



Frontend: Introduction - 01.09.2015



Time	Subject
13.00	Agenda + semester plan
13.10	Walkthrough of code part
13.30	Sketching as a tool
14.00	Sketching and the OI
	Break
14.20	Thoughtful design
14.50	Homework and preparations
15.00	Dismissed

Program



facebook

Facebook grupper?

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Go and have your **picture taken**.

Then your **new student card** will be produced and printed.

You can **collect the card** later at an unspecified location and date. (properly the library or main reception)



How to get a student card





Sign up for bowling

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1. semester WU Spring 2016 - Frontend Development.

Lecture Plan

Date:	Lecture title	Content and exercise	Preparation
Lecture no. 1 Introduction week (5)	Thinking like a designer	Introduction to thoughtful design and making bad ideas good by Jonas Löwgren.	[Löwgren] p xi - 13
Lecture no. 2 week 6	Typography and lessons from Bauhaus on how to express style.	Why typography matters. How it affect the user and where fonts come from.	[Dikun] videos 19 min [Murrey] [Doyle] [Mayor]
Lecture no. 3 week 7	HTML and CSS	Document Object Model (DOM) CSS selectors, importance, specificity and inheritance Box model Floating layout Browser compatibility issues	[HTML]: Ch. 1-3 + 6 [PLURAL-WEB]: Ch. 1-3: • Introduction, • HTML • Cascading Style Sheets Videos: 4h 15min [W3C-HTML] [W3C-CSS]
Lecture no. 4 week 8	Responsive Web Design	Fluid grid, flexible images, media queries, viewport meta tag Mobile First Semantic HTML(5) CSS3 transitions and animations	[RESPONSIVE]: Ch. 1-4 [MOBILE]: All five levels/videos [PLURAL-HTML] (1hr 49 mins) [PLURAL-CSS] Ch. 1 (CSS Transition Fundamentals) (25 mins)

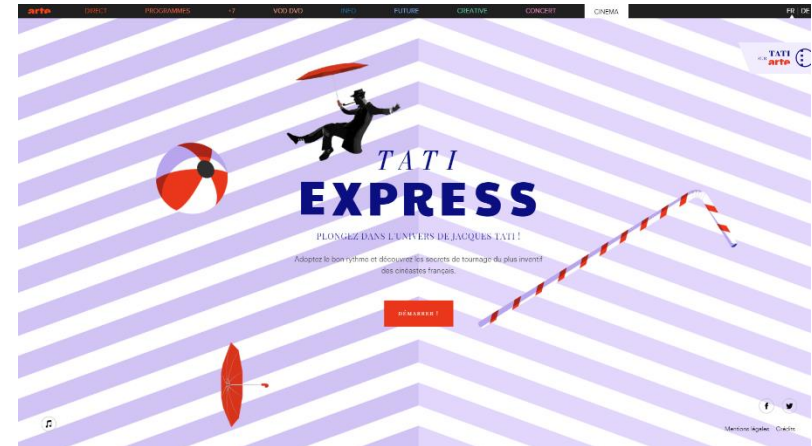
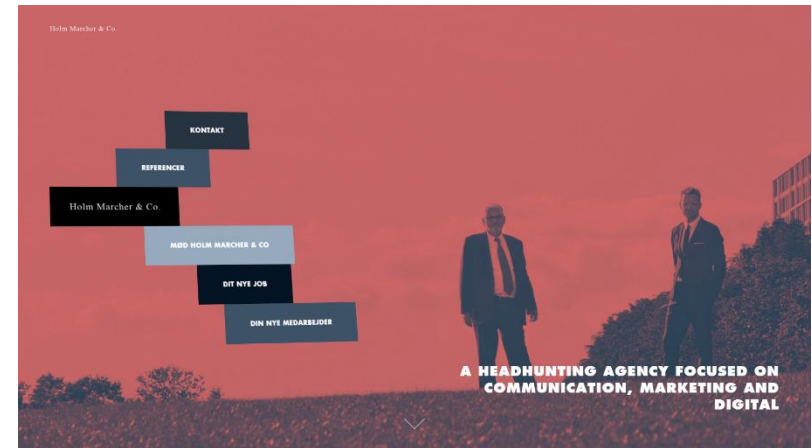
Semesterplan



