## Chapter 1 : Custom Web Design and Development | The Evoke Group | Columbia, MO

*Welcome to Web Development and Design. We have years of proven expertise in helping businesses just like yours. Based in Boca Raton, Florida, our web design team knows exactly what steps to take to help you expand your business by properly optimizing the tremendous power of the internet, whether it's a customized website, your social media accounts or online business promotions.*

Meet the Faculty Kenneth A. Ken has written three respiratory textbooks: An Onsite Reference Guide. He has also written numerous articles and presented many lectures throughout the U. He was also the cardiopulmonary clinical specialist at Anthem Health Services in Queensbury, New York, and is now the director of clinical education in the respiratory therapist program and associate dean at Independence University. After three years, I moved into private healthcare management, where I worked for over 20 years. My management positions include over 10 years as a regional vice president for a Fortune healthcare company. While there, I managed over 50 facilities in 10 states. I then moved back into the non-profit, private educational sector as executive director of the American Sports Medicine Institute. There, we educated up to 17 orthopedic surgery fellows yearly in a sports medicine fellowship. After six years, I moved into surgery center management for both private and physician-owned facilities. My love for teaching has brought me back to Independence University where I teach healthcare administration, health science, health services management, and public health. We are the parents of three daughters and the grandparents of one granddaughter and two grandsons. I have been a nurse for 41 years. I have worked in all sorts of healthcare settings, including home care, public health, obstetrics, emergency department, medical-surgical units, and coronary intensive care. I started in post-secondary education 17 years ago while still working part time as the house supervisor for our local hospital. I have been with Independence University for five years. I received my associate of science degree in nursing from Maysville Community College. I will soon have another master of education degree from the University of Kentucky. I have also been accepted in the doctorate of nursing program at UK with classes starting this fall. Wyatt Gage Hi, everyone! I currently live in Utah with my wife and three children: In my spare time, I enjoy being outdoors, four-wheeling, playing soccer, tennis, and golf. I have worked in healthcare for eight years at multiple facilities and in various roles. I enjoy teaching both health sciences and healthcare administration, though my favorite course may be anatomy and physiology. I enjoy being a nerd when it comes to anything healthcare related! I started teaching adjunct for health promotion and human performance at Weber State University in  I love teaching and enjoy filling my evenings teaching for Independence University. I live in Farmington, Utah, and have two wonderful, handsome boys and one granddaughter. The quest for education is a lifelong endeavor, one that begins at birth and continues throughout life. Many educational moments happen outside the classroom, and, although they may seem ordinary, they are essential in providing the individual foundation that comprises who you are. You are never too old or too busy to learn. Colleen Poitinger I have been a healthcare administrator for 13 years, building and managing physician practices. Prior to this, I worked for Blue Cross Blue Shield of Ohio for ten years, processing and adjudicating claims and answering telephone inquiries for over 65 subscribers. I am coding certified and worked for four years fitting, coding, and billing for DME Durable Medical Equipment products. I am also an associate dean at Independence University. I earned my degrees as an online student from Keiser University while working full-time building and managing physician practices, as well as caring for a home and family. Many students are unable to attend class consistently in the on-campus environment due to work, childcare, or transportation issues. The online platform allows us to get around these obstacles and opens more opportunities to us as well. I feel this is very important to the country as a whole, since more and more people are unemployed and need to be retrained in new, rewarding careers. As professionals within a field of study, we are able to not only impart direction, but also mentor the students we are brought together with. As such, I look forward to sharing in your virtual educational journey! I served in the U. Army for four years in several overseas tours. I currently reside in Philadelphia, Pennsylvania, with my husband of 13 years, three dogs, and two cats I love animals! I have a lovely daughter and twin granddaughters whom I adore. I am

