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Web Design

PORTFOLIO PRESENTATION

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Content



RESPONSIVE VS ADAPTIVE

VISUAL DESIGN

FUNCTIONAL DESIGN

DESIGNING A WEBSITE

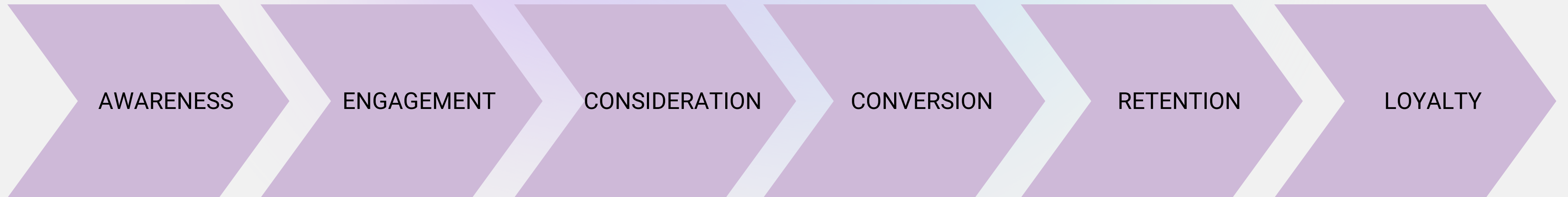
WORKFLOW PROCESS

WORKPLACE PROJECT



Marketing Framework

The customer lifecycle is the best marketing framework for web design because it gathers awareness through visuals and content. Consideration from testimonials and service descriptions. Make it easy for visitors to book appointments. Retention from membership program or newsletter sign-ups.



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Responsive vs Adaptive

In this section of my presentation I will explore the differences between responsive and adaptive design along with their benefits and negatives.





Responsive Design

Responsive design is an important aspect to consider when designing a website. With the range of devices available for accessing the internet responsive design ensures that your website functions well across different sized screens. Due to this it creates a better user experience. As responsive design makes it easier to to navigate your site across all screen sizes it leads to higher engagement and longer browsing sessions in comparison to websites that don't offer this.

Search engines prioritise mobile-friendly websites in their rankings. This means that a responsive design can positively impact your sites SEO. Responsive design also results in faster loading times, which is crucial for retaining visitors and reducing bounce rates.



Adaptive Design

Each layout in adaptive design is optimised for a specific screen size or device type. When a user accesses the site, the server detects the device and serves the appropriate pre-designed layout. Adaptive design can potentially offer better performance on specific devices because the design and content are tailored precisely for those devices, leading to faster load times and a more optimised experience.

However, even though adaptive design provides a more targeted and optimised experience for specific devices, it might struggle to accommodate new devices with different screen sizes or resolutions that weren't considered during the design phase.

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Visual Design

Within this section I will explore all of the different aspects of visual design such as colours, fonts and layout





Colour

Colours are used across websites for many reasons. They set the overall mood and visual tone of a site. Different colours can represent and evoke different emotions. Using appealing colour palettes can attract users to your site. They are also a crucial part of a brand's identity. Consistency in colours across a website helps in brand recognition for example coca-cola uses red and facebook uses blue.

Colours also play a role in the readability and accessibility of a website. Contrast between text and background is important for legibility. Ensuring that the content is easily readable is vital for viewers with visual impairments.



Fonts

Fonts are also important to web design for multiple reasons. Again, it effects the readability and legibility of a site. The main focus of a font is to make the content readable. Choosing the right font ensures that users can easily consume the information. They can also portray a personality and tone. A sleek, modern font could suggest professionalism while a handwritten font suggests a more playful and casual tone.

Fonts aid in establishing visual hierarchy. Using different font weights, sizes, or styles helps in highlighting important information, creating emphasis, and guiding users through the content structure.



Layout

The layout is a key factor of web design. A well-thought-out layout organises the content in a visually appealing way. It directs the user experience. By having a clear, easily navigable site it gives the user a positive experience allowing them to easily access content.

The layout also contributes to the responsive and adaptive design approaches. Designing layouts with scalability in mind allows for easy adaptation to new trends, content updates, and technological advancements, ensuring the website remains relevant in the long term.



Icons

Icons are used in web design because they offer multiple benefits. They are a form of visual communication that portrays a message without the need for extensive text. They also break up text-heavy content to make it more visually appealing. Many icons have also become standardised and have universal meanings such as the magnifying glass being associated with search functionality.

