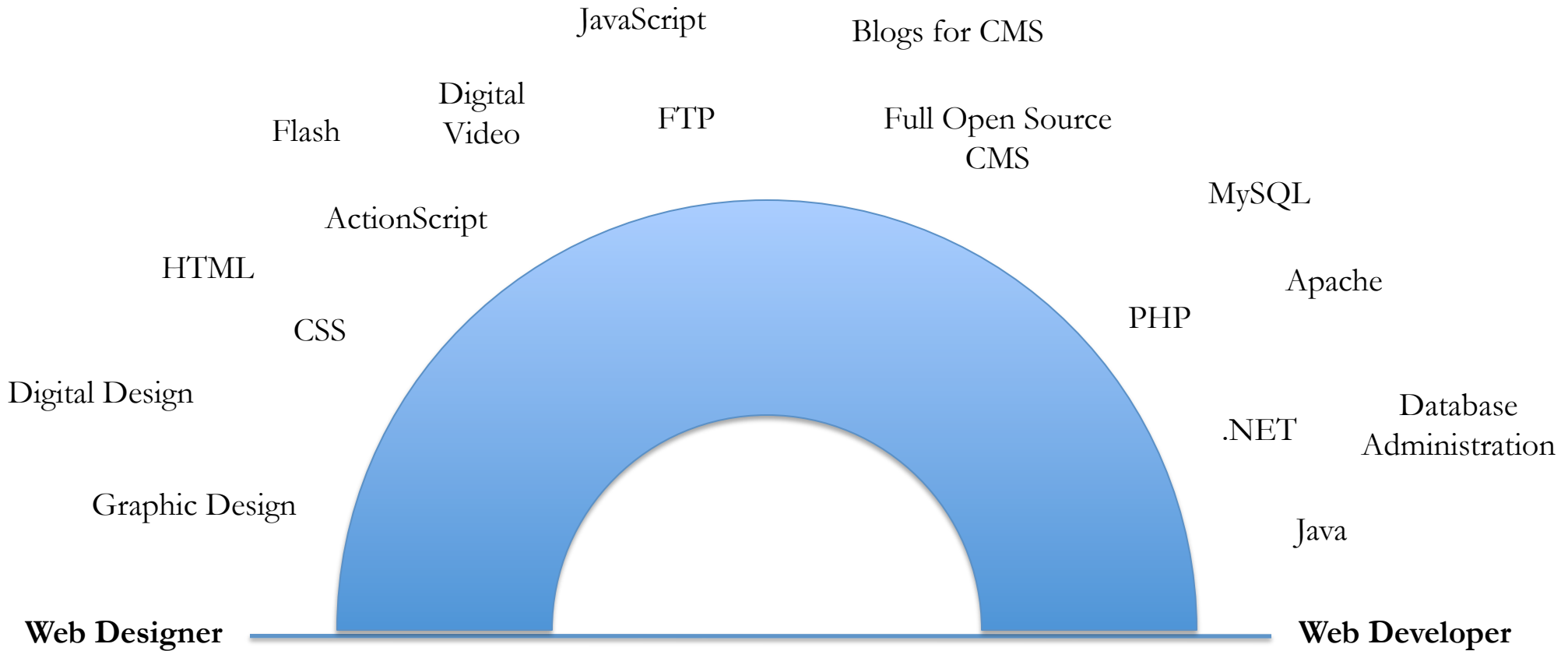# NewMediaArts

Kapiʻolani Community College, University of Hawaiʻi

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.

