Website Design 1

Professor Danne Woo

webdesign.dannewoo.com

DESN 214

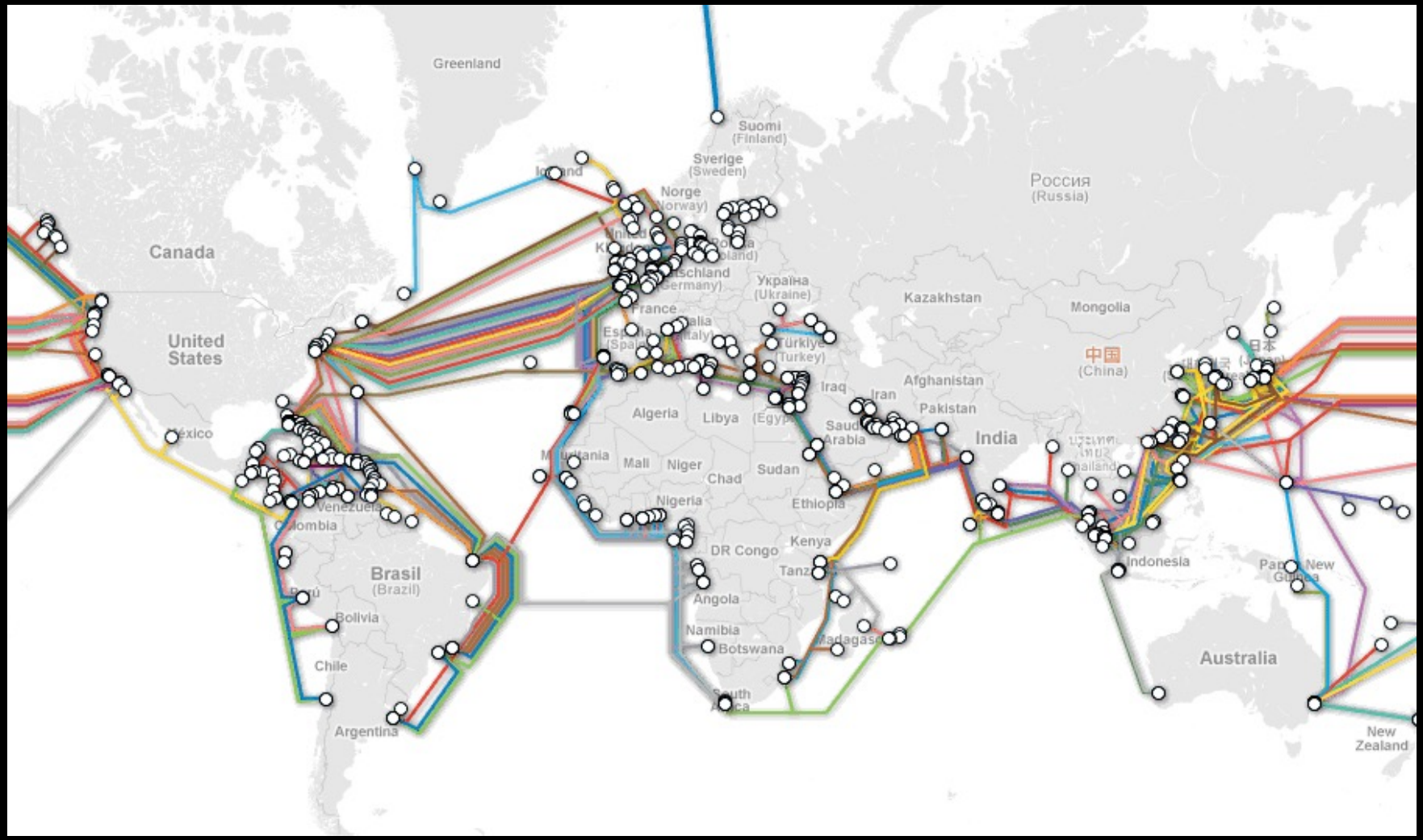
Fall 2021

Tuesday 2:00 pm – 5:50 pm

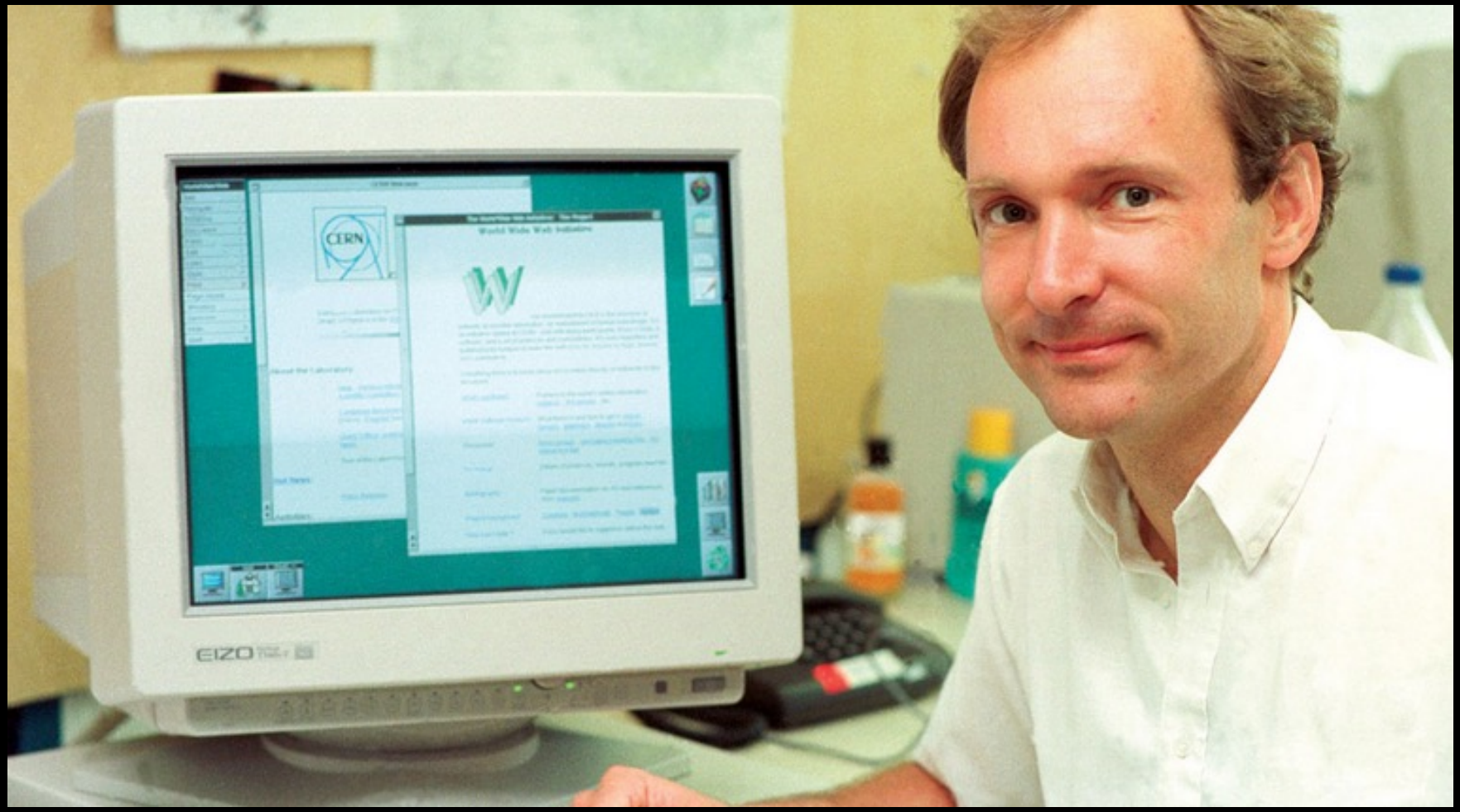
Online

Web 101

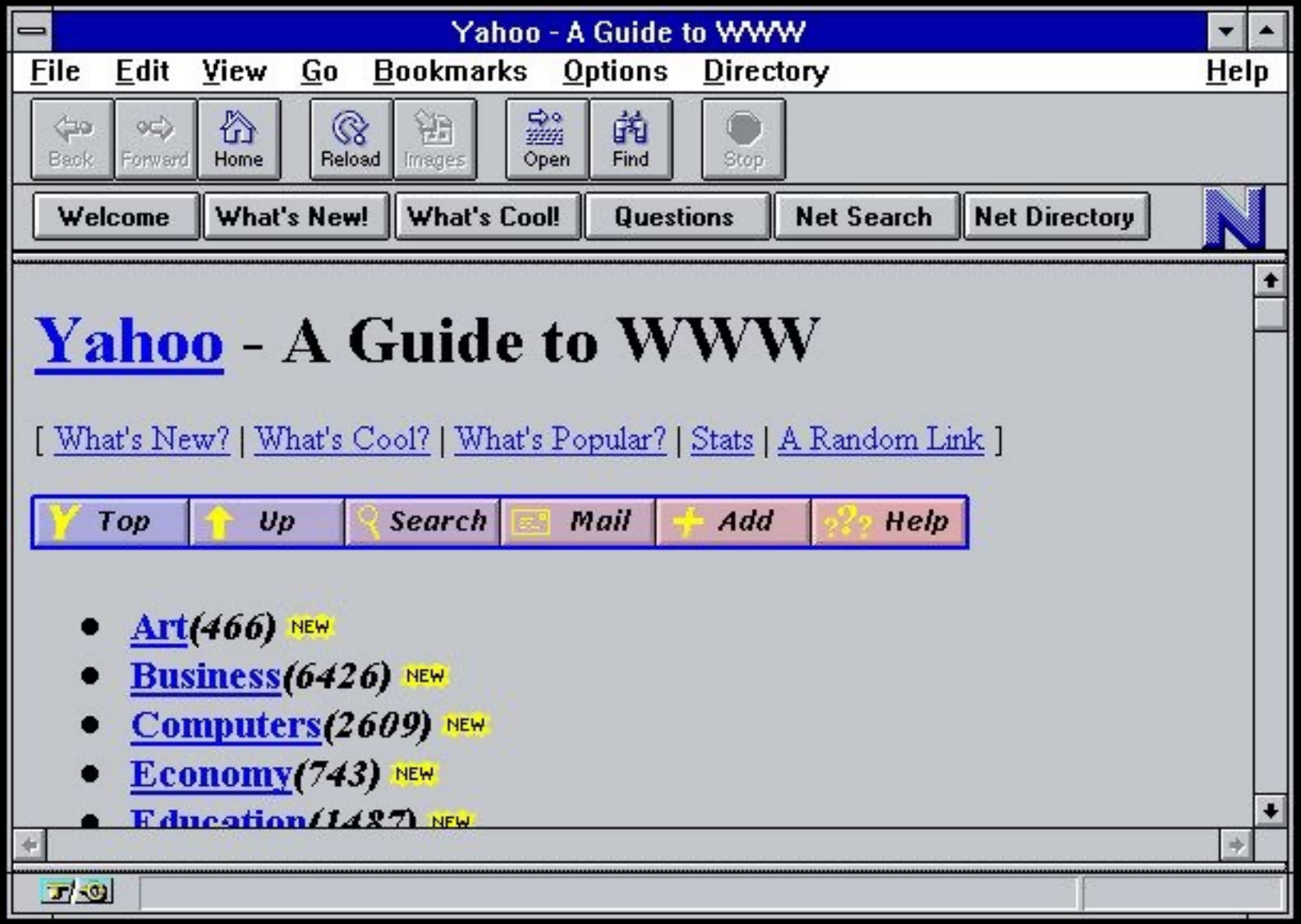
Web 101 – Internet



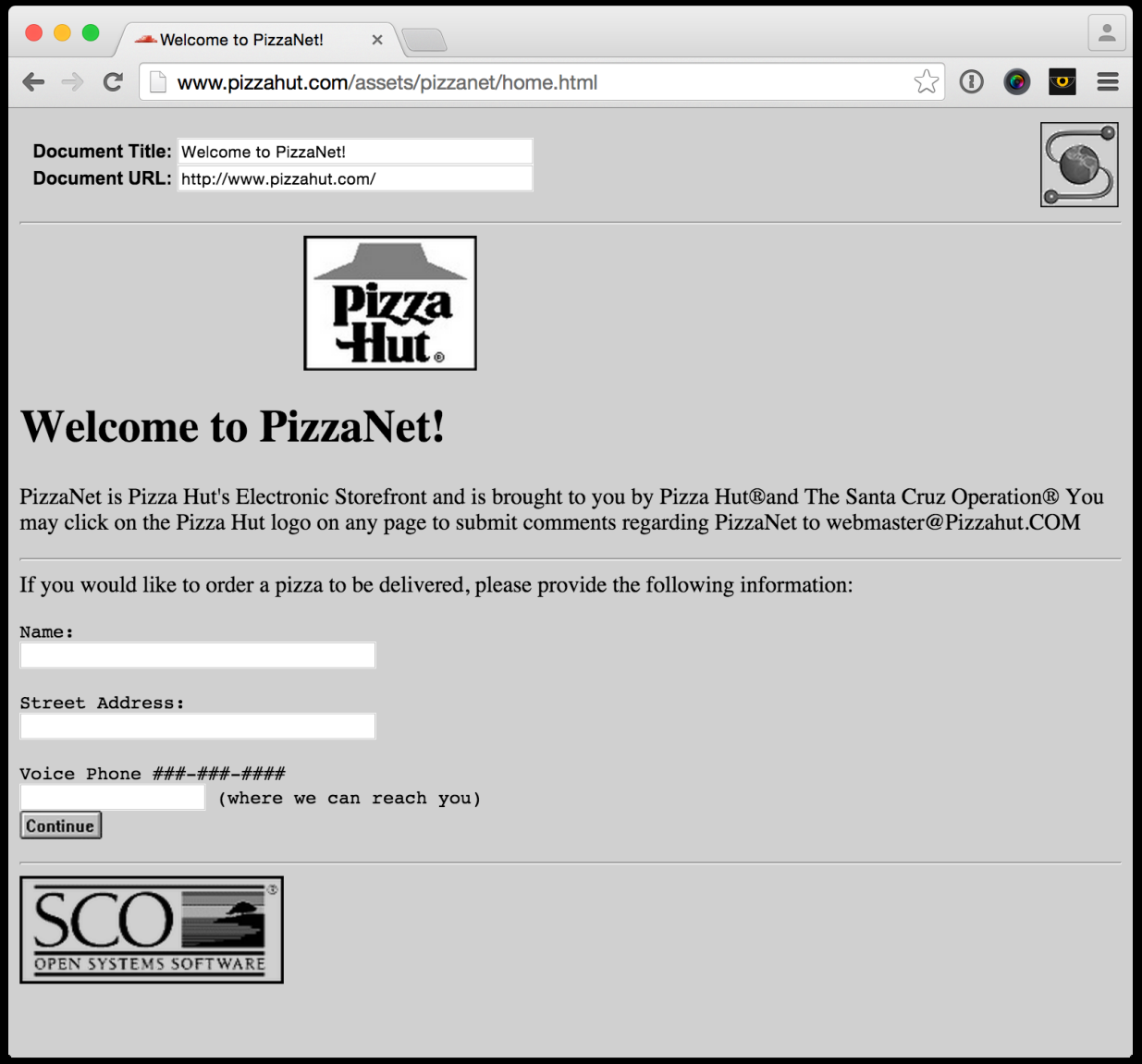
