

AGENDA

- Project 3 presentations
- Reading & discussion
- Discuss Project 4
- Designing for navigation + wayfinding

PROJECT 3 PRESENTATIONS

- Mobile, then responsive
- Share your experience:
 - What was challenging?
 - What are you proud of?
 - What would you do if you had another week to work on the project?

PRESENTING YOUR WORK

Reading: 13 Ways

[HTTP://BIT.LY/220-13WAYS](http://bit.ly/220-13ways)

Take notes:

 comments/insights

 quotes

 questions

PROJECT 4

One-page event web site

<https://mica-web.github.io/gd-220/proj4>

PROJECT 4

Remember this?

Storyframes before wireframes

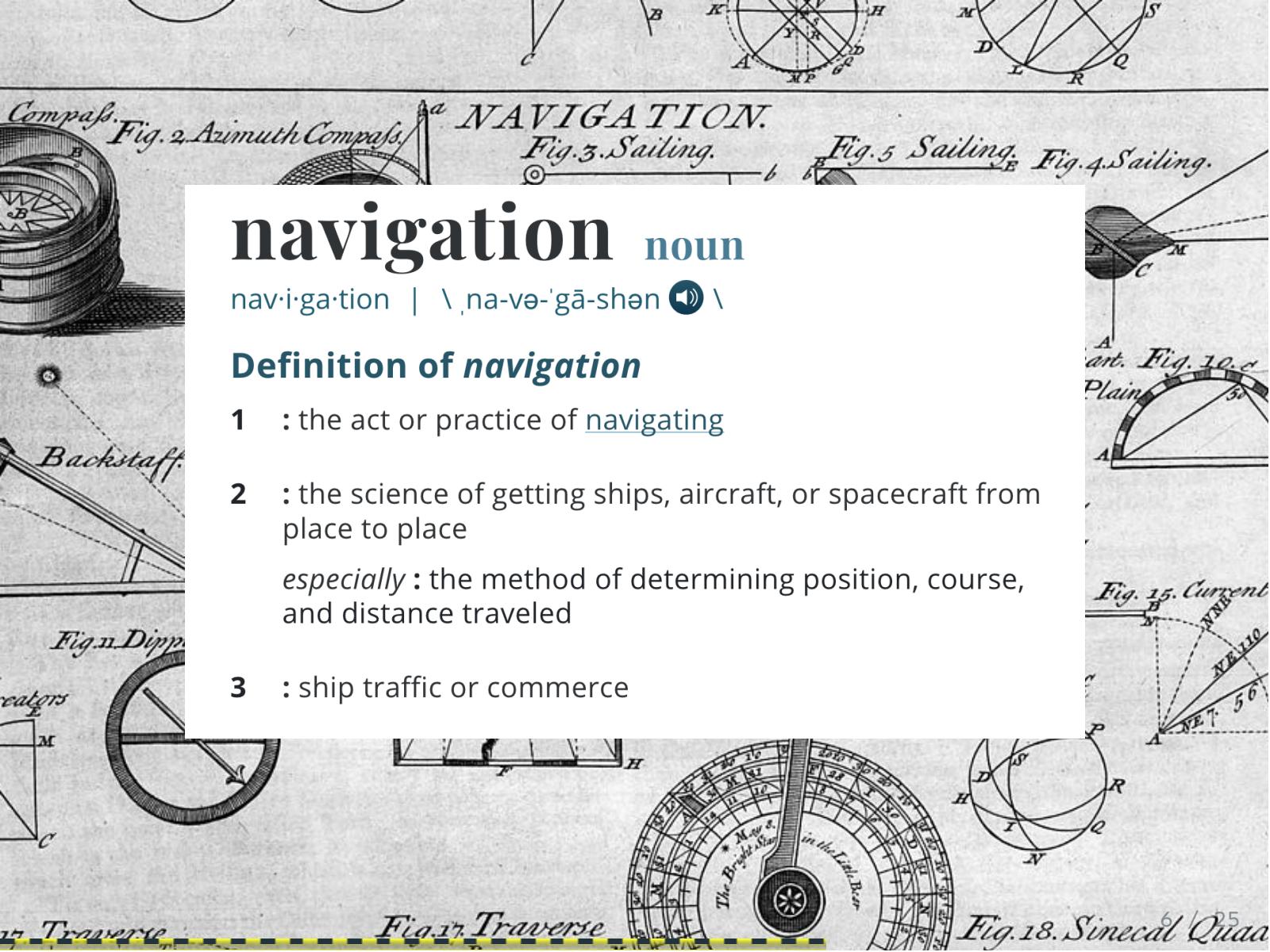
What if you started your designs in the text editor?



