

Creating Engaging Websites

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June 1, 2017

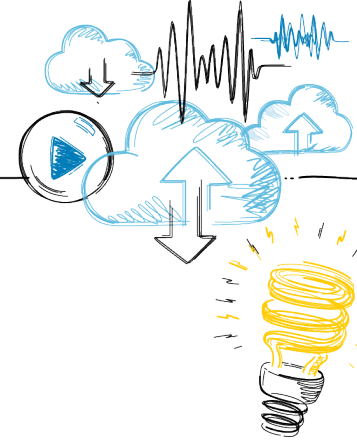


Agenda



- Introduction – Rich Blum
- Static vs. Dynamic Websites
- Types of Dynamic Websites
- Content Management Systems (CMS)
- Partner Success Story – Coleen Farinelli, Palm Beach State College
- Next steps - Tool Kit
- Question and Answer Session

Introduction



Rich Blum

- ed2go instructor for 11 years
- Instructor-Led Courses
 - Designing Effective Websites
 - Intro/Intermediate PHP and MySQL
 - Introduction to Programming
 - LPI Linux Essentials Exam Prep
- Career Training Program
 - Webmaster version 2



Designing Effective Websites



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6 WEEKS

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24 COURSE HRS

DETAILS

SYLLABUS

REQUIREMENTS

INSTRUCTOR

REVIEWS

These days, creating a website is so easy almost anyone can do it. But with all the competition on the Web, creating a site that's effective is more challenging than ever. To do that, you need to employ good design principles. Regardless of your current skills or level of knowledge, in this course you'll master the basics of Web design and learn how to build sites that are better and more effective. Get ready to take your Web design skills to the next level!

We'll examine the tension between form and function, explore the six major states of the website development process, and learn the basics of user-centered design. We'll also cover the five basic steps to organizing information, find out how site design themes can be used for information delivery, and review Web page design considerations. Along the way, we'll talk about effective type and graphics and explore the idea of Web 2.0.

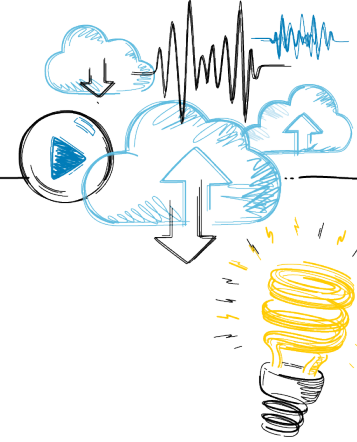
This course is a must for Web designers, giving the tips and tools that will help them establish a solid career.

Static websites

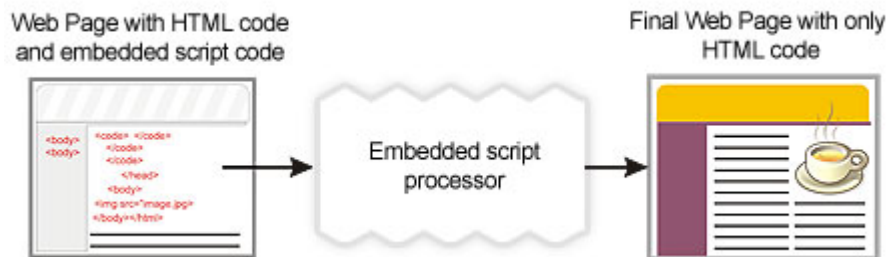
- Created using only HTML and CSS
- Content rarely changes
 - Basic Internet presence
 - “No frills” presentation of information
- Requires reprogramming of web page
 - HTML and CSS coding required
 - Some WYSIWYG tools, but clunky
- Old pages often “lost in history”



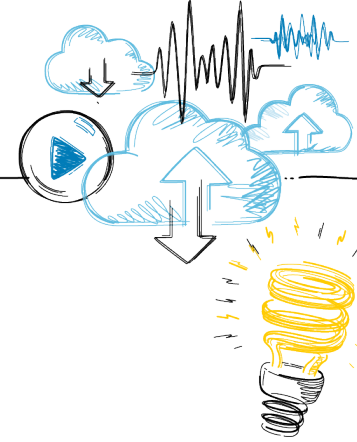
Dynamic websites



- Content constantly changes
 - Blogging
 - Event calendars
 - Comment posting
- Uses scripting to change content
 - HTML and CSS code stays the same
 - Scripts used to generate content “on the fly”
 - Owners can change content without requesting reprogramming
- Old content stored in databases



