

Diploma in Web Design – Part I



Lesson 3

Planning A Website

Presented by:
Bryan Hurley Web Design Educator



Lesson 2 Recap

- ✓ HTML was never intended to style a webpage
- ✓ CSS was created to describe the presentation of webpages
- ✓ CSS uses 'Americanized' spelling
- ✓ We got cracking on the HTML Club project!



Today's Lesson

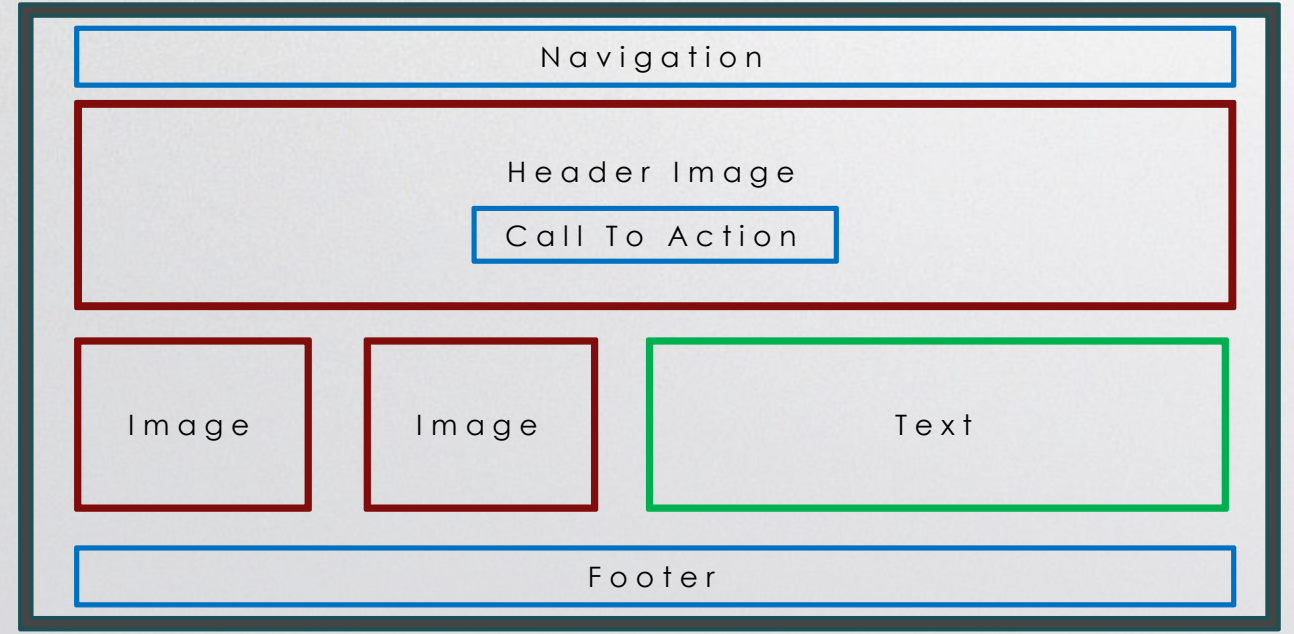
- You will learn more about Website Planning Stages
- **You will gain an introduction to Colour Theory**
- **We will take a look at common webpage layouts**
- We will create our second web project!
- You will increase your knowledge of how website are developed
- You will continue to develop your code writing skills

