

Responsive Design with Wix Studio

Curriculum Preview

Overview

This course is designed to introduce students to web design without the requirement of a design background. Key areas covered in this course include design fundamentals, design process, and technical web design methods including responsive web design using Wix Studio as the supporting platform. Emphasis is on training students to build responsive sites based on a design brief or client need, preparing students to take their professional website creations to the next level.

Learning Objectives

- **Foundational Design Skills:** Students will learn basic design principles and get hands-on training in research, strategy and storytelling through design.
- **Technical Design Skills:** Students will learn skills in UX/UI design methods and principles of responsive design to build content-rich, responsive websites in the Wix Studio.
- **Innovation and Project Management Skills:** Students will learn efficient project planning, time management, and resource management.
- **Solve Problems and Think Critically:** Students will identify communicative elements, learn how to create a consistent design language, apply insights to personal work, and make decisions about how to convey artistic vision.
- **Career Development:** Students will initiate two major projects that will both add to their professional portfolio and introduce them to planning and building websites for clients.



Wix Studio Academic Certification Pathway

Program Description: The Wix University Studio Certification validates students' web design skills and their ability to build responsive, professional websites using the Wix Studio platform. The certification pathway introduces students to web design without the requirement of a design background, giving students the fundamental and technical design knowledge to take their business,

brands, portfolios, and entrepreneurial ventures to the next level.

Want to integrate this in your course? Contact us at highered@wix.com

Course Content

Module 1: Introduction to Responsive Design in Wix Studio

→ Learning objectives:

- ◆ Introduction to the Wix Studio platform and its interface
 - ◆ Familiarity and facility with the inspector panel for customizing elements
 - ◆ Understanding of responsive design elements like breakpoints, stacks, and padding
- Video Series: [Responsive Design 101 in Wix Studio](#)
 - Activity: Building a Site Hero from Scratch Across All Breakpoints
 - Video Tutorials: [Build a Landing Page with Blank and Designed Sections](#)
 - Assignment: Design a Landing Page on Wix Studio

Module 2 - Thinking and Working Like a Designer

→ Learning Objectives:

- ◆ Understand best practices and necessary steps needed to plan out a website for a client
 - ◆ Practice the key planning and branding steps a designer takes based on a client's needs
 - ◆ Create a design brief that serves as the blueprint for a client's site.
- Video Series: Planning and Branding a Website
 - [Website Building Basics via the Wix Blog](#)
 - [Build a Brand in 10 Steps](#)
 - [Intro to web design via the Wix Blog](#)
 - Assignment: Design Brief

Module 3 - Design Your Wix Studio Site

Learning Objectives: Building a site from a brief to meet client needs

1. Assignment: Complete Wix Studio Website

- Students can select from the following options to build their project sites: Wix Studio Client Briefs

Sample Assignment: Design Brief Assignment Worksheet

***Can be submitted for Wix Studio Certification**

Assignment Description:

In this assignment, you will create a comprehensive design brief for an imaginary client, ideating all aspects of a new website. You will develop key elements such as the website's structure, branding, functionality, and user experience, as if you were designing for a real client. This exercise will help you understand the critical components of a web design project and prepare you for client-based work in the future.

Learning Objectives:

1. Develop the ability to create a structured design brief that includes goals, target audience, website features, and branding guidelines.
2. Understand and apply key design principles such as user experience, functionality, and visual identity to a website project.
3. Gain hands-on experience in planning and ideating for a website design, simulating the process of working with a client.

Instructions for Students:

- Start by **reviewing the [Wix Studio Client Briefs](#)**, and select one imaginary company to guide you as you complete this assignment
- **Fill out each section carefully** with ideas, details, and information based on your imaginary company.
- **Be creative** and think about how you would approach building a website for a real client.
- Consider user experience, design, functionality, and branding in your answers.
- Use references and examples to explain your choices where necessary.

Good luck, and have fun building your design brief!

Client Name:

(Write the name of your imaginary client)

Project Name:

(Write the name of the project, e.g., "New Website for [Client Name]")

Date:

(Write the date of completion)

1. Project Overview**Goal:**

(Describe the primary goal of the website, e.g., "To create a modern, user-friendly website that showcases the client's products and services.")

Objectives:

(List measurable goals for the project, e.g., "Increase website traffic by 25% in 3 months.")

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Target Audience:

(Describe the ideal audience for the website, including demographics, profession, and interests.)

Current Website:

(If the client has a current website, describe it here, including strengths and weaknesses. If there is no current website, mention that as well.)

2. Website Scope and Features

Pages to Include:

(List the main pages you plan to have on the website. You can add more or customize based on the client's needs.)

- ☐ Homepage
- ☐ About Us
- ☐ Products/Services (individual pages for each product/service)
- ☐ Contact Us
- ☐ Blog/News (optional)
- ☐ Case Studies (optional)

Functionality Required:

(List the specific functionality needed on the site.)

- ☐ Contact form
- ☐ Product listing with descriptions and images
- ☐ Search functionality
- ☐ Social media integration
- ☐ eCommerce applications (i.e. Bookings, Stores, etc.)

3. Brand Guidelines

Color Palette:

(List the primary, secondary, and accent colors for the website.)

- Primary Color:
- Secondary Color:
- Accent Color:

Typography:

(Specify the fonts you will use for the website, e.g., a primary font and a secondary font.)

- Primary Font:
- Secondary Font:

Imagery:

(Describe the style and tone of images to be used on the website, e.g., "Professional, modern, clean.")

Logo:

(Provide a brief description of the logo. If there are any specific guidelines, mention them here.)

Tone of Voice:

(Describe the desired tone of voice for the website, e.g., "Friendly and informative," "Professional and authoritative.")

4. Design Preferences

Style:

(Describe the design style you envision, e.g., "Minimalist," "Modern," "Creative," etc.)

Inspiration:

(Provide examples of websites or design elements that inspire your vision for this project.)

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User Experience (UX):

(Explain the desired user experience, such as "Intuitive navigation," "Easy to find information," or "Mobile-friendly.")

5. Timeline and Budget

Project Timeline:

(Specify phases and deadlines for the project, e.g., "Phase 1: Wireframing, Phase 2: Design, Phase 3: Development.")

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6. Communication and Feedback

Communication Method:

(Describe how you will communicate with your client, e.g., email, phone, or project management software.)

Feedback Process:

(Explain how feedback will be gathered and incorporated into the project. E.g., "Weekly check-ins for feedback.")

7. Legal and Technical Requirements

Accessibility:

(Specify any accessibility requirements for the website, e.g., "Ensure WCAG compliance.")

SEO:

(List SEO requirements, e.g., "Conduct keyword research," "Add meta descriptions.")

Security:

(Describe the security requirements, e.g., "Implement SSL certificate for secure browsing.")

Analytics:

(List any analytics requirements, e.g., "Integrate Google Analytics for tracking.")

Additional Notes or Special Requests:

(Include any other important details or specific requests from the client here.)
