Design Steps:  
Coming at this as a service company vs a products company.

* Sketching
* Wireframes \*maybe
* Prototype
* Production

## Design Process:

**Lean UX**: Incorporation of Agile into the process. Don’t understand the final design from the start. Explore what is best for the users and the business by producing quick iterations. More rapid prototyping and less specifications.

**Waterfall**: Define requirements. Audience analysis. Prototype. Incorporated into the design phase. Ideas are defined up front. Developers agree to what the designers were intending.

## Design Philosophy:

Clean

* White space
* Clean Text/Fonts
* Layout
* Break content into digestible content\*\*\* Sometimes this is true.
* Plus to add

Responsive

* Adapts to mobile and desktop web.
* Mobile first

Design Documents

* Audience Analysis
* Needs Analysis
* Online Learning Approach / Online Learning Instructional Design Best Practices

# Designing for the learner

## Understanding the learner’s outcome

Working together with instructional designers is key. Kickoff meetings determine learning groups roles. Production members contribute in meetings with whiteboards, paper/sketches, demonstrating/show others interesting interactivity from websites, advertising-marketing, etc.

## Design

* Interactive  
  Some content lends itself to interactive. Any content that can be made interactive should be considered. Games, questions & answers.
* Multi-media  
  Incorporate audio, video, animations, transitions. Anything to engage the learner
* Sound  
  Narration is important.
* Accessibility  
  Close Captioning, Section 508, Use patterns
* Text and Graphics  
  Place text near graphics. Text at top, graphic at bottom.
* Don’t add gratuitous graphics.

## How to animate and display key concepts

Content type really determines the way information is displayed.

* Fact  
  See actual item that we’re talking about. Screens, equipment, room, etc.
* Concept  
  Show realistic illustrations of concepts. Show the outcome of the final product. For example, a final form.
* Process  
  Animated diagrams illustrating stages of process. Do activities to support.
* Procedure  
  Video, animation, screen cast showing exactly how the task is to be performed. Screen cast on how to use the software application.
* Principle  
  Videos of best practices. Sales person doing something.

## Communicating

Enthusiasm for working in a multi-disciplinary environment including excellent communication skills and project management experience as well as an eagerness to learn and a passion for exceptional web communications.