

Website Design I

Queens College Art Department | Spring 2019

Professor Sofia Paraskeva | sofia.paraskeva@qc.cuny.edu

webdesign1.copperbluemedias.com

Week 03: 02/08/2019

ARTS 214 – 01

Friday 10:00 am – 1:50 pm

I-Building 203

Website Structuring, Sitemapping, Sketching and Wire-framing

Four Ds

Discover

Define

Design

Develop

Four Ds

Discover

Define

Design

Develop

Website Structuring

Website Structure

Homepage

Secondary
Page

Secondary
Page

Secondary
Page

Secondary
Page

Secondary
Page

Website Structure

Homepage

Secondary
Page

Secondary
Page

Secondary
Page

Secondary
Page

Secondary
Page

Tertiary
Page

Tertiary
Page

Tertiary
Page

Tertiary
Page

Tertiary
Page

Website Structure

Homepage

Secondary
Page

Secondary
Page

Secondary
Page

Secondary
Page

Secondary
Page

Tertiary
Page

Tertiary
Page

Tertiary
Page

Tertiary
Page

Tertiary
Page

Global Pages

Sitemaps

Sitemapping is the visual process of outlining a website's structure, high-level functionality and navigation scheme.

More about sitemaps

<https://www.protofuse.com/blog/details/how-to-design-structure-website-with-sitemapping/>

Sitemap - Navigation

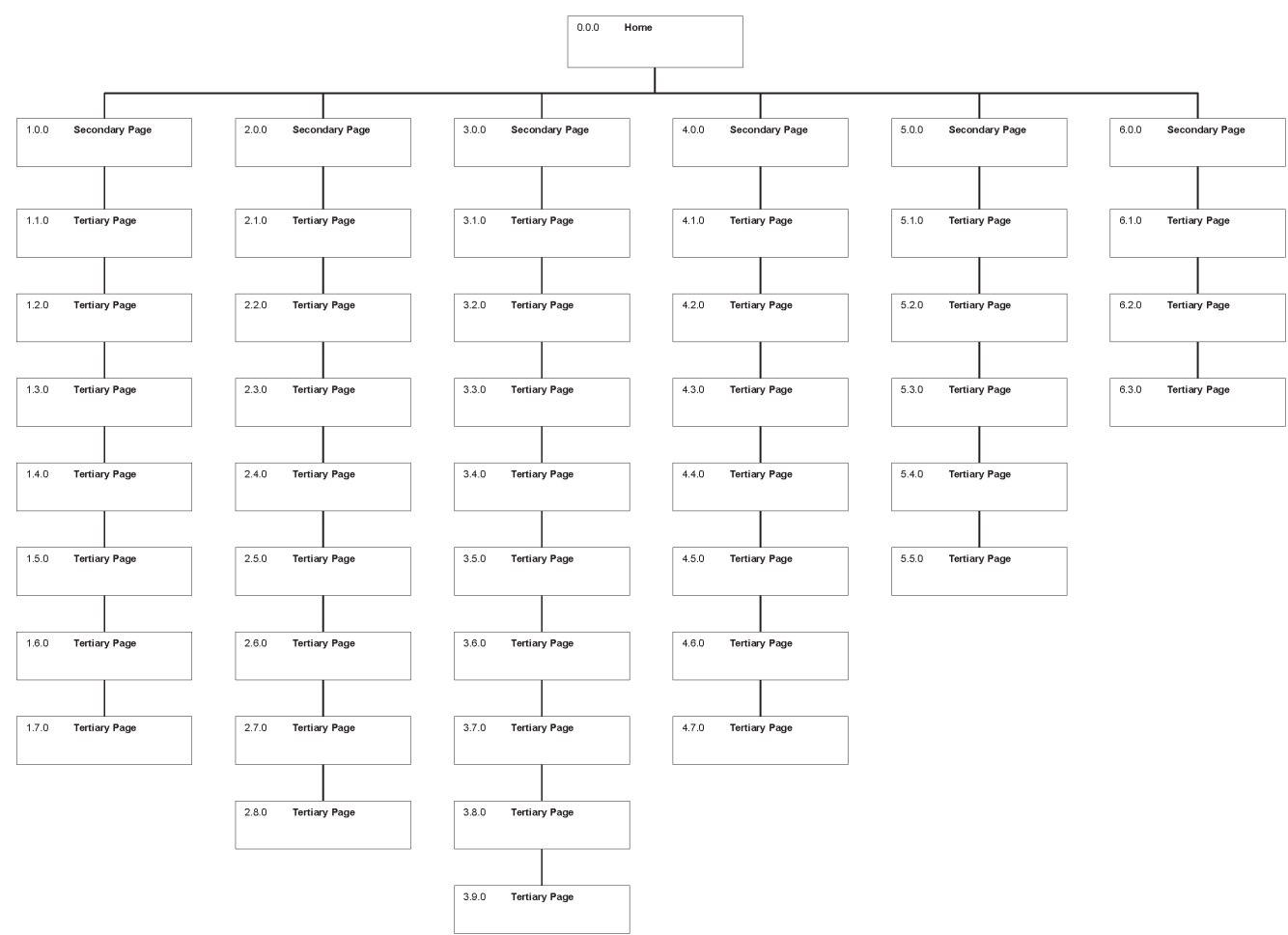
A sitemap will determine the navigation of a website.

Navigation should be structured with usability in mind.

Sitemap

Sitemap Example

Sitemap



Global Pages

0.1.0 Global Page

0.2.0 Global Page

0.3.0 Global Page

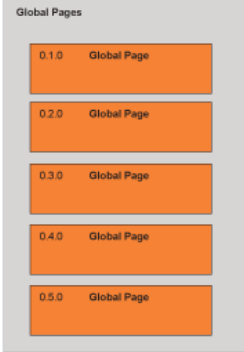
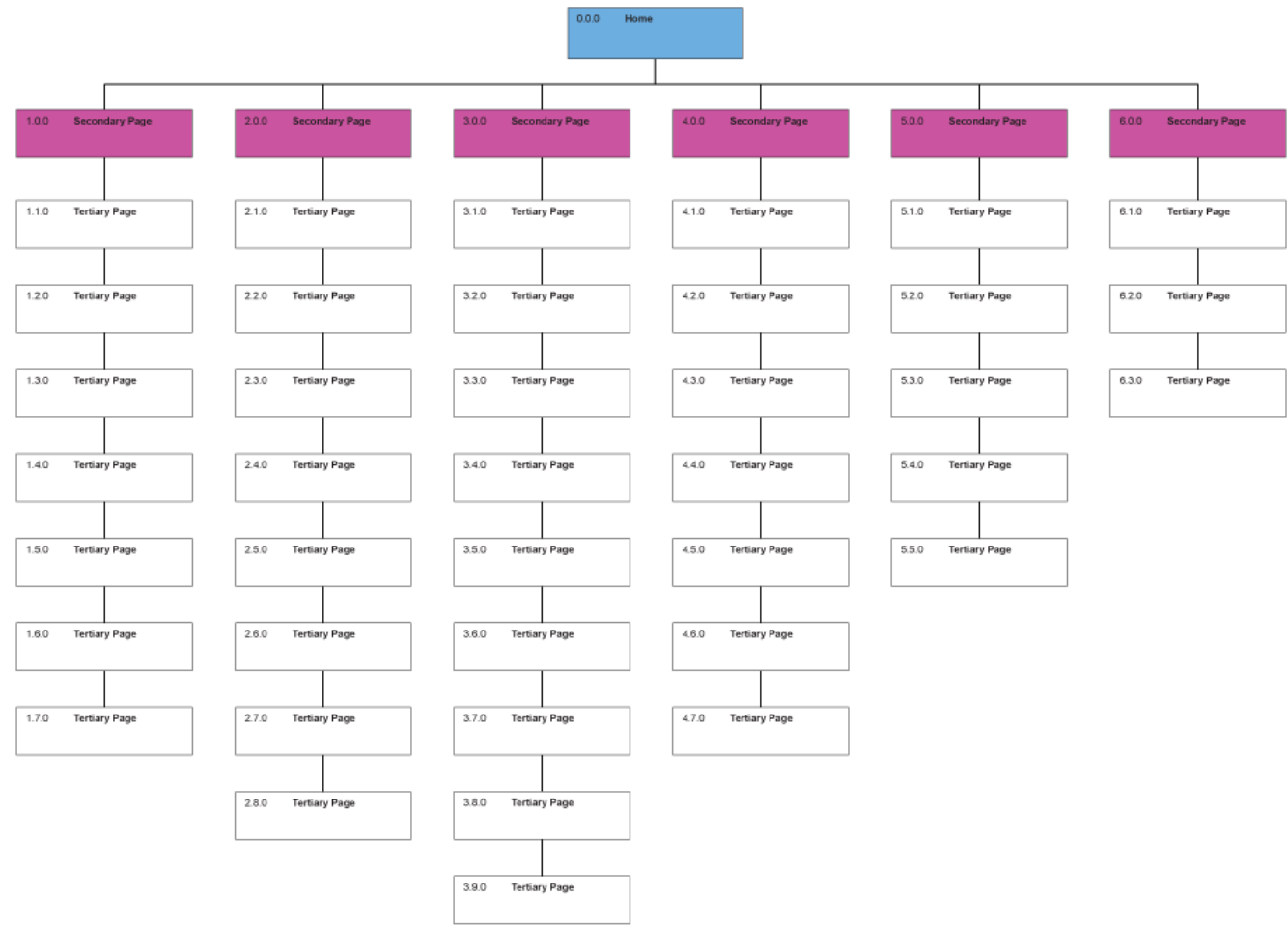
0.4.0 Global Page

