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WEB DESIGN

A WALK THROUGH WEB CONCEPTS AND
TECHNOLOGIES





A methodological approach

A high-level list of steps

Way of thinking

Useful information

Main difficulties and requests

Pls feedbacks

Next lesson: 3rd of May

Accessibilità:

Dr. Giovanni Caruso

Ricercatore CNR

Portate: pc, guanti, scotch,
occhiali vecchi (sole o anche da
vista)



A walk through



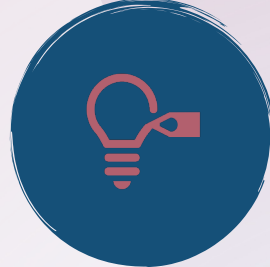
A web site...

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

How to develop a web site from scratch

HTML (Hyper Text Markup Language)

- Basic structure that makes semantic content for the web browser
- Sequential tags (with an opening and a closing) and structurally a keyword enclosed in angle brackets

Scripting Language

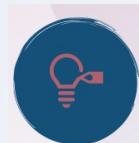
- HTML and CSS are not interactive. To create a dynamic web page we need languages like JavaScript and jQuery
- Server-side languages like PHP, Python, and Ruby may also be needed over time

CSS (Cascading Style Sheets)

- Style language used to “decorate” the HTML markup of a web page
- Without CSS, a web page would appear as a large white page with unordered text and images

Database Management

- To store, manage and access data of a website a database is needed
- DB management system: MySQL, MongoDB and PostgreSQL - server side

