

## Phases of Website Production

- Pre-Production Phase -
  - make contact with your client/team
  - assess the client's needs/ your site needs
  - develop ideas
  - determine a budget, schedule
  - organize & collect functional content
  - create a flow chart
  - develop a proposal & contract

## Phases of Website Production

- Production Phase -
  - Create assets for the website
  - Assemble content & assets
- Post Production Phase -
  - testing the site
  - making it live (hosting)
  - advertising/marketing

## Pre-Production Plan

Essentials of  
Pre-Planning a Website

## Getting the Project

- Research & Prepare for your site/client
  - Know the business or Content
  - may need to explain the design process with client
  - define boundaries of what you will/will not do!
  - Demonstrate GOOD LISTENING – partners are essential to development (client is partner)
  - Demonstrate your assets- be professional & enthusiastic

## Plan Content and Design

- The content and design of a site work together, but the content should drive the design: *you have to know what you want to say before you can present it.*

## Plan Content

- The following questions will help you determine your content. Answer them and note any other information that might be important.
  - What is the **purpose** of your site?
  - **Who is your audience?** What do they know? What do they need to know? What kind of network connection do they have (modem or Ethernet)?
  - Who are the competitors? This can tell you a lot about your audience!
  - What do you want your **audience to learn** from your web site?
  - What subsections would you divide your content into so the flow of information is clear, logical, and useful to your audience?
- The answers to these questions will help you determine and organize your content.

## Determining the SCOPE

- Define the scope of the site
  - What are the most important aspects of the business or media
- Determine the critical characteristics of the website projects
  - The website's message
  - How the message will be presented
  - The website's tone
- Determine the scope of your responsibilities & development needs
  - Does the client have existing materials?
  - Will you host the site?
  - Will you be maintaining after its launch?

## Analyze the Market

- It is important to analyze the market & competition – demonstrates an active interest in client
  - how well is information conveyed
  - is information similar to what will be on your site?
  - is the site engaging?
  - does it target the same audience?
  - what is unique?
  - is the site easy to use?
  - is it attractive?
  - what elements could you incorporate into your site?
- GOAL – to use the competition as inspiration for your own site!

## Proposals

- Proposal – outlines what you will do on the project & what the client can expect
  - detailed itemization of website elements
  - description of basic functional requirements
  - budget & target dates
  - Creative concept describing your vision & how it will meet the clients needs

## Contracts

- Contract – legal issues and agreements between client & web designer
  - clients try to add new content through out development. If procedures are not in place as to how this occurs, it may be difficult to maintain integrity of site & your estimate of \$ & time!
  - Write down agreements – even verbal agreements
- Outline:
  - who has ownership & transfer of ownership
  - what is to be accomplished
  - who is responsible for doing what
  - time frame
  - price & terms of payment

## Plan Design

- You've already visited a number of web sites, and you've probably formed opinions about each site: what you liked; what you didn't like; how easy or difficult it was to find the information you wanted. Web sites can be evaluated using three criteria of effective design: unity, readability, and control.
  - **Unity** exists when elements are tied together to convey a common communication goal.
  - **Readability** exists when the content is divided into logical, manageable subsets.
  - **Control** exists when users are able to predict areas of interest and navigate easily through the material.

## Look at each site as both a producer and consumer of web information.

- Here are some questions you might answer about the sites:
- **Unity:**
  - Is it clear what is being communicated? If not, how could the information be made more clear?
  - Do all of the site's elements (text, graphics, layout) work toward communication of the same goal?
  - Are the parts within a section or page tied to each other? If so, how? If not, where does the design fail?
  - How are the parts of each section tied to the whole site? Is the background the same? Is the layout similar? Are there common graphical elements on each page?
- **Readability:**
  - Are the subdivisions logical to you? Are the link names clear enough that you know where they'll take you before you click them?
  - Is the material within each subsection manageable?
  - Can you easily identify the linked text and images?

## Look at each site as both a producer and consumer of web information...

- **Control:**
  - Before you click a link, can you determine what will be covered in each linked page?
  - How do you navigate within a page?
  - How do you move between pages in the site?
  - Do you have choice in navigation? Can you make your own path through the material, or do you have to follow a set path?
  - Do you wish to keep your audience on your site or allow them to leave through outside links?
  - Is there a way to get help in case you can't find what you want?

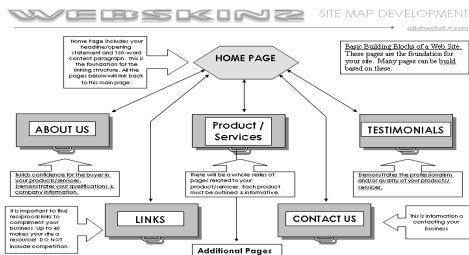
## Planning the Website



- **Content & Media**
  - Materials & Content needed
    - Company Info
    - Tag Lines
    - Background Information
      - Marketing Collateral (like brochures)
    - Stock/Experience Photography
    - Location- Address, Phone, Email
    - Design Elements
      - Static VS Dynamic Content
    - Copy Text
    - Competitors URLs

## Developing a MAP

- Group Information (chunking)
- Determine content relevance to project



## Project # 1- Portfolio Piece

- Your Portfolio Piece is intended for prospective employers. It should reflect all your assets, your education, and your experience. Having an interactive site that allows you to share your strengths can be impressive.
  - You will be required to create a 4-5 page website
- Your four to five page Resume must include:
  - Page on your Education & Qualifications
  - Page on your Work Experiences
  - Page on your References
  - Overview of your Strengths/Attributes/Successes
  - Any Showcase activities that might demonstrate your talents
- You may Design it in any way however it must appear Professional and be easy to navigate.

## Project # 1- Portfolio Piece

- To begin your project plan
  - organize your resume
  - reflect on all your qualifications & assets
  - collect letters of recommendation
  - collect work, sites, or materials that reflect your assets
  - draw out a map of your site & how it will function

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