



# Chapter 2

## The Use of the Internet and Websites For Business

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CST4013 | Website Designing

# Learning Outcomes

- Discuss the phases involve in website designing.
- Identify the principles of making a website designing.

# Outline

**1**

The Uses of Internet

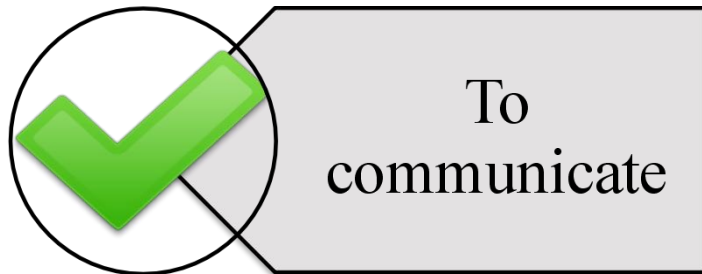
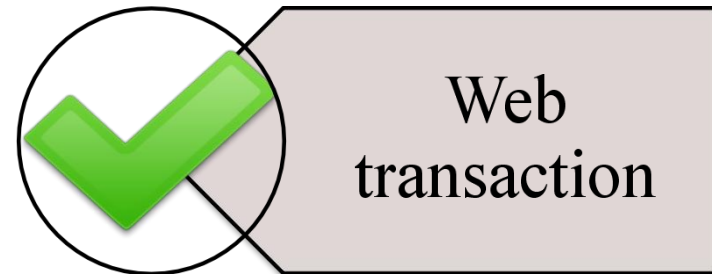
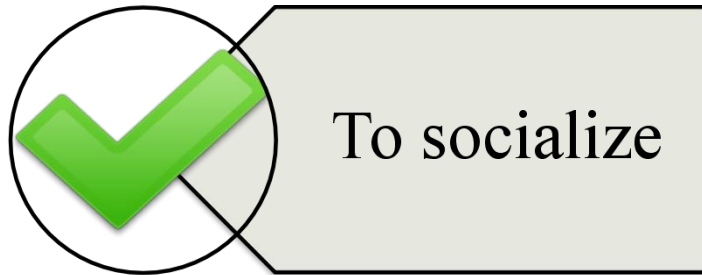
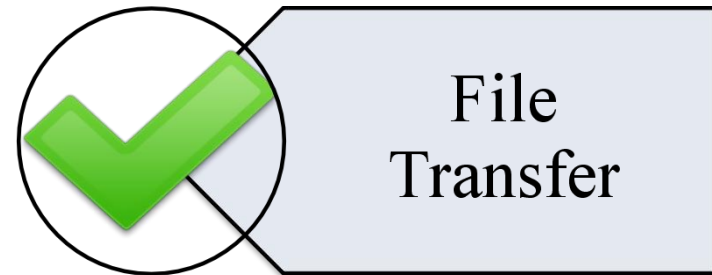
**2**

