

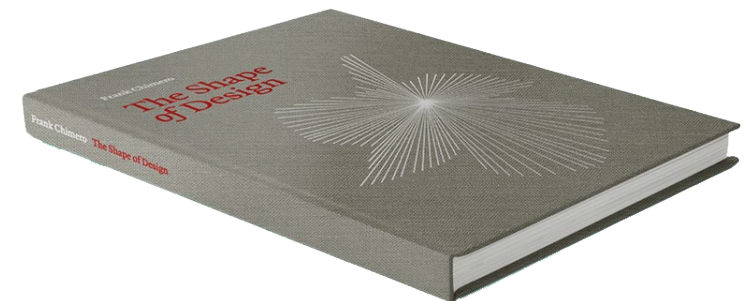
# The Web Design Process

Design for web content

How do I design and build a website?

# Influences on design outcomes

- The Client
- The Users
- The Designer
- The designer negotiates the space and builds a connection between client and audience
- The designer is paid by the client but obliged to the audience
- The designer adds a third influence = creative need



# A good designer advises their client



## Emily Myers

Fine studio ceramics

*Ceramic artist*

*The workshop*

*Techniques*

*Forms & vessels*

*Gallery*

*Exhibitions*

*Where to buy*

*Contact*



Emily Myers is an established Studio Potter, Fellow of The Craft Potters Association and Crafts Council selected maker. She works in porcelain and red stoneware clay. Emily's pieces are often carved and fired with beautiful glazes. She exhibits her work regularly in the South of England. Her work is for sale – prices range from £40 up to £550 for larger pieces.

### Forthcoming exhibitions

#### Emily Myers – Solo Show

9 September – 26 October 2012

Rabley Drawing Centre

Rabley Barn

Mildenhall

Wilts SN8 2LW

[www.rableydrawingcentre.com](http://www.rableydrawingcentre.com)

#### Oxford Ceramics Fair 2012

27 – 28 October 2012

St. Edward's School

Woodstock Road

Oxford OX2 7NN

[www.oxfordceramicsfair.co.uk](http://www.oxfordceramicsfair.co.uk)

Join the [mailing list](#) if you would like to receive exhibition updates.

© Emily Myers 2012

Download [Emily Myers' CV \(PDF\)](#)

