

SUBMISSION 1- DESIGN

Web & User Interface Design

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DT265A*

Overview:

This project relates to the development of a website for CoDO, an emerging architecture and design office based in Melbourne Australia, utilising web technologies including HTML5, CSS3 and JavaScript. This website is also for submission to Prof. Andrea Curley of DIT, as part of Web & User Interface Design, DT265A.

In essence, the project brief is to develop a website which also must address responsive design. The purpose of this document is present the initial design concept, outlining the design guidelines applied, the wireframe, prototype and other design considerations.

CoDO (Collaborative Design Office):

As mentioned previously, CoDO is a new architecture and design office specialising in everything from private residences to large mixed use developments, including, commercial, workplace, retail and education projects.

At present, CoDO's website (<http://www.codo.net.au/>) is a single page website hosted on Crazy Domains (<https://www.crazydomains.com.au/>) and designed using Crazy Domain's native tool. The request from the company was to produce a 3-4 page website, showcasing the same information as currently present (such as general information, map, contact form), as well as including some additional features (for example a blog). Most importantly, the company wanted a website that was as aesthetically pleasing and robust as the buildings they design, in order to achieve the best first impression to their target audience, potential clients and partners (who will more than likely be in an older age category).

As this is a site which was showcasing architecture services, the focus of the project is to:

- a) Develop a website which was functionally sound, giving a potential client a positive first experience of the company regardless of whether they visited the site on their mobile device, company tablet, or their office computer
- b) Produce a simple yet well-structured, polished and organised site
- c) Communicate CoDO's message in as little clicks as possible, whilst simultaneously showcasing all current projects and a weekly blog

Design:

Based on the information provided from CoDO, and the requirements set out in the Web & User Interface Design Assignment brief, numerous guidelines used were adopted in the initial design concept for the 'CoDO' prototype. For example, the **Gestalt Law of Grouping** in the form of **Proximity** (which also follows **Hick's Law**) has been figured into the design (Figure 1 and Figure 2).

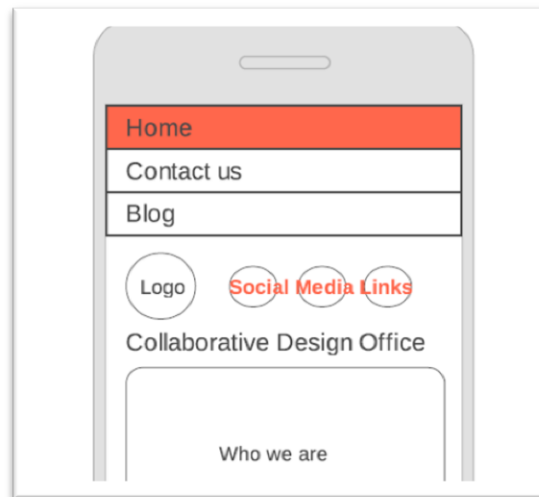


Figure 1: Social media grouping (mobile)

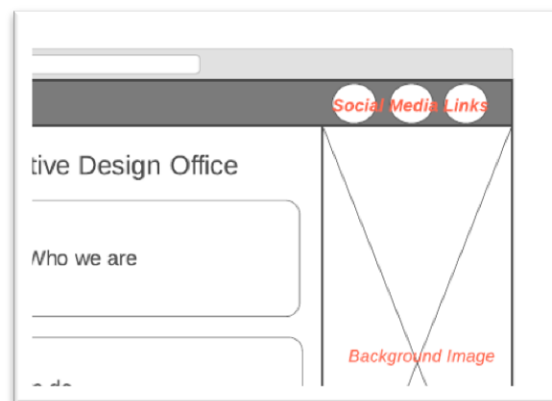


Figure 2: Social media grouping (desktop)

An attempt at a **Stable** type of **Figure-Ground Relationship** is also being used (Figure 3). The aim is to have no question in the visitors' mind that the logo, text headers and content are in the foreground, while the background image provides depth to the otherwise Flat Design. The intention is to also leverage artistic **Typography** to add to the visually appealing feel of the site.

