Module 2

Define your Vision

Module 2

01 Brand Vision

Laying out a vision for the look and feel of your brand.

02 Creating Images

Creating and exporting images in the optimum format for web. Selecting image filters and themes.

03 Mood board

Selecting your business logo, fonts & colours. Creating a mood board that you can refer back to in order to maintain consistency.

04 Accessibility

Following best practices to ensure website visitors with visual disabilities can easily access your site.

05 Structure

How you envisage the flow of the site.

06 Key content

What should the focus of each page be, how will the visitor know the next step?

Brainstorm Time!

Task - Mindmap your brand vision

Should the site be light and fresh or dark and bold? Do you want curvy shapes and fonts or defined sharp lines?
Find a couple of sites that have a similar vibe to what you want to create and add the elements you like to your brand vision.

Design Software

Canva is our recommendation for quick and easy professional looking graphics, with heaps of images, vectors and videos to customise, their range of professional templates. The founder Melanie is a real sweetie too!

Although Photoshop is now on a recurring subscription and gets expensive it can do just about everything! It's a truly professional programme which due to its scope takes a decent chunk of time to learn, If you're looking to go pro, this is probably the software for you.
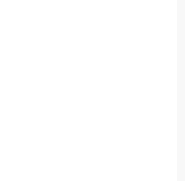
Affinity is similar to photoshop , it has a substantial amount of the same features and is a one time cost! It makes a great addition to Canva for any additional tweaks you might want to make. It does also have a bit of a learning curve though!

MAIN LOGO

YOUR LOGO

COLOURS

#_____   #_____   #_____   #_____   #_____

FONTS

Font Name:_____   Font Name:_____

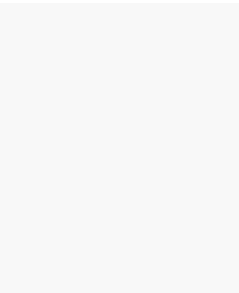ABCDEFGHIJKLMNOPQRSTUVWXYZ   ABCDEFGHIJKLMNOPQRSTUVWXYZ
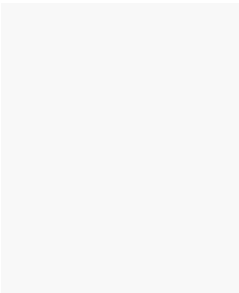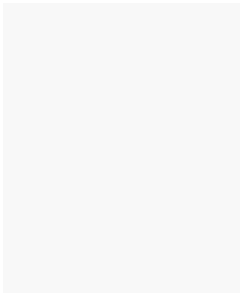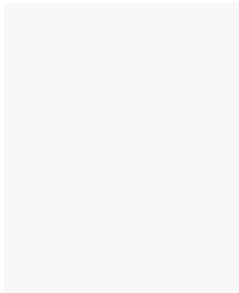abcdefghijklmnopqrstuvwxyz   abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&   1234567890!@£$%^&
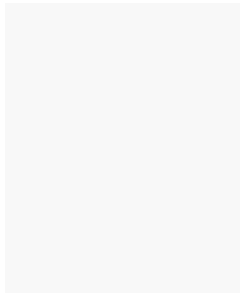
MOOD BOARD

MAIN LOGO

Company

COLOURS

#333333	#D9CCC4	#C3937D	#E9A753	#375357

FONTS

Buffalo

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&

Cooper Hewitt

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&

MOOD BOARD

Accessibilty

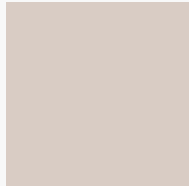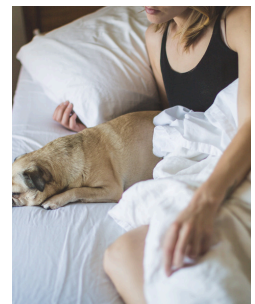Accessibility means more people can use your site—including folks with vision impairments, color blindness, or those using screen readers.
Bonus: Google loves accessible sites. Hello, SEO.

Image Descriptions (Alt Text)

Alt text is the little description so screen readers can describe the image to someone who can't see it.

How to Write It:
- Describe what's in the image, not how cute it is.
- Be specific but short.
- Skip the "image of…"—the screen reader already knows it's an image.

Example:
Bad: "Picture of woman"
Good: "Woman sitting on a couch holding a laptop and smiling"

Color Contrast (aka: Stop Making It Hard to Read)

The difference between your text color and background color.

