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Introduction to Web Design

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By the end of this class, you will know how to:

- create a new website
- add new pages to your website
- add an image to your page
- add a paragraph to your page
- add a blog to your website
- save and publish your website

Web Design Tips

Images

- Try to keep image file sizes below 1MB, otherwise they may load slowly and frustrate site visitors.
- Use GIF format for solid colours and JPG format for photos.
- Choose the lowest JPG quality with the least amount of image deterioration where possible.

Readability

- Novelty fonts are often difficult to read so should be used sparingly, if at all
- Consider the size of the font, size 16 is recommended for paragraph text
- Choose a colour combination that is high contrast

Layout

- Web pages are not usually read in sequential order
- Navigation bars are useful
- Use white space to accentuate information with minimal visual clutter and distraction

Image Creation and Editing

If you don't want to purchase image editing software such as Adobe Photoshop or Adobe Photoshop Elements (a condensed version of Photoshop), you can use the built-in editors on your PC or Mac for the basics, and check out free online editing software like pixlr.com for more advanced edits.

About Weebly

Weebly is a free online tool that can be used to build websites without the user having to know how to code. Users can create a site and start editing their website by using series of buttons and drag-and-drop features.

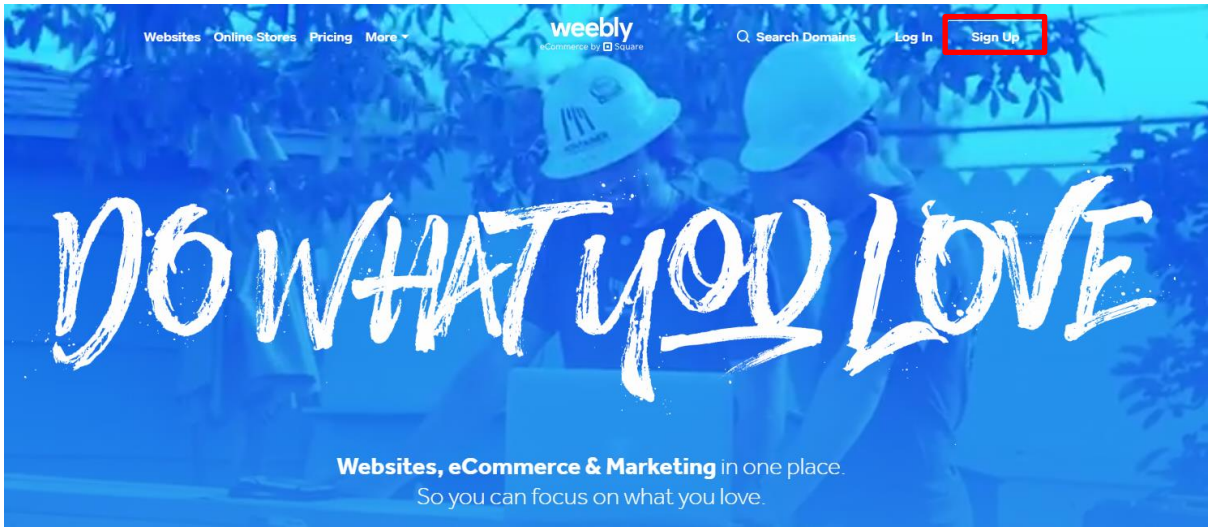
Free Accounts vs Pro Accounts

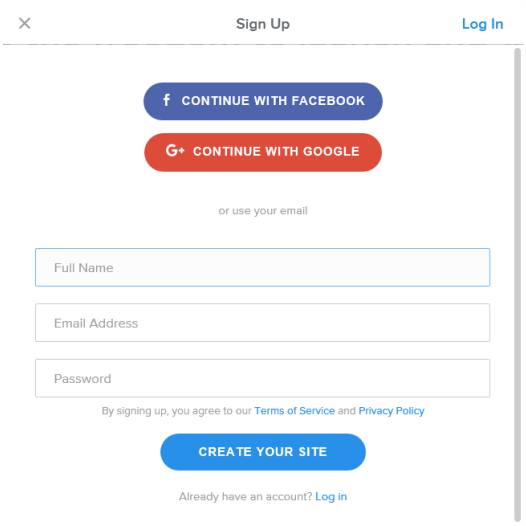
Some functions in Weebly require you to have a paid account.
If you choose to pay for a Weebly subscription at a later date, these functions will then become available for you to use. These include functions such as site search and the ability to remove Weebly branding from the footer of the site.

Creating Your Website

You will need an existing email address or Facebook account to sign up.

1. Go to www.weebly.com and choose **Sign Up** to create a free account. Simply enter your name, email address, and preferred password.

