
24 Hour Salesman

Your Website



Topics

What does it mean to be 24 hours?

What goes into getting a site up?

What is Web Design?

Effective web design

Telling them a story

Tools to build a site

Questions



What Does It Mean to be 24 hours?



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Setting UP Your Site - Before You Begin

What are the reasons you are building the site?

What is the site focusing on?

Do you need a web designer? How much do they cost?”

Can I do this myself?

4 Questions

1. What's your realistic budget for your site?
2. How are you going to manage your website?
3. What features do you have to have now or what can be for later?
4. Do you want to deal with the hosting, security, and technical aspects of the site?



What's Your Budget?

- Cost of building a website goes beyond the design and initial setup
 - Maintenance
 - Debugging
 - Troubleshooting
 - Additional Features
- 2 layers of costs to budget for
 - Initial setup and design
 - Ongoing monthly or annual maintenance costs.

How do you want to manage your website?

- Do you want to have full control over your website and do things yourself? Or do you want to hand off all the work to a designer / developer?
- Do you want full control over the editing aspects of your website, without knowing how to code? Or are you okay with handing off all the edits (big and small) to hired contractors?
- If you don't want to pay and wait for someone to do all the changes for your website, so you can retain some level of control, then a drag & drop website builder will be more suitable.
- If you have the budget and want to offload most things to a hired person, then something more advanced like WordPress may work well.

What features do you have to have now or what can be for later?

- Do you need everything right now? Will your business fail if you didn't have the perfect website?
- Businesses don't fail because their websites are lacking bells and whistles.
- Don't forget – You will need to re-design your website at some point. It can be a big revamp, or just re-designing portion of your website. You will be making a lot of changes to the layout and content as you better understand what your website visitors are looking for, and what's working on your website and what isn't. Keep this in mind and plan accordingly.
- Build a basic, functional version of your website and upgrade later when you need to.

Do you want to deal with the hosting, security, and technical aspects of the site?

- Operating a website can be very administrative. Things such as configuring your hosting services, monitoring it, updating your platform (such as WordPress updates that are issued from time to time), ensuring the updates won't conflict with your template and plugins, etc.
- Managing the technical aspects of your website is a personal preference. You don't have to if you don't want to with the help of drag & drop website builders.

What Kind of Site Building Service Do You Use?

- A more flexible and intensive platform such as WordPress will work well for you, if:
 - A higher and flexible budget (for BOTH the setup stage and ongoing maintenance stage).
 - Prefer to be hands on with building and editing your site. You have the financial resources to outsource the work to designers / developers, even when it comes to making small design edits. You also don't mind waiting for the changes to be done.
 - Need advanced features and more bells and whistles, that can be custom coded into your website and you're okay with paying someone to fix them if they break.
 - Don't mind managing the hosting yourself, performing updates to WordPress and monitoring your website performance – basically playing the role of IT Manager for your website.

What Kind of Site Building Service Do You Use?

Drag & Drop Services

You can always upgrade to more advanced website builders (such as WordPress) if your business gets to a point when such an investment is justified.

Jumping into using something like WordPress requires a substantial investment of your time (which can be limited as you probably have other things to do). It is also a big financial investment as well.

So if you're not 100% certain, what to do?

What Kind of Site Building Service Do You Use?

Drag & Drop Web Builders

Online software that enabled us to create websites without knowing how to write a line of code.

Have support teams to answer any questions, and technical teams to manage all the technical aspects of building websites, so we don't have to.

By using a few website builders, you become more familiar with what domain names are, how to connect them to websites, how to set up emails, how to use simple image editors to create graphics, how to perform basic SEO (search engine optimization), how to create blog posts, how to generate content, etc.

These are all basics of building a functional website. Using these simple to use, code-free, website builders, enabled us to free up a lot of our time so we can "practice" other aspects of building a website.

Drag & Drop Web Builders

Using a website builder costs anywhere from \$4 – \$25 per month, depending on which website builder you use, and which plan you sign up to.

Most of these websites have a free plan so you can test them out for free before committing. There are no time limits to their free plans, so you can keep using the free plan for as long as you want to. If they don't have a free plan, they will at least have a free trial period of 2 weeks at the minimum.

While the paid plans are monthly, recurring fees, keep in mind the idea here is to limit your financial risks.

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Web Design Tools

- Drag & Drop (Prefab)
 - Weebly.com
 - Wix.com

- Software
 - Dreamweaver
 - Content Management System
 - Wordpress
 - Drupal
 - Joomla

Weebly

The screenshot displays the Weebly website creation interface. The browser address bar shows `www.weebly.com/weebly/main.php`. The top navigation bar includes 'FREE', 'BUILD', 'DESIGN', 'PAGES', 'STORE', 'SETTINGS', and 'PUBLISH'. A left sidebar contains various widgets categorized into 'BASIC', 'STRUCTURE', and 'MEDIA'. The main preview area shows a website titled 'Pueo Pulse' with a navigation menu: HOME, SPOTLIGHT, STUDENT VOICE, STAY CONNECTED, PAST ISSUES, and ABOUT US. The main content features a large image of a city skyline with a red overlay containing the article title 'Hawaiian Grown Kitchen: Behind the Counter' and a 'Read More' button. Below this are two placeholder boxes for 'Campus Voices' and 'Tech Review', each with an 'UPLOAD IMAGE' button. On the right, there is a 'News Feed' section with 'Announcements' and a poll titled 'Setup a new poll with Poll Daddy (Poll Closed)'. The poll results are as follows:

Option	Percentage	Count
Click here	49.76%	(35,224 votes)
to start	50.24%	(35,566 votes)

Total Votes: 70,790

Comments (276) Create Your Own Poll

Comparison

Drag & Drop Builder – \$100 to \$400

WordPress – \$140 to \$500 **

Custom – \$2,000 – \$10,000+

Comparison

Drag & Drop Builder – \$100 to \$400

WordPress – \$140 to \$500 **

Custom – \$2,000 – \$10,000+

Breakdown of Costs

Domain = \$12 per year

Hosting = \$10 - \$30 per month

Premium Theme = \$50 - 150 (each; and depends

Average Cost = \$200 - 1,000 +

Cost of building = based on your time

Comparison - Drag & Drop

	 See Wix.com Top Choice	 See Squarespace	 See Weebly	 See Jimdo	 See GoDaddy	 See IM Creator
Rating [1]	4.8	4.6	4.3	3.5	3.0	2.2
Overall	✓ <u>Best All-Around Website Builder</u>	✓ <u>Design-Oriented Website Builder</u>	✓ <u>Easiest to Use Website Builder</u>			
Websites Powered [2]	88m	1.8m	30m	15m	N/A	5.7m
Ease of Use	5 / 5	4 / 5	5 / 5	4 / 5	4 / 5	4 / 5
Design Flexibility [3]	4.5 / 5	5 / 5	4.5 / 5	4 / 5	4 / 5	3 / 5
Themes Design [4]	4.5 / 5	5 / 5	3.5 / 5	3 / 5	4 / 5	4 / 5
Responsive Themes [5]	X	✓ [5]	✓ [5]	✓ [5]	X	X
Mobile Editor [6]	✓	X [6]	✓	✓	✓	✓

Comparison - Drag & Drop

	 See Wix.com Top Choice	 See Squarespace	 See Weebly	 See Jimdo	 See GoDaddy	 See IM Creator
Pricing (Monthly) [7]	\$4.08 \$9.75 \$12.92 \$16.58 \$24.92	\$5.00 \$12.00 \$18.00 \$26.00 \$40.00	\$7.42 \$11.58 \$24.92	\$7.50 \$20.00	\$5.99 \$9.99 \$14.99	\$7.95
Free Plan?	✓	14 Days Trial	✓	✓	X	✓
Free Custom Domain [8]	✓ [8]	✓	✓	✓ [8]	✓ [8]	X
SEO [9]	5 / 5	5 / 5	4 / 5	3 / 5	3 / 5	1 / 5
Export Website [10]	X	✓	✓	X	X [10]	✓
Restore Website [11]	✓	✓	X [11]	X	✓	X
Support [12]	Email Phone Forum Knowledgebase	24/7 Email Live Chat Knowledgebase	Email Phone Live Chat Knowledgebase	Email Live Chat Forum Knowledgebase	Email Live Chat Phone Knowledgebase	Email Forum Knowledgebase
Blogging [13]	4.5 / 5	5 / 5	4.5 / 5	3 / 5	3 / 5	1 / 5

