

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**

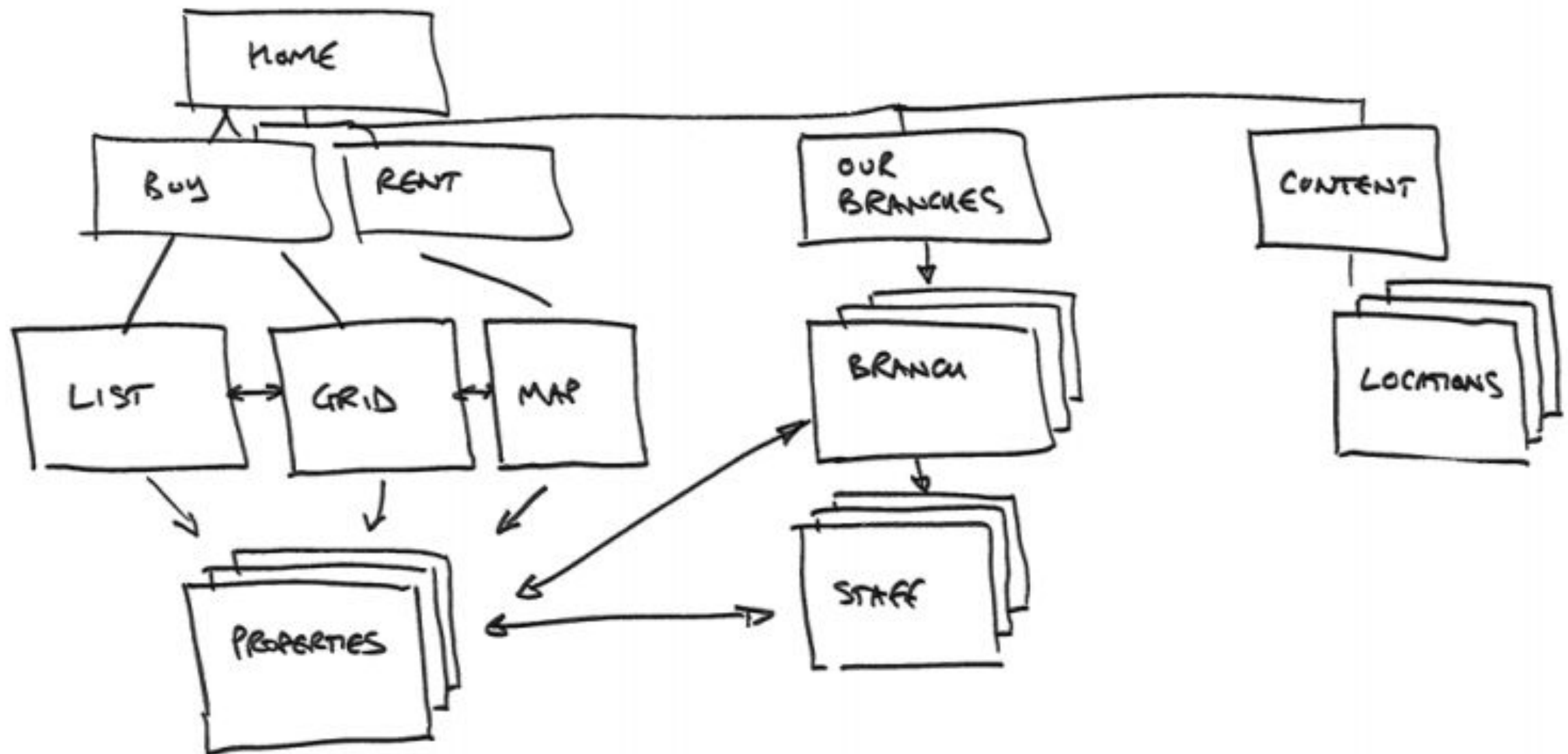
DESIGN: RESEARCH

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

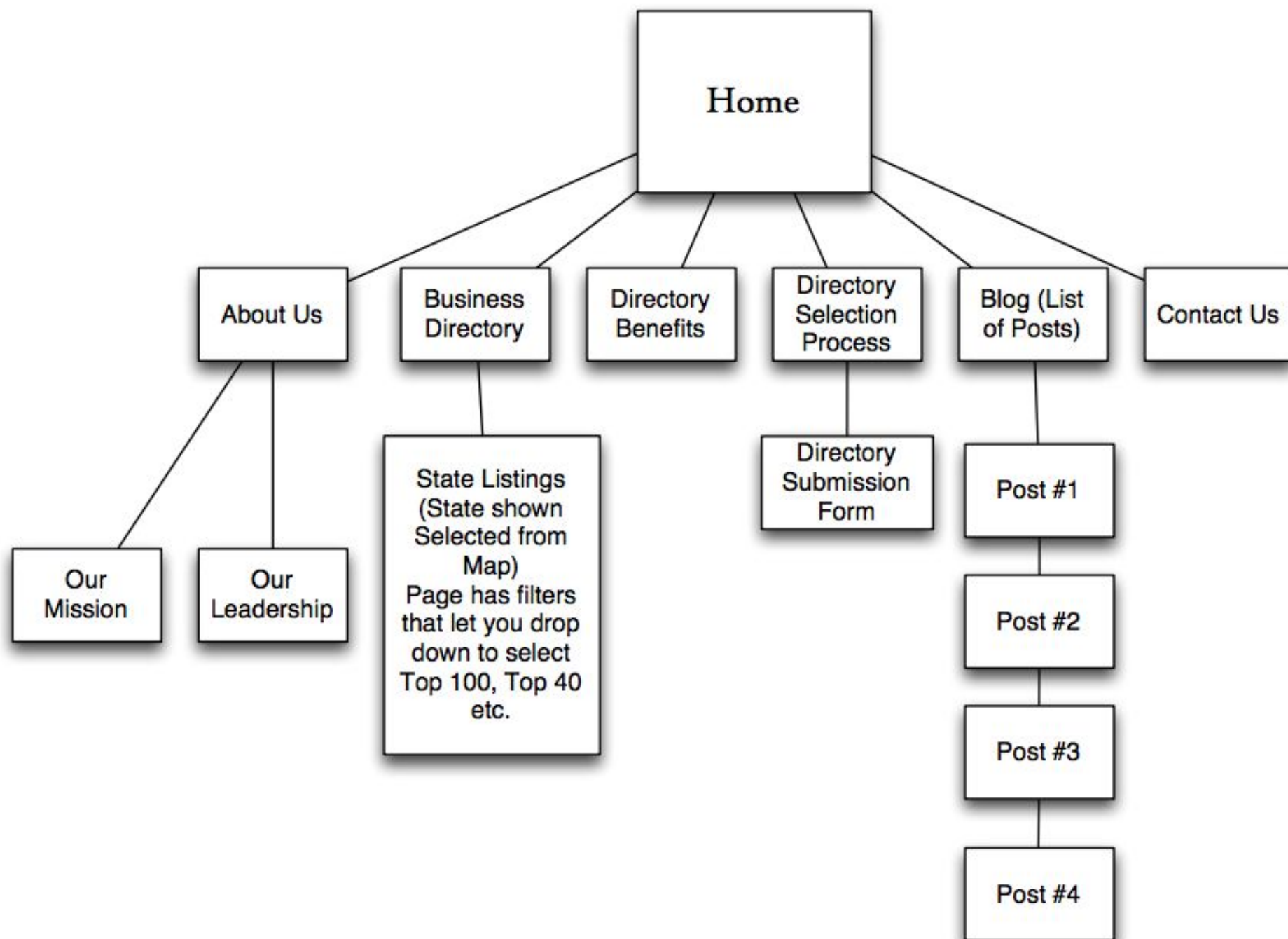
DESIGN: SITE MAPS

A DIAGRAM THAT OUTLINES THE HIERARCHY OF PAGES WITHIN A WEBSITE



DESIGN: SITE MAPS

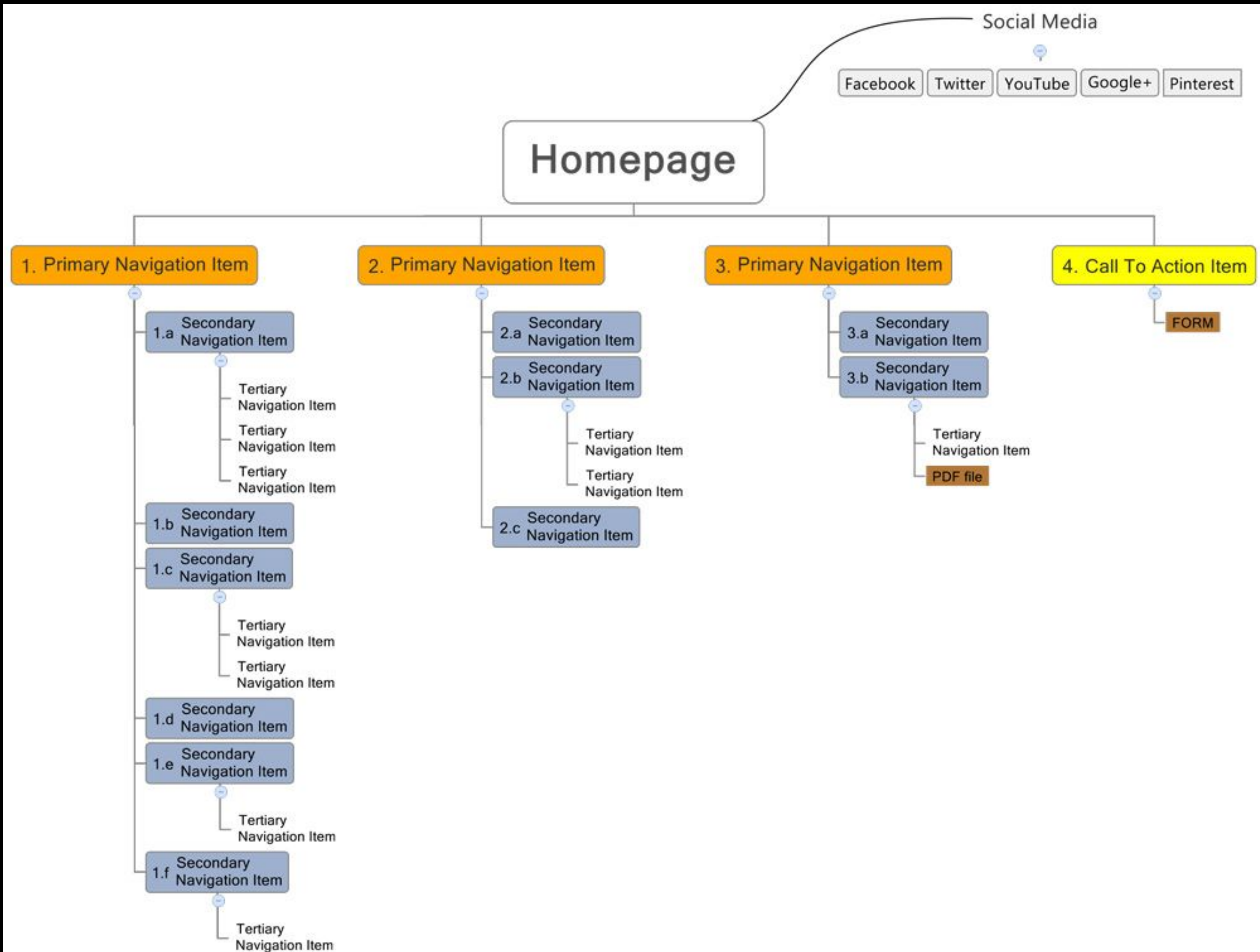
A PLANNING TOOL USED TO MAP OUT THE STRUCTURE, NAVIGATION AND PAGE HIERARCHY OF YOUR WEBSITE



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
-
- Ø DEFINE THE CONTENT (COPY POINTS, ILLUSTRATIONS, WIDGETS, THINGAMABOBS, ETC.) OF AN INDIVIDUAL PAGE
 - Ø DEFINE THE LAYOUT OR HIERARCHY OF INFORMATION ON A SINGLE PAGE
 - Ø DEFINE THE FINAL VISUAL LAYOUT