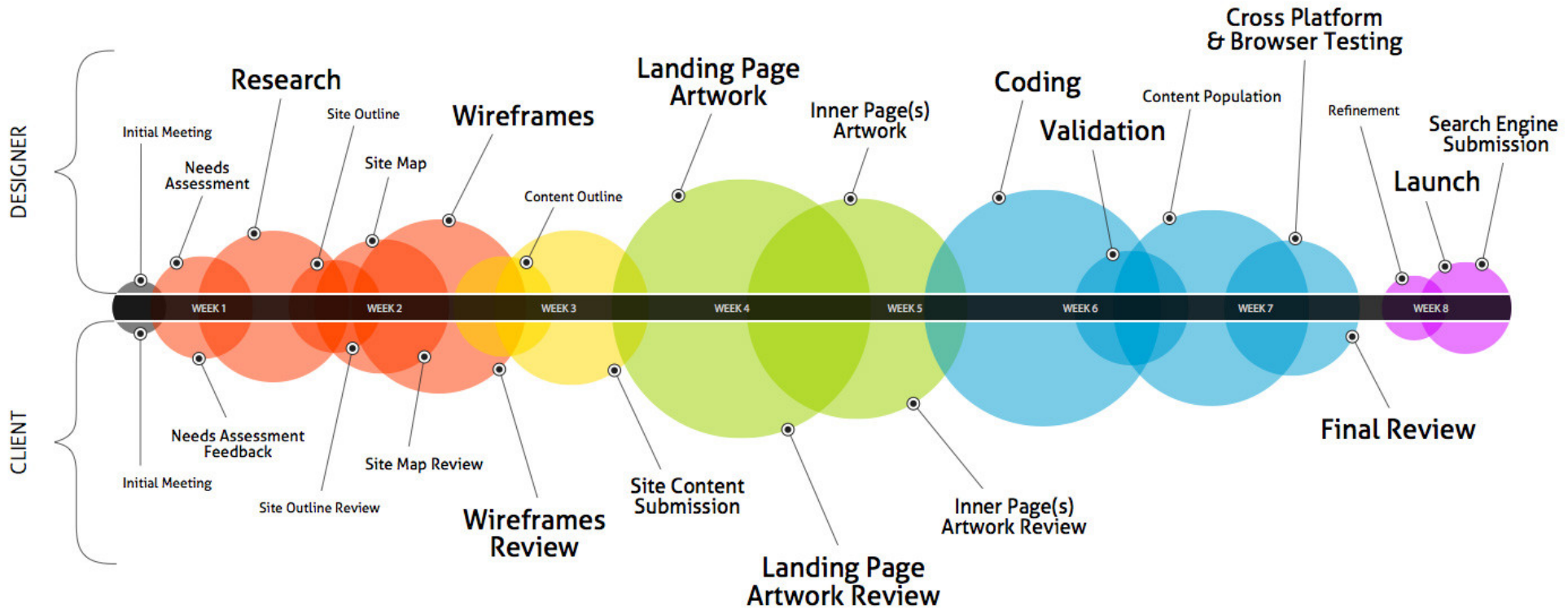


# Responsive design?

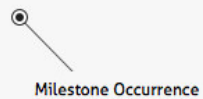
- “Content out”
- “One Web”
- “Mobile first”
- “Device agnostic”
- “Responsive design”
- Isn't there a nice, easy workflow that deals with all of this?

# A Web Site Designed

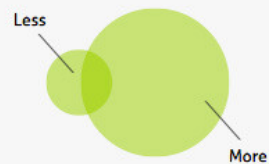
MILESTONES, INVOLVEMENT, IMPORTANCE & TIMELINE



## MILESTONES



## INVOLVEMENT



## IMPORTANCE

Average  
Greater

## PHASE



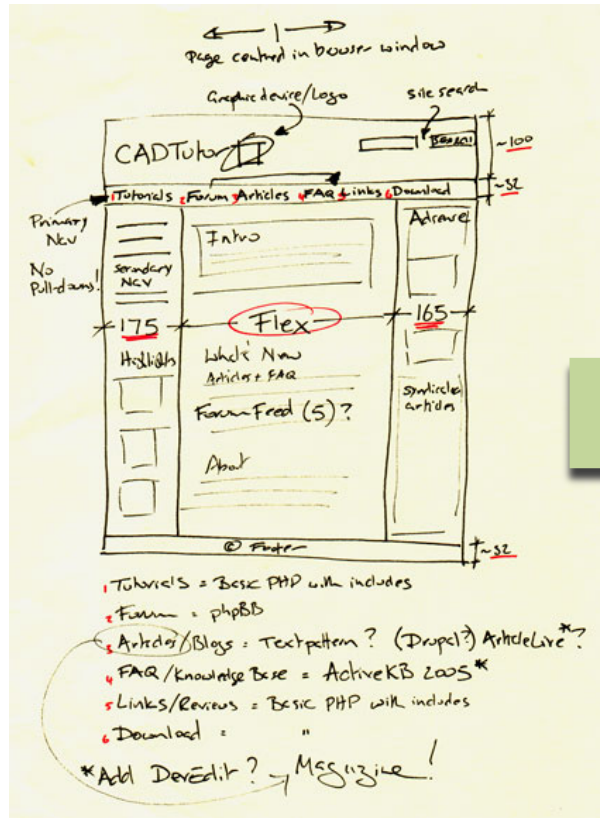
No two designers will use the same workflow. It's up to you to discover a workflow that works for you. However...

