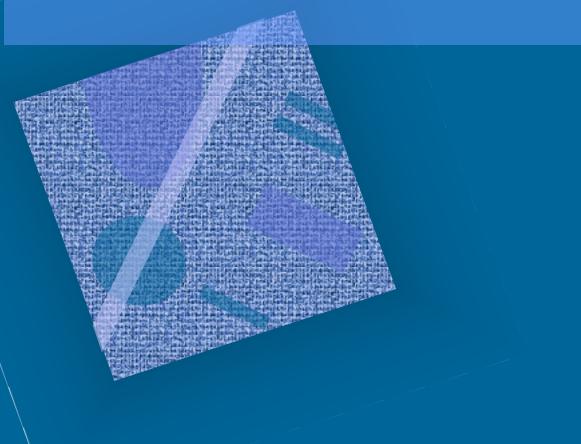
COMS 359: Interactive Media

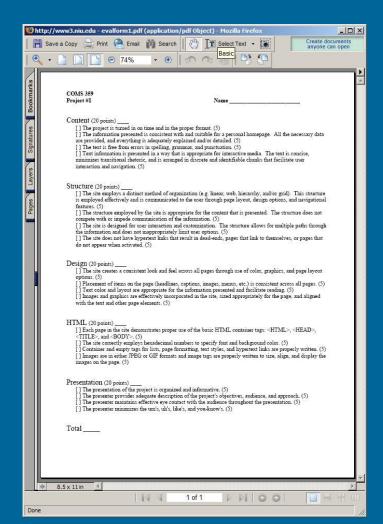


Agenda

- Presentations
- Return Project One
- Project Two
- Project Management
- Preview

- Evaluation Methodology
 - Consider each project in and of itself
 - Look at what the project requires (content, design, structure, etc.) in order for it to accomplish its objectives
 - Not a comparison of projects to each other or to some fictional project in my head
 - Motivation for the evaluation
 - Point out things that work and things that do not work in order to help you design a better web page
 - Not design hazing

- Evaluation Form
 - 5 categories:
 - Content
 - Structure
 - Design
 - HTML
 - Presentation
 - 20 points per category
 - Lose points for errors,
 mistakes or problems



Grading - grade is a function of 100 points

$$90-100 = A$$

$$80-89 = B$$

$$70-79 = C$$

$$60-69 = D$$

$$0-59 = F$$

Grade Distribution

$$A = 11$$

$$B = 5$$

$$C = 1$$

$$D = 0$$

- Common Problems
 - Basic tag structureCorrect

```
<html>
<head>
<title>Page One</title>
</head>

<body bgcolor="#f490c3">
<h1>Fun with HTML</h1>
<hr>
Writing HTML is loads of fun!
</body>
</html>
```

Incorrect

```
<html>
<body bgcolor="2">
<head>
<title>Page One</title>
<h1>Fun with HTML
<body>
<hr>
Writing HTML is loads of fun!
</head>
```

- Common Problems
 - Closing container tags

Correct

Interests

Incorrect

Interests

Empty tags

- Common Problems
 - Tag Attributes
 - Tag Attributes are situated within the tag; they do not stand on their own
 - Attribute=Value pairs are separated from the tag and each other by a single space; value is in quote marks

Correct Incorrect

<body bgcolor="#ff0099" text="#44ffff">

<body>
<bgcolor="#FF0099">
<text="#44FFFF">

- Common Problems
 - Shifting position of menu items



Problem

Menu items shift position from page to page. This is a problem, because users often remember menu options by their position on the page, not their title.

- Common Problems
 - Shifting position of menu items



Solution

Use a table to divide the page into individual cells. Use the same table on each page. This will ensure consistent position of menu items from page to page.

- Common Problems
 - Container tags must be closed
 - <h2>
 - ul>
 - <blook
duote>
 - <body>
 - <html>

- Common Problems
 - Mechanics
 - Spelling
 - Typos
 - Synonyms: i.e. there/their/they're, its/it's, your/you're
 - Punctuation
 - Grammar
 - Fixes
 - Proof read
 - Writing lab

- What to do with the feedback?
 - Don't take it personally; even good developers make mistakes
 - Use the errors as a learning opportunity
 - Learn from mistakes
 - Learn by doing
 - Anticipate & fix errors in project two
 - Make changes to project one

Project Two

E-Commerce

Project Two - The second project consists of a design for e-commerce. E-commerce is the use of the web to sell a product or a service. For this reason, an e-commerce site should provide basic company information, detailed product/service data, customer support options, and the ability for users to order and/or purchase products and services directly online.

