

Welcome to the CIO Hour!

April 2022

Masters of Content: Moving Beyond HTML & PDF to Deliver Engaging Web Content

Today's Panel



JIM FARIS

Creative Director, 501Works
faris@501works.com | 703.909.1404

Jim Faris is the creative lead on design, UI and UX. With over 20 years of experience designing and developing web and marking projects for large agencies, Fortune 500 companies, and small businesses, Jim brings a history of successful design and development projects that have won him many awards including; Clio, Mimic and Hatch awards for design, development and writing. When not in front of a computer, you can find him onstage playing the upright bass, in art studios painting or out of his Vespa... when the kids aren't climbing on his head.



JAMES C. MARQUIS

Chief Information Officer, 501Works
marquis@501works.com | 703.459.9779

James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting for for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

The CIO Hour

- A new type of Webinar
- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month

Visit www.theCIOHour.com for upcoming topics and events.

Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow 

Agenda

- In the News – A few highlights that might interest you
- Fast 15 min – Introduction to the topic of the month
- Q & A – 30 min – Discussion with our experts and taking your questions

In the News

1. Amazon Workers Vote to Unionize

<https://www.cnbc.com/2022/04/01/amazon-workers-in-staten-island-vote-to-unionize.html>

2. Elon Musk Joins Twitter Board or Directors

<https://www.reuters.com/technology/elon-musks-arrival-stirs-fears-among-some-twitter-employees-2022-04-07/>

3. Apple Working on Hardware Subscription Service

<https://www.dailypioneer.com/2022/technology/apple-working-on-hardware-subscription-service-for-iphones-ipads.html>

Today's Topic:

Masters of Content:

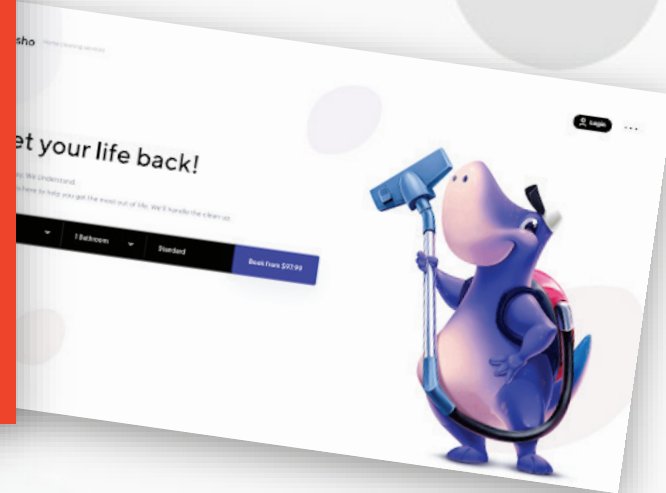
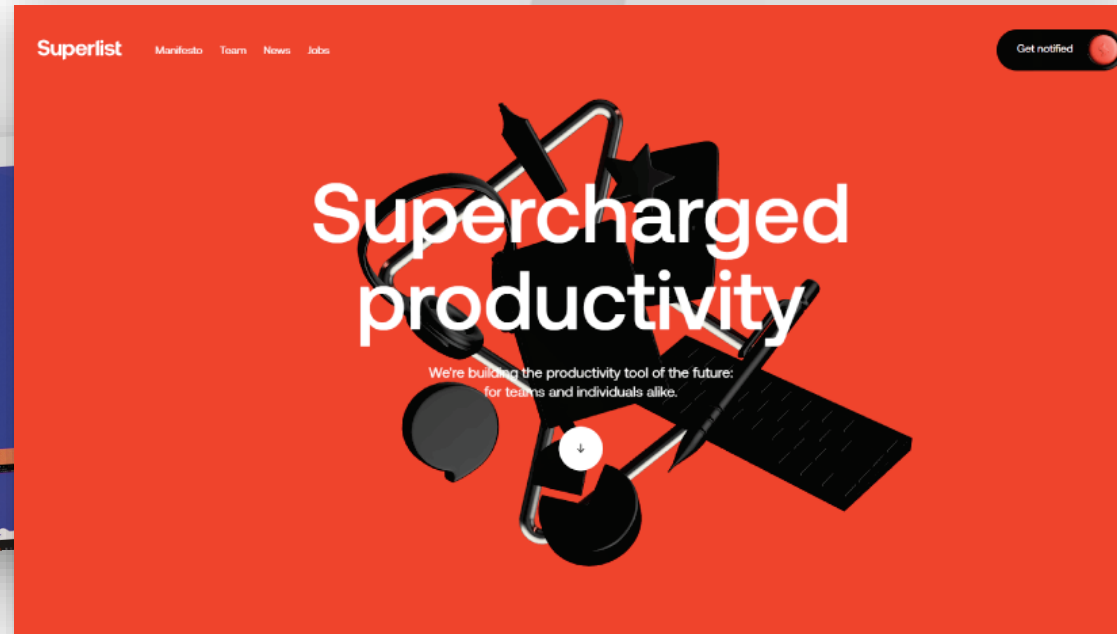
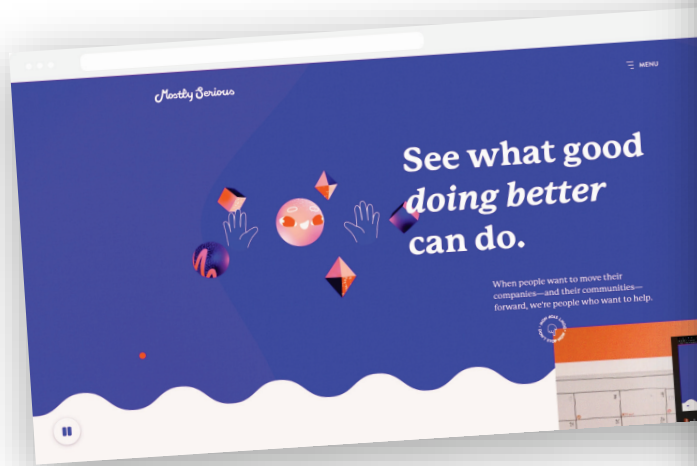
Moving Beyond HTML & PDF to Deliver
Engaging Web Content

