

DESIGN



FYDISNEYMISFITS | TK-THE-TIGER

It will be bold. Dramatic!

DESIGN

**A SET OF DECISIONS BASED ON EXPERIENCE,
PURPOSE AND PLANNING THAT AFFECT THE LOOK
AND FUNCTIONS OF SOMETHING.**

INFLUENCED BY:

CONTENT/NAVIGATION

TECHNOLOGY

BEHAVIOR

TRENDS

USER

DESIGN

ELEMENTS:

TYPOGRAPHY

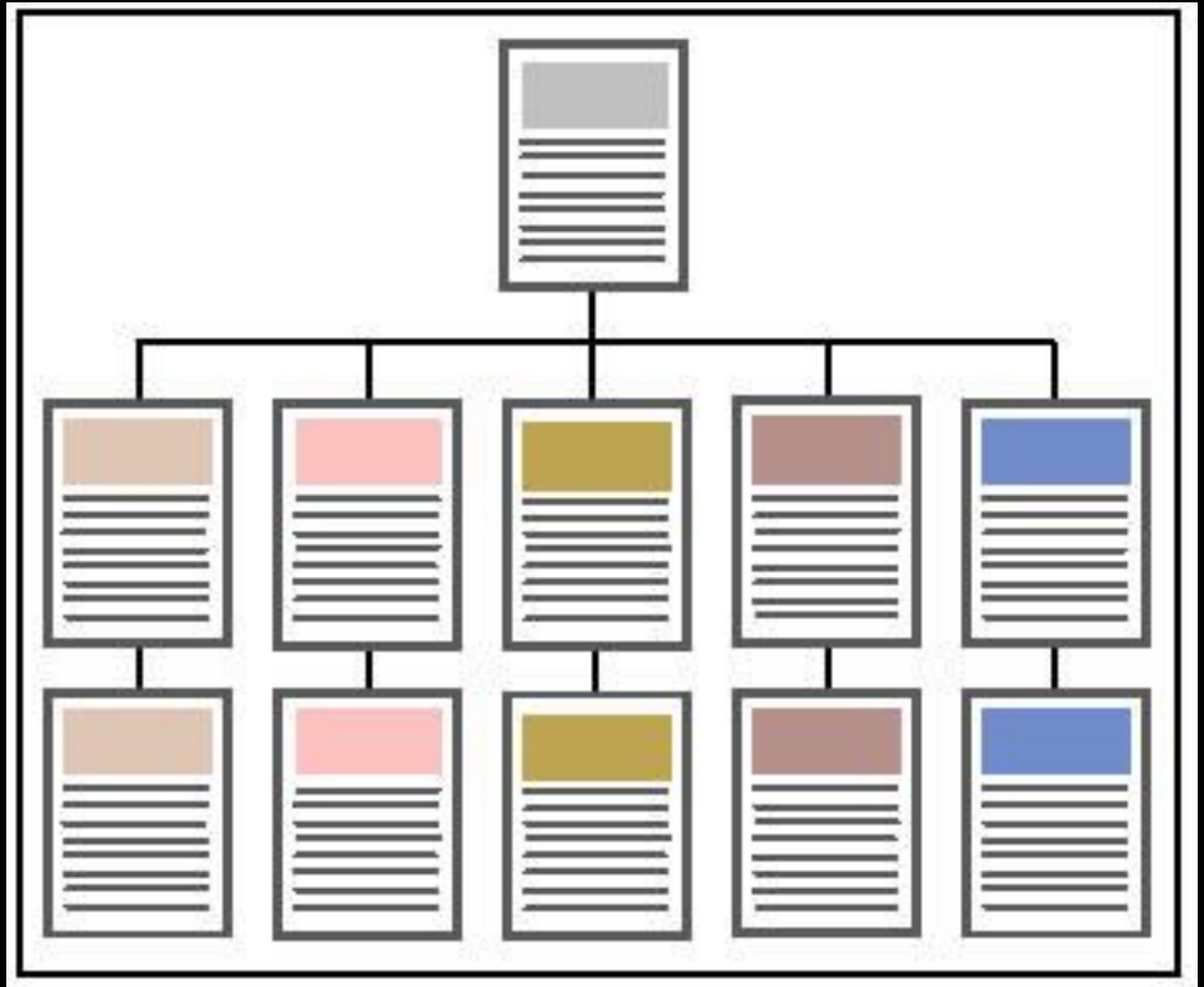


Mörk fralla
Rökt skinka
Tomat
Prästost
Funkar alltid

DESIGN

ELEMENTS:

TYPOGRAPHY
ORGANIZATION



DESIGN

ELEMENTS:

TYPOGRAPHY
ORGANIZATION
COLOR



DESIGN

ELEMENTS:

TYPOGRAPHY
ORGANIZATION
COLOR
LAYOUT



DESIGN

ELEMENTS:

**TYPOGRAPHY
ORGANIZATION
COLOR
LAYOUT
IMAGES**



DESIGN

ELEMENTS:

