



Web Design

Planning & Storyboarding

Design Process

INFORMATION
GATHERING

INFORMATION
ARCHITECTURE

VISUAL DESIGN

Define the scope (functionally & content)

- Business goals – what is the purpose (business needs)
 - User Requirements – to meet users needs
 - Usability Requirements
 - Target Audience – influences content, colours, tone of voice
 - Create 3 user stories for your target audience & their requirements.
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- Pre-production plan maybe submitted for approval and can be referred to during production to clarify things.

Requirements Gathering - Questions

- What is the target market?
- What devices are they using?
- How many pages are needed?
- What is the brand and colours?

Resources: [Requirement Gathering Questions](#)

[*Client Interview example*](#)

[More on Scope](#)

Style Guide

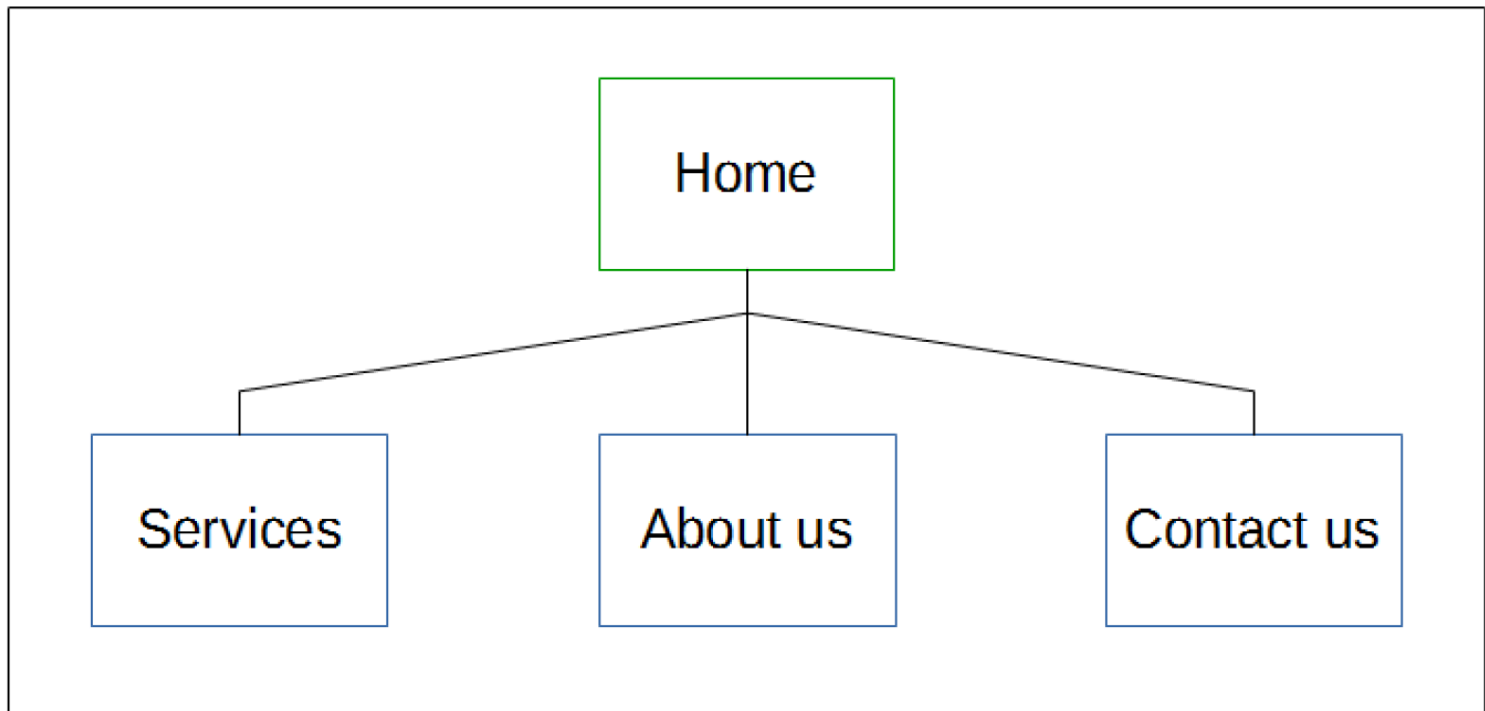


- Identify CSS for the main elements
- Logos
- Fonts
- Photos
- Colours
- See [Sample Style Guide from Elementor](#)

