Web Design

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course introduces students to how websites operate, and how to plan and build a website. The course intends to provide students with notions related to the universal principles for the design of user experiences based on the new interactive forms of communication, by alternating theory lessons with practical experience and analysis of practical cases.

At the end of the course, students will be able to identify and explain the main variables at the heart of web design. In terms of application of knowledge and understanding, students will be able to:

* Interact with experts working on the development of an online project;
* Launch an analytical project and a research plan aimed to identify target users and find effective solutions to different communication issues;
* Create interactive prototypes, and design the information architecture and the interactions required to promote their accessibility to users;
* Run usability tests.

While working on the project, students will have to demonstrate that they have acquired independent judgment skills (through a visual and functional self-assessment of their work), problem-solving skills (through selection of proper technical solutions and analysis of relevant case studies), communication skills (through interaction with users during the research and testing stage, collection of information, and presentation of results obtained).

***COURSE CONTENT***

Internet - technical introduction

Design and planning

* The structure of a web project
* Planning phases (waterfall model / iterative model)
* How websites operate - technologies involved

User-centred design (UCD)

* Introducing UX Design
* Involving users and tools for discovering
* Preliminary planning and tools (conceptual maps, personas, empathy map)

Information architecture

* Definition
* Categorising contents
* Structuring navigation
* Information seeking / Berry-picking model
* The paradox of choice
* Labelling
* Organisational structures

 Visual Design

* An introduction to the universal principles of design
* Layout, colors, typography
* Design tools
* Analysis of case studies and examples

Interactive prototyping

* Design of interaction flows
* Tools for the creation of interactive prototypes
* Analysis of case studies and examples

Visual Design

* Introduction to the universal principles of design
* Preliminary tools (moodboard)
* Tools for planning
* Case studies and examples

Usability and tests

* Introduction to the tests
* Recruitment
* Structuring simple usability tests

CMS systems

* Installation and customisation of WordPress
* Creation of a website using themes and plugins
* Upload of a website

***READING LIST***

Goodman, Kuniavsky, Moed *Observing The User Experience*, Mk 2012 – From Chapter 4 to Chapter 12

Luca Rosati, *Architettura dell'Informazione*, Apogeo 2007 – Chapter 1, Chapter 2, Chapter 3, and Chapter 4

Maria Crisina Lavazza, *Comunicare la User Experience*, Apogeo, 2013
Jason Beaird, James George - *The Principles of Beautiful Web Design*, Sitepoint, 2014

**Recommended Texts**

Steve Krug, *Usabilità*, Tecniche Nuove 2010
Joel Sklar, *Principi di Web Design*, Apogeo 2014

Goodman, Kuniavsky, Moed *Observing The User Experience*, Mk 2012 – Chapter 17
Jamie Levy *Ux Strategy*, Flakowski 2021

***TEACHING METHOD***

The course will be based on frontal lectures, held in class, and guided practical activities.

***ASSESSMENT METHOD AND CRITERIA***

Students will produce and present a project

Details and deadlines for the project will be provided after the first month of lectures.
Part of this project will be based on the analysis and the design of a working prototype. The project must be submitted no later than seven days before the exam call.

Therefore, the oral exam will be characterised by three different phases:

* The presentation of the project
* Analysis and discussion of the research activities and the design
* Open-ended questions on the whole course

Students will be evaluated on the basis of:

* The assessment of the project, according to the following criteria:
	+ The creation and implementation of the research plan
	+ The achievement of the deliverables and the mapping of research activities
	+ The analysis of competitors
	+ The analysis of the architecture of the elaboration
	+ The final visual of the project
	+ The study of interactions and the design process
	+ The complexity of the prototype they have created
	+ The preparation of usability tests
* the ability to respect the instructions assigned;
* the ability to make an oral presentation of the project
* the correctness and the accuracy of the answers

In addition to the two textbooks of reference, non-attending students (that is to say, those who attend less than 50% of the course) will have to study two of the recommended readings mentioned above. Furthermore, they are invited to contact the lecturer in order to agree upon a customised reading list.

***NOTES AND PREREQUISITES***

Class attendance is not compulsory, yet strongly recommended.

The teaching material for the course will be made available online on blackboard

Students should have basic IT skills (e.g. know how to use a computer and navigate online). Use of *Figma* is highly recommended.

Further information can be found on the lecturer’s webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the faculty notice board.