



Week 2

Project Management

Advanced Responsive Web Design

< Todo's >

Mini Lesson: UX & RWD Reviewed

Discovery/Investigation Project

Book Report Due Dates

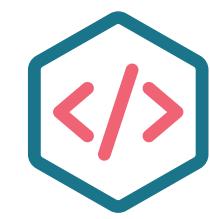
Share Discovery With Class

Review Roles & Choose Team Clusters

Choose Questions for Client



< UX Research >





User Research: Discovery



Analytics Review
Survey
User Interviews

Contextual Inquiry
Stakeholder Interviews
Competitive Analysis





User Research: Throughout



Personas

User Stories

Card Sorting

Journey Mapping

Design Review

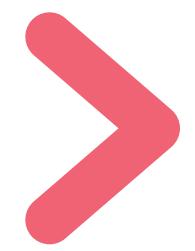
Accessibility Evaluation

Testing





User Research: Testing



Accessibility

Technical

Usability





User Research: Ongoing



Benchmarking

Ongoing Survey

Analytics

Search-log analysis

Bug review/fixes





User Research Tools



Google Drive

Audio recorder

Webcam

Notecards

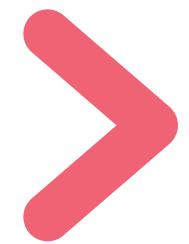
Eyetracking

Qualtrics Surveys



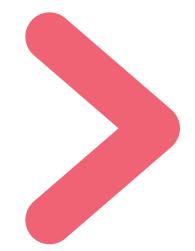


Information Architecture





IA Deliverables



Content Audit

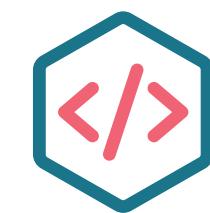
Content Outline

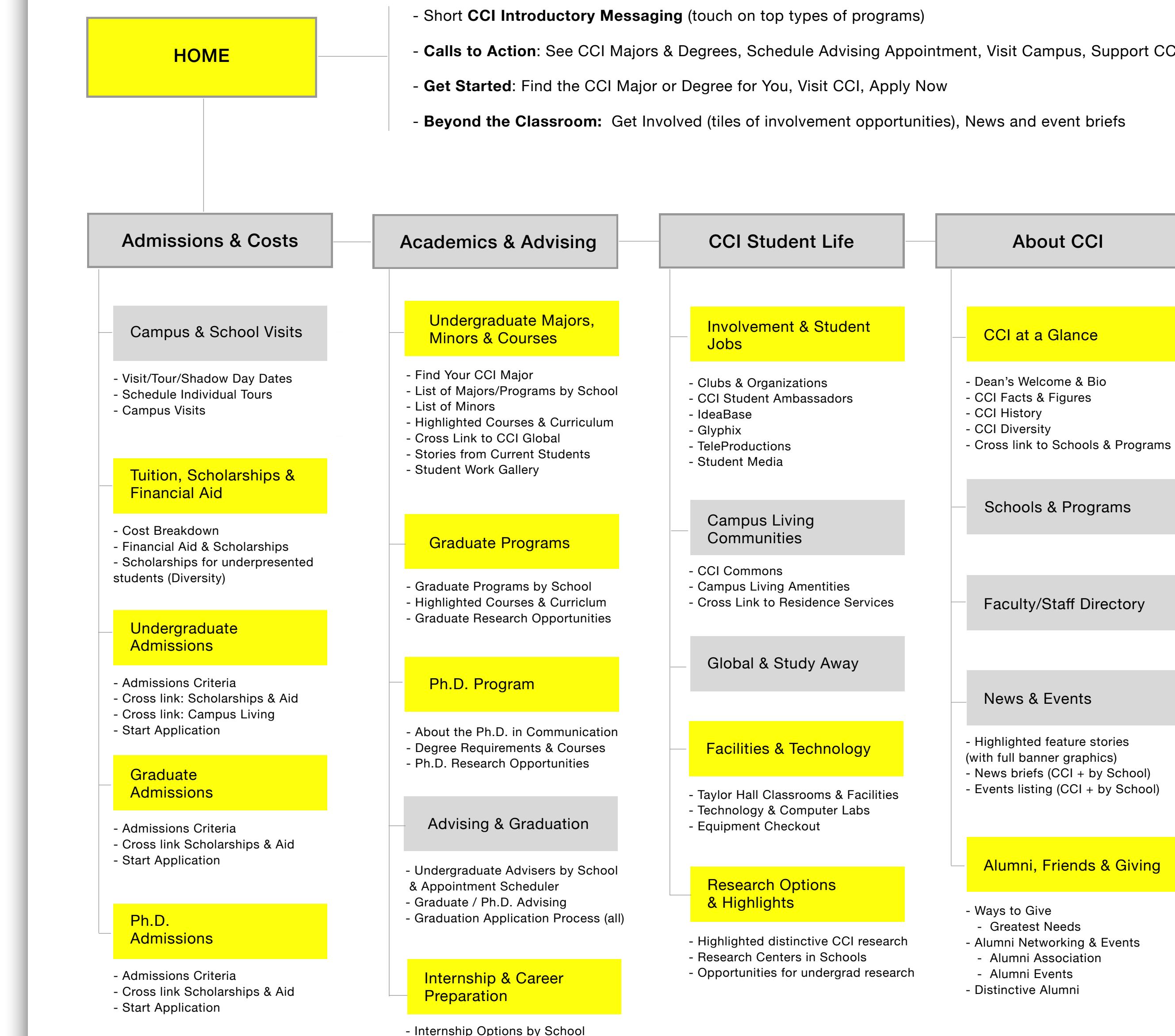
Sitemap

