



# Key Concepts in Using Advanced Techniques to Enhance Web Pages Session 3

## Session: Using Advanced Techniques to Enhance Web Pages

### Question Discussion

- Importance of the concept of Content Management System (CMS) and the various CMS tools.

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### Content Management System

- Software application used to create and design web content online
- Allows the users to manage the digital content easily by providing access to the features like database handling, smart reporting, archiving, designing and animation features, etc.
- Allows users without any coding knowledge to create, edit, modify content to a website using the WYSIWYG interface
- Manage content from an internal user interface or dashboard
- Data entered into CMS software - stored in a database, renders the web page via a template
- CSS of that page - control the output

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### Benefits of Using Content Management System

#### Website Dashboard

- You can log in to the website dashboard to customise your website.
- The dashboard can also be called the backend or admin area of a website.

#### Themes to Customise the Design

- Themes are pre-designed templates that let you change the layout, colours, fonts, and other design aspects of a website.
- WordPress has thousands of free and premium themes available.

#### Content Editor

- CMS platforms include a content editor that is used to create and publish web pages.
- Text editors are called WYSIWYG editors (What You See Is What You Get). As you edit the text, you can

see what it will look like on your website instead of looking at code.

➤ It also allows you to upload images and other media files to the website.

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**How CMS works**

- Download CMS software on your personal computer device.
- Once installed, you can use it to create web pages.
- Arrange web pages accordingly.
- Publish web pages on one click.

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**Key Features of CMS**

- A front end - displays published content on HTML pages
- Backend - where content is created
- Database - where content is stored
- An application - in which publishers and designers create and apply design schemas, which lives within the content management backend

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**CMS Tools**

❖ **WordPress**

- Open-source software package and is free to everyone around the world
- Easy to learn, flexible, search engine friendly
- Creating, editing, archiving, publishing, collaborating on, reporting, distributing website content, data, and information
- Publish button on the WordPress dashboard; they are not JUST changing the post to page content from private to public

Step by step process to create a blog

1. Sign up for web hosting.
2. Pick a domain name for your blog.
3. Install free WordPress blog software.
4. Log in and write your first blog post.
5. Change your blog design by picking a theme.
6. Install a couple of essential plugins.

### ❖ Joomla

- Free-to-use CMS - an impressive set of features in it, and supports 60+ languages
- Front-end and back-end templates - help you build a solid foundation
- User groups and user management options and many built-in features like banner and search management
- Developer-friendly at the same time user-friendly interface
- Collect and manage user consent

Step by step process to create a blog

1. Get a domain name and web hosting service
2. Install and set up Joomla
3. Get familiar with Joomla basics
4. Select a template for your site
5. Install your Joomla template
6. Customise the design
7. Create content using Joomla modules
8. Assign modules to positions
9. Create new pages
10. Assign pages to the Joomla navigation menu
11. Add a blog section
12. Install extensions

### ❖ Drupal

- A single website or shares content in multiple languages across many devices
- Backed by one of the world's most innovative open source communities
- One CMS that probably requires the most technical knowledge
- Free and helps to totally control the presentation of content as well as user and permission management
- Fast loading functionality and secure, and supports 70+ languages

Step by step process to create a blog

1. Personal or business websites
2. Blogs and news websites
3. Portfolio, art, music and multimedia sites
4. Forums
5. E-commerce sites and online shops
6. Social networking sites

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**Activity:**

- Which CMS tool is secure and supports 70+ languages?
- \_\_\_\_\_ can also be called the backend or admin area of a website.
- How does CMS work?

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**Question Discussion**

- Importance of good web page design guidelines.

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**What is Website Designing?**

Web designing is one of the complex tasks.

Designers and developers have to consider the following:

- Visual appearance: how the website looks.
- Functional design: how the website works.

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**Effective and Good Website Designing**

- Fulfil its intended function by conveying its particular message
- Engage the visitor
- Consistency, colours, typography, imagery, simplicity and functionality contribute to good website design
- Guide visitors to take action
- Optimised for usability
- Need a wide range of professionals

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**Guidelines for Good Website Designing**

- Simplicity
  - Depends on colour, type and imagery
- Navigation
- Consistency
- F-shaped Pattern Reading
- Loading
- Content
- Visual Hierarchy
- Grid Based Layout
- Mobile Friendly
- Communication
- Accessibility

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**Importance of Effective Writing**

We need to follow the below factors:

- Adjust the writing style to users' preferences and browsing habits.
- Promotional writing will not be read.

- Long text blocks without images and keywords marked in bold or italics will be skipped.
- Exaggerated language will be ignored.

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### **Conventionality**

Most of us are expert internet users, and there are specific conventions we have grown accustomed to over time.

Such conventions include:

- Placing the main navigation at the top of a page.
- Placing a logo at the top left or centre of a page.
- Making the logo clickable brings a visitor always back to the homepage.
- Having links and buttons that change colour or appearance.
- Using a shopping cart icon on an ecommerce site.
- Ensuring image sliders have buttons users can click to manually rotate slides.

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### **Website Designing Requirements**

- Header
- Footer
- Menu navigation



- Search bar
- Branding
- Colour Palette
- Headings
- Clear Labels
- Visuals and Media
- Calls to Action
- Whitespace

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**Activity**

- \_\_\_\_\_ helps to structure your design and keep your content organised.
- What requirement of website designing helps the user to browse the specific content of a website by keyword?
- Write the purposes of consistency as guideline for good website designing.

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