

Website Design I

Queens College Art Department | Fall 2019

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

webdesign2019fall.copperbluemedi.com

Week 03: 09/13/2019

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

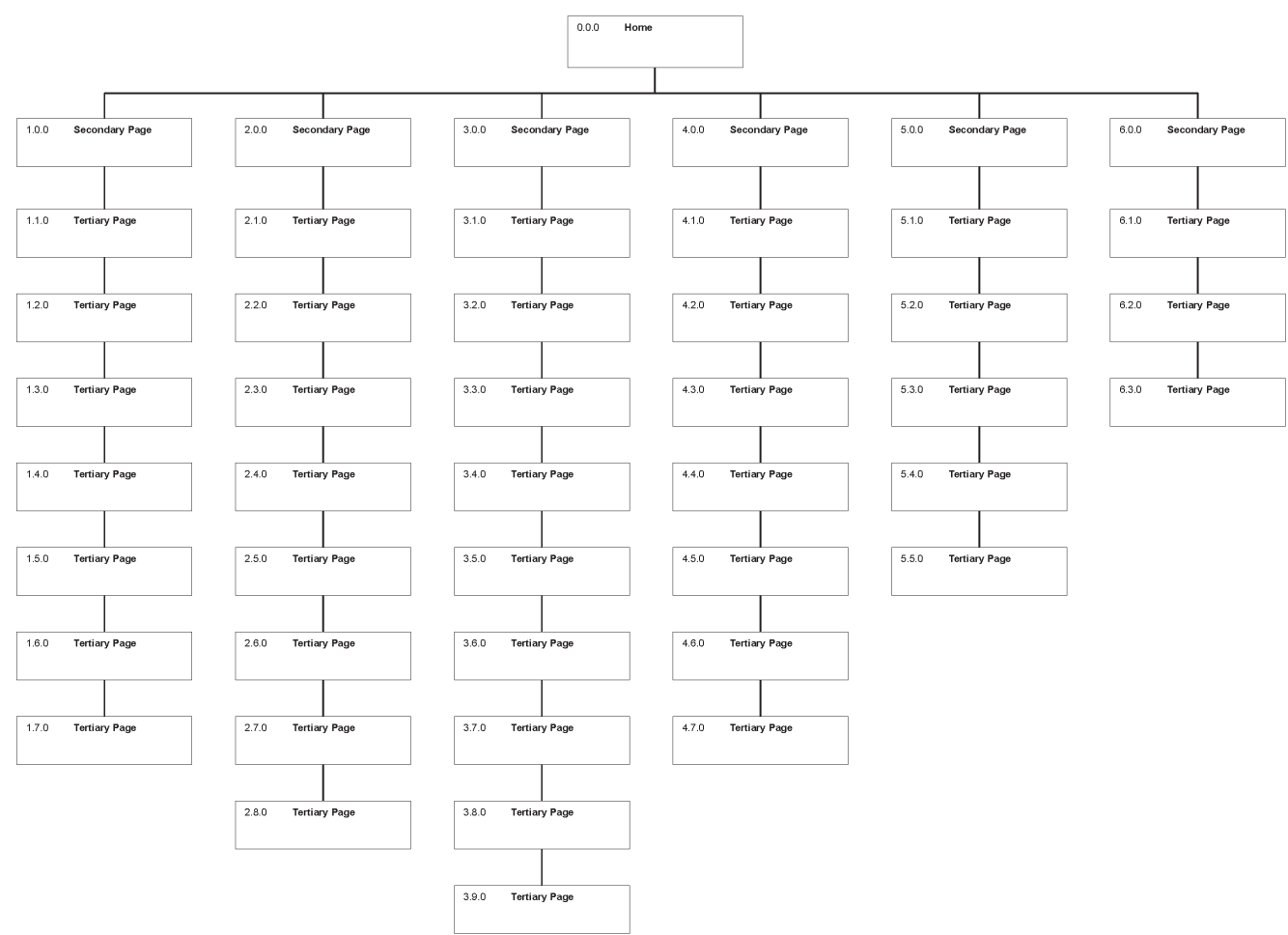
A sitemap will determine the navigation of a website.

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

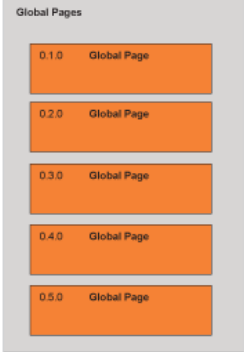
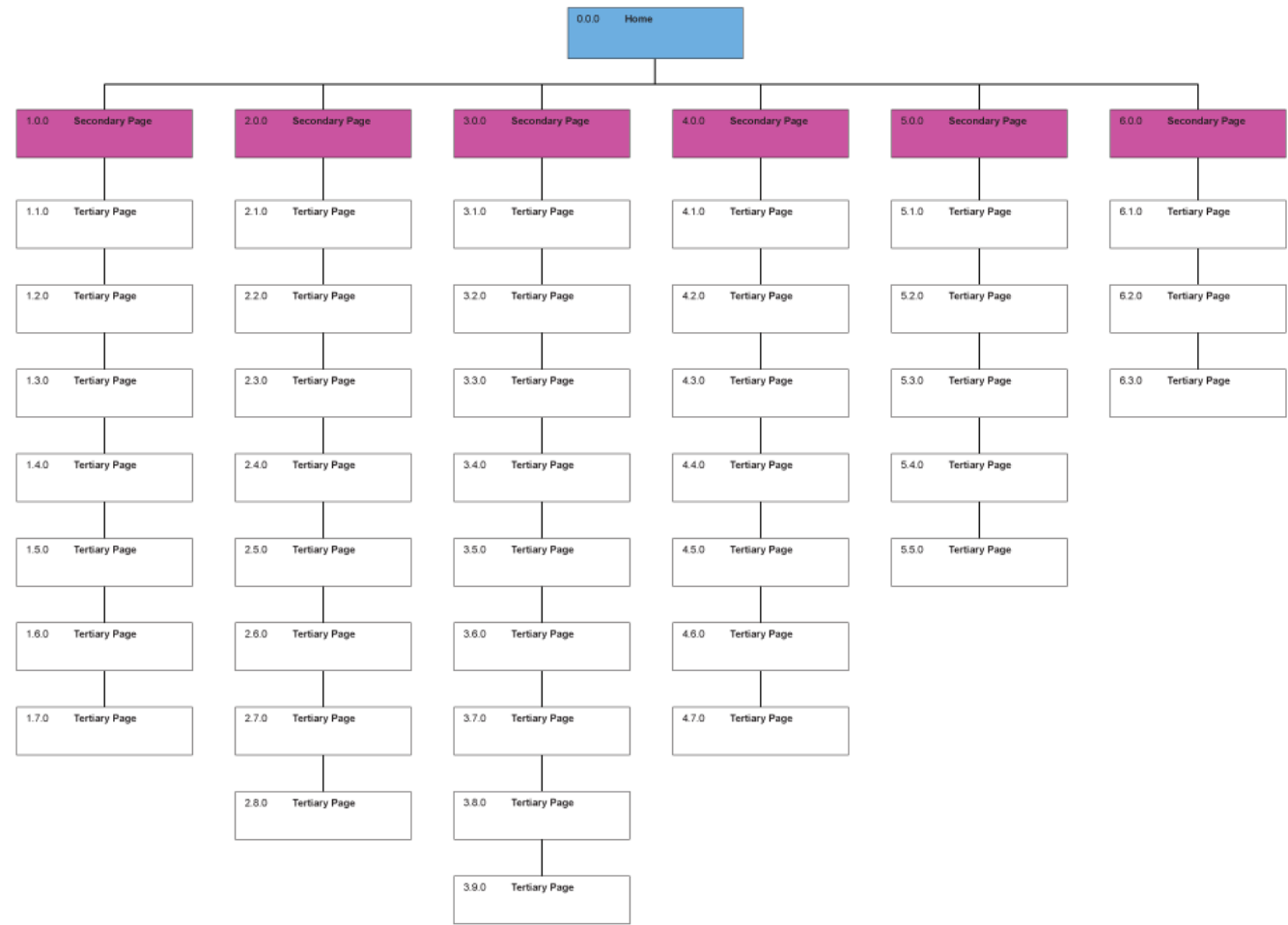
0.4.0 Global Page