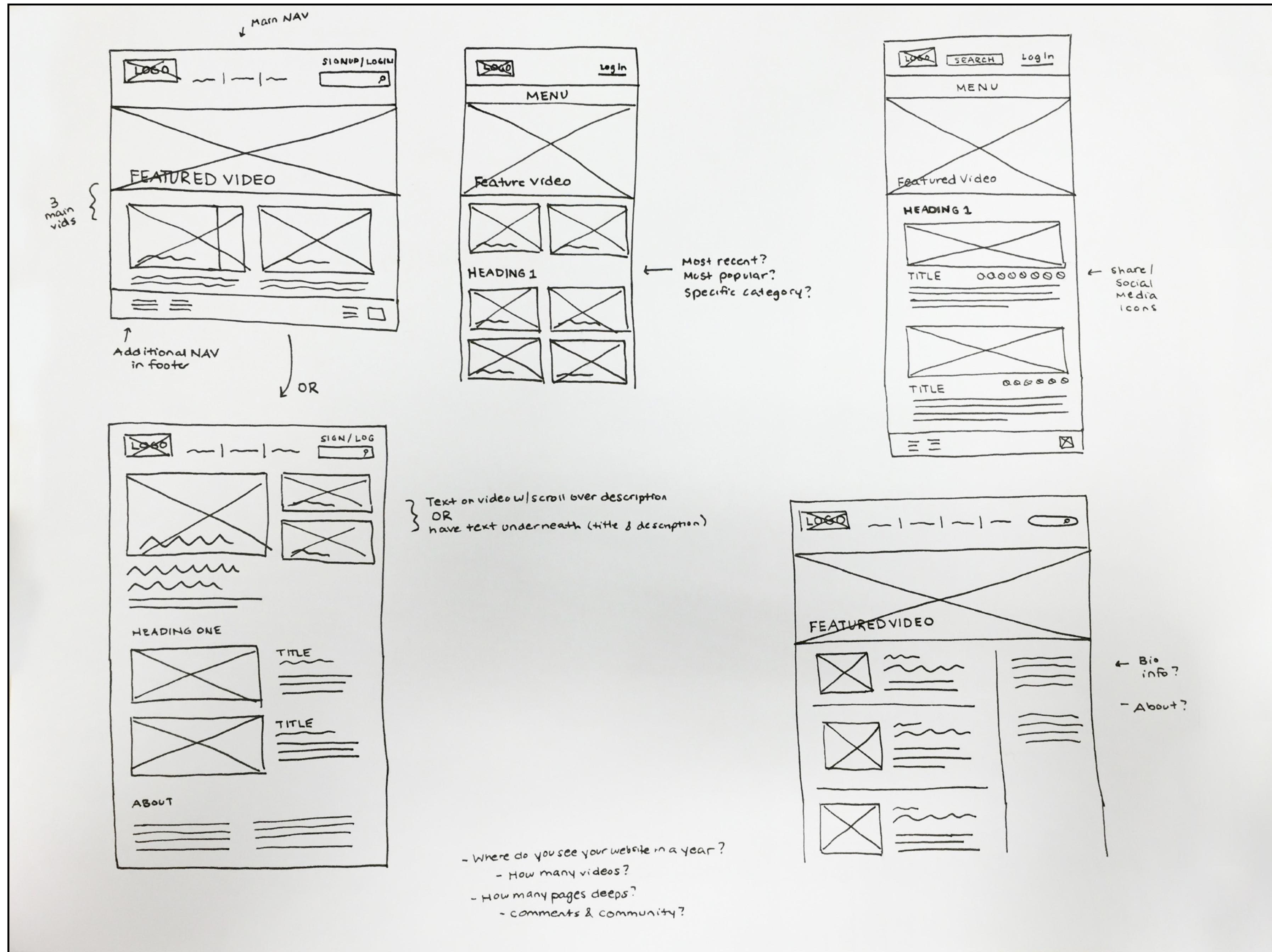
Blueprints / Process Flows

Sketches

Wireframes







KENT STATE UNIVERSITY

Kent State Student Crowned Miss Ohio 2013 [Read Full Story](#)

1 2 3 4 5 6

Information For ...

Future Students
Current Students
International Students
Parents
Faculty/Staff
Alumni
Governor Appoints Student to Kent State Board of Trustees
Porthouse Theatre Closes Summer Season With "Fiddler on the..."

read more

Explore KSU Admissions

A wealth of learning opportunities

Apply Online Search Majors and Degrees
Take a Tour Summer Classes

Caption Here

Caption Here

What to do at KSU

JUL. 24, 2013 SEP. 8, 2013
Campus Tour Jessica Holcomb, saxophone

AUG. 16, 2013 OCT. 5, 2013
BSN Summer Convocation Homecoming 2013

See All Events

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See All Events

Caption Here

Caption Here

As a top Ohio undergraduate and graduate school, Kent State's eight campuses offer the resources of a large university with the friendly atmosphere of a liberal arts college. Enroll today to start pursuing your future at one of the best colleges in Ohio. We've been educating graduates for over 100 years; join us today.

