

Class 1: What is web design?

Summary

Isn't web design easy?

What is the web?

Historical context (The Web at 25)

Web standards

What is design?

Design principles

Good design

Design for the web

References

Above the Fold by Brian Miller

Web Style Guide (3rd Ed.) by Patrick J. Lynch and Sarah Horton

Universal Principles of Design by William Lidwell, Kritina Holden and Jill Butler

A Practical Guide to Designing for the Web by Mark Boulton

The Shape of Design by Frank Chimero

Class 1 Homework

Read: <http://shapeofdesignbook.com/> (as much as you like)
http://en.wikipedia.org/wiki/World_wide_web
<http://webstyleguide.com/wsg3/1-process/index.html>
<http://webstyleguide.com/wsg3/6-page-structure/index.html>
<http://designingfortheweb.co.uk/book/index.php> (parts 1 and 2)
<http://news.bbc.co.uk/1/hi/technology/5242252.stm>
<http://www.bbc.co.uk/news/technology-14430076>

Find 3 examples of good design (not websites) and photograph them. Put your photographs along with a brief description of the objects and an explanation of why you consider them to be good design on your blog.

Find 3 examples of good websites and describe why you think they are good. Post your links and a brief description of each site as a blog post.

Your client has asked you to come up with some ideas for 3 new websites:

The Dead Sea Squirrels, an upcoming indie rock band from Sheffield.

Beech Farm, a homely bed and breakfast in Cornwall.

Primary Health, a private healthcare company based in London.

In each case, find a number of websites that you would use as inspiration or design guides. Add your suggestions along with brief explanations as a third blog post.