Fast Facts – Big 2022 Design Trends

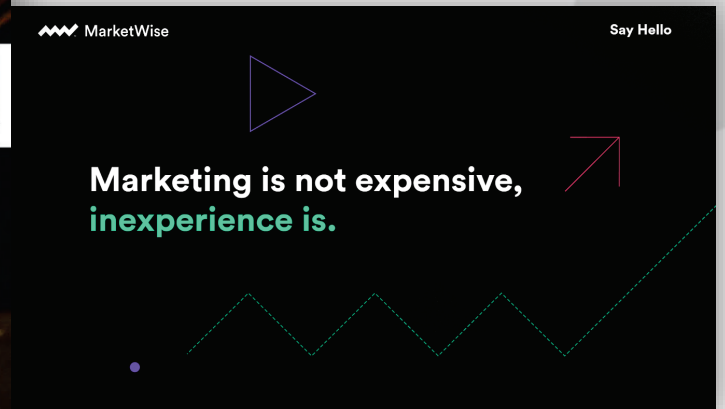
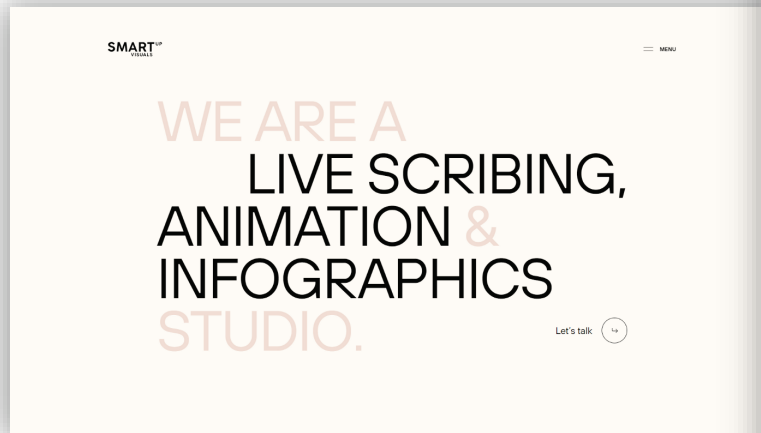
1. Less Images in Heroes
2. Bigger – Bolder Typography
3. Illustrations – 3D, Abstract, Complex Gradients
4. Visible Grids
5. Memphis Design / Brutalism
6. Single Page Websites

Sources: <https://www.creativeblog.com/features/web-design-trends-for-2022>
<https://99designs.com/blog/trends/web-design-trends/>
<https://www.envato.com/blog/web-design-trends/>

