

Web.Design

ART3208

Most designers say the **ability to adapt to**
technological and social changes will be the
most critical skill to have in the future, followed
by a focus on **developing cross-disciplinary**
skills. The teams of the future, it seems, will be
anchored by Jacks and Jills-of-all-trades instead
of one-trick ponies.

—[AIGA 2019 Design Census](#)



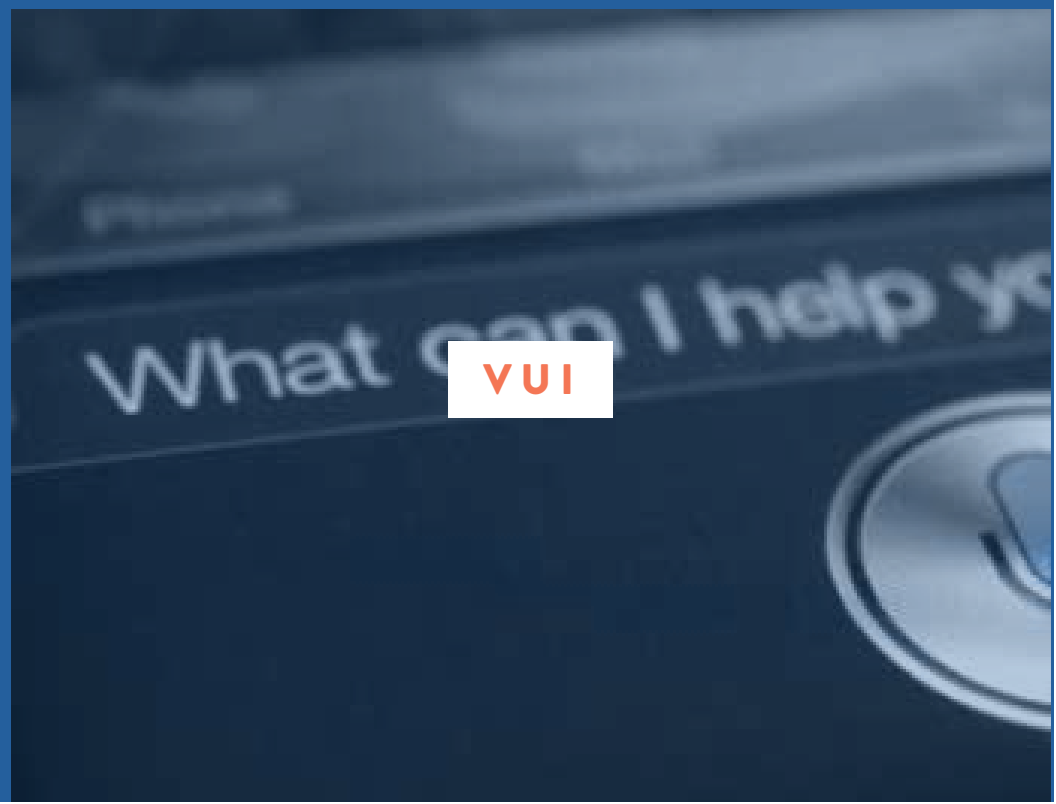
VR



AR



WEARABLES



VUI

Figure 5: Design Profession in the Future (% total)