This project will involve a service learning component, requiring students to work with and design for a third-party content provider or client. Clients may be corporations, small businesses, non-profit organizations, community/campus groups, or individuals. Students will work with their client to identify specific project objectives, to gather and develop site content, and to employ web program and design skills to create an effective web application that accomplishes the client's goals and meets their objectives. This approach provides practical "on-the-job training" and results in actual web design and programming examples that students may include in their portfolio.







Project Two

- Project Requirements
 - Collaborate with a Content provider
 - Incorporate new HTML tags & design principles that will be covered in the next several weeks
 - Custom Graphics
 - Forms
 - CSS
 - Javascript

Project Two

- Most difficult part of Project #2 is not the HTML or CSS. The most difficult part will be working with a content provider.
- Not knowledge that can be read about and memorized. But a practical skill that can only be learned by doing.
 - i.e. playing a sport
 - Pedagogy = coaching; provide guidelines to assist the development of your skills
 - Collaboration = the real skill of a good web designer











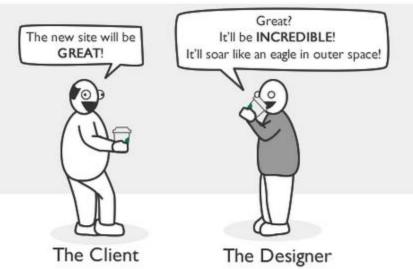


How A Web Design Goes Straight To Hell

Everything is cool in the beginning.

The client communicates their needs. You set expectations.

Enthusiasm and excitement all 'round.



The client shows you their current website.

You both laugh at how terrible it is.

- Collaborating with Content Providers
 - 1) Maintain two distinct roles
 - Content Provider = information expert
 - Web Designer (you) = presentation of that information on the Web; translate the ideas of another person into interactive format

- Collaborating with Content Providers
 - 2) Cooperation
 - Although you and the content provider have separate roles, the project is the result of successful collaboration & coordination
 - Not all content providers know how to do this. You need to take the lead in making this happen.
 - Be organized & take a structured approach
 - Give Content Provider material & solicit comments
 - Be patient, forgiving, and gracious
 - Practice good listening & communication skills

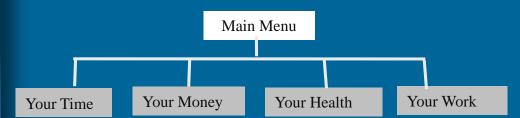
- Collaborating with Content Providers
 - 3) Content Providers usually do not know what they want. But they certainly know what they do not want.
 - Trial & Error Give your content provider several options to choose from in making design decisions
 - Be patient; creativity takes time & mistakes
 - Guide decision making process by using an organized approach

- Collaborating with Content Providers
 - 4) Most content providers know just enough about digital media and the Internet to be dangerous to themselves, you, and the project.
 - Keep roles distinct & help provider to do the same
 - Be patient & listen; let providers voice their opinion
 - Keep your ego out of the process; don't get defensive; make all difficult design questions a matter of the project's success

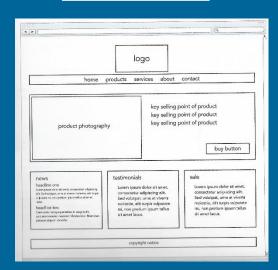
- Take the challenge of collaboration seriously
 - The better you collaborate, the better the second project
 - The valuable media producer/web designer
 - Tech skills—HTML, CSS, Javascript, etc.
 - Effective translator of other people's ideas

Approach = Project Management

Site Map



Wireframe



- Process / Critical Tasks
 - 1) Research & Discovery
 - 2) Project Planning
 - 3) Site Map
 - 4) Wireframe
 - 5) Prototype

- Research & Discovery
 - Project Objectives
 - The intended purpose of the site
 - Define what the site is supposed to do or accomplish
 - Every design decision must be tested against the question "Does this solution move the design closer to the project goals?"



