



# WEBSITE DESIGNING

**TRAINING**

# WHAT IS WEB DESIGN?



Website design means planning, creation and updating of websites. Website design also involves information architecture, website structure, user interface, navigation ergonomics, website layout, colors, contrasts, fonts and imagery (photography) as well as icons design.

## THE KEY

Good interface design enables increased productivity, reduce errors, and provides a "better" user experience.



# WHY?



»»» EXPOSURE TO EXCITING TECHNOLOGY

»»» GROWING INDUSTRY

»»» MAKE A GOOD LIVING

»»» JOB SECURITY

»»» ALLOW WORK FROM ANYWHERE

»»» ABILITY TO WORK ACROSS THE WORLD

»»» DEMAND AND JOB OPTION

»»» WEB DESIGNERS CREATE BRANDS

»»» YOU CAN BE YOUR OWN BOSS

»»» MNC FOR WEB DESIGNER

# SCOPE



## 1 Web Designer

Design mockups / wireframes for websites  
Create layouts, color combination for sites.

## 2 UI Designer

Takes technology and makes it cool, easy to use, and consumer friendly.

## 3 Frontend Developer

Responsible for implementing visual elements that users see and interact with in a web application.

## 4 UX Designer

Translate concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.

# THE KEY FEATURES



01

GOOD VISUAL DESIGN

02

RELEVANT CONTENT

03

CALL TO ACTION

04

TYPOGRAPHY

05

USER & WEB FRIENDLY

06

MOBILE FRIENDLY





# WEB TECHNOLOGIES

HTML, HTML5    Hypertext Markup Language

CSS, CSS3    Cascading Style Sheet

# SOFTWARE



## Adobe Photoshop



# FRAMEWORK



## Twitter Bootstrap



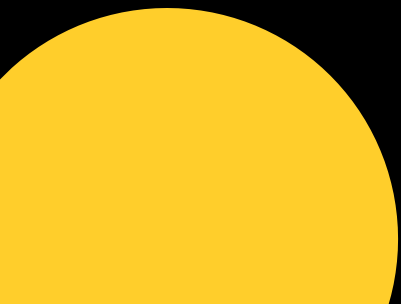




# CMS

(Content Managements System)

Wordpress





# What is HTML, HTML5

HTML is a format that tells a computer how to display a webpage. The documents themselves are plain text files with special "tags" or codes that a web browser uses to interpret and display information on your computer screen.

- HTML stands for Hyper Text Markup Language
- An HTML file is a text file containing small markup tags
- The markup tags tell the Web browser how to display the page
- An HTML file must have an htm or html file extension

# HTML Tags



- HTML tags are used to mark-up HTML elements
- HTML tags are surrounded by the two characters < and >
- The surrounding characters are called angle brackets
- HTML tags normally come in pairs like <b> and </b>
- The first tag in a pair is the start tag, the second tag is the end tag
- The text between the start and end tags is the element content
- HTML tags are not case sensitive, <b> means the same as <B>

# HTML Editors



HTML editors are called “WYSIWYG” - What You See Is What You Get!

Examples of HTML Editors:

❖ Dreamweaver

❖ Sublime Text

# Basic Structure



```
<html>
```

```
<head>
```

```
<title>My First Webpage</title>
```

```
</head>
```

```
<body>
```

```
This is my first homepage. <b>This text is bold</b>
```

```
</body>
```

```
</html>
```

# Basic Structure Details



The HTML document is divided into two major parts:

**HEAD: contains information about the document:**

Title of the page (which appears at the top of the browser window)

Meta tags: used to describe the content (used by Search engines)

JavaScript and Style sheets generally require statements in the document Head.

**BODY: Contains the actual content of the document**

This is the part that will be displayed in the browser window

# Basic HTML Tags



## Tag Description

`<html>` Defines an HTML document

`<body>` Defines the document's body

`<h1>` to `<h6>` Defines header 1 to header 6

`<p>` Defines a paragraph

`<br>` Inserts a single line break

`<hr>` Defines a horizontal rule

`<!-->` Defines a comment



Headings are defined with the `<h1>` to `<h6>` tags. `<h1>` defines the largest heading while `<h6>` defines the smallest.

