

Instructor: Ryan Achzet

Woodbury University
Process Book
Elaine Chicas | November 30, 2016

> Web Design II

Fall 2016 Projects & Exercises

- 1 Introduction
- 2 Project 1 Wireframe
- 3 Project 1 Site
- 4 Exercise 1
- 5 Exercise 2
- 6 Project 2 Sketches
- 7 Project 2 Banner Ad
- 8 Exercise 3
- 9 Project 3 Brief
- 10 Project 3 Information Architecture
- 11 Project 3 First Wireframes
- 13 Project 3 Style Tiles
- 14 Project 3 Final Wireframes
- 17 Project 3 Site

Fall 2016 Projects & Exercises

Throughout the semester we were asked to do a variety of projects and exercises that mainly related to working with responsive design. There were a total of four projects and three exercises that we needed to do within a specific amount of time that helped us to understand and practice responsive design.

> Introduction

Fall 2016 Projects & Exercises

With Project 1, we had to create wireframes for a web page for Adobe Photoshop Lightroom CC where we had to apply elements of design that we learned in Web Design I along with filling other requirements, such as adding a form.

> Project 1 Wireframe

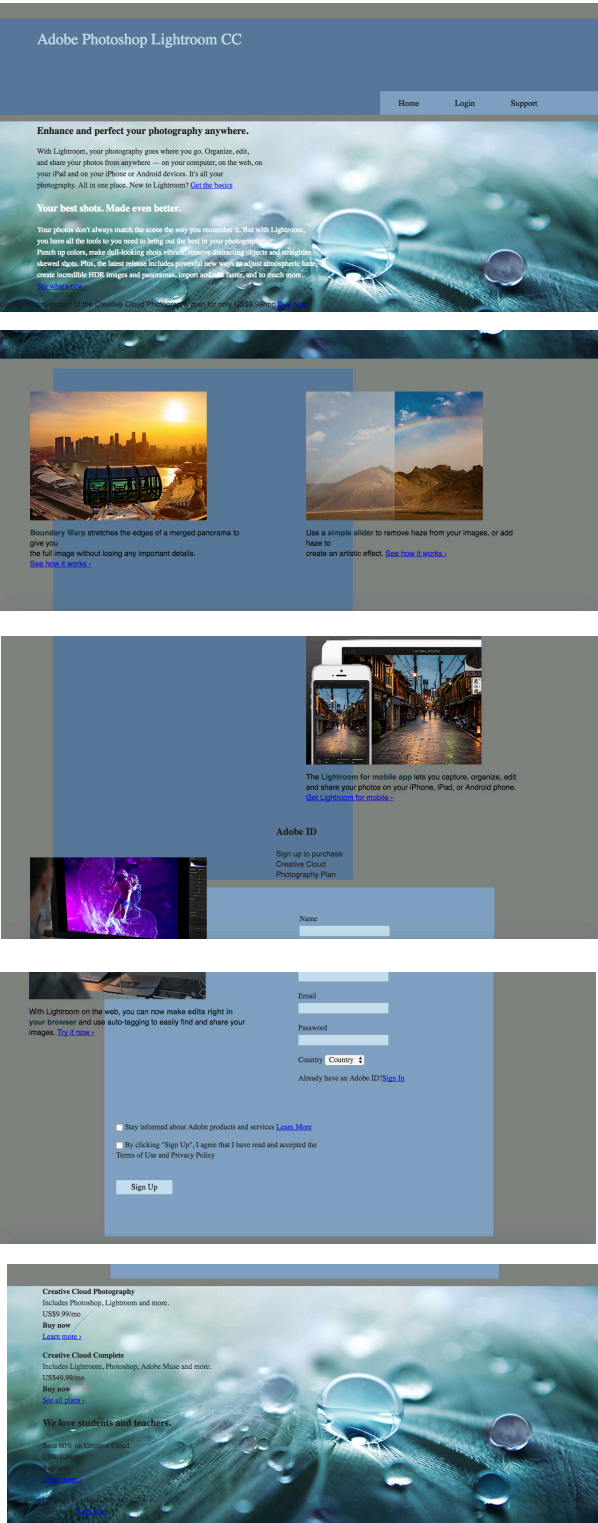
Here, I added all the required content that would be within the webpage along with adding my own designed layout. In the first part I had a background image and text surrounding the image so that the image and text won't get lost, added heirarchy wherever was necessary, and made a nav bar and heading at the top of the page. The second part of the page contains a gray colored background to add emphasis to the centered images that is discussing specials features of the program. Towards the bottom of that section is a form containing all the necessary elements for users to register and kept it within two columns. For the last section of the page, I included all the rest of the information consisting of prices and Adobe's contact information and had it sectioned off to the left so that the text would not interfere with the focal point of the image.