Web 101 – The Web



Web 101 – Yahoo 95



Web 101 – First Ecommerce Site



HTML

Text and Content

```
<h1>Hello</h1>
```

CSS

Design and Style

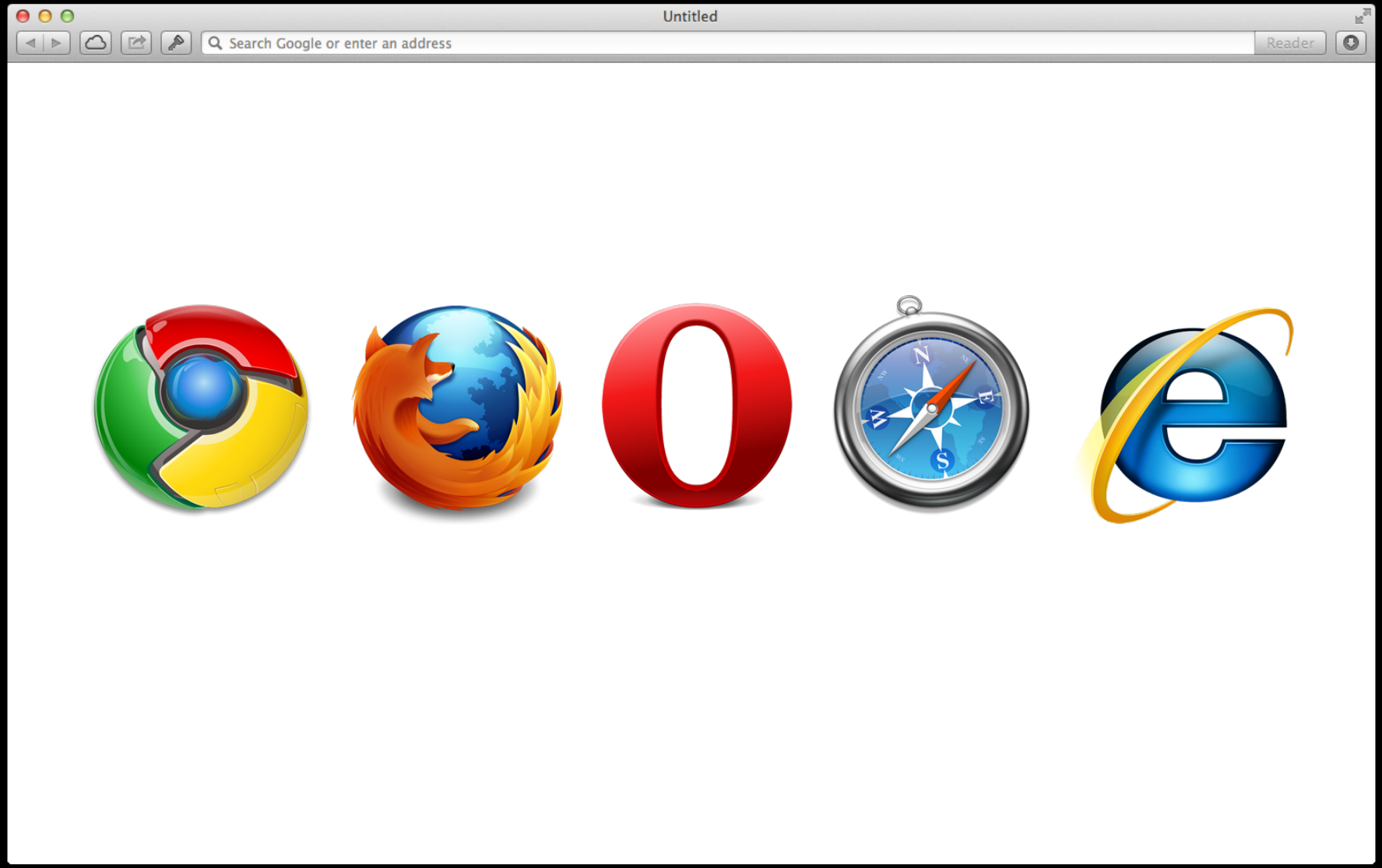
```
h1 { color: #ffffff; }
```

JavaScript

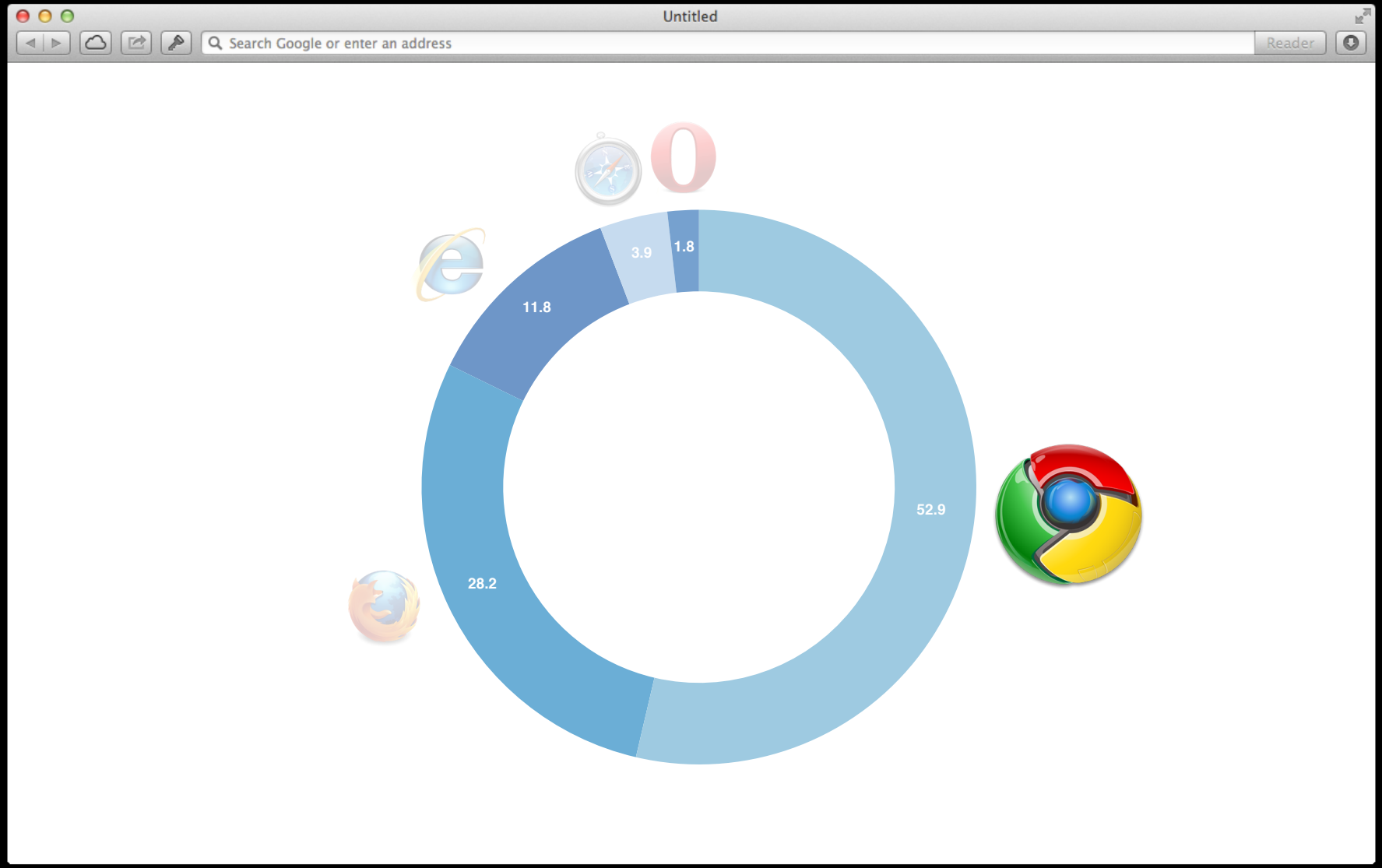
Animation and Interaction

```
alert('Hi class');
```

