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LAURA PAGANI

WEB DESIGN

A WALK THROUGH WEB CONCEPTS AND TECHNOLOGIES

UniGe

A walk through

A web site…

What actually is? Focusing on the «dark side»

The magic of being online…

A roadmap to publish a site: domain, hosting…

How is built…

Technologies beyond the front end

Let’s give a try!

Practical development and tutorial

Exam

To obtain the credit of the course, a test on all topics

A different (?) kind of study

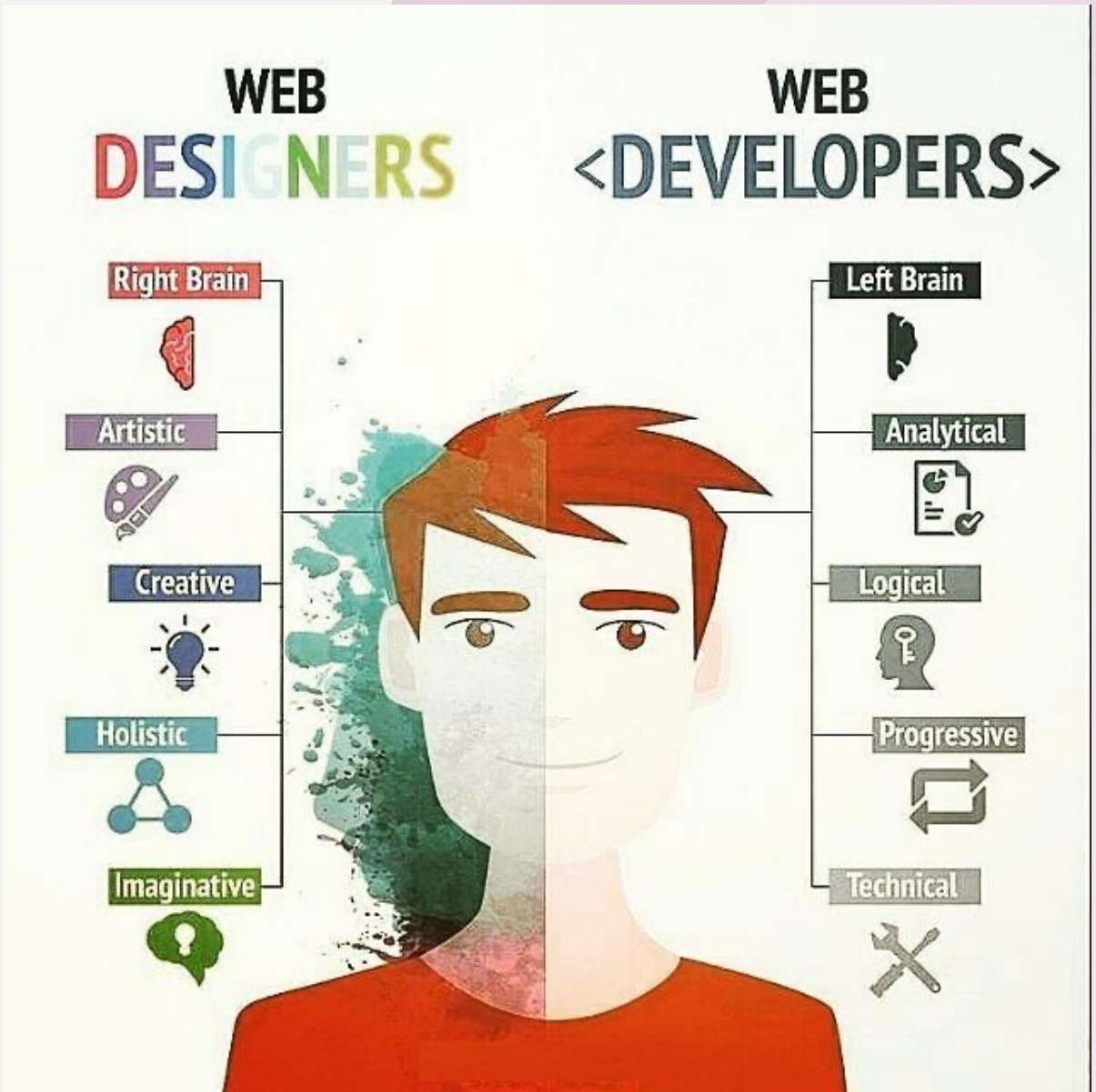
High practical and interactive

A way of thinking

A methodological approach

Web Designer or Web Developer?

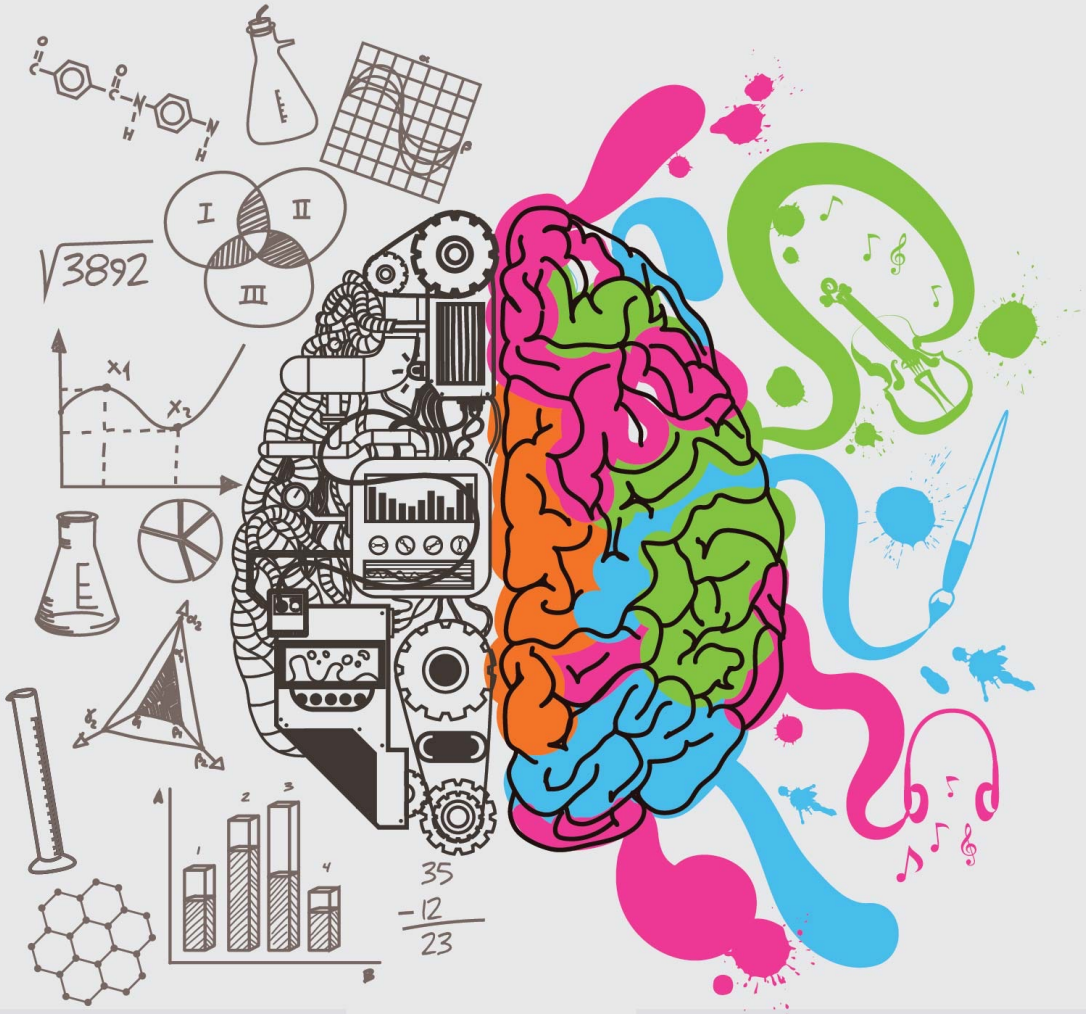
Web Designer
Creative in nature
Refers to aesthetic elements
Transforms ideas into **appealing** designs
Refers how the website **looks and feels** on the outside
Sw: Adobe Photoshop, Illustrator, DreamWeaver, Sketch, Wordpress, Figma



Web Developer
More **technical** in nature
Builds user-friendly websites based on clients specifications
Transforms designs into **functional** websites
Refers how the website **works**
SW: Wordpress, Drupal, Joomla Language used: PHP, HTML, Javascriipt, CSS, ColdFusion, Python, JQuery, Ruby,..

Web Designer or Web Developer?

LEFT BRAIN



RIGHT BRAIN

WEB-DEVELOPMENT **&** **WEB-DESIGNING**

Both

- Keep on learning - plugins & software updates, check new technologies, check w3c site for new guidelines, new trends;
- Find a compromise between client's needs and technologies;
- Scheduled maintenance;
- Stick to the time;
- All clients and all platforms are important - responsiveness and accessibility;
- Know SEO,
- Know laws.