0.5.0 Global Page

Sitemap

Sitemap Example

Sitemap

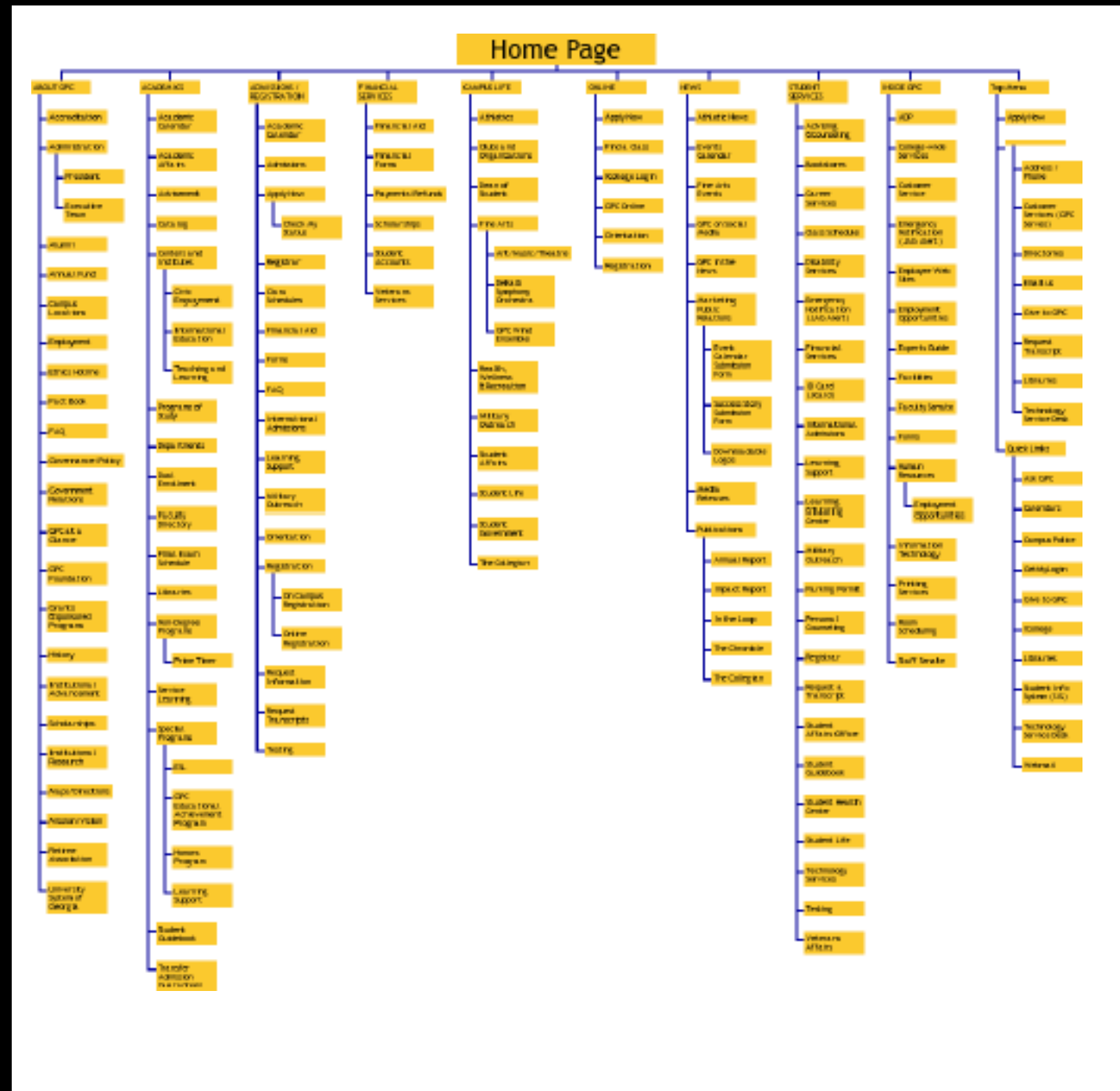


Sitemap



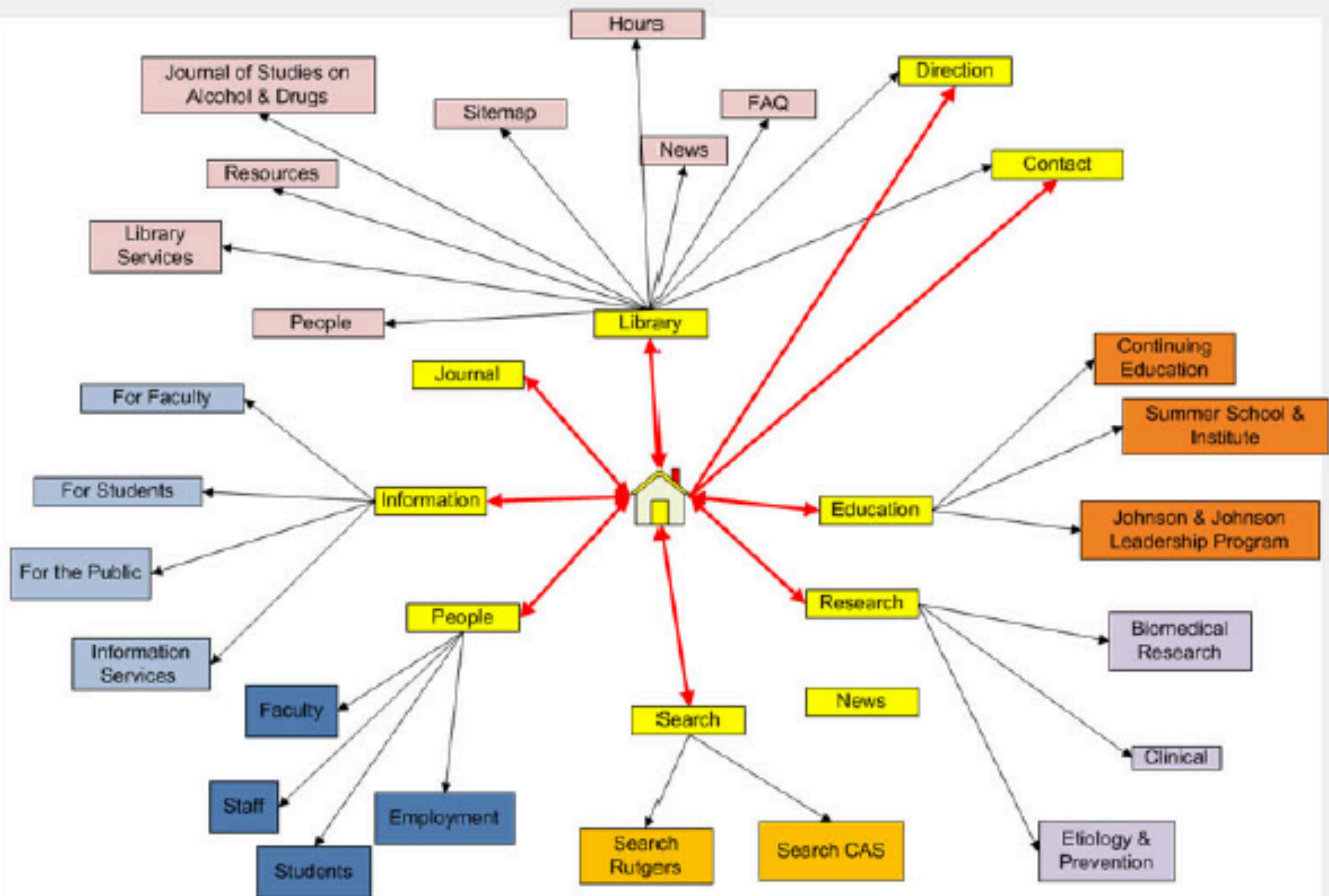
A good sidemap creates an SEO friendly website architecture

Sitemap

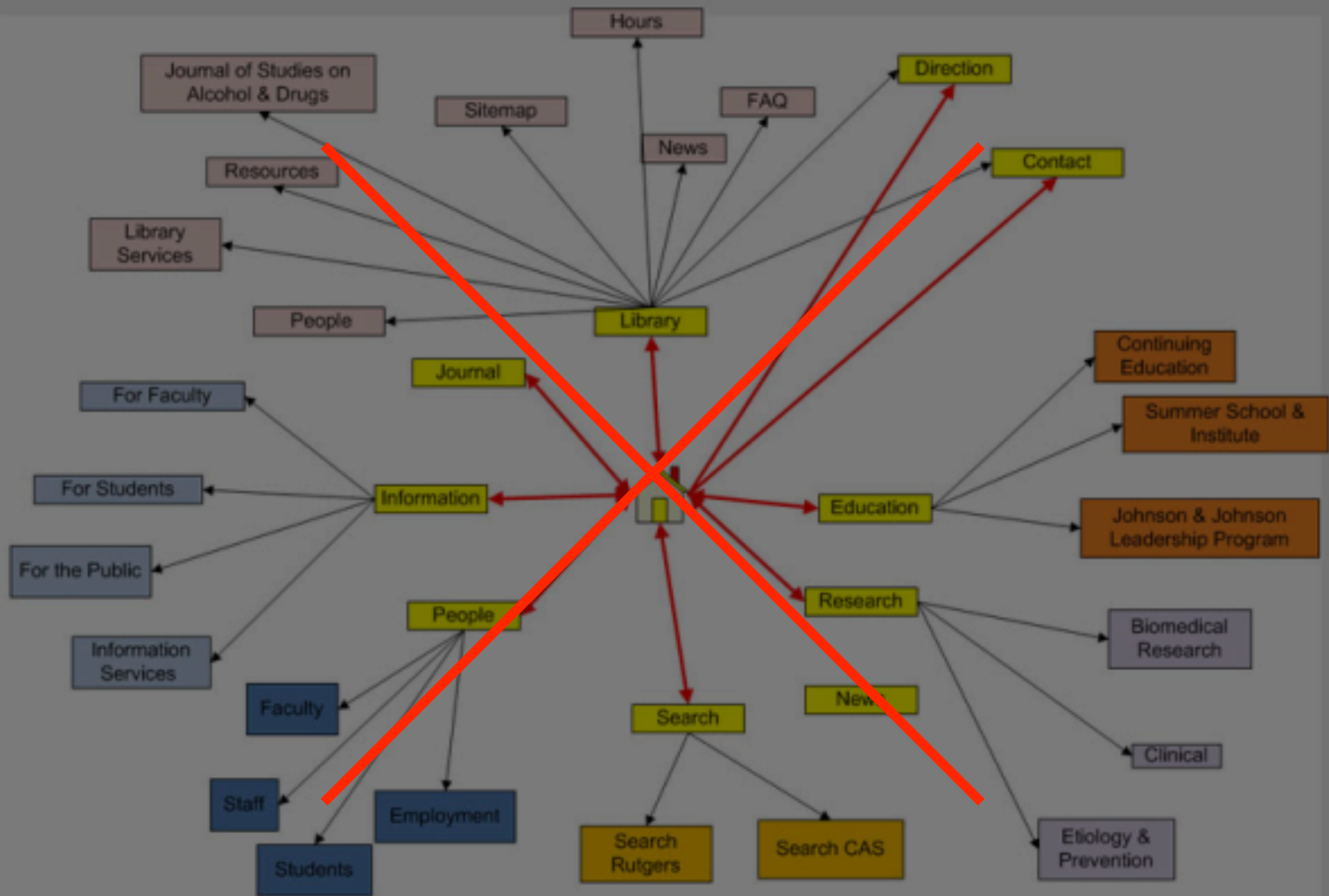


Content silos give weight to a page for SEO

Sitemap



Sitemap



Grid System

Layout Grids

WHO USES THEM

Long tradition of use in print design

More recently became very popular for web designers too

WHAT THEY DO

Help make pages look professional

Help designers position items on each page

CONTINUITY

Grids help create continuity between:

