

## Project 2

# A Recipe for Success

*“Give me six hours to chop down a tree, and I will spend the first four sharpening the ax.” - Abraham Lincoln*

### **Project description**

As a web designer, planning is critical if you’re going to meet the demands of your client. Planning is particularly necessary for responsive web design due to the need to adapt the layout and content to different device widths. As we begin to add more complex concepts and technologies to our bouquet of web design skills, it is vital that we spend some time revisiting the foundation on which everything else is built.

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### **Project goals:**

- Learn how to plan and organize ideas for responsive web design
- Increase familiarity with Mobile First Web Design
- Learn how to implement Content Management Systems
- Become proficient in the use of Github, HTML5, and Bootstrap
- Improve collaboration skills

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### **What you’ll be doing**

For this project, you will design and develop an online recipe website for a hypothetical client. The website should have a rich user experience that meets the functional and aesthetic needs of the client while reinforcing the ethos of their brand. You will apply your knowledge of responsive web design, and also implement a CMS so that the client can easily maintain their site.

This is a relatively short project with emphasis on process and technology. You will develop a design and user persona, build a sitemap, create style tiles, wireframes and mockups. Next, you will write the HTML and CSS, conduct usability tests, and create the page templates for the CMS using PHP.

For the content of the site, find a recipe magazine or book of your choice and bring it to our next meeting. It is important that the core content of your site is taken from the recipe magazine or book and not from another website. Your finished website should have three (3) fully-developed pages: a home page and 2 back pages. Details are as follows:

1. Home page that features interesting sections of the site
2. How-To-Gallery with at least 10 images
3. Main How-To-page showing detailed cooking instructions for one meal

You may indicate additional pages in your design and navigation to give your product a finished look, but they don’t need to be built.

## **Technologies to be used:**

Git, HTML5, CSS3, CSS media queries and PHP

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## **Things to do:**

- Reading assignment: Chapter 6 of “Design is a Job” by Mike Monteiro
  - Reading assignment: “Style Tiles and How they Work” from A List Apart
  - Reading assignment: Responsive Design won’t Fix your Content Problem
  - Presentation: Responsive Typography
  - Group work: Present on a podcast from [responsivewebdesign.com/podcast](http://responsivewebdesign.com/podcast)
  - Presentation on CMSs and getting started with Concrete 5
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## **Grading**

### ***Process***

A clear content strategy is established across various devices; the designer made use of a sitemap, style tile, wireframes, and mock-ups; the designer conducted a usability test and properly documented the results.

### ***Usability***

The site meets professional usability standards; navigation is styled to show the active page; markup follows a logical reading order; there is clear and consistent navigation; HTML is semantic; the site is obvious and self-explanatory.

### ***Content and Design***

The layout is compelling; type and visual decisions have been made to make the site appealing while improving the usability and functionality. Negative space complements the design and does not create a void; the design is optimized for mobile, tablet and desktop devices; language is user-centered and easy to understand; there is a clear hierarchy of page elements.

### ***Functionality***

The site meets required technical and usability standards and renders properly across various devices and browsers; the content is extensible and easily editable; there are no horizontal scrollbars. The design looks good in IE9 and above; content is editable and does not break the design; CSS and HTML validates; CMS theme includes thumbnail and description (with your name and contact information).

*A detailed rubric will be posted on the Google Group*

# Process

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## Planning

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### Research

Research is the first step in the web design process. You will begin by reading about the client's business on their website. Your research should help you answer the following questions:

1. What is the client's business objective?
  2. Who is their target audience?
  3. What is the primary function of the site and what are users expected to do on the site?
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### Design Persona

The design persona is a document that describes the quality and characteristics of a brand by attributing human characteristics to it. A good design persona considers how the brand communicates or relates to people and systems when an interaction is established.

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### User Persona

A user persona is a document that describes a typical user of the brand. It provides a glimpse into the user's current situation and details how the product can benefit them.

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### IA Diagram

The IA Diagram shows a hierarchy of the pages on the website. You can adopt online tools or use a desktop program. Identify whether pieces of content need to be merged into a single page or separated. Use descriptive language as labels for the pages. These labels will ideally translate into your navigational links, so stay away from technical jargon that may confuse the audience.

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## Design

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### Style Tiles

Style Tiles are a good way to establish the mood and aesthetic to be used in responsive sites. With Style Tiles, the designer specifies fonts, colors, and textures to be used on the site. Your Style Tiles should be a deduction based on research and your discussions with the client. Extract adjectives from your discussion based on how the client describes their site. Samantha Warren's article on Style Tiles should give you a good head start on this part of the process. [www.alistapart.com/article/style-tiles-and-how-they-work](http://www.alistapart.com/article/style-tiles-and-how-they-work)

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### Wireframes

At this stage, you determine the general layout of elements on the different display devices (mobile, tablet, desktop). Pay particular attention to what needs to be represented in order to drive usability and functionality on your site. You can use online tools, design programs or pencil and paper.

## **Mock-ups**

Once your Style Tiles have been created, you will build mockups of your site in the following categories: mobile, tablet and desktop. Your Style Tiles should serve as a good resource guide for your mock-ups. You don't need to create a mockup of every single page, but you should create one for each unique page type. At a minimum, a homepage and a back page design should suffice. Mockups should match the display proportions of the target device. Photoshop is ideal for this as it allows for layering and the slicing of designs later on, but you may also find Illustrator helpful and neater in certain situations.

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## **Development**

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### **Page templates**

At this stage of the process, you will be creating page templates for each unique page type with HTML and CSS (e.g. home, general content, blogs and forms). HTML and CSS should be properly indented and commented.

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### **HTML, CSS, and JS testing**

It is good practice to validate your HTML and CSS markup as you go, but it is imperative that the finished templates are validated again and tested for interactivity before proceeding to the next stage. This means that all JavaScript functions and special CSS features should be working.

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### **Cross browser compatibility check**

Test your design in multiple browsers to ensure that you are not missing anything visually or functionally. It also includes testing in Internet Explorer via tools like BrowserStack or virtual machines like VirtualBox.

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### **Convert to PHP**

The next stage in the process will be to convert your HTML into PHP templates. The PHP templates are sent to Concrete5 and additional pages added to the site tree.

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### **Upload content**

After adding your custom theme (your templates) to Concrete5, you will upload the actual content to finish up the design. Content includes the text, images, videos and interactive or third-party elements.

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### **Testing and browser compatibility**

Validate your web pages again to ensure there are no markup errors and also test to ensure that links, special CSS features, and JavaScript interactivity are all working properly. You should also test your site in multiple browsers to ensure everything renders uniformly.

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### **Launch**

The last stage of the process will be to move the website to a live web server for public access. Files can be transferred via FTP clients like Cyberduck or FileZilla. Publishing a website with data management features also requires you to install a MySQL database on the web server and linking it to the configuration file in your site folder.