Web Design

Web design is a process involving a variety of steps such as Development, Content strategies, multimedia and languages. In this report I will summarize these steps and

Development involves the making and trouble-shooting of the style sheets, documents, images and scripts that make up a web site. The group that would handle files that make up the site is usually called the development or production department.

Authoring involves marking up content with HTML tags to describe content and function. Those seeking jobs as wed developers would require an intimate knowledge of HTML and its functions on a wide range of browsers and devices.

In contemporary web design, the appearance of the page is handled separately from the HTML markup. These rules are written in CSS (cascading style sheets) In web design, knowing one's way around CSS and how its supported in browsers is definitely a necessary skill.

Scripting and programming are important skills to learn in web design. JavaScript is the language that makes elements on a webpage do things, adding behaviors and functionality to the overall website. Other web-related programming languages include PHP, Ruby, Python and ASP.NET. They run on a server and process information before it is sent to the user's browser. Many web programmers have degrees in computer science, still others have taught themselves.

Content strategy and creation is making sure that all the text and information on a site support the sites goals. Also that all the information is easily accessible and understandable. A Content strategist makes sure that every little bit of text supports the marketing goals and brand identity of a company. An information architect or information designer is the person who makes sure the content is organized logically and is easy to find.

Multimedia elements are things like sound, video, animation and even interactive games. You could learn a few basic multimedia tools or become a specialist.

HTML is the language for web page documents. There are a few versions of HTML, HTML 4.01 is the most established. The newer, stronger HTML5 Is gaining popularity. Both have a more finicky implementation called XHTML (eXtensible HTML) Which is essentially the same language but with harsher syntax rules.

CSS describes how content on a webpage should look. In web design, the way a web page looks is called presentation. Examples are font size, font color, background color, Background images, line spacing, page layout and so on. CSS also provides rules for viewing web pages on devices other than traditional desktop browsers. Such as devices with small screen widths.

JavaScript adds behaviors and interactivity to a web page. Such as making browsers remember information and building interface widgets. Writing JavaScript is a type of

programming which can prove time consuming to learn. Many teach themselves, professional web developers are required to know JavaScript.

A few websites are just HTML documents and image files; however most commercial site have increased functionality. Like forms of handling, content management systems, databases and so on. Web applications running on the server handle these functions. There are many programming languages used to create applications. Including PHP, Python, Ruby JavaScript, Java etc. Creating web applications is programming, and is not expected of the average web designer. That doesn't mean you can't experiment with some functions. Such as shopping carts, mailing lists and others are available online. Eliminating the need to program from scratch.

Web development is a complex process that takes time to learn. It has many different aspects and areas to learn. One interested in web design could learn everything and work on their own or join a team and specialize in one specific aspect of design.