`<h1>`This is a heading`</h1>`

`<h2>`This is a heading`</h2>`

`<h3>`This is a heading`</h3>`

`<h4>`This is a heading`</h4>`

`<h5>`This is a heading`</h5>`

`<h6>`This is a heading`</h6>`



# Other Basic Tags



## Paragraphs

`<p> Some text </p>`

## Images

``

## Section Divisions

`<div> ... </div>`

Division or Section of Page Content

`<span> ... </span>`

Section of text within other content

## Links

`<a href="home.html"> My homepage`

`</a>`

## Lists

`<ol> ... </ol>`

Ordered List

`<ul> ... </ul>`

Un-ordered List

`<li> ... </li>`

List Item

`<ol type="?">`

Ordered list type: A, a, I, i, 1

`<ul type="?">`

Unordered list bullet type: disc, circle, square

# Example with demo



```
<html>
<head>
  <title>this is the title</title>
</head>
<body>
  <h1>My Heading</h1>
  <p>This is the first paragraph of text.</p>
  <p>This is the second paragraph of text.
</p>
  <p>An image:  </p>
  <p>A link: <a
href="http://www.simplehtmlguide.com">
html guide </a></p>
</body>
</html>
```

## My Heading

This is the first paragraph of text.

This is the second paragraph of text.

An image:



A link: [html guide](http://www.simplehtmlguide.com)

# What is CSS, CSS3



CSS is an abbreviation for Cascading Style Sheets.  
CSS works with HTML.

CSS can make decorating web sites easy again! Think of CSS as a kind of computer dress code. CSS mainly does just one thing: it describes how web pages should look.

**CSS comes in three types:**

1. In a separate file (external)
2. At the top of a web page document (internal)
3. Right next to the text it decorates (inline)

# Using Styles



## An external CSS file

```
<head>  
  <link rel="stylesheet" type="text/css" href="style.css" title="style">  
</head>
```