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○ ○ ○ ○ ○

News & Announcements

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A wealth of learning opportunities

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Caption Here

Caption Here

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Current Students	Faculty & Staff
International Students	Alumni & Friends

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About Treno

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Events

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Specials

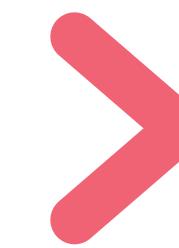
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More →

More →



IA Tools



Pencil & Paper

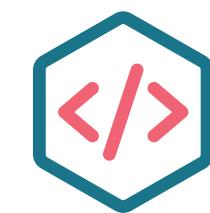
Adobe XD

Sketch

OmniGraffle

Google Docs/Sheets

Keynote



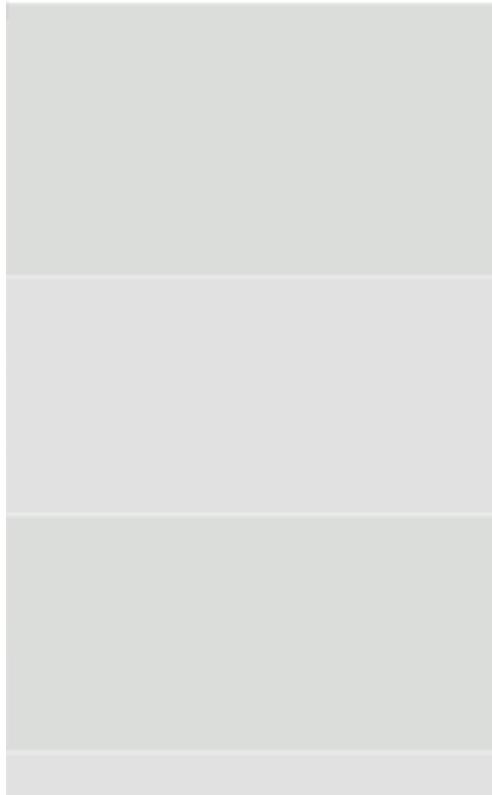
< Design
Process >





Nav Nav Nav Nav

Search



Pro

Produce

Programs

Produce to F

Community

SNAP

Farm Stand

Summer Foo

Commodity

Supplement

Nutrition

Farm Stand Project

Agency Rela

Educational

Donate Form
Contact information
Footer navigation
Social media links

Programs □ Get Help Get Involved □ About □ Resources □ News Events Contact Donate

Search

Search



A member of Feeding America

Get Help > Give Help >

Search

Programs

About

Resources

News

Events

Contact

Donate

Program Detail

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- Sometime

- an unorde

- Lists can i

- This is :

- This is :

- This is the

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A member of Feeding America

Get Help > Give Help >

Programs

About

Resources

News

Events

Contact

Donate

Program Detail Page

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Heading Level 2

Search

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January 12

This Is Also a P

January 20



Design Deliverables



Mood Board

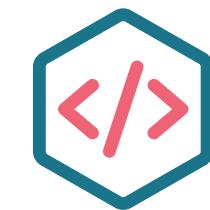
Style Tiles

Style Prototype

Static Comps

Prototyping (HTML/CSS)

Templates



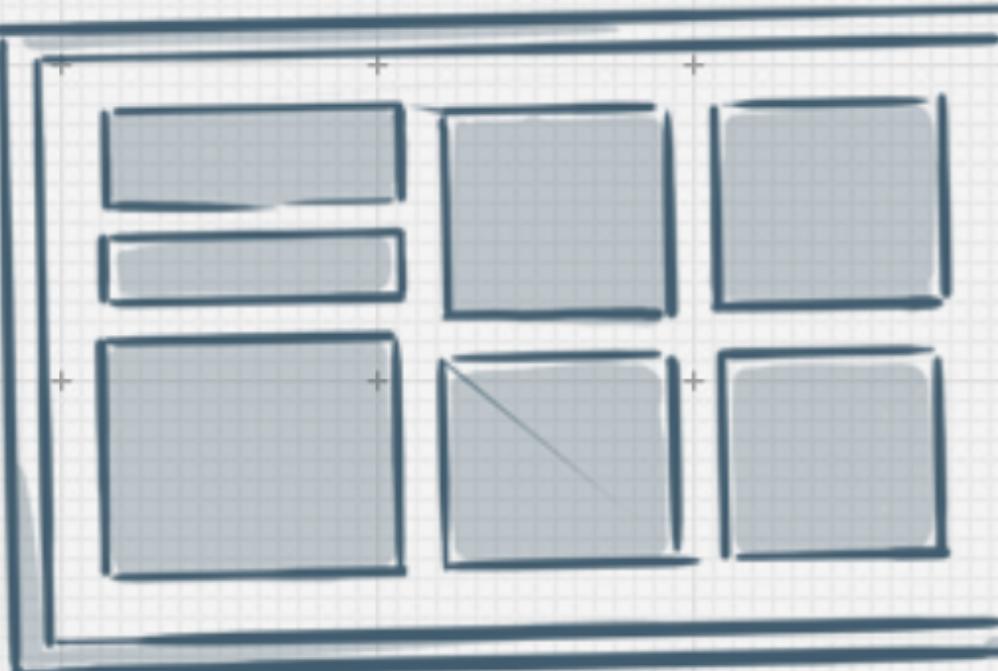
Style TILES

A Visual Web Design Process *for Clients & the Responsive Web*

■ WHAT ARE STYLE TILES? ■

Style Tiles are a design deliverable consisting of fonts, colors and interface elements that communicate the essence of a visual brand for the web.

