

Website Design I

Queens College Art Department | Fall 2019

Professor Sofia Paraskeva | sofia.paraskeva@qc.cuny.edu

webdesign2019fall.copperbluemediacom

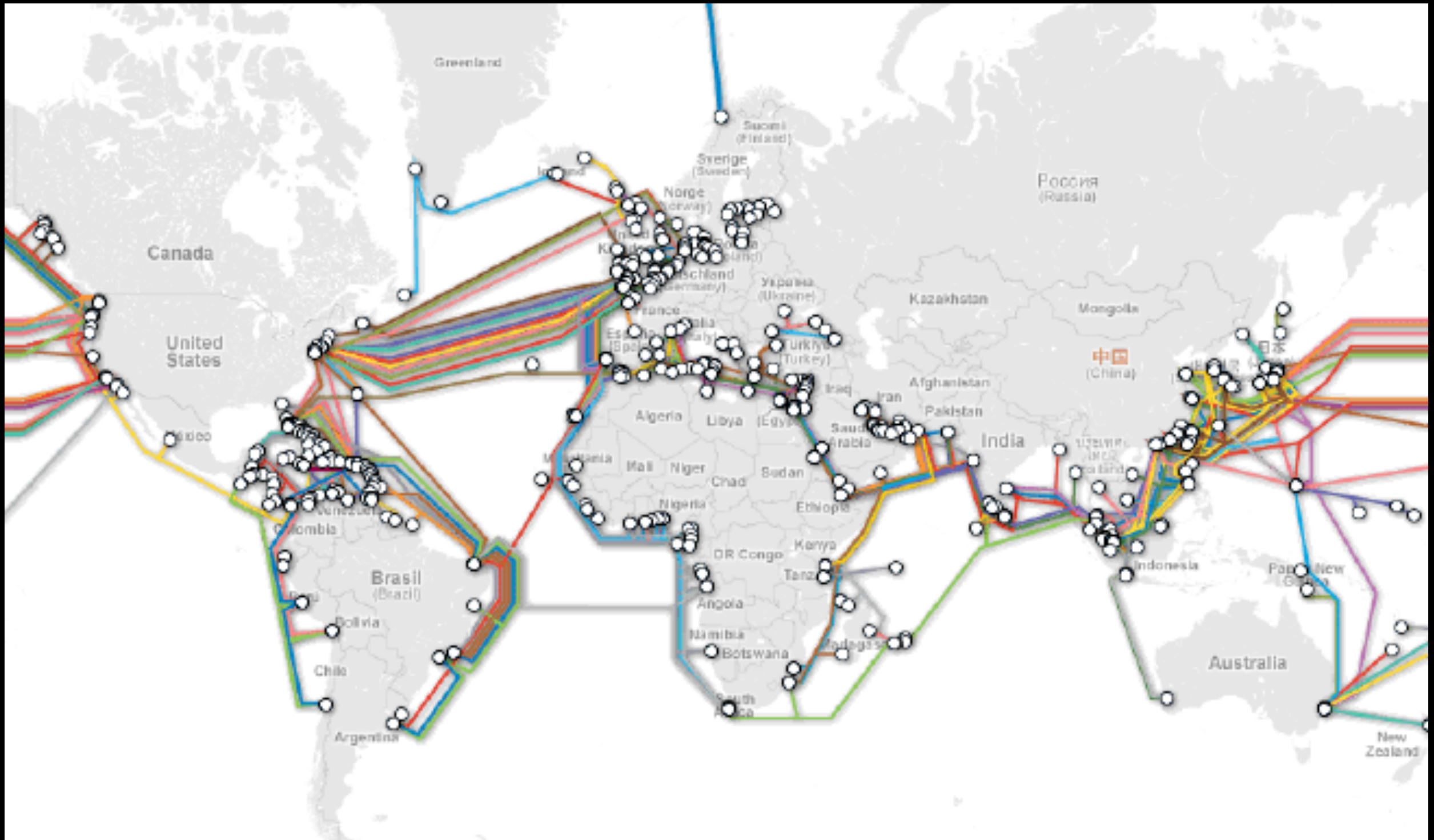
Week 02: 09/06/2019

ARTS 214 – 01

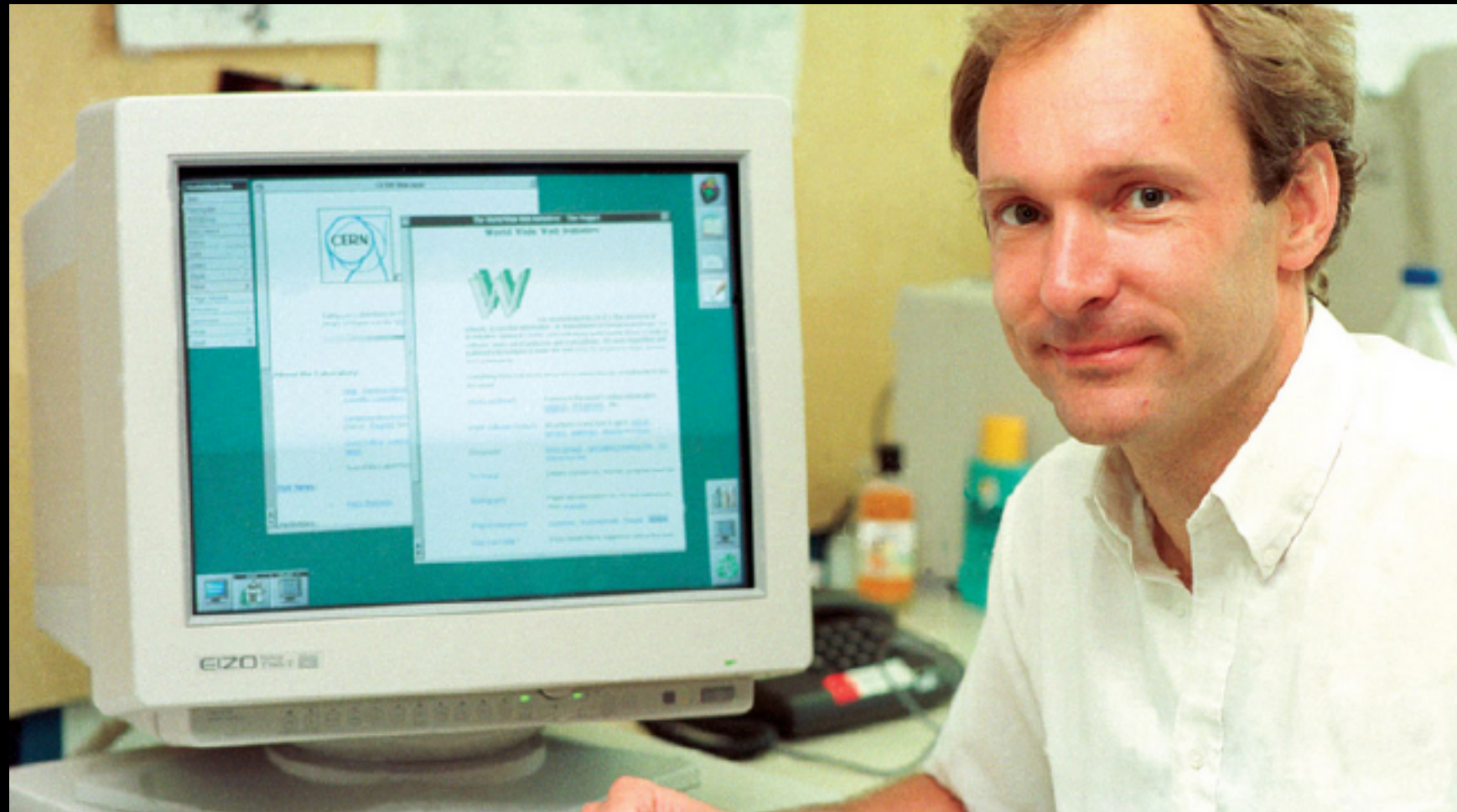
Friday 10:00 am – 1:50 pm

I-Building 203

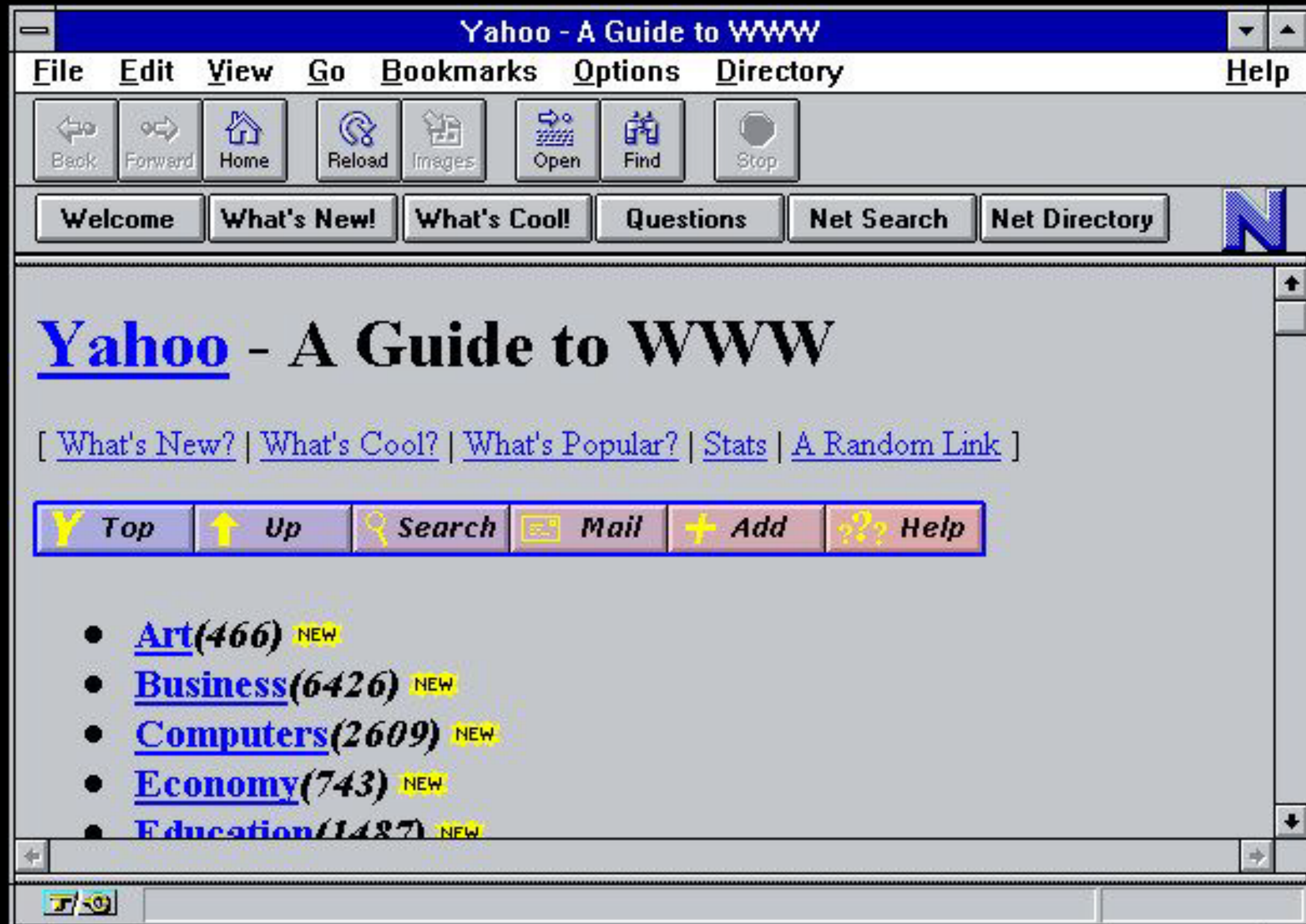
Web 101



Web 101 - The Web



Web 101 - Yahoo 95



Web 101 - First Ecommerce Site

Welcome to PizzaNet!

Document Title: Welcome to PizzaNet!
Document URL: http://www.pizzahut.com/



Welcome to PizzaNet!

PizzaNet is Pizza Hut's Electronic Storefront and is brought to you by Pizza Hut® and The Santa Cruz Operation®. You may click on the Pizza Hut logo on any page to submit comments regarding PizzaNet to webmaster@Pizzahut.COM.