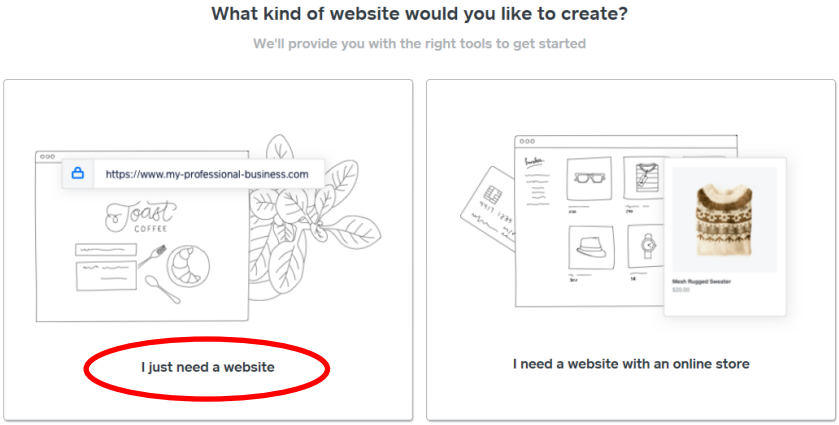




2. After you click the **Sign Up** button, Weebly will send you a confirmation email.

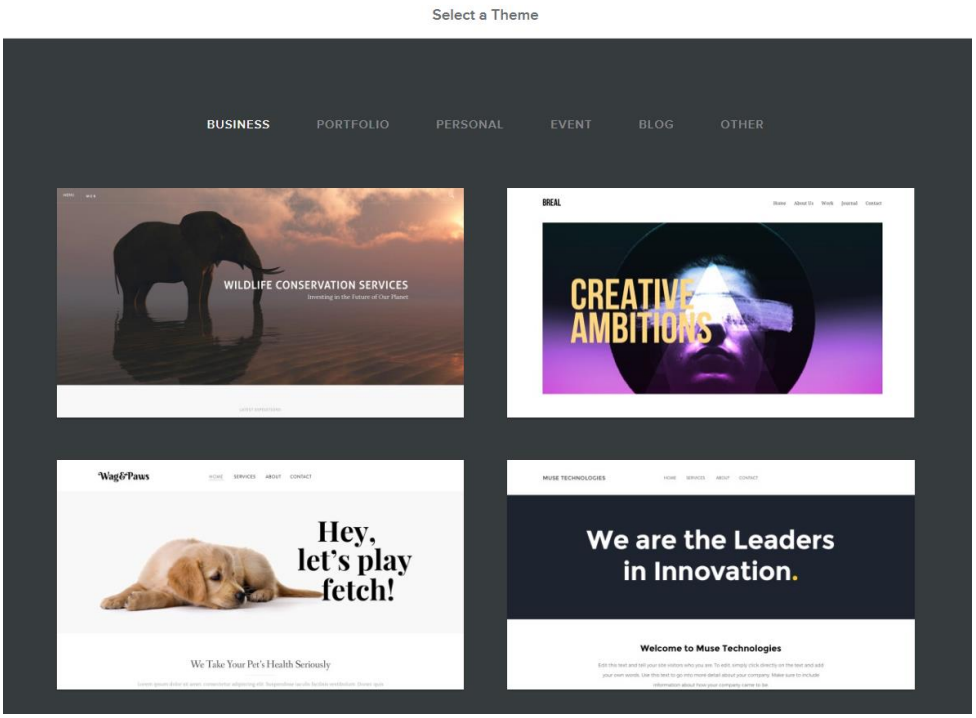
   You only need to sign up once, so to log in next time you visit Weebly, use the Log in box at the top right corner.

3. Choose the 'I want a personal website' option

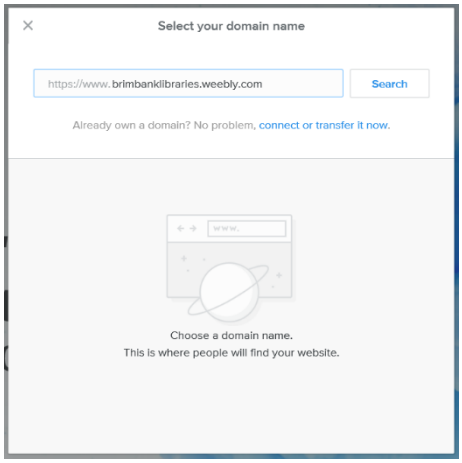


4. Select a theme for your website.

Click on a theme you like the look of, and select **Start Editing** from the top right hand corner. You can always change the theme later.



Your Website Address



1. Choose a website address (domain name).
   This will be the address that your friends, family, and visitors will type into their browser address bar to get to your website. It can be your name, company name, website name, or anything that is unique. You will not be able to choose a name that is already taken.

2. Hit the **Search** button to check that your preferred domain name is available.

   If the domain name is available, it will be listed at the bottom of the popup box under **Subdomain**.

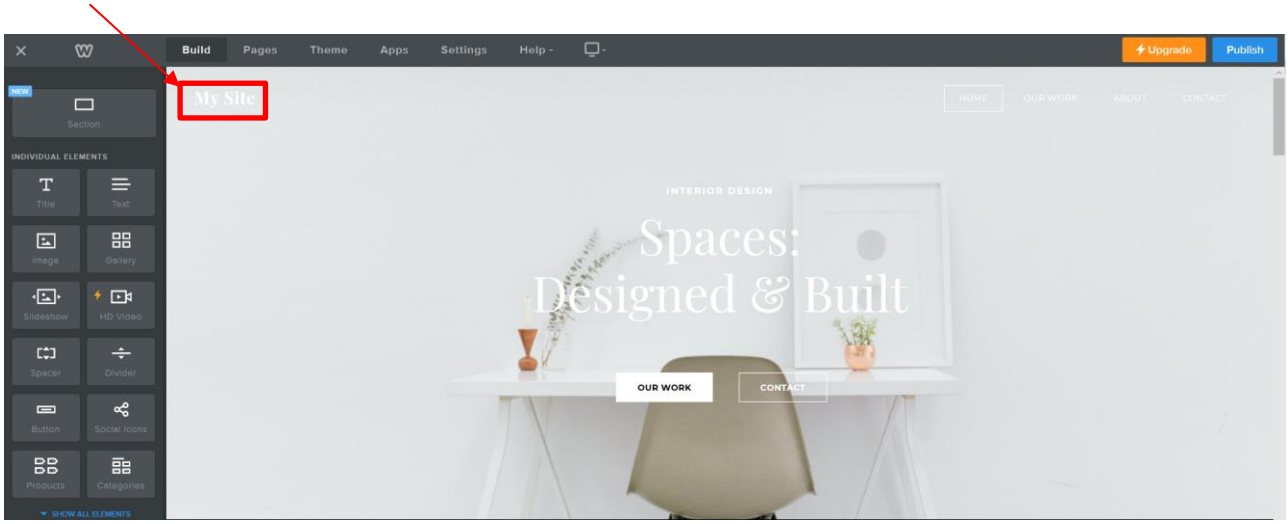
3. Click on **Choose** next to the preferred domain name underneath the text that reads: *'SUBDOMAIN Free with Weebly branding on your website'*