The Web Site Design and  
Development Process

**3**

Principles of Making A Web  
Design Look Good

# The Uses of Internet



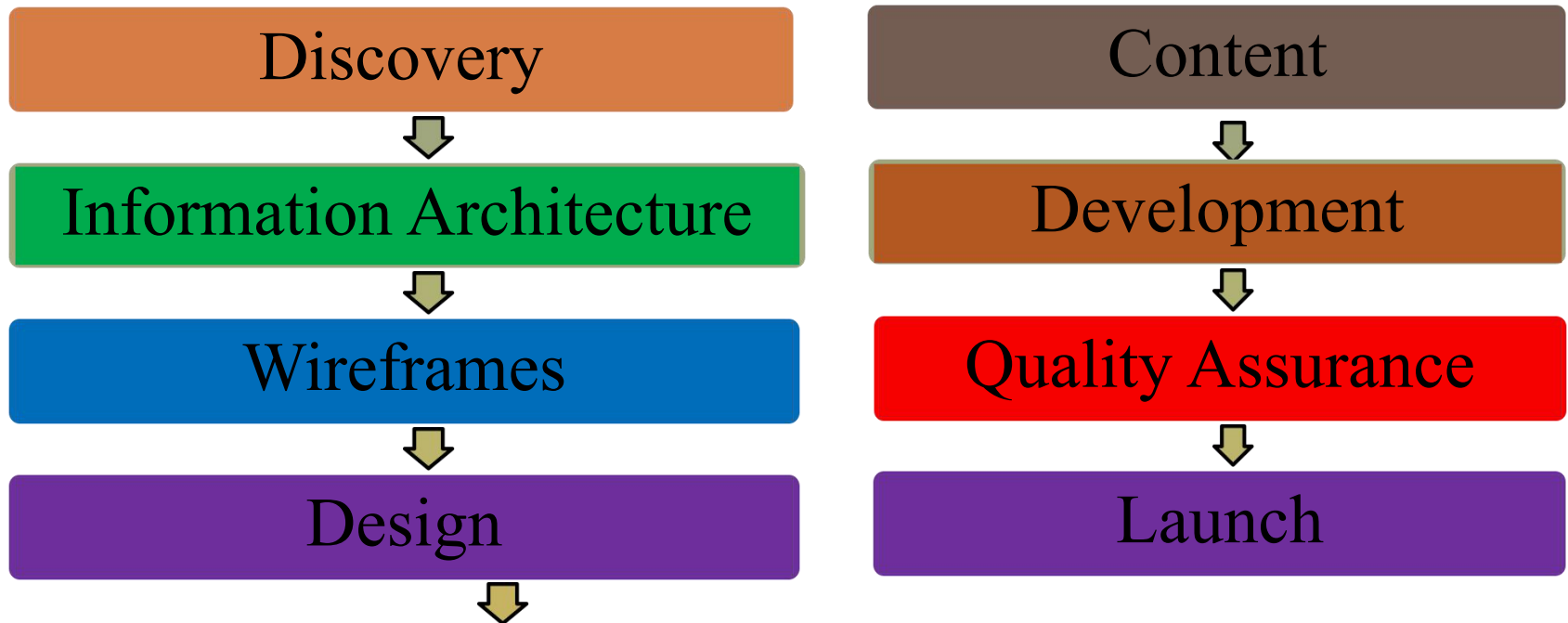
# Website Design Definition

A multidisciplinary pursuit pertaining to the planning and production of Websites, including, but not limited to, technical development, information structure, visual design, and networked delivery.

# Website Development Process

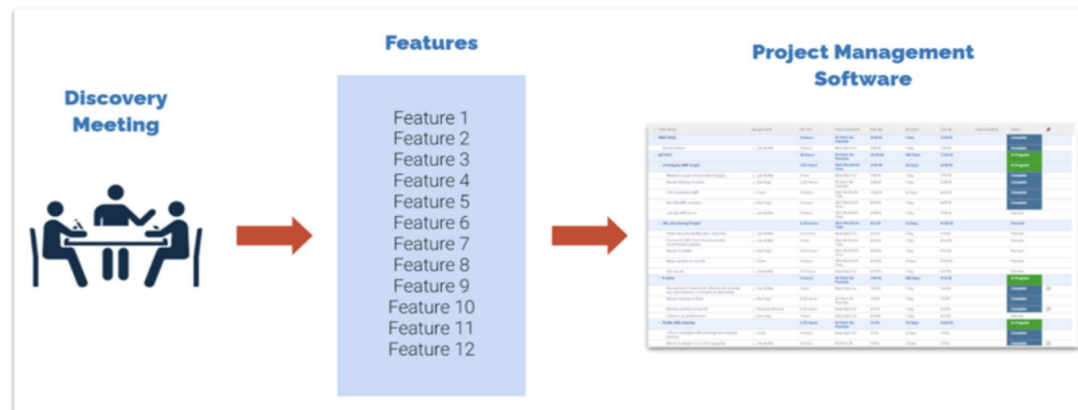
- A website development process is a **documented and predictable set of steps** to take to **successfully complete a website development project or web application.**
- This process helps to align development resources, stakeholders, and team members to ensure all aspects of the project are addressed and delivered on time.