Increasingly digital, mobile, interactive

More multifaceted, needing a more diverse set of skills

More data driven

More community/society/human-oriented

Trending toward more experiential digital applications

More automated with some design done by machines

Integral to business strategy

Less about pretty, more about business results

Fully integrated with all aspects of business

Shifting to a full customer experience focus

Increasingly focused on (necessary for) branding

More democratic/accessible as technology advances

More inclusive of differences

Serving a bigger impact on organizations

More accountable to prove its value

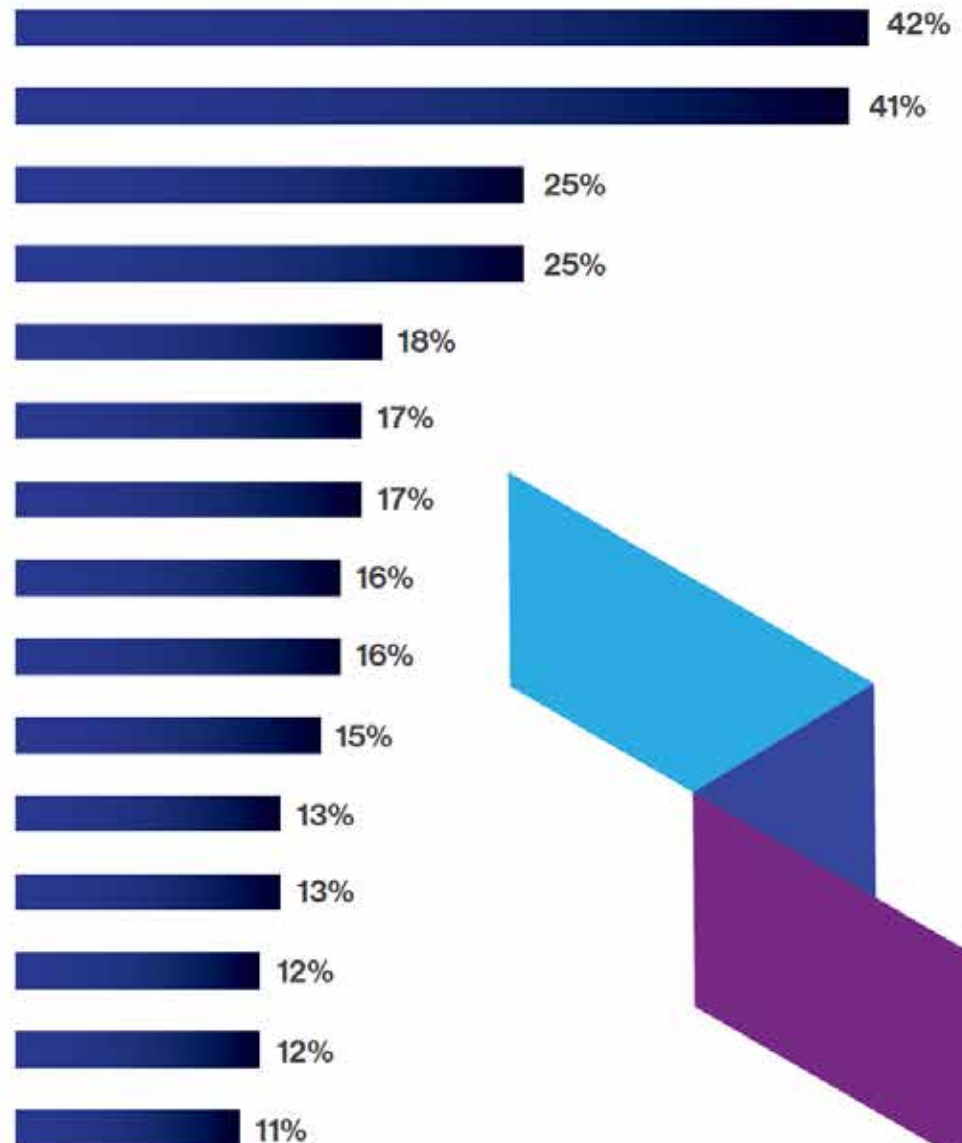
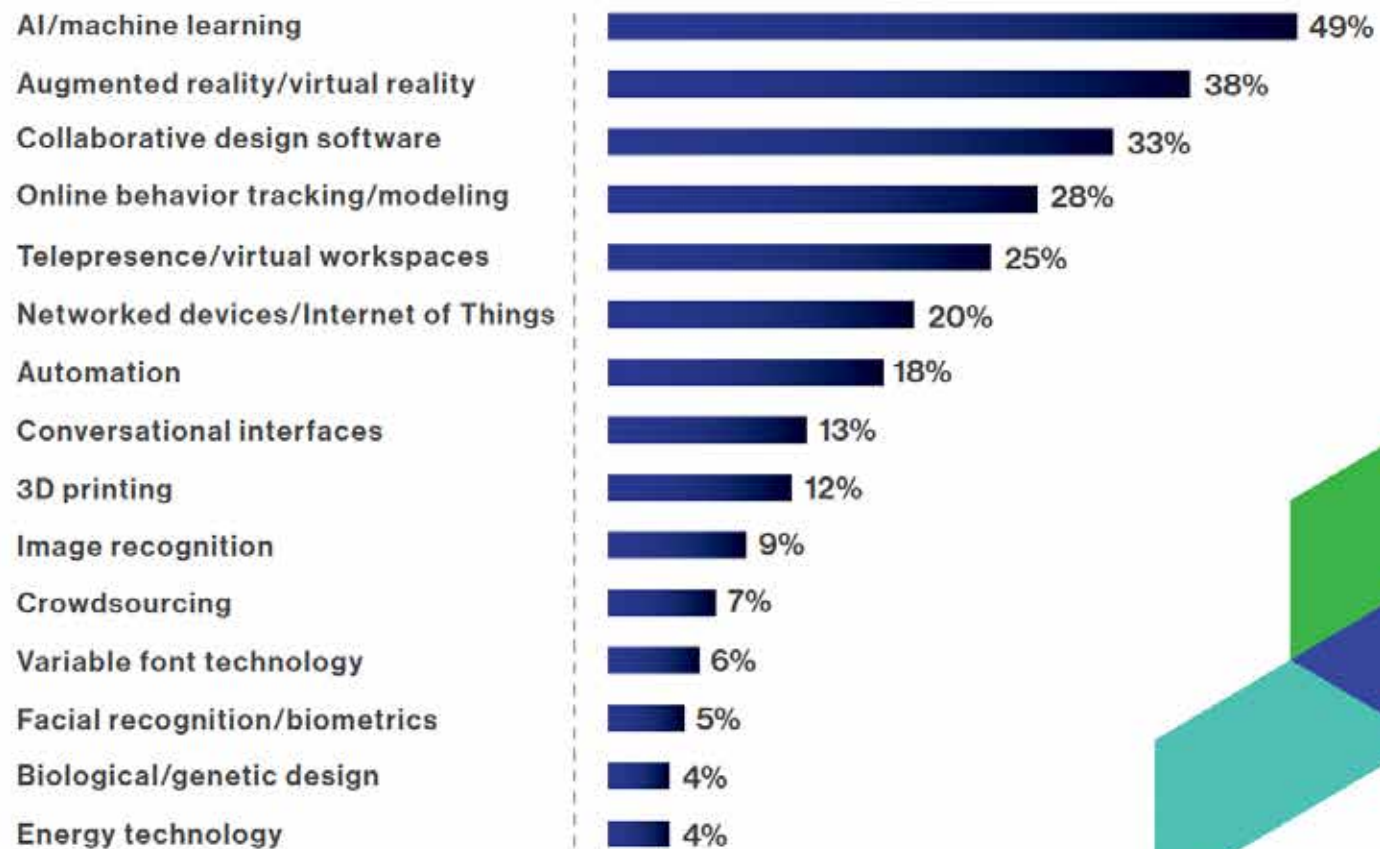


Figure 4: % Emerging Trends or Technologies with Biggest Impact on Design (% total)



Product Designers

\$75,000/yr+



U.S.

UX Designers

\$75,000/yr+



U.S.

Brand/Logo Designers

\$75,000/yr+



U.S.

Graphic Designers

\$75,000/yr+



U.S.

Show Me the Money

Which design discipline consistently earns the most?

Product Designers and UX Designers consistently have the highest percentage of yearly salaries at/above \$75,000.

Graphic designers have the lowest average yearly salary of \$53,000 while Product Designers have the highest average salary of \$103,000.

