

Web Design Process Book

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Exercise 1

Exercise 1 was an introduction to HTML and basic coding, using headline and paragraph tags throughout. We were assigned to find a topic from Wikipedia and set that page entirely in code. I chose to do my page on the musical group, N.E.R.D.



N.E.R.D.

Introduction

N.E.R.D. (abbreviated from *No One Ever Really Dies*) is an American rock, funk, and hip-hop band. Pharrell Williams and Chad Hugo were signed by Tuffy Riley to Virgin Records as a duo, The Neptunes. After producing songs for several artists throughout the late 1990s and early 2000s, the production duo formed the band with Shay Haley as a side project of The Neptunes in 1999. N.E.R.D.'s debut album, *In Search Of...*, sold 600,000 copies in the United States and was certified Gold by the Recording Industry Association of America (RIAA). It was also awarded the second annual Shortlist Music Prize. The band's second album, *Fly or Die*, sold 415,000 copies in the United States, but shipped at least 500,000 units, certifying it Gold.

In 2005, N.E.R.D. ended their contract with Virgin and disbanded. Three years later, the band reunited under Star Trck Entertainment, a subsidiary of Interscope Records, co-founded by Williams and Hugo. The band's third album, *Swing Sounds*, released in 2008, sold just under 80,000 copies in its first week. The album was followed by *Nothing* released in 2010.

History

Formation and Early Career

Pharrell Williams and Chad Hugo met at the age of 12 at a band class in Virginia Beach. Hugo was the Drum Major for the *Kempville High School Marching Chiefs*, under the direction of current University of Virginia Band Director, William Poole, while Pharrell was a drumline member of the (JFM) *The Fabulous Marching Cavaliers* of Princess Anne High School, both of Virginia Beach, VA. They spent their free time making beats and performing in groups with fellow childhood friend Timbaland. Williams and Hugo met Shay Haley in high school and began performing together. The trio often met in Hugo's garage, where he beatboxed through a speaker system while Haley danced. After watching the duo perform at a high school talent show, Teddy Riley, a musician and producer, signed Williams and Hugo in 1992. After producing songs for several artists throughout the late 1990s and early 2000s, the production duo formed N.E.R.D in 1999 as a side project known for their appearance on *Ghetto Children* off Kelis' debut *Kaleidoscope*.

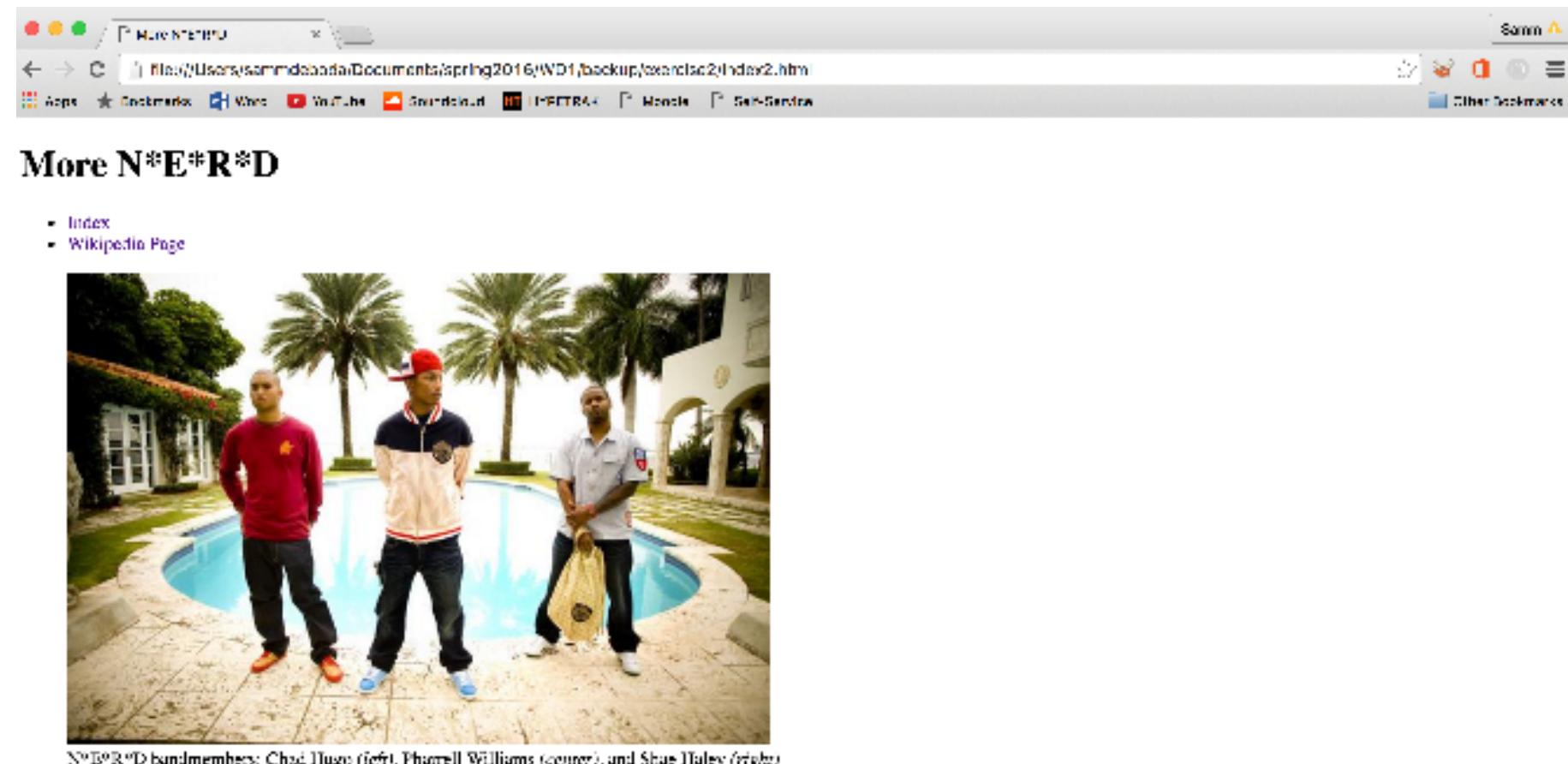
2001–2002: *In Search Of...*

The band's debut album, *In Search Of...*, was released in Europe in September 2001. Williams and Hugo used similar digital production techniques as they did for other artists. However, the band decided that they wanted to sound different from their previous work. This led them to rerecording the album using live instruments with rock band Spymah for a worldwide release in 2002. The album debuted at number 61 on the Billboard 200 and peaked at number 56. It failed to replicate the success of The Neptunes' previous productions. The album won the second annual Shortlist Music Prize, an accolade awarded to albums released in the United States that have not achieved mainstream success and have sales of 500,000 copies or less at the time of nomination. The album sold 600,000 copies in the United States and was certified Gold by the RIAA. The album's lead single, "Liladune", peaked at number 36 of the Hot Rap Tracks chart and number 85 on the Hot R&B/Dance Songs. The 2nd single, "Rock Star", peaked at number 36 on the Billboard Hot Modern Rock Tracks chart. A 6.1 surround mix of this album was released by DTS Entertainment on a DVD-Audio disc in 2005. The original version of the album is a collectors' item.