Web Designer or Web Develop

UX

HUMAN-FIRST APPROACH TO PRODUCT DESIGN

APPLICATION:
Physical and digital products

FOCUS:
The full experience from a user's first contact to the last

CREATES:
Structural design solutions for pain points that users encounter anywhere along their journey with the product

RESULTS IN:
Products that delight users with their effectiveness

UI

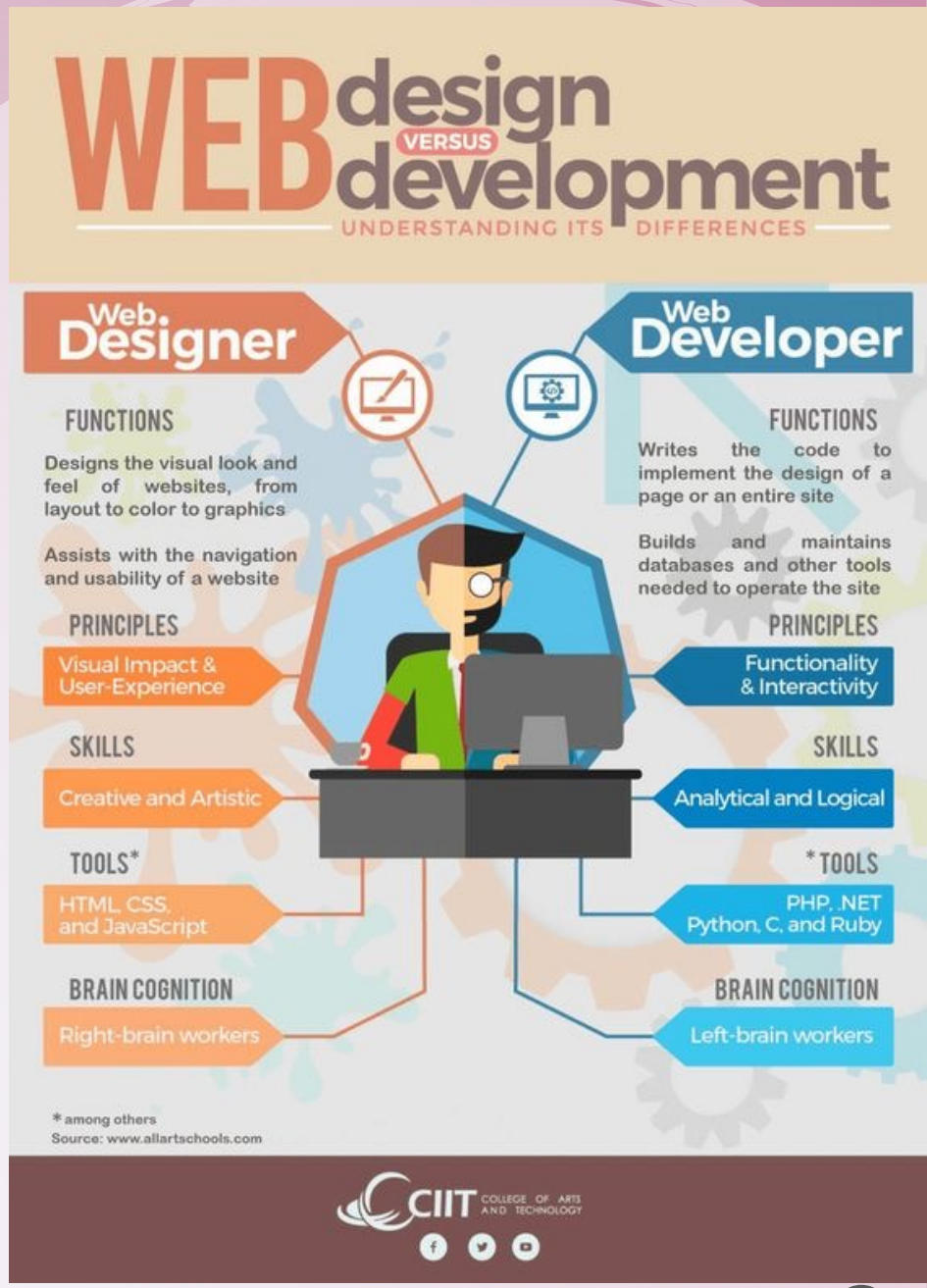
HUMAN-FIRST APPROACH TO DESIGNING THE AESTHETIC EXPERIENCE OF A PRODUCT

APPLICATION:
Digital products only

FOCUS:
Visual touchpoints that allow users to interact with a product

CREATES:
Combinations of typography, color palettes, buttons, animations, and imagery

RESULTS IN:
Products that delight users aesthetically

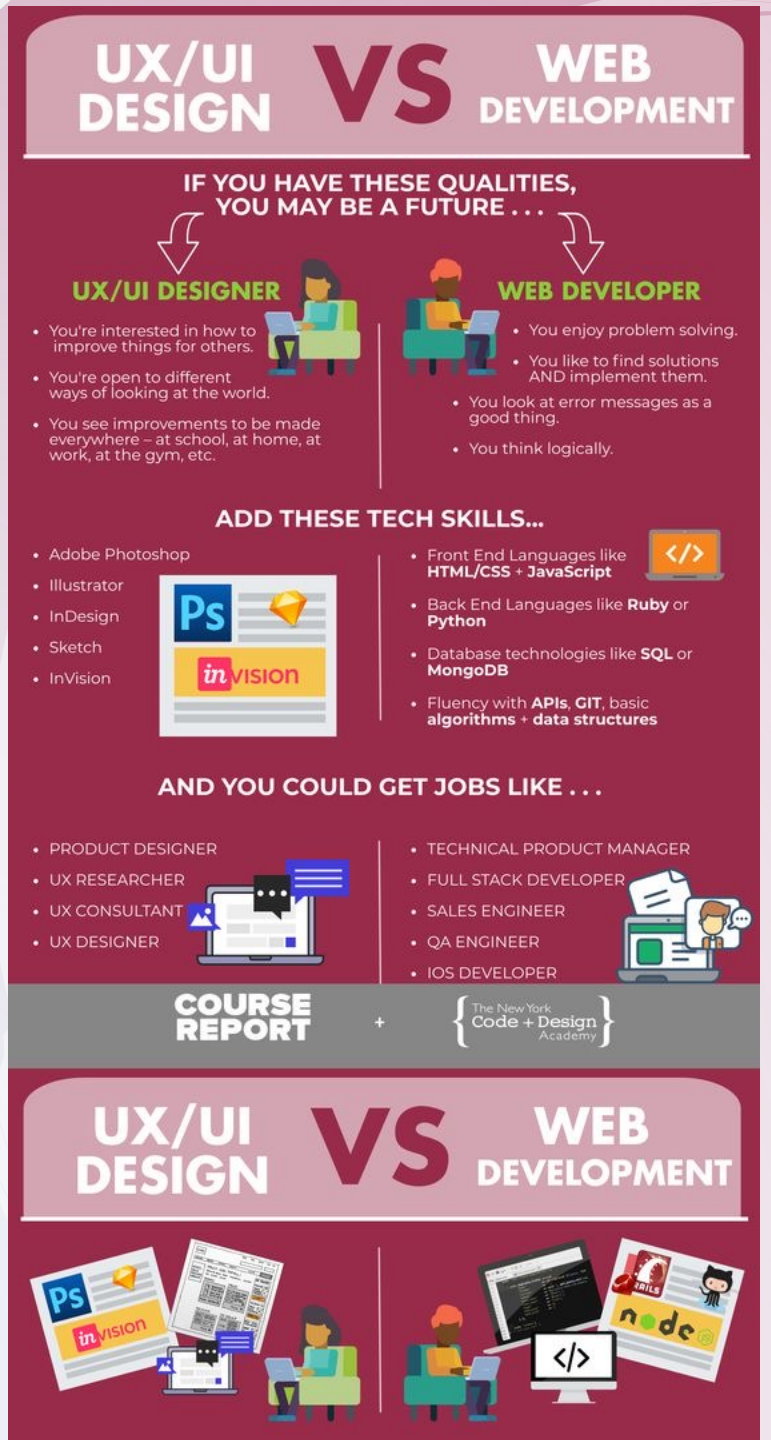


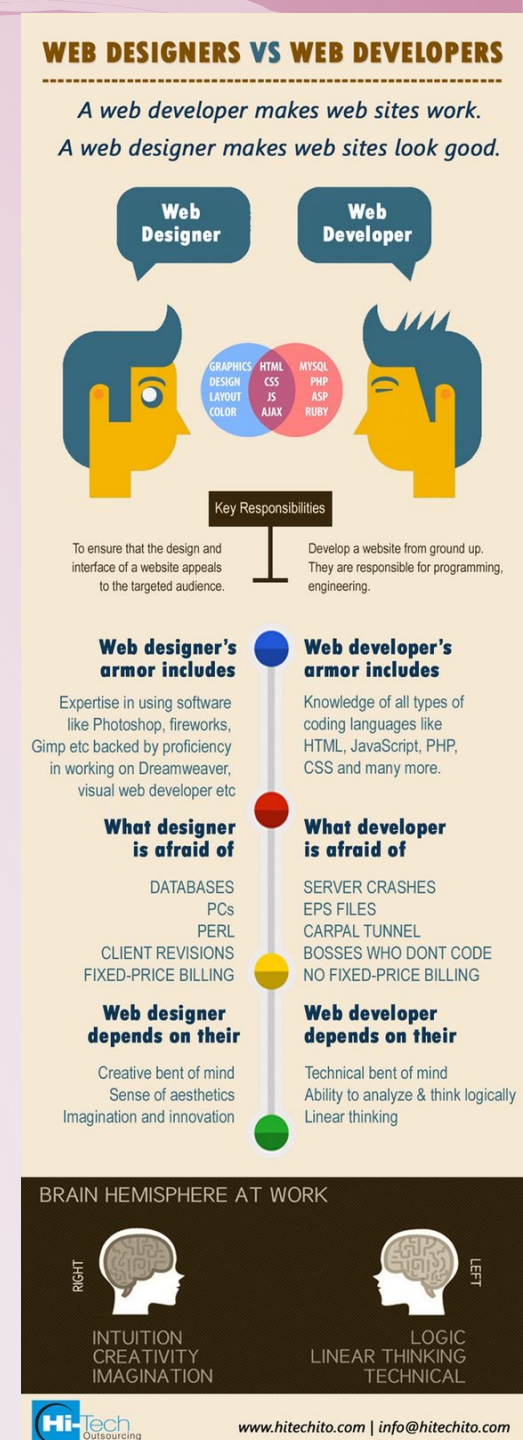
Web Designer or Web Developer?

