Module 3: WEB Design

Main objective: This module is a compendium of knowledge on the creation and ways of positioning websites made with the help of the free WordPress content management system. The course will prepare you to independently perform such a site from designing correct layout to correct content, graphic design and typography by installation to the editing of the advanced additions. The training is based on the dynamically developing WordPress development environment, which effectively presents content and graphics on the Internet.

General Description: During realization of this Module, the participants will discover the functionalities of WordPress and the main aspects of the system. They will learn how to plan website in order to meet needs and expectations of website users. They will know web design tools and they get to know how to fit graphics, color, transparency, and typography for purposes of the website. During realization of this module, they will discover how to choose an appropriate layout, format text and how the website users will use and perceive the information and functionalities that designer want to present.

They get to know browsers functioning and bases of interactivity as well as responsivity of web pages. They will learn how to positioning the website in order to reach visibility to different groups of users, how to use keywords and google analytics in order to optimize website functioning.

Topic 1: Fundamentals of the Web

Short description: The trainees will get to know how web pages work. They will get to know the Internet and World Wide Web domain names, domain names and hosting, the language of the web, the evolution of the web and web standards. They will learn to separate structure, style and interactivity and design for the web. They get to know their audience, specific ways of perception of different groups of recipients. They will learn that their site's viewers are impatient and understand how their audience will read the web content - how to designing for the screen. Practical exercises will be based on free domains and commonly used websites by schools and educational institutions.

Topic 2: Website Planning, functionalities and main aspects of the frequently used systems.

Short description: The trainees will discover the techniques of planning and managing used in website design. They will learn the crucial role of the goals of web design, the difference between print design and web design. They discover that the web demands user interaction. They will be familiarized with the notion of the user experience and will learn how to define it.

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The trainer will present user-centered design, the stages of the planning process. The trainees will get to know defining goals and strategy, using research, scenarios and characters as well as information architecture. They will be able defining the navigation design and rethinking site navigation. They get to know the role of usability testing, wireframes, prototypes, and mockups. They will train the evolving field of interactive prototypes and will use creativity during the planning process.

The participants will learn how to perform system configuration. They will learn about the main functionalities of the system and its capabilities. They will learn to add pages, creating articles, tags, tag cloud, using keywords, creating a menu. They will train widgets management: adding, removing, repositioning. They will learn to add photos and videos as well as photo gallery installation and adding plugins. The trainees will get to know connecting to social portals Facebook, Twitter, user registration and deletion, granting rights to users, downloading, installing and updating modules.

Topic 3: Layout, Typography and Formatting (Graphics, Color, Transparency)**.**

Short description: During realization of this topic, learners will be working with a CSS reset file. They will get to know a brief history of layout techniques on the web and an overview of page layout options. They will be understanding the divs: creating a two-column fixed-width CSS layout and the CSS float property. They will be creating columns with the float property and working with the clear property while creating a list-based navigation using floats. Adding text styles, the effect of margins and padding on your fixed-width layout, using margins and padding for layout, styling the footer with a background image they will build their own page layout.

During the implementation of this topic, participants will learn the graphic design of the site in accordance with the principles of typography, composition and use. They will be taught optimizing graphics for the web, resizing the image, adjusting the image size, applying the Unsharp Mask filter to an image, selecting the best image format, choosing the right file format, choosing the best file format for your image, saving images as JPEGs, choosing the quality of a JPEG, previewing the image, creating a transparency effect in a JPEG image. In addition, they will learn saving settings and images, slicing an image, viewing the completed file, creating slices, changing their attributes and saving slices out of Photoshop.

During the implementation of this theme, participants will be familiar with the importance of typography on the web and they get to know the challenges of fonts on the web. They will learn how setting a font-family, sizing text with CSS, transforming text with CSS, working with HTML lists and styling HTML lists. The participants will get to know that pixels and points are not the best choices and will train the best solutions for using a combination of the percent and the

measurement, using margins to modify the space between text as well as setting paragraph line-height.

Topic 4: Browser Compatibility and Webpage Responsibility and Security

Short description: During the implementation of this topic, participants will learn why browser testing is important. They will find answer at the question: Are web pages required to look the same in all browsers? Knowing that they will be trained to choose the level of browser support they want. They will know the tools to identify browser problems and how to predict future browser compatibility issues

During the implementation of this topic, participants will understand the need to optimize websites for mobile devices. They will also learn how to adapt websites for responsiveness based on the differences between a computer network and mobile interfaces. They will learn how to solve problems with style sheets and choose the type of mobile devices that the site is going to use using CSS3 media queries.

During the implementation of this topic, participants will learn the basic information about browsers and find out what the browser is. They will learn how browsers algorithms and browsers engines work. They will learn how to be noticed by the search engine, use Google Analytics, external links, internet activity and keywords.

They will learn to position in Google Maps; Location of the company in Google Maps, positioning in Google Maps results.

