

Web Design Workshop

October 18th, 2013

itp.nyu.edu/residents/web_design/

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Overview

Discover	Market Research and Analysis
Define	Sitemapping and Wireframes
Design	Styling the Look and Feel
Develop	Programming (CSS)

Discover

Market Analysis

Strategist

Competitive Visual Audit

Designer

Market Analysis

What is your market?

Who is your user?

Who are your competitors?

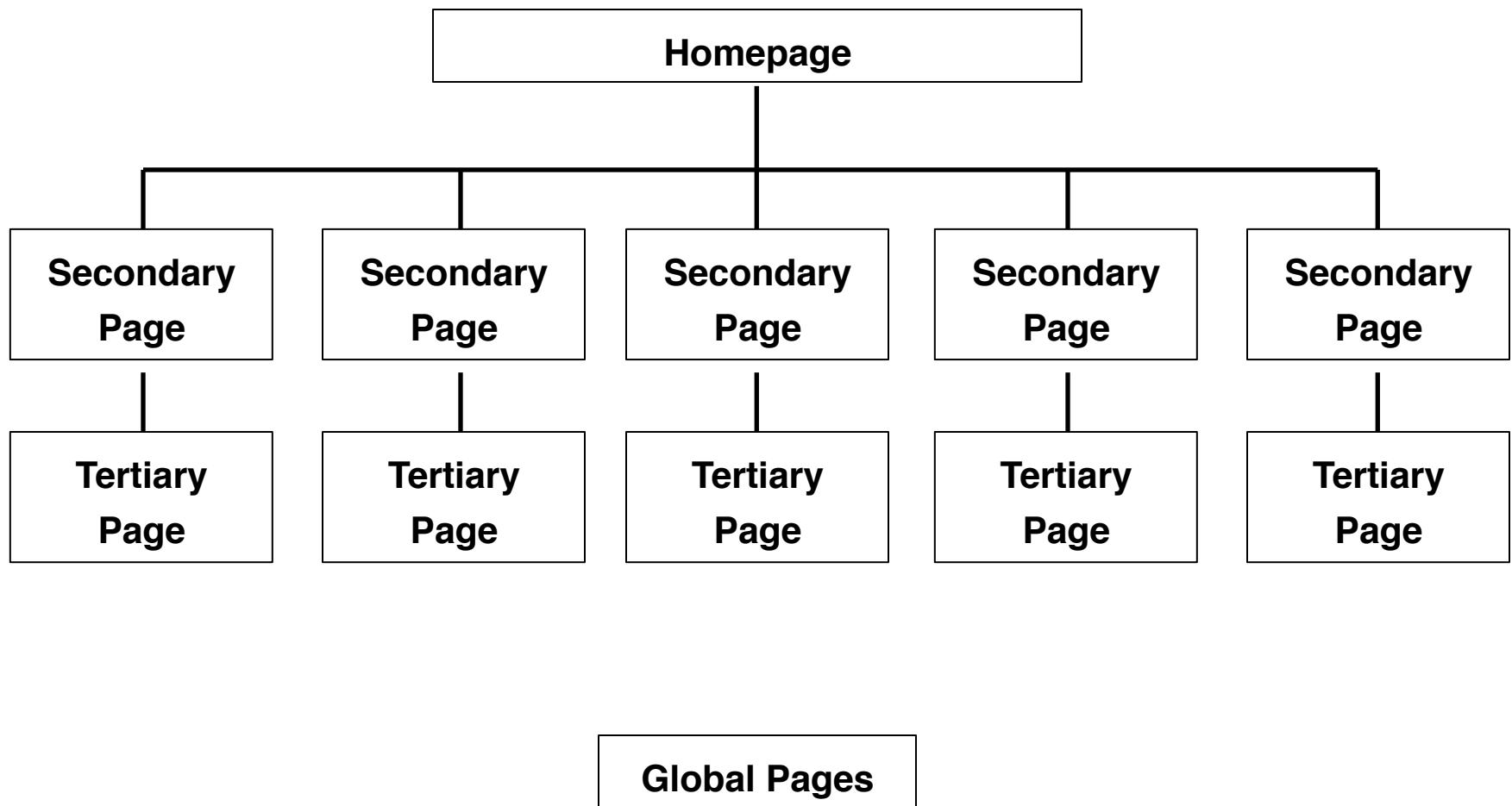
Competitive Visual Audit

1. Screen grab competitors websites.
2. Find the grid.
3. Find the color palette.
4. Typefaces and Type Hierarchy.
5. Any media used.