If you would like to order a pizza to be delivered, please provide the following information:

Name:

Street Address:

Voice Phone ###-###-####
 (where we can reach you)



HTML

Text and Content

```
<h1>Hello</h1>
```

CSS

Design and Style

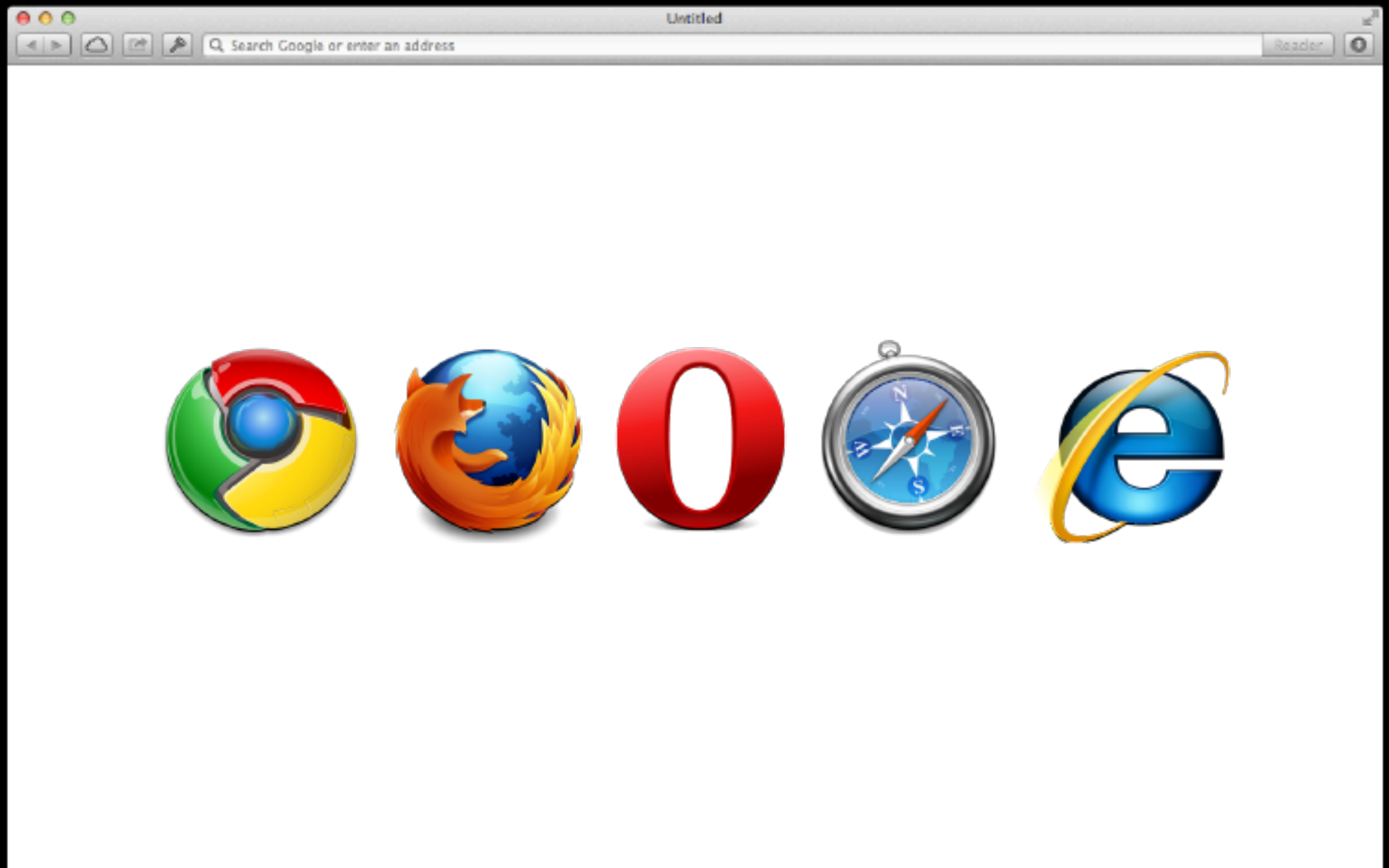
```
h1 { color: #ffffff; }
```

JavaScript

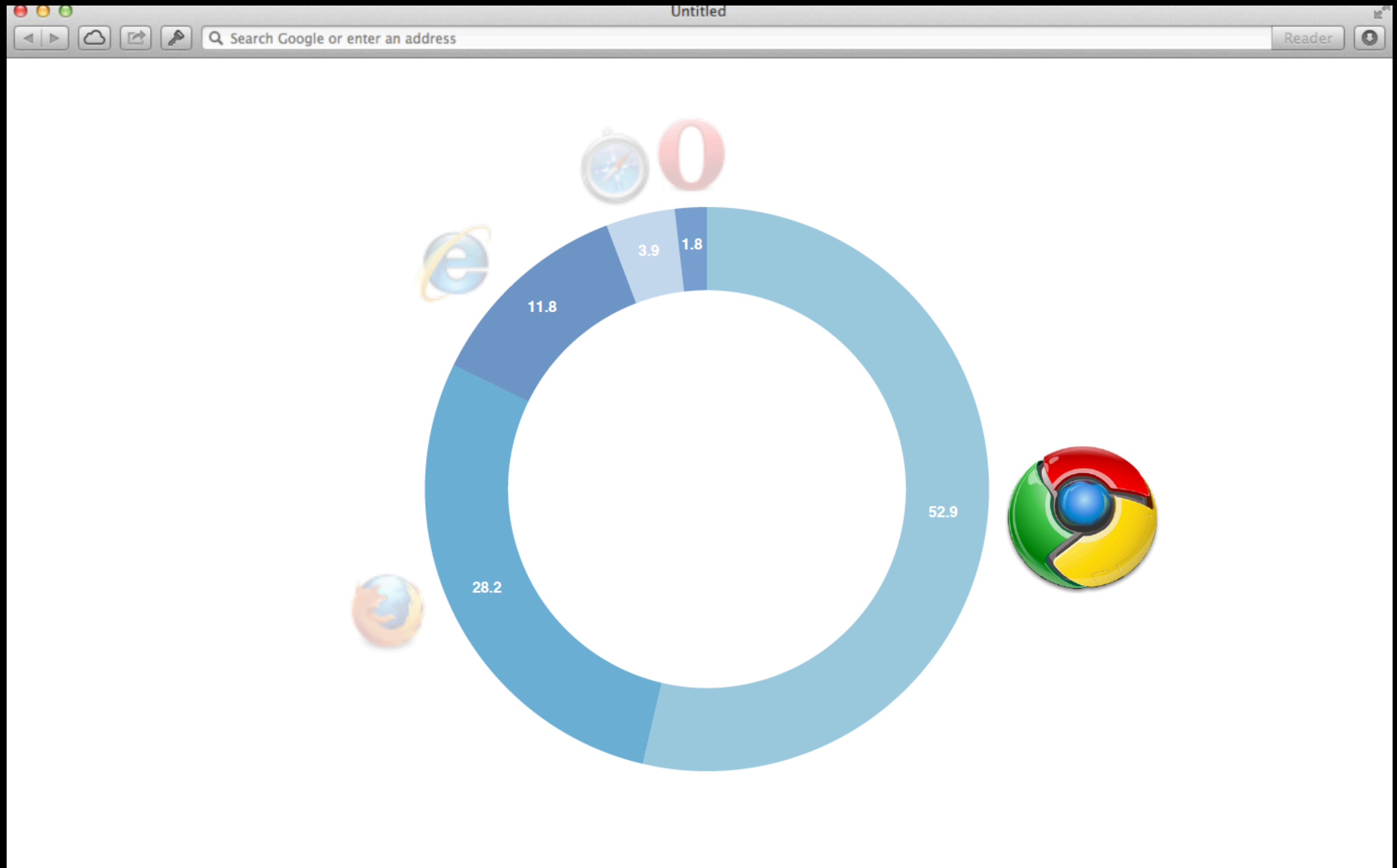
Animation and Interaction

```
alert('Hi class');
```