DESIGN: SITE MAPS



DESIGN: WIREFRAMES

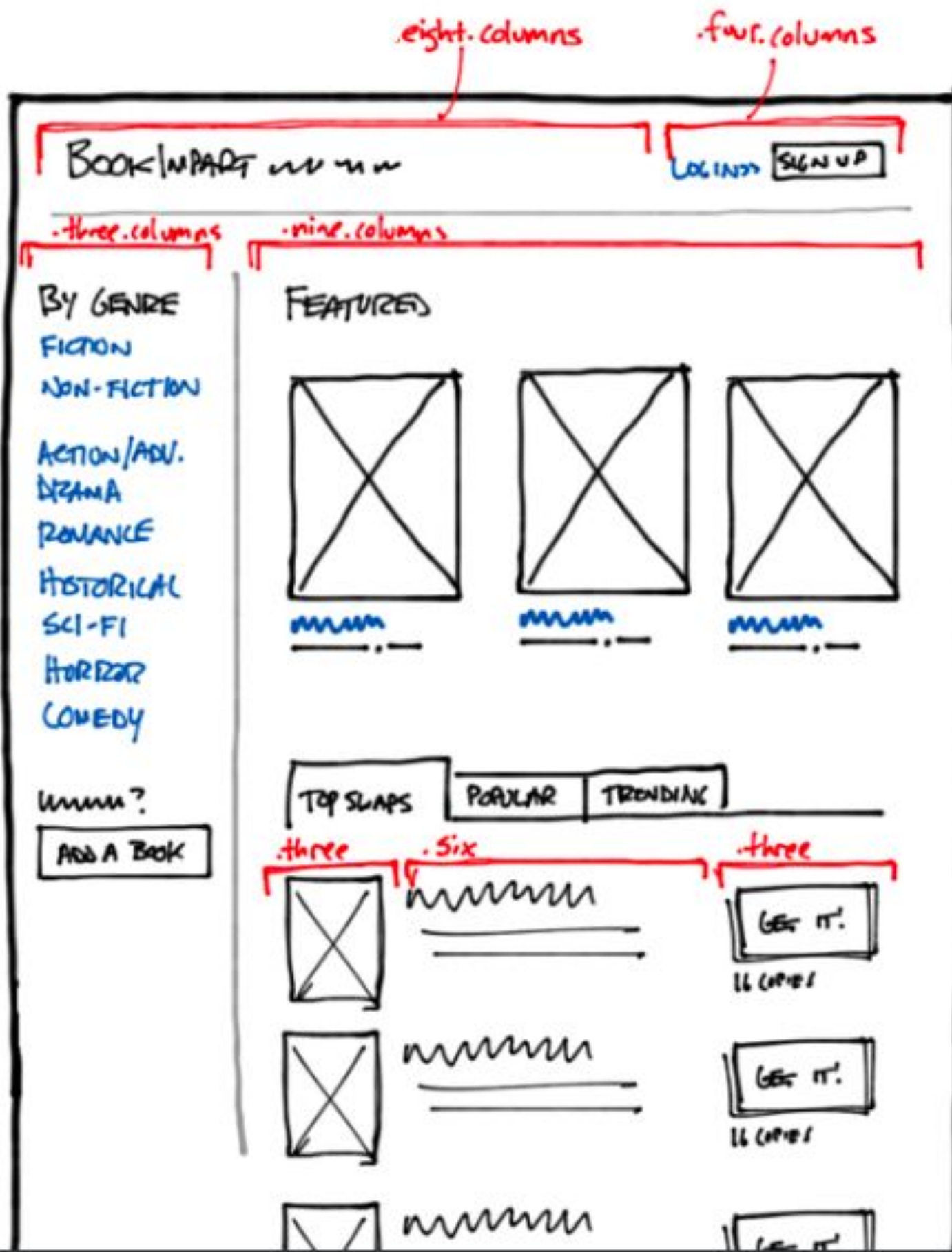
WEBSITE WIREFRAMING ALLOWS