Fall 2016 Projects & Exercises

There were a few issues with the final site for this.

> Project 1 Site





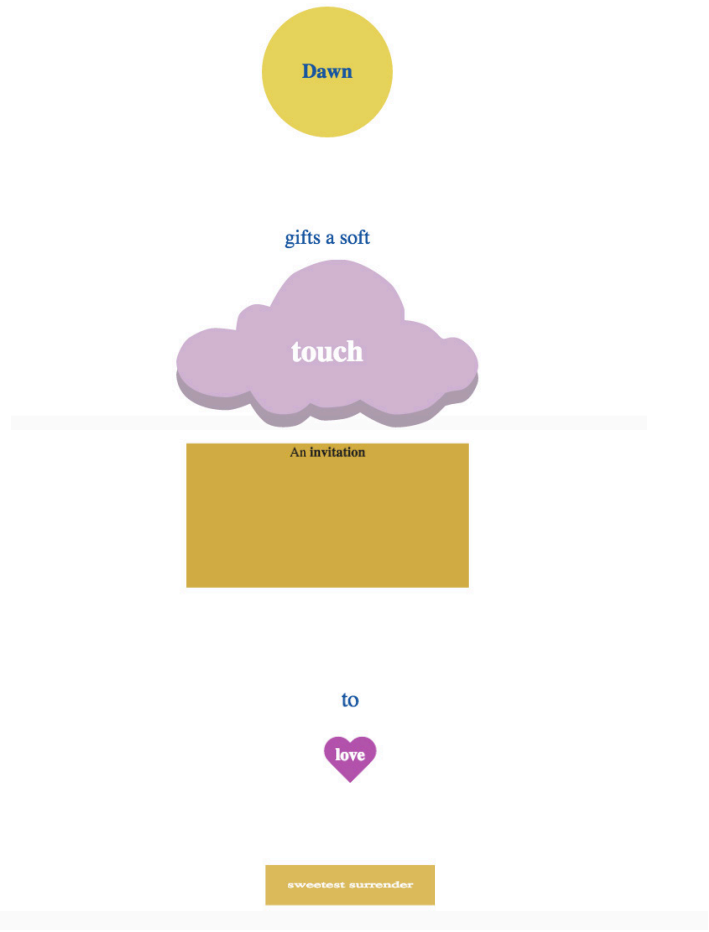
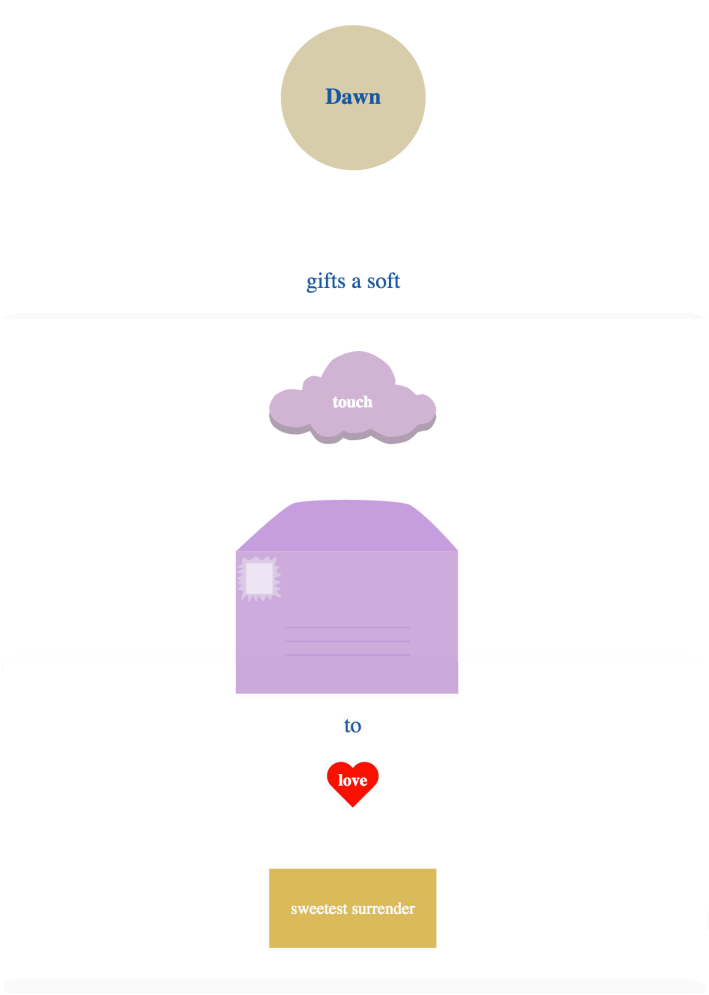
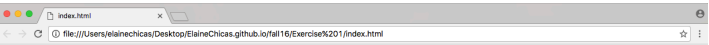
Fall 2016 Projects & Exercises