**Always start  
with content**





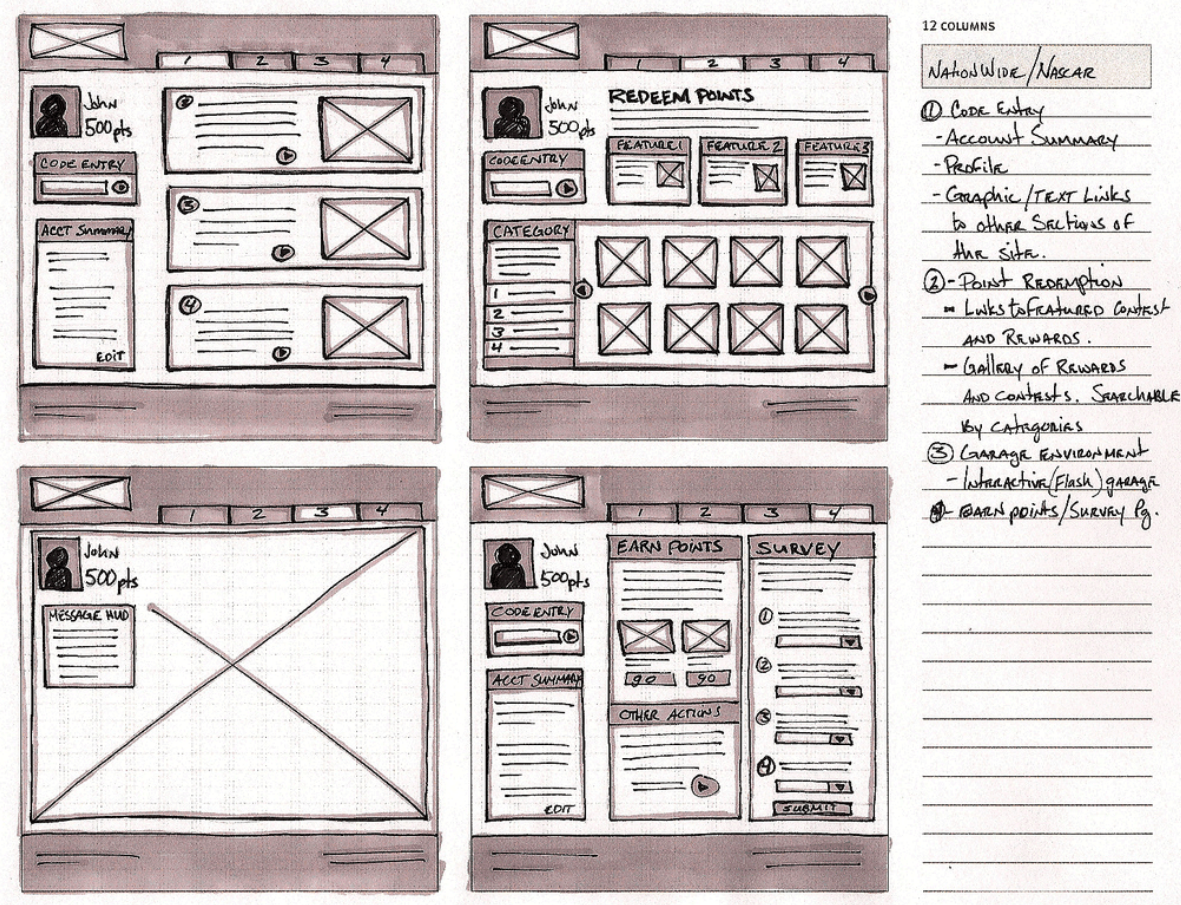
# Workflow



Initial ideas on napkin/back of envelope. Start with low-fidelity.