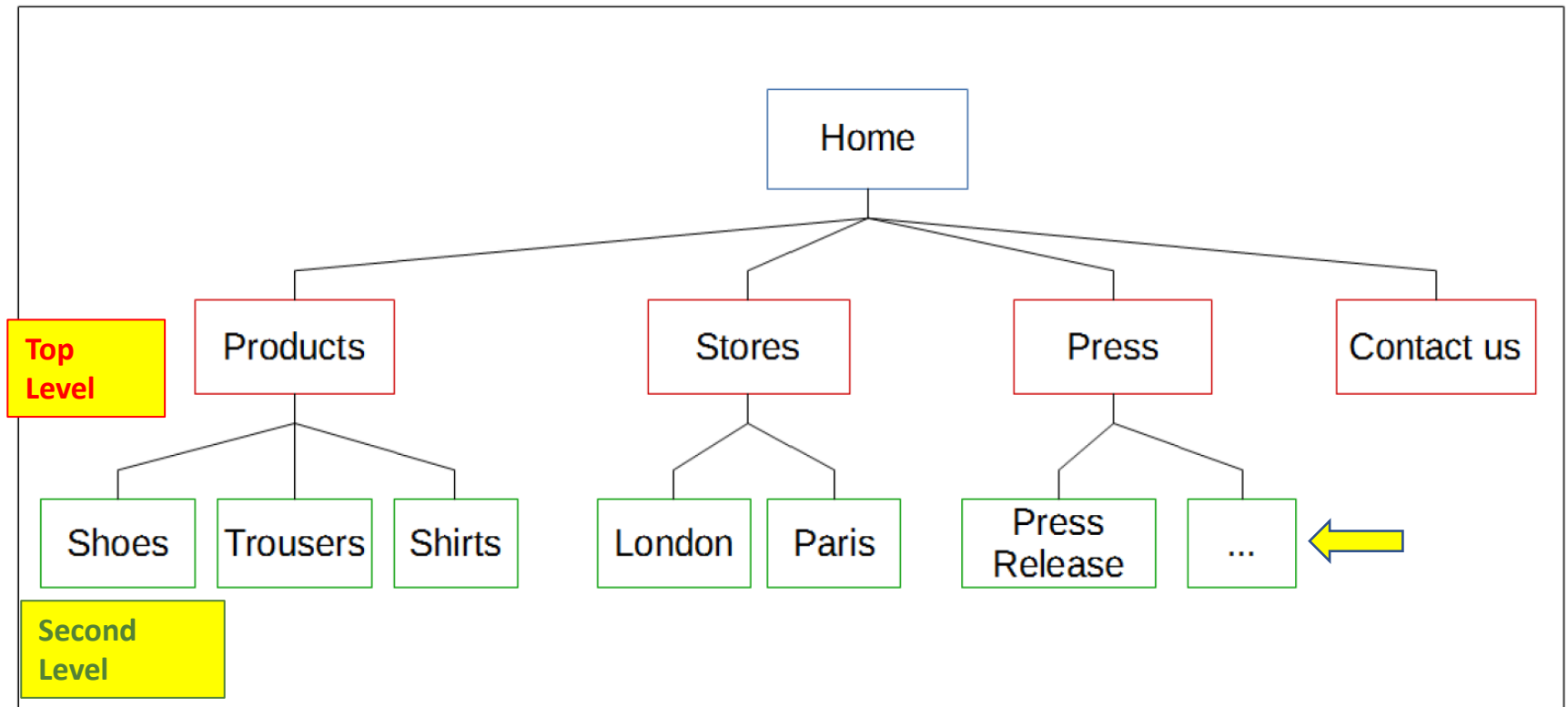
2. Information Architecture (Site Map)

- How the website pages are related or connected
- The Home Page is a special case, usually represented as a parent of the other pages.
- Primary navigation on almost every page, usually across the top
- If a page is divided into sections it could have a secondary menu, usually is on the left-hand side, or under a header image. For example <https://visitkilkenny.ie/> or <https://www.irishtimes.com/>
- Deeper levels, for example with e-commerce websites may use sub-list menus, which can become quite complicated.

