

Future-Proofing your Website

Design and Planning Module

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Introduction

- Theme:

Bulletproofed Site

Introduction

- **Concept:**

**Future-Proof with
Design and Planning**

Use Project Management

Introduction

- **Key Statements...**
- **Content is King**
 - Site must be “Fresh”
- **Service is Everything**
- **Rewarding Experience brings visitors back**
 - Next time must be rewarding, too!

Introduction

- **Key Statements...**
- **Make the site easy to**
 - **Update**
 - **Maintain & Manage**
 - **Upgrade**

Introduction

- **Key Statements...**
- **Build on a Structured Project Plan**

Introduction

- **Key Statements...**
- **So**
 - **Develop a Project Plan**
 - **Satisfy your visitors**
 - **Satisfy your sponsor, client or boss**

Introduction

- **Key Statements...**
- **Use or Migrate to Web Standards**
- **Keep your Site (s)**
 - **Fresh**
 - **Serviceable**
 - **Maintainable**
 - **Practical**

Introduction

- **Key Statements...**
- **Design with New Standards**
- **Build Focused Plans**
- **Learn the New Tools**

Introduction

- **Objectives...**

Web Standards

- **Examine, Analyze & Test Strategies**
- **Experiment with Iterative Models**

Introduction

- **Objectives...**

Planning and Testing

- **Examine & Modify Project Plans**
- **Complete Hands-On Tutorials**
- **Practice Writing**

Introduction

- Objectives...

Learn Rules, Formats, Tools

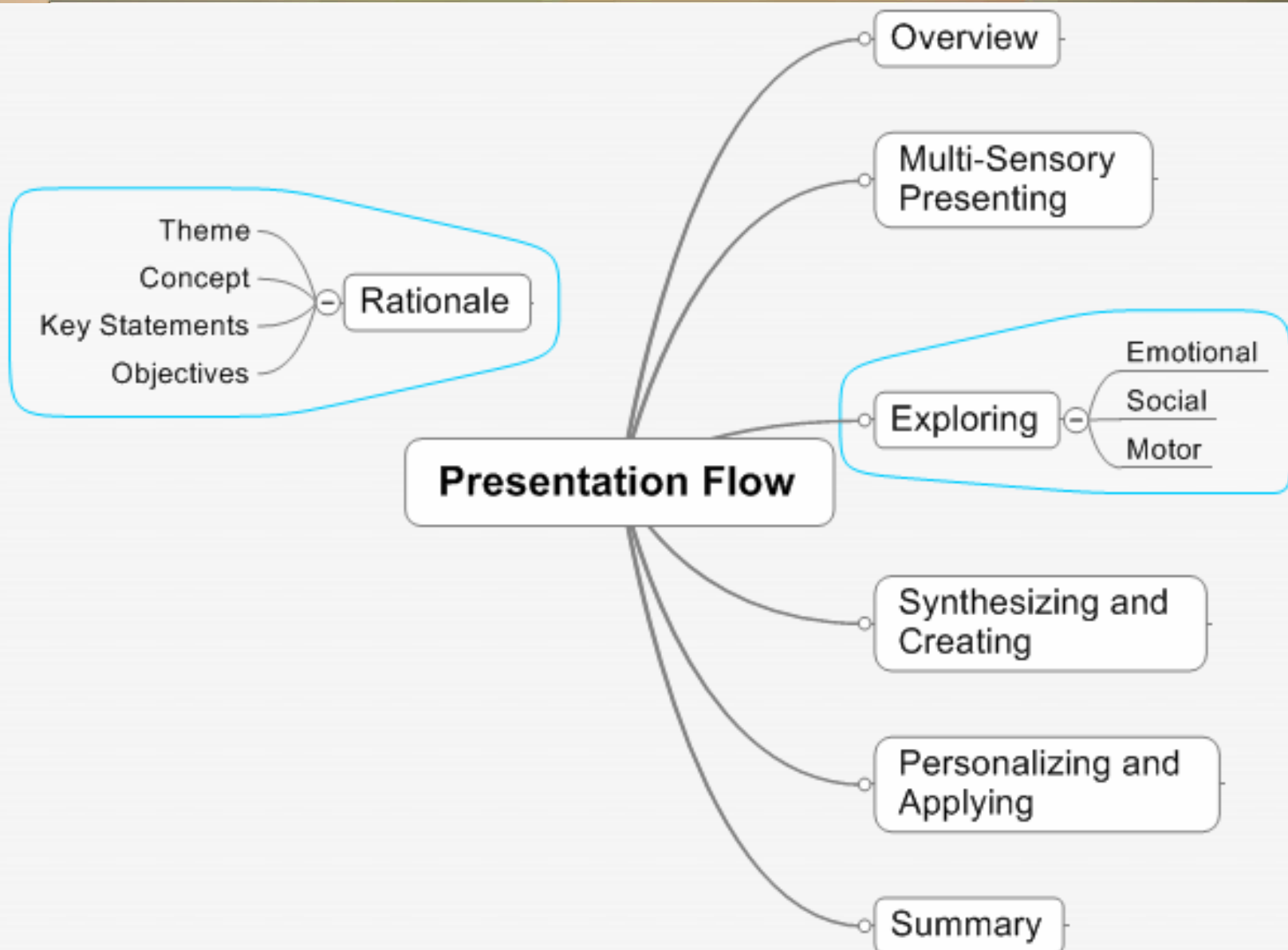
- Practice
- Tinker with
- Troubleshoot
- Optimize
- Validate

