Web Design & Development

Emer Thornbury
Emer.Thornbury@ncirl.ie

NCI

Coláiste Náisiúnta na hÉireann | National College of Ireland

REMINDER OF THE CYCLICAL DESIGN MODEL

- The more time you spend on design results in less time spent programming.

- Always code as if the guy who ends up maintaining your code will be a violent psychopath who knows where you live!

DESIGN THINKING 101

NNGROUP.COM

UNDERSTAND

EMPATHIZE — Conduct research to develop an understanding of your users.

DEFINE — Combine all your research and observe where your users' problems exist.

EXPLORE

IDEATE — Generate a range of crazy, creative ideas.

PROTOTYPE — Build real, tactile representations for a range of your ideas.

MATERIALIZE

TEST — Return to your users for feedback.

IMPLEMENT — Put the vision into effect.

DESIGN IS USED TO:

Understand and capture the needs of the client

Translate them for the developer
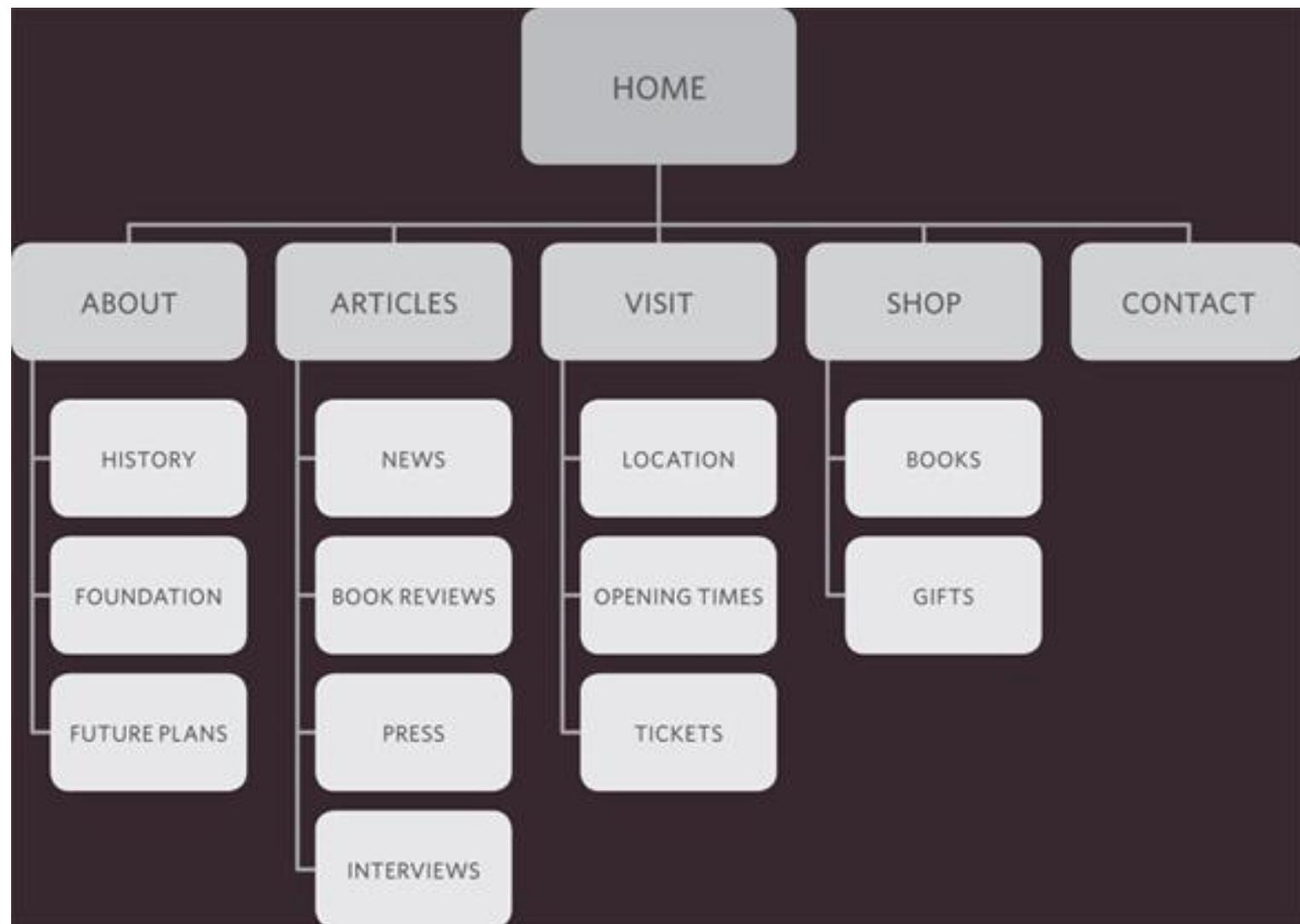
Ensure their target demographic are catered for