Balloons Website - Sitemap



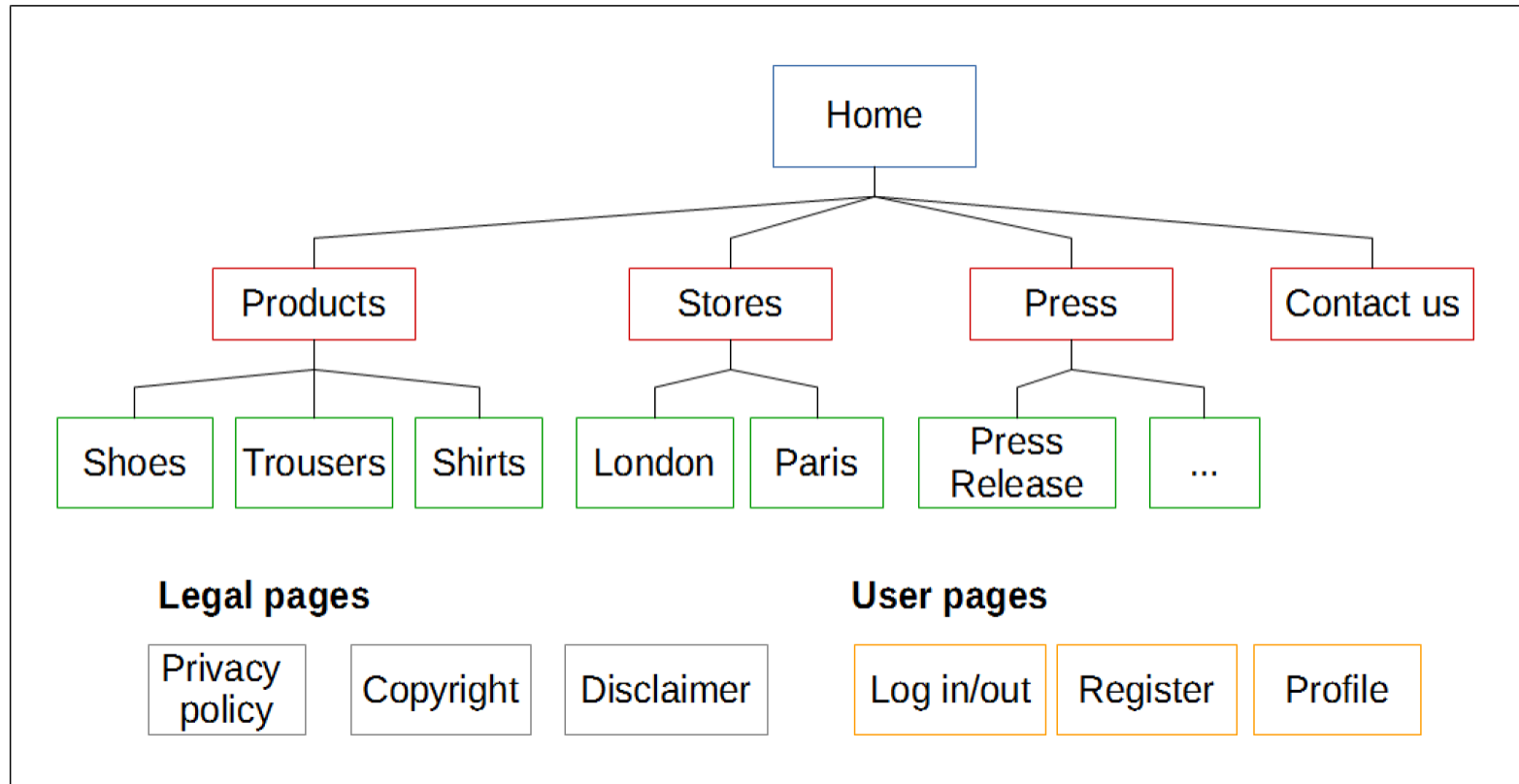
A more complex site



Supplemental Menus

- Supplemental pages may not be directly related to the main content
 - terms and conditions
 - privacy policy
 - copyright info
 - register/log in/out
- Additional menus are created for these, grouped into categories, and displayed at the top or bottom of a page.
- They maybe styled differently but all menus use the `` and `` elements.

Two Supplemental Menus



Diagrams



- The quickest way is to use pen and paper
- If you need to work with a team, a digital version is easier to share.
- Word/PowerPoint, Excel – Use Shapes
- Many online tools (search online site structure diagram)
- See [MDN Document and Website Structure](#)

3. Visual Design - Principles

- Focus on grouping, prioritising and positioning the elements so that the interface is usable and intuitive.