2003–04: *Fly or Die*

Exercise 2

Exercise 2 continued the format and subject of Exercise 1 but putting the new elements we have learned into action. As we proceeded into the course, inputting images and other elements, such as ordered and ordered lists, were introduced. In addition to the basic coding of the website, I learned to add links to return to the home page (Exercise 1) and the actual Wikipedia page by using the tags <a href>.



The screenshot shows a web browser window titled "More N*E*R*D". The address bar indicates the page is located at "C:/Users/sammiebadaai/Documents/spring2016/WD1/backup/exercise2/index2.htm". Below the address bar, there are several icons for various applications like Mail, Calendar, Photos, and Safari. The main content of the page is titled "More N*E*R*D" and includes a link to "Index" and another to "Wikipedia Page". Below the title is a photograph of three men standing by a swimming pool. From left to right, they are Chad Hugo, Pharrell Williams, and Shaq Haley. They are all wearing casual clothing, including a red shirt, a white jacket, and a grey shirt. The background shows a building with palm trees and a clear sky.

N*E*R*D bandmembers: Chad Hugo (left), Pharrell Williams (center), and Shaq Haley (right)

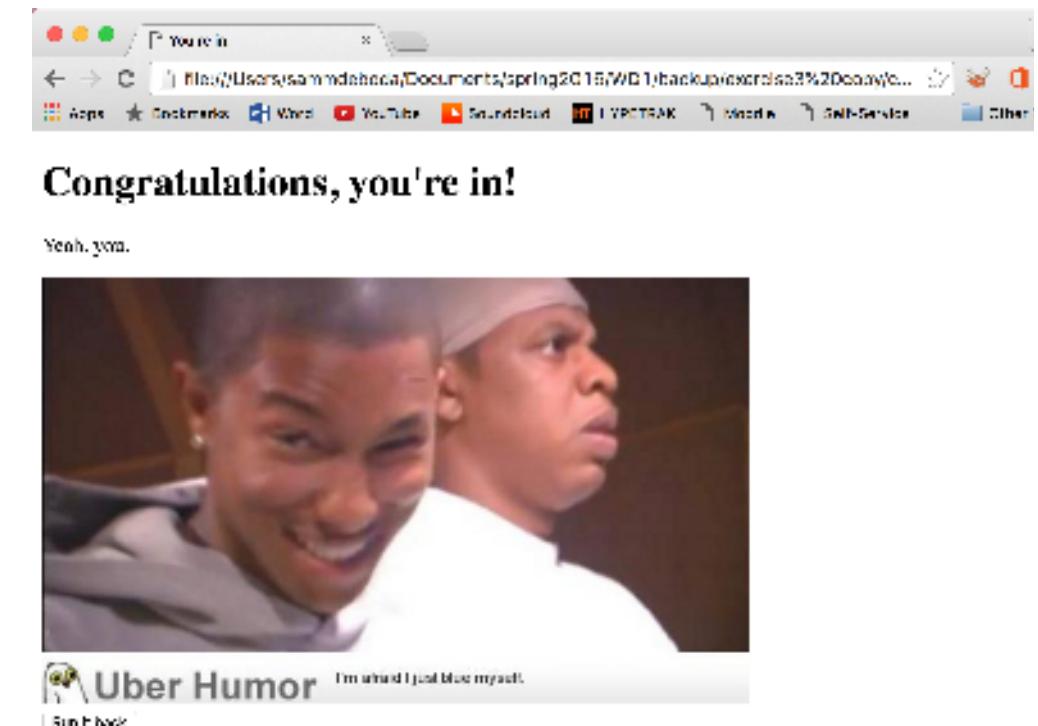
Star Trak Entertainment

The musical group's contributions to the industry was not limited with their music. In addition, they created Star Trak Entertainment. The American record label, founded by Pharrell Williams and Chad Hugo in 2001, signed the musical group among many other notable artists. Today, it operates as a subsidiary of Universal Music Group, and its releases are distributed by Interscope Records.

Exercise 3

We continued to branch off of the format from Exercise 1 and proceeded to show our expanded knowledge of the various HTML tags and elements that goes into the making of a website. By Exercise 3, we learned how to create forms and buttons that would proceed to a confirmation page.