## Within the html header

```
<head>  
  <style type="text/css">  
    h1 { color:red; }  
  </style>  
</head>
```

# Using Styles

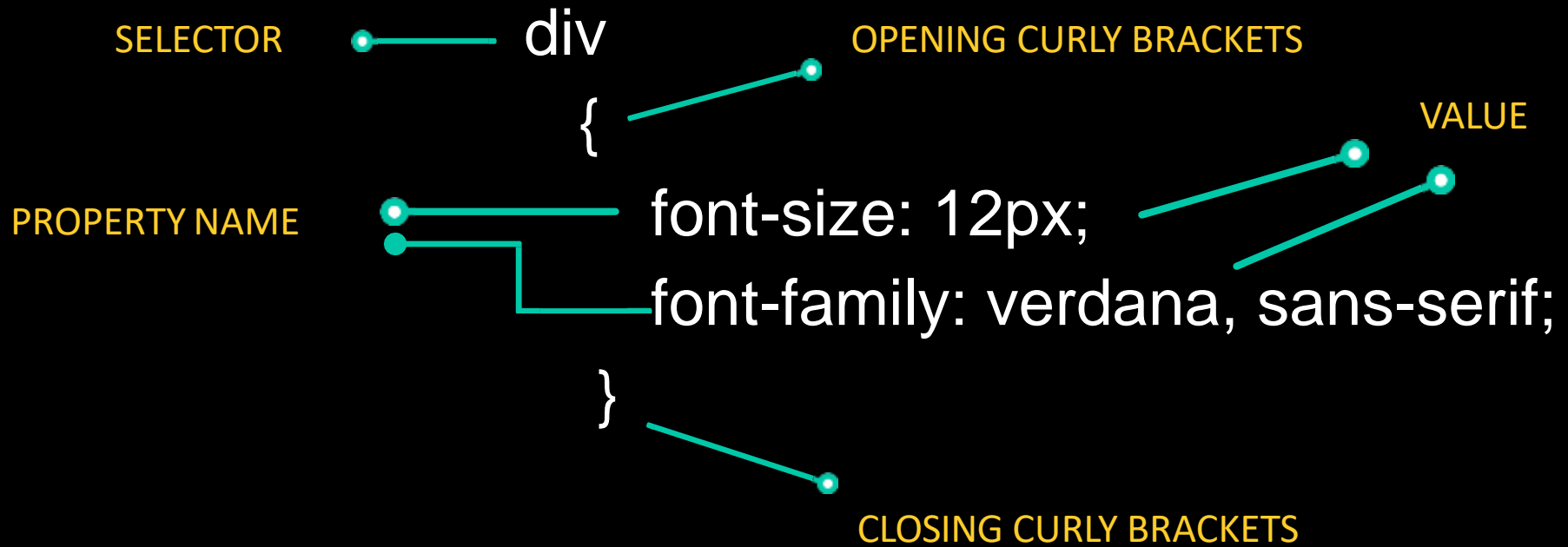


## Inline in the HTML

```
<p style="color:red;">Some red text</p>
```



# Parts of stylesheet





# Colors & Borders

**color: red;** Element Colour - eg. red | #FF0000

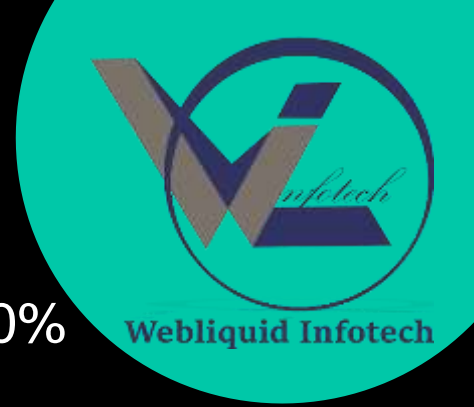
**background-color: white;** Background Colour of element

**background-image: url(image.jpg/png);** Background Colour of element

**border-color: yellow;** Border colour of element

**border: 1px solid blue;** Width, style and colour of border defined together

# Size and Layout



**width: 400px;** Width of HTML element - eg. 100px | 50%

**height: 100%;** Height of HTML element - eg. 20px | 100%

**margin: 5px;** Margin - space around an element, or distance between two elements

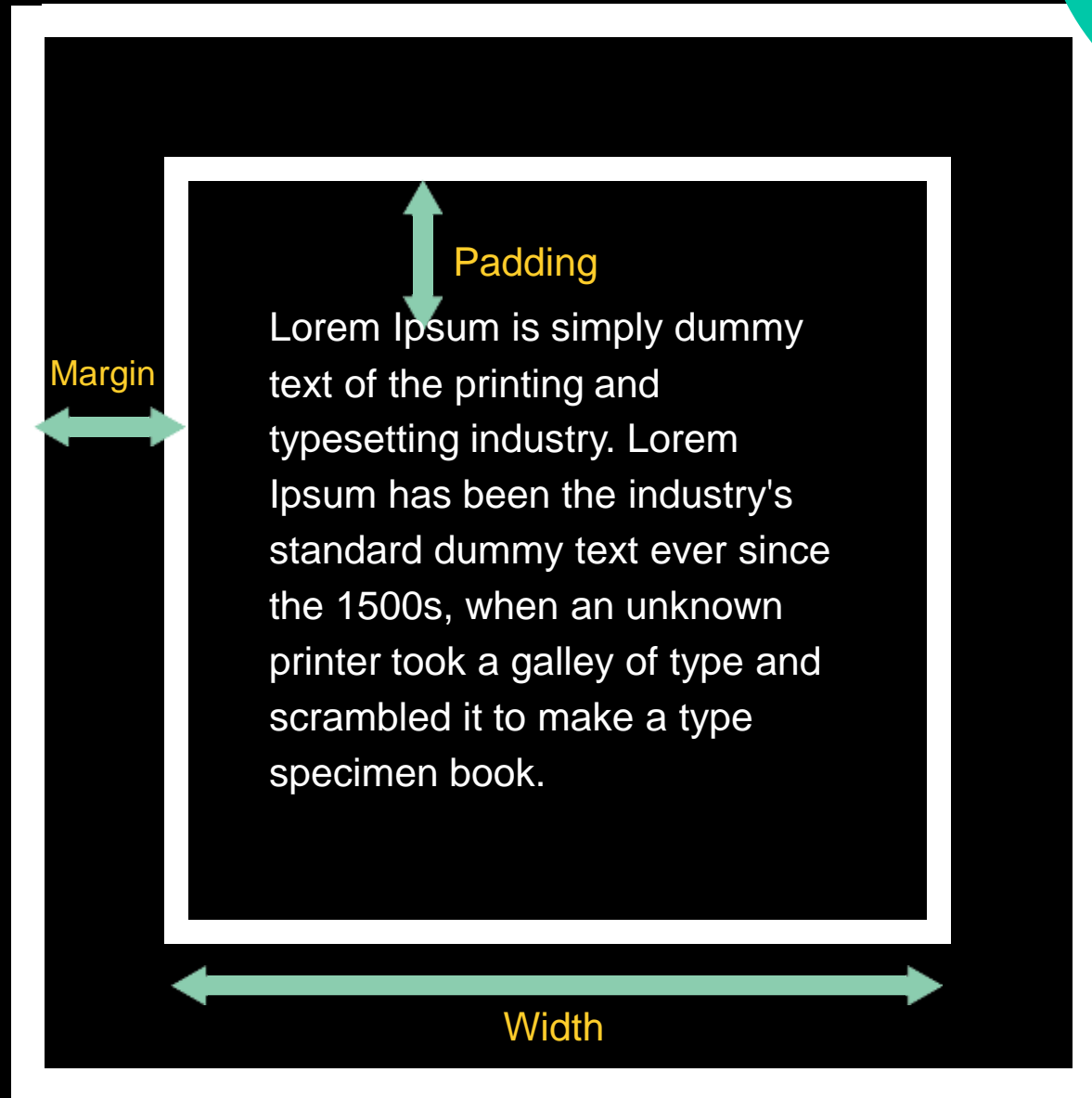
**margin-top: 1px;** Top Margin. Also try -bottom: -left: or -right:

