
Design Deliverables for the Responsive Web

Eric Clark
@eclarrk

Credits:

Dan Mall

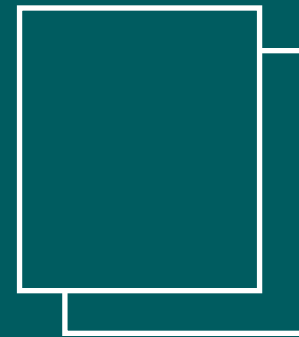
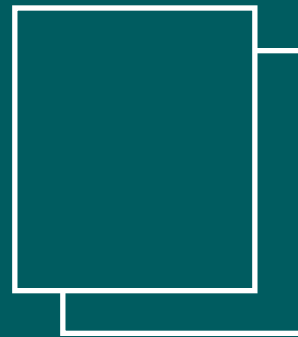
Brad Frost

Samantha Warren

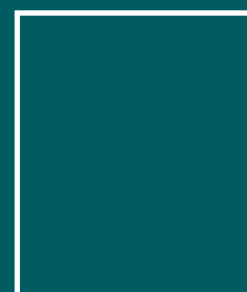
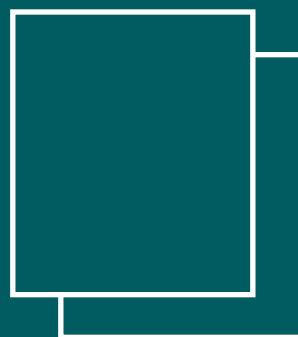
The way we view the web
has changed.

Website comps

Typical Comp Process



Typical Comp Process



The way we present design
to clients needs to change.

Case Study

AURORA FILMS

Small budget.
Short turnaround.
Small team.

5-6 pages.
WordPress CMS.
No design direction.

“If you want to get a better understanding of something, asking a question is infinitely more useful than making a statement.”