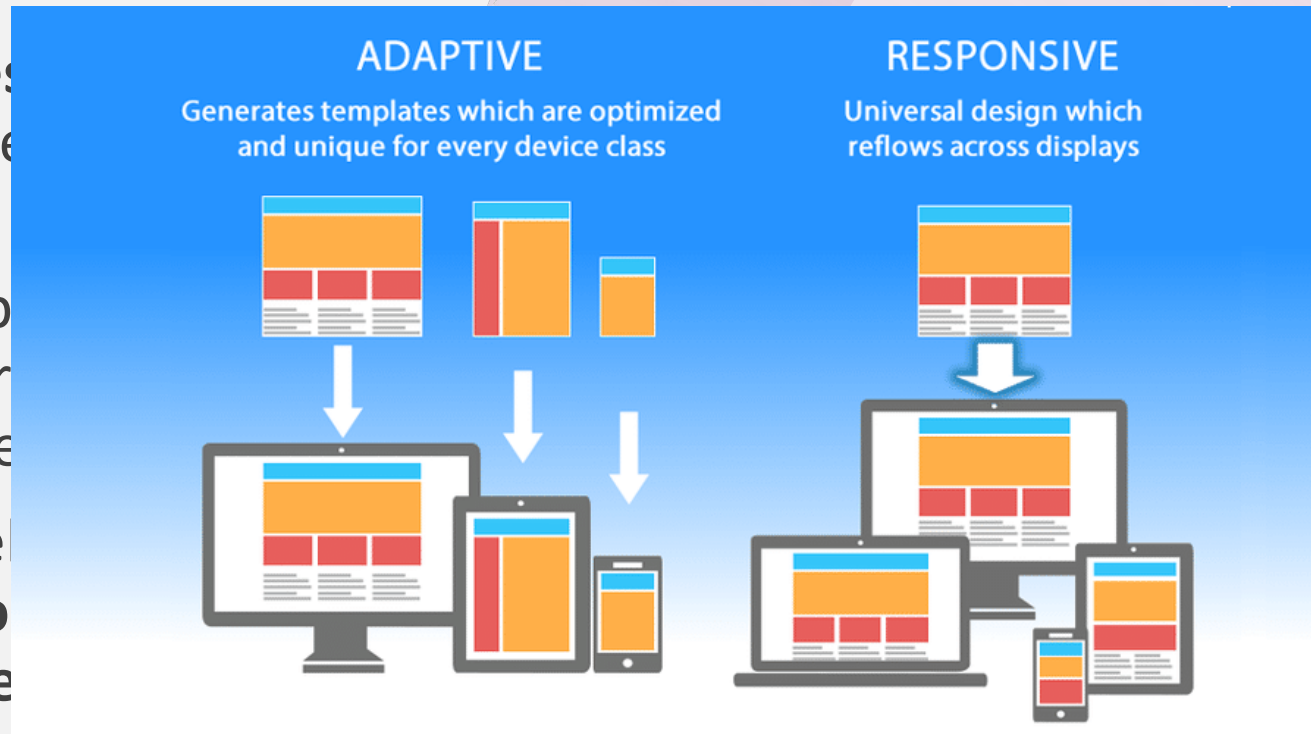


Responsive Design

Definition

- **Responsive design** is an approach to web design that responds to the user's device and the screen size it is viewed on
- The goal is to build websites that automatically adjust the visitor's screen size and change the layout and content to fit the screen
- Responsive web design is a design approach that uses a flexible layout, flexible images, and CSS media queries to create a web page that automatically adjusts the content to fit the screen and the device it is viewed on

Adaptive (vs Responsive)



is an approach to web design that developers create for the same site to fit to different screen dimensions

It first detects the user's screen size and, based on the layout created, displays the content that is most appropriate for that screen size

Reactive software development
Reactive and Responsive design are mostly the same

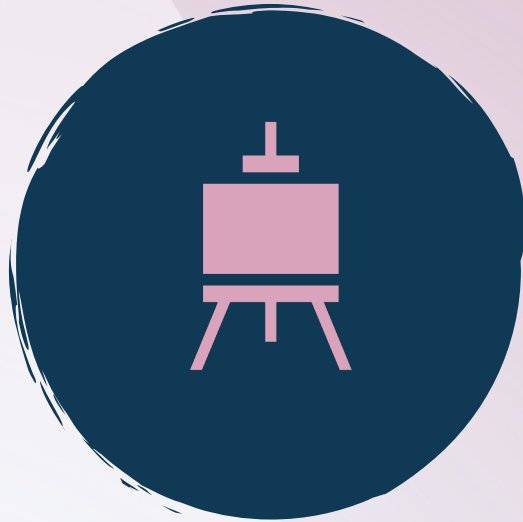
Remember that...

To develop a site there several steps



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

Recap on class assignments

- Class assignments up to now:
 - Select your argument, theme, domain and hosting plan etc.,
 - Collect collect contents, start the design,
 - Analysis of the competitors – submitted on the 5th of April
- With respect to WordPress:
 - Install your theme,
 - Install the Elementor plugin,
 - Complete the tutorial
- With respect to HTML:
 - Experiment HTML usage,
 - Complete the exercise – to be submitted on the 26th of April

And if it is not clear... Conclude the design of your site and start the implementation in WP!!!



Please remember that:

Two different
MANDATORY
assignments

10

HTML + CSS exercises

- considering arguments presented during the lessons,
- two submissions are foreseen

20

A website in WordPress and the related document describing the work

- the topic must be chosen by students,
- the site must be at least 4 pages, NO BLOG, NO eCommerce, NO VBLOG!!! etc
 - someone proposed a social network, we need to discuss it!
- the template for the document is on AulaWeb at this [link](#)



First assignment: competitor analysis

- All of you should have received an evaluation
 - if this is not the case, please contact us!
- Consider that this work has to be integrated in the final document describing your site...
 - address the comments provided with the evaluation,
 - try to improve your work (even if you achieved 30!) rethinking the aim and customizing your text:

Scegliete almeno tre competitor e analizzate i loro siti in termini di design, funzionalità offerte , usabilità (chiarezza, completezza, accessibilità daivari dispositivi, ...).

- Some comments/suggestions: it is a SWOT analysis
 - it can contain some pics, etc
 - it must be a critical analysis, not the description of the contents of your competitor
 - properly introduce why you selected such competitors
 - summarize the aspects you would consider and the ones you are going to improve!!!

