



"If at first you don't succeed; call it version 1.0"

# Web Technology

## The Web Design Process



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# Today

## Web Design Process

- Assess
- Plan
- Develop
- Test
- Deploy
- Maintain

## Web Design Trends



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A photograph showing several female athletes in starting blocks at the beginning of a race. They are positioned along a white starting line on a red running track. In the foreground, a runner in a dark blue and red uniform is captured mid-air, performing a long jump. Other runners are visible in the background, blurred due to motion. The scene illustrates the concept of starting a process.

# Where to start & where to end...

- Assess
- Plan
- Develop
- Test
- Deploy
- Maintain



# Who is the client?



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# Who are the competitors?



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# Investigate the market



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# Look at existing websites



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# Assess the scenario

- Investigate the client and their competitors
- Investigate the market
- Look at existing websites and decide where improvements can be made
- Decide on a time frame
- Decide on an estimated budget



# Where are we now?

Assess

→ Plan

Develop

Test

Deploy

Maintain



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# Brainstorming

Identify Goals

Set a Time Limit

Write or Sketch  
Everything

Embrace the  
Ridiculous

Avoid Group  
Think

Start General,  
End Specific



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# Question

Which of the following statements is true?

Within brainstorming:

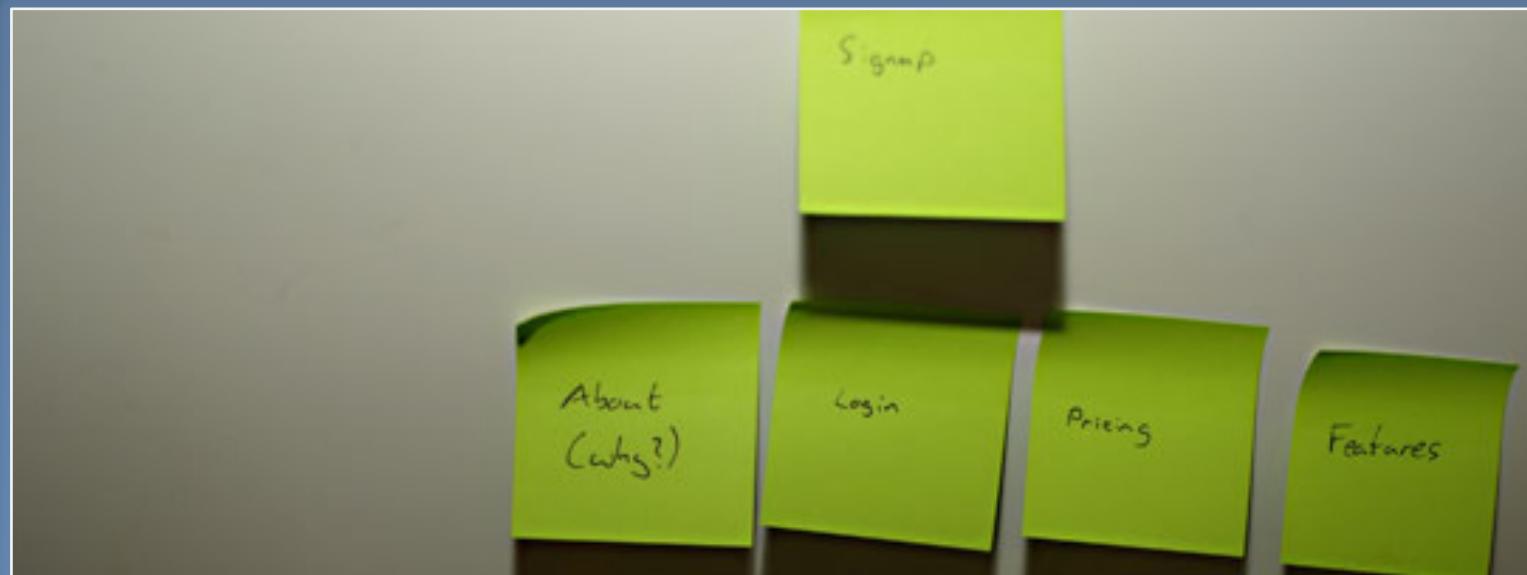
- A) Ensuring everyone participates is the main objective.
- B) The process should be drawn out for as long as possible, to generate maximum ideas.
- C) Every idea should be expanded.
- D) All ideas are valid.