They help form a common visual language between the designers and the stakeholders and provide a catalyst for discussions around the preferences and goals of the client.



DOWNLOAD TEMPLATE 

Style Tiles are similar to the paint chips and fabric swatches an interior designer gets approval on before designing a room. An interior designer doesn't design three different rooms for a client at the first kick-off meeting, so why do Web designers design three different webpage mockups?

Present clients with interface choices without making the investment in multiple photoshop mockups.

■ WHEN TO USE STYLE TILES? ■



Election Headline

Font: FF Tisa Web Pro Bold Typekit

Election Subhead

Font: FF Tisa Web Pro Typekit

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This is an example of a Text link »

Learn More ➔

Possible Colors



Possible Patterns



Style Tile
version:3



Election Headline

Font: Sirba Web from Typekit

Election Subhead

Font: Sirba Web Italic from Typekit

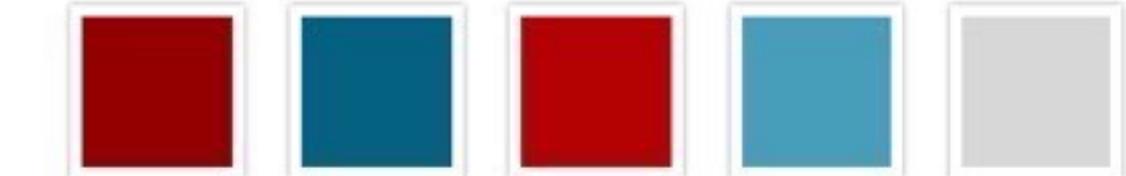
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This is an example of a Text link »

Learn More »

Style Tile
version:2

Possible Colors



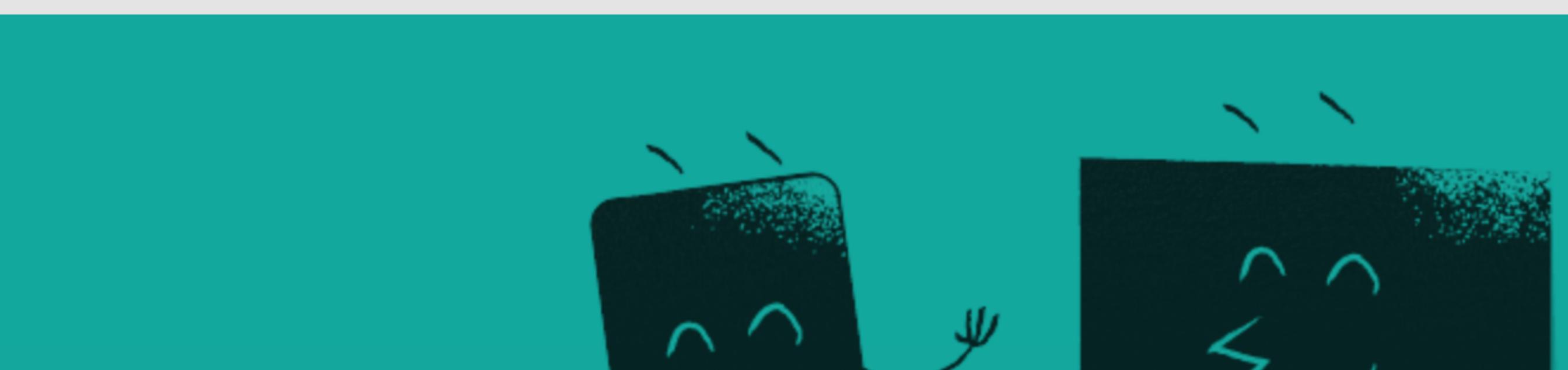
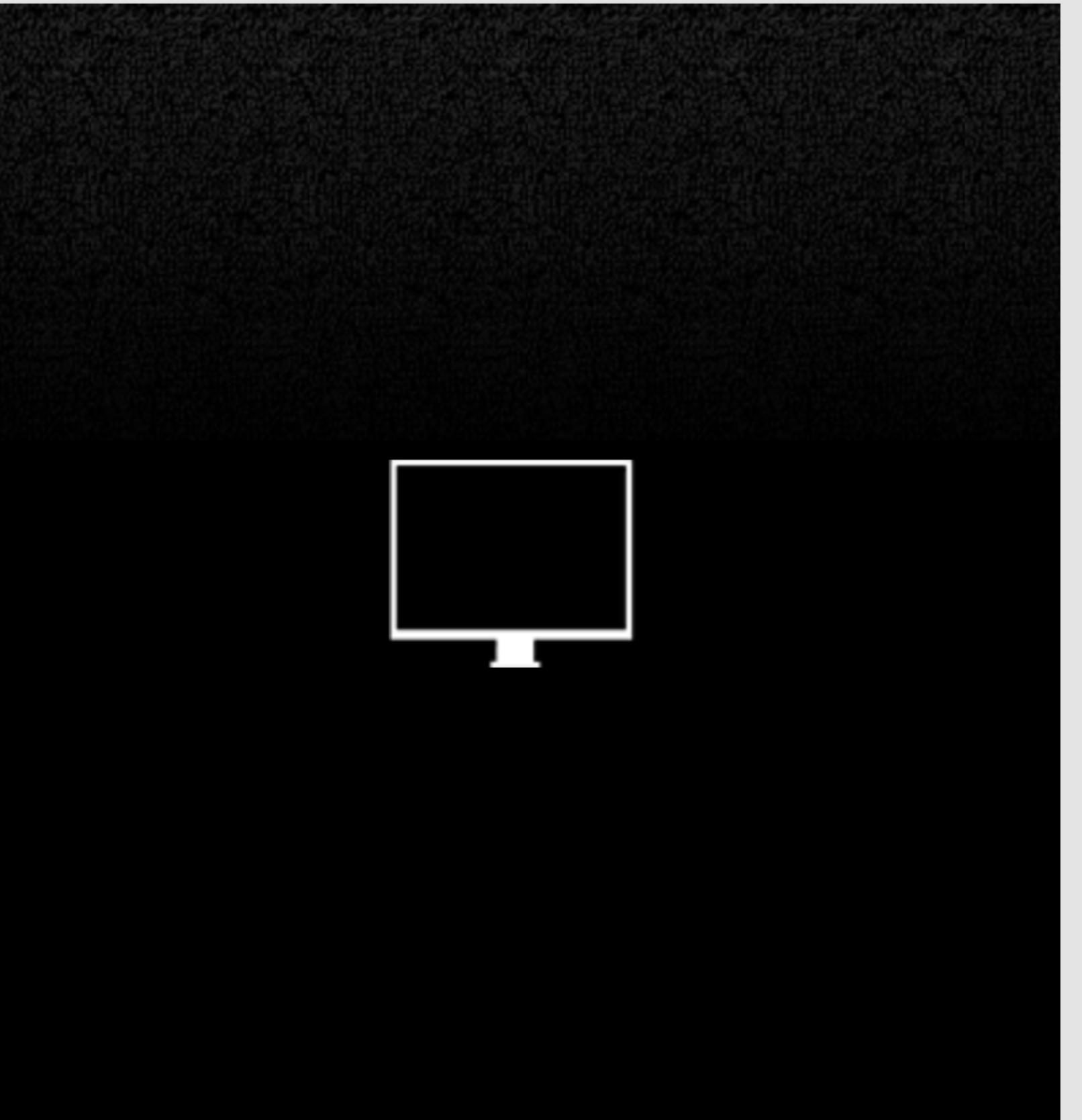
Possible Patterns