We gave a try

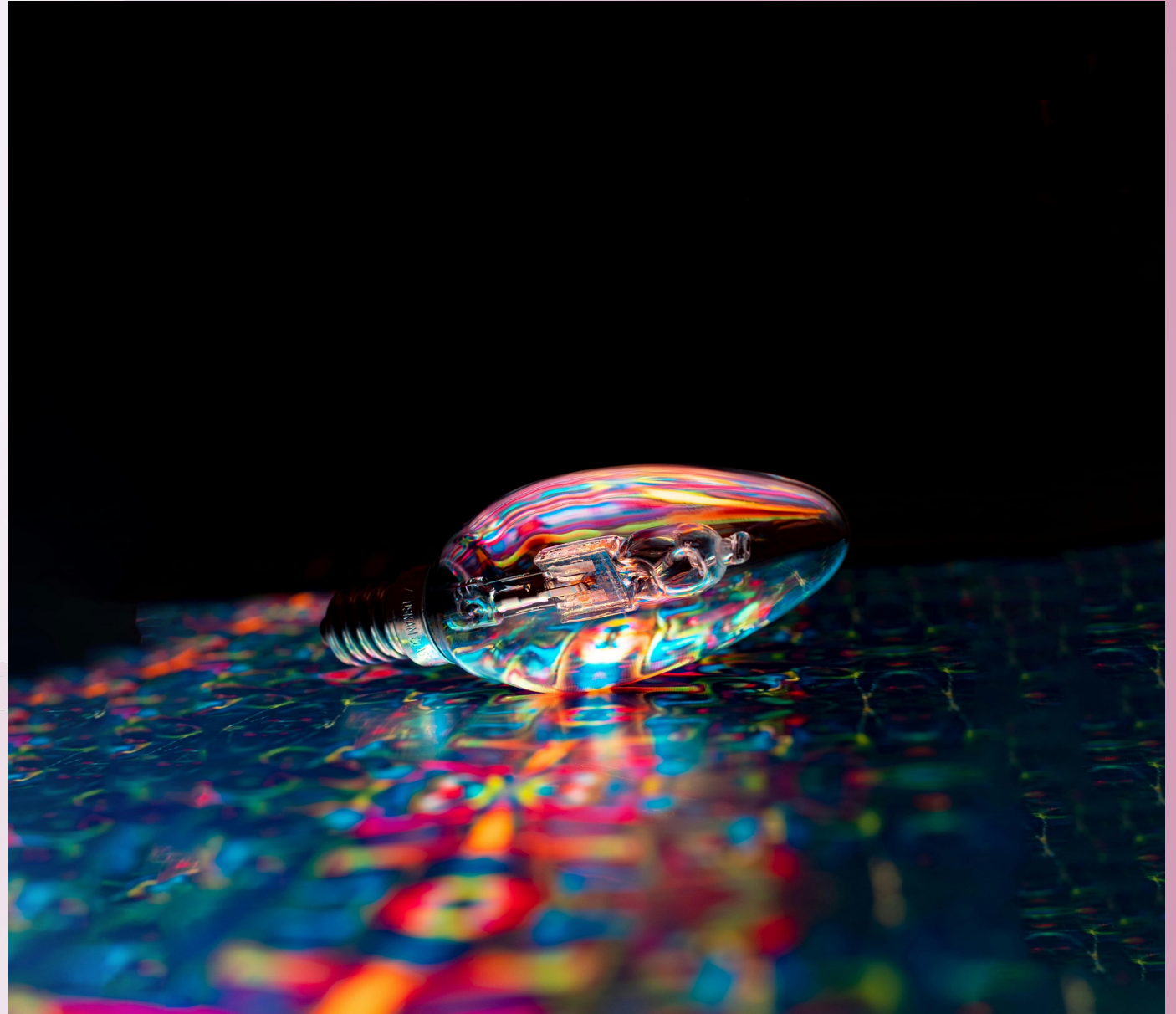
First steps with WordPress...

- install a WordPress instance;
- select and install a free theme;
- exploring the WP menu;
- large tutorial – 2 lessons...

Let's give a try

Install several plugin

- Google Analitycs
- Iubenda
- Under construction



Google Analytics

- Google Analytics [link](#)
 - To track website activity of individuals using the site
 - Duration, pages per session, bounce rate etc. along with information on sources of traffic
 - To understand user's behaviour, user experience, online content, device functionality etc.
 - To shape the success strategy of your business, discovering things you probably never knew about visitors on your site...