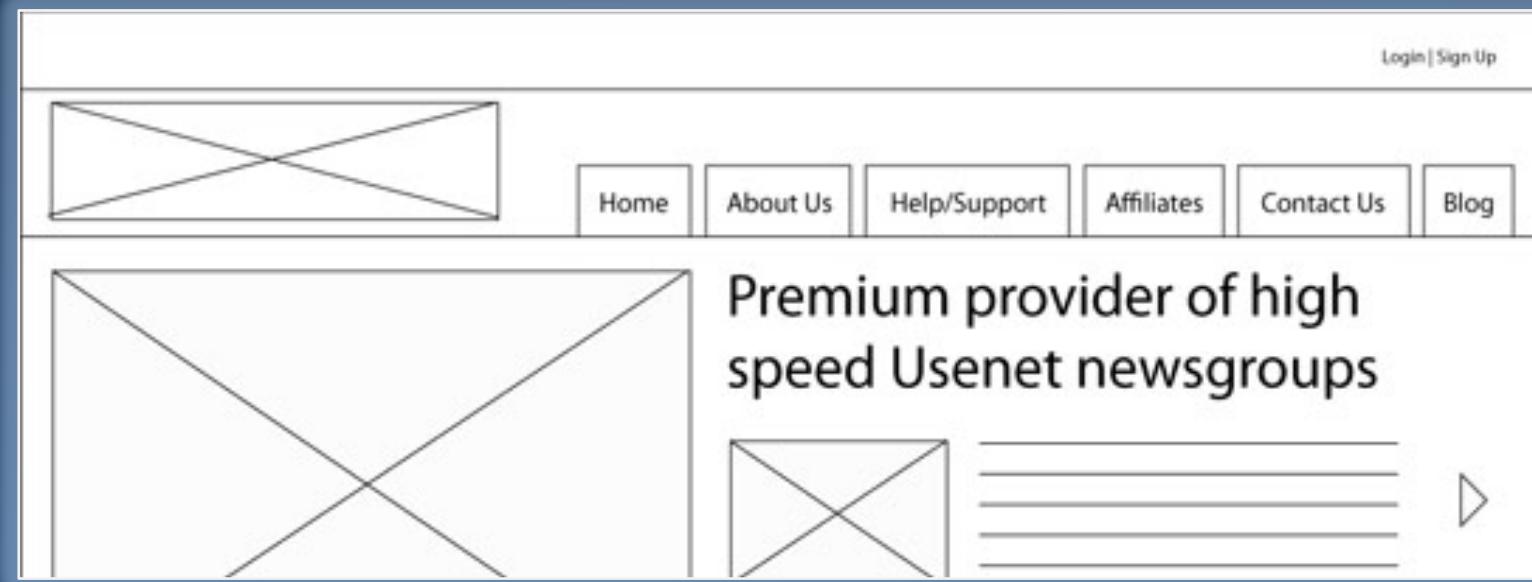
# Define an Information Architecture

## What is it?

- Defines the structure, model or map of a website.
- In terms of Web pages, it defines the organisation of pages as well as the relationships between them.



# Sketches and Wireframes



<http://uxdesign.cc/ux-tools/>



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# Where are we now?

Assess  
Plan  
→ Develop  
Test  
Deploy  
Maintain



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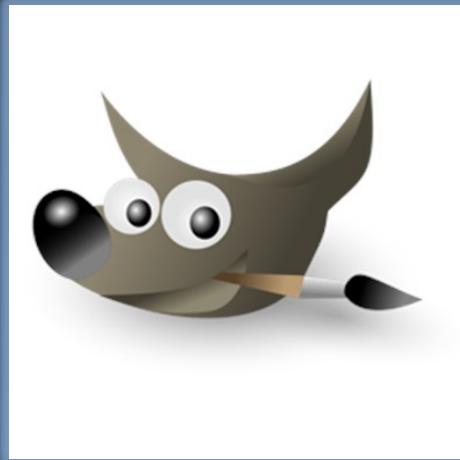
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# Mock-ups

Graphical software used to produce website templates.