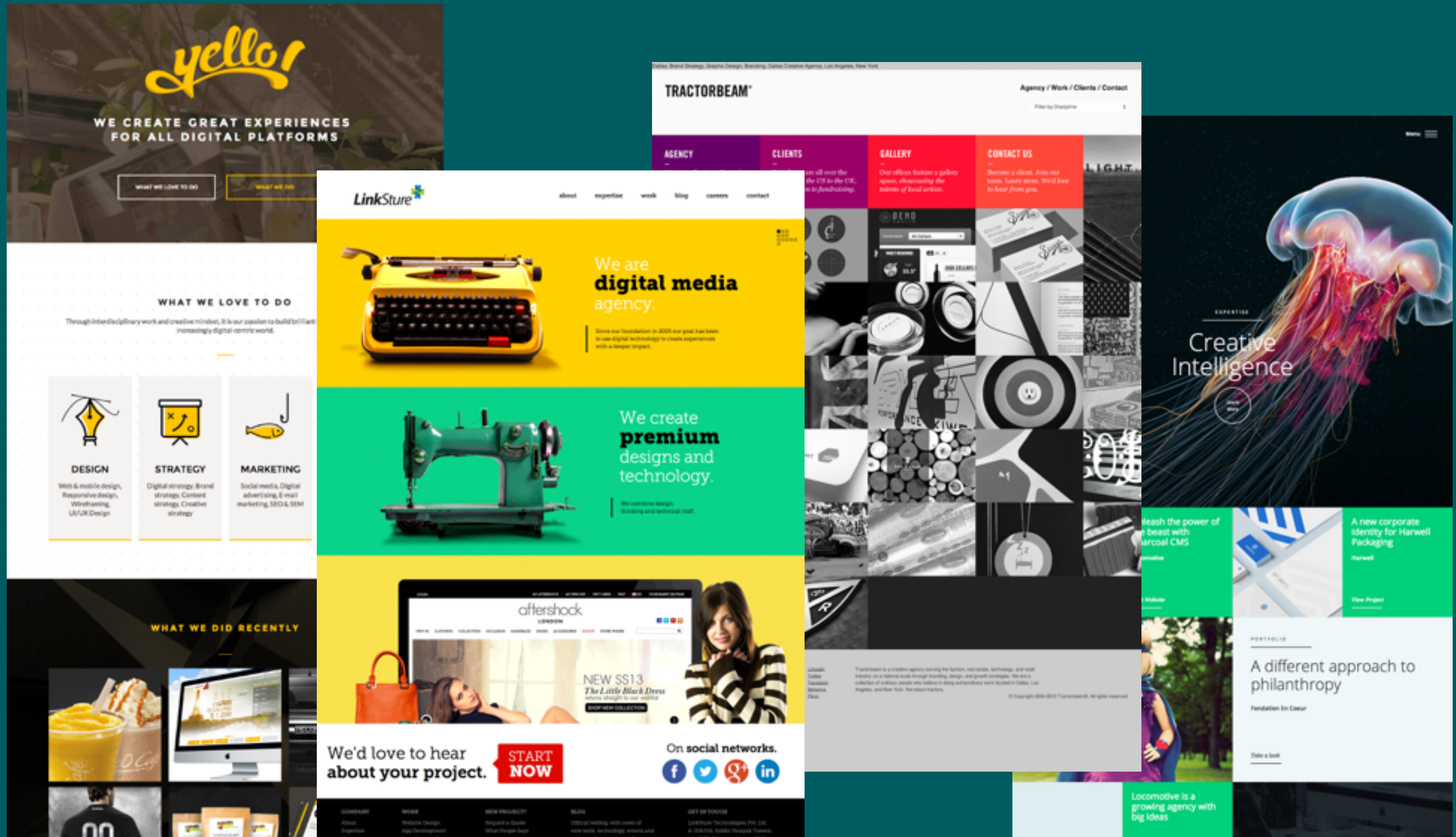
– Jason Santa Maria

*“Can the client pull off
a minimalist design?”*

*“Should the product
be the visual focus,
or the lifestyle?”*

Visual Inventory

Gather screenshots

