Shepherds Loft
creating | enhancing your new media presence

Web Design Overview
by W. David Grubb

"Then the disciples, every man according to his ability, determined to send relief unto the brethren which dwelt in Judaea:"

- Acts11:29

Web Design

BEFORE WE BEGIN

- You can hear me but I can not hear you.

- Type your questions into the chat box.

- A conference number will be provided at the end.

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Web Design

Outline

Introduction

What makes a good website?

What you will need

Theme Options

Layout and Standards

Color and Design

Custom Theme Examples

General (Logo)
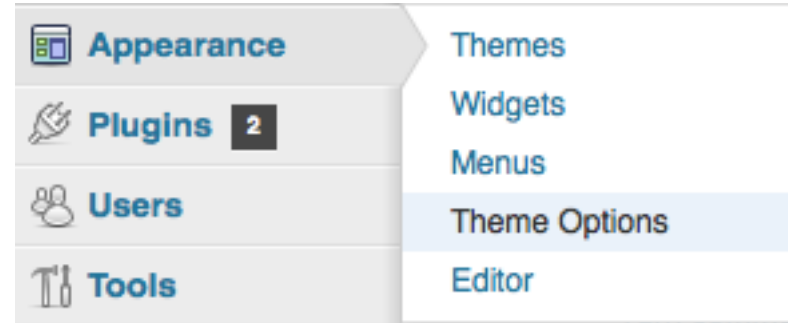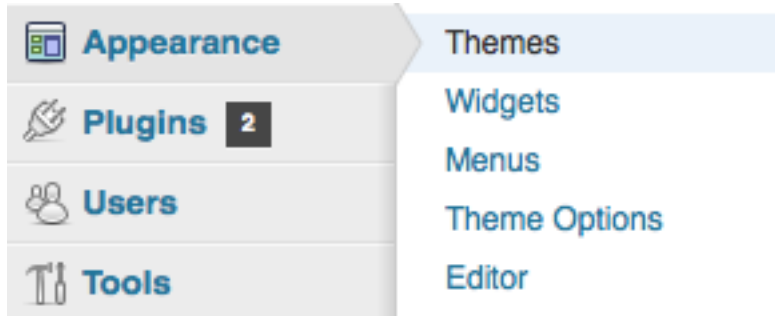
Header

Background

Fonts

Menus

Web Design

INTRODUCTION: What Makes a Good Website?

- Purpose - sell products, raise awareness, mission statement

- Experience - fun, easy to read, organized

- Design - matches the brand/business

- Audio/Visual - music or video

- Usability - organized and properly labeled menus and links

Web Design

INTRODUCTION: What you will need

- Wordpress Login
- Branding Standards
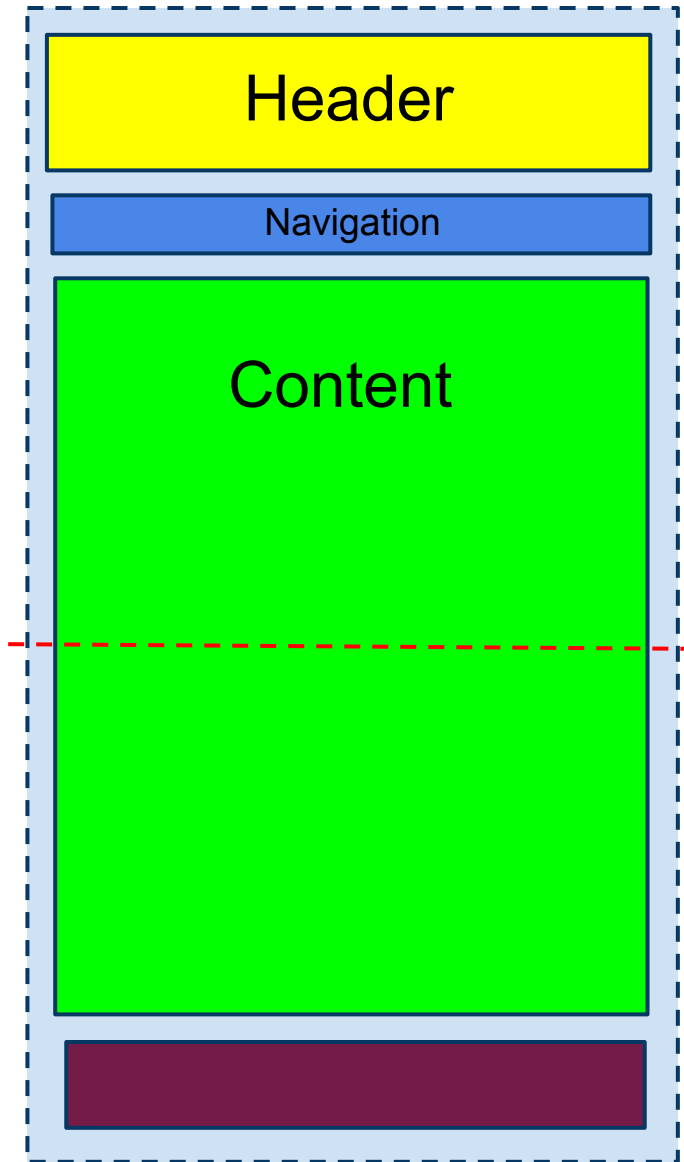- Theme Name
- Theme Options

