



Website Design

Week 5 - Content – Change and Connect

- Build content
- Cultivate audience connectivity
- Maintain website with up-to-date content

BRING YOUR IMAGES TO CLASS TO GET PERSONAL AND CUSTOM ASSISTANCE TO DESIGN ELEMENTS OF YOUR WEBSITE!

Yes, I am yelling this! I am a designer and I am here to help!
Draw what you want your site to look like!

Please bring a means to save your files or plan to email them to yourself. Some flash drives seem to be working in the lab.

Stick to the Plan, man!

■ Build content

Put it on your blog!

■ Cultivate audience connectivity

- Add a blog feature to your site or have a link to your blog. <- This is BIG right now!
 - Create a Photostream on Flickr or another photo album site.
 - Post your events on your MySpace page.
 - Join or create a network on Facebook or LinkedIn.
 - Post customer comments.
 - Invite feedback.
 - Respond positively to that feedback.
 - Cross pollinate with other websites.
 - Add photos of events that might capture your audience in action.
 - Make yourself accessible.
 - Invite your audience to play along.
 - This is the Pacific Northwest. Be smart and use humor.
- #### ■ Maintain your site and keep learning.

Knowledge is power.

Learn a little bit of code to make little changes. Make changes, try it. Just remember to save your unchanged code to put it back. There are tons of online resources and tutorials about HTML code.

Don't be afraid to try something new.

You are not wasting many resources when altering or adding to your website. Time, maybe.

This medium of communication is changing fast and for the better. Always for the better.

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