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Woodbury University  
Process Book  
Elaine Chicas | November 30, 2016

## > Web Design II

### **Fall 2016 Projects & Exercises**

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## 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.

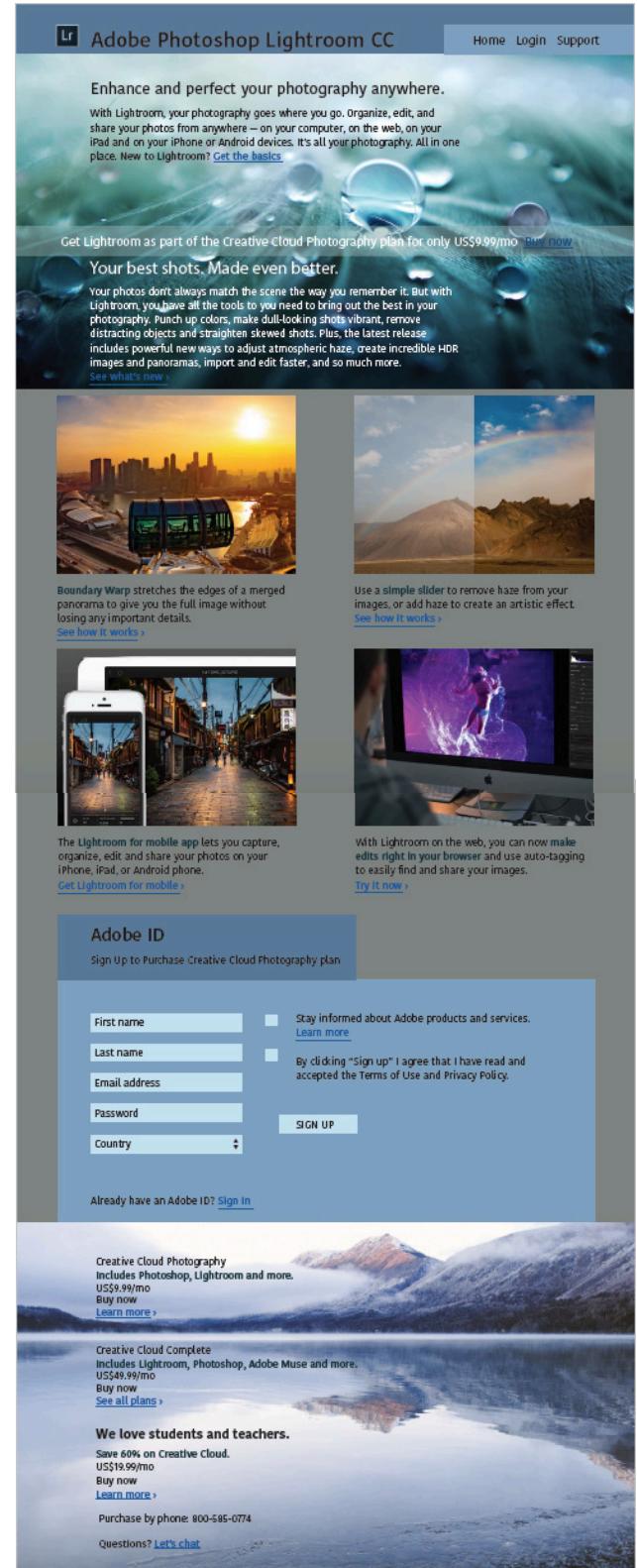
### > **Introduction**

## 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

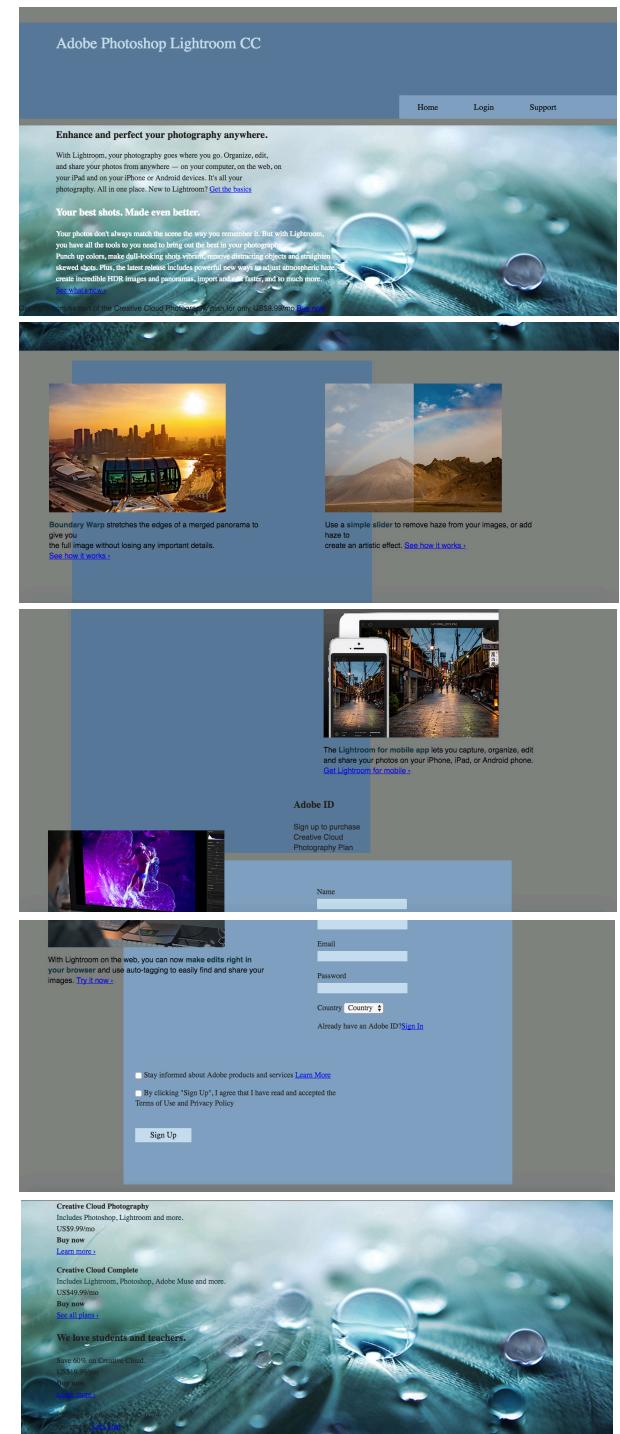
Here, I added all the required content that would be within the webpage along with adding my own designed layout. In the first part I had a background image and text surrounding the image so that the image and text won't get lost, added heirarchy wherever was necessary, and made a nav bar and heading 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 that I didn't get a chance to fix. It still has all the same content and minor adjustments to design, such as changing colors of some text, but there were most likely a few coding mistakes that needed to be resolved in order for the page to come together the way my wireframes were set up.