# Wireframing

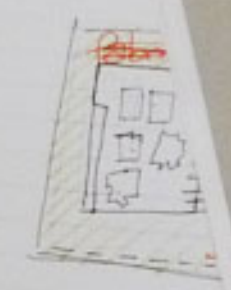
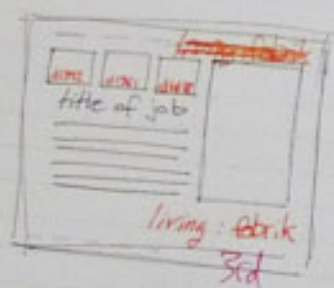
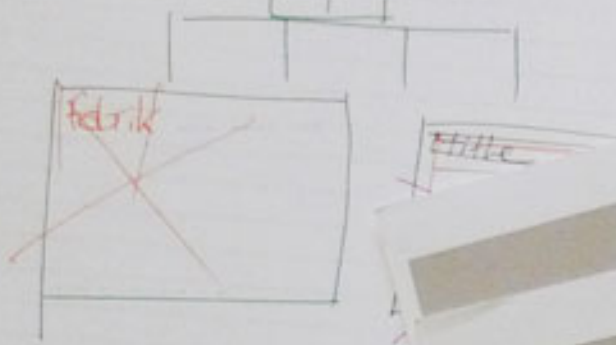


Wireframing any way you like...

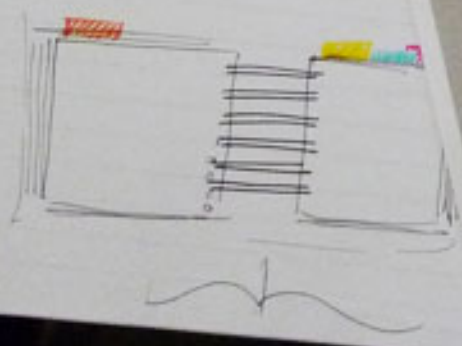
[18 Great Examples of Sketched UI Wireframes and Mockups](#)







Font = Arial (all) or consider Tahome for best,  
850px x 525px = golden section.