**Authoritative Solid
Insightful Conservative**

Hey There

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ABOUT

RESERVATIONS

DIRECTIONS

Welcome
TO KENTS
Ristorante

ABOUT

EVENTS

SPECIALS

MENU

LINGUINE DI MARE

\$17

KENT STATE
HISTORICAL FEST

JUNE 23, 2017

ABOUT

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Design Process



Style Tiles (for initial feedback and direction)

Light static mockups in design tool

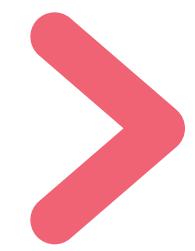
Begin prototyping in browser

Jump back to static tool when needed





Design Tools



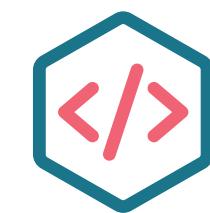
Sketch

Illustrator

Photoshop

Adobe XD

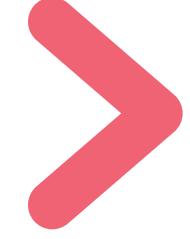
Typecast / Google Fonts / Typekit



 **Front-End
Web Design** 



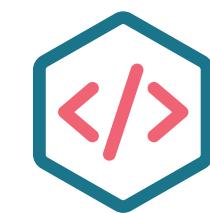
Responsive Web Design



Designing for flexibility (any canvas or device type)