### > Project 1 Site





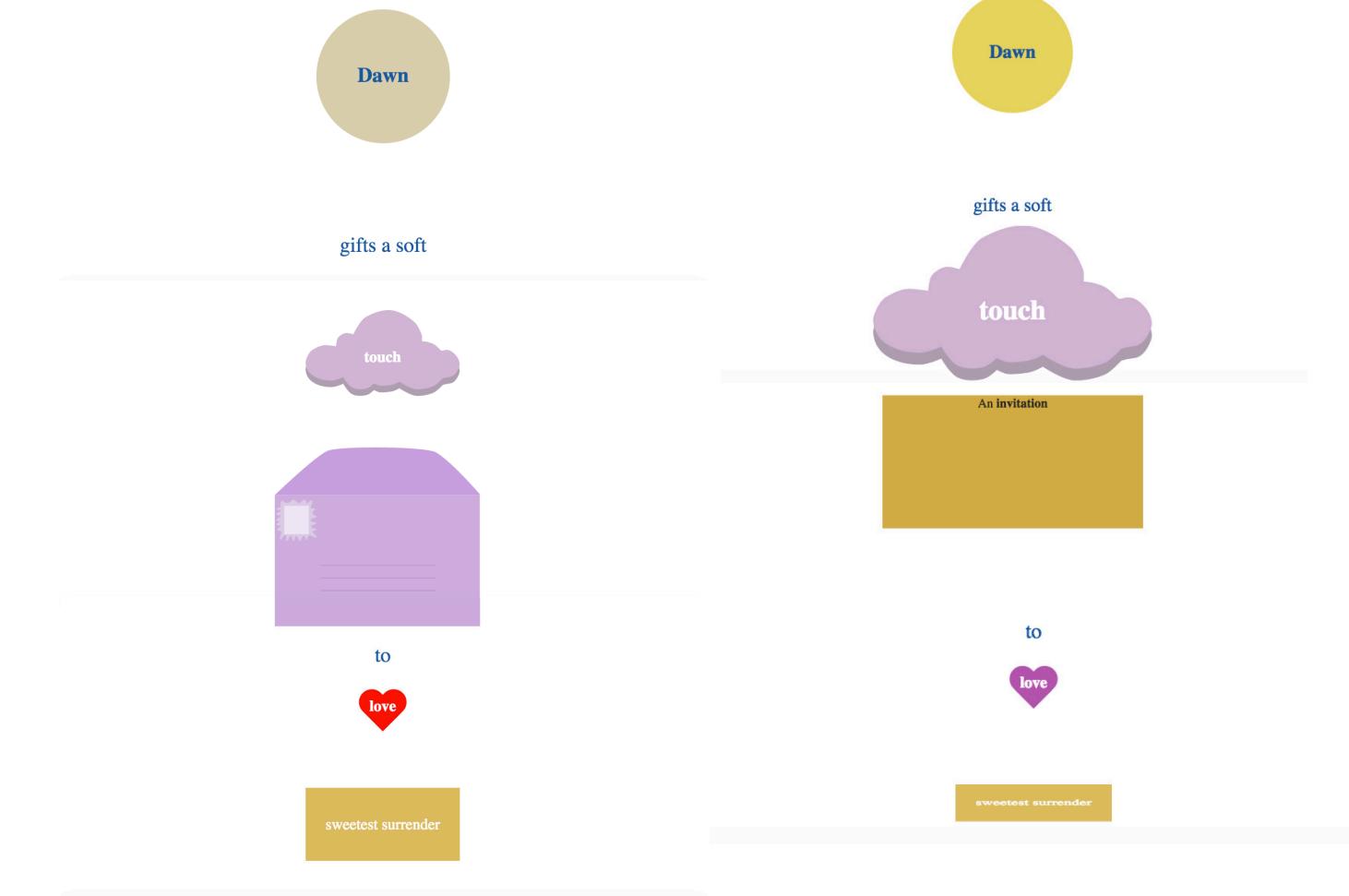
## Fall 2016 Projects & Exercises

### > Exercise 1

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 transformations 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 a 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.

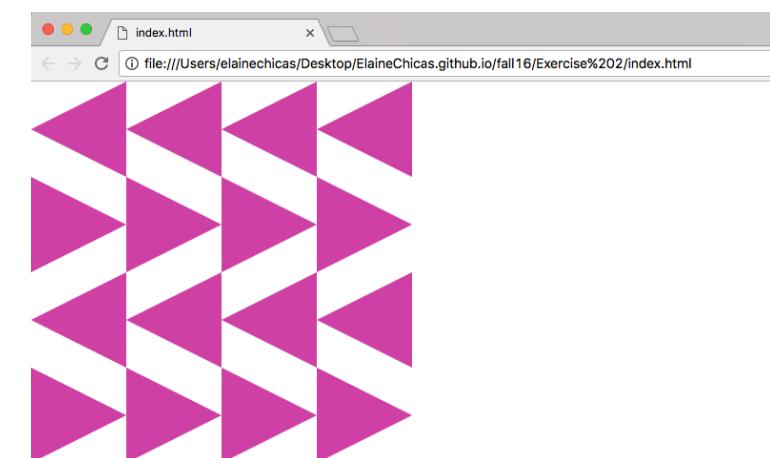
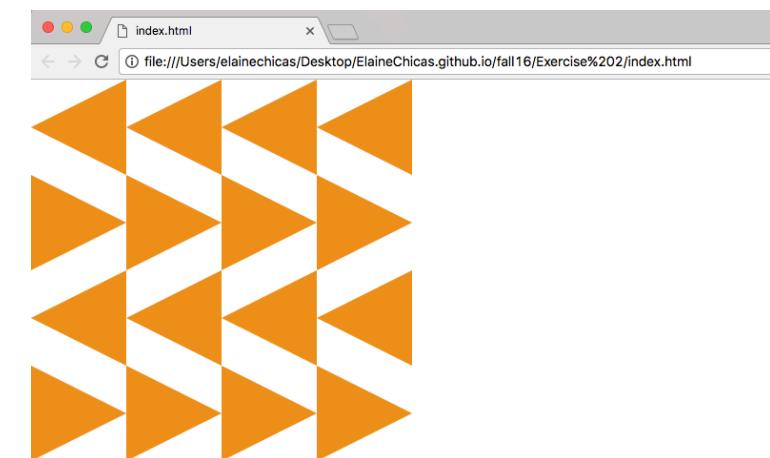
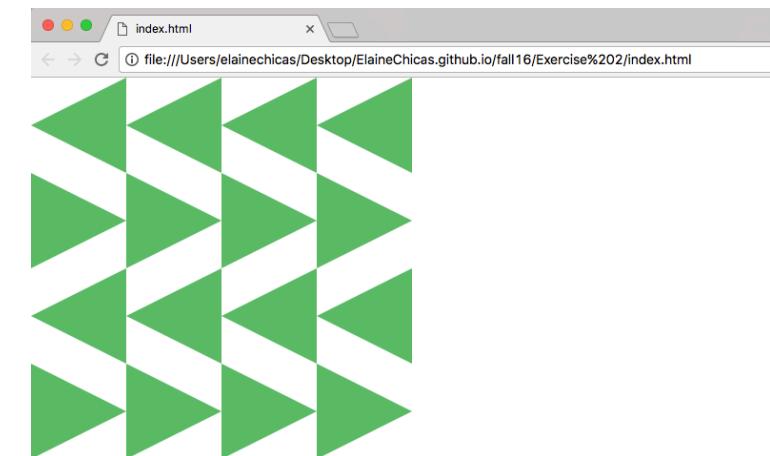


## Fall 2016 Projects & Exercises

### > Exercise 2

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.