Define

- 1. Sitemap**
- 2. Sketches**
- 3. Wireframes**

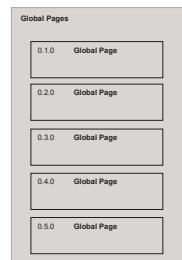
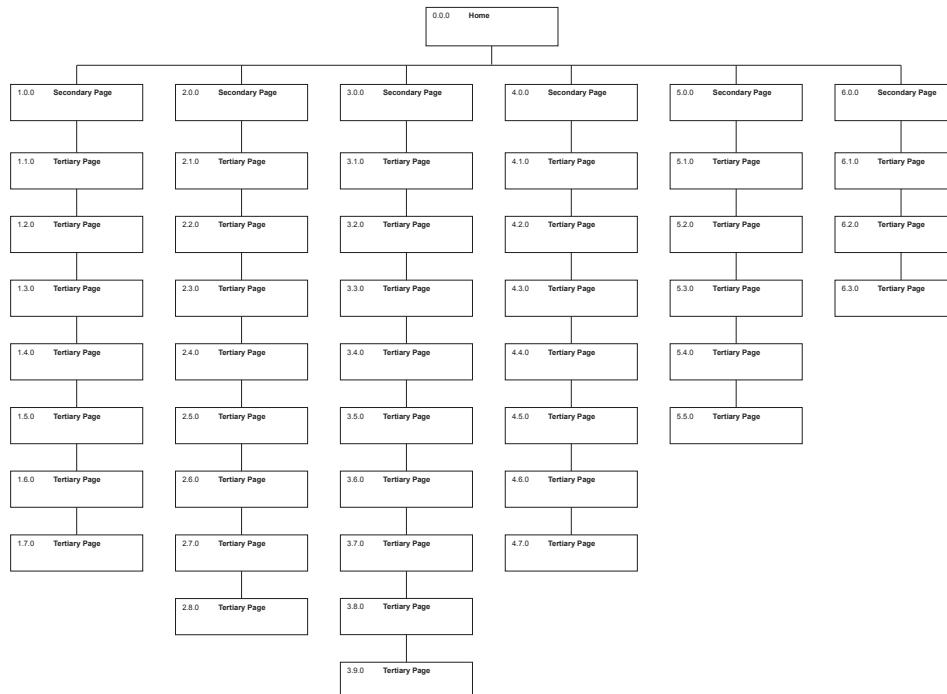
Define



