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Adobe Academy
Digital Design

Objective 2.00

Understand Web authoring.

WEB DESIGN USABILITY

o Usability, not the visual design, determine the success or failure of a website.

o If users can't find content, it might as well not exist.

o Following web design conventions and principles will help build a website that is user friendly and accomplishes the purpose for which it is designed.

o Use GUI (graphical user interface) such as buttons and image maps to allow users to interact with the site and access quickly.

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WEBSITE ACCESSIBILITY

o Accessibility is making websites functional for people with visual, auditory, motor, and other disabilities.

o Accessibility features for websites include screen reader support, text equivalents for graphics, keyboard shortcuts, and change of display colors to high contrast.

WEBSITE ACCESSIBILITY

o A screen reader recites text that appears on the computer screen.

o It also reads non-textual information, such as button labels or image descriptions, provided during designing.

o Dreamweaver dialog boxes prompt you to enter accessibility attributes—such as text equivalents for an image—when you insert page elements.

WEB DESIGN PRINCIPLES

o Purpose – Focus is on the needs of the users.

o Communication – Users want to locate content quickly. Use headings, bullets and concise text.

o Typography – Choose readable, web-friendly fonts and apply typography guidelines regarding spacing and size.

o Colors – Choose web-safe colors appropriate for the page. Contrasting text and background color makes reading easier. Use white space effectively.

WEB DESIGN PRINCIPLES

o Images – Use high quality photos, infographics, videos and illustrations.

o Navigation – Follow three-click rule. Use consistent and logical navigation bar, buttons, and links.

o Page Layout – Use grid based content in columns, sections, or tables consistent across all pages. Keep aligned and balanced.

o Reading Pattern – Keep content at top and to left of page.

WEB DESIGN PRINCIPLES

o Load Time – Don't lose the user by forcing them to wait for content. Be careful of background images and optimize images and video for web use.

o Mobile Friendly – Make sure to consider mobile devices with smaller screen sizes when designing the site.

QUESTIONS TO CONSIDER

o What makes a website hard to see on your phone?

o Why do some websites look different if you open them on your phone vs. a computer?

o Why is it increasingly important to develop websites that can be viewed on a phone?

HYPERTEXT MARKUP LANGUAGE

o Basic framework for all web design.

o Written using "tags" that a web browser uses to interpret the code and generate the content on the webpage.

o Tags denote structured elements like headings, paragraphs, lists, etc.

HTML EXPLAINED

o Most tags must have two parts, an opening and a closing part.
- <html> is the opening tag
- </html> is the closing tag

o Attributes are defined within the opening tag.
- <img src="image1.jpg">
- <p align="center"> ... </p>

o Use this [Simple Guide to HTML](#) page to learn more.

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REQUIRED HTML TAGS

○ Below is a basic html document that contains the 4 required tags. Notice the nesting of the html tags.

<html>

<head>

<title>this is the title</title>

</head>

<body> this is everything that goes in the document! </body>

</html>

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BASIC HTML TAGS

○ Headings
  - <h1> A Heading </h1>
○ Paragraphs
  - <p> Some text </p>
○ Links
  - My homepage
○ Images
  - <img src="photo.jpg">
○ [HTML Cheat Sheet](#)

CASCADING STYLE SHEETS (CSS)

○ Separates layout and design features (color scheme, fonts, menu styles, etc.) from the actual content of the website.

○ Easiest way to make site-wide design changes.

○ CSS file combines with HTML file to create a complete website.

CSS EXPLAINED

o A CSS rule-set consists of a selector and a declaration block.

- The selector points to the element you want to style.
- The declaration block contains one or more declarations separated by semicolons.
- Each declaration includes a CSS property name and a value, separated by a colon.

CSS DECLARATION

o A CSS declaration always ends with a semicolon, and declaration blocks are surrounded by curly braces.

Selector	Declaration	Declaration
h1	{ color:blue;	font-size:12px;}

Property Value   Property Value
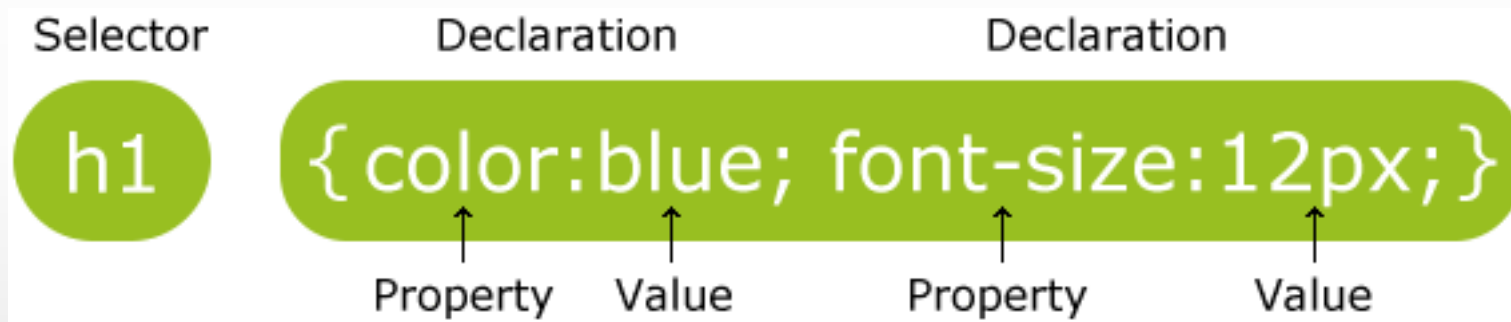
o Use this [Learn CSS](#) to learn more.

