COM 213 NEW MEDIA & TECHNOLOGY

WEBSITE DESIGN & BLOGGING PROJECT I

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Outline

- Website design/blogging tools
- Discussion of website business idea
- Tips for Website design – design, layout, colour
- Introduction to Wix.com

IMPORTANCE OF ONLINE PRESENCE FOR YOUR BUSINESS

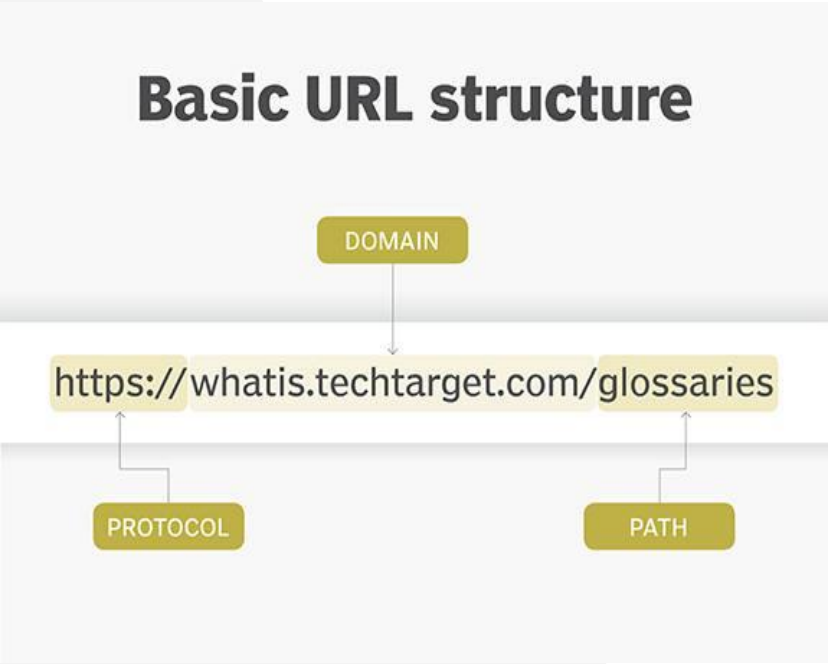


- **Establishes your brand**
- **Better connection with your customers**

- https://www.internetlivestats.com/

- One way to establish a business online is by developing a website or using blogging tools like
  - **Blogger**
  - **WordPress**
  - **Squarespace**
  - **Wix.com**