So we create low-res design items such as a sitemap and a wireframe (can be with pen and paper)

SITEMAP COMES FIRST

The sitemap is developed so we can organise the information into webpages and ensure the website is coherent.

THEN WE WIREFRAME

This is the design of each webpage.
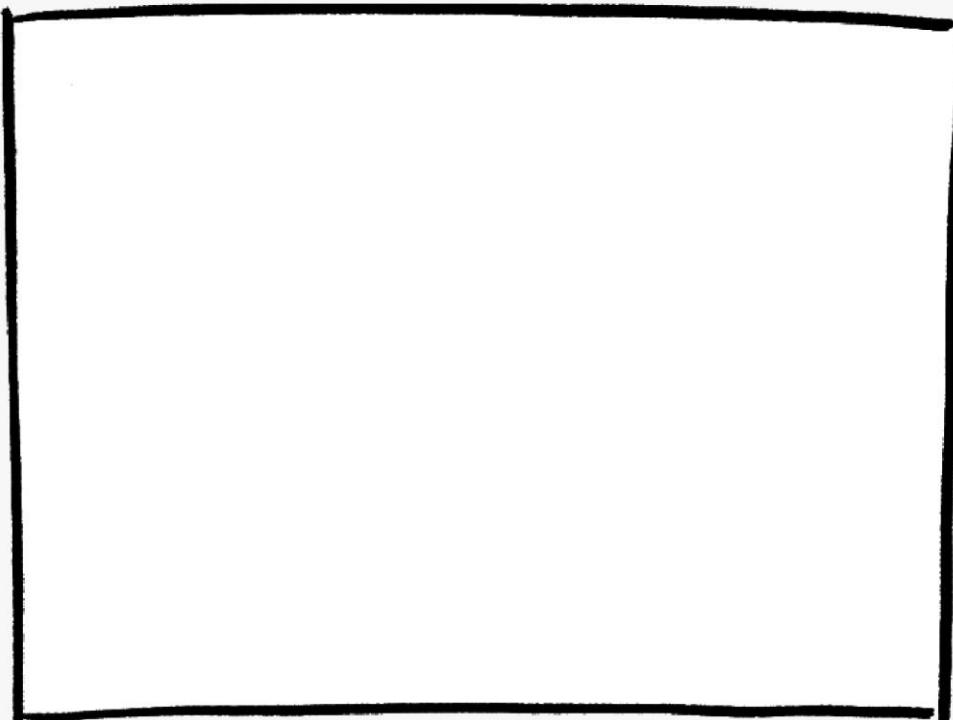
It can be a simple sketch, a whiteboard drawing or you can use an app.

Wireframes capture the elements on a page and places them.

