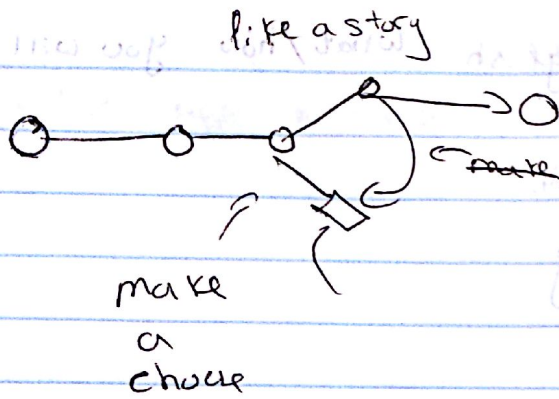


2/10/15



- tell some sort of narrative
tells a
- narrative → story
- design → rules (decision making)
- interface → organizational structure

Designer

- look & feel ^{brand}
- ~~etc~~ palette
- user experience
- typography
- information architecture
- visual
- info
- inter

Developer

(engineer)

- structure
- how it works/made

Scanning Page with your eyes for stuff

mapping
way finding
teaching

cue for use

get from one tk to the next

- Discovery ^{executive summary} - writing in english what/how you will do

Wire frame :

information arch.
visual planning

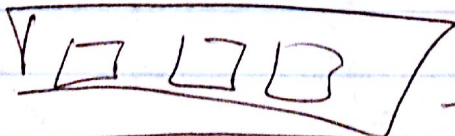
- Design :

- types
- Real content

- Build

—— static (js)

—— dynamic
 ↗ Server Side languages
 - API
 - Databases



→ Photo Shop