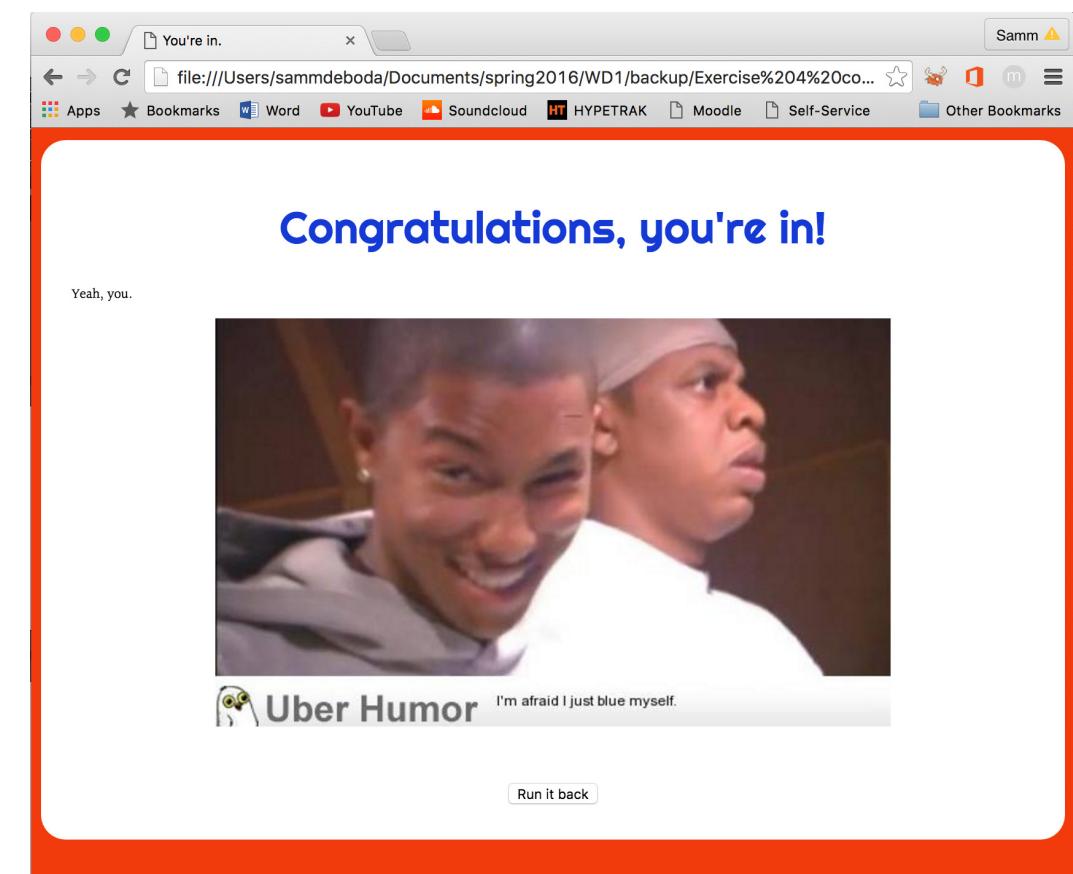
The screenshot shows a web browser window with a form for signing up to a newsletter. The title "Want more N*E*R*D?" is displayed. Below it, a heading says "Sign up to the newsletter and hear the news first!". The form includes fields for First Name, Last Name, E-Mail, City, State, Zip Code, Gender (with options for Female and Male), and a Survey section. The survey asks "How did you first hear about N*E*R*D?" with options like "In Search Of...", "Fly or Die", "Seeing Sounds", "Nothing", and "IM STILL WAITING ON ANOTHER ONE". There is also a field for "Anything else you'd like to share?". At the bottom, there is a "SHARE NOW OR FOREVER HOLD YOUR PAGE..." button.



Exercise 4

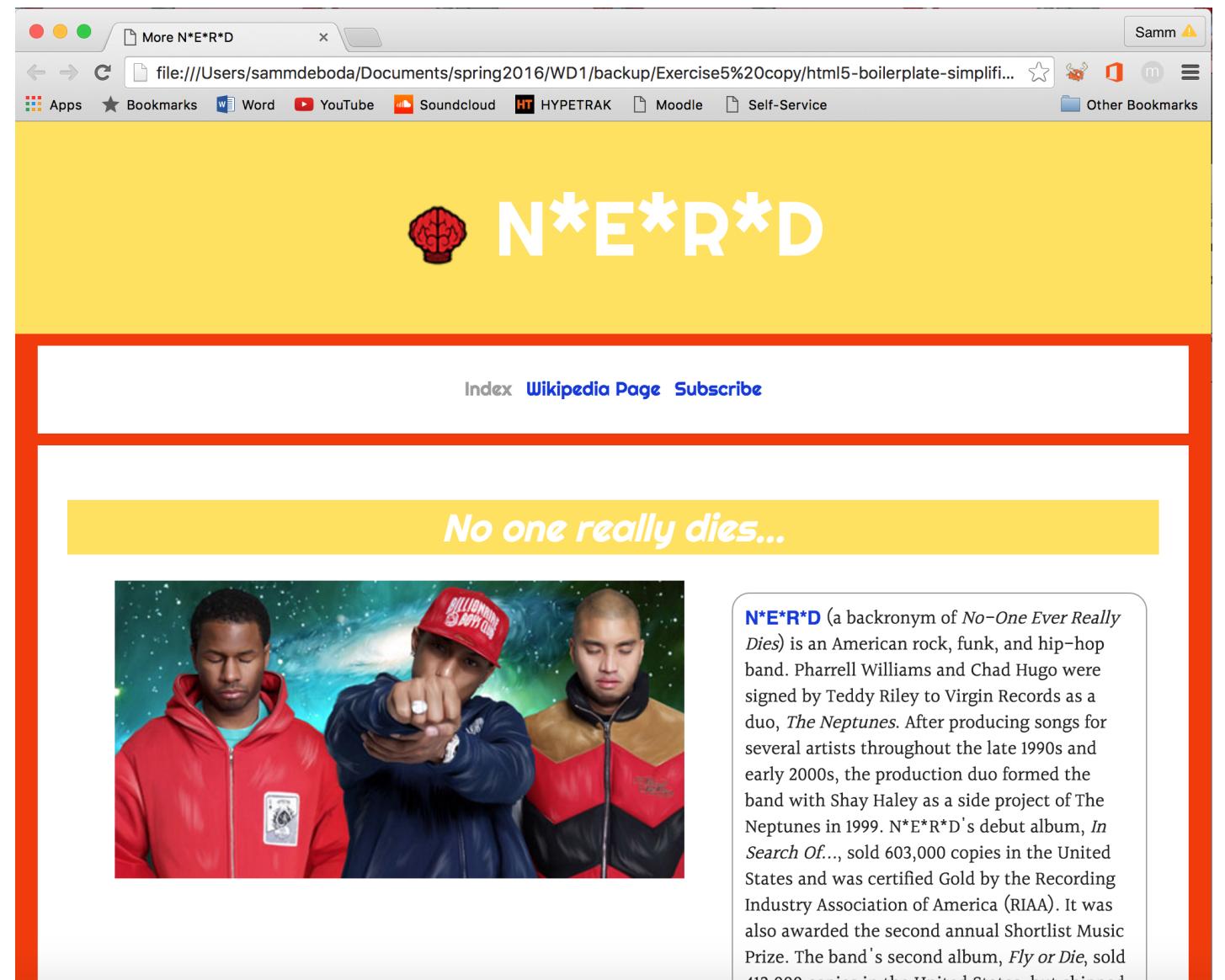
Unlike the other previous exercises, Exercise 4 allowed us to finally experiment with CSS, or the styling of the HTML page. This is where we could be as creative to best of our abilities and play with different typefaces and background colors while still using the coding from the other exercises.

