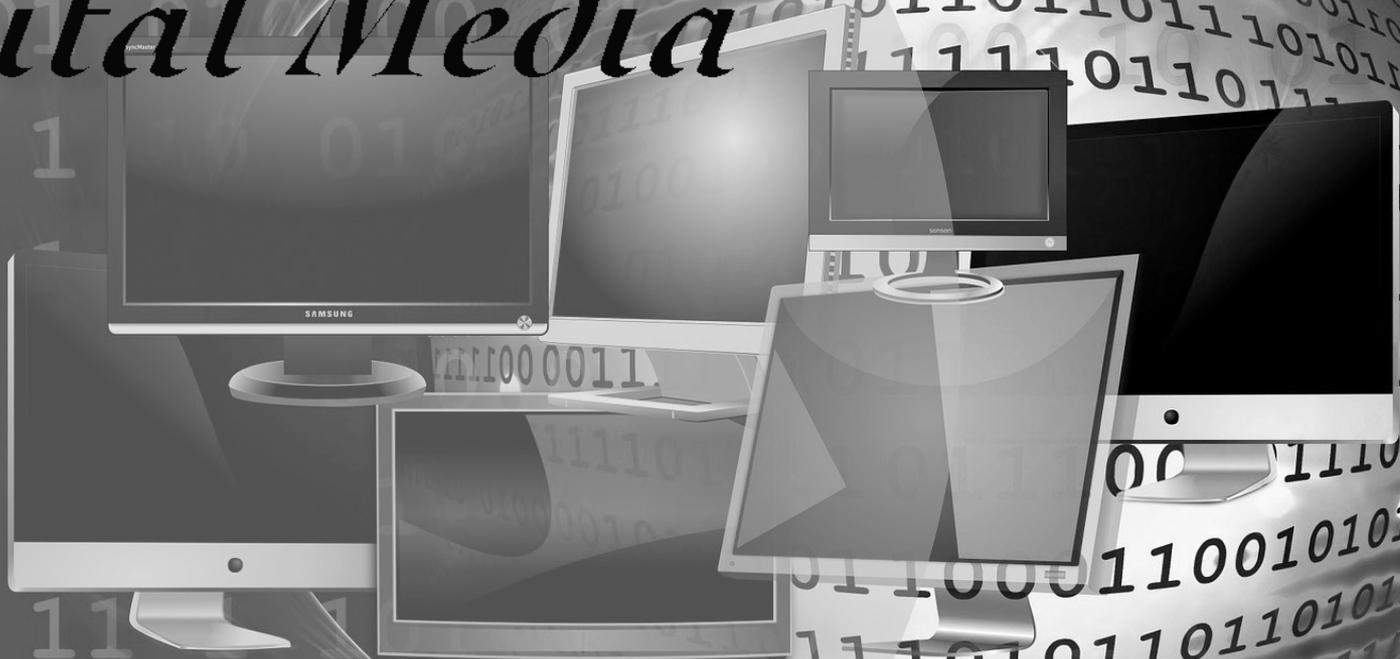




ExplorNet's

Digital Media



Objective 207.01

Understand advanced production methods to design and develop websites.



PRE-PRODUCTION PHASE

DEFINE

- Meet with clients to create project plan.
- Determine type of digital media.
- Set overall goals for design.
- Define target audience.
- Agree on deadlines.
- Create a budget.



QUESTIONS TO CONSIDER

- How would a website look different if the target audience is adults over 50? 15-18 year olds? Working moms?
- When constructing a website, why is it very important to agree upon deadlines?