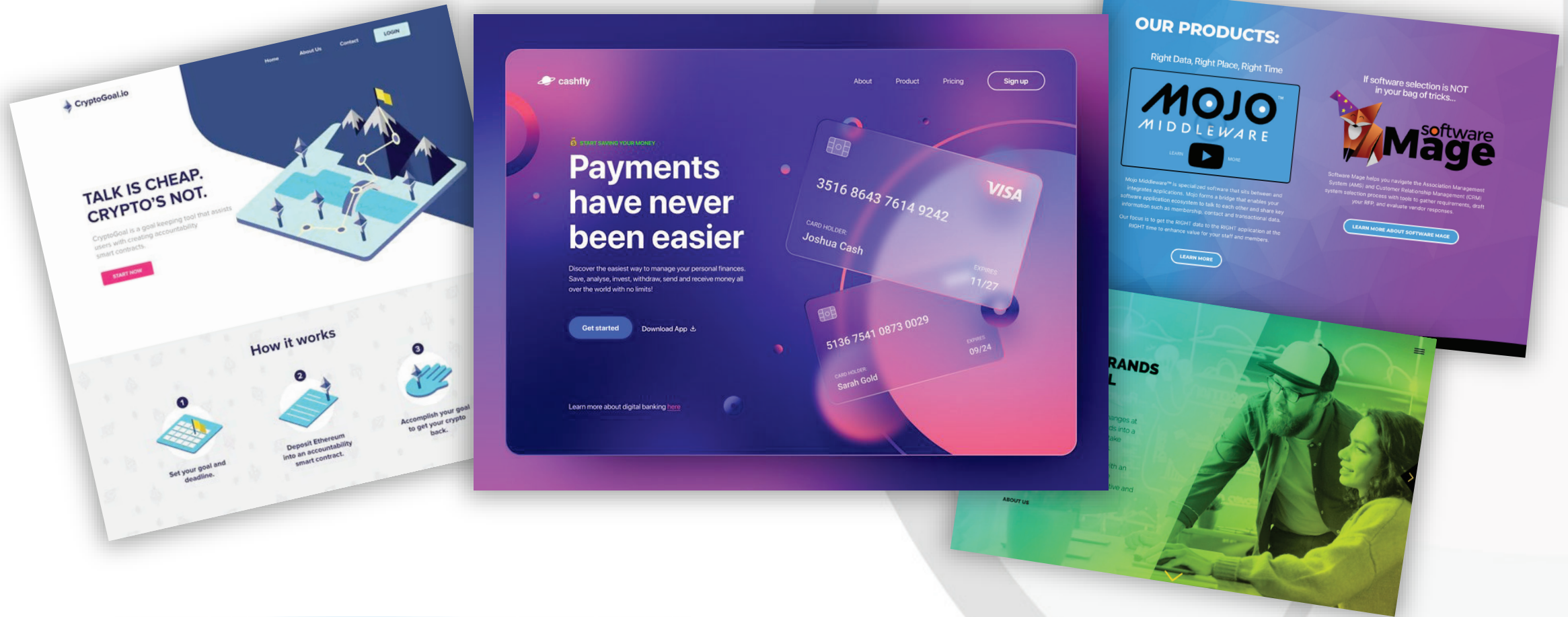
Less Photos in Heroes



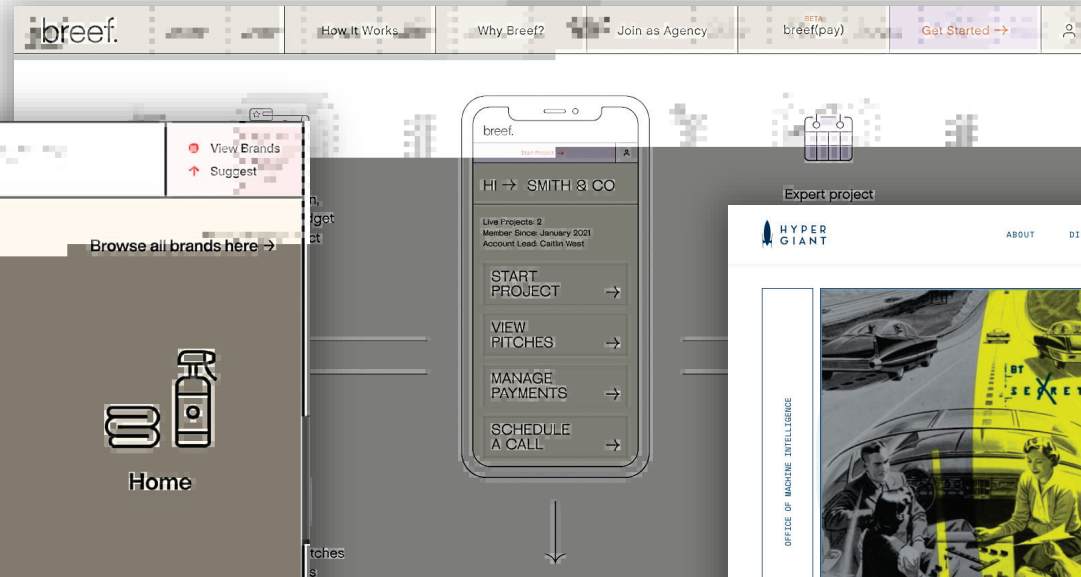