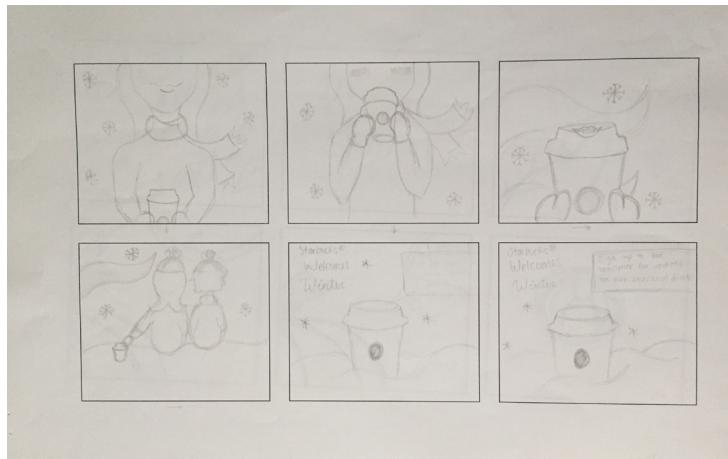
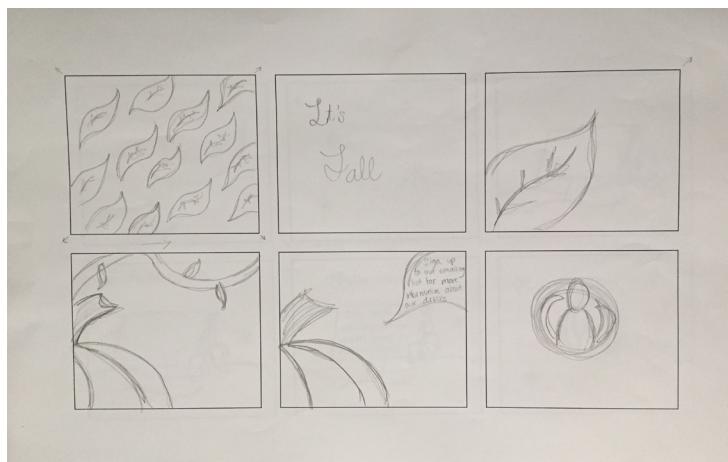
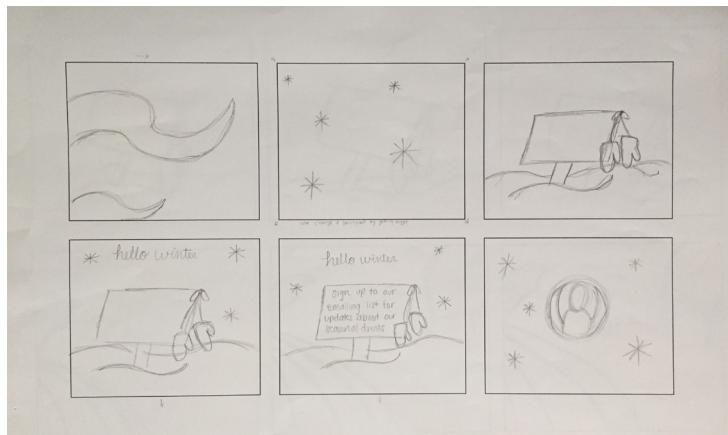


## Fall 2016 Projects & Exercises

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

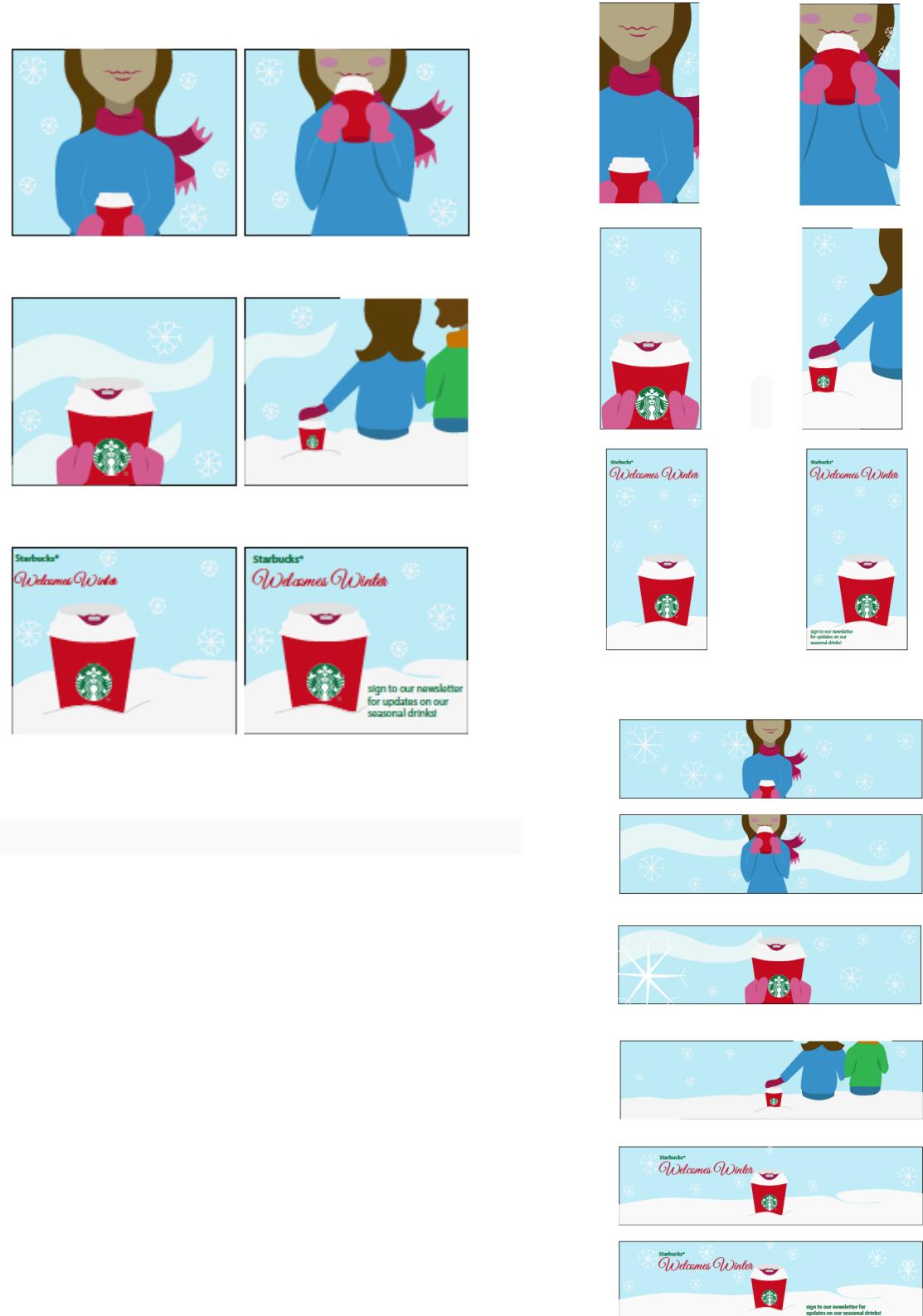
I wanted to have a seasonal themed banner ad so I had three different compositions, two of winter and one of fall, and used specific elements, such as snow or leaves falling, to represent the seasons. Towards the end of this stage, I decided on the last one, which has a story of a girl drinking a Starbucks 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.



