Objective 107.02

Understand web-based digital media production methods, software, and hardware.

Course Weight : 10%

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Web–Based Production Methods

Three Phases for Designing Web–Based Digital Media :

1. Pre–Production

define parameters of the project, make preliminary decisions, determine which web design languages suit the project goals best

2. Production

use a web design software to make web pages and create hyperlinks

3. Post–Production

publish the website and troubleshoot errors

1. Pre–Production

✓ Determine the overall **purpose** of the project

✓ Define the intended **target audience**

✓ Use a **flowchart** to determine specific pages of a website and how they will be organized and linked together

1. Pre–Production (continued)

✓ Determine specific **hardware** needs

- Computer

- External Server

  used to host website and
  make it accessible by Internet users

- Internet Connection

  for transferring website to external server

1. Pre–Production (continued)

✓ Determine specific **software** needs

- **W.Y.S.I.W.Y.G.** (What You See Is What You Get)
  design software that manipulates components of the
  web page without the user writing or editing code

  also known as a **Visual Editor**

- **Text Editor**
  simple text editing program used to write or edit web
  design code; does not show a visual

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1. Pre–Production (continued)

✓ Determine appropriate **web design language(s)**

while a particular web design project could use a few different languages to be created, certain web design languages have specialized uses that would work best for a given task or process

Common Web Design Languages :

HTML
– basic framework for all web design
– written using "tags" that a web browser uses to interpret the code and generate the content on the webpage
– tags denote structured elements like headings, paragraphs, lists, etc.

3. Pre–Production (continued)

Common Web Design Languages : (continued)

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
- common format of downloadable templates found on the Internet

JavaScript
- client-side web development
- creates standalone computer programs that run entirely on the user's machine, which is quicker and more secure

3. Pre–Production (continued)

Common Web Design Languages : (continued)

PHP

- server-side web development
- connects an HTML file to a database of information on an external server
- creates dynamic websites with enhanced user interactivity

Flash

- uses Adobe® Flash software interface to create websites
- commonly used to create Internet games and advertisements
- animation, audio, and video capability allow for enhanced design features

2. Production

✓ **Setup root folder** for entire website

✓ **Create wireframe** for each web page

✓ **Add content** to specific pages

✓ **Create hyperlinks** between pages and out to external websites

2. Production (continued)

Web Design Terms :

- ### Root Folder
  a central location of storage for every file involved in designing a website; allows the website to be portable from computer to computer

- ### Wireframe (Skeleton)
  a visual guide to how a web page content will be organized; assists in the arrangement and scaling of design components

- ### Template
  a pre-determined wireframe that can be quickly downloaded and utilized

- ### Graphics Optimization
  designing and exporting graphics with the specific purpose of using it on a website; allows for quicker loading times

2. Production (continued)

Web Design Terms : (continued)

- ## Alternative Text
  textual descriptions of graphics and other design components on a web page; aids in search engine optimization

- ## Image Map
  a single graphic that is divided into sections and linked to different locations

- ## Rollover
  feature that indicates interactivity to the user; normally causes a component of a web page to visually change when the user's cursor hovers over it

- ## Web Form
  an interactive feature that allows a user to submit information

3. Post–Production

✓ **Proof / Preview the website**

✓ **Test all of the hyperlinks** for quality assurance

✓ **Troubleshoot** any errors found during proofing

✓ **Check compatibility** with a wide variety of web browsers to ensure consistency

✓ **Publish the finished website** to a server so it can be accessed by Internet users