Define

Sitemap Example

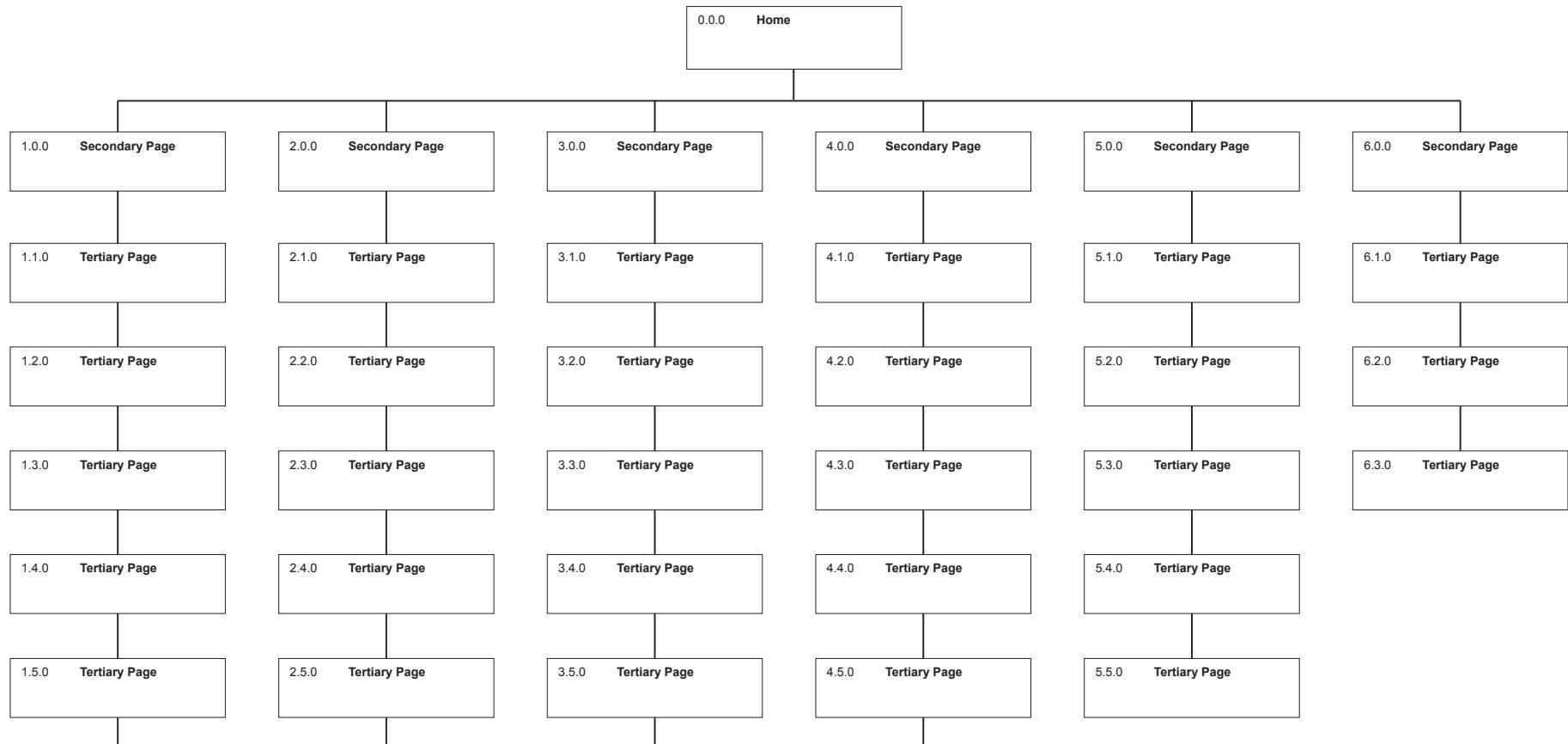
Sitemap