In Exercise 1 we were asked to make a web page of a haiku using transform and transition coding that was learned in class and apply it to the words within the text.

For my haiku, I looked at certain words and applied tranformations and transitions to parts that I felt it would relate to along with using shapes and illustrations it convey the message through design.
“Dawn” has an color transition that turns yellow, “touch” enlarges in scale, the illustrated envelope flips around to reveal “An Invitation” along with a yellow background, “love” also transitions to a pink-purple color, and “sweetest surrender” decreases in height making the box and text appearing squished.



> Exercise 1

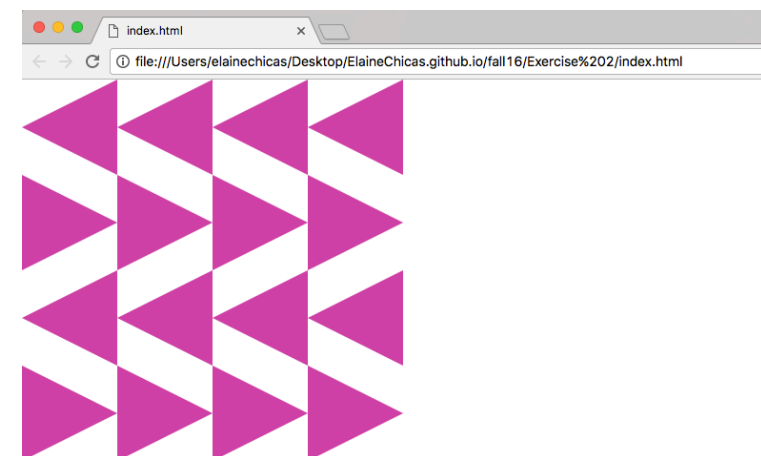
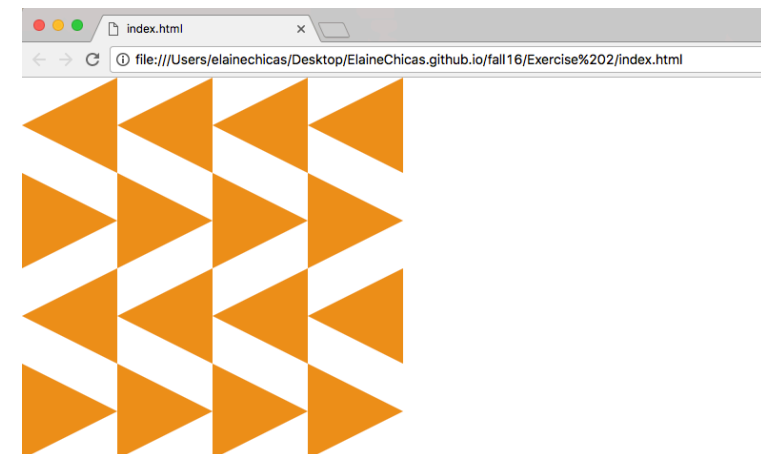
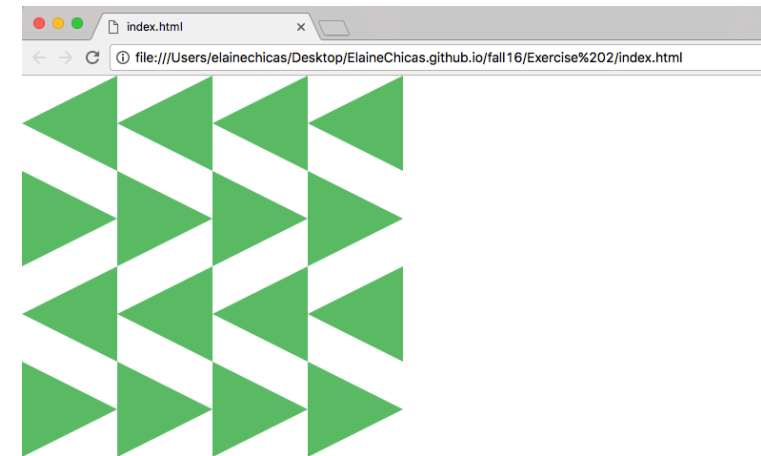


