

# Digital Design Skills

01



**RICARDO**

# HOIIQ

ROUND  
OF  
INTRODUCTION



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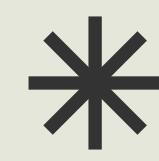
# Digital Graphic Designer



Master Degree  
at University of  
Applied Sciences  
Salzburg

Art-Director

Tyrol  
Salzburg  
Vienna  
Würzburg  
Tyrol



Contact me

[ricardo.gantschnigg@lektor.fh-kufstein.ac.at](mailto:ricardo.gantschnigg@lektor.fh-kufstein.ac.at)

# Intro & Basic Information

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## Facts & Figures

**6  
ECTS**

**... CREDITS  
MEANS  
150 HOURS**

Desired  
Progress



Your time  
you should  
invest into  
the lecture

**9**

**ON SITE LECTURES  
FH KUFSTEIN**

**6**

**DESIGN CHALLENGES FOR PORTFOLIO**

**FEEDBACK BASED & JOINT LEARNING**

**50 %**

**WRITTEN  
EXAM**



# Grading

**50 %**

**WRITTEN  
EXAM**

ATTENDANCE IS  
MANDATORY  
ACCORDING TO  
UNIVERSITY  
GUIDELINES

**50 %**

**DESIGN  
CHALLENGES**

How to become  
expert  
in a thing

# 10.000 HOUR RULE

10.009.850

HOUR  
RULE



Start of  
something  
great

# Agenda

What is covered within this lecture?

## Students ...

- ... understand the development process for web applications
- ... are able to create the design of web applications for different device classes (responsive or adaptive web design) themselves
- ... can develop an information architecture of a web application (sitemap, navigation structure, user guidance)
- ... understand relevant design principles of web design concerning colors, shapes, typography, and multimedia
- ... comprehend the design principles of web design and can apply them to simple examples themselves

# Overview

Topics we will cover

Typography

Color Theory

Layout

Gestalt Principles

Images & Content

Atomic Design

Design Trends

Figma Tutorial

Grid

Design Process

Responsive Design

AI & Design

(Micro) Animations

Sitemap, Moods, Briefing

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# Any questions?



# Types of websites



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# Types of websites



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# Guesses?

# Websites

Types of websites

## eCommerce

Websites that primarily sell. These don't necessarily have to be online shops; they could also be service providers that acquire their customers over the internet.

**Examples:**

- H&M Onlineshop
- Amazon
- Rituals

# Websites

## Types of websites

### Websites for lead generation

Websites that aim to generate leads (new customer contacts). This is especially relevant when products are not easily sold and require personal consultation. The website should create curiosity and spark interest.

#### Examples

- [Moqups](#)
- [InVision](#)
- [toggl.com](#)
- [www.figma.com](#)

# Websites

## Types of websites

### Content, media, and magazine

This can be a blog or a traditional news/magazine website. This type of website is primarily designed to provide information or other forms of content to the user.

#### Examples

- Youtube
- welt.de
- t3n

# Websites

## Types of websites

### Corporate websites

These websites are designed to make support as convenient and user-friendly as possible.

A service or support website is used to save resources and quickly address frequently asked questions.