GIMP, Photoshop,  
Fireworks, Illustrator.

Designs can be fully realised before commencing HTML.



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It doesn't always work the first time...



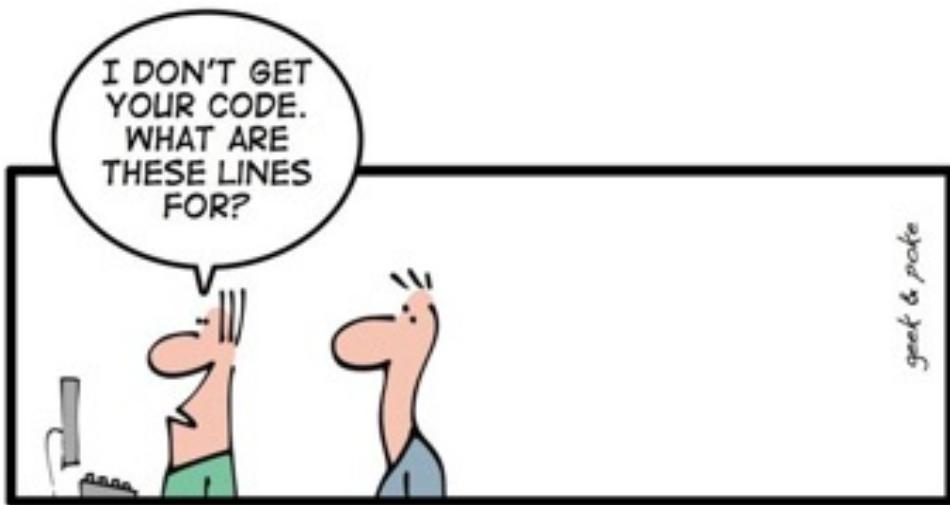
**House Design FAIL**

[failblog.org](http://failblog.org)

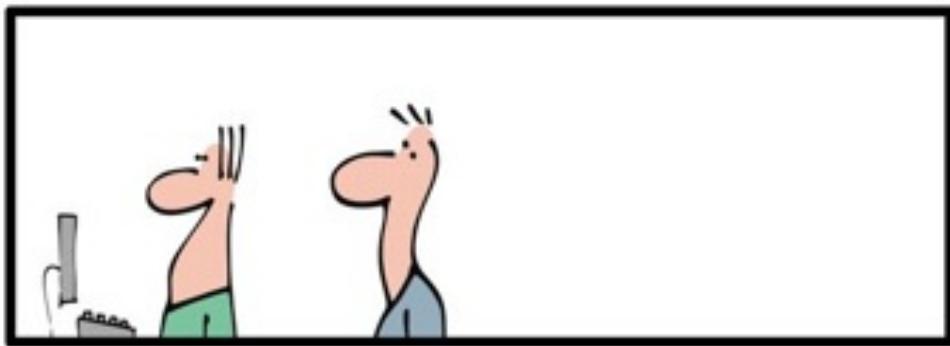


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geek & geek



THE ART OF PROGRAMMING - PART 2: KISS

# Mark-ups, styles and Scripts

- HTML: Hypertext Markup Language
  - Not a programming language
- CSS: Cascading Style Sheets
- JavaScript
  - Client-side scripting
- Server-side scripting languages:
  - PHP, ASP.NET, JSP, Ruby

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# Templates

The image displays two website templates side-by-side. The left template is a BBC News mobile site with a red header and various news stories. The right template is a University of Aberdeen page for the School of Natural and Computing Sciences, featuring a sidebar with 'In This Section' links and a main content area with a large image of a cathedral.