## Fall 2016 Projects & Exercises

### > Project 2 Banner Ad

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.

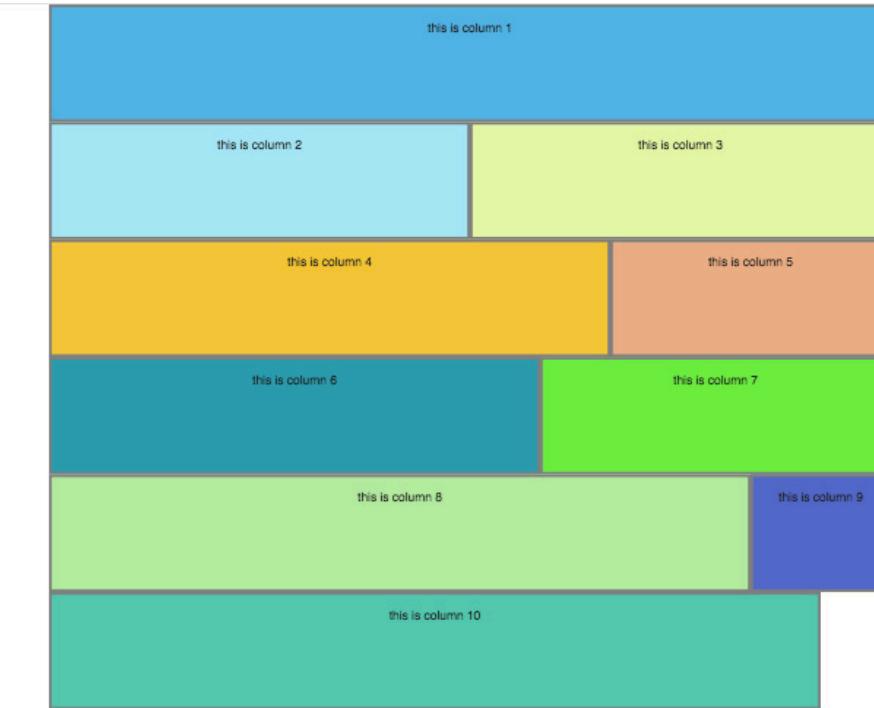


## Fall 2016 Projects & Exercises

### > Exercise 3

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.



## Fall 2016 Projects & Exercises

### > Project 3 Brief

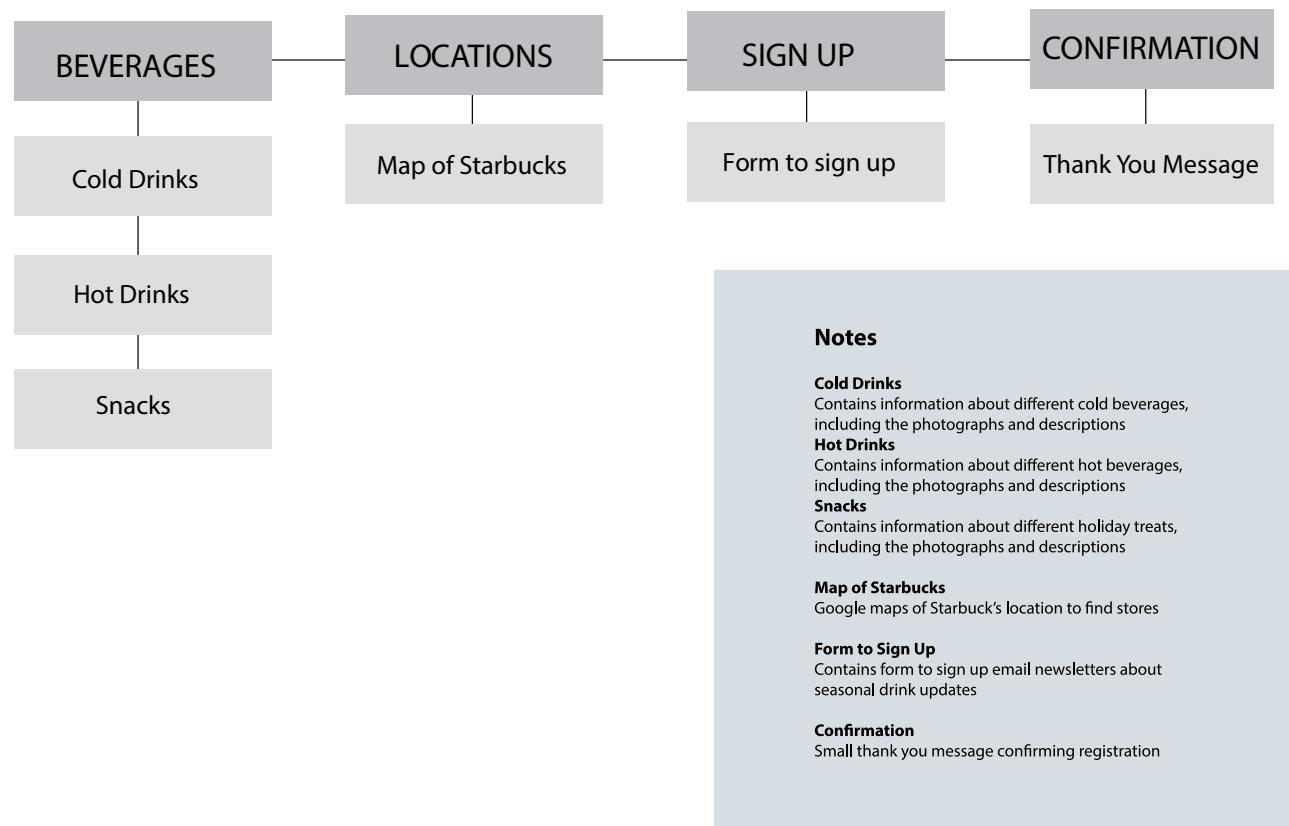
The intended audience for this site is anyone who is interested in the beverages that are sold in Starbucks stores. The microsite for this project is about having a form to get the intended audience to sign up for email newsletters about the seasonal drinks Starbucks has during different holiday seasons. 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.