Web 101 - Web Browsers and Code Compatibility



Web 101 - Web Browsers and Code Compatibility



Web 101 - Web Servers



Web 101 - Web Servers



Web 101 - Web Hosting



Web 101 - Client to Server Communication



Client
Web Device

Request



Server

Web 101 - Client to Server Communication



**Client
Web Device**

Request



Receive



Server

Web 101 - Client to Server Communication



Client
Web Device

PHP
Python
Ruby
Perl
ASP
NodeJS

SQL
NoSQL
Mongo
XML
JSON



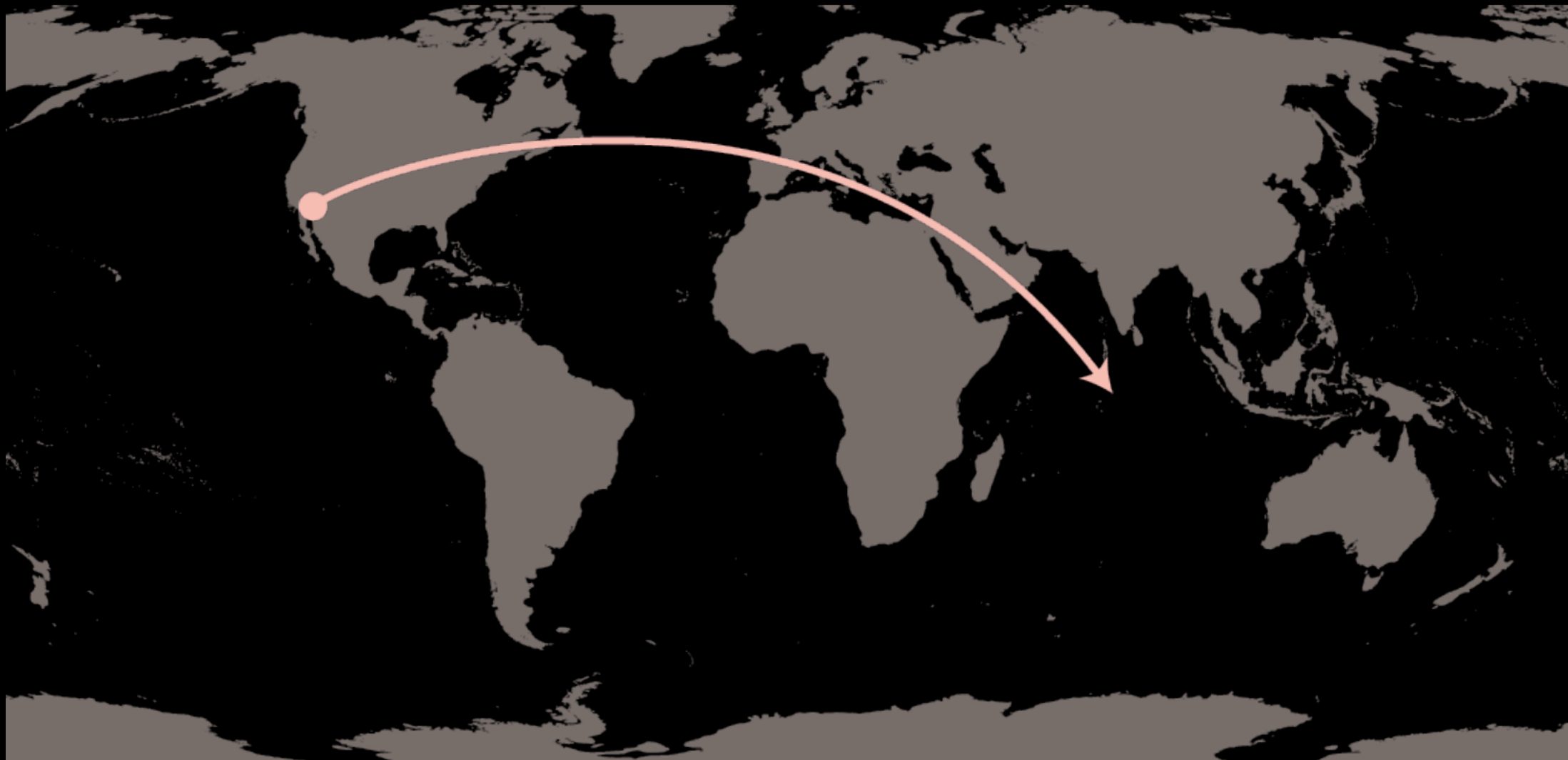
Server

Web 101 - Client to Server Communication



Web 101 - Client to Server Communication

A user in Vancouver visits **airindia.in** in Bangalore



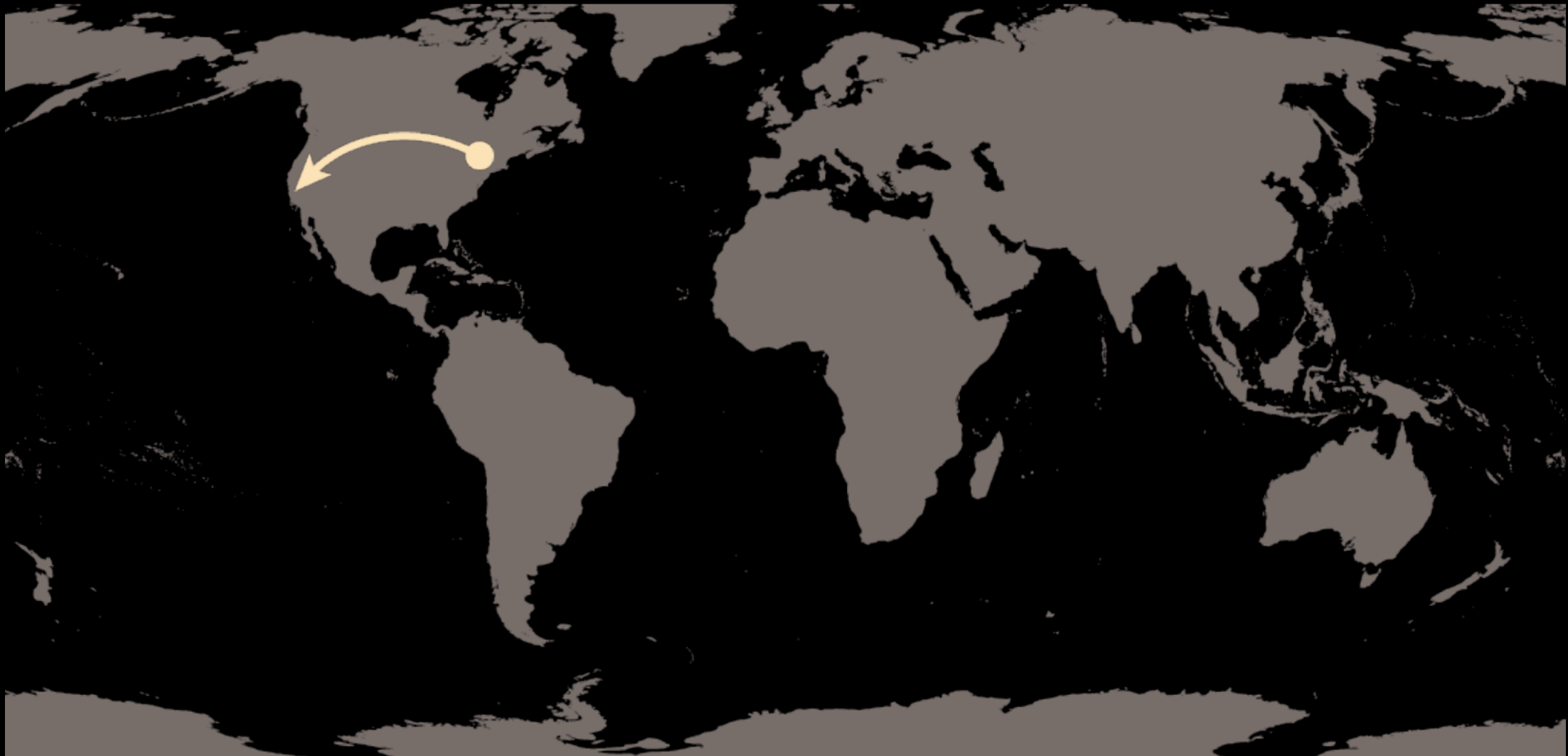
Web 101 - Client to Server Communication

A user in Stockholm visits **qantas.com.au** in Sydney



Web 101 - Client to Server Communication

A user in New York visits **google.com** in San Francisco



A map of the United Kingdom with the landmasses in black and the surrounding water in white. The city of Cambridge is marked with a small red dot in the eastern part of England. The word "Cambridge" is written in a simple, black, sans-serif font directly above the red dot.

Cambridge

1

You connect to the web
via an Internet Service
Provider (ISP).



2

Your computer contacts a network of servers called Domain Name System (DNS) servers. They return the servers IP address.



3

Your computer uses the number provided by the DNS servers to go to the web server hosting the website you want to visit.



4

The web server then sends the page you requested back to your web browser.

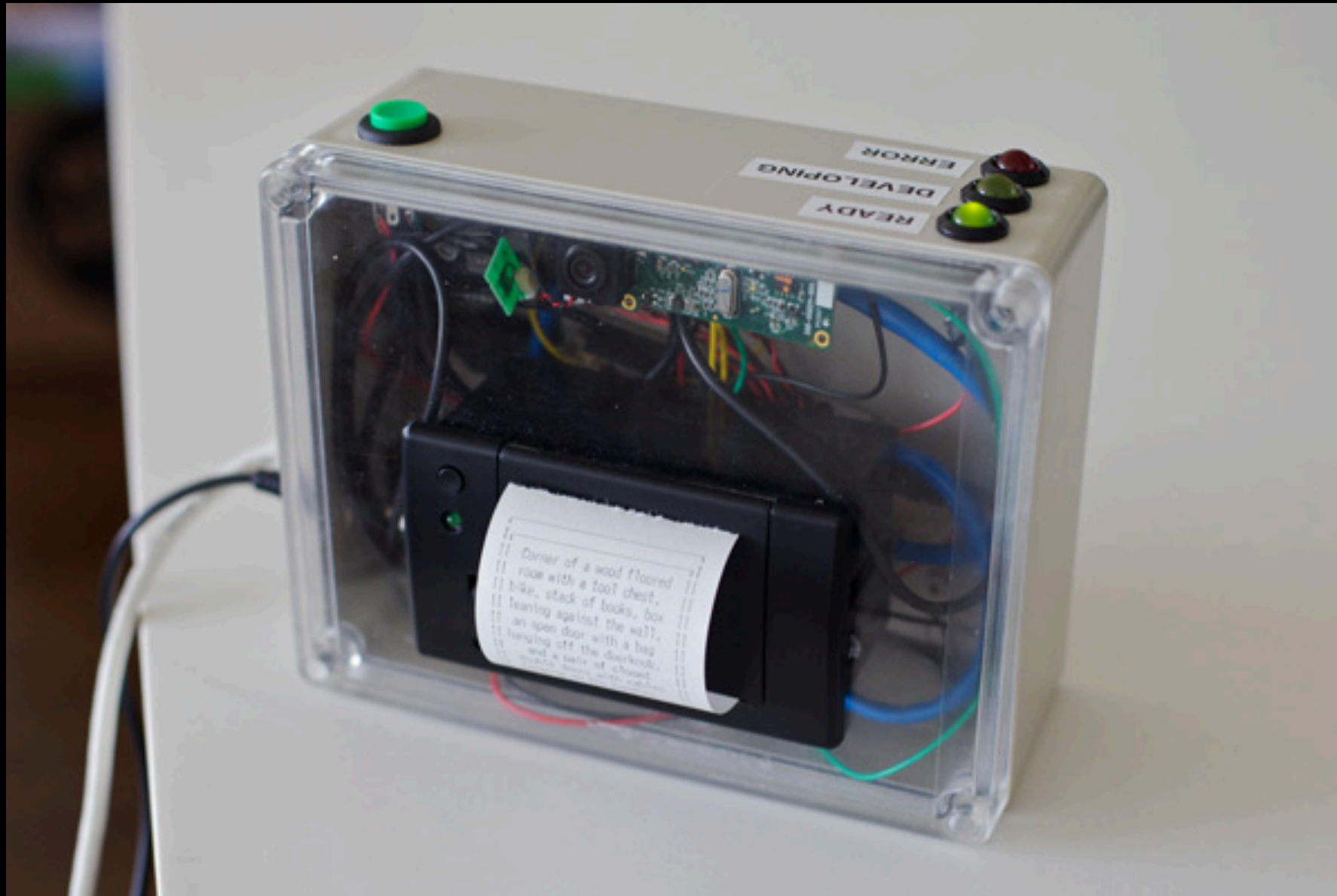
Web 101 - Web Enabled Devices



Web 101 - Web Enabled Devices



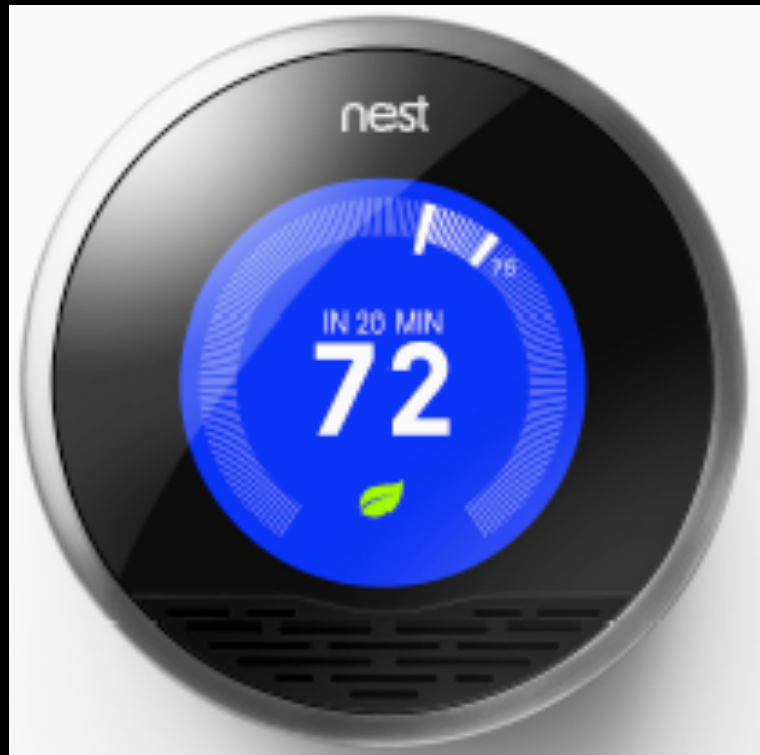
Web 101 - Web Enabled Devices



Web 101 - Web Enabled Devices



Web 101 - Internet of Things



Four Ds

Discover

Define

Design

Develop

Four Ds

Discover

Define

Design

Develop

Competitive Audits **and Market Analysis**

Market
Analysis

Strategist

Competitive
Visual Audit

Designer

Our Client



Market
Analysis

Strategist

Competitive
Visual Audit

Designer

Market Analysis

- What is your market?
- Who is your user?
- Who are your competitors?



Market Analysis

- What is your market?
 - Higher Education
 - Continuing Education

The logo for Brooklyn College, featuring the words "Brooklyn" and "College" in a large, bold, maroon serif font. To the right of "Brooklyn", the words "The City University of New York" are written in a smaller, maroon serif font, stacked vertically.

Brooklyn The City
University
of New York
College

Market Analysis

- Who is your user?
 - High School Students
 - Parents
 - Anyone else interested in furthering their education



Market Analysis - User Archetype 1



John Smith

Senior at Brooklyn Tech

- Male
- Age 17
- Lives in Brooklyn
- Interested in a career in graphic design
- Probably has to work while going to school to pay for it
- Took a lot of art classes while in high school
- Is really into sports
- Will be the first of his family to go to college
- Is really close with his family and doesn't want to go to far away for school

Market Analysis - User Archetype 2



Mary Smith

John Smith's mother

- Female
- Age 45
- Lives in Brooklyn
- Makes about 60,000 a year
- Wants to help her son as much as she can financially for school

Market Analysis

- Who are your competitors?
 - Other Universities
 - New York City Area Universities

The logo for Brooklyn College, part of The City University of New York. The word "Brooklyn" is in a large, bold, maroon serif font. Below it, the word "College" is also in a large, bold, maroon serif font. To the right of "Brooklyn", the words "The City University of New York" are written in a smaller, maroon serif font, stacked vertically.