Table 2: Competencies Most Frequently Mentioned in Job Posts for Designers

#1	Design knowledge	• Demonstrate a command of the Design fundamentals and excellent conceptual skills • Master of Design principles with ability to execute compelling concepts and innovative designs • Thorough knowledge of the creative Design process
#2	Technical skills	• Superb ability in one or more industry-standard software applications • Professional-level mastery of industry-standard Design software and tools • Comfortable with HTML/CSS
#3	Communication (written, verbal, listening, asking questions) skills	• Excellent communication skills (written, verbal, listening, asking questions) • Exceptional verbal, written, and interpersonal communications skills for working with internal and external teams • A strategic business writer, engaging storyteller, clear communicator, and polished presenter
#4	Adaptability (to tech/ social change)	• Able to quickly respond to changing trends, innovation, destabilization, industry shifts, and so forth • Perpetual curiosity; dedicated to continuous learning and staying up-to-date on emerging technologies, techniques, trends, and philosophies • Not afraid of constant change and open to try new things with a commitment to keeping up with the latest industry best practices



The Website

Platform for sharing your message with the world.

Reference point for any business, organization, or individual.

Creates a sense of brand.

Independent of “brick and mortar” and for a universal audience.

Understand TV and video viewing behavior.

This multiscreen experience is nowhere as apparent as it is with TV and online video. Watching our favorite shows is no longer a single screen activity - or even about a physical TV - and viewers often watch while browsing a different device or texting a friend who's watching the same program. On average, 63 percent try to get their work done on a laptop while watching TV programming or streaming content, but the integration between screens is more powerful than a simple parallel relationship. Over a third of all people start online shopping after seeing a commercial. And nearly as many have visited a media site for a show while they were watching it.

While Watching TV Around the World



63%

Worked on laptop



59%

Browsed the Internet



39%

Texted someone
watching same TV show



39%

Scrolled a social media
feed



38%

Search or shopped
after watching a
commercial



34%

Posted to social media



27%

Visited social media
about the current show



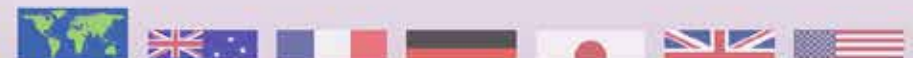
21%

Followed social media
during an awards show
or sports event



14%

Posted to a TV celebrity
through social media



Importance of Viewing Experience Around the World



65%

Displays well on device I'm using.



64%

Holds my attention.



54%

Appeals to my design sensibilities (layout and photography).



49%

Personalizes my interests.



45%

Works across multiple devices.

Search Browse Bestsellers Recommendation Center Gift Center Kids Reviewed in the Media

Welcome to
amazon.com
 EARTH'S BIGGEST BOOKSTORE
 2.5 million titles. Savings up to 40%.

First-time visitors
 Learn about Amazon
[Shopping Guarantee](#)

Taxes Made Easy
[TurboTax](#)
 Join Associates
[Web site](#)

Monday, March 2, 1998

What We're Reading...
 In *The Universe and the Teacup*, K. C.



Search Enter

WELCOME TO EARTH'S BIGGEST BOOKSTORE

Amazon.com

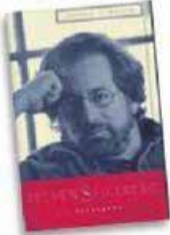
1.5 MILLION BOOKS IN PRINT & 1 MILLION OUT-OF-PRINT BOOKS

40% off the Amazon.com 5001 ~ Browse our Miles of Aisles
 Win \$1,000 of books ~ Earn money selling books as an Amazon.com Associate!

First-Time Visitors Please [Click Here](#)

May 28th--New on Our Shelves

Joseph McBride's new biography gives a fine spiel on *Steven Spielberg: The Dillbert Future* has arrived in our Computer & Internet Super Room. Plus, new titles on our *Literary Fiction*, *History*, and *Nonfiction* shelves **discounted up to 40%**.



Book of the Day
 Classic B.O.D.
 Undiscovered B.O.D.
 Science Fiction B.O.D.
 Nonfiction B.O.D.
 Mystery B.O.D.
 Wacky B.O.D.
 6 new books every day for the next 1,000 years

2.5 MILLION TITLES

Text Only

SEARCH BY
 Author, Title, Subject
 Keyword
 ISBN
[Advanced Query](#)

BUY BOOKS
[Shopping Cart](#)
[Checkout](#)

SUPER ROOM
[Computer & Internet](#)

MILES OF AISLES
[Business](#)
[Science Fiction](#)
[Nonfiction](#)
[Literary Fiction](#)
[Romance](#)
[Children's Books](#)
[And Many More](#)

amazon

Deliver to Beverly Hills, 90210

Best Sellers Customer Service New Releases Find a Gift Today's Deals Whole Foods Gift Cards Registry AmazonBasics Sell Coupons

Shop to support independent designers

COMMON THREADS VOGUE fashion

Our response to COVID-19

Shop men's clothing

Get fit at home

Sign in for the best experience

Sign in securely

eGift cards for every occasion

Send now

Inspiration



Web Projects

TO DESIGN WEBSITES

Determine client/user needs.

Design creative concepts.

Develop and maintain client websites.

Manages a project from beginning through maintenance.

Needs understanding of current web technologies.



Front-end vs. Back-end

FRONT-END DESIGN

The part that appears to the user.

Graphic design

Interface design – how the page works

Information design – the user's experience

Site production including
HTML/CSS markup

***/* This course will primarily focus
on front-end design.*/***

BACK-END DESIGN

The programs and scripts that work
the server “behind the scenes.”

(mostly experienced programmers)

Information design regarding how data
is organized on server.