## 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.

### > Project 3 Information Architecture

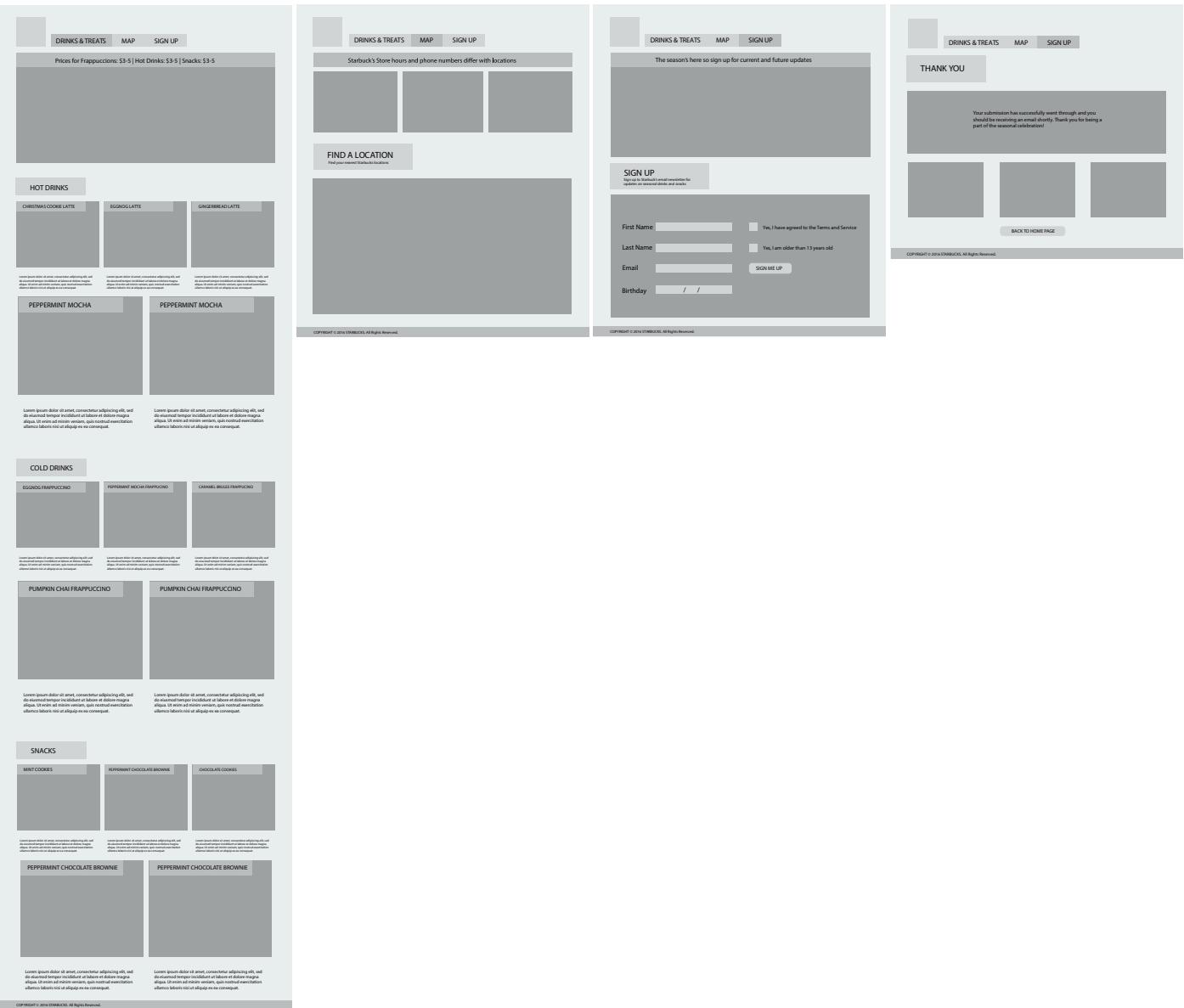


## Fall 2016 Projects & Exercises

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

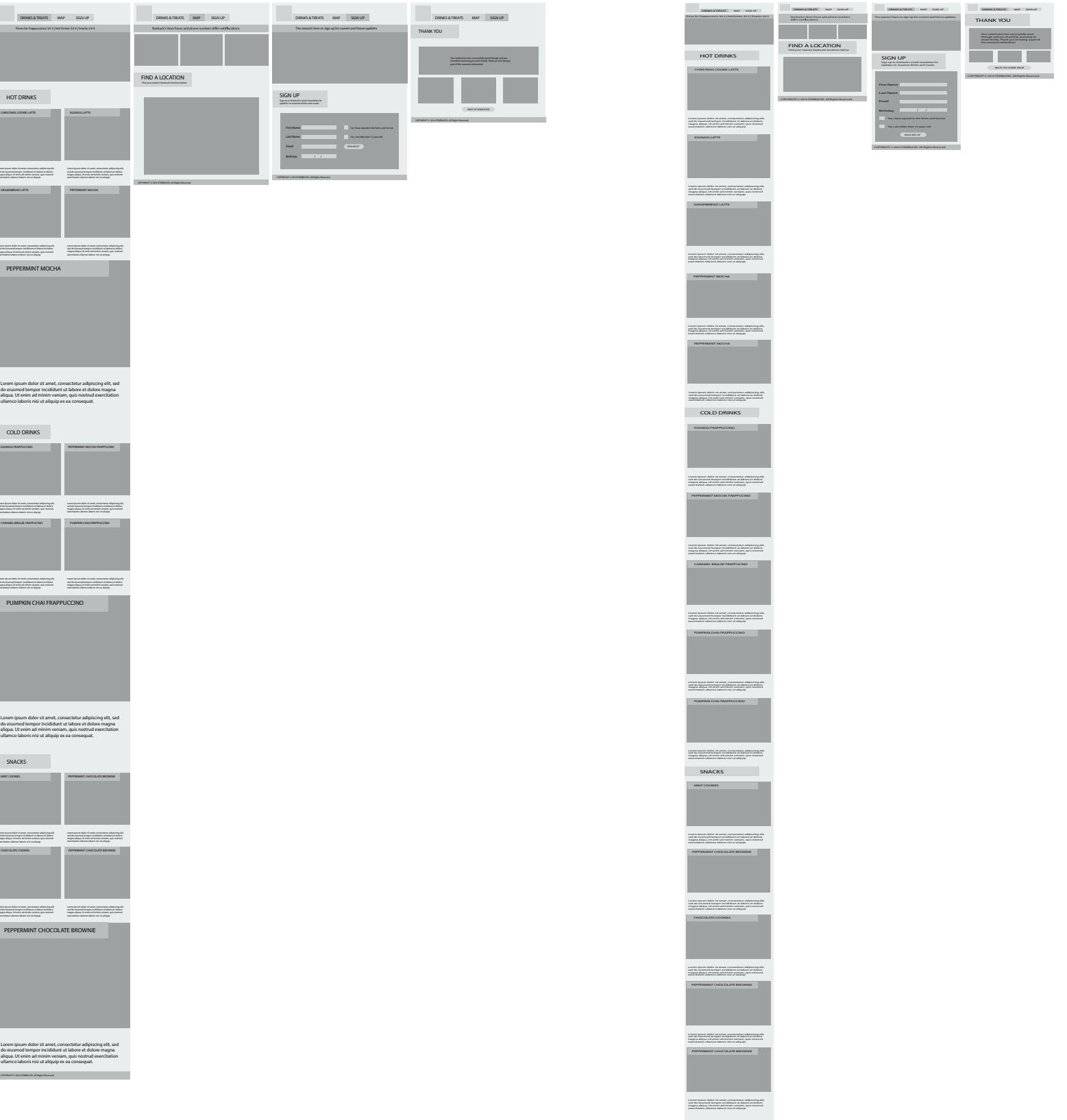
I kept the layout simple and containing different information depending on the content of each of the pages. Each page has a small header (besides the thank you page), image introductions, a second heading titling each section of the page, and a footer. I adjusted each screen size according to what I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