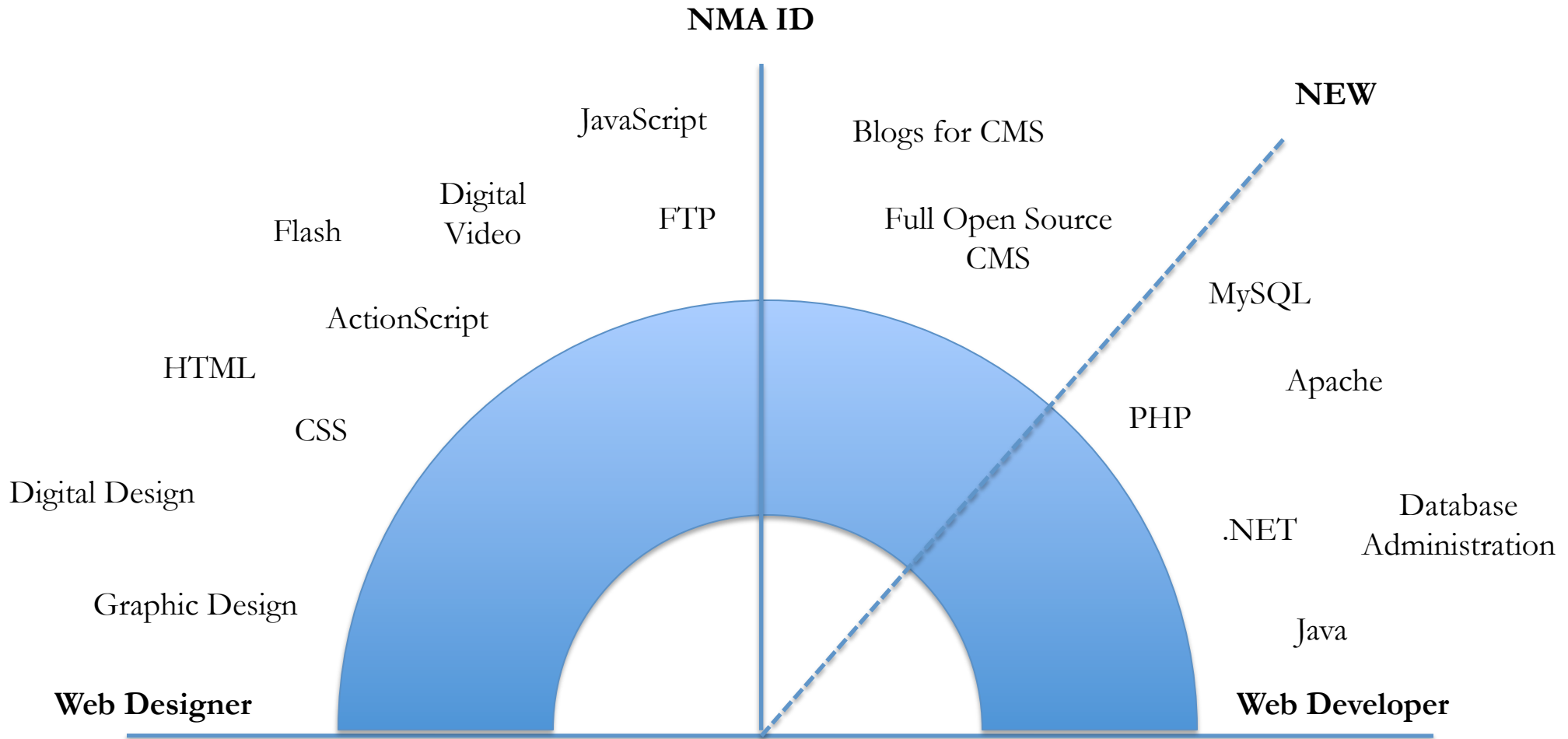- To emphasize the importance of the full design process.