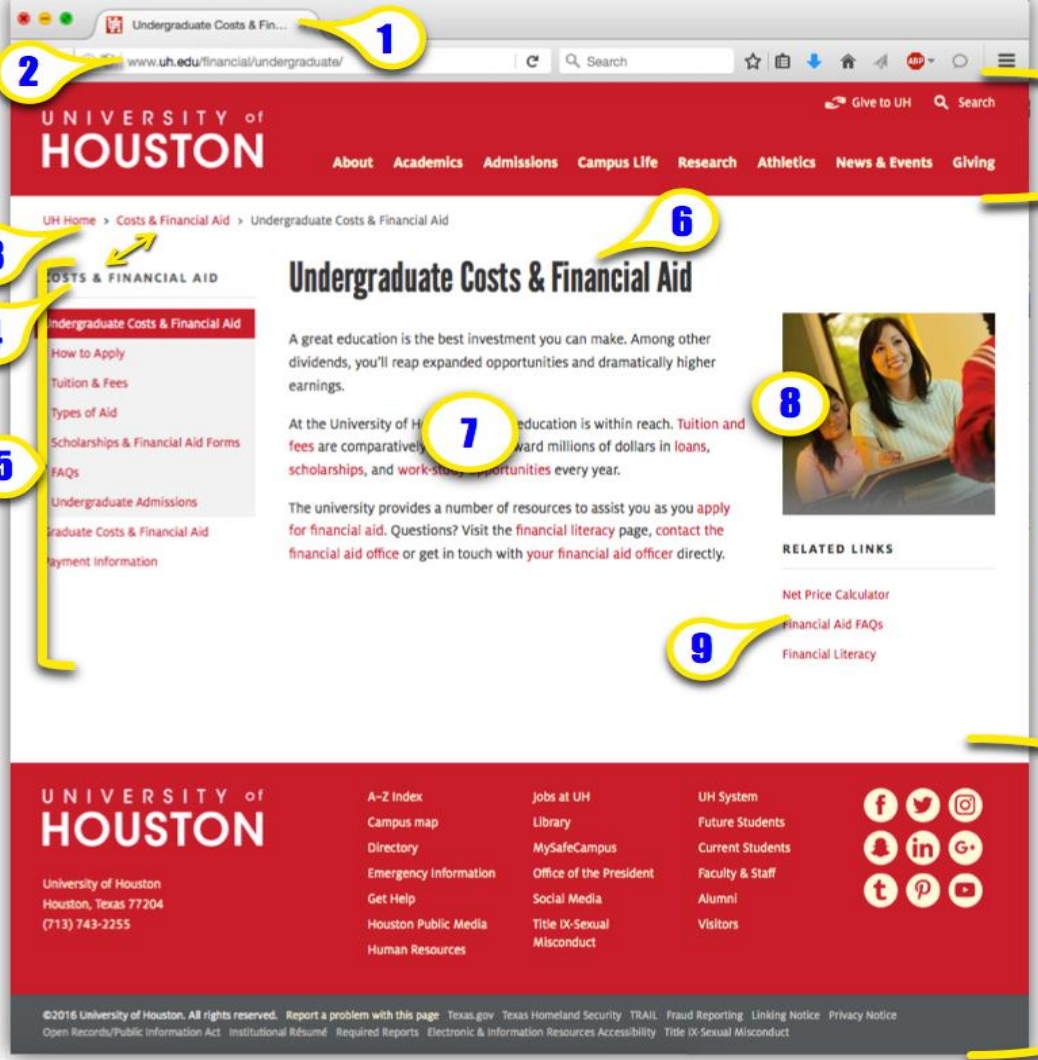
PARTS OF A WEBSITE



1. **Web page addresses (URLs)** – URLs (Uniform Resource Locator) are the special address of every page on the web

    - **3 basic parts of a URL** – a complete URL is made up of components:
    - **Protocol**
    - **Domain name/ title of website**
    - **path**

1. Webpage feature –



UH Header

① **Browser Window Title**
② **Web Address (URL)**
③ **Breadcrumb**
④ **Site/Area Name**
⑤ **Left Nav Menu – left column**
⑥ **Display Name**
⑦ **Main Content Area**
⑧ **A Layout Image**
⑨ **Related Links – right column**

UH Footer

TIP TO DESIGN A GREAT WEBPAGE



- **Purpose and communication**
- Good web design always caters to the **needs of the user**
  - Are your web visitors looking for **information**, **entertainment**, **service, product to buy,** or to transact with your business?

GOAL OF YOUR WEBSITE

- Website ideas can take different forms such as

1. **Online store** to sell your product
2. **Portfolio** to showcase your art eg. Photography, fashion
3. **Event website** for weddings, parties, companies
4. A **blog** to share knowledge
5. An **NGO** to run a social cause
6. An online **food website** to sell your goods
7. A **news website** ….etc

- **Gather your content** based on your website goal – images, videos, write ups, audio

