

Introduction to Design of UX

With Gavin Kirby

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.

Role of the Graphic Designer

Buttons & Rollovers

Layout Design

Site Mapping

Discipline & Organization

Slicing HTML & CSS

Navigation

Optimizing

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.

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.

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!

What tools to use?



What tools to use?



SQUARESPACE



Interactive Design



JAVA



jQuery

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.

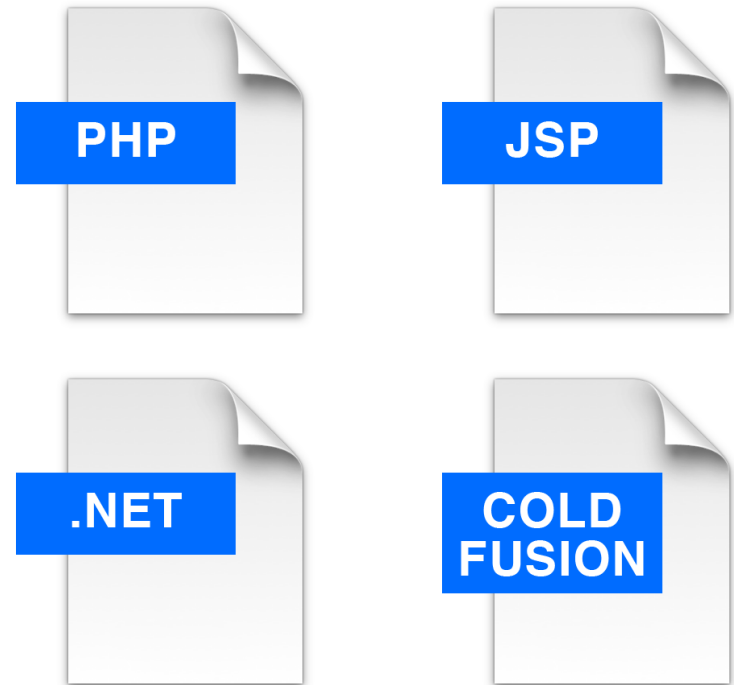
Different devices (mobile phones), End users abilities.

Scripting/Programming

Front End.



Back End.



Where to Start...

Design for UX Deadlines

1. Corporate Identity and Site Map for your Ulterior Brand.
Thursday 15th October 2026.
2. Research, development and final Figma layout designs for all your web pages (computer, mobile).
Thursday 26th November 2026.
3. Everything finished including your Wix website build.
Thursday 7th January 2027 @ 4pm.

Work Required

1. A minimum of 6 template pages for the website (6 for Desktop, same 6 adapted for Mobile).
2. A minimum of 5 categories of products or services.
3. A site map.
4. A corporate brand manual.
5. Your finished Figma file with desktop and mobile designs.
6. A website built via an online builder (Wix).
7. Your research and development work and digital files.

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 adapt the templates for mobile as well!

Breaking The Job Down

Designing the Templates.

Set a page size and design the common global elements first. (I will be providing page sizes for you to use).

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.
gavin.kirby@uwtsd.ac.uk
2. Decide on your minimum of 5 categories for your site.
3. Gather your content. Text and high-quality images.
4. Think about your content and 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, Hex code, CMYK and Single Colour versions.
3. Develop an RGB, Hex code colour palette for your web site.
4. Make web appropriate font choices (research).
5. Design a Site Map for your site (this can be amended as you build your site).

