Web 1.0
What is a browser?
What is a device?
What is the web?
Social web
Realtime web
in a nut shell this is the web (and websites)

html5
css3
What is web design?

- It is not print design!
- It is not only about the desktop!
The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must “accept the ebb and flow of things.”

- John Allsopp

http://www.alistapart.com/articles/dao/
& it’s NOT

Thursday, 20 October 11
It is Content
It is **Open**

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Thursday, 20 October 11

http://tantek.com/2010/281/b1/what-is-the-open-web

the Open Web is about the ability to openly do three kinds of things:

1. publish content and applications on the web in open standards
2. code and implement the web standards that that content/apps depend on
3. access and use content / code / web-apps / implementations
Web 1.1
Information Architecture

Information Architecture is a discipline and a set of methods that aim to identify and organize information in a purposeful and service-oriented way. It is also a term used to describe the resulting document or documents that define the facets of a given information domain. The goal of Information Architecture is to improve information access, relevancy, and usefulness to a given audience, as well as improve the publishing entity's ability to maintain and develop the information over time. It is primarily associated with website design and it is directly related to the following professional disciplines: User interface design, content development, content management, usability engineering, interaction design, and user experience design. It is also indirectly related to database design, document design, and knowledge management.
But they have the same pieces that make up the listing:

- **title**
- **description**
- **tags**
- **materials**
- **location**
- **payment methods**
- **date added**
- **photograph**
- **category**
- **colour**
Create Pages
Create Systems
I keep six honest serving-men [they taught me all I knew];
Their names are What and Why and When
And How and Where and Who

- Rudyard Kipling
Goals

And that’s what information architecture is all about:
1. Organising content or objects
2. Describing them clearly
3. Providing ways for people to get to them.

An IA is often made up of the following parts:
• defining what the project is about and its goals
• researching people and content
• designing the IA, navigation, visual approach and content
• building and testing
• maintaining

5 whys for UX Australia
For example, thinking about the UX Australia website:
1. What is something we know people want from the website?: They want to see what presentations will be at the conference
2. Why do they need to do that?: So they can make a decision about whether to come
3. Why do they need to do that?: Because there are a lot of conferences they could attend
4. Why do they choose one over another?: I don’t know

design constraints
An IA is often made up of the following parts: • defining what the project is about and its goals • researching people and content • designing the IA, navigation, visual approach and content • building and testing • maintaining
The main IA deliverables in a project include:
• the information architecture
• navigation
• metadata

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design constraints
Personas


1. List the user attributes. Assemble all of your product’s stakeholders and ask them to make a list of user attributes—for example, Male, Computer literate, or Plays football.

To help you easily categorize the information you’ve obtained about your users, you can use the following categories of attributes:

- Demographic
- Technological
- Internet Usage
- Environment
- Lifestyle
- Roles
- Goals
- Needs
- Desires
- Knowledge
- Usage Trends
- Tasks

2. Cluster the attributes. Once you’ve gathered your list of user attributes, cluster the attributes. To accomplish this, ask one of the stakeholders to divide his or her user attributes into several clusters. Then ask another stakeholder to place any related attributes in those clusters or, if his or her user attributes don’t fit into any of the existing clusters, to create new clusters. Repeat this exercise with every stakeholder until you have clusters that everyone agrees on.

3. Create a persona for each of the clusters. Add personal details to create a realistic picture of a user, focusing on specific user needs. Note down tasks that persona is most likely to perform. Think about how the attributes in the clusters influence user behavior.

4. Prioritize personas. Prioritize the personas on the basis of business needs. The idea is to ensure that the principal persona you use during design or documentation is a clear and correct representation of your primary user population, not an edge case.

5. Tell stories, or create scenarios. The stories or scenarios you create for each persona describe how that person would behave or think about a particular task or situation.

6. Create persona documentation. When writing personas, include the following information:

- name of the persona
- demographic description
- goals
- needs
- abilities
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Balanced Design

Customer needs
Client needs
Developer needs
Competition
Terminology

http://www.youtube.com/watch?v=o4MwTvtyrUQ - what is a browser
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At its best, a content strategy defines:

- key themes and messages,
- recommended topics,
- content purpose (i.e., how content will bridge the space between audience needs and business requirements),
- content gap analysis,
- metadata frameworks and related content attributes,
- search engine optimization (SEO), and
- implications of strategic recommendations on content creation, publication, and governance.
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<th>Page title</th>
<th>Files</th>
<th>Last updated</th>
<th>Owner</th>
<th>Comments</th>
<th>Delete?</th>
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</tbody>
</table>

http://maadmob.com.au/resources/content_inventory

http://maadmob.com.au/resources/content_inventory
Site Diagrams

http://dev.opera.com/articles/view/6-information-architecture-planning-0/
http://dev.opera.com/articles/view/6-information-architecture-planning-o/
Page Description Diagrams
The goals for his site are complicated and at times conflicting. The core content is comprised of two separate (yet united) areas “Heart” where Dirk will be sharing more personal thoughts, images, and stories related to family and friends and “Mind” where he'll be writing a bit more of a cerebral, idea-generating, work-related slant.

He'll also have quite a bit of content around the basics; who he is, what he does and what's going on with him at any particular moment.

The goal is to create a homepage that blends these things and quickly introduce us to Dirk. It will provide a window into the heart (and mind) of his site, keeping an equal focus on both aspects and providing a reader a way to easily and intuitively access more content.
Main call to action
Gets users thinking about the brand and specific actions they can make.

Sign-up
A call to action that encourages people to sign up for recently added content on the site.

Featured article or essay
Shows the first paragraph of an article with associated image, as well as the day it was published and the number of comments made.

Latest entries
A short listing of the latest articles or essays that have been posted. There should be between 5-7 shown on the home page. The featured article should not be displayed in this list.

Search
A useful site search should always be available on the page to allow users an alternative method for finding your content.

Link list
A list of semi-recently added link content. This list should contain 5-7 links with date and comment meta information for each.

About company
An outline of what your company is all about.

Privacy, Terms of Use, Etc.
Most of the information that is currently listed in the footer should remain there. The contact and address information can easily be moved to the contact page, though. We also recommend adding in some navigational links, where possible.

Notes
The homepage has been shifted to emphasize content that’s currently buried elsewhere in your site. The proposed navigation structure reinforces this goal.

The home page should provide a clean path to the various sections of the site.
Wireframes

http://balsamiq.com/
omnigraffle
cmap tools
www.mindmeister.com
Wireframes Sketches

Thursday, 20 October 11

Content Management System
Interact with web standards is a very good starter book as this includes the why and how.

also transcending css book (loads in the library)
also transcending css book (loads in the library)
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http://colly.com/comments/dconstruct_workshop/