

# **Web Design Process Book**

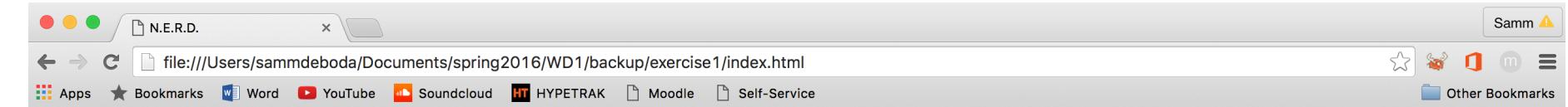
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Woodbury University

# 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** (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 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 Trak Entertainment*, a subsidiary of Interscope Records established by Williams and Hugo. The band's third album, *Seeing 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 *Kempsville High School Marching Chiefs*, under the direction of current University of Virginia Band Director, William Pease, while Pharrell was a drumline member of the (FMC) *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*.

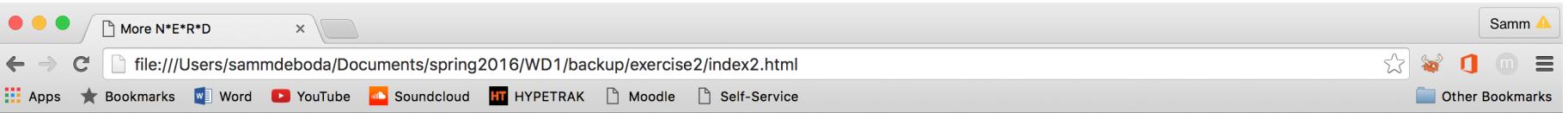
#### 2001–2002: *In Search Of...*

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 Spymob 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 603,000 copies in the United States and was certified Gold by the RIAA. The album's lead single, "Lapdance", peaked at number 36 of the Hot Rap Tracks chart and number 85 on the Hot R&B/Hip-Hop Songs. The 2<sup>nd</sup> 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>.



## More N\*E\*R\*D

- [Index](#)
- [Wikipedia Page](#)



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

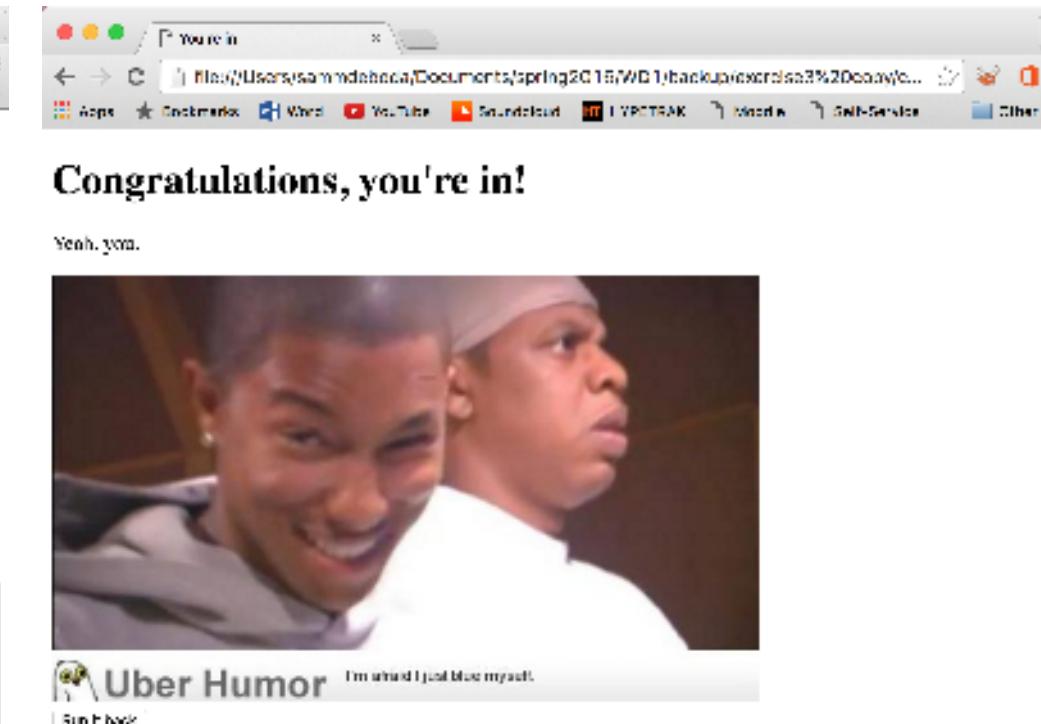
## Star Trak Entertainment

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.

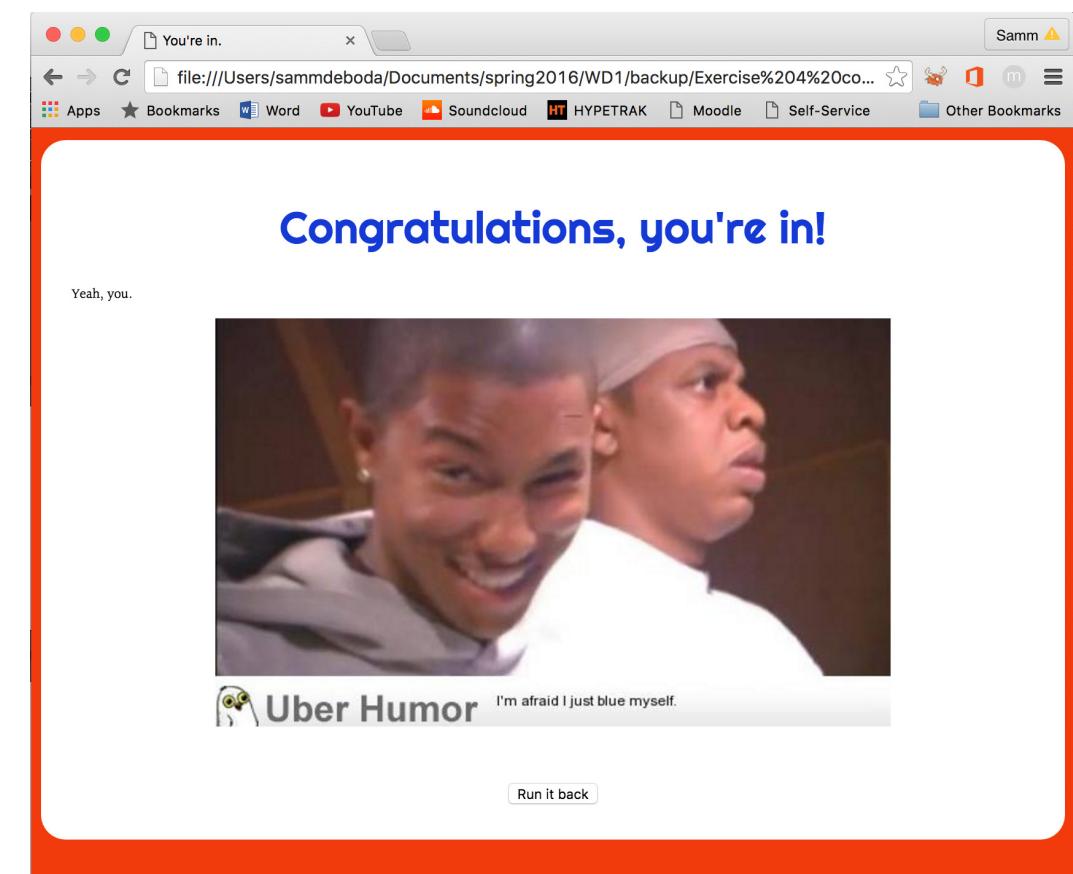
The screenshot shows a web browser window with a form for signing up to a newsletter. The title "Want more N\*E\*R\*D?" is displayed. Below it, a heading says "Sign up to the newsletter and hear the news first!". The form includes fields for First Name, Last Name, E-Mail, City, State, Zip Code, Gender (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