### > Project 3 First Wireframes



## 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](#)

Style Tile  
version 2

Possible Colors

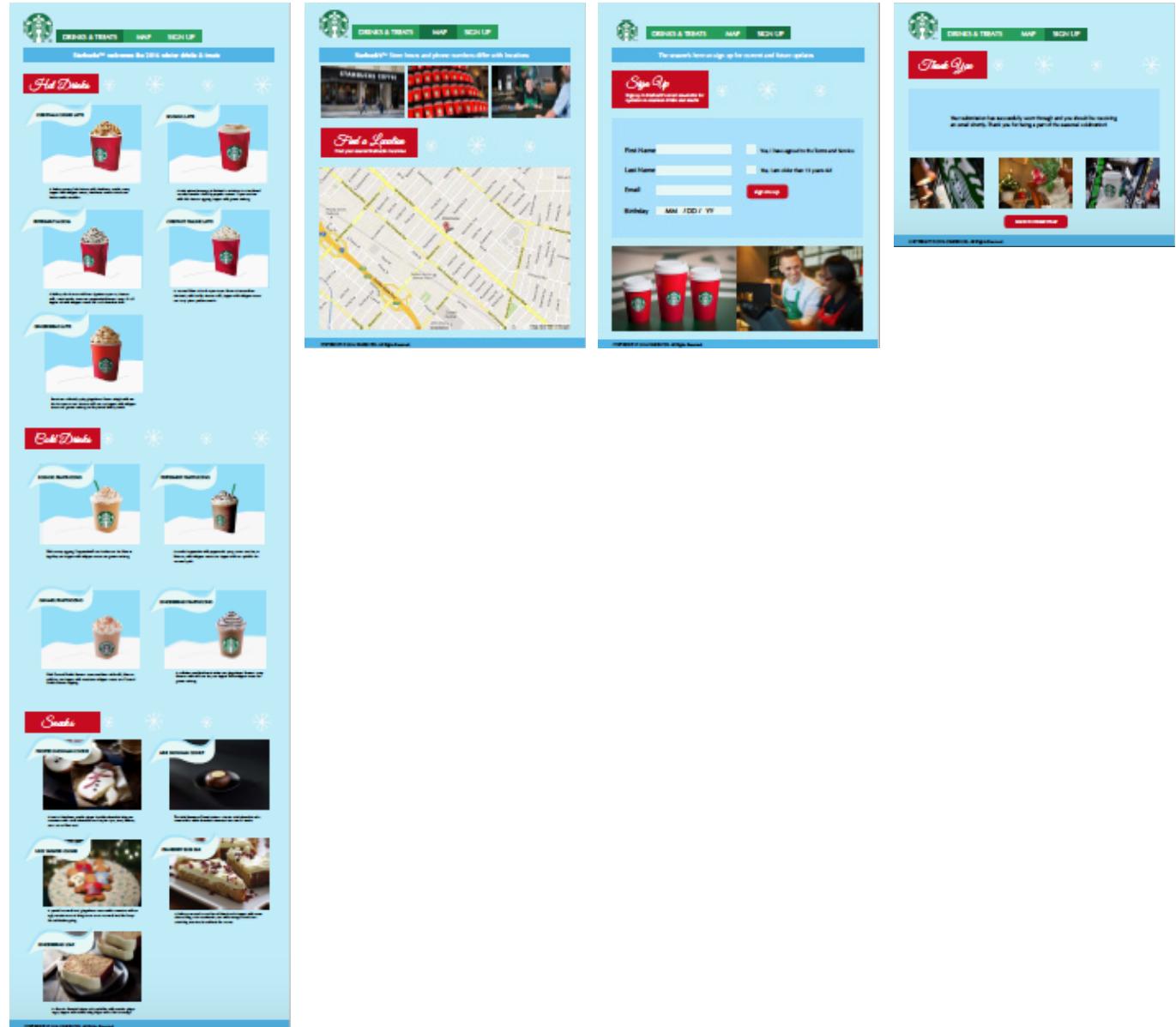


SIGN ME UP

## Fall 2016 Projects & Exercises

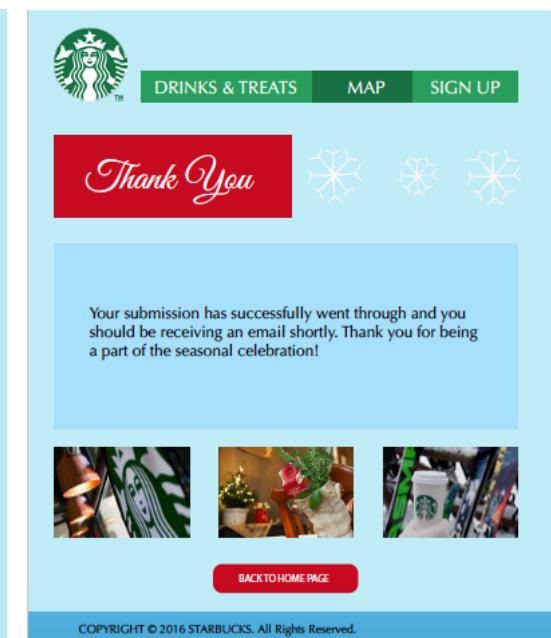
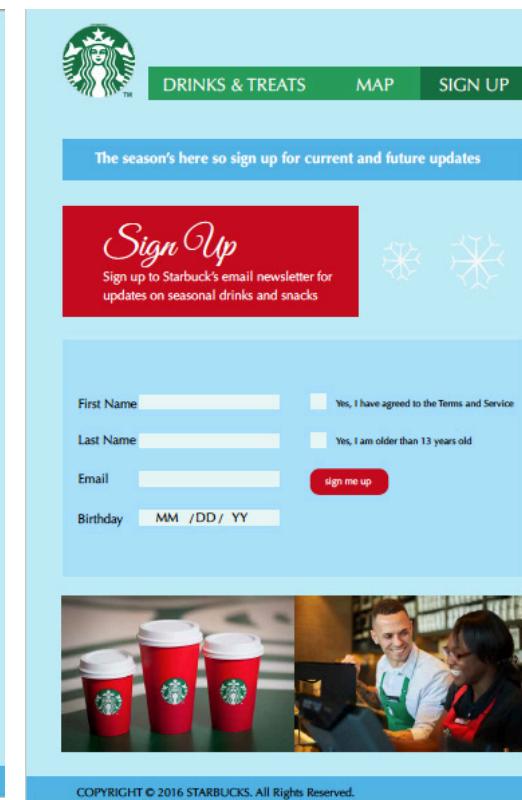
Within the final stage of my wireframe composition, I everything laid out slightly different than my first wireframes. I wanted to keep the images and grid somewhat similar in sizes but adjusted differently in the three screen sizes. I added my own illustrations that related back to my banner for cohesiveness.

### > Project 3 Final Wireframes



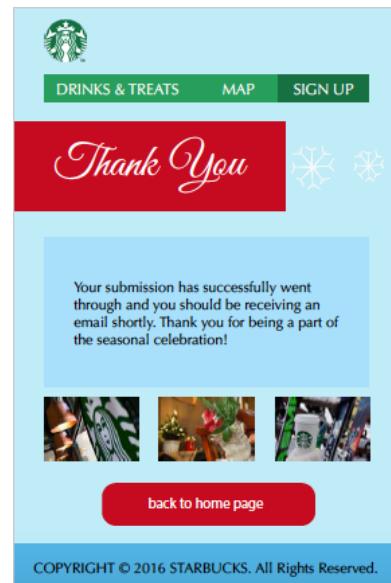
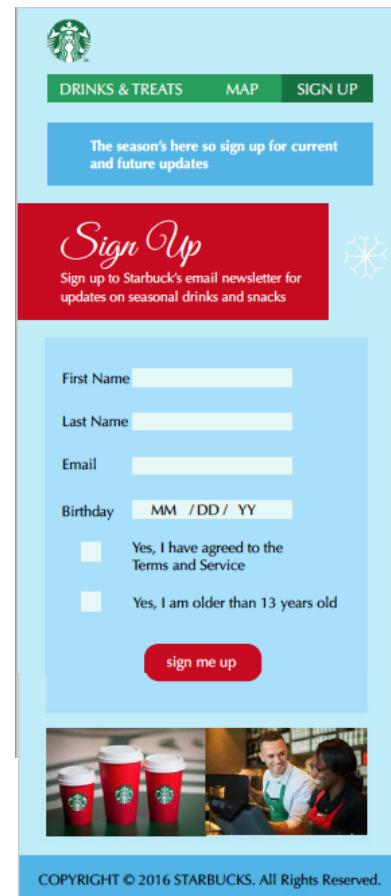
## Fall 2016 Projects & Exercises

### > Project 3 Final Wireframes



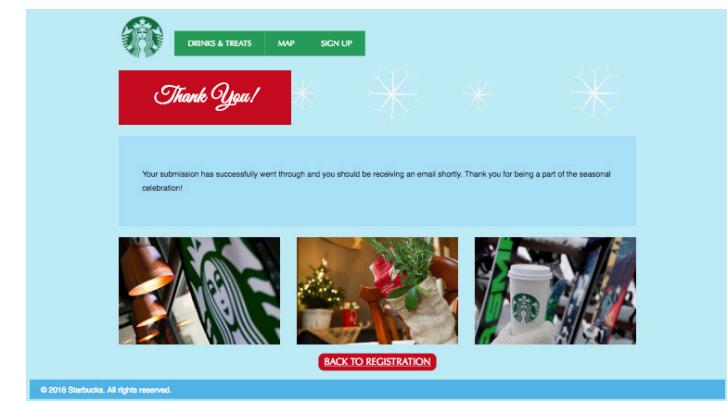
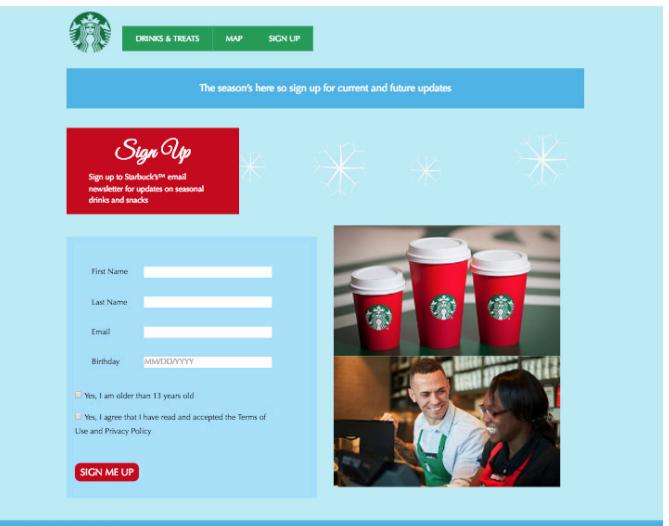