- At the end of day, whether the roles of web designer vs web developer overlap or are different to an extent, it is easy to understand that they must co-exist and collaborate to create appealing and interesting web sites
  - A couple of nice links

savvycomsoftware.com

careerfoundry.com





General suggestions about contents and images

- If you are able to use adobe ecosystem you can skip this and next slides

- Free online tools for graphic design
  - Canva, very popular, with a lot of available project - http://canva.com/
  - Gravit, again very popular, more for creation - https://www.designer.io/en/ (also svg for download)
  - Method, less functionality but works with svg - https://method.ac

- Free online tools for editing
  - Editorphoto, nice, - https://editor.pho.to
  - Optimizilla, optimazed compressor - https://optimizilla.com

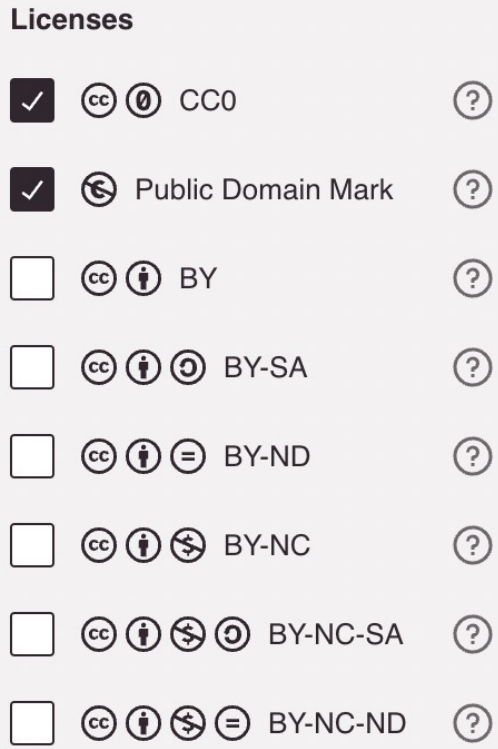
- Other tools are more than welcome, do your choice!
  - Colour pallet generator https://coolors.co/

General suggestions about contents and images

- Do not violate copyrights when using photos…
  - Creative commons - https://creativecommons.org

- Every image (Google, stock photo sites or social media) gains copyright as soon as it's created, and it's up to you to know whether or not you have legal right to use it

1. Use Public Domain Images (Wikimedia Commons and Flickr Commons)
2. Use Creative Commons Images (Creative Commons)
3. Use Stock Photos (Unsplash, pixabay, pexels, others)
4. Use Your Own Images
5. Use Social Media Images Only with Permission
6. Avoid Using GIFs



We had in the past a special guest: a lawyer

General suggestions about images

- Online catalogues of free images/video - creative common licence
  - Unsplash, very very popular - https://unsplash.com
  - Pixabay, very interesting - https://pixabay.com
  - Pexels, again valid - https://www.pexels.com/
  - Isorepublic - https://isorepublic.com
  - Stokpic - https://stokpic.com
  - Freepik, ai format - https://it.freepik.com

- I love for example also the adobe stoke https://stock.adobe.com/it/ that offers also common creative pic but mainly you have to pay
  - Most of the img of my lessons are free downloaded from unsplash and adobe stoke

- Free online tools for favicons
  - Favicons generator - https://www.favicon-generator.org

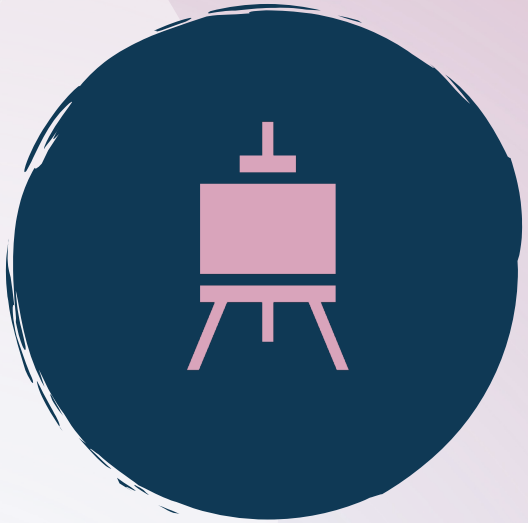
  1and1 - changed proprietary (I suppose) https://www.ionos.it/tools/creare-favicon

How to develop a web site

There are several steps: Assuming you already decided your topic and the aim of your site…

Collect the contents

Text, img, videos, renders, logo, icon, files



Design the concept

Draw it as you prefer but start drawing

Implement the project

Be focused on the concept and built it

A strong emphasis on the design is mandatory! But remember also considerations about marketing…

Design the concepts

Highlights to shape your ideas

Do it manually
draw on a paper or on a dashboard or on a tablet **but do it!**

Do it with a specific tool
with mockup and wireframe or everything you prefer **but do it!**

Design the concepts

Just some examples from your previous colleagues

Do it manually
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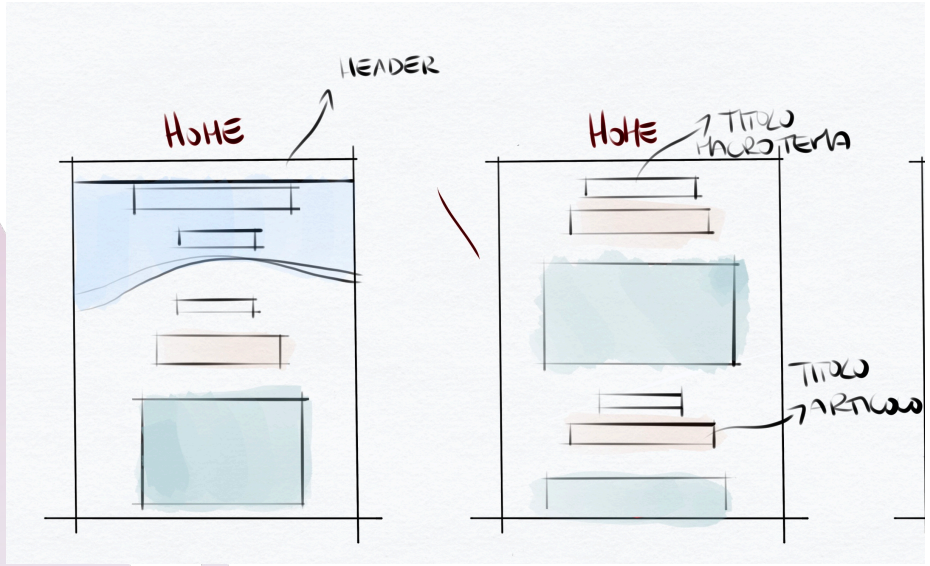