How to Check It:
Use tools like:
- WebAIM Contrast Checker
- Color Contrast Checker by Coolors

Quick Tip:
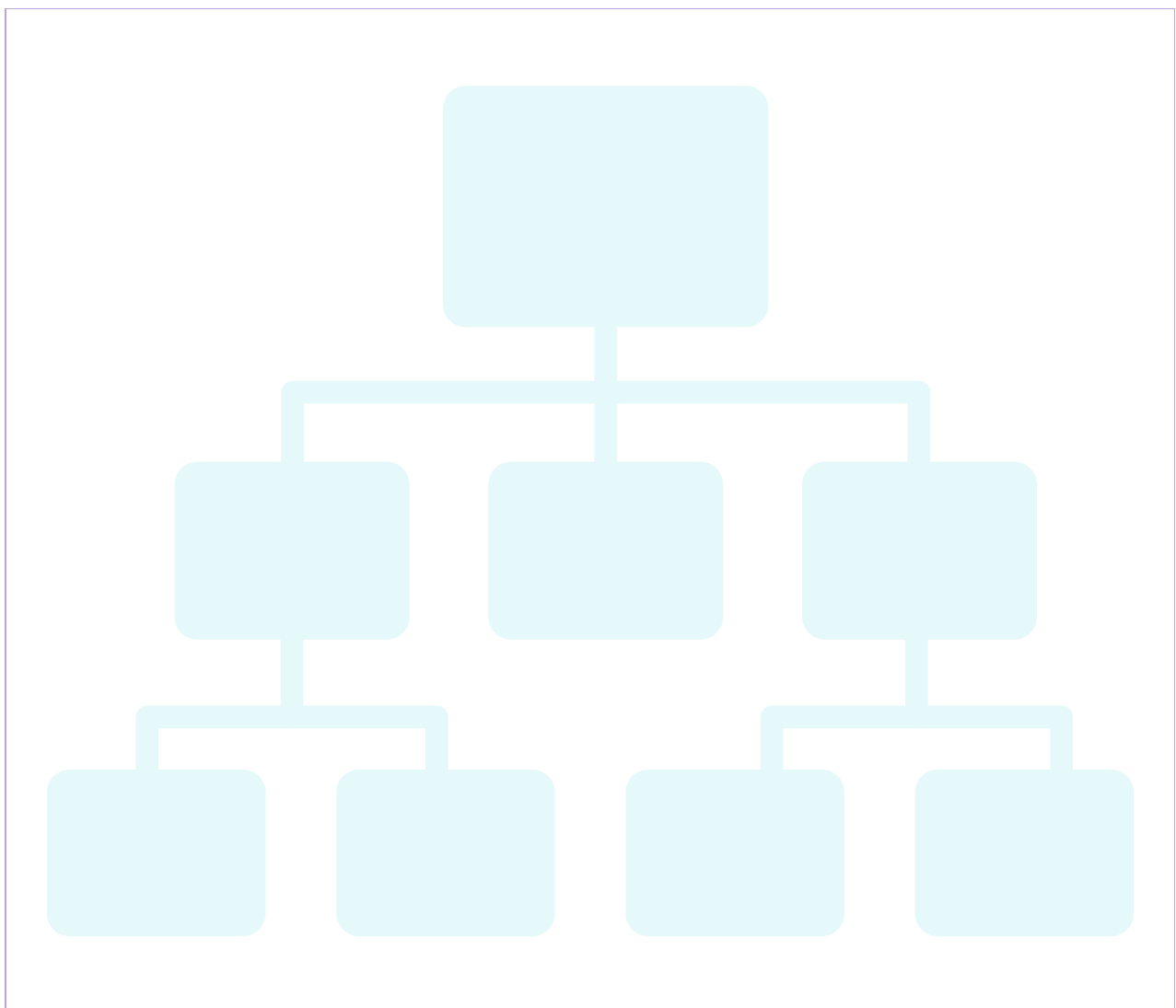If you can barely read your own site in the sun, your visitors can't read it at all.

Sketch the structure

Task - Brainstorm the main site pages

Even if you're only planning a one page site, think about the different sections and information you will need to convey.