This involves sketching or shading areas where each element of the page will go (such as the logo, primary navigation, headings and main bodies of text, etc).
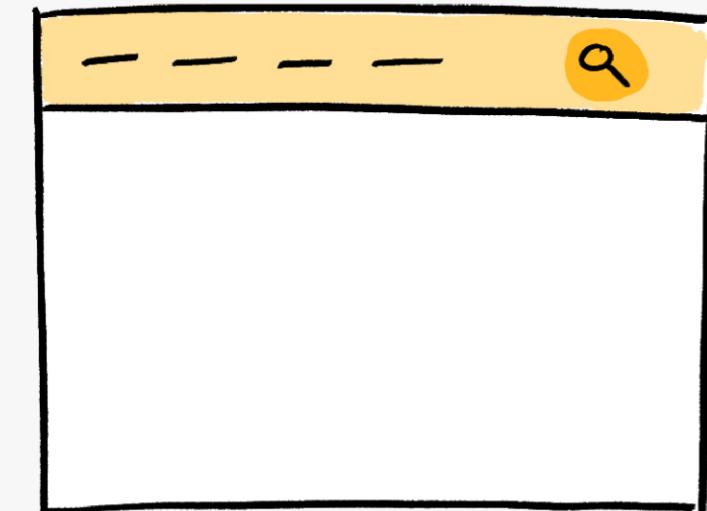
WIREFRAMES HAVE SPECIFIC ICONS
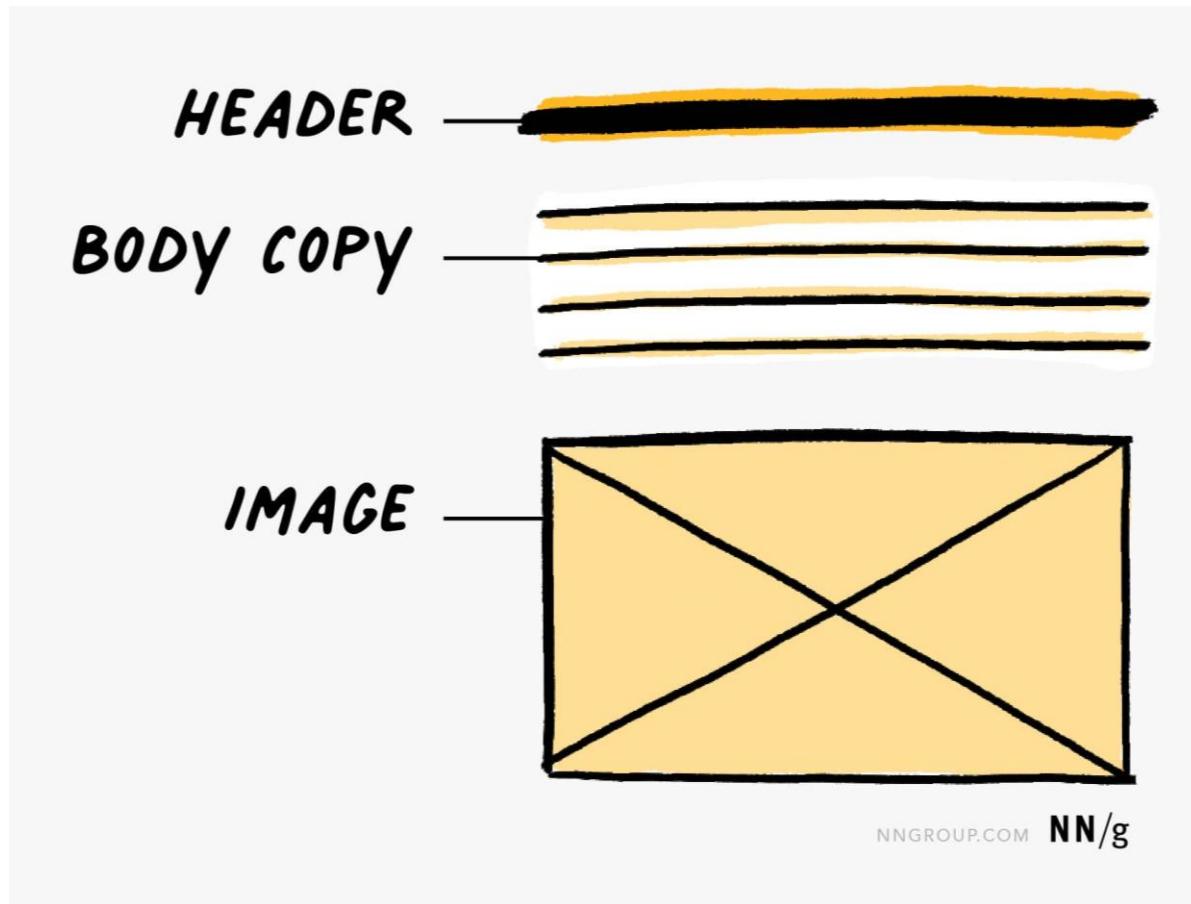
- Start with a blank rectangle to denote the desktop/tablet/mobile view