To maximise efficiency of a visitor navigating the website, the design leverages **Automatic Processing**, by using a familiar navigation bar that is clear and concise, keeping the overall area spacious and avoiding overcrowding of the site (for example having information/content on the right of the screen, which could be mistaken for advertisements). This should also play into **Nielsen's Heuristics**, adopting an **aesthetic and minimalist design**, making information appear in a **natural and logical order** with words, phrases and concepts **familiar to the user**.



Figure 3: Home Page (desktop)

Grid Framework:

The question of whether to use a grid system or not is a key design consideration, particularly when designing with responsiveness in mind. Based on advice in lectures, consensus online and my own personal contemplation, I will attempt to use a grid framework and learn as much as possible about its workings as coding the site gets underway.

Flexbox is another methodology which is being considered in this project. However, there is much debate on its use, particularly for the layout of whole pages (although there are also grid frameworks out there based on Flexbox). Bearing all of this in mind, as the design progresses, there will be some experimentation with using Flexbox for elements *within* containers. In any event, at this stage in the project, and my own personal web development journey, it was determined that an open-mind was to be maintained whilst familiarity and comfort with using these technologies increases.

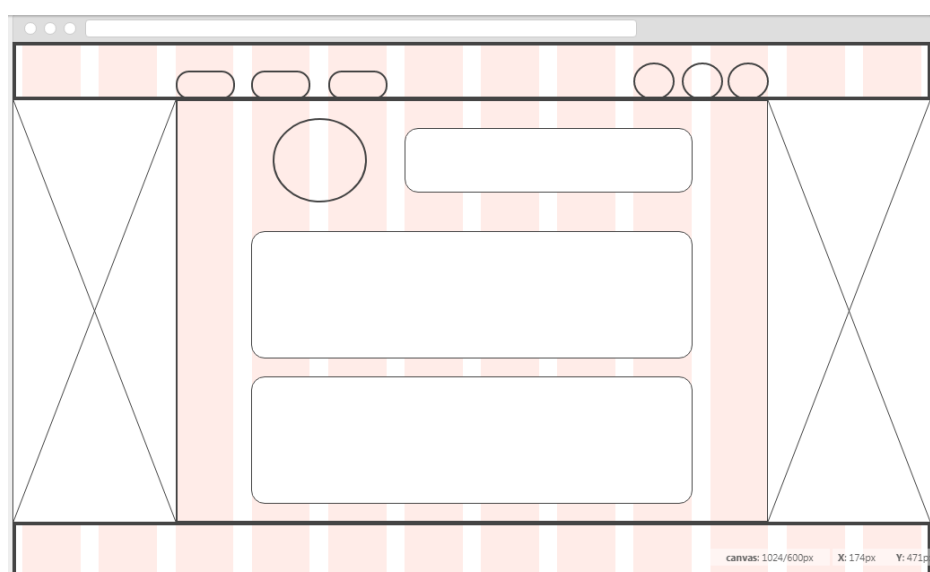


Figure 4: Home Page (desktop) with 12-column grid framework

Name of Client CoDO Initial Wireframe Date 31/10 Initials

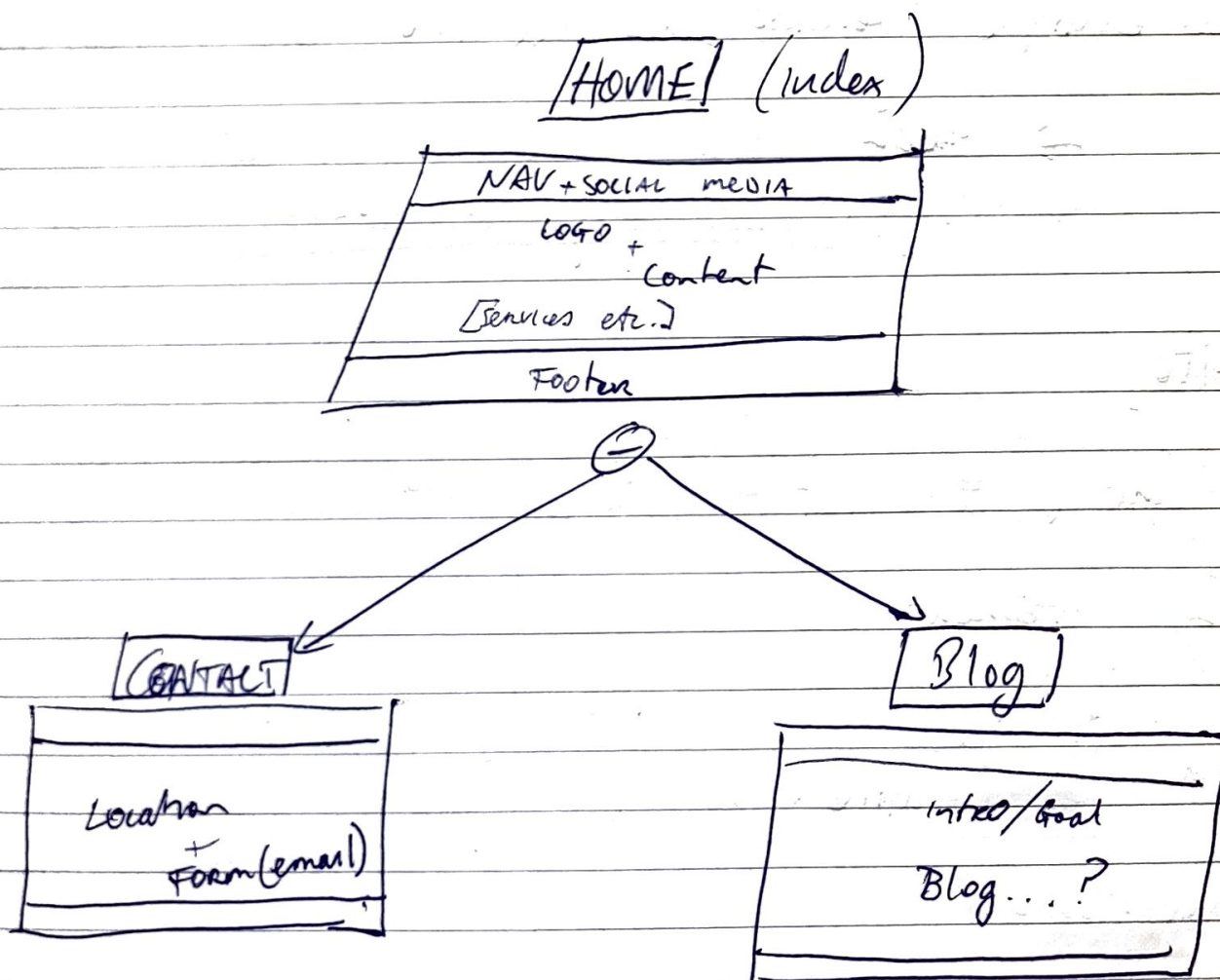
CoDO - Collaborative Design Office

Architecture \Rightarrow sleek, solid and aesthetic design

3 pages

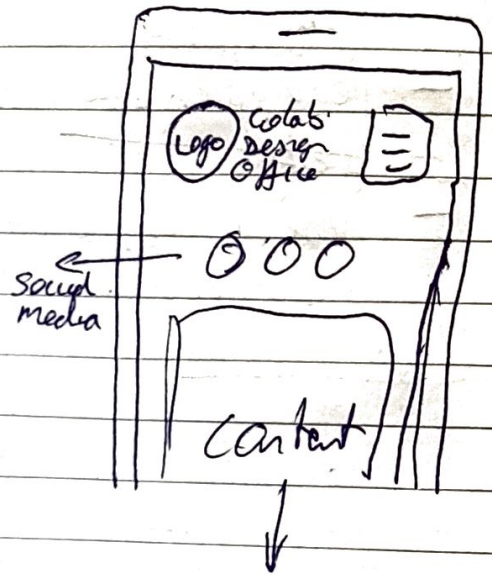
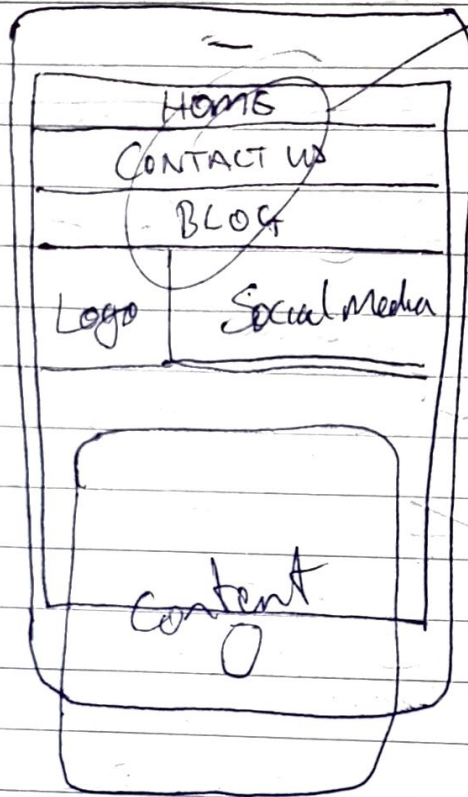
- Home (General Information)
- Contact Us (Map + Form)
- Blog (Weekly Blog Post)

Simple 3-4 "<div>" layout



Mobile Sketch

☰ Burger?