Brooklyn The City
University
of New York
College

Market Analysis - Competitors



Market
Analysis

Strategist

Competitive
Visual Audit

Designer

Competitive Visual Audit

- Screen grab competitors websites
- Find the grid
- What is the color palette
- Typefaces and Type Hierarchy
- Media

Competitive Visual Audit

- Screen grab competitors websites
- Find the grid
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- Media

Competitive Visual Audit - Tools

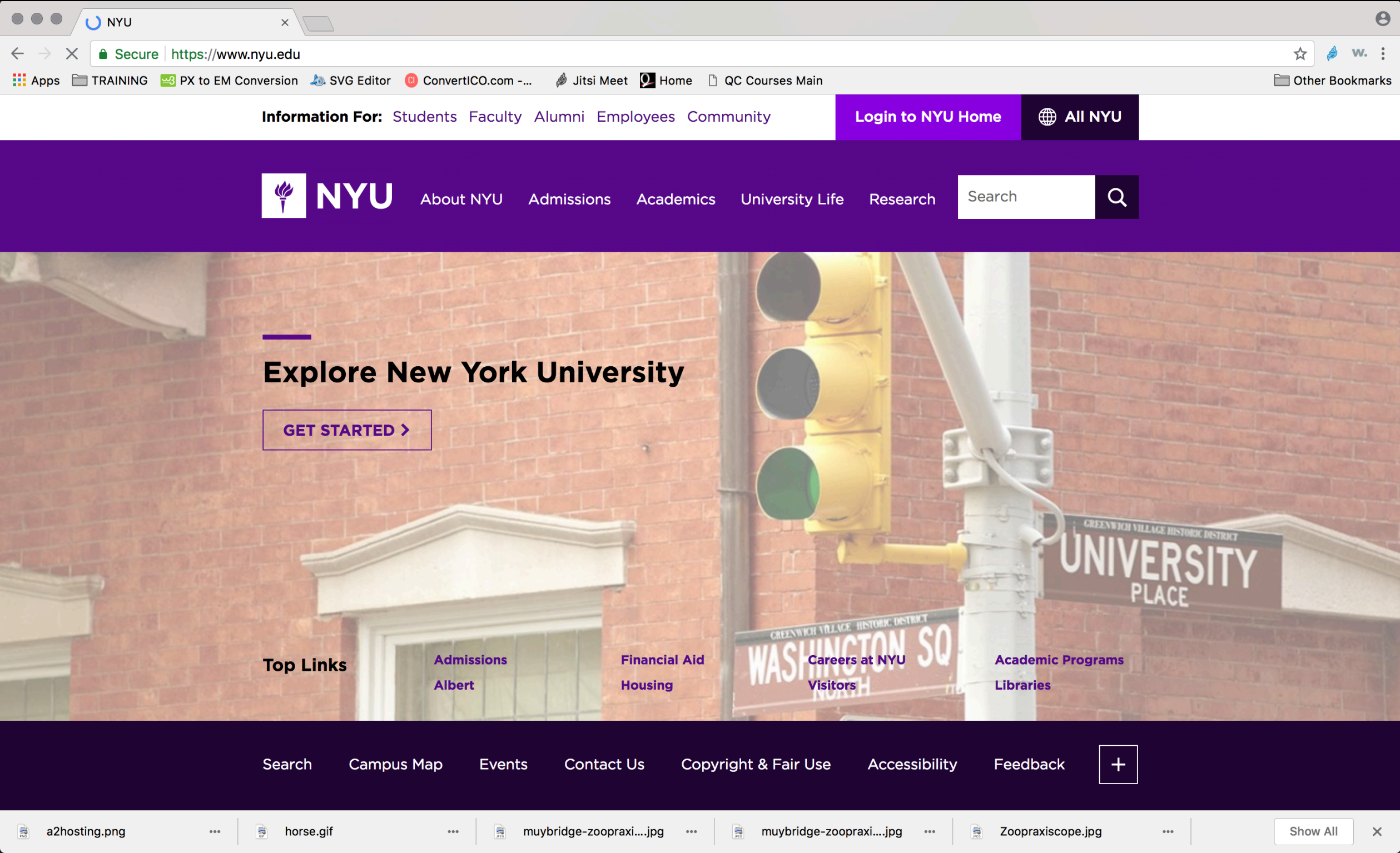
Screen Grab

Apple Full Screen: Command + Shift + 3

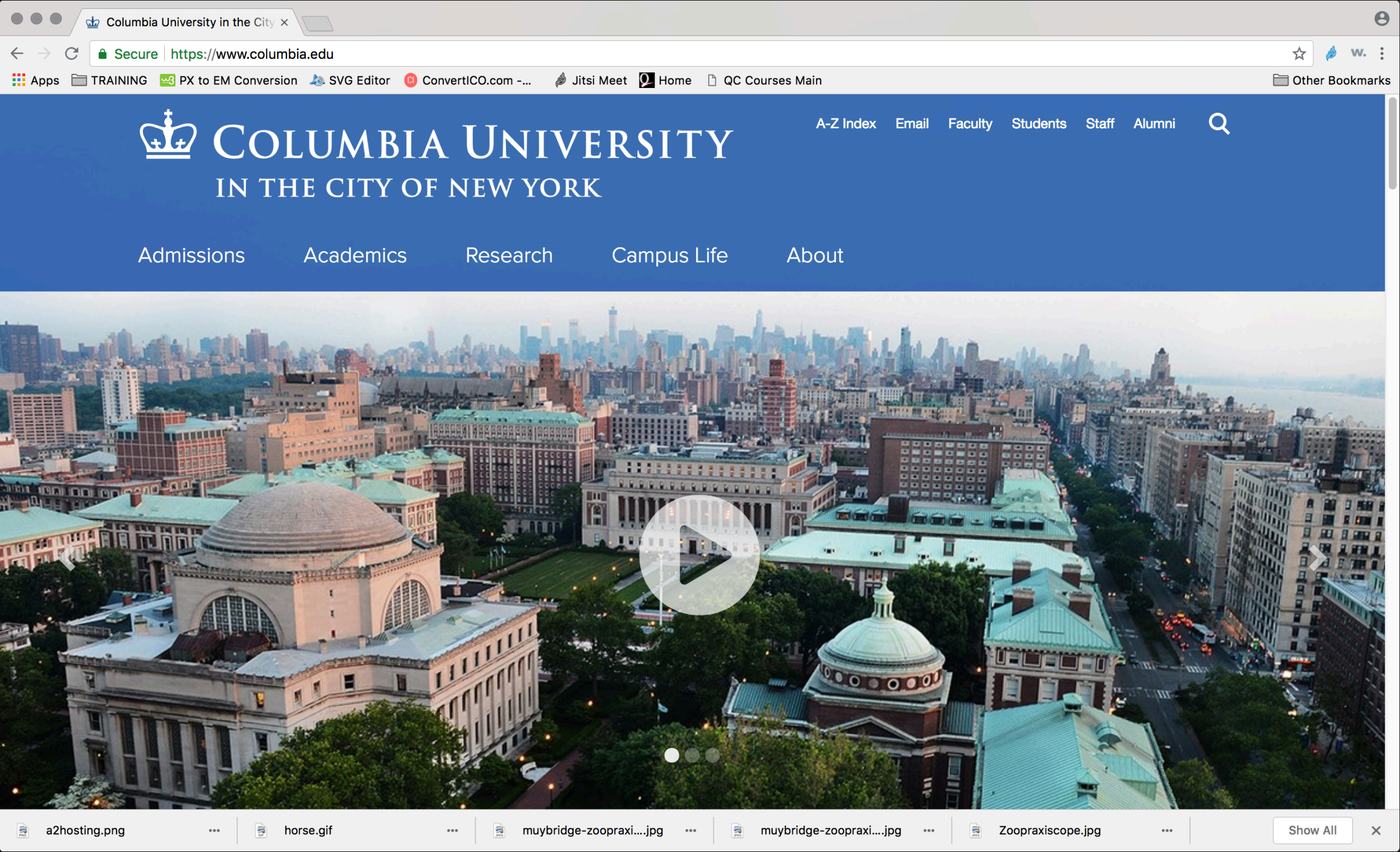
Apple Selected Area: Command + Shift + 4

Microsoft Windows: Command + Shift + 4 and then Spacebar

Market Analysis Competitors



Market Analysis Competitors



Market Analysis Competitors

Parsons | Art and Design School

https://www.newschool.edu/parsons/

Apps TRAINING PX to EM Conversion SVG Editor ConvertICO.com -... Jitsi Meet Home QC Courses Main Other Bookmarks

THE NEW SCHOOL

PARSONS

About Parsons

Academics

Faculty

Admission

Student Work

Student Life

Career Services

Research and Projects

Profiles

News

Exhibitions and Events

How to Apply

Admission Events

Request Information

MAKE NYC YOUR STUDIO

EXPLORE STUDENT WORK

Parsons School of Design enables students to develop the

a2hosting.png

horse.gif

muybridge-zoopraxi....jpg

muybridge-zoopraxi....jpg

Zoopraxiscope.jpg

Show All

Market Analysis Competitors

School of Visual Arts | SVA | N x

Not Secure | www.sva.edu

Apps | TRAINING | PX to EM Conversion | SVG Editor | ConvertICO.com - ... | Jitsi Meet | Home | QC Courses Main | Other Bookmarks



Agniya Tolstokulakova (BFA Illustration)

Apply

SVA Portfolios

Video Gallery

Prospective Students

Parents



Virtual Tour



Check it out »

School of Visual Arts



SVA Alumni
Five Awesome Films You Can't Miss at SVA's After School Special 2018



Before and After SVA
Before & After SVA: Elena Woznick is Out in the Working World of...



SVA Clubs
SVA Clubs: Get in the School Spirit & Find Your New BFFs



Announcements
David Rhodes completes his 40th Year as President of SVA



SVA Students
Fall 2018: Welcome Back to SVA!