- Summary
- **Course Interaction**
- Next Steps
- **Q & A**

AGENDA



Let's Begin



Planning A Website



The Web Design Process

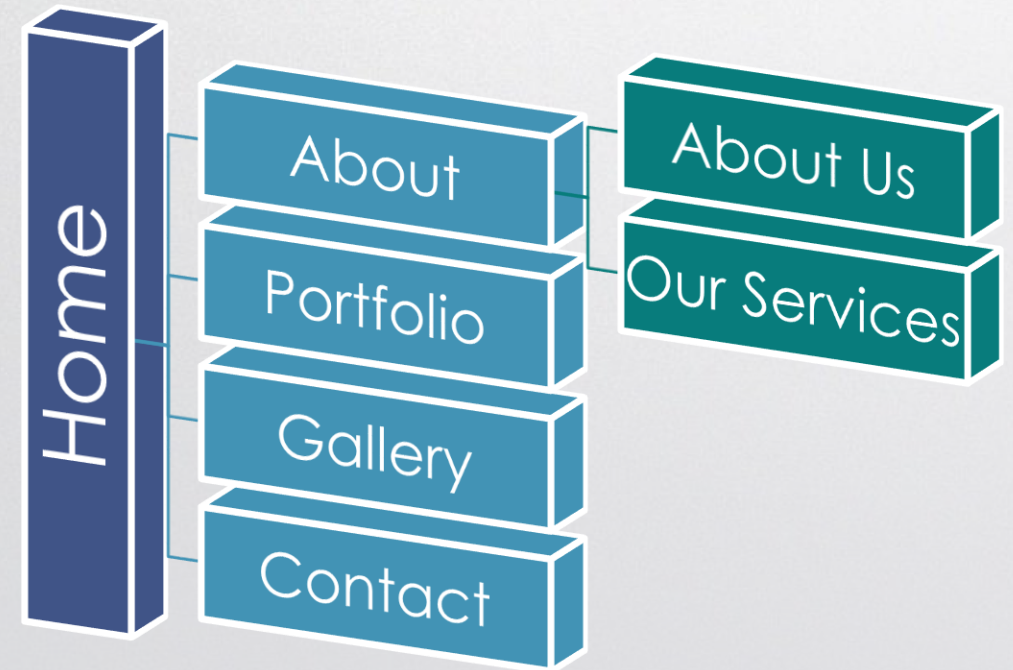
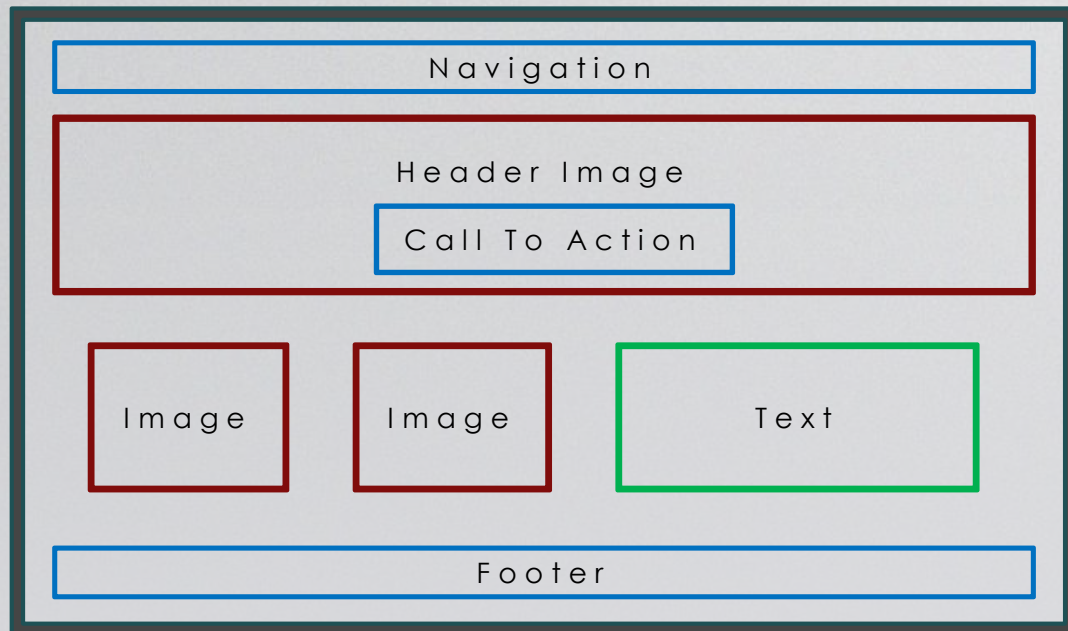
1. Information Gathering
2. Planning
3. Design
4. Development
5. Testing and Delivery
6. Maintenance



1. Information Gathering



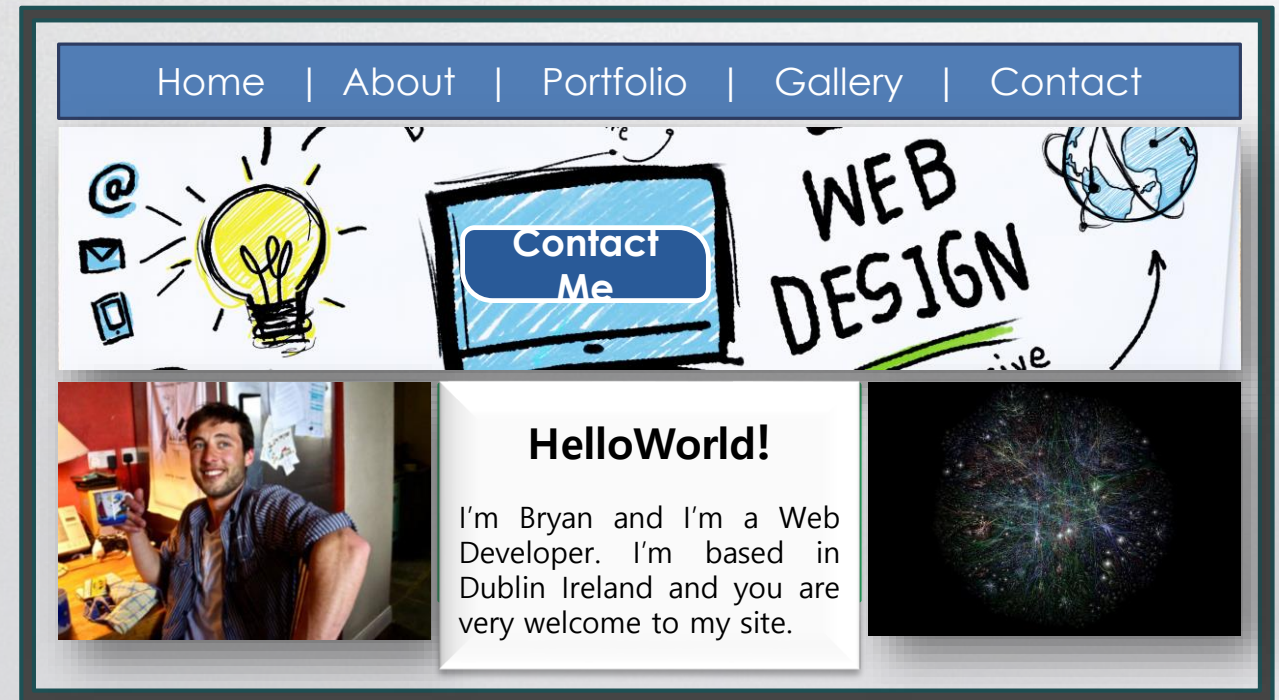
2. Planning



The Web Design Process

3. Design

Primary color				
				
E4EEFA RGB: 228-238-250 RGB [%]: 89.4-93.3-98	8FB1DC RGB: 143-177-220 RGB [%]: 56.1-69.4-86.3	517DB5 RGB: 81-125-181 RGB [%]: 31.8-49-71	295A98 RGB: 41-90-152 RGB [%]: 16.1-35.3-59.6	0E3465 RGB: 14-52-101 RGB [%]: 5.5-20.4-39.6
Secondary color #1				
				