Forms processing

Database programming

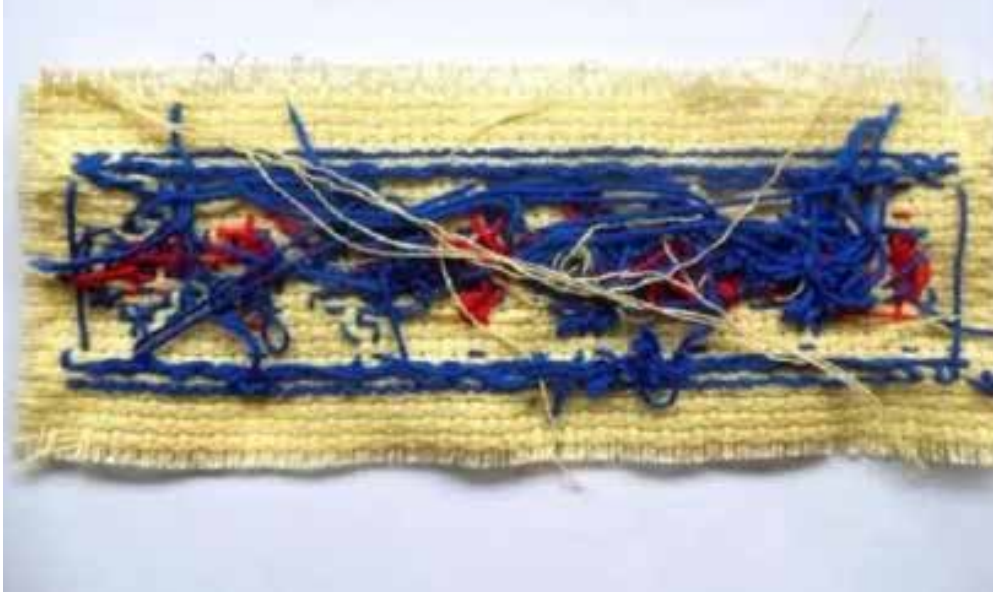
Content Management Systems

Server-side web apps. Using Perl/CGI,
PHP, ASP, JSP, Ruby on Rails, Java, etc.

Frontend



Backend



The Jargon

USER EXPERIENCE (UX):

The emotions and attitudes about using a particular product, system, or service.
(how the product feels)

USER INTERFACE DESIGN (UI):

The visual layer of the UX design.
(the design layout)

INTERACTION DESIGN (IXD):

The process of designing interactive digital products from websites to video games.

USER-CENTERED DESIGN (UCD):

Philosophy that puts the user at the center of the design process.

RESPONSIVE WEB DESIGN (RWD):

Design that ensures a website operates efficiently across different devices.

INFORMATION ARCHITECTURE (IA):

Focuses on creating an organizing structure for navigational purposes.

User Research

- Primary Research
- Desktop Research
- Competitor Research

Research Analysis

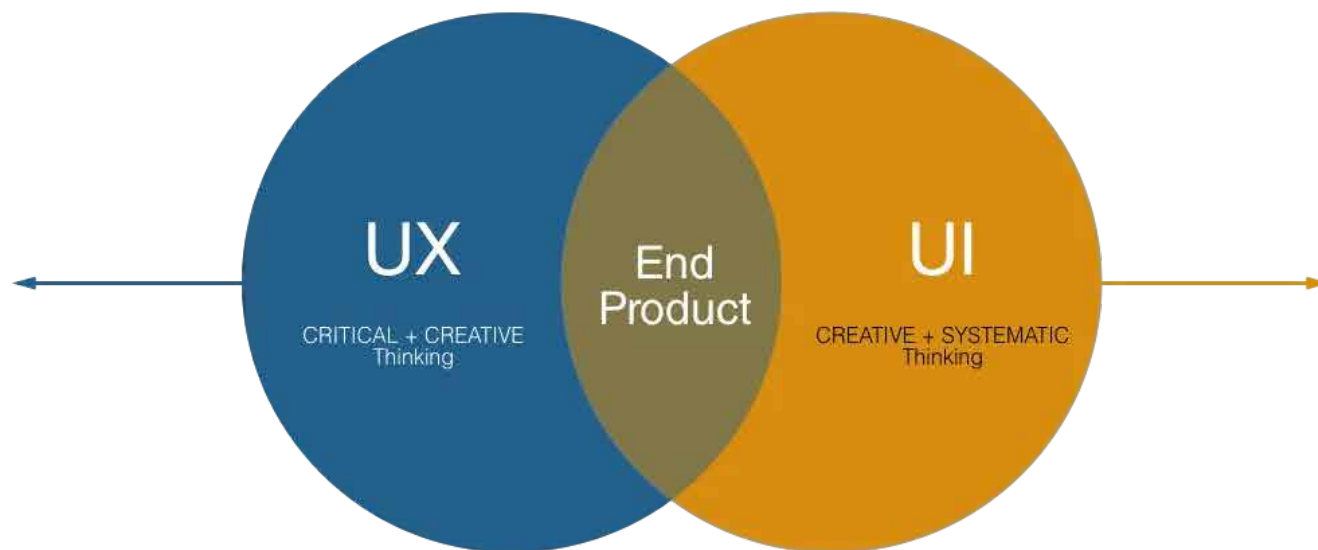
- Insights and Findings
- Customer Journey Maps
- Personas
- Empathy Maps
- Site Map
- Task flows
- User Flows

Design Ideation

- Idea sketches
- Wireframes
- Prototypes
- User Testing
- Design Iterations

Execution

- Co-ordination with stakeholders
- Transition to UI design
- Collabrate with UI designers