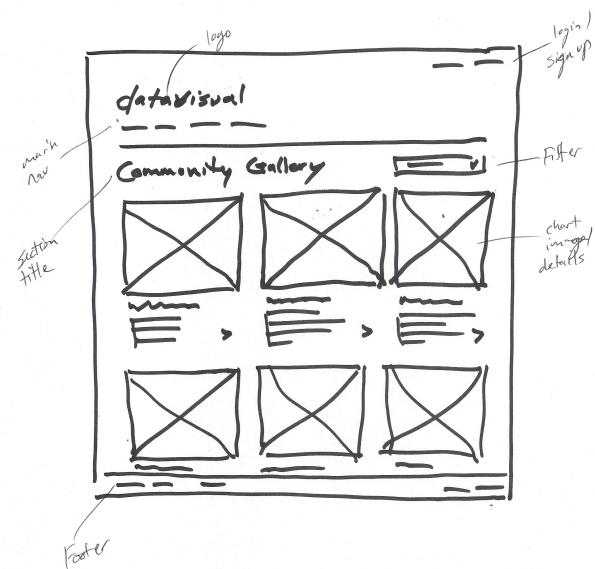
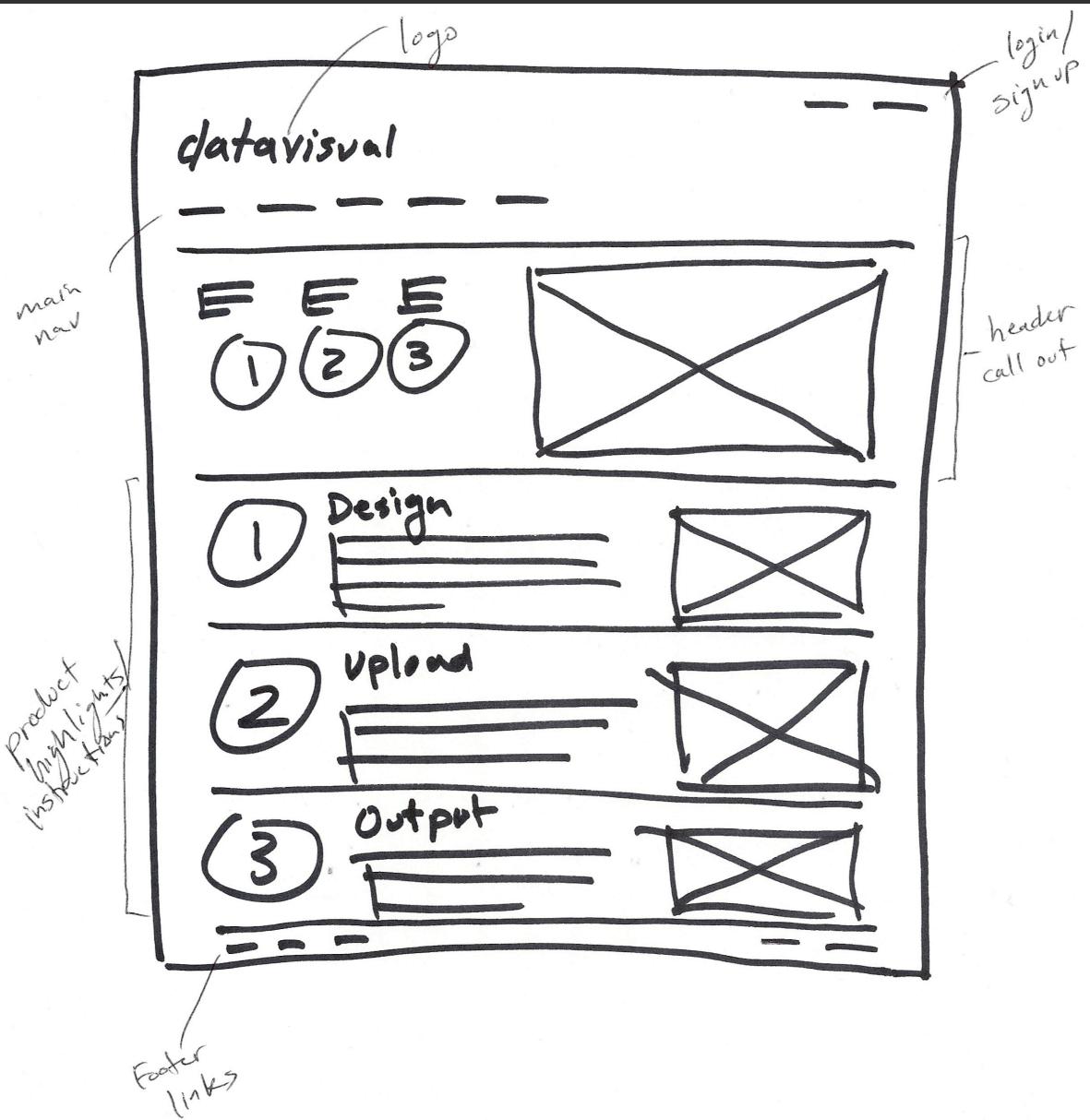
Define