#### Examples

- Apple Support
- Microsoft Support

# Websites

## Types of websites

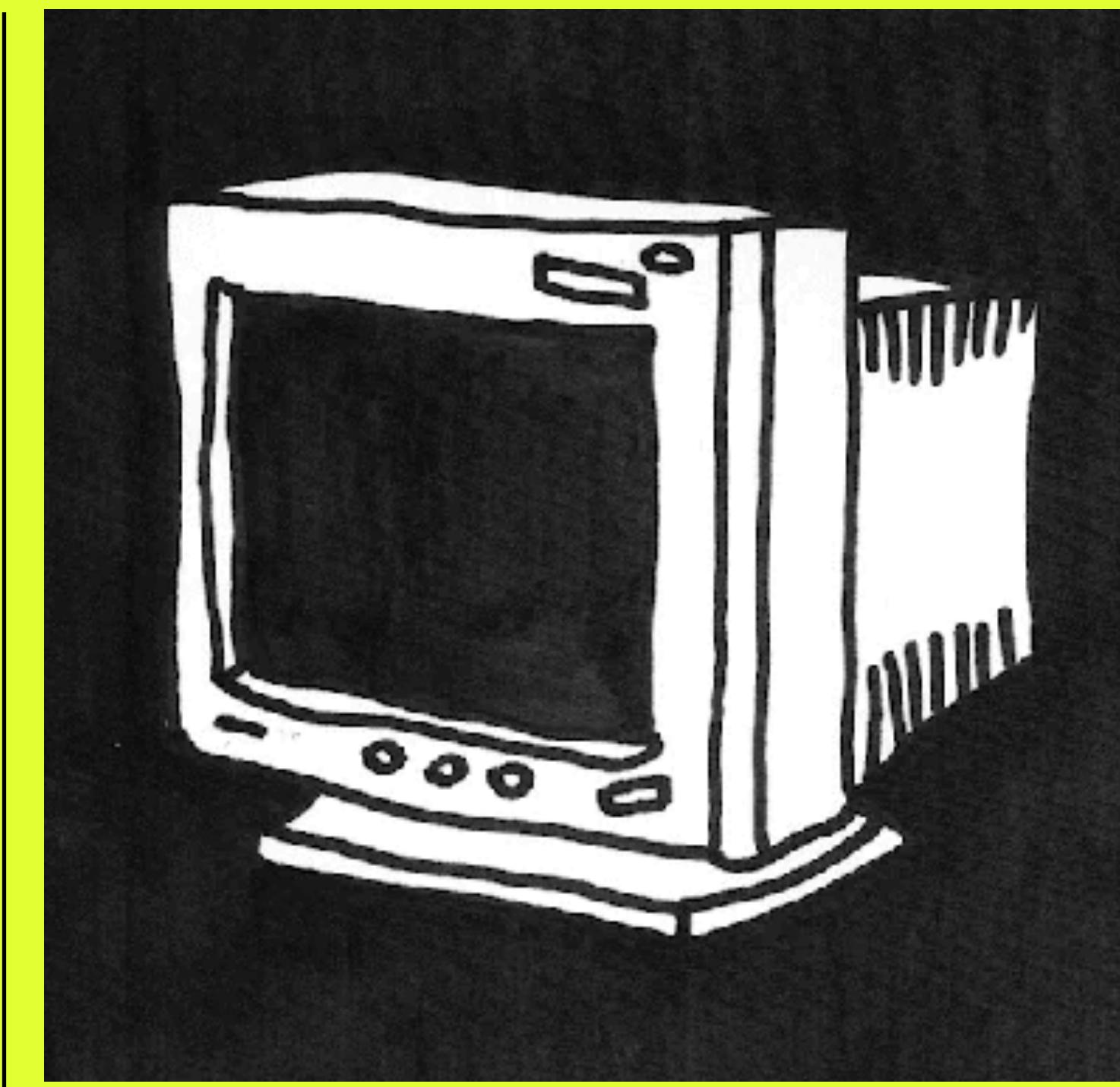
### Community websites - socials

These websites thrive on community and are based on so-called user-generated content. The content of these websites is determined by the users themselves.

**Examples:**

- Facebook
- Pinterest
- usw.

# Design process of web projects



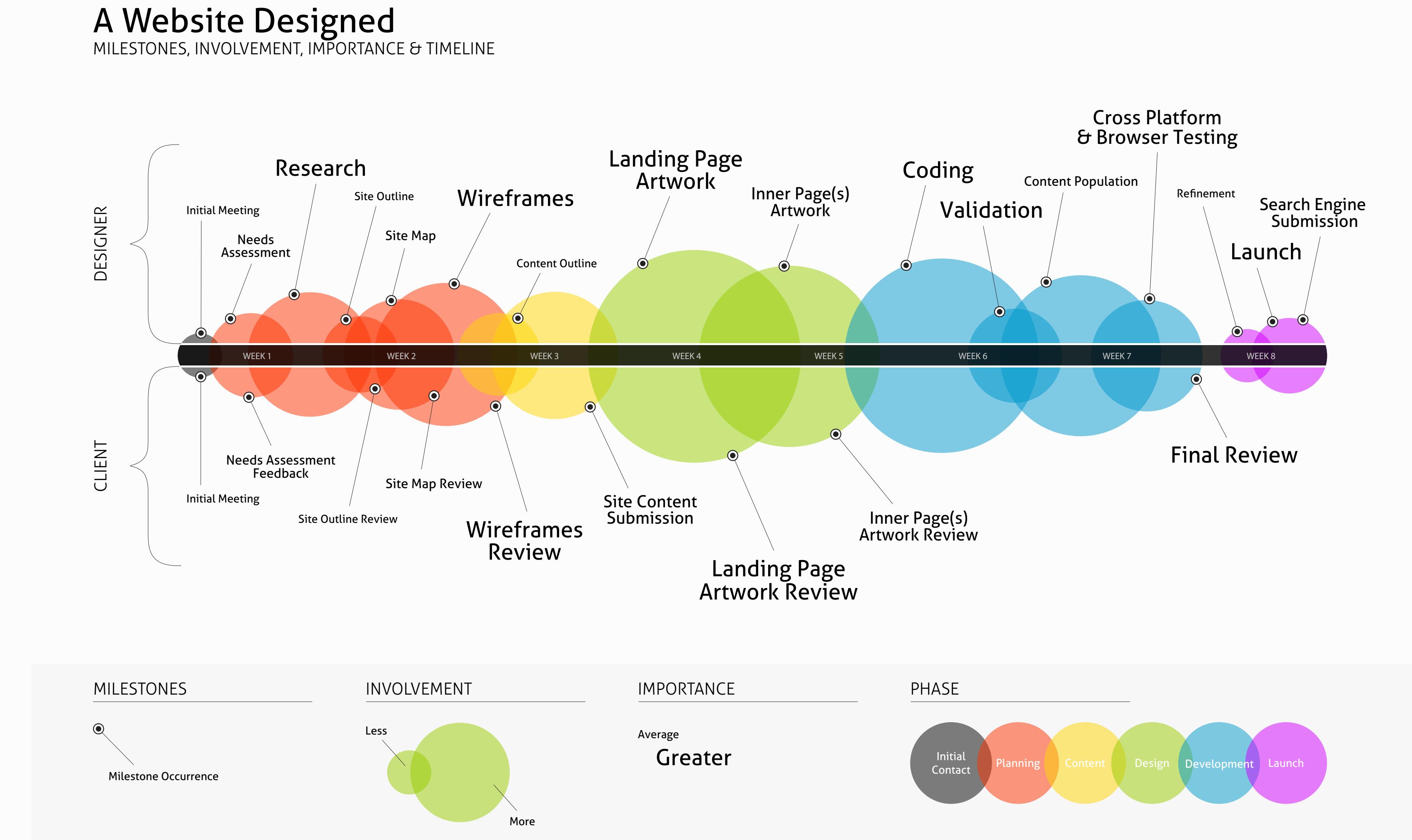
A client approaches you to  
design a new website.

