



Software Learning Centers  
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*A Division of Moore Solutions inc*

## Effective Web Design

### ***Course specifications***

Course number: 04-913  
Course length: 1 day

### ***Course description***

**Overview:** This course provides an introduction to web-site design, covering both human factors and technical design issues.

**Prerequisites:** Students should be familiar with using web browsers and have spent time exploring the World Wide Web. Knowledge of HMTL is strongly recommended.

**Delivery method:** Instructor-led, group-paced, classroom-delivery learning model with structured independent or partnered exercises following lessons.

**Benefits:** Students will gain an understanding of important web design considerations, and will develop techniques for creating web sites that deliver on their objectives.

**Target student:** Web designers and developers who need a practical introduction to web site design.

### ***Performance-based objectives***

Lesson objectives help students become comfortable with the course, and also provide a means to evaluate learning. Upon successful completion of this course, students will be able to:

- Understand the context of current web design.
- Describe the web design process.
- Identify key requirements for a web site.
- Understand information and graphic design principles.
- Apply design principles in site structure and content design.
- Understand how design is implemented and optimized.
- Evaluate design and web site development tools.
- Describe the site testing and evaluation process.

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## ***Effective Web Design***

### ***Course content***

#### **Lesson 1: Context for Web Design**

- Driving forces: technology, business, people
- Evolution of web design

#### **Lesson 2: Web Design Process**

- Key considerations: audience, ease-of-use, maintenance, etc.
- Information architecture
- Visual design

#### **Lesson 3: Implementation of Design**

- Visual design elements
- Working with color and images
- Working with text
- Layout
- Optimizing web pages

#### **Lesson 4: Web Design Tools**

- Graphic design tools
- Web page construction tools
- Multi-functional packages

#### **Lesson 5: Testing**

- Testing navigation
- Testing screen design
- Competitive comparison

#### **Lesson 6: Conclusion**

- Web design success factors

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