

Web design is the visual aesthetics and page layout of a website. It goes hand-in-hand with web development in the creation of a static website or dynamic web application. Even if you don't consider yourself a creative person, it's still a good idea to learn web design.

Once you familiarize your self with the basics, it becomes easier to write your website using HTML code. This article will break down the basics of how to get your HTML page created. Web pages read HTML in order to display your website content. HTML tags format the document and adds functionality. This makes text larger and bold for headline. In order for your home page to load, you will need to name it "index" all lower case because Linux is case sensitive. If you name your home page home for example, the server will not recognize it as the home page. HTML is stored in regular text files. You simply name the file. So if you have a file called index. Open and Closed tags. The opening and closing tag A tag that closes has 2 tags: These tags have content or other HTML tags within them. Tags within another tag is called an Element. The self closing tag The tag that is left open has only one tag. An example of a tag that is left open is the following: These tags store HTML attributes that are used to reference other files or have attributes added to them. Below is a table explaining the necessary tags for your webpage. This allows some sites to be rendered strict to the newest coding standard or to use a transitional type that allows older deprecated HTML tags in the document type. This is not a tag; however, it is needed at very top of the webpage code. This is not seen on the webpage itself. This is required in the head section of your Webpage. These do not display on the webpage. This is what is visible to the visitor of the webpage. To see this code in context, see the example below with the HTML tags in use in an actual webpage. Next you will need to know how to add the HTML code to your site for your content. For more information on this course please visit [Website Design Basics](#) Was this article helpful?

Chapter 2 : 50 Inspirational Website Introductions | Webdesigner Depot

HTML can be a little intimidating for those not accustomed to looking at code. That's why we wrote this article as an introduction to web design calendrierdelascience.com you familiarize your self with the basics, it becomes easier to write your website using HTML code.

Contact Menu Join 62, marketing managers who get our best digital marketing insights, strategies and tips delivered straight to their inbox. Tips and Examples Many websites choose to display a short explanatory text in a prominent position of their web page layouts to inform visitors what the purpose of the site is. Design Goals There needs to be a purpose for every component of a website. They each have to support the goals and purpose of the site. In this way, a thoughtful approach to the design and the copy of your website introductory text is important. The goals of your site introduction are: To let the visitor know, as quickly as possible, what the website is about. To give hints as to what action or actions they can take immediately call to action. To provide contextual information regarding what to expect should the visitor decide to spend more time on the site. What follows are some design considerations congruent to the three goals above. The Text Should Be Concise and Useful Your copy should be clear and succinct – 1 to 3 sentences should suffice – akin to the abstract of a scientific paper or an excerpt of a blog post. A thoughtfully designed and informative introduction helps first-time site visitors swiftly determine what the site is about. A well-crafted site introduction text is actionable. The example below from Polecat is an example that highlights the importance and effectiveness of being concise. In only five words, the site intro text successfully encapsulates what the site is. You can do this by being clear and to-the-point with your message. For example, the introductory text of FreeAssociation tells visitors who they work with and what they do. Offer Your Value Proposition Informing visitors what you have to offer is a good idea. This is referred to as your value proposition. What value do you provide your customers? What makes you unique? Typically, the goal is to have it be seen first. You can apply methods related to visual weight, visual hierarchy, negative space and even the Figure-Ground Gestalt principle. Top Left One technique that will almost always work is placing the site intro text at the top of the layout. They use other distinctive design techniques such as spacing its distance away from other design elements enhances its distinctiveness, a unique type treatment and visual hierarchy. Top Center Another prominent location is top-and-center. Leverage Surrounding Visuals Another way you can grab the eyes of site visitors is through the use of surrounding visual elements that reinforce and direct the eye gaze towards your message. Typography Size One typography styling technique is size. Regardless of its low contrast versus its background and the vividness of surrounding areas, it still manages to attract your attention due to its relative scale. Text Styling A unique text effect that has a high contrast against its background can also go a long way towards a site intro text being able to garner attention. Consider Using a Short Heading Some messages need further explanation. A popular strategy in this situation is to use a brief, keyword-rich heading followed by a short paragraph. Twitter demonstrates this technique with a big, bold heading followed by a short sentence. MailChimp does the same by providing an eye-catching call-to-action button that you can click on to register an account with their web service. Bellstrike A succinct, direct-to-the-point site intro text can be found on the Bellstrike website. The text styling is unique and the font size is huge – two popular visual design strategies to achieve distinctiveness, like we talked about earlier. Two beautiful call-to-action buttons sit ready and waiting at the foot of the introductory text once the site visitor has finished reading. Positioned at the top-left of the layout, the site intro text is guaranteed not to be missed by incoming site visitors. Also, notice the surrounding visual – the hanging bell on the left of the site logo – that helps direct eye flow downwards toward the text. The text is situated at a visible top-left position in the layout using a big, striking font style. Take note of how the surrounding visual – the index finger and thumb points to the left – redirects your eye flow to their sign up web form and site intro text in case it strays too far to the right. Fish This site has the introductory text on the left of the layout a prominent location since, as stated earlier, our attention leans to the left of web pages. The introductory text is short, concise and useful, with the value proposition of combining and reimagining French and Asian cuisines. Fatburgr Fatburgr uses a captivating headline that utilizes a