SVA Portfolios
SVA Portfolios: Five Most-Discussed Projects of August 2018

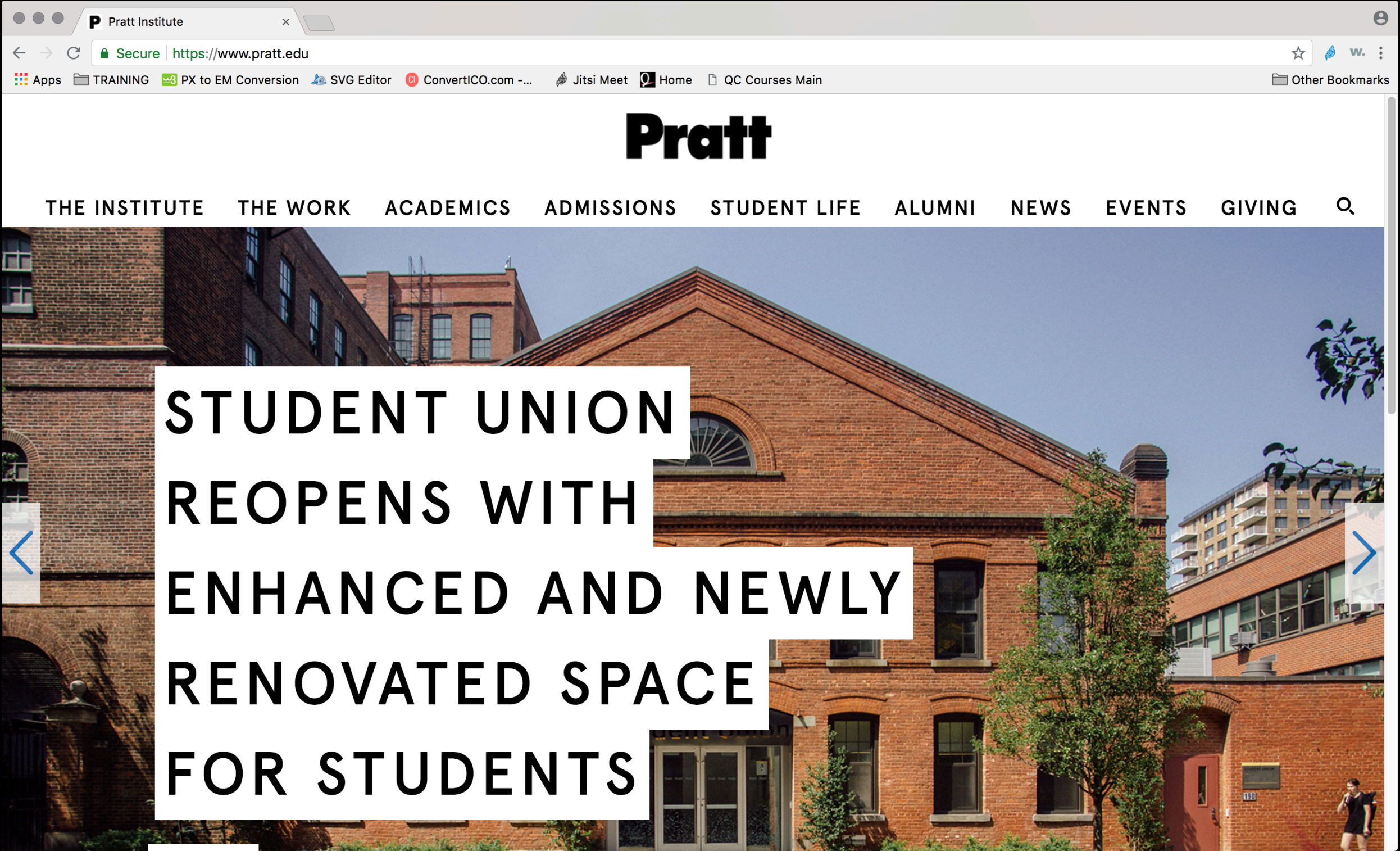
SVA NYC

UNDERGRADUATE | GRADUATE | CONTINUING EDUCATION | SPECIAL PROGRAMS | ABOUT | ADMISSIONS | ALUMNI | FACULTY | STUDENTS

Apply | Calendar | Maps | Contact Us | My SVA | Video Gallery | Virtual Tour | Working at SVA



Market Analysis Competitors



Market Analysis Competitors

Home

https://www.qc.cuny.edu/Pages/home.aspx

Apps TRAINING PX to EM Conversion SVG Editor ConvertICO.com -... Jitsi Meet Home QC Courses Main

Other Bookmarks



Quick Links Departments

Adult Education Arts Athletics ESL Libraries Directory Login to...

Future Students

Current Students

Parents/Families

Alumni

Faculty/Staff

A-Z Index

ABOUT QC

ADMISSIONS

ACADEMICS

STUDENT LIFE

COMMUNITY OUTREACH

MAKE A GIFT

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Professional & Continuing Studies at Queens College

Get started now! For a full list of courses, including our new personal enrichment offerings, click here



News and Announcements

Queens College Joins Coalition to Advance Workplace Diversity and Inclusion

Sing Handel's Messiah with the Queens College Choral Society

Events

Exhibit: *Duchas: The Drive Within: Celebration of Irish-Inspired Art & Artists.* QC Art Center. Through Sept. 7.

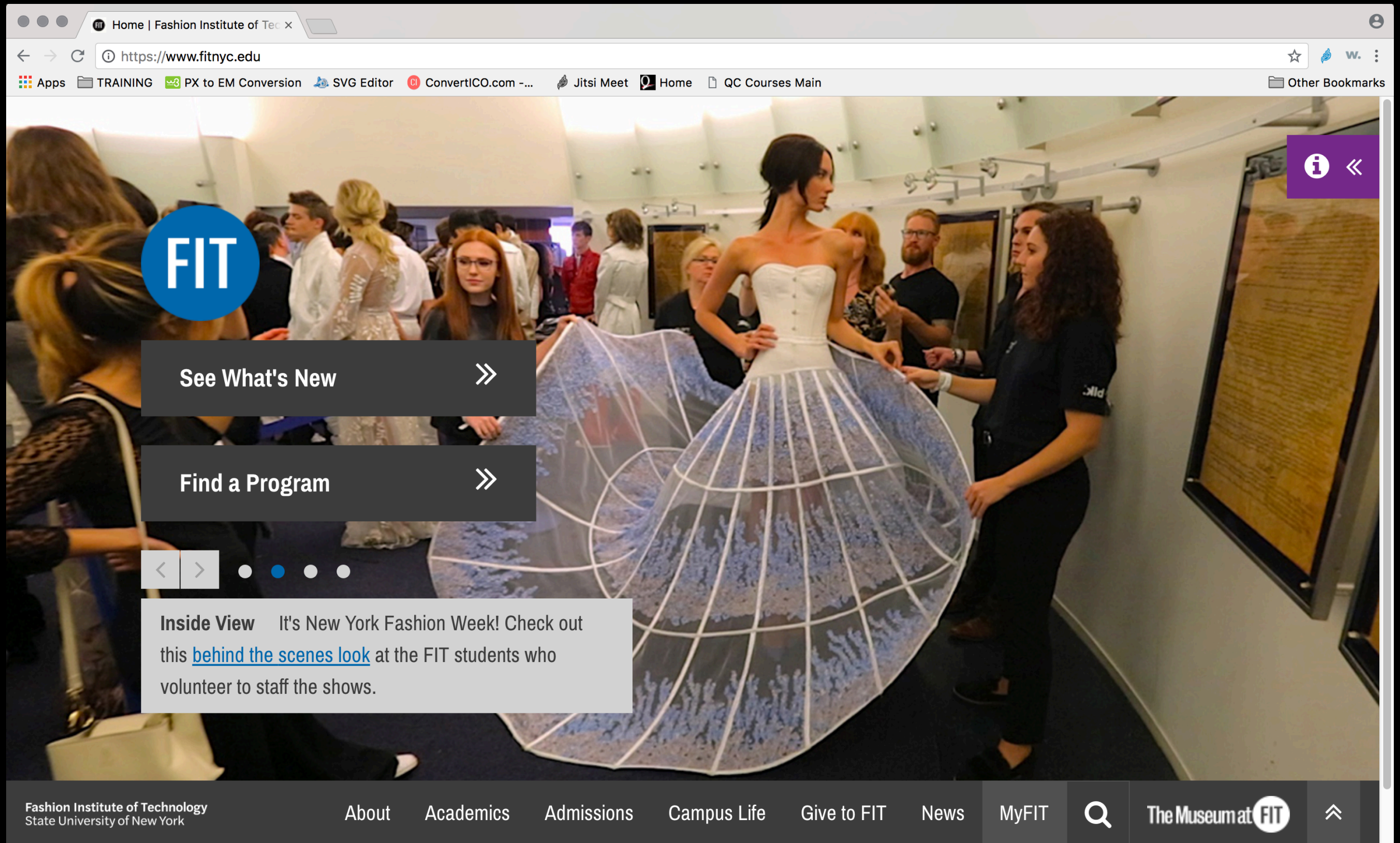
Exhibit: *That's My Home: 75 Years of the Armstrongs in Corona.* Armstrong House Museum, Tuesday-Sunday.

Building Futures

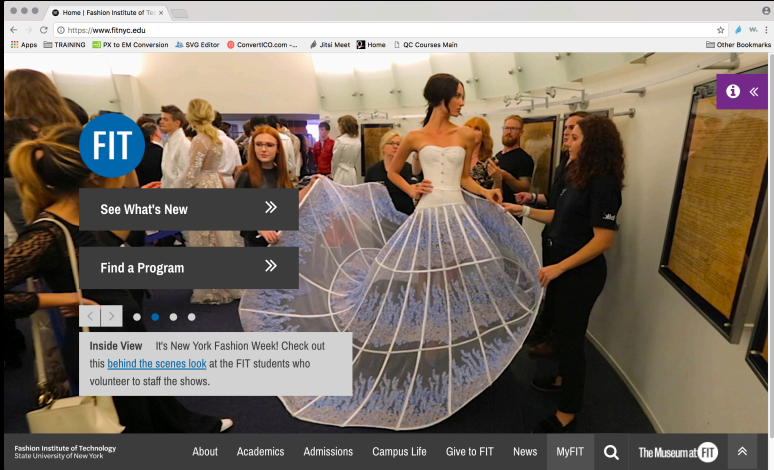
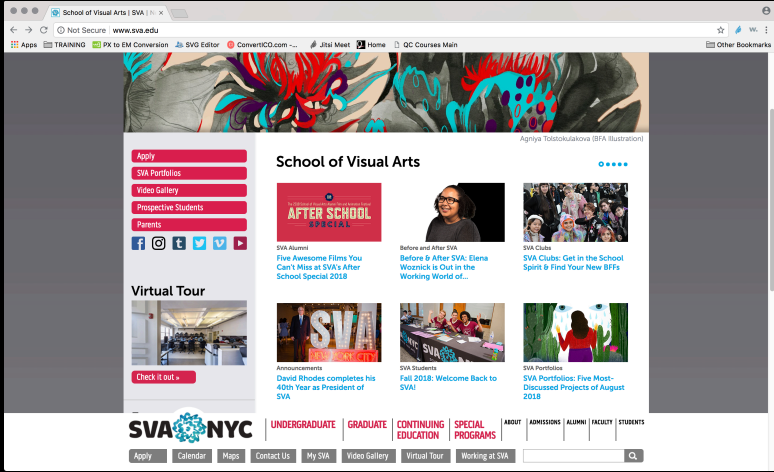
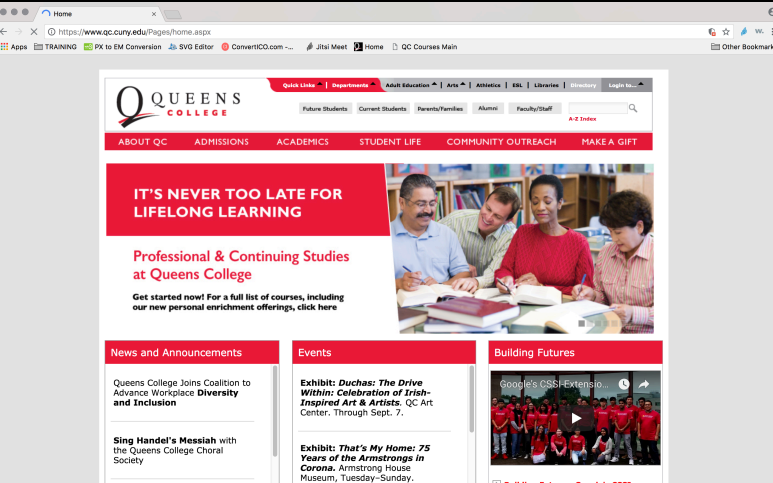
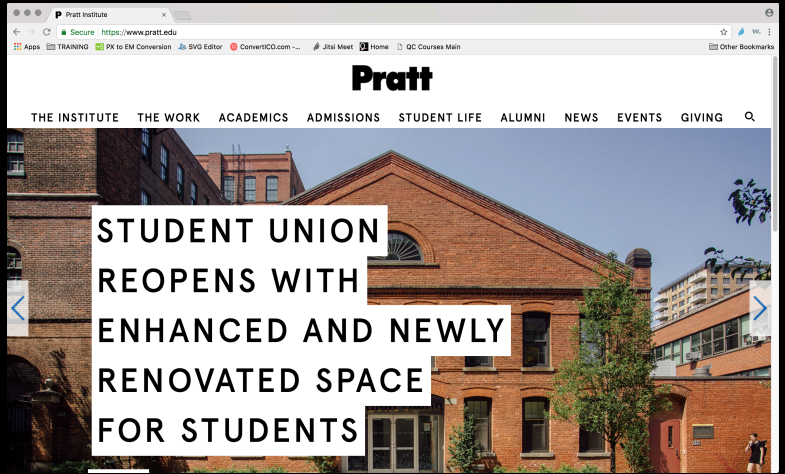
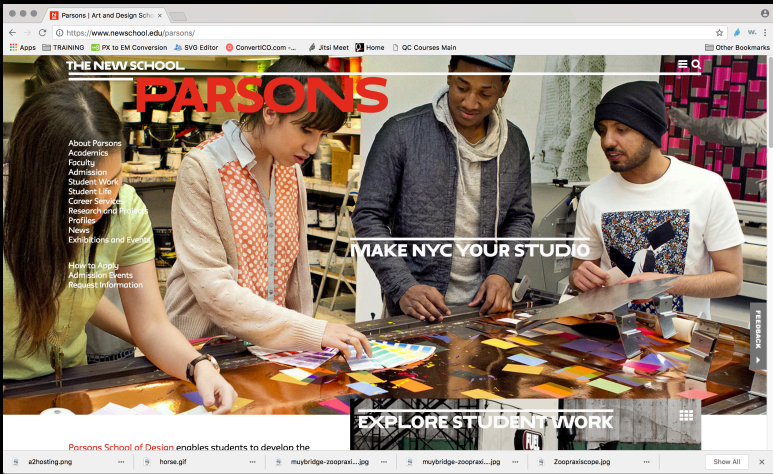
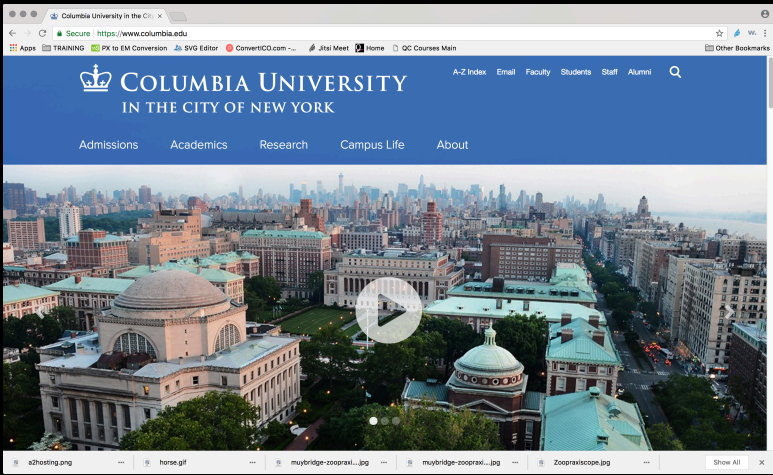
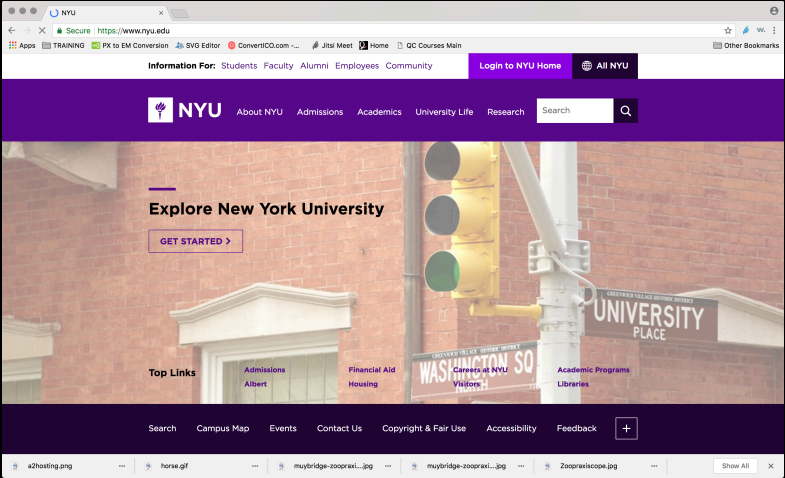
Google's CSSI-Extensio...