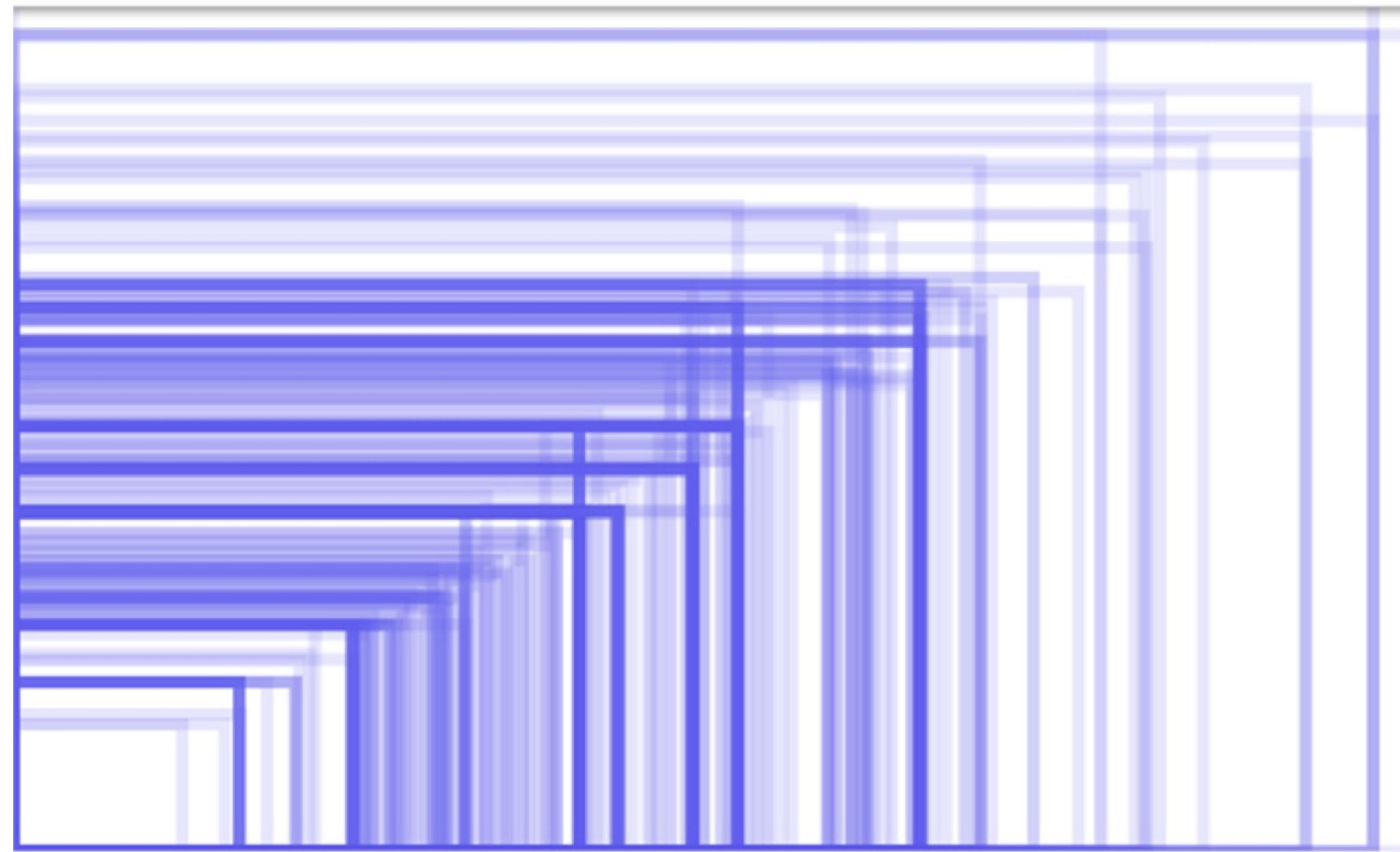
Specifically, fluid grid, flexible images and use of
media queries