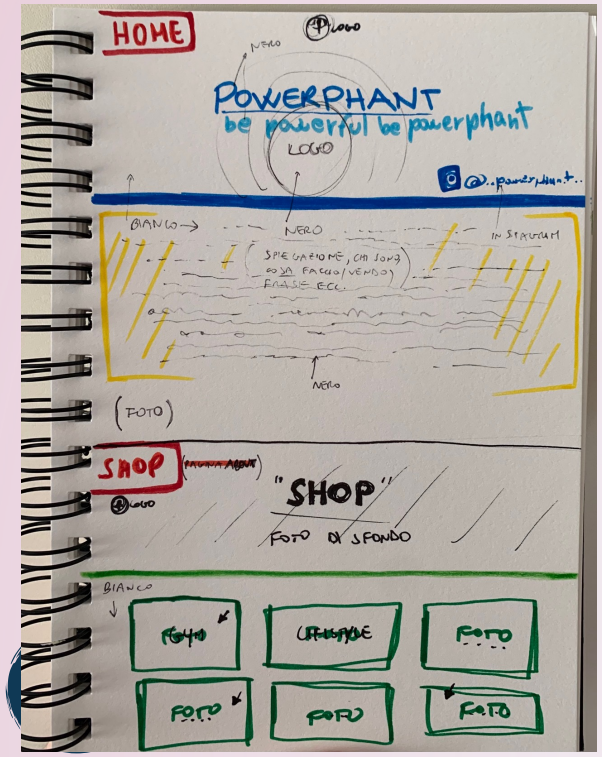

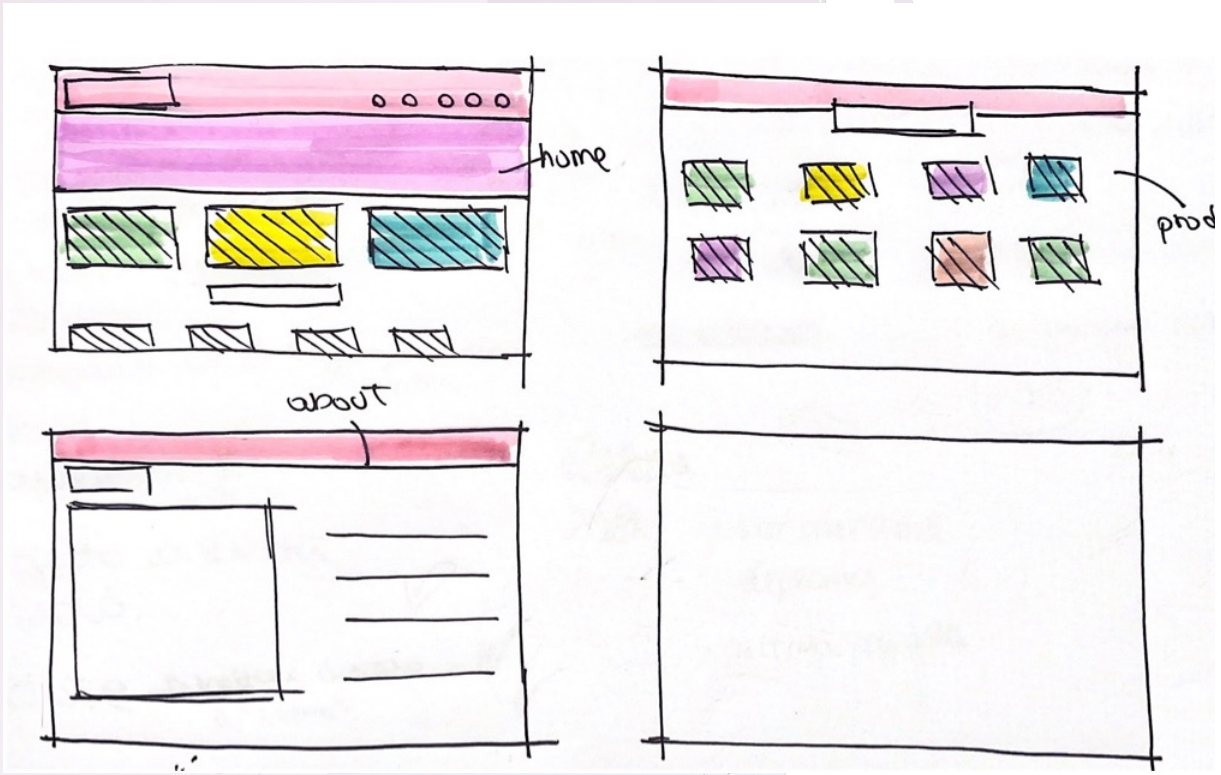

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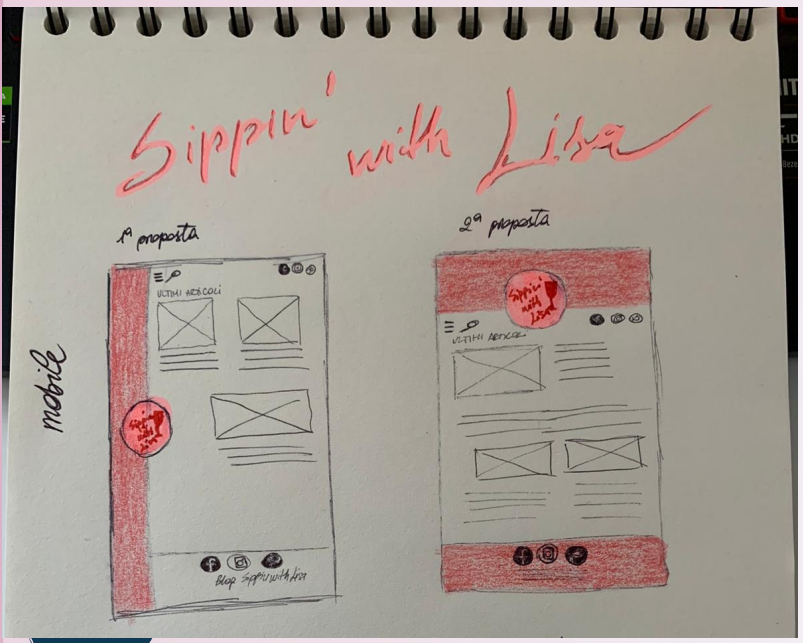
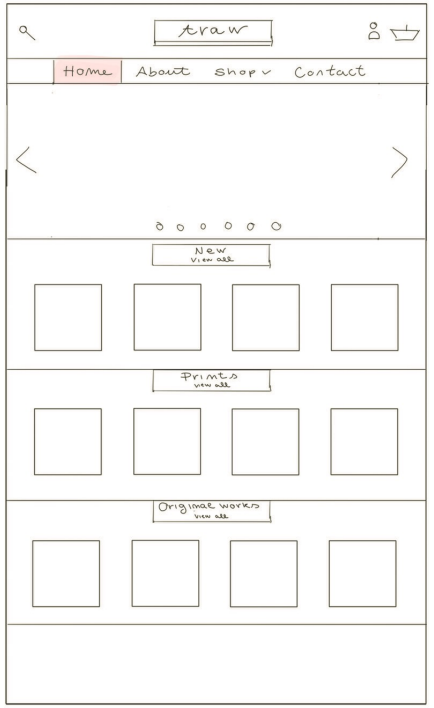
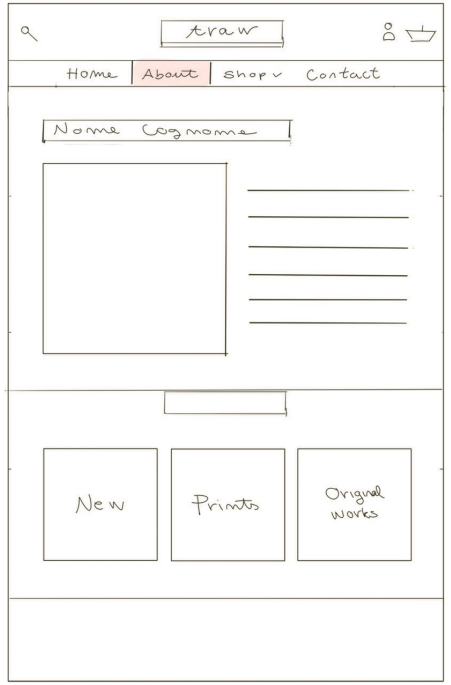
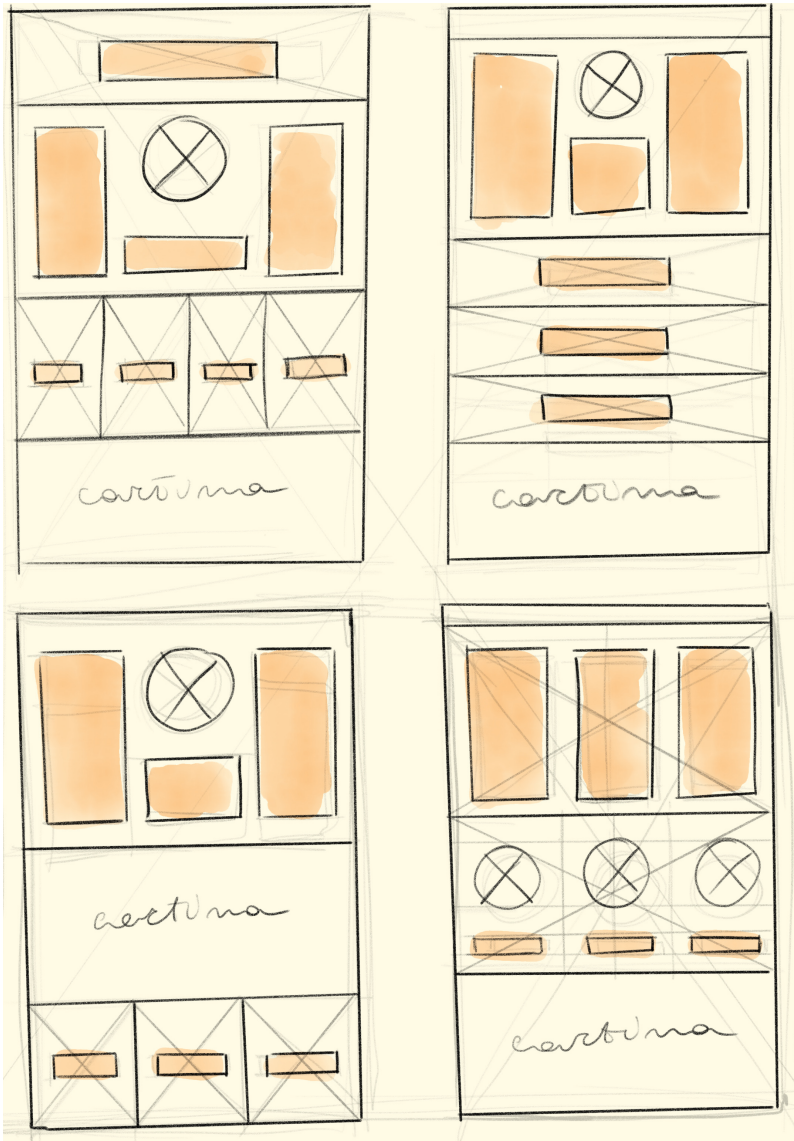








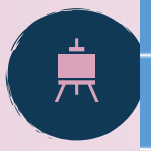
Design the concepts

Highlights to shape your ideas

Do it with a specific tool
with mockups and wireframes or everything you prefer **but do it!**

- Wireframes, mockups, and prototypes are three popular terms used in web design
  - nice links to improve your knowledge
    https://www.edrawsoft.com/
    https://www.grafigata.com/
    https://www.figma.com/
    https://www.sketch.com/
    https://miro.com/

	Wireframes	Mockups	Prototype
Definition	Basic visual representation	More realistic representation of the final product	Similar to the final website or app product
Components	Black and white lines, rectangular boxes. No color or generic font	Colored with a proper font. Images and specified content	Proper details and information with animations
Interactive	No	No	Yes
Function	Assess useability and focus on structure	Assess the design as well as structure	Test user interaction and potential flaws before developing the product
Use	It helps team members understand the project better	It helps provide a visual of the final look to the client	Helps in obtaining user feedback and testing the product
Tools	Balsamiq, Pencil, Wireframe CC	Sketch, Photoshop, MockFlow	Mockplus, InVision, Justinmind

