

Becoming a Better Web

With Guest Heidi Schutter



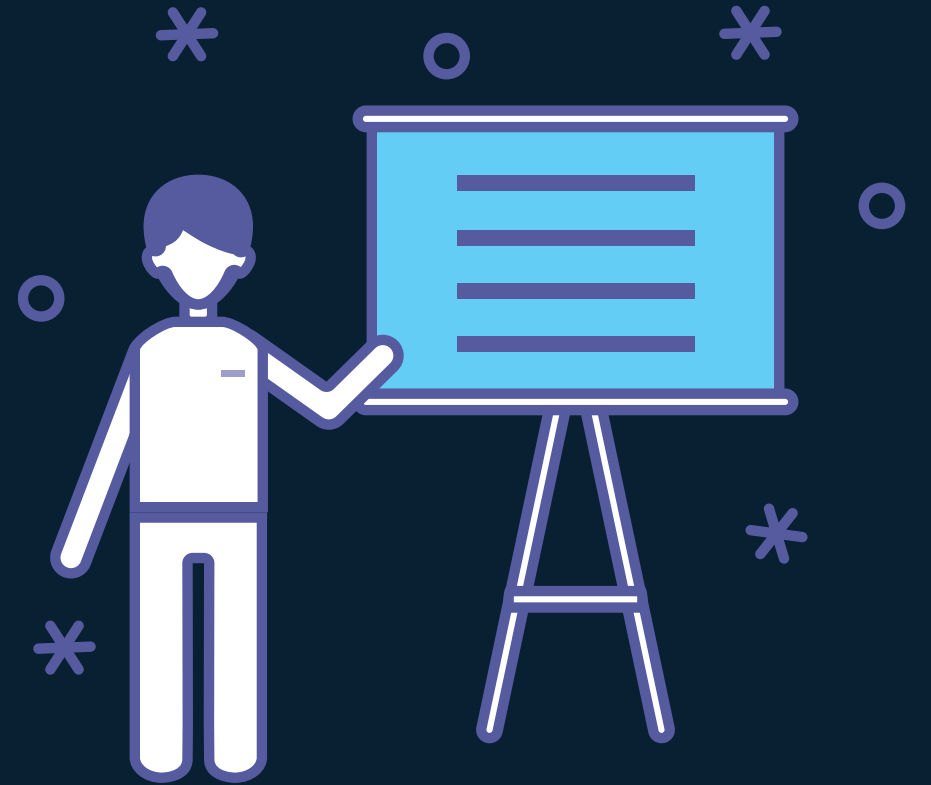
WP STUDY GROUP

What We're Covering

- ❑ Design Considerations
- ❑ Swipe Critique
- ❑ Q&A Section

OUTLINE

Considerations



Things to consider when designing

Defining a solid brand identity helps establish the groundwork needed to pursue marketing tactics that support lead generation and customer loyalty.



Brand Values

- Brand name
- Company mission statement
- 5 words that describe your brand's personality
- Who is your target audience?

Brand Attributes

- How does your brand's image fall between opposing characteristics?
- Contemporary, classic, detailed, stylised or a complex illustration
- What colours/words/emotions would you want to see, or not see?

Design

- Look and feel of visual preferences
- Format name/initials in stylized font
- Pictorial mark using symbols/images
- Abstract shapes and symbols convey a specific idea or attribute
- Web based themes usually include vibrant colours, a subtle 3D feel, bold type, colour transitions, shadows, gloss and reflection.

Brand Message

- Product/service positioning statement and communication
- Benefits of your products/service
- Why does your brand matter?
- Does it help clients increase ROI?

Abstract Values

- How would you describe your brand to a friend?
- How would you describe its style?
- What brands would be its friends?
- Where would your brand hang out?
- Age? Gender?
- What actor/actress would be perfect to play your brand? Why?
- What kind of car would it be?
- What animal would represent it?

Font Style

Serif Slab Serif
Sans Serif
Script **Blackletter**

Basics

Building Blocks Of Design

- Colours
- Fonts
- Shapes
- Spacing & Padding

Applications of Design

Contrast +
Repetition +
Alignment +
Proximity +
=Composition

Mood Boards and Style Guides

**Choose
a
template**



**Choose
a
size**



**Choose
a
style**



**Choose
a
theme**



**Choose
a
font**



- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

- Feature 1
- Feature 2
- Feature 3
- Feature 4
- Feature 5

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- Feature 2
- Feature 3
- Feature 4
- Feature 5

Client Moodboard

*photo style for
magazine cover*



color palette



1

Paste images of your favourite or most inspiring things. Scatter and arrange them across your board.



2

Use sticky notes to add commentary or thoughts about any of the visuals.

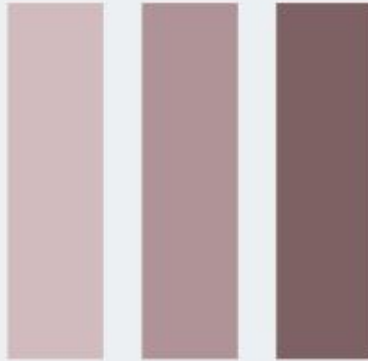


3

Use arrows or circles to draw attention to images or connect ideas together.