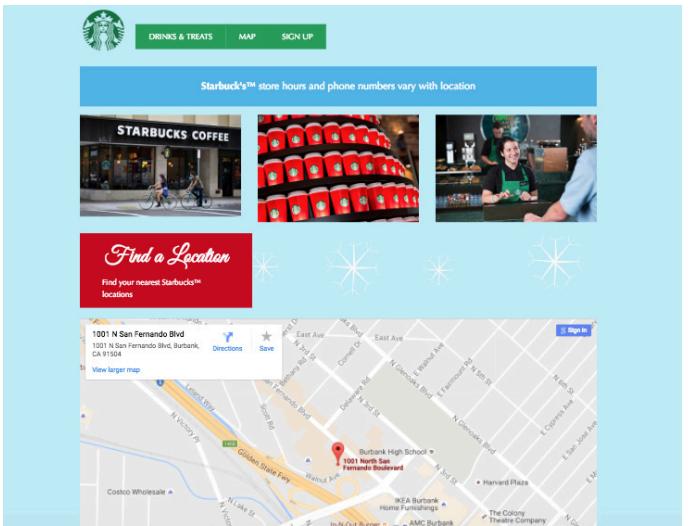
## Fall 2016 Projects & Exercises

### > Project 3 Final Wireframes



## Fall 2016 Projects & Exercises

> Project 3 Site



## Fall 2016 Projects & Exercises

### > Project 3 Site

The screenshots illustrate the design and user flow of a Starbucks mobile website for the 2016 winter season. The site features a clean, modern design with a light blue background and white text. It includes sections for 'DRINKS & TREATS', 'MAP', and 'SIGN UP'. The 'Hot Drinks' section highlights four new offerings: Christmas Cookie Latte, Eggnog Latte, Peppermint Mocha, and Chestnut Praline Latte. The 'Sign Up' section allows users to enter their details and agree to terms. The 'Find a Location' section includes a map of Burbank, California, with a red dot marking the store's location at 1001 North San Fernando Boulevard. The final 'Thank You!' page confirms the submission was successful.

