

Introduction to Design for UX and UI.

Design for User Experience

1

Where to Begin...

Front-End Development

- Client side, what you see through the browser window.
- Visual appearance.
- Structure and Planning.
- Interactivity.

Back-End Development

- Server side, things that add function to a web site.
- Access to data bases.
- Shopping carts.
- Banking.

2

Role of the Graphic Designer

Buttons & Rollovers

Layout Design

Site Mapping

Discipline & Organization

Slicing

HTML & CSS

Navigation

Optimizing

3

Six Stages of Site Design

1. Determine the Client Goals.
What is it for? Who is it aimed at?

2. Clearly Define Content.
Give easy access to the content.

3. Site Structure.
Number of Pages & Navigation.

4

Six Stages of Site Design

4. Generate Mockups.
Thumbnails – Layouts – Basic Client Builds.
Photoshop/Adobe Xd/Sketch.

5. Build the site.
HTML/CSS/Dreamweaver
or Via an online solution.

6. Test the site.
Multiple Browsers/Mac & PC
Mobile Devices.

5

Information Architecture

- Detailed planning of the architecture for the site.
 - Number of pages.
 - How the pages link.
 - Levels of information.
 - Abilities of the site.
 - Content – Text, Images, Video, Sound.
1. Prioritize site goals.
 2. Organize content and flow.
 3. Plan Navigation.
- REMEMBER: CONTENT IS CRITICAL!

6

What tools to use?



7

What tools to use?



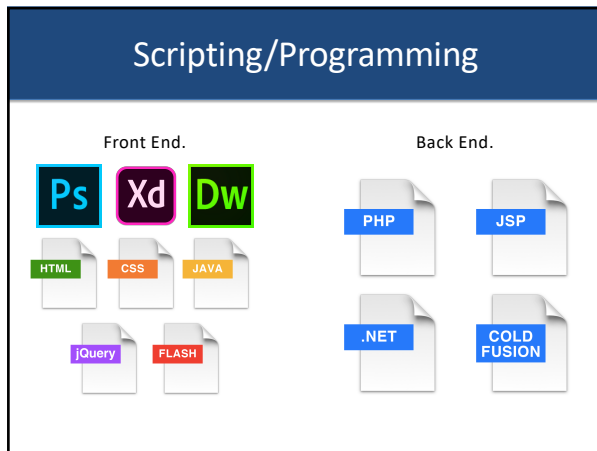
8

Interactive Design

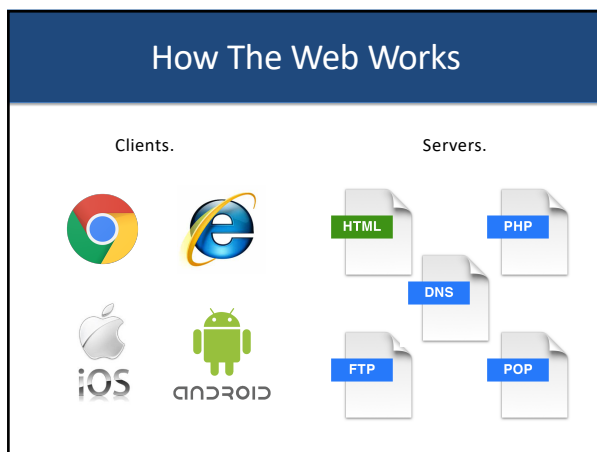


1. Make it Meaningful.
Just because you can doesn't mean you should.
2. Know your Audience.
Don't let the interactive elements get in the way of the content/design.
3. Provide Alternative Content.
Different devices (mobile phones), End users abilities.

