

MC4203 Web Design for Mass Communication
Design Rationale

- * Denotes items required for Design Rationale – Preliminary for Milestone 1
All items are due at Milestone 2

*Abstract

- 1.) Purpose : Providing a provocative site to entice browsers into extending their knowledge about website design. A site in which a wide variety of information could be displayed for various web develop disciplines.
- 2.) Scope : Total website construction.

Document Contents

- 1.) Evaluation of existing content
 - a. Appraise current information
 - i. Review of current materials needed
 - ii. Determine future needs
 - b. *Site Strategy and Structure
 - i. Usage Profile
 - ii. User Profile
 - iii. Summary
 - c. *Design Web Site Architecture / Information Architecture
 - i. Organize main screens
 1. Organize primary flow
 2. Quantify programming work
 3. Button inventory
 - d. Build Rapid Prototype
 - e. Interface Design
 - i. Human Factors / Navigation Design Decisions and Reasoning
 - f. *Copyright
 - g. Appendices
 - i. Raw data / thumbnails / rough sketches can be obtained through the author of this document.
 - ii. References
 - h. Authors Information
- 2.) Evaluation
 - a. Existing website consists of current portfolio with instructional materials mixed in. <http://arapaho.nsuok.edu/~stretch/instruction.htm>
 - b. Currently, the scope of the existing materials is aimed at Adobe Photoshop / ImageReady and Web Design, each containing distribution materials in a variety of formats (e.g., PDF, HTML, GIF, JPEG, SWF)
 - c. The future pages will include more dynamic file formats (e.g. auto-running, user interface, simulation, and testing). The use of graphic materials will be used throughout.
 - i. The fonts and colors will be determined during the design stages based on sound design principles.

- ii. Traditional paper printability will be available for those desiring hard copies.
 - iii. Consumer expectations based on the most popular representations of the feel of an instructional web site that is the utmost respectable, and dependable with a quick and predictable navigation throughway. An old-fashioned, woodcut style genre with a high-tech, aggressiveness is the most popular site design for my target audience.
- 3.) Site Strategy and Structure
 - a. Usage Profile
 - i. Provide a website that comforts and welcomes newcomers with depth of communication and ease of navigation and edgy graphic style.
 - ii. Establish comprehensive product information.
 - iii. Differentiate itself from typical college instructional sites
 - iv. Encourage repeat traffic
 - v. Complement and mirror other site in style and progressiveness
 - b. User Profile
 - i. Target Demographics
 - ii. Age group: 20-25 (Junior or Senior university student)
 - iii. Mass Communication students
 - iv. World-wide, Urban Geography
 - v. Media Consumption Habits: Daily metropolitan newspaper, local / national / international television news, moderate-to-heavy local / regional political affiliation, heavy text messengers, and bloggers.
 - vi. Ethnicity and / or nationality: NSU has 35% Native American student body and has considerable Japanese population
 - vii. Web Usage Level: Rudimentary, but heavy.
 - c. Summary
 - i. Visitors to the website will be coming for product-specific information concerning a project that they are currently on or class they attend. Newcomers will want information about the products that can be view, printed, and analyzed.
 - d. Design Web Site Architecture / Information Architecture
 - i. Organize Main Screen
 - 1. Classes covered
 - 2. Products / Documents / Downloads
 - 3. About the author
 - 4. Contact Information
 - 5. Include subsidiary sites
 - 6. Organize Primary Flow
 - 7. Clean Site Map
 - 8. Site Organization
 - 9. Quantify programming work needed
 - 10. Button Inventory
 - a. Due to the site users low-level of web experience, the navigation will be restricted to rudimentary

nomenclature roll-overs and recognizable navigation buttons.

- 4.) Build Rapid Prototype
 - a. This will be accomplished with the organization flow chart
- 5.) Interface Design
 - a. Human factors / Navigation Design Decisions and Reasoning's
 - i. Human factors involve the low on-line experience level of the visitor, as well as, the expeditious nature of their typical visits; the design will be kept as rudimentary as possible. The layout system will utilize the always-present, left hand navigation to hold the visitors attention on the page for a longer-than-standard time. Interface layout and pictorial site maps will be provided online.
 - ii. Color psychology entails the use of neutral gray background with high saturation red elements to coincide with popular, Macromedia Flash-style design. The fonts used are Verdana, for body text, and Americana Dreams for the stylized site Header.
 - iii. No sound is planned, as the demographic is not expected to utilize sound features on this site, nor would sound be appropriate if accessed during class periods.
 - iv. Multimedia elements are expected by the target audience and will be included, as time permits.
- 6.) Copyright
 - a. Copyright © Kevin K. Stretch 2006 , All rights reserved
- 7.) Appendices
 - a. Materials and Technologies to be utilized in development, production and publication, include:
 - i. Pantone Matching System
 - ii. Adobe Photoshop
 - iii. Adobe ImageReady
 - iv. Microsoft Word
 - v. Microsoft Internet Explorer
 - vi. Netscape Navigator
 - vii. Mozilla Firefox
 - b. References
 - i. Fleming, Jennifer, (1999), *Web Navigation: Designing the User Experience*. O'Reilly Press.
 - ii. Rosenfeld, L., & Morville, P., (2000), *Information Architecture: for the World Wide Web*. O'Reilly Press.
 - iii. Lynch, J., & Horton, S. (2001). *Web style guide: Basic design principles for creating Web sites*. New Haven, CT: Yale University.
 - iv. American Redcross print advertisement
- 8.) Author contact information
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