# The Web Site Design and Development Process



# 1. Discovery

- Discovery is the first phase of the web development life cycle and includes the **initial research, information gathering, and collaboration to confirm scope, feature requirements, stakeholders, processes, and expectations.**
- This planning will inform initial project details and first steps on development.

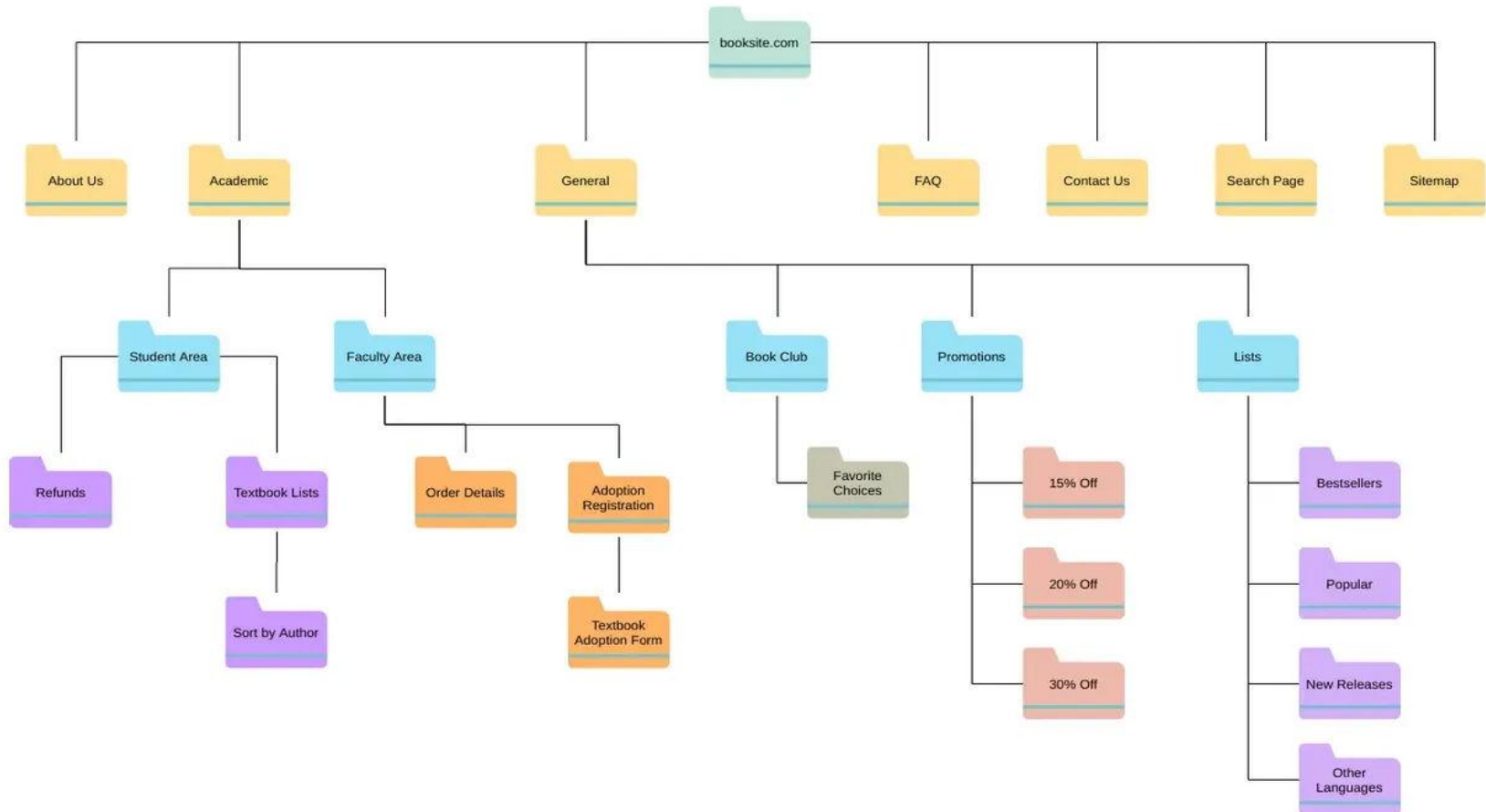




## 2. Information Architecture

- Information Architecture is the **structure and hierarchy of how the information on a website is organized.**
- It is helpful to visualize this mapping to give a sense of how and where content and information will live a website or web app.
- Information architecture organizes the information of the website into logical sections