Interface Design

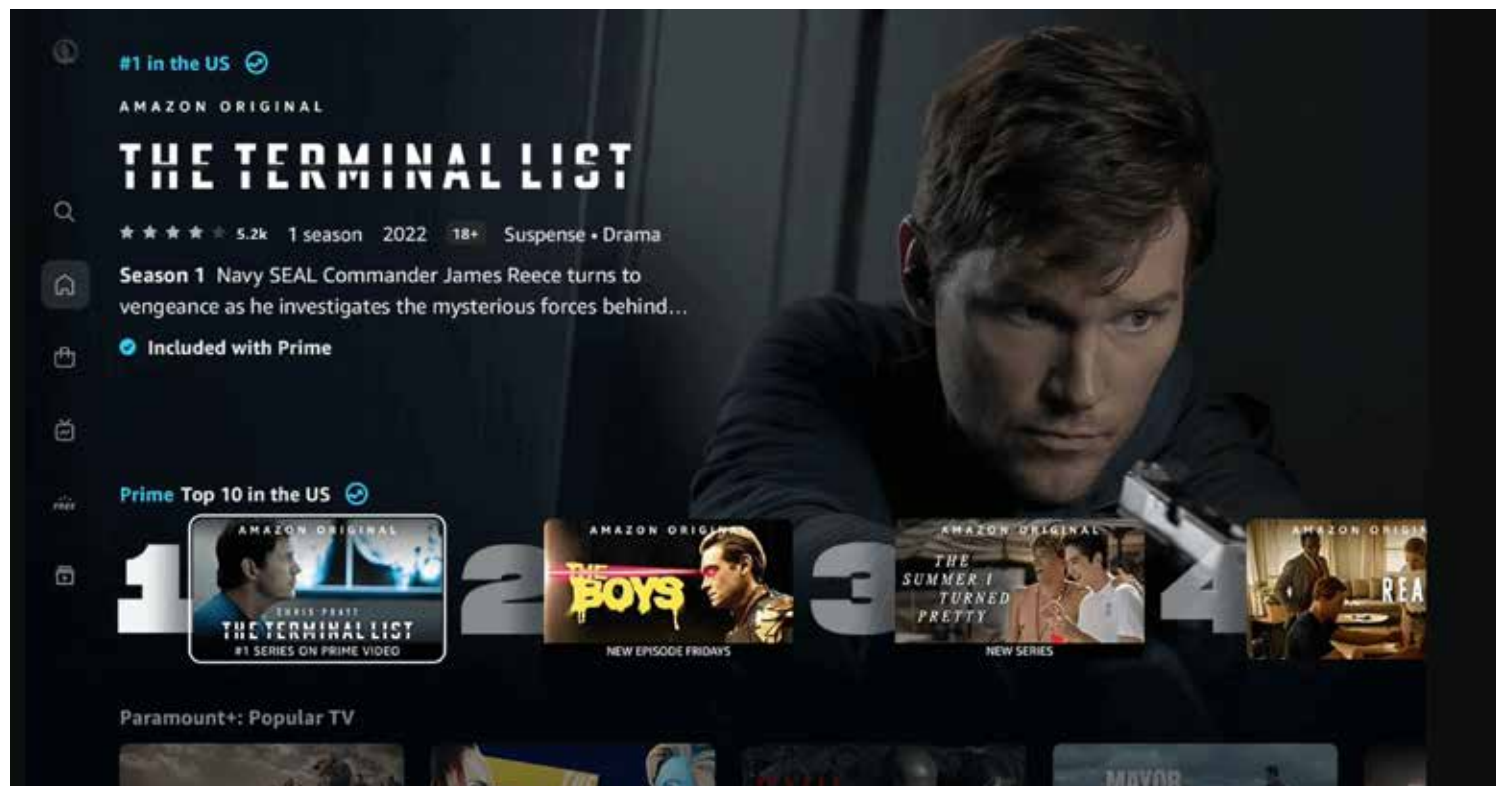
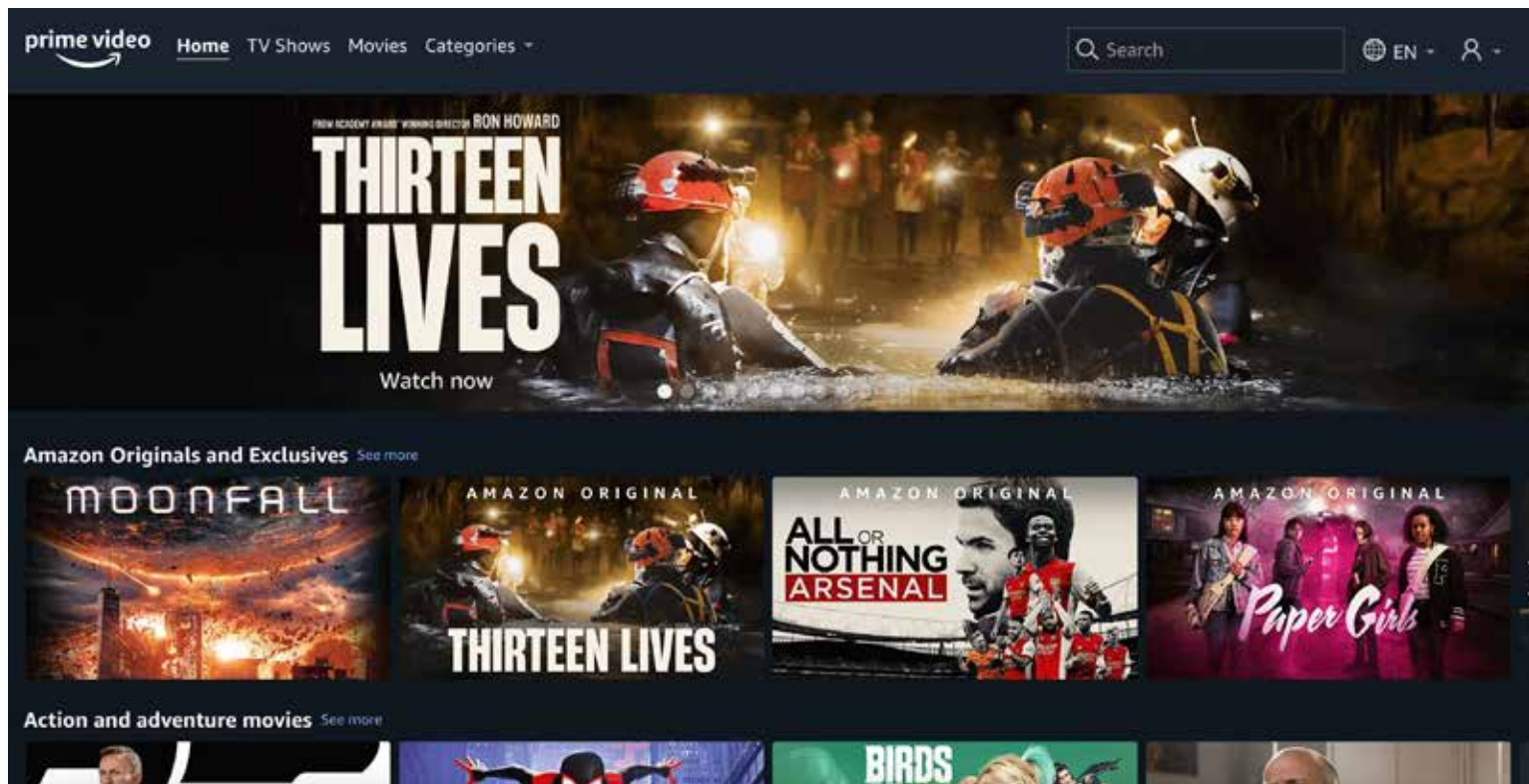
- Knowledge transfer on wireframes
- Look and Feel
- Branding and guidelines
- Moodboards
- Style Tiles
- Layout and Responsiveness
- User Testing