Which steps would  
you take?

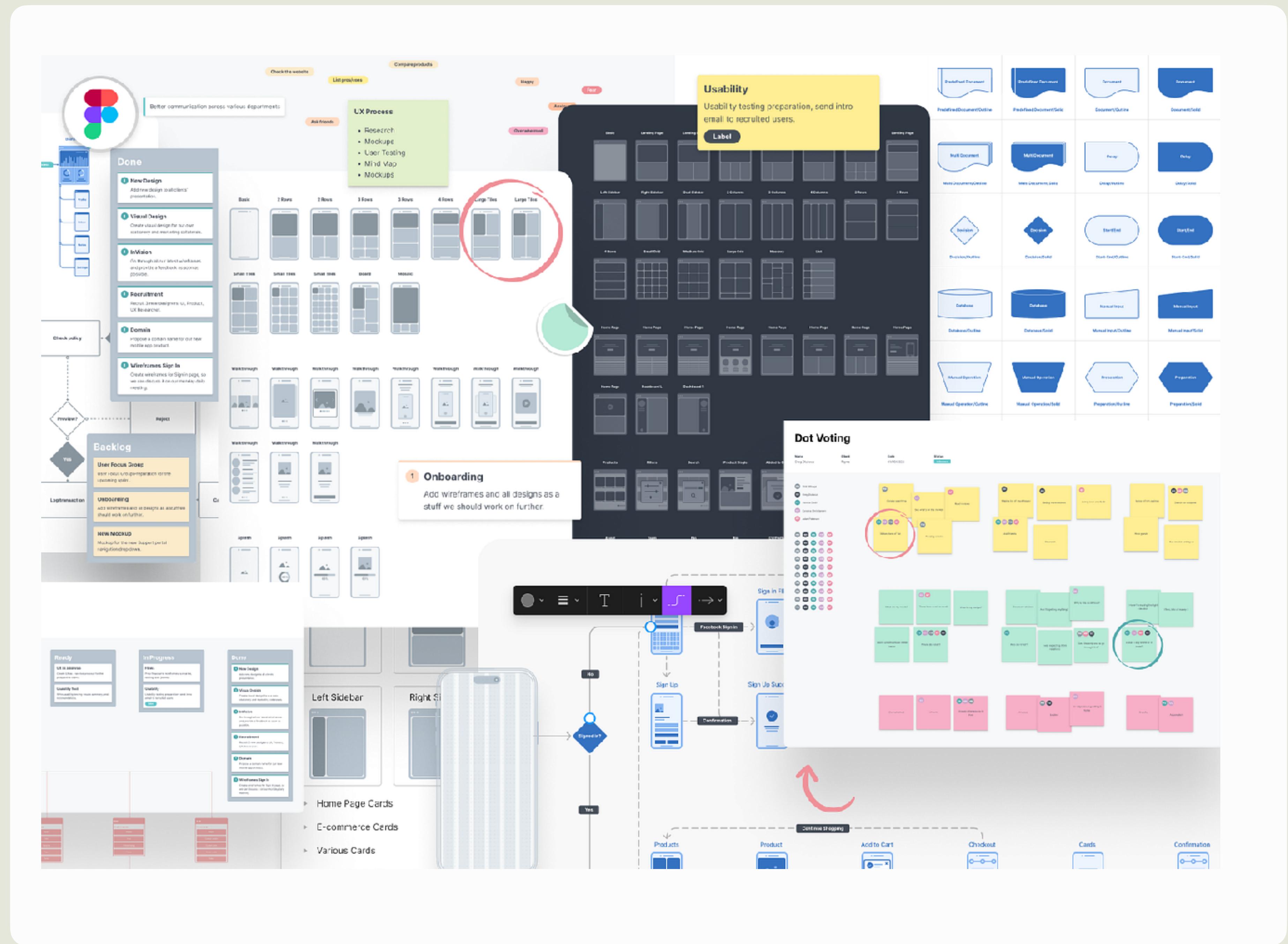
How would you start?

# Webdesign

## Milestones & Timeline



# Webdesign



# Creative Brief

## Briefing sheet

### CREATIVE BRIEF

This document details the key information for briefing in a direct mail project. The author of this brief must **e-mail** it to the **Creative Director** and **Creative Services Manager** as early as possible. It is important that they have sight of this brief in advance of the creative briefing.

Client:		Date Issued:	
Job Number:		Doc Version:	
Job Name:		Author:	

#### KEY MESSAGE TEMPLATE

For **TARGET AUDIENCE** who **CUSTOMER INSIGHT, BRAND NAME** is the **DESCRIPTION OF PRODUCT OR SERVICE** that **HOW IT MEETS THE CUSTOMER NEED**.

For \_\_\_\_\_ who \_\_\_\_\_ is the \_\_\_\_\_ that \_\_\_\_\_

#### BACKGROUND

*Relevant information about client, market sector or any other issues that may be relevant.*

#### CHALLENGE

*What do we ultimately want to achieve for this client?*

#### TARGET AUDIENCE

*Who they are, age grouping, where do they live?*

#### CUSTOMER INSIGHT

*What do they think? What makes them tick? What problems or aspirations do they have? This may or may not be related to your client's product or service.*

#### RELEVANT PRODUCT/SERVICE FEATURES

*What are the key features of the product or service that we want to draw out?*

#### BENEFIT

*How exactly do the features benefit the customer?*

# Creative Brief

## Contents

### Information about the Company

- Existing website
- Current company brochure
- History, previous advertising forms/materials
- Target audiences?