Typography and lessons from Bauhaus to
express style – February 24th

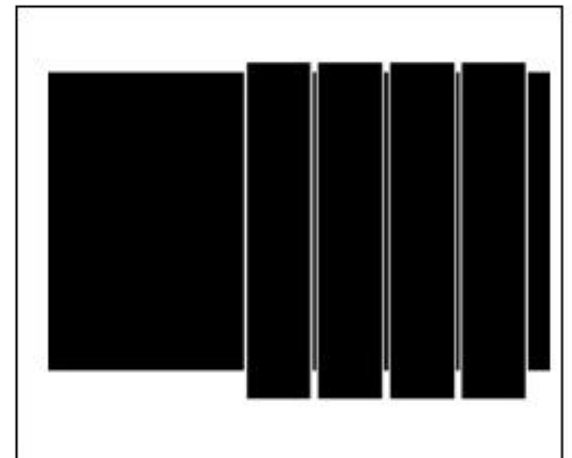
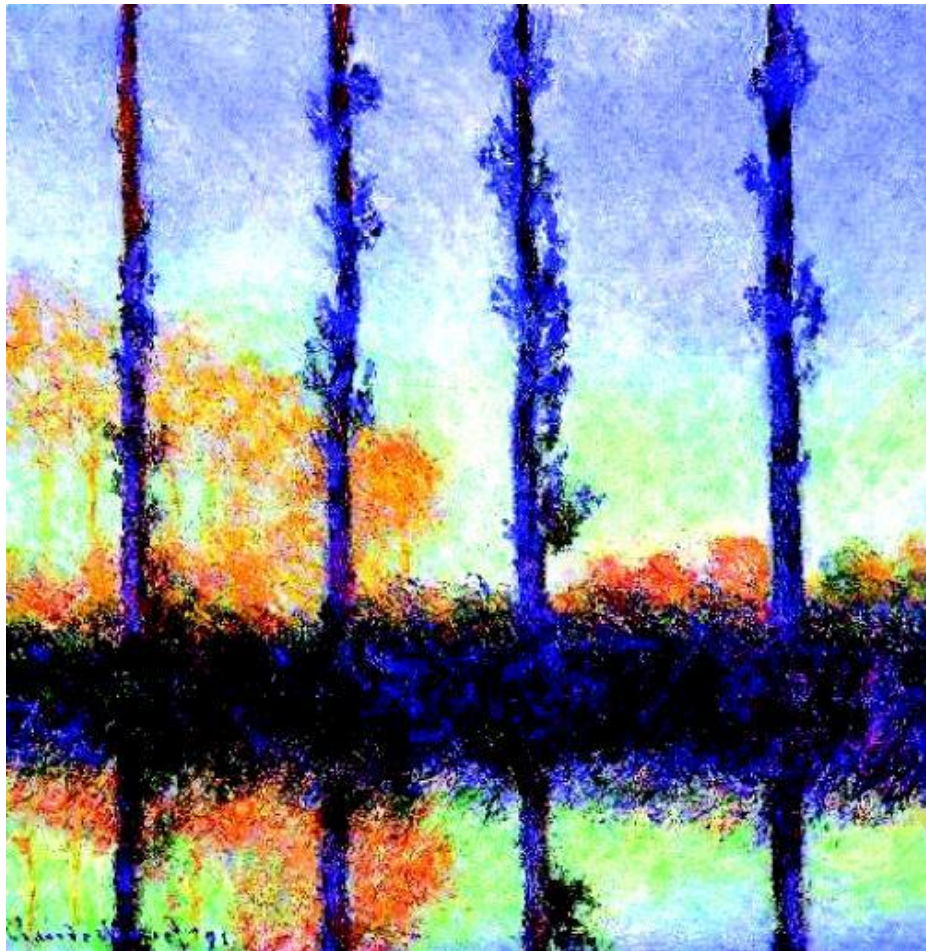
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Colours to set the mood – Marts 16th

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Rules of thumb and gestalt principles to
create composition – Marts 30th



List of artists matching search

Search Artists	
Artist	Artist Name 90s-00s >
Artist	Kate Bush 1986- >
Artist	Artist Name 1942-1971 >
Load N more >	

Tapping this will load N more artists in-line

Artist view (list of albums)

Artists Kate Bush	
Artist	Shuffle >
BIOGRAPHY text except too long...	
Star	Top Hits >
Artist	Albums 1952 >

Go to: Now Playing
Randomly plays music from this artist

Browse

Kate Bush Biography	
ART	Kate Bush 1981-1999
Fun biography...	