Comparison - Drag & Drop

	 See Wix.com Top Choice	 See Squarespace	 See Weebly	 See Jimdo	 See GoDaddy	 See IM Creator
e-Commerce [14]	5 / 5	3.5 / 5	4.5 / 5	4 / 5	0 / 5	0 / 5
Email Service [15]	X	✓ [15]	X	Upgrade	Upgrade	Upgrade
Newsletter Creator [16]	✓	X	✓	X	X	X
Membership Creator [17]	✓	X	✓	X	X	X
Mobile Apps [18]	✓	✓	✓	✓	X	X
Multiple Editors [19]	X	✓	✓	X	X	X

Comparison - E-commerce

#1	 <p>shopify</p> <p>✓ Best eCommerce Website Builder</p>	 <p>5.0</p>	<p>Template Design ★★★★★</p> <p>Ease of Use ★★★★★</p> <p>Features & Flexibility ★★★★★</p> <p>Popularity ★★★★★</p> <p>Pricing ★★★★★</p>	<p>\$8.10</p> <p>\$26.10</p> <p>\$71.10</p> <p>\$269.10</p> <p>Free Trial Available</p>	<p>Visit Website</p> <p>Read Shopify Review</p> <p>Compare Features</p>
#2		 <p>4.8</p>	<p>Template Design ★★★★★</p> <p>Ease of Use ★★★★★</p> <p>Features & Flexibility ★★★★★</p> <p>Popularity ★★★★★</p> <p>Pricing ★★★★★</p>	<p>\$26.95</p> <p>\$71.95</p> <p>\$179.96</p> <p>Free Trial Available</p>	<p>Visit Website</p> <p>Read BigCommerce Review</p> <p>Compare Features</p>
#3		 <p>4.0</p>	<p>Template Design ★★★★★</p> <p>Ease of Use ★★★★★</p> <p>Features & Flexibility ★★★★★</p> <p>Popularity ★★★★★</p> <p>Pricing ★★★★★</p>	<p>\$16.58</p> <p>\$24.92</p> <p>Free Trial Available</p>	<p>Visit Website</p> <p>Read Wix Review</p> <p>Compare Features</p>
#4		 <p>3.8</p>	<p>Template Design ★★★★★</p> <p>Ease of Use ★★★★★</p> <p>Features & Flexibility ★★★★★</p> <p>Popularity ★★★★★</p> <p>Pricing ★★★★★</p>	<p>\$8.00</p> <p>\$12.00</p> <p>\$25.00</p> <p>Free Trial Available</p>	<p>Visit Website</p> <p>Read Weebly Review</p> <p>Compare Features</p>
#5		 <p>3.4</p>	<p>Template Design ★★★★★</p> <p>Ease of Use ★★★★★</p> <p>Features & Flexibility ★★★★★</p> <p>Popularity ★★★★★</p> <p>Pricing ★★★★★</p>	<p>\$12.00</p> <p>\$18.00</p> <p>\$26.00</p> <p>\$40.00</p> <p>Free Trial Available</p>	<p>Visit Website</p> <p>Read Squarespace Review</p> <p>Compare Features</p>

Who's visiting? (Google Analytics)

- Is a free service offered by Google that generates detailed statistics about the visitors to a website.
- Good for both large and small
- Free for anyone to use
- Track multiple websites
 - Use of multiple profiles in your account
- Track your blog, Facebook pages
 - Recommend that you search for 3rd-party widgets that simplify the Analytics set up for pre-defined site templates

Turning Onlookers into Buyers

- A site needs visitors in order to be successful
- Some companies take a proactive role and engage in Web Marketing
 - Banner Advertising
 - Paid sponsorship
 - Viral and social marketing

OMG **I WANT THAT!**

What is Web Design?

- Designing for the Web
- Not exactly like print design
 - Limitations
 - Page size
 - Exact color matching
 - Text wraps
 - Fonts
- Need to find ways to work around limitations

Good Web Design is an Experience

- Good design creates an environment where users feel they have just enough control over the experience.

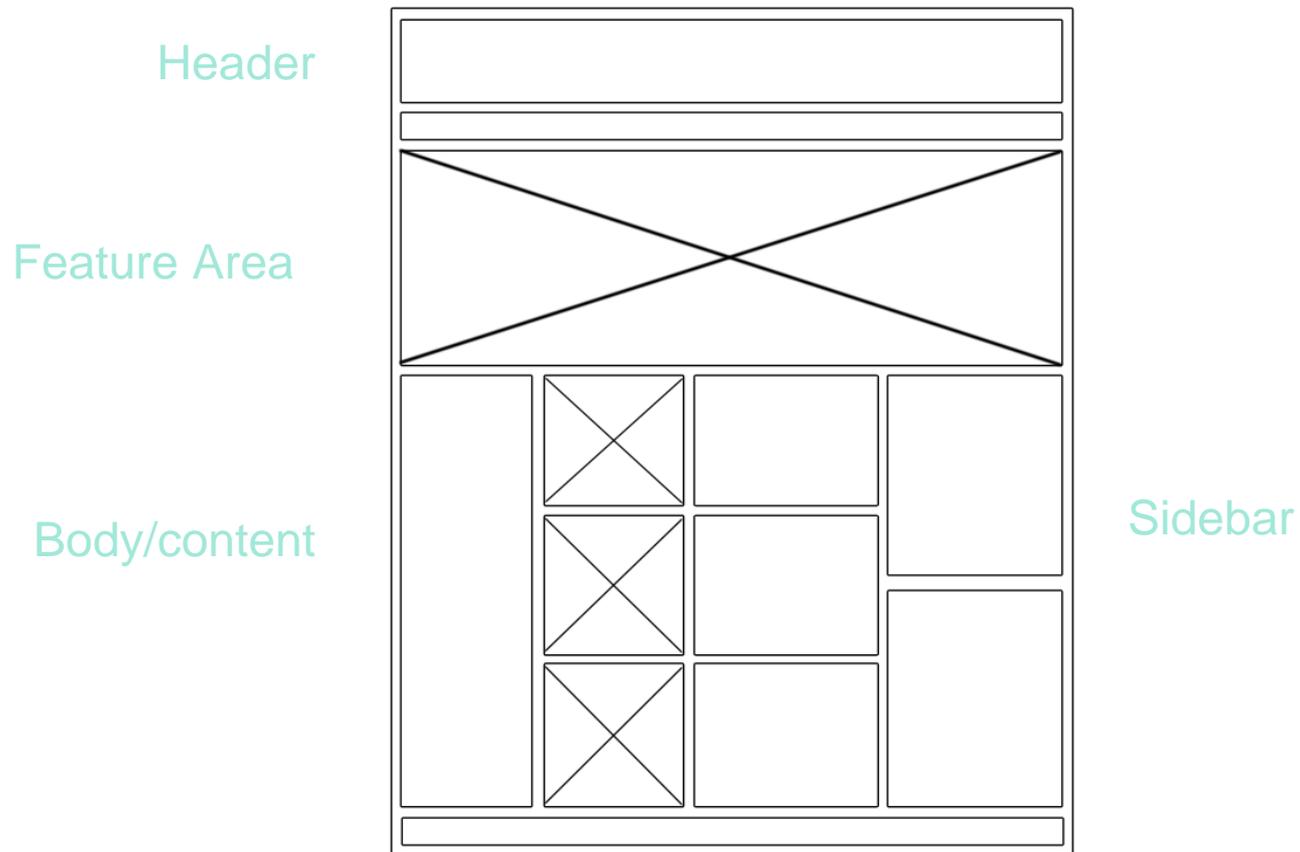
- E.g. Twitter
 - Not all that beautiful
 - BUT! It's popular. Why?
 1. Simplicity of design
 2. Users have control over their experience to make themselves feel as if they are expressing themselves.