> **Exercise 2**

Fall 2016 Projects & Exercises

Exercise 2 consisted of us having to create a web page that had a pattern that was animated based on the coding we learned during the lecture.

For this exercise, I originally wanted the triangles to move in different directions while changing colors, but instead I ended up just having them sit in rows and the animation part of it was the change of color.

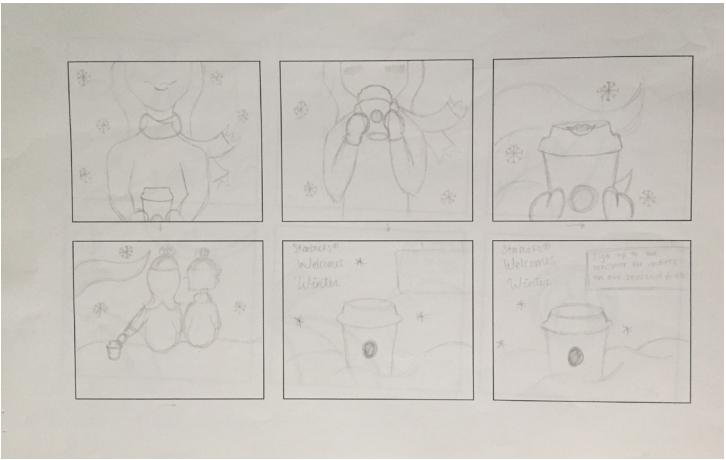
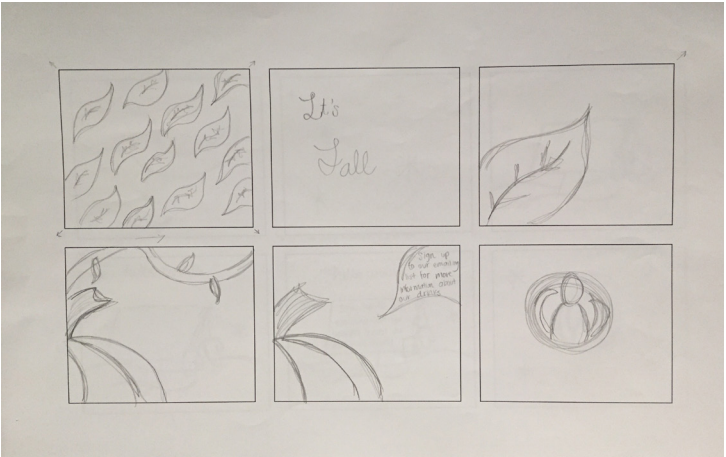
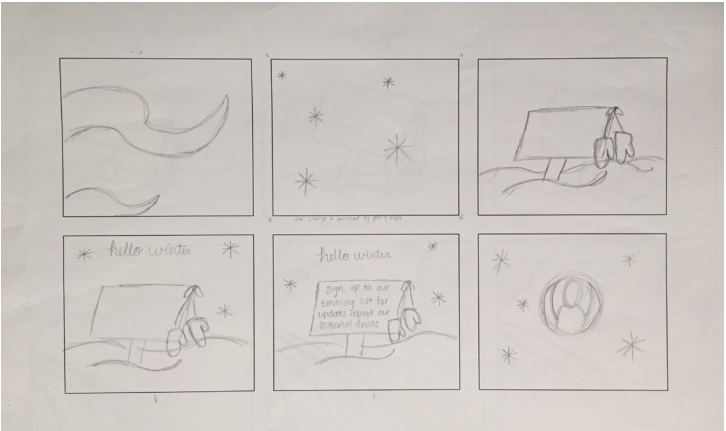


Fall 2016 Projects & Exercises

In Project 2, we were asked to create a banner ad about a topic of our choosing as long as it was Starbucks related. During the first part of this project, we were asked to create sketches for different ideas of how the ad was going to look and its animation.

