## CALENDAR

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
</tr>
</thead>
<tbody>
<tr>
<td>HW - options for your site are due.</td>
<td>HW - 1 creative brief is due.</td>
<td>HW - site map and wireframes are due.</td>
<td>Lesson: Designing on paper and in Photoshop.</td>
<td>HW - 3 home pg. comps - round 1 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
<td>HW - 3 home pg. comps - round 2 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
</tr>
<tr>
<td>Lesson: Creative Brief</td>
<td>Lesson: Site Map &amp; wireframes</td>
<td>Lesson: Design Tips</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CRITIQUE</td>
<td>CRITIQUE</td>
<td>CRITIQUE</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
<td>WORK DAY</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Week 9</th>
<th>Week 10</th>
<th>Week11</th>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.21</td>
<td>10.28</td>
<td>11.4</td>
<td>11.11</td>
<td>11.18</td>
<td>11.25</td>
<td>12.2</td>
<td>12.9</td>
</tr>
<tr>
<td>MID-TERM - all final comps due.</td>
<td>HW - coded home page is due.</td>
<td>HW - coded sub page template is due.</td>
<td>QA Test DAY - 1st draft of coded site is due</td>
<td>QA Test DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
</tr>
<tr>
<td>CRITIQUE</td>
<td>NO CLASS - CHRIS ON MAINLAND</td>
<td>NO CLASS - ELECTION DAY</td>
<td>NO CLASS - VETERANS DAY</td>
<td>QA Test DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
</tr>
</tbody>
</table>
EXAMPLES

• Light Maker site
  • http://www.lightmaker.com/

• Visual vocabulary article for Interface architecture and interface design
  • http://www.jjg.net/ia/visvocab/
EXAMPLES

- **MORE**
  - [http://www.morellc.com/](http://www.morellc.com/)
  - Interesting approach
- **4 C's Plumbing**
  - [http://www.4cspumbing.co.uk](http://www.4cspumbing.co.uk)
  - Decent typesetting
- **Lewis Group Architects**
  - [http://www.lewisgroup.net/](http://www.lewisgroup.net/)
  - Restricted page heights
- **Indigo Networks**
  - [http://www.indigonetworks.com/](http://www.indigonetworks.com/)
  - Text Heavy, slight color coding
- **BOPIA**
  - Blog Style
- **FortyEight Designs**
  - [http://www.fortyeightdesigns.com](http://www.fortyeightdesigns.com)
  - Another Blog Style site
- **Emotions by Mike**
  - [http://www.emotionslive.co.uk](http://www.emotionslive.co.uk)
  - [http://www.emotionslive.co.uk/show.asp?show_pic=2376647645&id=20051209205810&width=766&height=750](http://www.emotionslive.co.uk/show.asp?show_pic=2376647645&id=20051209205810&width=766&height=750)
AGENDA

• We will quickly go around the room and discuss everyone’s plans for the site that they will plan, design, and build for the entire semester by taking a quick look at the creative briefs.
• Lessons:
  • site maps and wireframes/page maps
  • how to begin designing
LESSON

• Some tips for drafting your site map and page maps
  • Sketch first!!!
    • Make multiple sketches.
    • Think about usability concerns such as:
      • The navigation & categories – should certain items be moved around, renamed, etc.
      • Naming conventions
  • Consider working in either Power Point or Illustrator
    • Consider using power point’s built-in organization chart diagram feature for speed.
  • Only your site map needs to be digital. Your page maps can be analog (sketches). If you choose to submit your sketches, please scan them and post them on your web site as images.
LESSON

• Some tips for starting your comps/mock-ups
  • Do plenty of research on visual style, color, patterns, technologies, and typesetting techniques.
  • Sketch before you start designing digitally!!!
    • Make multiple, multiple sketches.
    • Think about usability concerns such as:
      • The navigation & category naming conventions – should certain items be moved around, renamed, etc.
  • Experiment with the visual layout. Be creative. Go crazy. Have fun!
LESSON

• More tips for starting your comps/mock-ups
  • Work in Photoshop
    • The web is a screen-based medium, where the majority of web graphics are raster, not vector. We only see vector art in flash.
    • Set up your document to be at least 1200 x 800 pixels, 72dpi.
      • BUT: the width of your layout/page (i.e. “container”) will depend upon each project’s goals & parameters.
  • Try working from the outside in and from the top down.
    • For example, try to:
      • Design the background first
      • Then the container
      • Then the header
      • Then the navigation
      • Then the content imagery
      • Then the body content
      • Then the footer
ASSIGNMENT

• Site map and Wireframes
  • assignment: Use your research data and preliminary sketches to create detailed and presentable wireframes and a site map. Site map 1 page; recommended software: Power Point. Wireframes (Page maps) 1 page per sub page (depends upon your site); analog or digital – your choice. sketches are ok. If you choose to create them digitally - recommended software: Power Point.

• purpose/objective:
  • To organize the structure and layout of your client’s website without the constraints of any design elements.
  • To create reference materials for client signoff.
  • To experiment with user interface combinations prior to designing in Photoshop.

• format: Post a link to either the images (gifs or jpegs) or the power point document off your main class web page before class begins.
ASSIGNMENT

• Home page comps/mock-ups – round #1
  • assignment: Based upon your research, your creative brief, site map, and wireframes, choose a few different themes (minimum of three) that will act as design directions for the visual execution of your client’s site interface. An example of a theme may be “a highly technological and mechanical look using metallic edges, cool colors, and stock photography”. The title of this execution, or visual design direction could be “Tech Blue Photo”. Another theme may be “Simple Black and White Bars”. Once you have established three or more themes to follow, execute each by creating a home page comp (short for comprehensive) – a comp is a layout prepared to resemble, as closely as possible, the finished project.
ASSIGNMENT

• Home page comps/mock-ups – round #1
  • purpose/objective:
    • To experiment visually by taking risks.
    • To analyze basic information structures and demonstrate the ability to research topics and organize ideas into comprehensive information hierarchies.
    • To research, analyze and demonstrate Web page and site design incorporating the available typographic characteristics available in CCS.
    • To analyze user-centered design that demonstrates a need for CCS.
    • To apply the visual elements of line, shape, value, color, texture, time, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to interface design assignments.
    • To defend the conceptual merits of your own designs.
ASSIGNMENT

• Home page comps/mock-ups – round #1
  • format:
  • no less than three designs in three different thematic directions. You may use a combination of photoshop and illustrator to execute your graphical design elements digitally, but ultimately your final layout should be in Photoshop. Use lorem ipsums in the place of any copy not yet written.

• technical details:
  • A minimum of 3 JPEG images in three different thematic directions – (12000 x 800 pixels in dimension, 100% max quality compression). Post a link to the images (jpegs) off your main class web page before class begins.

Due: Week 5