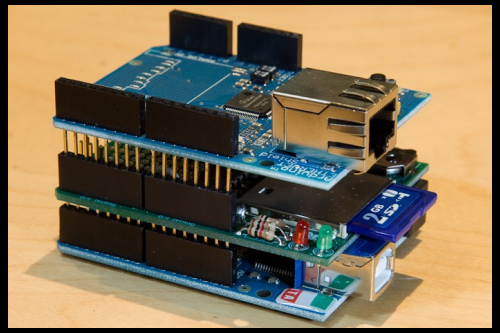
Web 101 – Web Browsers and Code Compatibility



Web 101 – Web Browsers and Code Compatibility



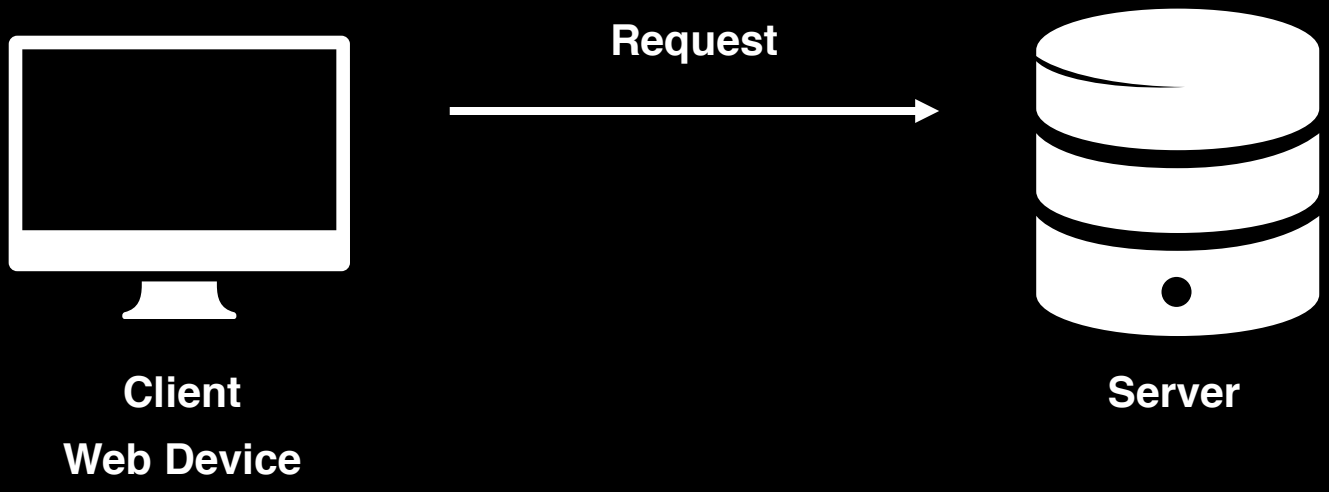
Web 101 – Web Servers



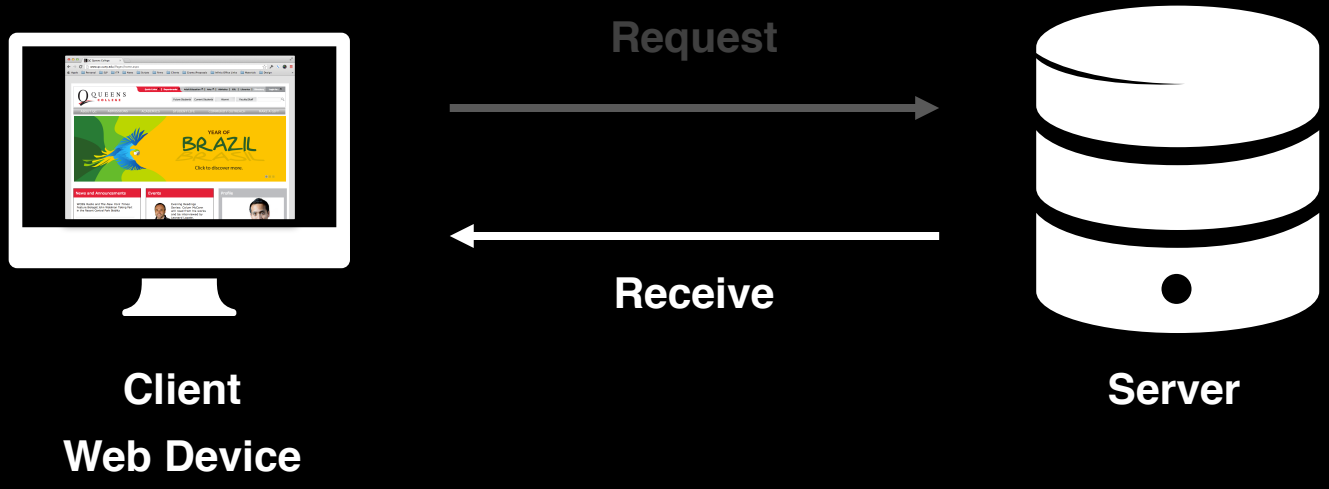
Web 101 – Web Servers

Web 101 – Web Hosting

Web 101 – Client to Server Communication



Web 101 – Client to Server Communication



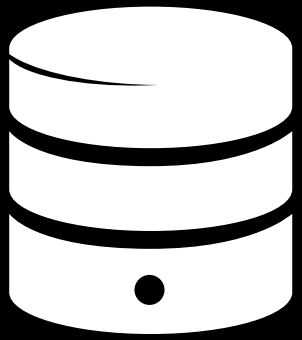
Web 101 – Client to Server Communication

Client

Web Device

PHP
Python
Ruby
Perl
ASP
NodeJS

SQL
NoSQL
Mongo
XML
JSON

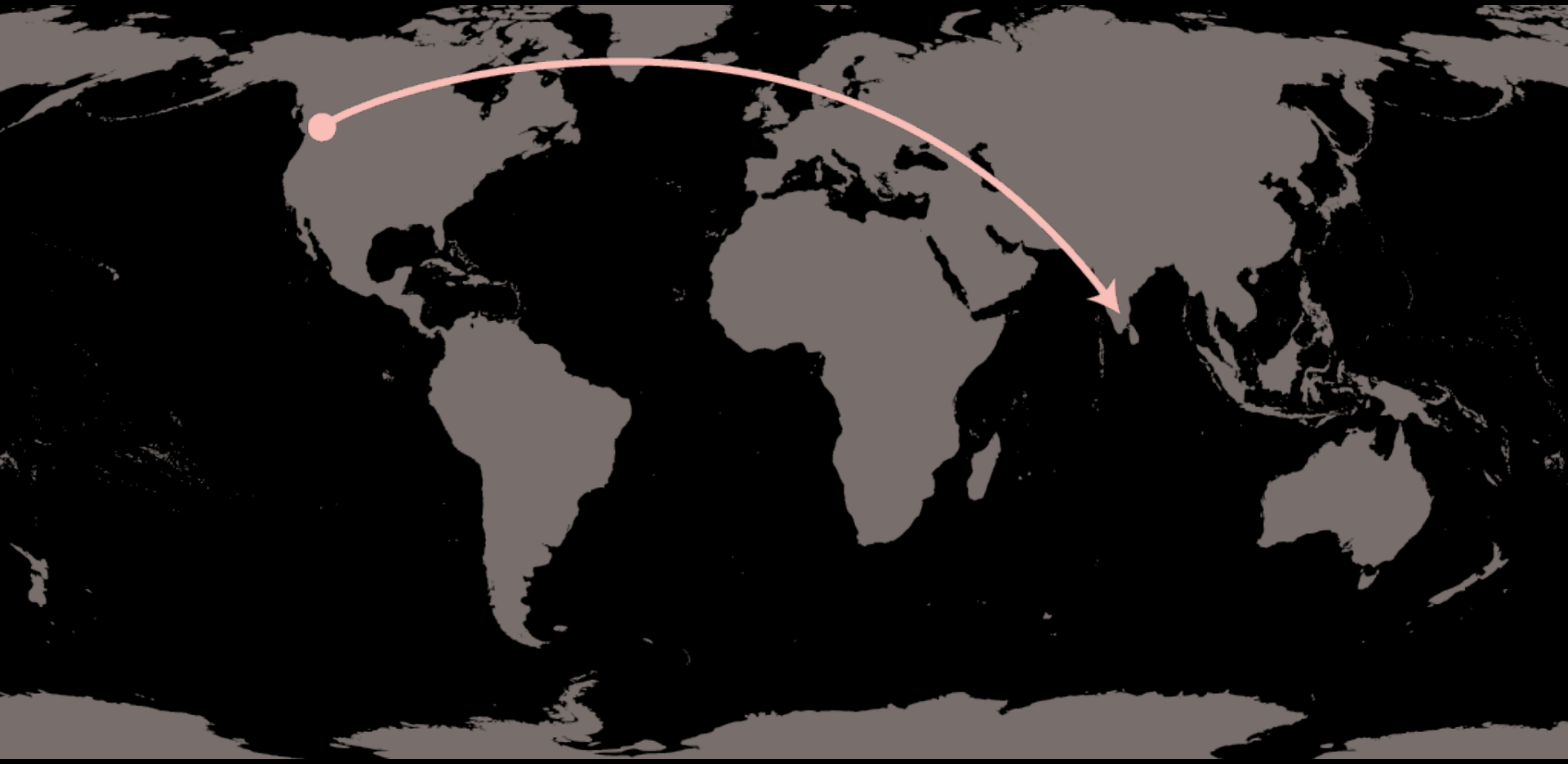


Server

Web 101 – Client to Server Communication

Web 101 – Client to Server Communication

A user in Vancouver visits **airindia.in** in Bangalore

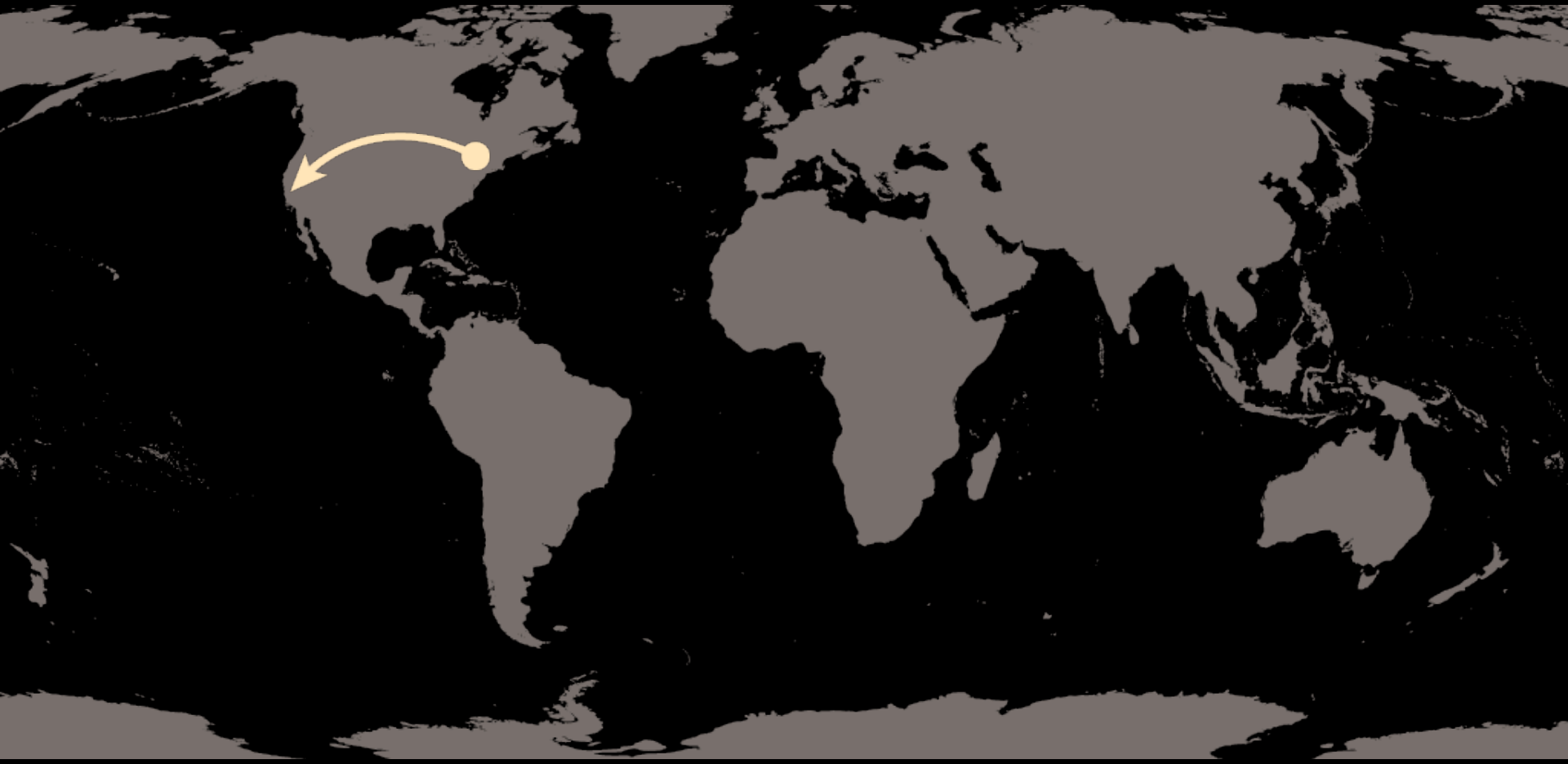


Web 101 – Client to Server Communication

A user in Stockholm visits **qantas.com.au** in Sydney

Web 101 – Client to Server Communication

A user in New York visits **google.com** in San Francisco



1 You connect to the web via an Internet Service Provider (ISP).

2 Your computer contacts a network of servers called Domain Name System (DNS) servers. They return the servers IP address.