The left screenshot shows a web page for the band N*E*R*D. The title 'N*E*R*D' is at the top in a large, bold, blue font. Below it is a section titled 'Introduction' with text about the band's history and debut album. The right screenshot shows a web page for 'Stay Woke' with a newsletter sign-up form. It includes fields for First Name, Last Name, E-Mail, City, State, Zip Code, and Gender, along with a 'SURVEY' button and a dropdown menu for 'How did you first hear about N*E*R*D?'. There are also checkboxes for favorite albums and a text area for sharing.



Exercise 5

From then on, we continued to progress in the styling elements of coding, learning the basic elements of creating a three column layout and really putting our knowledge of CSS to the test. This was the final exercise working with the Wikipedia page and integrated all of what we learned about HTML and CSS into these pages.

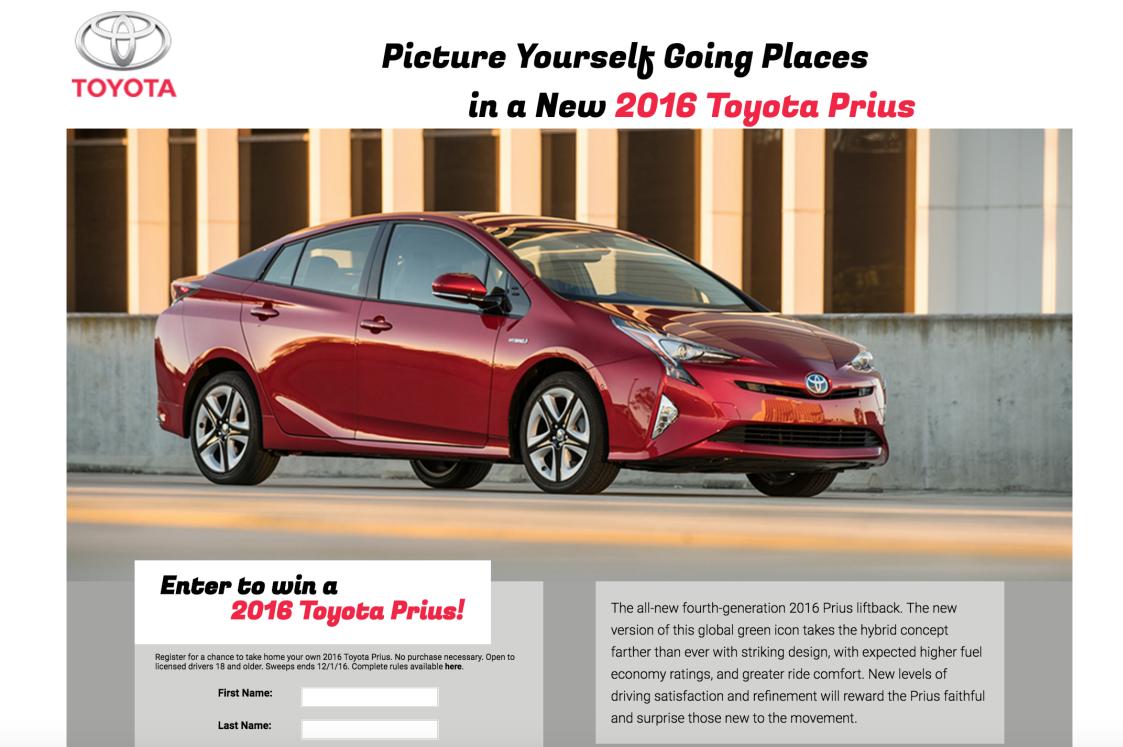
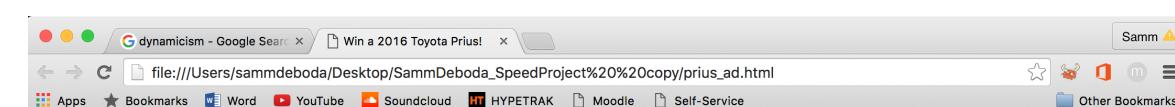
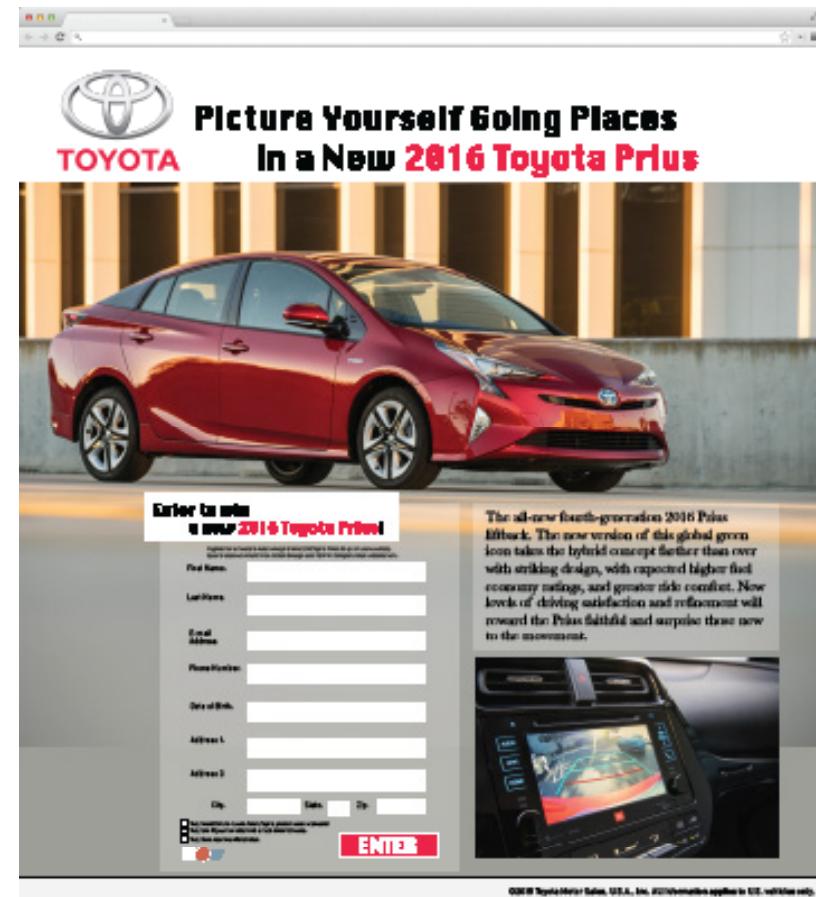


N*E*R*D (a backronym of *No-One Ever Really Dies*) is an American rock, funk, and hip-hop band. Pharrell Williams and Chad Hugo were signed by Teddy Riley to Virgin Records as a duo, *The Neptunes*. After producing songs for several artists throughout the late 1990s and early 2000s, the production duo formed the band with Shay Haley as a side project of The Neptunes in 1999. N*E*R*D's debut album, *In Search Of...*, sold 603,000 copies in the United States and was certified Gold by the Recording Industry Association of America (RIAA). It was also awarded the second annual Shortlist Music Prize. The band's second album, *Fly or Die*, sold 412,000 copies in the United States but shipped

Speed Project

The Speed Project was not necessarily a coding exercise but was more of an opportunity to demonstrate our individual web design abilities within a certain time constraint. We were assigned to create a layout for a Toyota sweepstakes advertisement comp and include all the elements we have gone over throughout the various exercises.