0.5.0 Global Page

Sitemap

Sitemap Example

Sitemap

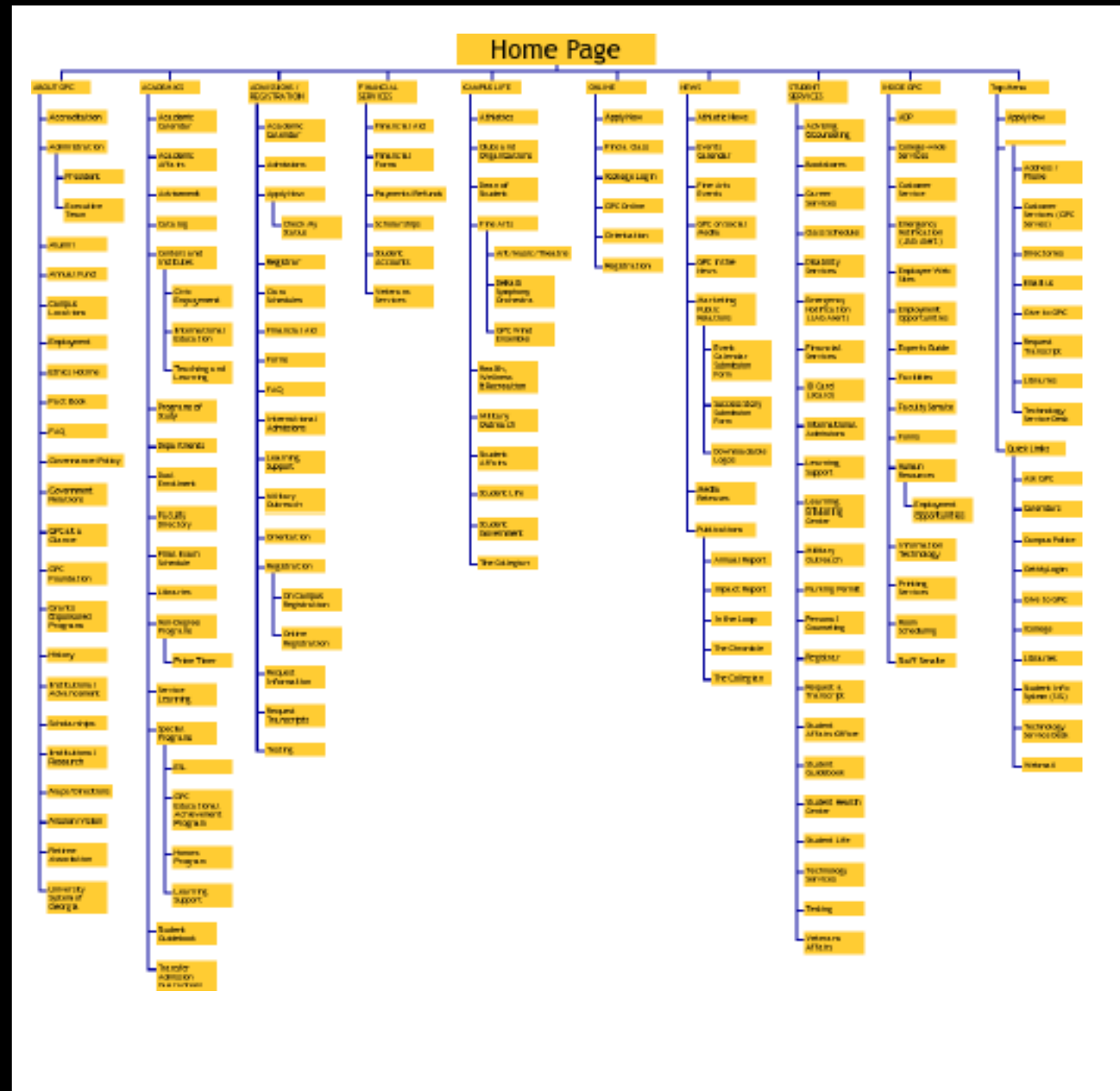


Sitemap



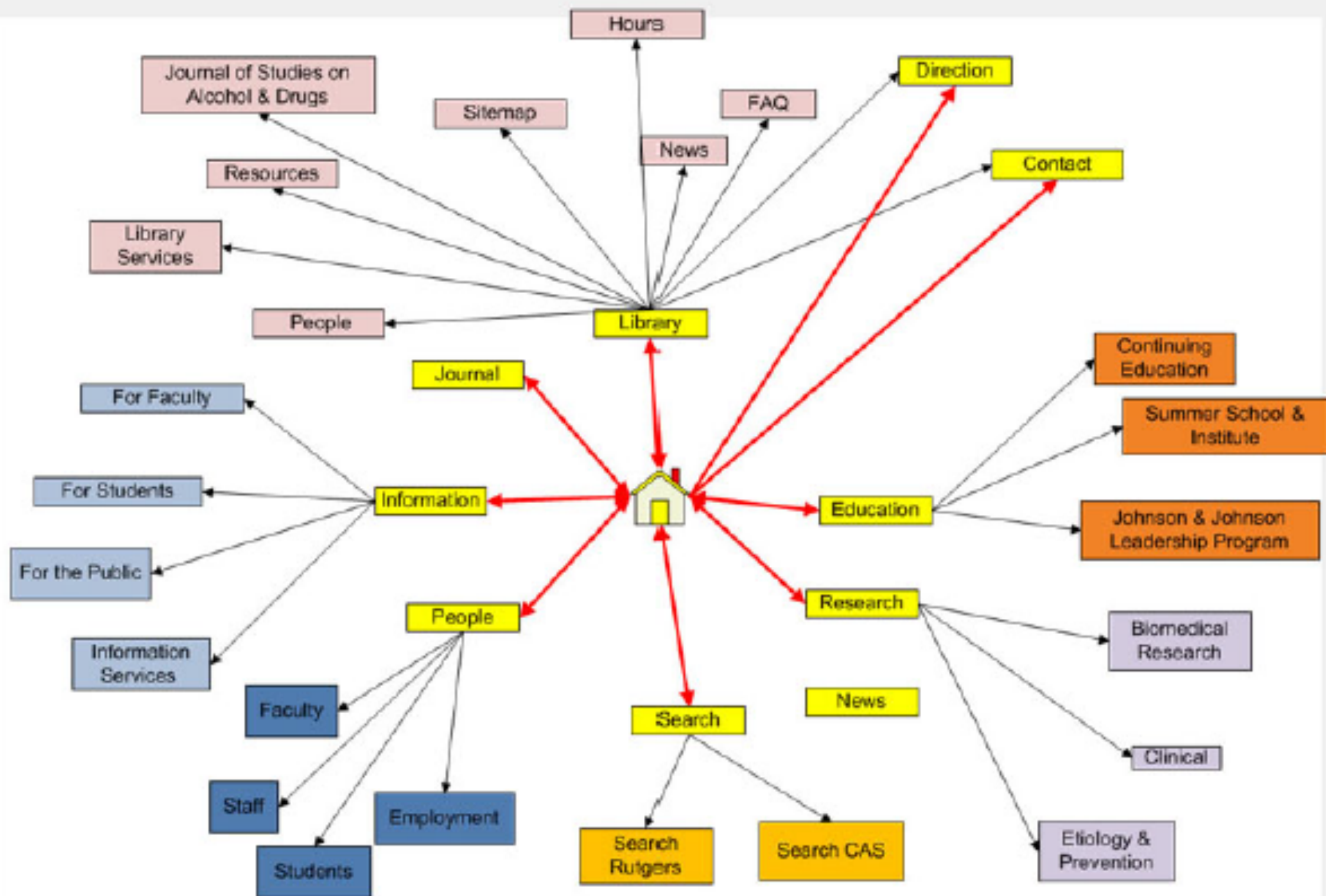
A good sidemap creates an SEO friendly website architecture