Session Format

- **Structure based upon Higher-Order Thinking Skills**
 - **Multi-Sensory Presenting**
 - **Exploring**
 - **Synthesis and Creating**
 - **Personalizing and Applying**

Hands-On

Session Format



Session Format

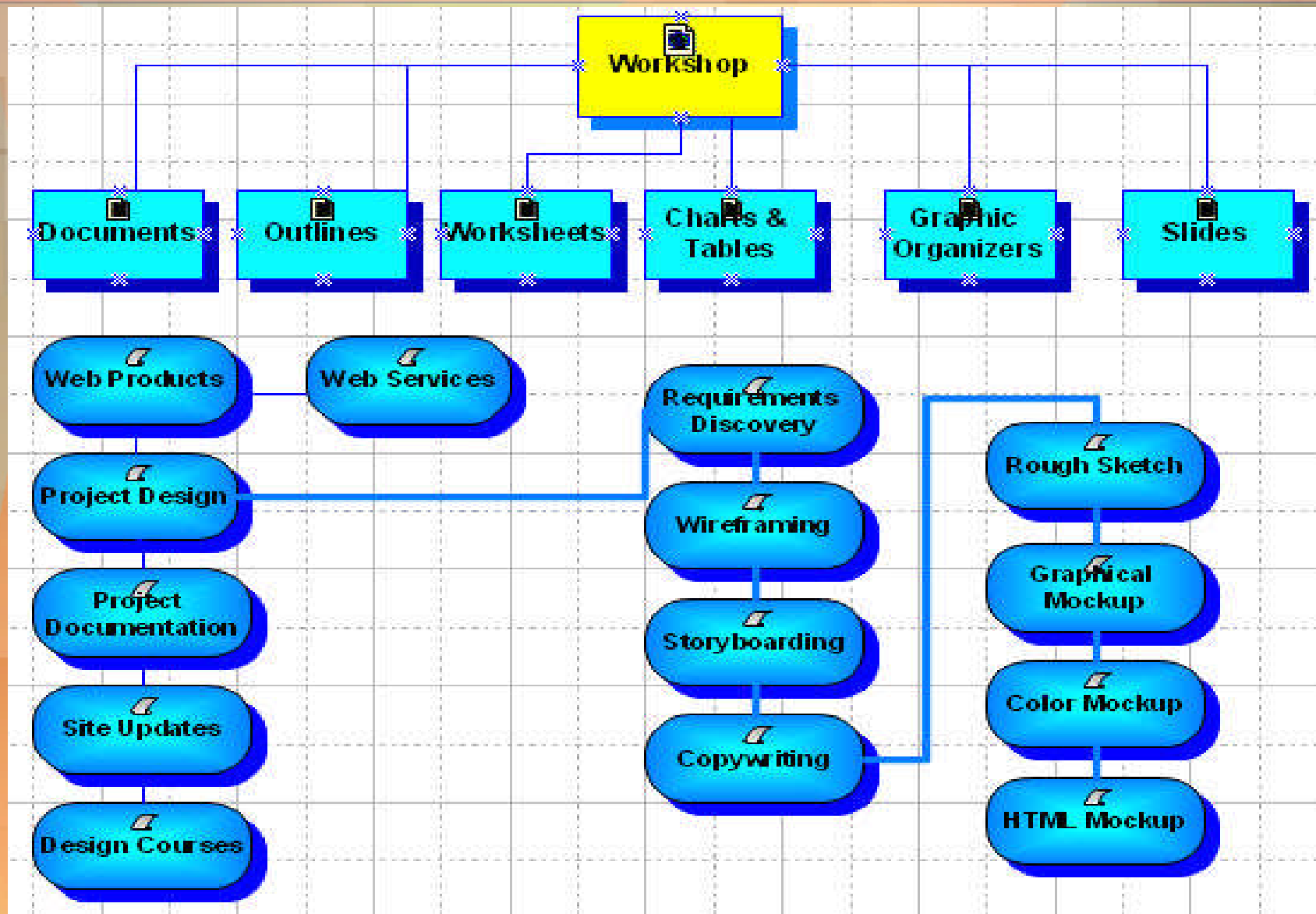
- **Learning Vehicles**

- **Demos**
- **Videos**
- **Tutorials**
- **Hands-On**
- **Interactions**

Session Format

- **Learning Resources**
 - **Documents**
 - **Outlines**
 - **Worksheets**
 - **Charts**
 - **Slides**
 - **Graphic Organizers**
 - **Software Tools**
 - **Sites, Links, Web Pages**