3 Your computer uses the number provided by the DNS servers to go to the web server hosting the website you want to visit.

4 The web server then sends the page you requested back to your web browser.

Web 101 – Web Enabled Devices

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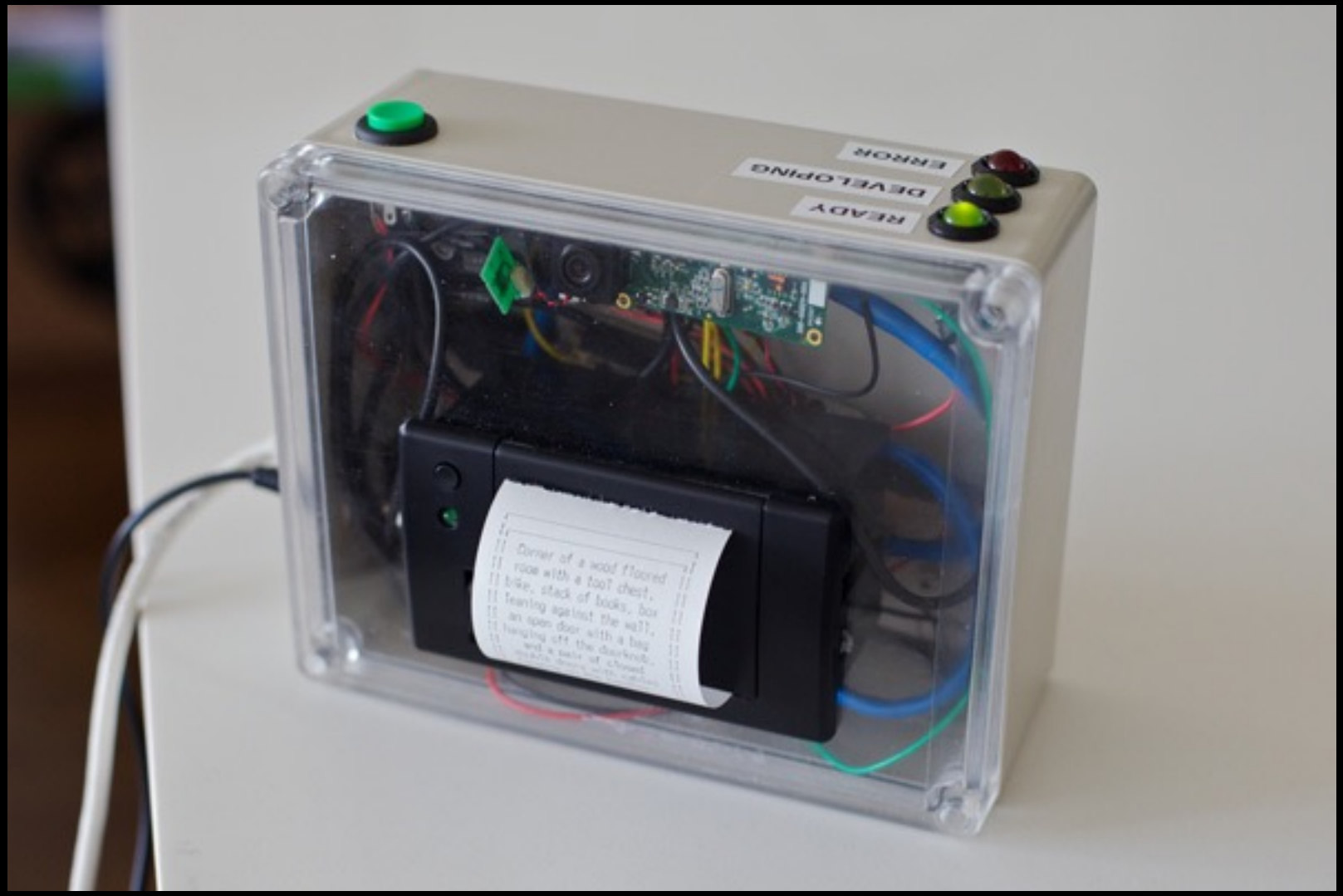


Web 101 – Web Enabled Devices

Web 101 – Internet of Things

Four Ds

Discover

Define

Design

Develop

Four Ds

Discover

Define

Design

Develop

Competitive Audits and Market Analysis

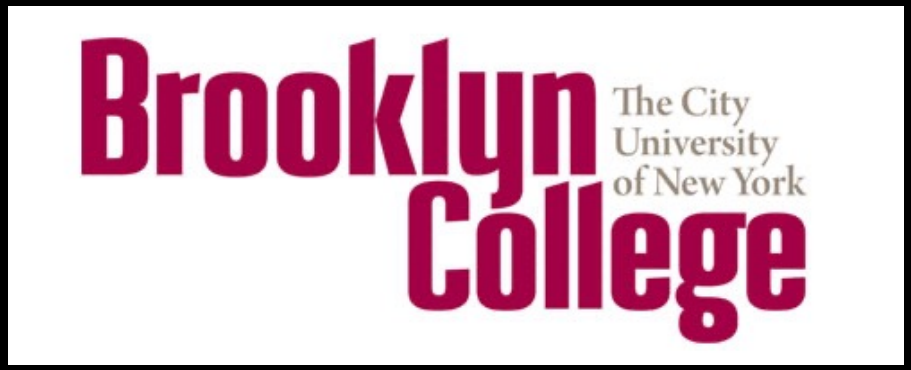
Market Analysis

Strategist

Competitive Visual Audit

Designer

Our Client



Market Analysis

Strategist

Competitive Visual Audit

Designer

Market Analysis

- What is your market?
- Who is your user?
- Who are your competitors?

Brooklyn College
The City University of New York

Market Analysis

- What is your market?
  - Higher Education
  - Continuing Education

Brooklyn College
The City University of New York

- Who is your user?
  - High School Students
  - Parents
  - Anyone else interested in furthering their education

Brooklyn College
The City University of New York

Market Analysis – User Archetype 1

John Smith

Senior at Brooklyn Tech

- Male
- Age 17
- Lives in Brooklyn
- Interested in a career in graphic design
- Probably has to work while going to school to pay for it
- Took a lot of art classes while in high school
- Is really into sports
- Will be the first of his family to go to college
- Is really close with his family and doesn't want to go to far away for school

Market Analysis – User Archetype 2

Mary Smith

John Smiths Mother

- Female
- Age 45
- Lives in Brooklyn
- Makes about 60,000 a year
- Wants to help her son as much as she can financially for school

- Who are your competitors?
  - Other Universities
  - New York City Area Universities

Brooklyn College
The City University of New York

Market Analysis – Competitors

Market Analysis

Strategist

Competitive Visual Audit

Designer

Competitive Visual Audit

- Screen grab competitors websites
- Find the grid
- What is the color palette
- Typefaces and Type Hierarchy
- Media

Competitive Visual Audit

- Screen grab competitors websites
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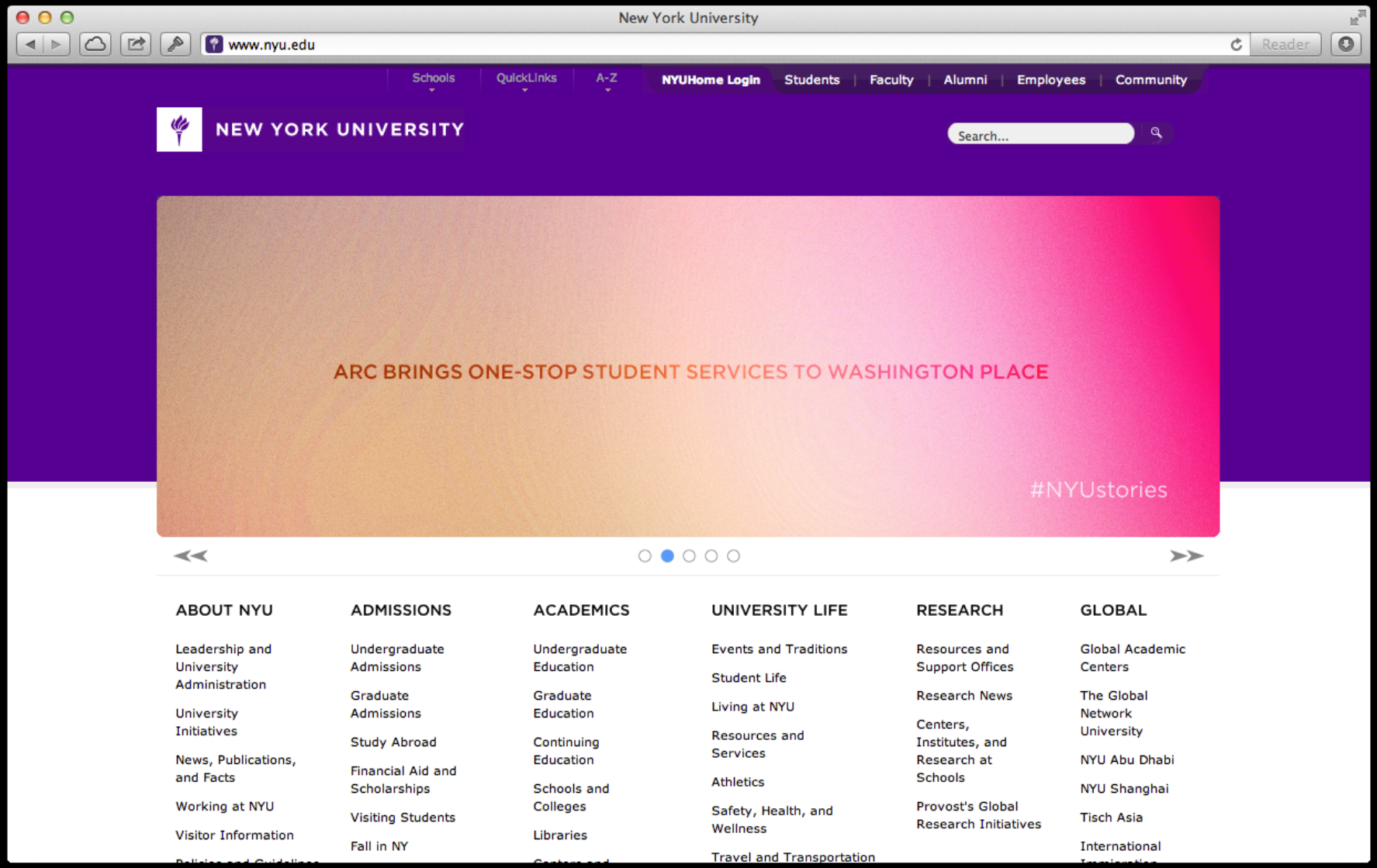
Screen Grab