- Research & Discovery
 - Project Objectives
 - Who defines the objectives? Client
 - But clients do not necessarily know what they want
 - Decision Making Strategies
 - Brainstorming decide on 2-3 goals
 - Structured Q&A with the client
 - Examples Look at other sites

- Research & Discovery
 - Audience: **Who** will use the site?
 - Individuals
 - Age range of users
 - Gender mix of users
 - Country of origin
 - Level of education
 - Devices used to access the site
 - Companies/Organizations
 - Size of the company or department
 - Position of the people in the company who will visit the site
 - Will visitors use for themselves or someone else
 - Size of the corporate budget controlled by visitors

- Research & Discovery
 - Audience: **Why** use the site?
 - Motivations (Where they come from)
 - What personal or professional needs, interests or desires will drive users to seek out and use the site?
 - What moves your users to act?
 - Goals (Where they want to go)
 - What do users want? What are users trying to achieve by using the site?
 - Do they want something specific or are they interested in general info?



- Research & Discovery
 - Audience: What users need?
 - Consider each of the reasons why users come to the site and determine what they need to achieve their goals
 - Prioritize levels of information from key pieces of data down to non-essential or supporting info
 - Evaluate
 - If you supply the user with what they need, they will find the site valuable.
 - If you do not supply the user with what they need, they will go elsewhere.

- Research & Discovery
 - Audience: <u>How</u> often?
 - Products and Services
 - How often do the same people return to obtain things from you?
 - How often is your stock updated or your services changed?

• Information

- How often should the subject be updated?
- What percentage of users would return for regular updates, compared with those users how just need the information once?



Buchalter

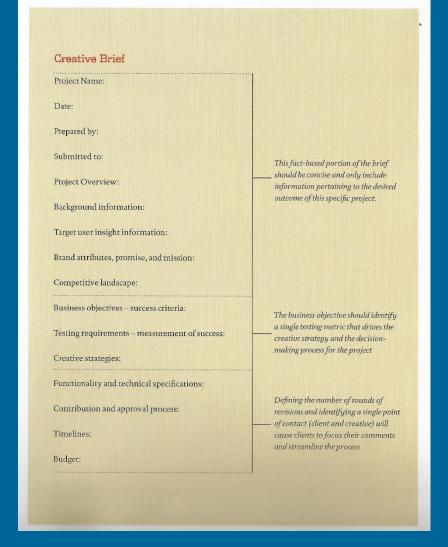
pany

- Research & Discovery
 - Brand Identity
 - Determine the "personality" of your client's business and his/her product/service
 - Important information
 - Serious/conservative vs.Playful/loose
 - Design sense print product, office décor, dress of employees, etc.
 - Graphics logos, letter head, etc.

- Initial Client Meeting
 - Critical Tasks
 - Determine Objectives for the site
 - Define the Audience for the site
 - Determine personality of the Brand
 - Gather existing content or graphics
 - Strategies for success
 - Prepare. Do your research.
 - Be punctual and organized
 - Active listening
 - Check via Feedback



- Feedback
 - Creative Brief
 - Project Proposal
 - Email Summary



- Project Planning
 - Asset Inventory
 - Determine what you need and who will supply it.
 - Provide client with a list of items and due dates.

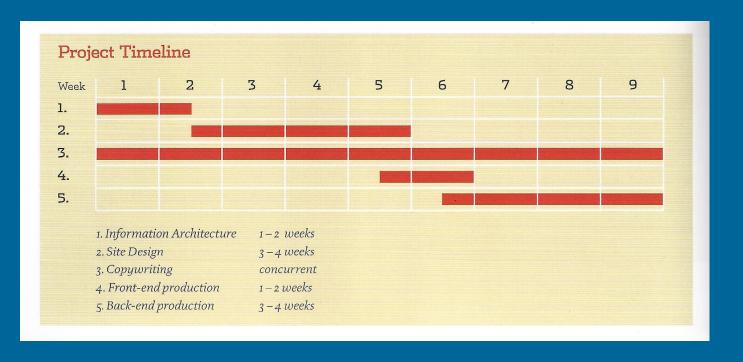
Co	ру			
	Who will provide copy?			
	Is there a budget for a copywriter?			
	What are the copy mandatories?			
	What's the correct tone for the			
	audience and brand?			
Im	agery & Artwork			
	l Is there existing imagery?			
	If yes, what format and resolution is it?			
	for a photo shoot?			

noto budget?

llustrations needed?