YOU TO PLAN THE LAYOUT OF YOUR WEBSITE

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

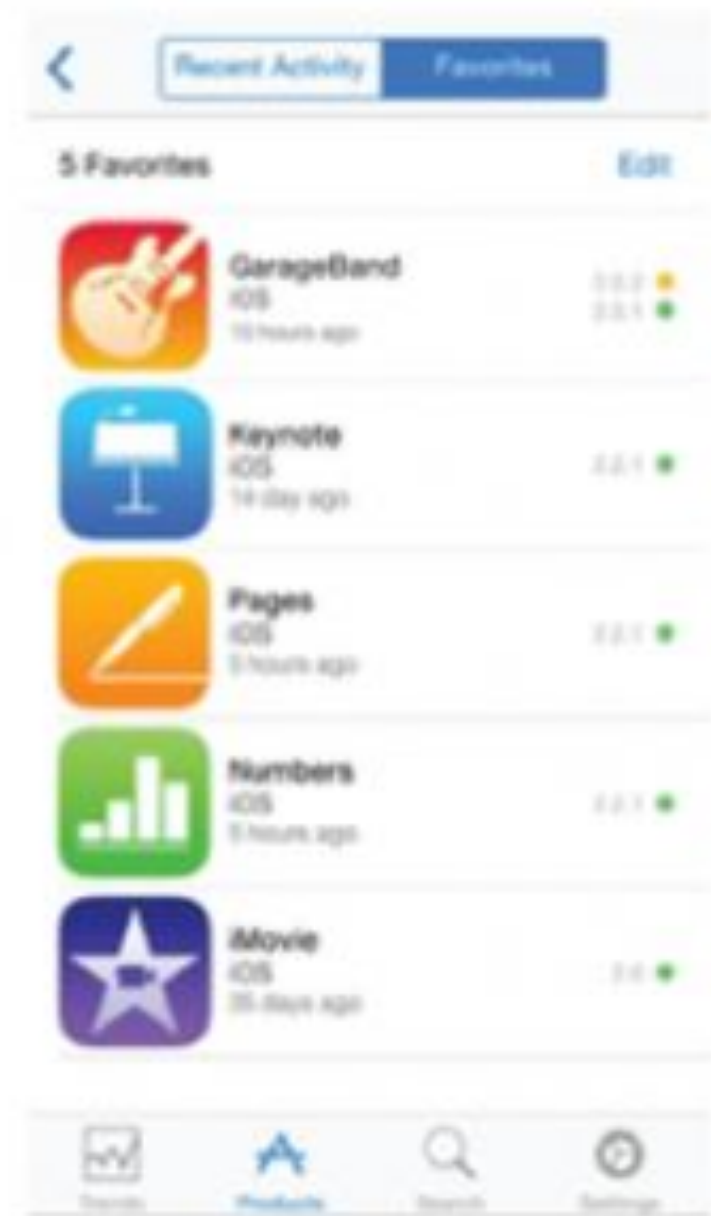
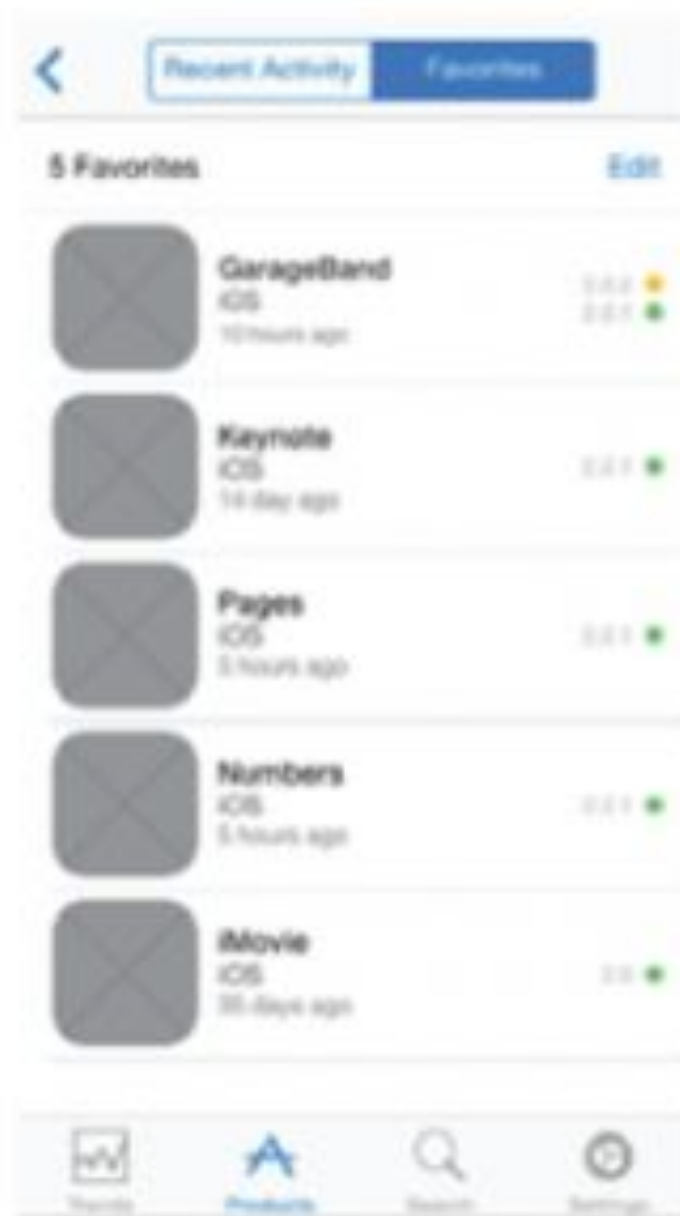
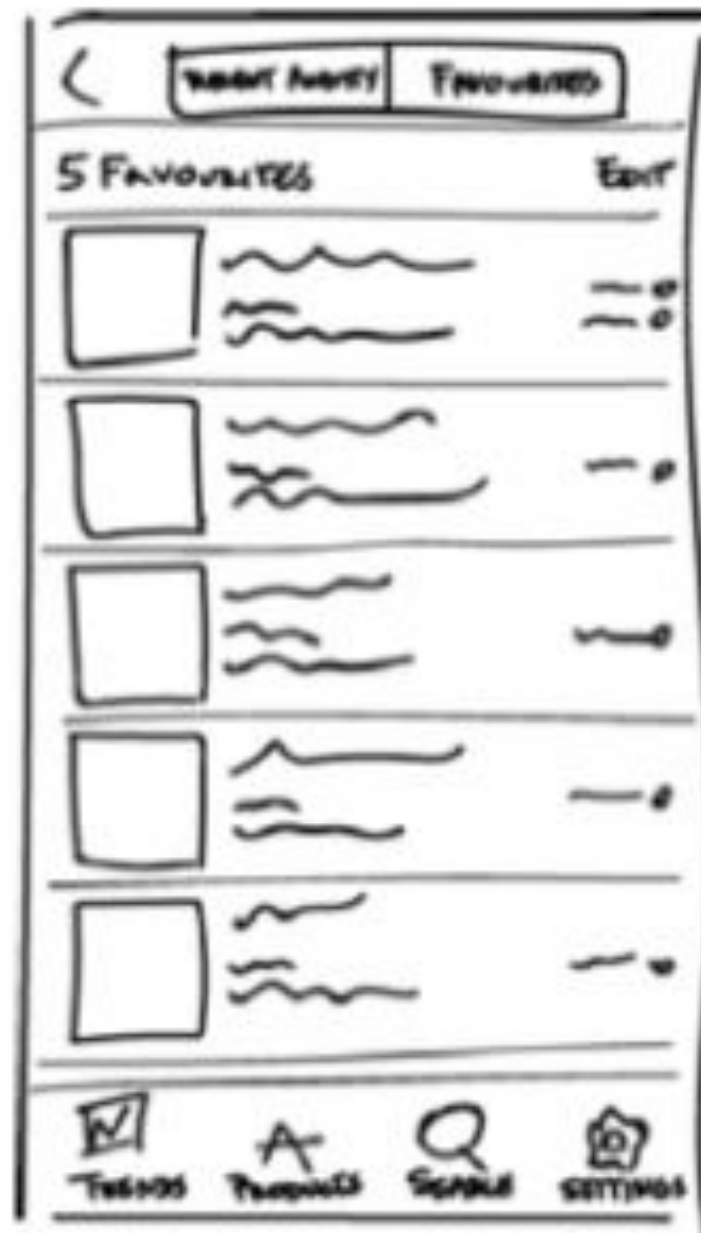