TIP TO DESIGN A GREAT WEBPAGE



- **Pattern design**

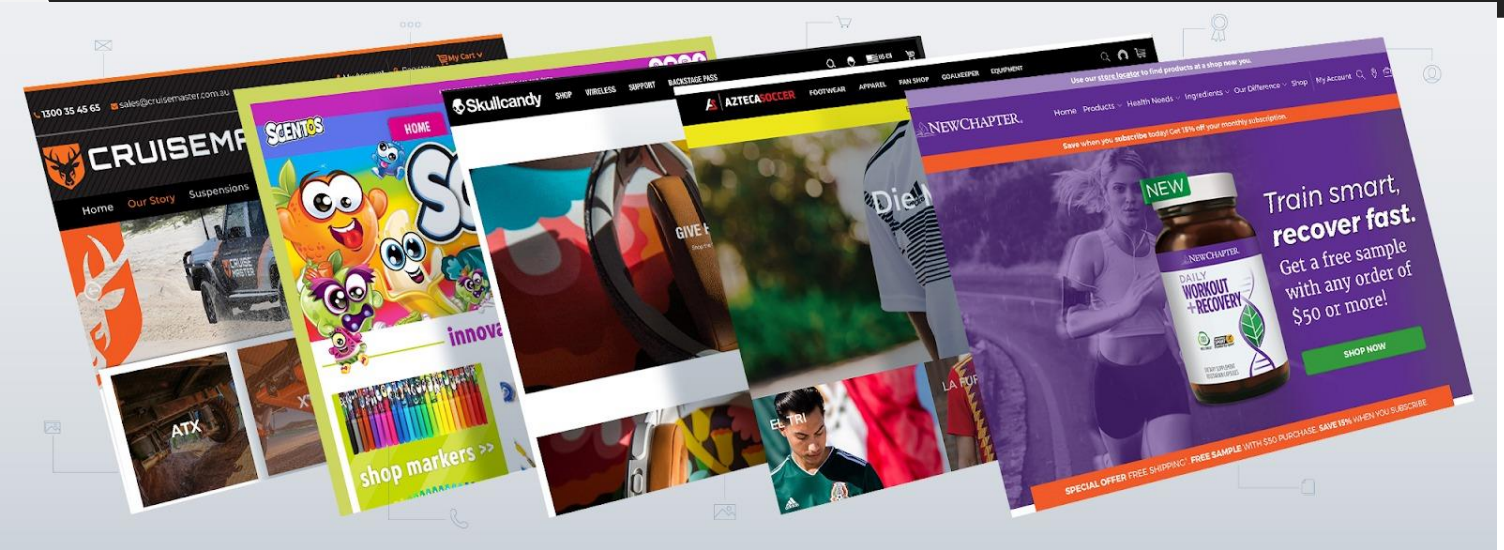
- **E**ffectively designed websites will display information in order of importance (left to right, and top to bottom).

TIP TO DESIGN A GREAT WEBPAGE



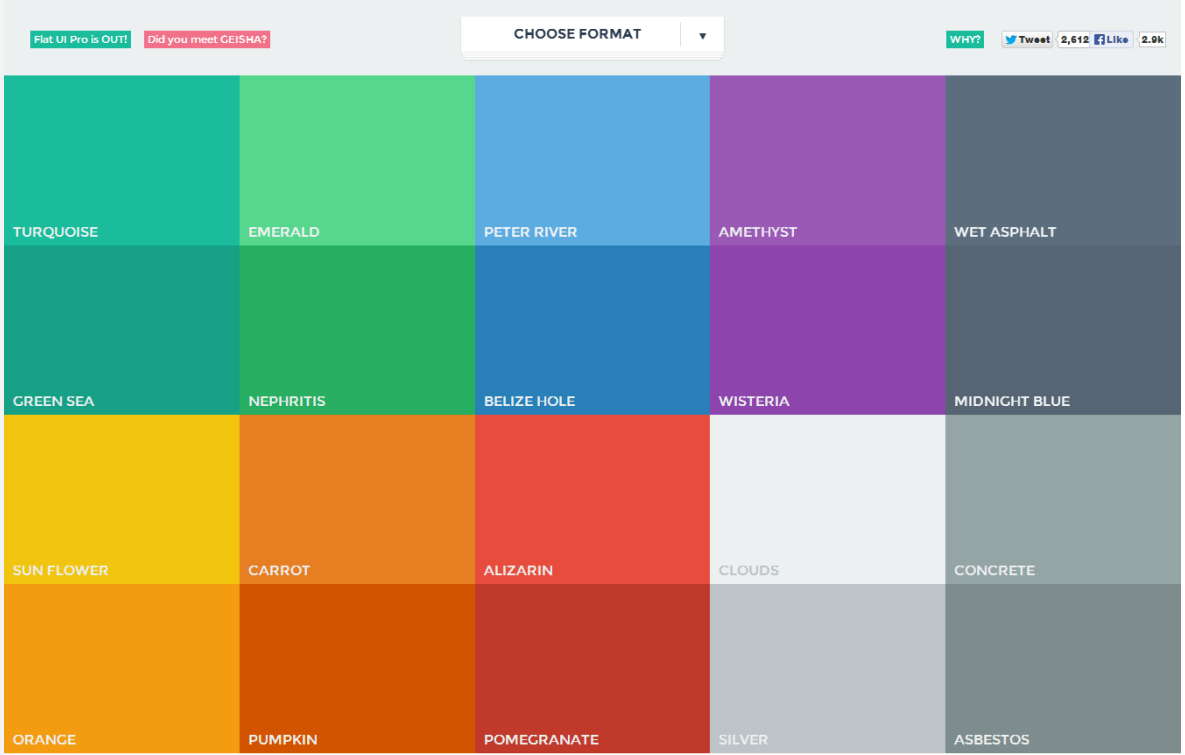
- **The right font/typefaces**
- Eg: In general, Sans Serif fonts such as **Arial** and **Verdana** are easier to read online (Sans Serif fonts are contemporary looking fonts without decorative finishes).
- The ideal font size for reading easily online is **16px** and stick to a maximum of **3 typefaces**