   You may decide later that you would like to purchase a professional domain name, or connect one that you already own. This can be done by following the instructions in the Weebly Help centre.

4. Choose **Done** to start editing your new site!
5. If you see a message about Reconnecting Your Apps, click "I'll do this later."

Update your Site Title

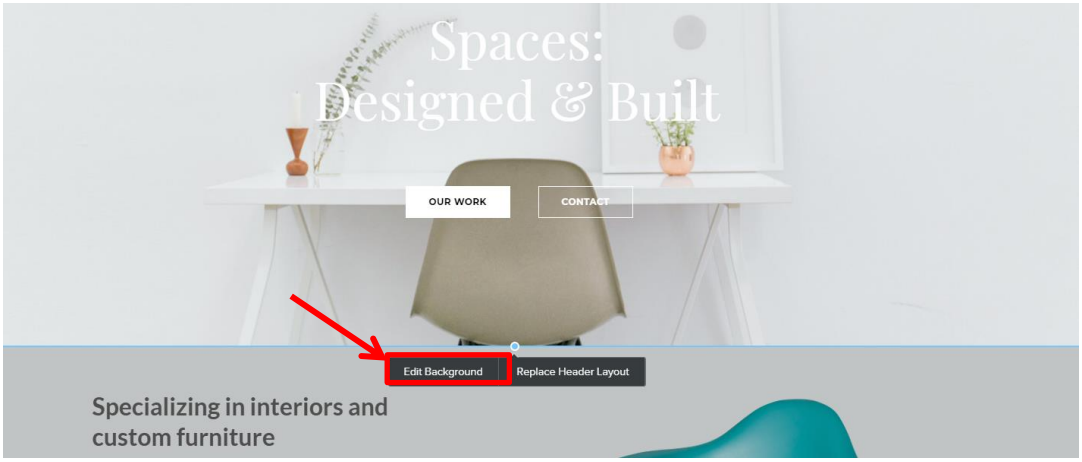
Rename your site title by clicking on **My Site** and replacing the text with your website name.



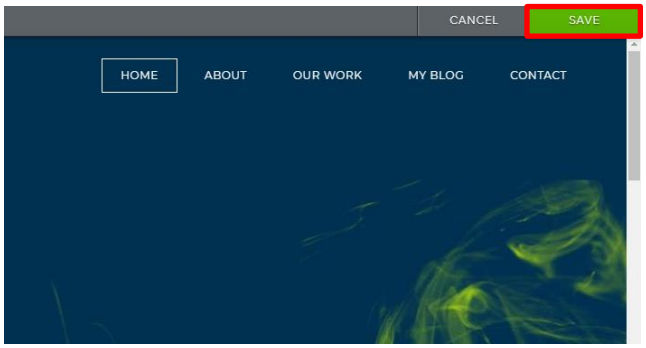
Replacing the built-in Header Images

1. Double click anywhere within the existing header image to bring up the **Edit Background**.

2. Choose **Edit Background**



3. Click on the dropdown arrow towards the top right of the Background pop up box and choose **Image** (if it isn't already displayed), then **Replace, Change Image.** You can change to a stock image or **Upload Image** from your computer to replace the one from the template.



It's best to use an image with dimensions that are 1920 x 1080 pixels.

Once the image has uploaded, you may have the option of repositioning it, before choosing **Save** or **Cancel** in the top right hand corner of the window.

If you'd prefer to have a plain background, you might like to choose to replace the image with a single colour or gradient instead.

Using Elements to Add Content to Your Pages

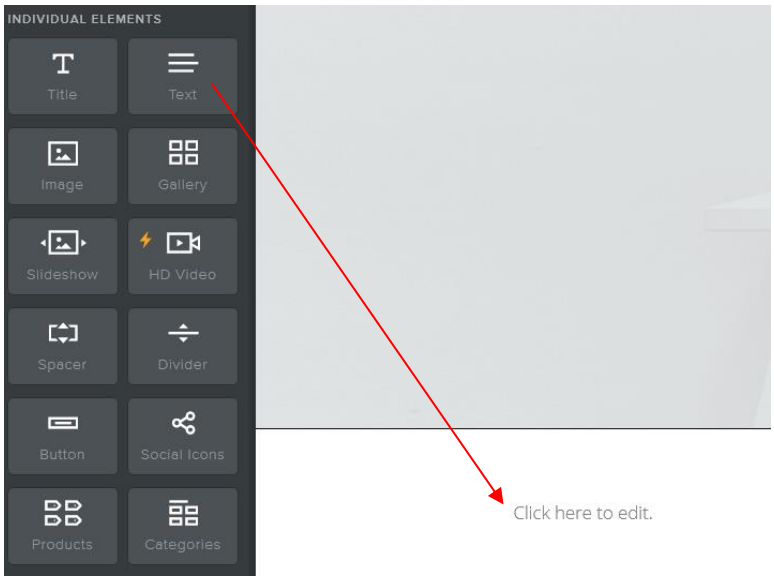
Elements are the building blocks of a site. All of your text, pictures, videos and other great content are added via elements.