currently a contracts coordinator with the city of Philadelphia where I have been employed for over 17 years. With this position, I am able to support services that provide assistance to our young and senior populations. I enjoy spending time with seniors in my community, and I learn so much from them just by listening to their wisdom and experiences. I have been teaching online since I see being an instructor as a partnership with a student, one where we both get to learn together. My hobbies include herbalism, knitting, and sewing, as well as the outdoors. I enjoy video gaming every now and then. I love to laugh. I did some investment analysis work as well as being in charge of the daily operational and administrative areas of the firm. The bank then recruited me to be one of an initial 50 senior investment consultant managers nationwide to work for their new investment advisor subsidiary. A few years later I was recruited away to become a senior vice president of wealth management at a regional bank in northern Illinois with 38 branches. In , I began teaching in the School of Business of a new online college. I later became the program director of all finance courses for the online division, as well as for their on-ground campuses. In January , I began teaching at Independence University. Valerie Meade My experience working in the business field includes contract compliance, museum program director, property management, government consulting, real estate sales, event management, retail sales management, and office administration. I also have my own small business on our family farm where I grow truffles. I have greatly enjoyed working with our amazing students and watching as they fulfill their life ambitions. I have also enjoyed many different retail management and real estate positions throughout my career. I love learning in almost any educational environment. I have plus years in entrepreneurship, pharmaceutical sales, and management. I joined Independence University in and thoroughly enjoy helping students accomplish their academic goals. I continue to manage a small marketing firm that assists with brand recognition. My family and I live outside of Denver, Colorado, and I enjoy all this beautiful state has to offer. He has been with IU for about six years and teaches various courses in the graphic arts program. Jason has worked in the fields of design, technology, and education for over two decades. His love for design began two years after high school when he was mentored by a Disney animator. Jason has worked for Apple, Inc. In addition, Jason has run his own consulting and freelance design firm for the last 20 years. It was there that she was introduced to Apple computers. Shell caught on to the technology quickly, and her knowledge of both traditional paste-up design and the up-and-coming world of technology gave her a much-needed skillset to propel her career forward. In , Shell moved to Fort Myers, Florida, and opened her own design firm. There, she continued to expand her knowledge of both the Mac platform and graphic design theory through the production of several monthly publications, brand development and implementation, and the creation of multimedia marketing tools. In , Shell began teaching and was immediately promoted to program manager of design studies at Southwest Florida College. In , she was introduced to Independence University where she currently serves as an associate dean for the School of Graphic Arts. I hold a BA in communication, an MS in multimedia technology, and several diploma certificates. I got my start in graphic design as a billboard artist and educator in Nebraska. This made me further pursue teaching graphic design. I truly value that experience every day. She is the founding owner of Charming Films, LLC, a film production, illustration, and design company, and she is the writer and director of the award-winning, feature-length film A Foundling, starring Cindy Chiu and Tim Chiou, which is available on iTunes and Amazon. In addition to numerous film festival screenings and awards for her short films, Carly is also the winner of the exclusive Alden B. Dow creativity fellowship, which awards three American artists every year. Recently, Carly was named a finalist for the Alexander Cappon prize for fiction and the David Nathan Meyerson prize for fiction. She also illustrates for authors and literary journals and her work can be seen in upcoming issues of F r iction magazine. To be happy, positive, patient, and compassionate. To remain a free spirit who is uninhibited by restraints, while keeping an open mind to new thoughts and ideas around me. To give hope and inspiration to others in need. I am a free spirit, animal activist, designer, educator, inspirational speaker, happy-go-lucky, Leo, a yogi, and a positive energetic, girl who lives in Pittsburgh, Pennsylvania. With over 14 years in the design industry, I have worked for various advertising agencies and publication companies throughout Pennsylvania, Ohio, and Florida. I earned a bachelor of science degree in graphic design at La Roche College in May , graduating cum laude. I also earned a master of arts degree in graphic design from Savannah College of Art and Design in August

Furthermore, I taught design classes in higher education for two years at Southwest Florida College in Tampa where I was involved in the development of the courses that I instructed. I am currently teaching online graphic design classes at Independence University and Stevens-Henager College. Thomas SantaMaria As a lead associate dean for the School of Technology at IU, I have over 30 years of experience in a variety of industries, including education, academia, healthcare information systems, executive decision systems, and technology.

## Chapter 2 : Web Design & Development

*Web development comes in two flavors: Front-end development and back-end development. Some of the skills in these two flavor overlap, but they do have very different purposes in the web design profession.*