Fabricio Teixeira [Follow](#)
May 26, 2017 · 6 min read

NAVIGATION & WAYFINDING

- What do these terms mean?



navigation noun

nav·i·ga·tion | \,na-və-'gā-shən\ |

Definition of *navigation*

- 1 : the act or practice of navigating
- 2 : the science of getting ships, aircraft, or spacecraft from place to place
especially : the method of determining position, course, and distance traveled
- 3 : ship traffic or commerce

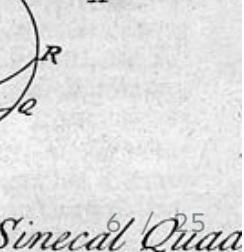
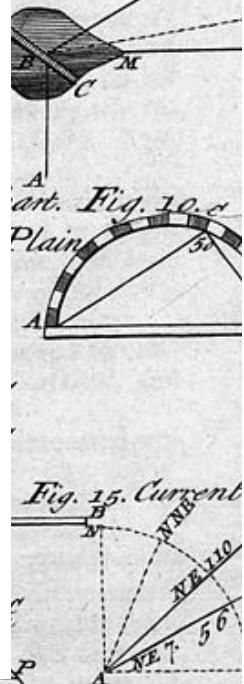


Fig. 17. Traverse

Fig. 18. Sinecal Quaa⁶ / 25



NAVIGATION VS. WAYFINDING



TYPES OF NAVIGATION

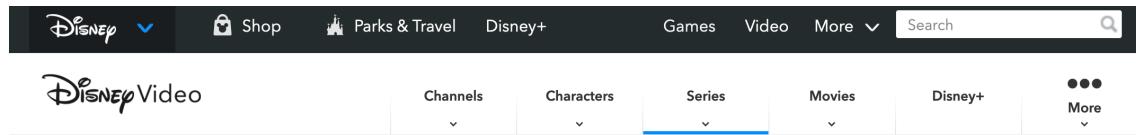
Global

The image displays four distinct website navigation examples:

- AIGA:** Features a blue sidebar with the AIGA logo and the text "the professional association for design". The main menu includes links for MEMBERSHIP, PROGRAMS, DESIGN, RESOURCES, and EVENTS.
- BBC:** Shows a horizontal navigation bar with links for News, Sport, Weather, Shop, Reel, Travel, More, and a search bar.
- Sephora:** Features a top navigation bar with links for SHOP, NEW, BRANDS, GIFTS, QUIZZES, COMMUNITY, and HAPPENING IN STORE. It also includes a search bar, a "Hi, Beautiful" sign-in link, and social media icons for heart and a stylized logo.
- Threadless:** Shows a navigation bar with links for SALE, MEN'S, WOMEN'S, ACCESSORIES, ART, HOME DECOR, DISCOVER, and COMMUNITY. It includes a search bar, a "Search Art" button, a shopping cart icon with "10+", and a "JOIN US" button.