**padding: 5px;** Padding - distance between an elements contents and its border

**padding-top: 1px;** Top Padding. Also try -bottom: -left: or -right:



# Margins & Padding



# Text Styles



**text-align: left;** Horizontal Alignment - left | center | right

**text-decoration: underline;** Text Decorations - eg. none | underline | line-through

**font-family: fontname;** Font Face (Typeface) - eg. Verdana, Arial, Helvetica

**font-size: 16pt;** Font Size or Height - eg. 12pt | 15px

**font-weight: bold;** Font Weight (Boldness) - eg. bold | normal | 200

# ID's & Classes



The class attribute lets you apply style rules to a group of elements. Class stands for Classify. A class selector is a name preceded by a period (.)

```
p.class {color: red}
```

An ID attribute identifies one element on a page. An ID selector is a name preceded by a hash character (#).

```
#class {color: navy;border: 1px black solid;}
```



# Pseudo-classes

Pseudo-classes are used in CSS to add different effects to some selectors, or to a part of some selectors. Pseudo-classes are attached to selectors to specify a state or relation to the selector.

- link - this is the normal state
- visited - when a browser has visited that destination recently
- hover - while the cursor is over the link
- active - while the link is being clicked

```
a:link { color: #336699; text-decoration: none; } a:visited {  
color: #99CCFF; text-decoration: none; } a:hover { color:  
#660000; text-decoration: none; }
```

# What is Bootstrap



Bootstrap is the most popular framework for quickly styling your website and developing responsive, mobile first projects on the web.

Bootstrap can be boiled down to three main files:

bootstrap.css – a CSS framework

bootstrap.js – a JavaScript / jQuery framework

glyphicons – a font (an icon font set)

# Why we need Bootstrap



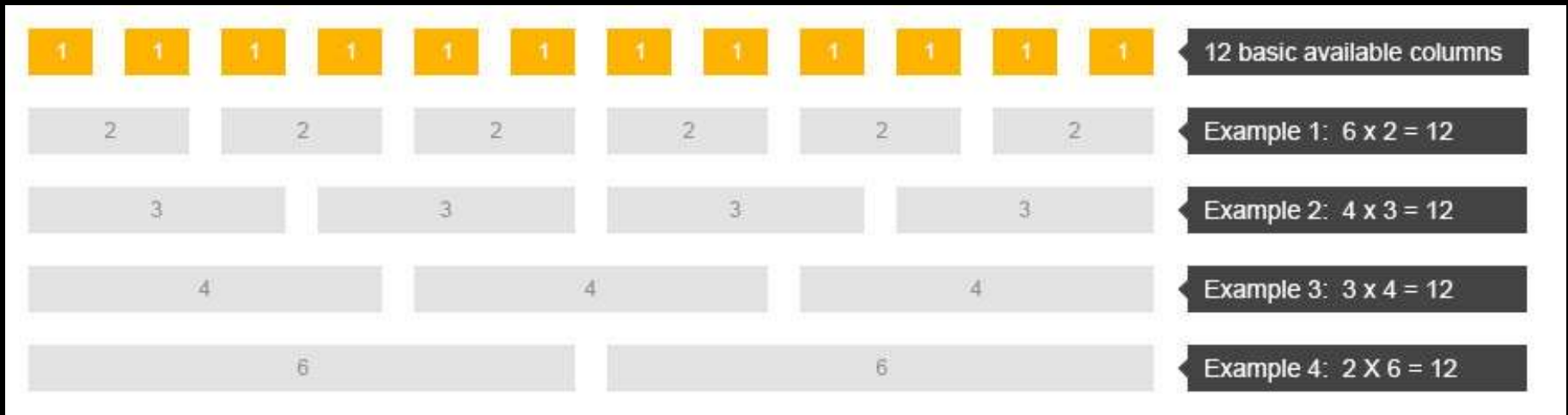
- Prevent repetition between projects
- Utilize responsive design to allow your website to adapt to various screen sizes – mobile, desktop, and everything in between
- Add consistency to design and code between projects and between developers
- Quickly and easily prototype new designs
- Ensure cross-browser compatibility

