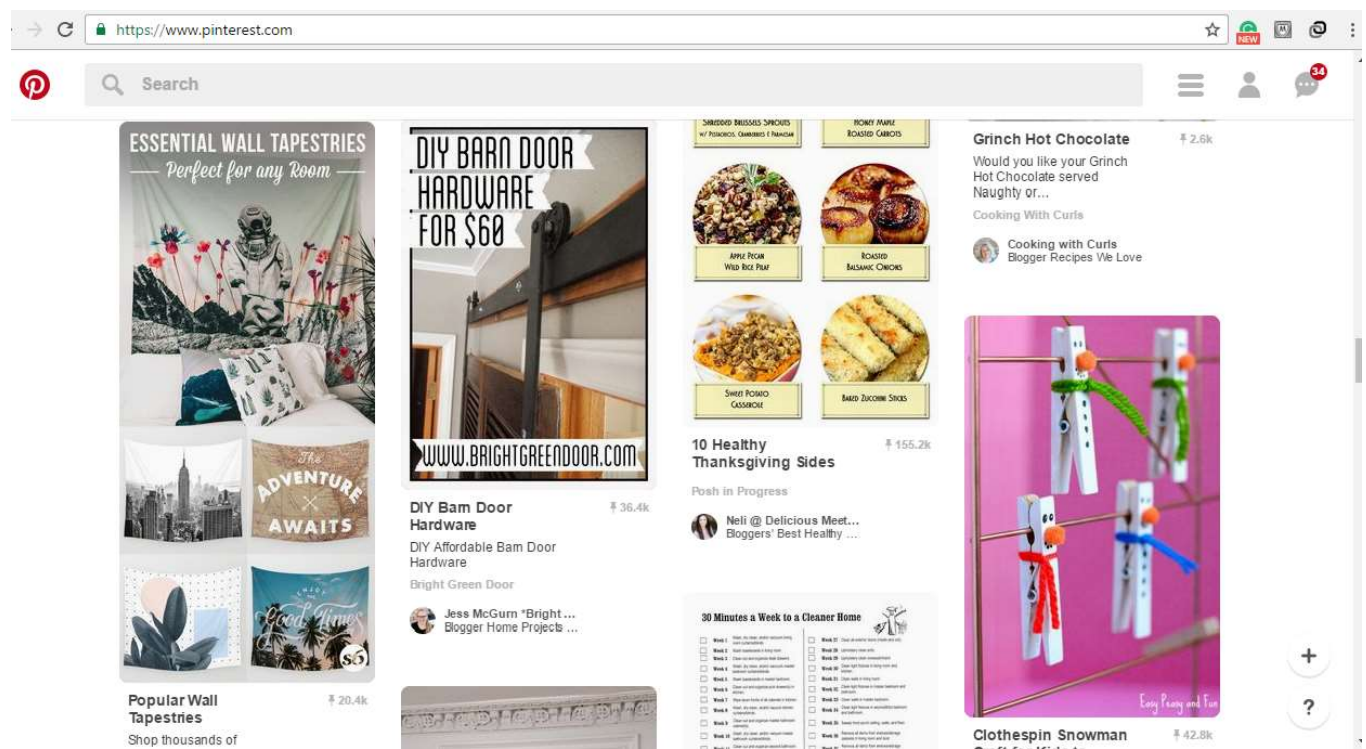


Multiple messages/stories

- **Carrousels** or **Story slider**: Usually it has many points or right/left arrows to switch between big pictures(messages) in the middle of the home page.
- It's a controversial to use it or not. However, if you need to send multiple stories in the main page, it does the work.
- Some designers will argue that it is confusing the user, and slowing down the browsing (more loading time).
- For big businesses it may be a must (Apple, Microsoft.,etc)



Grids (alternative to story sliders)



Content

- **Up to date information**, The website should always reflects the business updates =>Trustworthy source of information.
- Avoid long page forms.
- The content focuses on the viewer/clients needs, people look for **seconds** at the content, before deciding to continue browsing or leave the site.
- **Font contrast** and proper text/background coloring are important for user experience.
- Pictures and videos content with nowadays high-speed internet are good ways to send the messages.
- **No broken links.**

Incorporating social media

- Social media is essential for nowadays communication.
- Build brand advocates who will attract new customers.
- Boost a business sales and/or browsing traffic to the website.
- Which platform(s) to choose?