WEB DESIGN FIELD
A WIDE SPECTRUM OF TECHNOLOGIES AND SKILLS

JavaScript

Blogs for CMS

Digital Video

FTP

Full Open Source CMS

Flash

MySQL

ActionScript

Apache

HTML

PHP

CSS

Digital Design

Database Administration

.NET

Graphic Design

Java

Web Designer

Web Developer

WEB DESIGN FIELD
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Apache

HTML

PHP

CSS

.NET

Digital Design

Database
Administration

Graphic Design

Java

Web Designer

Web Developer

THE DESIGN PROCESS
FOR INTERFACE DESIGN

User Perspective

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

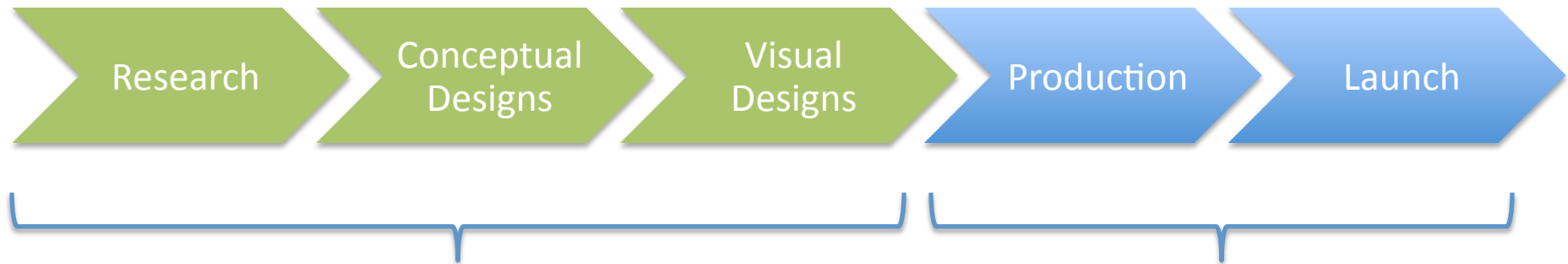| Research | Conceptual Designs | Visual Designs | Production | Launch |

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)

Visual Mockups
(round 1 designs, round 2 designs, round 3 designs, final designs)
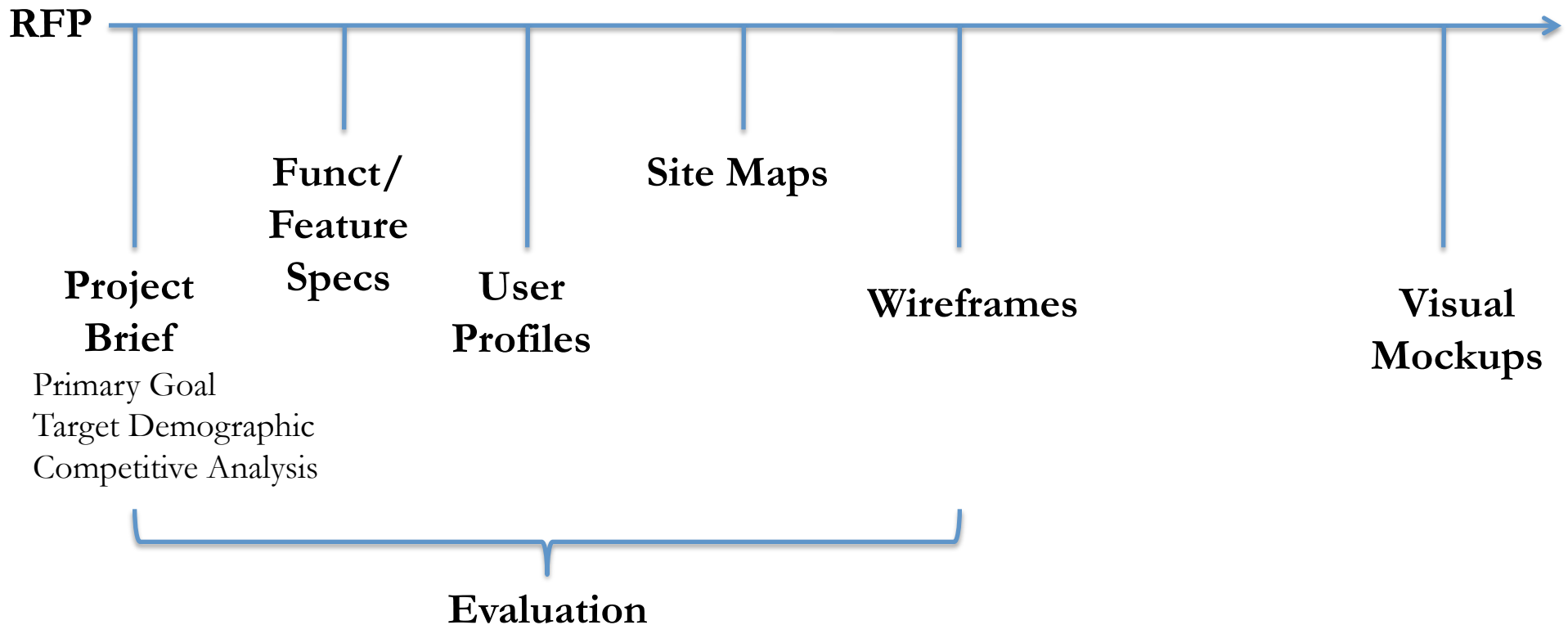
Art 128