CHOOSE TYPOGRAPHY

- 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



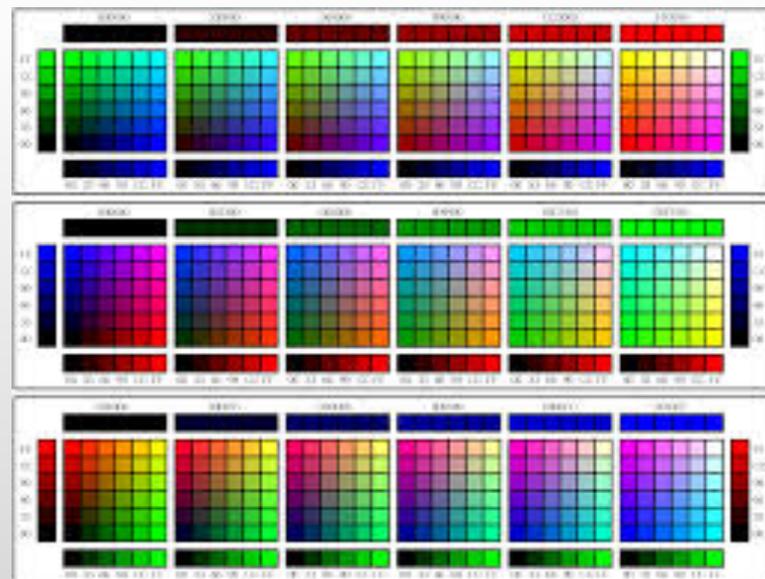
QUESTIONS TO CONSIDER

- 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?



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

STRUCTURE

- 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

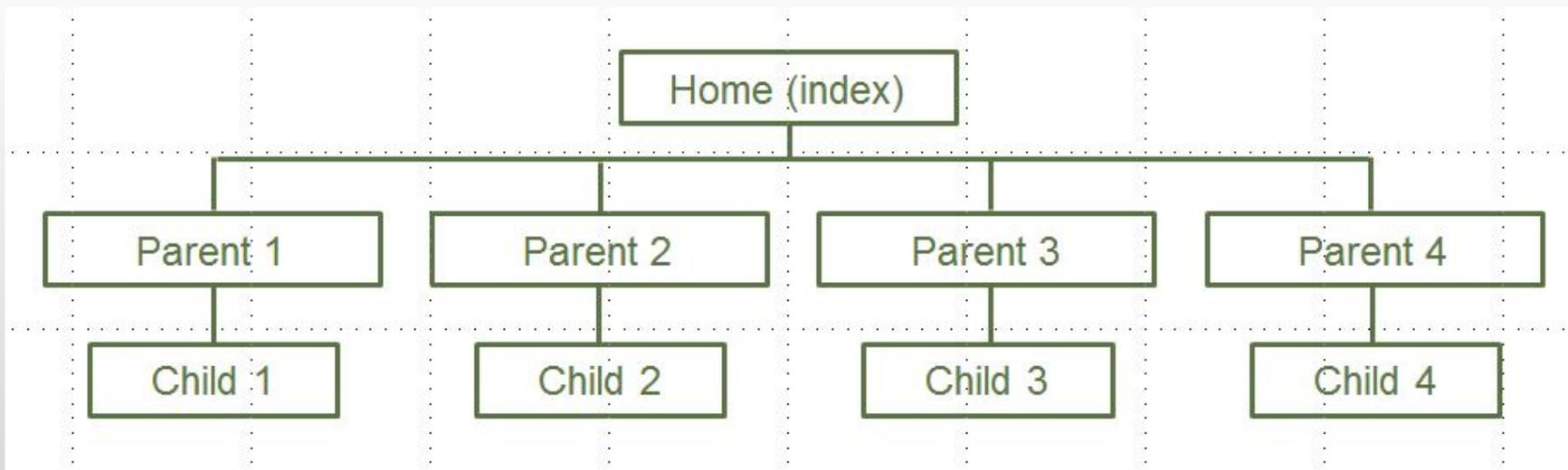
STRUCTURE

- 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

- 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

- 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).
- 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

DESIGN

- Create sketches and design comps to provide detailed alternative designs.
- Present to client for review and feedback.
- Redesign and resubmit for approval.





PRODUCTION PHASE

BUILD

- Production begins based on sketches, design comps, and wireframes.
- Produce images and graphics.
- Write copy.
- Create templates.
- Set up site navigation.





PRODUCTION PHASE

BUILD

- Add content (text, graphics, media, etc.).
- Apply typography consistently.
- Arrange components into a balanced and unified layout according to approved design comp.





PRODUCTION PHASE

TEST

- 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 and devices to ensure consistency.
- Revision based on test results.
- Conduct technical and usability testing of revised site.
- Final presentation and final revision.



POST-PRODUCTION PHASE

DELIVERY

- 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).
- Outline a project launch plan.



QUESTIONS TO CONSIDER

- Why might a photo show up on the computer where the HTML file was developed, but not show up when the website is published?
- Why is organization of all website files so important?
- Why is checking the final website on multiple browsers always a good idea?