# 2. Information Architecture

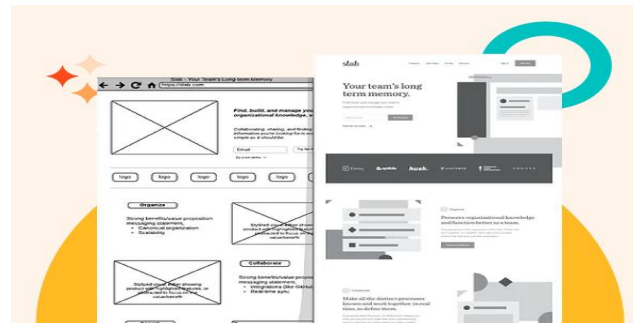


## 2. Information Architecture

- Three components that should be included in information architecture are:
  - Context: relates to business goals, funding, culture, technology, politics, resources and constraints.
  - Content: consists of the document or data types, content objects, volume and existing structures
  - Users: comprise the audience, tasks, needs, experiences and how they seek information.

# 3. Wireframes

- A website wireframe is used to map out the main features and navigation of a new website design.
- It gives an idea of the site's functionality before considering visual design elements, like content and color schemes.
- The information needed on each page and structural layout will be solidified.



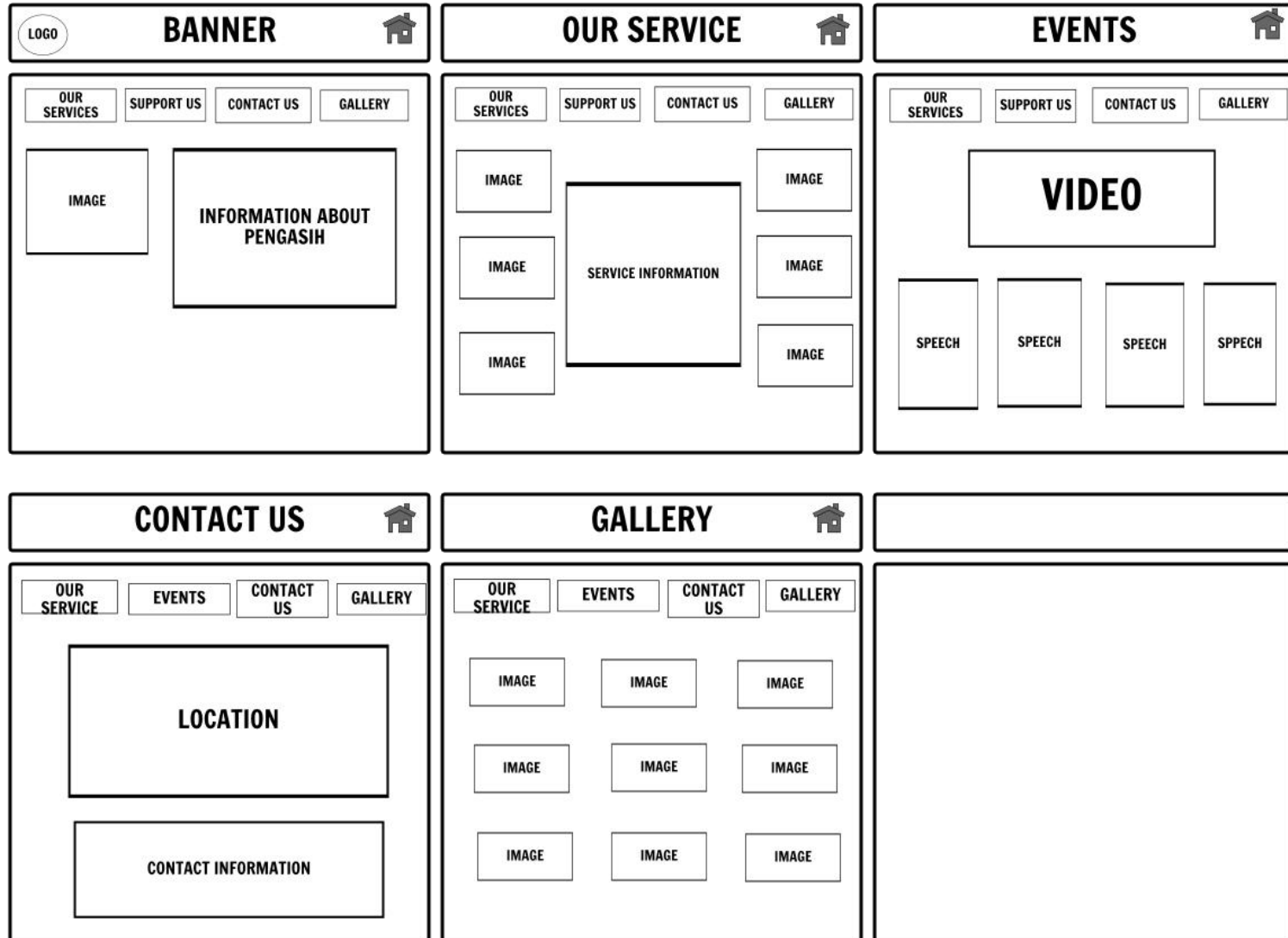
# 3. Wireframes

- The examples of Wireframes tools including:
  - Adobe XD
  - Balsamiq
  - InVision
  - Sketch
  - UXPin

# 4. Web Design

- Design in the web development process is creating web-friendly designs for a website or app through the use of colors, fonts, styling, images, callouts, sizing, and layouts.
- Designs are built on top of your wireframes to retain approved page layouts.
- Web Design also takes into account mobile- and SEO-friendliness to ensure the new site is laid out appropriately for users on all devices and is structured appropriately for the search engines.

# 4. Web Design



# 4. Web Design

- Tools for Web Design including:
  - Photoshop
  - InVision
  - Sketch



# 5. Content

- Content Plan

- As wireframes and designs are being created, content for the new site needs to be organized and ready to be loaded.