Content Item	Task	Who	When	Cost
Company Logo	Digitize	Me	9/22/04	\$0
Original Music	Compose & record	Jason	9/30/04	\$350
Video Interviews	Shoot & Edit	Me	9/20 & 9/21/04	\$750 (editing)
Product Pictures	Shoot & Process	Client Staff	9/18/04	\$0
Product Description	Write	Client & Me	9/24/04	\$0

- Project Planning
 - Schedule or Timeline



- Project Planning
 - File Structure

Unlike print media, the files the designer creates are the same files accessed by the user.

Need to design the file structure and naming conventions.

- Clear method of organization
- Consistent naming of files
- No spaces in file names



btn_orange.gif

Site Map



Site Map

master list

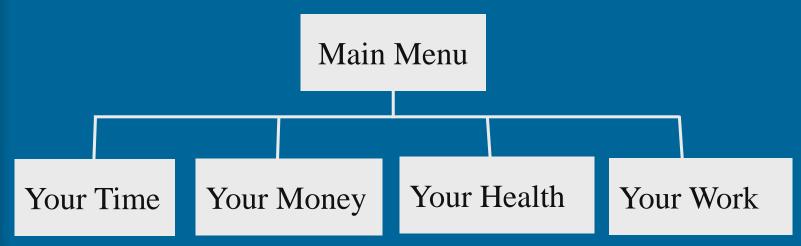
salary 401k stock options vacation sabbatical fitness center retirement bonuses workplace policies ethics medical benefits maternity leaves of absence termination health workplace injuries disability insurance disability policy reviews

1) List all possible content categories

your time	your money	your health	your work
work hours vacation sabbatical leave of absence	salary bonuses stock options 401k retirement plan loans	medical benefits maternity fitness center workplace injuries disability insurance disability policy	workplace policies ethics harrassment reviews termination

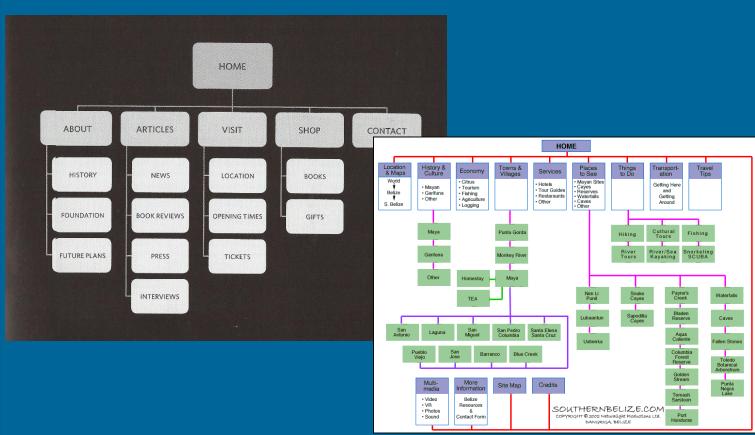
- 2) Start to group things by topic
- 3) Refine the topic groups