Weebly themes come with a selection of pre-loaded elements. You can start to build your site by either updating the existing elements (titles, header images, pictures, buttons etc.), or deleting them and adding new ones.

Try dragging and dropping different **elements** from the **Elements Window** into the body of the page.

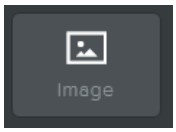
All elements have an option box with attributes that can be adjusted.

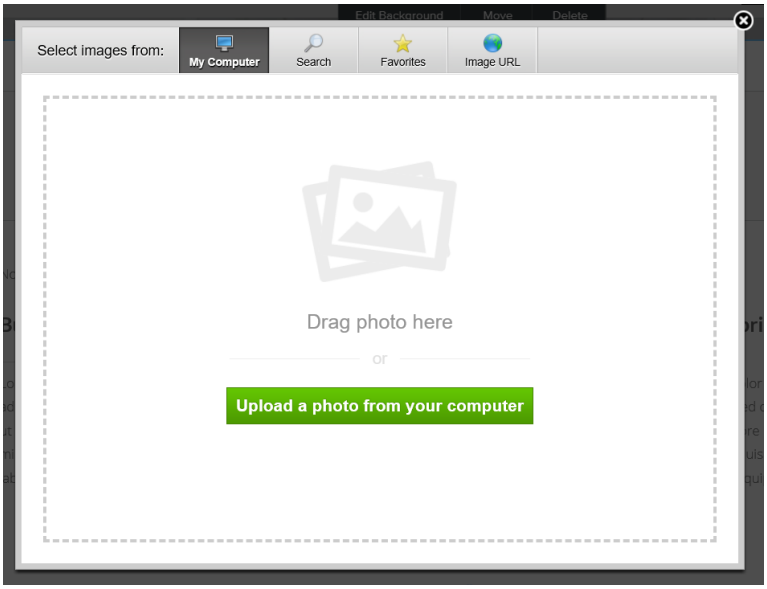
The attributes displayed in the option boxes may vary, depending on which element is selected.



eg. The **TEXT element** below has this toolbar with various icons to do some basic formatting:

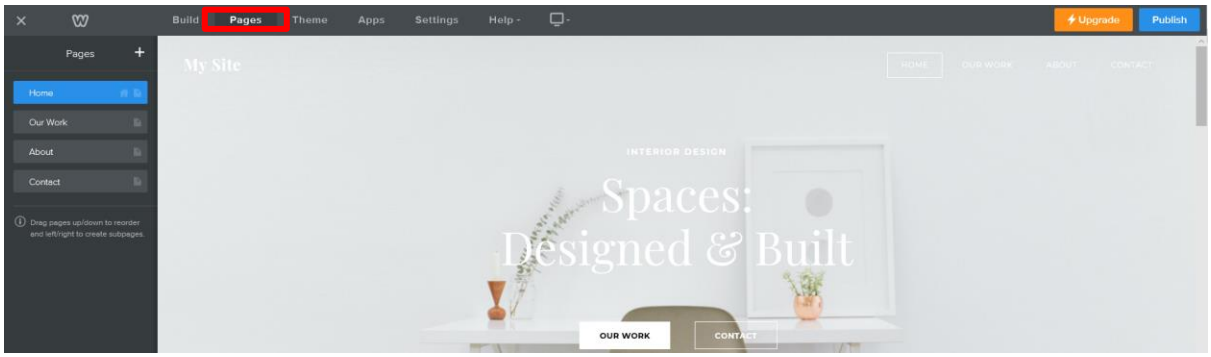
An **IMAGE element** has this option box when it's clicked:





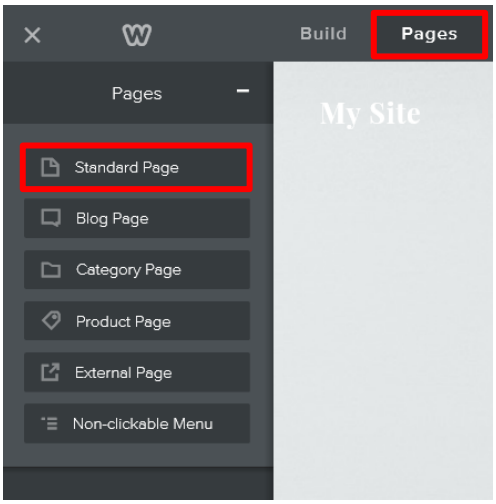
Adding Pages

1. Choose the **Pages** tab.

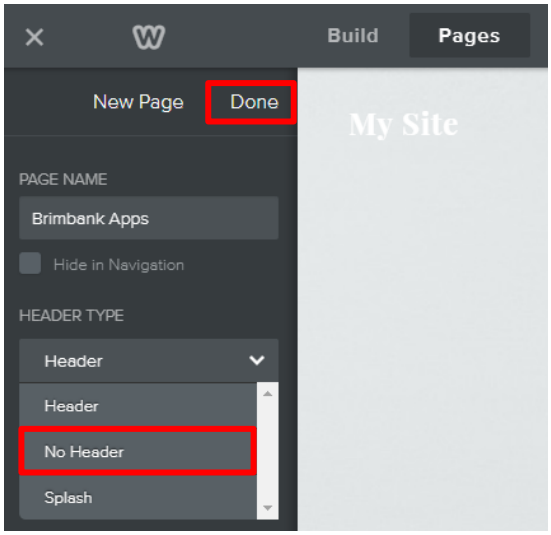


This is where you can add pages, a blog or an external link to your website.