During the implementation of this topic, participants will get to know the rules of data protection based on **General Data Protection Regulation (GDPR)**. They will also learn how to to create and use cookies for do not violate EU low and regulation related to privacy and the protection of personal data. It introduces robust requirements that will raise and harmonize standards for data protection, security, and compliance. The participants will get to know comply with GDPR requirements that may apply to their activities. The participants, as a website owners may will learn General Data Protection Regulation (GDPR) and the ePrivacy Directive (ePR) affect use cookies and online tracking of visitors from the EU. They will know divers ways of cyber phishing and how to protect their website against that.

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Module 3: Website Design	
Main Objective: This module is a compendium of knowledge on the creation and ways of positioning websites made with the help of the free content management system. The course will prepare you to independently perform such a site from designing correct layout to correct content, graphic design and typography by installation to the editing of the advanced additions. The training is based on the dynamically developing WordPress development environment, which effectively presents content and graphics on the Internet.	
General knowledge:	- Creating and administration of websites, positioning, management the content for educational purposes
General skills:	- Designing website regarding the perception of users - Communicating with the diver tools and media - Using the ICT with the security requirements
General competences:	- Ability to use the website and ICT environment to diver and attractive the education and knowledge trafnsfer
Topics:	**Learning Outcomes:**
3.1 Fundamentals of the Web	3.1.1 Get to know how web pages work. 3.1.2 Get to know the Internet and World Wide Web domain names, domain names and hosting, the language of the web, the evolution of the web and web standards. 3.1.3 Get to know how to separate structure, style and interactivity and design for the web. 3.1.4 Get to know the audience, specific ways of perception of different groups of recipients. They will learn that their site's viewers are impatient and understand how their audience will read the web content - how to designing for the screen.
3.2 Website Planning, functionalities and main aspects of the frequently used systems.	3.2.1 To discover the techniques of planning and managing used in website design. 3.2.2 Get to know the crucial role of the goals of web design, the difference between print design and web design. 3.2.3 Get to know how to profit the user experience and will learn how to define it. 3.2.4 Get to know how to project user-centered design, the stages of the planning process. 3.2.5 Get to know defining goals and strategy, using research, scenarios and characters as well as information architecture. They will be able defining the navigation design and rethinking site navigation. 3.2.6 Get to know the role of usability testing, wireframes, prototypes, and mockups. They will train the evolving field of interactive prototypes and will use creativity during the planning process.

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	3.2.7 Get to know the main functionalities of chosen systems and their capabilities.
	3.2.8 Get to know how to add pages, creating articles, tags, tag cloud, using keywords, creating a menu.
	3.2.9 Perform widgets management: adding, removing, repositioning.
	3.2.10 Get to know how to add photos and videos as well as photo gallery installation and adding plugins.
	3.2.11 Get to know connecting to social portals Facebook, Twitter, user registration and deletion, granting rights to users, downloading, installing and updating modules.
3.3 Layout, Typography and Formatting (Graphics, Color, Transparency)**.**	3.3.1 Get to know a brief history of layout techniques on the web and an overview of page layout options. T
	3.3.2 Get to understand the divs: creating a two-column fixed-width CSS layout and the CSS float property.
	3.3.3 Get to know creating columns with the float property and working with the clear property while creating a list-based navigation using floats.
	3.3.4 Get to know how Adding text styles, the effect of margins and padding on your fixed-width layout, using margins and padding for layout, styling the footer with a background image they will build their own page layout.
	3.3.5 Get to know the graphic design of the site in accordance with the principles of typography, composition and use.
	3.3.6 They will be taught optimizing graphics for the web, resizing the image, adjusting the image size, applying the Unsharp Mask filter to an image, selecting the best image format, choosing the right file format, choosing the best file format for your image, saving images as JPEGs, choosing the quality of a JPEG, previewing the image, creating a transparency effect in a JPEG image.
	3.3.7 Get to know saving settings and images, slicing an image, viewing the completed file, creating slices, changing their attributes and saving slices out of Photoshop.
	3.3.8 Get to know the importance of typography on the web and the challenges of fonts on the web.
	3.3.9 Get to know how setting a font-family, sizing text with CSS, transforming text with CSS, working with HTML lists and styling HTML lists.
3.4: Browser Compatibility, Webpage Responsibility and Security	3.4.1 Get to know why browser testing is important.
	3.4.2 Get to know what are differences between different browsers.
	3.4.3 Will be able to choose the level of browser support they want.
	3.4.4 Get to know the tools to identify browser problems and how to predict future browser compatibility issues
	3.4.5 Get to understand the need to optimize websites for mobile

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	devices.
	3.4.6 Get to know how to adapt websites for responsiveness based on the differences between a computer network and mobile interfaces.
	3.4.7 Get to know how to solve problems with style sheets and choose the type of mobile devices that the site is going to use using CSS3 media queries.
	3.4.8 Cookies functionalities and role.