Form and Function of a Site

- Nature of how pages are viewed
 - Left to right
 - Top to bottom

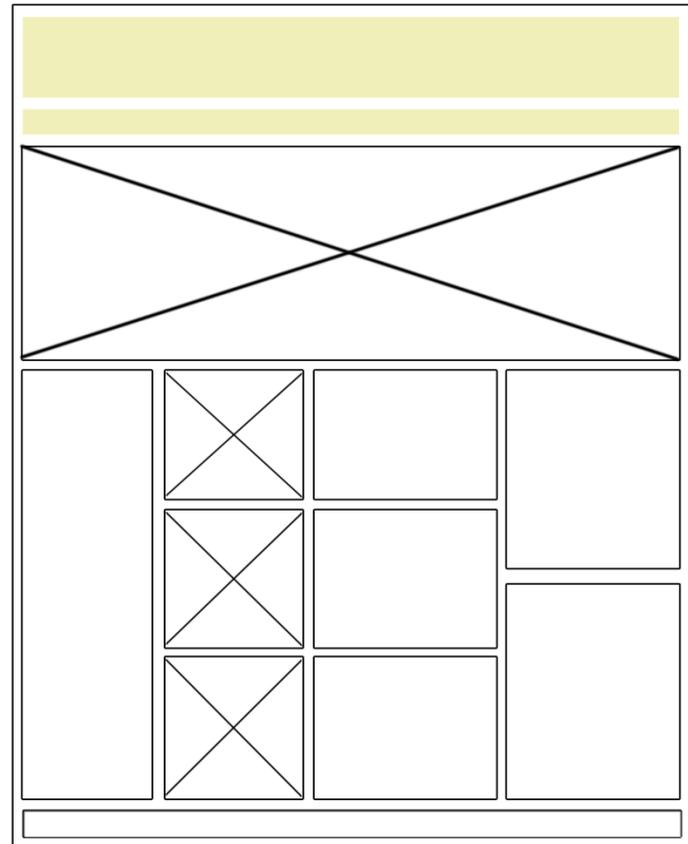
- Idea of Above the fold
 - Areas above the fold are seen by the users first.
 - E.g. newspaper
 - Websites fold are where the browser window cuts off the content.

Basic Anatomy of a Web page



Header

- One element that remains consistent throughout the website.
- Act as a grounding force for users to identify and visually unify all pages of the site.
- Normally establishes brand look and feel of a site.



Examples

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TOP STORIES

TOP BREAKING NEWS

Team Obama hopes veep debate halts GOP momentum
 By NANCY BENAG AND PHILIP ELLIOTT 08:12 AM HST


DANVILLE, Ky. — Democrat Joe Biden and Republican Paul Ryan pull up a couple of chairs for a vice presidential debate that has mushroomed in importance since Mitt Romney's strong showing in the first presidential runoff. This time, it's the Obama team looking to put the brakes on the other guy's momentum. [Story >](#)

• 5 things to watch for in vice presidential debate

BREAKING / UPDATES

- High surf advisory in effect for north and west shores
- Homeless man arrested for allegedly vandalizing building
- FBI arrests Hawaii island man for investigation of child sexual abuse
- Power restored to most of Waipahu
- Rate on 30-year mortgage rises
- Carrels flood U.S. with cheap meth
- Update: U.S. drone-fired missiles kill 10 militants in Pakistan

HAWAII NEWS

*** Apple asked to back claim on letter from coaches**
 By FRIDY LEWIS
 State Sen. Dorena Mercado Kim said she has sent University of Hawaii at




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the magic of **macy's** Search or enter web ID [Q](#) my bag (0) 

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promo code: [GIRAT](#) exclusions apply details
[SHOP WOMEN'S SHOES >](#) | boots | pumps | flats

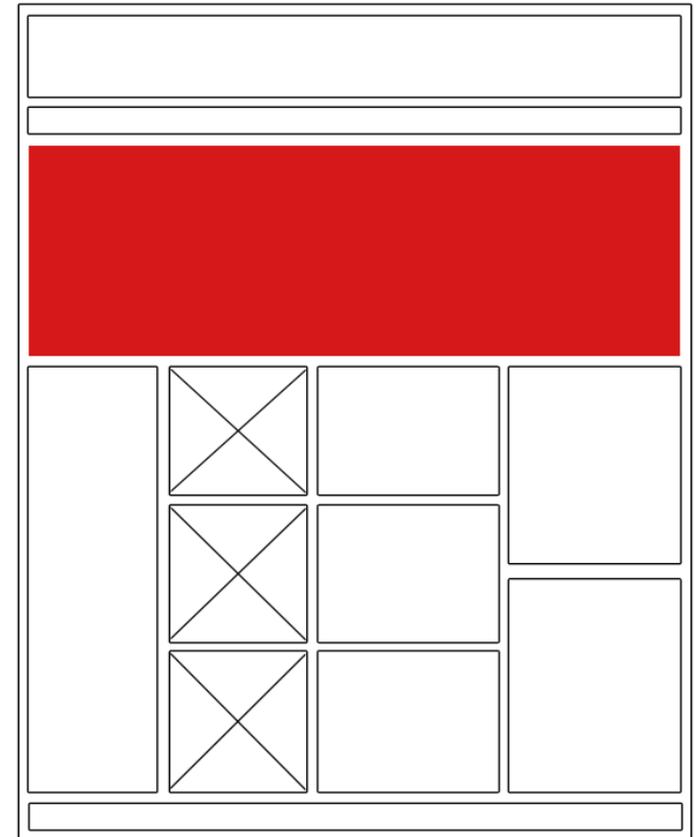


OCTOBER IS BREAST CANCER AWARENESS MONTH THE PINK SHOP AT MACY'S devoted to the fight against breast cancer [shop now](#)


What's in Store? a new retailality comedy [watch the latest episodes >](#)

Featured Area

- Clearly defined hierarchy
- Designers use a focal point to serve as an entry into the layout
- Often times is the main feature.
 - Most vibrant color and typography
 - Features animation (slideshow)