Market Analysis Competitors



Market Analysis Competitors



Competitive Visual Audit

- Screen grab competitors websites
- Find the grid
- What is the color palette
- Typefaces and Type Hierarchy
- Media

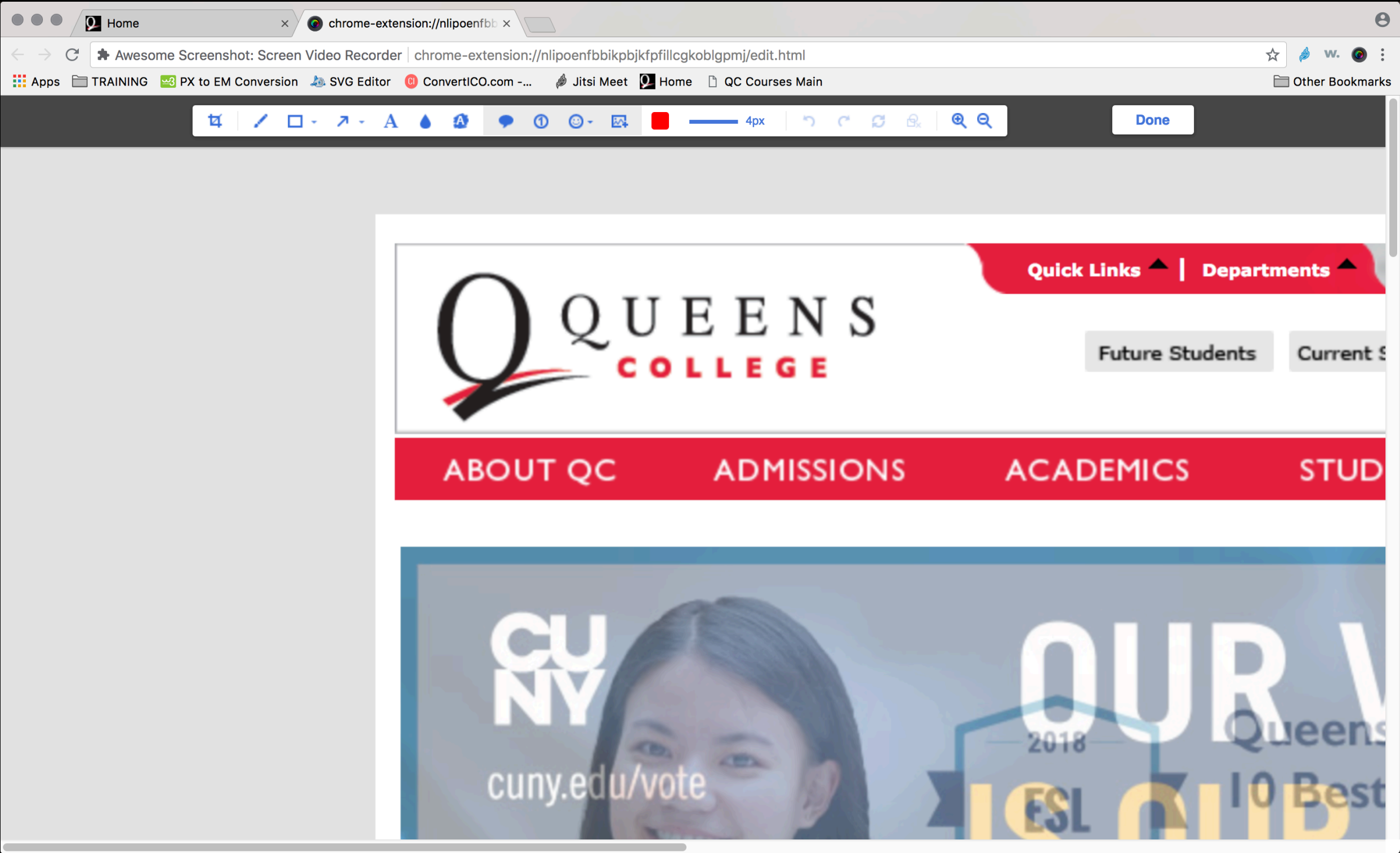
Competitive Visual Audit - Grid Tools

Awesome Screenshot Chrome Plugin

The image shows a Chrome browser window displaying the Queens College website. The browser's address bar shows the URL <https://www.qc.cuny.edu/Pages/home.aspx>. The website header includes the Queens College logo, navigation links (Quick Links, Departments, Adult Education, Arts, Athletics, ESL, Libraries, Directory), and user roles (Future Students, Current Students, Parents/Families, Alumni, Faculty/Staff). A red navigation bar contains links for ABOUT QC, ADMISSIONS, ACADEMICS, STUDENT LIFE, COMMUNITY OUTREACH, and MAKE A. The main content area features a large banner for 'THE QView #28' with a cityscape background. To the right of the banner, a red sidebar lists news items: 'Students Have Voice in Participatory Budgeting', 'Tech Incubator Holds Workshops', 'New Scholarship Honors Joyce Warren', and '\$750,000 for Campus Upgrades', followed by 'And much more.' Below the banner, there are three columns: 'News and Announcements' (Queens College Joins Coalition to Advance Workplace Diversity and Inclusion; Sing Handel's Messiah with the Queens College Choral Society), 'Events' (Exhibit: Duchas: The Drive Within: Celebration of Irish-Inspired Art & Artists; Exhibit: That's My Home: 75 Years of the Armstrongs in Corona), and 'Building Futures' (Google's CSSI-Extension...). The Awesome Screenshot Chrome plugin menu is open on the right side of the browser window, showing options like 'Capture visible part of page', 'Delayed capture', 'Capture selected area', 'Capture entire page', 'Select a local image', 'Capture desktop', 'Record screen', 'My recordings', 'Options', and 'Help'. The 'Sign in or Sign up!' link is also visible at the bottom of the menu.

Competitive Visual Audit - Grid Tools

Awesome Screenshot Chrome Plugin



Competitive Visual Audit - Grid Tools

Awesome Screenshot Chrome Plugin

The image shows a Chrome browser window with the Awesome Screenshot extension active. The browser's address bar displays the URL `chrome-extension://nlipoenfbbikpbjkfpfillcgkoblgpmj/edit.html`. The extension's interface is overlaid on the page, featuring a top navigation bar with the 'AWESOME SCREENSHOT' logo and a tagline: 'The easiest way to communicate with images. Check out our site for a free account!'. On the right side of the top bar, there are links for 'Show your Support', 'Follow @awe_screenshot', 'Like', and 'Customer Care'.

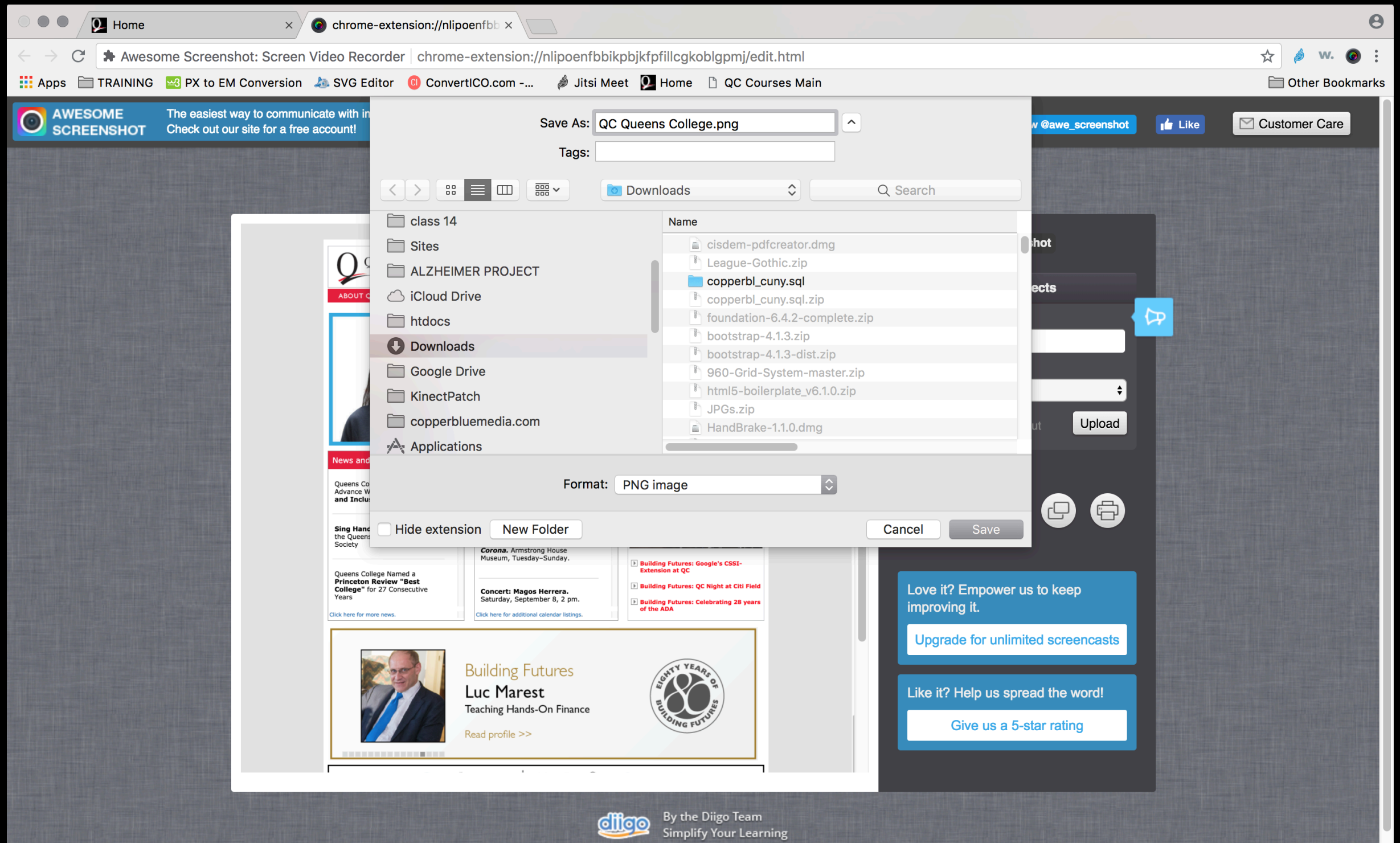
The main content area displays a screenshot of the Queens College website. The website header includes the 'QUEENS COLLEGE' logo and a navigation menu with links such as 'ABOUT QC', 'ADMISSIONS', 'ACADEMICS', 'STUDENT LIFE', 'COMMUNITY OUTREACH', and 'MAKE A GIFT'. The main body of the website features a large banner for 'Queens College Among Nation's 10 Best Colleges for ESL Degree Programs' and several news and event sections.