More See Yourself Succeed in Web Design The online web development degree concentration offers a wealth of knowledge found only in focused IT programs. Solve technology-related problems using effective and appropriate methods, tools and critical soft skills Develop a professional identity from which to make globally, socially and ethically responsible information technology and systems decisions that are in line with legal and organizational policy requirements Employ appropriate verbal and written communication skills to meet the needs of diverse audiences using oral, print and multimedia strategies Recommend effective system design and maintenance solutions that meet user and organizational needs based on appropriate tools and applications for a given scenario Recommend appropriate core information technologies, systems, data manipulation methods and computational thinking solutions to support organizational decision-making strategies within a business environment As a private, nonprofit university, SNHU has one mission â€" to help you see yourself succeed. Take advantage of some of the most affordable tuition rates in the nation Convenience. Complete your undergraduate degree at your own pace, over six 8-week terms per year Expert instruction. Learn from instructors with relevant, real-world experience Networking. Tap into our nationwide network of alumni for internship and career opportunities Simple application process. Count on the ongoing support of dedicated academic and career advisors specialized in your area of study Transfer-friendly enrollment. Transfer up to 90 credits toward an undergraduate degree Career Outlook According to the U. An online web design and development degree concentration program will position you well for a variety of jobs, including web architect, web designer, web developer and webmaster. Curriculum Our innovative BS in IT degree takes you through the intricacies of web design and maintenance, UX design, interface usability, and mobile app design and development. Courses are taught by knowledgeable faculty with years of real-world, hands-on experience. General education Degree-specific courses General Education Program Our programs are designed to equip you with the skills and insights you need to move forward. In recent years, employers have stressed the need for graduates with higher order skills - the skills that go beyond technical knowledge - such as: Through foundation, exploration and integration courses, students learn to think critically, creatively and collaboratively, giving you the edge employers are looking for. View Full Curriculum in the Catalog Courses May Include IT Introduction to Scripting Learn the fundamentals of programming concepts including data types, variables, decision statements, loops, input and output. Develop simple scripts using common scripting language constructs including lists, literals, and regular expressions. Gain an introduction to programming through hands-on activities that are beginner-friendly. IT Foundation in Application Development This course is an introduction to the design, implementation, and understanding of computer programs. The course emphasizes programming as a problem-solving technique in business and engineering applications. Students will write computer code in a logical, structured, and organized manner. The course also covers the key concepts of object orientation, including inheritance, encapsulation, polymorphism and communication with messages. Other topics include classes and objects, base classes and class hierarchies, abstract and concrete classes. Students will learn to write, review and document interactive applications and working with Software Development Kits and Integrated Development Environment tools. This is a programming course and lab intense. IT Fundamentals of Information Technology This course offers a broad introduction to the tools and applications students will need to become successful professionals in the IT environment. Students will examine the core information technologies of human-computer interaction, information management, programming, networking, web systems and technologies, as well as information assurance and security. Software topics include operating system modules, process management, memory and file system management. Also included are basic network components and multi-user operating systems. IT Business Systems Analysis and Design This course provides students with the necessary level of information technology education relative to understanding the uses and roles of information systems in business

organizations. Students receive instruction on the information concepts and methodologies associated with the development of business information systems, and their effective application to the solution of business problems. Team approaches are utilized along with structured computer laboratories and cases using spreadsheet and database management tools. IT Database Design Develop database designs using industry-standard modelling tools and techniques. Evaluate user requirements to identify optimal database models that solve common business problems. Specifically, it will survey Internet concepts, network protocols and client-server communications. The course covers HTML, the language of the World Wide Web; the Document Object Model DOM , essential to creating and manipulating elements of a Web page under program control; CSS, the syntax for building consistent styles and appearances across Web pages; and JavaScript, the programming language that cements the various technologies together to facilitate dynamic interactive elements. Examine responsibilities of key stakeholders. Explain project planning with key considerations related to risk management and project tracking. IT Human Factors in Information Technology This course addresses the importance of understanding and advocating for the end user in the development of IT applications and systems. Students will be exposed to Human-Computer Interaction HCI fundamentals including user and task analysis, human factors, ergonomics, accessibility standards, and cognitive psychology. Emphasis will be placed on user-centered methodologies in the development, evaluation, and deployment of IT applications and systems. IT Network and Telecommunication Management This course provides an in-depth knowledge of data communications and networking theory, concepts and requirements relative to telecommunications and networking technologies, structures, hardware and software. Emphasis is on the concepts of communications theory and practices, terminology, and the analysis and design of networking applications. Management of telecommunications networks, cost-benefit analysis and evaluation of connectivity options are covered. Students can design, build and maintain a local area network LAN. IT Cybersecurity and Information Assurance This course explores the basic concepts in cybersecurity and information assurance. Topics include security policies, models, and mechanisms for secrecy, integrity, and availability of communications and information. The course also covers approaches to prevent, detect and recover from the loss of information, cryptography and its applications, vulnerability scanning, functions of a chief security officer software applications and web services for maintaining information security and security in computer networks and distributed systems. IT Information Technology Communications The course focuses on the essential oral and written communication tools and strategies used when communicating in technology organizations, emphasizing on how to make information more usable and accessible to multiple audiences. Students will review how to develop functional specifications and proposals, training programs, technical illustrations, and web information architecture. IT Cyberlaw and Ethics This course stresses the social and professional context of IT and computing related to ethical codes of conduct. Students will examine the historical, social, professional, ethical, and legal aspects of computing in the 21st century. Different system development strategies are examined within the broader context of identifying and understanding the detailed stages the make up the systems analysis process. Students will learn how to a perform feasibility analysis, and to create a system proposal. Fact finding techniques used to determine system requirements will be identified and studied. Standard graphical modeling tools used in systems analysis will be covered: The basic activities of project management are examined. Students will be assigned a systems development project case with concrete milestones, enabling the practical application of concepts presented in the course. This is a lab intensive course. The student groups will implement and document the systems project designed in IT using an appropriate computer programming language or database management system. The instructor and students critique all projects weekly. This course is structured to support student success in fulfilling program requirements.