Bigger – Bolder Typography



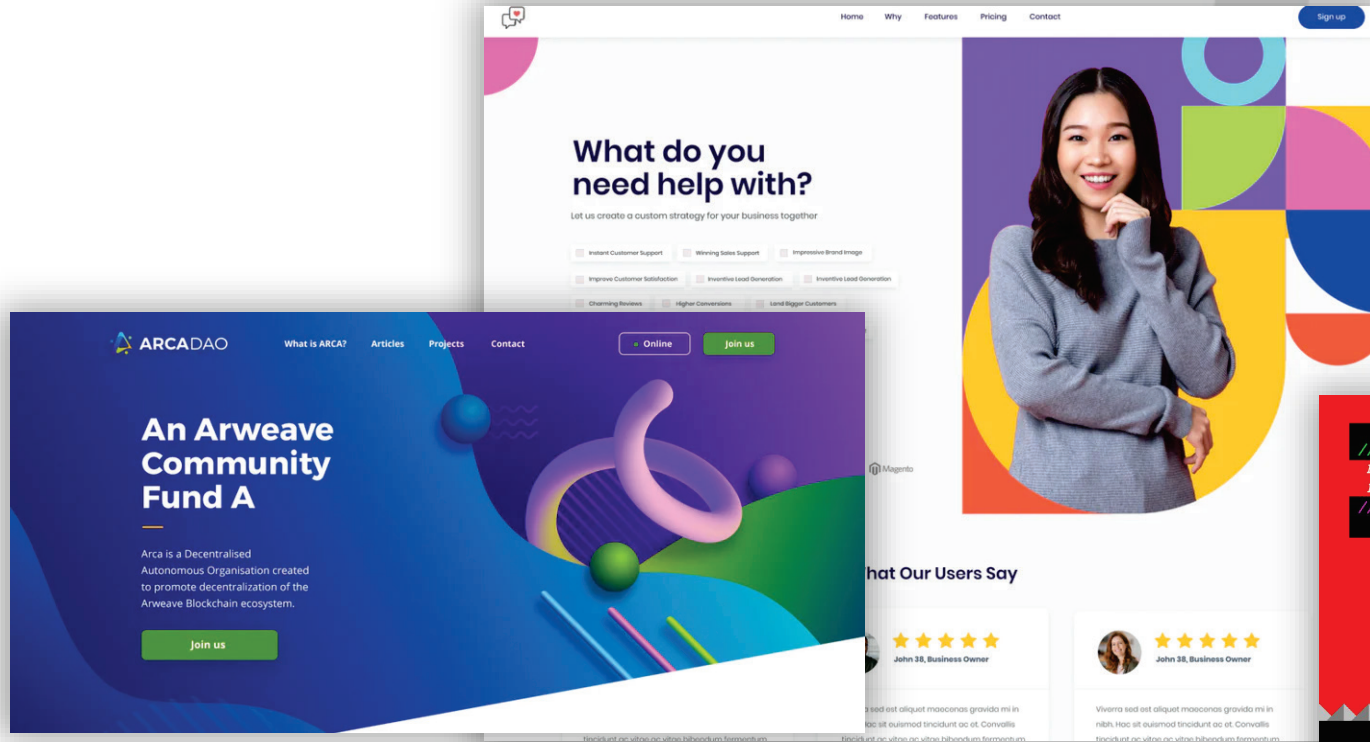
Illustrations – 3D, Abstract, Complex Gradients