TYPES OF NAVIGATION

Secondary



TYPES OF NAVIGATION

Secondary: Breadcrumbs

TYPES OF NAVIGATION

Jump Links

TYPES OF NAVIGATION

Associative & Adaptive

LISTS WITH THIS BOOK



Graphic Novels Featuring LGBTQ Themes

575 books — 284 voters

Task 21 #ReadHarder 2019

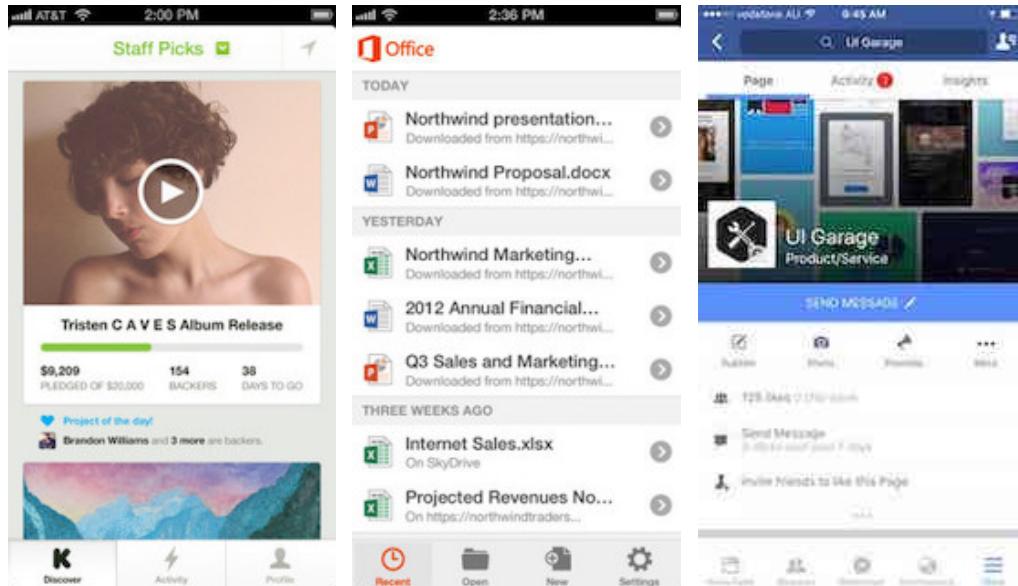
81 books — 19 voters

TYPES OF NAVIGATION

Sitemap

MOBILE NAVIGATION

Tab bar



ICONS CAN BE AMBIGUOUS



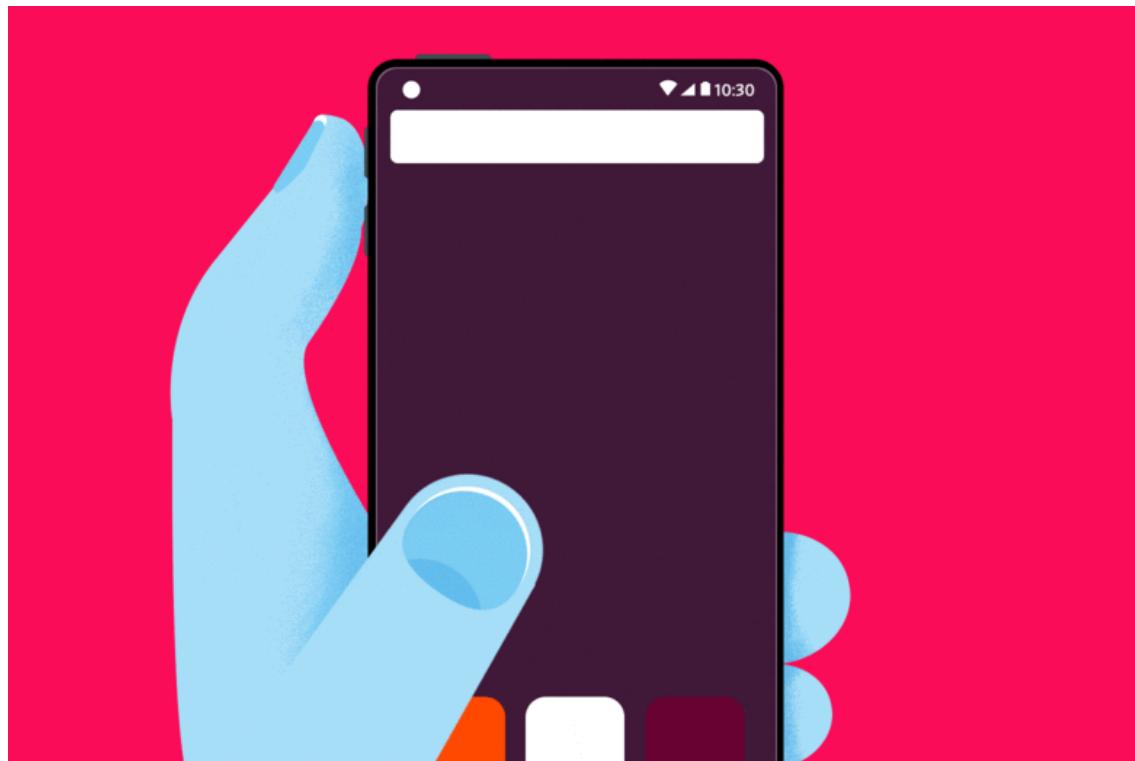
Opt to do icons + text

MOBILE NAVIGATION

Hamburger

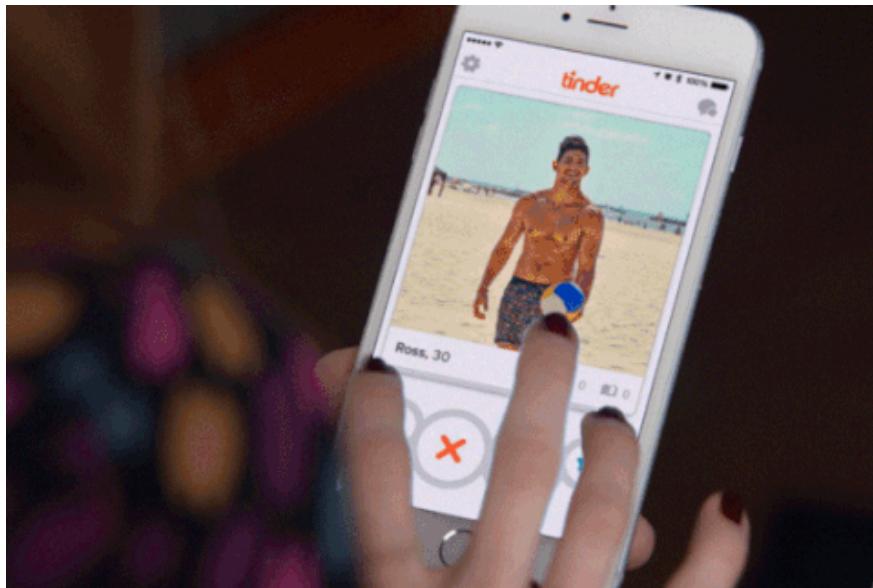
MOBILE NAVIGATION

Gestures



MOBILE NAVIGATION

Gestures



TYPES OF NAVIGATION

Mystery Meat



TYPES OF NAVIGATION

"You are here"



COMMON GOALS OF NAVIGATION

Where am I?

...in relation to other things?

Where can I go?

LESS-OBVIOUS FUNCTIONS OF NAVIGATION

What's present/possible?

How do I use this site?

How confident am I in the site/its creators?

WAYFINDING

Two types of users

- LINK-DOMINANT
- SEARCH-DOMINANT

ADDITIONAL CONSIDERATIONS

- **Wording of navigation labels**
- **Organization of navigation items**
- **Navigation conventions**

QUICK NAVIGATION TEST

- ID this site
- What page am I on?
- What are the major sections of this site?
- What are my options at this level?
- Where am I in the scheme of things?
- How can I search?