- Content includes any new images, graphics, or design elements want to be included in the new site.
- This may require image sourcing or working with a graphic designer to generate new elements for a site.

# 5. Content

- Content Guide
  - In order to best structure content for the new site, a content guide is typically created to help visualize how and where content will be placed on the new site.
  - There are many versions of a content guide, but ultimately it will provide a mapping of how content will need to be formatted on the new site based on the updated layouts.

# 6. Website Development

- The development team will utilize various programming languages to translate the designs and functionality to something that can be displayed to users in a web browser.
- This includes:
  - HTML
  - CSS
  - Javascript
  - C#

# 6. Website Development

- These designs will be translated by backend developers to a content management system (CMS) for website managers and editors to manage web content moving forward.
- Some examples of CMSs include:
  - Magento
  - Wordpress
  - Drupal
  - Sitecore
  - Joomla
  - Ghost

# 6. Website Development

Example of CMS (content management system).



# 7. Testing & Quality Assurance

- A comprehensive checklist of QA auditing is completed to ensure the site meets or exceeds the standards of an efficient, fully functioning website.
- Quality Assurance is important because it solidifies the experience for users accessing your website in different ways and anticipates any challenges they might encounter, such as bugs or incorrect device layouts.
- The audit will help catch and flag any issues with things like incompatible browsers, broken widgets, faulty integrations, and formatting errors.

