



COURSE CODE: WEBEWD

COURSE TITLE: Effective Web Design

AUDIENCE: Potential web designers and graphic designers interested in designing for the Web, web developers who want to increase their design awareness.

PREREQUISITES: Familiarity with using the Internet, Web, and a browser (such as Internet Explorer or Firefox).

DURATION: 1 day

SUMMARY: The focus of this course is the practical design aspect of website development and what constitutes good web design. On completion of this course, the delegate should appreciate how to create a logical structure for a web site, organise page content, take accessibility issues into consideration and handle graphical and multimedia content effectively. Additionally, the course will cover ways of better preparing a website for search engine listings, browser compatibility issues, colour usage and typography.

1. PROJECT ANALYSIS

- › Client/audience considerations
- › Website development lifecycle
- › Division of workload

2. WEB SITE CONTENT AND STRUCTURE

- › Organising content
- › Developing a structure
- › Types of structure
- › Managing structures
- › Navigation
- › Accessibility considerations

3. CREATING SCREEN MOCK-UPS

- › Design issues
- › Page layout
- › Screen size & resolution

4. TECHNOLOGY OVERVIEW

- › HTML/XHTML
- › JavaScript/DHTML
- › Technologies requiring plug-ins

5. USING GRAPHICS

- › Supported formats
- › Optimising images
- › Using animation

6. COLOURS AND TYPOGRAPHY

- › Web-safe colours
- › Testing colour variance
- › Available fonts

7. TESTING

- › Browser incompatibility
- › System Variance

8. PREPARING A SITE FOR SEARCH ENGINES

- › Use of meta tags
- › Search engine preferences