GoDIGITAL

Introductory

Since the 1990's we live in the information society. Now, information is crucial for the development of mankind and society. Web pages are an important source of information. To understand how web pages work, we have to clear up some basics.

First of all, suitable environment for sharing the web pages is the World Wide Web (WWW). WWW is an information space where documents, such as web pages are identified by the specific addresses. Simply, an address is a unique reference to a WWW resource that specifies its location on a computer network and a mechanism for retrieving it. An address of the web page is displayed in an address bar of the web browser.

The Module 3 Web design contain 4 topics:
3.1 Fundamentals of the Web
The main purpose of this part is introduction the trainees to the subject of the web pages. They will get to know how web pages work.
The trainees will get familiar with definitions such as domain names, hosting and languages of the web, design the architecture of the web pages, considering different groups of the users.
3.1.1 EXAMPLES OF INSPIRING EXPLAINER VIDEOS

Title of a video: **HTML Crash Course For Absolute Beginners**

A Video Description: An introduction to HTML. There is creating a cheat sheet with all of the common HTML5 tags, attributes, semantic markup etc, but without a focus on CSS.

Link: https://www.youtube.com/watch?v=UB1O30fR-EE

Title of a video: **CSS Crash Course For Absolute Beginners**

A Video Description: An introduction to CSS. There is creating a basic website layout, using styles, selectors, declarations, etc.

Link: https://www.youtube.com/watch?v=yfoY53QXEnI

Title of a video: **JavaScript Fundamentals For Beginners**

A Video Description: This is a mini-course on the fundamentals of not only JavaScript, but programming in general: variables & data types, loops, arrays, objects, functions, conditionals - if statements, switches, events, forms & validation

Link: https://www.youtube.com/watch?v=vEROU2XtPR8

3.2 Website Planning, functionalities and main aspects of the frequently used systems
The main purpose of this part is introduction the trainees to 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. To discover that the web demands user interaction, trainees will be familiarized with the notion of the user experience and will learn how to define it. The trainer will present the 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 will learn 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.

3.2.1 EXAMPLES OF INSPIRING EXPLAINER VIDEOS

Title of a video: **Wordpress Tutorial For beginners | How To Make A Website With WordPress Step By Step Video Training**

A Video Description: This WordPress Tutorial for beginners step by step video will show you how to make a website properly! If your advanced, this is perfect for you too! Learn how to PROPERLY build a WordPress Website that is optimized correctly for visitors/customers and the search engines that will ultimately drive more traffic & customers to your site with basically nothing but free tools!

Link: https://www.youtube.com/watch?v=G8o8u7OtuZY

Title of a video: **WordPress Navigation Menus (Theme Development)**

A Video Description: In this lesson we learn how to add navigation menu locations to our theme and register the menus so users can easily manage the menu links via the WordPress Admin UI.

Link:
https://www.youtube.com/watch?v=AShgl_Ap1Yo&index=4&list=PLpcSpRrAaOaqMA4RdhSnnNcaqOVpX7qi5

Title of a video: **WordPress Widgets Tutorial**

A Video Description: Learn how to manage widgets in the WordPress admin area, and also how to add widget locations to any theme.

Link:
https://www.youtube.com/watch?v=QxeQBPgftRE&list=PLpcSpRrAaOaqMA4RdhSnnNcaqOVpX7qi5&index=14

Title of a video: **How to Install a WordPress Plugin (3 Different Methods)**

A Video Description: After installing WordPress itself the first thing tutorials want you to know how to do and what most beginners want to know how to do is how to install a plugin. Plugins give you the ability to easily add new features to your site such as a slideshow, gallery, and many other tools for you to improve with. There are thousands of free and paid plugins available and in this video, we will show you how to install a WordPress plugin.

Link: https://www.youtube.com/watch?v=QXbrdVjWaME

3.3 Layout, Typography and Formatting (Graphics, Color, Transparency)
Participants will learn the graphic design of the site in accordance with the principles of typography, composition and use. They will be taught how to optimize graphics for the web, resize the image, adjust the image size, select the best image format, choose the right file format, choose the best file format for the image, save images as JPEGs, choose the quality of a JPEG, preview the image, create 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.

3.3.1 EXAMPLES OF INSPIRING EXPLAINER VIDEOS

<u>Title of a video</u>: **Photoshop Slice tool and Export a Website Layout with HTML**

<u>A Video Description</u>: By using Photoshop Slice tool how to create html website and how to use slice tool and how to edit this saved html website template layout.

Link: https://www.youtube.com/watch?v=jUOEw3WgNSM

<u>Title of a video</u>: **PSD To HTML | PSD To Bootstrap | HTML Tutorial Step By Step | PSD To Responsive Website**

<u>A Video Description</u>: Learn how to convert a PSD to HTML5 and CSS3 responsive using twitter Bootstrap 3. This is a very easy tutorial to convert a PSD into bootstrap. very easy steps. The simple tag is convert PSD to HTML tutorial.

Link: https://www.youtube.com/watch?v=YH0z2gy_9DU

<u>Title of a video</u>: **Adobe Photoshop Tutorial: The Basics for Beginners**

<u>A Video Description</u>: Adobe Photoshop Tutorial For Beginners, teaching the Basics Of Adobe Photoshop. Photoshop Tutorial for Beginners, going over many important aspects when first starting graphic design!

Link: https://www.youtube.com/watch?v=pFyOznL9UvA

<u>Title of a video</u>: **10 Typography and Design Tips for Beginners**

<u>A Video Description</u>: Get the Typography Geekmaster achievement by following through this typography tutorial for beginners. Watch these 10 tips that'll help you to fast-track your typography education.

Link: https://www.youtube.com/watch?v=CAAbMj_vaW8

3.4 Browser Compatibility and Webpage Responsiveness
During learning of this topic, participants will learn why browser testing is important. They will find an answer at the question: Are web pages required to look the same in every browser? Knowing that they will be trained to choose the level of browser support they want. They will get familiar with the tools to identify browser problems and how to predict future browser compatibility issues Participants will understand the need to optimize websites for mobile interfaces.

3.4.1 EXAMPLES OF INSPIRING EXPLAINER VIDEOS

<u>Title of a video</u>: **CSS Tutorial For Beginners 51 - Browser Support**

<u>A Video Description</u>: Browser support in CSS is an important issue, and one that is often overlooked by fledgling front-end ninjas! So in this CSS tutorial for beginners we'll take a quick look at at ways we can check browser support for some CSS features, and how to apply fall-back options when needed.

Link: https://www.youtube.com/watch?v=a0nkO-hVqGQ

Title of a video: **WordPress Website Optimization for Mobile Platforms**

A Video Description: In this video there is show you three simple ways to drastically improve your website's performance on Mobile platforms.

Link: https://www.youtube.com/watch?v=NvXeK0dEUbk

Title of a video: **HTML5/CSS3 Flat Responsive Website - Start To Finish Web Design Tutorial**

A Video Description: In this video you will learn how to design a responsive HTML5 and CSS3 website from scratch using only a text editor. The website design also features a navigation that will transform at the mobile or responsive width of the website.

Link: https://www.youtube.com/watch?v=muZ0JYBCnrU

Title of a video: **[GDPR solution] How to Add a Cookies Popup in WordPress Website 2018**

A Video Description: In this video you will see you how to add cookies popup in WordPress website.

Link: https://www.youtube.com/watch?v=_DenXYFk8ww

Title of a video: **Google Analytics 2018 Beginners Tutorial**

A Video Description: The tutorial about how to set up your Google Analytics.