## Chapter 3 : Web Development and Design (New - Fall ) ()

*What Web Developers Do. Web developers design and create websites. They are responsible for the look of the site. They are also responsible for the site's technical aspects, such as its performance and capacity, which are measures of a website's speed and how much traffic the site can handle.*

You want your website to be awesome. Or maybe you even have the perfect logo ready. If you begin with pre-established expectations, this will only lead you to a lot of confusion along the way and a sub-par result at the end. Separate yourself from any technical goals you might have. Like, for instance, the goal of learning website technologies or a certain website software. Ask yourself one main question: Questions you need to ask yourself before your set up your website What the site is meant to achieve? Will the website have any special purpose? Who is the target audience? Why are they interested in the topic of the site? What pain the site solves for individual audience members? They are the main person that your website has to please. How can they be so ignorant?! But as it turns out, the ignorant one was you. So â€¦ take that piece of paper, and answer all of the questions above. Those answers will be an exceptionally powerful tool as you go along. Go to the answer sheet and find out. Should you use a wide or narrow sidebar? Go to the answers, find out which is more likely to resonate with the target reader. Domain names and Web hosting If you want to be a website owner, you need a domain name and a web host. So, a host and a domainâ€¦ The bad news here is that they both cost money. In simple terms, a web host is where your website sits, and where your visitors can find it. In a way, web hosts for websites are just like apartments for humans. Under the hood, web hosts are companies that rent out their servers in exchange for money â€¦ small apartments for your websites. To get started, a standard shared hosting plan will do. If a web host is the apartment, then a domain is the address of that apartment. For instance, the domain of this website is HostingFacts. The way to get started is to pick your desired domain name and then buy it from a registrar. Suggestions and tips for choosing a domain name Okay, so going to some domain registrar and actually buying the domain is one thing, but how do you choose the right domain name? Those are domains comprised of non-existent words. Think, things like Google. Before those companies came along, those words meant nothing. Those are comprised of existing words, put in a sequence that describes the purpose of the site. Think, things like Pizza. The downside is that those domains are generally less brandable. Those are branded domains and keyword-based domains put together. Some general guidelines regardless of the domain type you choose: Make the domain easy to memorize. Make it short and simple. The longer the domain is, the more confusing it is. Try to avoid hyphens.

## Chapter 4 : Web Design & Development Bachelor's Degree - Full Sail University

*After graduating from our Web Development and Design Program, you have the option of entering the workforce to work for a business, government agency or web consulting firm as a: Web application developer and programmer.*