Sitemap

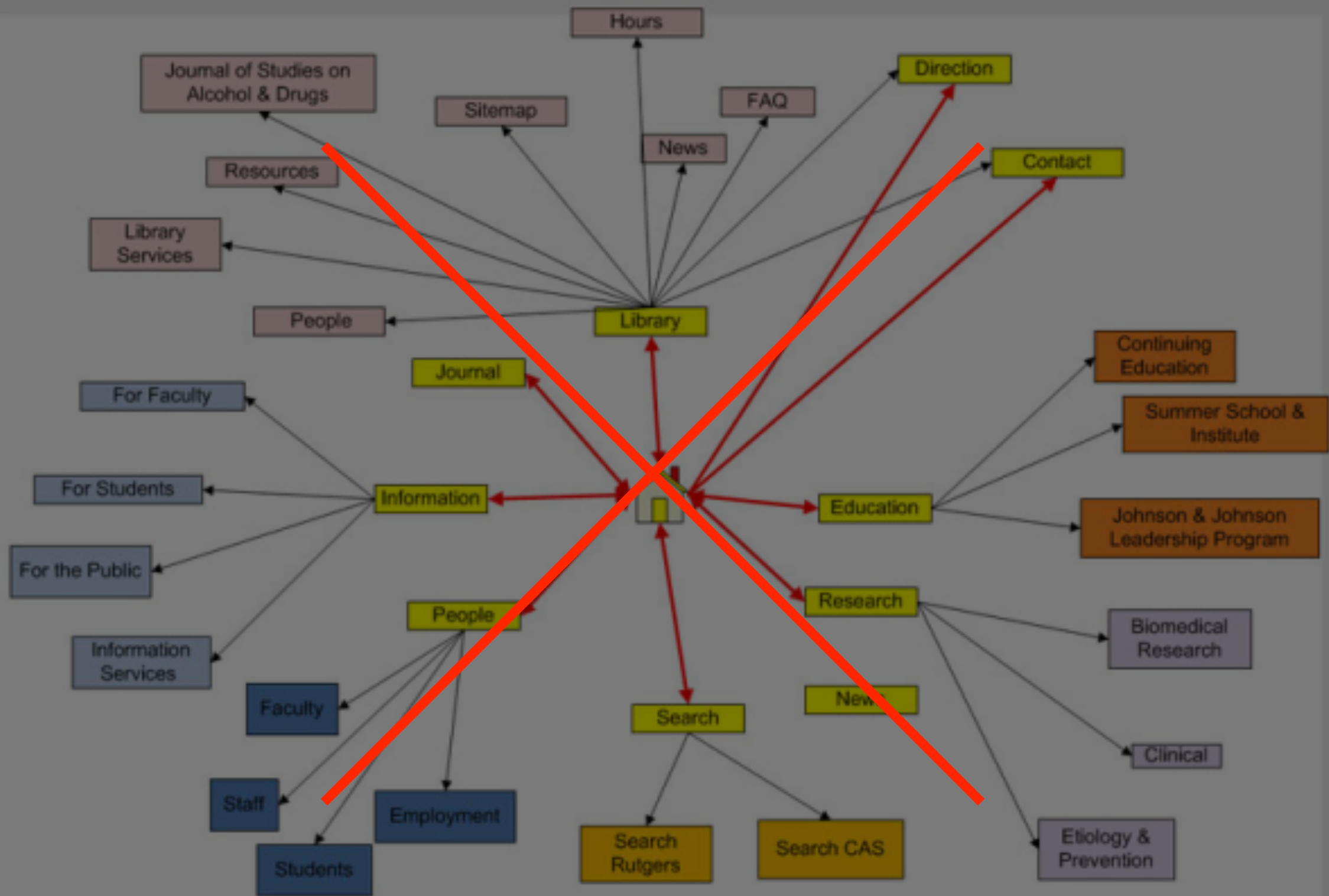


Content silos give weight to a page for SEO

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

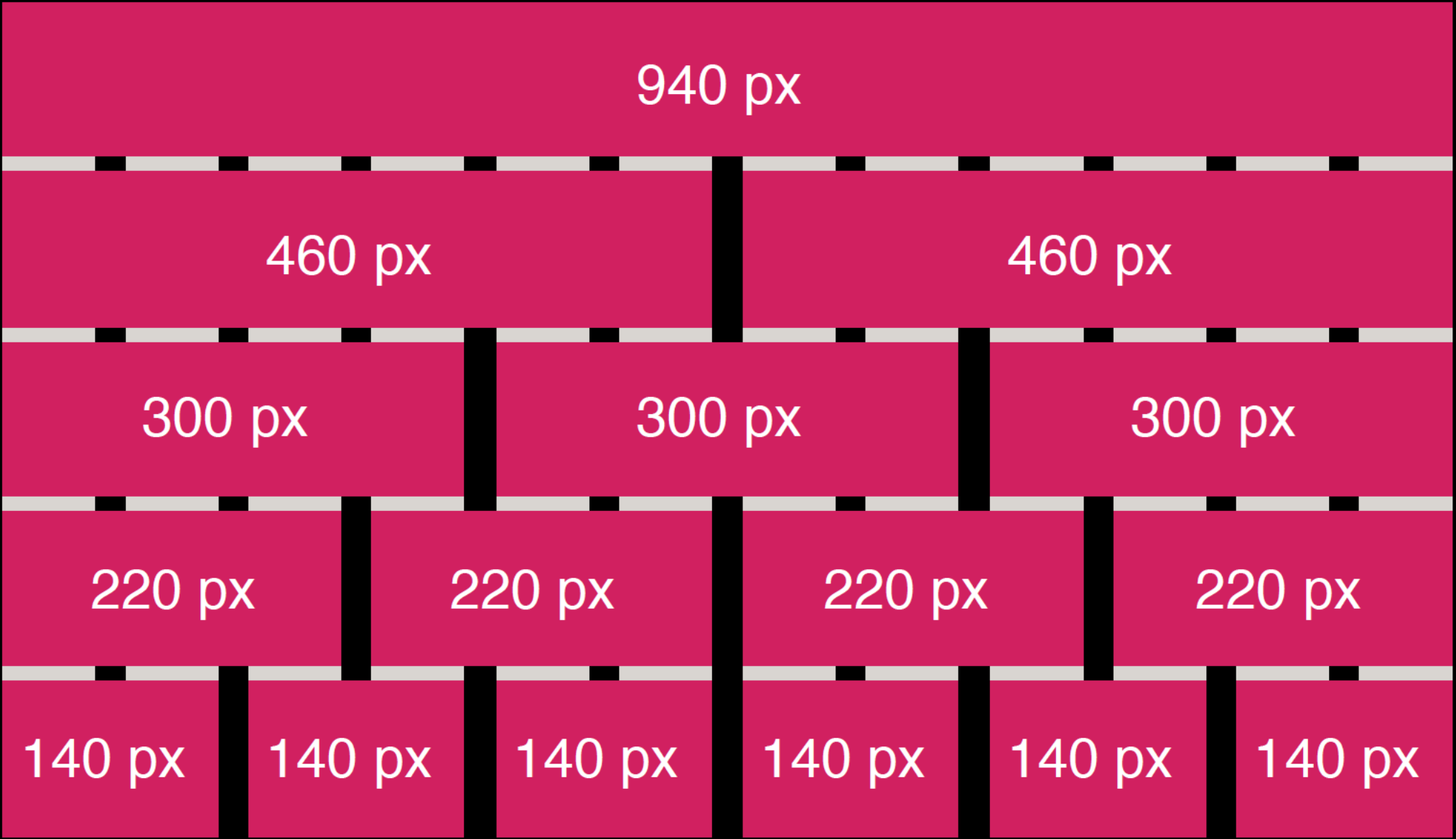
A grid can create a basic structure, a skeleton for your design. Grids consist of “invisible” lines upon which your design elements can be placed. Doing so ties them together in an overall “system” and supports your composition—rationally.

<http://gridcalculator.dk/>

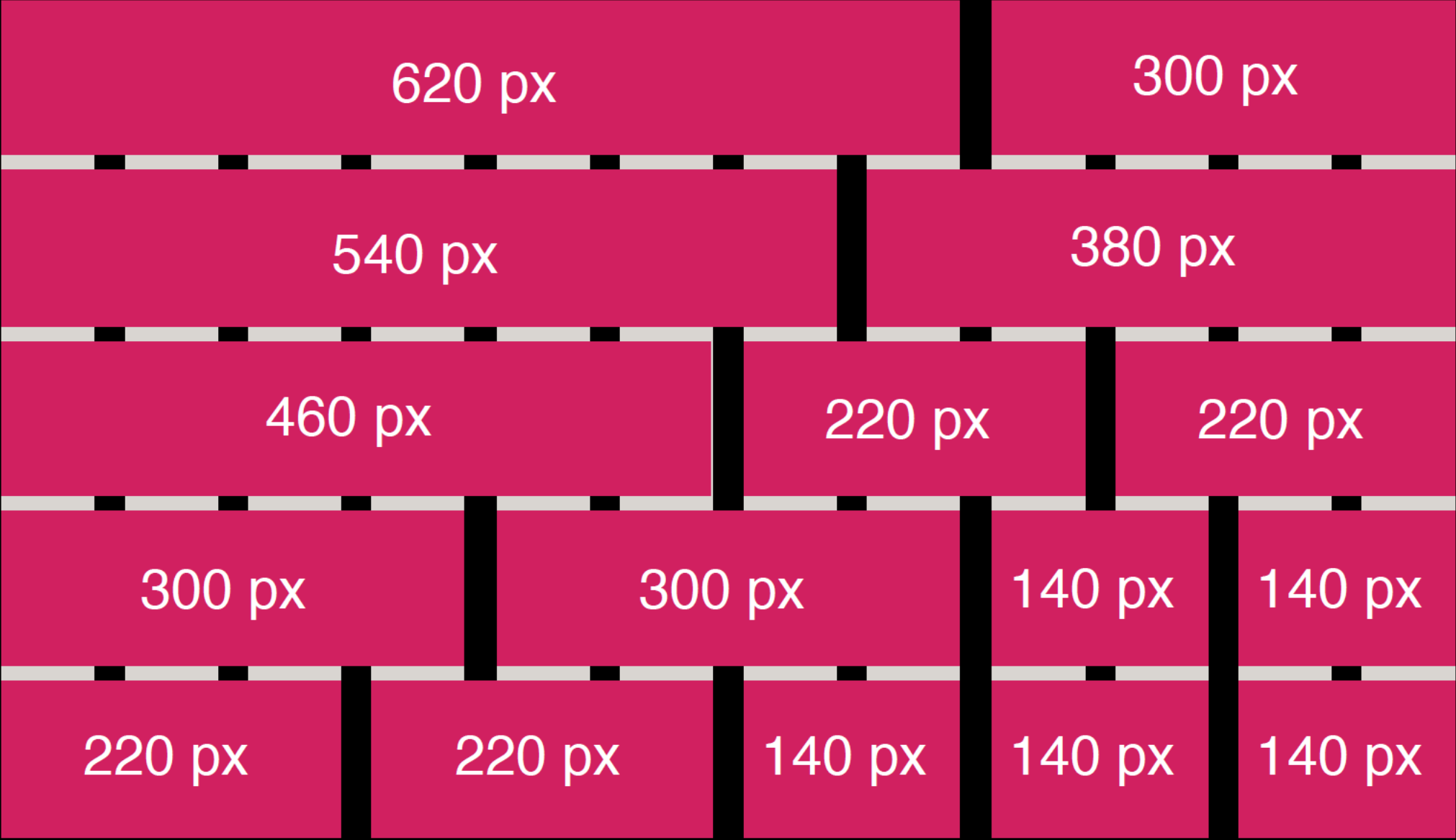
<https://webdesign.tutsplus.com/articles/a-comprehensive-introduction-to-grids-in-web-design--cms-26521>