- Add the navigation bar

- This has a search also built into navigation
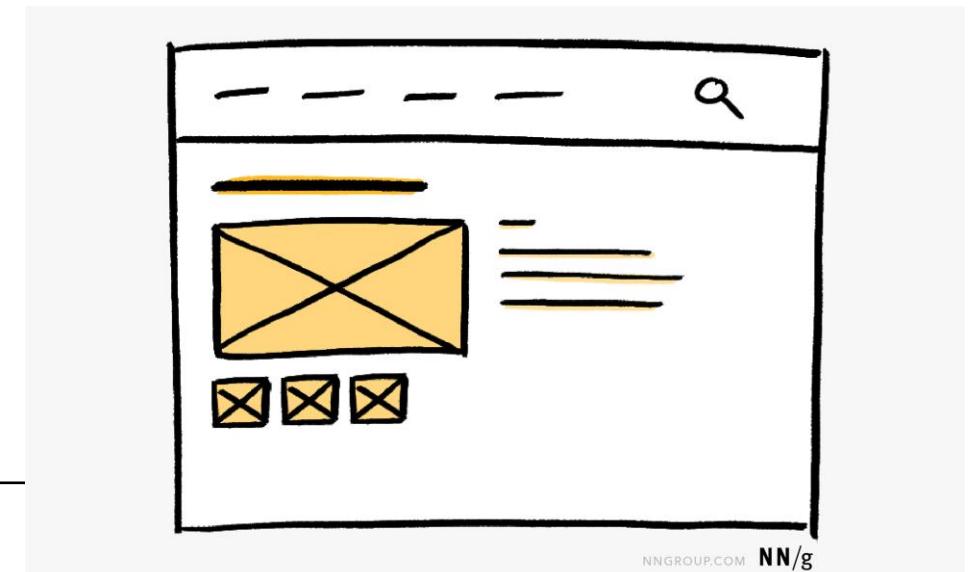
WIREFRAME ICONS