Design Specs

- UI Prototype
- Visual Design Documentation
- Developer's handout
- Icon and Illustration set
- Adaption to form factors and resolutions

Execution

- Assist developers
- Implementation Reviews
- Co-ordination with stakeholders
- Transition to final design



Course Software

GRAPHICS

Adobe Photoshop. The industry standard for image creation in both print and web.

Adobe Illustrator. For vector illustrations. You can output web graphics directly from Illustrator.

AUTHORING SOFTWARE

Dreamweaver. Industry-leading web design and HTML editor software.

WYSIWYG – “What you see is what you get.”

Webflow. Web application for designing, building, and launching websites.

How the Web Works

The Internet vs. The Web

THE INTERNET

A network of connected computers.

No one company owns the Internet.

Governed by a system of standards and rules.

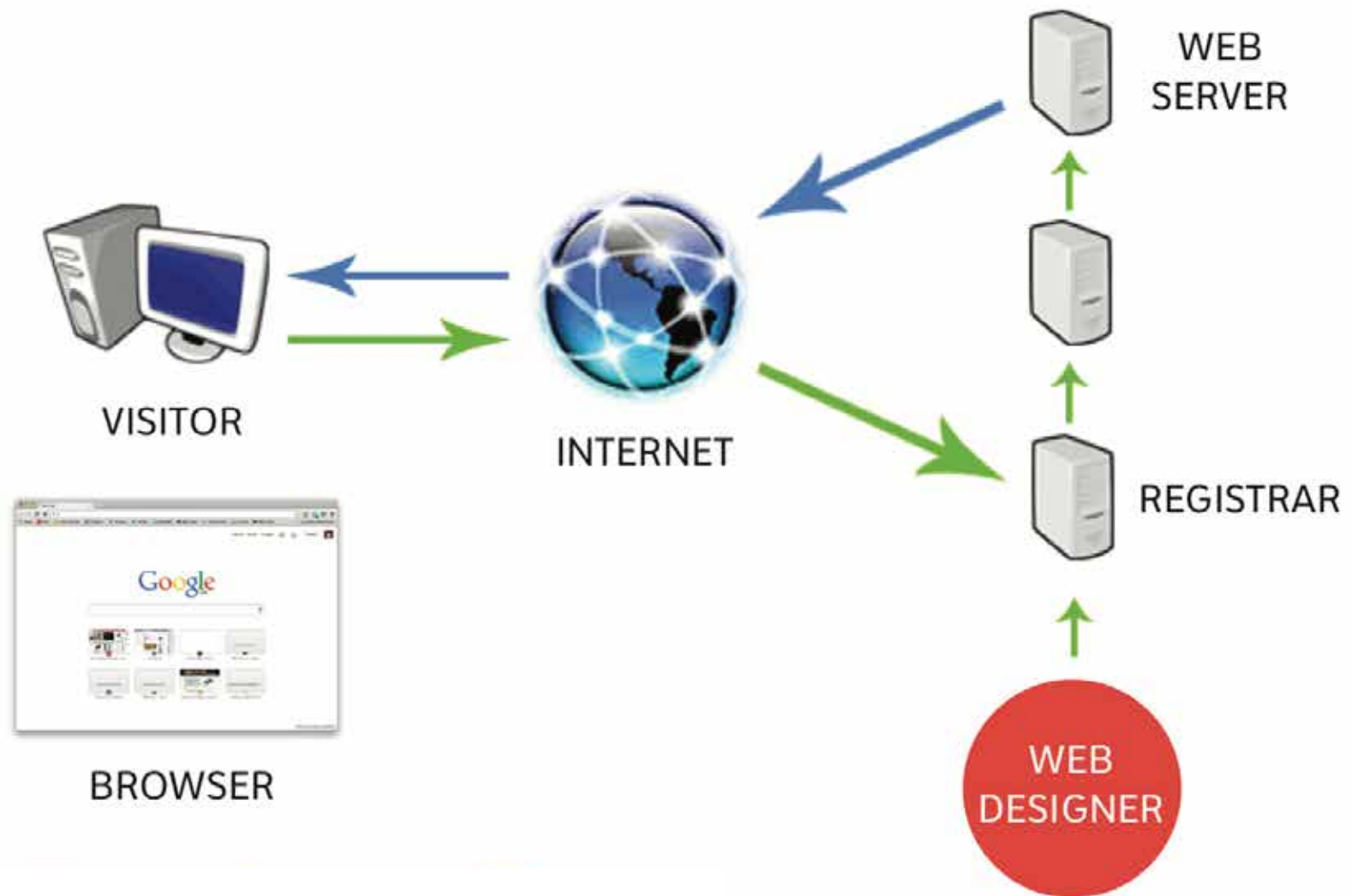
Info is passed between computers by methods known as protocols (email, file transfer (FTP, etc.)