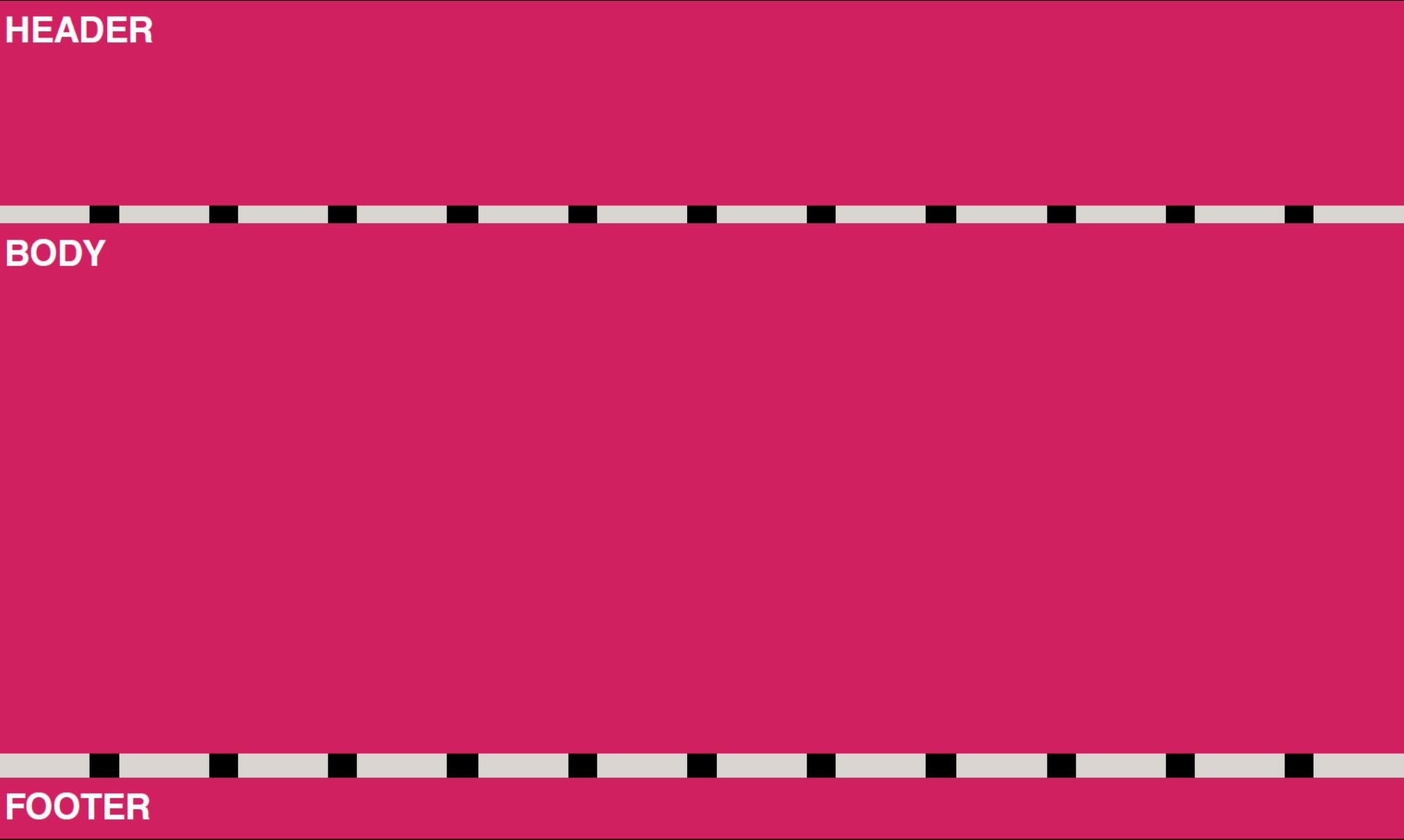
Layout Grids



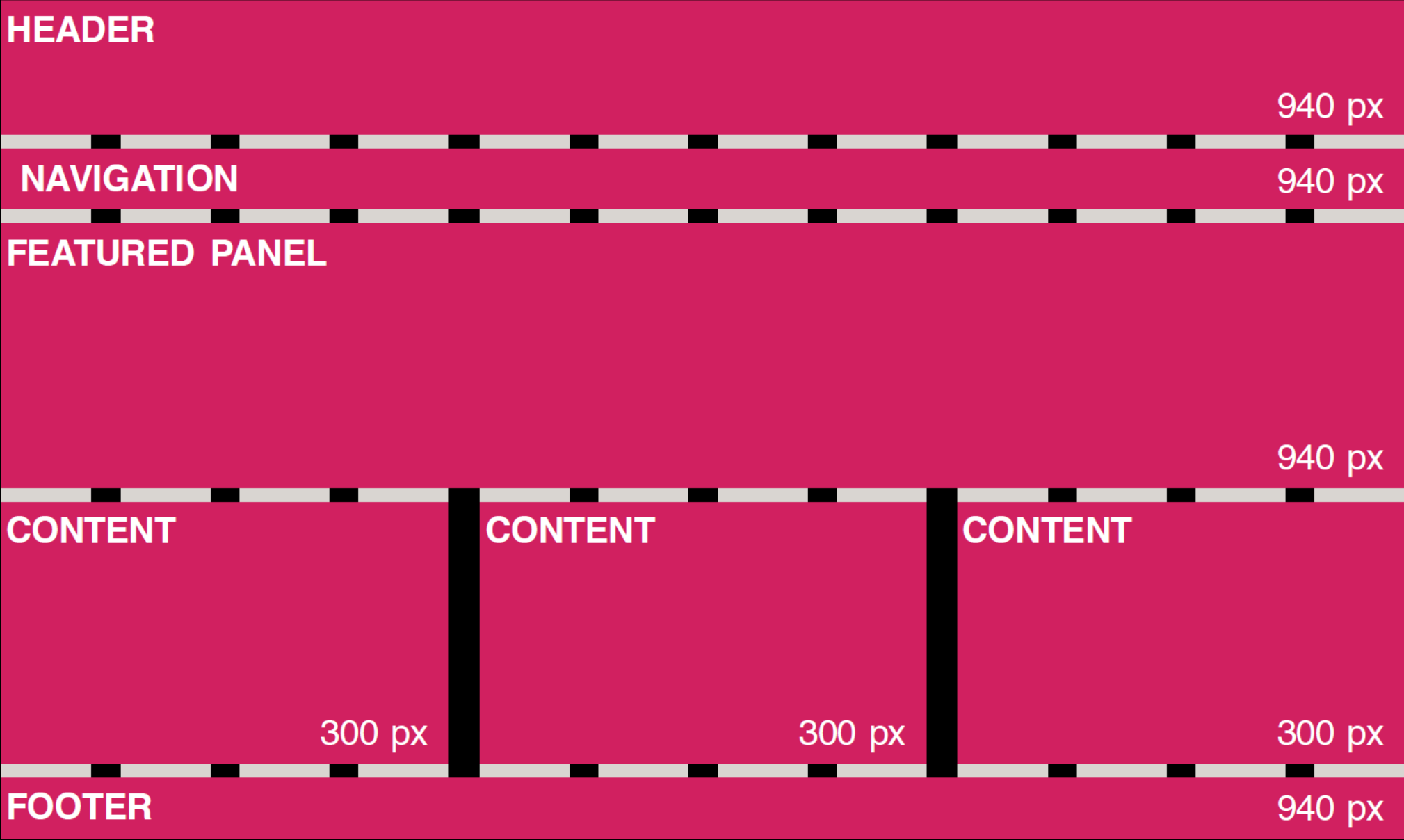
Layout Grids



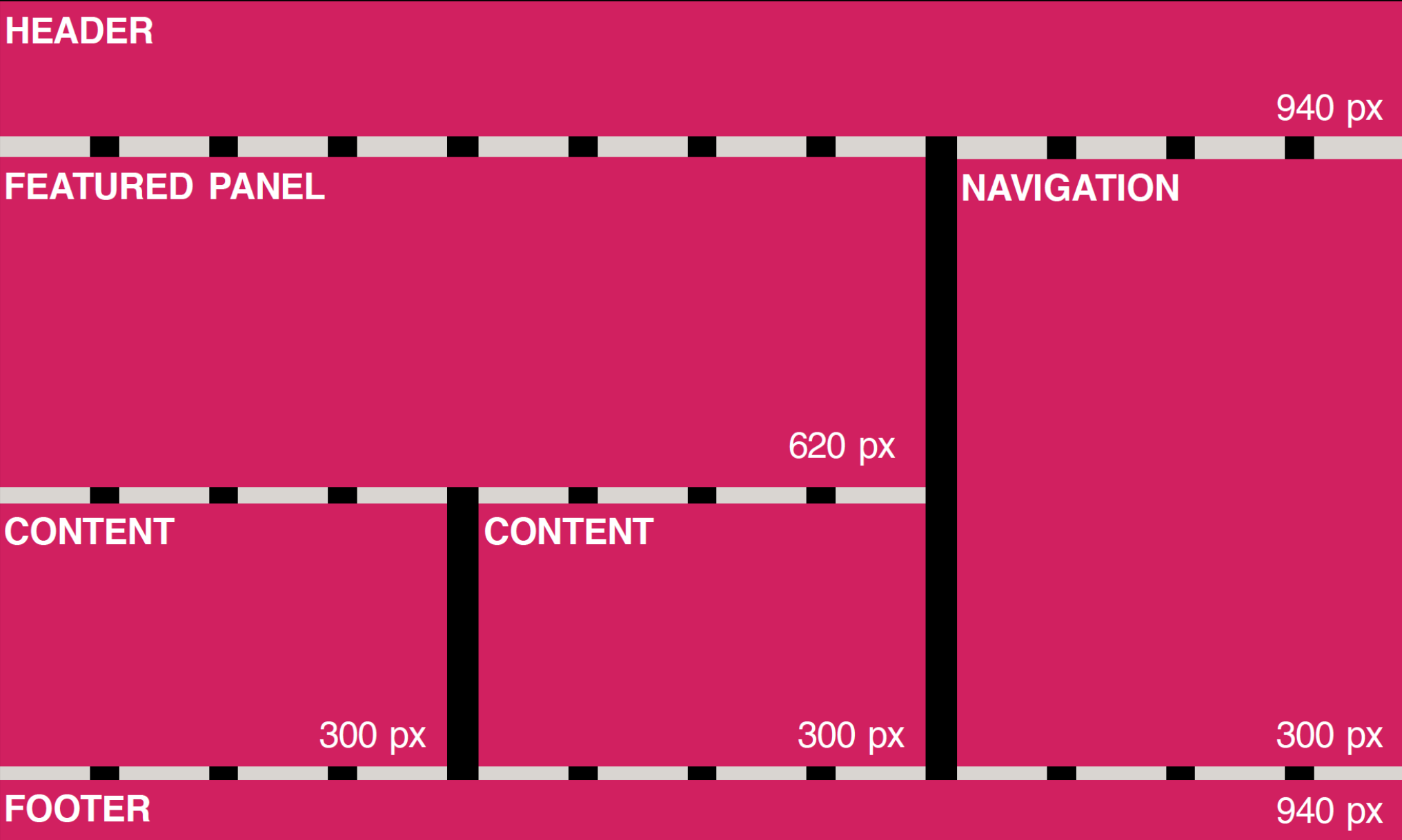
Layout Anatomy



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>