We will look at the blog later in this session.



2. Click the **+** to add a new page, and select **Standard Page** from the drop down menu

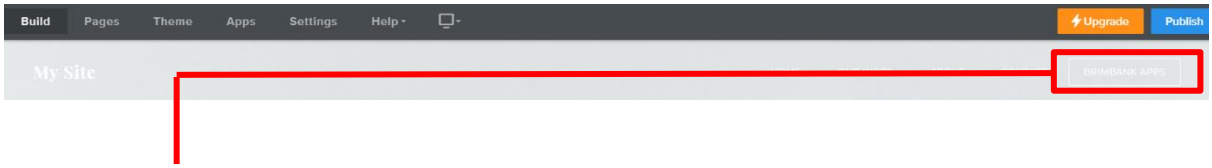


3. Type a name for your new page.

4. Select the Page Layout - **No Header**

5. Keep the **Hide in navigation** option un-ticked. This means that visitors will be able to see this page listed in the navigation menu.

6. Hit the **Done** button to add the page to your website.

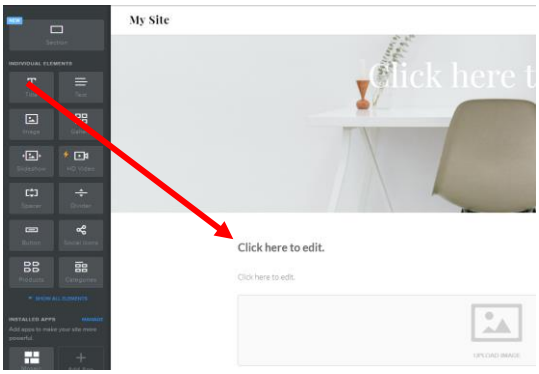


Under the **Build** tab you will see that your new page has been added to the site's menu bar.

Adding Elements to a New Page

1. Click on your new page name to go there and add content to it.

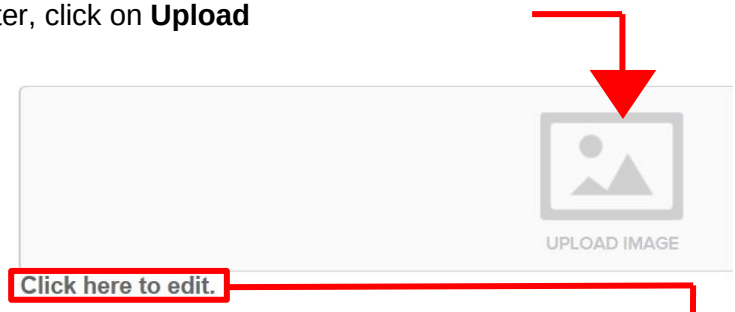
2. Click on the **TITLE** element, and drag it down onto the page.



3. Do the same for **TEXT** and **IMAGE** elements. You can now edit the title.

4. To upload an image from your computer, click on **Upload Image**.

5. Choose to upload an image from your computer, a URL or use one of Weebly's professional or free photos.



By clicking on the Image you can:

- add a border around the picture (**Advanced** option)
- position it to the left or right
- add a caption under the picture
- add a hyperlink:
  - Click on the image
  - Click the **LINK** expand arrow
  - Link the dialog box choose the type. The link can point to:
    - Website URL: this is an external link opening another website. Provide the web address.
    - Standard Page: choose this one to jump to another page within your own website
    - File: to download a file. Upload the file from your computer or cloud drive.
    - Email address: opens the visitor's email program. Provide your own email

6. Click within the text element on the page (where it says 'Click here to edit') and type a short paragraph to go with your image. Text can be formatted using the paragraph toolbar.

The paragraph toolbar enables you to:

- **Bold**, *Italicize*, Underline, change the colour and/or size of selected text
- Link text
- Change alignment
- Add bullets and numbered lists
- Undo / Redo

NB. Font type can only be changed on the default font from the theme's 'Design Tab'.

Multimedia Elements

- **Gallery:** upload a set of pictures and have them arranged in different types of galleries.
- **Slideshow:** upload a set of pictures and have them animated in a slideshow
- **YouTube**: copy and paste a YouTube video link to embed the video on your page
- **Map**: provide the web address of your Google map to get it placed on your page (via copy/paste)

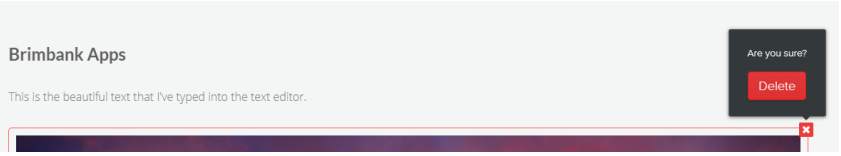
Other Elements

- **Contact Form:** builds a form where your visitors can send you short messages
- **Button:** add a hyperlink to a button to navigate to other pages within your site, external sites or files
- **Spacer:** use this to add space between elements where necessary to keep the site visually appealing
- There are plenty of other element options to choose from. You can find out about each one through the **Help** section of the Weebly site.
- Dragging the **Section** element from build page will customize the background, and change the height and position on the page. It will fill the full width of the page where you place it, so choose a spot above or below other elements on the page

Deleting an Element

- Hover over the element that you wish to delete. You will notice a blue [X] appear in the top right hand corner of the element box.