Bad designs

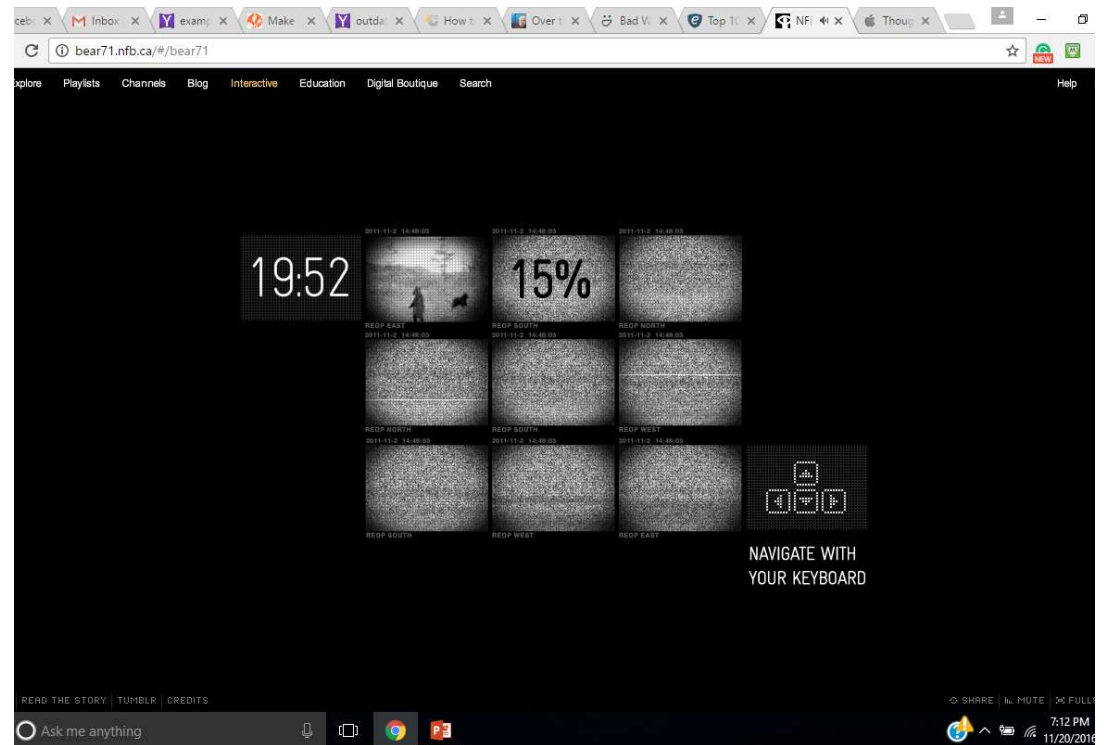
- A lot of blank space.
- Over the top website.
- For some other bad designs check.

<https://webpagesthatsuck.smugmug.com/Other/Bad-Web-Design/>



Outdated designs

- Adobe flash websites!!
- Look what apple says about adobe flash websites
- <http://www.apple.com/hotnews/thoughts-on-flash/>
- Flash website is an old trend
- Try to open flash website on iPhone/iPad using safari, what do you get as a message?
- <http://www.macworld.co.uk/how-to/ipad/how-get-flash-ipad-iphone-3460979/>



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No new notificatio

~<http://ca.blackberry.com/home.html>

Accessibility

- Download NVDA screen reader, <http://www.nvaccess.org/download/> for blind people support, it reads the menus. Instructions, etc..
- Try to hover the mouse on the smiley face on http://www.w3schools.com/tags/tryit.asp?filename=tryhtml_image_test
- alt = “something” in HTML elements , makes the element readable, or replace the item with “something” text when the browser fails to load the item.
- Standard Browsers have many features to support people with disability.
<https://support.google.com/chromebook/answer/177893?hl=en>

Useful blogs & resources

- <http://smallbusiness.chron.com/website-outdated-45999.html>
- <http://olddogwebdesign.com/portfolio.html>

References

- "Principles of Web Design 6th Edition by Joel Sklar - Ch. 2." Insert Name of Site in Italics. N.p., n.d. Web. 28 Dec. 2016
- <http://www.purelybranded.com/insights/web-design-or-web-development-whats-the-difference/>
- <https://www.pinterest.com/>
- www.w3schools.com
- www.Amazon.com