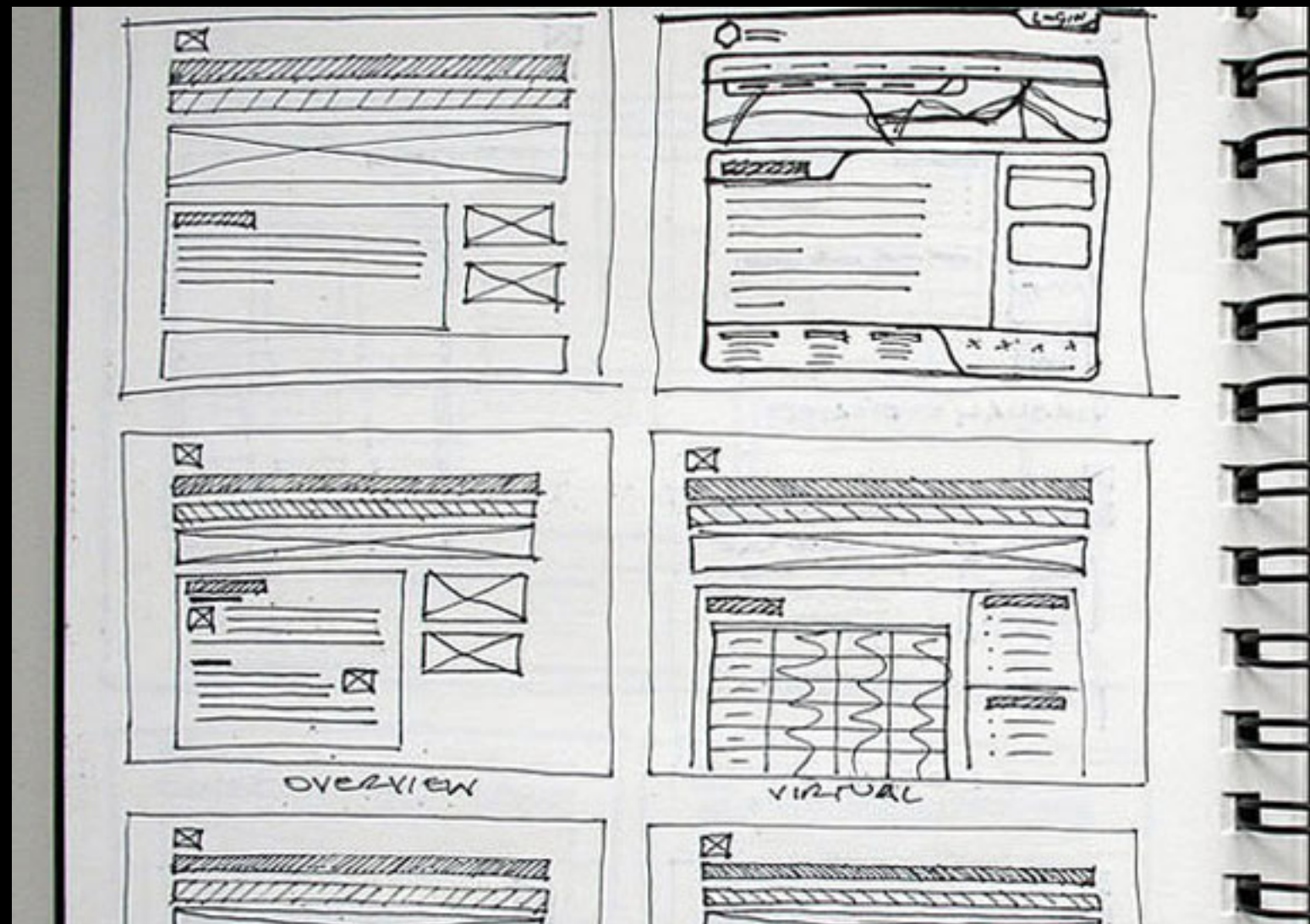
</body>
<footer>my footer and global nav</footer>
</html>
```

Sketching

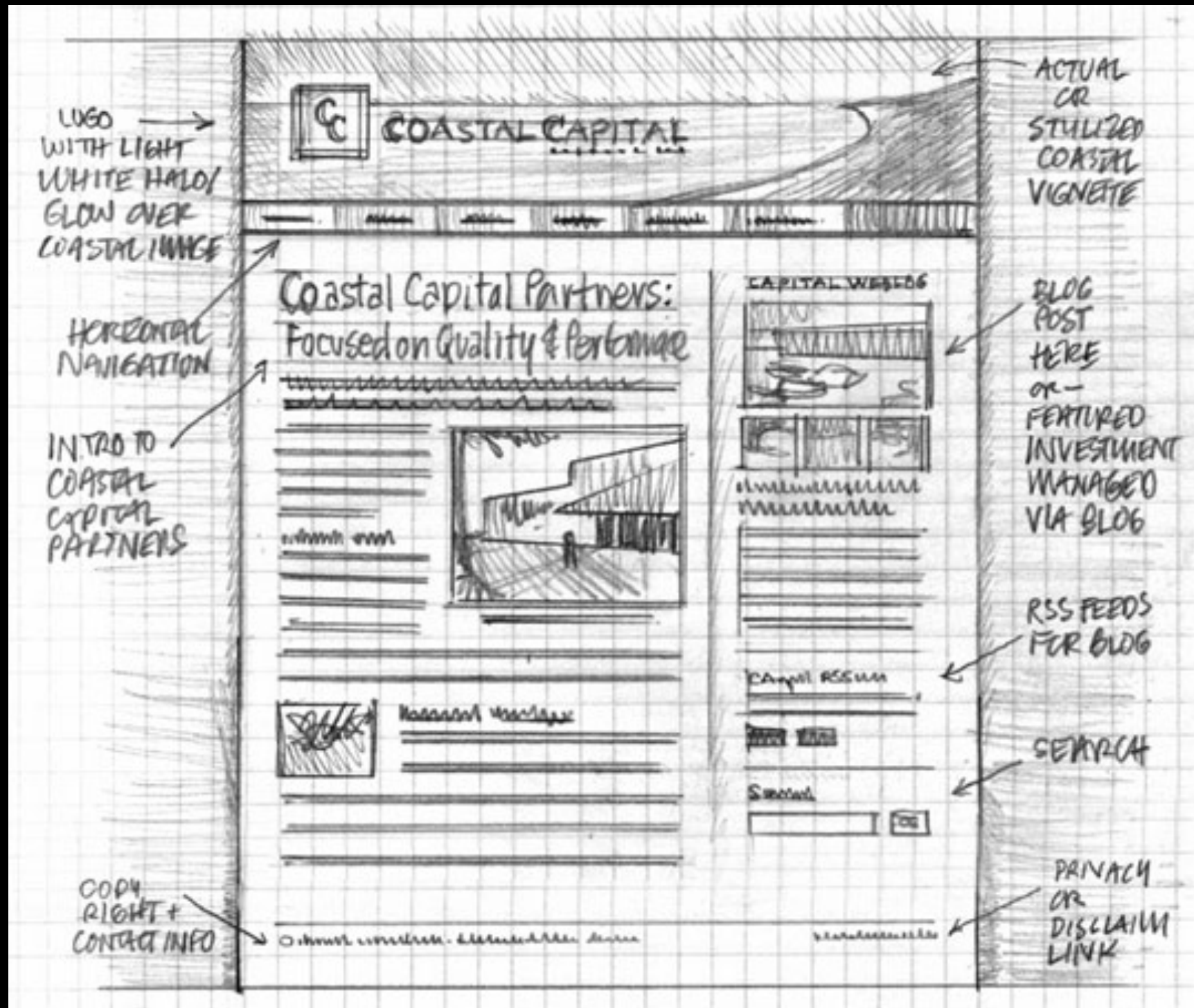
Sketching



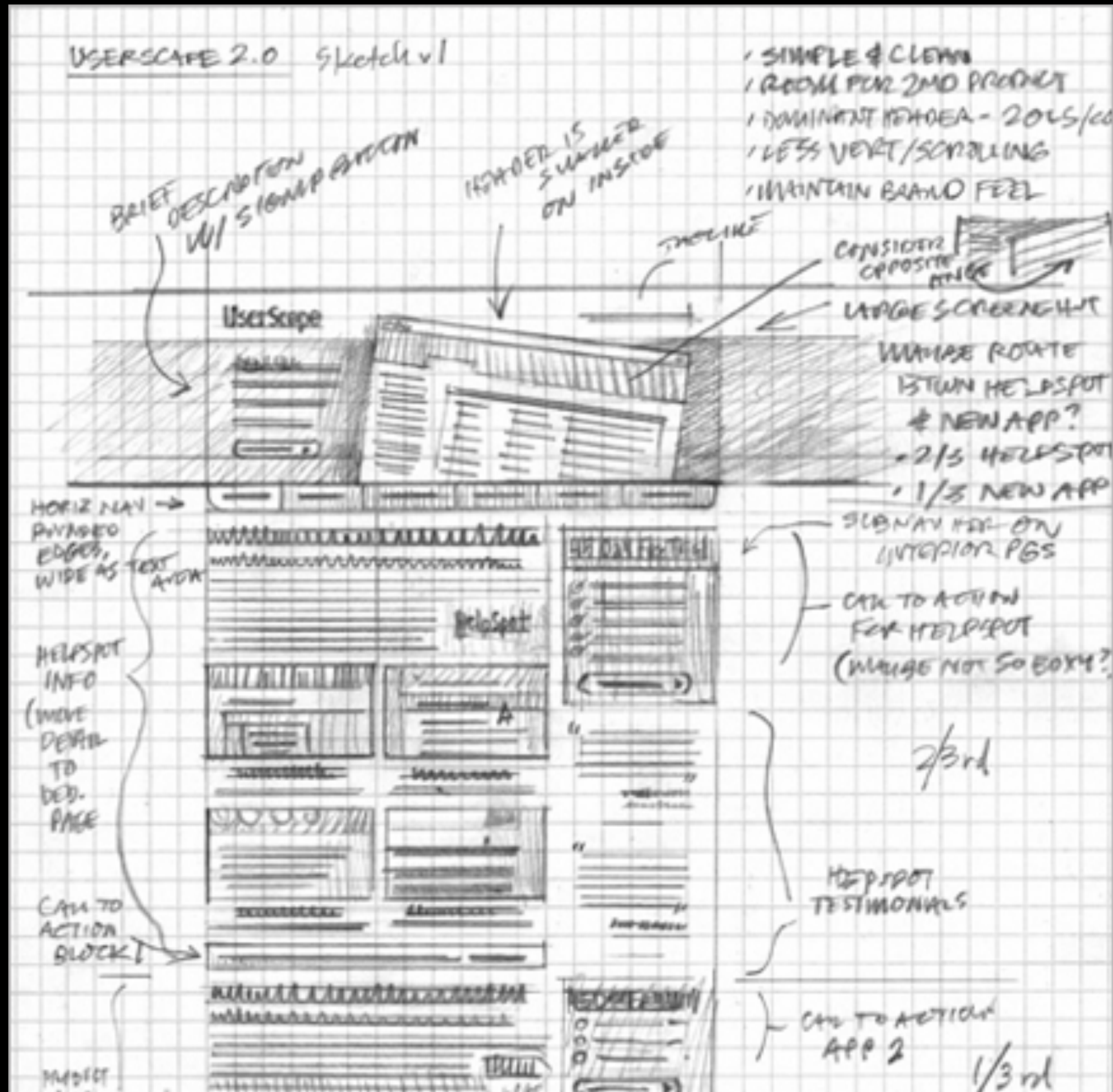
Sketching



Sketching

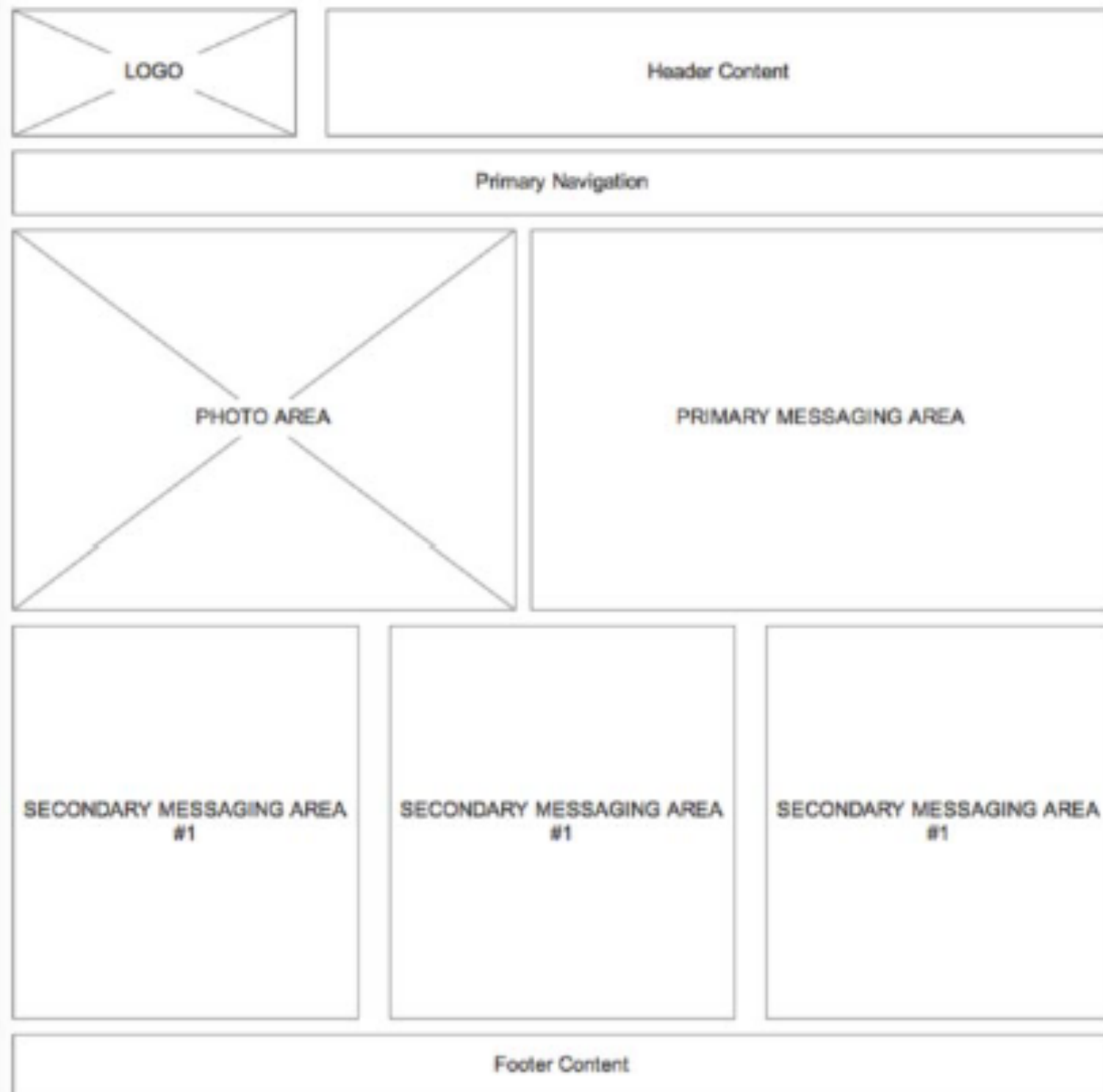