DESIGN: WIREFRAMES

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

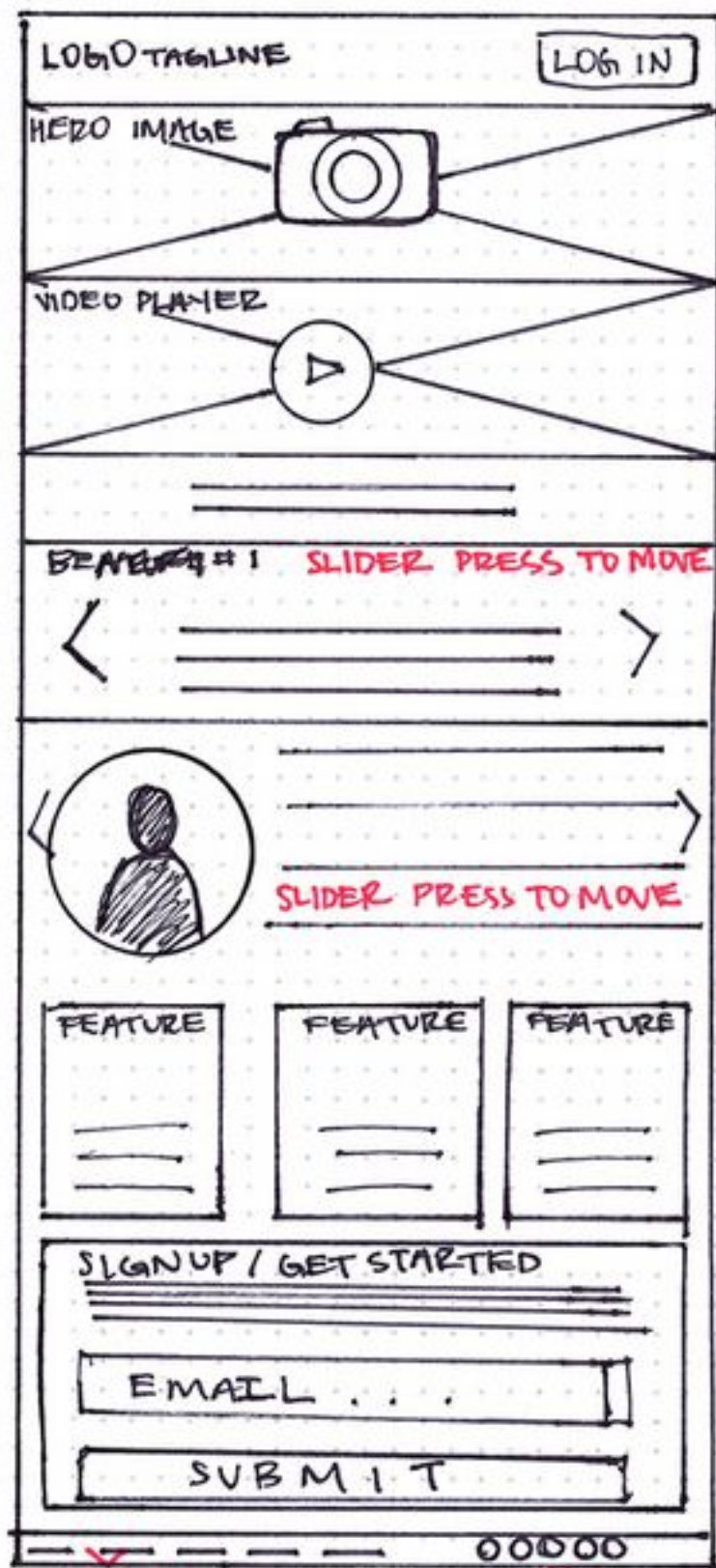
THE CONTENT IS THE MUSCLE (AND CAN BE AS MEATY OR TRIM AS YOU WANT).

