Web Design Workshop – NBEA 2015

# Introduction

4:00PM -6:30PM

*3B Strategies for Analyzing, Design, and Implementing Effective Websites (Beginning/Intermediate)*

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This workshop will introduce business educators to strategies for analyzing, designing, and implementing effective websites. Participants will explore a variety of Content Management Systems (CMS) for rapid website development, and learn how to transform poorly designed websites into powerful, user friendly websites. Additionally, this workshop will focus on the latest trends in mobile web browsing and social media integration for website design.

# Making a website is easy… right?

## What makes web design hard?

1990’s problems

Various Browsers

Size and download time

Today web design is more complex

SEO

Which design to choose… single page parallax, blog style, mobile, etc.

Web design has actually taken a step backward in recent years. Why? The designer simply doesn’t know the technical methods to make a certain look-and-feel work.

## Good and bad examples of web design

Counselorsroom.org

DECARegistration.com/Collegiate/Login.aspx

Scholar-box.com

libertyvan.com

Good

wistia.com

prodigypromos.com

ctepathways.com

## Designing is overwhelming… right?

Know the 7 rules of design

1. Just because you can doesn’t mean you should
2. There is almost always an exception
3. Users are the ultimate judge
4. Crossover experience is something a designer needs to always strive for.
5. Humility is the best approach
6. It is impossible to please everyone
7. Try to stay on top of specifications and standards

## Just a few more tips and tricks

Remember these three factors for your website

Aesthetics – Should look and feel professional

Usability – Needs to be easy to use

Functionality – Should be worth your and your users’ time.

Navigation should be intuitive

Consistent

Clear

Accessibility for users with disabilities

Remember, the brain processes images quicker than text

## Well now I’m ready to design. But…

Where do you start?

No, you don’t need programming experience!

No, you don’t have to be a graphic designer!

You start with an easy-to-use web development tool.

Weebly.com

# Designing using Weebly.com