Simply having a website for your business is not cutting it. Any business of any size should be investing in a powerful sales generation platform while integrating their existing technologies with new tools that streamline the process. Gone are the days of asking for directions or digging through newspapers advertising local businesses. That would be too time consuming. The average consumer picks up their phone or tablet and searches. When they find you, it is imperative that what they see is impressive and relevant. The subliminal decision making process begins instantly. Having a solidified brand identity and representation that is carried throughout each medium can make the difference between a good business and a great business. Our professional web design team in Columbia, MO writes, develops, designs, codes and manages every hub of your digital marketplace. We create captivating brands and empower existing ones. Utilizing innovative development techniques, sleek graphic design, and cinematic video production assets paired with effective messages, we partner with businesses to increase their perceived value in the marketplace. It seems complex, but we make it simple. Since the onset of the Internet, all of your competitors have been right next door, encroaching on your customer base and profit margin. From a mom-and-pop restaurant to a global corporation, an intuitive and comprehensive website is essential for any business to succeed. At The Evoke Group, our website design agency focuses on what counts: We take every aspect of your business into account, and build more than just a website. Read the breakdown of our web process below. Used to power more than 60 million websites, it has the largest community of collaborative developers creating toolkits that reduce the cost of robust business tool systems. With over 30, plugins available, it has a wide range of functions useful for any site. The platform allows for extensive customization without hindering our clients ability to make edits themselves. No store-bought or off the shelf themes here; we offer high-quality custom web design services. We handcraft every single website we build from the ground up. Our Columbia, MO website designers take a concept from the chicken scratch on the whiteboard to a polished piece of art. Mass-producing bland, cookie-cutter sites is ineffective. We maximize the customization potential that WordPress offers. From whiteboard to web, we start from scratch to make an original, custom framework that will stand above the clutter. Command attention with custom web design and unique themes. Your customers will know the difference. Get started on your Wordpress site Responsive Design Nearly half of web traffic worldwide is generated on mobile devices â€" and this number is growing rapidly. Delivering a website that is as easy to use on a smartphone as a desktop is essential. Mobile websites are a thing of the past. A truly responsive website will look great on all screens large or small. We evaluate our sites using virtual simulations of smartphones and tablets to ensure that our sites function properly on all standard devices. Let us show you how it works E-Commerce If you sell a product in a storefront, you should be selling it online. Modern online shopping has placed all of your competitors at your customers fingertips. We do all the heavy lifting and prepare our clients to manage their new store front effectively while integrating with their existing technologies. We can help you comply to all modern required standards for online transactions, we provide professional photography of all products, upload and manage all content according to current SEO standards, and take all measures necessary to provide a safe and secure online store in order to ensure a positive customer experience. At The Evoke Group, we become a part of your business allowing us to synthesize your personality and brand into effective marketing materials that speak to your target effectively. Trained in journalism and strategic writing, our copywriters can use interviews, shadowing, and various other techniques to learn your business inside and out. Our years of experience in professional writing enable us to strategically weave your brand identity and sales style throughout your site in one consistent, clear, and cohesive voice. We have the capacity to host sites directly using our own servers, which are available exclusively to our clients. Not only does this allow for greater control of the design and hosting process, it also spares our clients of the headache-inducing chore of setting up and managing your own web hosting servers. Most importantly, our

exclusive servers offer our clients the tight security that they deserve. Hosting sites on our servers also provides us more immediate access to our existing toolkits which allow us to work faster when making additional changes to any website that we have built. All website contracts include 30 days of free hosting on our servers. Secure hosting with support. Search Engine Optimization Search Engine Optimization [SEO] is a term that encompasses many of the services used to help search engines and, most importantly, your customers to find your business online. The Evoke Group is a business solution used to elevate your results. Our tried and tested SEO techniques are designed to provide marked improvement in website traffic in a short period of time while we build the infrastructure for organic results that will enhance your business for years to come. Our Creative Process Overall, our custom web design and digital marketing process is fun, strategic and best of all, effective. We start with a free initial consultation to diagnose the needs and scope of the project. Every project is unique, but once we have started here is what to expect: We start with a mock-up meeting to brainstorm the site at large and map everything out on a whiteboard. Clients are always invited to be involved with this process to share their creativity and insight. From copy drafting to the build phase and subsequent style phase, we take the time to make sure our clients are happy with the product every step of the way. From there, we test the site rigorously to ensure that everything is fully functional before the public site launch. After the launch campaign, we typically recommend that clients establish a marketing strategy for the new site. In most cases we continue working with our clients to build advertising assets, manage campaigns, and drive targeted traffic to the website.

