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Adobe Academy Digital Design

Objective 1.00

Understand project requirements for web development.

PROJECT MANAGEMENT

o Beginning a digital media project from scratch and carrying it through to its final completion takes a unified effort from all parties involved.

o Creating a Project Plan helps the process move forward quickly and efficiently. It helps the team avoid:

- mistakes
- arguments
- tension within the team
- wasted time.

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DESIGN DOCUMENTS

o Consistently uses design documents to guide the design and development process.

o Within the project plan, create a schedule with specific deliverables and due dates.

## Science Project Chronogram

| Name: | | | Grade: | Date: |

Directions: The following check list is to serve as a guide so that you can know what the necessary steps are for completing your science project. You should determine dates that each step should be completed by so you can pace your work. Lastly, as you complete a step you should check it off.

Due Date	STEPS		Date Completed
	Step 01.	Choose a topic.	
	Step 02.	Bibliographic reference (at least 5 sources).	
	Step 02a.	Outline read material (at least 5 sources).	
	Step 03.	Formulate project (scientific problem and/or hypothesis).	

DESIGN DOCUMENTS

o Consistently track your milestones in order to produce deliverables and meet deadlines.

o Assign roles when working in teams and define and prioritize tasks for you and all teammates.

Objective _____ or Task _____

Steps to complete

→
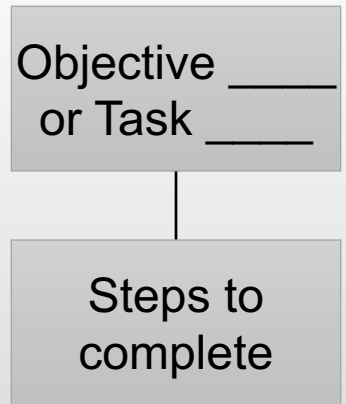
Step 03c. Flow Chart.

Name : _____ Date : _____ Grade : _____

Flowchart: Objective # _____ or task # _____

Write Materials on the sides.

TIME MANAGEMENT

o Review your project plan daily and give brief daily status reports within your team.

o Make sure to use contingency planning for any unforeseen delays and reprioritize and update the tasks and deliverables in your project plans when needed.

o Beware of Scope Creep
  - Incremental expansion of the project scope.
  - Introducing features not originally planned.
  - Delays project and adds cost.

PROFESSIONALISM

o Punctuality

o Dressing well when interviewing peers and clients

o Promptly replying to peers and clients

o Listening to suggestions and working well in groups

QUESTIONS TO CONSIDER

o How do you think project management affects production?

o What are some results of poor project management?

DIGITAL PROJECT RESEARCH

o Once a designer and client have discussed and established the target audience, purpose, and goals of a project, the next step for the designer is to conduct research to prepare for creation.

- View a collection of similar projects for ideas and inspiration.
- Research possible copyright or trademark issues associated with the nature of the project.
- Find assets (pictures, audio, video, etc.) needed to create the project.

ROLES IN DESIGN TEAMS

- Writers - responsible for writing all content.
- Editors - responsible for editing all content.
- Photographers - responsible for all digital photography.
- Videographer - responsible for shooting all digital video.

- Director - responsible to making rough and final cuts of video production projects.
- Designers - responsible for designing elements of layout and look and feel of project.
- Project managers - responsible for keeping all members on task for a project. Usually the person who interfaces with the client.

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TEAM COMMUNICATION

o Decide how the team will communicate.

o Determine if one person will be the project manager overseeing all tasks and deliverables.

o Select a person who will communicate directly with the client.

o Decide how information will be relayed back to the group from the client; email, web conferencing (such as Adobe Connect), Adobe Acrobat, Dropbox or Google Drive.

FEEDBACK

o Verbal or written responses containing information about a client's reaction to a designer's performance of a task.

o Feedback should be specific and offered during the construction of the project, as well as at the end.

o Performance feedback is used to shape the redesign process and improve the overall project.

o When critiquing each other's work be sensitive to the feelings of others and use constructive comments and words.

