**Ideagen web design task**

**Sunday**

* **Read the brief and understand full what is required**
* **Research landing pages and why they are important. How do they help generate leads and how can they interact with email campaigns.**
* **Research on different landing pages and how they are designed. Take inspiration from them and try to incorporate components into your design.**
* **Create a mood board of different landing pages which have a similar purpose to the project**
* **Watch videos on experienced designers talking about their design process. Try to follow a similar path**

**Monday**

* **Start putting together a prototype together, based of your research**
* **Remember to work from a mobile design first then to larger devices**
* **First incorporate the ideagen branding. First design the footer and header.**
* **Next, put together a hero section together based of your research**
* **Then add similar components**
* **Try to create multiple artboards of the landing pages.**

**Tuesday**

* **Go through the prototypes you have designed and finalize one. Make sure there is a logical reason for your choice**
* **Start building your prototype**
* **First have your SCSS template ready for use**
* **Build your components and utilities**
* **Then start of with a mobile design and gradually change it according to the prototype**
* **Make sure the HTML markup has the right tags and attributes so it can be piked up for SEO and email marketing**

**Wednesday**

* **Finish the build by the afternoon**
* **Then test the page on all four modern browsers**
* **Make sure to test the page on as many devices as possible**
* **Keep going back to the brief and make sure you have incorporated everything**
* **Make sure you have the build and prototype files appropriately organized.**
* **Be prepared to present these files**

**Thursday**

* **Send the project over to Greg as soon as your happy. Make sure to check everything**
* **Then ask yourself as many questions as possible regarding the project. The questions could be your design process, why you chose certain components, the layout of the page, any technical questions etc. Create another document with these questions and practice answering them**

**Sunday 13/06/2020 notes**

* **Read the following articles on landing pages** 
  + [**https://uxdesign.cc/how-to-create-successful-high-conversion-landing-pages-658d2984924e**](https://uxdesign.cc/how-to-create-successful-high-conversion-landing-pages-658d2984924e)
  + [**https://medium.muz.li/what-makes-a-great-landing-page-73ddc4bf649c**](https://medium.muz.li/what-makes-a-great-landing-page-73ddc4bf649c)
  + [**https://medium.com/@WebdesignerDepot/the-ultimate-guide-to-designing-landing-pages-that-convert-66c740dbadee**](https://medium.com/@WebdesignerDepot/the-ultimate-guide-to-designing-landing-pages-that-convert-66c740dbadee)
  + <https://medium.com/sketch-app-sources/improve-your-landing-page-by-learning-from-the-best-ddb431aa1c04>
  + [**https://uxplanet.org/the-ux-behind-designing-landing-pages-that-convert-b302ef745c74**](https://uxplanet.org/the-ux-behind-designing-landing-pages-that-convert-b302ef745c74)
  + [**https://uxdesign.cc/how-airbnb-drives-users-actions-with-their-landing-page-design-a-ux-analysis-d99effa9f536**](https://uxdesign.cc/how-airbnb-drives-users-actions-with-their-landing-page-design-a-ux-analysis-d99effa9f536)
  + [**https://uxplanet.org/13-tips-for-improving-landing-page-design-849801372da4**](https://uxplanet.org/13-tips-for-improving-landing-page-design-849801372da4)
  + **https://kickofflabs.com/blog/use-footer-convert/**
* **Take notes from the above articles. This will help you justify some of the decisions you will make**
* **Watch the following videos**
  + [**https://teamtreehouse.com/library/presenting-design-ideas**](https://teamtreehouse.com/library/presenting-design-ideas)
  + [**https://teamtreehouse.com/library/collecting-design-inspiration**](https://teamtreehouse.com/library/collecting-design-inspiration)
  + [**https://teamtreehouse.com/library/design-criticism**](https://teamtreehouse.com/library/design-criticism)
  + [**https://teamtreehouse.com/library/web-design-process**](https://teamtreehouse.com/library/web-design-process)
  + **https://www.youtube.com/watch?v=\_qtHmuBK4F0**