For my design, I wanted to use the imagery as the main focal point and have the other elements accentuate the photo of the car. I used opacity and floating boxes to keep certain information enclosed but still remain light and accessible. Eventually, however, we were assigned to code the layout and create an operating form. My actual web design underwent some changes from the comp. For instance I contained the body of the website, centering the content. In addition, I changed the type treatments of the headlines and body paragraphs to a cleaner and more modern typeface. I was actually more satisfied with the final than I was with my initial design.



House of Pies

Creative Brief

Final Project

In our culminating project, we were assigned to recreate a 5-page website for a restaurant of our choice including all of the elements we've learned throughout the semester. This project was much more involved and unlike any of the other exercises because we worked in a process and required to have go through different iterations. It included a creative brief, information architecture, style tiles, wire frames, high definition comps, as well as the final website.

As I was brainstorming, I wanted to create my website for a restaurant I knew and loved. There were many restaurants in Los Angeles that I enjoyed. However, in the end I decided on House of Pies. House of Pies in Los Feliz, CA has always held a special place in my heart and I knew that choosing a restaurant I liked would result in a better design in the end.

Objectives

Create a site for **House of Pies** for potential, as well as returning customers so they are able to access information regarding the restaurant's location, hours of operation, the menu, and get a glimpse of the restaurant's at-home atmosphere even before stepping in, attracting more patrons.

Audience

The goal is to attract everyone and anyone seeking a nostalgic diner experience at an affordable price tag during any time of the day.

Strategies

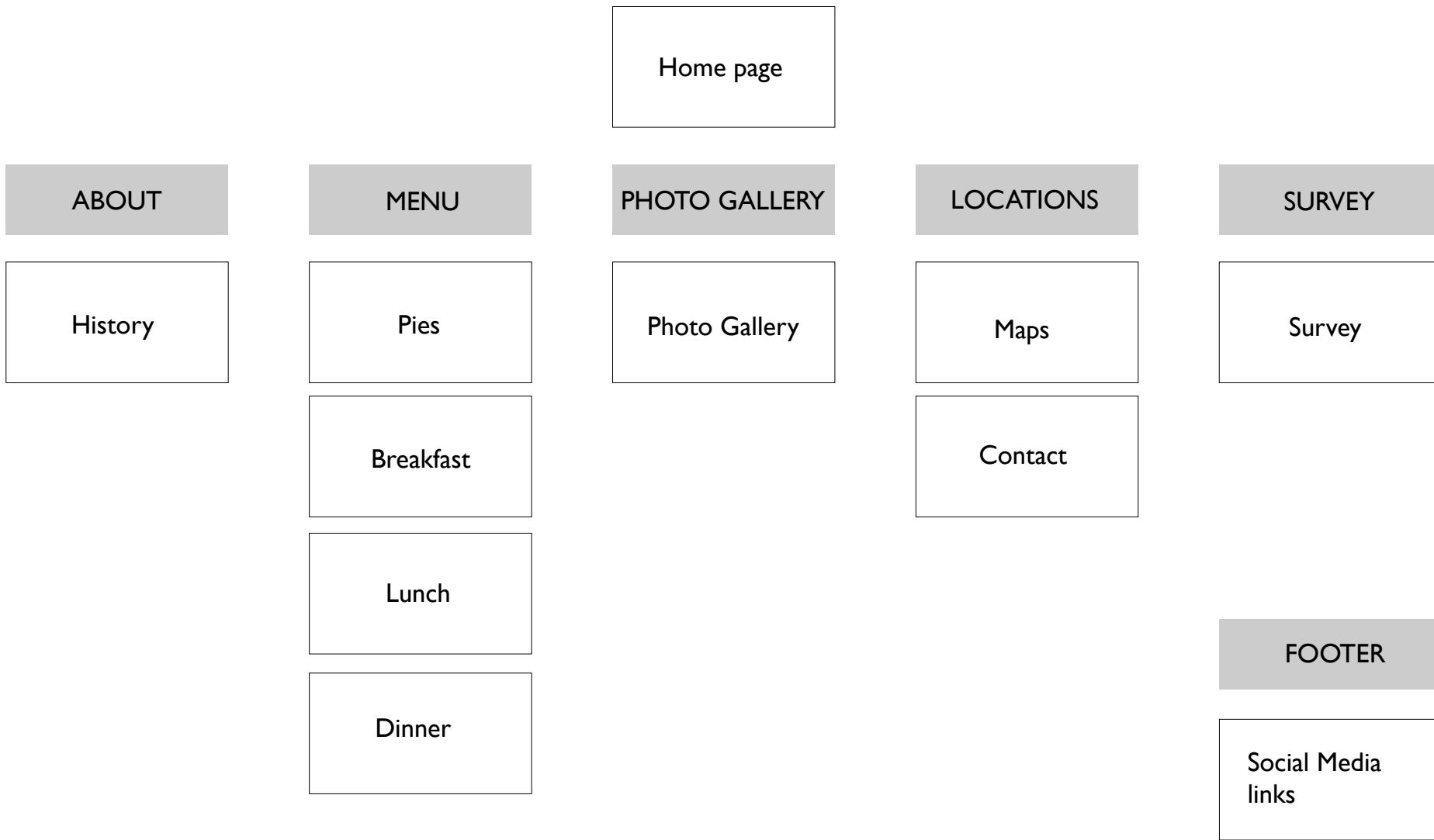
- Promote the restaurant with creative, concise, and accessible website.
- Provide customers with restaurant's social media.
- Allow customers to voice their opinions on the restaurant's service and overall experience.