REDESIGN

o The designer uses the provided feedback to make changes to the original project with the ultimate goal of meeting the client's needs. This process could occur several times throughout the time span of a particular project.

Input → **Process** → **Output**

FEEDBACK

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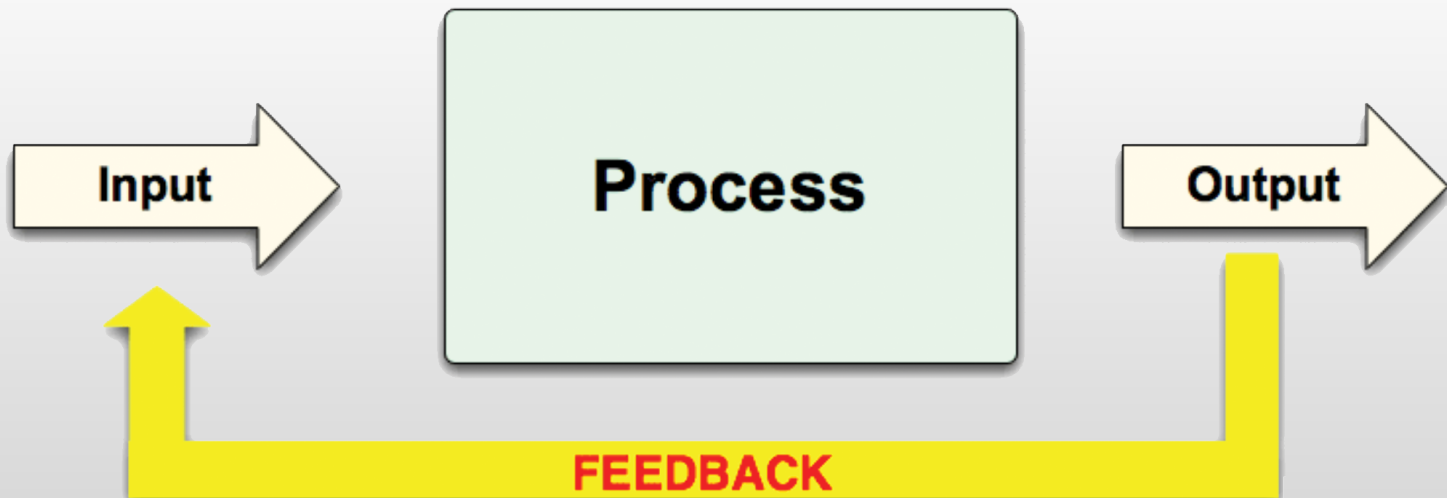
COLLABORATION

o Collaboration is the action of working with someone to produce or create something.

o Using technology to assist the collaboration between the designer and client will result in a more efficient and effective workflow.

o Cloud storage allows a working document or project to be stored electronically and accessed by different parties simultaneously.

- Dropbox, GoogleDocs, iCloud, Box.net, etc.

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TEAM COLLABORATION

o Be sure to collaborate with your teammates as required to provide feedback or assistance.

o All team members should fulfill assigned team roles and contribute equally to project work.

o Working collaboratively means you will consult with other team members on major project decisions.

o Teammates should make an effort to help each other succeed and build skills.

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QUESTIONS TO CONSIDER

o Why is collaboration so important?

o How does good collaboration improve the end result of the project?

PRE-PRODUCTION PHASE

o Determine type of digital media.

o Set overall goals for design.

o Define target audience.

o Agree on deadlines.

o Create a budget.

o Meet with clients to create project plan.

QUESTIONS TO CONSIDER

o How would a website look different if the target audience is adults over 50? 15-18 year olds? Working moms?

o When constructing a website, why is it very important to agree upon deadlines?

CHOOSE TYPOGRAPHY

o Choose a set of typography based on client's current marketing and branding materials.