Brand Moodboard



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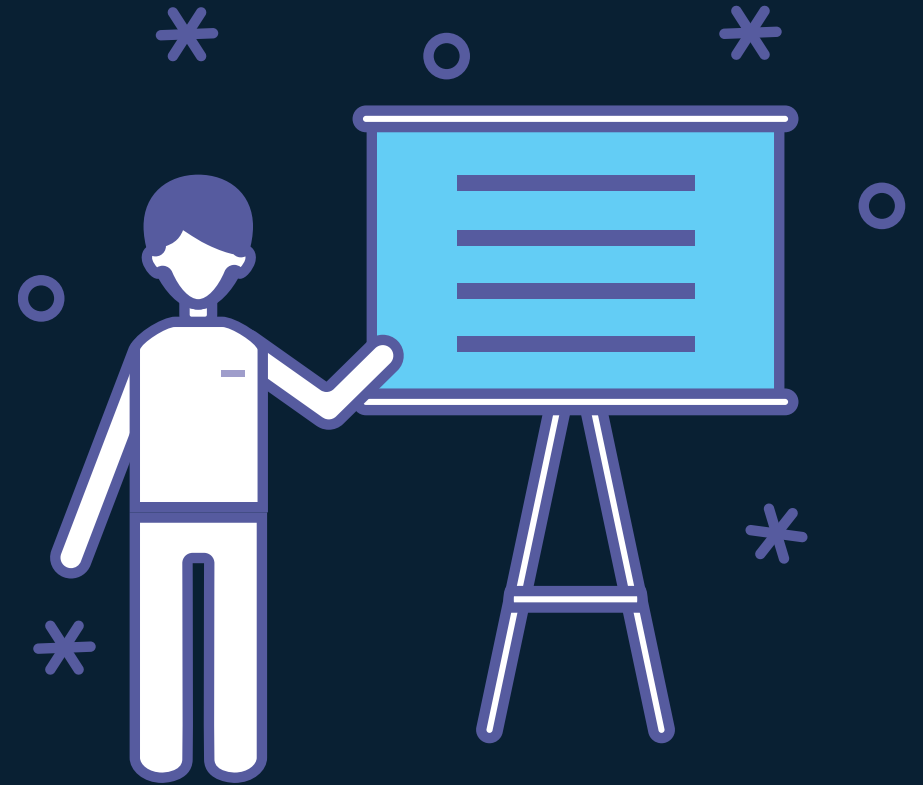
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Client Moodboard



Swipe Critique



Websites & Landing Pages

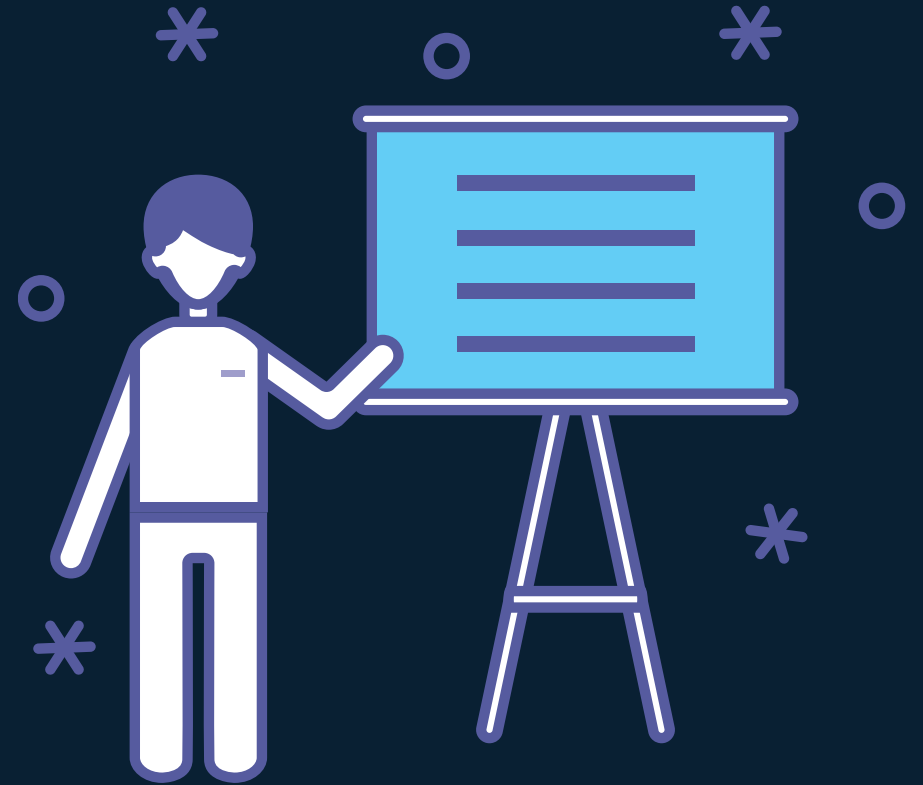
What do you think?

- What are your first impressions?
- In terms of trust
- What feelings come to you?
- Would you take the desired action? Why or why not?



Q&A

We'll now answer some of the common thread questions we have received



Submitted Questions

- How to know if you are over designing vs captivating and hooking them
- How to contrast Call To Actions: Better glow for higher conversion
- Layout - what is a common issue you see and how can we fix it?
- How to choose images, colours and fonts for a new brand
- Designing graphics for advertising
- Finding clients for your design services

**Before we go to live
questions...**

We have some ways we can help

- Heidi is offering a 60min design critique session for \$75
- If you feel this is something of interest, you can book in and get a free 15min discovery call
- Replay available within the next 48hrs
- Giving you the Ideal Client Webinar

Questions?