TYPOGRAPHY

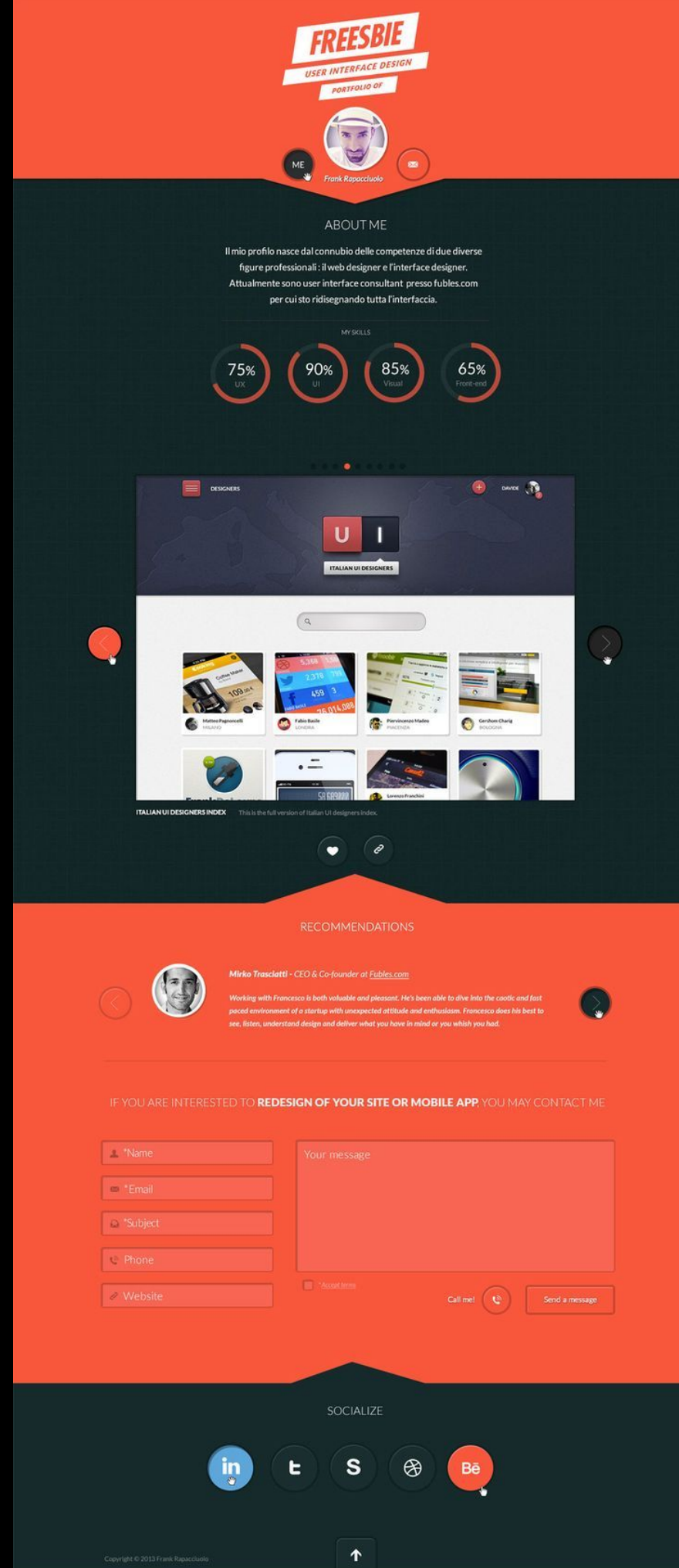
ORGANIZATION

COLOR

LAYOUT

IMAGES

FORM



DESIGN

ELEMENTS:

TYPOGRAPHY

ORGANIZATION

COLOR

LAYOUT

IMAGES

FORM

ILLUSTRATIONS



DESIGN

ELEMENTS:

TYPOGRAPHY

ORGANIZATION

COLOR

LAYOUT

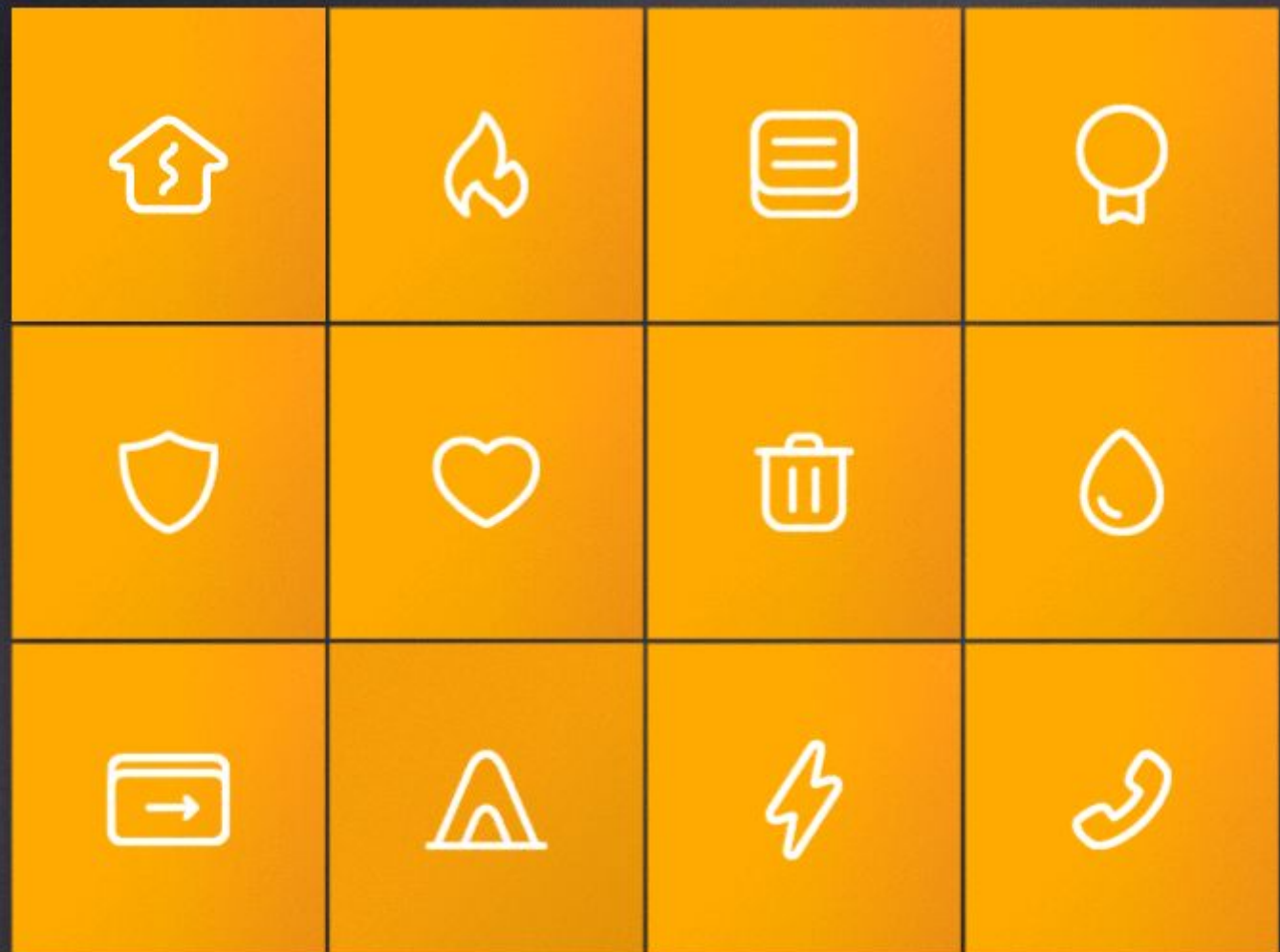
IMAGES

FORM

ILLUSTRATIONS

INTERACTIVITY

LOADING



DESIGN

ELEMENTS:

TYPOGRAPHY
ORGANIZATION
COLOR
LAYOUT
IMAGES
FORM
ILLUSTRATIONS
INTERACTIVITY
BRANDING



DESIGN

ELEMENTS:

TYPOGRAPHY

ORGANIZATION

COLOR

LAYOUT

IMAGES

FORM

ILLUSTRATIONS

INTERACTIVITY

BRANDING

USER EXPERIENCE



DESIGN

EARLY 90'S

World Wide Web

The WorldWideWeb (W3) is a wide-area [hypermedia](#) information retrieval initiative aiming to give universal access to a large universe of documents.