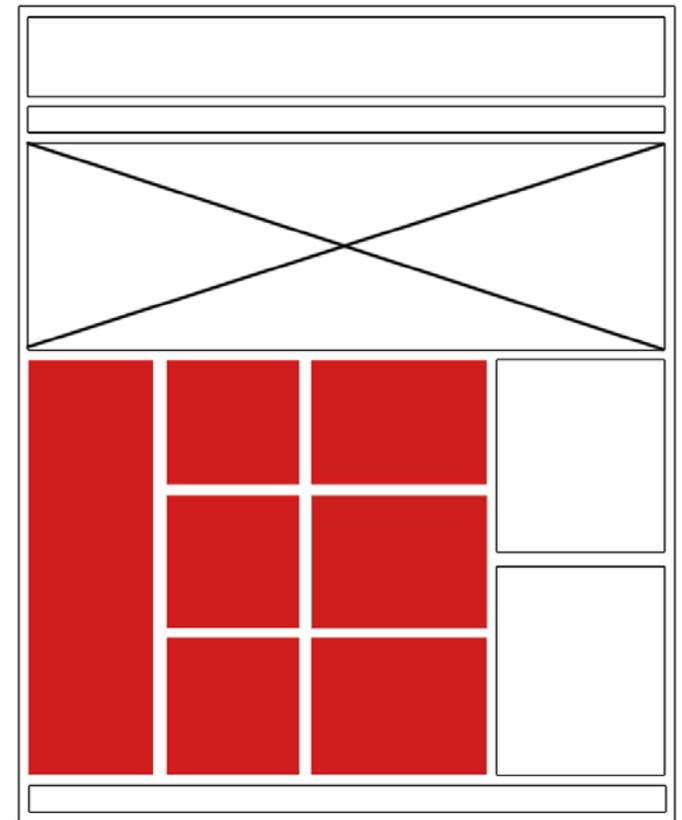
Examples

The screenshot shows the ban.do website homepage with a pink background. At the top left is the ban.do logo inside a red heart. Navigation links include 'about', 'contact', 'cart (4)', and 'log in'. A search bar is on the right. A central banner features a large gold pom-pom with the text 'introducing THE METALLIC GOLD POM (A SNEAK PEEK OF OUR FALL LINE!)'. Below it is a 'CLICK HERE FOR A LITTLE SOMETHIN' THAT SHIMMERS' button. To the right, a 'PRESS + CELEBS' section includes 'OUR HAPPY PLACE (OUR BLOG, SILLY!)' and 'FIVE DOLLAR FLAT RATE (ON ALL FIRST CLASS DOMESTIC ORDERS)'. Below that is 'THE BAN.DO IPHONE CASE' with a red heart icon and a 'CLICK HERE TO GET IT' button. A vertical sidebar on the left lists categories like 'ban.do classics', 'black label', 'spring / summer', 'new arrivals', 'bobbi pins', 'shop press & celebs', 'five faves', 'hair accessories', 'the multi taskers', 'shoe clips', 'corsages', 'something sparkly', 'bridal', 'gift guide', and 'sale'. The footer contains social media links and contact information: '7958 beverly Blvd. los angeles, ca 90048 studio: 310-600-0702 email: info@shopbando.com © 2012 ban.do llc'.

The screenshot shows the Nordstrom website homepage. The browser address bar is 'shop.nordstrom.com'. The page features a navigation bar with 'NORDSTROM' and 'VALENTINE'S DAY IS FEBRUARY 14. Shop. Celebrate. Delight.' Below this is a 'FREE SHIPPING, FREE RETURNS. All in-store. See details.' and a 'search' button. The main content area is titled 'NOT YOUR BASIC BLAZER' and 'COVETABLE COLOR' with a sub-headline 'An eye-catching hue and softer silk, this spring's wedge gets mixed with high details.' and 'SHOP WOMEN'S WEDES | ALL SAMPLES'. Below this is 'EXCLUSIVE REBECCA MANKOFF BAG', 'SPRING BEAUTY COLLECTIONS', and 'NEW MEN'S ACTIVEWEAR & MORE'. A 'Trending now' section shows a grid of products: a makeup palette, a black boot, a pair of red pants, a pair of blue pants, and a brown boot.

Body/Content

- Users spend most of their time here.
- Either left or right
- Traditional ideas of legibility and clarity
 - Because a webpage can go on and on, good to **BREAK UP CONTENT** with **WHITE SPACE** and **SUBHEADING**.
 - Allow users to skim easily
 - Optimal line length 52 to 65 characters



Examples

The screenshot displays the RFRM website's product page for the Dorado Necklace. The page layout includes a top navigation bar with the RFRM logo and 'vintage inspired jewelry' tagline, and a menu with links for HOME, THE COLLECTION (active), THE STORY, NEWS, CONTACT, and VIEW CART. Below the navigation, there are category tabs for NECKLACES (active) and EARRINGS. A 'back to necklaces' link is positioned above the product details. The product is shown in a large image on the left and three smaller images on the right: a hand holding the necklace, and two views of the necklace on a mannequin. The product name 'Dorado Necklace' is followed by a description: 'Vintage brass discs and geometric pyrite. Antiqued brass chain. Measures 21" in length.' A note mentions slight color variations in vintage materials. The price is listed as \$70, and an 'ADD TO CART' button is visible. The footer contains copyright information and links for Terms of Use, FAQ, and Return Policy.

RFRM vintage inspired jewelry

HOME THE COLLECTION THE STORY NEWS CONTACT VIEW CART

NECKLACES EARRINGS

[back to necklaces](#)

Dorado Necklace

Vintage brass discs and geometric pyrite. Antiqued brass chain. Measures 21" in length.

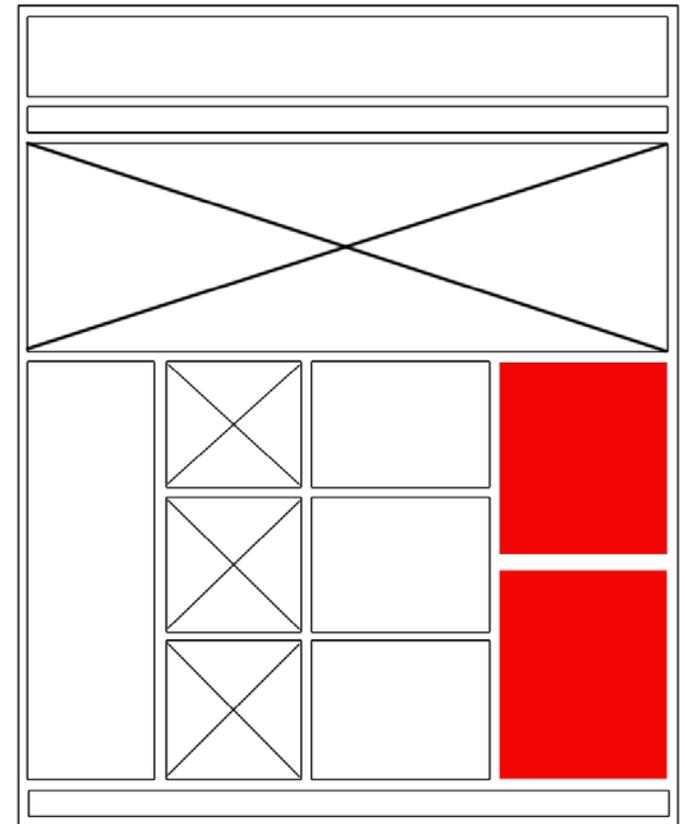
Due to the nature of vintage findings, there may be slight colorations or markings on some of the materials used. It's these elements that add charm and a beautiful look you can't get with something new.

\$70 [ADD TO CART](#)