Different pages
New content
Multiple designers

Helps users predict where info will be on a page

Layout Grids

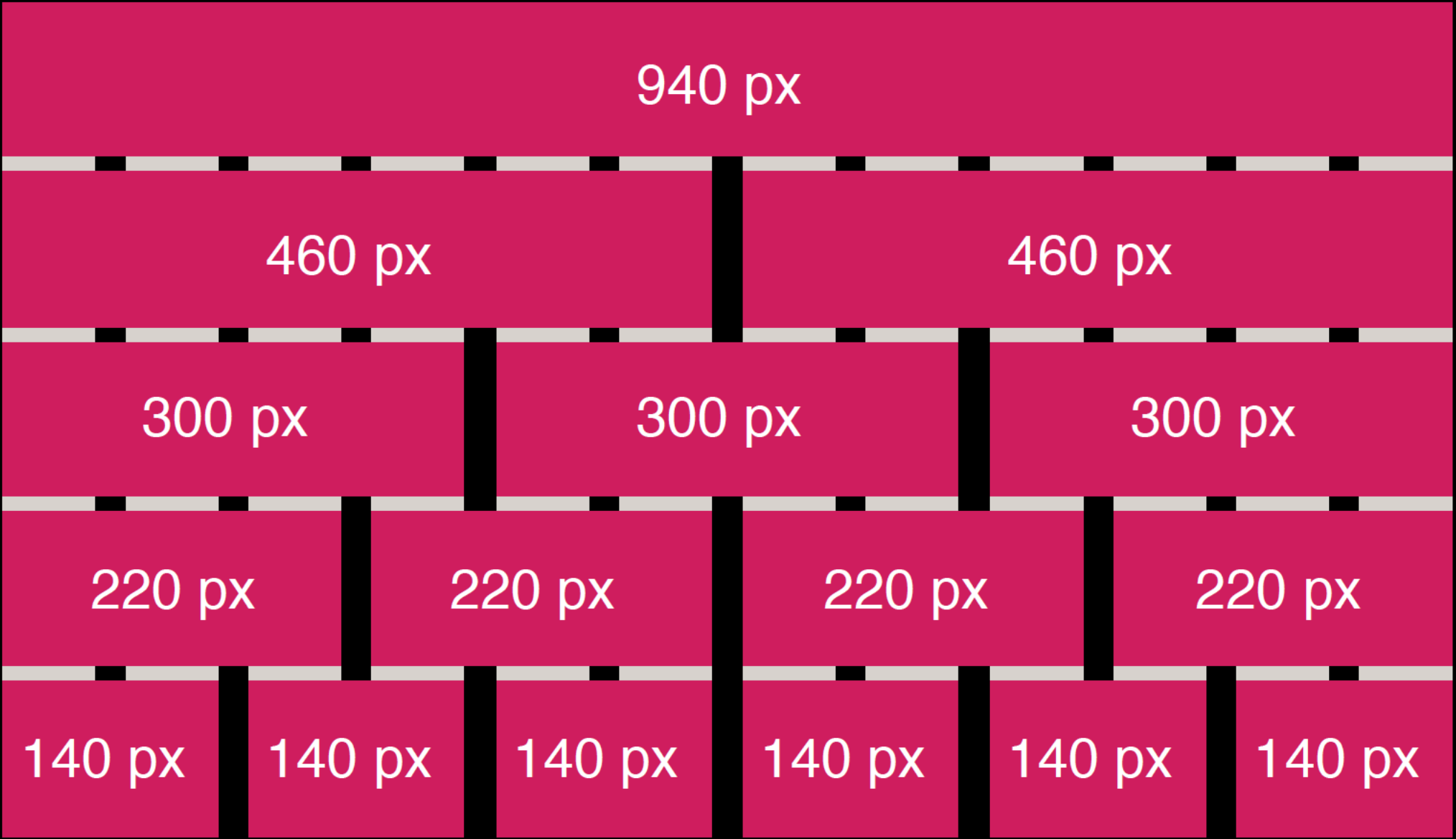
A grid can create a basic structure, a skeleton for your design. Grids consist of “invisible” lines upon which your design elements can be placed. Doing so ties them together in an overall “system” and supports your composition—rationally.

<http://gridcalculator.dk/>

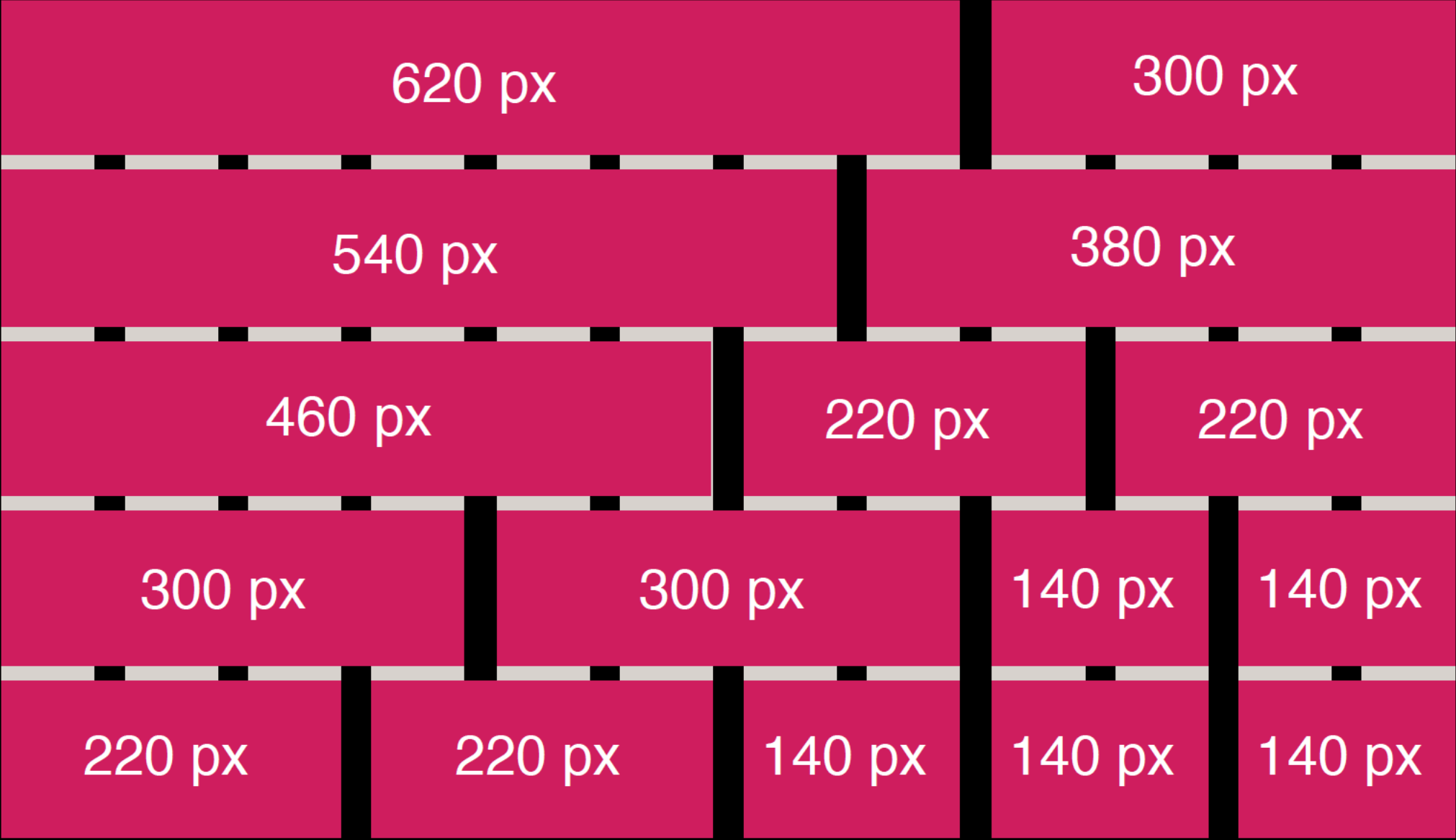
<https://webdesign.tutsplus.com/articles/a-comprehensive-introduction-to-grids-in-web-design--cms-26521>