### Look and Style of the Website

- Are there already any ideas?
- CD guidelines
- (wording, imagery, typography, color scheme, etc.)
- Best practice examples

### Content

Which content, topics, and offerings are established and should play a role?

### Marketing and Achievements

- What should the new website achieve?
- Beyond presenting the company, should it: sell, trigger direct reactions or actions, generate newsletter subscribers, offer a community platform? Or does it pursue entirely different goals – if so, which ones?

### Responsive Design

An essential aspect of a modern website. Nonetheless, include it in the briefing: optimization of the website for all devices, including PCs, tablets, and smartphones.

### Menus and Structure

- Are there already ideas?
- However, it's beneficial if the agency retains the freedom to suggest the optimal structure based on the defined topics and content.

### Prototype in the Design Phase

For larger web projects and budgets: Is a prototype desired in the design phase to make the design and initial basic functions experienceable online?

# Creative Brief

## Contents

### Functionalities & Tools

- In addition to the standard features: What must the website be able to do and include?
- News, newsletter tool, blog
- Apps or data integration
- Closed, password-protected areas for specific user groups
- Automations
- Special features?
- For online shops: payment options?

### Languages

- Should the website be in German or be translated?

### Content Delivery

Will the content be provided by the client, or should the agency develop the texts?

Are images available?

Are texts available?

### CMS

- Will the client manage the content via CMS, or should the agency take over the management?
- Preferred CMS systems?

### Exclusions

Are there any design or functionality aspects explicitly not desired on the new website?

### Budget

- What is the budget for the new website from start to finish?

The web agency will, of course, prepare a detailed offer. Within what budget range can we operate?

### Deadlines

Are there already desired deadlines regarding work phases or the go-live date?

### SEO

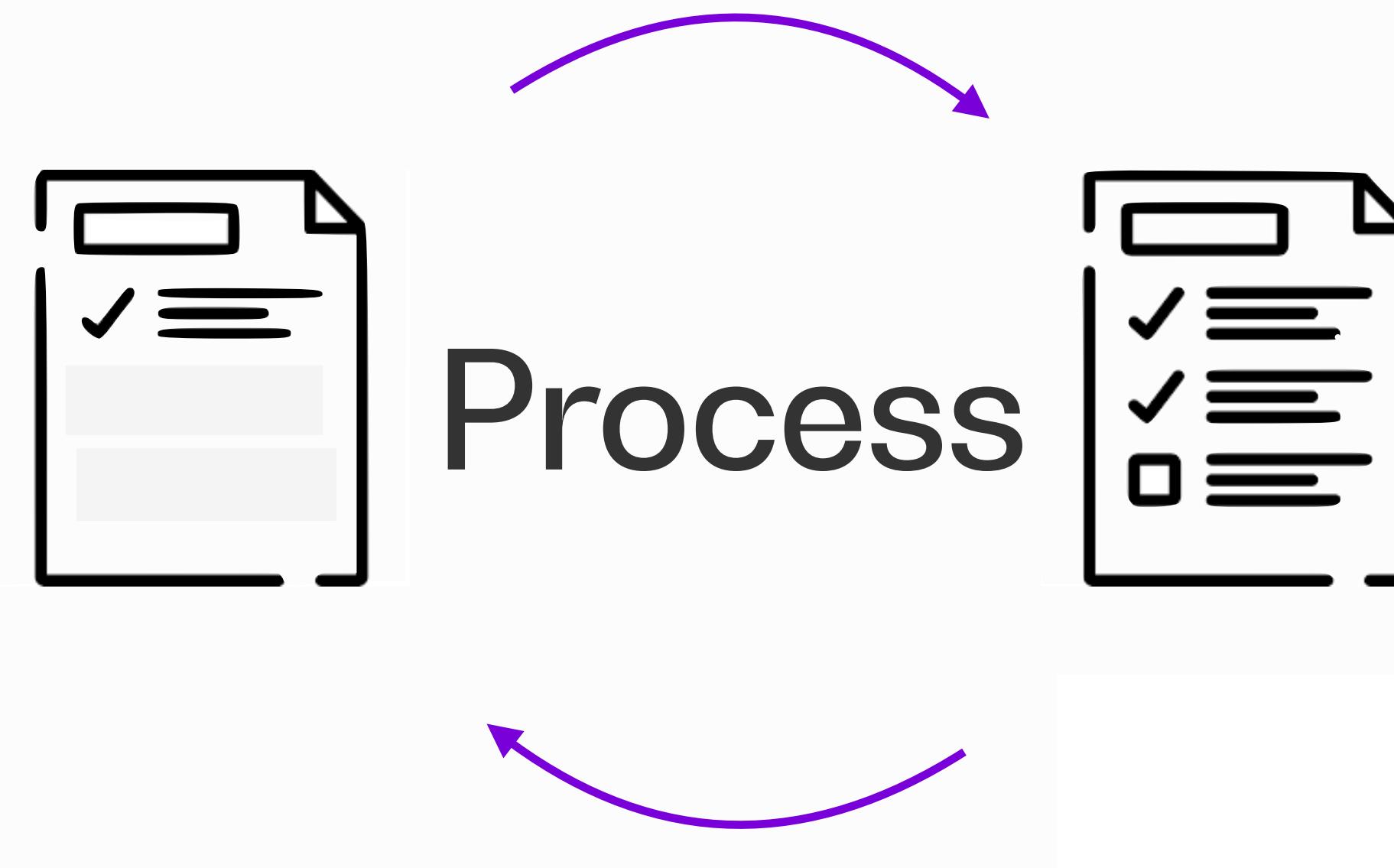
- Search engine optimization?
- Optimization for what purpose?
- External collaboration with an agency?