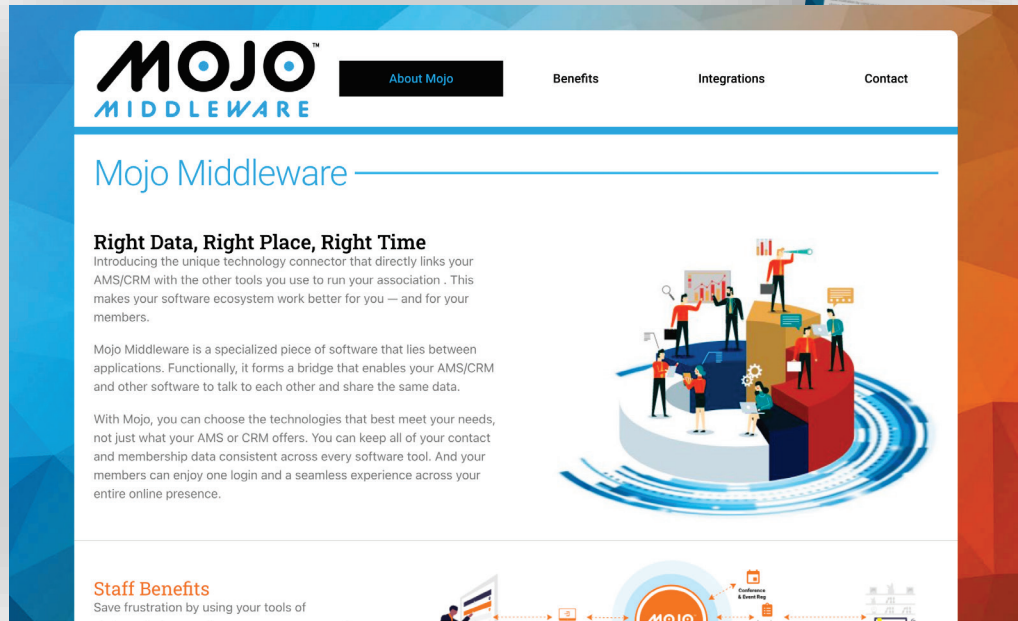
Visible Grids



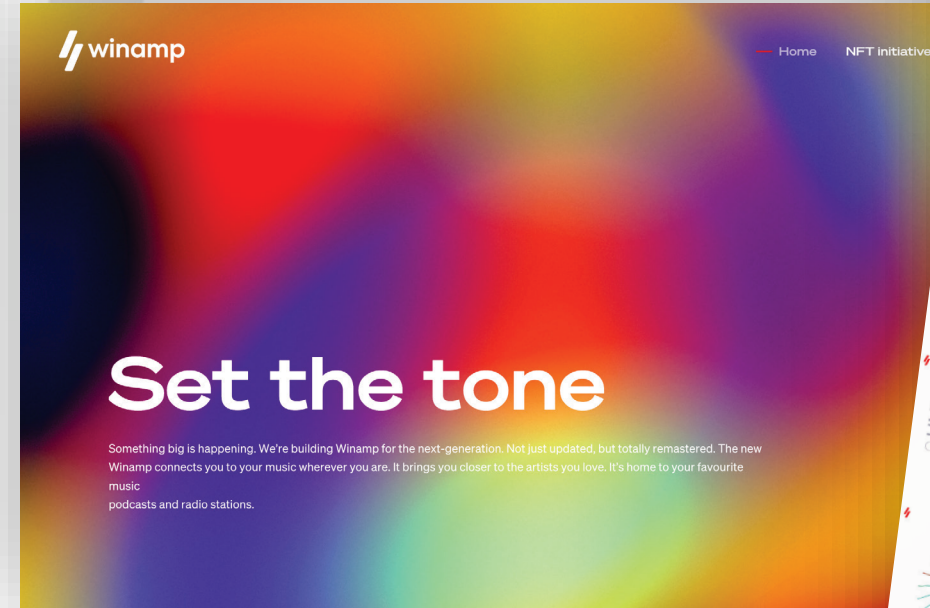
Memphis Design / Brutalism



Single Page Websites

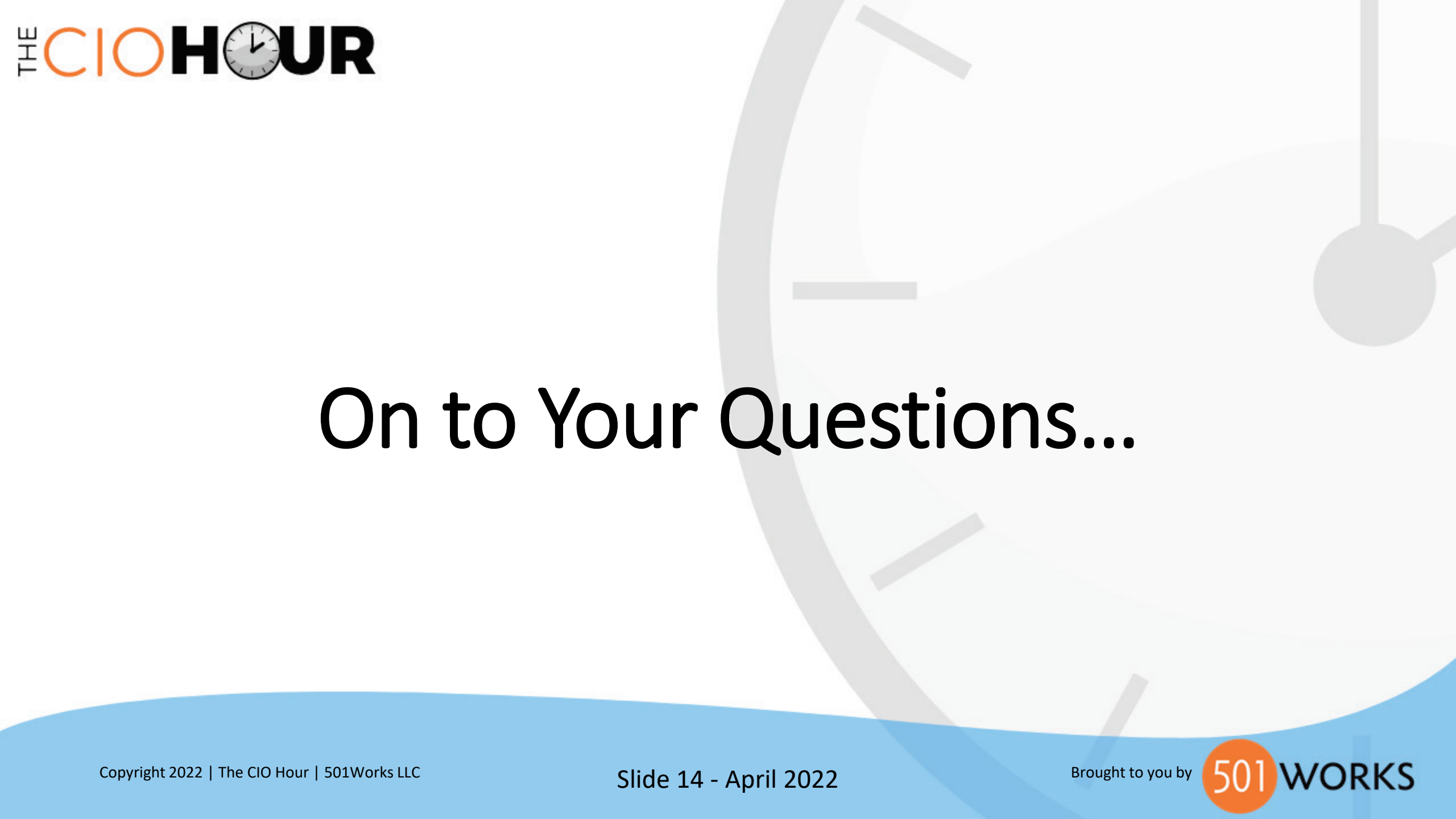


mojomiddleware.com



winamp.com





On to Your Questions...

Where do you find good images to use? They seem to cost a ton!

Finding good images is easier than you think...

- Sites like iStock, Shutterstock, Envato, and Pond5 offer tons of options.
- Font Awesome is great for iconography.
- Pexels and Pixabay have free images.
- Avoid the Google Search trap.
- Subscriptions to some of these sites can save you even more money if you use them a lot.



Any tips for handling video?

Video done right...

- Video really is a special type of content because it can be VERY bandwidth intensive.
- Host it right (YouTube or Vimeo) because they do the streaming work for you.
- Include fallback images because video done wrong can ruin your user experience.



How do you handle accessibility issues?

Accessibility demystified...