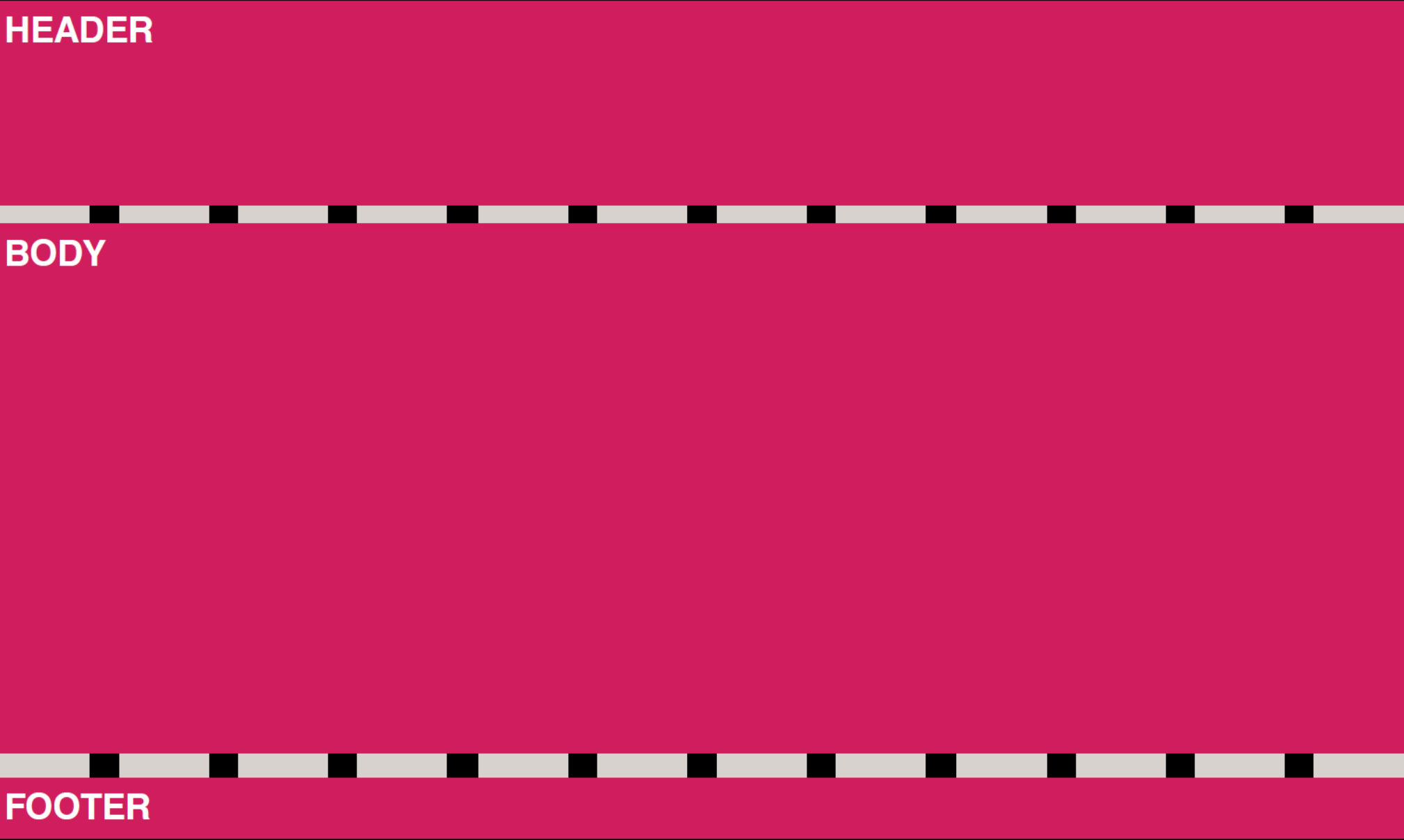
Layout Grids



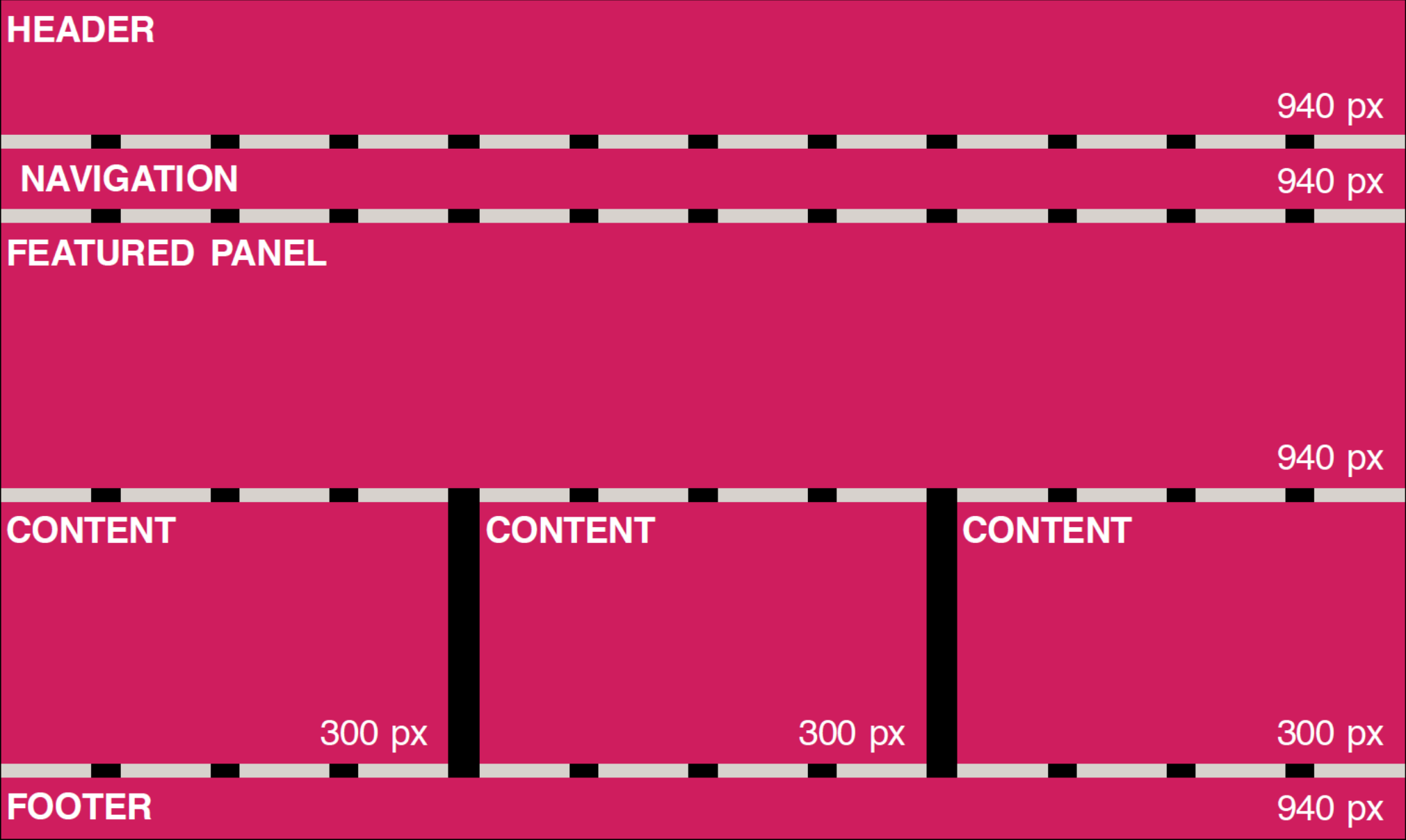
Layout Grids



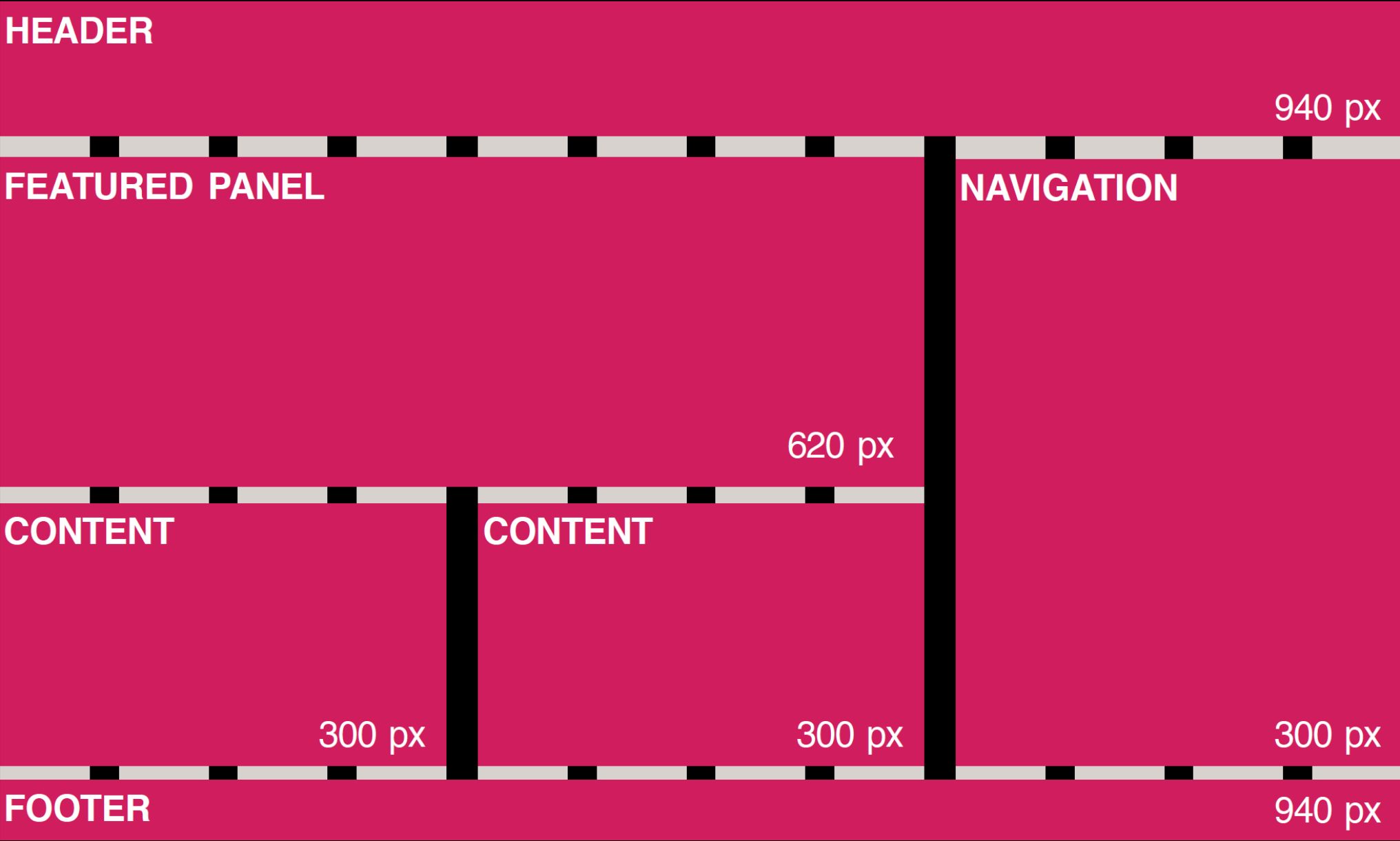
Layout Anatomy



Layout Anatomy



Layout Anatomy



Layout Anatomy - HTML

```
<!doctype html>
<html>
<head>
<meta charset="UTF-8">
<title>Untitled Document</title>
</head>

<body>
  <header>my brand banner will go here
  <nav>MY NAVIGATION BUTTONS</nav>
</header>
<h1>top level header</h1>
<P>and this will be a paragraph</P>

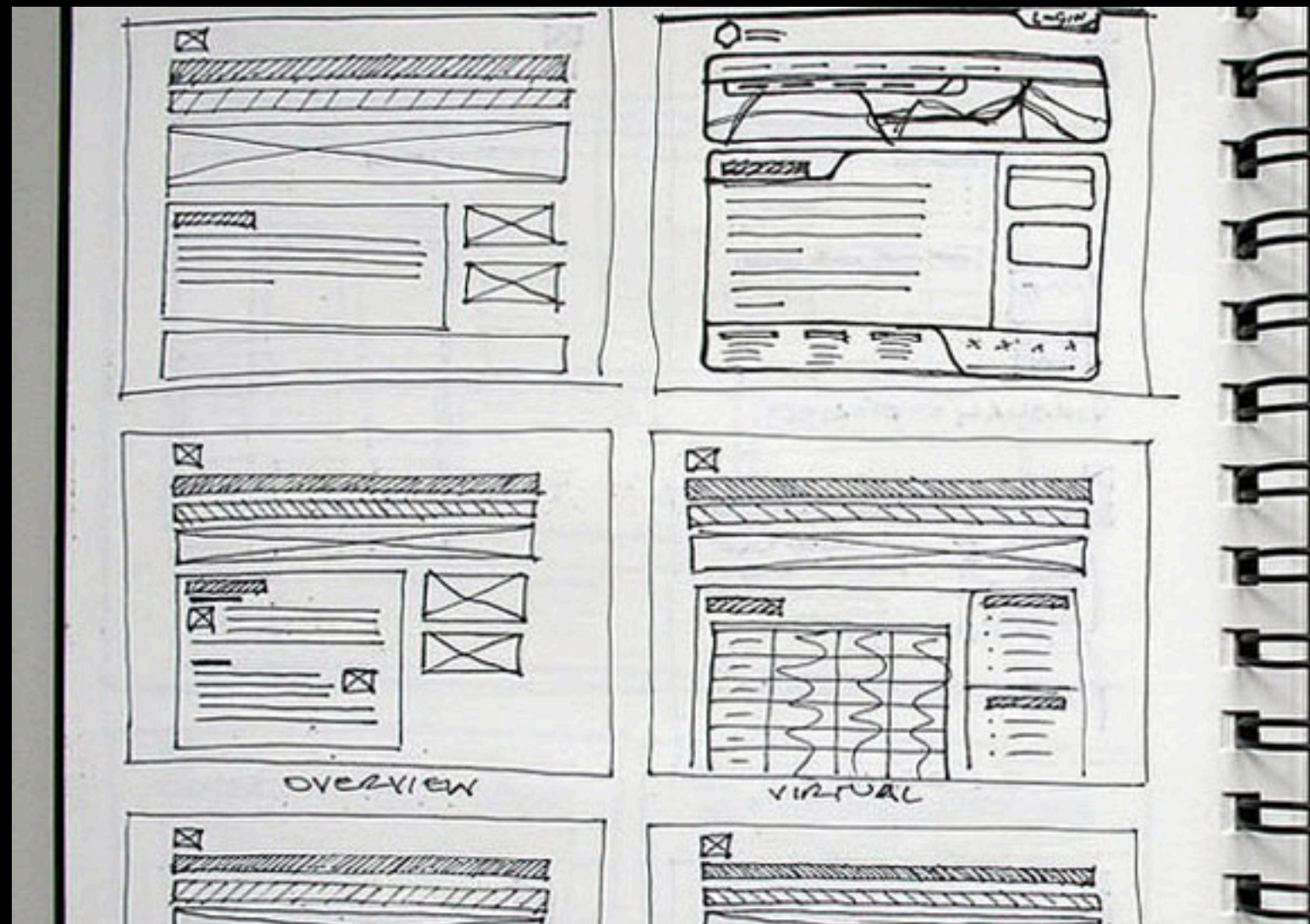
</body>
<footer>my footer and global nav</footer>
</html>
```