Everything there is online about W3 is linked directly or indirectly to this document, including an [executive summary](#) of the project, [Mailing lists](#) ,

[What's out there?](#)

Pointers to the world's online information, [subjects](#) , [W3 servers](#), etc.

[Help](#)

on the browser you are using

[Software Products](#)

A list of W3 project components and their current state. (e.g. [Line Mode](#) ,X11 [Viola](#) , [NeXTStep](#) , [Servers](#) , [Tools](#) , [Mail robot](#) , [Library](#))

[Technical](#)

Details of protocols, formats, program internals etc

[Bibliography](#)

Paper documentation on W3 and references.

[People](#)

A list of some people involved in the project.

[History](#)

A summary of the history of the project.

[How can I help ?](#)

If you would like to support the web..

[Getting code](#)

Getting the code by [anonymous FTP](#) , etc.

DESIGN

MID 90'S



DESIGN

LATE 90'S



DESIGN

EARLY-MID 2000's



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Tuesday, February 29, 2000

Daily Essentials

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- ▶ [Austria's Haider Resigns](#)
- ▶ [More Top News Stories](#)

[Weather](#)
[Horoscopes](#)
[Sports Scores](#)
[Classifieds](#)
[Stock Portfolio](#)

[Hot Chats](#)
[Love@AOL](#)
[Home Pages](#)
[Free Greetings](#)
[AOL 5.0 FREE](#)

STOCK QUOTE: [Symbol Lookup](#)

HELP WANTED

Find A Job:

- ▶ [Search Job Listings](#)
- ▶ [Compare Careers](#)
- ▶ [Find Jobs By City](#)

Web Centers

- ▶ **Autos:** [New Cars](#), [Used Cars...](#)
- ▶ **Bus. & Careers:** [Job Listings...](#)

DESIGN

LATE 2000's



DESIGN

2010-2014



DESIGN

2015-.....

OMA OFFICE WORK SEARCH



COLUMBIA CIRCLE



OMA Designing Masterplan for Columbia Circle in Shanghai

April 3rd 2017

April 3rd 2017

**OMA to Regenerate
Historic Columbia
Circle in Shanghai**
→ ARCHDAILY

DESIGN

WHERE ARE YOU IN ALL OF THIS?

DESIGN: DESCRIPTION

**THE WEBSITE DESCRIPTION IS A GUIDING LIST OF
DESCRIPTIVE MATERIAL CONCERNING YOUR WEBSITE**

IT ASKS AND ANSWERS:

WHAT THE SITE IS

WHO THE SITE IS FOR

WHY THE SITE IS NEEDED

HOW YOU WILL GO ABOUT SATISFYING ALL OF ABOVE

**IT SHOULD ALSO INCLUDE ANY OTHER DETAILS THAT
ARE NECESSARY IN UNDERSTANDING YOUR
MOTIVATION AND EXECUTION**

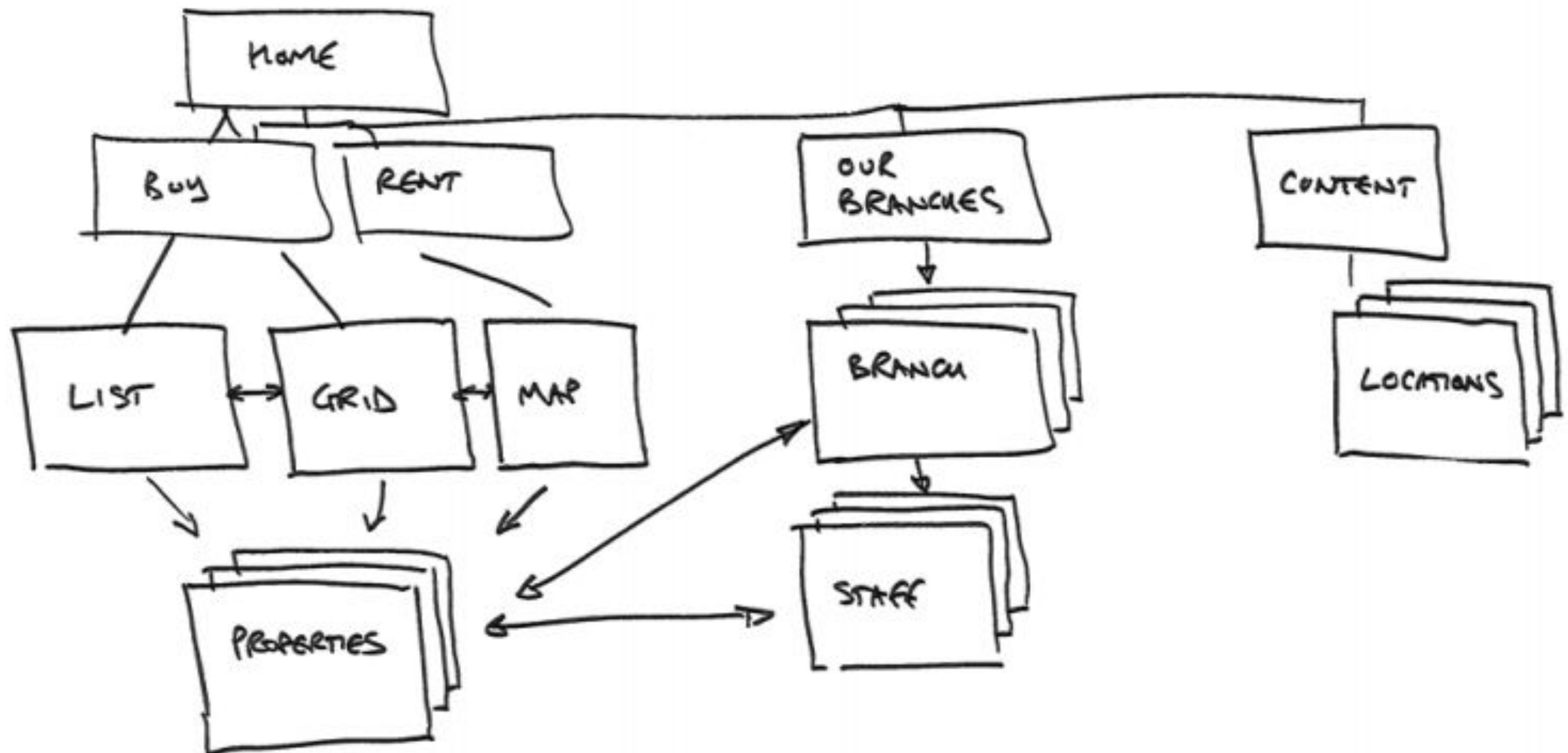
DESIGN: RESEARCH

AFTER YOU HAVE YOUR DESCRIPTION, RESEARCH IS THE NEXT STEP IN UNDERSTANDING WHAT EXISTS, WHAT MIGHT WORK OR WHAT MIGHT NOT WORK FOR YOU SPECIFIC NEEDS