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# Content



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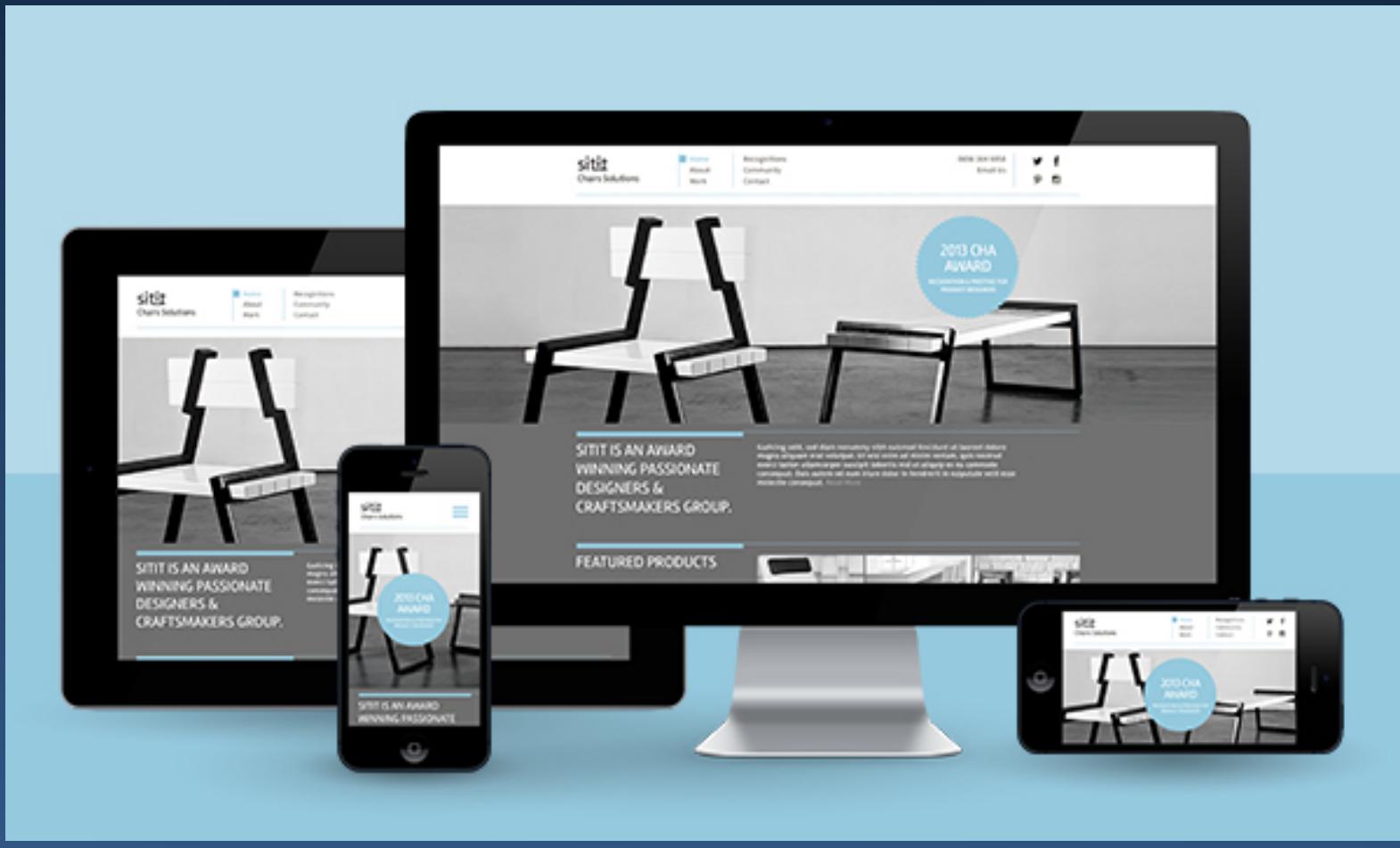
# Improving Your Content

- Shorter sentences, words and paragraphs.
- One idea per paragraph.
- Inverted pyramid style:
  - The most important topics or conclusions first.
- Objective language.
- Bulleted lists.
- Highlighted text.
- Meaningful headlines and subheads.