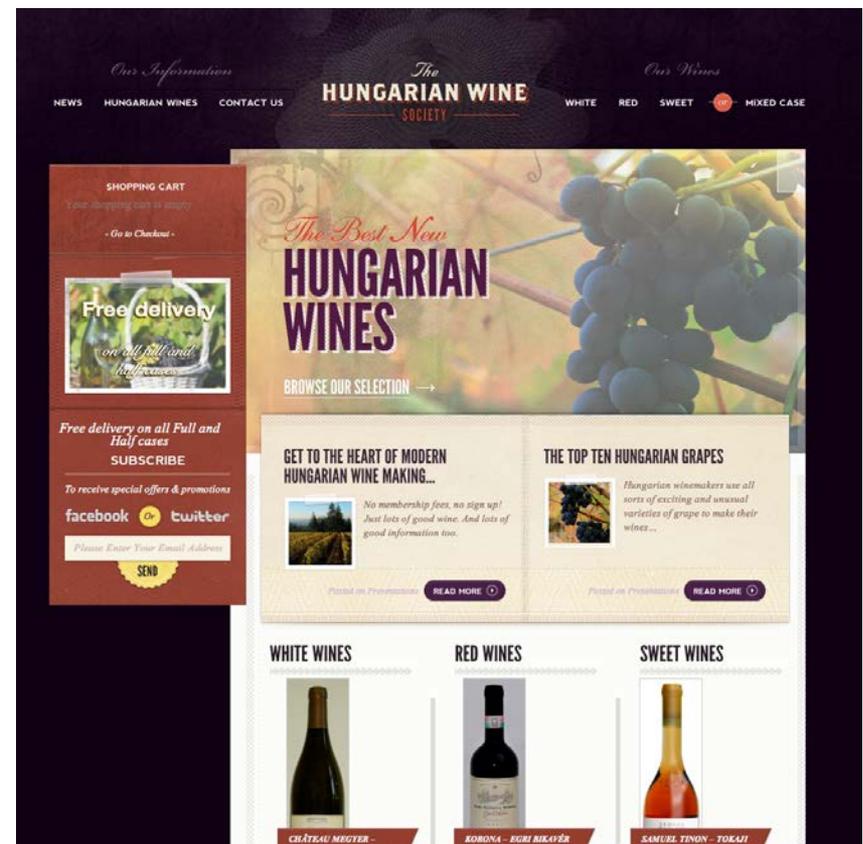
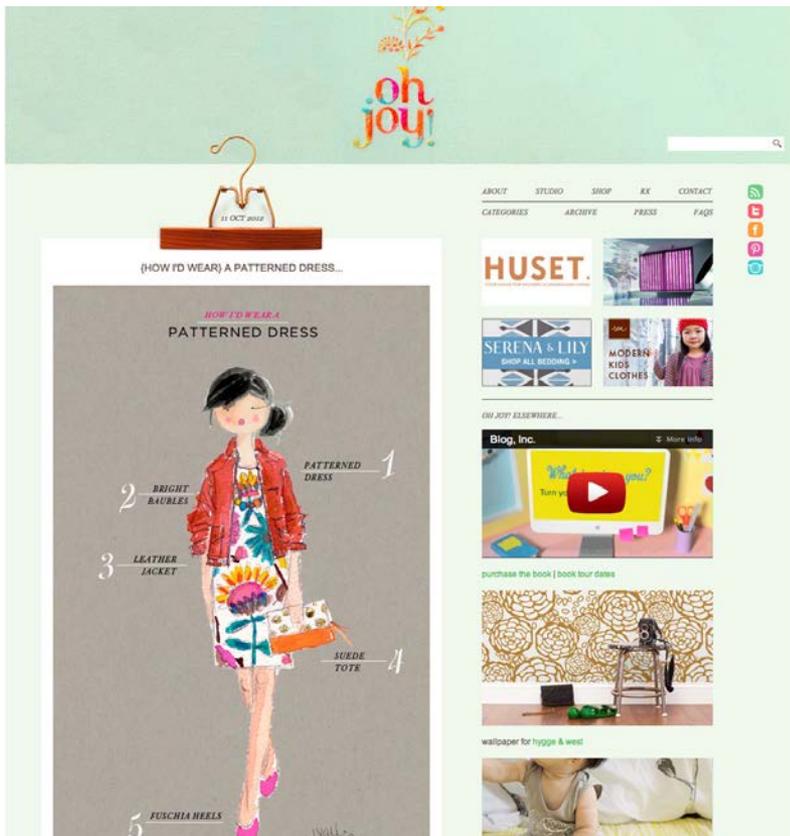
©2011 RFRM Wear. Site by Kreed | Terms of Use | FAQ | Return Policy

Sidebar

- Contains secondary information
 1. Supports the main content
 2. Directs users to related content through links
- Space often sold for advertising
- Sidebar should blend in with overall design

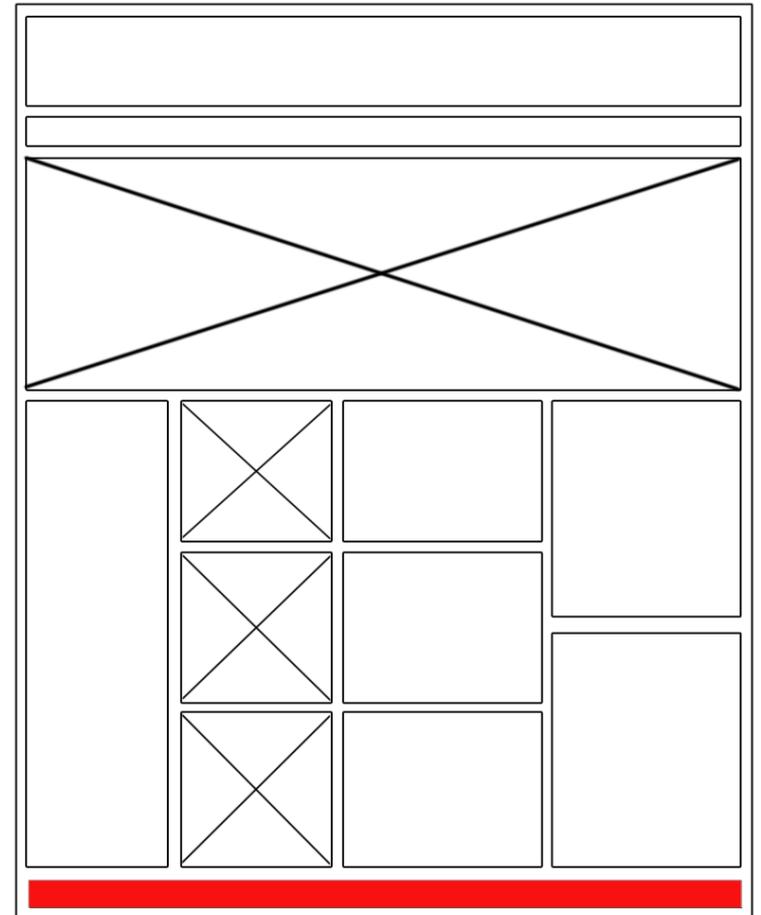


Examples



Footer

- Contain copyright info
- Evolve to be a minisite with links to help users navigate through the site.



Examples

LOVE vs DESIGN
WEDDING STATIONERY

account | favorites | **CART**

email | live chat | 1-502-431-1402

WEDDING INVITATIONS | SAVE THE DATES | ACCESSORIES | BABY | BLOG | PRINTABLES | HELP

3 free samples 15% off your order ends Oct 16th | learn

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save the dates
heart cards
response cards

QUICK LENSES
how it works
faq
wording guide
contact us
current promotions

SHOP FEATURED PRODUCTS

CUSTOMER REVIEWS
Love vs. Design was such an amazing vendor to work with. Their designs are absolutely incredible, and it's a very easy process, whether you want to print on your own or have them print for you (we did both). Their staff is super sweet, professional and responsive! We have since received soooo many compliments on our Save the Dates and Wedding Invitations.
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PRESS
100 Layer Cake
GREEN WEDDING SHOWS
Ruffled

RECENT BLOG POSTS
New Photo and Placeholder Save the Dates
Very exciting news!
New Baby QR Tags
Introducing Birth Announcements!

THIS IS HOW IT WORKS IT'S EASY

GET TO KNOW OUR PRODUCTS
At Love vs Design we offer unique wedding stationery that reflect your own personality. Inspired by a variety of mediums which span both modern and vintage, we have wedding invitations, save the dates and other wedding stationery that is sure to fit your style. We are pleased to offer you the option to add your own personal touch to your wedding stationery by changing the wording and color of each design for no additional fee. We are proud to offer exceptional customer service and guarantee that you will enjoy our premium quality products.

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how it works
customization
 turnaround time
paper & printing
sales & envelopes
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wording guide
international orders

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All
Modules
Themes
Documentation
Accounts & Issues
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Drupal is used by some of the biggest sites on the Web, like The Economist, Expedia.com and The White House. [Read more Drupal case studies.](#)

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14,814 Modules
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885,772 people in 228 countries* speaking 181 languages power Drupal.

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How to upgrade data to configuration

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Drupal.org marketplace upgrade October 2, 2012
The Marketplace section on Drupal.org has been reorganized through major changes. Most of it happened a couple of weeks ago, but some are as recent as this week. [Read more](#)

Voting Open - Community Elections 2013
New Case studies section on Drupal.org
Drupal 7.15 released
More news...