Sitemap Example

Sitemap



Define



Define

Home About Data Designer Community Gallery Marketplace

datavizual

Lorem ipsum data stats etc.

Easy as 1 2 3

Design, Upload and Output

How to use Design 23

Easy as

1 Design

2 Upload

3 Output

Featured in

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Home 1.0.0 Beta

datavizual

All New

How to use Design 23

Design, Upload and Output

Easy as

1 Design

2 Upload

3 Output

About

The Design 23 Team

Danne Woo John Maeda Jer Thorp

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Home 1.2.5 Beta

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About

The Design 23 Team

Danne Woo John Maeda Jer Thorp

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Home 2.0.0 Data Designer

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Data Designer

New Chart Your Library

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Home 2.1.0 New Chart

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Data Designer

New Chart

Upload SVG Design Select Chart Style

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Home 2.1.1 Select Base Style

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Select Chart Style

Column Bar Line Pie

Area Scatter Bubble Iconography

Hierarchy Treemap 3D Table

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Home 2.4.0 Style Selector

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Data Designer

Customize Chart

Chart Bar Area Hierarchy

Bar

Import CSV Save Dataset

Exit Code Save Style Import Data Jpg Pdf

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Home 2.4.1 Upload or New Data

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Data

Bar

Import CSV Save Dataset

Exit Code Save Style Import Data Jpg Pdf

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Home 2.5.0 Library

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Danne's Library

Bar Chart 01 Pie Chart 01 Line Chart 01

Pie Chart 02 Scatter Chart 01

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Home 3.0.0 Community Gallery

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Community Gallery

Bar Chart 01 Bar Chart 01 Bar Chart 01

Bar Chart 01 Bar Chart 01 Bar Chart 01

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Define

datavisual

2.1.1 Select Base Style

Welcome, Danne | Account | Settings

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Home About Data Designer Community Gallery Marketplace

Data Designer

Select Chart Style

Column Bar Line Pie

Area Scatter Bubble Iconography

Hierarchy Treemap 3D Table

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Data Designer Personal Gallery Community Gallery About Us Log Out

f t m

Data Designer

Design with datavisual

Bar	Column	Line	Pie
Map	Coming Soon	Area	Coming Soon
Scatter	Coming Soon	Bubble	Coming Soon
Iconography	Coming Soon	Treemap	Coming Soon
Hierarchy	Coming Soon	3D	Table

Design with Illustrator

Feel more comfortable designing in Illustrator? Fine by us. Here are the three simple steps you need to make that happen.

One - Design
Create your design in Illustrator and label all the assets that you want the data to alter (i.e. labels, bars, circles, icons). We have created a [Scriptographer script](#) to make it easier for you to label all your dynamic assets, download it [here](#).

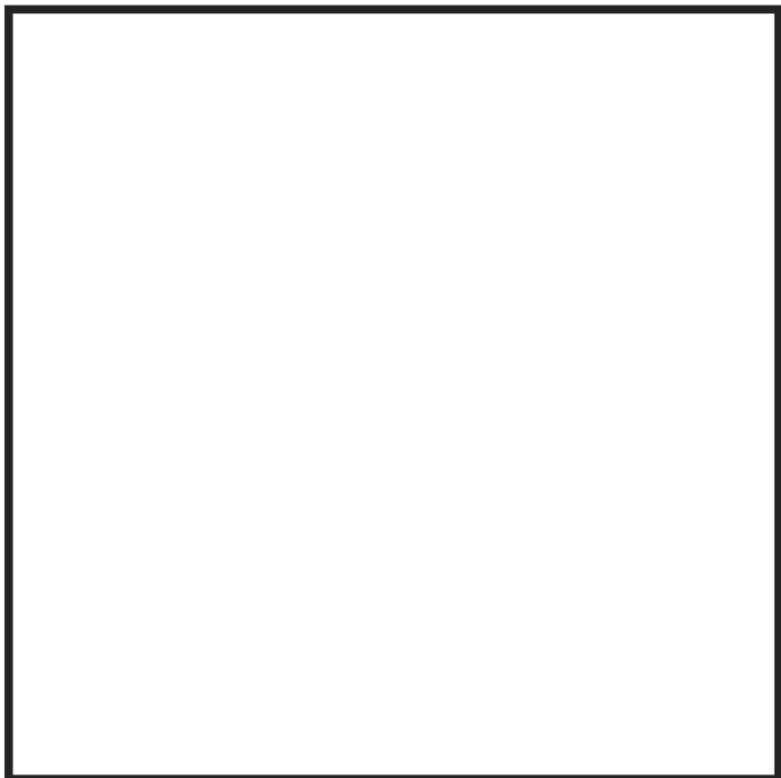
Two - Upload SVG
Once your design is complete and labeled save the file as an svg and upload it below to our server.
[Upload Your SVG](#)
 Choose File No file chosen

Three - Upload Data
After the design is labeled and uploaded, click the link below and type the file name into the provided field, label the assets with the same name in our system, upload the datasets and output as many charts as you need. Start churning out charts now.