- A limited selection of fonts is available for web design, since downloaded fonts will not show properly on other users' machines.
- Choose fonts that are more likely to have consistency across platforms and browsers.

Trebuchet

Aa Qq Rr
Aa Qq Rr

a

QUESTIONS TO CONSIDER

○ In general, are serif or non-serif fonts better for use on the web? Why?

○ What might happen to your website if you use a font that is not commonly used on the internet or in all browsers?

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CHOOSE COLOR SCHEME

○ Decide upon a color scheme that represents the client or company.

○ In web design, web safe colors are noted by hexadecimal value (hex code). For Example:
- #496133
- #1B6699
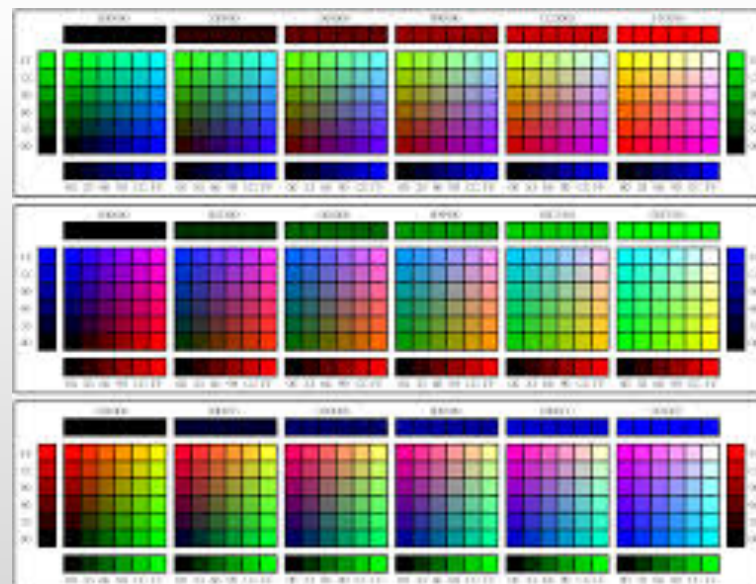
QUESTIONS TO CONSIDER

○ Predict which bank's website would best communicate safety and security:

- a bank website with lots of pink
- a bank website with lots of blue

○ If a home builder creates a website with lots of green; what might the visitor to the website think about the company?

○ What might happen to colors on your website if you don't use hexadecimal coded color?

PRE-PRODUCTION PHASE

- Decide which web design language will best fit the needs of the website.
- Identify information architecture.
  - Focuses on organizing, structuring, and labeling content in an effective and sustainable way. The goal is to help users find information and complete tasks.
- Create wireframes.
  - A visual guide to how web page content will be organized; assists in the arrangement and scaling of design components.
 - Similar to storyboarding in animation or video.

PRE-PRODUCTION PHASE

○ Create any necessary design documents.

○ Gather and manage digital assets.

- Create a file-naming convention to assure proper organization and storage.
- Save and organize files for easy and quick access. In web design this is often done in the root folder.
- Knowing a file's pathname is very important.

○ Links to a file on a website call on the pathname of the file, not the file itself

- User/Desktop/WebDesign/Assets/HomeBanner.jpg

CREATE FLOWCHART

o Work with client to create a flowchart.

