THE KCC | NMA ID PHILOSOPHY

- To prepare visual design students for careers as interface designers.
- To provide the skills needed to succeed in the web design industry as visual designers.
- To emphasize the importance of the full design process.
Web Design Field
A wide spectrum of technologies and skills

Web Designer

Web Developer

JavaScript
Blogs for CMS

Full Open Source CMS

FTP

Digital Video

Flash

ActionScript

HTML

CSS

Digital Design

Graphic Design

MySQL

PHP

.NET

Apache

Java

Database Administration
Web Design Field
A Wide Spectrum of Technologies and Skills

Web Designer
Web Developer

- HTML
- Digital Design
- CSS
- Flash
- Digital Video
- ActionScript

JavaScript
Blogs for CMS
Full Open Source CMS

FTP

MySQL
Apache
.NET
Java
Database Administration

NMA ID NOW

NMA ID GOAL
The Design Process
For Interface Design

User Perspective
Client needs, User needs, Usability, Features, Site Organization, Visual Designs

System Perspective
Site Organization, Backend Technologies
INFORMATION ARCHITECTURE
PART OF THE DESIGN PROCESS

User Perspective

Client needs, User needs, Usability, Features, Site Organization, Visual Designs

Art 155
Client Documentation
(project brief, user profiles, feature specs, site maps, wireframes)

Art 229
Visual Mockups
(round 1 designs, round 2 designs, round 3 designs, final designs)

Art 128
HTM & CSS
(css positioning, multiple layouts, how to convert a photoshop design to html)
INFORMATION ARCHITECTURE
PART OF THE DESIGN PROCESS

Key Deliverables (Client Documentation) and Milestones

RFP
Project Brief
Primary Goal
Target Demographic
Competitive Analysis

Funct/Feature Specs
User Profiles
Site Maps
Wireframes
Visual Mockups

Evaluation
INFORMATION ARCHITECTURE

ASSIGNMENTS THAT MEET THE COURSE COMPETENCIES

1. Client Pitch
   • The RFP Process, brainstorming sessions

2. Creative Brief
   • Define the primary site goal, define the target audience, conduct a competitive analysis

3. User Profiles & Scenarios
   • Define three typical users in detail, focus groups, surveys, interviews

4. Functional/Feature Specifications & Usability Checklist
   • Define the exact features of the site, identify your usability goals, brainstorming sessions

5. Site Maps
   • Site information organization, breadth vs. depth, naming conventions

6. Wireframes
   • Layout explorations, paper prototyping, navigation schemes & design patterns

7. Visual Mockups
   • Visual execution of the interface
INFORMATION ARCHITECTURE

TIMELESS TOPICS

• The early research, planning, and conceptualization stages of the design process
• Project planning and management
• User needs and behaviors
• Usability
• Organization schemes and structures
• Prototyping
• Web Standards
• Accessibility
• Navigation schemes
• Labeling & naming conventions
• Design patterns & trends
• Usability testing & evaluation
INFORMATION ARCHITECTURE

WEB 2.0 TOPICS

• Blogging for CMS
  • Wordpress
  • Customizing theme frameworks

• Open Source CMS
  • Drupal
  • Joomla,
  • Silver Stripe

• Social Networking
  • Tagging and tag clouds
  • Social tagging, folksonomies and social classification

• Personalization
• Visualization
The Design Process
for Interface Design

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System Perspective
Site Organization, **Backend Technologies**

[Diagram]

- **Research**
- **Conceptual Designs**
- **Visual Designs**
- **Production**
- **Launch**

**Client Documentation**
(project brief, user profiles, feature specs, site maps, wireframes)

**Art 229**

**Open Source CMS**
(intro to WordPress, Silver Stripe, Apache, PHP, MySQL, etc.)

- **Weeks 1-12**
- **Weeks 13-15**