



**NewMediaArts**  
Kapi'olani Community College, University of Hawai'i

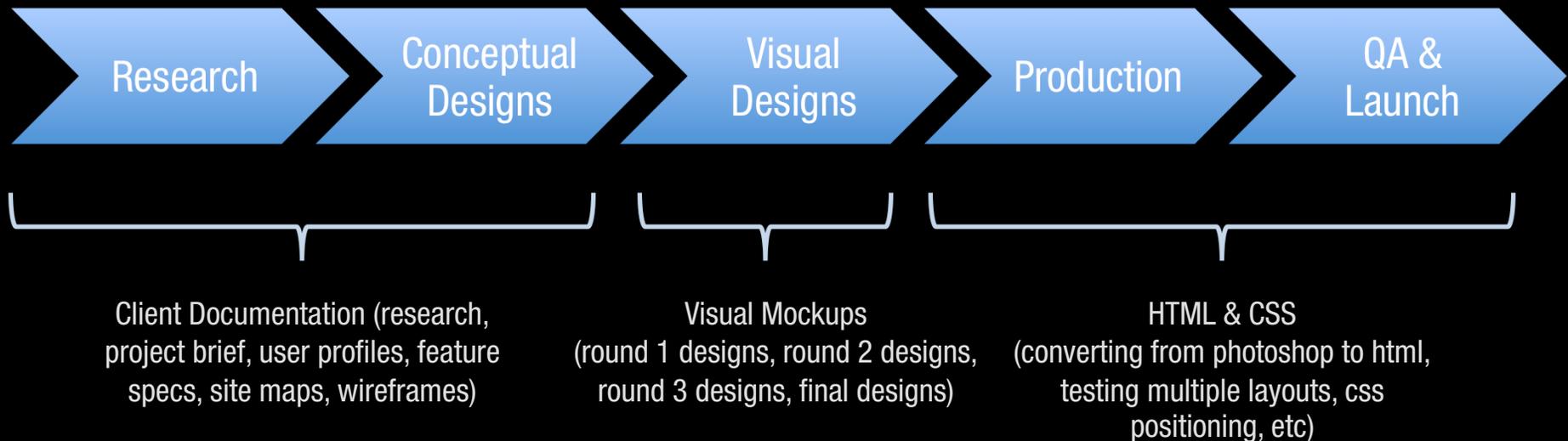
INTERFACE DESIGN II

# THE DESIGN PROCESS

INTERFACE DESIGN

## USER PERSPECTIVE

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



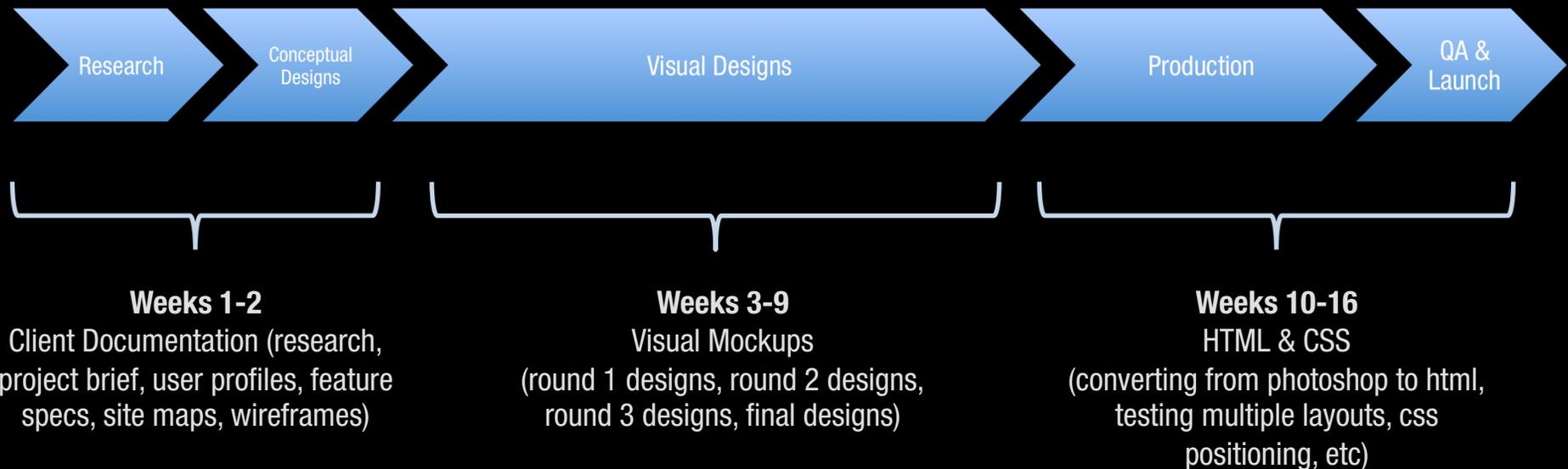
## SYSTEM PERSPECTIVE

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

# THE DESIGN PROCESS

INTERFACE DESIGN

A MORE REALISTIC TIME ALLOCATION (for this course):



# LESSON

TIPS, TRICKS, & ADVICE...

## 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).
- » 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.

# LESSON

TIPS, TRICKS, & ADVICE...

## 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
  - » ie. 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.



# **NewMediaArts**

Kapiolani Community College, University of Hawai'i