DESIGN: WIREFRAMES



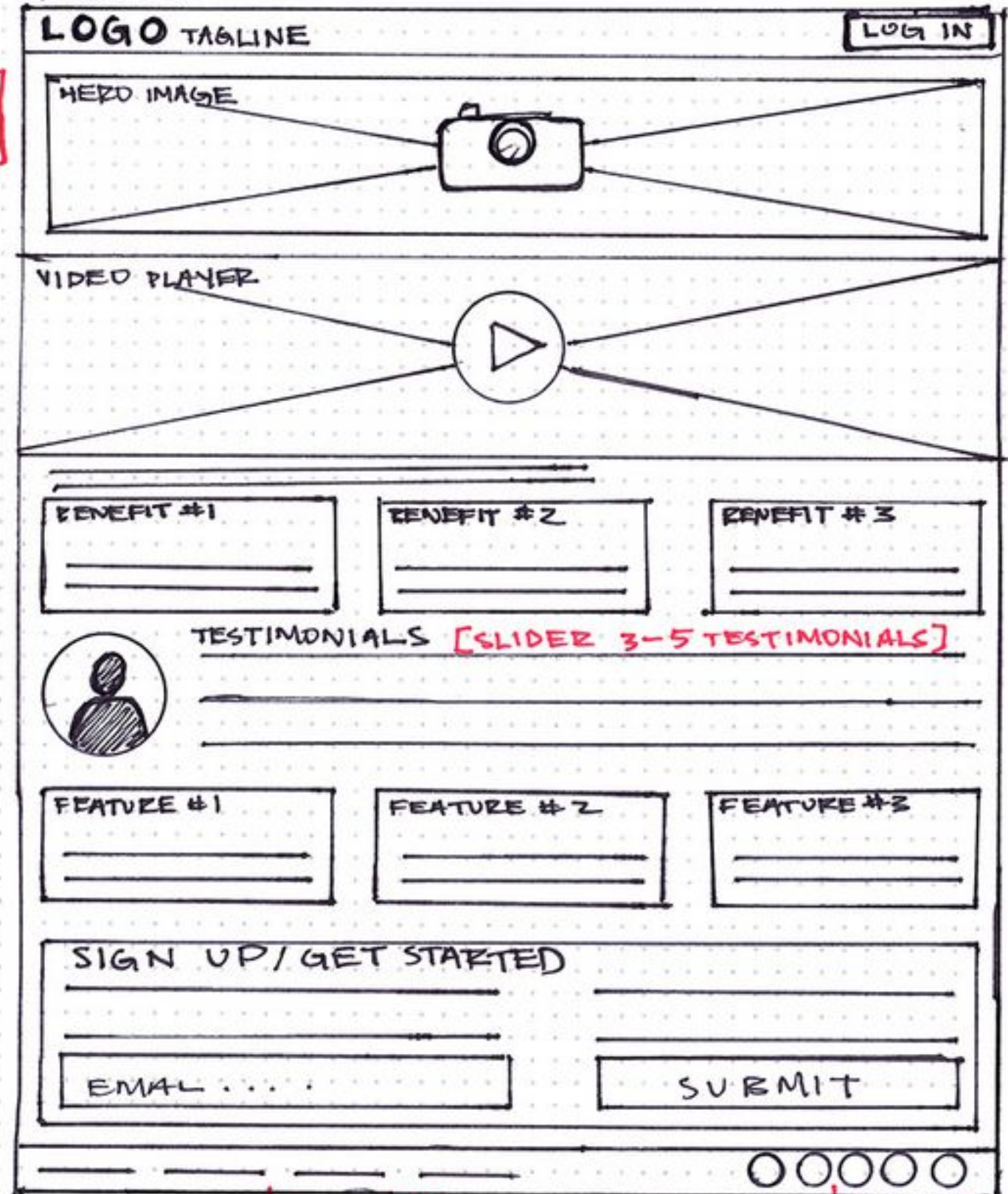
DESIGN: WIREFRAMES

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

Film Reviews

Now showing

Coming Soon

Find Cinema

Book Now

Film Title (cert)

Description

★★★★★

More...