- Helps decide how many individual pages the website will contain and their titles.
- Organizes the structure and navigation between parent pages and child pages.
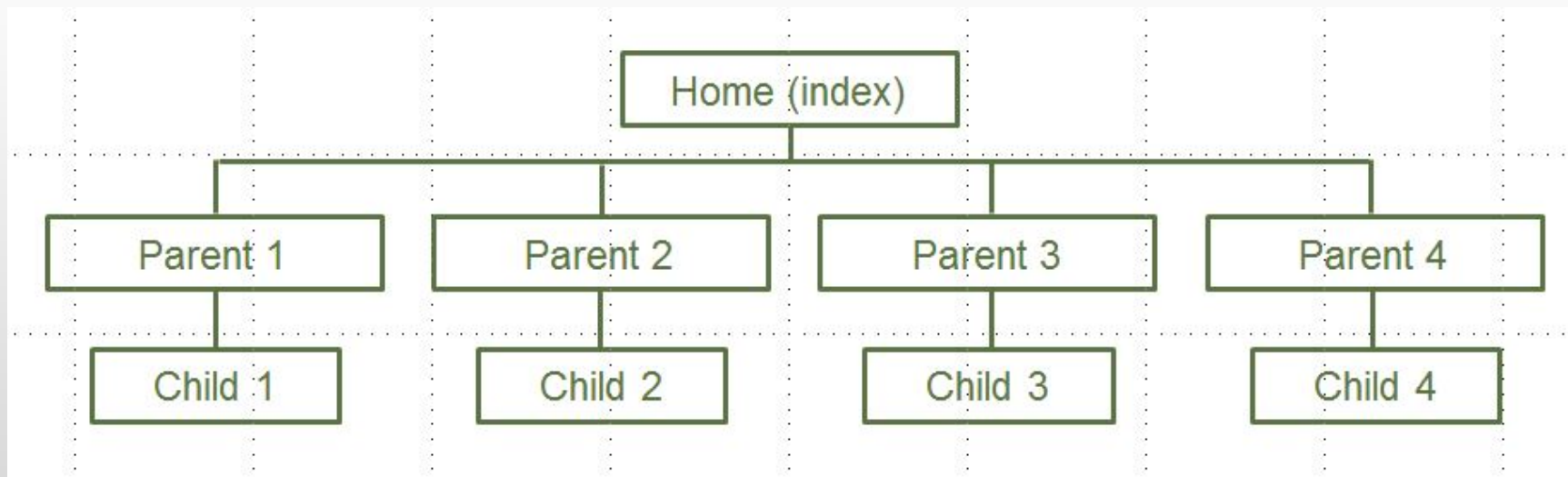
DETERMINE SOFTWARE NEEDS

o Visual Editor (Dreamweaver)

- Design software that manipulates components of the web page without the user writing or editing code, WYSIWYG (What You See Is What You Get).

o Text Editor (Notepad/TextEdit)

- Simple text editing program used to write or edit web design code; does not show a visual component.
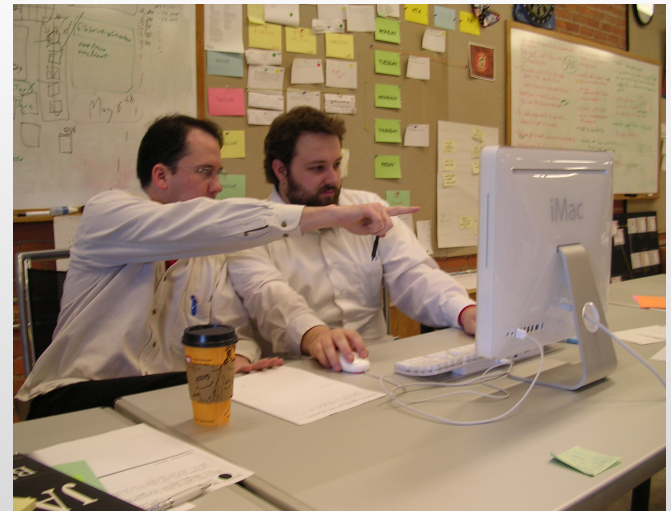
PRE-PRODUCTION PHASE

o Create sketches and design of comps to provide detailed alternative designs.

o Review of comps with team and/or client to ascertain design preferences.

o Review and redesign based on feedback.

PRODUCTION PHASE

o Project production based on sketches, design comps, and wireframes.

o Produce images and graphics, write copy, create templates.

o Set up site navigation.