Sketching

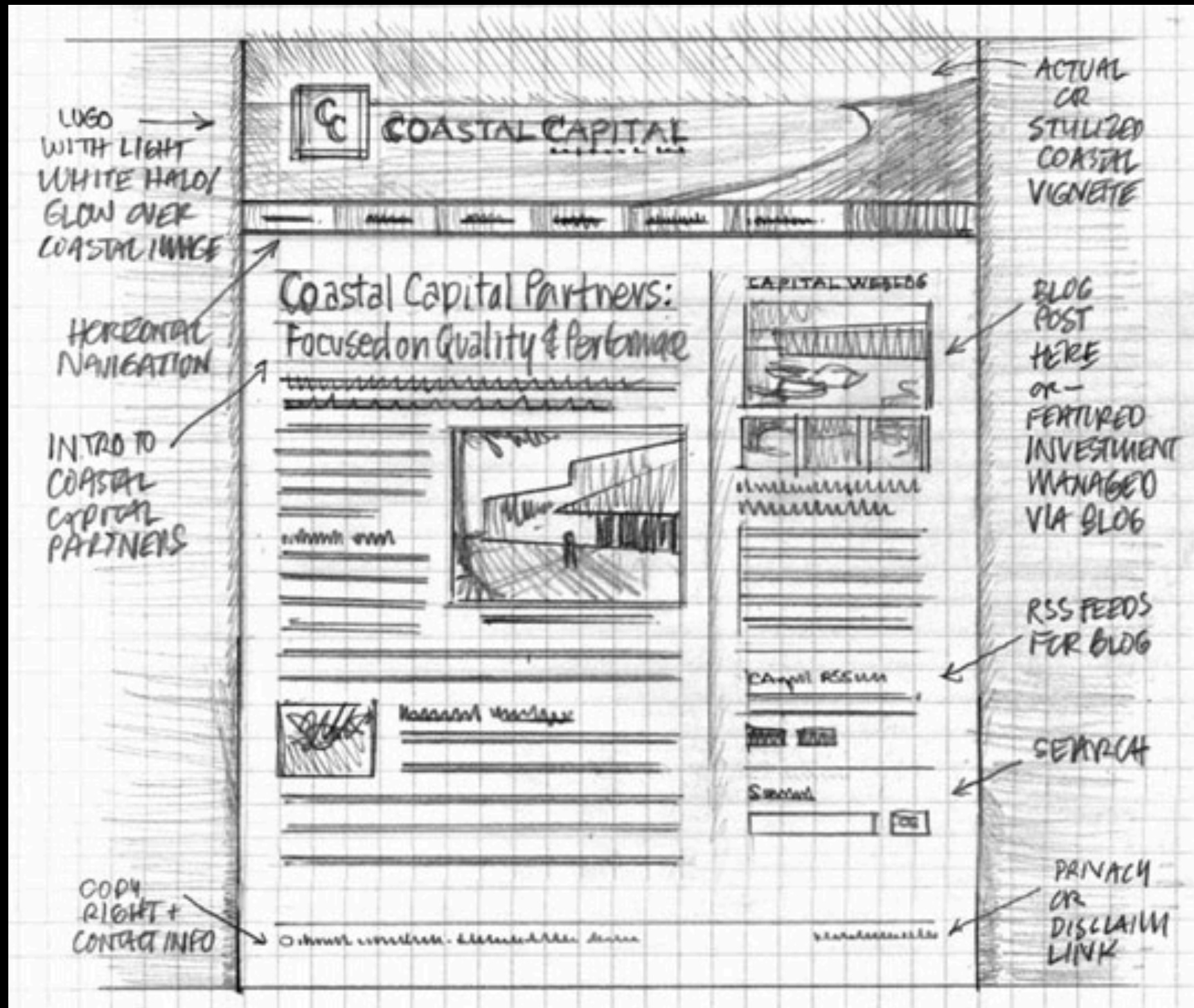
Sketching



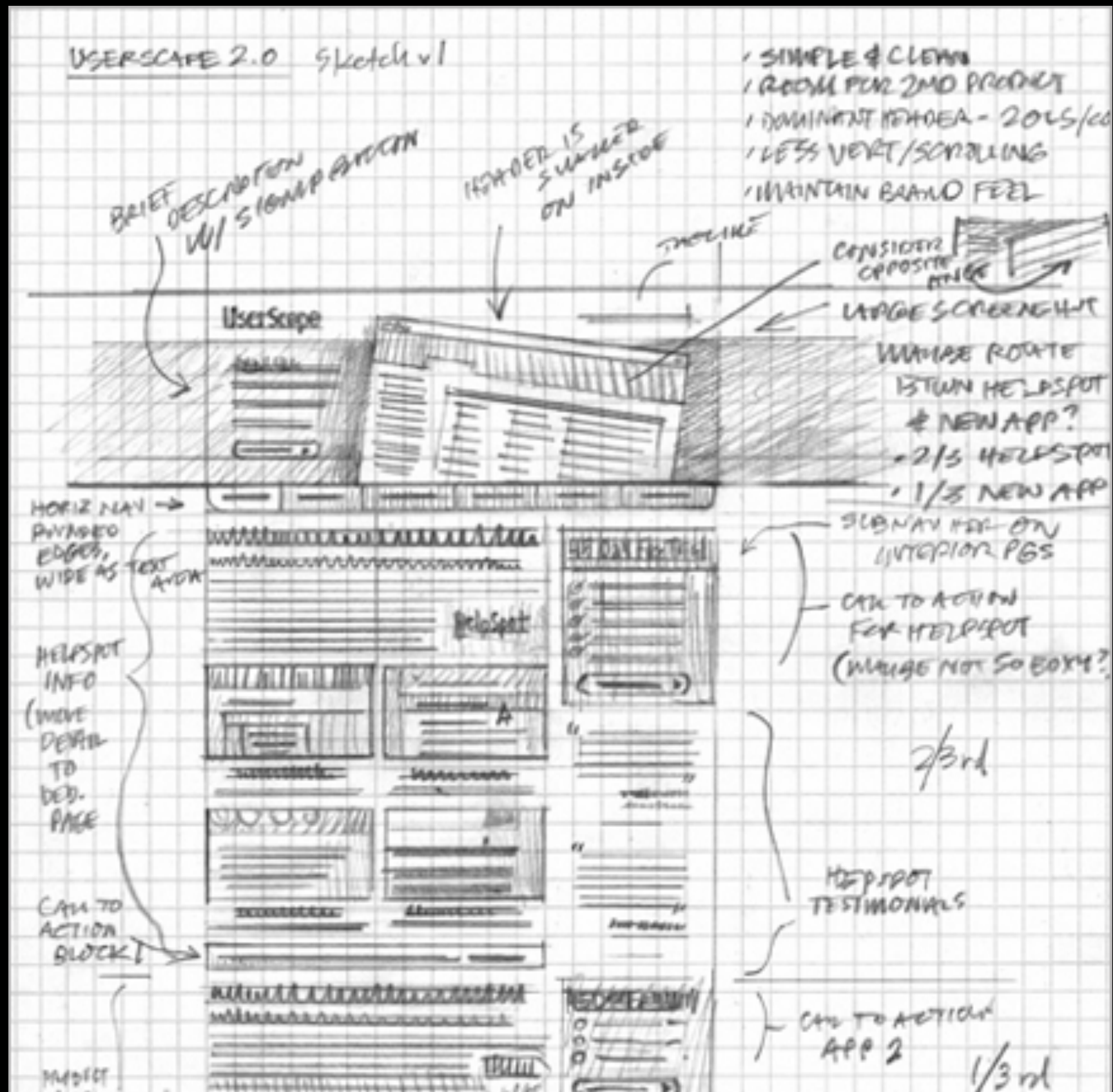
Sketching



Sketching

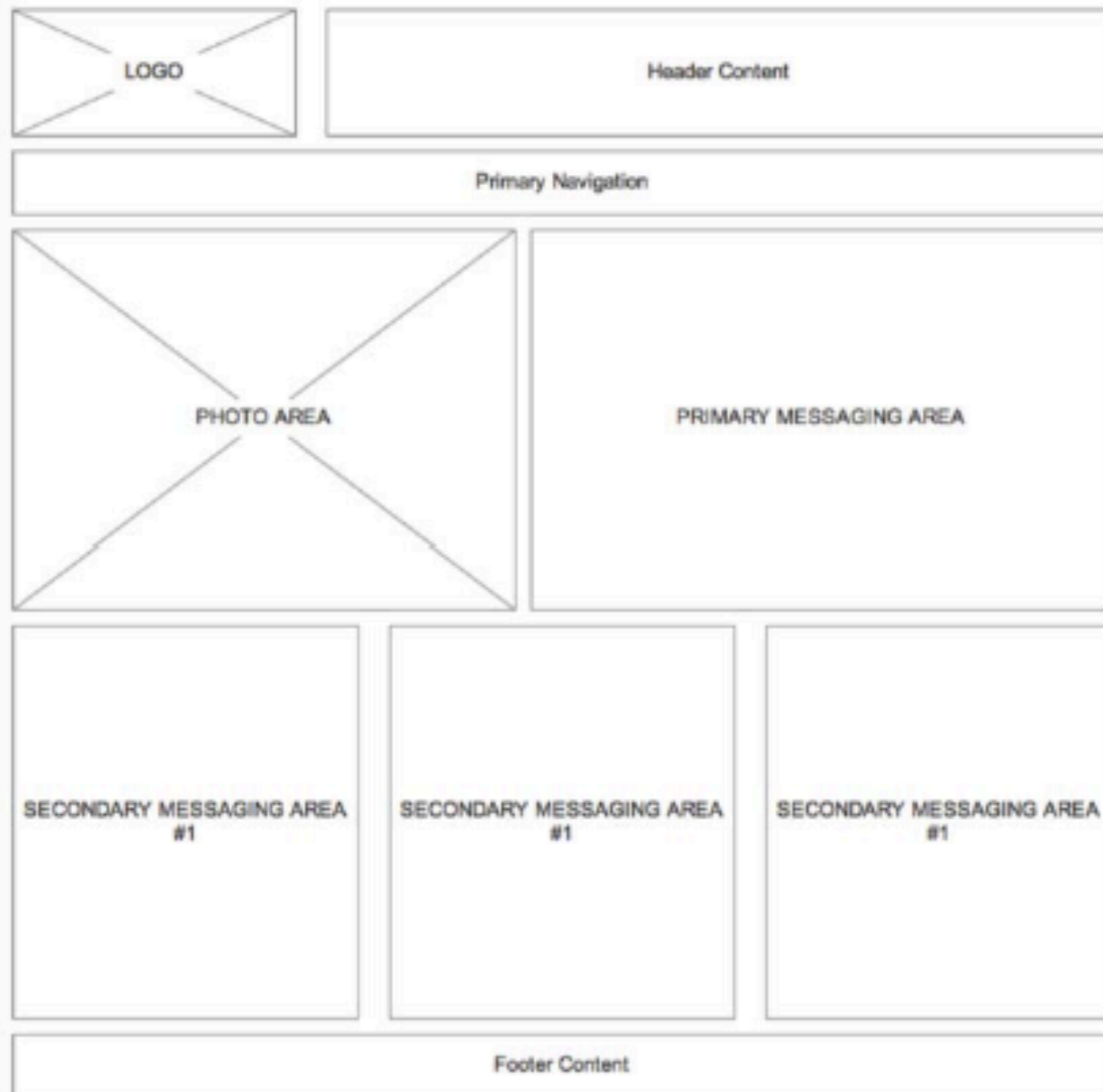


Sketching



Wire-frames

Wire-frames



Wire-frames



Wire-frames

1024 pixels wide

MEMBER PROFILE PAGE

1

HotelClub Logo

2

Rolling hero images of travel destinations

3a

LANGUAGE

3b

CURRENCY

4

LOG OUT

5

MEMBERS

6

HOTEL FINDER

7

YOUR TRAVEL AGENT

8

CUSTOMER SERVICE

9

ABOUT US

10

PARTNERS

11

TRAVEL BLOG

12

MEMBER TOOLBOX

- ACCOUNT SUMMARY
- UPDATE YOUR PROFILE
- HOTEL FINDER
- MANAGE YOUR BOOKING
- YOUR BOOKING HISTORY
- YOUR SAVED SEARCHES
- REVIEW A HOTEL
- MEMBER REWARDS
- MEMBER SPECIALS
- THE LEGAL STUFF

13

Hello Blair, below is your membership profile and account summary.

14

Member Profile

Name: Blair Martin

Email: b.martin@gmail.com

Address: Unit 380
The Apartments
Paddington NSW

Phone: 0404 040 040

15

Member Rewards Balance

Member Level: Platinum

Rewards Balance: USD \$55.00

Valid Until: 31 December 2012

Uit enim ad minim veniam, quis nostrud
exercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat.