# Creating Interesting Pages

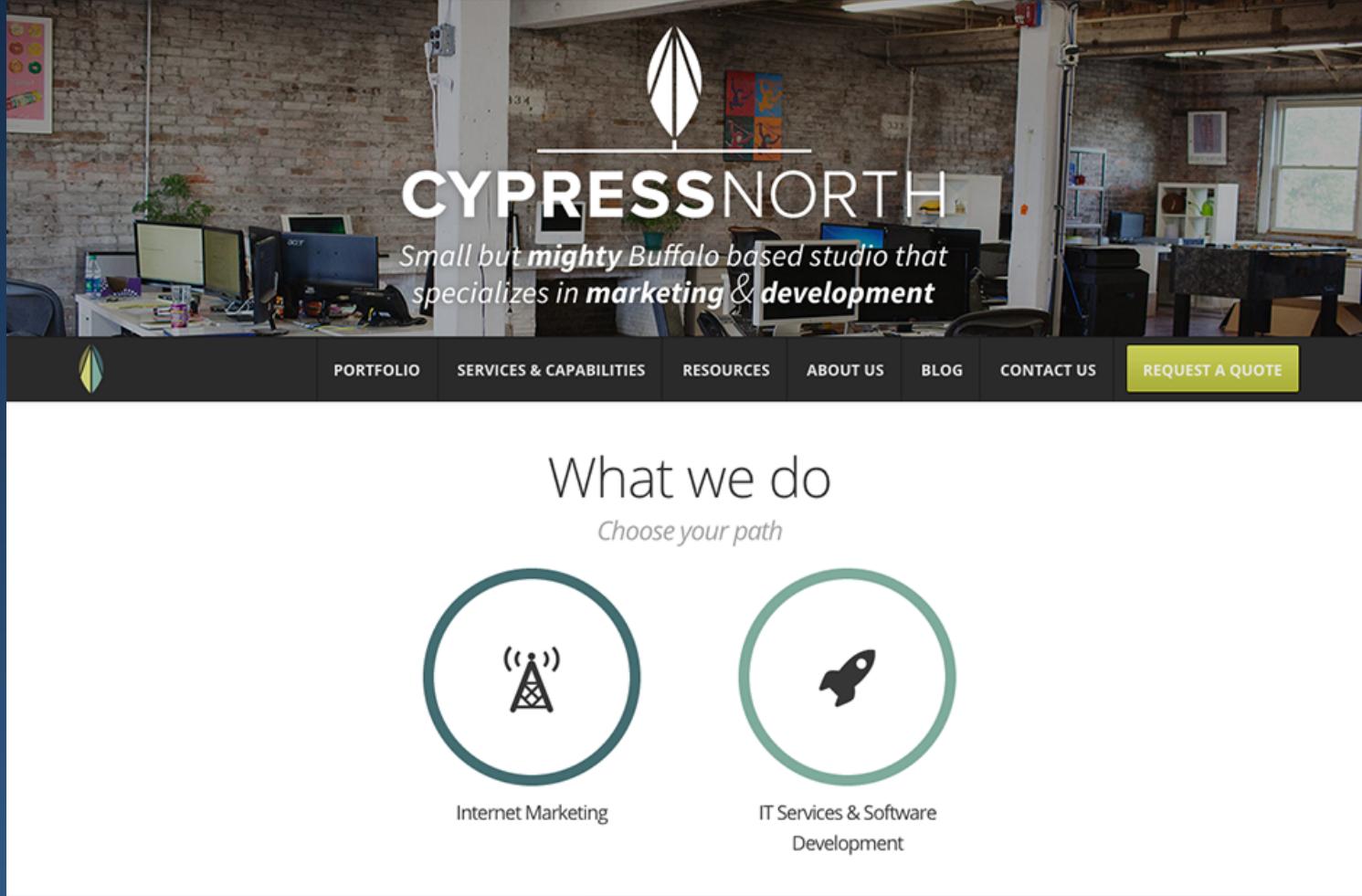
# Responsive Design



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# UI Patterns



The screenshot shows the homepage of Cypress North, a Buffalo-based studio specializing in marketing & development. The header features a brick wall background with the company's logo (a stylized leaf or pine cone) and the text "CYPRESS NORTH". Below this, a sub-headline reads: "Small but **mighty** Buffalo based studio that specializes in **marketing & development**". The navigation bar includes links for PORTFOLIO, SERVICES & CAPABILITIES, RESOURCES, ABOUT US, BLOG, CONTACT US, and REQUEST A QUOTE. The main content area is titled "What we do" with the subtitle "Choose your path". It features two circular icons: one with a radio tower icon labeled "Internet Marketing" and another with a rocket icon labeled "IT Services & Software Development".



