



The Role of Storytelling

Oct 7th 2021

Web & Mobile Design - DMA 331

Something to ask students

Today's Plan

- Reading Discussion
- Project Review (*Responsify*)
- Creating a Site Map / Information Architecture
- Midterm Project (*Assignment Review*)
- Mid-Class Break
- Follow along Figma Exercise (*Recreating the Bon Appetit site Continued*)

Reading Discussion

Storytelling

As a **sales tool**, helping to get stakeholders to buy in to your work

As a **research tool**, helping users understand the context what you are investigating

Sometimes it's **more important** than the execution of the end product, specially when the technology isn't there just yet

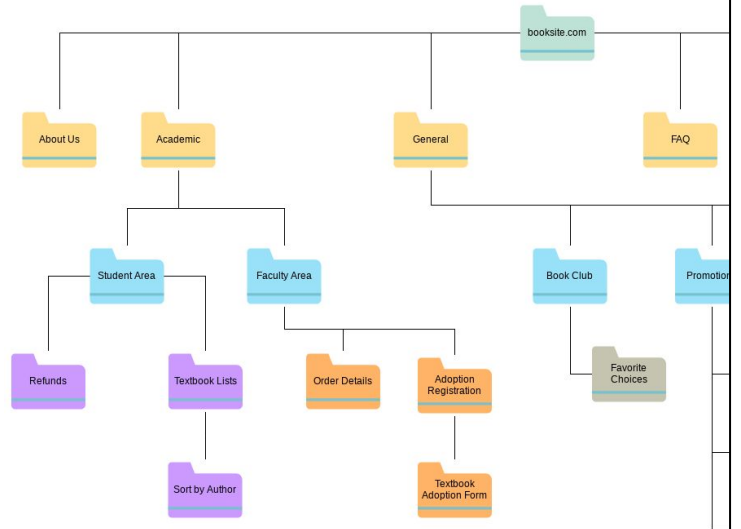
Story helps to **cement the rationale** of work from the very beginning

The idea of Vaporware! Or selling you something that doesn't exist yet.. Its great.. A lot of the times you can create a story to see how interested a party is before you dive into designing or building something..

Site Maps

What's a Site Map?

Visual sitemaps are a hierarchical diagram that shows the information architecture of a website. It gives you a visual representation of the site's organization and how different sections are linked together.



Information Architecture

The structure of your sites content and pages.

Independent of the content details. But matching closely to how your user to be associated.

The relationship between pages and interactions on a website.

Let's look at the course site and IMBD as examples on how to generate one

Midterm Project

Assignment Review

Many of the same techniques from the responsify project will play here, but want to see more... really going to push you to explore and produce a lot of good stuff!

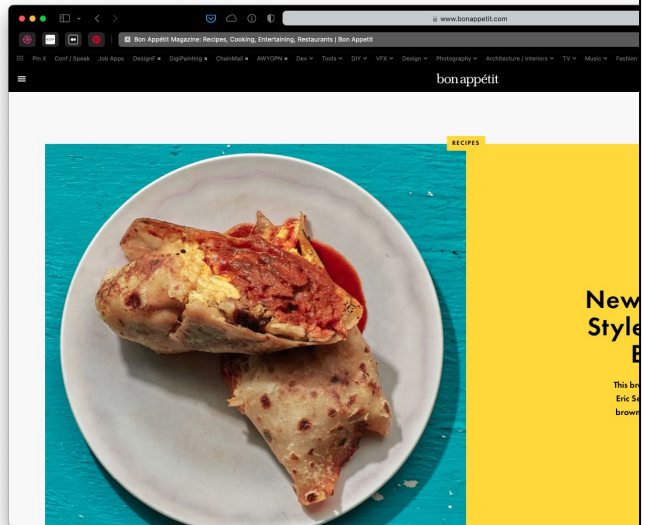
Break

Follow Along Figma Exercise

Recreating a pixel perfect version of the Bon Appetit website

Considering components & styles along the way

Reviewing the design on device (Figma Mobile App)



Talk about the tool and the design choices BA made along the way what works and what doesn't

Using Frames - thinking about below the fold and the full site in context

Styles

Components - Using a Library

Auto Layout

Alignment Tools

Figma Mobile App

Rose Bud Thorn

This is working great!

*A highlight, success, small win,
or something positive that
happened.*

This is an opportunity!

*New ideas that have
blossoming or something you
are looking forward to
knowing or experiencing*

This is broken!

*A challenge you experienced
or something you can use
more support with*

At least 2 of each in reflection of today's class

Design Methodology we will be doing before we leave today