Only shown if applicable

Album Name Review	
ART	Album Name 1952
Full review	

Randomly plays all tracks - go to Now Playing

Artist name

Kate Bush Album Name	
Artist	shuffle >
Review text too long...	
Track title Artist	
Track title Artist	
Track title	

Only shown if applicable

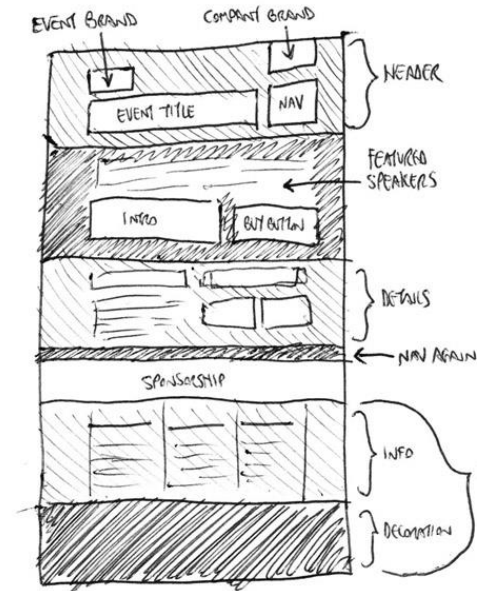
same style as a playlist

Play track - go to Now Playing

Sketching

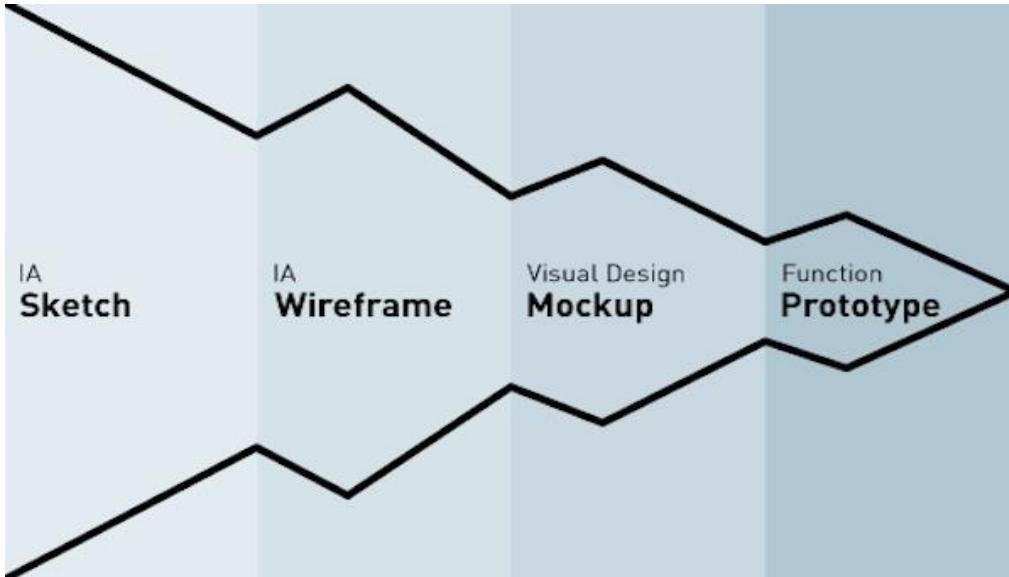
Why sketching?

- Vitally important to realise how you think, and when.
- Sketching is one of the first and strongest tools to a designer in any design process (or any developer).
- Sketching makes abstract ideas concrete and is the first test of any original idea.
- Sketching focuses your teams attention and resources. In the team you agree that “This is the goal”.



Sketching is **not brainstorming**! Get ideas first, then pin them down in a sketch to test them. Otherwise you move beyond “creative thinking” and onto “solution thinking”.