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# Hamburger menus

The awards for design, creativity and innovation on the internet

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**AWWWARDS®**

Filter sites by | Category ▾ | Tag ▾

Monday 10, February

**Huge Inc.**

By Huge Inc. from U.S.A.

8.13 8.12 7.60 8.04

DESIGN CREATIVITY USABILITY CONTENT

We create experiences that transform brands, grow businesses and people's lives better. We create small teams working on honest collaboration with our clients.

**LAST NOMINEES** We need your vote

**THE BEST OF EAST LONDON**

LIST MAP FAQ ABOUT

COFFEE / BRUNCH

**ADBLITZ YOUTUBE TAKEOVER**

**DEVELOPER AWARD** Every

HOME  
WEBSITE AWARDS  
DEVELOPER AWARD  
NOMINEES  
ABOUT  
JOBS  
SEARCH  OK

Blog  
Events  
Design Inspiration Wall  
Directory



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# Card Design

The screenshot shows a news article from TNW News about a Twitter-powered car revealing a new game layout. Below the main article are sections for 'Latest news' and 'Apps', each displaying a grid of cards with news headlines and small images.

**Latest news**

- This Twitter-powered car is being livestreamed as it helps to reveal new game layout
- The guys behind the Kim Kardashian game may acquire QuizUp's maker
- Skye's call scheduling feature is now available to use on Android
- ZCast makes podcasting insanely simple
- Starbucks' queue-skipping Order & Pay option comes to more UK stores
- 7 Web tools that check for empathy, inclusivity and more

**Apps**

- Starbucks' queue-skipping Order & Pay option comes to Android and more UK stores
- Apple is opening its first iOS dev school in Europe
- Facebook now has a place for sports fans to trash talk their friends over live updates
- PSA: YouTube now lets you loop videos without extra software
- Meet Hyper, an actually helpful smart travel assistant
- Apple updates Garage Band, adds musical note-taking app Music Memos for iOS



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# Endless Scrolling



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# HD Visual Assets

The screenshot shows a product page for the 'FROZEN' Bath Bomb on the LUSH website. The main image features a blue bath bomb with silver glitter. Below it is a review from a user named 'About 5 months ago' with a 5-star rating. The review text reads: 'As soon as you put this in your bath its mesmerising; fizzing your bath into a beautiful glittery turquoise blue result with a gorgeous fragrance. I will definitely be'. To the right of the review is a descriptive text block: 'Do you want to have a bath bomb? Do you want to splash and play? Enjoy the most magical soak in the kingdom with this shimmering blue bath bomb, which spills out rolling snowdrifts of silver lustre. Uplifting neroli from Tunisia and precious rose oil from Turkey are sure to spread a little sunshine and melt the iciest of moods. If'.

LUSH FRESH HANDMADE COSMETICS

Products Shops Kitchen

LET IT GO

FROZEN  
Bath Bomb

★★★★★ 52

£3.95 / Each

Add to Wishlist Add to Basket

52 Reviews



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# Material Design

Material Design Lite

Google > Material Design Lite > How to install MDL

## How to install MDL

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# Flat Design

The image shows the homepage of the B&O PLAY website. At the top left is the B&O PLAY logo. The top navigation bar includes links for Audio, Headphones, All Products, The Journal, and Shop, along with a Cart icon. The main feature is a large, monochromatic brown photograph of a person's hands holding a pair of H7 headphones. To the right of the image, the text "INTRODUCING H7 CENERE GREY" and "A monochromatic masterpiece" is displayed, with a price of £ 329 and a "BUY" button. Below this, there are four product cards: BEOLIT 15 (powerful Bluetooth speaker), H3 ANC (active noise cancellation earbuds), H8 (active noise cancellation on-ear headphones), and H6 (authentic and balanced sound over-ear headphones). A horizontal row of icons at the bottom represents different products: A2, BEOLIT 15, A6, A9, H3 ANC, H6, H7, and H8.