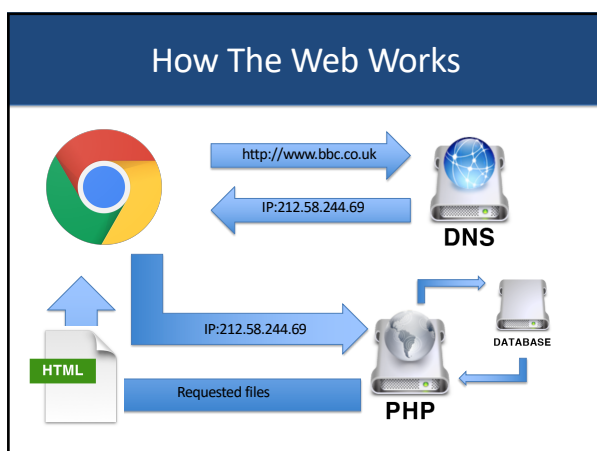
9



10



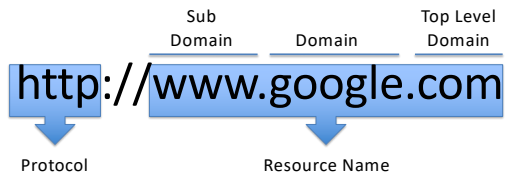
11



12

What is a URL

URL: Uniform Resource Locator



13

IP and DNS

IP: Internet Protocol

DNS: Domain Name Server

66.220.144.0	→	Facebook
209.85.229.99	→	Google
212.58.244.69	→	BBC
199.59.148.82	→	Twitter
178.236.6.39	→	Amazon UK

14

HTTP & Web Protocols

http	→	Hyper Text Transfer Protocol
https	→	Hyper Text Transfer Protocol Secure
ftp	→	File Transfer Protocol
smtp	→	Simple Mail Transfer Protocol
rtp	→	Realtime Transfer Protocol

15

All Web Browsers Are Not Equal

Common Rendering Engines

Trident



Presto



Gecko



Web Kit



16

Web Standards

Current Web Standards are issued by the World Wide Web Consortium (W3C) www.w3.org

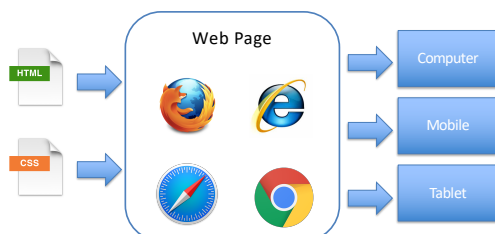
It helps ensure a consistent development environment relating to technologies, formats and browsers.

It makes the development process easier for designers.

(Information and tutorials are also available from the www.w3schools.com web site).

17

Web Standards



18

HTML and CSS...WTF!

HTML

HyperText Markup Language



Building blocks for the site.
(CONTENT)

CSS

Cascading Style Sheet



Structure and positioning.
(STYLE)

19

Image Formats - JPG

Joint Photographic Experts Group

Millions of Colours

Lossy Compression

No Transparency



20

Image Formats - GIF

Graphics Interface Format

256 Colours

Good for Flat Colour Graphics

One Level of Transparency

Not Great for Photographic Images



21

Image Formats - PNG

Portable Network Graphic

Millions of Colours

Multi Level Transparency

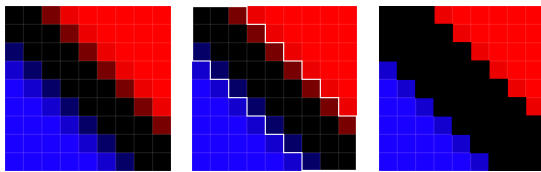
Can create larger File Sizes

Old Browser Compatibilities



22

Lossy Compression



23

Design for UX Deadlines

1. Corporate Identity and Site Map for your Ulterior Brand.
Thursday 6th February 2020.
2. Research, development and final layout designs for all your web pages (computer, mobile).
Thursday 12th March 2020.
3. Finished design pack and website build.
Thursday 7th May 2020 @ 4pm.

24

Work Required

1. A minimum of 6 template pages for the website (Desktop & Mobile).
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.

25

Breaking The Job Down

1. **A minimum of 6 template pages for the website.**

Work out the types of pages and content you need.

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.

Don't forget to do the mobile templates as well.

26

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.

27

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.

28

Corporate ID + Site Map

1. Design a logo for your 'Uterior' 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).

29

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.

30



31