RESEARCH INCLUDES VISITING SIMILAR SITES AND UNDERSTANDING WHAT INFORMATION IS PRESENTED, HOW IT IS PRESENTED, AND ANYTHING ELSE RELEVANT

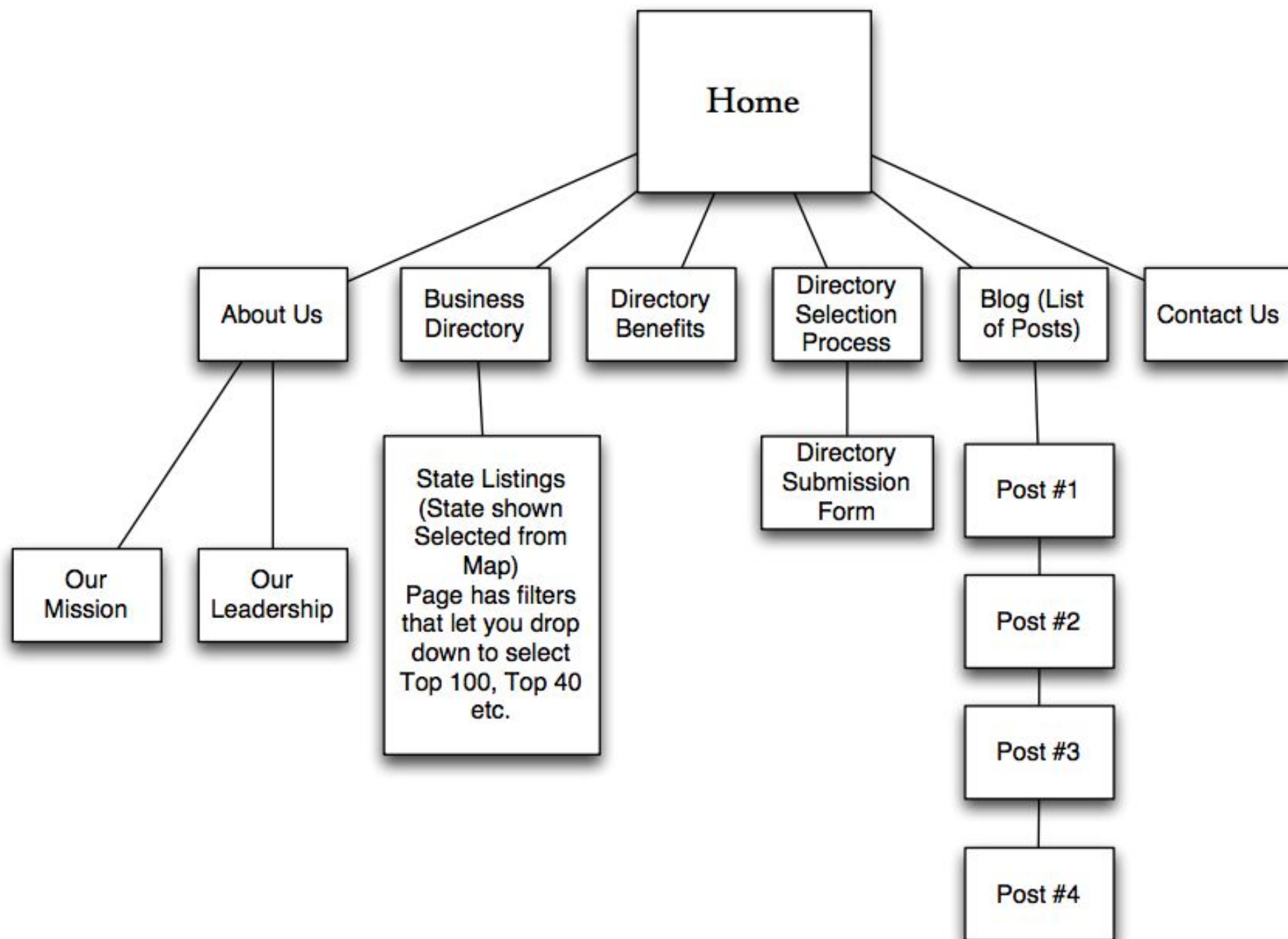
DESIGN: SITE MAPS

A DIAGRAM THAT OUTLINES THE HIERARCHY OF PAGES WITHIN A WEBSITE



DESIGN: SITE MAPS

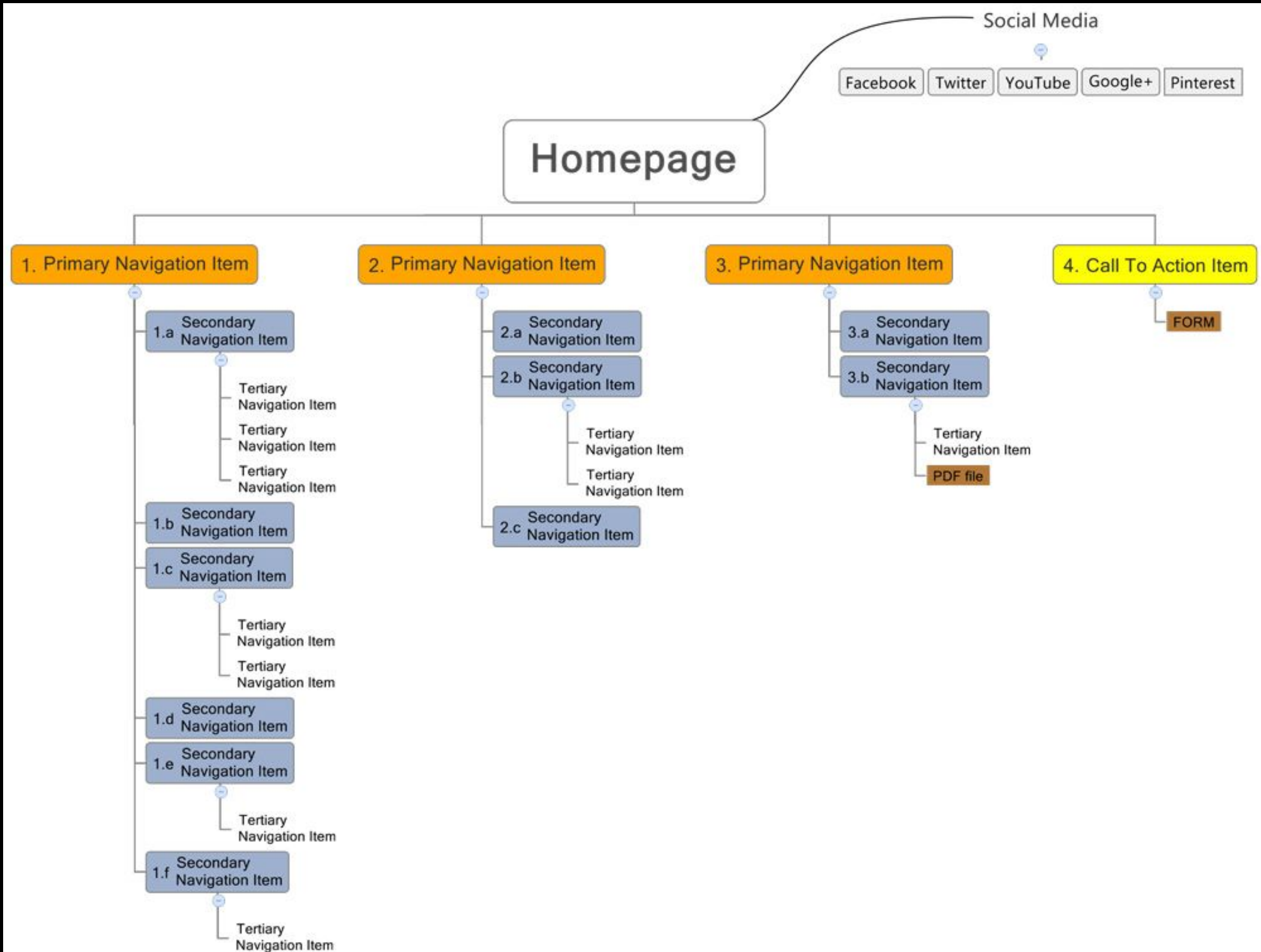
A PLANNING TOOL USED TO MAP OUT THE STRUCTURE, NAVIGATION AND PAGE HIERARCHY OF YOUR WEBSITE



DESIGN: SITE MAPS

- ✓ DEFINE AND ORGANIZE EVERY PAGE OF YOUR WEBSITE
- ✓ SORT PAGES FROM MOST BROAD TO MOST DEFINED
- ✓ KEEP YOUR ENTIRE DESIGN, DEVELOPMENT AND SEO TEAM ON TRACK
- ⊘ DEFINE THE CONTENT (COPY POINTS, ILLUSTRATIONS, WIDGETS, THINGAMABOBS, ETC.) OF AN INDIVIDUAL PAGE
- ⊘ DEFINE THE LAYOUT OR HIERARCHY OF INFORMATION ON A SINGLE PAGE
- ⊘ DEFINE THE FINAL VISUAL LAYOUT