TIP TO DESIGN A GREAT WEBPAGE



- **Use High quality images**
- If you do not have, consider **purchasing stock photos** to lift the look of your website.
- Also consider using **infographics, videos and graphics**

TIP TO DESIGN A GREAT WEBPAGE



- **Colours**
- Use Contrasting colours for the text and background
- This will make reading easier on the eye.

TIP TO DESIGN A GREAT WEBPAGE



- **Mobile friendly**

- Because we can access websites from **multiple devices with multiple screen sizes**, it is important to consider if your website is mobile friendly.

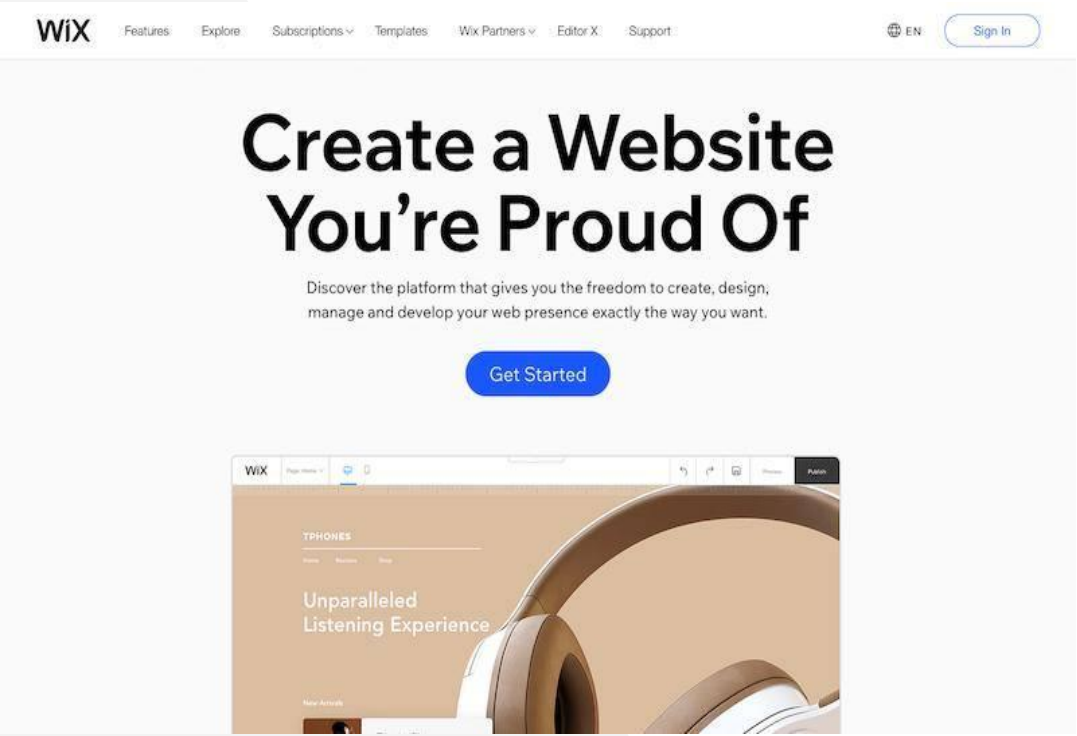
WIX WEBSITE – STEP BY STEP TUTORIAL

- **WIX** is a free website builder (**content management system** – CMS) which you can create, personalize and publish a website