# Example of Responsive Website





# Bootstrap Grid system





# Basic Template



```
<!DOCTYPE html>
<html lang="en">
  <head>
    <meta charset="utf-8">
    <meta http-equiv="X-UA-Compatible" content="IE=edge">
    <meta name="viewport" content="width=device-width, initial-scale=1">
    <title>Bootstrap Template</title>
    <link href="css/bootstrap.min.css" rel="stylesheet">
    <!--[if lt IE 9]>
      <script src="https://oss.maxcdn.com/html5shiv/3.7.2/html5shiv.min.js"></script>
      <script src="https://oss.maxcdn.com/respond/1.4.2/respond.min.js"></script>
    <![endif]-->
  </head>
  <body>
    <h1>Hello, world!</h1>
    <script src="https://ajax.googleapis.com/ajax/libs/jquery/1.11.3/jquery.min.js"></script>
    <script src="js/bootstrap.min.js"></script>
  </body>
</html>
```

# Bootstrap Elements



## CSS

- Grid system
- Typography
- Forms
- Buttons
- Responsive utilities

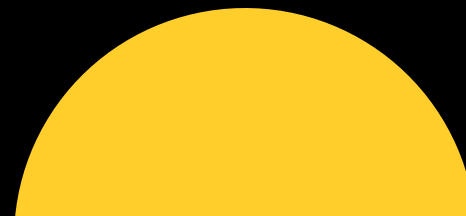
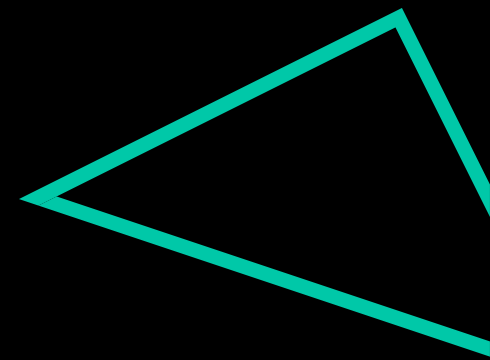
## Components