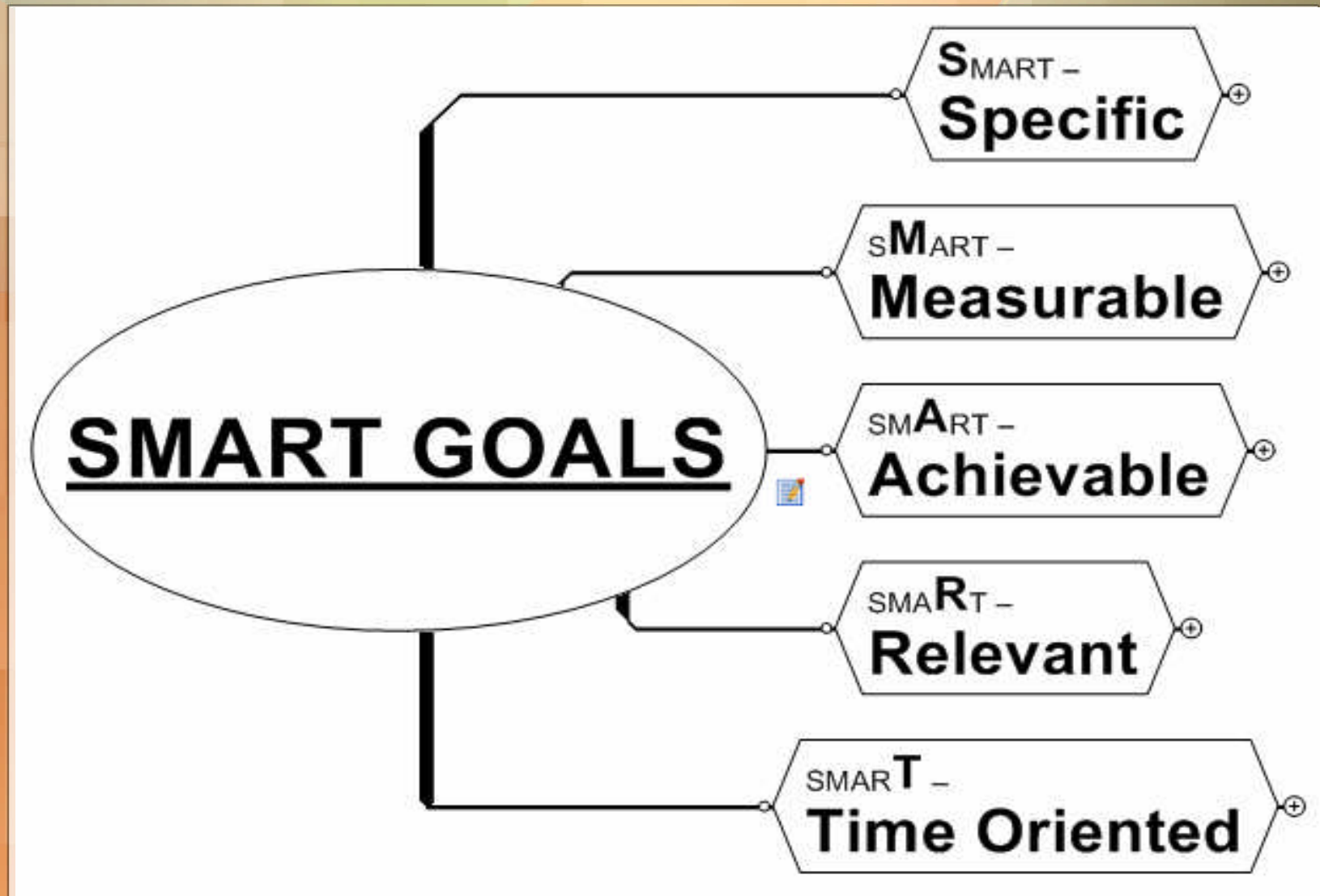
Session Format



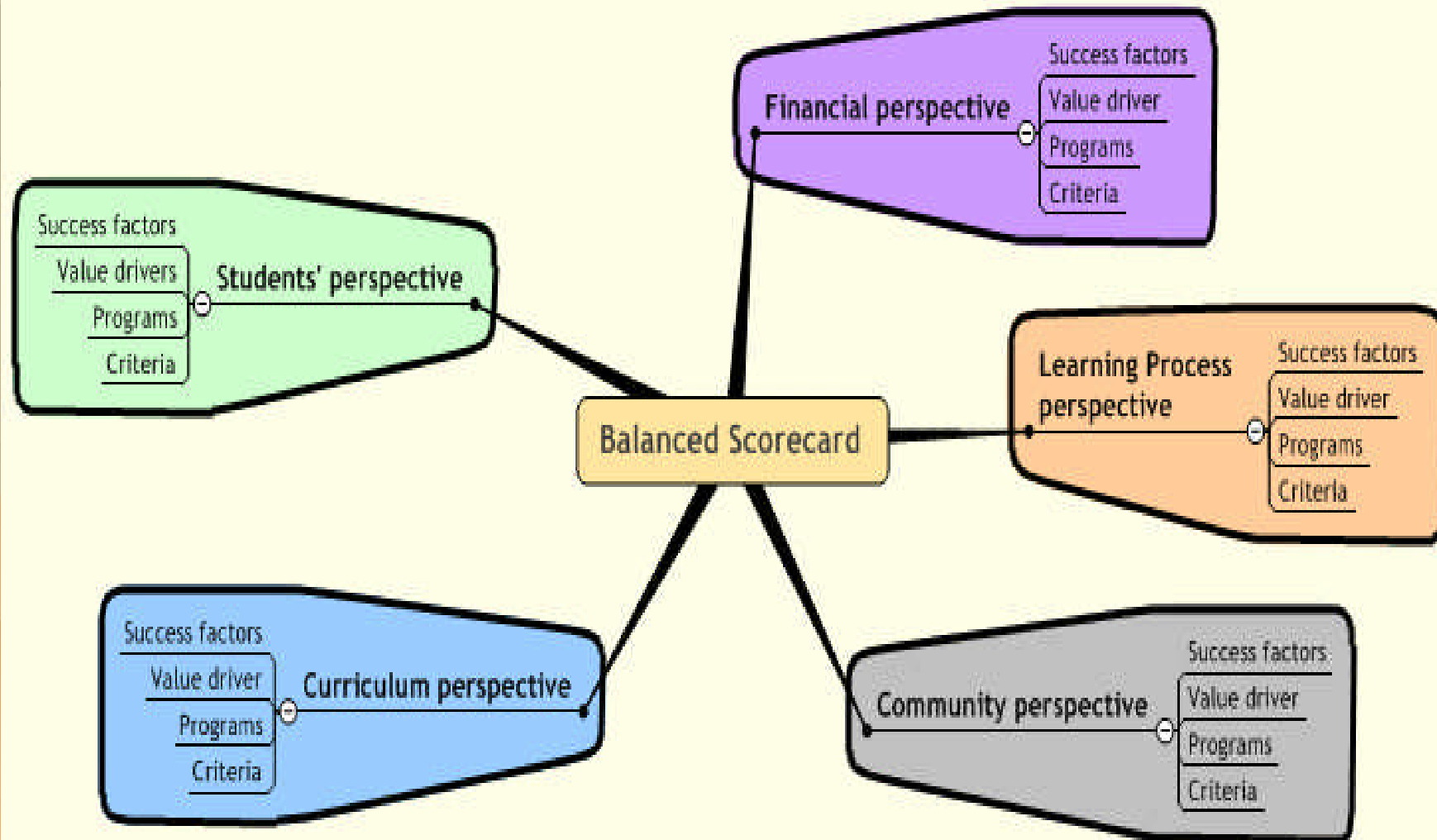
Ground Rules

- **Ask Questions**
- **Take Care of Personal Needs**
- **Accept, “I’ll find out” for an answer**
- **Post-Workshop Follow up OK**