The more detailed  
the brief, the better  
the result.

This also helps  
to avoid  
misunderstandings  
between the client  
and the agency!

# Creative Brief

## Contents



The brief should be signed after mutual goal setting.

# Personas

Definition

# Personas

# Personas

## Definition

Fictional characters that represent different user types who might use a product, website, or service.

They are based on real user research and include characteristics like goals, needs, behaviors, and pain points.

# Personas

Key elements of a Persona

## Clark Andrews

AGE 26

OCCUPATION Software Developer

STATUS Single

LOCATION San Jose, CA

TIER Experiment Hacker

ARCHETYPE The Computer Nerd

Friendly

Clever

Go-Getter



"I feel like there's a smarter way for me to transition into a healthier lifestyle."

### Motivations

Incentive

Fear

Achievement

Growth

Power

Social

### Personality

Extrovert

Introvert

Sensing

Intuition

Thinking

Feeling

Judging

Perceiving

### Goals

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

### Frustrations

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

### Bio

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

### Technology

IT & Internet

Software

Mobile Apps

Social Networks

### Brands



# Personas

Why are Personas important?



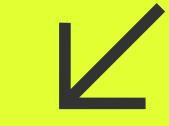
## UNDERSTANDING USERS

Helps designers empathize with real users.



## GUIDING DESIGN DECISIONS

Ensures design choices meet the needs of the target audience.



## CREATING TARGETED CONTENT

Helps tailor messaging and functionality.



## ALIGNING THE TEAM

Keeps everyone focused on who they're designing for.

# Personas

How to create a Persona?

**1**

**CONDUCT  
USER  
RESEARCH**

Gather data from interviews, surveys, etc.

**2**

**IDENTIFY  
PATTERNS**

Look for common traits or behaviors.

**3**

**BUILD THE  
PERSONA  
PROFILE**

Create detailed profiles based on findings.

**4**

**USE VISUALS**

Add photos and relevant details.