> Project 2 Sketches

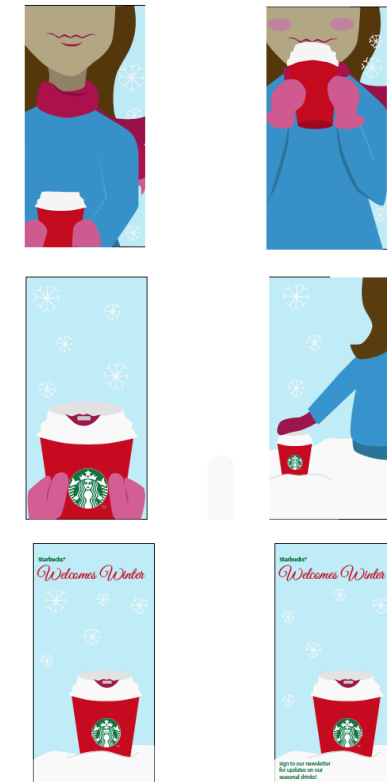
I wanted to have a seasonal themed banner ad so I had three different compositions, two of winter and one of fall, and used specific elements, such as snow or leaves falling, to represent the seasons. Towards the end of this stage, I decided on the last one, which has a story of a girl drinking a Starbucks drink as snow is falling and the final frame would be of the cup sitting in the snow and a message on the side about the site.



> Project 2 Digital Comps

Fall 2016 Projects & Exercises

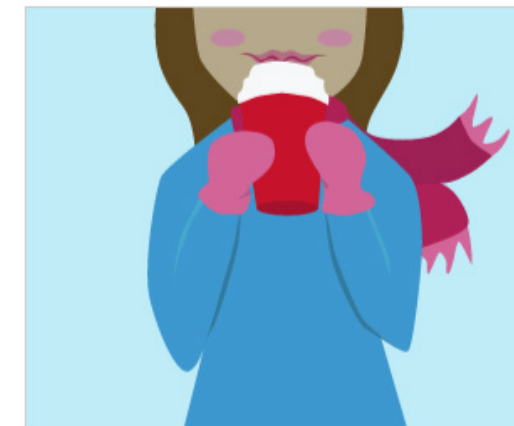
In the digital comps portion of this project, I added color, text, and illustrations. The main colors I chose were related back to both Starbucks colors (green for the company logo and red for the Starbucks cups) and winter (blue for the sky and white for the snow). I also wanted the girl to stand out from the background so I had given her some bright and saturated colors that didn't blend in with the background. I chose a sans serif typeface that I felt was the closest in appearance to the Starbucks typeface and a script typeface because I felt that it brought made the composition look more seasonal and more cheerful for the holidays. I applied similar designs but different placements to the other banner ad sizes, but the one we would be working on for this project is the medium rectangle size.



> Project 2 Banner Ad

Fall 2016 Projects & Exercises

The animation banner ad consists of snowflakes moving downwards (some slowly spin around) in the background, opacity changes in each frame when a new object is introduced or leaves, and a breeze illustration moves right to left across the screen in three different frames. The only changes that were made to the ad was that the extra person in green in next to the girl was removed and instead focused on the act of her moving the cup to the snow to keep the zoom of each frame consistent in size.



Fall 2016 Projects & Exercises

Exercise 3 was about us working with responsive coding. We had to create 10 columns and make them responsive in 3 different screen sizes, large, small, and extra small.

In this exercise I assigned different colors to each box, added a border, made a media query that makes the font size bigger after a certain screen size, and all columns change in different screen sizes.