Multi-Sensory Presentation



Multi-Sensory Presentation



Multi-Sensory Presentation



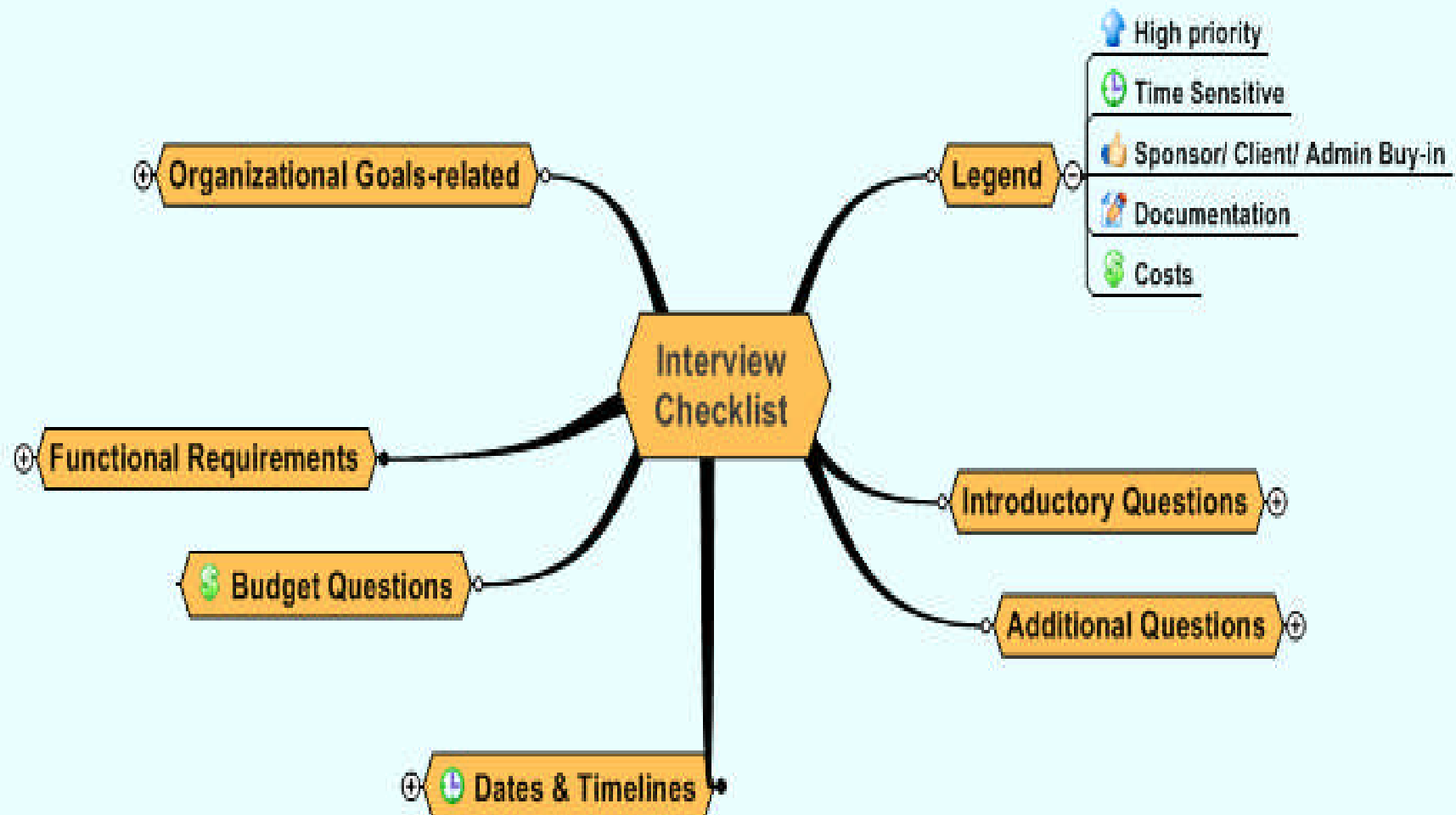
Multi-Sensory Presentation

- **Activities:**
 - **Validate High-Profile Sites**
 - **Examine Alexa™ Traffic**
 - **Role Play a Persona**
 - **Planning with the end in mind**
 - **Plone™ TarZ**

Exploring

- **What do you have to do to meet standards?**
 - Overall Planning Demo
- **Web Design Mind Maps**
- **Copywriting Hands-On**
- **Visual Communication**

Exploring



Synthesizing & Creating

- **Web Project Management**
 - **Graphic Organizers**
 - **Wireframe**
 - **Storyboard**
 - **Persona**
 - **Color Mockup (Web-Safe Colors)**
 - **Prototyping**
- **Test...Validate...Troubleshoot**

Personalizing & Applying

- **SnagIt™**
- **Compendium™**
- **Plone™**
- **Moodle™**

Summary

- **Examined Standards**
- **Explored Project Management**
- **Tested Tools**
- **Now –**

Practice and Apply

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- **Meloni, Julie C. (2005) Plone: *Content Management Essentials*. Indianapolis, IN: Sams.**

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Thank you!