Full Screen: Command + Shift + 3

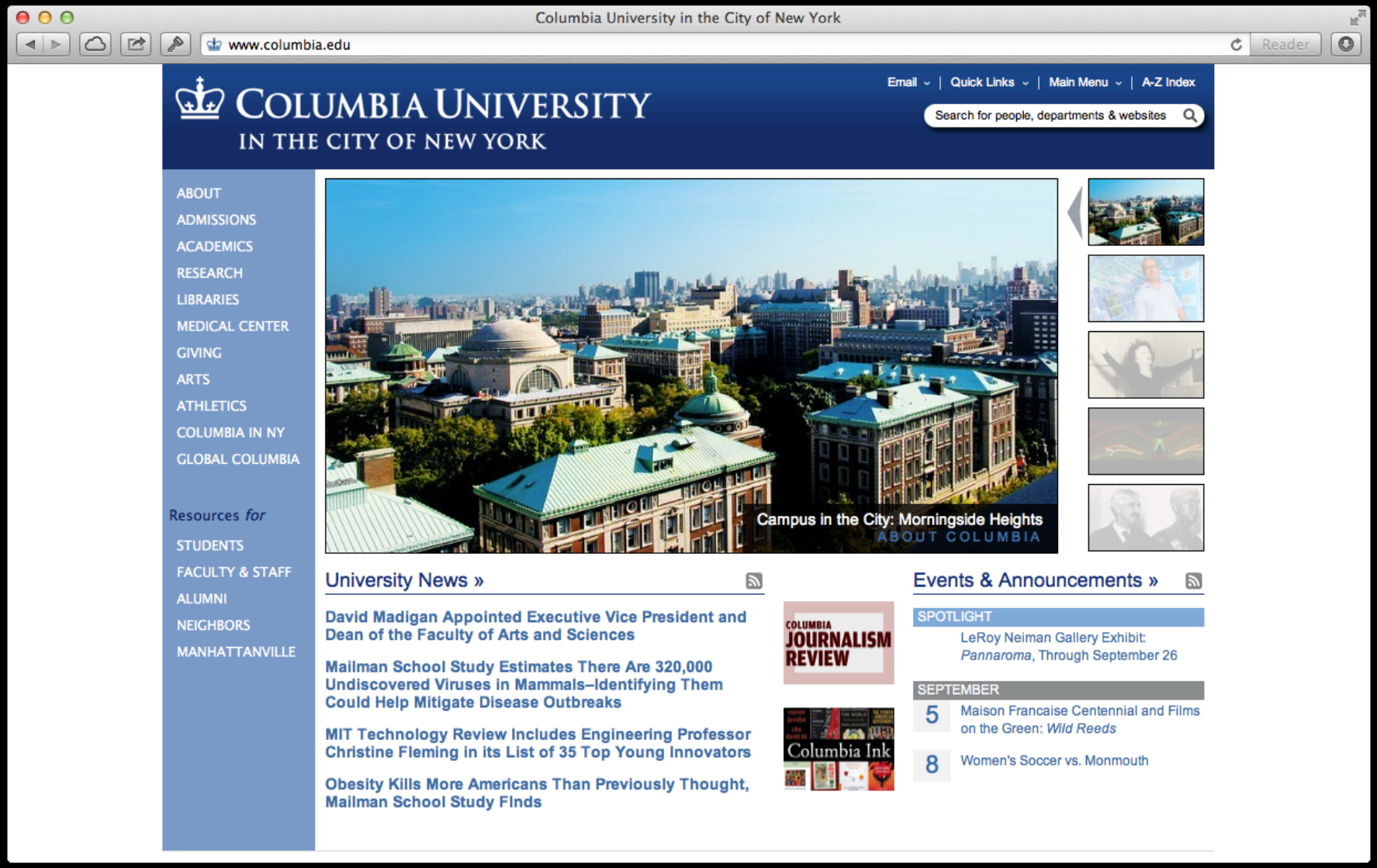
Selected Area: Command + Shift + 4

Window: Command + Shift + 4 and then Spacebar

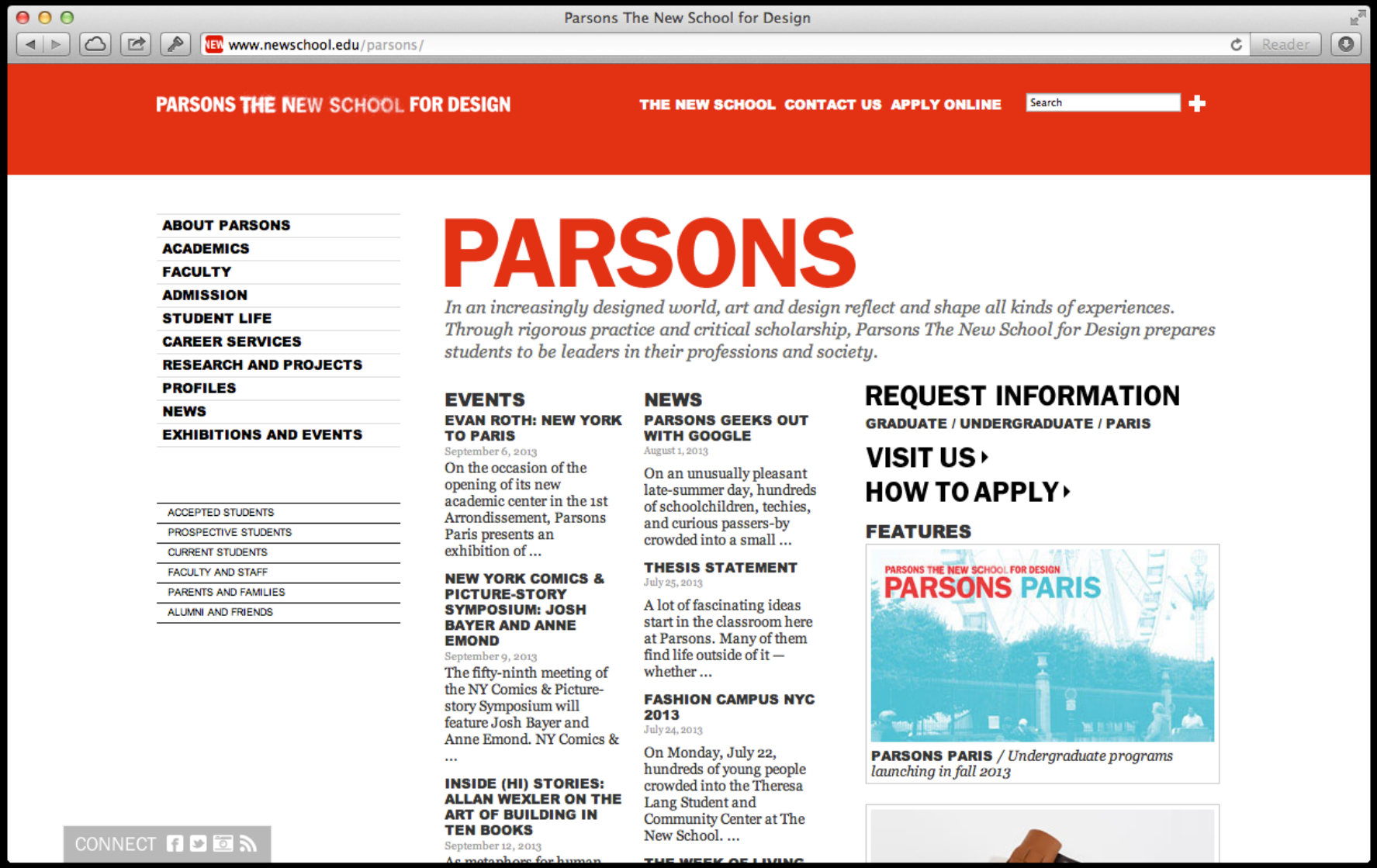
Market Analysis – Competitors



Market Analysis – Competitors



Market Analysis – Competitors



Market Analysis – Competitors

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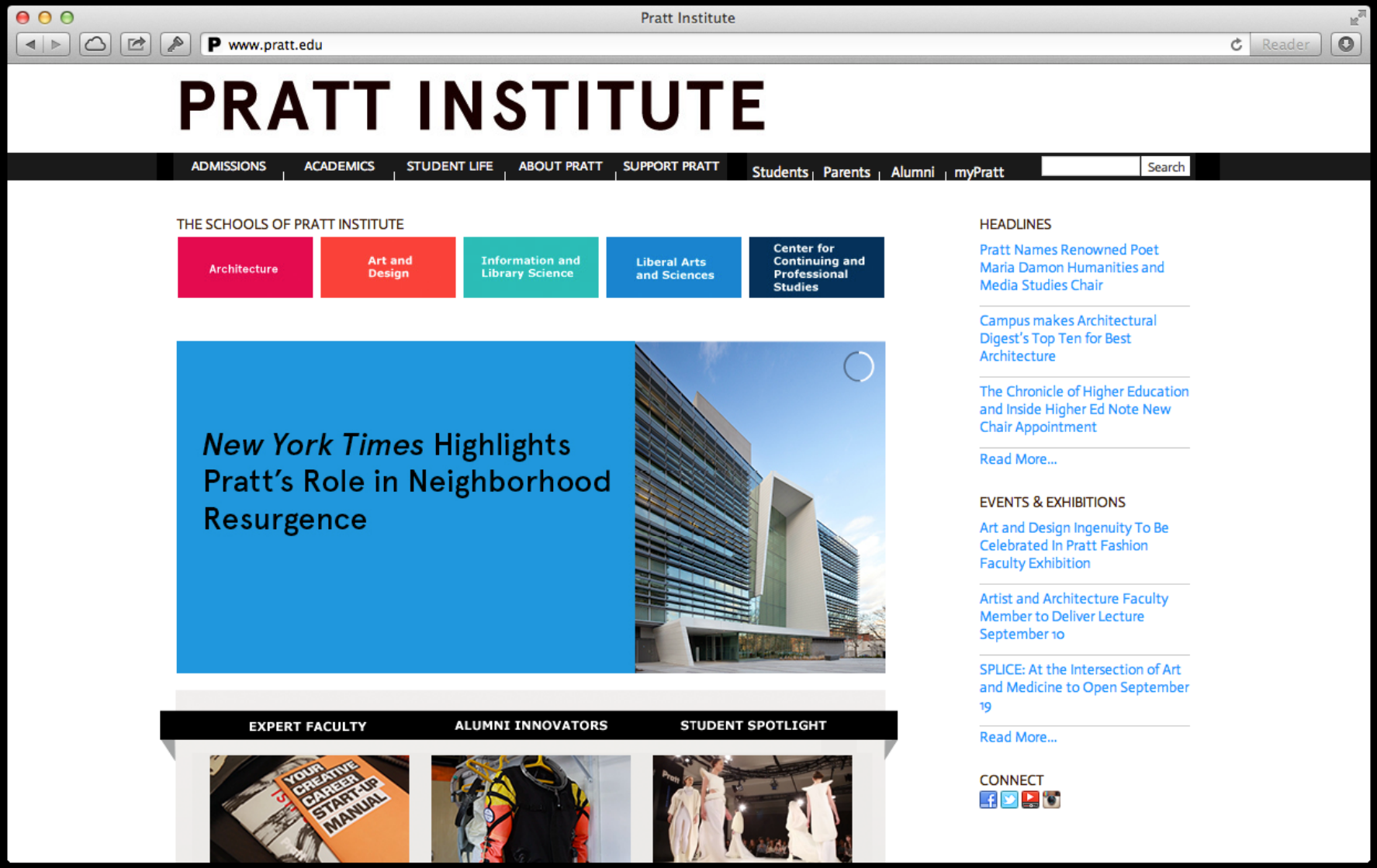
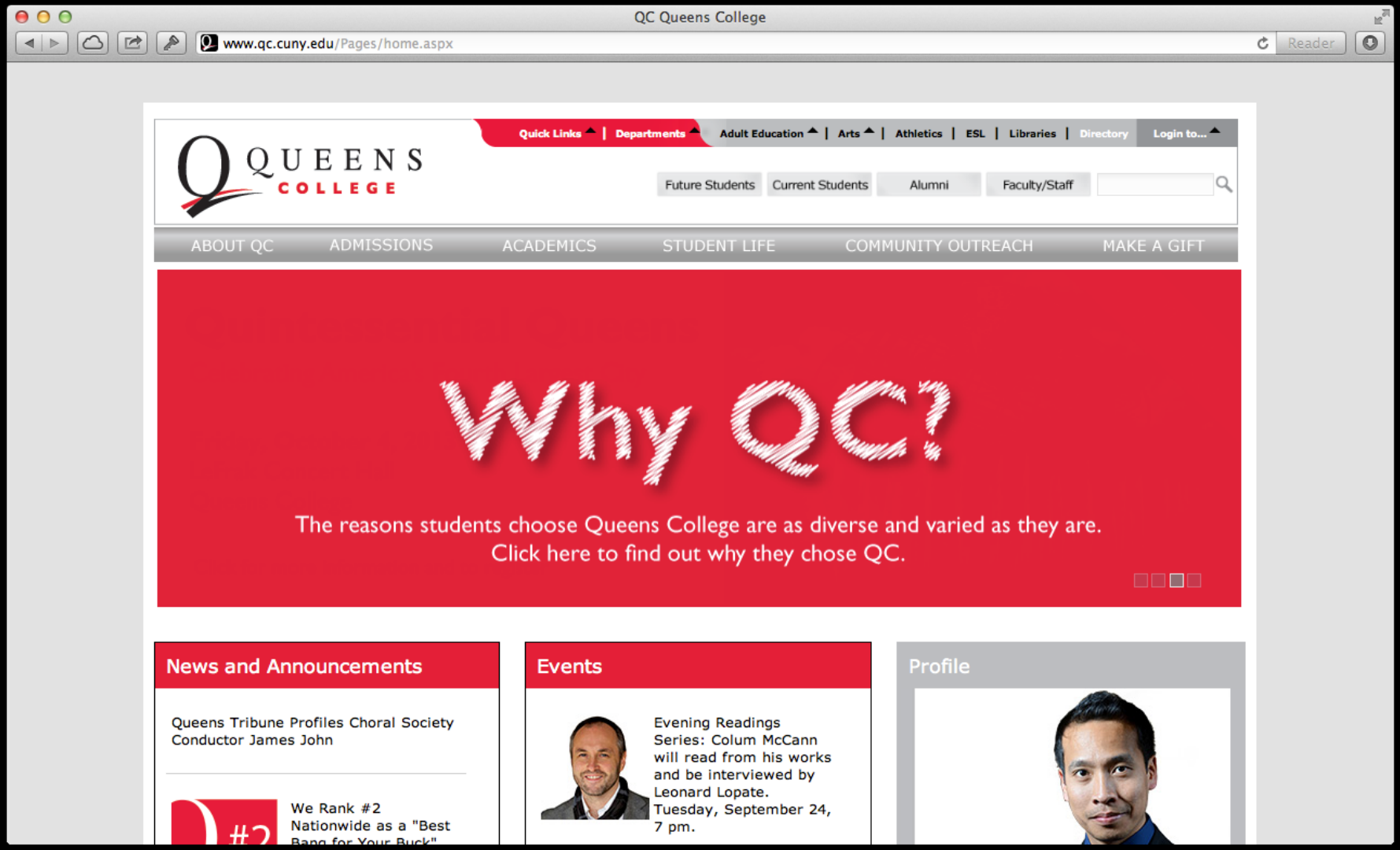


Market Analysis – Competitors