## Chapter 5 : Web Development and Design - Academics

*Online shopping for Books from a great selection of Web Design, Programming, User Experience & Usability, Web Services, User Generated Content, Content Management & more at everyday low prices.*

Web design books in a store â€" Although web design has a fairly recent history, it can be linked to other areas such as graphic design. However, web design can also be seen from a technological standpoint. It is hard to imagine the Internet without animated graphics, different styles of typography, background, and music. During to the World Wide Web was born. Text-only pages could be viewed using a simple line-mode browser. At the time there were multiple browsers, however the majority of them were Unix-based and naturally text heavy. There had been no integrated approach to graphic design elements such as images or sounds. The Mosaic browser broke this mould. The W3C continues to set standards, which can today be seen with JavaScript. In Andreessen formed Communications Corp. Netscape created its own HTML tags without regard to the traditional standards process. For example, Netscape 1. Throughout to the browser wars began, as Microsoft and Netscape fought for ultimate browser dominance. On the whole, the browser competition did lead to many positive creations and helped web design evolve at a rapid pace. It was also the first browser to support style sheets, which at the time was seen as an obscure authoring technique. However designers quickly realized the potential of using HTML tables for creating the complex, multi-column layouts that were otherwise not possible. At this time, as design and good aesthetics seemed to take precedence over good mark-up structure, and little attention was paid to semantics and web accessibility. To create complex designs, many web designers had to use complicated table structures or even use blank spacer. GIF images to stop empty table cells from collapsing. This allowed HTML code to be semantic rather than both semantic and presentational, and improved web accessibility, see tableless web design. In , Flash originally known as FutureSplash was developed. At the time, the Flash content development tool was relatively simple compared to now, using basic layout and drawing tools, a limited precursor to ActionScript , and a timeline, but it enabled web designers to go beyond the point of HTML, animated GIFs and JavaScript. However, because Flash required a plug-in , many web developers avoided using it for fear of limiting their market share due to lack of compatibility. But the benefits of Flash made it popular enough among specific target markets to eventually work its way to the vast majority of browsers, and powerful enough to be used to develop entire sites. However, they decided to start from the beginning, which guided the development of the open source browser and soon expanded to a complete application platform. It was also the first browser to fully support the PNG image format. As this has happened the technology of the web has also moved on. There have also been significant changes in the way people use and access the web, and this has changed how sites are designed. Since the end of the browsers wars [ when? Many of these are open source meaning that they tend to have faster development and are more supportive of new standards. Tools and technologies Web designers use a variety of different tools depending on what part of the production process they are involved in. These tools are updated over time by newer standards and software but the principles behind them remain the same. Web designers use both vector and raster graphics editors to create web-formatted imagery or design prototypes. Other tools web designers might use include mark up validators [7] and other testing tools for usability and accessibility to ensure their websites meet web accessibility guidelines. This can be an age group or particular strand of culture; thus the designer may understand the trends of its audience. Designers may also understand the type of website they are designing, meaning, for example, that B2B business-to-business website design considerations might differ greatly from a consumer targeted website such as a retail or entertainment website. Careful consideration might be made to ensure that the aesthetics or overall design of a site do not clash with the clarity and accuracy of the content or the ease of web navigation , [9] especially on a B2B website. Designers may also consider the reputation of the owner or business the site is representing to make sure they are portrayed favourably. User experience design and interactive design User understanding of the content of a website often depends on user understanding of how the website works. This is part of the user experience design. User experience is related to layout, clear instructions and labeling on a website. How well a user