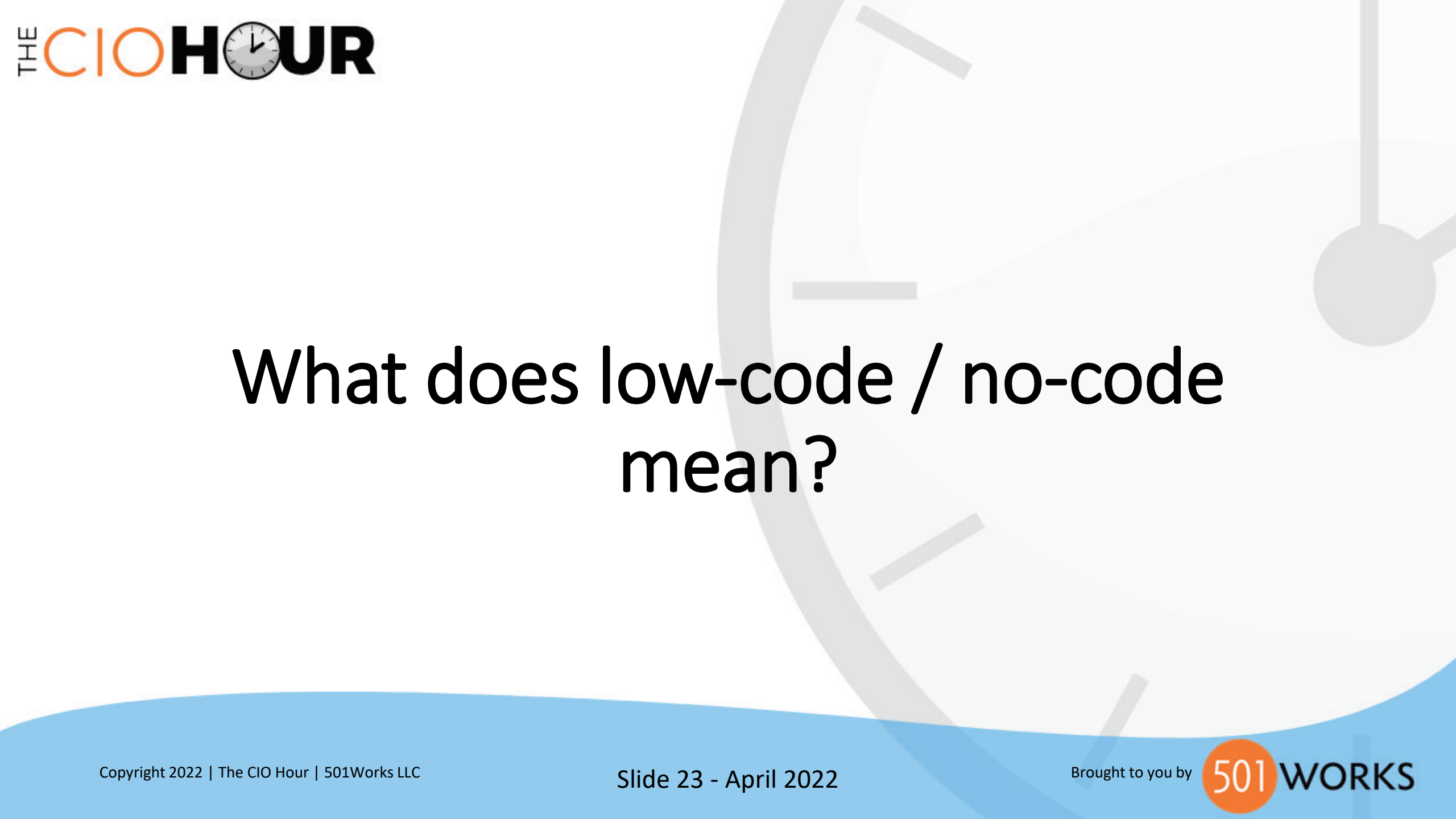
- It is important to be inclusive and that starts with accessibility.
- Up to 10% or more of users may need an accommodation.
- There are tools to help evaluate your accessibility like Wave and Accessibe.
- You can achieve good accessibility without compromising design.
- Try the W3C free online course to get started.



Is responsiveness still a thing?

Responsiveness is definitely a thing!