Why Sketching



Sketching is a visualisation of your *operational image* (first idea)
Activating the language of the eyes

What is Sketching



Is a sketch – not art!

The people at **Big Party Balloons** wants to increase their sales by launching a new website. The balloons come in many shapes and sizes and are expensive.

Recently popularity has risen on Social Media where people call the balloons “pretty awesome”.

Target group = “rich” people buying fun.



Sketchercise

Brainstorm: What does this site need?

In groups Brainstorm ideas and write down the **four** most important elements of the front page. (add subpages if you have time).

Remember to consider: navigation – content – usability – User experience – platform – target group pains and gains – responsibility.

// Brainstorming means open, supportive critic that explores possibilities... all possibilities... In a way that fosters originality. It is unspecific and can lead anywhere – let that happen.//

Sketchercise # 1 of 2



Sketch: How will this site look?

Individually draw a sketch of the site make ideas concret and tangible. Visualise what you agreed on in the group.

No talking or peeping😊.

You should including all the elements you agreed on in the group. If you decide to add or remove stuff note down why.

Start with the FrontPage and then move on to subpages or other platforms.

Remember it is a sketch - not art.

Sketchercise # 1 of 2



Take turns to show your sketches to the group.

Do they understand what you mean? Does the sketch make it easier for you to explain?

Reflect: How much changed?

Were your sketches the same?

What were the big differences? Why did they differ?

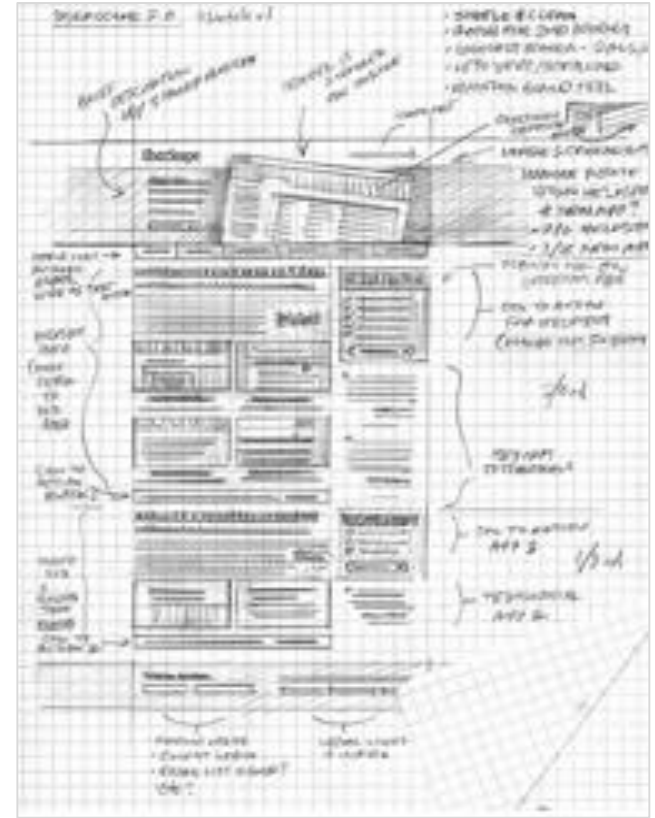
What happened to your idea when started sketching.
Did you come up with new ideas while working?

Sketching



Sketching benefits:

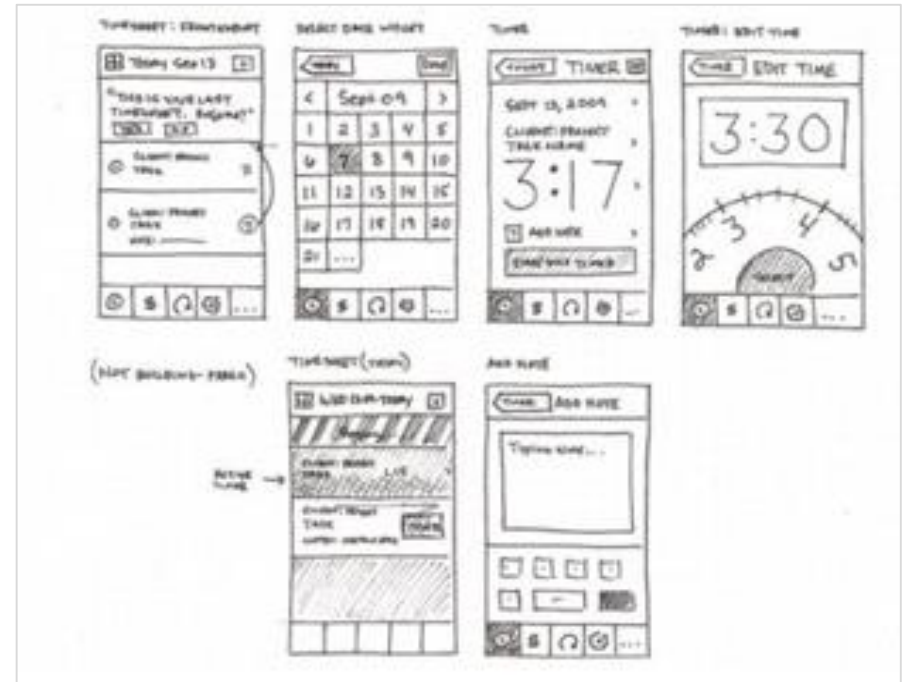
- Good for testing and generate ideas rapidly at a low cost. Low fidelity.
- A way of figuring out what will actually work and what approach is best.
- A way to gather immediate feedback from clients and co-workers!
- A way to generate possibilities that might otherwise remain untapped.
- Figuring out and finessing specific interactions for parts of any application.



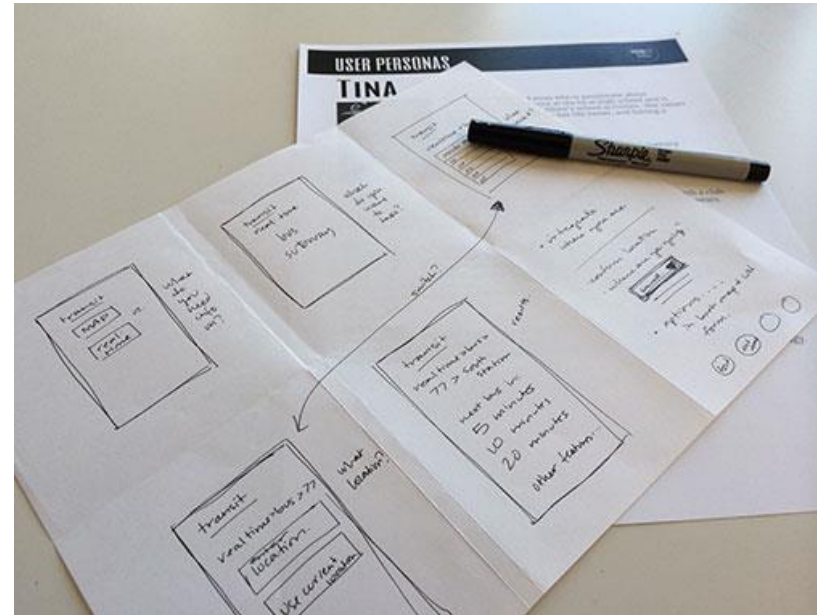
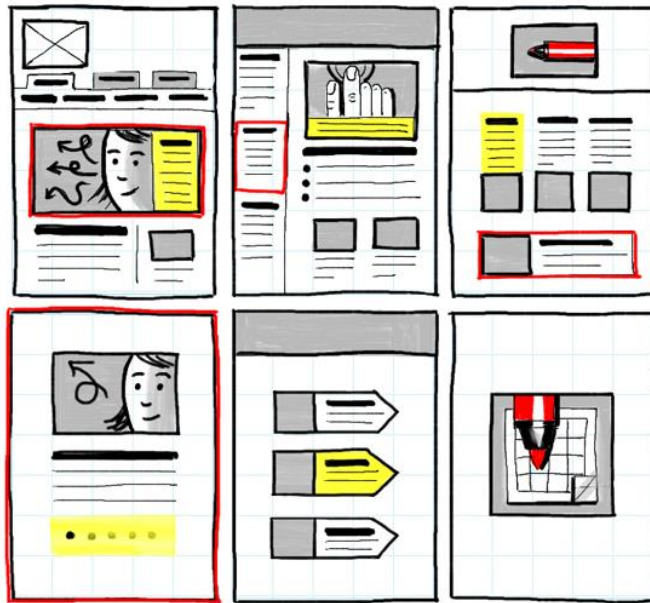
Sketching

Sketching tips:

- Quality comes later, and only if you need it for a presentation!
- Make a time constraint to focus attention on the important stuff.
- A couple of different colours is a good idea to highlight elements.
- Do a group sketch to explore.