Sketching



Wire-frames

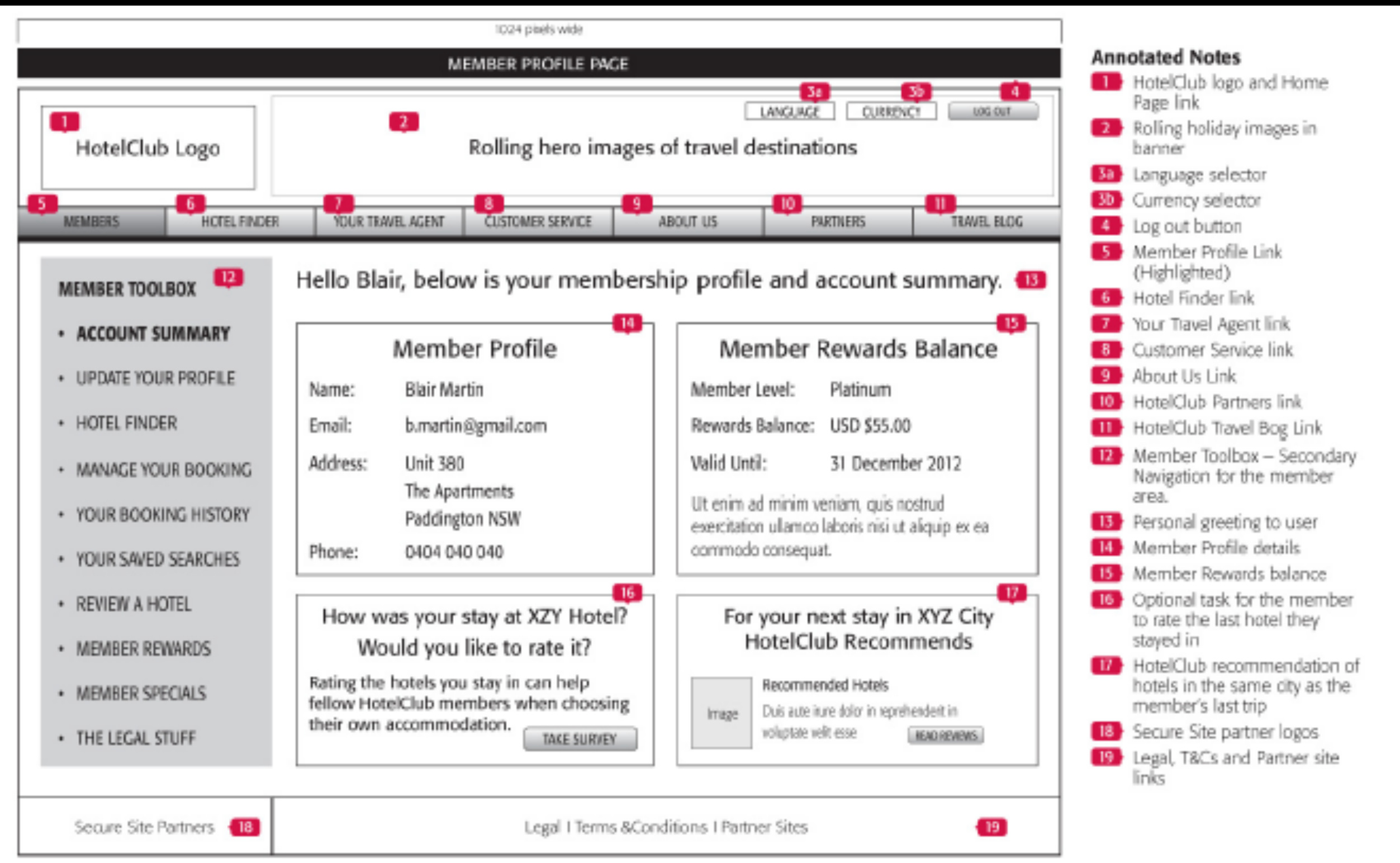
Wire-frames



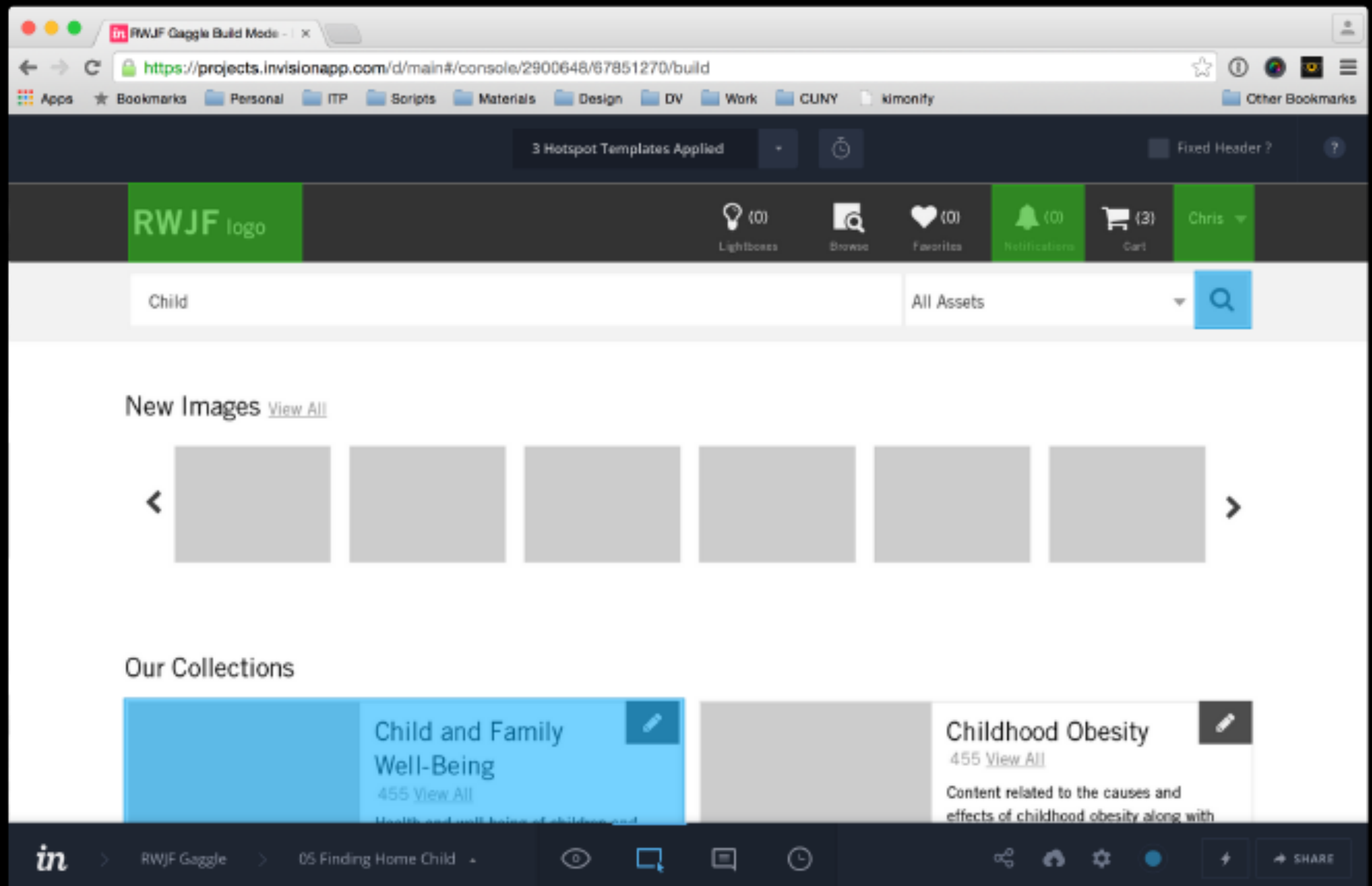
Wire-frames



Wire-frames



Invision - invisionapp.com

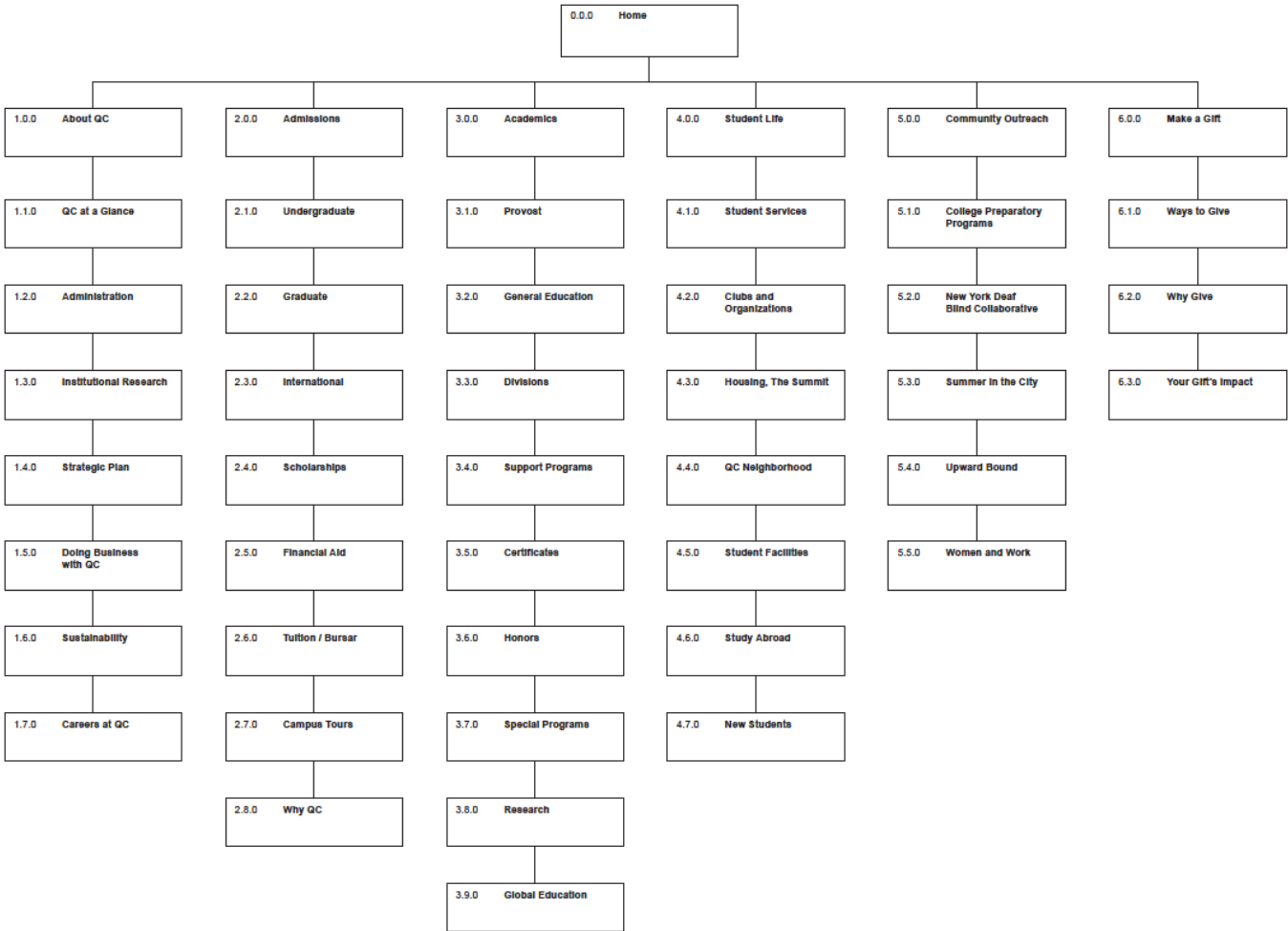


Case Studies