One single website/codebase





3,997 different devices over six months



< Elements of Web Site >

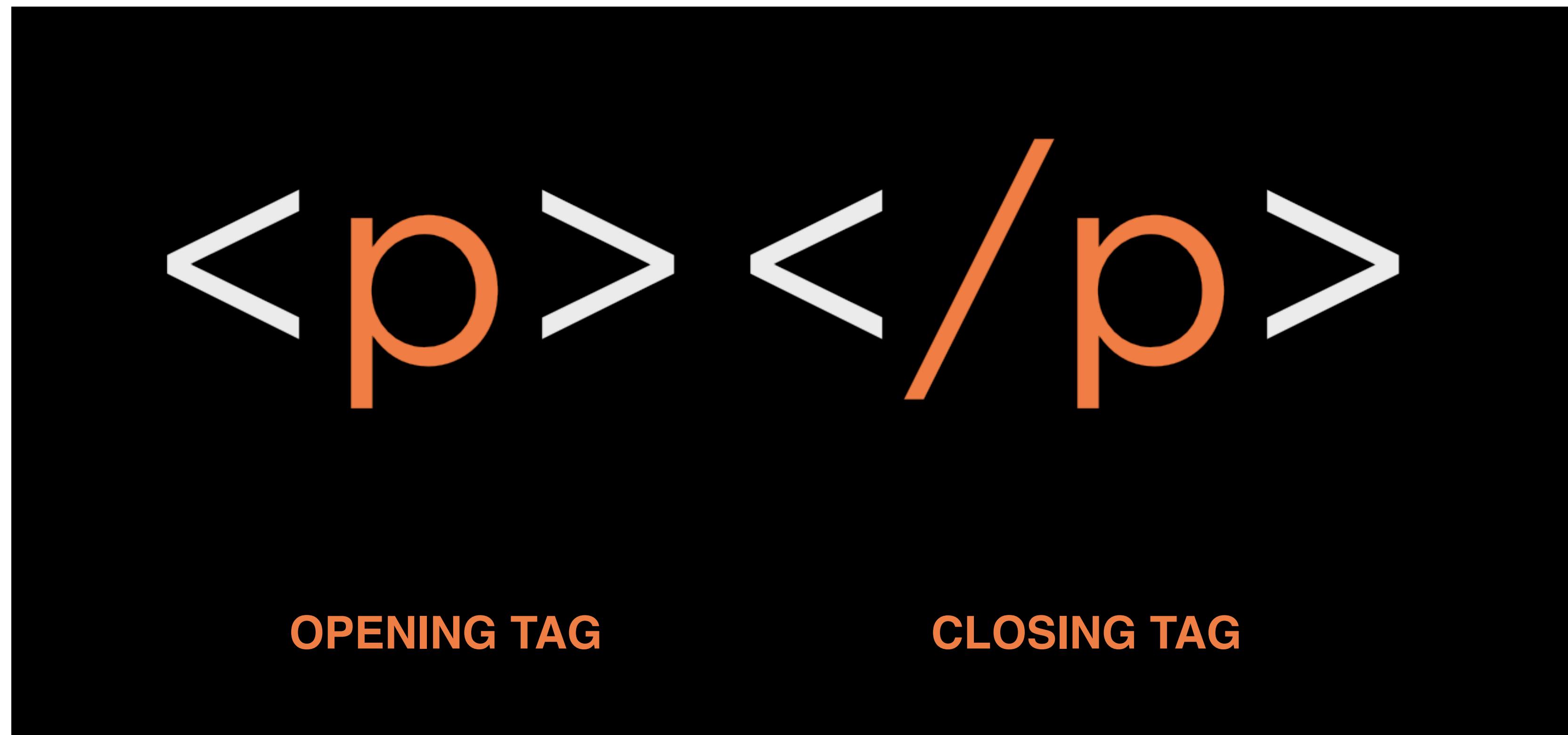
HTML

CSS

JavaScript



< HTML >



<p> </p>

OPENING TAG **CLOSING TAG**

A large black rectangular box contains the text "<p>" and "</p>". The word "<p>" is positioned on the left and "</p>" is on the right. Both words are written in white with orange outlines. Below the box, the words "OPENING TAG" and "CLOSING TAG" are written in orange.

< CSS >

```
SELECTOR
└─ p {  
    font-family: Arial;  
}  
      └───────────────── DECLARATION
```