> Exercise 3



Fall 2016 Projects & Exercises

> **Project 3 Brief**

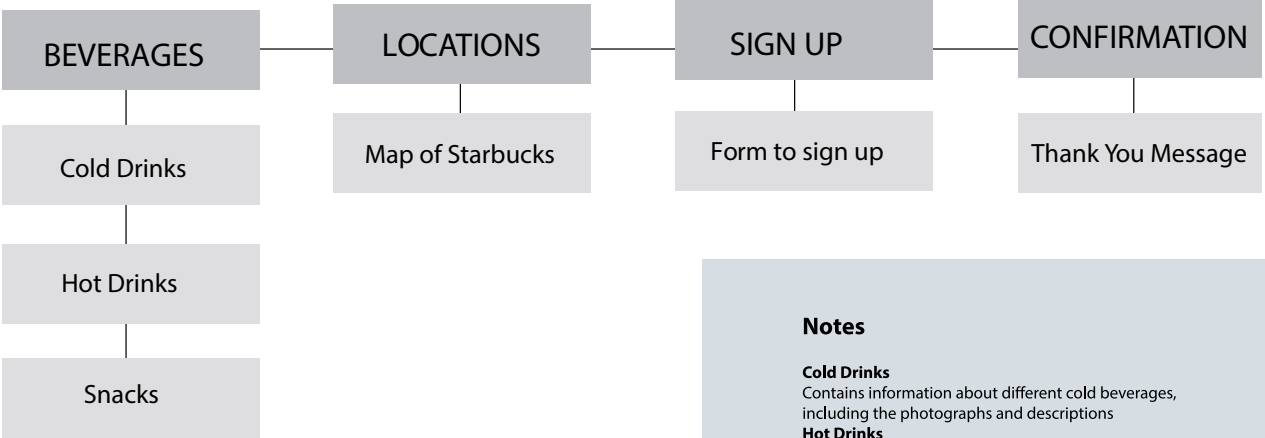
The intended audience for this site is anyone who is interested in the beverages that are sold in Starbucks stores. The microsite for this project is about having a form to get the intended audience to sign up for email newsletters about the seasonal drinks Starbucks has during different holiday seasons. The form would contain information about what the person would be signing up for along with the sections they would fill out about their personal information that would be required to register.

> Project 3 Information Architecture

Fall 2016 Projects & Exercises

We were asked to create an information architecture of what each web page would consist of.

My site consisted of four pages, Drinks & Treats (beverages), Locations, Registration (sign up), and a Confirmation page.



Notes

- Cold Drinks**
Contains information about different cold beverages, including the photographs and descriptions
- Hot Drinks**
Contains information about different hot beverages, including the photographs and descriptions
- Snacks**
Contains information about different holiday treats, including the photographs and descriptions
- Map of Starbucks**
Google maps of Starbuck's location to find stores
- Form to Sign Up**
Contains form to sign up email newsletters about seasonal drink updates
- Confirmation**
Small thank you message confirming registration

> Project 3 First Wireframes

Fall 2016 Projects & Exercises

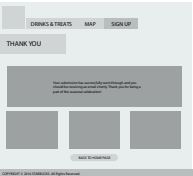
In this part of the project we were asked to create wireframes for each screen size, which was desktop, ipad, and iphone.

I kept the layout simple and containing different information depending on the content of each of the pages. Each page has a small header (besides the thank you page), image introductions, a second heading titling each section of the page, and a footer. I adjusted each screen size according to what I felt would be easier to use when in that size.



Fall 2016 Projects & Exercises

> Project 3 Information Architecture



Fall 2016 Projects & Exercises

In this part of the project we were asked to create two different style tiles.

I ended up choosing the first style tile because it seemed to relate more to the colors that are in my banner ad.

> Project 3 Style Tiles

Election Headline

Font: Optima bold

Election Subhead

Font: Optima regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Example Text for Link](#)

sign me up

Style Tile
version 1

Possible Colors



Election Headline

Font: DIN medium

Election Subhead

Font: DIN regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

[Example Text for Link](#)