- Begin by knowing the **goal of your website** and **setting up a Gmail** account for the website [example: nfonigraphygh@gmail.com]

  - I want to build an **photography website**

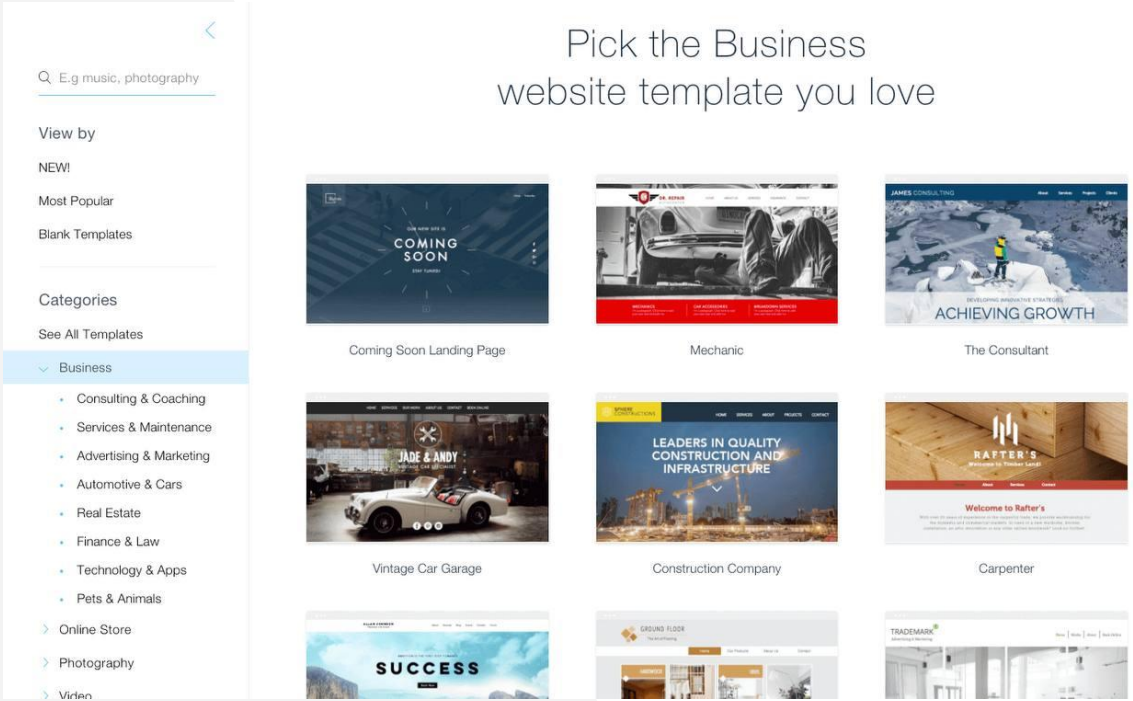
WIX WEBSITE – STEP BY STEP TUTORIAL



- Go to **Wix.com** from your desktop or google search WIX, click on wix.com

- **Enter** your email of website business, create a password – this gives you an account from which you can create your website

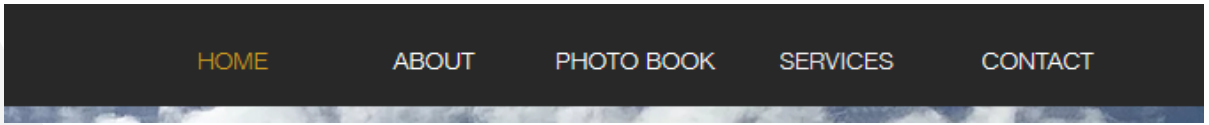
WIX WEBSITE – STEP BY STEP TUTORIAL



- **Pick** from the vast collection **of website templates that is relevant for your business needs**

WIX WEBSITE – STEP BY STEP TUTORIAL

- Add the **right pages** for your website. Also know that there are **traditional pages** on a website you cannot do without :



  - **Home page** – the name and logo of your business goes
  - **'About Us' page** – the mission and value and the teams members are placed
  - **Product or service page** – this is where you advertise your product or service
  - **Contact page** – here your phone number, social media accounts, postal address, business email, are placed

THANKS!

Any questions?

CHECK **VCLASS** FOR COURSE OUTLINE & COURSE MATERIALS