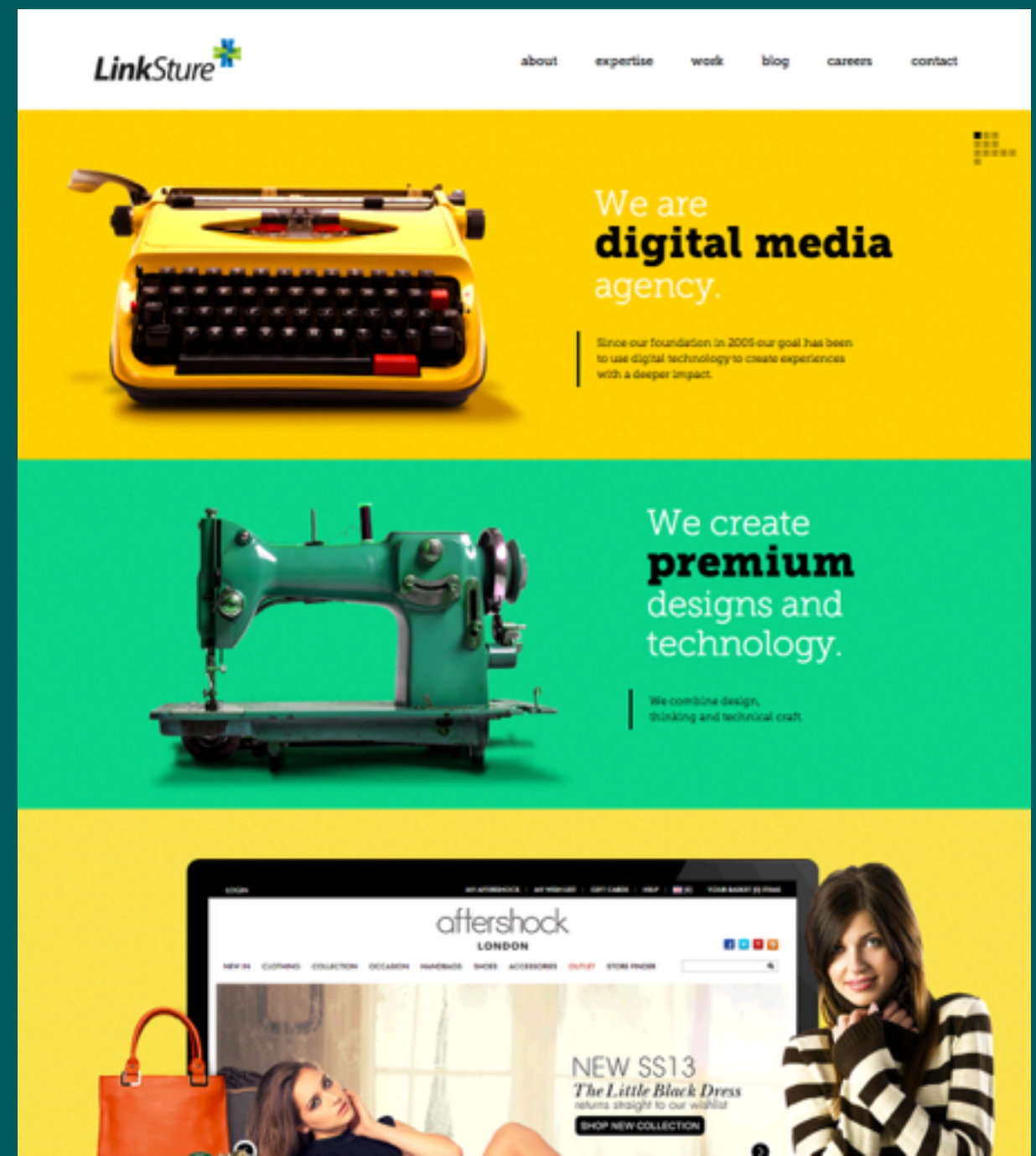


*“If this was your site,
would it feel right?”*

Pair each screenshot with a question

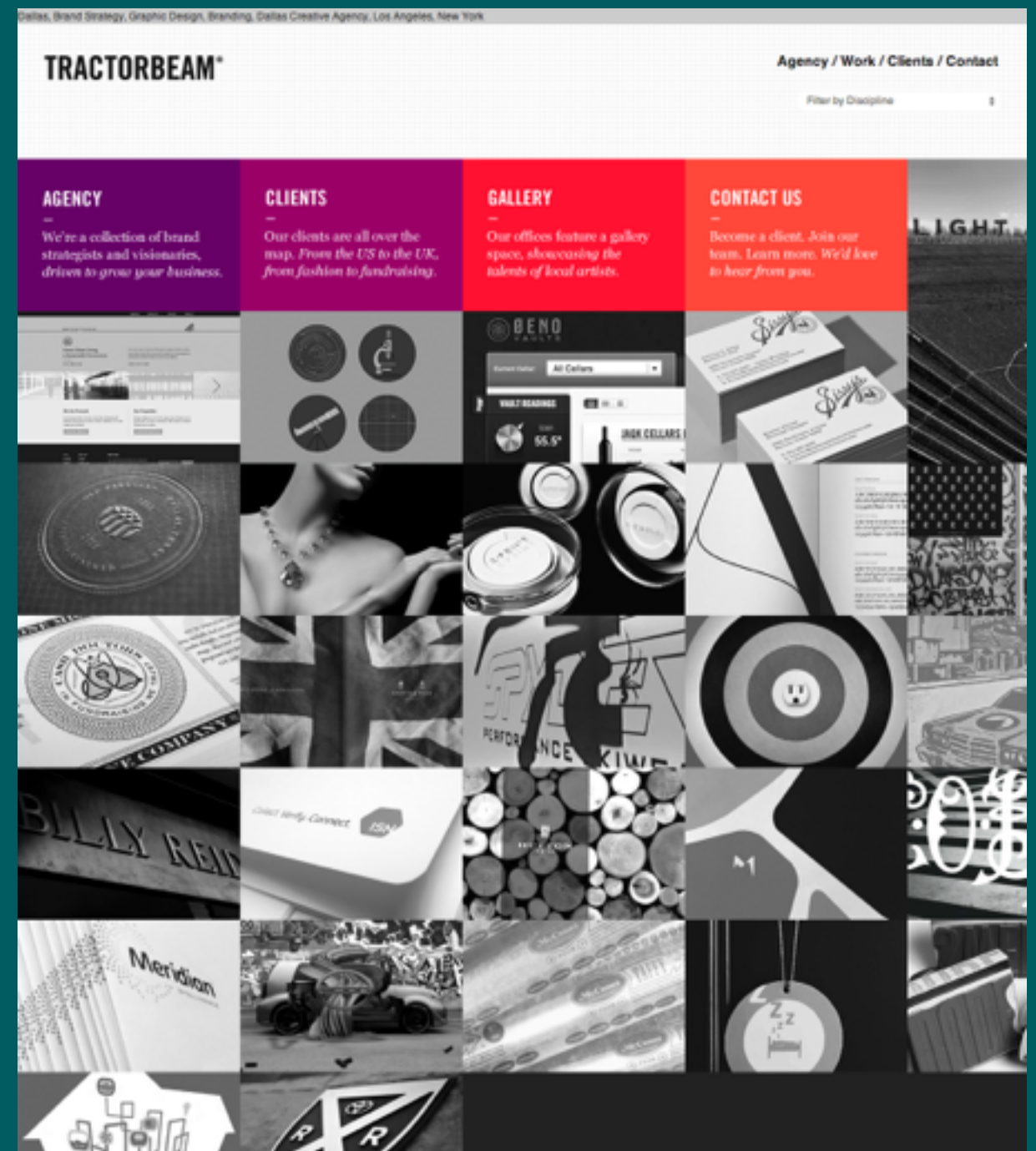
“Can you see your website representing services with bold imagery?”