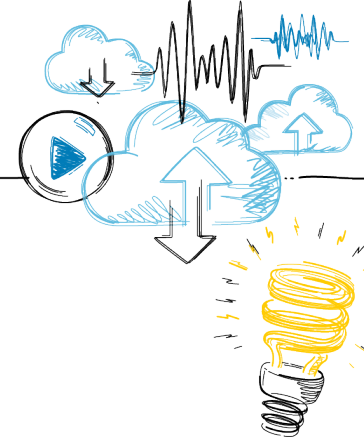
Content Management Systems



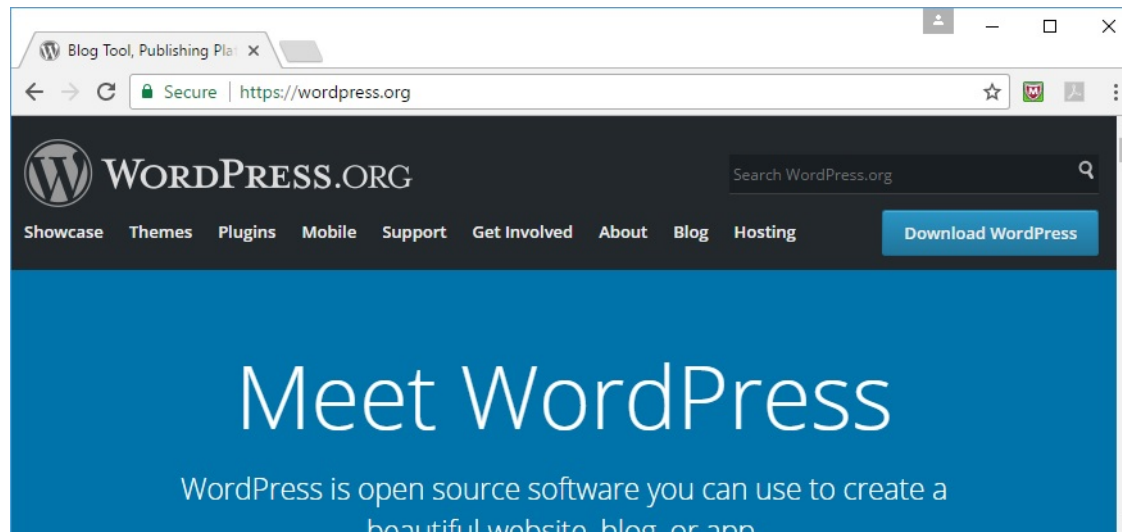
- Pre-programmed modules to create dynamic websites
 - Dynamically retrieves content data
 - Dynamically generates HTML to send to client browser
- Provide common “look and feel” that’s easily changed
- Provide content storage using a database
 - Current data easy to change “on the fly”
 - Old data archived for easy retrieval
- Use modules to add features to a website



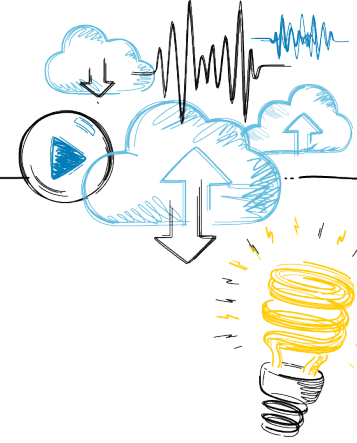
WordPress



- User-friendly for non-programmers
 - Plug-and-play administrative front end
 - Uses themes to easily change the look and feel
- Uses PHP programming language
 - Easily modified by programmers
 - Create your own modules for specific features
- Uses common databases



Joomla!

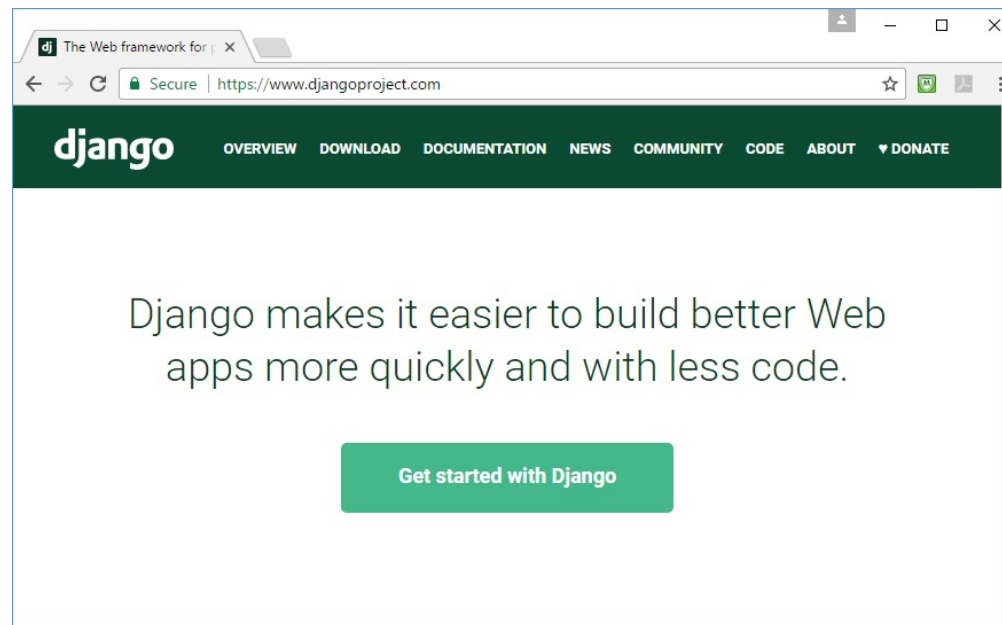
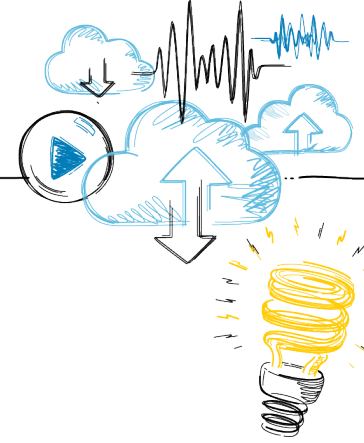