# Moodboards

Definition

# Moodboards

# Moodboards

## Definition

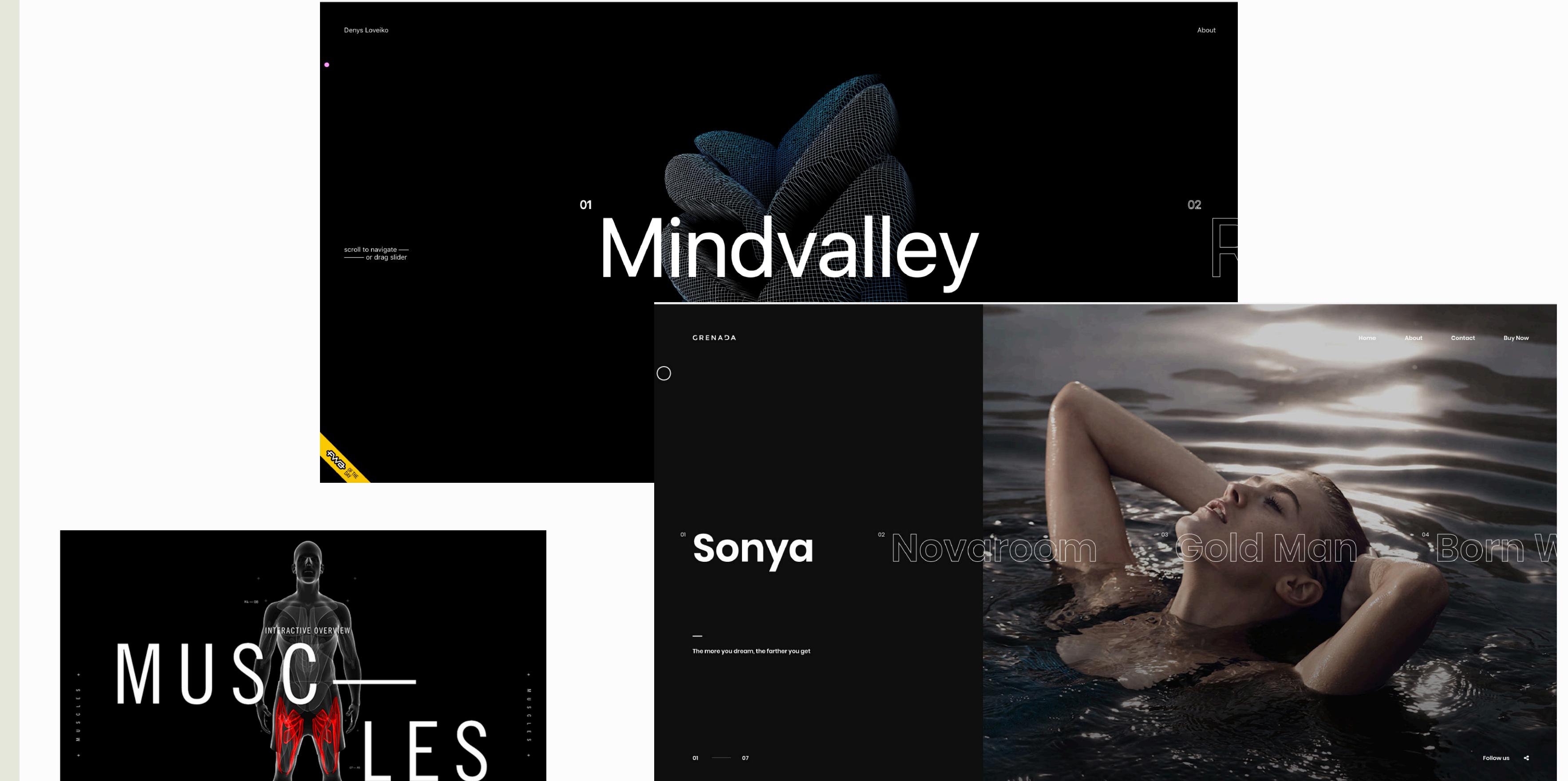
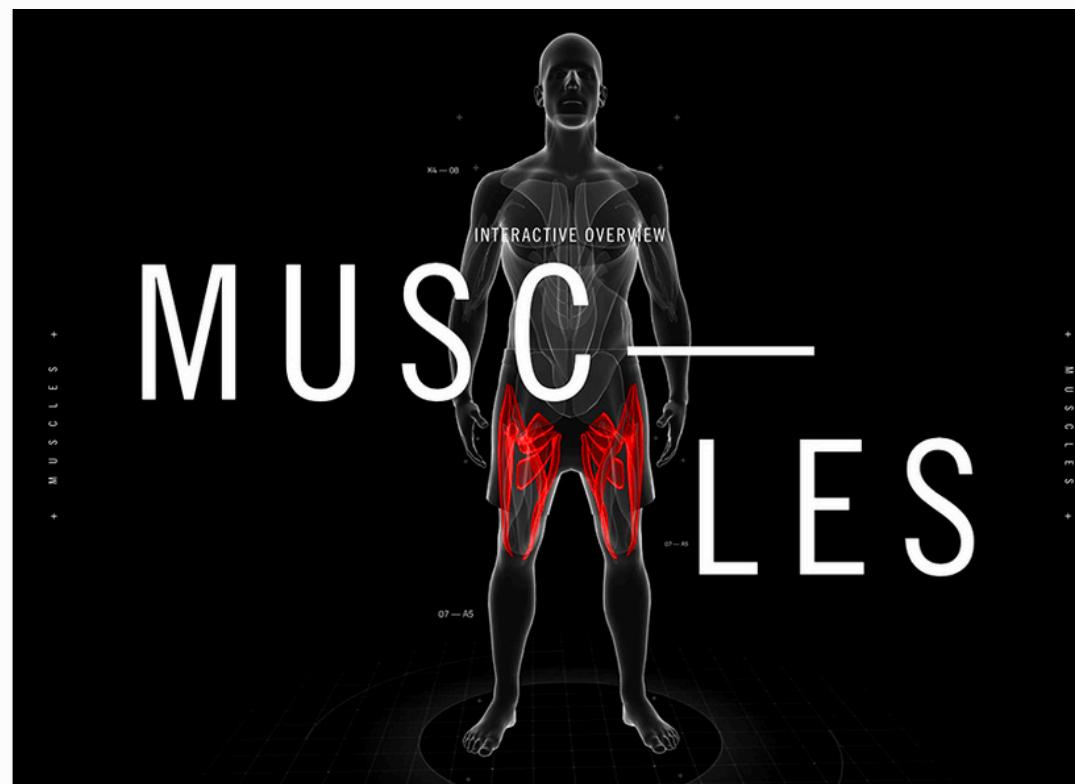
A visual collage of images, colors, textures, fonts, and other elements.

Used to communicate the visual style and feel of a design project.

# Moodboards

## Examples

Helping new brands start up & old ones start over.



# Moodboards

Examples



# Moodboards

## Examples



# Moodboards

## Examples

The moodboard displays a collage of images and text from the Affinity website, illustrating various themes such as spontaneous application, business relationships, and technology.

**Affinity**

**Spontaneous Application**

You do not find any vacancies that fit your profile? Send us a spontaneous application.

**Business hand in hand with our technology.**

We don't just build working relationships — we grow pure affinity.

