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

HTML
CSS
Digital Design
Graphic Design
ActionScript
Flash
Digital Video
FTP
JavaScript
Blogs for CMS
Full Open Source CMS
MySQL
PHP
Apache
.NET
Java
Database Administration
WEB DESIGN FIELD
A WIDE SPECTRUM OF TECHNOLOGIES AND SKILLS
THE DESIGN PROCESS
FOR INTERFACE DESIGN

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

System Perspective
System needs, Scripting & Programming Languages, Content Management, Site Maintenance, Site Validation
INFORMATION ARCHITECTURE
PART OF THE DESIGN PROCESS

User Perspective

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

Research → Conceptual Designs → Visual Designs → Production → Launch

Art 155 & Art 229
Client Documentation (project brief, user profiles, feature specs, site maps, wireframes)

Art 128
HTM & CSS (css positioning, multiple layouts, how to convert a photoshop design to html)

Visual Mockups (round 1 designs, round 2 designs, round 3 designs, final designs)
INFORMATION ARCHITECTURE
PART OF THE DESIGN PROCESS

Research

Conceptual Designs

Visual Designs

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

User Perspective

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

System Perspective

**Site Organization**, Backend Technologies
ART 155 & ART 229
Information Architecture & Interface Design 1

ART 128
Interface Programming 1

Research
Conceptual Designs
Visual Designs

Production
Launch

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

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

HTML & CSS
(converting from photoshop to html, testing multiple layouts, css positioning, etc)
Research

ART 155 & ART 229
Information Architecture & Interface Design 1

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

Conceptual Designs

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

Visual Designs

Production

HTML & CSS
(converting from photoshop to html, testing multiple layouts, css positioning, etc)

Launch