16

How was your stay at XYZ Hotel?
Would you like to rate it?

Rating the hotels you stay in can help
fellow HotelClub members when choosing
their own accommodation.

TAKE SURVEY

17

For your next stay in XYZ City
HotelClub Recommends

Image

Recommended Hotels

Duis aute iure dolor in reprehenderit in
voluptate velit esse

READ REVIEWS

18

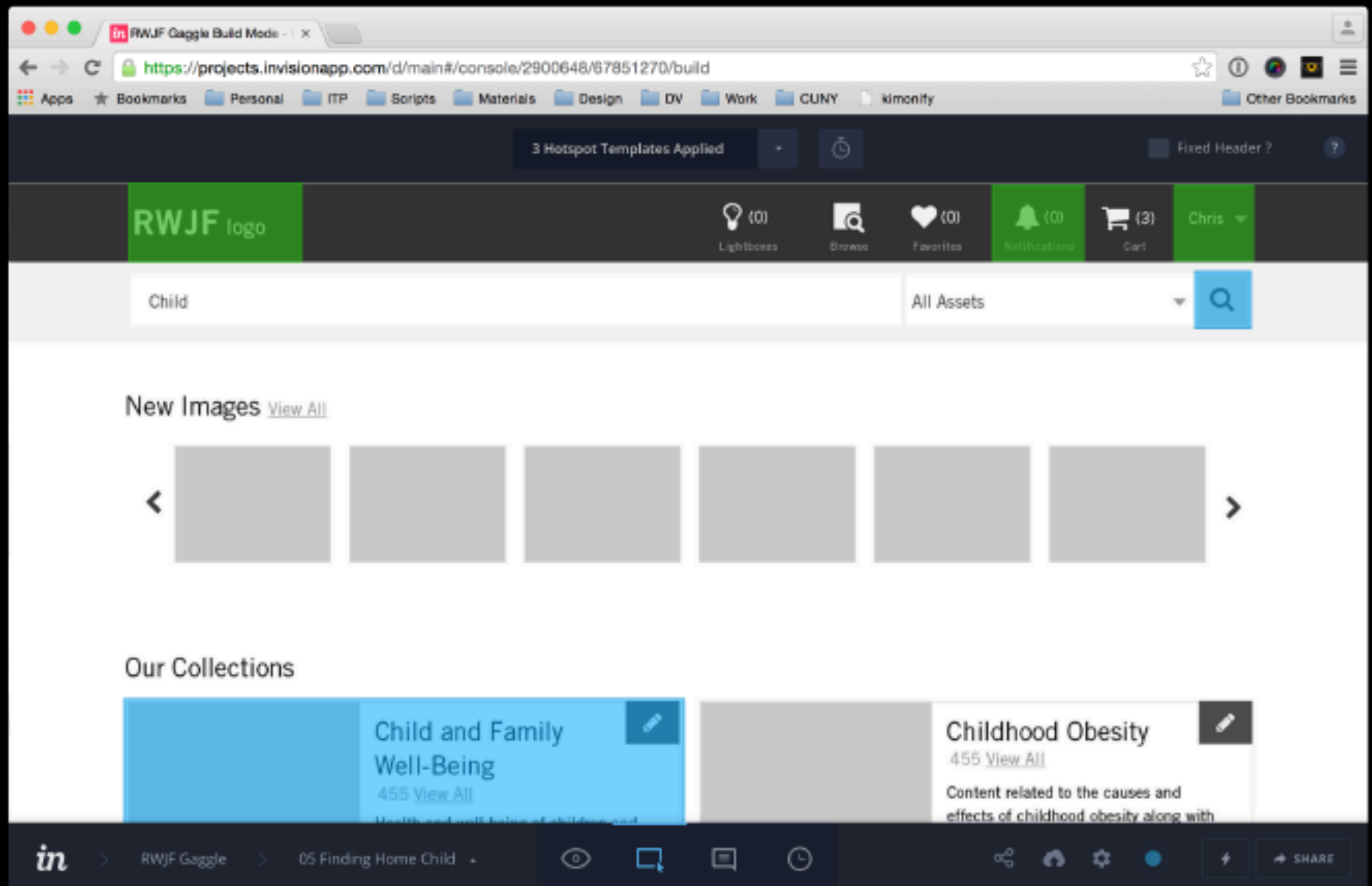
Secure Site Partners

19

Legal | Terms & Conditions | Partner Sites

Annotated Notes

- HotelClub logo and Home Page link
- Rolling holiday images in banner
- a) Language selector
- b) Currency selector
- Log out button
- Member Profile Link (Highlighted)
- Hotel Finder link
- Your Travel Agent link
- Customer Service link
- About Us Link
- HotelClub Partners link
- HotelClub Travel Blog Link
- Member Toolbox – Secondary Navigation for the member area.
- Personal greeting to user
- Member Profile details
- Member Rewards balance
- Optional task for the member to rate the last hotel they stayed in
- HotelClub recommendation of hotels in the same city as the member's last trip
- Secure Site partner logos
- Legal, T&Cs and Partner site links