1. Visual Hierarchy
2. Divine Proportions
3. Hick's Law - choices
4. Fitt's Law – distance vs time.
5. Rule of Thirds
6. Gestalt Design Laws and Principles - Perception
7. White space and clean design
8. Occam's Razor

cxl.com/blog/universal-web-design-principles/#h-4-fitt-s-law

2023 Top Trends

- Simplicity
- Mobile-first
- Accessibility
- User experience
- Personalization

More - [17+ Web Design Principles Every Developer Must Follow in 2023](#)

Design the layout

- Identify the components/elements that will be used on the pages.
- Global elements – that will appear on all pages, for example the primary navigation
- Other elements on specific pages, for example a form on the contact page.
- Create a wireframe for each page
- Online tools: **mockflow**, **figma**, balsamiq, lucidchart, miro, justininmind.

Wireframe

HOME PAGE

Logo	Widgets Inc.							
Home	Products	News	Contact us					
Photo		Latest news <table border="1"><tr><td>Image</td><td>Story title Summary of story (linked)</td></tr><tr><td>Image</td><td>Story title Summary of story (linked)</td></tr></table>			Image	Story title Summary of story (linked)	Image	Story title Summary of story (linked)
Image	Story title Summary of story (linked)							
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Company Info Lorem ipsum dolor sit amet, consectetur adipisicing 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.								
Contact Info		Social network links						

Composing Wireframes

- Consider the visibility of important elements
- Maintain consistency between the pages
- Consider conventions that exist for certain elements (logos, navigation menus)
- Keep in mind what is possible with HTML and CSS
- Ensure it is obvious what each element on the wireframe is
- Annotate the diagrams with style guidelines/ideas

Real World Wireframes

Have no style information included!

A selection of mock ups would be created by the graphic designer, based on the wireframes.

For our purposes,

We will include some guidelines/ideas about the styles and font (or fonts) and colours we plan to use, etc.

Colour

The choice of colours used on a website is very important:

- the colours we use should convey the right mood
- the colours should fit with the organisation's image

Colours also influence the visibility of important elements and readability of the site content

Main colour

- Start with a single base colour normally defined by the organisation (i.e. used in their logo)
- Then devise a harmonious palette, based upon the base colour
- Either manually, or with colour theory

Monochromatic and analogous schemes = subtle, conservative, uniform

Complementary and triadic schemes = bold, brash, eye-catching

Colour Schemes

Monochromatic: tonal variations of the base colour

Analogous: the base colour + its adjacent colours from the wheel

Complementary: the base colour + colour on the opposite side of the wheel

Triadic: the base colour + 2 other colours, all colours evenly spaced around the wheel circumference

Several online tools: [Adobe Colour](#), [W3schools color picker](#), [Cooler.co Palette generator](#)



Practice: Task 1

1. Name three colours you would like to use?
2. What colours would you not like to use?
3. See [Website Review Exercise](#)
4. Choose a tool and create a wireframe for the Balloons website

POUR (Perceivable, Operable, Understandable, Robust)

- **Web Accessibility Directive (EU 2016/2102)** has been in force since December 2016
- Better access to websites and mobile apps of public services for everyone!
- Transposed into **Irish law** in September **2020**.
- Public bodies **must** ensure their websites and mobile apps conform.
- [W3C WCAG](#)
- [Customer Communications Toolkit](#)

Website Evaluation

- There are a number of tools that can be used to check the accessibility of a website :
- [W3 Link Checker](#)
- [Tingtun Checker](#)(check PDFs online)
- [WAVE Web Accessibility Evaluation Tool](#)
- [W3C Web Accessibility Evaluation Tools List](#)
- w3schools.com/accessibility/accessibility_landmarks.php

Contrast/Colour Checkers

- Coblis, Online Colour Blindness Simulator
 - Colorable, Online Colour Contrast Tool
 - Tanaguru, Online Colour Contrast Finder
 - Paciello, Desktop Colour Contrast Analyser
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- Also see the contrast ration section in Chrome developer tools

Practice: Task 2

1. Identify three sites that you like, why?
2. Identify three sites that you **don't** like, why?
3. Any other observations based on what you have learnt?
 - Ease of use
 - Navigation
 - Colours
 - Readability
 - Features, and so on.

Assessment Task A: terminology inclusions

- Scope
- User Stories
- Principles
- UI
- [SEO](#) – 3 approaches.