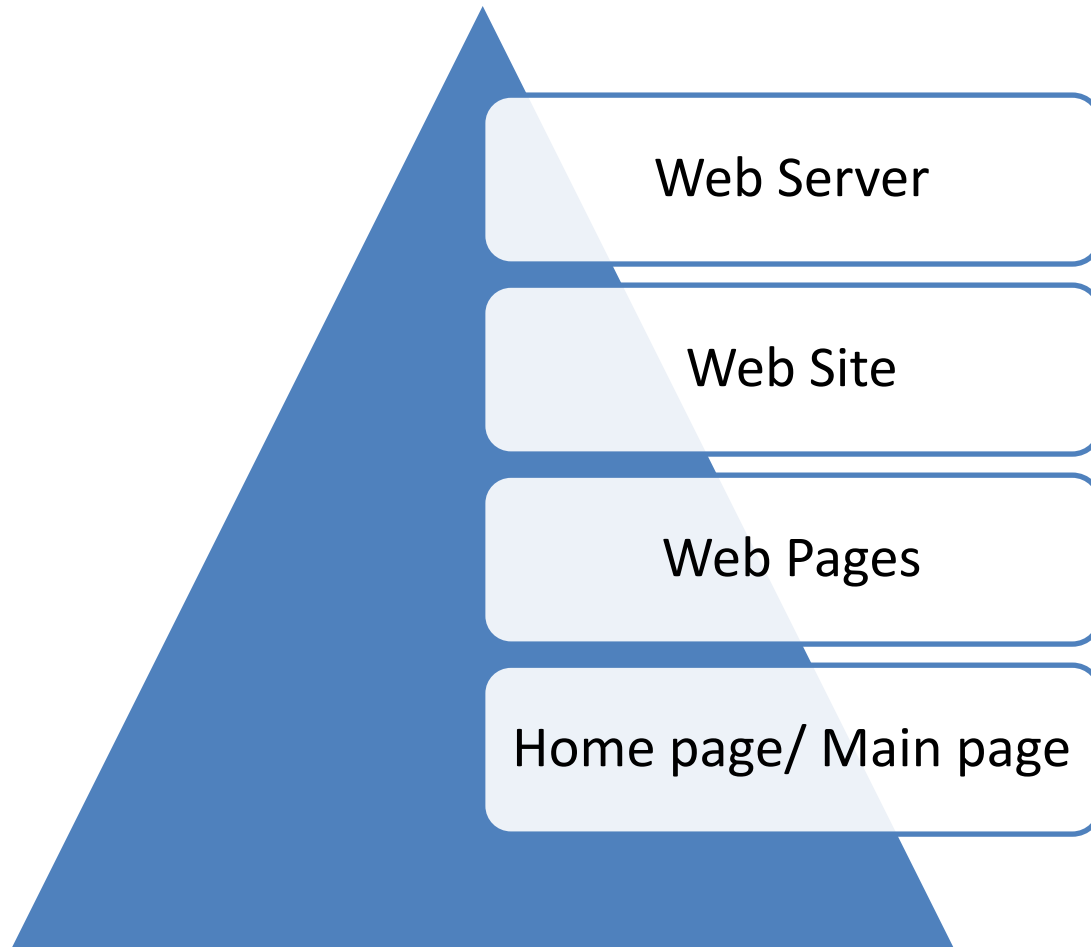


# Design and Development of Website

# Website

- A collection of web pages maintained by a single person or organization that are linked with each other to form a single body of information.



```
graph TD; Website[Website] --- Static[Static]; Website --- Dynamic[Dynamic];
```

Website

Static

Dynamic

# Advantages of having a Website

- Inform customers about products
- Increase customer confidence
- Low advertising cost
- Reach an unlimited market
- Improve communication
- Better customer relationship
- Convenience
- Update your clients

- Less expensive
- Advertising
- Satisfaction
- Increase customers
- Accessibility
- Access to info
- Fresh
- links

- Better relationship
- Increase sales
- Opportunity
- Long term clients

# Web Design

- A concept of planning, creating and maintaining websites.
- Based on creativity
- Visual aspect of the website
- Writing the content



# Principles of Web Designing

- Purpose
- Communication
- Typefaces
- Colours
- Images
- Navigation
- Grid based layouts
- 'F' pattern design
- Load time
- Mobile friendly

- Maintaining context
- Use of subpages
- Use frames
- Usability engineering
- Consistency and standards
- Error prevention
- Efficient design

# The Lifecycle of a Web Design Project

- Analysis / specification
- Briefing / quoting
- Content writing
- Design
- Implementation
- Content loading
- Testing
- Launch / promotion
- Growth and Development

# Life Cycle Approach for Building a Website

- Planning
- Target customers
- Content building of the site
- Website structure
- Developing the site
- Visual design

# Different Ways to Build Websites

- Content Management System
- Blogging Software
- Website Builders
- Forums
- Hand Coding