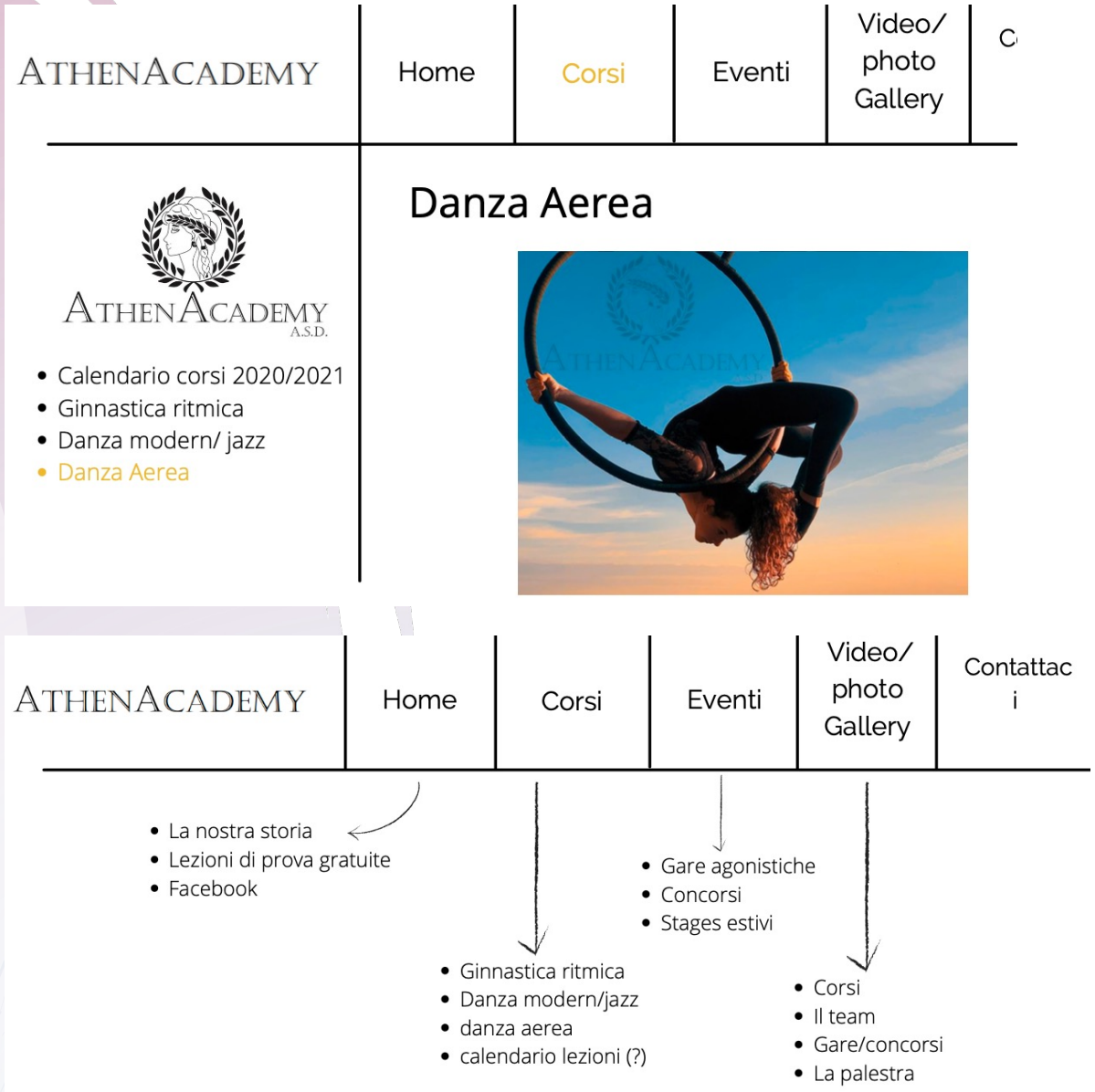


Design the concepts

Highlights to shape your ideas

Do it with a specific tool
with mockup and wireframe or everything you prefer **but do it!**

- If of your interest, we can discuss more this topic
  - I've added a Note tab to collect all your observations, suggestions, difficulties, complaints etc
  - let's see it and try to write

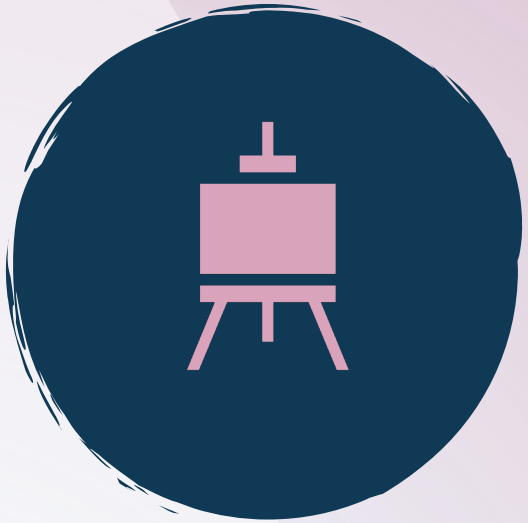


How to develop a web site

Remember there are several steps – a strong emphasis on the design is mandatory!

Collect the contents

Text, img, videos, renders, logo, icon, files



Design the concept

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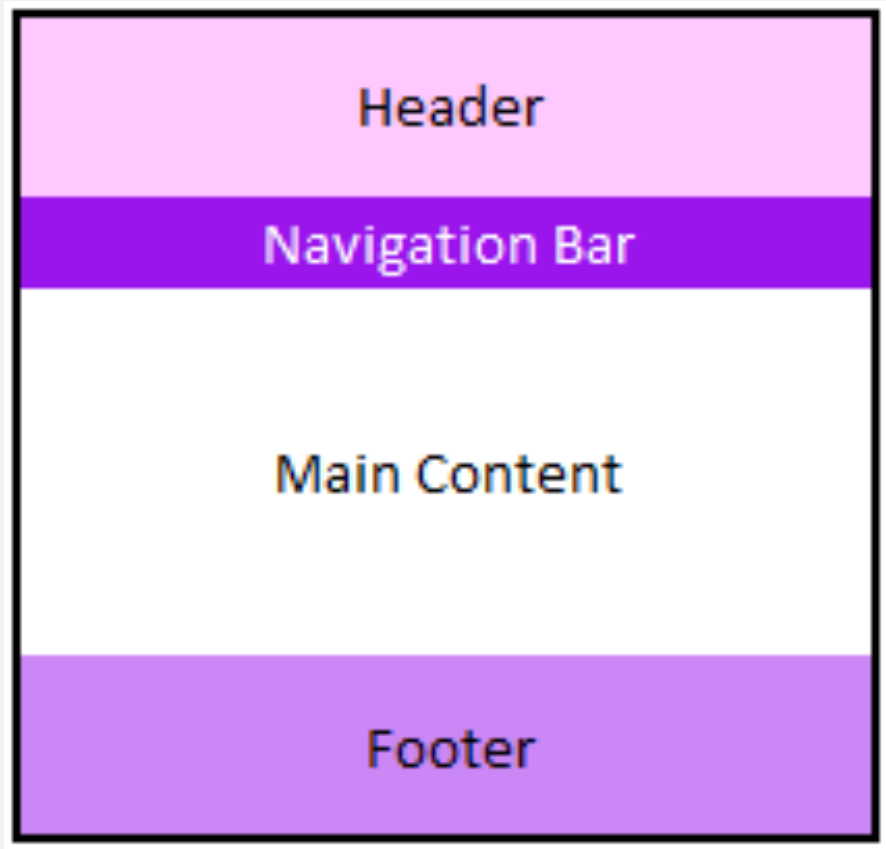
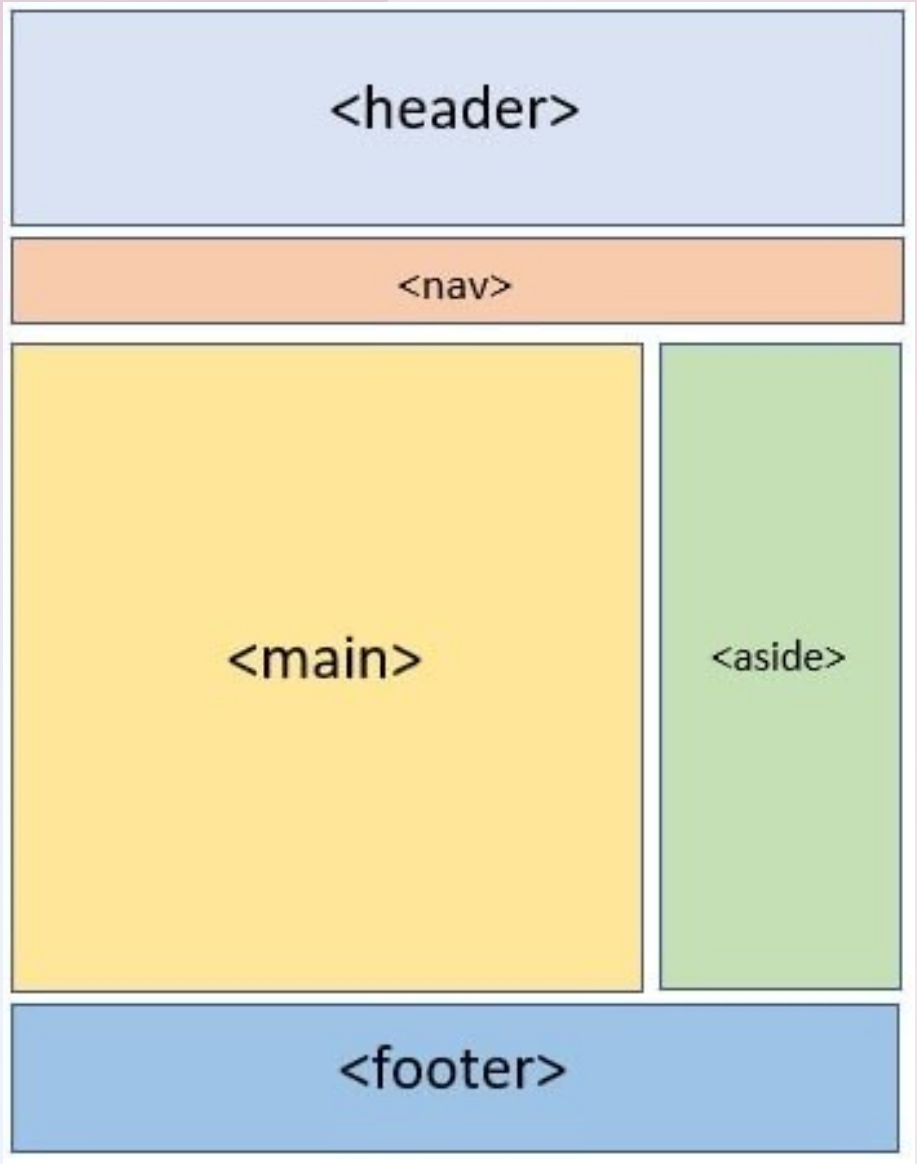
Implement the project