In summary, icons are valuable in web design for their ability to convey information efficiently, save space, enhance aesthetics, and contribute to a positive user experience. However, it's important to ensure that their meanings are clear to users.



Images

Images are a key aspect of web design. They enhance the visual appeal of a website. This makes the website more appealing and engaging for the viewer. They also help to illustrate concepts and evoke emotions. They help users to connect with the brands narrative more. Images can also be used as visual aids such as diagrams or charts to help people understand complex information.

Images can improve the usability of a website by guiding users attention. High quality images are important to have because it could mean the difference between yours and a competitors site leaving an impression on users.

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Functional Design

Within this section I will explore all of the different aspects of functional design.





User Interactions

User interactions refer to the ways users engage with a digital interface, such as websites, apps, or software. These interactions can include clicks, taps, swipes, typing, voice commands, etc. Positive user interactions contribute significantly to a better user experience. This also positively effects engagement. Interactive elements often lead to increased user retention as they make the experience more enjoyable and memorable.

Consideration of various interaction methods (touch, keyboard, voice, etc.) ensures that the interface is accessible to a broader range of users, including those with disabilities who might rely on specific interaction methods.



Animations

Animations can be used in web design mainly to enhance user experience and visual appeal. A common reason they are used for is for engagement. It increases interaction on the website and captures attention therefore increasing engagement. They improve user experience by providing smoother transitions, and reduced loading time perception.

They can also reflect a brand's personality. Showcasing playful, minimalist or more corporate animations contributes to brand identity and recognition. However, poorly implemented animations can slow down websites and distract users.



Speed

The website speed is crucial for a website. If a website has a slow loading time it frustrates users causing them to leave the site leading to higher bounce rates and reduced engagement. Users are more likely to return to a site that loads quickly. A positive experience leads to increased retention and loyalty. Faster websites not only provide better user experience but also tend to rank higher in search results.



Site Structure

Site structure refers to the accessibility, hierarchy and responsiveness of a site, along with other aspects. A well-structured site is essential for user experience, SEO and overall functionality. Designing a user-friendly navigation menu allows users to find information easily. Consistent and easily accessible navigation elements improve usability.

Having a responsive design guarantees a consistent and accessible experience across various screen sizes. This again contributes to a positive user experience. You also need to ensure your site is accessible for all users including those with disabilities.



Navigation

The navigation of a website is important for the user experience. Having an easily accessible navigation through the website helps the user effortlessly find what they are looking for and are more likely to spend more time on your site. Also related to accessibility, having an accessible website aids users with disabilities broadening your audience.

Good navigation is also important for responsive design. As we are becoming more mobile-centric responsive design ensures that the navigation remains user-friendly. Overall a well-thought-out navigation system can significantly impact a website and how users engage with that site.

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Designing A Website

Within this section I will explore all of the different aspects of designing a website and what goes into it.



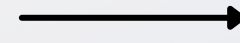


Types of Websites

There are many different types of websites but some of the most common ones are:

- E-commerce - allowing users to buy and sell goods or services.
- Brochure - allowing users to gather information about a company, its products, services, or offerings
- Blog - where individuals or groups regularly post content
- Portfolio - showcasing an individual's or a company's work
- News - deliver news, articles, videos, and other media content.

There are lots of other types of websites along side the ones listed here and websites can also overlap between multiple of these examples. Different types of websites cater to different user needs.



CMYK vs RGB

RGB (Red, Green, Blue) is most commonly used for digital displays such as social media, websites, computer screens, TV's, etc. RGB has a wider range of colours compared to CMYK. It can produce more saturated colours using different intensities of red, green and blue.

CMYK (Cyan, Magenta, Yellow, Key/Black) is commonly used for printing purposes. This means that there is a more limited colour range as it can't reproduce some of the highly saturated colours that RGB can.

Depending on the type of project that you are wanting to work on and whether your work is going to be for print or digital will depend on which colour mode is most suitable.



Apps / Software

There are many different types of software available for designing a website. The most common used software is Adobe more specifically Adobe Illustrator.

However, you can also use Adobe XD, Figma, Sketch, Wix, and many others.

Depending on the software that you use will vary the price, tools, and freedom you have in design.