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

INFORMATION ARCHITECTURE
PART OF THE DESIGN PROCESS

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

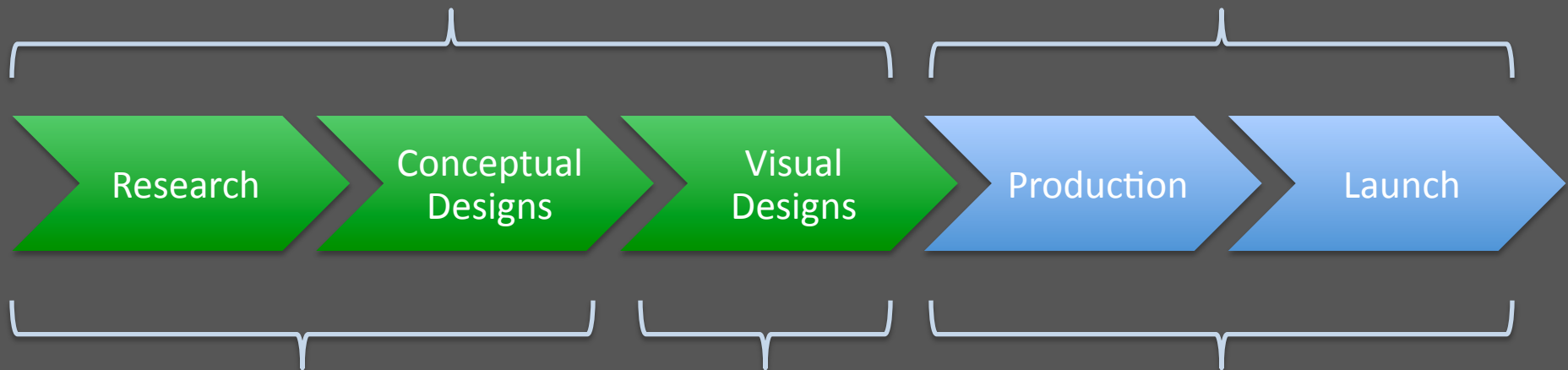Client needs, User needs, Usability, Features, **Site Organization**, Visual Designs

| Research | Conceptual Designs | Visual Designs | Production | Launch |

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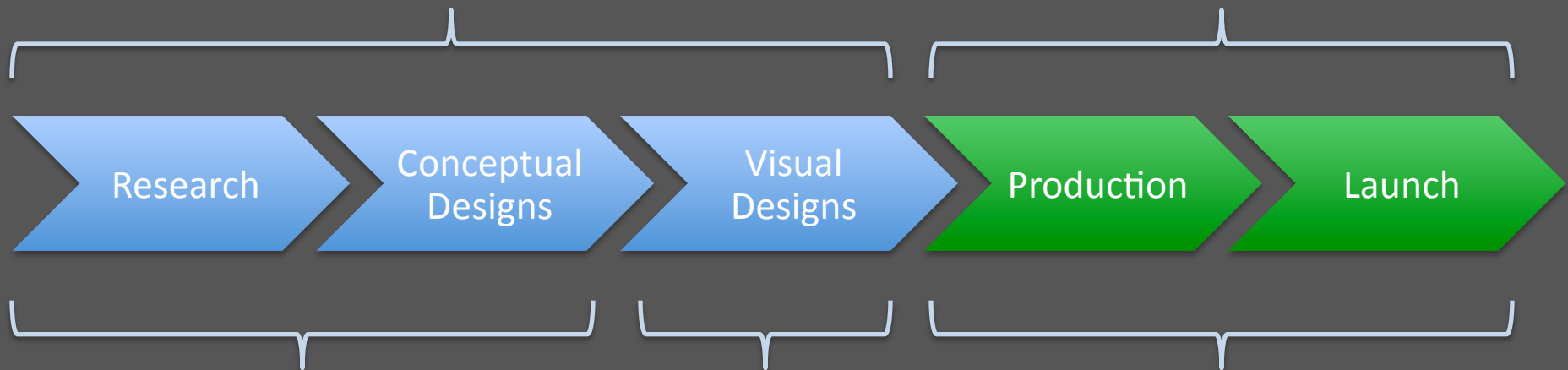(round 1 designs, round 2 designs, round 3 designs, final designs)

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

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