

Design for UX Deadlines

1. Corporate Identity and Site Map for your Ulterior Brand.

Thursday 7th February 2019.

2. Research, development and final layout designs for all your web pages (computer, mobile, tablet).

Thursday 14th March 2019.

3. Finished design pack and website build.

Thursday 9th May 2019 @ 4pm.

Work Required

1. A minimum of 12 pages for the website.
2. A minimum of 5 categories of products or services.
3. A site map.
4. A corporate brand manual.
5. A build manual that also shows examples of mobile layouts.
6. A website built via an online builder.
7. Your research and development work and digital files.

Breaking The Job Down

1. A minimum of 12 pages for the website.

Not all of the 12 pages will be unique.

Most of them will be similar in appearance but will have different content (page of hats, page of shirts, same template).

Workout how many templates you need to design for the different types of page content.

It will be less than 12, probably around 4 or 5 templates.

Breaking The Job Down

Designing the Templates.

Set a page size and design the common elements first.

Things like headers, footers, and navigation will be the same on all pages so will only need to be designed once then copied.

Only the content areas will need to change so design them with the content in mind.

What Needs to be Done First?

1. Choose a subject and email Gavin for approval ASAP.
2. Create your minimum of 5 categories for your site.
3. Gather your content. Text and high quality images.
4. Start to plan a site map.
5. Gather all the information for your Corporate brand styles.

Corporate ID + Site Map

1. Design a logo for your 'Ulterior' company.
2. Create RGB, CMYK and Single Colour versions.
3. Develop an RGB colour palette for your web site.
4. Make web safe font choices (research).
5. Design a Site Map for your site (this can be amended as you build your site).

Layout Designs

1. Produce layout designs for your web site pages.
2. Give structural details relating to size, colours and fonts.
3. Give positioning measurements where possible.
4. Combine this information into a design pack that could be given to a web coder.
5. Optimize your images and graphics for web and print.