**DELOITTE 2016 & 2017 TECHNOLOGY FAST 500**  
Portugal/EMEA

**FT 1000**  
Europe's fastest-growing companies

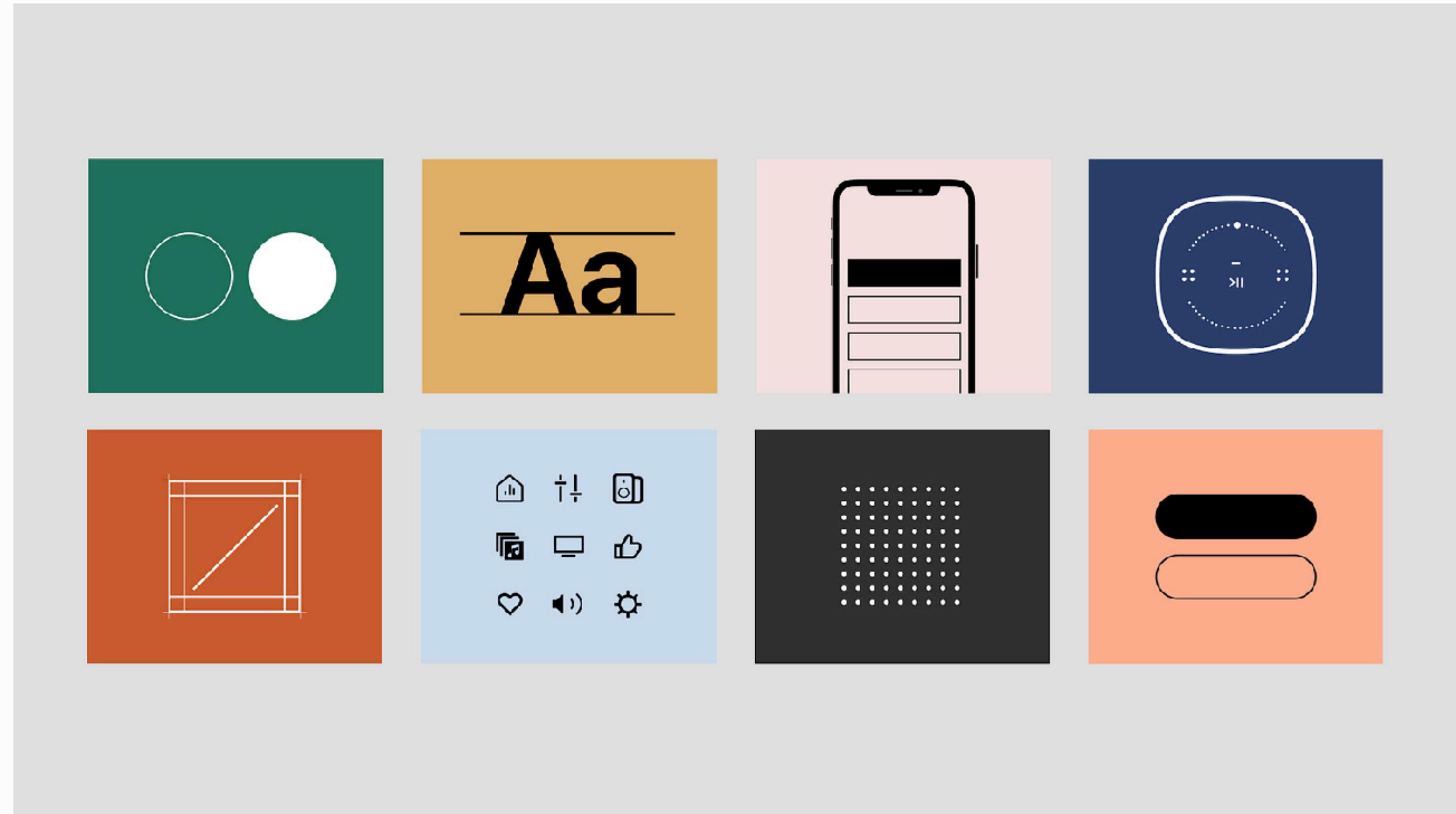
**INC. EUROPE 5000**  
#2521

**EMAIL ADDRESS**

**SUBSCRIBE**

# Moodboards

## Examples



# Moodboards

## Examples

**Color Usage**

WCAG 2.0 LEVEL AA MINIMUM CONTRAST RATIO 4.5:1

**Primary**

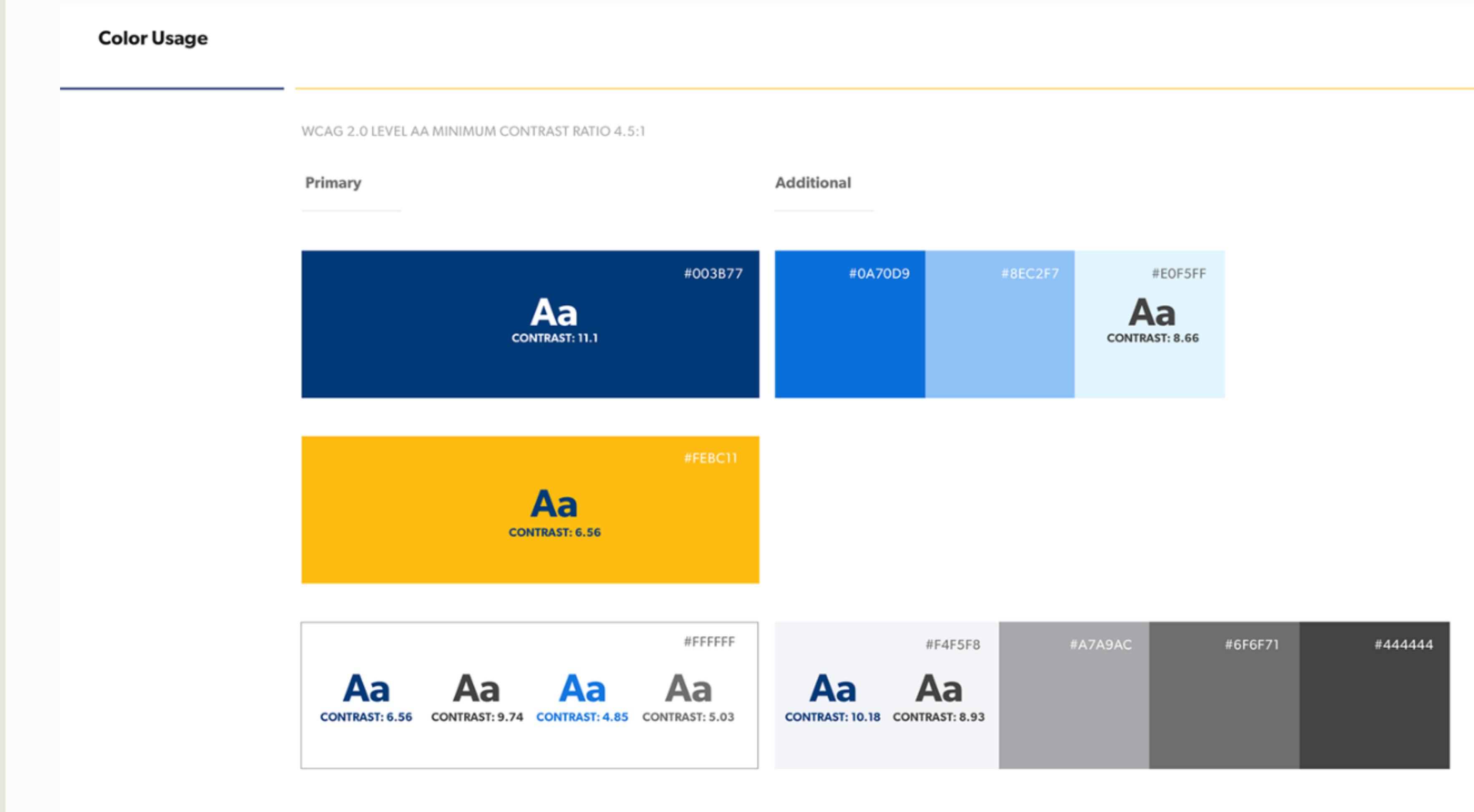
#003B77  
**Aa**  
CONTRAST: 11.1

#0A70D9 #8EC2F7 #EOF5FF  
**Aa**  
CONTRAST: 8.66

#FEBC11  
**Aa**  
CONTRAST: 6.56

FFFFFF  
**Aa Aa Aa Aa**  
CONTRAST: 6.56 CONTRAST: 9.74 CONTRAST: 4.85 CONTRAST: 5.03

#F4F5F8 #A7A9AC #6F6F71 #444444  
**Aa Aa**  
CONTRAST: 10.18 CONTRAST: 8.93



# Moodboards

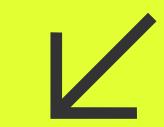
## Examples

The moodboard displays various design elements and user interface snippets:

- COLORS:** A palette showing green, dark blue, cyan, light green, and red.
- ICONs:** Icons for a magnifying glass, a person, a gear, a plus sign, a minus sign, and a dollar sign.
- TYPGRAPHY:** A section titled "Headline Level One" in green, "Headline Level Two" in white, and "Headline Level Three" in white.
- NUMBERS:** A snippet showing market value (\$16,893.84), total return (-\$1,245.67, -10.25%), and dividend (\$867.46, 8.47%).
- BUTTON STYLES:** Buttons labeled "Add Trade" in white and "Delete" in black.
- FIELDS:** A dropdown menu set to "3 Years" with options for 1 Day, 5 Months, 5 Days, 1 Year, 30 Days, 3 Years, 3 Months, 5 Years, Year To Date, and Custom Range.
- TABLE:** A table showing stock information for Apple (AAPL) with columns for Stock, Trade Score, and Alpha. It lists 12 rows of data with values ranging from +4.5% to -4.5%.
- LOGO:** A placeholder for a logo, currently showing three horizontal bars.

# Moodboards

Why are Moodboards important?



## INSPIRATION

Helps generate ideas and set the visual direction.



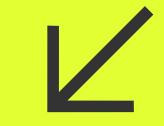
## CLARIFYING STYLE

Defines the look and feel of the project.