“Do saturated colors resonate with your brand?”



Pair each screenshot with a question

*“Or are bright colors
used sparingly?”*



Gather a visual inventory

Color

- ~~• Bright~~
- Dark
- ~~• Saturated~~
- Monochromatic

Imagery

- ~~• Icons~~
- ~~• Metaphorical images~~
- Work focus

Gather a visual inventory

Tone

- ~~• Playful~~
- Serious
- Casual

Concept

- Portfolio
- ~~• Case studies~~
- ~~• Services~~

Every design deliverable
should come with
a discussion.

Photoshop Comps

Designing in the Browser

Style Tiles



Style Tile
version:1

Election Headline

Font: Kulturista Web Bold by Typkit

Election Subhead

Font: Kulturista Web Regular by Typkit

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[This is an example of a Text link »](#)

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Possible Colors



Possible Patterns



Style Tile
version:3

Election Headline

Font: FF Tisa Web Pro Bold Typekit

Election Subhead

Font: FF Tisa Web Pro Typekit

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Learn More →

Possible Colors



Possible Patterns



Accessible Personable
Reliable Inviting
Modern **Friendly**

The Examiner

WASHINGTON

ELECTIONS 2012



52 percent support Ron Paul



Warner Won't Quit



GOP Leadership weighs in



Obama stumps in Texas



Perry Says Yes



Beltway Confidential

MICHAEL BARONE

More non-boring analysis of the Canadian election

MICHAEL BARONE

More non-boring analysis of the Canadian election

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More non-boring analysis of the Canadian election

THE RUNDOWN



Trump lashes out →

ADVERTISEMENT

ROLL OVER TO ORDER

\$3 OFF

PURCHASE OF \$15 OR MORE

HOSTON
Home Style Meats
MARKET

Chicken At Its Best

From the Trail

IOWA

Iowa Is Cold In February

Des Moines Register

WASHINGTON

Cantwell is in Trouble

Seattle Times

MICHIGAN

Michigan scraps primary

Detroit News

Power Rankings



Gingrich claims #1, Trump



Element Collage

An element collage
establishes
design direction.

Visual Inventory

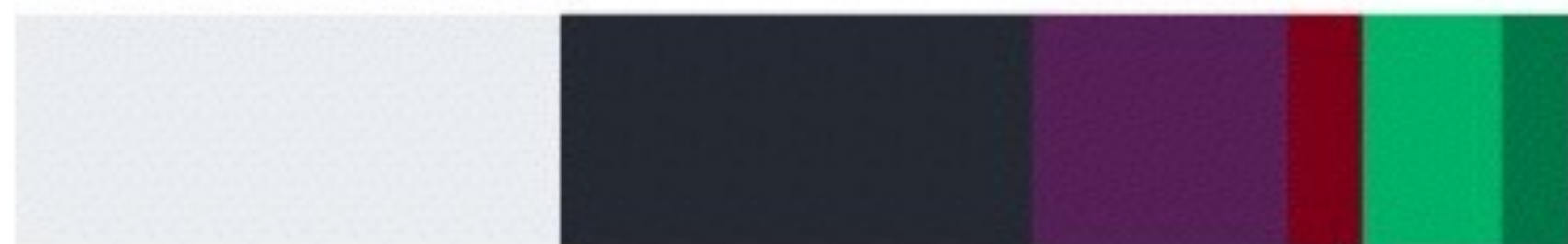
Dark & Monochromatic.

Application Photography.

Serious, but Casual Tone.

Focus on the Work.



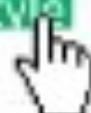


HEADING COLOR

Body copy style

Link style

Hover style



Scroll >>>

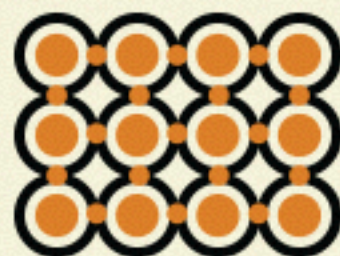
Atomic Design



ATOMS



MOLECULES



ORGANISMS



TEMPLATES



PAGES

Replace
“Sign off”
with
“Go on.”

Highest fidelity
in the
shortest period of time.

Comparison

Photoshop Comps

10-20 comps

25-40 working hours

4-6 week timeline

Visual Inventory & Element Collage

1 slide deck
1 element collage w/ 1-2 revisions

10-15 working hours

1-3 week timeline

Thanks!

Resources

Dan Mall – Webinar

typecast.com/seminars/post-comp

Brad Frost – Atomic Design

typecast.com/seminars/post-comp

Samantha Warren

styletil.es