Web Design

LAYOUT AND STANDARDS

- All pages should have this basic layout:
  - Header 20%
  - Navigation 10%
  - Content 70%

- Follow website standards whenever possible:
  - 1280 pixels wide
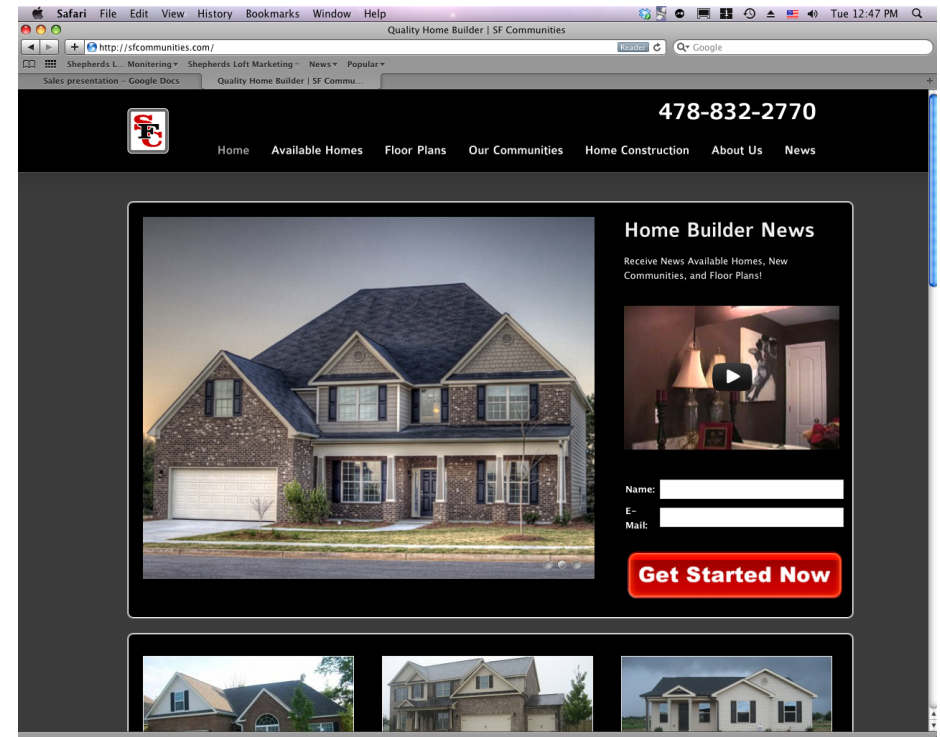 - compatible with the latest browsers*

*The latest premium themes will be compatible with the latest browsers. Be prepared to ugrade/change your design theme every 1 to 2 years.

Header

Navigation

Content

Web Design

COLOR AND DESIGN

- Use colors that match your brand

- Use regular fonts for menus and page text
(Your logo should have the most interesting font on the page!)

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COLOR AND DESIGN

- Use your headings from the drop down menu

- Alternate your images to align left then right to break up the page

- Use spacing around your image so text doesn't hit against the image

- Use your featured image option whenever possible

- Use the light box feature for videos

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WORD PRESS THEME EXAMPLES

- Arras (Free theme)

- Atahualpa (Free theme)

- Striking (Premium theme)

- Risen (Premium theme)

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CONFERENCE NUMBER 1-605-715-4920, 508483

- Detailed examples
- Discussion
- Questions

To Receive the "Web Design Workbook"

visit http://shepherdsloft.com, click on "Our Process" and sign up for our Workbook Series.

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