Drupal News
Planet Drupal
Association News
Social Media Directory
Security Announcements
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Documentation Home
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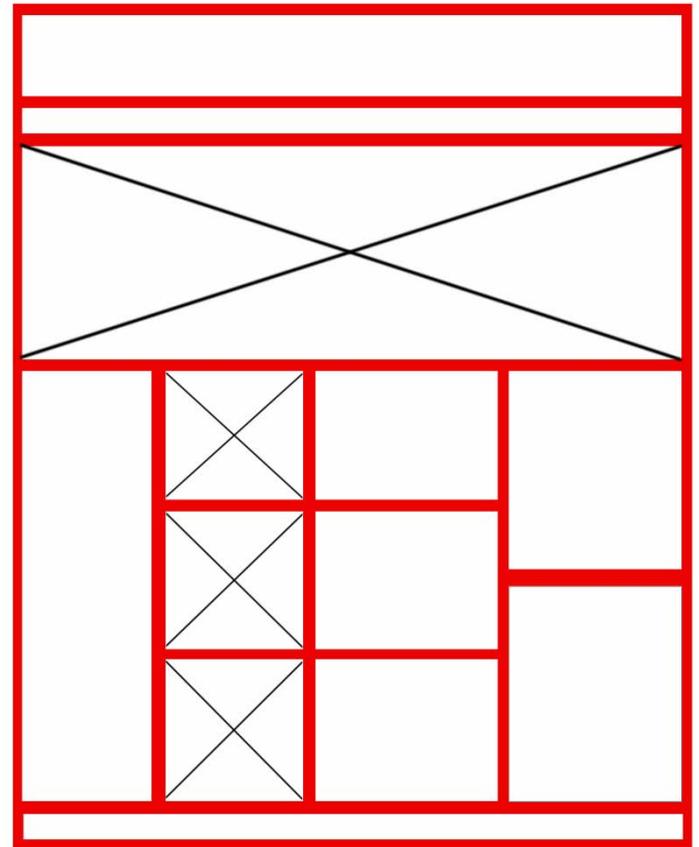
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Web accessibility

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Background

- Use to complement the content of the page.
- Use to create
 - Depth and dimension
 - Richness with texture
 - Color
 - Expand beyond the border of the page



Examples

The screenshot shows the Tennessee.com website with a navigation bar at the top including 'HOME', 'ABOUT TENNESSEE', 'EVENTS', 'TRAVEL TOOLS', and 'TRAVEL PROFESSIONALS'. A prominent banner for the 'FABULOUS FALL CONTEST' is displayed, along with a map of Tennessee. Below the banner, there is a 'TENNESSEE'S LATEST' section with a calendar for October 2012. The page also features social media links for Facebook and Twitter, and several article teasers such as 'EXPLORE TN', 'SIGN UP & RECEIVE THE NEWSLETTER', and 'DISCOVER TENNESSEE TRAILS & BYWAYS'.

The screenshot shows the L'Oréal USA website with a navigation bar at the top including 'OUR COMPANY', 'BRANDS', 'CAREERS', 'RESEARCH', 'NEWS & MEDIA', 'FOR WOMEN IN SCIENCE', 'FINANCE', '>> SUSTAINABLE DEVELOPMENT', and '>> SUPPLIERS'. A large banner for 'OUR Brands' is displayed, featuring a woman's face and the text 'We want people everywhere to have access to our products through outlets that match their individual lifestyles.' Below the banner, there are four product category buttons: 'LUXURY PRODUCTS', 'CONSUMER PRODUCTS', 'PROFESSIONAL PRODUCTS', and 'ACTIVE COSMETICS'. A sidebar on the right contains a 'WELCOME' section with a list of product categories.

IMPORTANT!

- Just as important as the look and feel of the website is the
 1. Organization
 2. Hierarchy

- An effective design hinges on hierarchy and organization.

Eye Flow

The image shows a screenshot of the Williams-Sonoma website homepage. Large red numbers (1-6) are overlaid on the page to indicate eye-tracking points. The page features a navigation bar with categories like Cookware, Cakes, and Bread, and a search bar. A red banner at the top contains promotional text about free shipping and a 7-day deadline. The main content area features a large image of a steel grill roaster with a roast and vegetables, and a call-to-action button that says 'SHOP OUTDOOR COOKWARE'. The text 'STEEL GRILL OUTDOOR COOKWARE' is prominently displayed on the left side of the image.

6 WILLIAMS-SONOMA

Registry | Recipes | Gifts | Wine | Cakes | Bread | New | Father's Day | Sale

Search by Keyword, Item # or Recipe

Cookware | Cooks' Tools | Cutlery | Electrical | Bakeware | Food & Bar | Homekeeping | Outdoor | Williams-Sonoma Home | agrarian

5 FREE SHIPPING for a limited-time on all orders over \$49. Enter promo code: SHIP4FREE. *See details. 7 DAYS LEFT for Standard Shipping by Memorial Day. Order by Monday, May 21 at 5 pm PT.

1 STEEL GRILL OUTDOOR COOKWARE

2 From french fries to roasts and meat, enjoy our Steel Grill Cookware for a world of smoky flavor for outdoor cooking.

3 SHOP OUTDOOR COOKWARE

4

1 Steel Grill Roaster

What do you see first?

The image shows a screenshot of the Target website homepage. At the top, there is a navigation bar with the Target logo, a search bar, and links for 'sign in', 'new guest?', 'my account', and 'REDCard'. Below the navigation bar, there is a red banner with the text 'save up to 30% on select Halloween costumes, plus, free shipping when you spend \$50.' and 'Halloween'. The main content area features a large 'Online Home Sale' promotion with a 'deals on 1000s of items across every room.' and a '5% off today & every day with REDcard.' offer. The page is divided into several sections: a left sidebar with promotional text and a 'ways to save' section; a central grid of product categories (women, baby, furniture, electronics, home, kitchen & dining, kids, toys, patio); and a right sidebar with a Vaseline advertisement. The overall layout is clean and organized, with a focus on home goods and seasonal promotions.

sign in new guest? my account REDCard

save up to 30% on select Halloween costumes, plus, free shipping when you spend \$50.
Halloween

women men baby kids home furniture patio electronics entertainment toys health & beauty halloween see more

daily deals, one day only, always free shipping

find a store Weekly Ad GiftCards registries TargetLife

now at Target.

save up to 30% on tons of Halloween costumes.

our big electronics event is happening right now.

spend \$50, save 15% on dresses for all sizes.

check out the baby stuff you can only get here.

all up & up on sale

view savings

ways to save.

coupons clearance

daily deals

more cool stuff.

target style
gift ideas
registries
gift cards
REDCard

Online Home Sale.

deals on 1000s of items across every room.
some restrictions apply. offer details

all home

furniture kitchen & dining
bedding home decor
bath

5% off today & every day with REDcard.

Save an extra 5% of our already low prices, and get free shipping at Target.com, apply now

women baby furniture

electronics home kitchen & dining

kids toys patio

Vaseline

now better than ever

feels good, does good

Shop Now

What do you see first?

The screenshot shows the homepage of Sam Choy's restaurant. At the top center is the logo for "Sam Choy's Breakfast, Lunch & Crab" featuring a red crab. To the left is a Facebook icon, and to the right is a phone icon with the text "Reserve a table (808) 545-7979". Below the logo is a navigation menu with links for HOME, SPECIALS, MENUS, BANQUETS, CONTACT US, CAREERS, LOCATION, and BREWER'S DINNER. The main content area features a large image of the restaurant's exterior at night with the sign "Sam Choy's Breakfast, Lunch & Crab" and a smaller image of the interior dining room. Below these are three smaller images of food: a plate of crab legs, a plate of fried chicken, and a dessert with cream and fruit. At the bottom, there are three columns of information: "RESTAURANT HOURS" listing breakfast and lunch times (Monday-Friday 7:00am-2:00pm, Saturday and Sunday 8:00am-2:00pm) and dinner times (Sunday-Thursday 5:00pm-9:00pm, Friday and Saturday 5:00pm-10:00pm); "CONTACT US" with a phone icon and "For reservations Call (808) 545-7979" and the address "580 N. Nimitz Highway Honolulu, HI 96817"; and "LOCATION" with a Google Maps icon and a map showing the restaurant's location at 580 N. Nimitz Highway.