SIGN ME UP

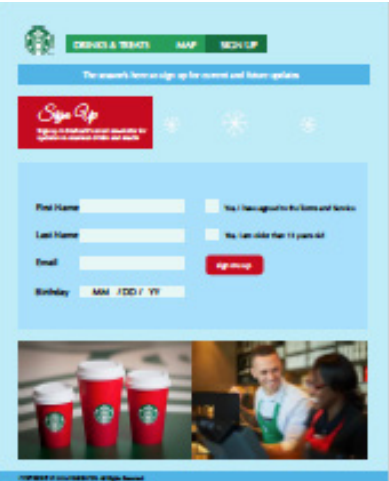
Style Tile
version 2

Possible Colors





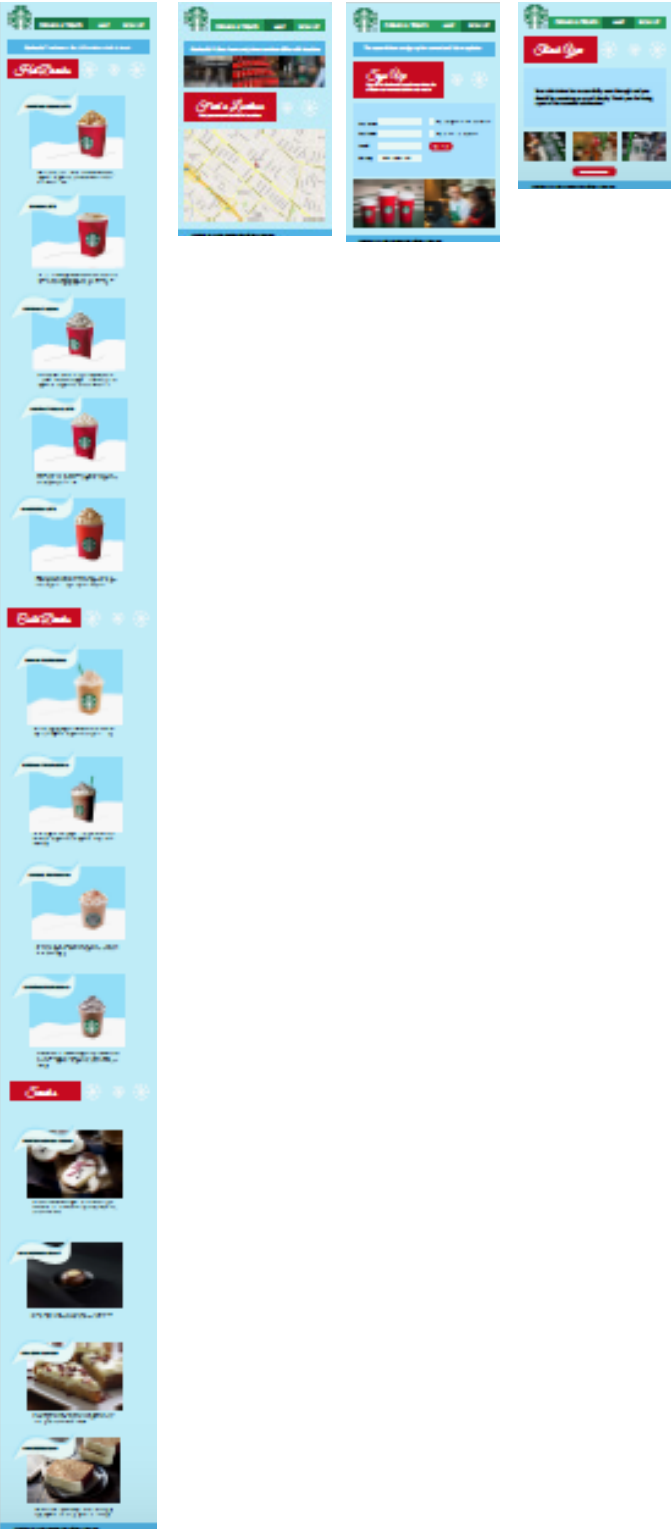
Fall 2016 Projects & Exercises



> Project 3 Final Wireframes



Fall 2016 Projects & Exercises



> Project 3 Final Wireframes



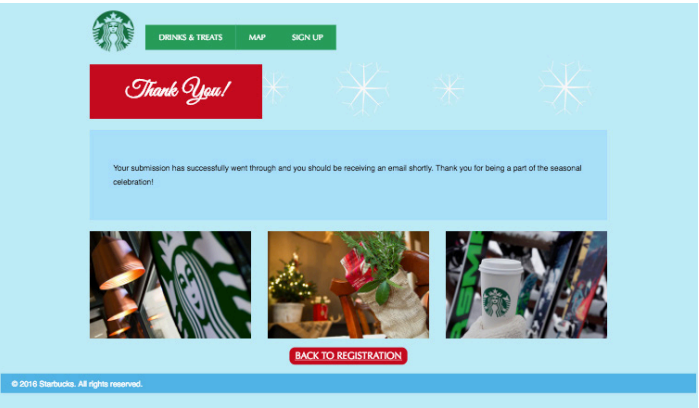