- Rectangle with X denotes an image

- Lines are for text/copy content on your webpage

- Build it up to create an image like the one below

HEADER

BODY COPY

IMAGE

NNGROUP.COM NN/g
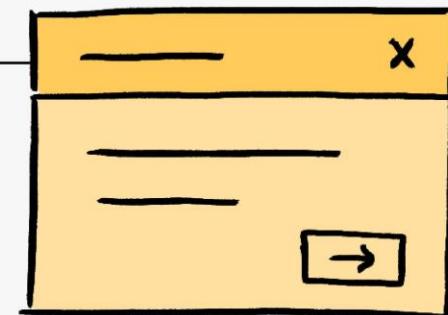
# MORE ICONS

BANNER

DIALOG

PROGRESS INDICATOR

DROPDOWN
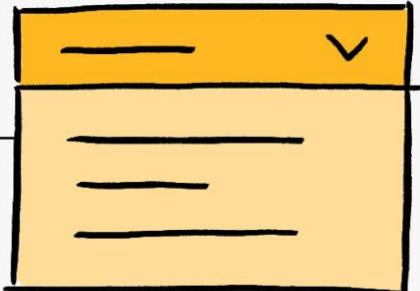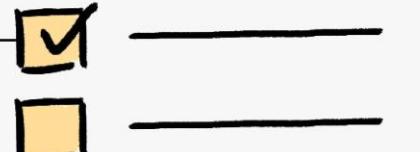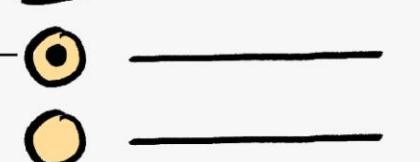
DROPDOWN OPTIONS