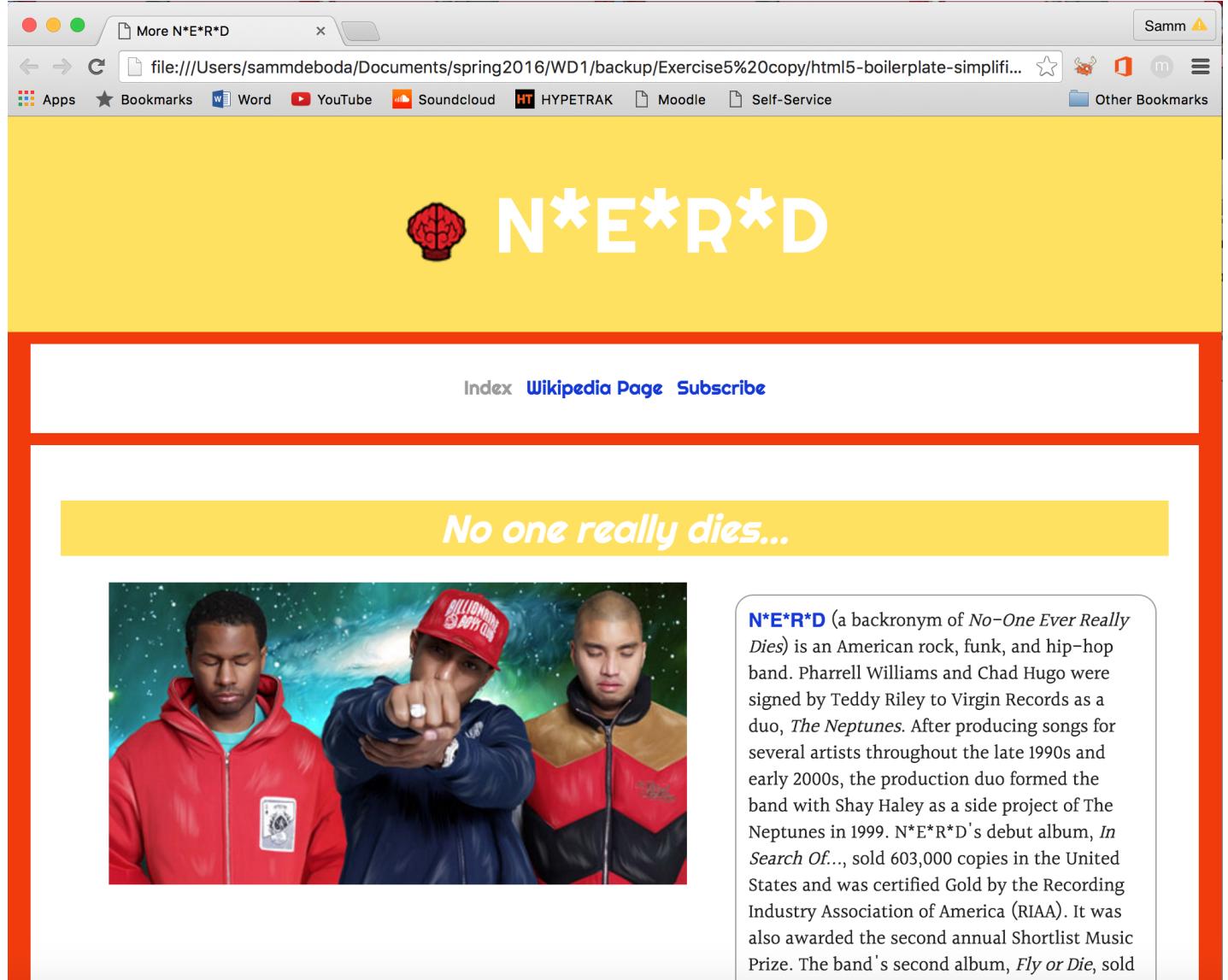
Unlike the other previous exercises, Exercise 4 allowed us to finally experiment with CSS, or the styling of the HTML page. This is where we could be as creative to best of our abilities and play with different typefaces and background colors while still using the coding from the other exercises.

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.