What is it?

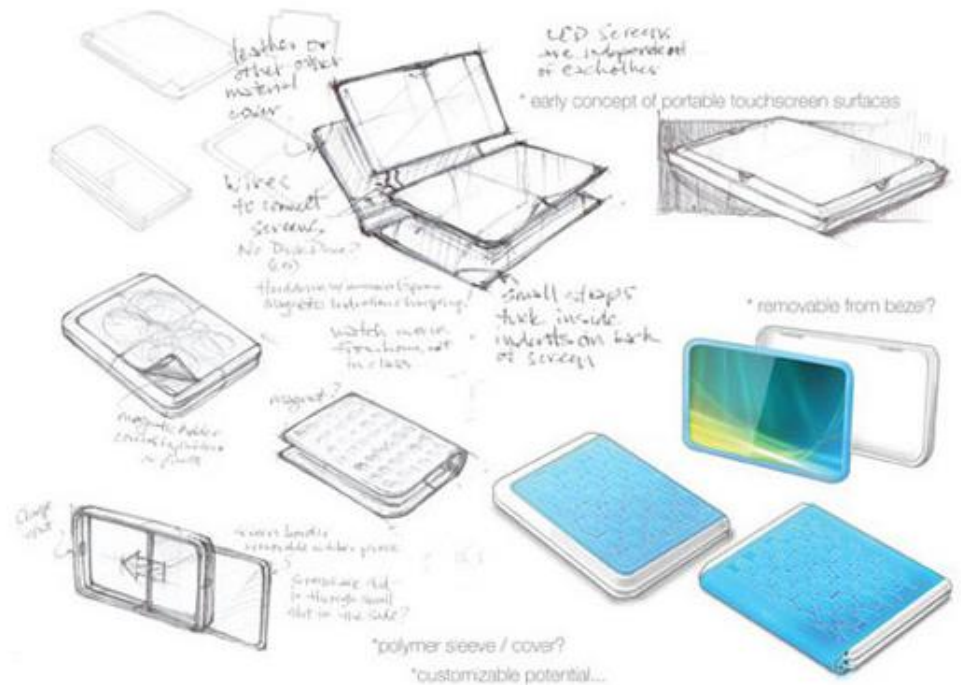


<http://www.quora.com/Why-does-Adaptive-Path-say-that-sketching-a-design-should-take-5-minutes-and-6-iterations>

Ways of sketching: Six-up (Adaptive Path)

Process sketches. The goal is to understand an assignment. There can be more writing than sketching. Focus is on examining problems and analyzing the context.

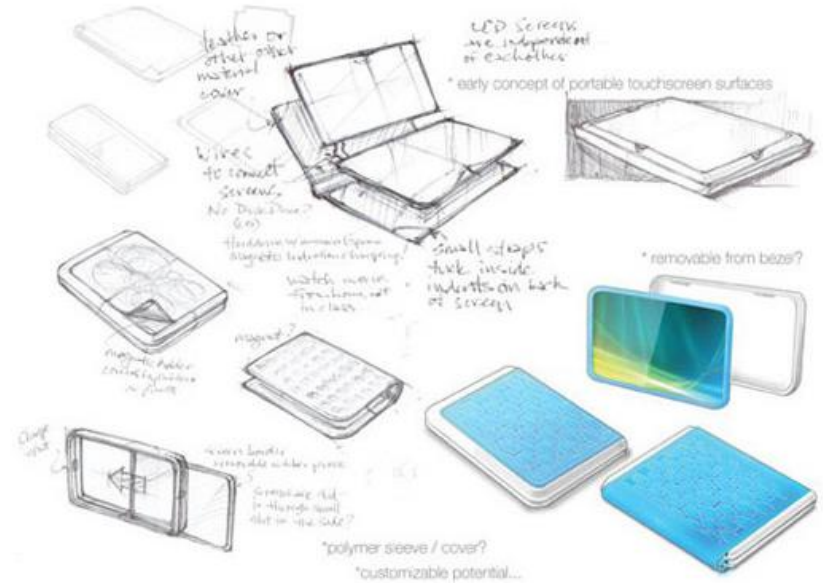
Ideation sketches. Sketches that are created by designers while developing an idea of a product. Mainly roughly made and without details.