CHECKBOX

RADIO BUTTON
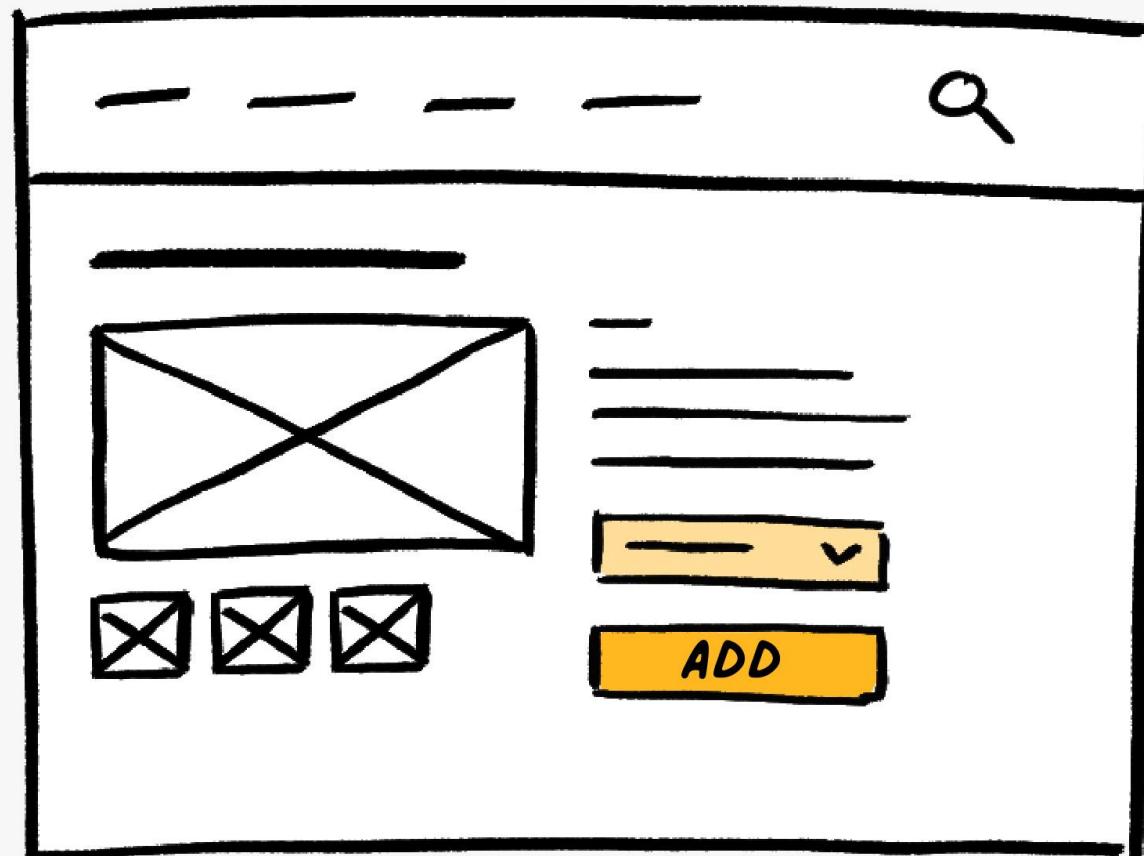
BUTTON
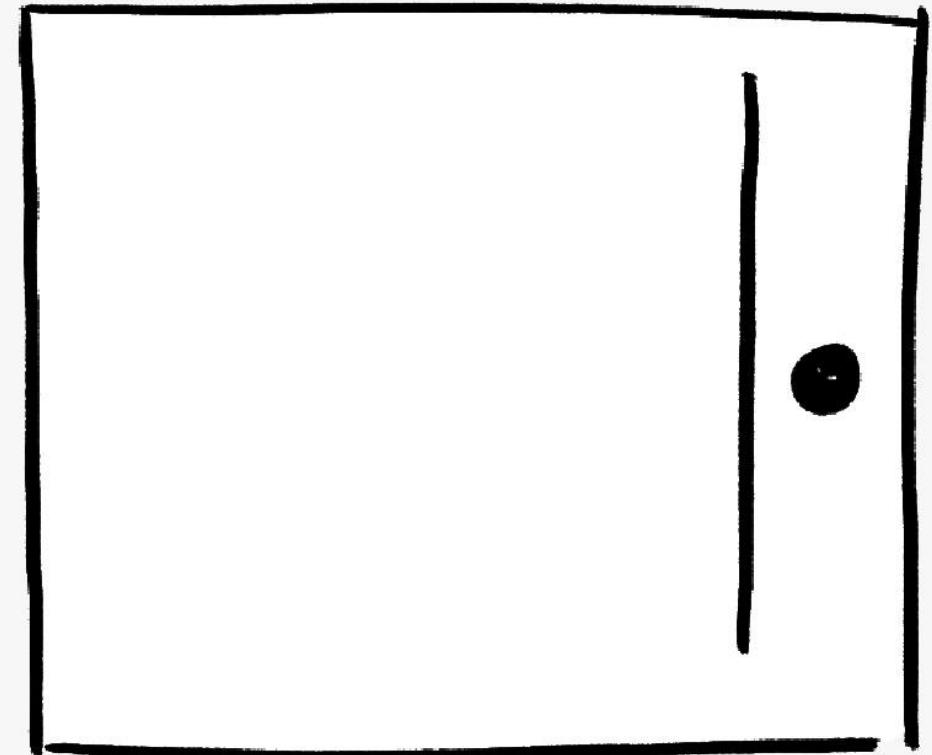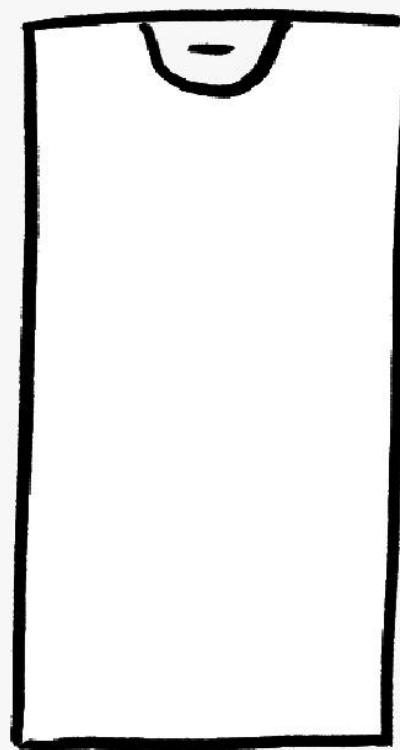
WIREFRAME FOR A DESKTOP