On the right side of the screenshot, a sidebar provides editing and sharing options. At the top, it says 'Re-edit this screenshot'. Below that, there is a 'Save to your projects' section with a 'Connect to Google' button and links to 'Create your own account' and 'Sign into your account'. Further down, there are 'More options ...' and a 'Local Save' section with icons for download, copy, and print. At the bottom of the sidebar, there are two blue buttons: 'Love it? Empower us to keep improving it.' and 'Like it? Help us spread the word!', each with a corresponding action button ('Upgrade for unlimited screencasts' and 'Give us a 5-star rating').

The bottom of the browser window shows the 'diigo' logo and the text 'By the Diigo Team Simplify Your Learning'.

Competitive Visual Audit - Grid Tools

Awesome Screenshot Chrome Plugin



Competitive Visual Audit - Grid Tools



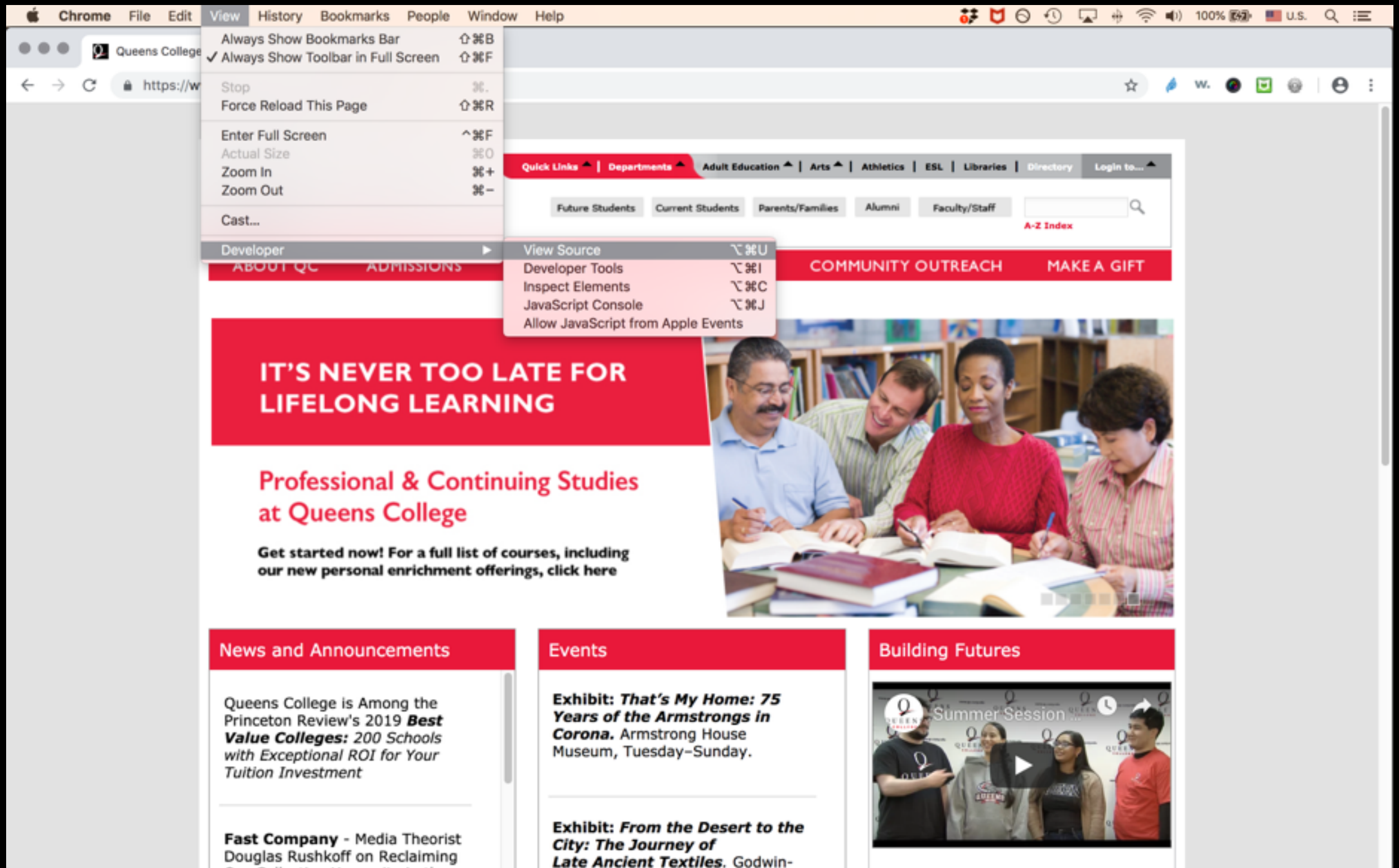
Competitive Visual Audit - Grid



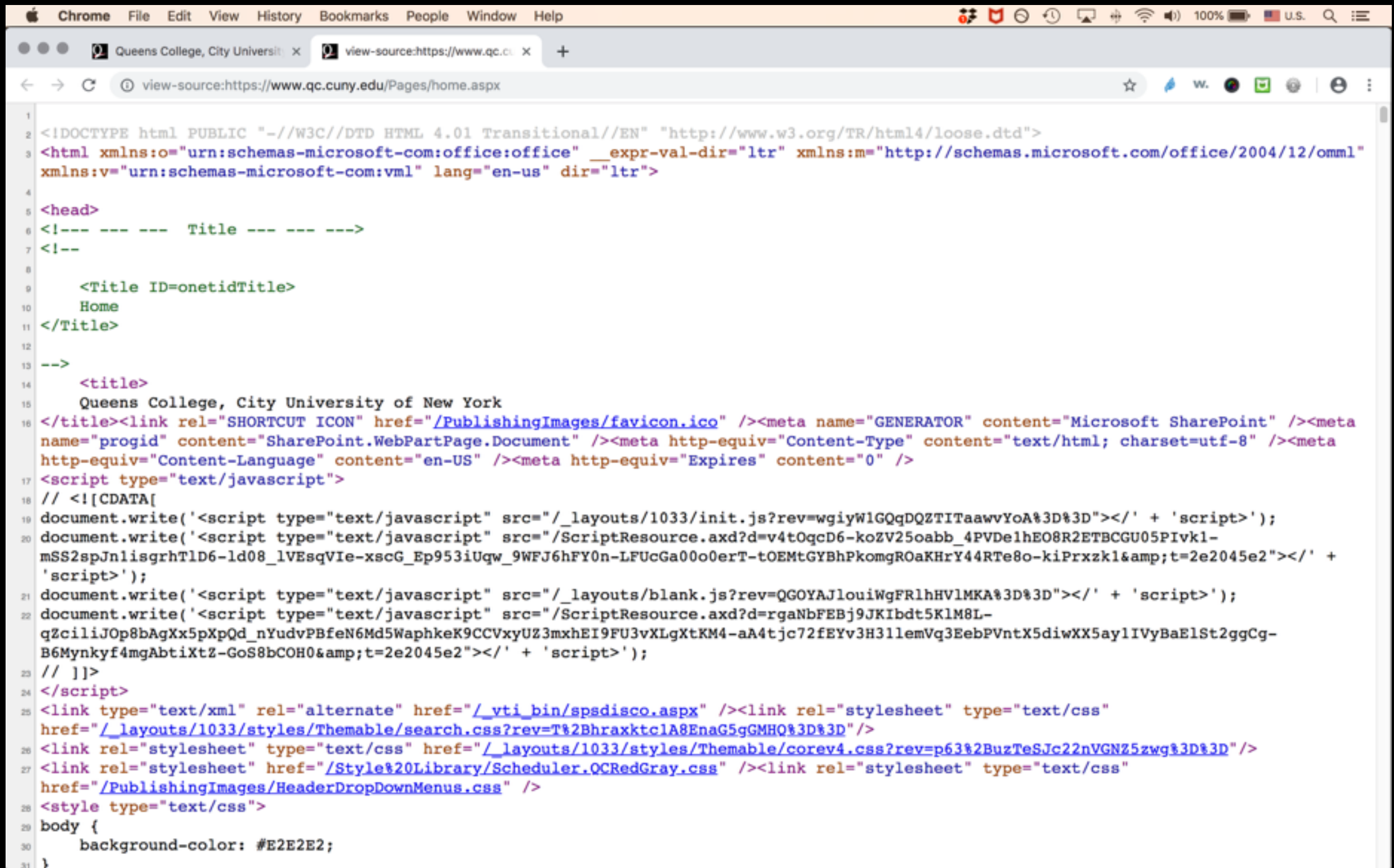
Competitive Visual Audit

- Screen grab competitors websites
- Find the grid
- What is the color palette
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- Media

Competitive Visual Audit - Asset and Code Tools



Competitive Visual Audit - Asset and Code Tools



```
1 <!DOCTYPE html PUBLIC "-//W3C//DTD HTML 4.01 Transitional//EN" "http://www.w3.org/TR/html4/loose.dtd">
2 <html xmlns:o="urn:schemas-microsoft-com:office:office" __expr-val-dir="ltr" xmlns:m="http://schemas.microsoft.com/office/2004/12/omml"
3 xmlns:v="urn:schemas-microsoft-com:vml" lang="en-us" dir="ltr">
4
5 <head>
6 <!-- --- Title --- --- -->
7 <!--
8
9 <Title ID=onetidTitle>
10 Home
11 </Title>
12
13 -->
14 <title>
15 Queens College, City University of New York
16 </title><link rel="SHORTCUT ICON" href="/PublishingImages/favicon.ico" /><meta name="GENERATOR" content="Microsoft SharePoint" /><meta
17 name="progid" content="SharePoint.WebPartPage.Document" /><meta http-equiv="Content-Type" content="text/html; charset=utf-8" /><meta
18 http-equiv="Content-Language" content="en-US" /><meta http-equiv="Expires" content="0" />
19 <script type="text/javascript">
20 // <![CDATA[
21 document.write('<script type="text/javascript" src="/_layouts/1033/init.js?rev=wgiyWlGQqDQZTITaawvYoA%3D%3D"></' + 'script>');
22 document.write('<script type="text/javascript" src="/ScriptResource.axd?d=v4tOqcD6-koZV25oabb_4PVDelheO8R2ETBCGU05PIvk1-
23 mSS2spJnlisgrhTld6-ld08_lVESqVie-xscG_Ep953iUqw_9WFJ6hFY0n-LFUcGa00o0erT-toEMtGYBhPkomgROaKHrY44RTe8o-kiPrxzkl&t=2e2045e2"></' +
24 'script>');
25 document.write('<script type="text/javascript" src="/_layouts/blank.js?rev=QGOYAJlouiWgFRlhHVLmKA%3D%3D"></' + 'script>');
26 document.write('<script type="text/javascript" src="/ScriptResource.axd?d=rgaNbFEBj9JKIbdt5KlM8L-
27 qZciliJO8p8AgXx5pXpQd_nYudvPBfeN6Md5WaphkeK9CCVxyUZ3mxhEI9FU3vXLgXtKM4-aA4tjc72fEYv3H31lemVq3EebPVntX5diwXX5aylIVyBaElSt2ggCg-
28 B6Mynkyf4mgAbtiXtZ-GoS8bCOH0&t=2e2045e2"></' + 'script>');
29 // ]]>
30 </script>
31 <link type="text/xml" rel="alternate" href="/_vti_bin/spsdisco.aspx" /><link rel="stylesheet" type="text/css"
32 href="/_layouts/1033/styles/Themable/search.css?rev=T%2BhraxktclA8EnaG5gGMHQ%3D%3D" />
33 <link rel="stylesheet" type="text/css" href="/_layouts/1033/styles/Themable/corev4.css?rev=p63%2BuzTeSJc22nVGNZ5zwg%3D%3D" />
34 <link rel="stylesheet" href="/Style%20Library/Scheduler.OCRedGray.css" /><link rel="stylesheet" type="text/css"
35 href="/PublishingImages/HeaderDropDownMenus.css" />
36 <style type="text/css">
37 body {
38 background-color: #E2E2E2;
39 }
```