DESIGN: SITE MAPS



DESIGN: WIREFRAMES

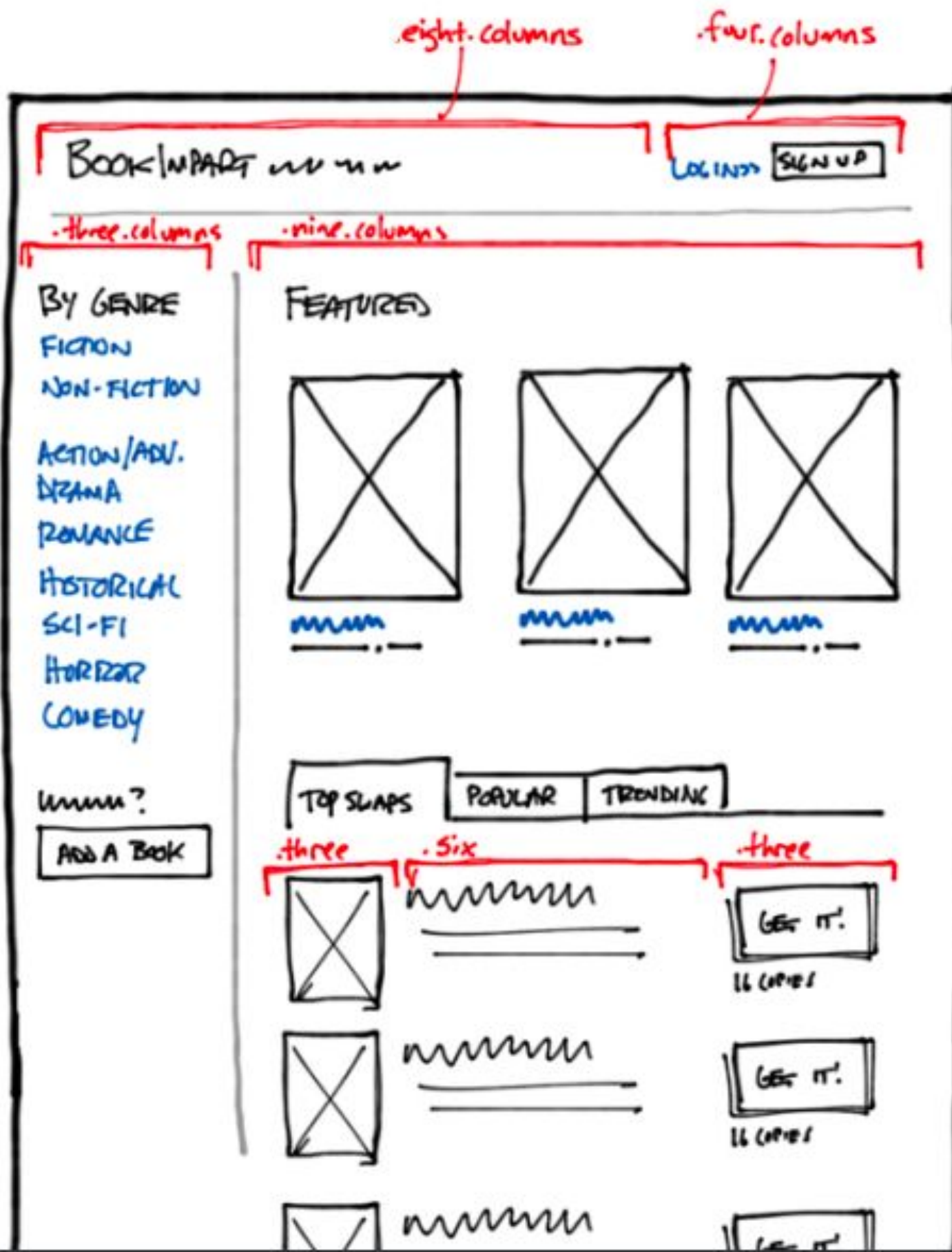
WEBSITE WIREFRAMING ALLOWS YOU TO PLAN THE LAYOUT OF YOUR WEBSITE

IT IS THE PROCESS OF MAKING DESIGN DECISIONS BEFORE THEY ARE IMPLEMENTED

