THE DESIGN PROCESS

INTERFACE DESIGN

USER PERSPECTIVE

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

- Research
  - 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

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

SYSTEM PERSPECTIVE

System needs, Scripting & Programming Languages, Content Management, Site Maintenance, Site Validation
THE DESIGN PROCESS

INTERFACE DESIGN

A MORE REALISTIC TIME ALLOCATION:

ART 155 & ART 229
Information Architecture & Interface Design 1

Research
Conceptual Designs
Visual Designs

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)

Production
QA & Launch

ART 128
Interface Programming 1

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

A MORE REALISTIC TIME ALLOCATION:

ART 155 & ART 229
Information Architecture & Interface Design 1

Research
Conceptual Designs
Visual Designs

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)

Production
QA & Launch

HTML & CSS
(converting from photoshops to html, testing multiple layouts, css positioning, etc)
ONE LARGE PROJECT

» To design three (3) visual interface designs for a client that wants to explore three different thematic directions:

1. Corporate/Professional (Low risk)
   » Simple, Limited Color Palette, Minimalist design, Flat layout

2. Fun-yet-Functional (Mid Risk)
   » More Colors, Textures, Layers, & Depth,

3. Experimental & Wild (High Risk)
   » Unconventional, high impact

» Client Documentation Packet
   » Contains all documentation of the full design process including the creative brief, user profiles, functional specifications, site maps, wireframes, design studies, & interface designs.
SOME TIPS FOR CHOOSING A CLIENT

» Try to choose a small client that needs a relatively small site (4-5 pages; no more than 10 max).

» Try to choose a client that would benefit from considering all three of the different styles of sites that you will be designing (corporate/professional, fun-yet-functional, and wild & experimental).

» If you unsure of which site you will choose, or if you have multiple options to choose from, do a creative brief for each of your potential options, and we will help you choose one in class.

SOME TIPS FOR CONSTRUCTING A CREATIVE BRIEF

» Conduct preliminary research on your web site and put together a creative brief. Your creative brief should include the following:

  » Project Title, Project Summary, Primary Objective, Target Audience, Analysis of Competition/Competitors, List of Assets needed, Examples of existing look and feel (visuals), and anything else that is important.
SOME TIPS FOR CONSTRUCTING A CREATIVE BRIEF

» Do plenty (several hours) of background research on your client, their competitors, and the industry
  » Become familiar with your client’s mission, primary objectives, and culture/personality
  » Take a look at all competitor sites (both small and large – raise the bar)
  » Identify the user base (to enable you to use user-centered design practices)

» Use Microsoft Word (or other word processing application capable of easily making .doc or .pdf files – such as Open Office Writer).
  » Do not spend too much time making it look pretty – it’s the content that counts.

» Be brief (1-2 pages)

» Use visuals (i.e. screenshots) to help describe certain aspects of your brief
  » i.e. existing look & feel (screenshot of existing site), competitor site screenshots, etc.

» Look at the student examples from past years.
QUESTIONS?
NO QUESTION IS A DUMB QUESTION

IF YOU EVER HAVE ANY QUESTIONS REGARDING THE PROJECT, PLEASE USE LAULIMA

» Post any questions, concerns, etc. on the Discussion board in Laulima.