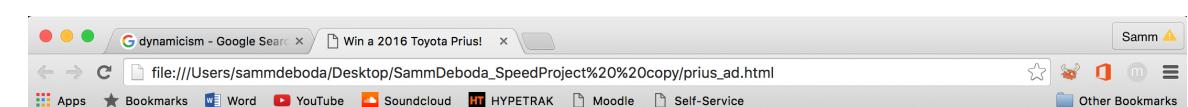
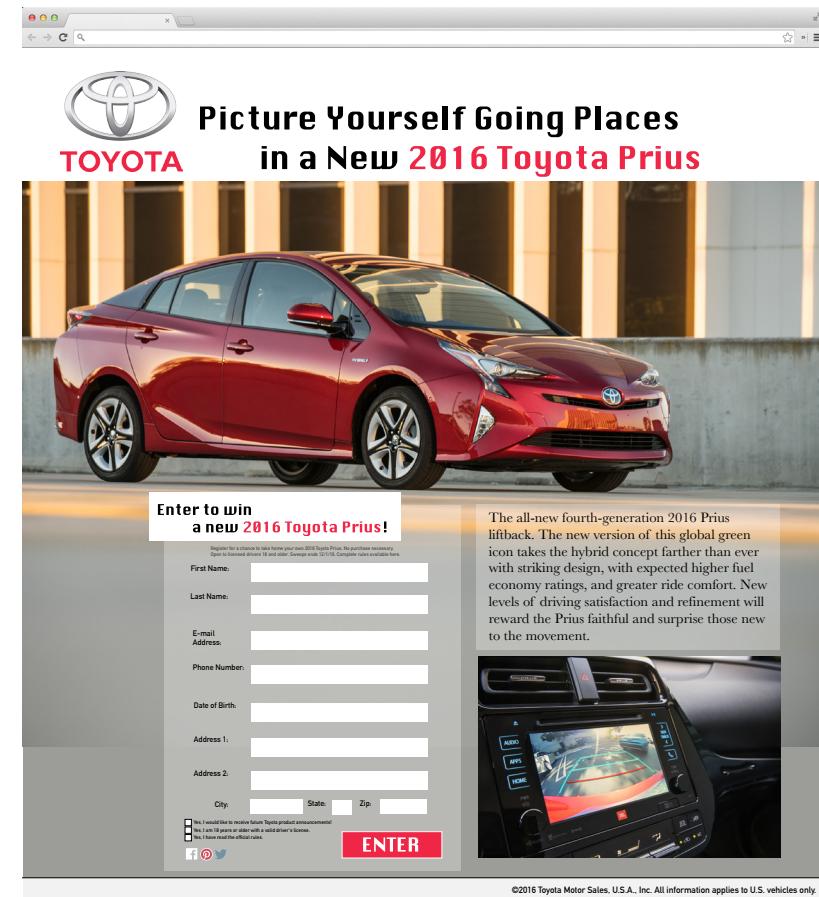
The screenshot shows a web browser window titled "More N\*E\*R\*D". The address bar displays the local file path: "file:///Users/sammdeboda/Documents/spring2016/WD1/backup/Exercise5%20copy/html5-boilerplate-simplifi...". The bookmarks bar includes links to Apps, Bookmarks, Word, YouTube, Soundcloud, HYPETRAK, Moodle, Self-Service, and Other Bookmarks. The main content area features a yellow header with a red brain icon and the text "N\*E\*R\*D". Below the header is a white navigation bar with links to Index, Wikipedia Page, and Subscribe. A yellow banner contains the text "No one really dies...". Below the banner is a photograph of three men: Pharrell Williams, Chad Hugo, and Shay Haley. To the right of the photo is a sidebar with a box containing information about the band N\*E\*R\*D.

**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

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## Final Project

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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

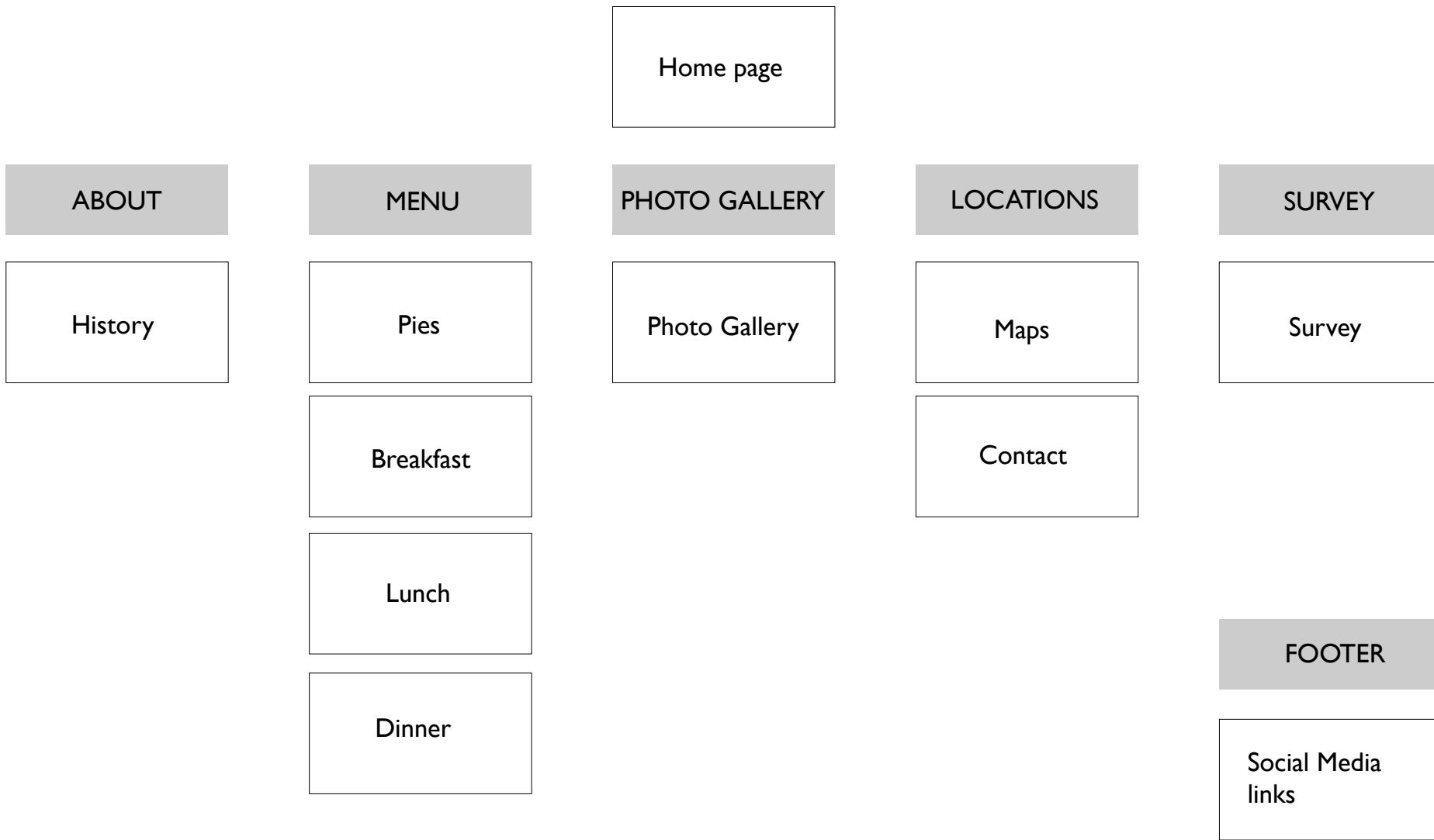
- Promote the restaurant with creative, concise, and accessible website.
- Provide customers with restaurant's social media.
- Allow customers to voice their opinions on the restaurant's service and overall experience.