understands how they can interact on a site may also depend on the interactive design of the site. If a user perceives the usefulness of the website, they are more likely to continue using it. Users who are skilled and well versed with website use may find a more distinctive, yet less intuitive or less user-friendly website interface useful nonetheless. However, users with less experience are less likely to see the advantages or usefulness of a less intuitive website interface. This drives the trend for a more universal user experience and ease of access to accommodate as many users as possible regardless of user skill. Advanced interactive functions may require plug-ins if not advanced coding language skills. Choosing whether or not to use interactivity that requires plug-ins is a critical decision in user experience design. If the function requires advanced coding language skills, it may be too costly in either time or money to code compared to the amount of enhancement the function will add to the user experience. Page layout Part of the user interface design is affected by the quality of the page layout. Page pixel width may also be considered vital for aligning objects in the layout design. The most popular fixed-width websites generally have the same set width to match the current most popular browser window, at the current most popular screen resolution, on the current most popular monitor size. Most pages are also center-aligned for concerns of aesthetics on larger screens. Fluid layouts increased in popularity around as an alternative to HTML-table-based layouts and grid-based design in both page layout design principle and in coding technique, but were very slow to be adopted. Accordingly, a design may be broken down into units sidebars, content blocks, embedded advertising areas, navigation areas that are sent to the browser and which will be fitted into the display window by the browser, as best it can. Although such a display may often change the relative position of major content units, sidebars may be displaced below body text rather than to the side of it. In particular, the relative position of content blocks may change while leaving the content within the block unaffected. In March Google announced they would be rolling out mobile-first indexing. Typography Web designers may choose to limit the variety of website typefaces to only a few which are of a similar style, instead of using a wide range of typefaces or type styles. Most browsers recognize a specific number of safe fonts, which designers mainly use in order to avoid complications. Font downloading was later included in the CSS3 fonts module and has since been implemented in Safari 3. This has subsequently increased interest in web typography , as well as the usage of font downloading. Most site layouts incorporate negative space to break the text up into paragraphs and also avoid center-aligned text. The choice of whether or not to use motion graphics may depend on the target market for the website. Motion graphics may be expected or at least better received with an entertainment-oriented website. However, a website target audience with a more serious or formal interest such as business, community, or government might find animations unnecessary and distracting if only for entertainment or decoration purposes. In either case, motion graphic design may make the difference between more effective visuals or distracting visuals. Motion graphics that are not initiated by the site visitor can produce accessibility issues. The World Wide Web consortium accessibility standards require that site visitors be able to disable the animations. This is usually done via a description specifying what the element is doing. Failure to conform to standards may not make a website unusable or error prone, but standards can relate to the correct layout of pages for readability as well making sure coded elements are closed appropriately. This includes errors in code, more organized layout for code, and making sure IDs and classes are identified properly. Poorly-coded pages are sometimes colloquially called tag soup. The system identifies the errors and areas that do not conform to web design standards. This information can then be corrected by the user. Static websites Main article: Static web page A static website stores a unique file for every page of a static website. Each time that page is requested, the same content is returned. This content is created once, during the design of the website. It is usually manually authored, although some sites use an automated creation process, similar to a dynamic website, whose results are stored long-term as completed pages. These automatically-created static sites became more popular around , with generators such as Jekyll and Adobe Muse. This required less server administration and had less chance of exposing security holes. They could also serve pages more quickly, on low-cost server hardware. These advantage became less important as cheap web hosting expanded to also offer dynamic features, and virtual servers offered high performance for short intervals at low cost. Almost all websites have some static content, as supporting assets such as images and stylesheets are usually

static, even on a website with highly dynamic pages. Dynamic websites Main article: Dynamic web page Dynamic websites are generated on the fly and use server-side technology to generate webpages. They typically extract their content from one or more back-end databases: In the design process, dynamic pages are often mocked-up or wireframed using static pages. The skillset needed to develop dynamic web pages is much broader than for a static pages, involving server-side and database coding as well as client-side interface design. Even medium-sized dynamic projects are thus almost always a team effort. This was a quicker means of development than coding in a purely procedural coding language such as Perl. Both of these approaches have now been supplanted for many websites by higher-level application-focused tools such as content management systems. These build on top of general purpose coding platforms and assume that a website exists to offer content according to one of several well recognised models, such as a time-sequenced blog , a thematic magazine or news site, a wiki or a user forum. These tools make the implementation of such a site very easy, and a purely organisational and design-based task, without requiring any coding. Editing the content itself as well as the template page can be done both by means of the site itself, and with the use of third-party software. The ability to edit all pages is provided only to a specific category of users for example, administrators, or registered users. In some cases, anonymous users are allowed to edit certain web content, which is less frequent for example, on forums - adding messages. An example of a site with an anonymous change is Wikipedia.

## Chapter 6 : Web Design & Development Degree Program Online from Independence University

*Web Design vs. Web Development What is the difference between a web designer and a web developer? In the early days of the web, the answer to that question was simple: designers design and developers code.*

## Chapter 7 : Web Designer & Developer Salary | PayScale

*Introduction to web development and design. Learn more about planning, designing and putting it all together. Introduction to WordPress, HTML, CSS and UX/UI.*

## Chapter 8 : Web Development & Design - racedaydvl.com

*Web development is the work involved in developing a web site for the Internet (World Wide Web) or an intranet (a private network). Web development can range from developing a simple single static page of plain text to complex web-based internet applications (web apps) electronic businesses, and social network services.*

## Chapter 9 : Web design - Wikipedia

*Web Development and Design Foundations with HTML5 introduces HTML and CSS topics such as text configuration, color configuration, and page layout, with an enhanced focus on the topics of design, accessibility, and Web standards. The text relates both the necessary hard skills (such as HTML5, CSS, and JavaScript) and soft skills (design, e.*