

Objective 207

Apply production methods to plan and create advanced digital media web design projects.



Course Weight : 15%



ExplorNet CareerTech

from The Centers for Quality Teaching and Learning





Objective 207 - Web Design

Objectives are broken down into three sub-objectives : pre-production, production, and post-production. **Click the blue text for each sub-objective to jump to that particular part of the presentation.** The course weight for each sub-objective is written in green.

207.01 - Understand advanced **pre-production**
(4%) methods for web-based digital media.

207.02 - Understand advanced **production**
(8%) methods for web-based digital media.

207.03 - Understand advanced **post-production**
(3%) methods for web-based digital media.



207.01

Course Weight : (4%)

Understand advanced
pre-production methods
for web-based digital media.

*planning the website with the client and gathering
important information about its desired assets*

Meet with the client to create a **project plan** :

- ✓ Determine the **purpose** of the website
- ✓ Define a **target audience**
- ✓ Set overall **goals** of the web site
- ✓ Agree on **deadlines** for phases of the project
- ✓ Create a **budget**
- ✓ Decide which **web design language** will best fit the needs of the website

Project Plan : (continued)

- ✓ Choose a set of **typography** based on client's current marketing and branding materials

A limited selection of fonts is available for web design, since downloaded fonts will not show properly on other users' machines. Choose fonts that are more likely to have consistency across platforms and browsers.

- ✓ Decide upon a **color scheme** that represents the client or company

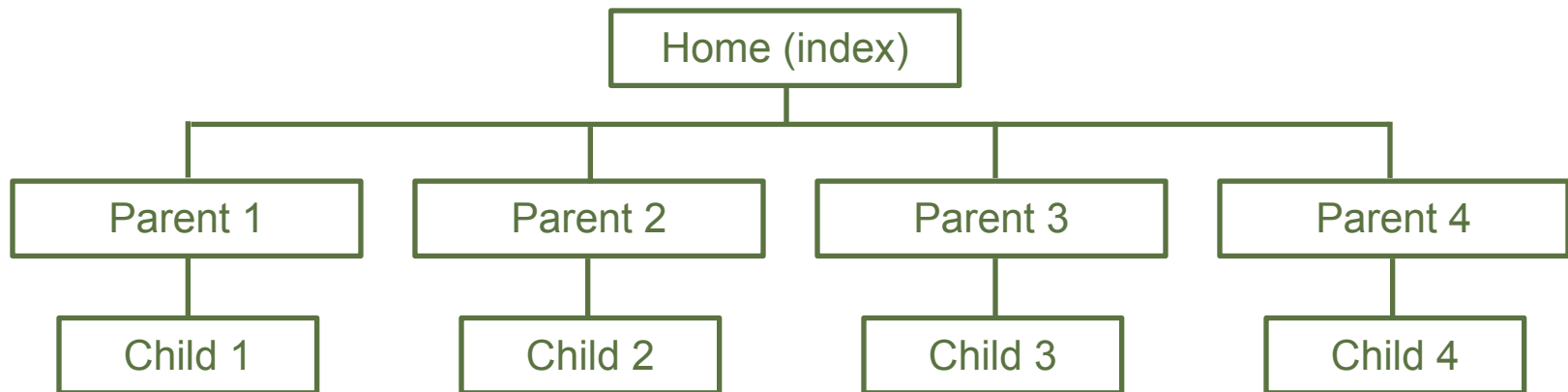
In web design, colors are noted by **hexadecimal value** (hex code).

Ex : **#496133** **#1B6699** **#3A3B76**



Work with client to create a flowchart :

- ✓ Helps decide how many individual pages the website will contain and their titles
- ✓ Organizes the structure and link relationship between **parent pages** and **child pages**



Gather and manage information and digital assets provided by the client :

- ✓ **Create a file-naming convention** to assure proper organization and storage
- ✓ Save and **organize files** for easy and quick access
- ✓ For web design, knowing a file's **pathname** is very important. Links to a file on a website call on the pathname of the file, not the file itself.

Ex : User / Desktop / WebDesign / Assets / HomeBanner.jpg



207.02

Course Weight : (8%)

Understand advanced
production methods
for web-based digital media.

working in a web design software to create and manage the structure and assets of a website



Advanced Web Design Terms

Basic concepts of web design and editing techniques were covered in Digital Media (Level 1).

In order to best meet the needs of the client and to accomplish the purpose of the website most efficiently, more advanced terminology and editing techniques are necessary.

These new terms and editing techniques can be broken down into three main categories : **style sheets, hyperlinks, and search engine optimization.**

Advanced Style Sheet Terms

- **Class Style**

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**

used to specify a style for a single, unique element in a website

- **Internal Style Sheet**

a CSS document that contains the design properties of the website that is embedded into the HTML file so that it can be portable along with the website files themselves

- **External Style Sheet**

a CSS document that contains the design properties of the website that is housed separately from the HTML file and therefore can be attached to many different websites



Advanced Hyperlink Terms

- **Absolute Link**

contain a complete web address; similar to what is typed into a browser's address bar; used to link to external websites

- **Site-Root Relative Link**

starts from the home page or root folder of the website and creates a path to the destination of the link

- **Document Relative Link**

starts from the page the user is currently viewing and creates a path from that location to the destination of the link

- **Email Links (mailto)**

does not link to an Internet location; causes the user's computer to open the default email program and prepares a blank email to the specified address



Advanced Hyperlink Terms (continued)

- Link Target

specifies the window or frame the link will be open in :

_self : opens in the same window and frame

_top : opens in the same window, making the frame full size

_parent : opens in the parent page's frame

_blank : opens in a new window and frame

- Hotspot

used to specify a particular area of a web page as a link; can be drawn over a block of space, words, or an image

Advanced S.E.O. Terms

- Tags

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

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

- Web Crawlers (Spiders)

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

- Page Ranking

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

207.03

Course Weight : (3%)

Understand advanced
post-production methods
for web-based digital media.

*previewing the file with the client to receive
feedback; optimizing the file for specific client needs*



Review **design comps** with client

- ✓ Provide the client with **multiple renditions** of the website that meet the goals and purpose, but look visually different (layout, colors, etc.)
- ✓ Used for comparison purposes so the client can make a final decision
- ✓ Different layouts could be used for different pages of the website (landing page, home page, contact page, etc.)

Debug the source code

- ✓ Run the website's code through a debug program to **check for syntax or structure errors**

Preview the final version

- ✓ **Proofread** the website for errors in the blocks of text and **check the links** to make sure they are all working
- ✓ **Check the website for compatibility** with all browsers to ensure consistency

Publish the finalized website

- ✓ **Save all of the CSS and HTML files, images, and other assets** (on the designer's computer and/or on an external server if necessary)
- ✓ **Publish the website to the Internet** (through a website hosting site or through the client's home server)

