



Design Principles

Formerly Designing Effective Websites. Explore the planning and design phase of creating a user-focused website. This course covers the steps to take before you start building, including defining the purpose and audience; outlining the structure and navigation; and designing the look and feel. In this class you will create a detailed plan for your site.

Who should take this course?

This class is for students who want to learn the basics of planning and designing a website. This is a required course for the Web Design Certificate Program.

Course Objectives

- Establish the purpose and goals of the website.
- Identify the characteristics and needs of the website's audience.
- Create a site architecture diagram that describes the website's information flow.
- Develop a navigation plan for the website.
- Write the design specification for the website.
- Determine the publishing environment for the website.

Course Details

- Length: 9 hours
- Format: Classroom
- Prerequisites: Students should have a basic knowledge of the web and browsers. Participants should be proficient with navigating to folders and files; opening, saving and closing files; and using menus, toolbars and dialog boxes.

The above prerequisites are considered to be the basic skills and knowledge needed prior to taking this class. Instructors will assume your readiness for the class materials and will NOT use class time to discuss prerequisite materials.



Course Contents

Establish the purpose and goals of the website.

- Write a mission statement for the website.
- Develop measurable website goals.
- Compare the strengths and weaknesses of competitor websites.

Identify the characteristics and needs of the website's audience.

- Identify the relevant demographic and psychographic characteristics of the website's audience.
- Describe the computer and networking technology used by the website's audience.
- Identify what the audience needs from the website.

Create a site architecture diagram that describes the website's information flow.

- Identify and organize the main topics of the website.
- Create the site structure that best maps the information flow.

Develop a navigation plan for the website.

- Create a navigation system for the website.
- Apply user-friendly navigation labels.
- Identify a method to let users know where they are within the site.

Write the design specification for the website.

- Create a wireframe diagram showing the layout of the web pages.
- Identify fonts that work well on web pages.
- Select an appropriate color scheme for the website.
- Determine the graphics and multimedia to be used on the website.

Determine the publishing environment for the website.

- Select an appropriate domain name.
- Select a web hosting service.