FFEE6 RGB: 255-254-230 RGB [%]: 100-99.6-90.2	FFF89E RGB: 255-251-158 RGB [%]: 100-98.4-62	FFF865 RGB: 255-248-101 RGB [%]: 100-97.3-39.6	E7DF30 RGB: 231-223-48 RGB [%]: 90.6-87.5-18.8	9B9409 RGB: 155-148-9 RGB [%]: 60.8-58-3.5
Secondary color #2				
				
FE65EA RGB: 254-229-234 RGB [%]: 99.6-91.8-91.8	F899AC RGB: 248-153-172 RGB [%]: 97.3-60-67.5	F05F7C RGB: 240-95-124 RGB [%]: 94.1-37.3-48.6	D82C4E RGB: 216-44-78 RGB [%]: 84.7-17.3-30.6	900823 RGB: 144-8-35 RGB [%]: 56.5-3.1-13.7



Colour Theory

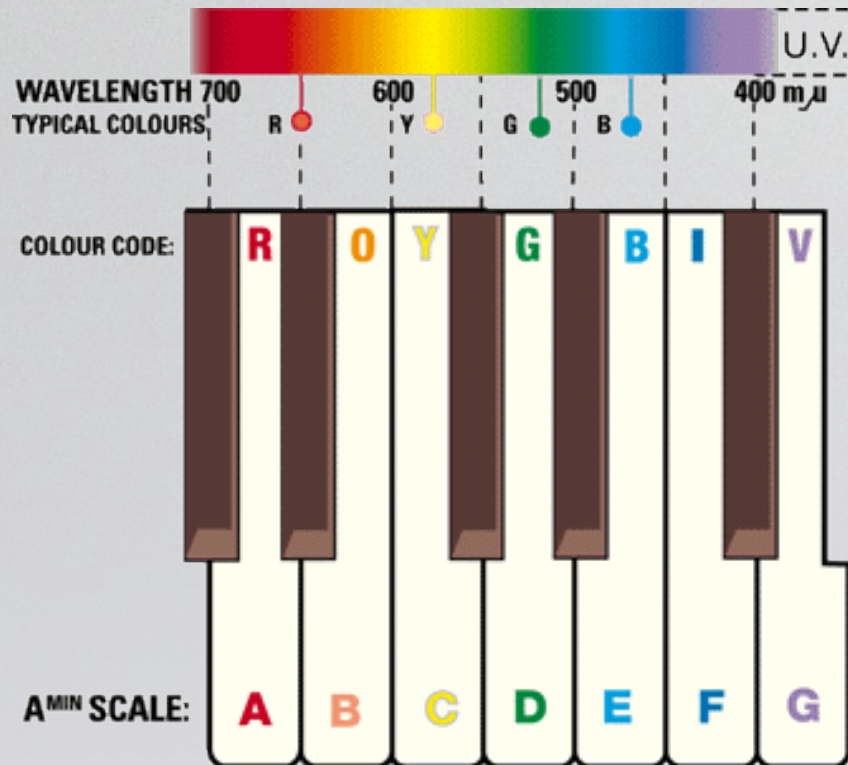


Colour Theory

The interaction of colours in a design through complementation, contrast, and vibrancy.