Pages

Page name: _____

Main Keywords

Subheadings	Call to Actions

To-Do List

☐ Envision your brand

☐ Select your image editor

☐ Create logo

☐ Download logo as a favicon

☐ Choose colour palette

☐ Confirm colour accessibility

☐ Decide on Fonts

☐ Sketch out the site page structure

☐ Outline key content

☐ Lay out visitors next steps
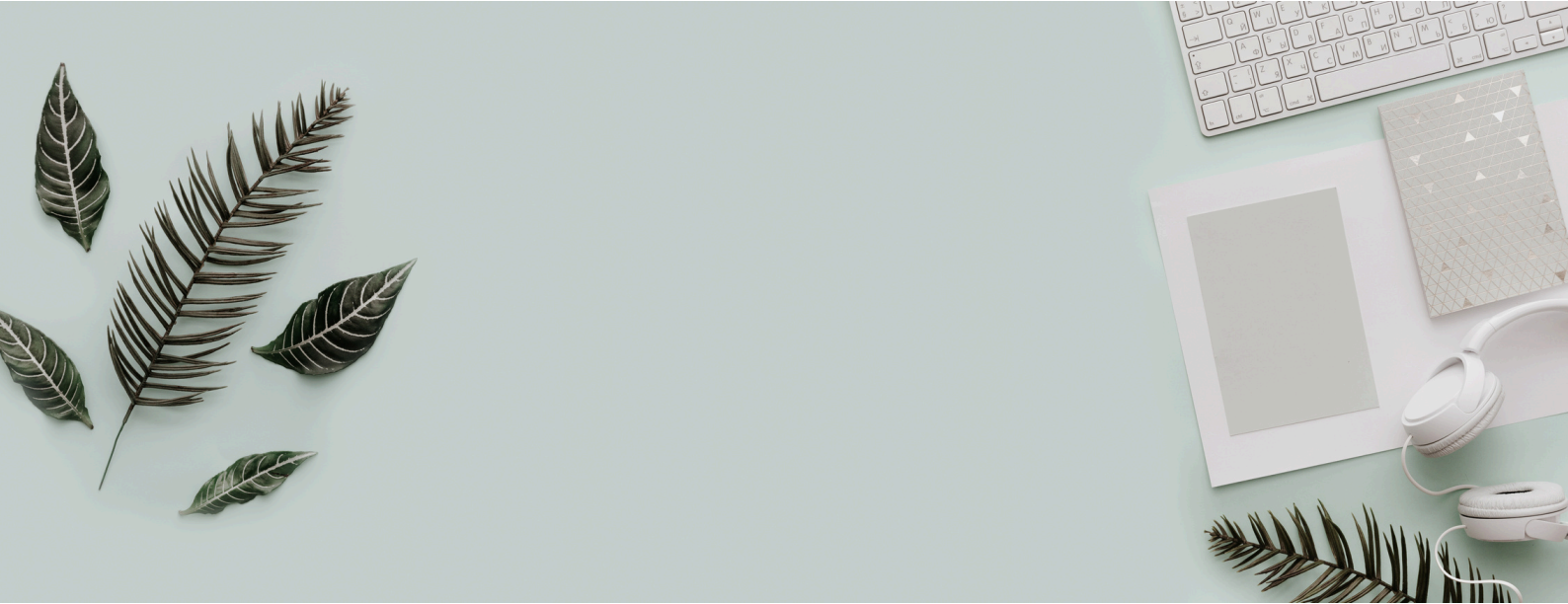
Web Design, Inc

Creative & Flexible Designs That Work!

How do your customers perceive your digital presence? How are you engaging them on the website? What happens if they google your business?

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2 Search Engine Optimization

We make sure customers can find your business and that you get a consistent and growing amount of traffic.

3 Social Media Marketing

Connect, engage and enchant your customers. Don't just make sales, make relationships!

TRUSTED BY

www.webdesign.com

Visit our website to see our quality services and experience only the best that web design has to offer and get your business kickstarted.

End of module 2

Checklist

In this module you should have begun to see the structure of your website come together, padding out your content and bringing the design to life.

✓ My brand has a clear, consistent message and look

✓ I know how to design my materials and edit images to tie the look of my brand together

✓ I have set out my pages, structured my subheadings and defined my call to actions

✓ I know how to ensure my website follows best practices for accessibility

✓ I am clear on my visual branding and can communicate my unique value

❝

I AM NOT AFRAID TO BE SEEN

AMISHA GHADIALI

Notes

Date :