- More structured and oriented toward programmers
- Five levels of extensions make it flexible, but more complicated
- Uses templates
 - Common themes
 - Templates can be customized

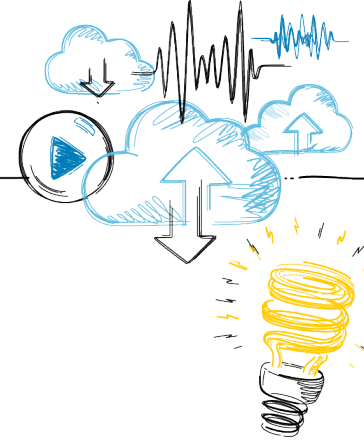


Django

- Written specifically for web programmers
- Based on the Python scripting language
- “Geekiest” of the CMS packages
 - Requires customization
 - Requires programming ability



Summary



- Dynamic content more appealing to students
 - Provide up-to-date information
 - Allow student interactivity

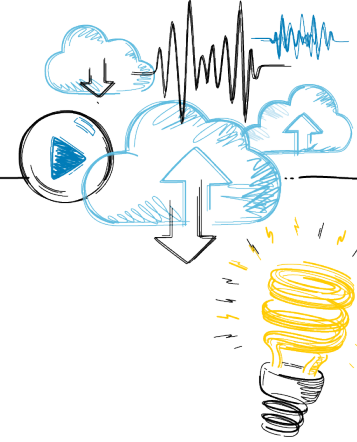


- Migrate to a CMS package
 - Move existing content to CMS package
 - Add new content



- Check with your IT group on availability

Partner Success Story



Coleen Farinelli – Palm Beach State College

- Website overhaul: what changed and why?
- Results thus far with the redesign
- Additional Future Changes
- Suggestions/Advice for Peers



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Arts & Design

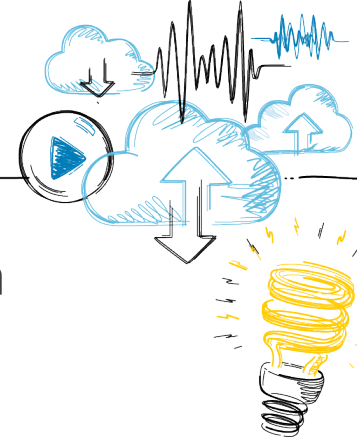
Online graphic design and web design programs make it easy for you to learn new skills or transition to a new career.

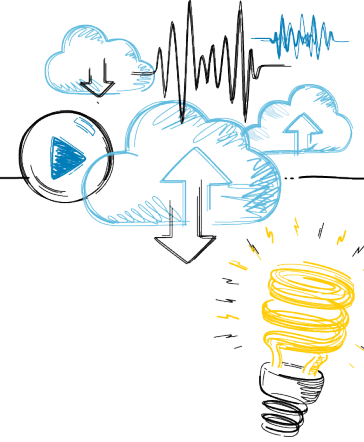
- Animation
- Graphic Arts
- Web Design

Next Steps

Check out the [Website Design Tool Kit](#), put together with you in mind to be a quick reference guide on improving your website!

Talk with your account manager about improvements they can assist you with, including conversations with your IT team about website changes and suggestions.





Questions?

Thank you for joining us today!

We will post a recording of the webinar on the partner site in the next 48 hours.

Copies of the slides will be made available there along with the Next Steps Tool Kit.

If you have questions or would like to speak directly to us, please email Erin Cross, erin.cross@cengage.com

Thanks for participating and we look forward to seeing you again!