

CREATING PROFESSIONAL WEBSITES

LINDA HOLZER (MUSIC DEPARTMENT) &
MEAGHAN MILLIORN (COMMUNICATIONS AND MARKETING)

FREE RESOURCES FOR FACULTY

Build Website Online, using browser-based tools

- Google Sites
- Google Business
- Wordpress
- Advantages:
 - free access, hosting,
 - Visual themes, blogs and other tools
- Wordpress offers the most style and structure through templates

HOW TO START WORDPRESS SITE AT UA LITTLE ROCK

- Complete a request for UA Little Rock faculty.
<https://commons.ualr.edu/create/personal-website/>
- Verify your user ID
 - A Wordpress site is created for you, a blank, basic site
 - You will receive a confirmation email when your basic site is ready
 - You customize that site
 - Your website address becomes <https://profiles.ualr.edu/yournet ID/>

USES FOR PROFESSIONAL WEBSITES

If intended audience is students:

- Promote the courses you teach
- Include your syllabi (allows students to see it before Blackboard becomes available)

If intended audience is peers in your discipline

- Your current professional projects, research interests
- Your CV
- Your upcoming conference presentations, publications, creative activity

Think about what you want the audience to do with the information you share on your site

EXAMPLES

- <https://profiles.ualr.edu/mkm9/>
- <https://life.ualr.edu/forum>

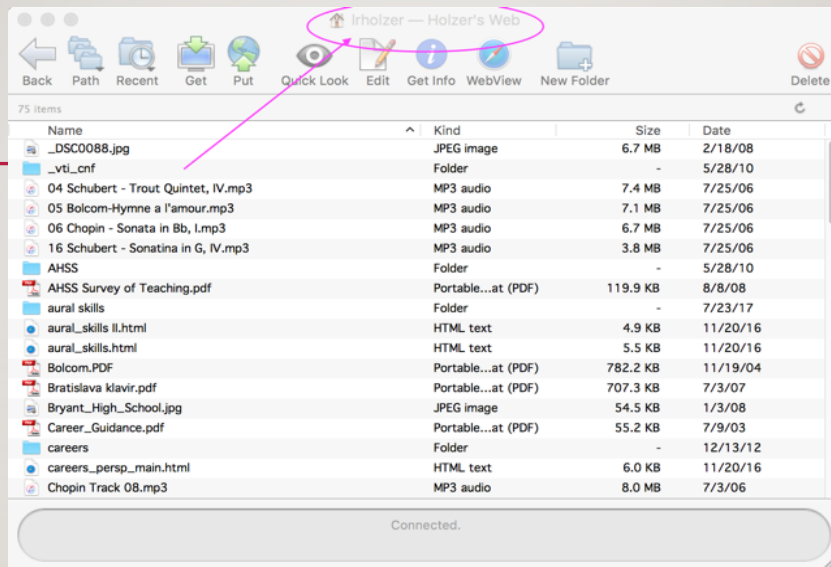
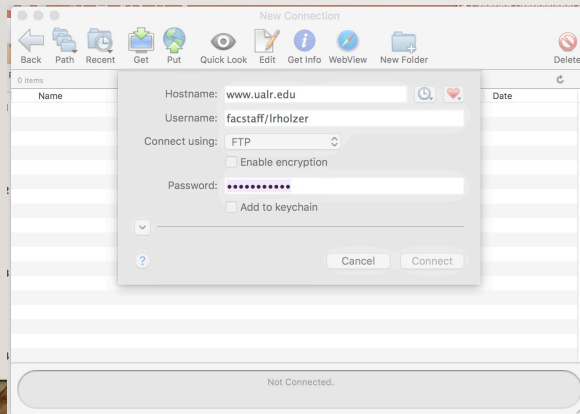
OLDER WEB DEVELOPMENT TOOLS

Web design software, you install on computer

- Dreamweaver
- Use code mode, or design mode (if you're not fluent in html)
- If you created a personal UALR web site 10 – 16 years ago, be aware the server that hosted the old format is going away. You will need to back up your web site material, and set it up in a new format. You will be contacted to let you know when you need to make the transition

OLD FORMAT, UA LITTLE ROCK PROVIDED SPACE

- Folder accessible through FTP by the software program FETCH



BACK UP THE CONTENTS OF THE OLD WEB FOLDER

- If your personal UALR web site is 10 – 16 years old, you need to back up what is in the web folder, and prepare to set it up in a new way on another server
- When you set up a new personal web site, it will have a new url. You'll want to make sure that you update references to the url anywhere you've been sharing that information

ADDING CONTENT

- Upload files to your website
- My old site is <http://www.ualr.edu/lrholzer>
- I share course syllabi, primarily, on this site, prior to the start of classes
- <http://www.ualr.edu/lrholzer/StudentSched.docx> is the link for my piano students to download a blank schedule form for assigning weekly piano lesson times

WHAT'S THE DIFFERENCE?

- Blackboard is course management software, for enrolled students
- My web site is for sharing limited course information with prospective students. They can save the link in their browser
- My web site is always available, to anyone browsing online. Blackboard is specific to the students enrolled in a particular course, and only becomes available at midnight on the first day of classes
- Both Blackboard and my personal web site are valuable to me and my students

ONLINE PAID WEB RESOURCES

Easy to use, they charge a monthly fee to use

- Weebly
- Wix
- Squarespace

SOCIAL MEDIA AS PROFESSIONAL WEBSITES

- LinkedIn
- FaceBook
- about.me
 - Static design
 - Uniform format
 - Networking tool, free
- Discipline-specific free sites, such as ReverbNation
<https://www.reverbnation.com/artist/lindaholzer>

PRINCIPLES OF WEB DESIGN

Make the viewer want to spend time reading the page

- Web-safe fonts
- Visual hierarchy
- Tasteful use of images and colors
- Grid-system layouts, that help lead the viewer's eyes

Think about what you want the audience to do with the information you share

BROWSE RELATED SITES

- Become informed about what's out there
- Find out what your audience prefers to receive for visual communication
- Identify what you're trying to accomplish through your site
- Consider Angela Myles Beeching's advice <https://goo.gl/6BPFUU>
- <http://www.lindaholzermusic.com> professionally designed web site

CAMPUS RESOURCES

- Communications & Marketing: <http://ualr.edu/communications/web-design/>
 - For department sites only. Individual faculty, and student organizations must create their own web sites
- Art Department: Graphic Design courses, Prof. Kevin Cates, coordinator
- Information Science Department: Web Design courses with emphasis on coding
- Rhetoric & Writing Department: Writing on the Web

WHY?

- Communication
- Convenience
- Connection, networking