DOWNLOAD PDF INTRODUCTION TO WEB PAGE DESIGN

simple but effective gradient text style as well as a large font size. Two huge call-to-action buttons can be found in an eye-gaze-drawing location at the foot of the site intro text.

Introduction to Web Design. This tutorial is suitable for beginners in the field of web design. It includes: Introduction - You are here. HTML - An introduction to the computer language which forms the heart of web pages.

Introduction To App Development Web design is the visual aesthetics and page layout of a website. It goes hand-in-hand with web development in the creation of a static website or dynamic web application. No matter whether you want to make static websites or dynamic web applications, design is an important part of the process. If you do identify yourself as a creative person, you might even consider a career as a web designer. Today, there is a huge need for competent web designers with up-to-date skills. Web Design Overview The web design process starts with a visual concept, which you could sketch by hand or with software like Photoshop. Responsive design is a popular technique for making websites look good and function well on additional devices, like phones and tablets. It does this by setting different CSS rules for different browser widths. Want a live demo of responsive design? Usability is another important component of web design. This is all about how intuitive a website is, and how easy it is for users to find or do what they want. Accessibility is all about making web pages viewable by people that use assistive devices to browse the web – including the deaf and blind. Ways to Learn Web Design Some people might say that the only real way to learn visual design is to teach it to yourself. Practice, get inspiration from existing websites, practice, have people critique your designs and practice. Could you teach yourself accessibility? Learning web design on your own is great, but you should also support yourself with a web design book or online web design training. Treehouse Design Training While there is a lot of coding training available on the Internet, design training is something you will not find a lot of. Treehouse , a technology training website, is unique in that it offers both web development and web design training. Recommended Training – Treehouse Although this site recommends various training services, our top recommendation is Treehouse. Treehouse is an online training service that teaches web design, web development and app development with videos, quizzes and interactive coding exercises. Read our full review of Treehouse – Disclosure of Material Connection: Regardless, I only recommend products or services I use personally and believe will add value to my readers.

Chapter 4 : Web Design at Shaw High School

INTRODUCTION TO THE INTERNET. AND WEB PAGE DESIGN. A Project. Presented to the Faculty of the Communication Department. at Southern Utah University In Partial Fulfillment.