Be focused on the concept and built it

A web site

Understand a site structure





A web site

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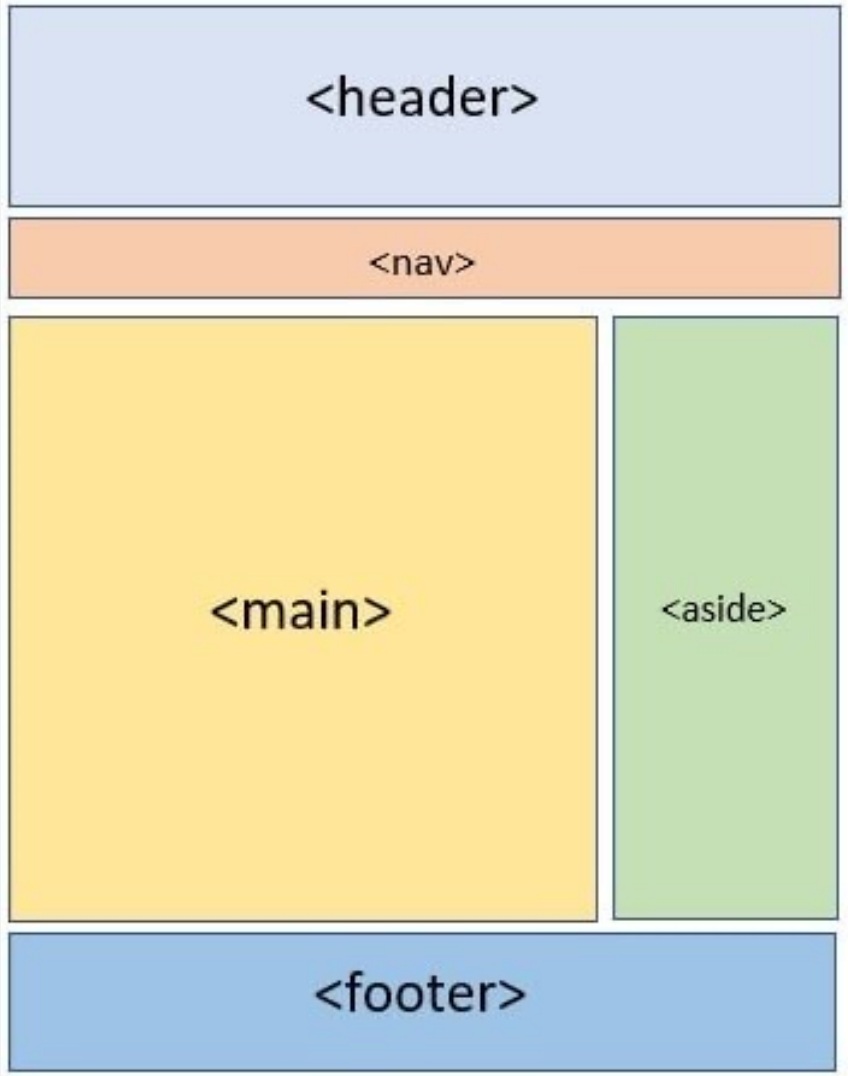
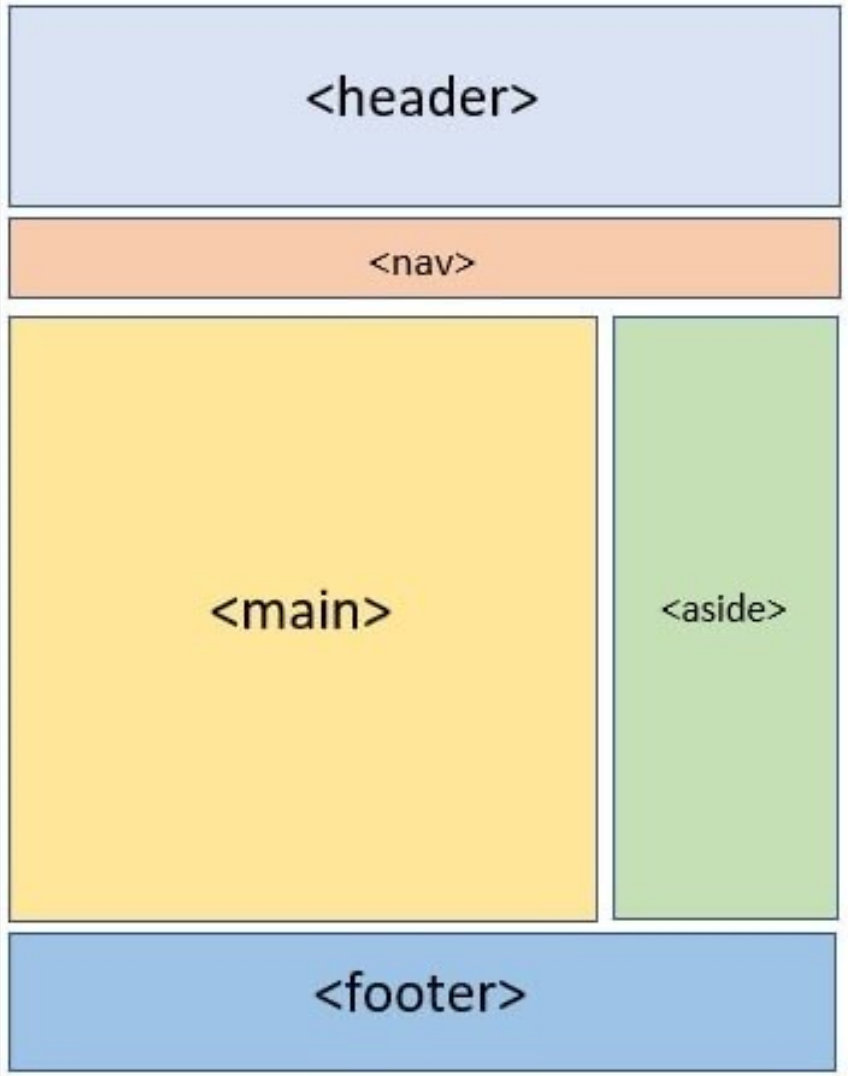


- Header - Intestazione
  - Contains distinctive elements such as the logo, the motto, …
- Navigation bar - Menu
- Main Content or Body - Corpo
  - Contains all the contents, such as text, images and links displayed by the browser
- Side Bar - Barra laterale
  - Provides access to ”special” contents
- Footer (& Socket) - Piè di pagina
  - Summarizes information as addresses, contact details, copyright, etc. for easier consultation of the site