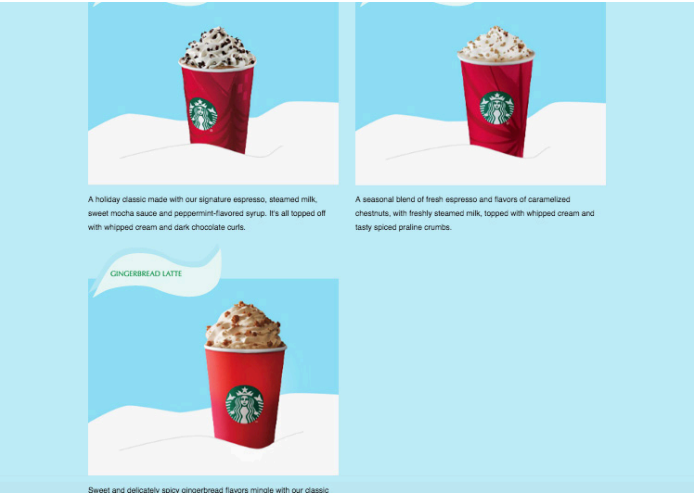
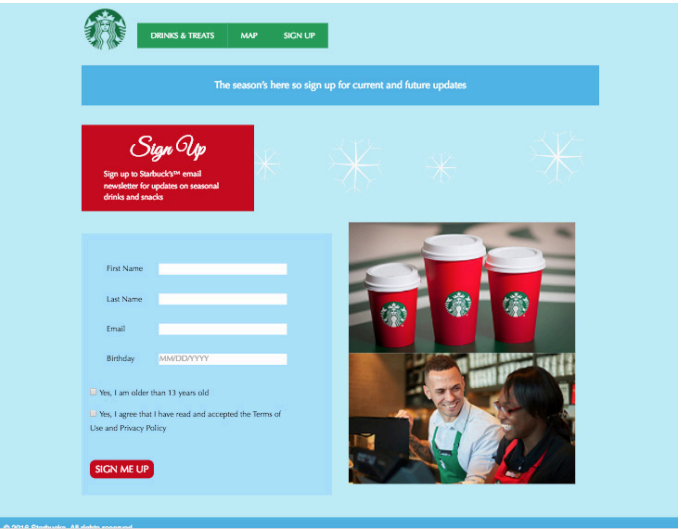
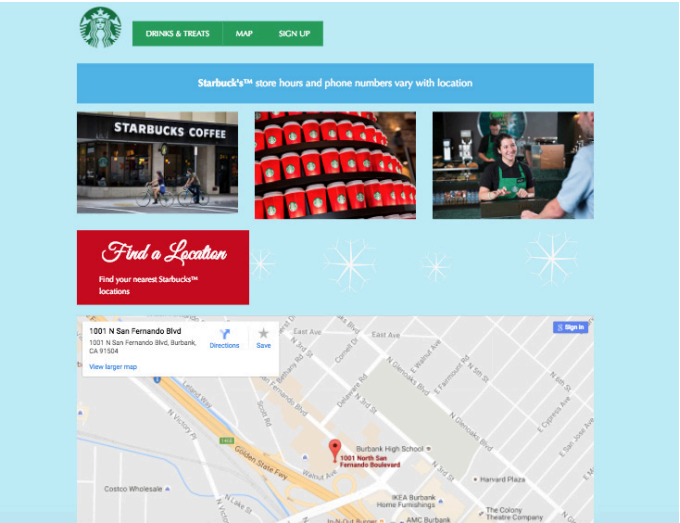
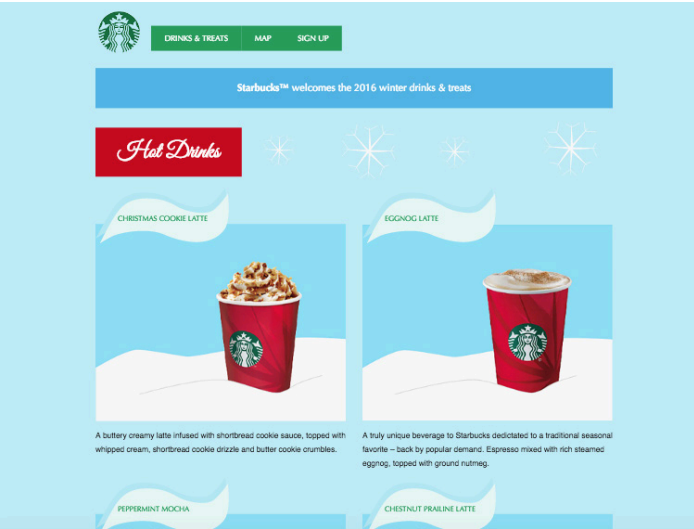
Fall 2016 Projects & Exercises



> Project 3 Final Wireframes



Fall 2016 Projects & Exercises



> Project 3 Site