Click on the [X] to delete the element from the page



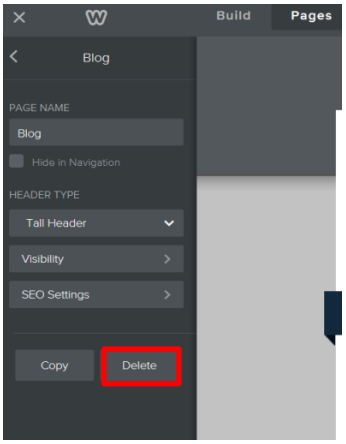
Managing Pages

- Change the order in which pages appear in your site's menu by dragging them up and down in the **Pages** navigation pane.
- You can convert a page into a Sub-Page by dragging its button a bit over to the right until it clicks in place. This one will appear in a drop-down menu beneath its parent page in the site's navigation menu.

Deleting Pages

To delete the page from the website

1. Click on the **Pages** tab
2. Choose the page to delete from the list in the side bar
3. Press **Delete** at the bottom of the list
4. Press **Delete** in Delete page pop-up window to confirm



Overview of other Tabs and What They Do

Pages: This tab allows you to manage the page structure of the site via the list of pages in the sidebar.

Theme: This tab allows you to choose how your site will look, and also to customise the fonts, colours and sizes of the titles and text areas of the site.

Apps: These are 'extra' elements/add-ons/widgets that you can incorporate into your site if wish. Some are free and others require a paid account.

Settings: General website settings such as site title, time zone and date format can be updated here. See the section below for more details.

Help: Access the Weebly Help Centre, which has a range of useful articles and video tutorials.

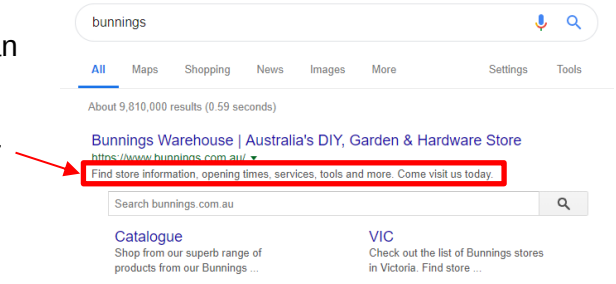
Device Switcher: See how your website will look on a mobile device. NB: Website editing can only be done from the Desktop viewer.

Updating Your Settings

The Settings tab allows you to make changes to your site as a whole.

General – this is where you can change your site address, the name of your site, date and timezone settings, and also where you can choose to unpublish your site.

SEO – SEO is short for 'Search Engine Optimisation', and is where you can add keywords and code etc in an effort to help your site rank higher in search results.



This tab allows you to write a short description of your site, which will appear underneath your site title and URL in search results once your site has been published.

It's a really good idea to make this a short, useful blurb about your site, which will help potential visitors decide whether or not to click through to your site.

You're also able to choose to hide your site from search engines, if your site is aimed at friends and family who you'll be sending the link to, rather than the general public who may stumble across your site accidentally.

The **Editors** tab allows you to grant editing rights to others who you'd like to be able to add content or make changes to your site. The **Members** tab allows those with paid accounts to

add a 'Members Only' area to their site which users can register to access with their own sign in details.

My Apps – Access a range of additional elements (some made by Weebly and others by third party developers) that can be added to your site. Many of these are free, with a few paid options as well. An example of an external app that can be added to your site is a Facebook Like button, so that visitors can click 'Like' to follow your Facebook Page without leaving your website.

Blog creation is covered below.

Creating a Blog

Blogs are like online diaries or journals that you can write in to update friends and family on what's going on in your life. They are often used by companies to tell customers about new products or events.

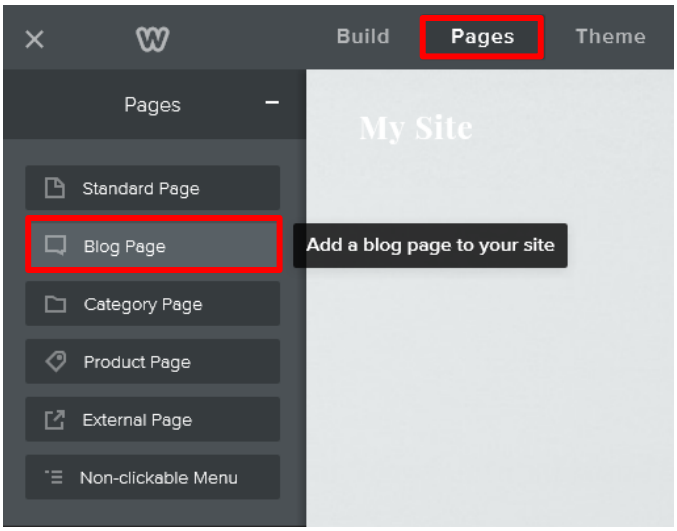
1. Click on the Pages tab and then click on **Add Page** button.

2. Select **Blog Page** from the drop down menu.

2. Type in a name for your blog.

3. Click the **Done** button.

Your blog will appear in your navigation bar.