B&O PLAY

Audio Headphones All Products The Journal Shop

CART

INTRODUCING H7  
CENERE GREY  
A monochromatic masterpiece

£ 329 BUY

BEOLIT 15

POWERFUL BLUETOOTH SPEAKER  
240 watts of peak power. £ 399

H3 ANC

ACTIVE NOISE CANCELLATION  
Ultra-light, durable and comfortable. £ 199

H8

ACTIVE NOISE CANCELLATION ON-EARS  
Premium, wireless ANC headphones. £ 399

H6

AUTHENTIC AND BALANCED SOUND  
Elegant over-ear headphone. £ 279

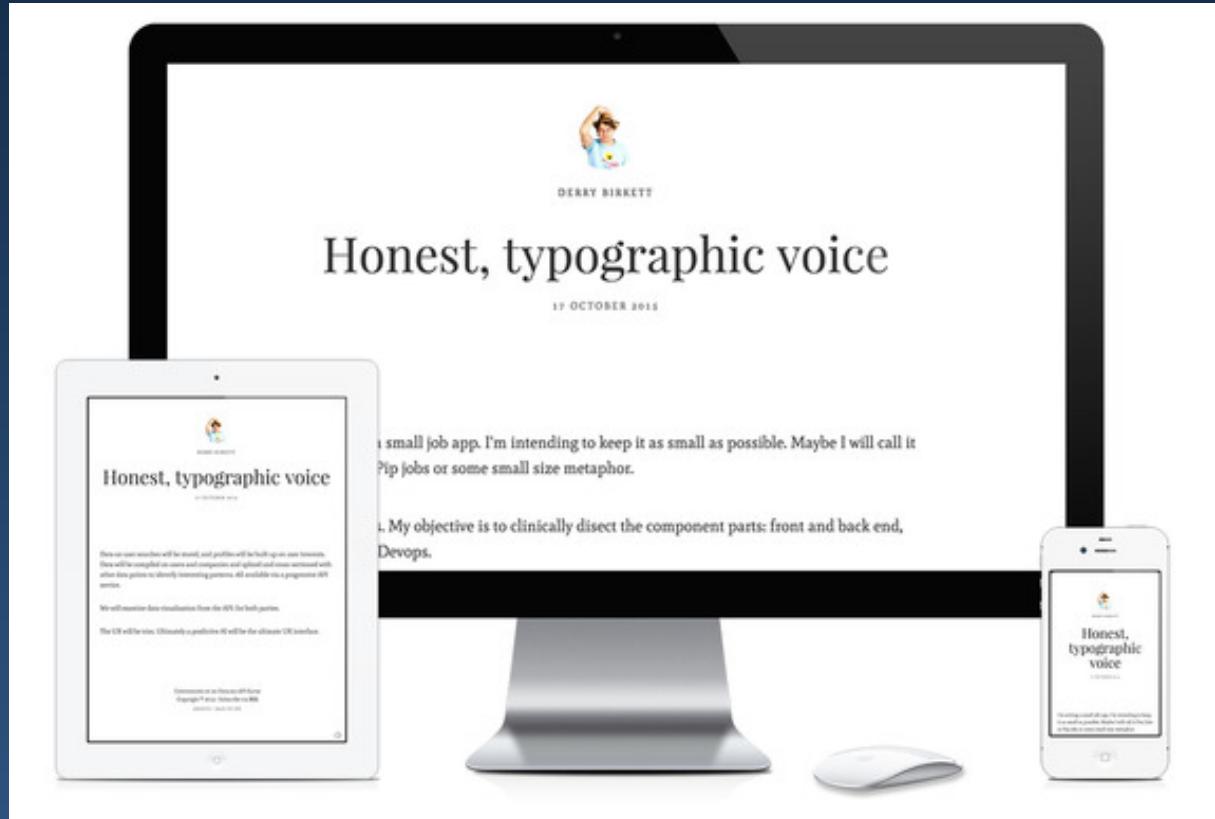
A2 BEOLIT 15 A6 A9 H3 ANC H6 H7 H8