Home

Contact us

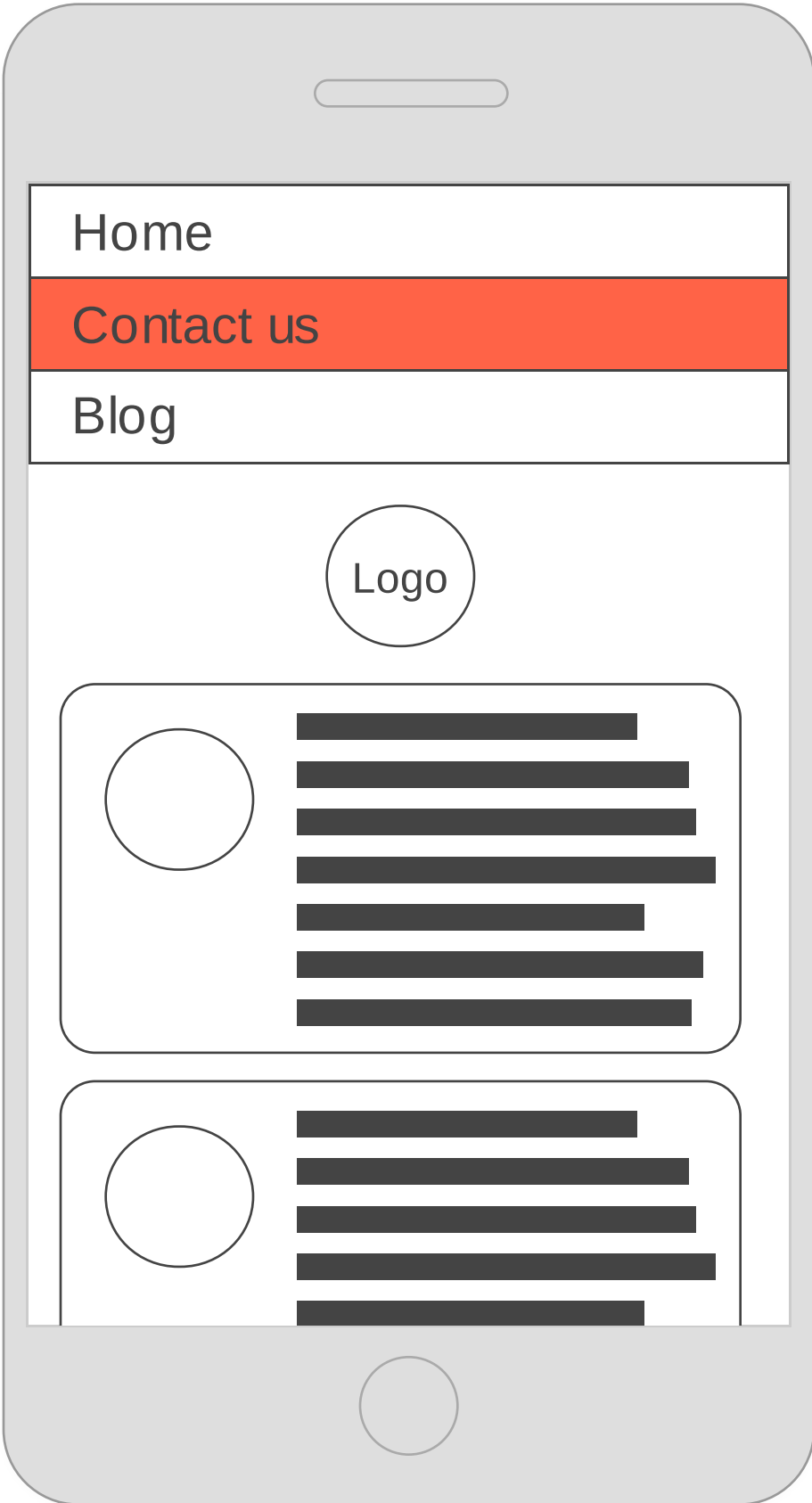
Blog

Logo

Social Media Links

Collaborative Design Office

Who we are

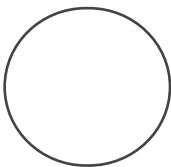


Home

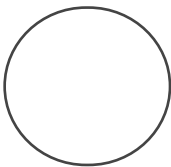
Contact us

Blog

Logo



[Text block with 7 horizontal bars]



[Text block with 6 horizontal bars]

A mobile app navigation menu with three items: 'Home', 'Contact us', and 'Blog'. The 'Blog' item is highlighted with a red background. Below the menu is a circular logo placeholder, followed by a white rounded rectangle for 'Blog information / introduction', and a grey rounded rectangle for 'Blog Posts via embedded:'.

Home

Contact us

Blog

Logo

Blog information /
introduction

Blog Posts via
embedded:

Home

Contact Us

Blog

Logo

Social Media Links

Collaborative Design Office

Who we are

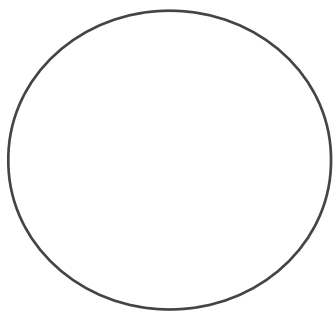
What we do

Home

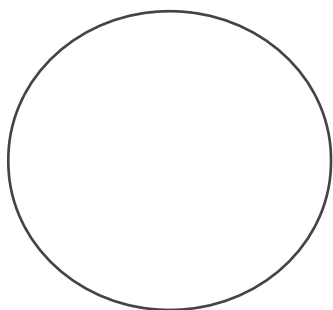
Contact Us

Blog

Logo



[Redacted text block containing multiple lines of placeholder text]



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Home

Contact Us

Blog

Logo

Blog embedded:

Facebook,
Twitter or
Linkedin



