

Multimedia
Competencies for
University Staff to
Empower University -
Community



Multimedia production techniques

Web design and publishing

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Learning objectives:



1. Understanding the principles of graphic design principles and rules
2. Learning how to implement theories into practice.
3. Knowing the best free graphic programs to use
4. Knowing the best free website builder to use

Introduction

Social media has changed the way we live our lives. From the way we get our news to the way we interact with our loved ones. Social media is everywhere. It's inevitable, it's powerful, and it's here to stay.

Since 2004, social media has been growing exponentially and has yet to reach the peak of its popularity. It's undeniable that social media platforms are now a major source of news and information. But that is not all. Social media platforms are unique in the way they interact with customers. Not only do they provide a platform for users to communicate across local and social boundaries, but they also offer numerous possibilities to share user-generated content such as photos and videos.

Sixty-three percent of social media is made up of images. That means nearly two-thirds of the updates you see on social media are visual content, according to a Citrix report from January.

Nearly half of all Internet users have reposted a photo or video they have found online. Content with relevant images gets 94 percent more views than content without.

Rules for creating good graphics

GRID: The clear divisions of a classic design grid ensure a uniform structure across single pages as well as across chapters and entire books.

COLOUR: Colour perception can be affected by congenital vision problems or the effects of age, injury or the environment. The contrast between colour values and between shades affects the way everyone experiences print design.

BEYOND BIG TYPE: There are many typographic features beyond point size that a designer can adjust to make printed documents more accessible to all. The process begins with a consideration of two interrelated but distinct factors that drive accessible type design: Legibility and Readability.

Rules for creating good graphics

STYLE: Most fonts fall into one of two categories: display fonts, which are more decorative, and text fonts, which are designed for readability and versatility.

DIMENSION: Font readability can be improved by manipulating two key variables: point size and column width or row length.

ALIGNMENT: In Western cultures, left-aligned type is easier for people to read quickly - for the obvious reason that we read from left to right.



Fig. – Tiresias Infofont

Principles

PERCEIVABLE

Web-based content and interface components should be presented in ways that all users can understand, even if they have limitations.

OPERABLE

All users accessing a website or online application, should be able to simply and accurately manipulate all interface and navigation components, e.g. make all functionality fully accessible from a keyboard - including, by default, all links, buttons, and form fields.

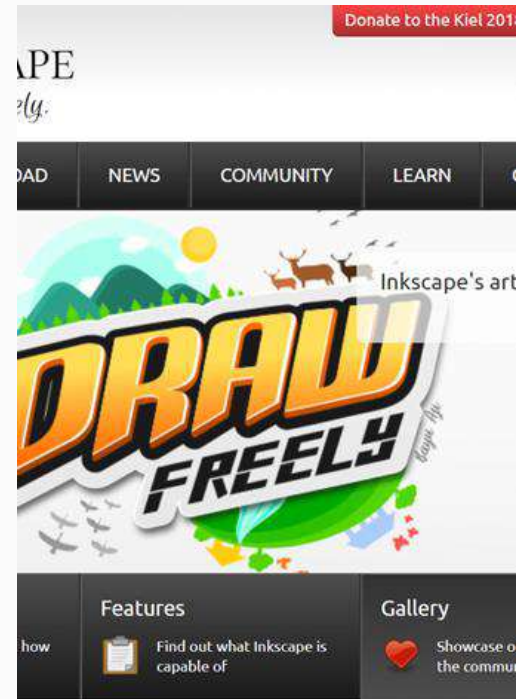
UNDERSTANDABLE

We need to make content and interfaces as clear as possible for all people, namely to ensure that web pages and interface elements are intuitively predictable in the way they appear and function

ROBUST

It means we have to ensure that it can be reliably interpreted by the widest variety of browsers, devices and assistive technologies.

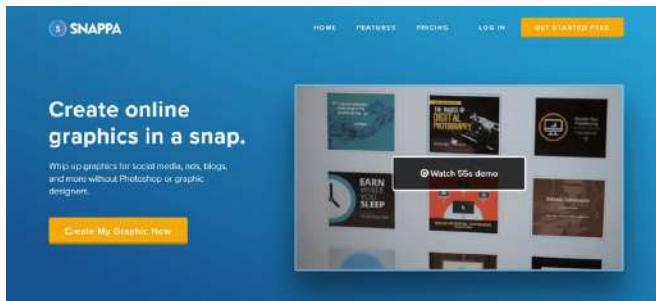
Most popular graphic programs



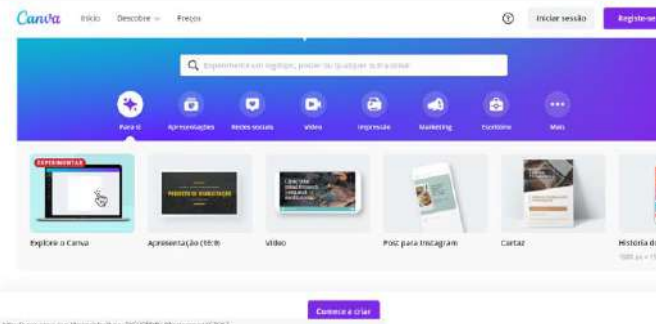
[Inkscape](#) is a free and open source graphics editor, which works with Windows, Mac OS X, and Linux. It offers drawing and text tools that enable you to create just about any type of imagery you like. It's a tool that's completely free.

