



NewMediaArts

Kapi'olani Community College, University of Hawai'i

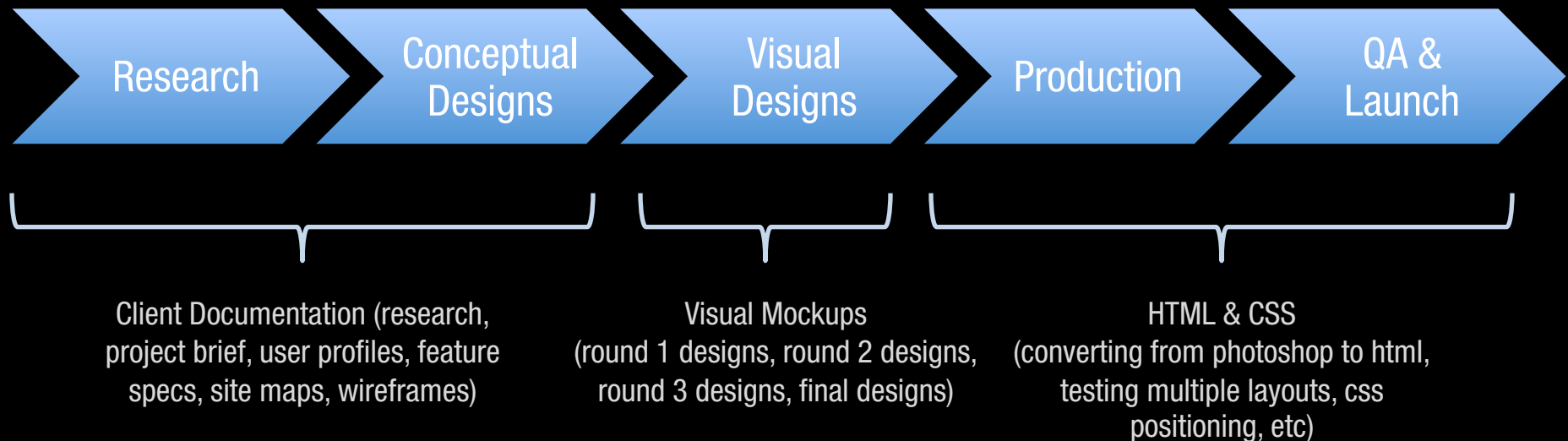
INFORMATION ARCHITECTURE

THE DESIGN PROCESS

INTERFACE DESIGN

USER PERSPECTIVE

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



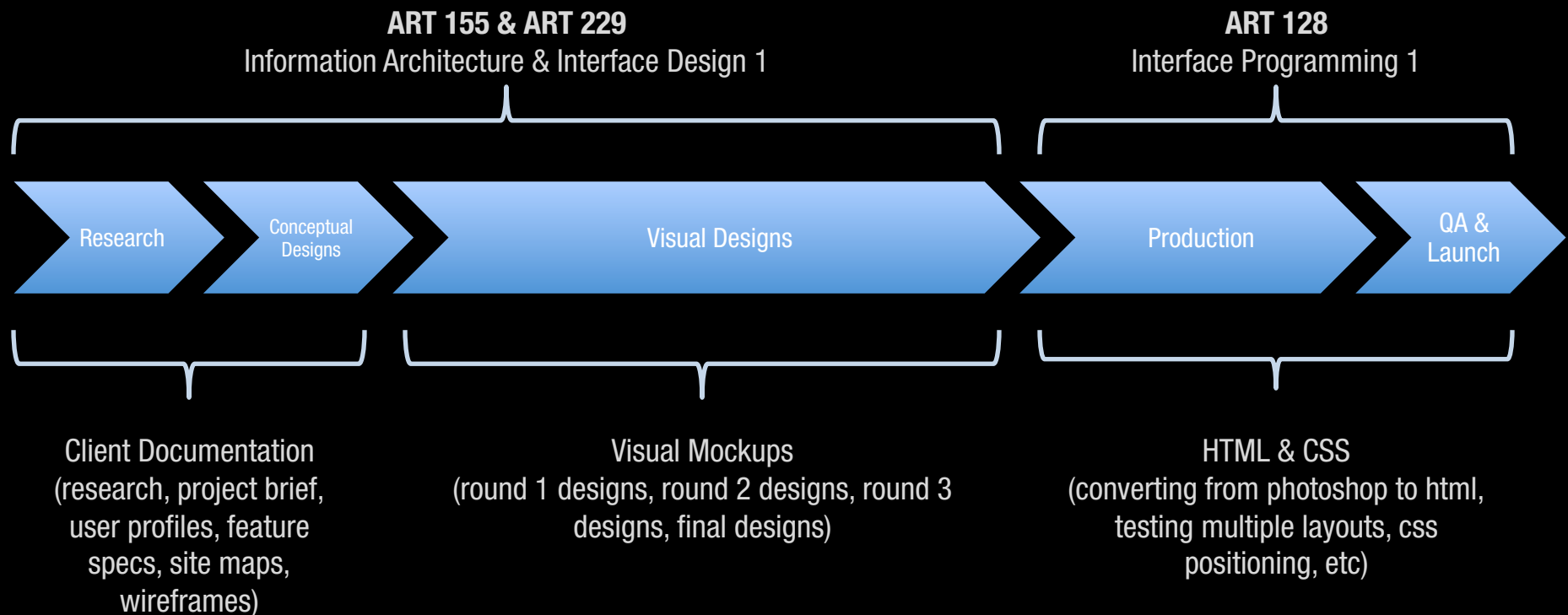
SYSTEM PERSPECTIVE

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

THE DESIGN PROCESS

INTERFACE DESIGN

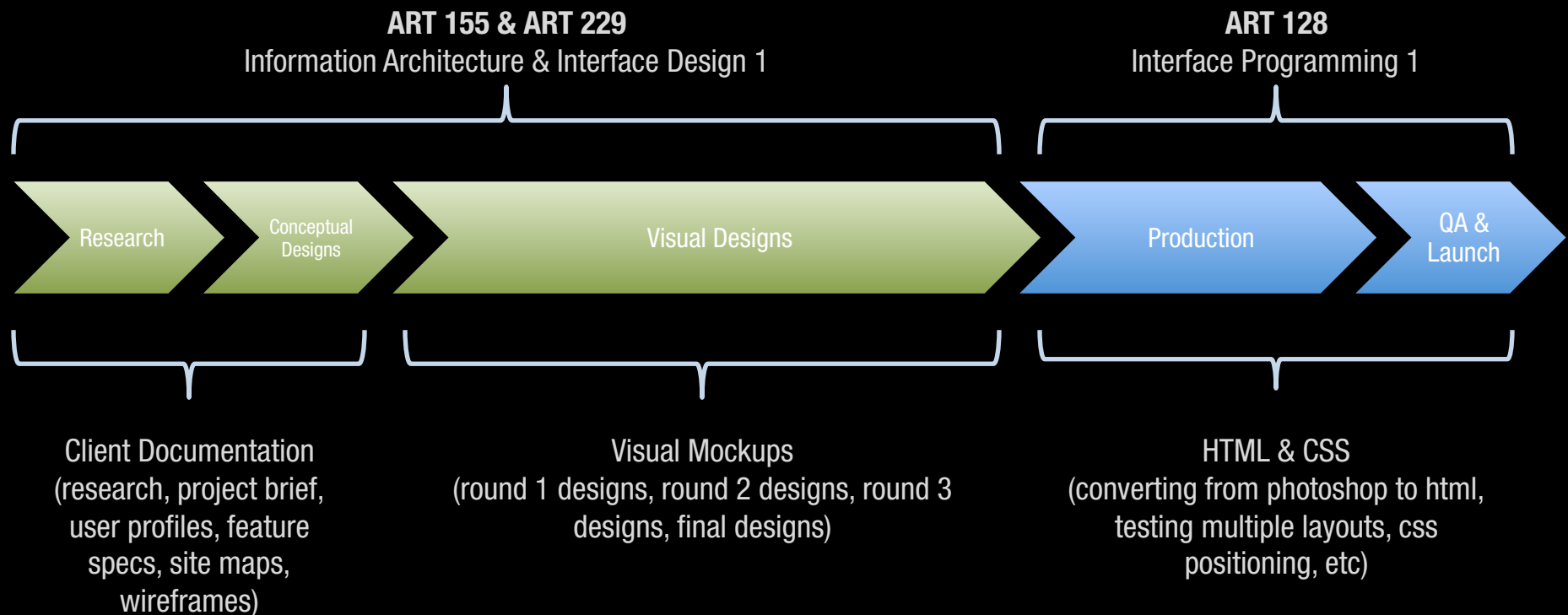
A MORE REALISTIC TIME ALLOCATION:



THE DESIGN PROCESS

INTERFACE DESIGN

A MORE REALISTIC TIME ALLOCATION:



LESSON

TIPS, TRICKS, & ADVICE...

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.

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).
- » 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 are 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.



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