**The Design Process**  
Handout

## IMPORTANT THINGS TO CONSIDER WHEN DESIGNING A WEBSITE

# Content Strategy:

1. What content do I have?
2. Who is my target audience?
3. What do I hope my target audience does on my website? What actions should they take?

# Recommended steps for building a great website:

1. Put your thoughts on paper first
2. Define the style/look
3. Create a sitemap/website blueprint
4. Create a prototype/wireframe
5. Do usability testing; revise as needed
6. Choose a website platform, and publish!

# Notes:

**FURTHER LEARNING**

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| Image result for lynda.com | **Lynda.com**  This online educational database offers over 3,000 video courses by experts in the fields of web design, business/marketing, software development, photography, video/music/audio editing, 3D animation, graphic design and more.  You need to connect to this resource through the VPL website (using your library barcode and PIN) to gain free access:  [***www.vpl.ca/lynda***](http://www.vpl.ca/lynda)  Courses of interest:   * Design Aesthetics for the Web * Responsive Design Fundamentals * Creating a Responsive Web Design * Foundations of UX: Usability Testing |
| Image result for w3c | **Web Accessibility and Standards**  ***www.w3.org/WAI/fundamentals/accessibility-intro***  ***www.w3.org/WAI/intro/wcag.php*** |
|  | **Jakob Nielson**  Usability 101: Introduction to Usability  ***www.nngroup.com/articles/usability-101-introduction-to-usability*** |
|  | **Writemaps**  Writemaps helps you make sitemaps and gather content.  ***writemaps.com*** |
| Mockingbird | **Mockingbird**  Mockingbird is a free online wireframing tool (a simple visual guide that represents the framework of a website).  [***gomockingbird.com/home***](https://gomockingbird.com/home) |
| Image result for 1st website designer | Website Planning & Developing Your Website Blueprint This article, from 1st Web Designer, covers the importance of website planning and of developing your very own website blueprint. It also includes a great list of website planning tools.  [***1stwebdesigner.com/website-planning***](https://1stwebdesigner.com/website-planning/) |

**VPL RESOURCES**

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| **VPL Events Guide** | ***www.vpl.ca/events*** |
| **VPL Information Services** | We are here to help!  If you have any further questions, please ask us!  Phone: 604-331-3603 / Email: info@vpl.ca |
| **Web Design Essentials Research Guide** | ***guides.vpl.ca/webdesign***  Find all the resources from this class listed and linked in this guide. |
| **VPL One to One Training** Individual help on topics covered in VPL courses and beyond. | Call 604-331-3603 to book an appointment. |
| **VPL Tech Cafe** A drop-in computer lab on Level 3 for practicing new skills with information staff assistance. | Central Library / 2:00 - 3:00 pm, Tuesdays & Thursdays |