For example when designing a website in Adobe Illustrator you have a lot more freedom of choice in comparison to Wix. Different software tools cater to specific aspects of website design, such as graphic design, coding, prototyping, or content management. Some software tools are designed for collaborative work, enabling teams to work together. Websites vary in complexity, purpose, and target audience.

Using a diverse set of software ensures that designers can adapt to different project requirements.



Brand Guidelines

Brand guidelines outline how a brand should be presented across different mediums. This includes visual identity, tone of voice, imagery and messaging. It is crucial for a brand to have brand guidelines to ensure a consistent and cohesive brand. It helps consumers recognise the brand and prevent any misrepresentation. It also shows that the brand is more professional and builds trust and credibility. Brand guidelines also helps designers or anyone representing the brand to maintain a cohesive message and look, saving time by offering rules to follow rather than starting fresh for every new piece of content.



UI & UX

UI includes everything users see and interact with on the site. This includes visual elements such as buttons, icons, images etc. The goal of UI is to create an interface that is visually appealing and guides users through the interactions smoothly. It focuses on the look and feel to ensure its appealing and user-friendly.

UX is the overall experience a user has on a site. It involves the user journey, needs, emotions and behaviours throughout their interaction. UX focuses on research, usability testing, wireframing and user flow to optimise the overall experience.

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Workflow Process

Within this section I will explain each of the steps that need to be followed within the workflow process and what this process is.





Workflow process

The typical workflow process of a web design for me consists of:

- Brief
- Pre-design Zoom
- Research and Planning
- Design
- Client Feedback
- Design
- Client Feedback
- Design
- Sign Off



Workflow process

We are given a short brief of what the client is getting including the site map, number of pages, number of amendments, amount they have payed. From this we prepare questions for a pre-design zoom with the client where we will discuss in more detail what it is they are looking for on their site. This includes visual elements, existing brand guidelines, specific functionality features wanted etc.

After the pre-design zoom I will have a better understanding of what the client is wanting and from this I do research on competitors and industry norms for that field. I will also research colours, layouts, and functionalities. Once I have a clear idea of what I want to design I will draw out the wireframe for the homepage and design the homepage in illustrator.



Workflow process

I will use Adobe Illustrator to design the homepage and once I am happy with the design i will send it to our head of design to go through the first set of internal checks. I will complete any amendments given and then send it to my manager for the final internal check. Once management is happy with the design I will send the page to the client who will provide me with one set of amendments. I will complete the final set of amendments for this page and then send it back to the client to sign off the design.

Once the design is signed off I will then design the rest of the pages for the site and repeat this process of checks and amendments. Once all the pages are signed off the project will be moved over to a developer who will then build the site.

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Workplace Project

Within this section I will explain the workplace project I completed and the process I went through





Workplace Project

I designed <https://bespokebeauty.care/> website. My first step within this process of the web design was to go through the brief and gather all the important information needed for the pre-design zoom that we have with all of our clients. This consists of the site map, number of pages, number of amendments, amount they have payed etc. From this I prepared questions for the zoom where we will discuss in more detail what it is they are looking for on their site. This includes visual elements, existing brand guidelines, specific functionality features wanted etc.

It was important for me to fully understand the clients needs and wants and also to discuss any functionality features that the client may want as they were a higher paying client there was more that could be put into the site.



Workplace Project

After the zoom I started to go through my research process. This consists of gathering inspiration from different sites such as Toools.com, Theme Forest, Pinterest and Behance. From this I look at websites within the same industry to see different layouts, themes and industry norms. This also helps me to pick out colour palettes and fonts. I then look at competitors these are often provided by the client but we can also look at these using NinjaSEM.com

After I have gathered my research I start to draw out wireframes for the homepage design. I use the different layouts that i have looked at and combine them into something fitting for the clients needs and content. Once I am happy with the wireframe I will start to design this in Adobe Illustrator.



Workplace Project

In Illustrator I will use the web large template for the size of the website. I will then start with designing the navigation bar and work my way down the page using my wireframe. Once the homepage is designed I send it through the internal checks and complete any amendments given to the design. Once my organisation is happy with the design I send it over to the client. The client came back to me with amendments which i also completed and sent back to the client for sign off. I then began working on the rest of the website pages and repeated this process for all pages.

Once the designs are fully signed off i collect all assets and pass the project over to the development team to build.