THE WORLD WIDE WEB

One of the ways that information can be shared over the internet.

Links documents to one another using **hypertext** links, thus forming the “web”.

The protocol the web uses is called **HTTP** (HyperText Transfer Protocol).



The World Wide Web Consortium (W3C)

Oversees development of web standards to ensure long-term growth of the Web.

Founded in 1994, by **Tim Berners-Lee**, *inventor of the Web*, at MIT

Develops critical web standards (HTML, CSS). **Impact:** Collaborates globally to maintain the Web open, accessible, and interoperable.

Learn more: www.w3.org



Servers



Image Source: oactechnology.com

The **software** on computers that “serves up” documents upon request.

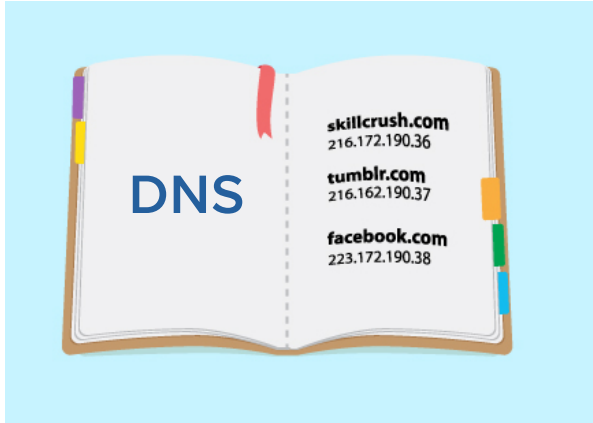
Requests for info are made to other computers that host the website pages.

Makes communication between computers possible.

MOST POPULAR WEB SERVERS:

Apache, Microsoft, Lightspeed, Cloudfare Server + Nginx

The Server does the Servin'...



Every computer on the Internet is assigned a unique numeric

IP (Internet Protocol) Address

(can be thought of like a phone number for that computer)

oreilly.com is 208.201.239.37

The Domain Name System (DNS), the “phone book,” was developed to allow us to refer to that server by its **domain name**.

...Who Does the Requesting?

The software that does the requesting is called the **client**.

On the web, the **browser** is the client software that makes requests for documents.

The requests and responses are handled via the HTTP protocol. *(Other browsing devices include screen readers, mobile devices, iPads, tvs, etc.)*



Web Page Addresses (URLs)

With so many web pages, on so many servers, URLs are used to find the specific address of the document you are looking for.

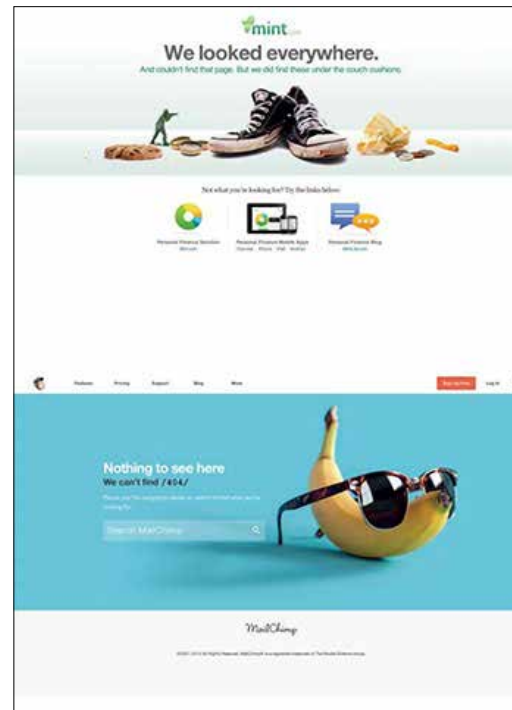
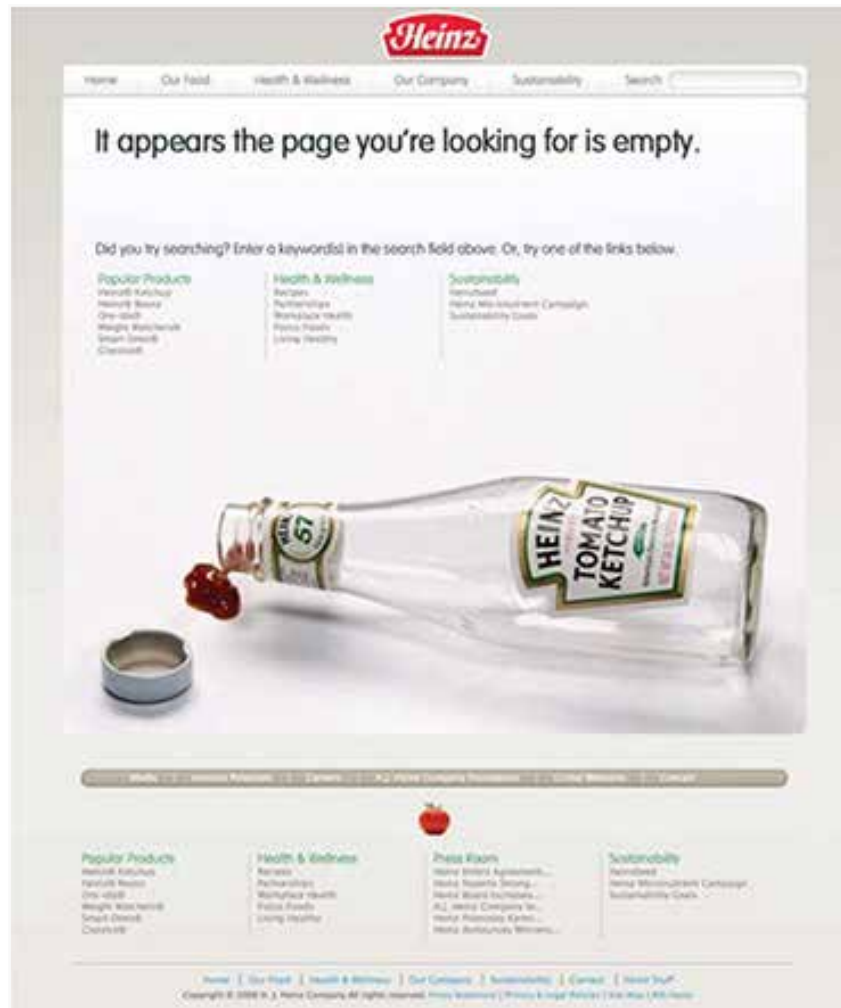