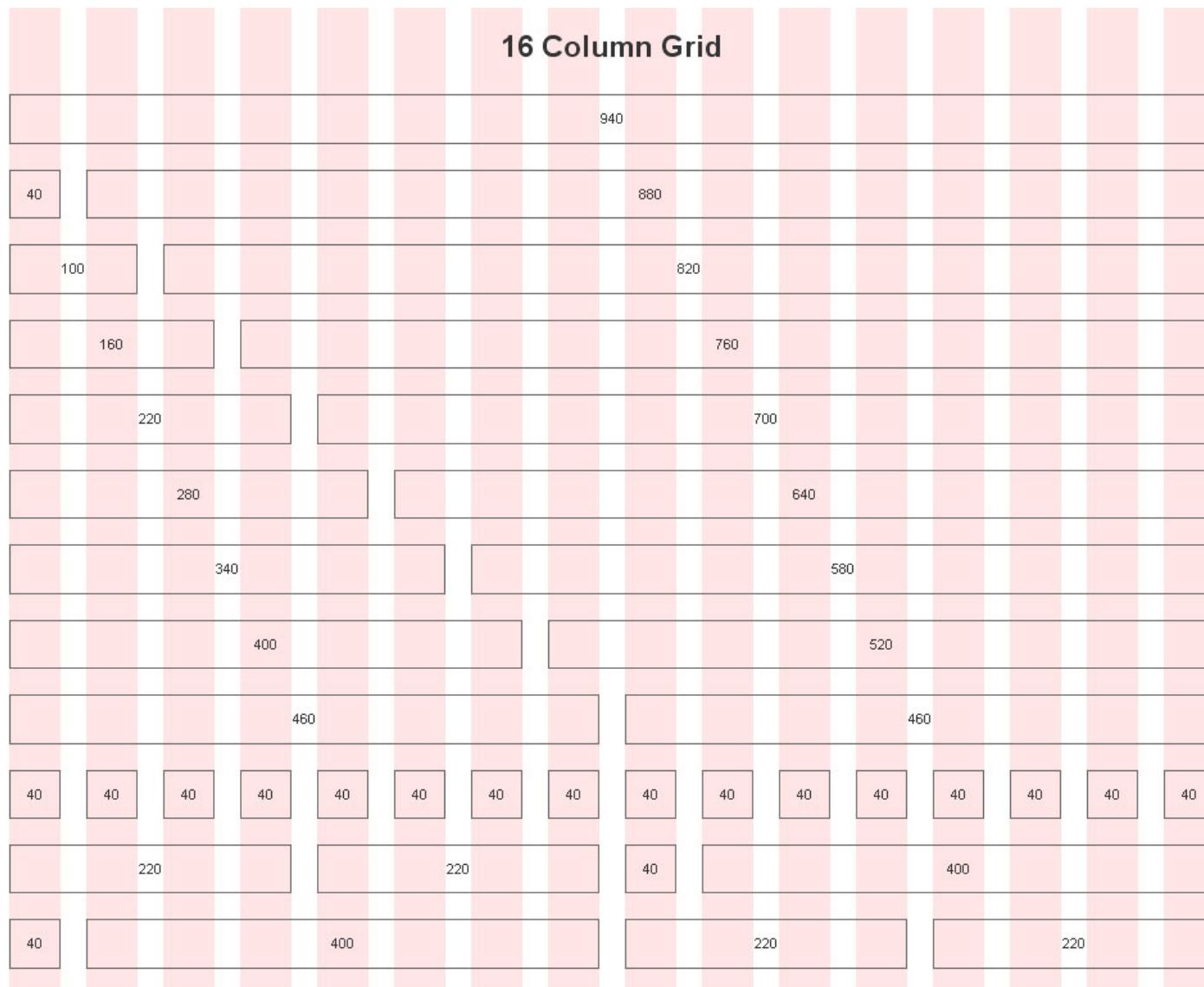
© datavisual 2013

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Design



Design



Design



these are serifa

Times New Roman

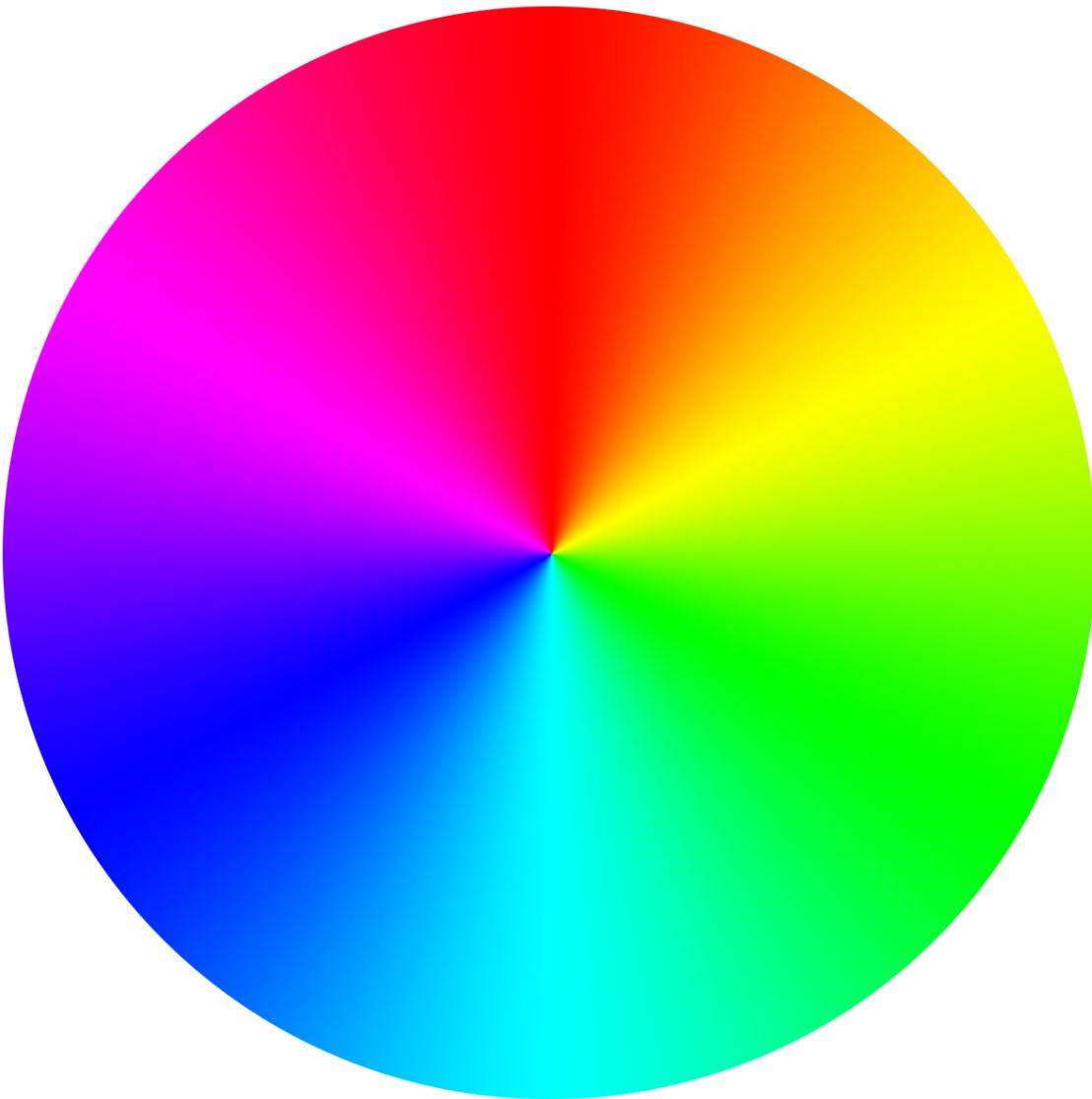
SERIF FONT



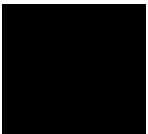
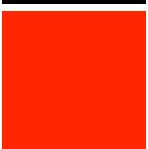
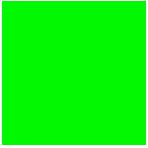
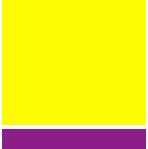
Arial