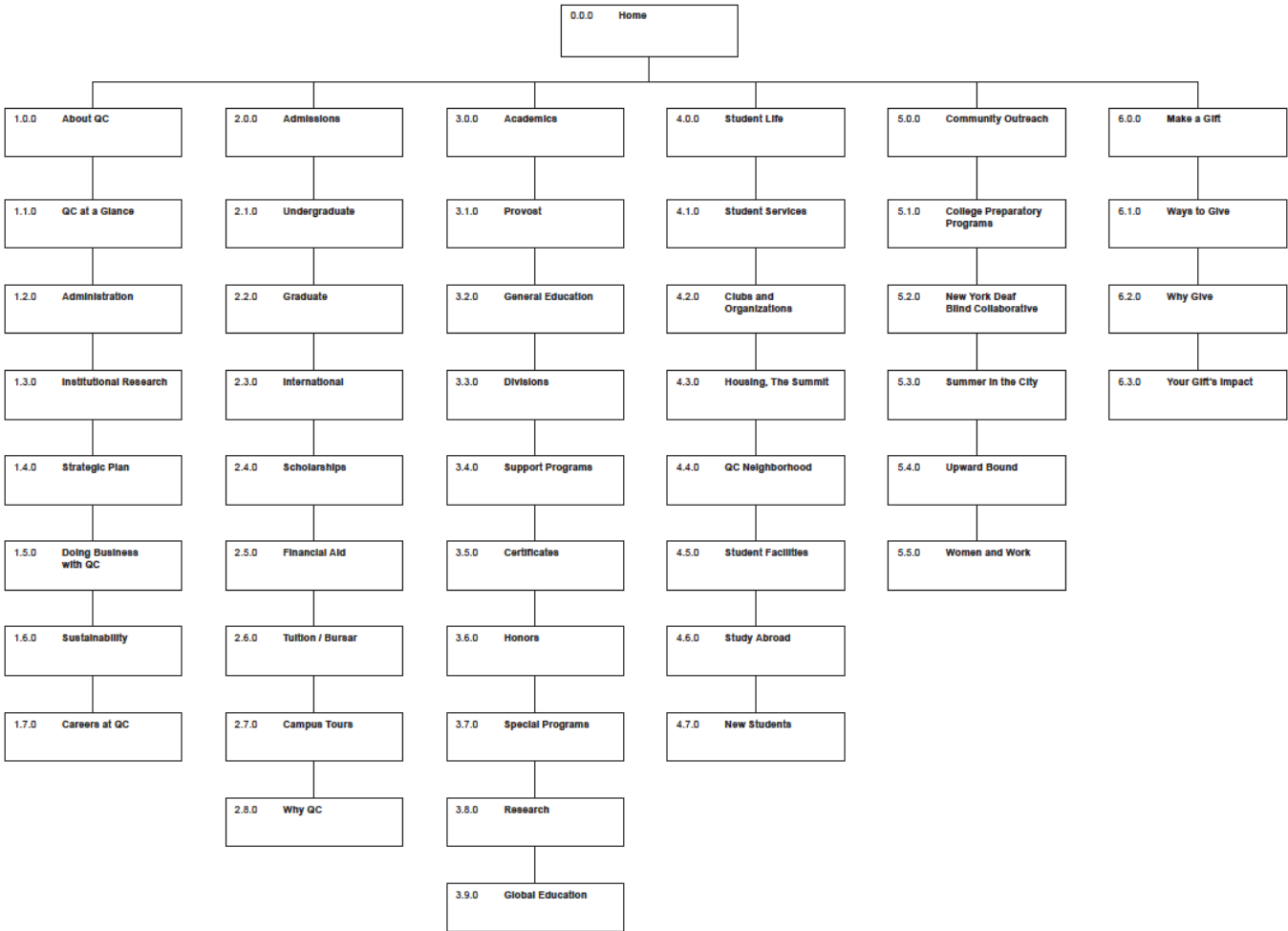


Case Studies

Queens College - Sitemap

Queens College

Sitemap



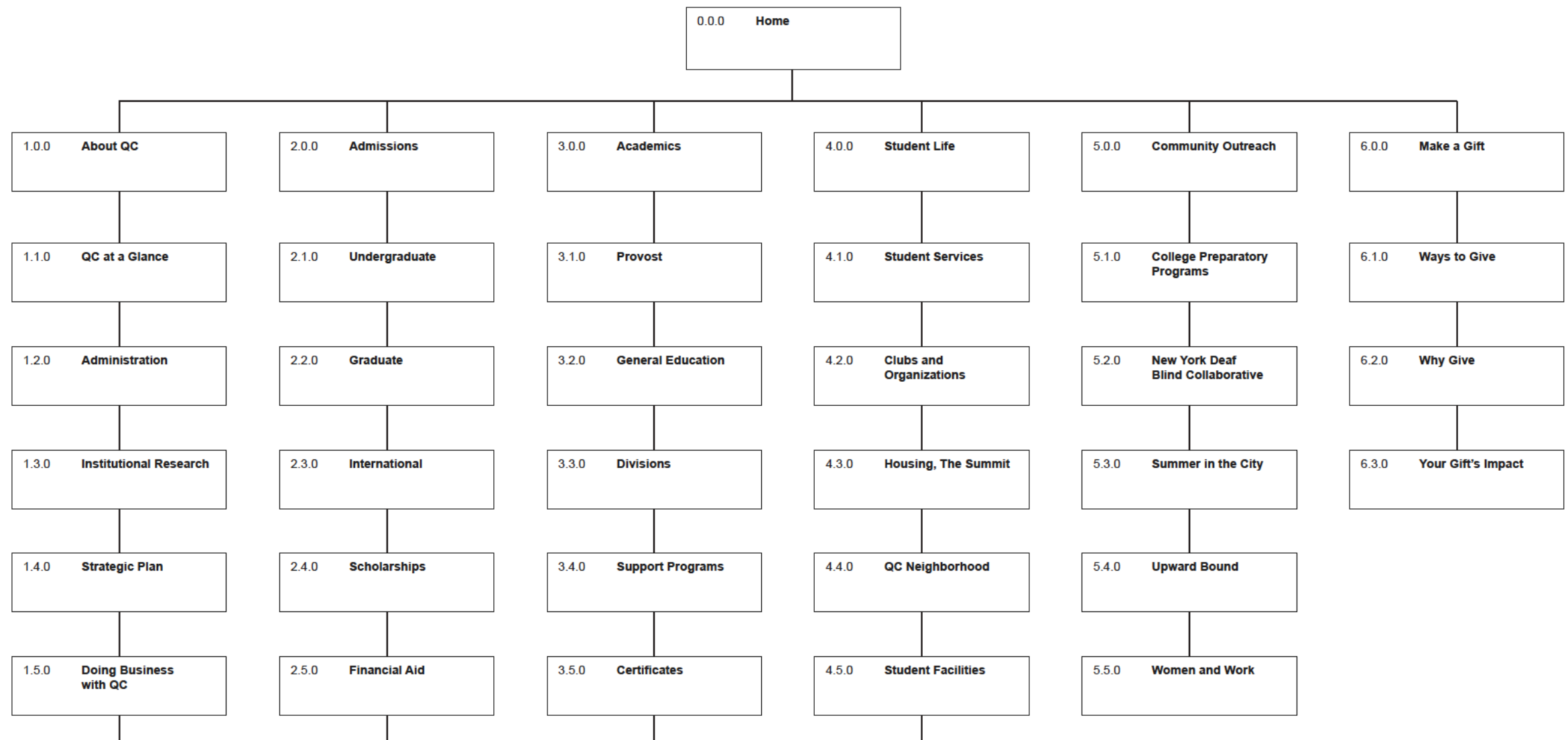
Global Pages

- 0.1.0 Index
- 0.2.0 Suggestions
- 0.3.0 Disclaimer
- 0.4.0 Site Map
- 0.5.0 Map