Ways of sketching

Explanatory sketches. Created to explain function, shape and structure of a design concept. These are sketches presented to a client. Readable to everyone.

Persuasive sketches. Finishing sketches that are usually created in digital softwares such as CAD-programs, Adobe Photoshop and others. Detailed and colorful to influence audience and sell a design concept.



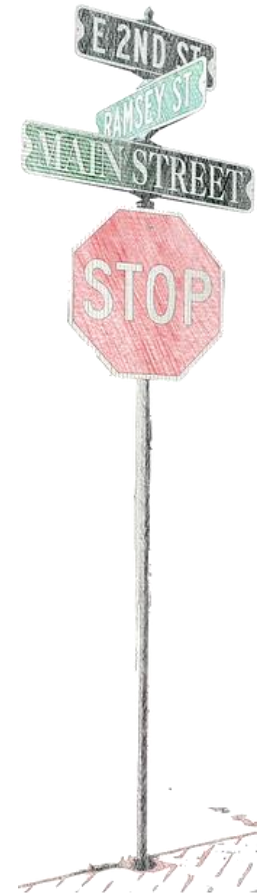
Ways of sketching

Do not confuse sketching with brainstorming. Two different modes of thinking. One is solution oriented and focus is on specifics, the other is creative, open.

Do not get idea paralysis – keep focus and make decisions. Too many ideas might make it hard to choose, but is early so you can always change it.

Keep it low fidelity. Too long time spent making a sketch perfect might make the next step impossible.

Make sure it makes sense! It's a tool. Used as such. Do not copy your sketch digitally. Make sure you actively evaluate and improve the idea.



Sketching /draw/back

Break 5 min.





Thinking and working like a designer

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Jonas Löwgren

Fluency, Pliability and exploration in interaction design.
User experience and modes of experience



Erik Stolterman

The material without qualities. Intentional change in an unpredictable world. Consequences of digital media.



Both work with a **designerly way of thinking**.

Löwgren & Stolterman



Information technology is everywhere!

*“...our aim is to introduce a design perspective on the creation and shaping of **digital artefacts**?” p. xi*

Digital artefacts that transcends boundaries, build in a material **without qualities**.



Why thoughtfulness?

GoogleDoodle sends 1,2 million users to Wikipedia.



Drivers are crashing when they follow the GPS.



79.763 users visit this danish site to planner their journey – on a daily basis!



Designing peoples lives

Apply the text to reality

In groups find out **what they mean** by the following concepts and explain **how they appear in the case** with Big Part Balloons.

Design process

Design situation

Digital artefact

What is the answer to the question: What is good design?

Core Concepts



Really good design – is bad if the user does not understand it. What is good is defined by social laws – its abstract – its negotiable – its changeable.



"A designer's most important task is to develop her judgment, by critically and independently formulating her own assumptions and beliefs." – JL & ES

What is good design

In two weeks:

Topic: Typography and lessons from Bauhaus on how to express style.

Read / watch:

[Tim Dikun] 19 min video on typography – [Watch all three!](#)

[Anni Murrey] Six Lessons from the Bauhaus : [Must read!](#)

[Dan Mayor] What font should I Use: [Must read!](#)

[John Doyle] Very interesting research and the [chocolate experiment!](#)

Homework and preparation



Kl.	Class room A2.05
8.30	Ding Dong
9.00	An average student
09.30	Work with Lego
11.30	Lego Robot Competition # 2
12.00	Lunch
12.30	Pick a picture
13.00	Introduction to Web development # 2
15.00	Done for the day
17.00	Bowling

Bring computers!! We will be installing lots of stuff.

Tomorrows program