Measure Matters!

- Here the [link](#) to a youtube tutorial to add Google Analytics to WordPress

[Demo online by Google](#)



Let's view it online



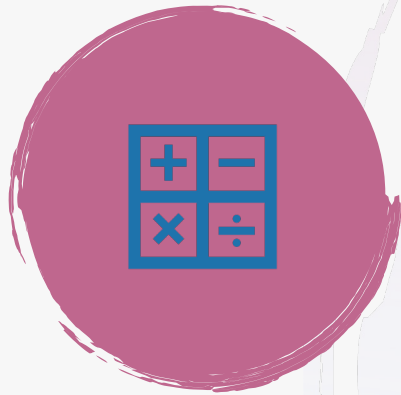
Google Analytics

- Google Analytics
 - Start with an account on Google Analytics
 - Generate property and further setting
 - Then you can add them to your site, as codes, or as plugins
 - I usually install the code, but selecting a plugin I go for the Google one, but also MonsterInsight is very popular
 - Here the [link](#) to a simple written tutorial, where you find also summarised the different concepts



Further tools from Google – besides Google Analytics

Related to a website performance



Measure

<https://web.dev/measure/>

How a website performs
and tips to improve user
experience



Search Console

<https://search.google.com/search-console>

Monitor and manage a
site's presence in Google
Search results



PageSpeed Insight

<https://developers.google.com/speed/pagespeed/insights>

Reports on page
performance and tips on
possible improvements

Iubenda

- Iubenda
 - To manage all legal aspects, [link](#) to the official tutorial
 - The solution to draft, update and maintain your Privacy and Cookie Policy



What are the main requirements for websites and app owners?



Privacy and Cookie Policy

Provide a Privacy and Cookie Policy that also includes any third party service providers you're using, like Google Analytics or Google AdSense.



EU Cookie Law

If you have users from the EU, you must display a cookie banner, provide a cookie policy, acquire consent for the installation of cookies and block profiling cookies until consent has been obtained.



Terms and Conditions

Terms and Conditions set the terms for how your site, app or service must be used and, most importantly, protect you from potential liabilities.



GDPR Consent Records

If you have EU-based users and you use web-forms on your site — such as newsletter sign-up forms or registration forms — you must collect and maintain valid records of consent in order for the consent you've collected to be considered valid.



CPRA Disclosures

If you have a business and you target Californian consumers, you will need to comply with CPRA (CCPA amendment) requirements. This includes making specific disclosures regarding your data processing practices and honoring consumer rights.

Under construction

Add Plugins

Upload Plugin

Help

Search Results

Featured

Popular

Recommended

Favorites

For Elementor

Keyword

under construction

x

165 items

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1

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of 5



Under Construction

Easy to use Under Construction Page & Coming Soon Page. Enable Under Construction Mode in seconds & show you're Under Construction!

By [WebFactory Ltd](#)

★★★★★ (1,271)


700,000+ Active Installations

Last Updated: 6 days ago

✓ Compatible with your version of WordPress

Active

More Details



Coming Soon & Maintenance Mode Page & Under Construction

Nifty Coming Soon & Maintenance Page creates awesome Coming Soon & Maintenance Pages.

By [WP Hait](#)

★★★★★ (242)


20,000+ Active Installations

Last Updated: 1 day ago

✓ Compatible with your version of WordPress

Install Now

More Details



Under Construction, Coming Soon & Maintenance Mode

Under Construction is a simple plugin for setting up Under Construction, Coming Soon and Maintenance Mode landing pages within 5 seconds using WordPre ...


By [WPBrigade](#)

★★★★★ (24)

Last Updated: 6 months ago

Install Now

More Details



Coming Soon, Under Construction & Maintenance Mode By Dazzler

An awesome wordpress coming soon plugin to manage your under construction website, under maintenance mode website and offline website


By [dazzlersoft](#)

★★★★★ (256)

Last Updated: 1 month ago

Install Now

More Details

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GRAZIE