SANS-SERIF FONT

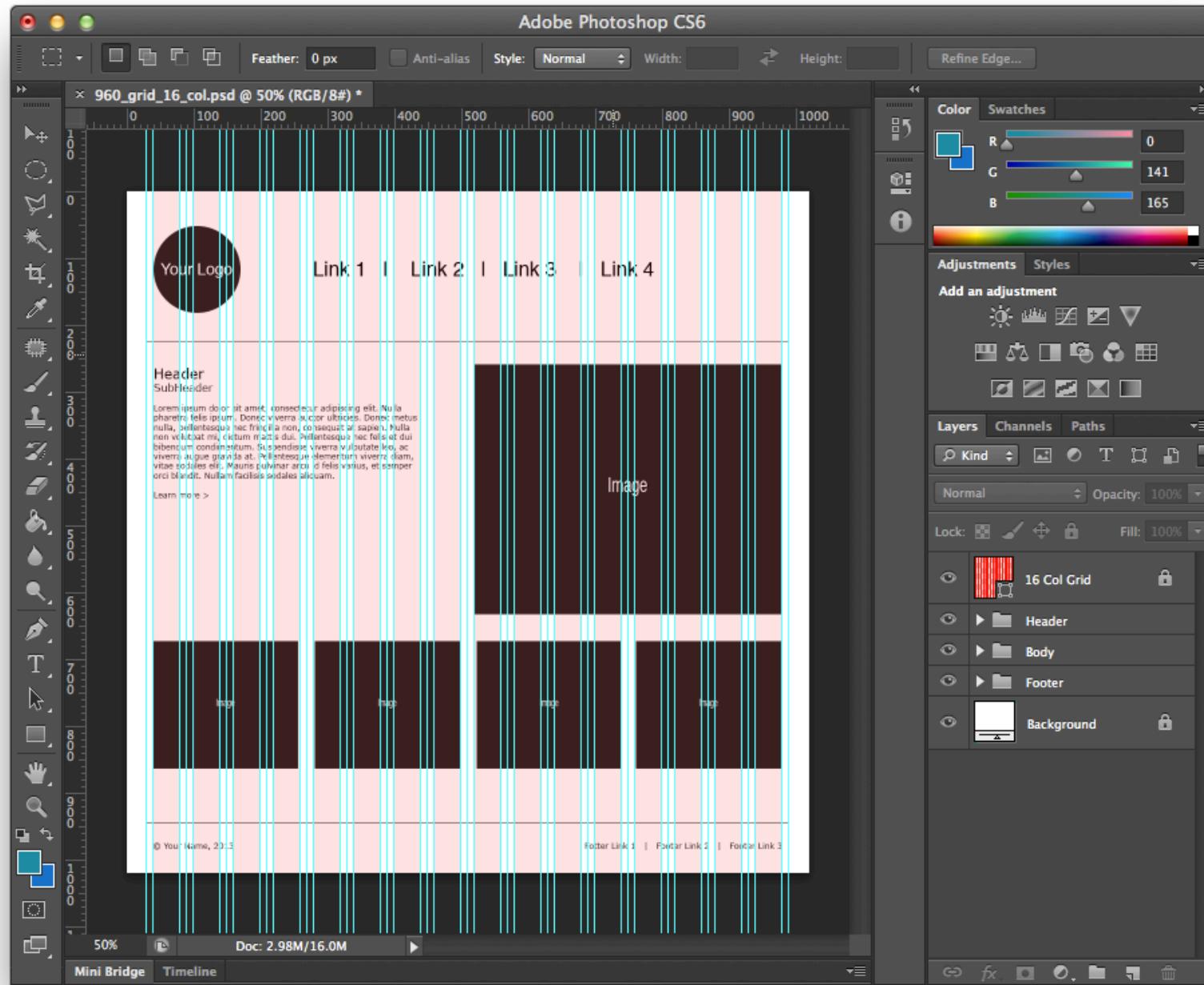
Design



Design

	RGB	Hexadecimal (Hex)	CMYK
	255, 255, 255	#FFFFFF	0, 0, 0, 0
	0, 0, 0	#000000	100, 100, 100, 100
	255, 0, 0	#FF0000	0, 80, 95, 0
	0, 255, 0	#00FF00	44, 0, 63, 0
	0, 0, 255	#0000FF	87, 61, 0, 0
	255, 255, 0	#FFFF00	5, 0, 72, 0
	120, 0, 120	#800080	50, 95, 0, 0

Design



Development

The diagram illustrates a website layout with the following dimensions and components:

- Header:** Total width: 460px (220px + 220px).
 - Left side: 220px, containing a logo placeholder (Your Logo) at 130px height.
 - Right side: 220px, containing four links: Link 1 | Link 2 | Link 3 | Link 4.
- Content Area:** Total width: 460px (220px + 220px).
 - Left side: 220px, containing a header section (Header, SubHeader), a paragraph of placeholder text (Lorem ipsum...), and a "Learn more >" link.
 - Right side: 220px, containing a large image placeholder labeled "Image".
- Image Row:** Total width: 460px (220px + 220px + 220px + 220px).
 - Four image placeholders labeled "Image" (each 220px wide).
- Footer:** Total width: 460px (220px + 220px).
 - Left side: 220px, containing copyright information: © Your Name, 2013.
 - Right side: 220px, containing three footer links: Footer Link 1 | Footer Link 2 | Footer Link 3.

Vertical dimensions (from top to bottom):

- 52px
- 130px
- 42px
- 35px
- 374px
- 40px
- 191px
- 82px
- 74px

Horizontal dimensions (from left to right):