If you want something a little more basic and approachable, [Pixlr](#) is another solid option. This image editor can be used right in your browser – no download required. Plus, there's a mobile app version so you can work on your images anywhere.

Most popular graphic programs

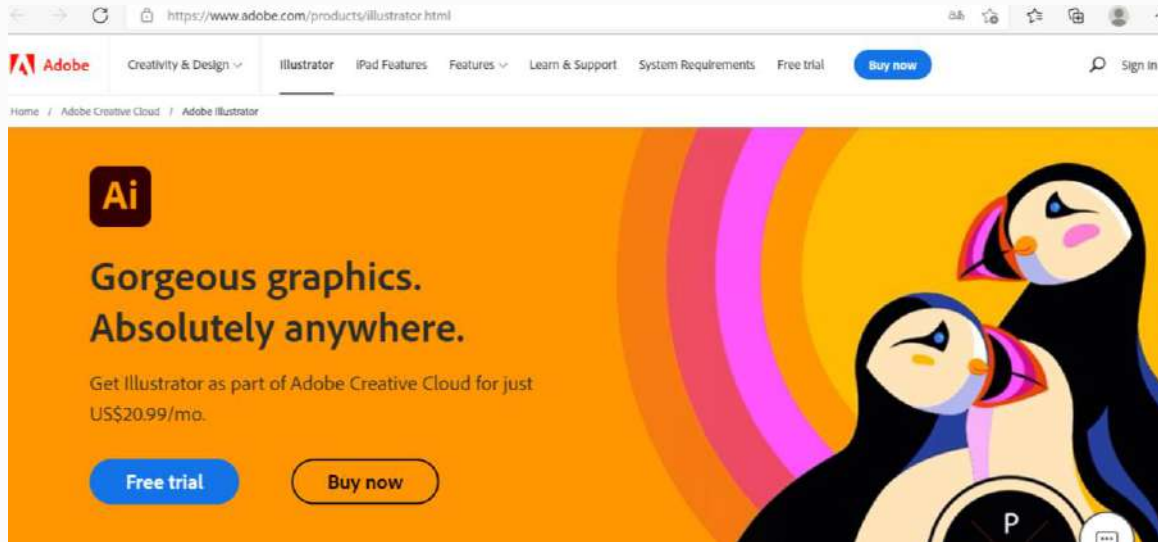


If you're looking for a scalable graphic design tool, [Snappa](#) is one to check out. It offers a free version that includes plenty of basic functionality, along with premium tiers that provide unlimited designs and downloads.



For non-designers, a standout design tool should be quick to learn and easy to use. [Canva](#) manages both of those requirements effortlessly. It's a standout when it comes to user-friendly design, offers a clear interface, and may be the simplest tool on this list to pick up.

Most popular graphic programs



Finally, we come to the biggest name on our list – [Adobe Illustrator](#). This is perhaps the most well-known and popular professional graphics design tool. When it comes to sheer breadth of features and options, Illustrator can't be topped.

Key Features:

- A comprehensive suite of image editing tools, giving you complete control over your designs.
- Works well for both simple creations and complex projects.
- Lots of options when it comes to colors, typography, gradients, and more.
- Functionality for quickly exporting your images in varying sizes, resolutions, and formats.

Web design

Think in HTML

HTML, or hypertext markup language, is a cornerstone of website design. HTML is the skeleton that helps create the structure of a website and once you can read the language, the world of website design will make a lot more sense.

Check this free tutorial: <https://www.w3schools.com/html/>

While HTML is a good start, you can learn almost any **programming language** from [Codecademy](#). The free set of tools teaches you to code using interactive activities and games.

Learn to Understand CSS

CSS, or cascading style sheets, define the presentation of a document written in HTML, or XML and SVG. CSS describes how elements should be rendered on screen, on paper, in speech, or on other media.

[Mozilla](#) also has a great collection of CSS resources to get started, with a solid introduction of how CSS works, including selectors and properties, writing CSS rules, applying CSS to HTML, how to specify length, color, and other units in CSS, cascade and inheritance, box model basics, and debugging CSS. Then modules move on to explain styling text and boxes.

Web design

Apply Your Design Skills to the Web: The principles that make something visually appealing don't change based on medium and all that design theory will come in handy in the digital space as well. Pay attention to: Typography | Navigation | Use of images and space | Design of forms | Animation and scroll effects | Color

Attention to the User Experience: Nothing can make or break a website like user experience design. You need to plan for it and understand it.