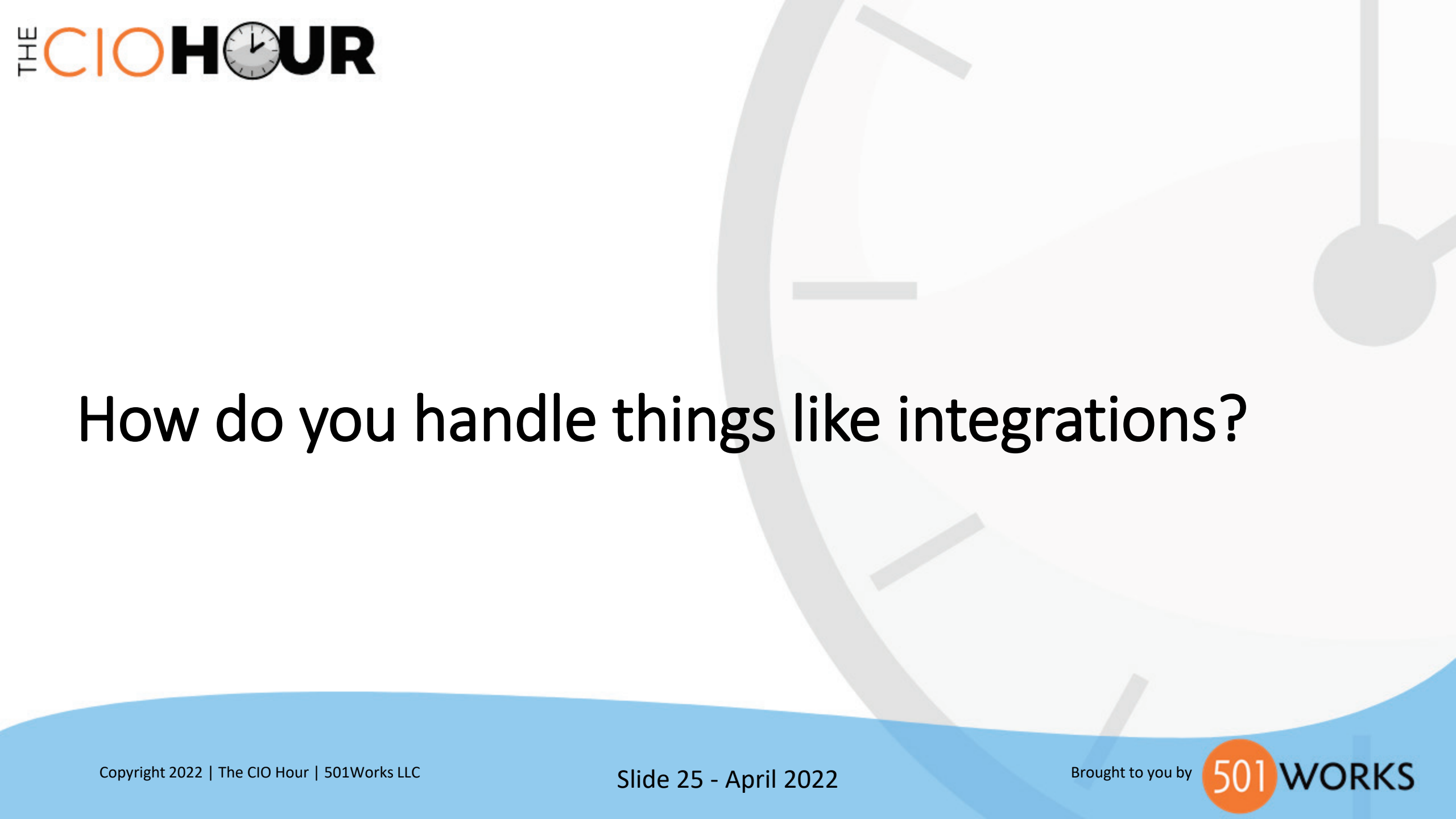
- Users visit our websites on a wide variety of devices with varying levels of bandwidth.
- Tools like Elementor inside WordPress make it easier to handle responsive break points.
- Test, test, test on different devices periodically to make sure you have a good experience.



What does low-code / no-code mean?

Low-code/No-code

- These are tools that let you build an experience without any (or little) knowledge of the technology under the hood (HTML, CSS, JavaScript, etc.)
- Some of these tools are cool, BUT you still benefit from knowing how things work.
- They do not replace expertise for things like design, understanding your audience, etc.



How do you handle things like integrations?

Integrations 101...

- Adding the right integration can definitely boost your user experience.
- Common add-ins include SSO (Single Sign On), Profile Management, and Advanced Search.
- New platforms (like Mojo) make them easier to handle.
- Avoid “over integrating” – target the Right Data, Right Place, Right Time philosophy.



Any tips for small budgets?

Design on dime (or a few dimes)...

- Sites like Fiver or Upwork have great resources if you can be very specific in asking for what you want.
- Local university programs can be great places to look for resources to assemble videos.
- Resources we have listed offer great graphic options that won't break the bank.

Other Questions?





Thank you to Jim for today's content expertise!

If you have additional questions, please contact Jim Faris:

faris@501Works.com | 703.909.1404

Just for attending today's webinar...

- **Free guide** –“Design to Dazzle”
- **Free 30-minute quick consult** to review your Website and consult our experts.



Delivering technology that
WORKS for your association.

CONSULTING

501WORKS

- IT Consulting Services – vCIO Service
- Advanced Web Design and Content Solutions
- Customized Software Solutions and Integrations

INTEGRATION



Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE



Software Mage™ – an online tool helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!

Call or email us for a **30 minute free** consulting session



703-459-9779



marquis@501works.com
theCIOHour@501works.com



501works.com
theCIOHour.com

Final Thoughts

- Join us on May 5th for **Fueling Engagement With Mobile App Platforms**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