# 7. Testing & Quality Assurance

- Some of these checklist items include:
  - Cross device testing
  - Cross browser testing
  - Bug/functionality testing
  - Process testing (form fills, checkout processes, if/then functionality, etc.)
  - Content formatting

# 8. Website Launch

- A website launch strategy is the steps you will take to transition a current website to the new website.
- The web development team will push the site live and point it to a new domain.
- There are a handful of tasks that will then need to be completed post-launch to validate that everything went smoothly including:



# 8. Website Launch

- The development team will typically go through a technical checklist to make sure the site is technically sound
- The SEO team will go through a checklist to make sure the migration strategy is working as it should, the site is being indexed appropriately, and there are no identified issues.
- The Analytics team will validate the integrity of the data and tracking on your new site, ensuring all goals are firing appropriately and the necessary settings are in place.

# Principles of Making A Web Design Look Good

These elements are the 6 key principles that make a Web design look good:

**1** Balance

**2** Color

**3** Graphics

**4** Typography

**5** White space

**6** Connection

# 1

## Balance

- Balance is the equal distribution of visual weight in a design.
- Visual balance occurs around a vertical axis; our eyes require the visual weight to be equal on the two sides of the axis.

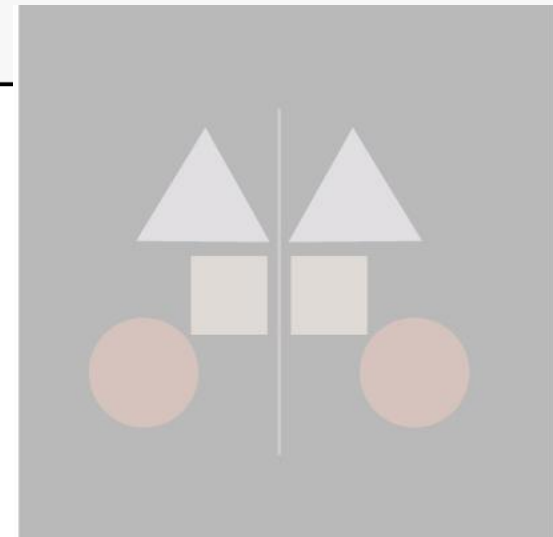


# 1

## Balance

### Symmetrical

- *Symmetrical balance*, or formal balance, occurs when the elements of a composition are the same on either side of an axis line.

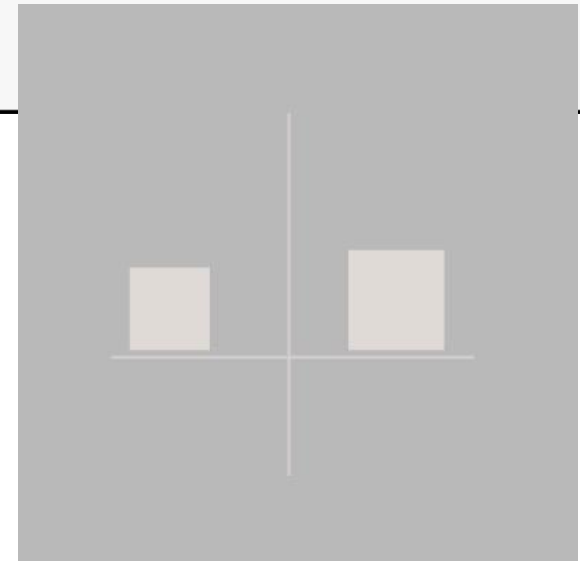
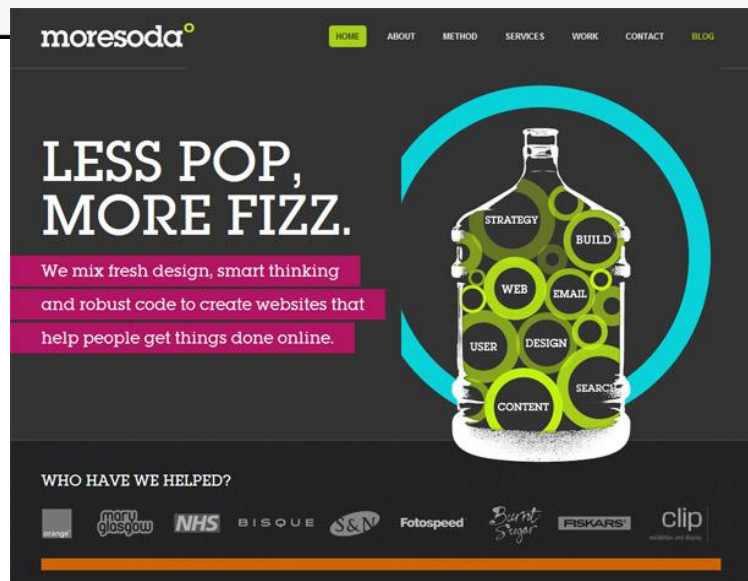