## ALIGNING VISION

Ensures everyone on the team shares the same design vision.



## QUICK VISUALIZATION

Provides a quick overview of the design concept.

# Moodboards

How to create a Moodboard?

**1**

**COLLECT  
VISUAL  
INSPIRATION**

Gather images, colors, and materials that fit the project's theme.

**2**

**ORGANIZE  
ELEMENTS**

Arrange them in a way that tells a visual story.

**3**

**REFINE AND  
EDIT**

Remove anything that doesn't fit the mood.

**4**

**SHARE AND  
GET  
FEEDBACK**

Ensure it aligns with the project's vision.

# Moodboards

## Example & Development

<https://dribbble.com/shots/22593466->

Roll-Brand-Identity-Moodboard:

### Dmitry Zmiy

"This is the initial step in the series of design phases. It provides an overview of the process and demonstrates the exploration of styles in collaboration with the client.

In the first round, we established the degree of seriousness associated with a tech-inspired style. Following a comprehensive discussion and more detailed feedback, I presented round 2, which includes specific proposals and concepts for shaping the visual identity."

simple/serious/pro | focus on overall look

friendly/authentic/excited | focus on technology

round 1

round 2

direction 1 roll

1. Idea of layer

Our primary technological feature is a layered background effect that transforms 2D into 3D-like visual. This concept enables us to apply this idea in multiple ways, with a particular focus on utilizing the layer feature in everything, from logos to pictures and backgrounds.

-bright colors  
-more soft approach  
-focus on technology  
-identity don't refer to logo

round 2.1

roll\_1.0 / brand identity project

roll

2. human focus

This concept is all about people and how they highlight in our product. We will use all possible ways to focus on humans within interface.

-more median colors  
-focus on people  
-more highlight  
-more expansion to all materials

color palette