Check this link: <https://www.interaction-design.org/literature/topics/ux-design>

Find inspiration from other designers: Create an inspiration doc with links to sites you love, or bookmark them as you go. For your references:

<https://www.behance.net/> | <https://dribbble.com/> | <https://webflow.com/websites/popular#recent> | <https://www.awwwards.com/>

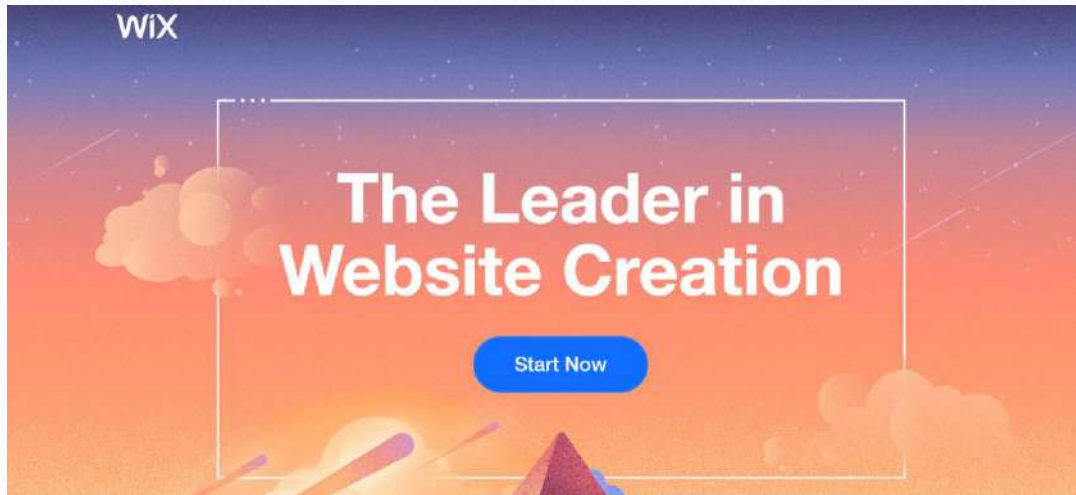
Web design - Free Website Builders

How Do I Create A Free Website?

The process and learning curve differ slightly from builder to builder, but here are the steps you can expect:

1. **Sign up with the website builder.** This will require an email address, password, and possibly a username.
2. **Choose a template, or answer questions for the design assistant.** This is the first fork in the road – most builders will let you select a template to work off at this stage, but some will use design assistance to mockup a website for you based on your answers to a few questions.
3. **Add in your own content.** Get rid of placeholder text and images and replace these with your own.
4. **Tweak and customize your design.** If you want to, you can customize your design further by testing out new layouts and colors, or even switching to a new template.
5. **Press publish!** At this point, your domain name will be generated, and your site will be live for the world to see.

Web design - Free Website Builders



GoDaddy is great for SEO and design functionality, while Weebly is ideal for small businesses and Mozello lets you set multiple languages.

1. [Wix](#) – Best All-Around Website Builder.
2. [GoDaddy](#) – Quickest and Most Effective Builder.
3. [Weebly](#) – Ideal for Small Businesses.
4. [Jimdo](#) – Small Online Store Builder.
5. [Site123](#) – Made for Simple Websites.
6. [Strikingly](#) – Made for Simple Websites.
7. [Webflow](#) – Best For Designers.
8. [Webnode](#) – Quick and Easy Setup.
9. [Ucraft](#) – Best for Multilingual Websites.
10. [SimpleSite](#) – Great Mobile Editor.
11. [Mozello](#) – Multilingual websites

Web design - Free Website Builders

To be aware when you create a free website:

Clear domain name: Free website builders won't let you link up a custom domain name and free websites are not very SEO-friendly because you cannot connect a personalized domain.

Free SSL certificate: Most website builders include a free SSL certificate as standard, but a couple don't. Without an SSL certificate, your website will display as 'Not secure' to visitors. You can buy an SSL certificate separately for around \$10/year.

Sufficient storage: Most free website builders have a cap on the amount of content you can upload to your site. If you know you want to include lots of images or videos, be mindful of how quickly you'd hit this cap.

Easy to use: There's no point in finding a website builder that ticks the boxes above, only to discover it's clunky and frustrating to use.

Ecommerce functionality (optional): If you need to sell through your free website builder, this limits your options a little. Keep an eye out for website builders we've flagged as allowing you to sell on a free plan, like Weebly.

References and further readings:

- <https://buffer.com/resources/>
- <https://www.hiveage.com/>
- <https://www.w3schools.com/html/>
- <https://www.interaction-design.org/literature/topics/ux-design>
- <https://developer.mozilla.org/en-US/docs/Web/CSS>
- ACCESS ABILITY A PRACTICAL HANDBOOK ON ACCESSIBLE GRAPHIC DESIGN – BY THE ASSOCIATION OF REGISTERED GRAPHIC DESIGNERS OF ONTARIO