Design Direction

- Integrate a sense of nostalgia with a modern twist
- Welcoming and warm
- Easy to navigate

Information Architecture

House of Pies Website



NOTES:

Home Page

- Images of best-selling pies
- Press restaurant received

Menu

- Show food selections highlighting their specialty pies

Photo Gallery

- Pictures of best-selling foods
- Glimpse of the restaurant space

Locations

- Include information about the 2 locations such as ways of contacting them
- Maps to the 2 locations

Survey

- HTML form for customer satisfaction survey
- include confirmation page with a coupon or exclusive promotion

Footer

- link to their facebook
- link to Yelp reviews

Wire Frames



Style Tile #1

The header features the "House of Pies" logo with a red outline and yellow stars. The navigation bar includes links for ABOUT, MENU, PHOTOS, LOCATIONS, and SURVEY. A large yellow callout box contains the headline "Headline 1". Below it is a subhead "Subhead" in a bold font, with the note "Font: Arvo Regular from Google Fonts". A paragraph of placeholder text follows. A form section includes fields for First Name (johnny), Last Name (Appleseed), Date of Visit (dropdown menu), How did you hear about us? (dropdown menu), and Food* (radio buttons). A red button labeled "Button" is at the bottom.

Style Tile #2

The header features the "House of Pies" logo with a red outline and yellow stars. The navigation bar includes links for About, Menu, Photos, Locations, and Survey. A large yellow callout box contains the headline "Headline 1" and the note "Font: Arvo Regular from Google Fonts". Below it is a subhead "Subhead" with placeholder text. A form section includes fields for First Name (johnny), Last Name (Appleseed), Date of Visit (dropdown menu), How did you hear about us? (dropdown menu), and Food* (radio buttons). A red button labeled "Button" is at the bottom.

Style Tile #3

The header features the "House of Pies" logo with a red outline and yellow stars. The navigation bar includes links for ABOUT, MENU, PHOTOS, LOCATIONS, and SURVEY. A large yellow callout box contains the headline "Headline 1" and the note "Font: Arvo Regular from Google Fonts". Below it is a subhead "Subhead" with placeholder text. A form section includes fields for First Name (johnny), Last Name (Appleseed), Date of Visit (dropdown menu), How did you hear about us? (dropdown menu), and Food* (radio buttons). A red button labeled "Button" is at the bottom.

Style Tile #4

The header features the "House of Pies" logo with a red outline and yellow stars. The navigation bar includes links for ABOUT, MENU, PHOTOS, LOCATIONS, and SURVEY. A large yellow callout box contains the headline "Headline 1" and the note "Font: Arvo Regular from Google Fonts". Below it is a subhead "Subhead" with placeholder text. A form section includes fields for First Name (johnny), Last Name (Appleseed), Date of Visit (dropdown menu), How did you hear about us? (dropdown menu), and Food* (radio buttons). A red button labeled "Button" is at the bottom.

HD Comps

The screenshot shows the homepage of the House of Pies website. At the top is a navigation bar with links for ABOUT, MENU, LOCATIONS, and SURVEY. The main visual is a large image of a strawberry pie topped with whipped cream. Overlaid on the image are two yellow callout boxes: one on the left saying "Great Pies Baked" and one on the right saying "Fresh Everyday!". Below the image is a section titled "Press" featuring links to SERIOUS EATS, YELP, and TRAVEL ADVISOR. Each link includes a thumbnail image and a short description of the review. At the bottom, there is a quote from a customer and three "Read more" buttons.

Great Pies Baked

Fresh Everyday!

Press

SERIOUS EATS

YELP

TRAVEL ADVISOR

"House of Pies sits on the northern end of our 'main drag' of Vermont Avenue and has long been a hangout of the neighborhood cool kids. Opened over forty years ago, the classic (late) mid-century diner has the old-school sheen that attracts the old and young alike."

[Read more](#)

"Do get their seasonal pies when eating here. You should even buy one to go! Trust, one bite of the oh so fresh and creamy strawberry cream pie or strawberry cheesecake and you'll be a pie lover in no time!"

[Read more](#)

"This is a classic diner style establishment where the kids like to go for pie when we are in LA. You get a huge piece (about 1/5 of a pie) with about 30 or so flavors to choose from. They are always delicious."

[Read more](#)

The screenshot shows the "About Us" page of the House of Pies website. The top navigation bar includes links for ABOUT, MENU, PHOTOS, LOCATIONS, and SURVEY. The main content area features a large image of a tall, yellow sign for "House of Pies FAMILY RESTAURANT" standing outdoors. To the left of the sign is a text block about the restaurant's history and mission. Below the image is a section titled "We are open seven days a week for breakfast, lunch and dinner. Gift certificates are available for all our valued customers. Stop by today!"

About Us

Since 1969, House of Pies has been satisfying the appetites of customers in and around Los Angeles. Calif. Family owned and operated, we are known by people around the area for our delicious menu and fantastic atmospheres. Customers have been returning to our coffee shop for more than four decades not just because of our delicious pies, but also for our excellence in customer service.

We are open seven days a week for breakfast, lunch and dinner. Gift certificates are available for all our valued customers. Stop by today!

[ABOUT](#) [MENU](#) [PHOTOS](#) [LOCATIONS](#) [SURVEY](#)