Queens College - Sitemap

Queens College

Sitemap



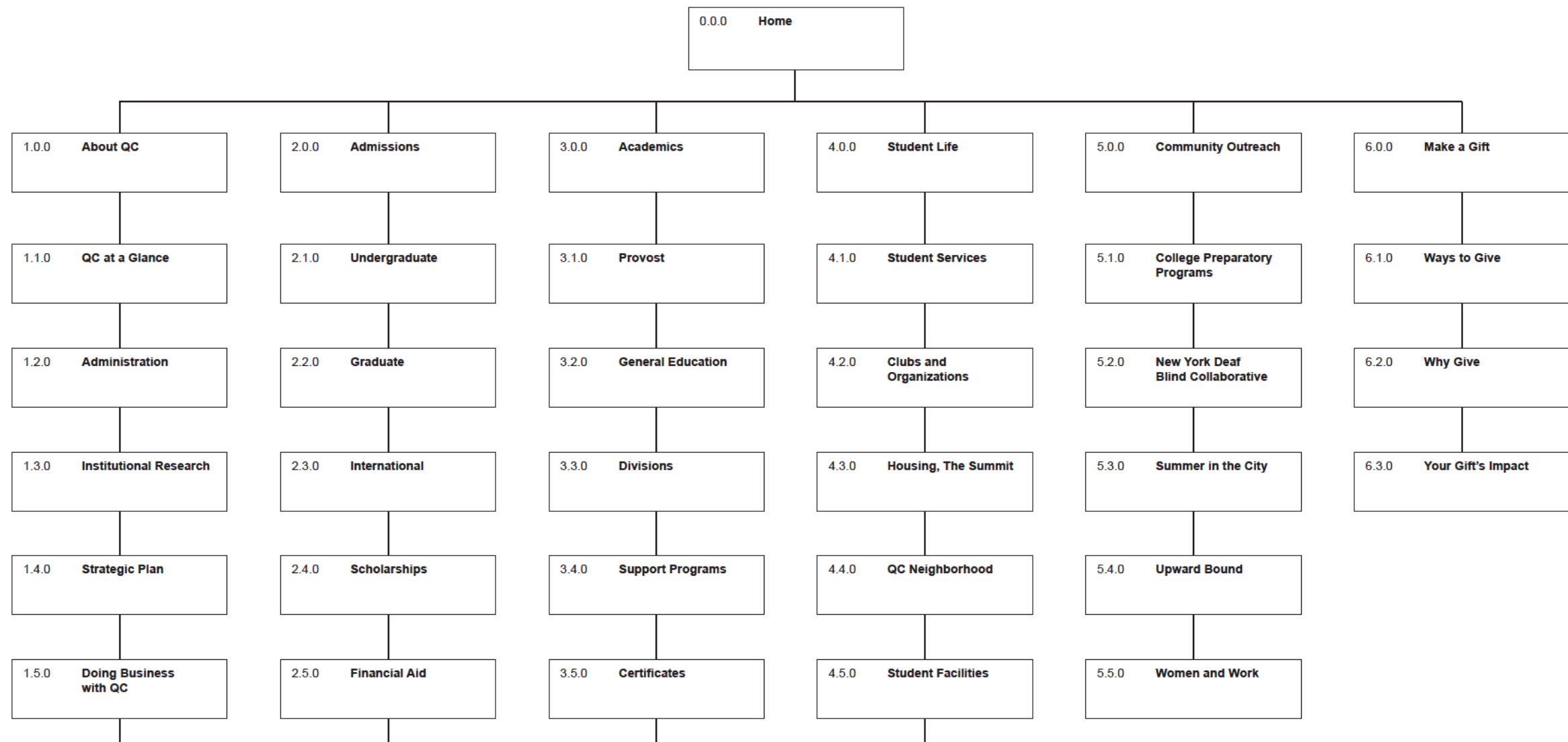
Global Pages

- 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**

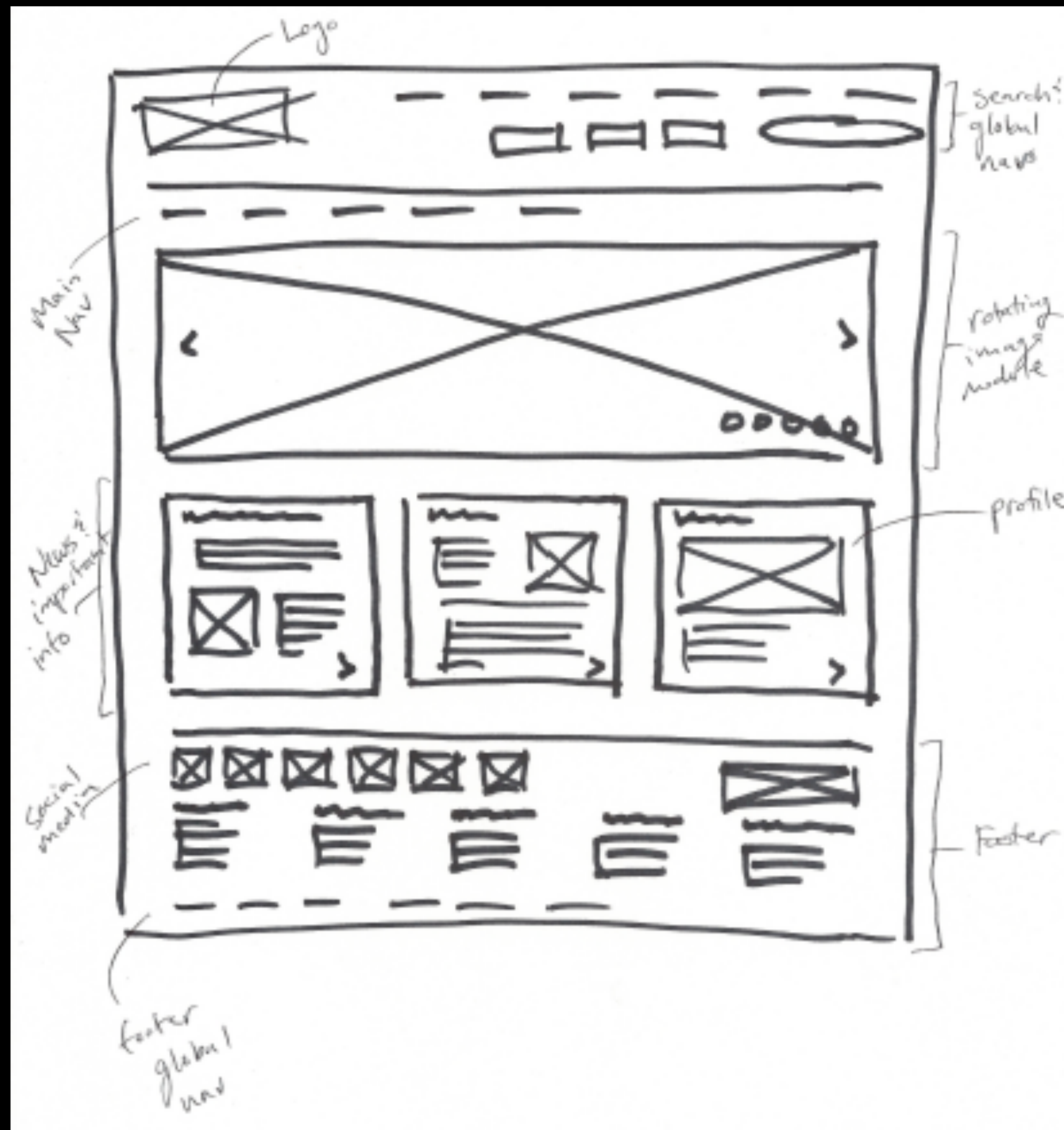
0.2.0 **Suggestions**

0.3.0 **Disclaimer**