Glyphicons

Navbar

Pagination

Thumbnails



# Bootstrap Elements

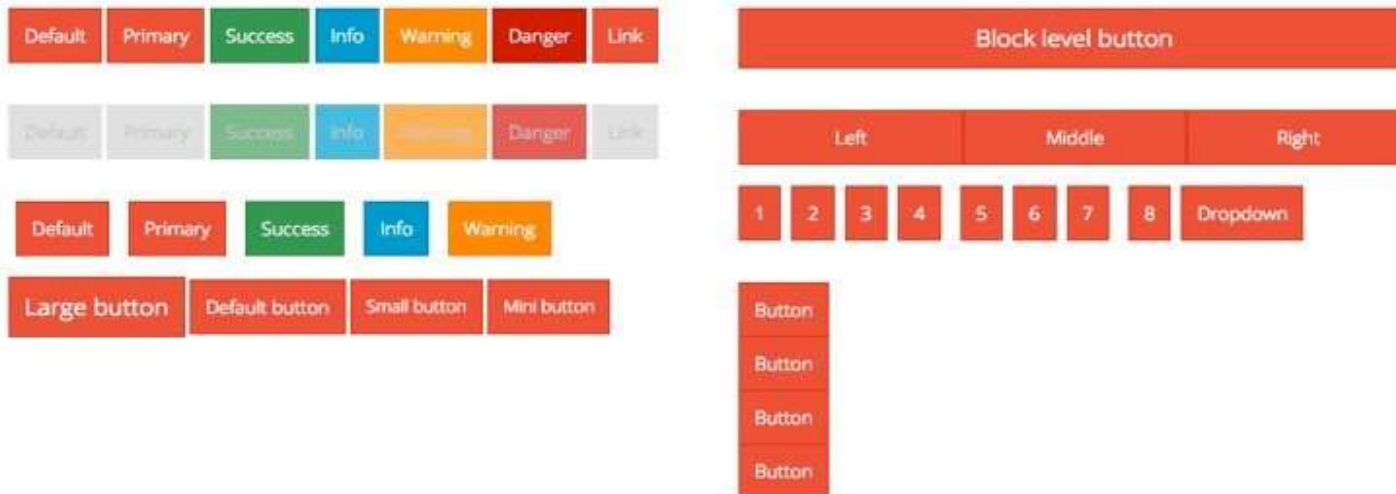


Webliquid Infotech

## Navbar



## Buttons



# Wordpress



WordPress is web publishing software you can use to create your own website or blog. Since it was released in 2003, WordPress has become one of the most popular web publishing platforms. Today it powers nearly 30 percent of the entire web — from hobby blogs to some of the biggest news sites online.

It's actually a highly flexible content management system (CMS) that enables you to build and manage your own website using just your web browser and it's completely FREE.



# How does Wordpress work?

In early days, websites have been created in programming languages like HTML, PHP, and CSS to format text, create page layouts, display images, and so on.

But today, you can install the WordPress software on your own web server in about 5 minutes. Once installed, you'll log into your site using your favorite web browser, and then use a simple editor to create web pages — without having to learn how to code. There are even hosting companies like [WordPress.com](https://www.wordpress.com) and others who install WordPress for you, and enable you to start building your website with just a few clicks.

# Why Wordpress?



- First of all, WordPress is **OPEN SOURCE**.
- **FLEXIBLE & EXTENSIBLE** There are thousands of plugins and themes that enable you to easily change the entire look of your website, or even add new features like a mailing list, photo gallery, or an online store.
- **EAST TO USE & LEARN**
- **EAST TO FIND SUPPORT**
- **WORDPRESS IS ALSO SEO-FRIENDLY.** Right out of the box, WordPress includes everything you need to ensure that your content is optimized for search engines. This is critical to your site's visibility and online success. Matt Cutts of Google says, "WordPress is made to do SEO well."
- **CONTROL OF YOUR CONTENT.** With WordPress, you can import your content from other systems like Blogger or Tumblr. And you can also easily export your data to move away from WordPress, should you choose.

# Wordpress website example



The screenshot displays the homepage of the 'Integral' WordPress theme. At the top, a white navigation bar contains the 'INTEGRAL' logo on the left and a menu with links for 'WELCOME', 'WORK', 'SERVICES', 'ABOUT', 'CONTACT', 'BLOG', 'PAGES', and 'DOWNLOAD'. The main content area features a background image of a wooden pier extending into a body of water. Overlaid on this image is the title 'Integral One Page Theme' in large white font, followed by the subtitle 'A simple & elegant theme for freelancers, agencies and businesses. Perfect to promote your work or business.' Below the text are two buttons: 'VIEW FEATURES' and 'DOWNLOAD NOW'. A section below contains three columns of text, each with a small icon and a title: 'Launch Your Business' (rocket icon), 'Optimized For Speed' (server icon), and 'Loved By Many' (heart icon). At the bottom, the word 'WORK' is centered in a large font, with a decorative line above it and a paragraph of placeholder text below.

**INTEGRAL** WELCOME WORK SERVICES ABOUT CONTACT BLOG PAGES DOWNLOAD

# Integral One Page Theme

A simple & elegant theme for freelancers, agencies and businesses.  
Perfect to promote your work or business.

[VIEW FEATURES](#) [DOWNLOAD NOW](#)

**Launch Your Business**  
Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.

**Optimized For Speed**  
Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.

**Loved By Many**  
Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur.

## WORK

Donec nec justo eget felis facilisis fermentum. Aliquam dignissim felis auctor ultrices ut elementum.



GUIDANCE

GET A JOB

FLY HIGHER

**Find right place to learn, where student perform more practical rather than theoretical.**

**Placements from your institute gives chance to grab an Opportunity.**

**Use your skills and make your space in your organisation.  
Touch the SKY**



**YOU CAN LEARN SOMETHING  
NEW EVERYDAY IF YOU LISTEN**





***THANK YOU!!***

**WEBLIQUIDINFOTECH**

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