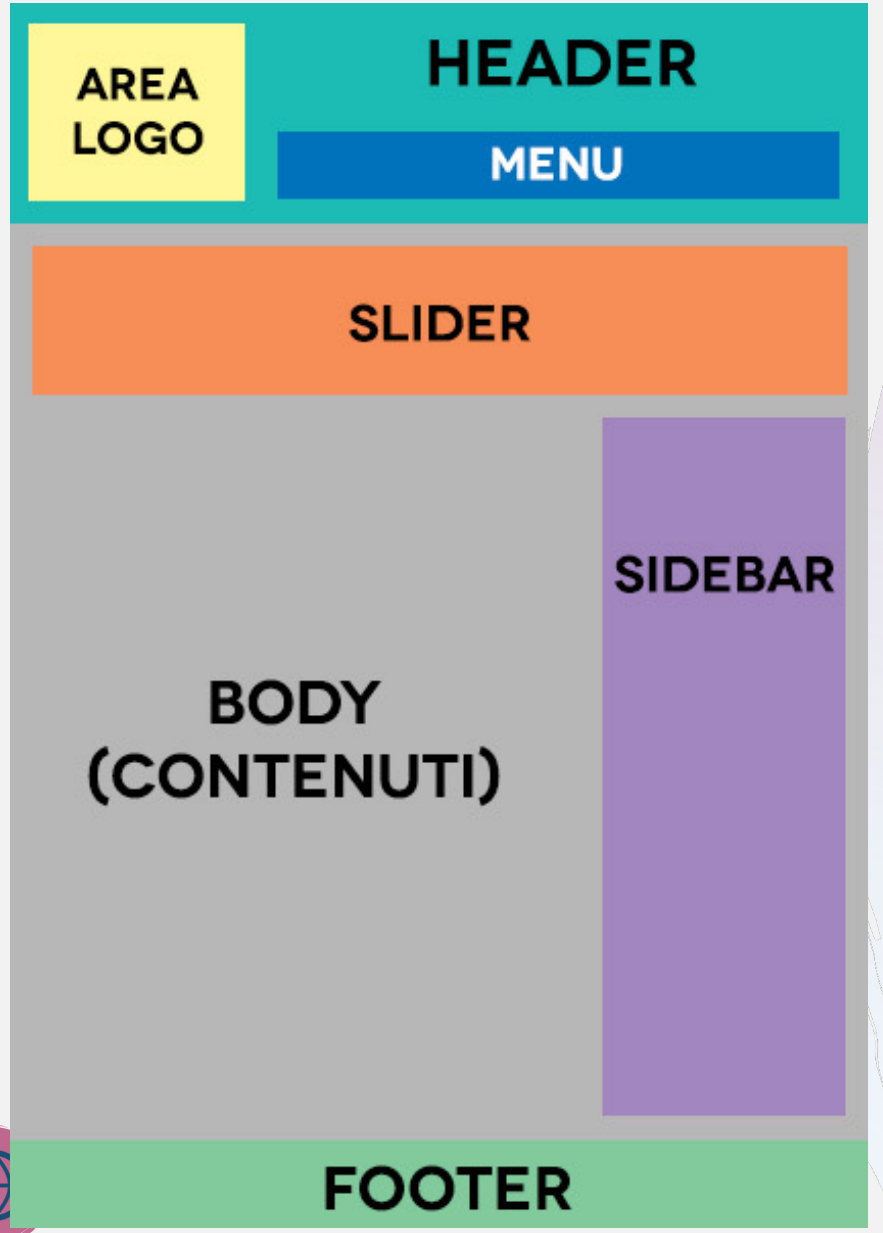
Footer and Header - common to all pages

A web site

Understand a site structure



A web site


AREA LOGO
HEADER
MENU
SLIDER
SIDEBAR
BODY (CONTENUTI)
FOOTER

HEADER
MENU
CONTENUTO
SIDEBAR
FOOTER

WEBPAGE

MENU
HEADER
CONTENUTO
SIDEBAR
FOOTER

How to develop a web site

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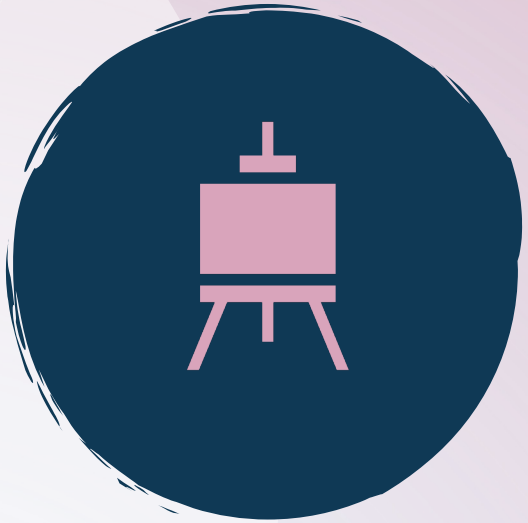


Design the concept

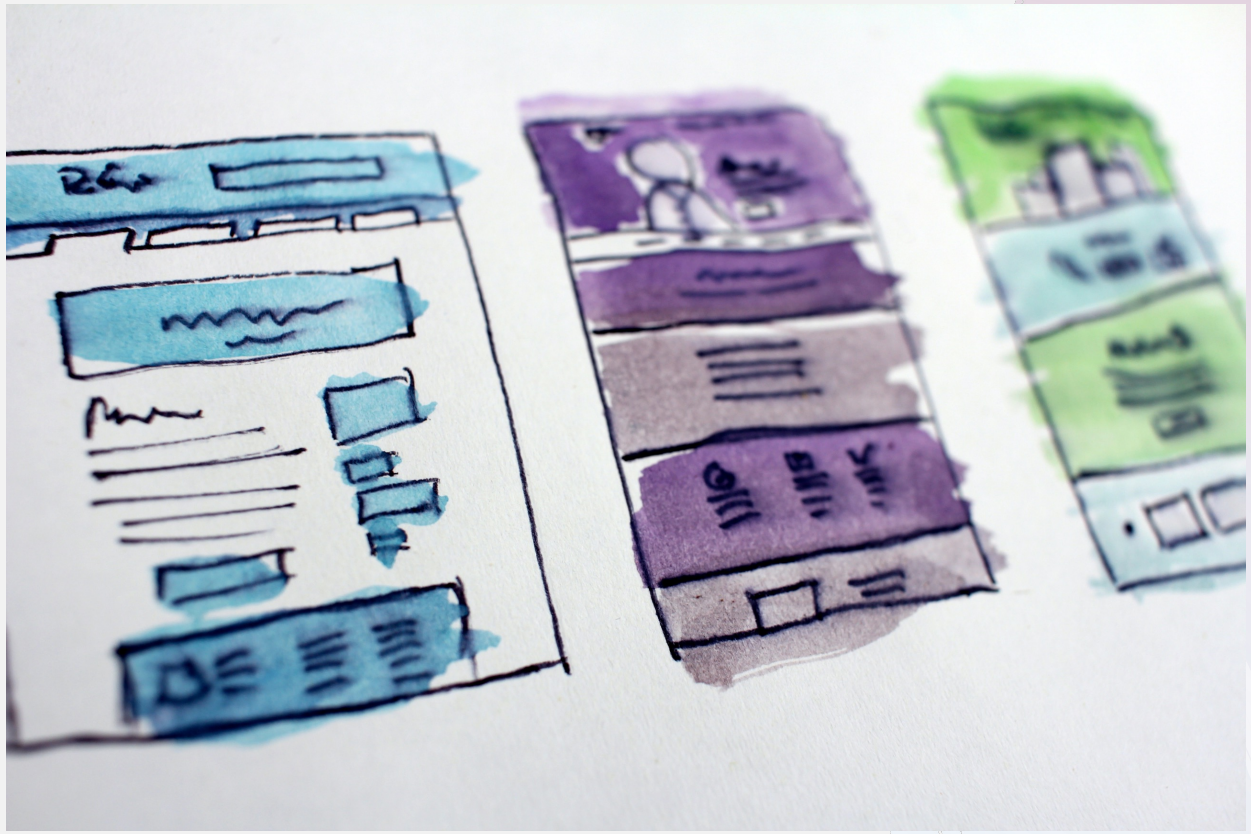
Draw it as you prefer but start drawing

Implement the project

Be focused on the concept and built it

A web site

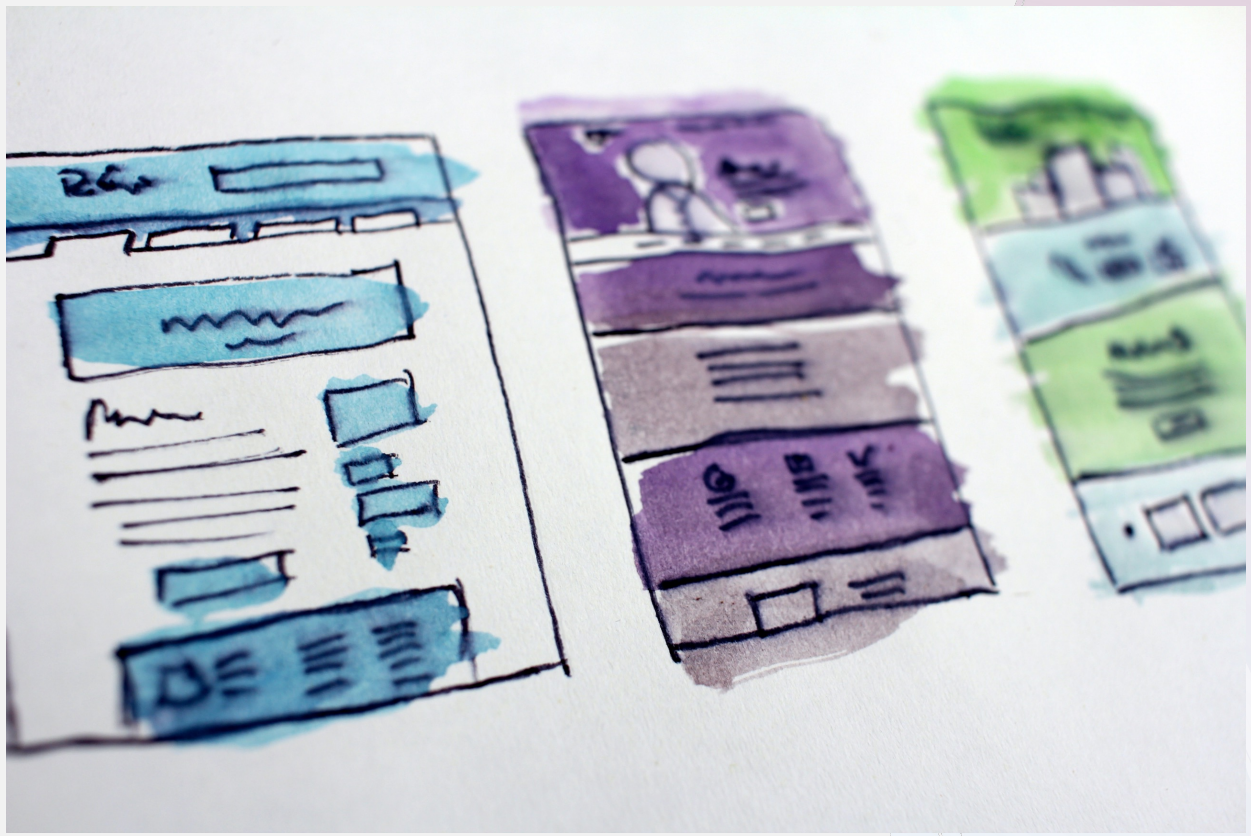
Collect and organize contents – you already decided colours, fonts, etc