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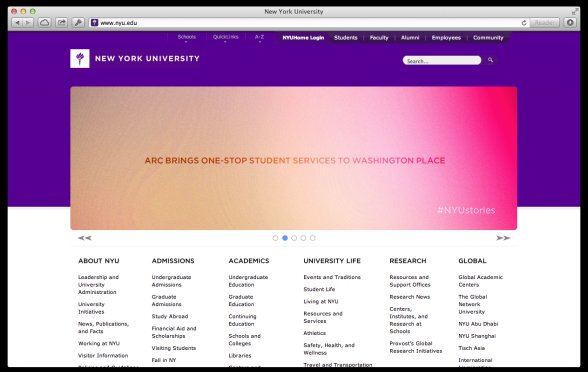

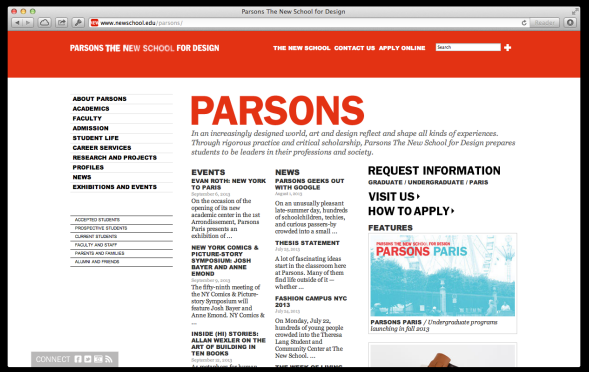

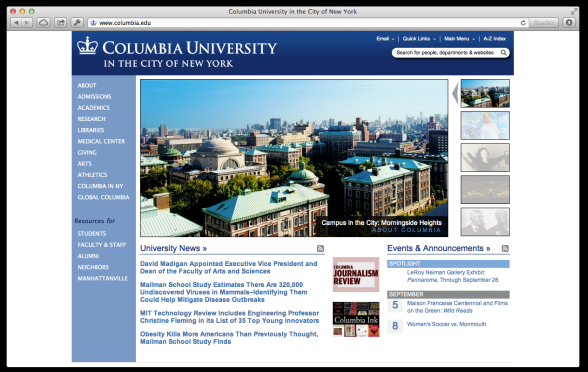

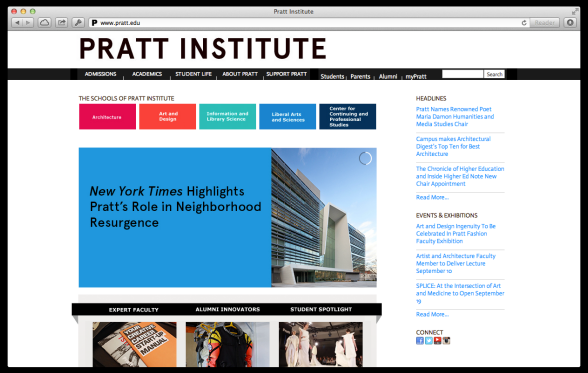

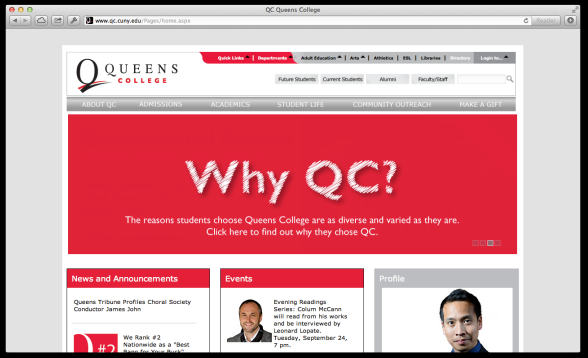

Competitive Visual Audit

- Screen grab competitors websites
- Find the grid
- What is the color palette
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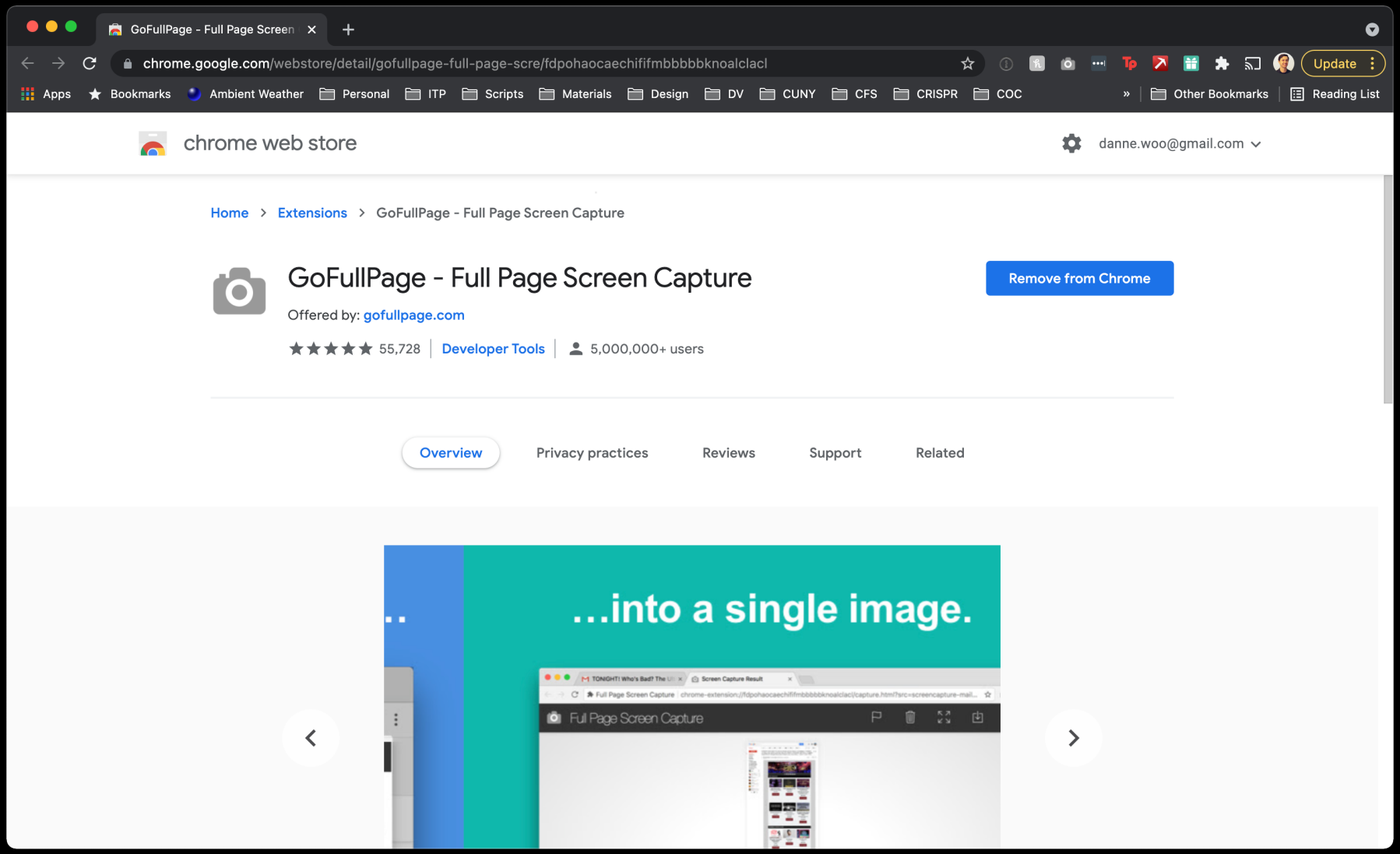
- Media