Design Last Updated on March 30, Web designer testing or designing new website. New website layout on laptop screen. Professional man working in creative marketing and communications agency office. User interface and responsive page. So your homepage is your chance to make them want to stay on your site and learn more about your company and what you have to offer. Unfortunately, most users stick around less than 59 seconds. This means that you essentially have less than a minute to convince them that your site is worth their time. So it absolutely needs to be compelling. Be Concise Your homepage has a few main jobs: Of course, some products and services require more of an explanation than others. And from there, your goal should be to convince them that your business is the right choice for their needs and drive them to take action. In fact, you should be able to accomplish everything you need in one to three sentences, as a general rule. Did you know that editing copy to be more scannable and concise can increase usability by percent? When you think about it, that makes perfect sense. When you keep your copy concise, you remove everything but the copy you want your readers to focus on. At the top, visitors have the option to sign up for a premium membership, get help, or log in, as well. It would be almost impossible for a visitor to get distracted on this page. In one test, Pipedrive wanted to see whether their lengthy homepage was really the most effective way to drive conversions. They created a variant that was significantly shorter than the original and tested them against one another. So, was this shorter page more effective? The shorter variant achieved a percent increase in conversions. Your call to action is the most important element on the page. And the best way to make this happen is to tell your visitors exactly what you want them to do. Take a look at how Southwest accomplishes this on their homepage: The entire page is designed around this action, and the clear directive leaves no room for confusion. This is a bit unusual and goes against what many marketers consider best practice for high-converting calls to action. But for Memrise, it works. And while they could direct users to simply create an account, then select their desired language during the registration process, this would require visitors to browse a list of languages before signing up. Memrise integrates this process directly into their call to action, speeding up the process and likely increasing the number of visitors who sign up as soon as they see their desired language on the list. Your homepage has a limited amount of real estate for content, and your headline should take up a significant portion of that. So as you divide up your page, give your headline plenty of space. For example, check out how Slack balances their copy with a custom graphic: Plus, the text has ample spacing around it to make it more distinct. The main headline immediately attracts attention, and the bright blue button is clearly where visitors are supposed to click. This means that the content you place above the fold on your site is what will make the first impression on each visitor. If your page is simple, this is a relatively easy goal to accomplish. For sites that offer a more complex product, this is a slightly more challenging task. For example, Palantir is a full-service web agency offering strategy and consultation, brand development, web design, content strategy, training programs, and more. That would be a lot to explain in the limited amount of space available above the fold on most browsers and devices. So instead of cramming their homepage full of complicated details and directives, the company keeps things user-friendly with a simple headline, explanation, and call to action. This means it would be unreasonable to expect this homepage to generate immediate conversions. The first impression that each visitor gets is simple and easy to understand. From here, users can scroll to find case studies, testimonials, blog posts, and more information about each individual service. Use Short, Unique Copy Your headline is the first piece of copy a user will read on your page. The true purpose of a headline is to compel them to keep reading and moving through your page. Essentially, it needs to make them want to learn more. Simplicity is one part of the equation, but your copy should also be unique. Most consumers are used to hearing the same basic taglines and marketing claims, so the best way to grab their attention is to write something that stands out. This will help your brand create a refreshing change of pace for readers and make a much more memorable impression. Instead of using this space for a simple

explanation of their service, the company features a bold, unique claim prominently on the page. Of course, this method is easiest for well-established brands. The vast majority of us already know “ so these brands have the most room for creativity when it comes to headlines. But any company can use a unique headline, as long as they also include a more informative subheading or explanation. Use our tools to see how your copy is performing 6. If your business focuses on providing the most cost-effective solution in your industry, say that. Regardless of how you deliver value to your customers, you should aim to highlight that clearly on your homepage. For example, take a look at how ClickTime explains its product to users. These are clear, concrete benefits, and ones that are likely compelling for just about any business owner “ especially those looking for new time-tracking software. The copy on this page is only a total of four lines long, but right away, visitors get a clear sense of value. PNC Bank takes a similar approach to explaining the benefits of their various credit cards. In this case, the page shows four different credit cards, each with a different way of providing value. On this main page, PNC needs to convey the core benefit of each to help users determine which one is best-suited to their needs. From there, each card has its own dedicated page, where visitors can find more information “ but first, those visitors need to know which to click. The company addresses this need by summarizing each card in one or two words: But each conveys a specific type of value, letting visitors decide for themselves which is most important. A clear, direct call to action is the best way to encourage visitors to convert and generate the results that matter most for your business. The placement is also extremely important. In fact, as you design your page, your call to action should be one of the only elements that visitors can engage with. In its most basic form, this is the principle that the more choices someone has, the more difficult it will be for them to make a decision. In web design, it means that the fewer inessential elements a page has, the faster users will get to conversions. The page only contains three simple elements: A headline, a subheading, and a call to action button. Each is straightforward, and they work well together to encourage visitors to sign up. Its main headline is attention-grabbing. Its subheading is informative and straightforward. And its call to action is simple and impossible to miss. But it gives users a clear path to conversion. This arrangement prevents visitors from missing important details, and from leaving the page out of confusion or frustration. And a homepage can be done well without too much in the way of graphics or photos. Just take a look at this example from NeverBland: In their case, simple works. They can make all the difference in how a user perceives your brand, and whether they decide to convert. For businesses selling tangible products, they can also give visitors a more concrete idea of what those items are. Just take a look at how Starbucks promotes their blonde roast espresso on their homepage: The copy here is well-written. But for most coffee drinkers, that photo is much more compelling. Instead of showing a product or even a specific place, this image highlights the type of place its target audience is interested in finding: Pristine trails in beautiful environments. And whatever you do, do not use image carousels. Headers with an automated slider of various images used to be an extremely popular design choice for businesses in just about every industry. After all, these headers let you showcase multiple high-quality images instead of just one. These carousels are bad for both SEO and user experience. Carousels also often lead to slow page load times, which search engines like Google see as an indicator of poor quality. Plus, these sliders are typically created with Flash, which is now universally accepted as bad for SEO. In terms of usability, carousels tend to push important content below the fold. Finally, a carousel of images can give visitors conflicting ideas as to what the main point of the page is, and which action they should take. But even if you take a minimalistic approach to the elements you include on your page, you should still be conscious of incorporating white space. White space is useful for clearly separating text, graphics, and other elements, and prevents pages from feeling too crowded. It can also enhance the importance and distinctiveness of the type and draw the eye to specific pieces of copy.