Sam Choy's
Breakfast,
Lunch & Crab

Reserve a table
(808) 545-7979

HOME SPECIALS MENUS BANQUETS CONTACT US CAREERS LOCATION BREWER'S DINNER

Sam Choy's
Breakfast,
Lunch & Crab

RESTAURANT HOURS CONTACT US LOCATION

Breakfast and Lunch
Monday - Friday
7:00am - 2:00pm
Saturday and Sunday
8:00am - 2:00pm

Dinner
Sunday - Thursday
5:00pm - 9:00pm
Friday and Saturday
5:00pm - 10:00pm

For reservations
Call (808) 545-7979

Location:
580 N. Nimitz Highway
Honolulu, HI 96817

Map Sat Tsp Earth

580 N. Nimitz Highway

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Do this exercise with your website.

- List the key information points that visitors are likely seeking.
- Assign values (1-10) according to their importance to the average visitor.
- Now, look at the actual design again.
- Assign values (1-10) according to the actual visual importance as you see it in the live design.
- Consider: Does the expected importance match up with the actual designed importance?

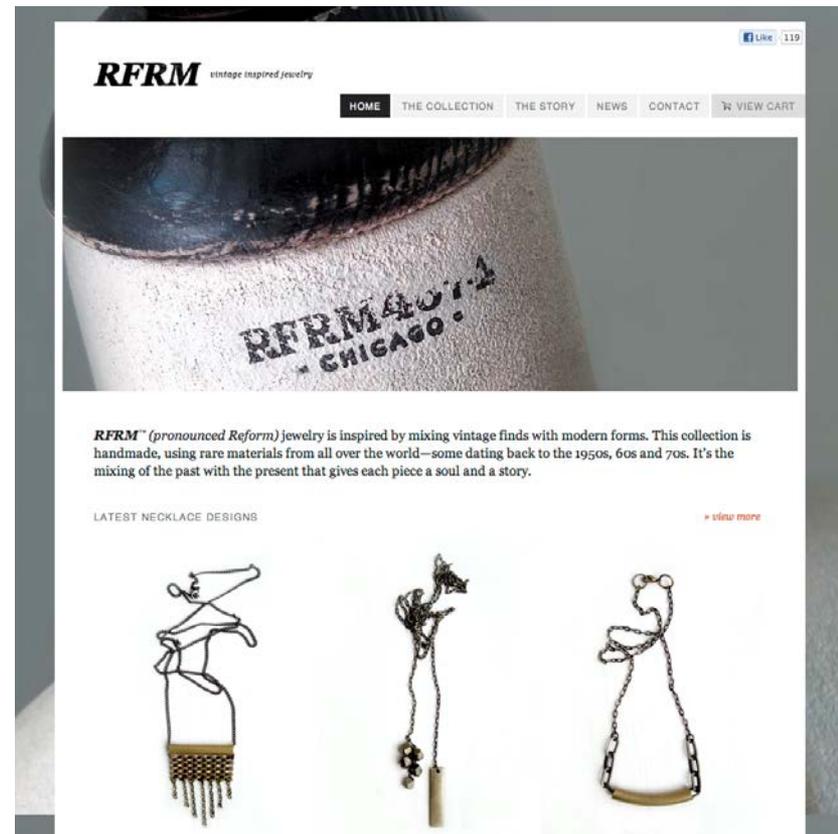
Wed design style

- Color
- Texture
- Imagery/iconography
- Depth & perception
- Type
- Engaging images

Engaging Images

- Product:
 - Upclose
 - Multiple angles
 - Good lighting

- Decoration
 - Engaging
 - Dynamic



White Space

- Often overlooked
- More concerned with the objects on the page
- Space is just what's left
- Wrong!

Elements of White Space

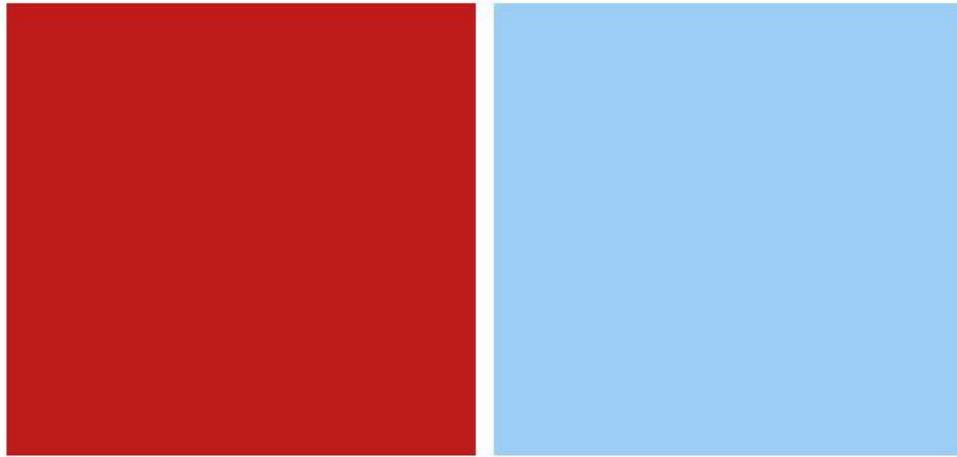
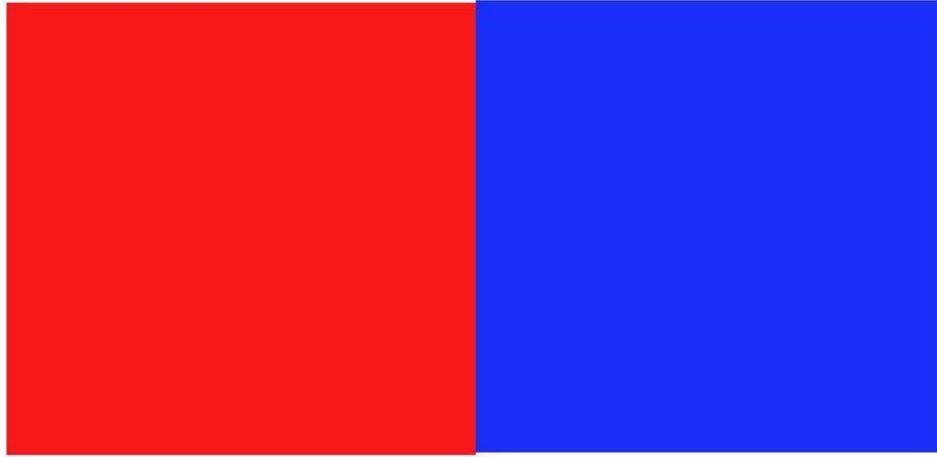
- Margins: the area surrounding a design
- Gutters: the space between columns of a grid
- Padding: The area around an element contained by a border
- Line Spacing: Leading..the space from the baseline to cap height between the lines of text
- Paragraph Spacing

Color

- Can be effective + powerful but has certain limitations.
- Color calibration between monitors is relatively poor.
- Colors appear differently on different hardware platforms.
- Users may be using devices with particular settings.

Color

- ❑ Make things pop out (one bright color among dull colors is easy to spot.)
- ❑ Emphasizing important information
- ❑ Grouping related terms
- ❑ Reinforcing layouts (by providing redundant color cues to highlight which items are meant to be more prominent than others.)
- ❑ Increasing comprehension
- ❑ Memorability



[MY FAVORITE LINKS](#)

[RECENT LEGAL LOSSES](#)

[FEES](#)

[BANKRUPTCY](#)

[OUR SOFTBALL TEAM](#)

[SITEMAP](#)

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43 MAGAZINE - ISSUE 002
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MONDE SHINE HALF-CROCHETED SINGLE STRAND - YELLOW
\$18.00



MONDE SHINE HALF-CROCHETED SINGLE STRAND - CORAL
\$18.00



Enjoy the
happy ending.
watch the video



Get your basket started

Name of recipient

go

It's better to
share than to
receive.



share your good taste



Looking for
our tarts?



your new bestie's got your back ▶

How it works



leap over gift clichés in a single click ▶

Typography

- Each typeface has a particular feel and speaks with a particular voice, expressing the style of the site.