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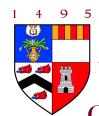
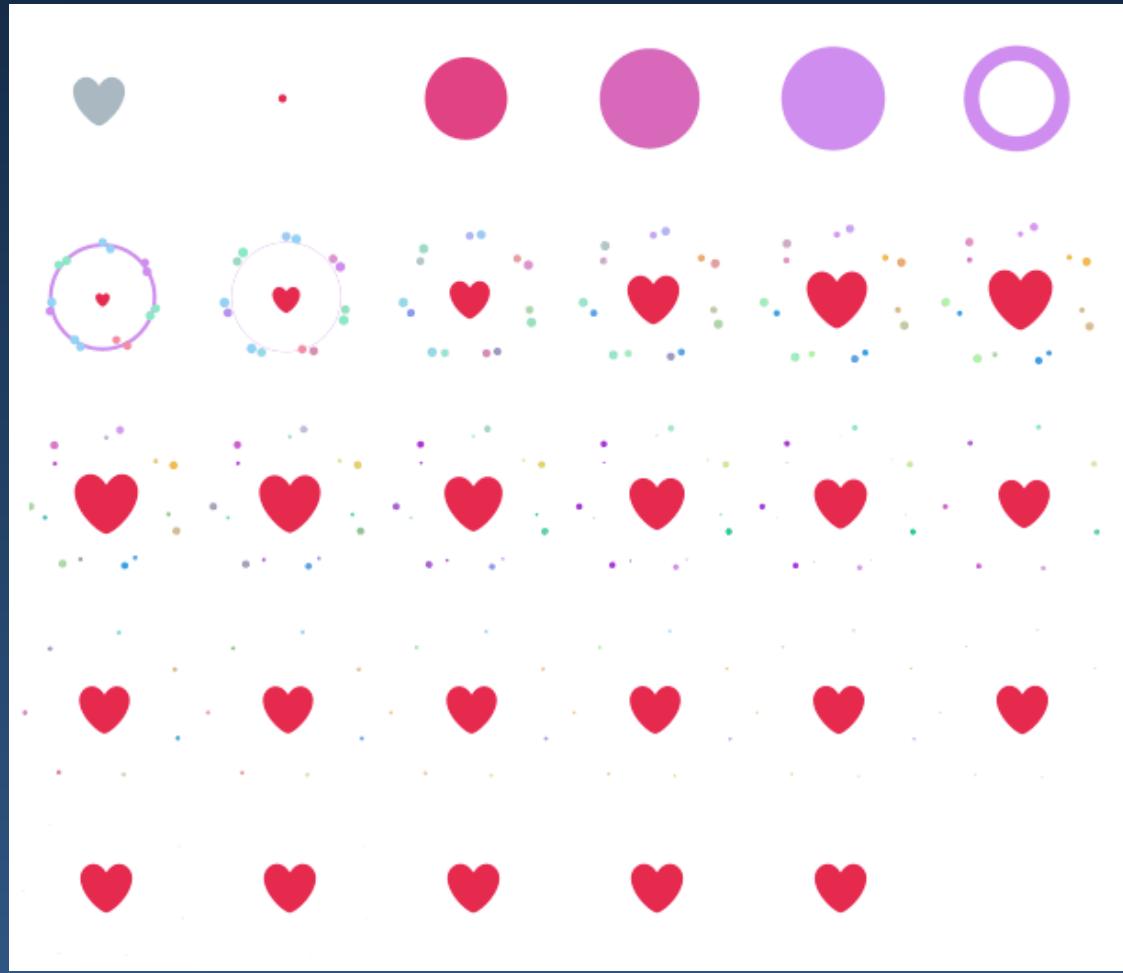
# Typography



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# Animations



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# Illustrations



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# Summary

- Stages of web design
  - Plan
  - Develop
- Web Design Trends

## Next Time

- Thursday:
  - Introduction to HTML
  - Writing your first HTML pages.

## Practical

- Creating graphics



# References

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