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.
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