### 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

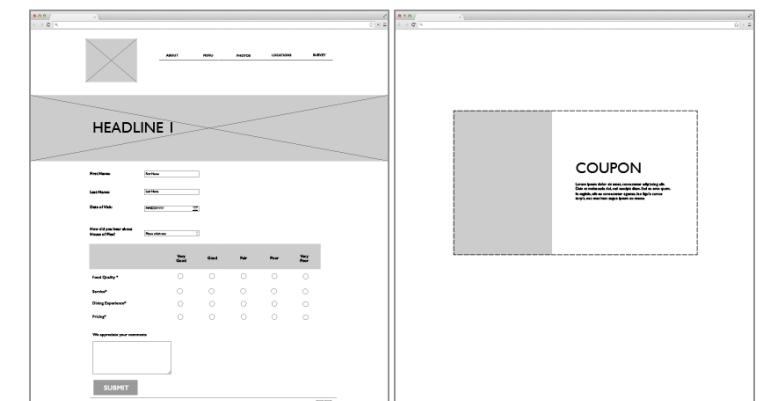
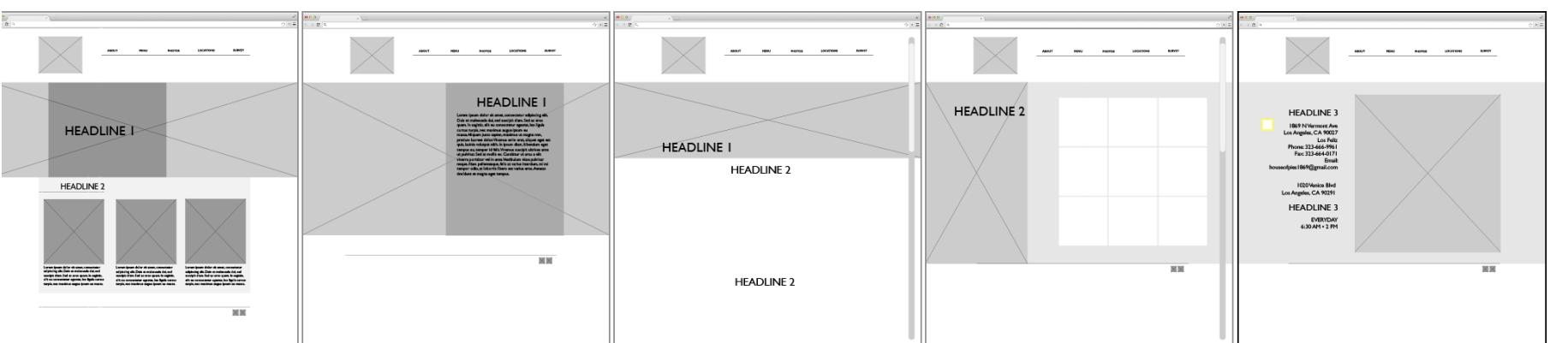
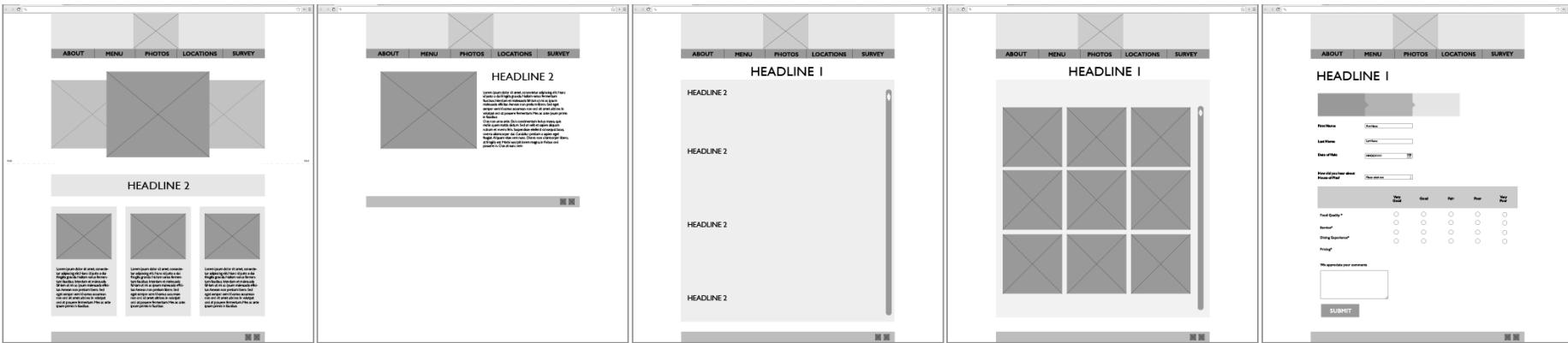
#### Survey

- 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**

**House of Pies**  
coffee shop

ABOUT MENU PHOTOS LOCATIONS SURVEY

# Headline 1

## Subhead

Font: Arvo Regular from Google Fonts

Lore ipsum dolor sit amet, consectetur adipiscing elit. Duis et malesuada dui, sed suscipit diam. Sed ac eros quam. In sagittis, elit eu consectetur egestas, leo ligula cursus turpis, nec maximus augue ipsum eu massa. Aliquam justo sapien, maximus ut magna non, pretium laoreet dolor. Vivamus enim erat, aliquet eget est quis, lacinia volutpat nibh. In ipsum diam, bibendum eget tempus eu, semper id felis. Vivamus suscipit ultrices ante ut pulvinar. Sed at mollis ex.

Font: Gill Sans Light

**Button ▶**

Possible Colors  
 #D442B    #92CEF2    #F4E0A5    #E8BB5D    #FFFFFF

Possible Patterns

Possible Form

First Name:   
Last Name:   
Date of Visit:   
How did you hear about us?   
Food\*

**Style Tile #2**

**House of Pies**  
coffee shop

About Menu Photos Locations Survey

# Headline 1

Font: Damon Regular from Google Fonts

## Subhead

LOREM ipsum dolor sit amet, consectetur adipiscing elit. Duis et malesuada dui, sed suscipit diam. Sed ac eros quam. In sagittis, elit eu consectetur egestas, leo ligula cursus turpis, nec maximus augue ipsum eu massa. Aliquam justo sapien, maximus ut magna non, pretium laoreet dolor. Vivamus enim erat, aliquet eget est quis, lacinia volutpat nibh. In ipsum diam, bibendum eget tempus eu, semper id felis. Vivamus suscipit ultrices ante ut pulvinar. Sed at mollis ex.

Font: Alegreya Sans Light from Google Fonts

**Button**

Possible Colors  
 #171212    #E33025    #C1E3F4    #E5B585    #E8BB5D    #FFFFFF

Possible Patterns

Possible Form

First Name:   
Last Name:   
Date of Visit:   
How did you hear about us?   
Food\*

**Style Tile #3**

**House of Pies**  
coffee shop

ABOUT MENU PHOTOS LOCATIONS SURVEY

# Headline 1

## Subhead

Font: Arvo Regular from Google Fonts

Lore ipsum dolor sit amet, consectetur adipiscing elit. Duis et malesuada dui, sed suscipit diam. Sed ac eros quam. In sagittis, elit eu consectetur egestas, leo ligula cursus turpis, nec maximus augue ipsum eu massa. Aliquam justo sapien, maximus ut magna non, pretium laoreet dolor. Vivamus enim erat, aliquet eget est quis, lacinia volutpat nibh. In ipsum diam, bibendum eget tempus eu, semper id felis. Vivamus suscipit ultrices ante ut pulvinar. Sed at mollis ex.