Site Map

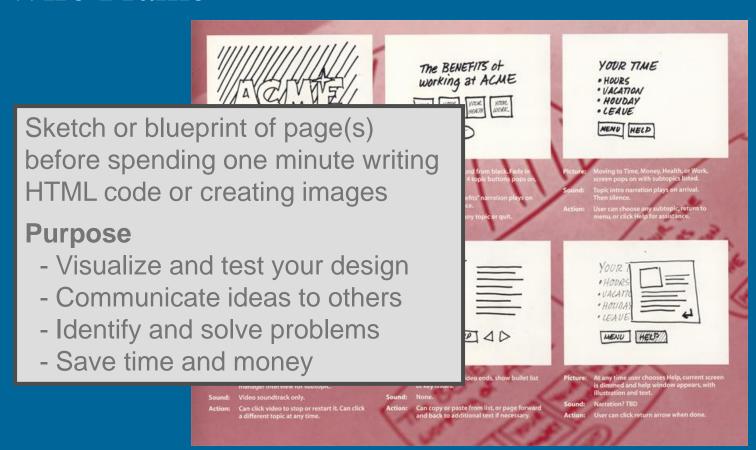


- 4) Arrange the groups in a structure (Flowchart Diagram)
 - -The arrangement represents not just organization but access.
 - Each box is a separate page and each line is a link between pages.
 - Similar to an outline; but this is a non-sequential outline.

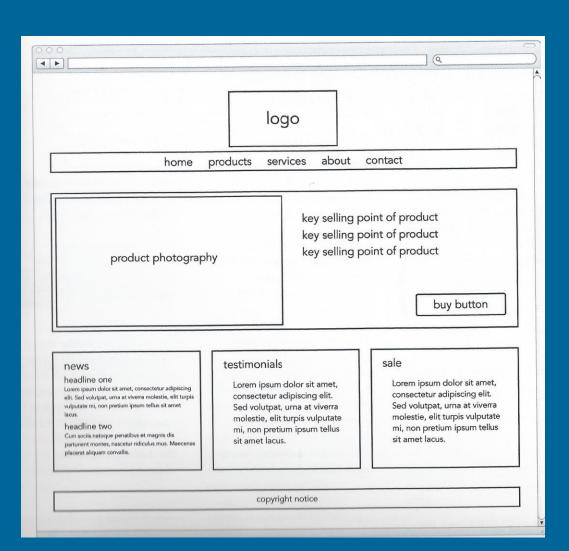
Site Map



• Wire Frame

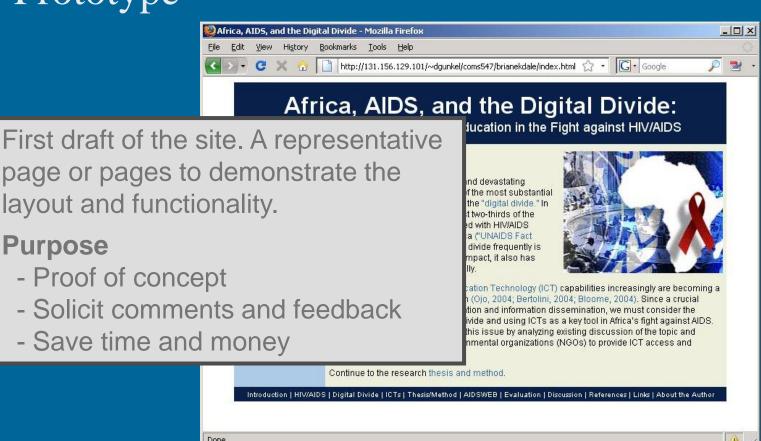


Wire Frame



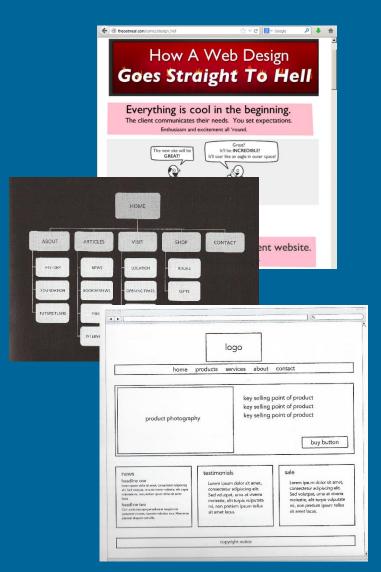
Prototype

Purpose



Summary

- Project Two
- Working with Clients
- Project Management
 - Research & Discovery
 - Project Planning
 - Site Map
 - Wireframe
 - Prototype



Preview

- Spring break
- 18 March Images & Graphics
 - Idiot's Guide to PhotoShop
- Content Provider Activities
 - 20 March (Wednesday)
 - Report on Content Provider
 - 25-27 March (no class)
 - Work with content provider to identify objectives
 - Collect and begin to organize content for project #2
 - 1 April
 - Site map and wireframe for the project