Competitive Visual Audit - Asset and Code Tools

The image is a screenshot of a web browser displaying the Queens College website. The browser's address bar shows the URL <https://www.qc.cuny.edu/>. The Chrome menu bar is visible at the top, and the 'View' menu is open, showing options like 'Always Show Bookmarks Bar', 'Always Show Toolbar in Full Screen', 'Stop', 'Force Reload This Page', 'Enter Full Screen', 'Actual Size', 'Zoom In', 'Zoom Out', 'Cast...', and 'Developer'. The 'Developer' sub-menu is also open, showing 'View Source', 'Developer Tools', 'Inspect Elements', 'JavaScript Console', and 'Allow JavaScript from Apple Events'. The website header features a navigation bar with 'Quick Links' and 'Departments' (Adult Education, Arts, Athletics, ESL, Libraries, Directory) and a search bar. Below the header, there are buttons for 'Future Students', 'Current Students', 'Parents/Families', 'Alumni', and 'Faculty/Staff'. A red banner reads 'IT'S NEVER TOO LATE FOR LIFELONG LEARNING'. Below this, a section titled 'Professional & Continuing Studies at Queens College' includes a link to 'Get started now! For a full list of courses, including our new personal enrichment offerings, click here'. The main content area is divided into three columns: 'News and Announcements' (featuring a Princeton Review article and a Fast Company article), 'Events' (featuring an exhibit titled 'That's My Home: 75 Years of the Armstrongs in Corona'), and 'Building Futures' (featuring a video titled 'Summer Session').

Chrome File Edit View History Bookmarks People Window Help

Queens College

Always Show Bookmarks Bar ⌘B

Always Show Toolbar in Full Screen ⌘F

Stop ⌘.

Force Reload This Page ⌘R

Enter Full Screen ^⌘F

Actual Size ⌘0

Zoom In ⌘+

Zoom Out ⌘-

Cast...

Developer

View Source ⌘U

Developer Tools ⌘I

Inspect Elements ⌘C

JavaScript Console ⌘J

Allow JavaScript from Apple Events

Quick Links | Departments | Adult Education | Arts | Athletics | ESL | Libraries | Directory | Login to...

Future Students | Current Students | Parents/Families | Alumni | Faculty/Staff

A-Z Index

COMMUNITY OUTREACH MAKE A GIFT

IT'S NEVER TOO LATE FOR LIFELONG LEARNING

Professional & Continuing Studies at Queens College

Get started now! For a full list of courses, including our new personal enrichment offerings, click here

News and Announcements

Queens College is Among the Princeton Review's 2019 **Best Value Colleges: 200 Schools with Exceptional ROI for Your Tuition Investment**

Fast Company - Media Theorist Douglas Rushkoff on Reclaiming Our Collective Humanity in the

Events

Exhibit: **That's My Home: 75 Years of the Armstrongs in Corona.** Armstrong House Museum, Tuesday-Sunday.

Exhibit: **From the Desert to the City: The Journey of Late Ancient Textiles.** Godwin-

Building Futures

Summer Session

Competitive Visual Audit - Asset and Code Tools

Queens College, City University of New York

https://www.qc.cuny.edu/Pages/home.aspx

QUEENS COLLEGE

Quick Links | Departments | Adult Education | Arts | Athletics | ESL | Libraries | Directory | Login to...

Future Students | Current Students | Parents/Families | Alumni | Faculty/Staff

ABOUT QC | ADMISSIONS | ACADEMICS | STUDENT LIFE | COMMUNITY OUTREACH | MAKE A GIFT

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Events

Exhibit: **The Years of the Corona.** An Museum, T

Exhibit: **From City: The Journey or Late Ancient Textiles.** Godwin-

Building Futures

Summer Session

Back
Forward
Reload
Save As...
Print...
Cast...
Translate to English
View Page Source
Inspect
Speech

Competitive Visual Audit - Asset and Code Tools

Queens College, City University of New York

https://www.qc.cuny.edu/Pages/home.aspx

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ABOUT QC | ADMISSIONS | ACADEMICS | STUDENT LIFE | COMMUNITY OUTREACH | MAKE A GIFT

IT'S NEVER TOO LATE FOR LIFELONG LEARNING

Professional & Continuing Studies at Queens College

Get started now! For a full list of courses, including

IT'S NEVER TOO LATE FOR LIFELONG LEARNING

Professional & Continuing Studies at Queens College

Get started now! For a full list of courses, including

```
</script>
<noscript></noscript>
<!-- Global site tag (gtag.js) - AdWords: 1035972437 -->
<script async src="https://www.googleadmanager.com/gtag/js?id=AW-1035972437"></script>
<script></script>
<style type="text/css"></style>
<a name="top"></a>
<center></center>
<script type="text/javascript"></script>
<font color="#E2E2E2"></font>
<!--Office Information tooltips-->
<!--Office Information tooltips-->
<p class="ms-property-sheet"></p>
<script type="text/javascript"></script>
<div id="mystickytooltip" class="stickytooltip"></div>
<script src="https://analytics.twitter.com/i/adsct?o_id=Twitter&o_user_id=0&txn_id=dPixels&tw_document_href=https%3A%2F%2Fwww.qc.cuny.edu%2FPages%2Fhome.aspx"></script>
```

html body center

Styles Computed Event Listeners

Filter :hov .cls +

element.style {

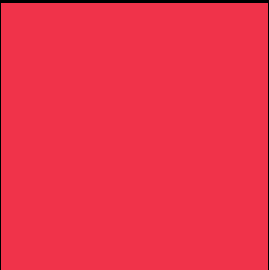
}

center {
display: block;
text-align: -webkit-center;
}

Inherited from body

body {
font-family: Verdana,Arial,sans-serif;
font-size: 8pt;
color: #676767;
background-color: #fff;
margin: 0px;
padding: 0px;
}

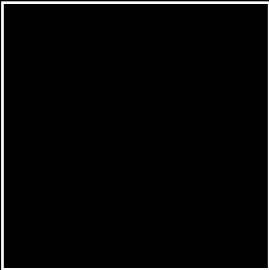
Competitive Visual Audit - Color Palette



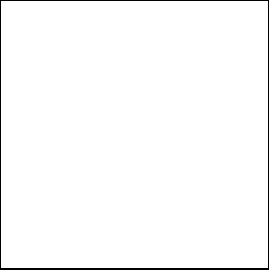
Red
Hex #E9193A



Gray
Hex #BCBDC0



Black
Hex #000000



White
Hex #FFFFFF

Competitive Visual Audit - Typefaces and Type Hierarchy

Typefaces

- Verdana
- Verdana Bold

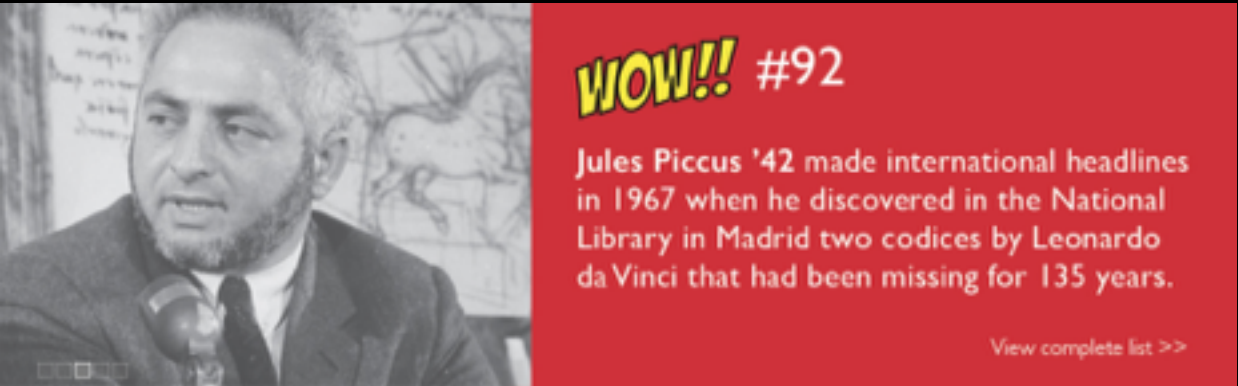
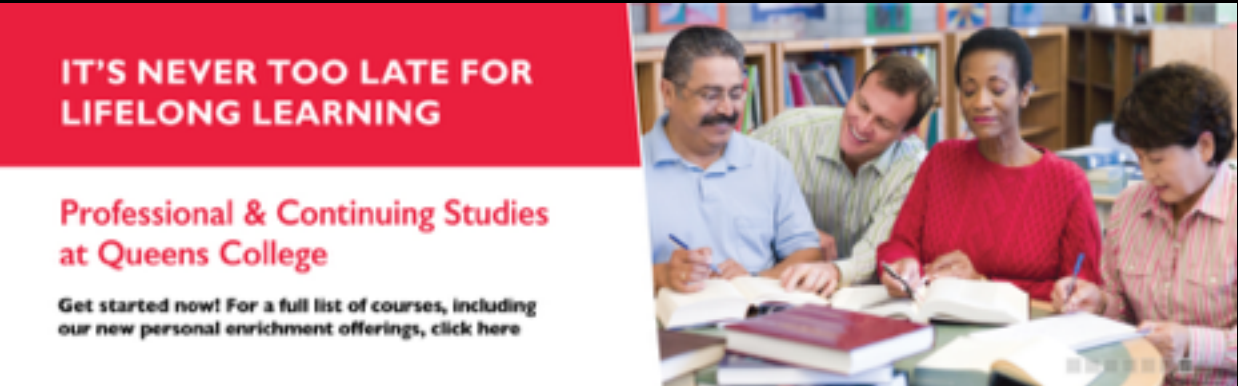
Type Hierarchy

- 18px
- 13px
- 12px



Competitive Visual Audit - Media

Rotating Image Modules



Static Image/Video



Market Analysis

What's the market?

Who's the user?

Who are the competitors?

Visual Audit

Competitors Websites

Find the Grid

Color Palette

Type and Hierarchy

Media

Inspiring Links

<https://www.awwwards.com/websites/clean/>

<https://www.awwwards.com/websites/responsive-design/>

<https://www.awwwards.com/websites/business-corporate/>

<https://www.forbes.com/sites/karstenstrauss/2018/02/08/the-worlds-best-corporate-websites-2018/#532f755c4c05>

<https://www.mockplus.com/blog/post/best-website-design-2018>

<https://webflow.com/blog/19-web-design-trends-for-2018>

<https://readwrite.com/2018/07/20/top-10-best-website-trends-of-2018/>

<http://www.pitchskills.com/best-startup-websites-2018/>

<https://www.webdesignerdepot.com/2019/01/20-freshest-web-designs-january-2019/>

<https://www.bigcommerce.com/blog/best-ecommerce-website-design/>

<https://blog.hubspot.com/marketing/best-website-designs-list>

<https://www.cssdesignawards.com/>

<https://www.impactbnd.com/blog/18-award-winning-website-designs>

<https://www.csswinner.com/winners>

<https://www.thebestdesigns.com/>

<http://www.webaward.org/winners.asp#.W4j6yZNKjOR>