Colour Theory



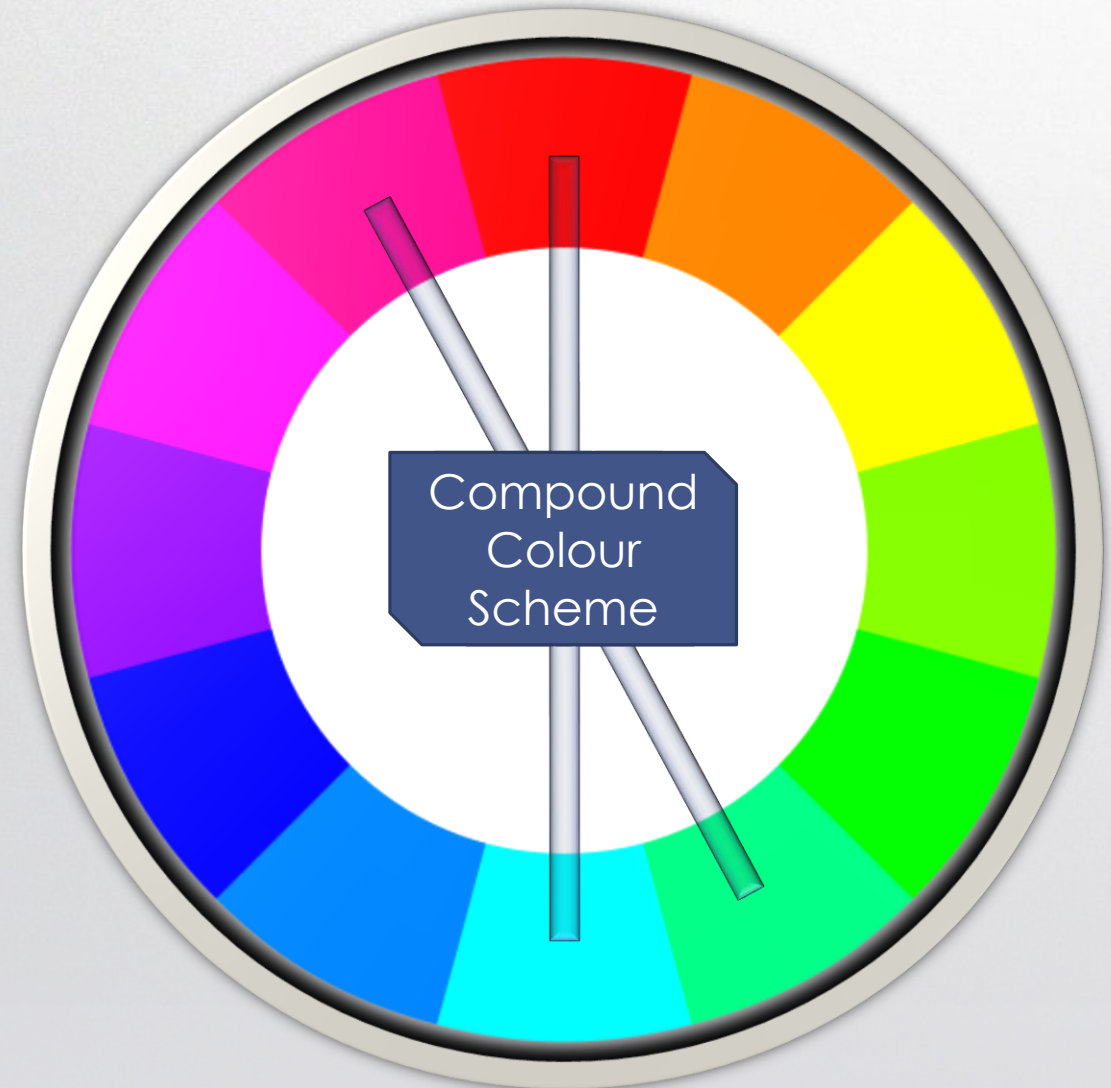
Triadic Colour Scheme

- 3 Colours on separate ends of the colour spectrum.
- Using this pattern will give you equal vibrancy of colour.
- One colour should dominate and the others should be used for accent.



Compound Colour Scheme

- 2 Colours are chosen from opposite ends of the colour spectrum.
- Provides a range of complementary colours.
- More freedom of colour design while providing appealing complementary colours.

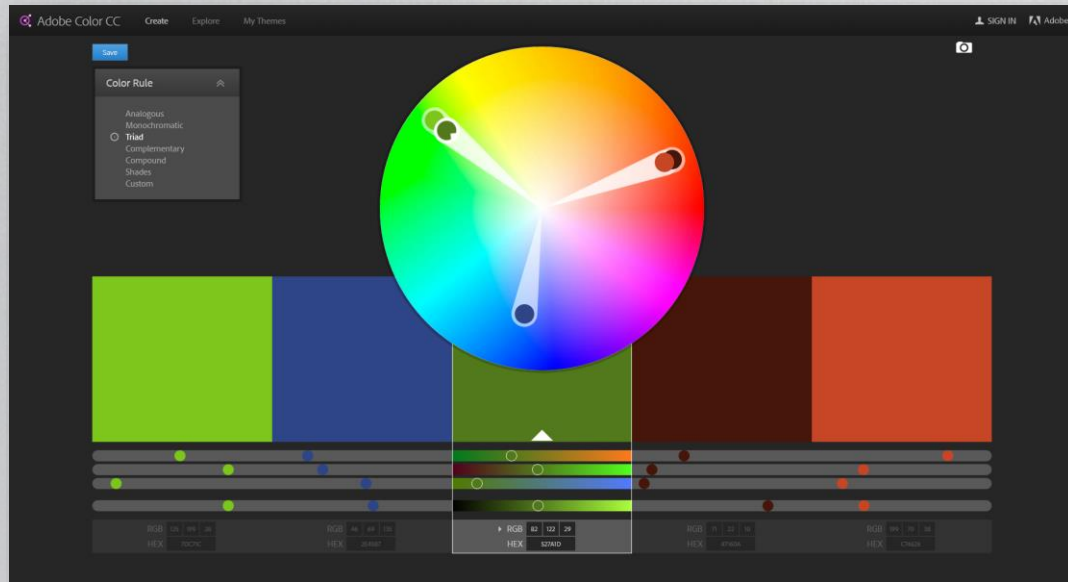


Analogues

- A scheme that uses colours next to each other on the colour wheel.
- The analogue scheme is very often found in nature and is therefore natural and pleasing to the human eye.
- One colour should dominate, a second colour to support, and the third as for accent.



