**QUICK, CHEAP AND GOOD: WHY NOT HAVE ALL IT WHEN
DEVELOPING A SIMPLE WEB SITE?**

**Susan Roberts, Multimedia Design/Web Technologies
Mary McFarland, Technical Services
Spencer S. Eccles Health Sciences Library
The University of Utah, Salt Lake City, Utah, United States**

Summary: This class will focus on the basic requirements of putting together a simple but user-friendly Web site that includes images and text. The three basic parts of this all day workshop include:
- Understanding and applying visual design principles to the design and layout of a web page;
- Optimizing and adding graphic images to your website;
- Combining design principles and content together using a simple Web page layout and content editor.

Details

Part 1: Basic Web design principles

A visually well-designed site is a user-friendly website. The first part of this class will introduce some basic visual design concepts and principles, which can be applied immediately to the design and layout of a Web site. Workshop participants will learn how to create, edit and add content (including text, images and other multimedia) to a simple Web site using basic design principles.

Part 2: Basic photo editing tips and tricks

Participants will learn how to get images from their camera, cell phone, CD, or other device into a Web page and make them look great. Participants will receive an overview of how to optimize images in Web pages as well as other electronic documents and presentations. This overview includes information about:
- Image file formats;
- Inexpensive and easy-to-use software options;
- Resizing and optimizing the appearance (color, contrast, and sharpness) of images in a Web page (or other e-document;
- What you need to know about pixels, bitmaps, bit-depth, and image display and output resolution for Web pages as well as other types of electronic documents.
- Special tricks for working with electronic images including: fixing red eye in portraits, creating Web slide shows and galleries and creating panoramas.

Also, if there is time and interest, participants will have the opportunity to learn some tips and tricks for optimizing their own image files. Participants can send their image files ahead of time to the workshop presenter at sroberts@lib.med.utah.edu or they can bring them to the workshop.

<u>Part 3: Putting design principles, text and images together to create a Web page using a simple Web page authoring tool</u>
Participants will learn the basics of using Adobe Contribute, which allows individuals and teams to update, create, and publish Web content to any HTML Web site. Contribute allows non-technical users to update Web content while maintaining site standards for style, layout, and code.

In this workshop, participants will also be provided with a list of tools and resources on so they can learn more on their own about all of the topics covered.

Benefit to Participants:
Participants will learn how enhance the usability of their Web sites by learning how to improve the visual design and optimize graphics used in their website.

Pre-requisites: None

Presenter's Address:
Spencer S. Eccles Health Sciences Library
10 North 1900 East
University of Utah
Salt Lake City, UT 84132
Email: sroberts@lib.med.utah.edu
Phone: (801) 581-3031
Fax: 801-581-3632