Competitive Visual Audit – Grid Tools

Go Full Page Chrome Plugin



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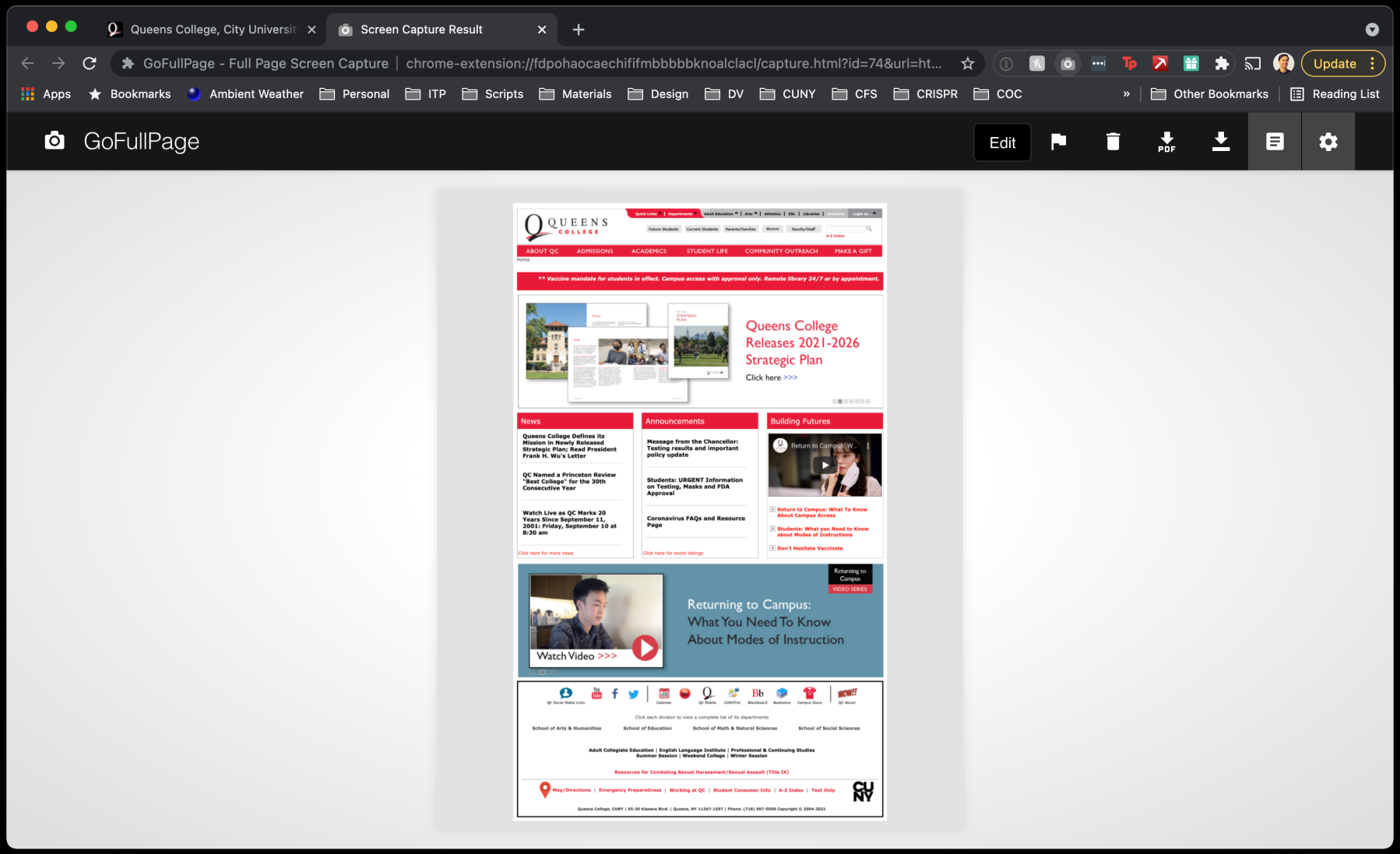

Competitive Visual Audit – Grid Tools

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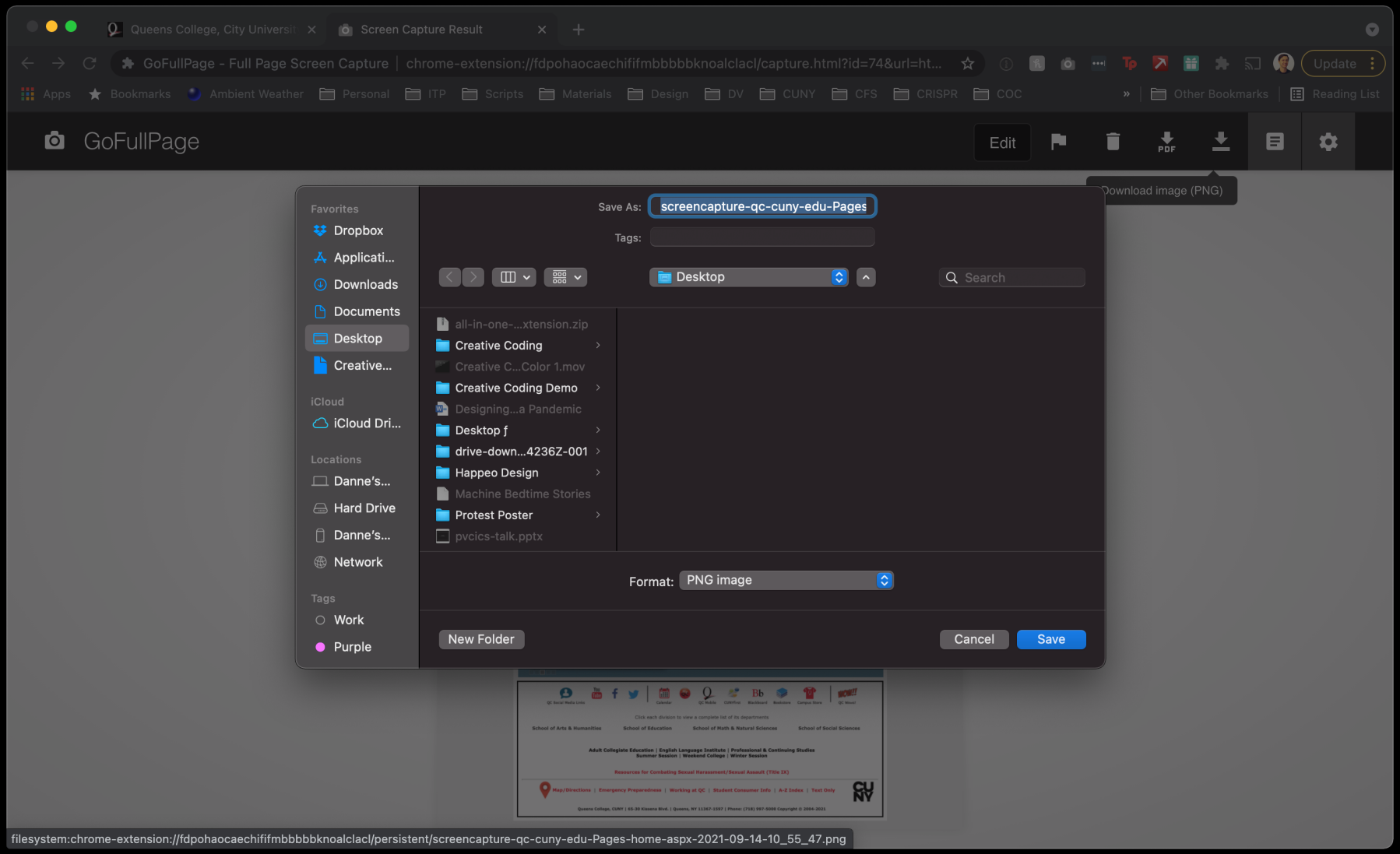
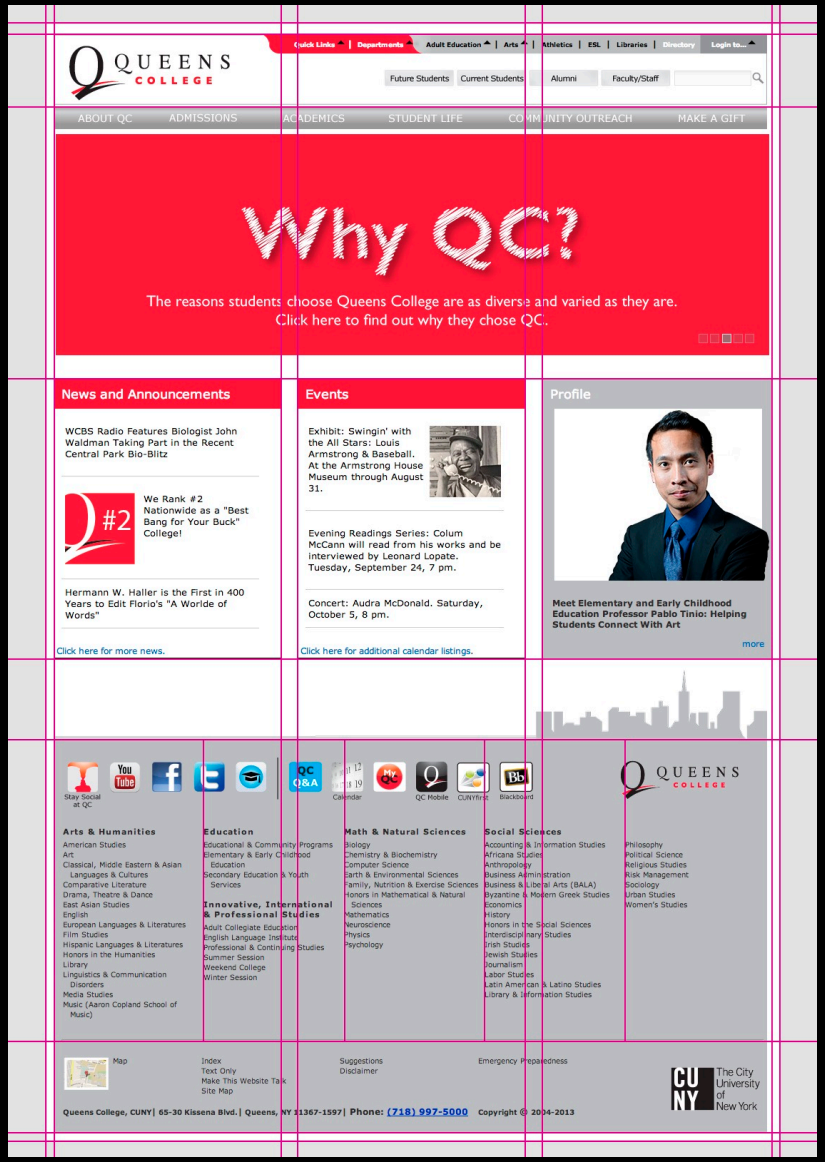


Competitive Visual Audit – Grid Tools

Competitive Visual Audit – Grid



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Competitive Visual Audit – Asset and Code Tools