Queens College - Sitemap

Queens College

Sitemap



Queens College - Sitemap

Global Pages

0.1.0 **Index**

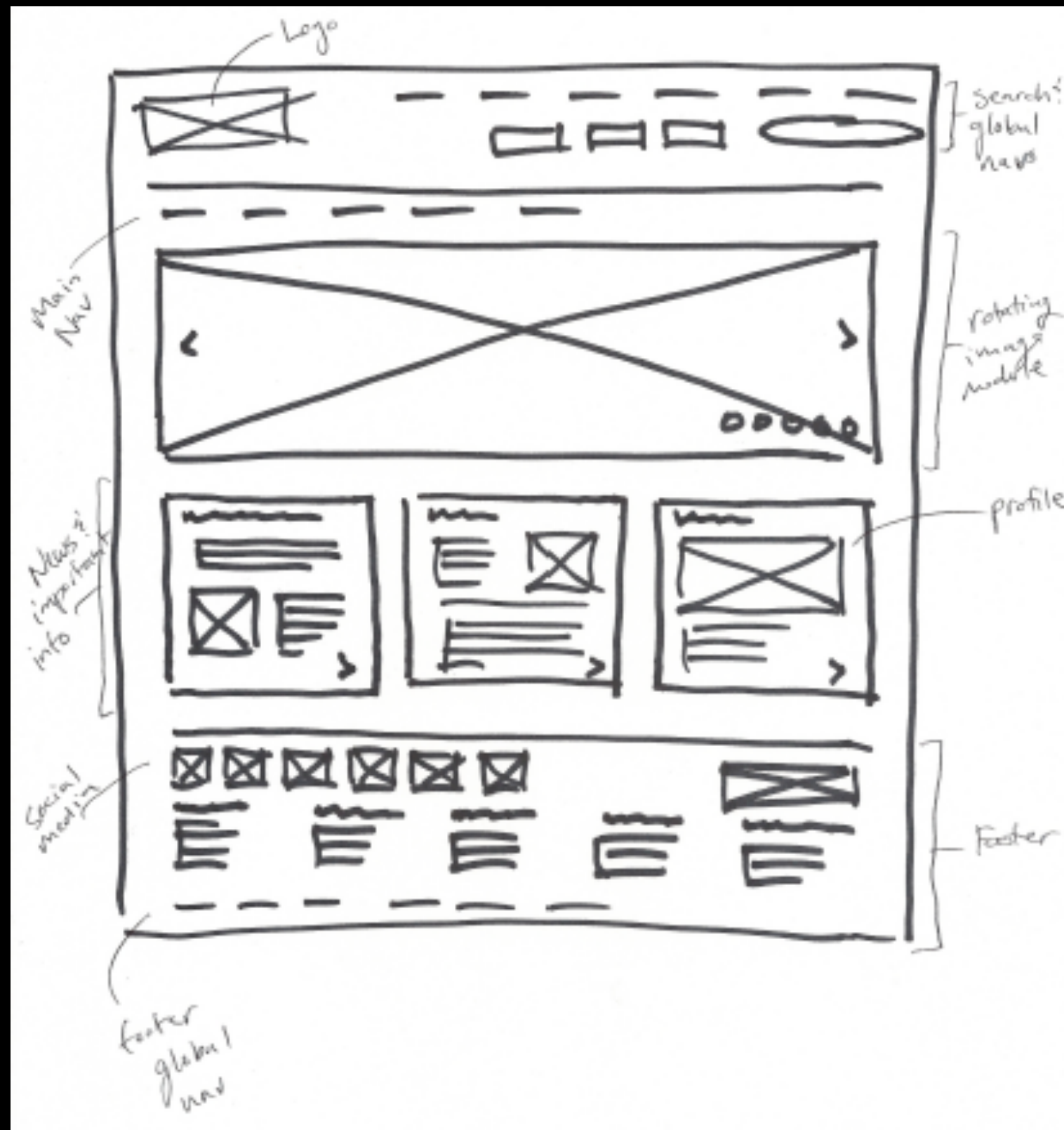
0.2.0 **Suggestions**

0.3.0 **Disclaimer**

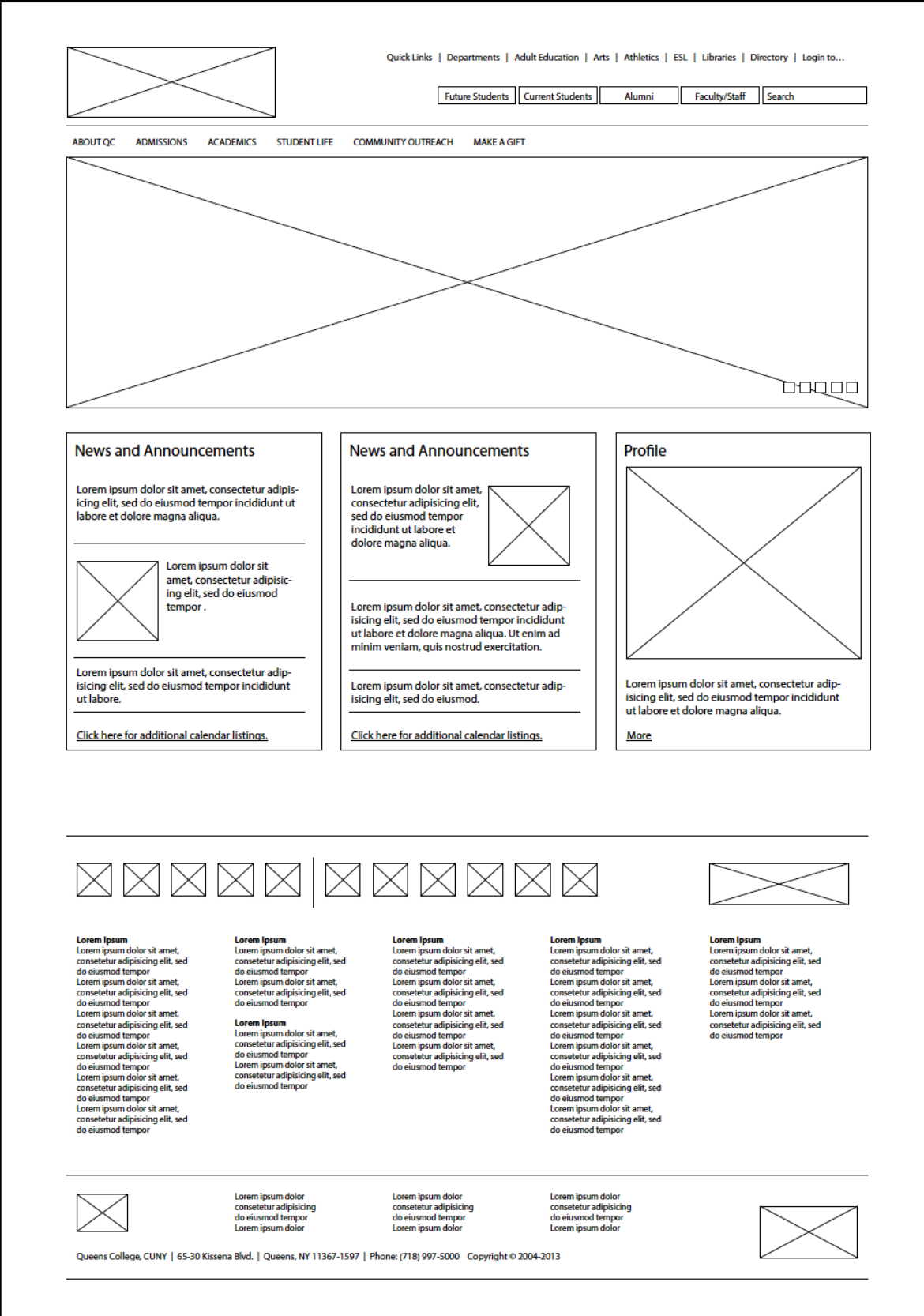
0.4.0 **Site Map**

0.5.0 **Map**

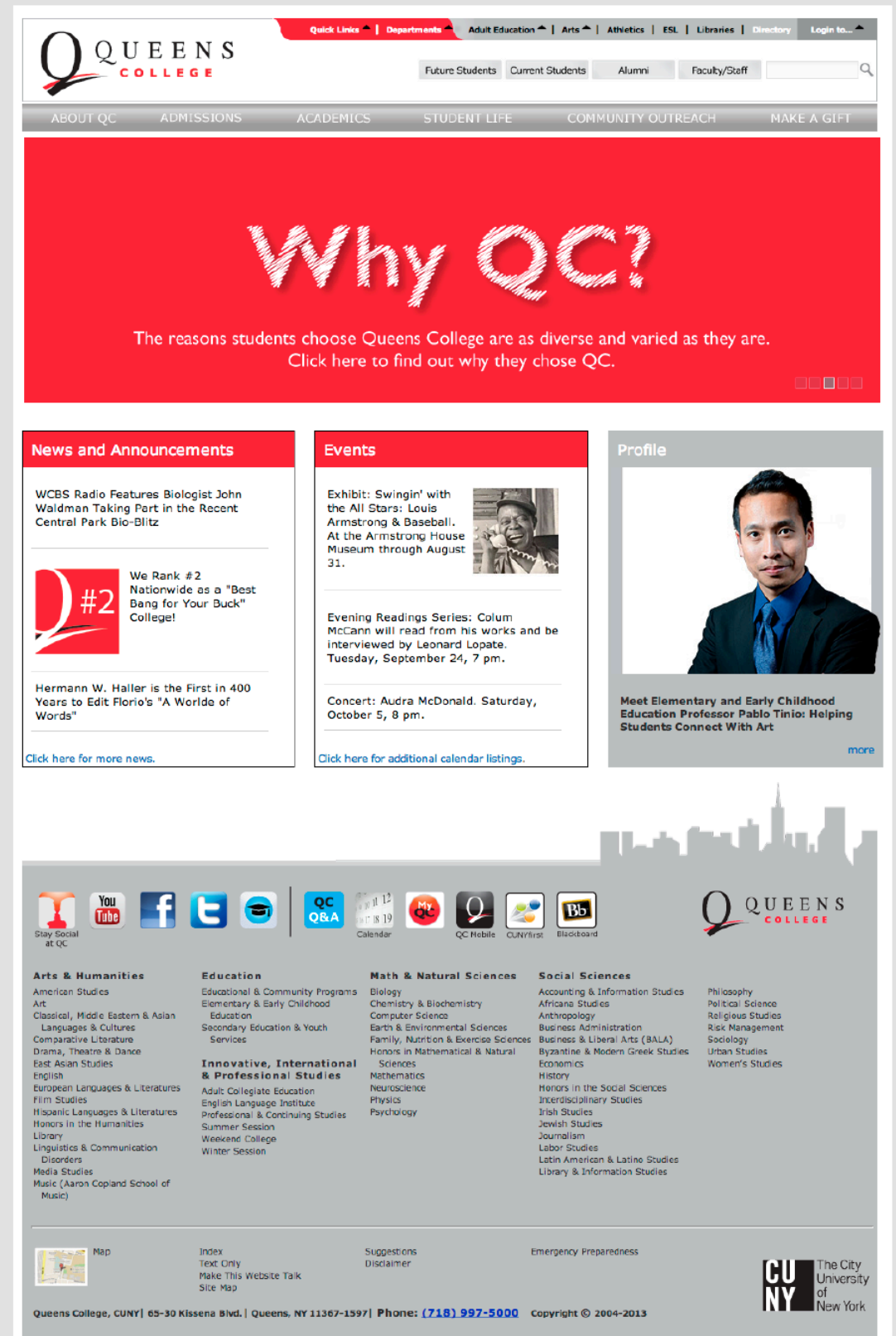
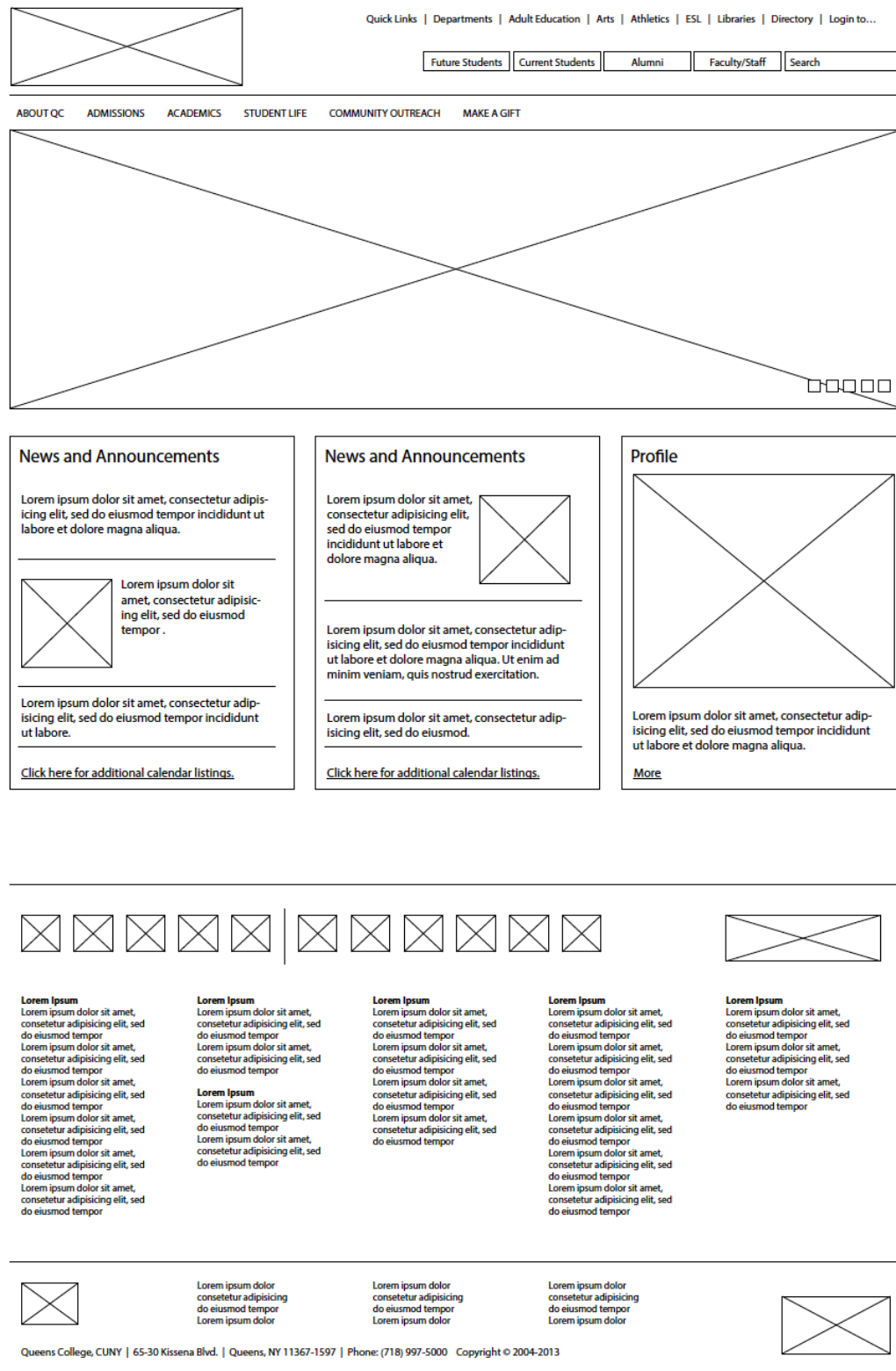
Queens College - Sketches



Queens College - Wire-frames



Queens College - Wire-frames



The logo for 'datavisual' is centered within a dark gray square. The word 'data' is in a lowercase, sans-serif font, and 'visual' is in a lowercase, italicized, sans-serif font, both in white.

datavisual

By Danne Woo
<https://datavisu.al/>