## Fall 2016 Projects & Exercises

In this last project we were asked to do user testing. We had to ask 5-7 people to use watch our banner ad, use our microsite, and then proceed to answer a few questions about their experience using the sit along with their opinions on what they felt about the design of both the banner ad and site.

### > Project 4

Questions	Harry C	Maribel C
1) Was the message in the ad clear?	Yes, it was.	Yes, it was.
2) What was the message in the ad?	It was about Starbucks having new drinks and to go sign up for emails about their drinks.	It was talking about how the new seasonal products are coming and if I want to know more to go register.
3) Does the animation and imagery relate back to the message?	Yes because of the snow and wind it looked like winter and especially that she was drinking a cup from Starbucks.	Yes, the snow falling, the girl's warm outfit, and how happy she looked drinking her drink relates to the winter season and what new products Starbucks will have.
4) How likely are you to click on an ad like this?	For this ad, likely because since the ad looked fun and happy it made me curious especially that I like Starbucks.	Very likely because I would like to know what is going on.
5) Does initial impression of microsite correlate to the message of the ad?	Yes because of the colors, drinks, Starbucks logo, and images.	Yes, the colors, drinks, and lights feel very Christmas themed which the ad was.
6) Is content of site easy to read and understand?	Yes, the letters are big and colors are dark so I don't even need my glasses to read them and everything compliments each other.	Yes because the text was big and the colors helped separate them from certain sections.
7) Were you able to achieve what you wanted to do on this site? Why or why not?	Yes, I wanted to check out each page and anything I used I was able to use successfully.	Yes, whatever I clicked on I was able to use it successfully.
8) Is the navigation bar easy to use?	Yes its easy to manage and go back and forth to any page I want to go to.	Yes, the green color made it easy for me to find where it was on the page.
9) Did you understand what you came on the site to do?	Yes, the ad made me want to check out their drinks and register.	Yes, the ad was telling me to go and register to see the new products they had.
10) Rate your experience (1-5) and why.	4.9. The title of the snacks and drinks is covering up some parts of the images on iPhone view and the map takes too long to load, but other than that I really like the design	4. My only problem was with the registration form on laptop view because once the page loaded I didn't think to scroll down so I only filled out the form.

## Fall 2016 Projects & Exercises

### > Project 4

Junior C	Gina R	Kaylin H	Results
Yes.	Yes, it is.	Yes.	Most people seemed to think the ad was clear, but it was tied between it being about just advertising winter drinks or going to the site to register for emails, which it actually was about registering to receive updates for seasonal drinks. Most seemed to be likely to click the ad due to how interesting the ad looked. Everyone felt that the ad and website correlated to each mainly because of the colors and images and that the site was easy to use because of its simple and clear design. Everyone gave 4-5 ratings and upon asking what were somethings they didn't like or wanted to see on the website they answered the following: the headings on the drinks and treats images were covering the images in iPhone view, the map takes too long to load which is frustrating, not understanding that certain page continue on, heading pictures are a little too small to see on iPhone screen size, snowflake background is missing to tie it back to the ad, and maybe changing the home button to instead take people to another page or having another small blurb at the top of the drinks & treats page to feel more like a home page.
I didn't read the text when I first saw it so I thought it was just telling me to go to Starbucks, but then I watched the ad again and saw it was telling me to go register for email updates.	I didn't read carefully at first, but I thought it was about Starbucks having holiday treats for winter until I took another look at it read that it wanted me to go and register.	To get winter drinks.	
Yes, mainly because of the snow which reminds me of the winter season that the ad mentioned.	Yes, because snow is seasonal so it tied it back to the message.	Yes, it shows wintery stuff and, on a sidenote, I think the ad was a little fast, like the progression of the different scenes.	
Very, particularly because I wanted to see if maybe within the email updates I would get any special offers since I go to Starbucks pretty much everyday.	Very likely, because it was very cute, colorful, and made me curious to see what the actual site was going to look like and have.	Not at all likely, because I don't click on any ads.	
Yes it does, but I would maybe like to see what she is drinking in the ad that relates to the drinks & treats page.	Yes, ad looked seasonal which the website seemed to offer nicely in its design and the design of the images under drinks & treats remind me of the ad.	I think with the background colors yes, but the one thing I would say is that the blurb at the top of the page introducing each section could have been a bit bigger or something to draw more attention of the fact that this is the winter page instead of the small font size.	
Yes, it's looks pretty user friendly and informative in all the right places.	Yes, I also really enjoyed how the some heading text matched the ad's cursive type.	Yes, it's simple so it's not like 5 million things trying to get your attention all at the same time.	
Yes, because it's user friendly it's easy to manage.	Not really because there were certain things I want to click on, like images or the headings, and would have liked if there was some kind of interaction I could have with it, like if it brought up a new screen with the image increased in size or, for the headings, if it somehow showed the prices of the products.	Yes, the only thing is that I thought it was interesting that the home page was the same as the drinks & treats page. It just confused me since I would have thought that the home page the button was sending me somewhere else.	
Yes, it's simple to use and I can easily travel to any section I want to visit.	Yes, I really like how when I hover over the sections and click on them I can tell what it is that I'm clicking on.	Yes, it was really clear as to where I was going.	
Yes, I came for the updates.	Yes, I mainly came to look at the drinks.	Yes, to look at drinks.	
5. My only issue is that the top pictures are a little too small in iPhone screen size for me. I would have liked them to be bigger so I can see them more clearly than having to zoom in.	5. It's an easy to use and simple design, which I love. I personally feel like I'm missing the snowflakes and it would feel so much more fun if it was in the background or maybe a little snowman in the background would be fun too.	5. It's easy to use and I think the way the headers were placed drew more attention to the images, which is kinda trying to influence people to buy stuff so that's important. Maybe for the home page it would be nice to see a small blurb of what Starbucks is or maybe just make a separate page for the home page talking about a mission statement instead of it linking to the drinks & treats page.	