# 1

# Balance

## Asymmetrical

- Asymmetrical balance is the lack of symmetry.
- Asymmetry can also represent an object that breaks a predefined pattern of symmetry, or an imbalance of design elements.



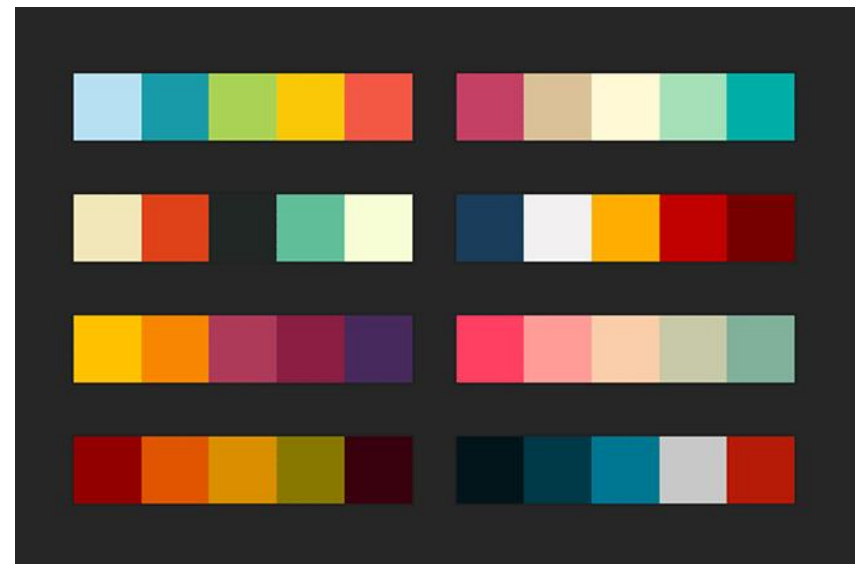
# 2

## Color

- Picking nice colors is as important as picking the right colors.

### Example:

A Web design for a cozy little restaurant would do well with “earthy” tones: reds, browns, etc.



# 3

## Graphics

- Great design doesn't need fancy graphics.
- Graphics add to the visual message.
- Some basic Photoshop skill, possibly some stock images and great taste are all we need.



# 4

## Typography

- Typography is the art and technique of arranging type.
- It involves the thoughtful and deliberate selection of typefaces, point size, line length, color and any element that can affect a design.
- Readability is primarily the concern of the typographer or information designer.
- In websites, consistency is key in the use of typography.





# 4

## Typography

### 10 Tips On Typography in Web Design

1

Keep the number of fonts used at a minimum

2

Try to use standard fonts

3

Limit line length

4

Choose a typeface that works well in various sizes

5

Use fonts with distinguishable letters

# 4

## Typography

### 10 Tips On Typography in Web Design

6

Avoid all caps

7

Don't minimize spacing between lines

8

Make sure you have sufficient color contrast

9

Avoid coloring text in red or green

\*

Avoid using blinking text

# 5

## White space

- Whitespace, many times referred to as negative space.
- It's the unmarked distance between different elements that gives viewers some visual breaks when they process design, minimizing distractions and making it easier to focus.
- In web design terms, it's the space between graphics, columns, images, text, margins and other elements.

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red).