Font: Gill Sans Light from Google Fonts

**Button ◎**

Possible Colors  
 #D442B    #B4CE99    #F4E0A5    #F0673F    #603813

Possible Patterns

Possible Forms

First Name:   
Last Name:   
Date of Visit:   
How did you hear about us?   
Food\*

**Style Tile #4**

**House of Pies**  
coffee shop

ABOUT MENU PHOTOS LOCATIONS SURVEY

# Headline 1

## Subhead

Font: Arvo Regular from Google Fonts

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Font: Gill Sans Light

**Button ◎**

Possible Colors  
 #F24C36    #92CEF2    #F4E0A5    #E8BB5D    #FFFFFF

Possible Patterns

Possible Form

First Name:   
Last Name:   
Date of Visit:   
How did you hear about us?   
Food\*

# 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. 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 palm tree-lined street with a prominent "House of Pies FAMILY RESTAURANT" sign. A yellow callout box on the left contains the heading "About Us". Below it is a paragraph of text about the restaurant's history and values. Another paragraph below discusses its opening hours and gift certificates. At the bottom right are social media icons for Twitter and Facebook.

**About Us**

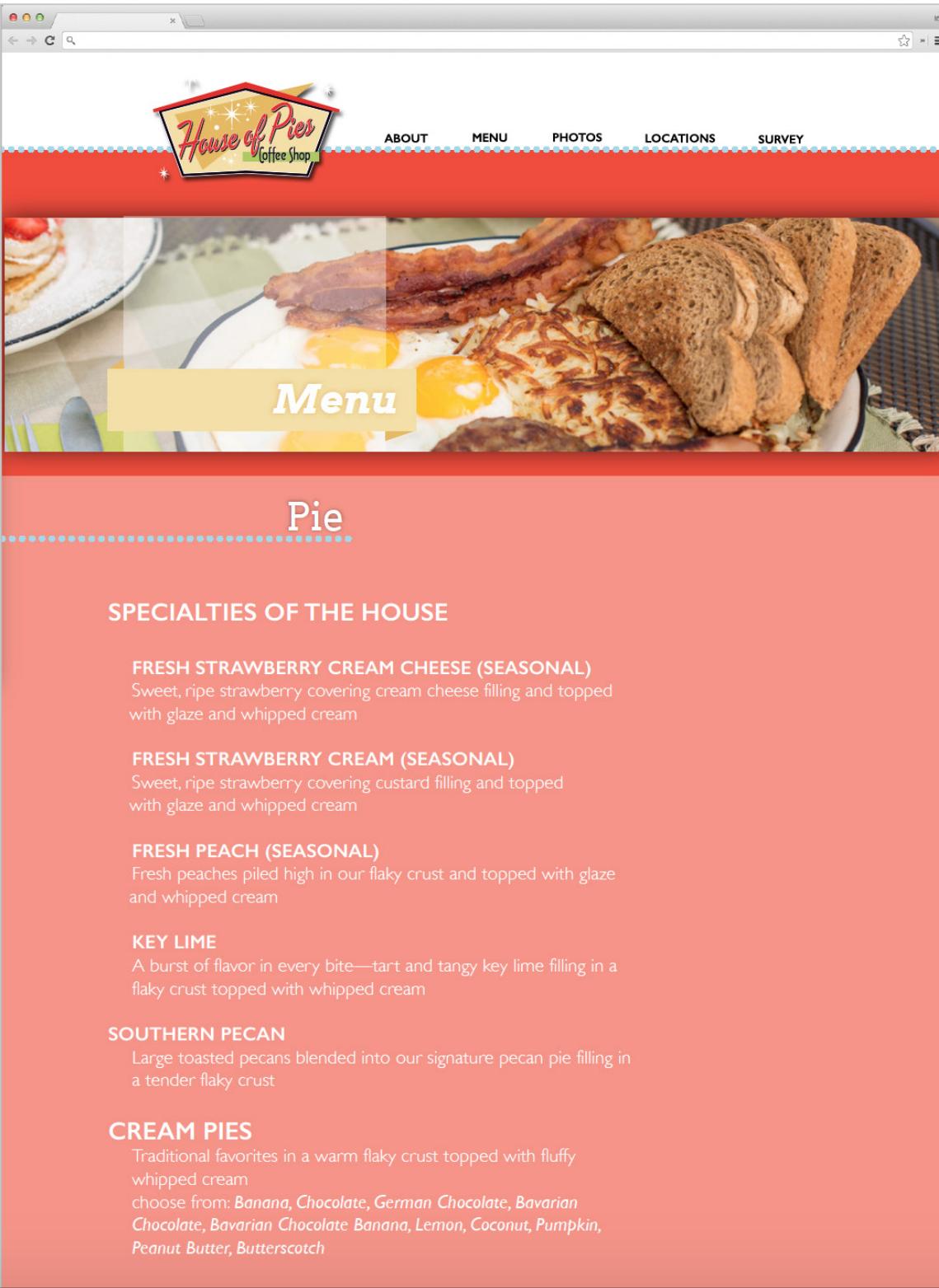
Since 1969, House of Pies has been satisfying the appetites of customers in and around Los Angeles, Calif. Family owned and operated, we are known by people around the area for our delicious menu and fantastic atmosphere. Customers have been returning to our coffeeshop for more than four decades, not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

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!

