Overview: Design Process

**Midterm Lecture: Wire Framing Only**

**Resources**
- Style Gala
- mark boudon: Five Simple Grids
- Layers Magazine
- Markup Guides & Wireframes
  - [http://wireframes.linowski.ca/tag/prototype/](http://wireframes.linowski.ca/tag/prototype/)
- Post files to Tripod Account: [http://www.tripod.lycos.com/](http://www.tripod.lycos.com/)

**Goals and strategies**

1. What is the mission of your site?
2. What are the two or three most important goals for the site?
3. Who is the primary audience for the web site?
4. What do you want the audience to think or do after having visited your site?

**Information design guidelines: Every web page needs**

1. The home page Link
2. At least one link to a local home page or menu page, in a consistent location on all pages
3. An organization logo or name near the upper left corner, with a link back to your home page
4. Navigation links to other major sections of your site
5. At least one heading to identify and clarify the page content
6. Mailing address and contact information or a link to this information
7. Alternate ("alt") text identifying any graphics on the page
8. An informative title (which also becomes the text of any bookmark to the page)
9. The creator's identity (you or institution)
10. Include HTML W3C Validation link once your page has validated
11. A copyright statement, Creative Commons statement, or other statement of ownership
Fireworks/Photoshop: Asset Management

Managing the assets or resources in your design projects is a crucial part of the web design process.

Here are a few asset guidelines:
**Document Set-up:**
- **Title:** ksimpson_wf.psd, ksimpson_wf.ai or ksimpson_wf.png
- **Canvas or Document Size:** 1024px x 768px
- **Live Area Size:** 980px x 750px or 800px x 600px (your document heights can vary)
- **Resolution:** 72
- **Canvas:** Transparent or one of the gray scale color requirements
- **Preferences:** Grids and Guides setting: 10px x 10px, snap to grid

**Folder Structure:**
- **Header:** Includes topnav, banner, logo or branding
- **Sidenav:** Secondary navigation links and promo banners (optional)
- **Content:** Loreium Ipsum Dummy copy, Can also include multiple columns or rows
- **Background:** Includes all background colors and images
- **Footer:** Includes copyright text, w3c validation placeholder, your name and email address

**Layout Structural Assets:**
- Base design on a column grid: 2 column, 3 column and so on. You can create the basic wire frame grid on paper so that you can play with the structure before transferring it to the computer.
- Must have a header, banner area, top navigation, secondary navigation, main content area, and footer.
- Include at least 1 image placeholder, Headings & Subheadings (H1-H3), at least 4 links for sub pages
- **Header:** Includes topnav, banner, logo or branding
- **Header Area:** Max size sidenav: Secondary navigation links and promo banners
- **Sidebar:** Max size 300 wide, Average size 150 - 200px

**Content:**
- Use lorem ipsum Dummy copy for all text placeholder
- Max text block line width 450px

**Box and Rule Assets: Includes photograph borders**
- All boxes should be 1px wide unless you’re creating a special effect or it’s part of the structural design.
- Rounded Corners should be a maximum of 10px roundness
- All Photo boxes should have a center box with FPO inside (For Position Only)

**Color Guidelines:**
- Background, Fonts, Rows and Column Colors: 
  - #FFFFFF; (white) #CCCCCC; #333333; #666666; #999999; #000000; (black)

**Font Guidelines:**
- Font-Family: Arial, Helvetica, sans-serif or Verdana, Arial, Helvetica, sans-serif;
- Font-size: 10 or 11px
- Leading: 13px
- Color: #333; #666; or #000; (text-color)

**Link Requirements:**
- Font-Family: Arial, Helvetica, sans-serif or Verdana, Arial, Helvetica, sans-serif;
- Font-size: 11px or 12px
- Color: #333; #666; or #000; (text-color)
- No underlines beneath links only on rollover states
**HTML Guideline:**

**Link Requirements:**
Include the following attributes for all image links: “Alt Text” and “Title” Include the “Title” attributes for all links

**Font Guidelines:** no Style setting leave at default

**Page Structural Elements:**
Include a Jump to Navigation link at the top of the page
Top Navigation, Header, Banner Area
Corporate Logo or Branding
Side Navigation if needed
Footer Navigation: copyright w3c validation and your name and email address
Include a Back to Top link at the top of the page

**Page outlining HTML structural elements:** index.html should have to active links to design.html and grid.html
Create a link to your design page. Include just the image on the page
Add a hyperlink to the image so that it jumps to the design page: design.html
Screenshot of your design page with grids on: grid.html

**Drop Box Assets:** Post the following assets
Zip or Stuff your folder which should include
index.html, design.html, grid.html (screenshot design page with grids on) and a images folder
Submit your photoshop, illustrator or fireworks files (2mg max)
Name the zipped folder: ksimpson.zip (first initial, last name)