ExplorNet's *Digital Media II*

Objective 207.01 4%
Understand advanced production methods to design and develop websites.

Pre-Production

❑ 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.

Pre-Production

❑ 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.

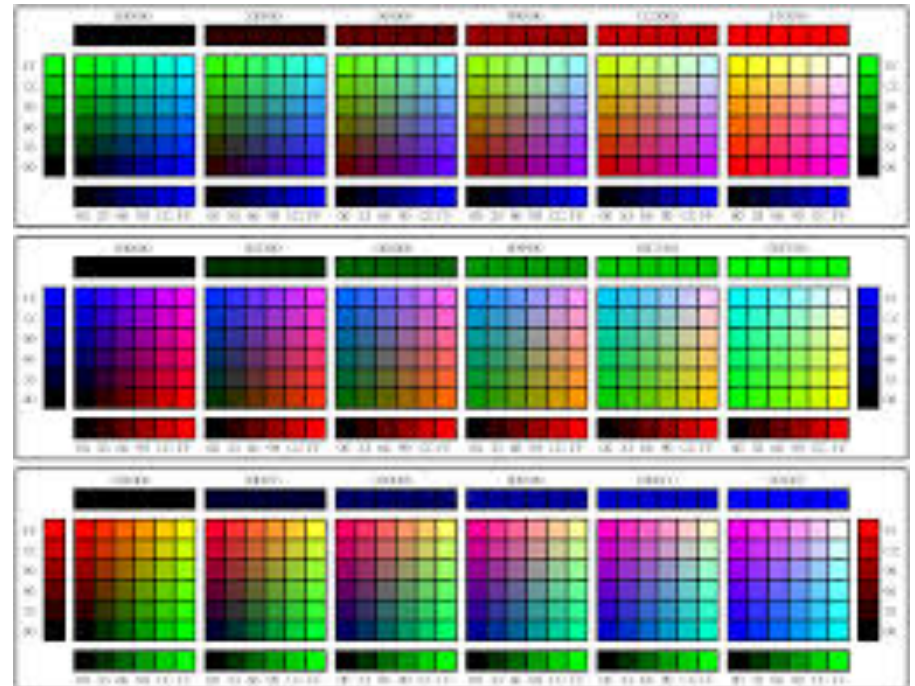 ☐ Choose fonts that are more likely to have consistency across platforms and browsers.
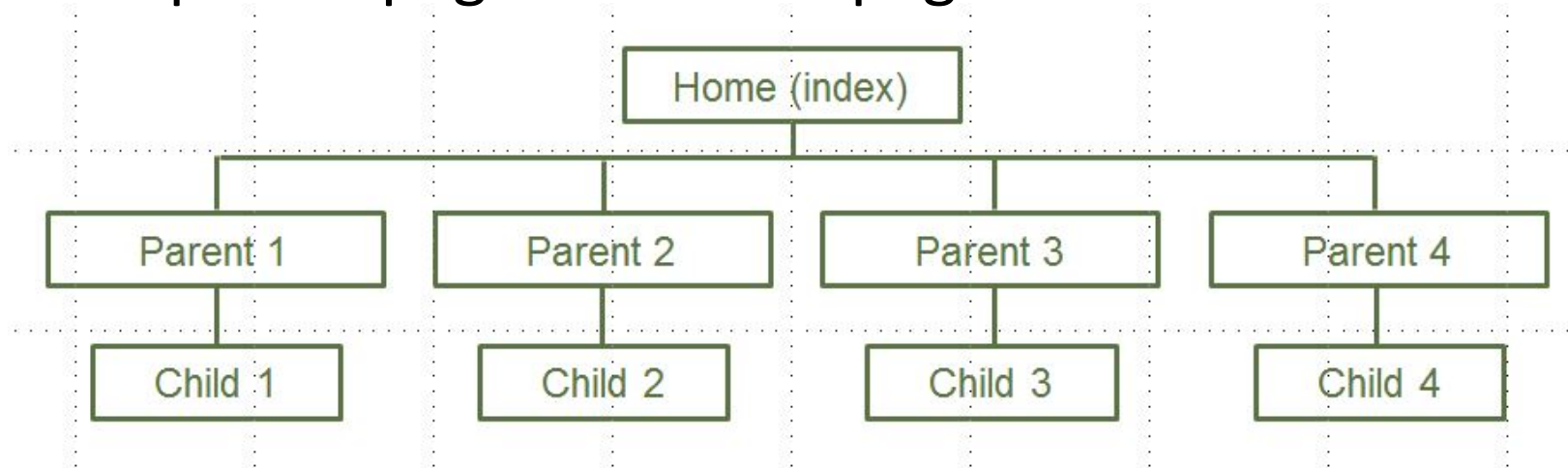
Trebuchet

Aa Qq Rr
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Pre-Production

- ❑ Decide upon a color scheme that represents the client or company.

- ❑ In web design, web safe colors are noted by hexadecimal value (hex code). For Example:
  - ☐ #496133
  - ☐ #1B6699
  - ☐ #3A3B76

Pre-Production

❑ Work with client to create a flowchart.

  ☐ Helps decide how many individual pages the website will contain and their titles.

  ☐ Organizes the structure and navigation between parent pages and child pages.

Pre-Production

❑ Gather and manage digital assets.

    ❑ Create a file-naming convention to assure proper organization and storage.

    ❑ Save and organize files for easy and quick access. In web design this is often done in the root folder.

    ❑ 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

    ❑ User/Desktop/WebDesign/Assets/HomeBanner.jpg

Pre-Production

Determine specific software needs:

❑ Visual Editor

    ☐ Design software that manipulates components of the web page without the user writing or editing code, WYSIWYG (What You See Is What You Get).

❑ Text Editor

    ☐ Simple text editing program used to write or edit web design code; does not show a visual component.

Production

- ❑ Create web page template.
- ❑ Set up formatting rules.
- ❑ Add content, graphics, text, and hyperlinks.
- ❑ Set up site navigation.

Post-Production

❑ 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.).

Post-Production

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❑ Debug the source code

  ☐ Run the website's code through a debug program to check for syntax or structure errors.

```
1   <!DOCTYPE html PUBLIC "-//W3C/DTD HTML
2   <html>
3       <head>
4           <title>Example</title>
5           <link href="screen.css" rel="sty
6       </head>
7       <body>
8           <h1>
9               <a href="/">Header</a>
10          </h1>
11          <ul id="nav">
12              <li>
13                  <a href="one/">One</a>
14              </li>
15              <li>
16                  <a href="two/">Two</a>
17              </li>
```

Post-Production

❑ Preview the final version

 ☐ Proofread the website for errors in text.

 ☐ Check the links to make sure they are all working.

 ☐ Check the website for compatibility with all browsers to ensure consiste

Post-Production

❑ Publish the final 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).