< CSS >



BORDER

MARGIN

PADDING





Breakpoint



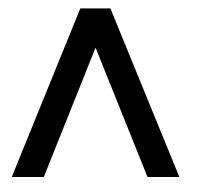
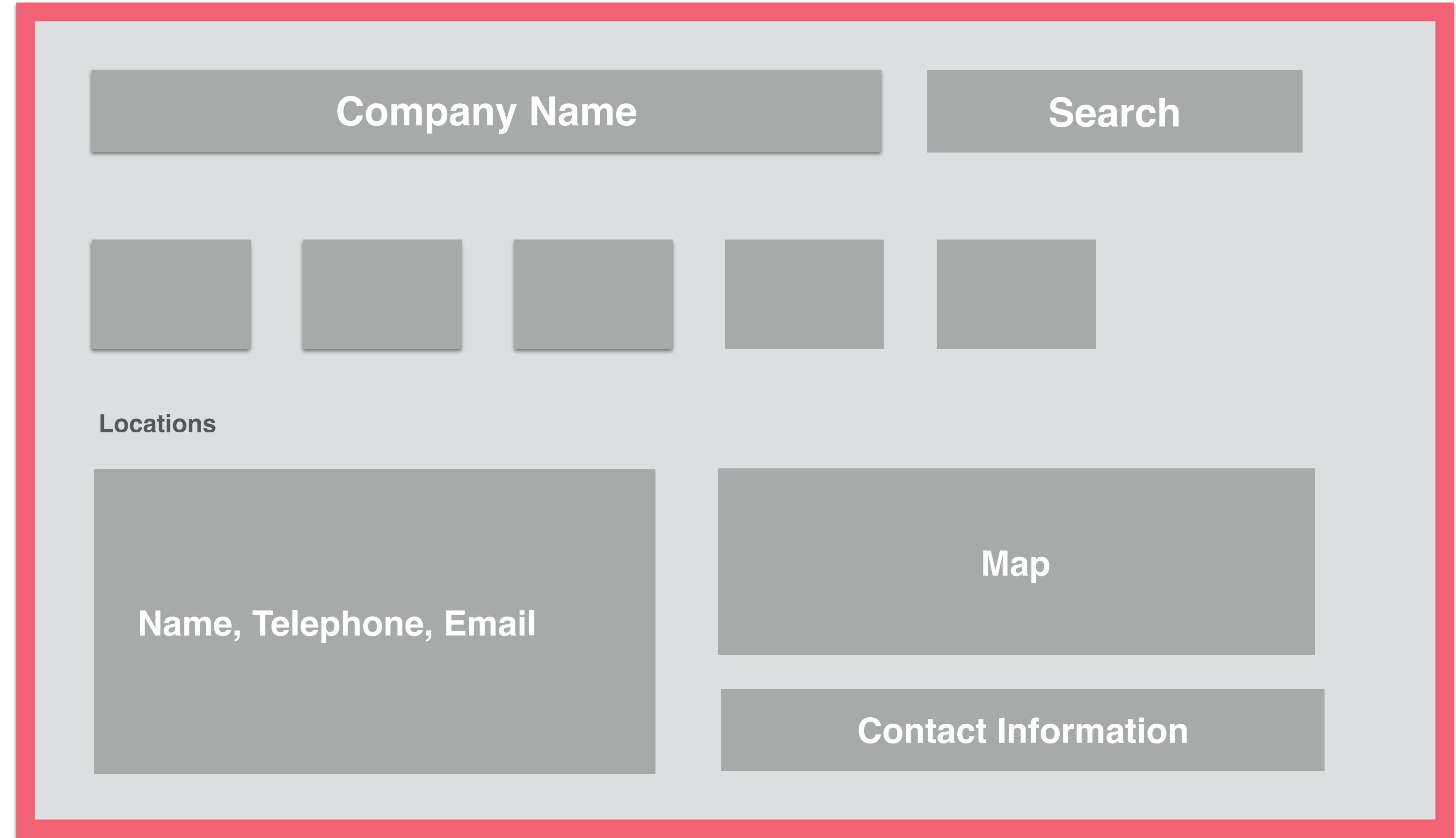
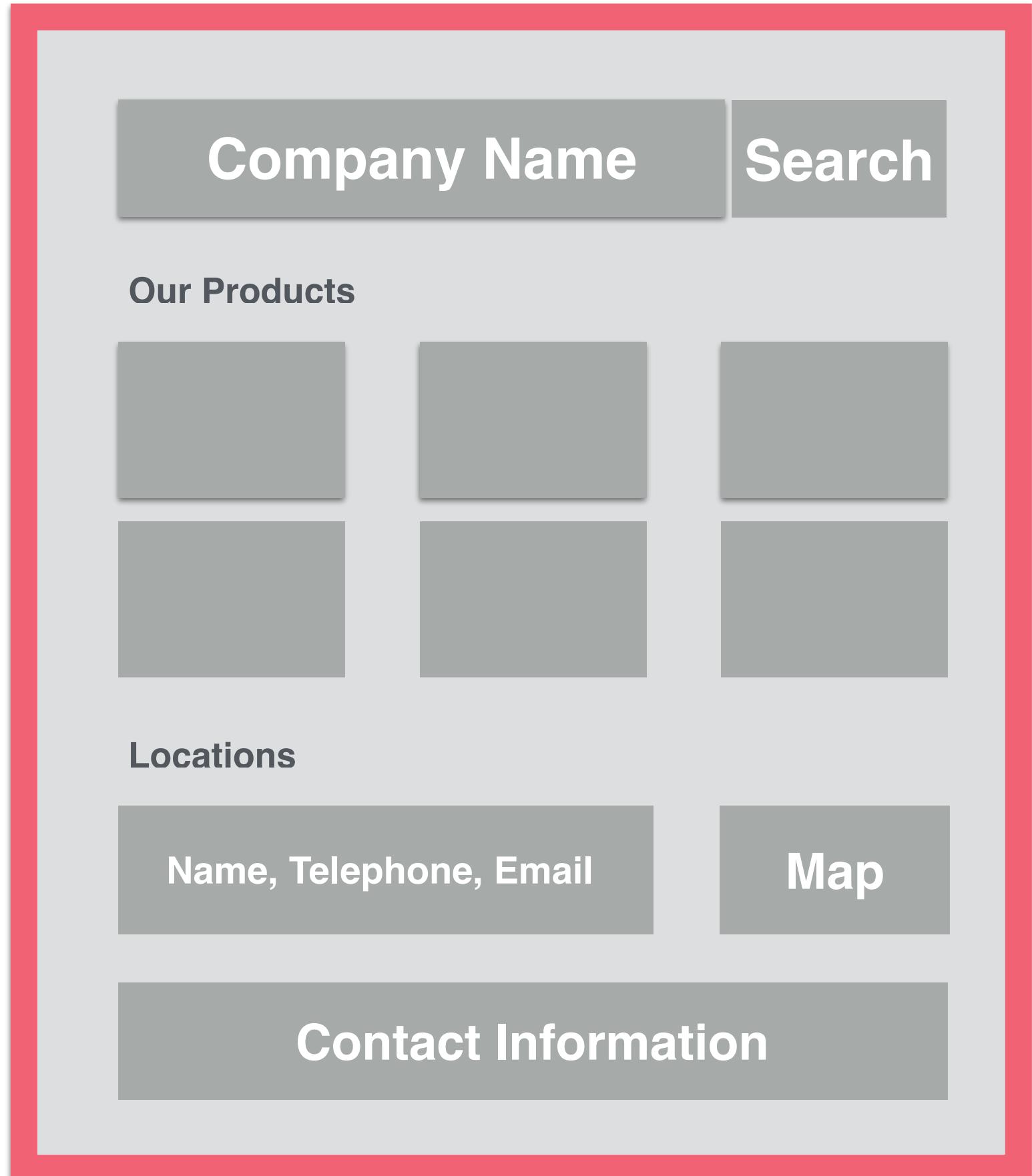
Breakpoint: size at which the page layout “breaks”

or must change

Can have multiple breakpoints per layout

Let design (not device) dictate breakpoints





Breakpoint: 1000px wide

< Media Query >

Code used to define the breakpoint in CSS

Media queries can be written mobile-first



< JavaScript >

```
var myEl =  
document.getElementById('button');  
  
myEl.addEventListener('click',  
function() {  
    alert('Hello world');  
}, false);
```



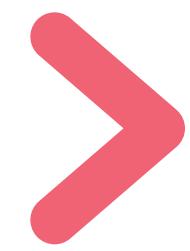
< JavaScript >

<http://www.rwdkent.com/common-patterns>





Front-End Tools



Code Editor (Atom)

Browser + File System

Playground (CodePen)

Version Control (Git)

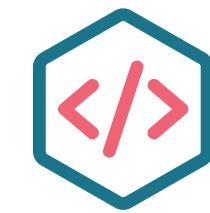




Front-End Exercise



<https://codepen.io/challahan/pen/dJrKMm>



< Upcoming >

Thurs: Meet with Client - Kent Historical Society (will hold class there as well)

Thurs: Collective Discovery Document Completed (Beginning of class)

Thurs: Sprint Planning #1

Thurs: Review Project & Strategy Document Part 2

Next Tuesday Next Mini Lesson: Setting up a development environment + intro to CMS (bring computer)