# Sketch Design and Mockup

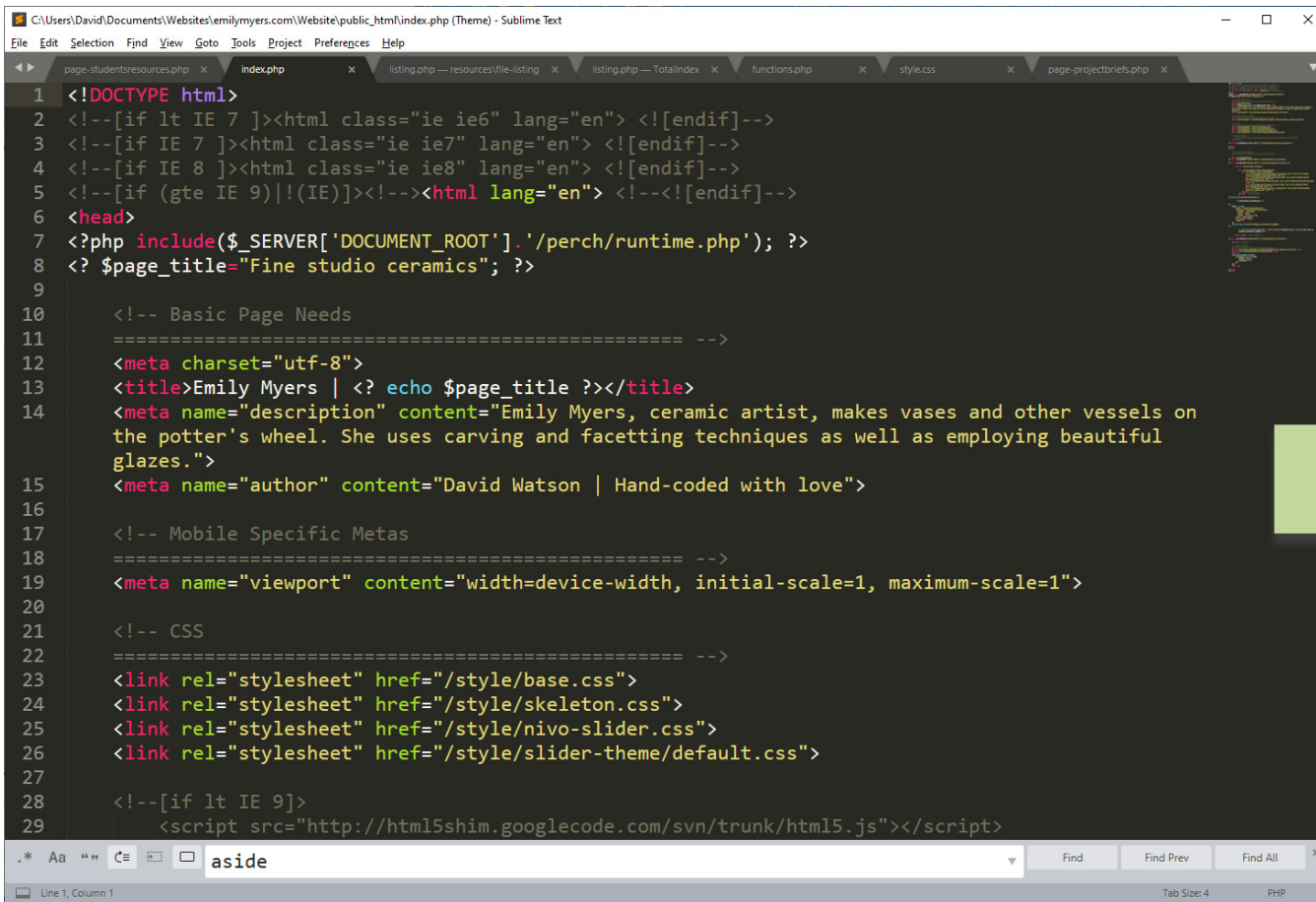
Image mock-up in Photoshop



Choice of fonts, colour etc.



# Coding and Preview



```
1 <!DOCTYPE html>
2 <!--[if lt IE 7 ]><html class="ie ie6" lang="en"> <![endif-->
3 <!--[if IE 7 ]><html class="ie ie7" lang="en"> <![endif-->
4 <!--[if IE 8 ]><html class="ie ie8" lang="en"> <![endif-->
5 <!--[if (gte IE 9)|!(IE)]><!--><html lang="en"> <!--><![endif-->
6 <head>
7 <?php include($_SERVER['DOCUMENT_ROOT'].'/perch/runtime.php'); ?>
8 <? $page_title="Fine studio ceramics"; ?>
9
10 <!-- Basic Page Needs
11 =====
12 <meta charset="utf-8">
13 <title>Emily Myers | <? echo $page_title ?></title>
14 <meta name="description" content="Emily Myers, ceramic artist, makes vases and other vessels on
15 the potter's wheel. She uses carving and facetting techniques as well as employing beautiful
16 glazes.">
17 <meta name="author" content="David Watson | Hand-coded with love">
18
19 <!-- Mobile Specific Metas
20 =====
21 <meta name="viewport" content="width=device-width, initial-scale=1, maximum-scale=1">
22
23 <!-- CSS
24 =====
25 <link rel="stylesheet" href="/style/base.css">
26 <link rel="stylesheet" href="/style/skeleton.css">
27 <link rel="stylesheet" href="/style/nivo-slider.css">
28 <link rel="stylesheet" href="/style/slider-theme/default.css">
29
30 <!--[if lt IE 9]>
31 <script src="http://html5shim.googlecode.com/svn/trunk/html5.js"></script>
```



Coding in text editor and preview in Firefox

# The web design process

- Client brief
- Sketch design/wireframe (critical analysis & feedback)
- Mock-up (critical analysis & feedback)
- Development
- Testing (critical analysis & feedback)
- Deployment
- Promotion

# Considerations

- Usability/User Experience (UX)
  - Navigation and search
  - Use of colour/contrast etc.
  - Readability
  - Consistency/logic/conformity etc.
- Findability (on-page SEO)
- Accessibility
- Business logic

# Who is the website for?

- The designer?
- The client?
- The user?
- Know your audience.
- Apply a “user centred” design approach.
- A website that is not useable or useful for its target audience is useless.



```
<end class="slideshow" />
```