Brooklyn Emerging Leaders Academy

U1.L4 - Analyzing websites and design

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| Teacher(s) | Edwin Jaquez | Course | | Web Development | | Unit Title | [Unit 1- Career Exploration, Employability / Intro to Web Design](https://drive.google.com/open?id=1yGNRU0_k27j4bWIY5qFGA1uEiUT3ASwg8pCt3e6PChY) |
| Lesson # | 4 | Total Time | | 80 Minutes | | Dates | **B Days** |
| Objectives: | | | | | | | |
| * **analyze popular websites to determine similarities and differences in design, UX and UI.** | | | | | | | |
| Assessment—Exit Ticket Questions | | | | | Student Exemplar Responses to the Exit Ticket Questions | | |
| 1. What does a UX (User experience) designer do? 2. What does a UI (User Interface) designer do? 3. Why do we use sketches and wireframes when planning out a website? | | | | | 1. A UX designer works on designing the experience a user will have in a website or application 2. A UI designer makes sure that the app or website looks pretty, and is responsible for it’s layout, colors and fonts. 3. We use sketches and wireframes when planning out our website to design the UX and UI of our end product. This makes sure that we thought about all of the elements through before coding. | | |

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| Lesson Methods | |
| Activating Strategy/Hook | Time: **8 Minutes** |
| **Do Now: [Google Classroom] - 5 minutes**  *Students answer the following questions\prompts;*   1. Describe the similarities between some websites, or apps, that you’ve used. 2. What are some of the features you like in an app? (Example: easy sign-in, color scheme) 3. Think about an app, or website you don’t like to use. What is it? Why don’t you like it?   **3 Minutes** - *Have students share out responses to welcome a dialogue about these sites to help make connection to the objective - Introduce UX and UI, and it’s importance* | |
| Lesson Lecture | Time: **25 Minutes** |
| **What is UX and UI Design?**   * **UX (User Experience) -** user experience is a person's emotions and attitudes about using a particular product, system or service. It includes the practical, experiential, affective, meaningful and valuable aspects of human–computer interaction and product ownership. * **UI (User Interface) -** user interface design or user interface engineering is the design of user interfaces for machines and software, such as computers, home appliances, mobile devices, and other electronic devices, with a focus on maximizing usability and user experience.   **Show this video:** [**What's The Difference Between UX And UI Design?**](https://www.youtube.com/watch?v=Vnz_JbjxKFQ) **[7 minutes]**   * Students will take notes on the video while watching. **[Worksheet]**   Both elements are crucial to a product and work closely together. But despite their professional relationship, the roles themselves are quite different, referring to very different parts of the process and the design discipline. Where UX Design is a more analytical and technical field, UI Design is closer to what we refer to as graphic design, though the responsibilities are somewhat more complex.  **There is an analogy I like to use in describing the different parts of a (digital) product:**   * *If you imagine a product as the human body, the bones represent the code which gives it structure. The organs represent the UX design: measuring and optimizing against input for supporting life functions. And UI design represents the cosmetics of the body–its presentation, its senses and reactions.* * *in analogical terms, UI design produces a product’ skin – a product’s visual/graphic presentation. It’s responsible for the product’s senses – its reactivity and interactivity in response to a user’s input. And its gestures – a product’s guides, hints, and directives that visually leads users through their experience.*   UX isn’t limited to the visual interface of your product. It’s a concept that has many dimensions and encompasses the entire journey a person takes, including:   * The process they go through to discover your company’s product * The sequence of actions they take as they interact with the interface * The thoughts and feelings that arise as they try to accomplish their task * The impressions they take away from the interaction as a whole   When creating your own websites or applications, you must take on the mindset of the user. How exactly do you want them to feel when looking at and using your applications and products. That may be the difference between a bad application or a great one.    This graphic, which will be in the slideshow for this lesson is a great visual representation of the distinction between the two roles.  \*\*\*Planning is the most important part of building a web application or site. If you don’t plan, you end up making mistakes and fixing them along the way, which can lead to lost time and productivity. | |
| Work Period | Time: **40 mins** |
| **Activity #:** *Designing A Website* **[Worksheet] - [15 minutes]**   1. Ask students to collaborate on Designing a website for a specific client. ***Groups of 2-3***    * 1. Students choose from 3 options for clients [ Restaurant, Clothing Store, Music Artist ]    1. Think about the audience this website will target    2. What elements will this website have in order to function    3. How will the user navigate the site?    4. What content will the website have? 2. Wireframe your sketches - **[15 minutes]**    1. Using <https://wireframe.cc/> , Students should draft a wireframe of the design digitally, and save the link in order to share it with the class on Google Classroom for feedback. 3. **Group Discussion - [10 minutes]**    1. What were some challenges your team encountered?    2. Which of the two processes, between sketching and wire-framing, did your group work best at, and why?    3. What were some leadership qualities members of your team showed, and how does this activity build off of what we learned prior to this lesson. | |
| Closing/Exit Ticket | Time: **7 Mins** |
| **Exit Ticket**  *In Google Classroom, students answer the following questions/prompts;*   1. What does a UX (User experience) designer do? 2. What does a UI (User Interface) designer do? 3. Why do we use sketches and wireframes when planning out a website? | |