**House of Pies**  
FAMILY RESTAURANT

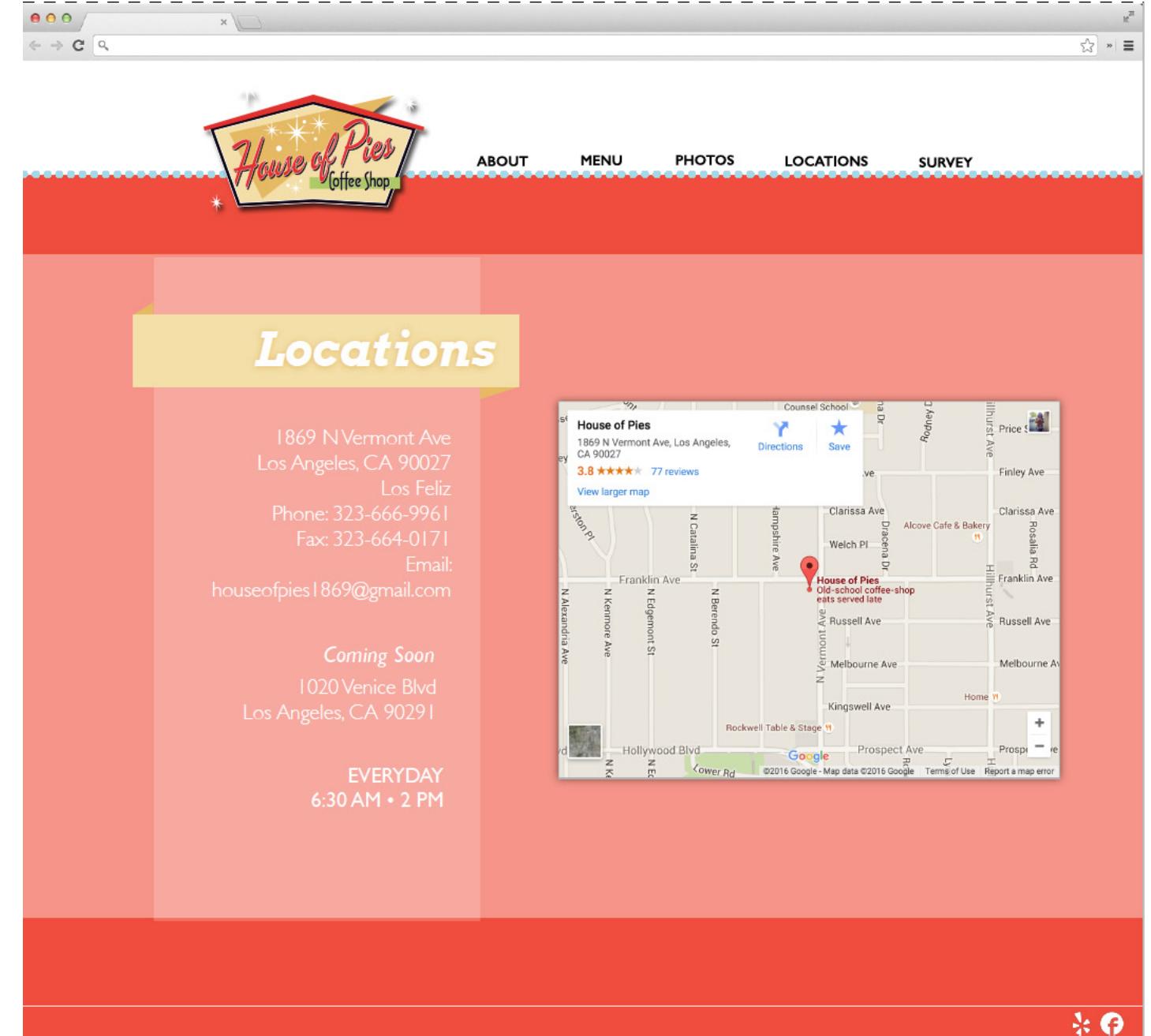
[Twitter icon](#) [Facebook icon](#)

# 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. Below the navigation is a large image of a breakfast plate with bacon, eggs, hash browns, and bread. A yellow button labeled 'Menu' is overlaid on the image. The main content area has a red background and features a section titled 'Pie' with a dotted line. Underneath, there's a heading 'SPECIALTIES OF THE HOUSE' followed by several pie descriptions:

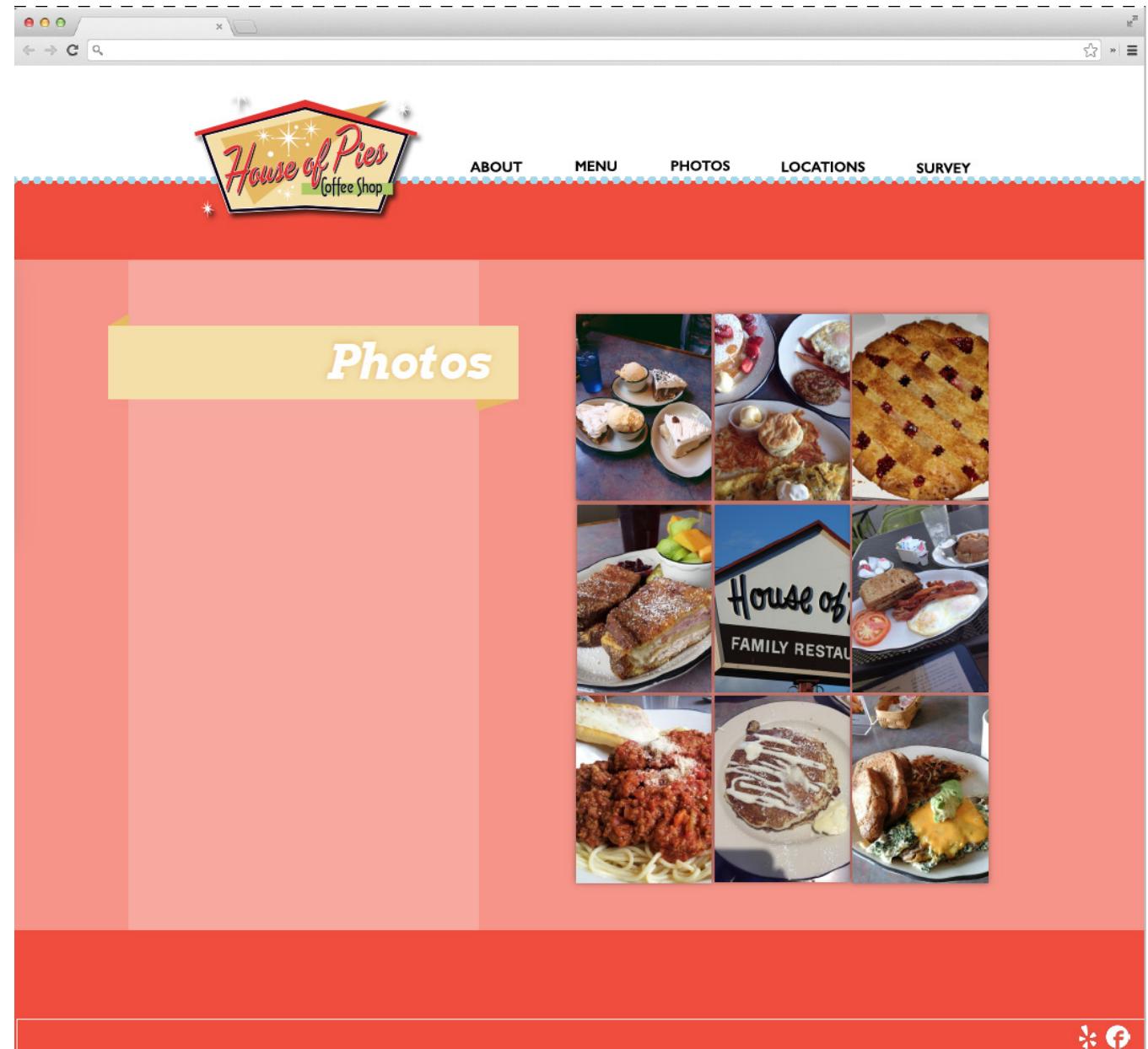
- FRESH STRAWBERRY CREAM CHEESE (SEASONAL)**  
Sweet, ripe strawberry covering cream cheese filling and topped with glaze and whipped cream
- FRESH STRAWBERRY CREAM (SEASONAL)**  
Sweet, ripe strawberry covering custard filling and topped with glaze and whipped cream
- FRESH PEACH (SEASONAL)**  
Fresh peaches piled high in our flaky crust and topped with glaze and whipped cream
- KEY LIME**  
A burst of flavor in every bite—tart and tangy key lime filling in a flaky crust topped with whipped cream
- SOUTHERN PECAN**  
Large toasted pecans blended into our signature pecan pie filling in a tender flaky crust
- CREAM PIES**  
Traditional favorites in a warm flaky crust topped with fluffy whipped cream  
choose from: Banana, Chocolate, German Chocolate, Bavarian Chocolate, Bavarian Chocolate Banana, Lemon, Coconut, Pumpkin, Peanut Butter, Butterscotch