Chapter 5 : Web Design for Everyone | Home

You need to design an introduction that's "sticky" enough that they won't leave. How to Create the Perfect Homepage Introduction Your homepage's copy is a huge factor in how successful you'll be in this effort.

This tutorial is suitable for beginners in the field of web design. Introduction - You are here. HTML - An introduction to the computer language which forms the heart of web pages. Editors - Tools you can use to help create websites. Hosting - How to find a home host server for your website. Before taking this tutorial or attempting to build a website, you must have a basic understanding of the infrastructure which makes up the internet. You need to know what a server is, how websites exist and how people access them. Instead you should take our short WWW Primer which explains it nice and simply. Then return here and carry on The Cost of Creating a Website At this point, many people will be wondering one thing: What will this cost? The good news is that, apart from your normal internet connection fees, it is possible to build and operate a web site at absolutely no cost. This tutorial will offer options for various budget levels as well as those without any budget at all. Methodology Before we get down to business we should point out that there are two very different ways to make a website. The quickest and easiest way to make a site is to use an on-line "wizard" supplied by your internet service provider ISP or some other organization. To use this method, visit the internet address given to you by the organization providing the service. There you will be guided through a series of simple steps which will result in a site being constructed for you. The drawback is that you are very limited in what you can do with this kind of website. The other approach is to construct a website on your own computer, then "upload" it to the internet so that other people can access it. As the internet is such a complicated environment, these introductory tutorials tend to over-simplify explanations of how things work. In time, you can choose to make the effort and build up a more technically accurate understanding. Getting Started It can all look very intimidating for the beginner, but if you know how to surf the internet and use a word processor then you should have no trouble making a website. However, the single biggest mistake we see from beginners is trying to do too much too soon. Website construction is a minefield. Many software applications will tell you that web design is easy. People often ask us to recommend a computer program which will allow them to create fantastic websites. They sometimes show us a website they like and say "I want a program that will make sites like this. There is no such thing as a program which makes good sites. To make a great site you need to do a great deal of learning. There are no shortcuts.

Chapter 6 : How to Grab 24 Attention With Your Website Homepage Introduction

Plan, design, and publish a multi-page website Students should have a general background in using a computer, managing files, and a basic knowledge of the Internet. Students should also be able to navigate to and within a website using a web browser such as Chrome, Firefox, Internet Explorer, or Safari.

Chapter 7 : Introduction to Web Design | Open Michigan

Introduction to Web Design is a comprehensive introduction to building websites. Topics include logical design principles, visual design principles, usability, accessibility, web file management, FTP, HTML5, CSS3, responsive design, front-end frameworks, WordPress, and commercial web hosts and services.

Chapter 8 : Designing a Website's Introductory Text: Tips and Examples | WebFX

Course Transcript - Hi, I'm James Williamson, senior author at calendrierdelascience.com and I wanna welcome you to Web Design Fundamentals. This course is designed to introduce you to the fundamental concepts.

Chapter 9 : Introduction to Web Design – Online Course | Florida State University | Learning For Life

DOWNLOAD PDF INTRODUCTION TO WEB PAGE DESIGN

Basics of Web Design, introduction to web site design and web page design skills This section provides basic skills for web site design and designing good usable web.