- We do one for every webpage in our website
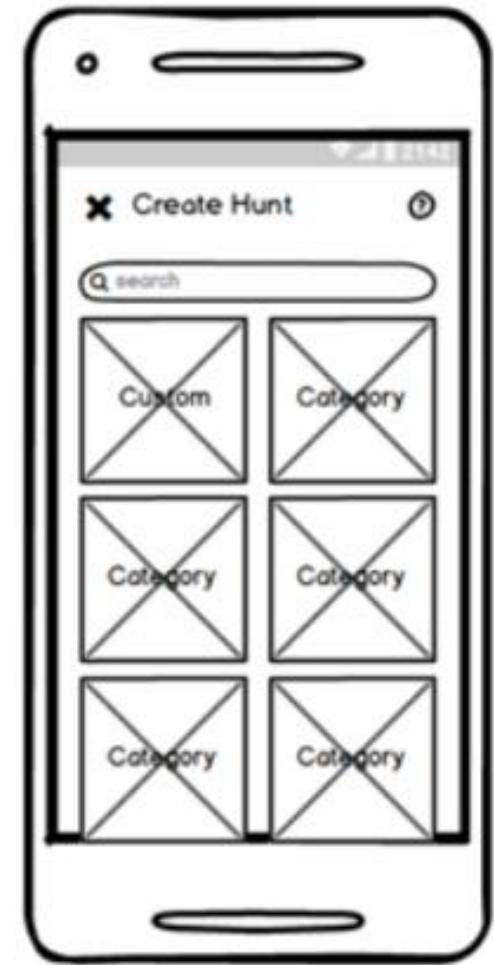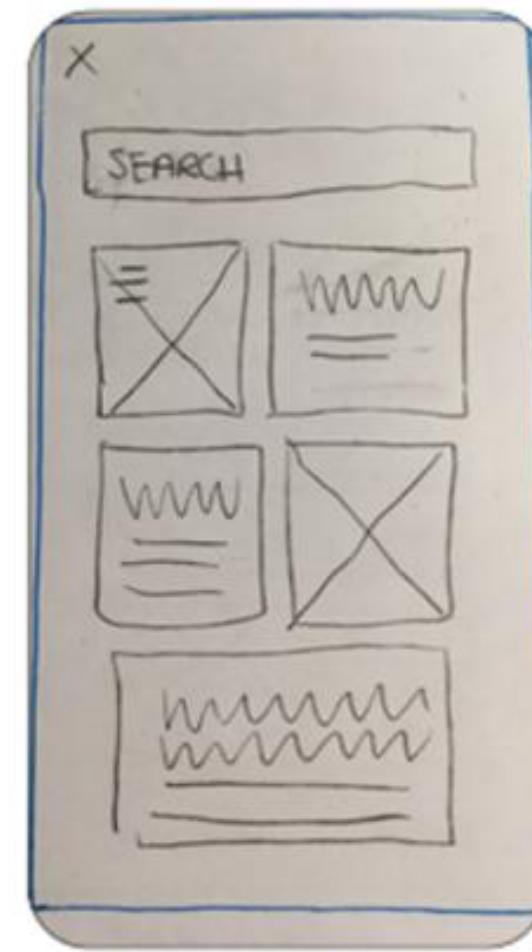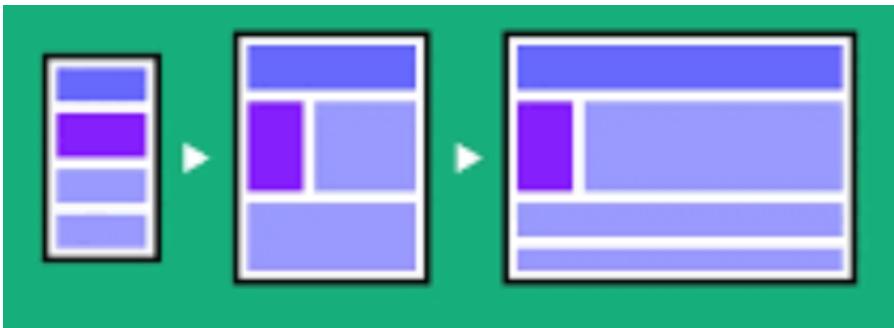
WIREFRAME FOR OTHER FORMATS

- Then we do the same but for our mobile and tablet versions of each webpage

NNGROUP.COM NN/g

WIREFRAME FOR OTHER FORMATS

- Sample mobile wireframe

ANY QUESTIONS?