QUESTIONS:

Which part would be the Domain name?

Which part would be the Document name?

What would happen if the page cannot be found?



What is HTML?

The beautiful pages we see on the web are generated by text-only documents, called the **source**.

01. Go to: <https://learningwebdesign.com/5e/kitchen.html>
02. Go to: http://www.w3schools.com/htmL/tryit.asp?filename=tryhtml_basic_document

Notice the **tags** (indicated with angle brackets < and >).

Writing tags in a document is known as “marking up” the document. This markup language is called the **HyperText Markup Language**, or **HTML** for short.

VIEW SOURCE SHORTCUT

Safari: cmd + opt + u

Chrome: cmd+ u

Tag Elements

HTML defines dozens of elements that add headings, paragraphs, emphasized text, links, page titles, images, videos, Flash movies, etc. to the page.

Notice the text within the brackets does not appear on the final page.

Think of tags and text as “**beads on a string.**”

`<h2>Heading 1</h2>`

Images



Each image is a separate graphic file.

The graphics are placed in the flow of text by an HTML image tag element `<img />`.

When the browser sees the tag, it makes another request to the browser for the image file.

The browser software brings the pieces together to create the final image.

Go to: http://www.w3schools.com/html/tryit.asp?filename=tryhtml_images_mountain

Quick Recap

01. Web page is requested by typing a URL or clicking a link on a page.
02. Browser send an HTTP Request to server names in the URL, and asks for the specific file.
03. Server looks for file and issues an HTTP response.
04. The browser parses the HTML document. If the page contains images, it must contact the server again to request each image file.
05. The browser inserts each image in the document flow where indicated by the img element. *Voila!*

From Print to Web...

“The nature of web design is that there is no guarantee that everyone will see your page the way you do.”

VARIABLES THAT AFFECT THE WAY YOUR SITE LOOKS:

Browser versions

Monitor sizes

Preferences of the users (text size)

Different browsing devices

Operating Systems (fonts, forms)

Monitor Color

Connection speeds



Browsers

There are hundreds of browser clients out there, with only five comprising 99% of usage.

July 2012

IE 16.3%

Firefox 33.7%

Chrome 42.9%

Safari 3.9%

Opera 2.1%

Dec 2024

Edge/IE 10.5%

Firefox 3.9%

Chrome 79.6%

Safari 3.9%

Opera 1.4%

The right content for the right audience.

We keep saying it: Know your audience. Millennials have embraced their phones as their primary screen for consuming content, but the laptop and desktop are the preferred flavors for anyone over the age of 37. So when you're planning the creation of content, keep in mind that what works for one on mobile might not work for others on a PC.

Device Ranking by Daily Use

	Millennials	Gen Xers	Baby Boomers	All Groups
1	Smartphone	Laptop/Desktop	Laptop/Desktop	Laptop/Desktop
2	Laptop/Desktop	Smartphone	Smartphone	Smartphone
3	Tablet	Tablet	Tablet	Tablet





Types of Websites

01. **E-commerce** | amazon.com, etsy.com
02. **News Portal** | goerie.com, bbc.com
03. **Online Communities** | erie.craigslist.org, reddit.com
04. **Self-service Government** | edinboro.net, USA.gov
05. **Non-Profits** | volunteermatch.org, redcross.org
06. **Grassroots Information** | womensmarch.com, change.org
07. **Companies** | heinz.com, tesla.com
08. **Educational Forums** | pennwest.edu, education.com
09. **Arts & Entertainment** | erieevents.com, netflix.com
10. **Web Applications** | mint.com, slack.com, discord.com
11. **Intranets** | igloosoftware.com, sharepoint.com
12. **Blogs** | wordpress.com, medium.com

Blogs

A regularly updated website in which an individual or group can record opinions, information, etc., on a regular basis

FREE BLOG SITES:

01. **Wordpress** | best free blogging platform / websites
02. **Medium** | focus on the word with little customization
03. **Tumblr** | easy to use, microblogging
04. **Wix.com** | blog website builder
05. **Ghost.org** | focus on the word with little customization
06. **Substack** | allows you to monetize blog posts
07. **Weebly** | WYSIWYG “Website-creation system”
08. **Squarespace** | robust collection of templates



TO BEGIN:

Go to: medium.com

Click “Get Started”

Write your first story:

[https://help.medium.com/hc/en-us/articles/225168768-
Writing-and-publishing-your-first-story](https://help.medium.com/hc/en-us/articles/225168768-Writing-and-publishing-your-first-story)