

# WEB DESIGN FOR NGOS

## *A Three-Day Workshop on Low-Cost Web Design and Web Development*

23, 24, & 25 July 2009

Today, almost everyone seems to have a website. For many organizations, it can be one of the least expensive options for establishing their presence and for disseminating information about their work. However, at the same time, despite the proliferation of websites, establishing a web presence can sometimes be a daunting prospect. Furthermore, many organizations leave their web content to get stale once the site has been established by not updating information regularly, thus driving away visitors—both human and machine!

The *Web Design for NGOs* workshop will demystify the process of designing and developing websites. Since many NGOs also operate under budget constraints which make website development and maintenance a low priority item, the workshop also approach the topic from a cost-effective perspective, including how to design and develop a website using free or open-source software.

The objectives of the three-day workshop will be to teach participants to use free and open-source software. Each participant will be able to develop a simple (at least two pages) website. Additional topics to be covered during the workshop include completing the workshop.

The workshop is designed to be very interactive and practical.

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32. <div type="HEADER">
33. <p
34.   style="margin-bottom: 0.2in; line-height: 100%; page-break-before: auto;">
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38. <p
39.   style="margin-top: 0.15in; line-height: 100%; page-break-after: avoid;"
40.   align="center">
41. <font face="Georgia, serif"><font
42.   style="font-size: 16pt;" size="4"><b>Web
43.   Design for NGOs</b></font></font></p>
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45.   style="margin-top: 0.15in; line-height: 100%; page-break-after: avoid;"
46.   align="center">
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48.   Three-Day Workshop on
49.   Web Design and Web Development</i></font></font></p>
50. <p class="western">Today, almost everyone seems to have a
51.   website.
52.   For many organizations, it can be one of the least expensive options
53.   for establishing their presence and for disseminating information
54.   about their work. However, at the same time, despite the
55.   proliferation of websites, establishing a web presence can sometimes
56.   be a daunting prospect. Furthermore, many organizations leave their
57.   web content to get stale once the site has been established by not
58.   updating information regularly, thus driving away visitors—both
59.   human and machine!</p>
60. <p class="western">The <i>Web Design for NGOs</i><span
61.   style="font-style: normal;">
62.   workshop will demystify the process of designing and developing
63.   websites. Since many NGOs also operate under budget constraints which
64.   may make website development and maintenance a low priority item, the
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*Tata-Dhan Academy*

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## *A Three-Day Workshop on Low-Cost Web Design and Web Development*

Today, almost everyone seems to have a website. For many organizations, it can be one of the least expensive options for establishing their presence and for disseminating information about their work. However, at the same time, despite the proliferation of websites, establishing a web presence can sometimes be a daunting prospect. Furthermore, many organizations leave their web content to get stale once the site has been established by not updating information regularly, thus driving away visitors—both human and machine!

The Web Design for NGOs workshop will demystify the process of designing and developing websites. Since many NGOs also operate under budget constraints which may make website development and maintenance a low priority item, the workshop will also approach the topic from a cost-minimizing perspective, for example, by showing how high-quality results can be achieved using free or open-source software.

The objectives of the three-day workshop are to (1) enable NGOs to establish a collaborative and dynamic web presence, and (2) to teach participants to use free and open-source software for photo editing and web development. By the end of the workshop, each participant will be able to demonstrate their skills at designing and maintaining their own websites by creating a “mini” (at least two pages) website. Additionally, participants will receive 50 MB of web space to host their website for up to one year after completing the workshop.

## ***Workshop Design***

The workshop is designed to be very “hands-on”; about 60% of the time will be spent teaching web design skills and 40% will be spent on introducing users to free web technologies. The following is a brief outline of the types of activities that can be expected for each day of the workshop.

### **Day 1**

- » ***Morning:*** Introduction to web design terminology, jargon, and the tools (software) that we will be using for the workshop.
- » ***Afternoon:*** Beginning to practice using some of the software in preparation for designing a web page (on Day 2).
- » ***“Homework”:*** Think about content for a personal website (for example, a 2 to 5 page website about yourself). Sketch out the website (on paper) and generate some of the content that would be required.

### **Day 2**

- » ***Morning:*** Share the sketches for the personal websites and get feedback from other participants and the facilitator. Discuss the concept of “usability” in web design. Begin

developing the personal websites by first editing the graphics which will be used in the site.

- » **Afternoon:** Continue developing the personal websites by adding structure and text to the pages. At this point, any problems which emerge will be shared among all.
- » **“Homework”:** Try to complete at least two pages for your personal website.

### Day 3

- » **Morning:** Share the progress on the personal websites and get feedback from other participants and the facilitator. Address any problems which emerged during the web design process. Explain the process of web hosting.
- » **Afternoon:** Describe, compare, and analyze some of the freely available online tools that can be used for designing websites and for improving workplace productivity. Officially closing the programme.

Please note that since this is a hands-on workshop, it is important that the participants have strong starting computer skills. It is not important for them to know anything about web design or development; as long as they are comfortable with, for example, Microsoft Office software and browsing the internet, they should be able to complete the workshop successfully.

Participants who have laptops are encouraged to bring them to the workshop. All software that is required will be provided on the first day of the workshop.

**Total Programme Cost:** Rs. 5,000/- per participant.

## About the Facilitator

Ananda Mahto completed his undergraduate studies in economics at the University of California, Santa Barbara, and his masters degree in education at the University of Phoenix. He primarily works as an English or communications teacher. However, he also has over 10 years experience developing websites both personally and professionally.

### Selected portfolio

Please visit the following sites to see a sample of the web development work which has been done by Ananda Mahto.

#### **ACEDRR**

<http://dhan.org/acedrr>

#### **Peoples' Self-Help Housing**

<http://www.pshhc.org>

#### **Las Historias de Ladera**

<http://www.pshhc.org/ladera/>

#### **Personal site #1**

<http://mrdwab.com>

#### **Personal site #2**

<http://mrdwab.com/2657>

#### **Personal site #3**

<http://news.mrdwab.com>

## ***About Tata-Dhan Academy***

The Tata-Dhan Academy, created in December 2000, seeks to position itself as a Centre of Excellence in development management education by offering education programmes such as the two-year Post-Graduation in Development Management (PDM) and short-duration Development Management Programmes. The Academy also adds to the world of knowledge through research conducted by its two specialised centres—the Advanced Centre for Enabling Disaster Risk Reduction (ACEDRR) and the Advanced Centre for Skill and Knowledge on Mutual Insurance (ASKMI)—and through research conducted by its research wing faculty.

### **Development Management Programmes**

Each year, the Academy offers a diverse selection of short-duration education programmes designed to help professionalized the development sector and increase the body of knowledge available. Some of the DMPs which we are currently offering include:

- » Advanced Reflective Education and Training (International)
- » Capacity Building for NGOs
- » Data Analysis for Development Research
- » Development Management Appreciation Programme
- » Disaster Risk Reduction and Development
- » Experiential Workshop on Team Building
- » Financial Management for Development
- » Leadership for Development
- » Managerial Oral Communication
- » National Training Programme on Micro Insurance
- » Participatory Research Methodology on Microfinance, Livelihood and Health
- » Social Development Research Capacity Building (SDRC)
- » Training of Trainers on Counseling

For more information about our Development Management Programme, please contact:

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