- Which is the objective
- Define the pages
  - Menu
- Collect text and media
  - Whatever you prefer
  - Take care of copyrights
  - Just size and weight
- Design header and footer
  - Take care
- Design home page
- Select layout of other page

A web site

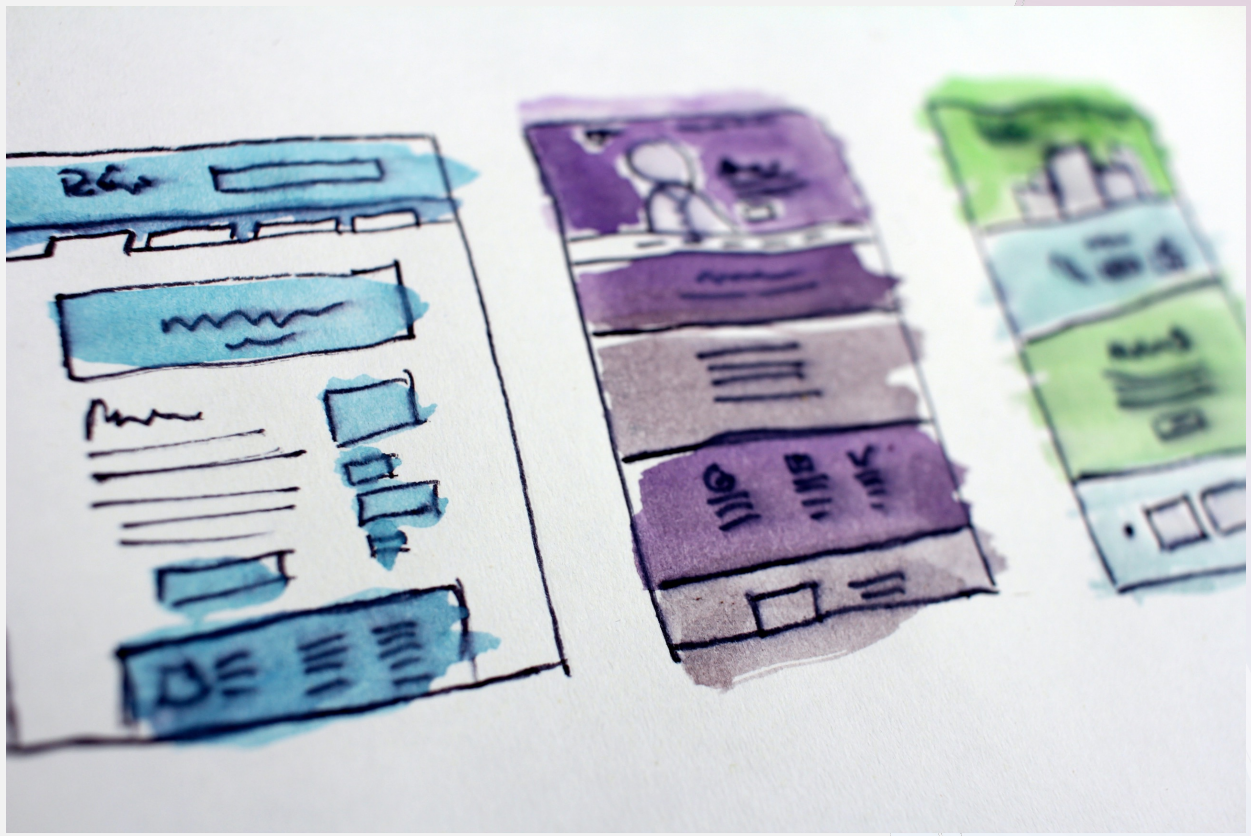
Collect and organize contents– you already decided colours, fonts, etc



- Pages
  - Long term contents, e.g. mission, contacts, etc
  - Organized in menu
- Posts
  - Heart of a blog
  - Short term connotation, commented,
  - Categories & tag - Side bar
- Media
  - Img, video, pdf, etc
  - Keep low the size!

A web site

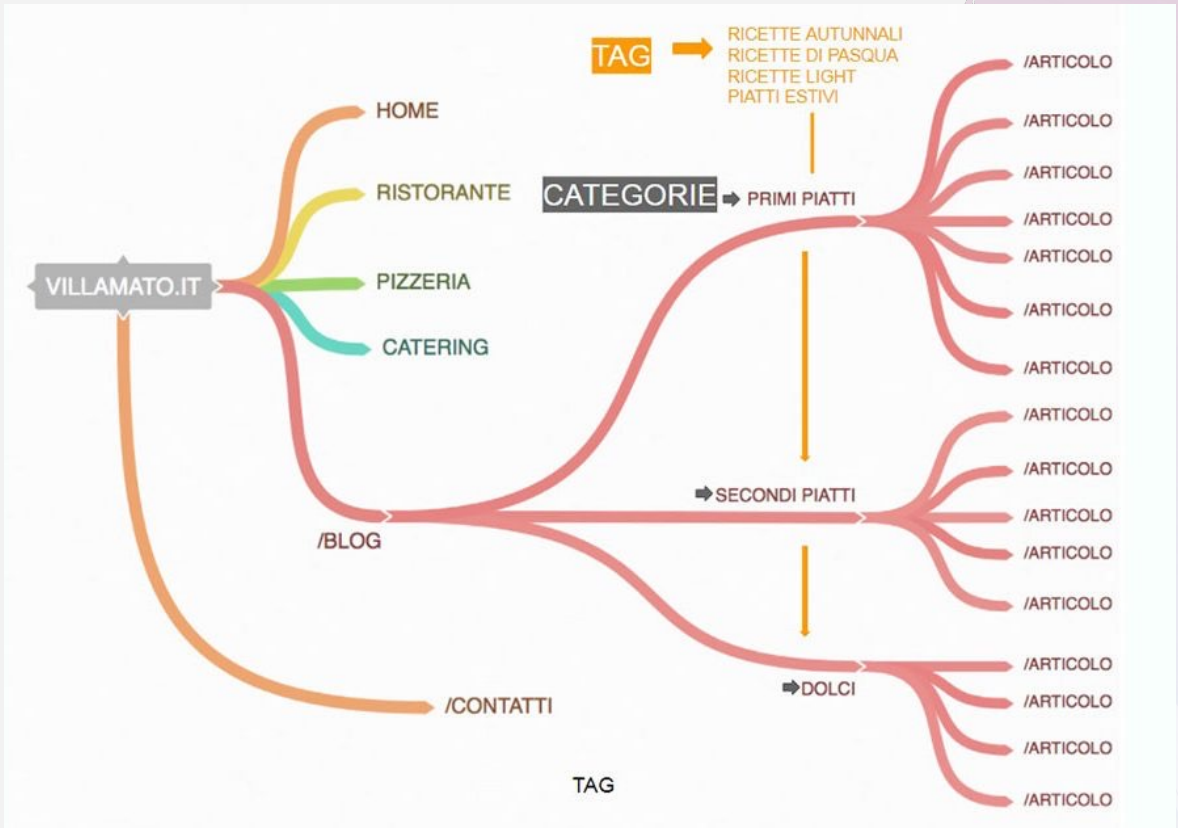
Collect and organize contents– you already decided colours, fonts, etc



- Categories
  - Method for grouping content
  - Symbolizes a topic
  - Hierarchical organization
  - A post more categories
- Tags
  - Mechanism to identify a piece of content
  - Keywords
  - Few words describing a given post the best

A web site

Collect and organize contents



Fonte: link articolo

- Categories
  - **Aiutano ad identificare ciò che il blog propone, i.e. cosa è in realtà**
  - La tassonomia orizzontale aiuta i lettori a trovare il giusto tipo di contenuto sul sito
    - musica, cibo, viaggi, libri, moda
- Tags
  - Descrivono dettagli specifici dei post e organizzano i tuoi articoli sotto un'etichetta comune anche se sono in categorie diverse
    - un post su viaggio in Vietnam potrà parlare anche di un piatto tipico. Il post farà parte della categoria **VIAGGI,** ma aggiungendo il tag "***cucina orientale***" puoi collegarlo anche alla categoria **CIBO**, sulla quale potrai creare una sotto categoria "*Ricette dal mondo*".

Solo una categoria per articolo e pochi tag ma buoni!
Molto importanti per la SEO

A web site

Collect and organize contents

- Composing the puzzle with all pieces…
  - Pages, Posts, Category, Tags

Categorie e Tag

- la struttura del sito -

webipedia.it

I would stress more some of the concepts…

- Resources available on line - for free and in Italian
  - Youtube playlist and/or sites
    - Figma course https://www.youtube.com/watch?v=yUeew76e_-c
    - https://assistenzawponline.it
      A more structured site, youtube channel and the last video
    - https://www.youtube.com/c/EdoardoMidali
      He has a lot of courses, one playlist is devoted to Wordpress
    - https://www.youtube.com/@Marchetti_Design
      Again a lot of courses, one playlist is devoted to Web Design
    - https://webipedia.it
      I had not explore it (yet), but Prof. Pagani extracted some very nice video!

I would stress more some of the concepts…

- Resources available on line - for free and in Italian
  - Many many other resource available
    - Pls let me know if you find something valuable, I would appreciate it!
  - I use some of the mentioned ones
    - pls let me have your feedbacks, thus to avoid the less “eatable”
- We would love to discuss your difficulties also during lessons, so pls don’t be shame

HINT: read carefully the errors you experience, very very often also a solution is proposed

A different (?) kind of study

High practical and interactive

A way of thinking

A methodological approach

GRAZIE

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You find us on Teams chat