

Lecture 3

Different aspects of website design(1)

- **Technical aspect of designing the electronic store website**
 - Types of website designers
 - Tools used in designing the pages of the website

-Technical aspect of designing the electronic store website:

It refers to everything related to the design of the website in terms of shape, movements, colors, images, backgrounds and support programs, and this aspect is primarily the responsibility of the designer.

• Types of website designers:

There are several types of website designers, the most important of them are:

- A designer may be an **independent individual**.
- The design may be through **organizations** specialized in promotion.
- The design may be through **offices** specialized in design of web pages: These offices are spread all over the world, and they were previously working in the field of programming and were good at dealing with electronic applications and programs. With development of the Internet, they automatically turned to web pages designers as a result of their previous experiences.
- **Media organizations**: They are huge sites on the Internet such as search engines and indexes, and many of these sites provide web pages design services such as **eBay- Yahoo**.

- **Tools used in designing the pages of the website:**

Of the most important tools used in designing web pages, we have the following tools:

1- Electronic Media:

-Electronic media is considered the most prominent manifestation of the digital revolution, because it allowed the presentation of printed, audio and visual materials, so that it became possible to read a text, listen to music, or watch pictures or videos expressing a topic.

-These media have created a kind of attraction and excitement that characterizes electronic publishing, as they address the feelings and emotions of the visitor and his mental perceptions. Also, these techniques have matured very quickly in recent years and have become an important aspect of our daily life, especially in the fields of media, education, entertainment, and social and economic activities.

2- Multimedia:

- **It is the mixed use of more than one digital medium in an interactive combination through written text, drawing, sound and animation.** This has made it an advertising medium that can be viewed on a personal computer screen or through smart phones or any other digital medium.

There are some applications that use multimedia such as:

1- Flash educational clips: through which the static images contained in books or documents are converted into animated and interactive images that give a kind of fun and excitement.

2- Audio clips: It is the conversion of written texts of all kinds into audio texts that can be attached to the written text in order to allow the user to be able to read while hearing the text.

3- Electronic magazines: This service is suitable for organizations that issue publications and periodicals, to be converted into web pages and then published on their website.

4- Instructional video: Here, ordinary films and video clips are converted into digital video clips, in formats that allow them to be published on the Internet using broadband technology, and this service is useful and effective within the local network **LAN (Local Area Network)**, as it is installed in a way that does not affect the network performance and does not cause congestion in the data flow.

3- Add photos:

The images can be used in web pages in an easy and attractive way using specialized programs such as **Clipart**. Organizations' websites may include what is known as a **photo archive**, which contains a lot of pictures of celebrations, events, or products, or even pictures of celebrities and public figures who used the products.

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