STYLE SHEET TERMS

Class Style

o Used to specify a style for a group of components in a website; allows you to set up a particular style for many HTML elements tagged with the same class.

ID Style

o Used to specify a style for a single, unique element in a website.

```css
h1 { color: white;
  background: orange;
  border: 1px solid bla
  padding: 0 0 0 0;
  font-weight: bold;
}
/* begin: seaside-theme */

body {
  background-color:white;
  color:black;
  font-family:Arial,sans-serif;
  margin: 0 4px 0 0;
  border: 12px solid;
}
```

CSS

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STYLE SHEET TERMS

Internal Style Sheet

o A CSS document contains the design properties of the website.

o Embedded into the HTML file so can be moved with the website files.

External Style Sheet

o A CSS document contains the design properties of the website.

o Housed separately from the HTML file and therefore can be attached to many different websites.

QUESTIONS TO CONSIDER

o Why does combining CSS and HTML make it easier to change the appearance of a whole website?

o If your client wanted to change colors site-wide to reflect a spring or fall color scheme, how can this be done?

o If a company changes their logo and needs to change it on every page of their site, how could this be done? (several ways are possible)

SEARCH ENGINES

o Websites that organize and retrieve information located on the Internet.

o Examples of search engines include:
- Google
- MSN
- Bing
- Yahoo

SEARCH ENGINES

○ The process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine.

○ Involves designing websites with the intention of helping search engines best discover, organize, and retrieve information.

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ADVANCED SEO TERMS

Web Crawlers (Spiders)

o Computer programs that "crawl" through the pages of a website to find tags, keywords, and other information.

Page Ranking

o A determination of how easy it is to find a website through search engines; the higher the ranking, the more traffic the website will have.

ADVANCED SEO TERMS

Tags

o Could be page titles, paragraph titles, image tags, or even meta tags that are hidden in the code of a website; help search engines find and organize the information on a website.

Keywords

o User-defined words or phrases that help a search engine's algorithms select a group of words that can be searched to find your website.

QUESTIONS TO CONSIDER

o What is your favorite search engine?

o Why do you like it? Where do you use it?

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STEPS TO SEO

o Create page titles. Keyword-based titles help establish page theme.

o Create meta tags. Meta description tags can influence click-throughs.

o Place strategic search phrases on pages. Integrate selected keywords into your website source code and existing content on designated pages.

o Develop new sitemaps for Google and Bing. Make it easier for search engines to index your website.

ADD META TAGS

o The meta tags contain elements that describe the information on the page, which is used by search browsers.

o You can set the properties of **head** elements to control how your pages are identified including:

- Page title
- Specify keywords
- Page description

o Use Insert>HTML>Keywords or Description to enter tags.

QUESTIONS TO CONSIDER

o How does adding meta tags increase the SEO of the website?

o What are some internal tags (keywords) that would help make these websites easier for search engines to find? (raise their SEO)

- Fancy Dog Treat Bakery
- Vintage Grape Soda Company
- Environmentally-Minded Clothing Store
- Digital Media Student Portfolio

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COMPATIBILITY

Do users see your website in the way it was designed to be seen?

A web developer should ensure their website is compatible with all available technologies this is called cross browser compatibility. Technologies include:

o Web Browsers

o Operating Systems

o Devices

WEB BROWSER COMPATIBILITY

o A web browser is an application used to access and view websites.

o Examples include: Google Chrome, Mozilla Firefox, and Apple Safari.

o The primary function of a web browser is to process HTML, CSS, and JavaScript code then render them in the browser window.

o Websites may not appear the same across different browsers.

o Should install multiple browsers to test website in multiple environments.

OS COMPATIBILITY

o The same browsers can work differently across devices and operating systems.

o For example, Chrome is available for various editions of Windows, macOS, Linux, Android, iOS and ChromeOS, but it's not the same application everywhere.

o Mobile access now accounts for over 50% of all web use so should also consider phone browsers.

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DEVICE COMPATIBILITY

o Since 2016 mobile internet usage surpassed computer usage.

o Web designers MUST make their website mobile friendly.

o A couple of suggestions include:
- Build or use a responsive template.
- Use larger text and button size
- Compress images and CSS
- Allow user to switch to Desktop view

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