modern
futura font

PLAYFUL
CARTWHEEL FONT

GOTHIC
DESDEMONA FONT

Corporate
optima font

whimsical
riddle font

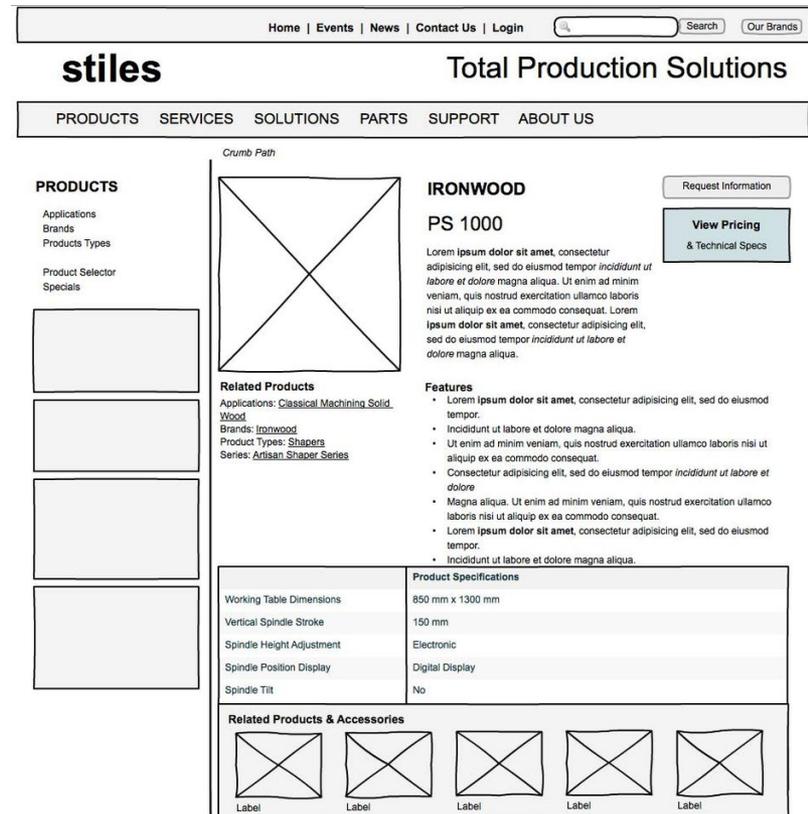
Web Design Basics

- What's the idea/ vision?
 - Audience
 - Sketches/mock-ups

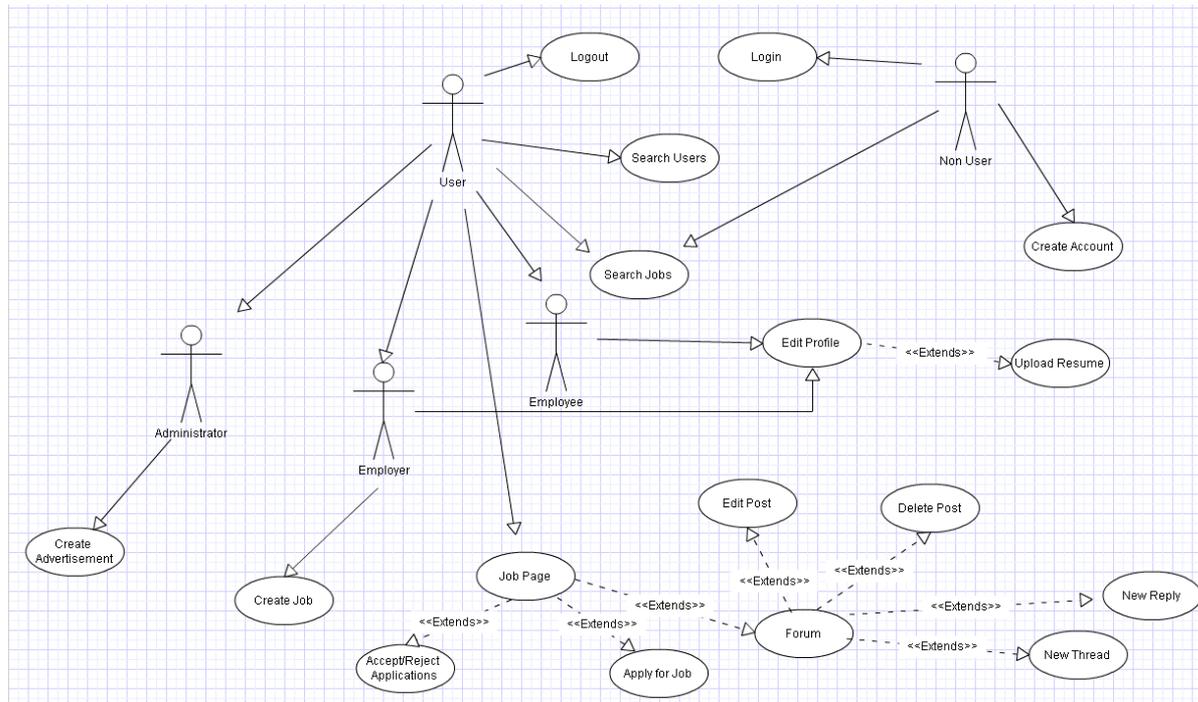
- Layout
 - Hierarchy – distinctions in size, color, etc. make content easier to scan.
 - Grid – divide content area into a numerical spaced columns and align.

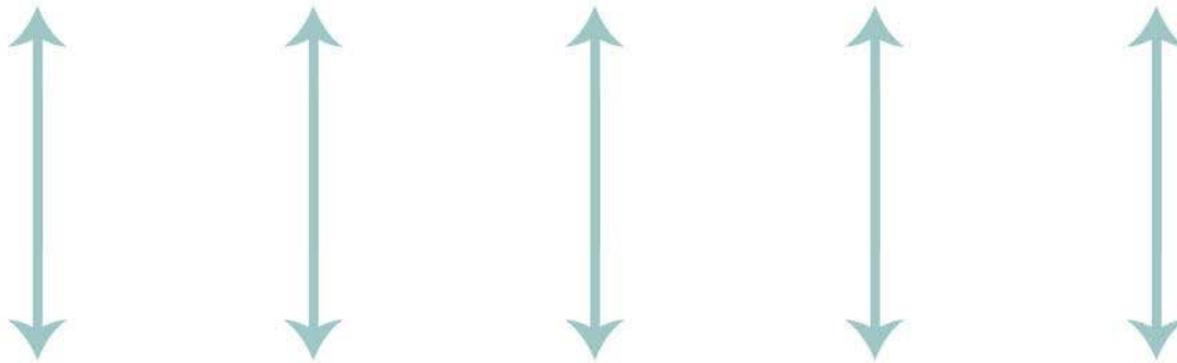
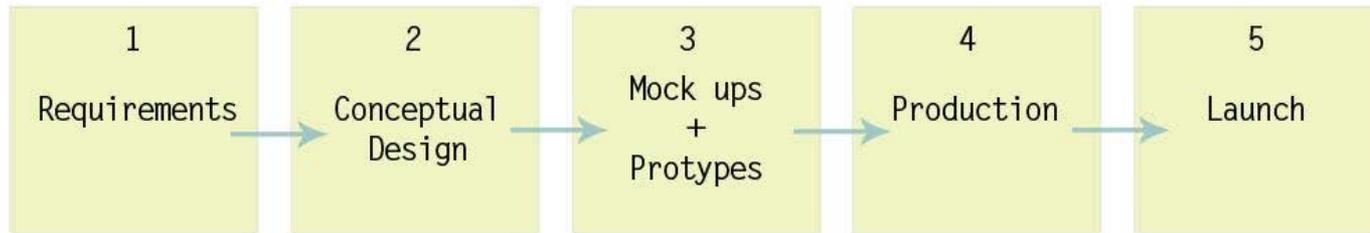
Wireframes

- Help you map out what the site should look like
- How it should flow
- User experiences



User Experience





EVALUATION

Questions and Thank yous!

- For more info email me: shanaoka@hawaii.edu
- Thank you for attending this workshop.
- Questions