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

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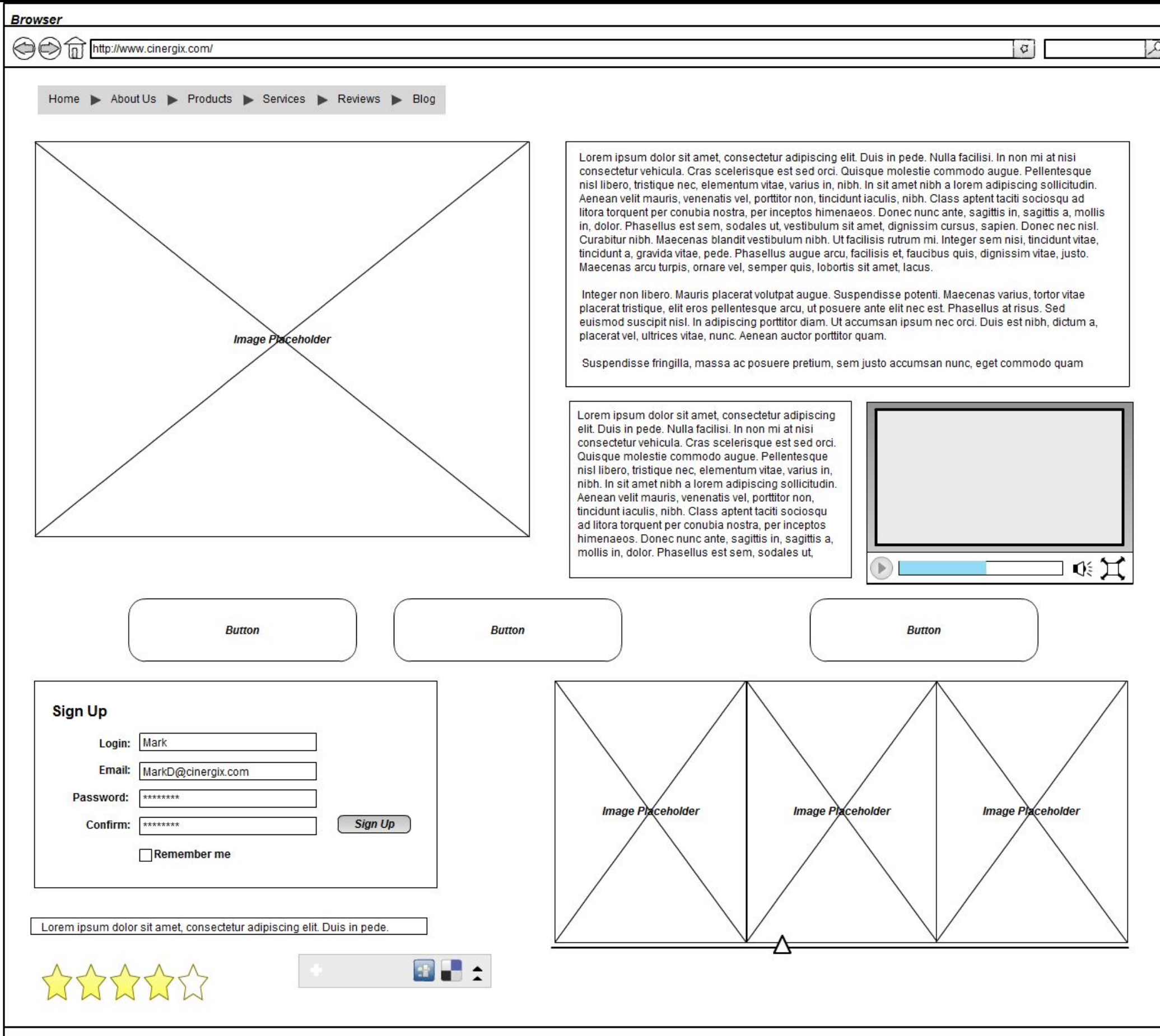
Password

Go

DESIGN: WIREFRAMES

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<div>Rolling Promo</div>						<div>Book Now</div> <div><div>Select Cinema</div><div>Select Film</div><div>Select Date</div><div>Select Time</div><div>Book Now!</div></div>
Promo 1	Promo 2	Promo 3	Promo 4	Promo 5		
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DESIGN: WIREFRAMES



HOMEWORK

**IN CLASS WORK: WEBSITE DESCRIPTION, RESEARCH
AND SITE-MAP WORK**

READ CHAPTER 15