- 220px
- 220px
- 220px
- 220px

Development

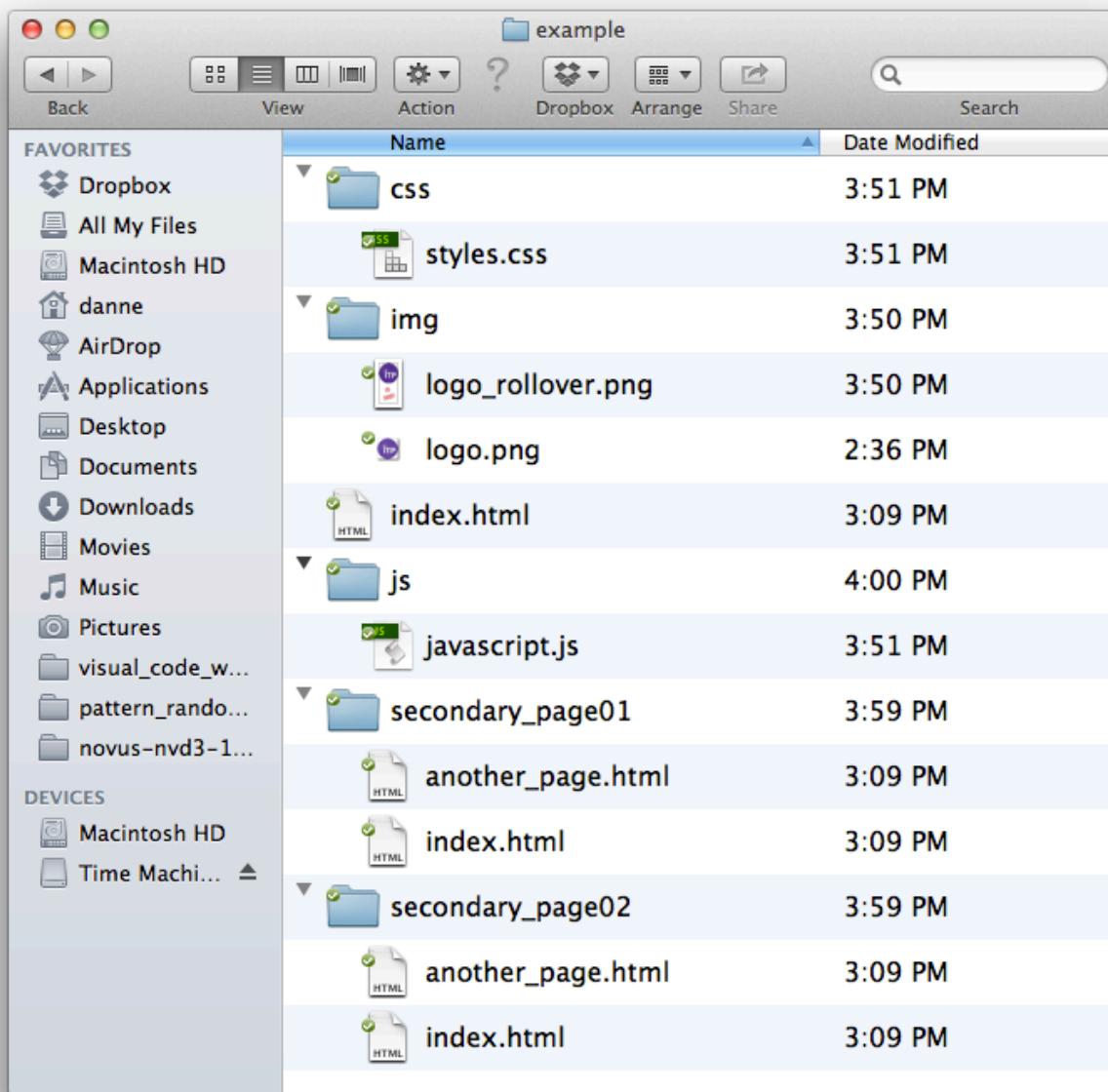
Type

Header	Arial Bold, 24px, #000000
Subhead	Arial, 18px, #000000
Body	Arial, 10px, #000000
Rollover	Arial, 10px, #000000, No Underline
Rollover: Hover	Arial, 10px, #000000, Underline

Color

Background	#FFFFFF
Header	#FFFFFF
Body	#FFFFFF
Footer	#FFFFFF

Development



Development

HTML	Basic Content
CSS	Layout and Design
JavaScript	Advanced Interactions and Animation

Development

```
<html>  
  <head></head>  
  <body style="background-color: #d0e4fe;">  
    <h1 style="font-family: Arial; font-size: 16px;">  
      Content goes here.  
    </h1>  
  </body>  
</html>
```

Development

```
<html>
  <head>
    <b><style></style></b>
    #divID { width: 100px; }
    .divC { color: #FFFFFF; }
  </head>
  <body>
    <div id="divID" class="divC"></div>
  </body>
</html>
```

Development

```
<html>
  <head>
    <b><link href="css/layout.css" rel="stylesheet" type="text/css"></b>
  </head>
  <body>
    <div id="divID" class="divC">
      <h1>Content goes here.</h1>
    </div>
  </body>
</html>
```

HTML Attach Styles to HTML Tags

(i.e. body, h1, p, li, ul, a, tr, td)

#ID Unique Object / div

(i.e. layout, width, height, position, etc.)

.class Reusable Styles / div, span, HTML tags

(i.e. color, type-family, type-size, etc.)

Helpful Libraries

CSS

Twitter Bootstrap (getbootstrap.com)

960 (960.gs)

Foundation (foundation.zurb.com)

JavaScript

Twitter Bootstrap (getbootstrap.com)

jQuery (jquery.com)

D3js (d3js.org)

ThreeJS (threejs.org)

And on and on and on...