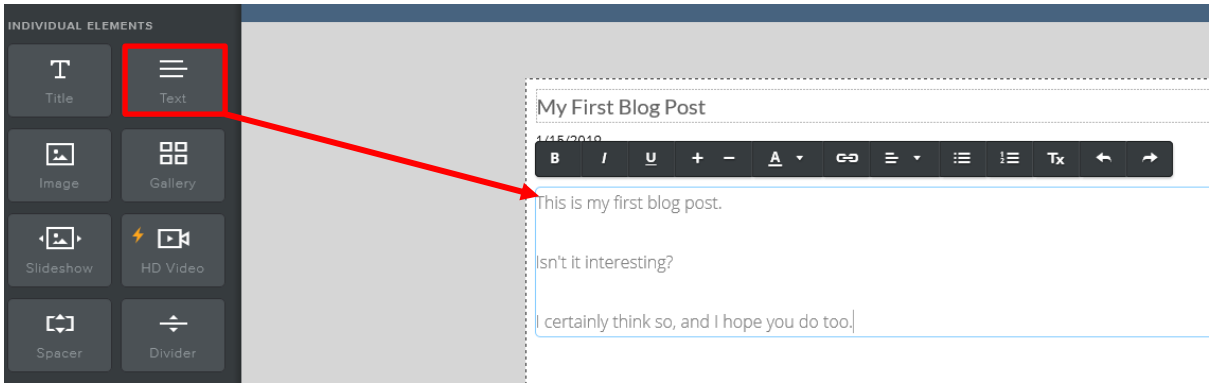
Editing Your Blog

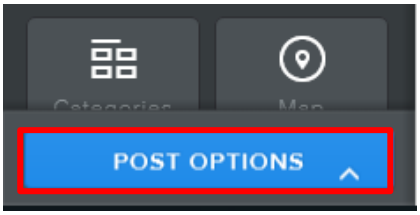
To create a blog post, click on your blog *page* on your site's menu bar.

1. Choose the blue 'New Post' button from the bottom right of the screen

2. Click in the space that says 'Post Title' to add a heading for your post

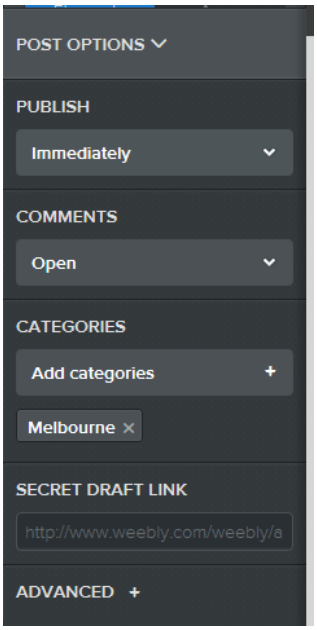
3. Drag a Text element from the sidebar to the DRAG ELEMENTS HERE area, and click inside it to start writing.





4. Choose **Post Options** from the bottom left hand corner.

5. Under **Comments** choose either: **Open, Closed, Require Approval**. This allows viewers' to comments to be added to the post immediately, allow a comment to be published after you have reviewed it, or disable comments entirely



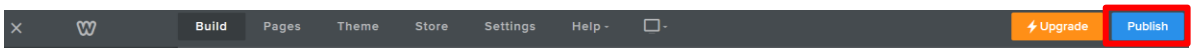
6. Feel free to add a few tags (keywords) in the **Categories** section. These can be useful when searching/filtering posts.

7. If you would like to send a draft of your post to a friend for feedback, copy and paste the **Secret Draft Link** and send it to them in a message or email. This will allow them to read your post before it's published.

8. After you have finished editing, publish your post by clicking the orange **Post** button in the top right hand corner of the window. If you don't want to publish your post straightaway, you can choose the black **Save** button instead to save it as a draft.

Publishing Your Website

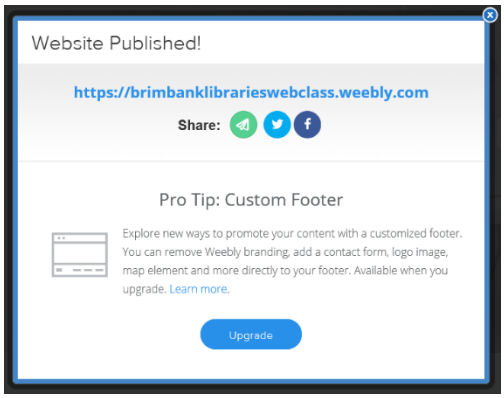
When you publish your website, it goes live on the internet and people are able to see it.



1. Click the blue Publish button in the top right corner when you are ready to

publish your changes to the internet.

After it has been published, a box will pop up.



- Your website address is shown. You can click on this to go to your website to see how it looks. It will open in a new window.
- The Pro Tip: at the bottom will try to convince you to upgrade to a paid site.

2. Click on the x in the corner of the box to close it and continue editing your website.

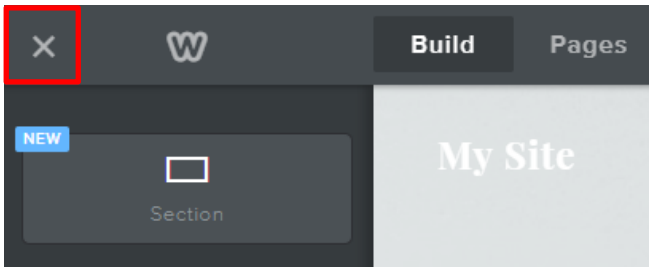
Steps to Unpublish a Website

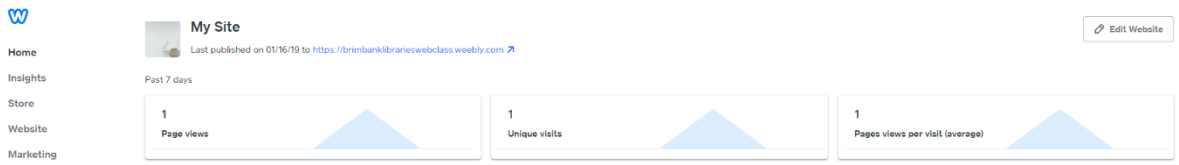
Users can unpublish their website anytime by following these steps:

1. Login to your Weebly account
2. Choose the **Settings** tab
3. Scroll right down to the bottom of the page
4. Click the **Un-publish Site** button

Logging Out

1. When you have finished editing and you would like to log out, click X in the top left hand corner of the window

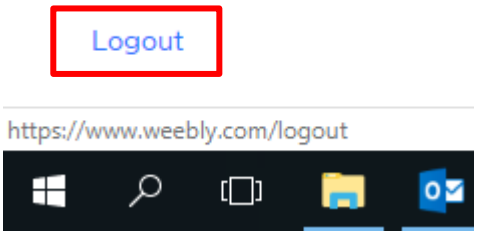




This is the screen you should see after exiting the editor.