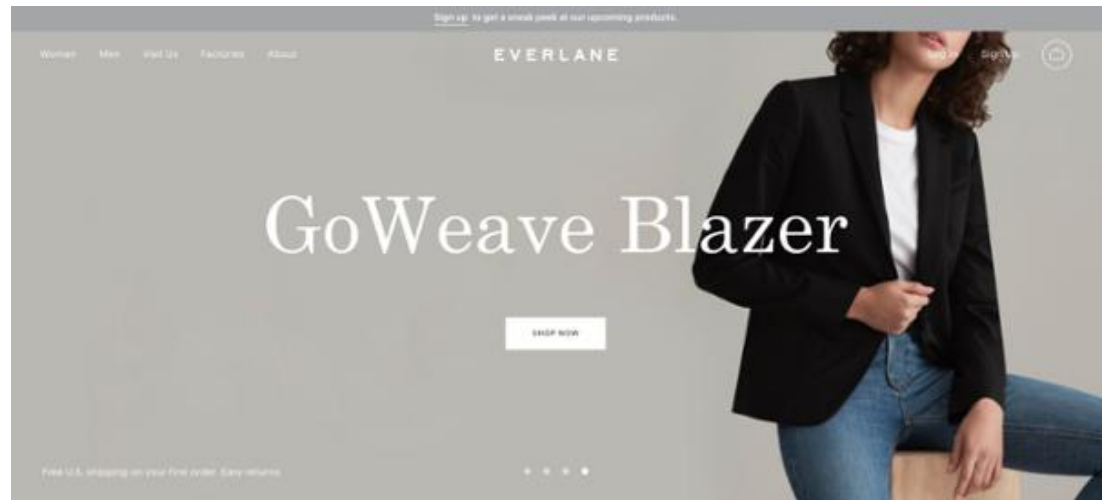
Google Search

I'm Feeling Lucky

# 5

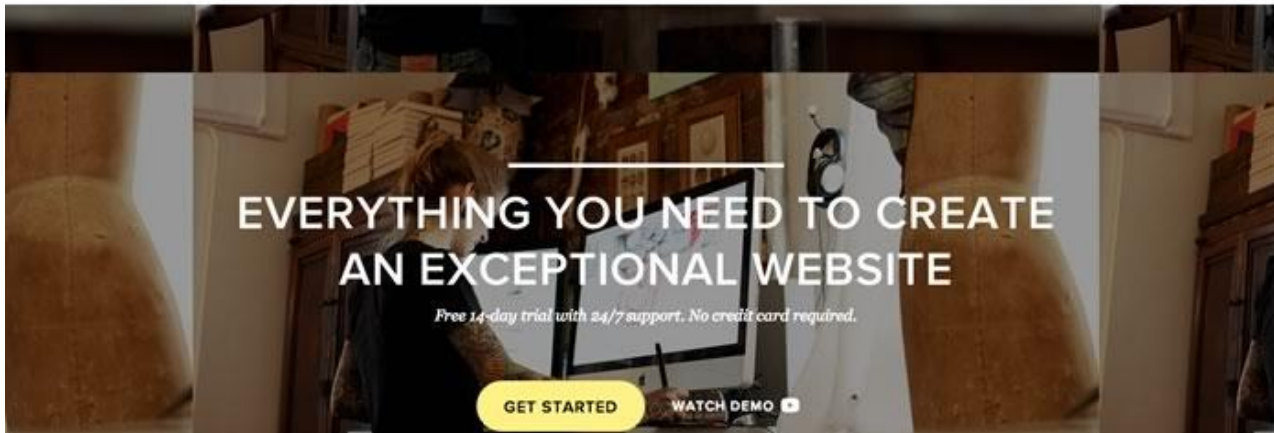
# White space

Example:



 SQUARESPACE

[TOUR](#) [TEMPLATES](#) [DEVELOPERS](#) [PRICING](#) [LOGIN](#)



**VISION**  
COLLEGE

# 6

## Connection

- Connection here refers to a web design that has both **unity** and **consistency**.
- These two attributes demonstrate the professionalism of a design.
- A design should be consistent in its use of colors, in its range of fonts, with its icons, etc.
- Unity refers to how the different elements in a design interact and fit together.
- Inconsistency, may look a bit “sloppy” but may not make the design “bad”.

**THANK YOU**