HD Comps

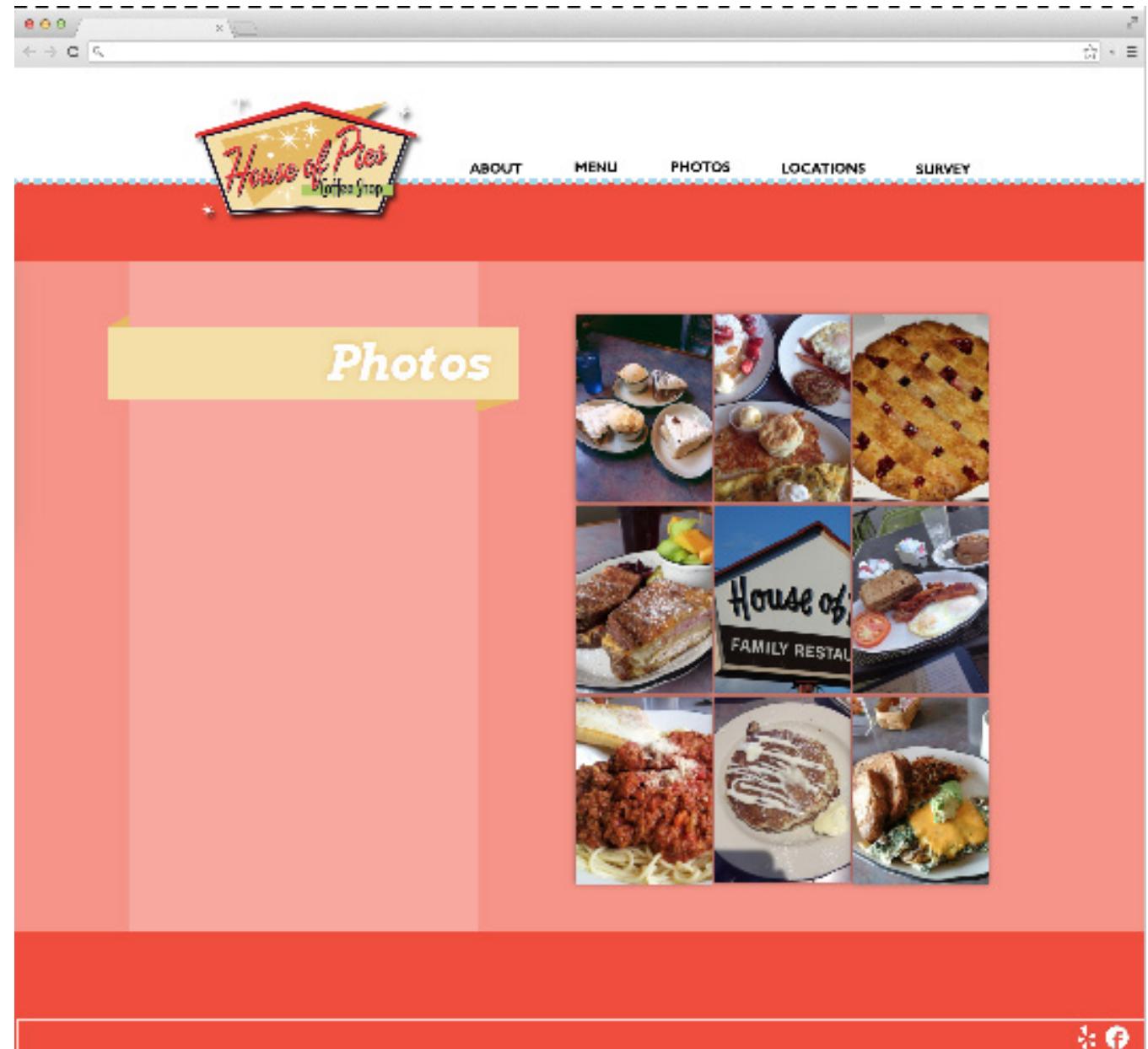
The screenshot shows the 'Menu' section of the House of Pies website. At the top, there's a navigation bar with links for ABOUT, MENU, PHOTOS, LOCATIONS, and SURVEY. The main content features a large image of a breakfast meal (eggs, bacon, bread) with a yellow 'Menu' button overlaid. Below the image, the word 'Pie' is prominently displayed. The 'SPECIALTIES OF THE HOUSE' section lists several pie varieties with their descriptions:

- FRESH STRAWBERRY CREAM CHEESE (SEASONAL)**
Sweet ripe strawberry covering cream cheese filling and topped with glazed crushed pistachios.
- FRESH STRAWBERRY CREAM (SEASONAL)**
Sweet ripe strawberry covering custard filling and topped with slices and whipped cream.
- FRESH PEACH (SEASONAL)**
Fresh peach pie filling covered in a light custard and topped with glaze and whipped cream.
- KEY LIME**
A burst of flavor in every bite - tart and tangy key lime filling in a graham cracker crust, topped with whipped cream.
- SOUTHERN PECAN**
Large toasted pecans blended into our signature pecan pie filling in a tender flaky crust.
- CREAM PIES**
Individual servings in a warm flaky crust, topped with fluffy whipped cream.
Choose from: Banana, Chocolate, German Chocolate, Doritos Chocolate, & Doritos Chocolate Brownie, Lemon, Coconut, Pumpkin, Pecan Butter, Buttercrunch.

The screenshot shows the 'Locations' section of the House of Pies website. The navigation bar at the top is identical to the menu page. The main content includes a heading 'Locations' and a map showing the restaurant's address: 1869 N Vermont Ave, Los Angeles, CA 90027. It also provides contact information: Los Feliz, Phone: 323-666-9961, Fax: 323-664-0171, Email: houseofpies1869@gmail.com. Below the map, there's a 'Coming Soon' section for a new location at 1020 Venice Blvd, Los Angeles, CA 90291, open EVERYDAY from 6:30 AM - 2 PM. Social media icons for Twitter and Facebook are located in the bottom right corner.

HD Comps

One of the major changes I made in my final website from my comps was the exclusion of the gallery page for the website. After finding out that we only needed 4-5 pages of content, I had to choose a page that was the least necessary. After much consideration, the gallery was the page that I decided to remove.



HD Comps

House of Pie

ABOUT MENU PHOTOS LOCATE US SURVEY

Share your experience for a free slice on your next visit!