WIREFRAMING CAN RANGE FROM A SIMPLE SKELETAL FRAMEWORK TO A DETAILED MOCKUP OF EACH PAGE

SPENDING TIME PLANNING YOUR SITE MAKES CODING EASIER

DESIGN: WIREFRAMES

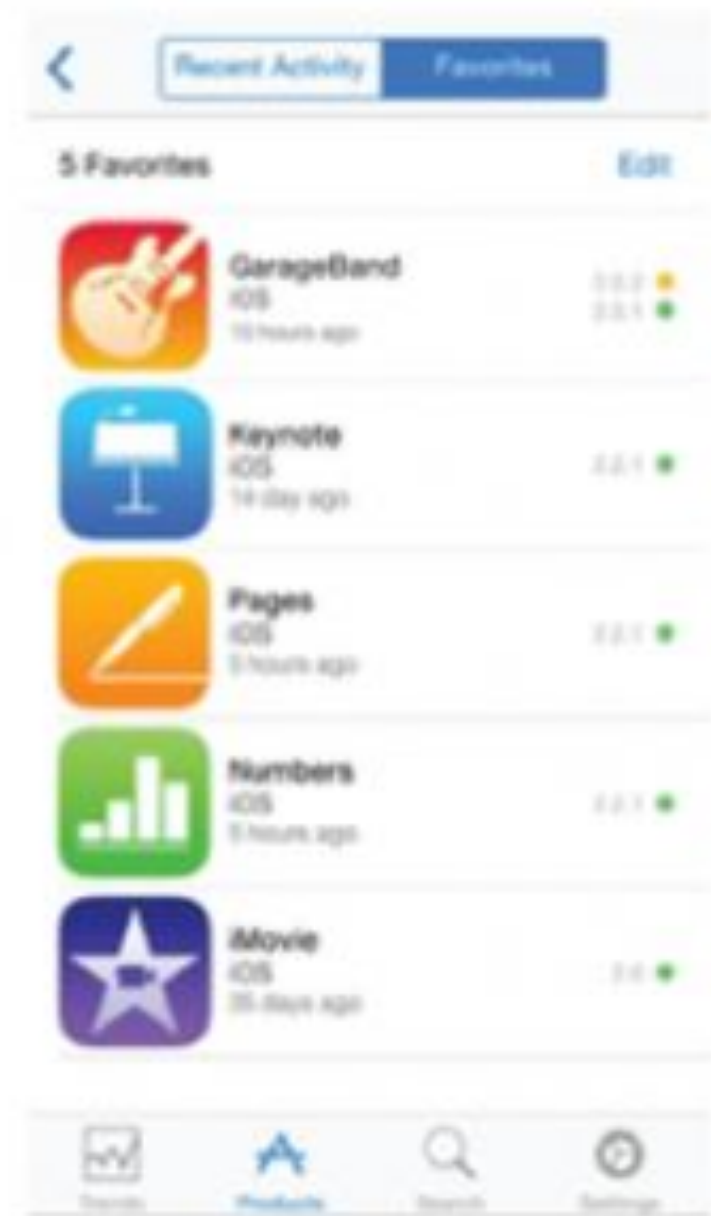
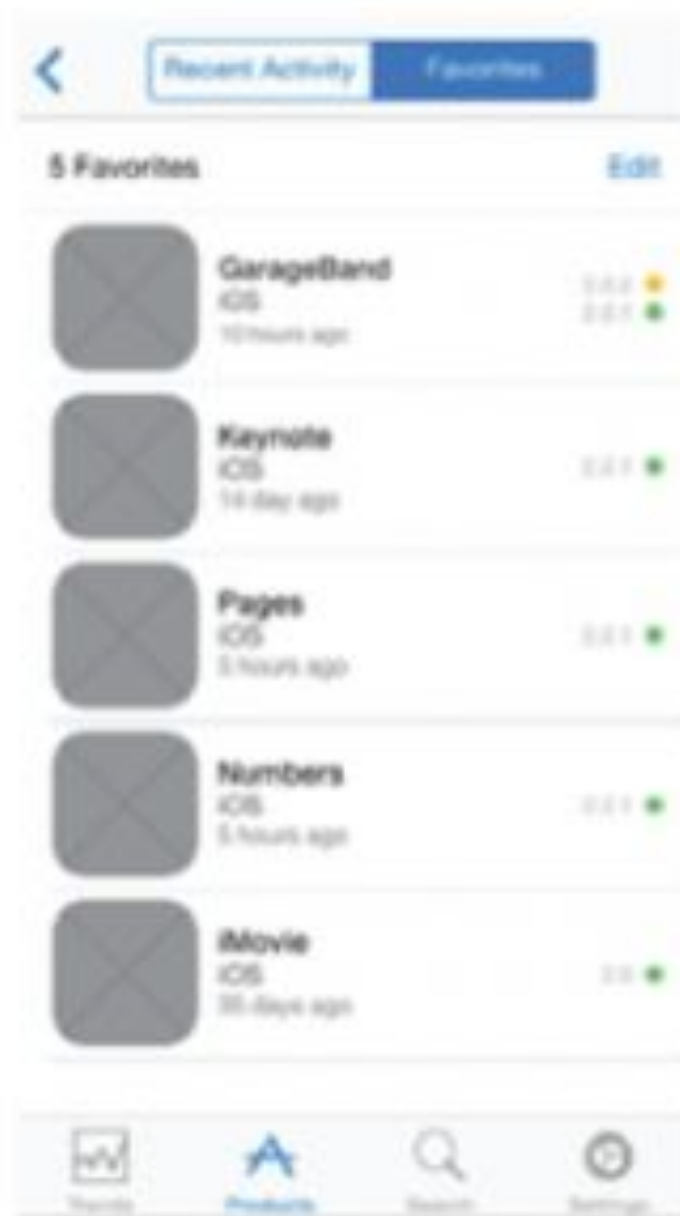
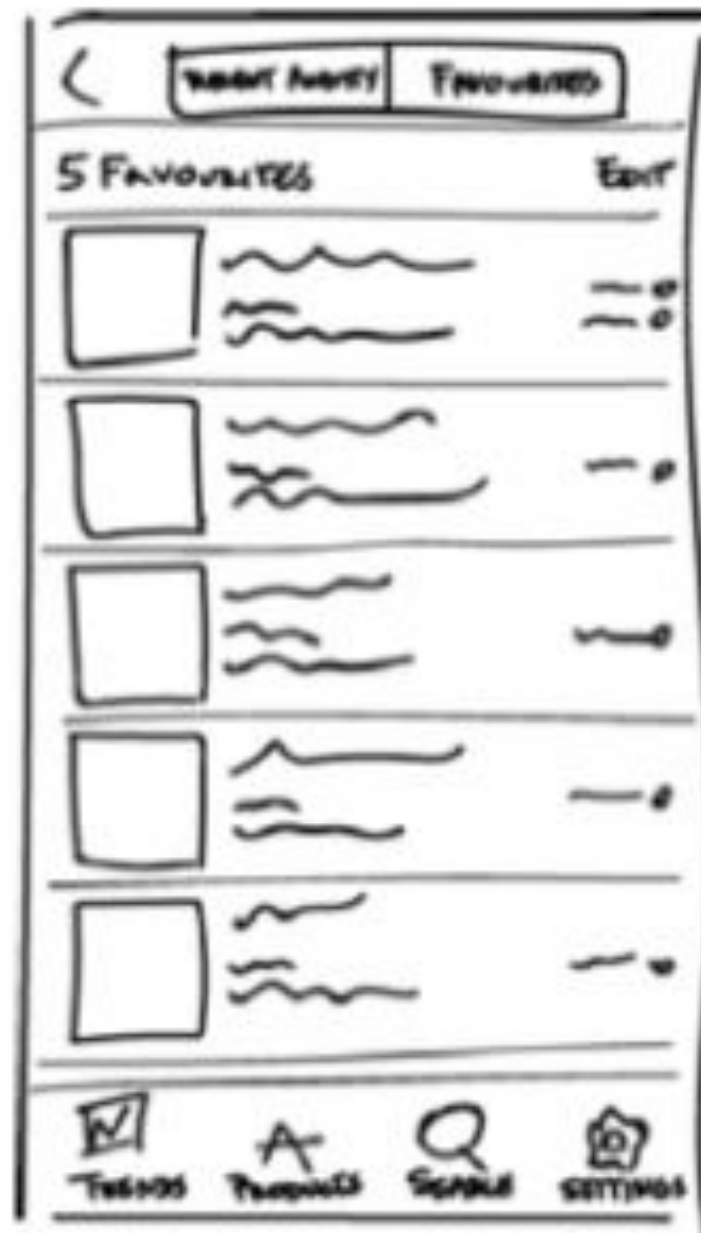