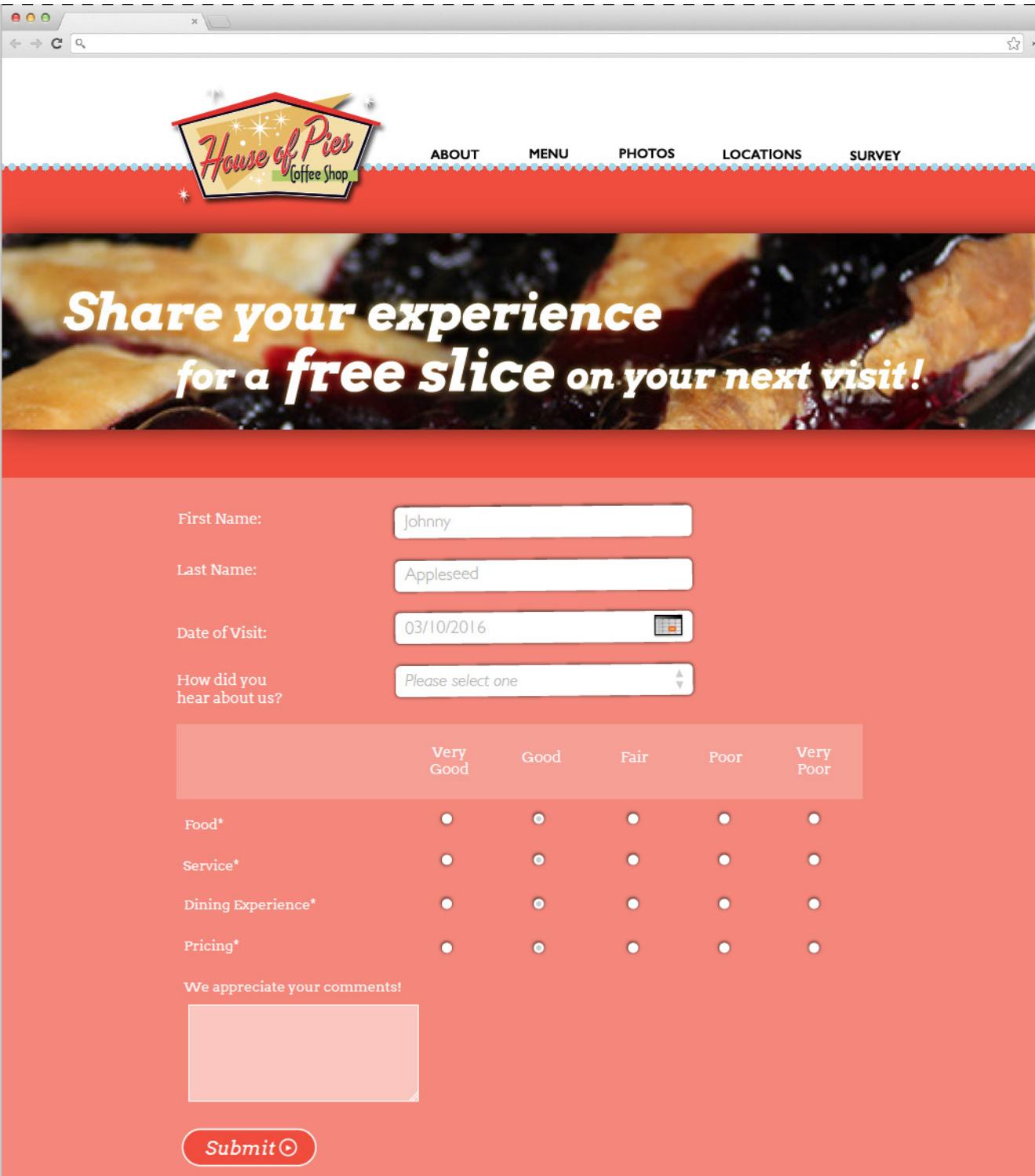
The screenshot shows the 'Locations' section of the House of Pies website. At the top, there's a navigation bar with links for ABOUT, MENU, PHOTOS, LOCATIONS, and SURVEY. The main content area has a red background and features a heading 'Locations' in a yellow box. It lists the current location at 1869 N Vermont Ave, Los Angeles, CA 90027, with details for Los Feliz, phone number 323-666-9961, fax 323-664-0171, and email houseofpies1869@gmail.com. It also mentions a 'Coming Soon' location at 1020 Venice Blvd, Los Angeles, CA 90291, open 'EVERYDAY 6:30 AM • 2 PM'. To the right is a Google map showing the location of the restaurant at 1869 N Vermont Ave. The map includes street names like Franklin Ave, N Catalina St, N Berendo St, and N Edgemont St. Social media icons for Twitter and Facebook are at the bottom right.

# 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



A screenshot of a survey page for House of Pies. The header features the "House of Pies Coffee Shop" logo. The main message is "Share your experience for a free slice on your next visit!". Below this, there are input fields for First Name (johnny), Last Name (Appleseed), Date of Visit (03/10/2016), and a dropdown menu for "How did you hear about us?". There is also a satisfaction scale from "Very Good" to "Very Poor" with five points. The survey section includes questions about Food\*, Service\*, Dining Experience\*, and Pricing\*. A comment field asks for appreciation of comments, and a "Submit" button is at the bottom.

First Name: johnny

Last Name: Appleseed

Date of Visit: 03/10/2016

How did you hear about us?