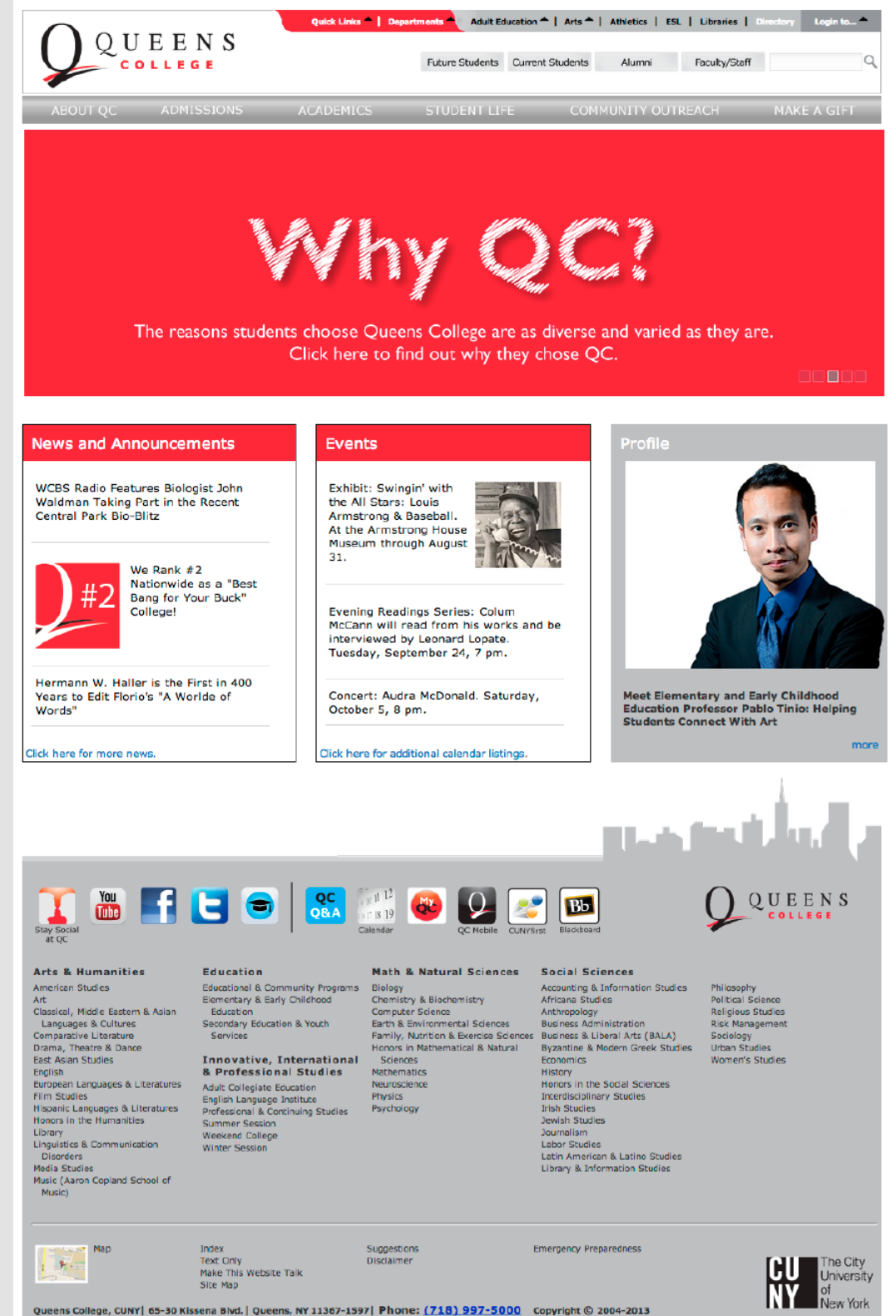
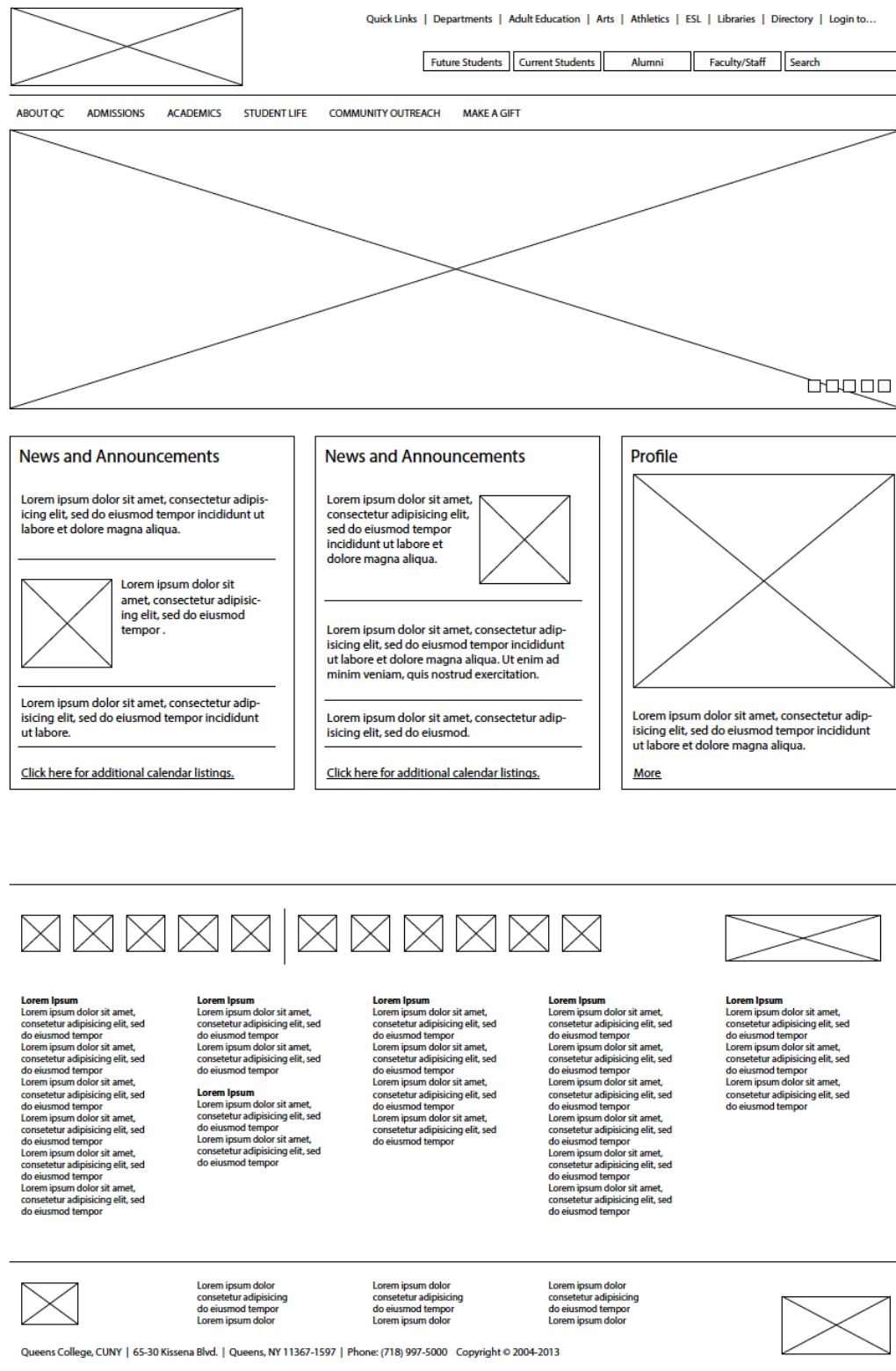
0.4.0 **Site Map**

0.5.0 **Map**

Queens College - Sketches



Queens College - Wire-frames





datavisual

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