- You can press the **Edit Website** button to start editing your site again.
- This page also lets you change your Account Settings.
- It also gives an overview of your site traffic statistics for the last few days, and suggests further steps you might like to take to enhance your website.
- The Weebly Inspiration Centre has articles and videos from the Weebly team about news, software updates and developments to the Weebly site that you might be interested in.

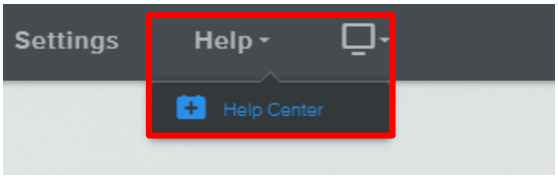
2. To completely logout of the Weebly site, click on your username in the bottom left corner of the screen and then choose **Logout**



Further Help with Weebly

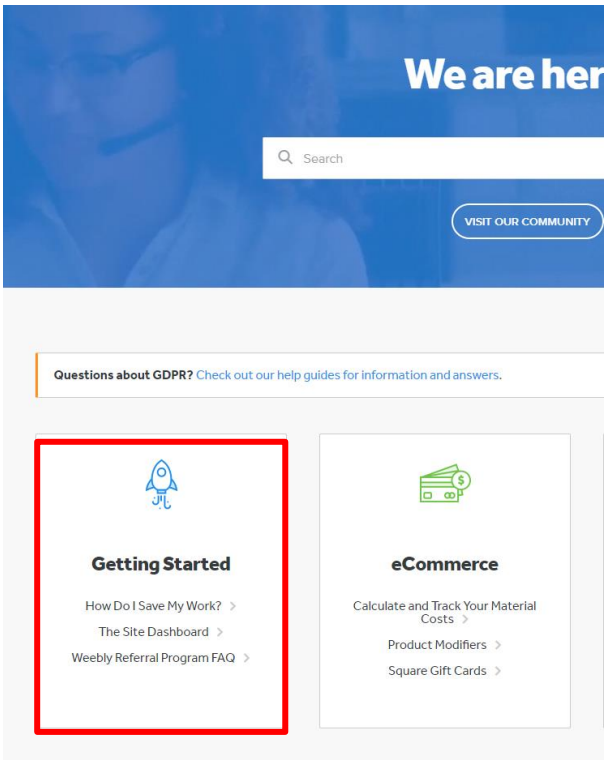
For more help with Weebly you can visit the Help Centre to access useful information and video tutorials.

1. While you are editing your website: click the **Help Centre** link under the **Help** tab.



The Help Centre can also be accessed from the main Weebly landing page by clicking on the **Support** button in the bottom left corner.

Visit the **Getting Started** section for more handy tips on starting with Weebly.



Where to from here?

Well done on completing the Web Design class! Hopefully you have learned new skills and are keen to keep practising and improving your web design skills.

Internet and Computer Access
Brimbank library members can use computers with internet access at no charge. There is a limit of two hours per day of computer use for each library member.

Wireless internet access is also available at no charge and with no time limits.

Computer Classes
There are many other classes you might be interested in taking to broaden your computer knowledge and skills.

Basic Classes
Basic Computer Skills
Basic Internet

Introductory Specialist Classes
Introduction to eBay
Introduction to Gmail
Introduction to Excel
Introduction to Photoshop
Introduction to PowerPoint

Drop In Resume Help
Open to anyone wanting basic advice and helpful tips on how to present their resume. Bring in your current resume for formatting tips, assistance with saving it for future editing, adding as an attachment to an email or uploading to a job seeking website.

IT Help Sessions
Friendly, informal sessions where you can ask IT questions. For more complex queries, please call your closest branch to arrange a suitable time for a one-on-one session.

Use Your Smarts on the Internet

Safe
Keep safe by being careful not to give out personal information when chatting or posting online. Personal information includes your phone number, date of birth, email address and password.

Meeting
Meeting someone you have only been in touch with online can be dangerous. Try and meet in a public place such as a café or shopping center, and let a friend or family member know where you are going. Remember online friends are still strangers even if you have been talking to them for a long time.

Accepting
Be careful opening emails, chat messages, files, pictures or texts from people you don't know or trust. This can lead to problems as they may contain offensive messages or malicious viruses!

Reliable
Someone online might lie about who they are, and the information about them online may be false. Always cross check information on other websites, in books, or with someone who can help.

Tell
If you feel you have been inappropriately targeted online you can report the person responsible to the website administrator. You can do this through the reporting function or emailing your feedback.

Settings
Social networking sites often change security and privacy settings without you knowing about it. Be aware of your privacy settings on social media and check them regularly. Most social media sites have options for you to do a privacy check-up.

For more ways to stay safe online:

1. Visit the 'Be Cyber Safe' page at brimbanklibraries.vic.gov.au
2. Use the Cybersafety button on the desktop of library computers
3. Talk to a staff member