DESIGN: WIREFRAMES

THINK OF WIREFRAMES AS THE SKELETON. THEY LOOSELY SHAPE THE FINAL PRODUCT, GIVING YOU A RELIABLE IDEA OF WHERE EVERYTHING WILL EVENTUALLY GO.

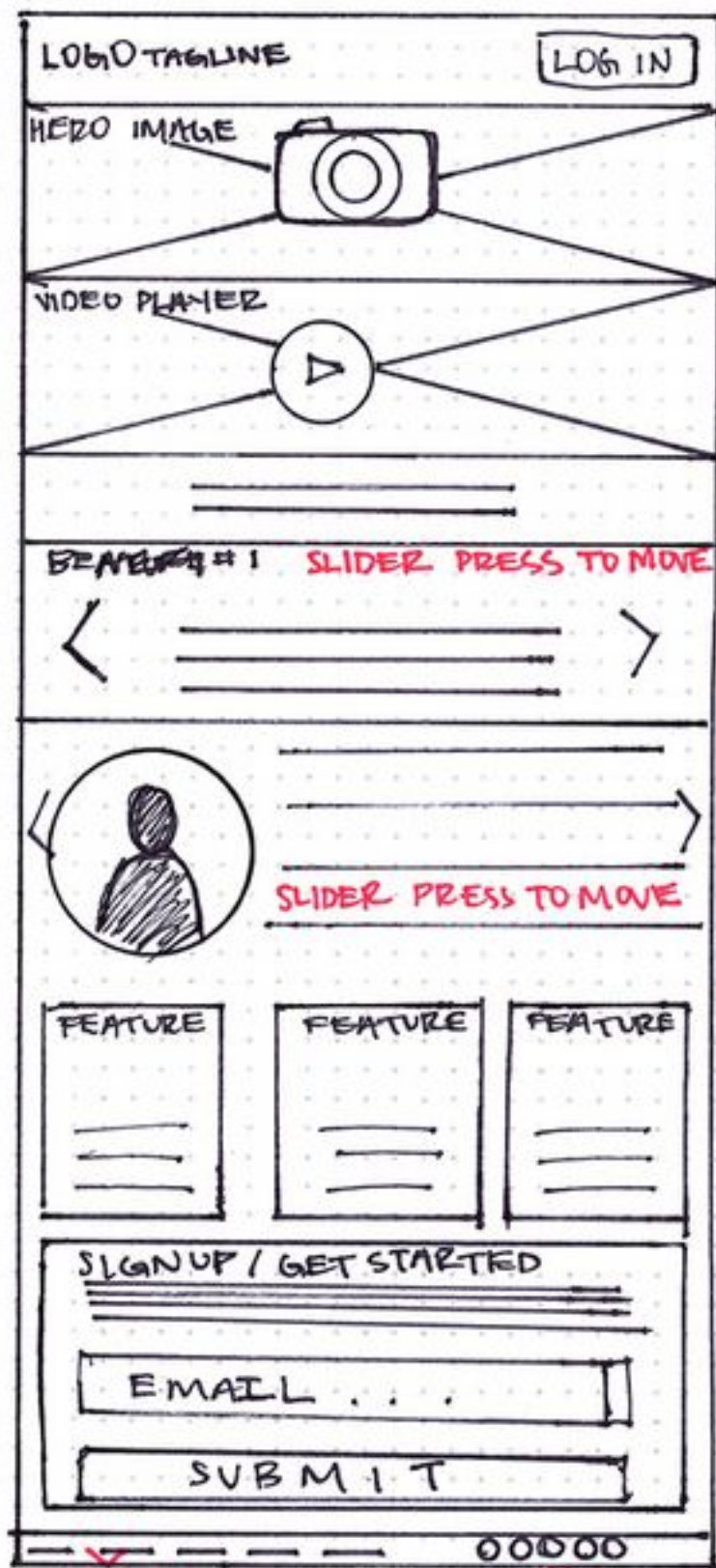
THE CONTENT IS THE MUSCLE (AND CAN BE AS MEATY OR TRIM AS YOU WANT).