Name: John

Last Name: Doe

Date of Birth: 01/01/01

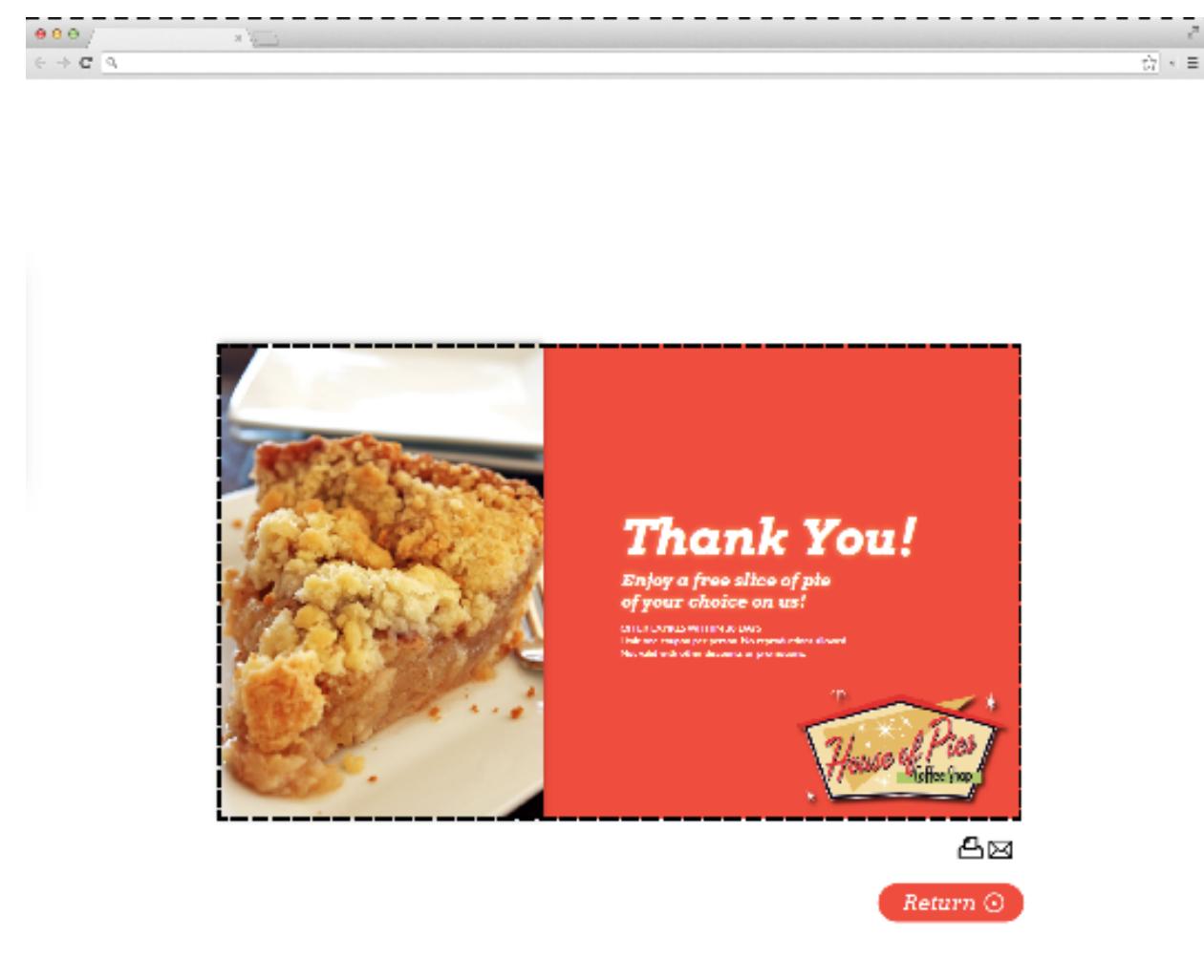
How did you hear about us?

Very poor Good Fair Poor Very good

Food?	*	*	*	*	*
Service?	*	*	*	*	*
Atmosphere?	*	*	*	*	*
Value?	*	*	*	*	*

We appreciate your comments!

Submit



Final Website

The screenshot shows the homepage of the House of Pies website. At the top, there's a navigation bar with links for "ABOUT", "MENU", "LOCATIONS", and "SURVEY". The main visual is a large image of a strawberry pie. Overlaid on the image are two yellow callout boxes: one on the left saying "Great Pies Baked" and one on the right saying "Fresh Everyday!". Below the image, there's a section titled "Press" with links to "SERIOUS EATS", "YELP", and "TRAVEL ADVISOR". The overall color scheme is orange and white.

The screenshot shows the "About Us" page of the website. The top navigation bar remains the same. The main content features a large image of a street sign for "House of Pies FAMILY RESTAURANT". To the left of the sign, there's a block of text: "Since 1969, House of Pies has been satisfying the appetites of customers in and around Los Angeles, Calif. Family owned and operated, we are known by people around the area for our delicious menu and fantastic atmosphere. Customers have been returning to our coffeeshop for more than four decades, not just because of our delicious pies, but also for our excellence in customer service." Below this, another block of text states: "We are open seven days a week for breakfast, lunch and dinner. Gift certificates are available for all of our valued customers. Stop by today!"

Final Website

The screenshot shows the 'Menu' page of the House of Pies website. At the top, there's a navigation bar with links for 'ABOUT', 'MENU', 'LOCATIONS', and 'SURVEY'. The main content area features a large image of a breakfast meal consisting of bacon, eggs, hash browns, and bread. A yellow callout box on the left side of the image contains the word 'Menu' in white. Below the image, the word 'Pie' is displayed in a large, bold, white font. Underneath 'Pie', the text 'SPECIALTIES OF THE HOUSE' is written in green, followed by 'FRESH STRAWBERRY CREAM CHEESE (SEASONAL)' in smaller green text.

The screenshot shows the 'Locations' page of the House of Pies website. The top navigation bar includes 'ABOUT', 'MENU', 'LOCATIONS', and 'SURVEY'. The main content area has a yellow header with the word 'Locations' in white. To the right of the header, there are two sections of text with addresses and contact information. The first section is for the original location: '1869 N Vermont Ave, Los Angeles, CA 90027', with phone number '323-666-9961', fax '323-664-0171', and email 'houseofpies1869@gmail.com'. The second section is for a new location: 'Coming soon! 1020 Venice Blvd, Los Angeles, CA 90291'. Below this, there's a 'EVERY DAY' section with the text '6:30 AM-2 PM'. On the right side of the page, there is a Google map showing the location of the first store at 1869 N Vermont Ave in Los Angeles, with the Hollywood Sign visible in the background.

Final Website

The image displays two side-by-side screenshots of a website for "House of Pies".

Left Screenshot (Survey Page):

- Header:** House of Pies coffee shop logo.
- Navigation:** ABOUT, MENU, LOCATIONS, SURVEY.
- Main Content:** A large image of a pie slice with text overlay: "Share your experience for a free slice on your next visit!"
- Form Fields:** First Name, Last Name, Date of Visit (mm/dd/yyyy), How did you hear about us? (dropdown menu: Please select one), and a rating scale from Very Good to Very Poor.

Right Screenshot (Home Page):

- Header:** House of Pies coffee shop logo.
- Navigation:** ABOUT, MENU, LOCATIONS, SURVEY.
- Image:** A slice of pie with a crumble topping.
- Text:** "Thank You! Enjoy a free slice of pie of your choice on us!"
- Offer details:
OFFER EXPIRES WITHIN 30 DAYS
Limit one coupon per person. No reproductions allowed.
Not valid with other discounts or promotions.
- Footer:** House of Pies coffee shop logo.

Conclusion

Looking back from the beginning of the semester, I can definitely notice the growth in my knowledge of coding. Having little to no knowledge of HTML and CSS, I was intimidated simply with the thought of having to memorize different tags. However, as we proceeded, the use of the different elements came to me as if it were second nature and a website began to take form. Though it took a lot of re-reading the notes from the night before, I realized that much of coding is about problem solving, a skill that will be useful throughout my design career. I'm able to create a functioning website from scratch. Now that I have a better understanding of what coding is and experienced building a website, I greater admiration of those that take this as a profession.