PRODUCTION PHASE

o Conduct technical and usability testing.
- Proofread the website for errors in text.
- Check the links to make sure they are all working.
- Check the website for compatibility with all browsers to ensure consistency.

o Revision based on test results.

o Conduct technical and usability testing of revised site.

o Final presentation and final revision.

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POST-PRODUCTION PHASE

o Publish the final website:

- Save all of the CSS and HTML files, images, and other assets (on the designer's computer and/or on an external server if necessary).
- Publish the website to the Internet (through a website hosting site or through the client's home server).

o Outline a project launch plan.

QUESTIONS TO CONSIDER

o Why might a photo show up on the computer where the HTML file was developed, but not show up when the website is published?

o Why is organization of all website files so important?

o Why is checking the final website on multiple browsers always a good idea?

LEGAL TERMS IN DIGITAL MEDIA

Intellectual Property

o Original creations of the mind that can be protected by law; literary and artistic works, designs, symbols, images, names, etc.

Copyright

o The exclusive legal right to reproduce, publish, sell or distribute the expression of an intellectual property (literature, design, audio, video, etc.)

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LEGAL TERMS IN DIGITAL MEDIA

Trademark

o A mark (logo, symbol, word, phrase, etc.) legally registered or established by a company to represent a service or product; cannot be used without the permission of the owner.

Fair Use

o A legal allowance of using a copyrighted material without permission from the owner, provided the circumstances are reasonable and do not make the material less profitable.

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QUESTIONS TO CONSIDER

o Differentiate between:

- Intellectual property
- Copyright
- Trademark
- Fair Use

o What can be copyrighted?

o Does a copyright mean it can't be used?

FAIR USE GUIDELINES

For use of media to fall under fair use guidelines, the following factors must be considered:

o Purpose and character of use—is it for commercial or non-profit education use.

o What is the nature of the copyrighted work.

o The amount of the portion being used.

o The effect of the use on the potential market value of the product.

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CREATIVE COMMONS

o A nonprofit organization that enables the sharing and use of creativity and knowledge through free legal tools.

o Free, easy-to-use copyright licenses provide a simple, standardized way to give the public permission to share and use your creative work — on conditions of your choice.

o Creative Commons licenses are not an alternative to copyright. They work alongside copyright and enable you to modify your copyright terms to best suit your needs.

CREATIVE COMMONS

o [Creative Commons Video](#)

o [Creative Commons Licenses](#)

- Six types with different features
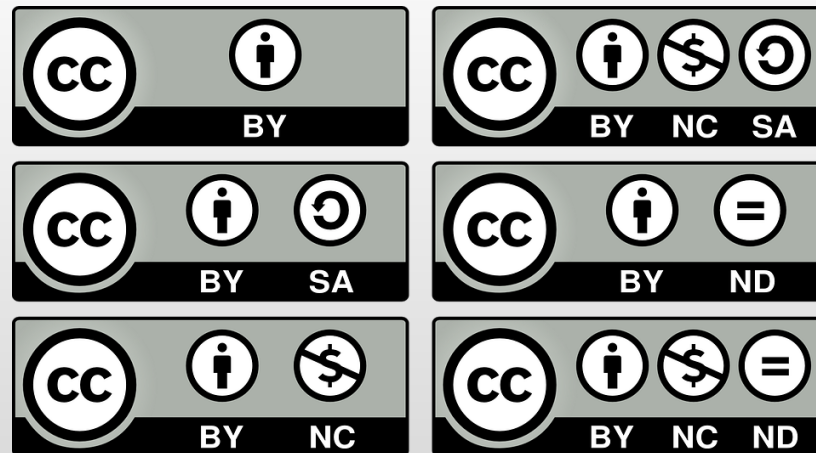
QUESTIONS TO CONSIDER

o Explain how a copyrighted work could be used under Fair Use guidelines.

o Which Creative Commons license could you use
- For an educational project?
- For a company logo?
- For a song that you wanted to use in a mix?

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