Colour Theory



color.adobe.com

www.paletton.com

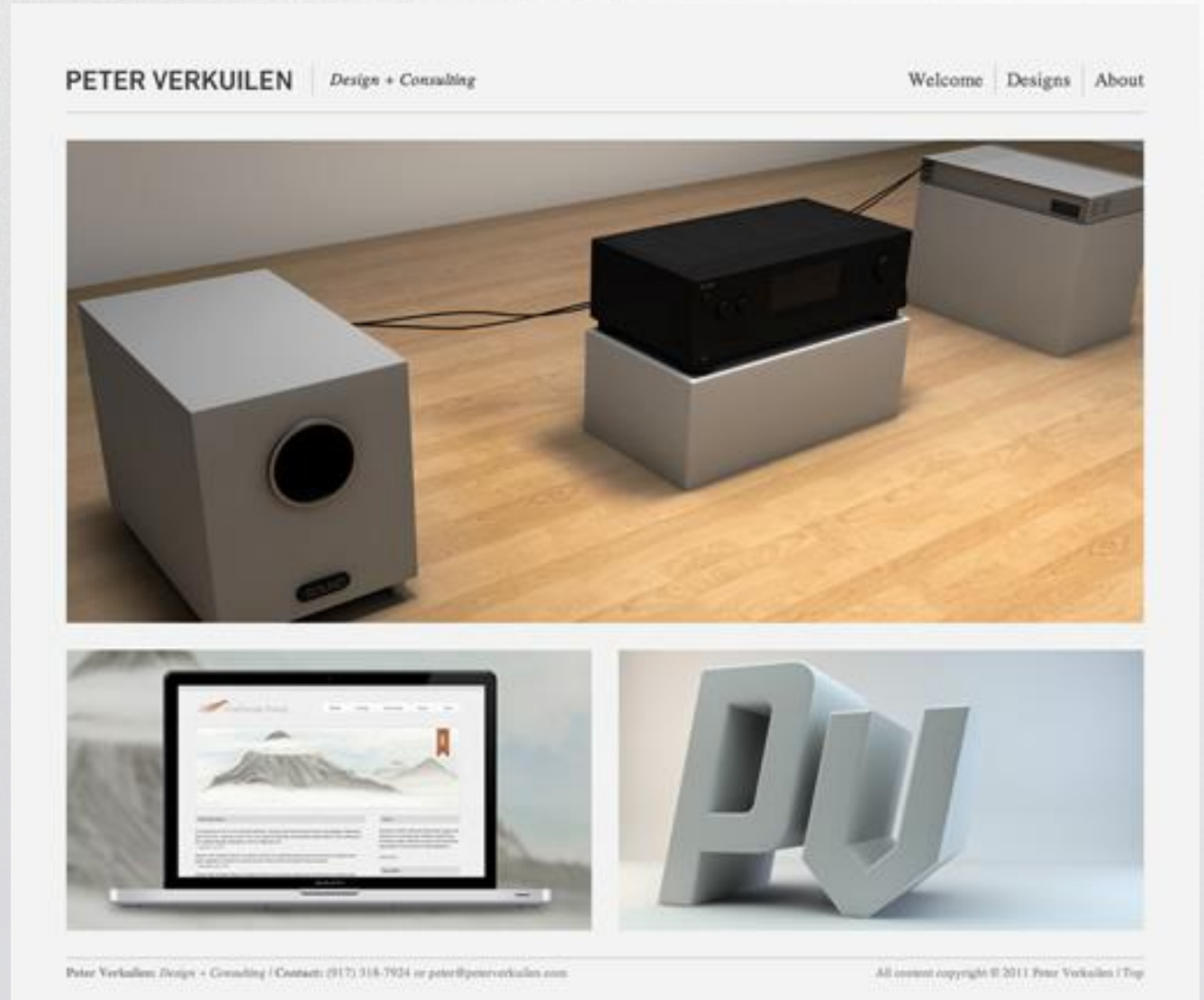


Webpage Layouts



Website Layout Styles

3 Box Layout



Website Layout Styles

Bigger Grid

The screenshot displays the 'New Inspired' website layout. At the top left is the logo 'New INSPIRED' with a green leaf icon. The top right features the 'SHAW ACADEMY' logo with the tagline 'PRACTICAL PROFESSIONAL ONLINE EDUCATION' and a 'View Cart' button. A navigation menu includes 'ABOUT', 'PROCESS', 'SHOP', 'CUSTOM', 'BLOG', and 'CONTACT'. Below the navigation is the tagline 'handmade clothing for children'.

The main hero section consists of two large images. The left image shows two children on a swing set, with the text 'little angel' overlaid in a red script font. The right image shows a close-up of a pink t-shirt with a black and white graphic of two heads with wings, with the text 'Cherishing their sweet side. \$24' overlaid in a red bar.

Below the hero section is a 'the home studio of KRIS & BOB GALMARINI' section with a photo of the designers. To the right is a 'FEATURED from the shop' section with two product cards: 'circus time \$28' featuring a dog graphic and 'little surfer \$20' featuring a blue t-shirt with white graphics. Below these is a grid of two more product images.

Welcome to New Inspired, an online boutique for innovative children's clothing by Charleston, S.C. based design team Kris and Bob Galmarini. Each piece is born from our passion to create, do what we love, work together, and dress our kids and yours in clothes as fun and hip as they are. All are handmade with love. Cheers, from our family to yours. [MORE >](#)



Website Layout Styles

[Get Started Now](#)

BloomFirst 

[Home](#) [The Idea](#) [The Designs](#) [The Dashboard](#) [Support](#)

Affordable Websites

We believe you deserve a first class website with all the bells and whistles. It should look amazing and be super simple to edit + update. And it shouldn't cost thousands of dollars.

We believe we have the solution.