Very Good    Good    Fair    Poor    Very Poor

Food\*      •    •    •    •    •

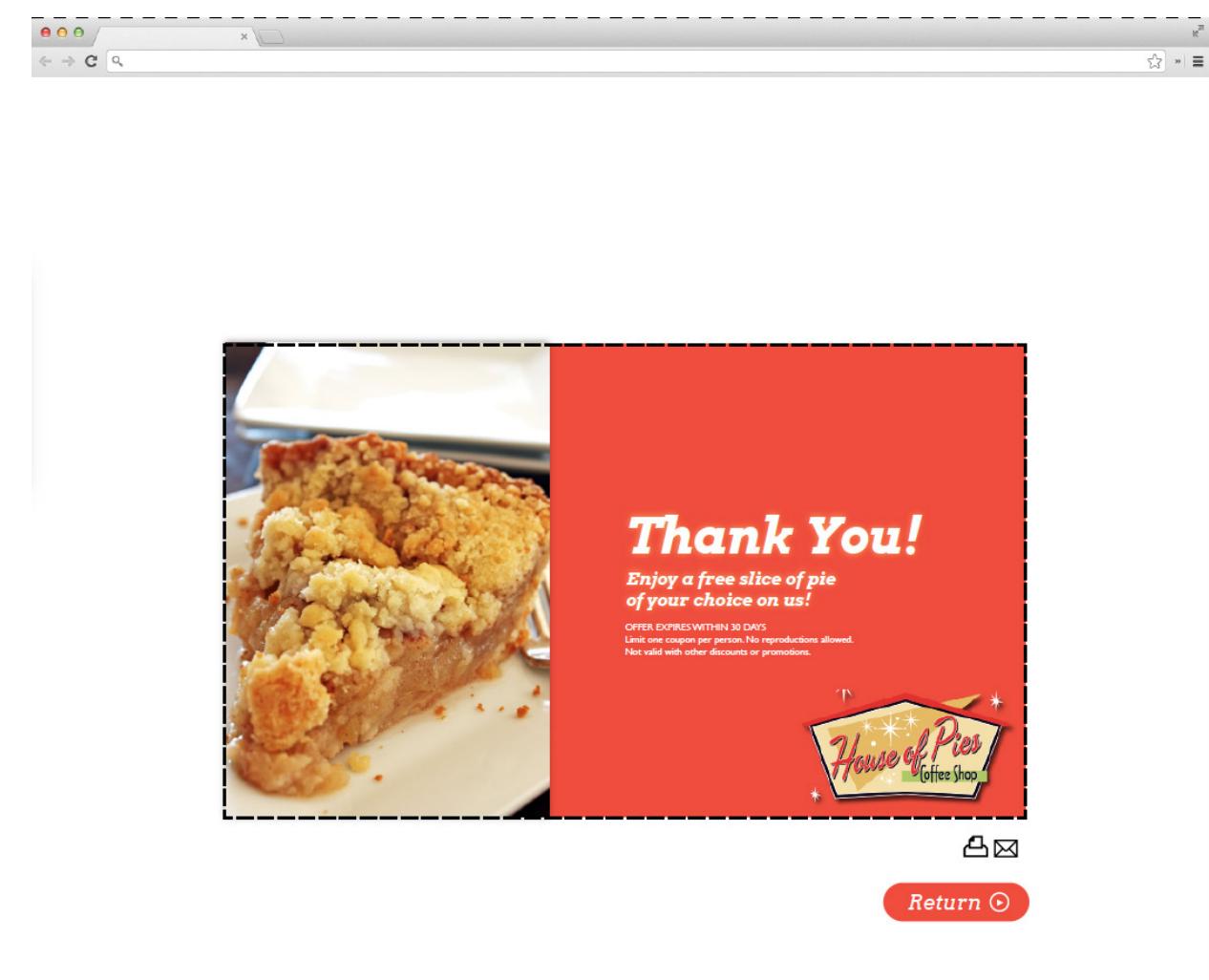
Service\*     •    •    •    •    •

Dining Experience\*     •    •    •    •    •

Pricing\*     •    •    •    •    •

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**. Below the navigation 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!**. At the bottom of the page, there's a red footer section with the word **Press** and links to **SERIOUS EATS**, **YELP**, and **TRAVEL ADVISOR**.

The screenshot shows the **About Us** page of the **House of Pies** website. The page features a large image of a palm tree-lined street. On the left, there's a text block: "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." On the right, there's another text block: "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!" At the bottom right, there's a photograph of a wooden sign for "House of Pies FAMILY RESTAURANT".

# Final Website

A screenshot of a web browser showing the 'Menu' page of the House of Pies website. The page features a red header with the 'House of Pies' logo and navigation links for 'ABOUT', 'MENU', 'LOCATIONS', and 'SURVEY'. Below the header is a large image of a breakfast meal consisting of bacon, eggs, hash browns, and toast. A yellow callout box on the left side of the image contains the word 'Menu' in white. The main content area has a red background and displays the word 'Pie' in white. Below it, under the heading 'SPECIALTIES OF THE HOUSE', is the text 'FRESH STRAWBERRY CREAM CHEESE (SEASONAL)'.

A screenshot of a web browser showing the 'Locations' page of the House of Pies website. The page features a red header with the 'House of Pies' logo and navigation links for 'ABOUT', 'MENU', 'LOCATIONS', and 'SURVEY'. The main content area has a red background and displays the word 'Locations' in large white letters. Below this, there are two sections of text. The first section provides details for a location in Los Feliz: '1869 N Vermont Ave, Los Angeles, CA 90027', 'Phone: 323-666-9961', 'Fax: 323-664-0171', and 'Email: houseofpies1869@gmail.com'. The second section, labeled 'Coming soon!', provides details for a location in West Hollywood: '1020 Venice Blvd, Los Angeles, CA 90291', 'EVERY DAY', and '6:30 AM-2 PM'. To the right of the text is a map of the Hollywood area, showing the location of the first branch at 1869 N Vermont Ave.

# Final Website

Survey|House of Pies LA

file:///Users/sammdeboda/Desktop/final%20assignment/index/survey.html

ABOUT MENU LOCATIONS SURVEY

First Name:

Last Name:

Date of Visit:  mm/dd/YYYY

How did you hear about us?  Please select one

Very Good Good Fair Poor Very Poor

file:///Users/sammdeboda/Desktop/final assignment/index/about.html

Free Slice!

file:///Users/sammdeboda/Desktop/sammdeboda.github.io/final%20assignment/index/coupon.html

ABOUT MENU LOCATIONS SURVEY

Thank You!

Enjoy a free slice of pie of your choice on us!

OFFER EXPIRES WITHIN 30 DAYS  
Limit one coupon per person. No reproductions allowed.  
Not valid with other discounts or promotions.

file:///Users/sammdeboda/Desktop/sammdeboda.github.io/final%20assignment/index/about.html

# **Conclusion**

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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.