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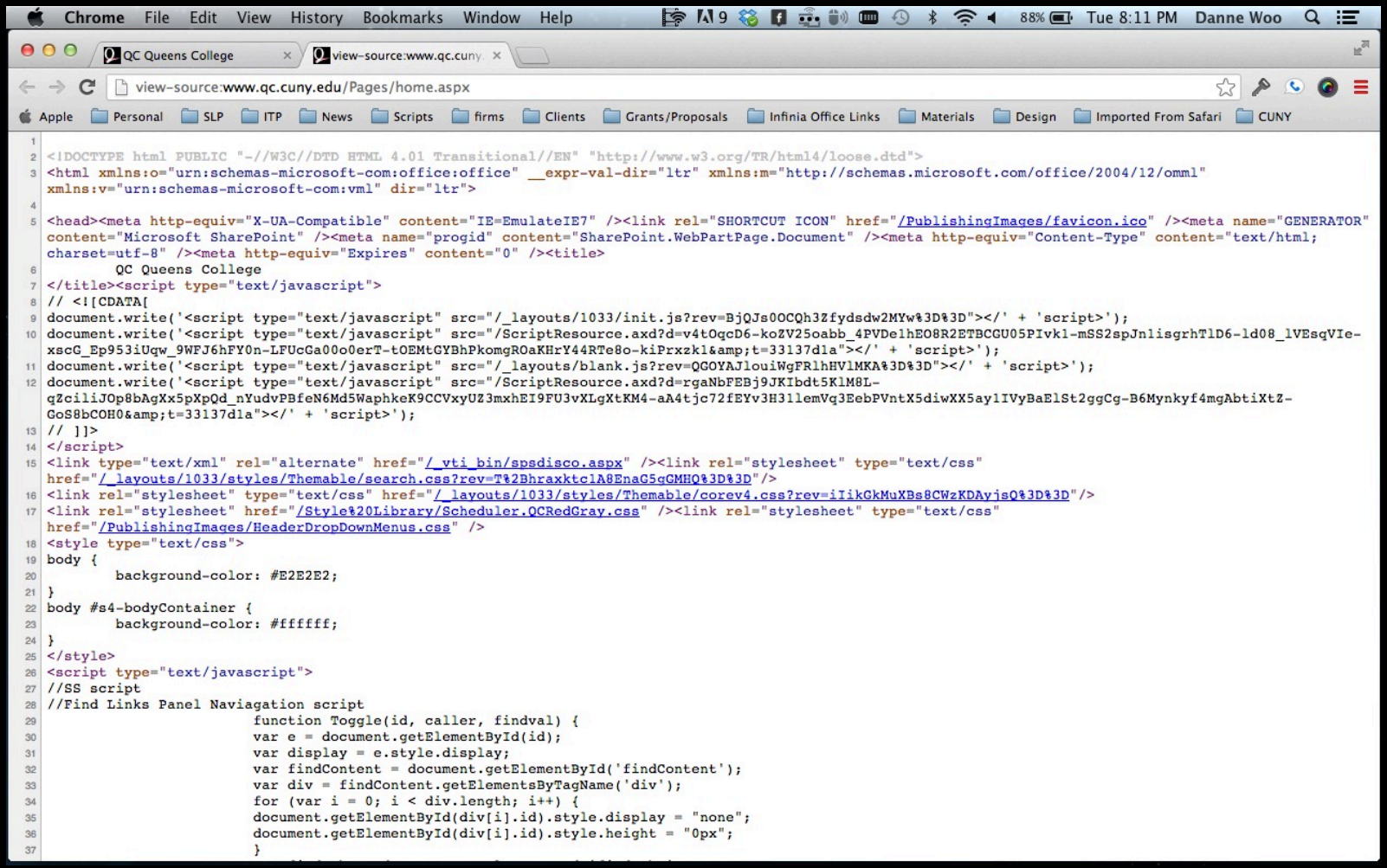


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        QC Queens College
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}
body #s4-bodyContainer {
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}
</style>
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//SS script
//Find Links Panel Naviagation script
                        function Toggle(id, caller, findval) {
                        var e = document.getElementById(id);
                        var display = e.style.display;
                        var findContent = document.getElementById('findContent');
                        var div = findContent.getElementsByTagName('div');
                        for (var i = 0; i < div.length; i++) {
                        document.getElementById(div[i].id).style.display = "none";
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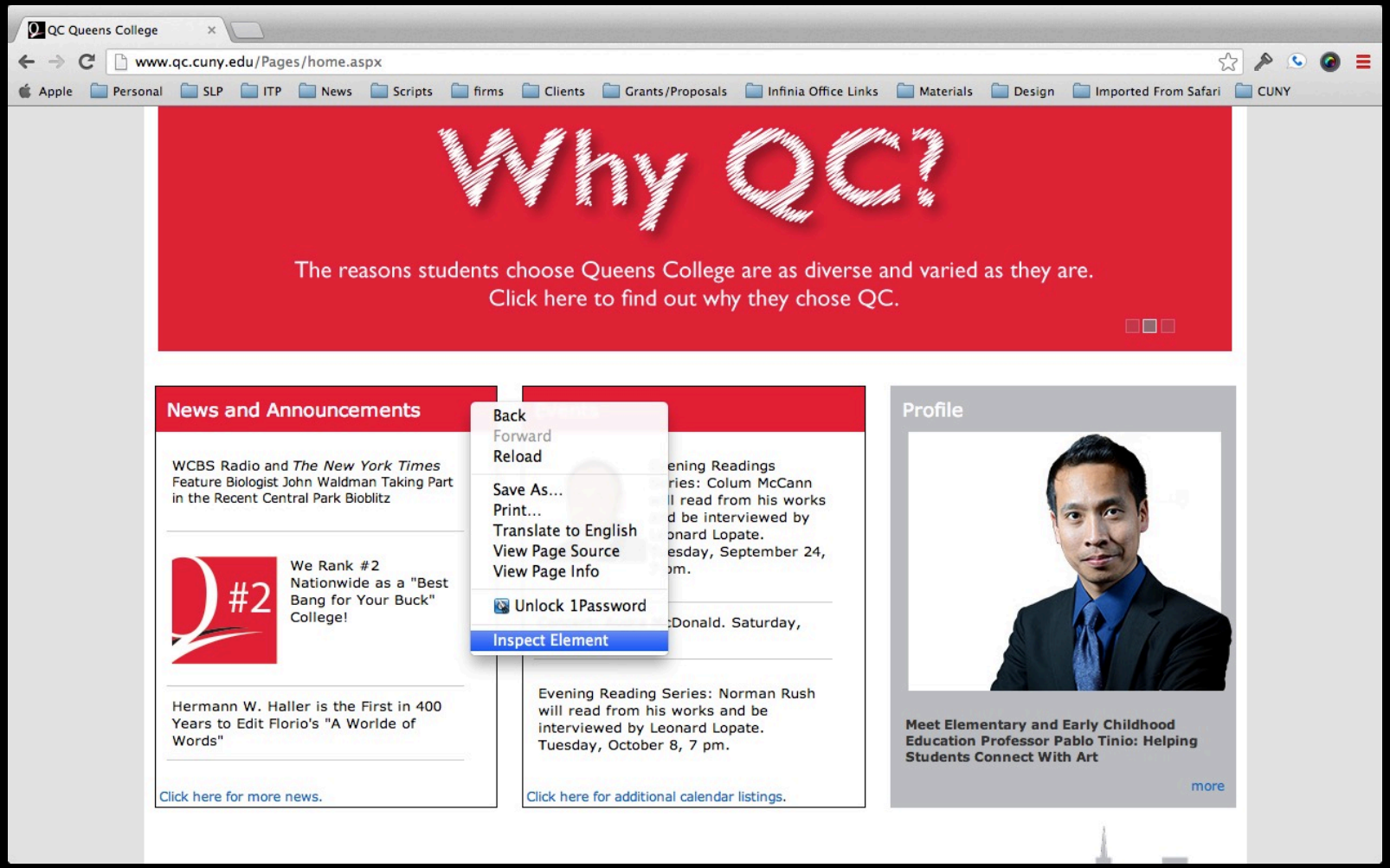
                        }
```

Competitive Visual Audit – Asset and Code Tools

Competitive Visual Audit – Asset and Code Tools



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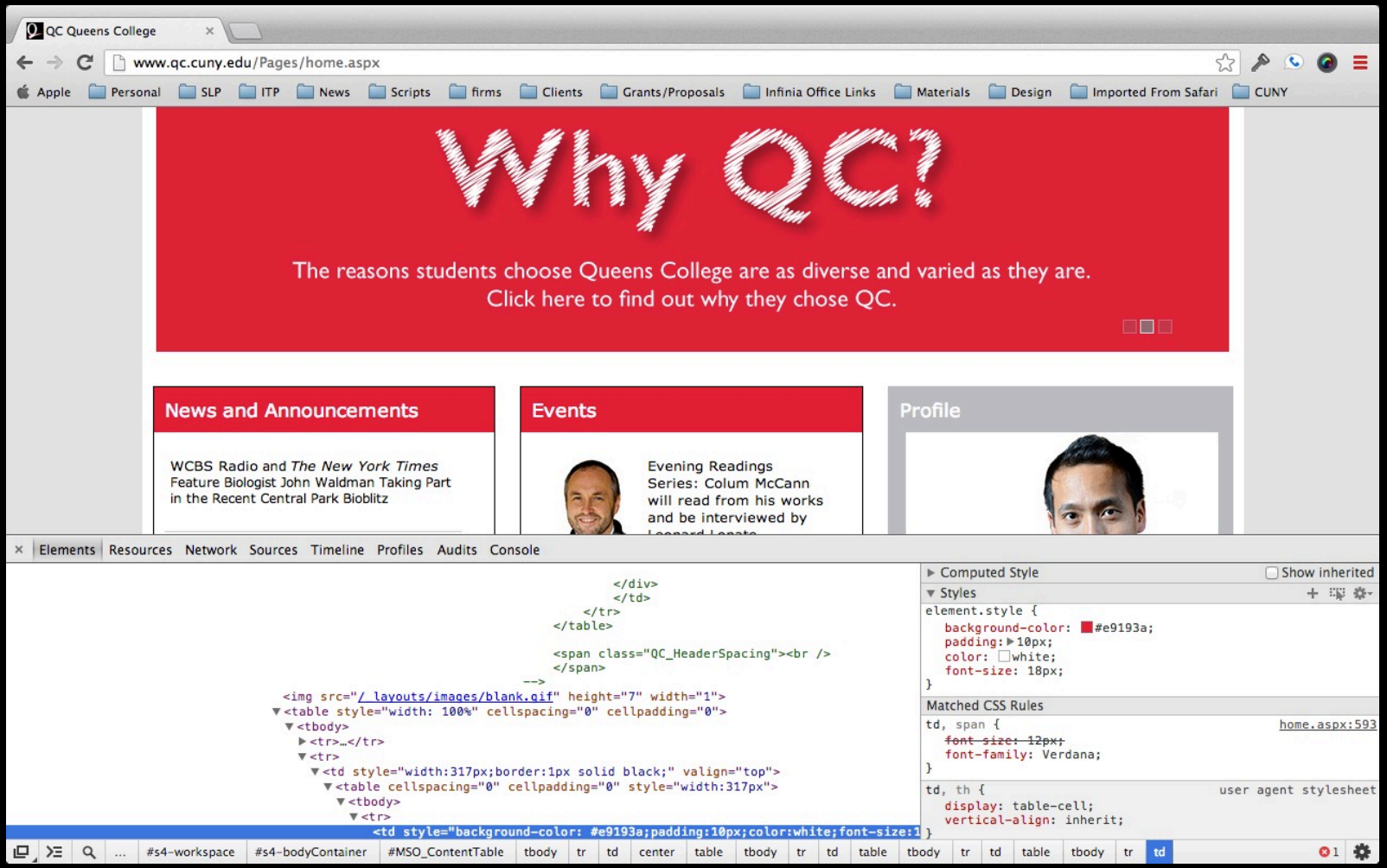

Competitive Visual Audit – Color Palate

Red

Hex #E9193A

Gray

Hex #BCBDC0

Black

Hex #000000

White

Hex #FFFFFF

Competitive Visual Audit – Typefaces and Type Hierarchy

Typefaces

- Verdana
- Verdana Bold

Type Hierarchy

- 18px
- 13px
- 12px

Competitive Visual Audit – Media

Rotating Image Module

Static Images

Market Analysis

- What's the market?
- Who's the user?
- Who are the competitors?

Visual Audit

- Competitors Websites
- Find the Grid
- Color Palette
- Type and Hierarchy
- Media