

# Web Design and Usability

Course length: 2 days

## Course Description

For many new or intermediate Web designers, it's difficult to know where to start when designing a site. It's easy to make the mistake of assuming that the functionality of a site will take shape over time, or the design will fall into place as you build the site. This course provides guidance in how to plan and design functional, successful Web sites.

**Course Objective:** You will design sites that meet good design and usability guidelines, and market sites so that they can be easily found online.

**Target Student:** Individuals who are getting started in Web design and development. They may be taking on additional job responsibilities to work on a company Web site. They know the basic steps to create a Web site, but do not know design or usability principles.

**Prerequisites:** One of the following: HTML Level 1, Dreamweaver Level 1, FrontPage Level 1, GoLive Level 1.

**Delivery Method:** Instructor led, group-paced, classroom-delivery learning model with structured hands-on activities.

## Performance-Based Objectives

Upon successful completion of this course, students will be able to:

- Gather information to create a Web site.
- Create a mock-up for a site.
- Develop content for the Web.
- Perform usability testing on a Web site.
- Publicize a Web site.

## Course Content

### Lesson 1: Planning a Web Site

Topic 1A: Determine the Site Mission

Topic 1B: Determine the Audience

Topic 1C: Choose a Domain Name

Topic 1D: Organize Content

Topic 1E: Determine Technologies for a Site

### Lesson 2: Creating a Mock-up

Topic 2A: Choose Images

Topic 2B: Choose Colors

Topic 2C: Apply Design Principles

Topic 2D: Create a Mock-up

### Lesson 3: Developing Readable Content for the Web

Topic 3A: Choose Fonts

Topic 3B: Improve Readability



### **Lesson 4: Site Testing**

Topic 4A: Perform Usability Testing

Topic 4B: Validate a Site

### **Lesson 5: Publicize a Site**

Topic 5A: Increase Search Engine Rankings

Topic 5B: Market a Site

