
PRE-LAB 3/11**Details in “3-11-PRELAB.PDF”****Objective** To identify site content and redesign it.**Specifics** Rockfordcoffee.net**Deliverables** **(per team)**
1 Content List (in html)
3 Pencil thumbnails (on paper)
Answers to site review questions (on paper)**IN-LAB 3/11****Deliverable** Revisions to this work, and new project

VOCABULARY REVIEW

Some of these are vastly simplified and mean different things to different people. This material will not be a quiz, so relax and learn.

Nav	Navigation
Global Nav	Nav that's on every page; ie, "home" or "contact"
Local Nav	Nav that is specific to a page, or type of page; "this page's content which is unique"
Thumbnail	Paper rough sketch quickly expressing an idea; a way to visualize layouts quickly
Wireframe	Rough template-like visualization in html or paper; typical pages, typical user paths
Paper prototype	Paper versions (might be thumbnails, might be tighter) of web site. I lay them on the floor and look at the entire site. This really helps with usability.
Usability	The idea that a viewer would be able to: (a) find where they are now (b) go back to where they were (c) know what their options are if they want to go forward (d) find any information they might need at any time (ie contact) (e) have a general comfort level with the site and the navigation (f) have a general, intuitive sense of how to use the site (g) be technically able to move around any and all pages as they possibly could (h) leave the site with a positive experience
Content	Anything on the site; this could be an image, a word or an area containing those things. Basically, everything that's there, and everything you used to build the site. (a) html pages (b) css templates (c) images saved at the right resolution (d) image masters (e) early versions, etc
Content Inventory	A list of all content, grouped by type
Site Map	Incorrect but popular term used when someone draws the entire site. A site map is properly a page which shows all the pages on a site, and is intended for the viewer.
Site Diagram	A visual representation of every (or typical) page on the site. Could be thumbnails, screen shots, information graphic, etc
Unique Identifier	Each piece of content that goes in a specific place should have a way to find it again. Reasonable file names help the viewer, but numbered names help you. I think of any object I need to keep track of, do something to or create needs an unique ID.
Page Title	The words in the bar at top. ("Welcome to Page!")
Page Name	The name of the html file (page.html)
Page Number	A very specific way to name files when you have a lot of them (2_1_3_3_2_1.html)
File names	If you are dealing with thousands of files, at some point you'll need to locate just one of them, or a group of them. Using consistent and logical page numbers, they will appear grouped in your file directory, not random or alphabetical.
Preference	My way of ID'ing content is based on my experience with wayfinding. You may have another way to do it. As long as it's <i>consistent, logical and learnable</i> , do what works.
Wayfinding	The idea that someone knows where they are and have choices to be somewhere else. Think of buildings, and finding your way from one place to another.
Information Architect	Fancy new term for a web site content/design/usability person. Generally has a big picture view of the site, it's contents, and reasons for existing. Can guide anyone through the site as if they were giving a tour, but from knowledge, not notes.
Web Designer	The visual designer, the technical or site designer; anyone who determines something about the site. Designing is about deciding how to solve a problem. There are visual solutions, technical solutions, psychological and usability solutions, marketing solutions, and many many more. This whole process of making the site look and do what you want is web design. It's not just the look and feel, but the idea and method of understanding it.
Look & Feel	A web site usually has a consistent visual image, which is an overall reflection of the visual style of the client's other materials. Visual designers often show different look and feel concepts, independent of site content or navigation. Usually very tight drawings or screen shots of what visually is possible.
Understanding	The sole purpose of a web designer is to make the site understandable, therefore usable. All content must be clear, actions could be taken, things could happen, the viewer might make navigation mistakes they need to recover from, etc. The good designer can anticipate the viewers' needs, based on an understanding of the viewer, the site, the company's message, psychology, behavioral considerations, Ethnography, age profiling, etc etc. All of this is not possible if the web designer doesn't understand or "get it." To explain, you must know, or at least know how to find out.