DESIGN: WIREFRAMES



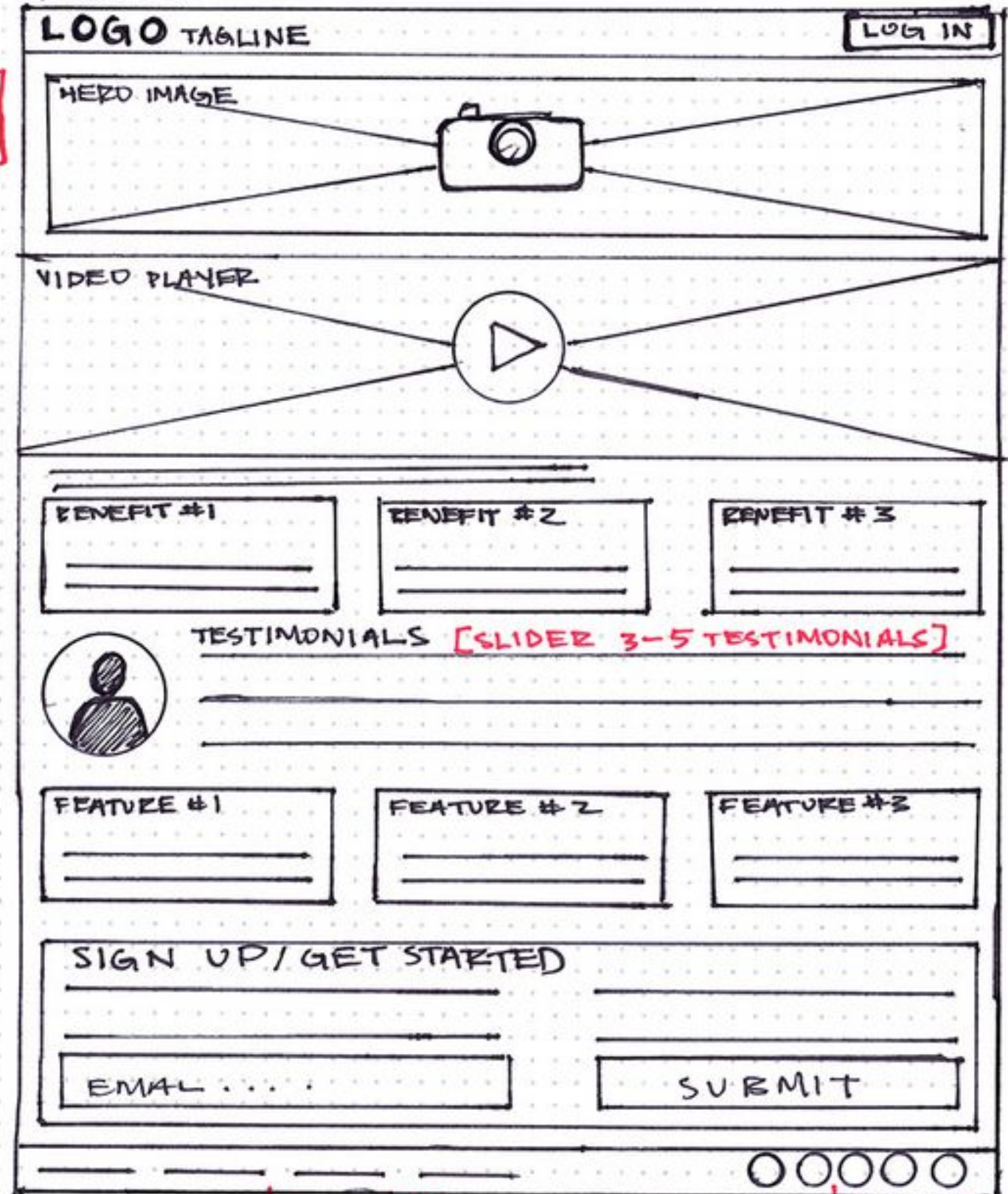
DESIGN: WIREFRAMES

MOBILE



HOME
PAGE

DESKTOP



MENU ON FOOTER

SOCIAL MEDIA

DESIGN: WIREFRAMES

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Home	Book Now	Films	Cinemas	Offers	Fun Stuff	

Rolling Promo

Promo 1

Promo 2

Promo 3

Promo 4

Promo 5

Book Now

Select Cinema

Select Film

Select Date

Select Time

Book Now!

Film Reviews

Now showing

Coming Soon

Find Cinema

Book Now

Film Title (cert)

Description

★★★★★

More...

Find Cinema

Book Now

Film Title (cert)

Description

★★★★★

More...

User Goal 1

User Goal 2

Find Cinema

Select Cinema

or

Enter town or postcode

☒ Remember my local cinema

Book Now!

Login/Register

Email address

Password

Go

DESIGN: WIREFRAMES

Site Logo (home link)		Accessibility Careers Media Centre FAQs Venue Hire Contact Us				
Home	Book Now	Films	Cinemas	Offers	Fun Stuff	

Rolling Promo

Promo 1

Promo 2

Promo 3

Promo 4

Promo 5

Book Now

Select Cinema

Select Film

Select Date

Select Time

Book Now!

Film Reviews

Now showing

Coming Soon

Find Cinema

Book Now

Film Title (cert)

Description

★★★★★

More...

Find Cinema

Book Now

Film Title (cert)

Description

★★★★★

More...

User Goal 1

User Goal 2

Find Cinema

Select Cinema

or

Enter town or postcode

☒ Remember my local cinema

Book Now!

Login/Register

Email address

Password

Go

DESIGN: WIREFRAMES