**GROOVESHARK
ASKED ME TO HELP
THEM TAKE A BITE
OUT OF THEIR
CUSTOMER SERVICE
PROJECT.**

[VIEW THE PROJECT](#)

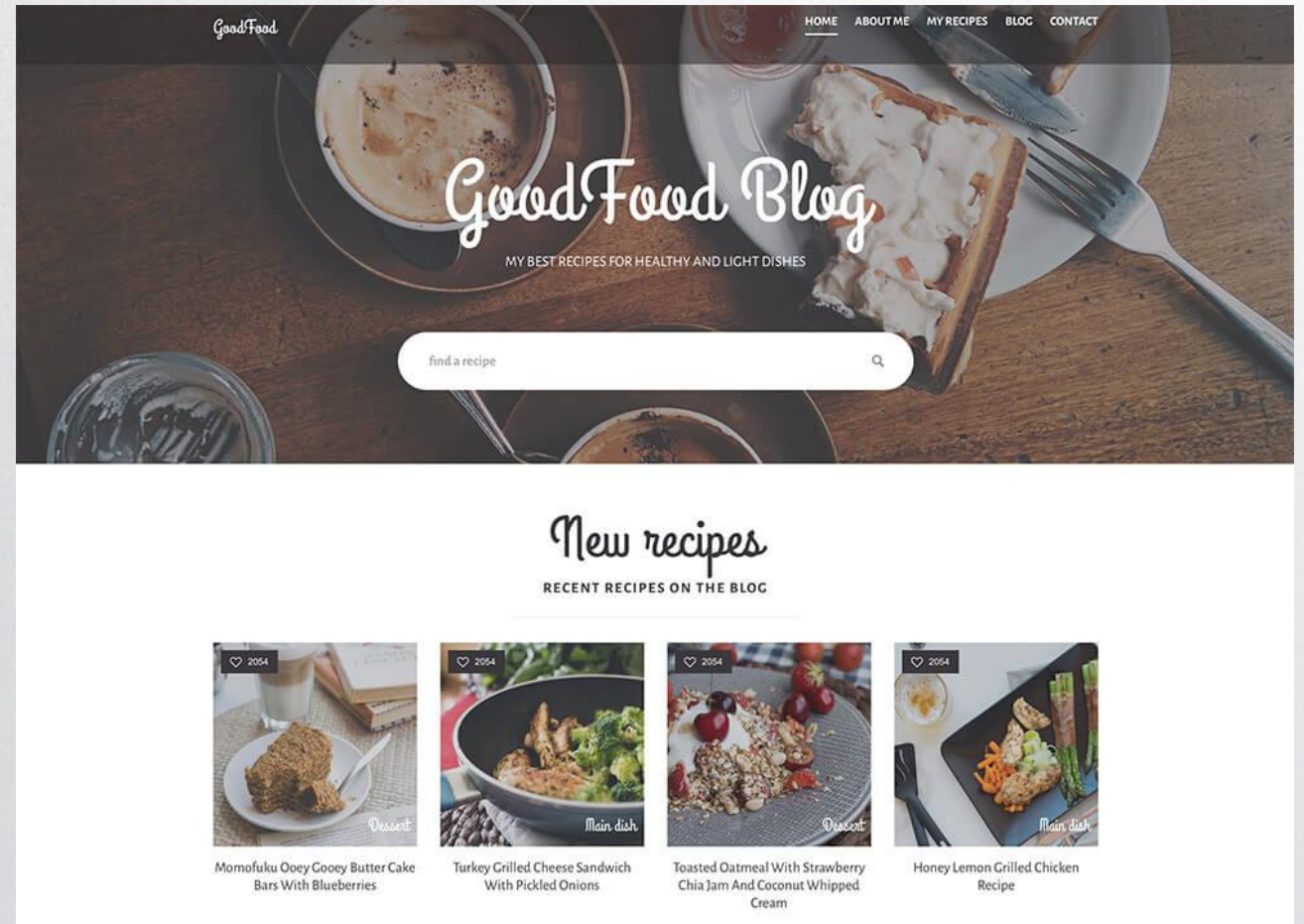


News Item /
Showcase



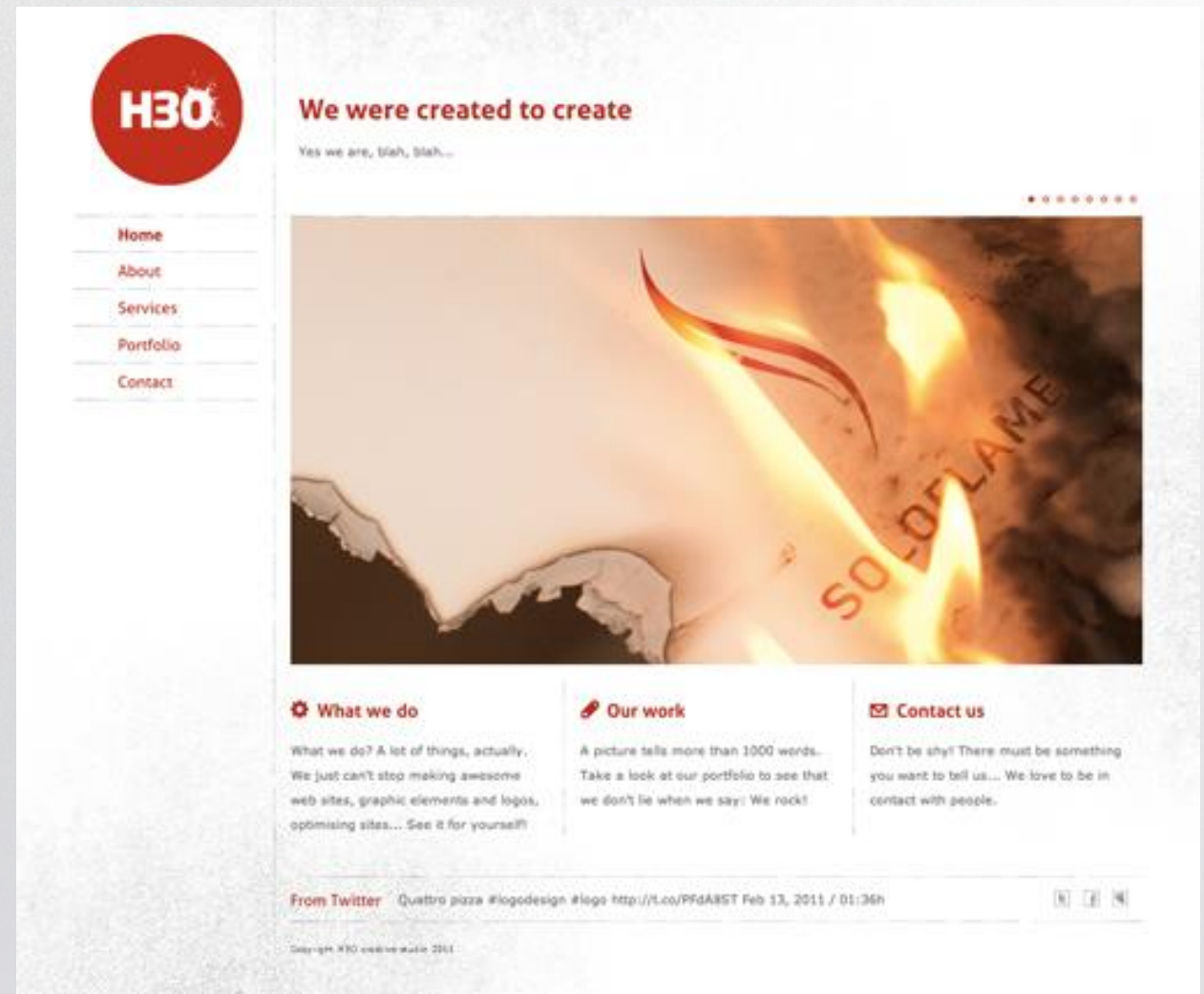
Website Layout Styles

5 Box Layout



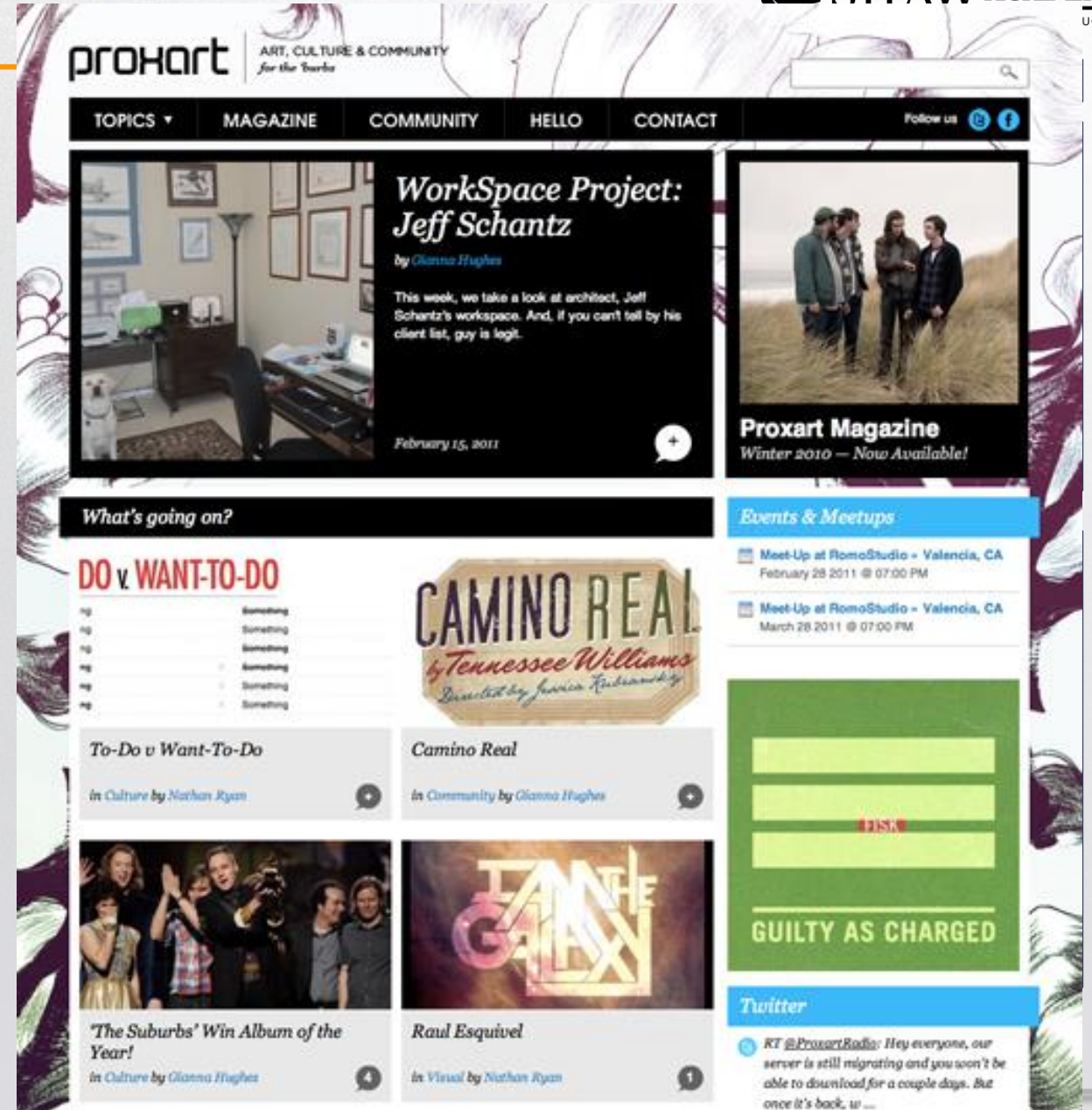
Website Layout Styles

Fixed Side Bar

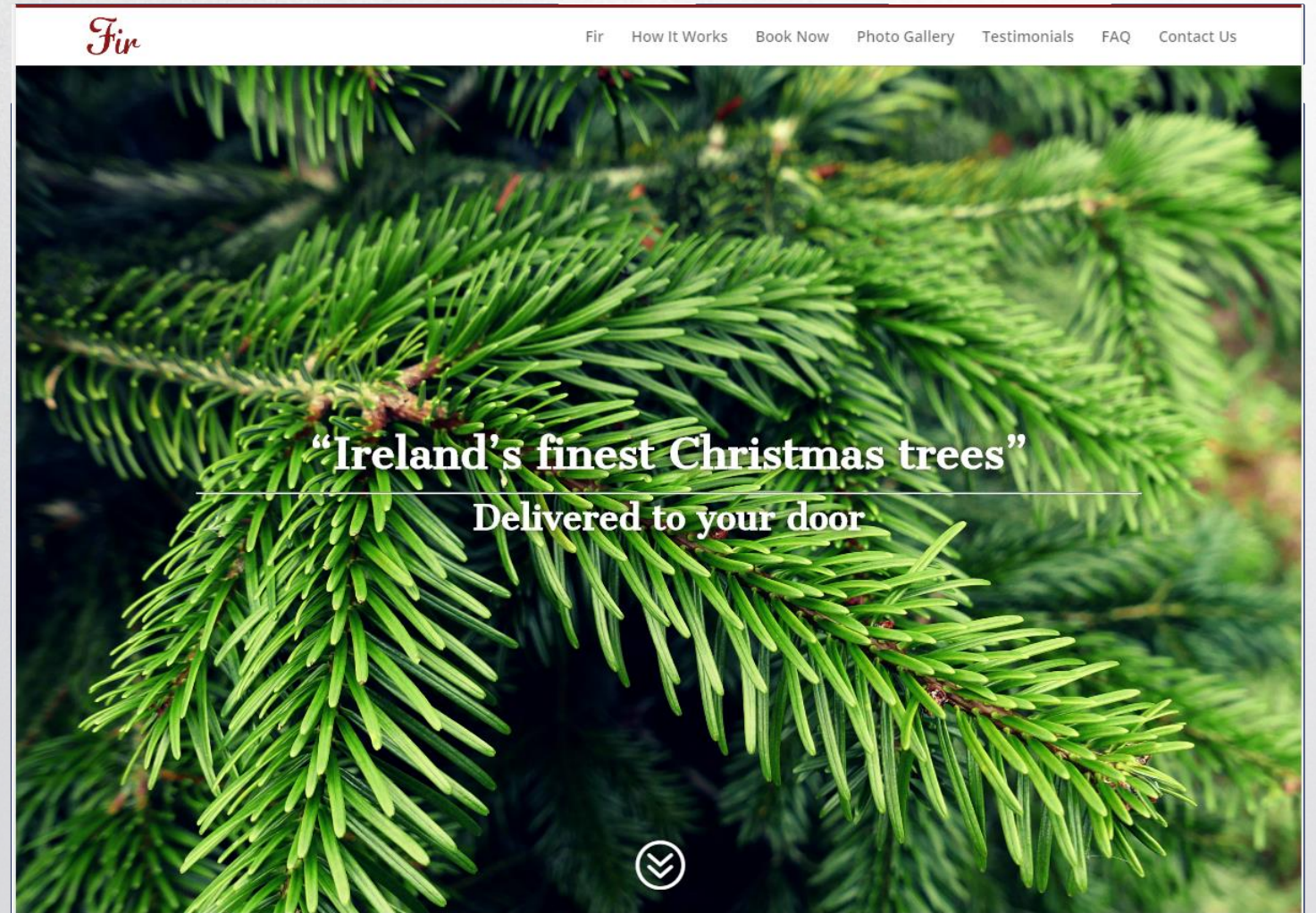


Website Layout Styles

Mix Grid



Website Layout Styles



Full Page Header



Website Layout Styles

gliffy.com

wireframe.cc

gomockingbird.com

ninjamock.com

Printable Graph Paper?

Summary

✓ Web Design Planning Stages

✓ Colour Theory

✓ Wireframes



✓ Lets get cracking on the Phoenix Photography project!

- Attend all of the lessons live to **ask Questions** in real time and benefit the most
- We're here to help, so contact us anytime!



Next Lesson is

Modern Web Design

- You will learn **Responsive Principles, Readability, Media Queries** and **more!**
- You will learn **even more CSS skills**
- **We will be really getting into the core areas**



www.shawacademy.com



www.facebook.com/shawacademy



www.twitter.com/shawacademy



support@shawacademy.com



See local numbers on website

