

50300 Communicating the Social

Week 5

Storyboarding & Site Planning



50300 Communicating the Social

KEY TERMS



World Wide Web: URL webpage HTML
Hypertext: User-centred design for the web
Experience design: Surface design:
Interface design: Interaction design:
Navigation: Information architecture:
User: Player: Participant



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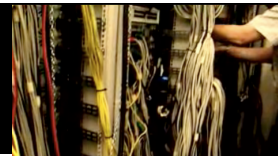


HYPertext:: that vast assemblage termed
"meta-text" (George Landow)

"**COLLAGE**. 1 The act of gluing...2. Addition of glue.
Collage of paper, of cloth...3. A man and woman who live together
thout being married"

In the application of a new gluestick, paper, & electronic pen (stylus).....
The analysis of structural models – that allow us to visualise
the interactivity of our content/ material

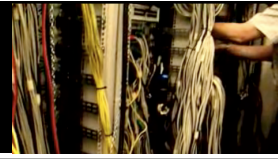
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INTERACTIVITY

...distinguishing feature of interactivity :

- * spatial relationship to the material
- * the 'responsiveness' of the material triggered by the user/player/participant (etc. other attributes discussed)



World Wide Web

“By Internet we refer to the electronic network that links people and information through computers and other digital devices allowing person-to-person communication and information retrieval.”

Paul DiMaggio, Eszter Hargittai, W. Russell Neuman and John P. Robinson, (2001), *Social Implications of the Internet*, Annual Review of Sociology, Vol. 27, pp. 307-336

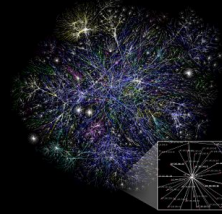
What is the web?



- The World Wide Web began as an experiment on the Internet – a system which linked together a number of research computers (ARPNET) in the USA. It was conceived of as a democratic and egalitarian [system](#). It was designed so that no one would control it, and only those who agreed to a sharing protocol could use it.

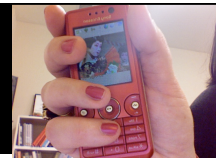
Computer Networks

Intranets & the Internet

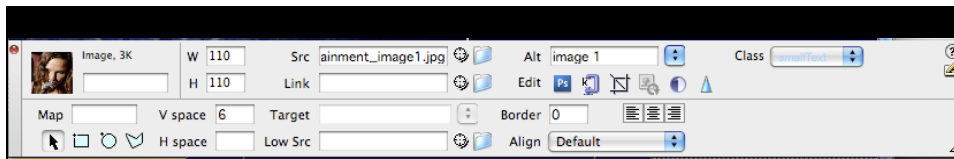


- * a computer network is a group of interconnected computers
- * the term network may refer to any interconnected group or system
- * an intranet is a private computer network that uses Internet protocols
& network connectivity to securely share part of an organization's information
- * the Internet is a global system of interconnected computer networks that interchange data by packet switching using the standardized Internet Protocol (IP) Suite. It is a "network of networks"

Web terminology



- A website is an accessible node somewhere on the Internet, written in hypertext mark up language ([html](#)), a code for telling the recipient computer how to present the material it has recovered.
- A website usually has a home page that serves as the starting point from which other pages can be accessed. A home page serves a function similar to the table of contents of a book.



More Web terminology.....

A uniform resource locator (URL) is a unique identifier that distinguishes a Web page from all other www pages

- A webpage is an HTML file that has a unique URL address on the WWW.
- A hypertext link (or link) is a region of a Web page that, once selected, causes a different Web page or a different part of the same web page to be displayed. The inclusion of links on a Web page allows users to move easily from one Web page to another.

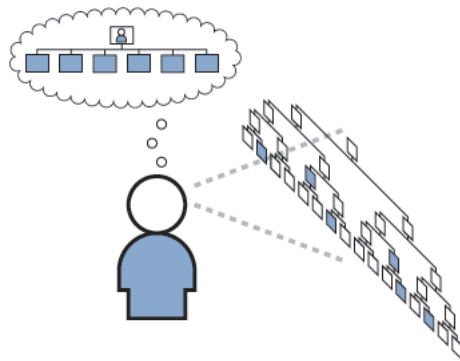
The Capabilities of the WWW

- Global reach
- Interactivity
- Support for multiple content types
- Support for transactions
- Online computing functions
- Support for active social spaces
- Support for system adaptivity and user customisation

(Farkas & Farkas 2002: 2)

The process of great web design

- Jesse James Garret guru of user centred design for the web



- JIG defines the elements 5 planes for of crafting user experience for web development

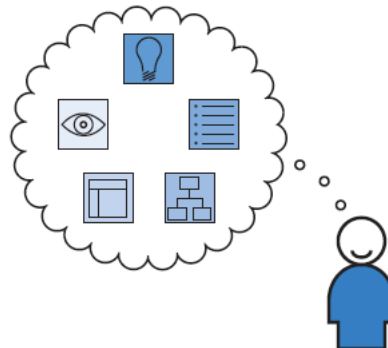
www.jig.net/elements

Five Elements of User Experience

- Jesse James Garret : The Five Planes for user experience

- The Surface Plane
- The Skeleton Plane
- The Structure Plane
- The Scope Plane
- The Strategy Plane

- Each plane is dependent on the plane below
- Alignment necessary so project doesn't derail !



Five Elements of User Experience

- Jesse James Garret : The Five Planes for user experience



- The Surface Plane



- The Skeleton Plane



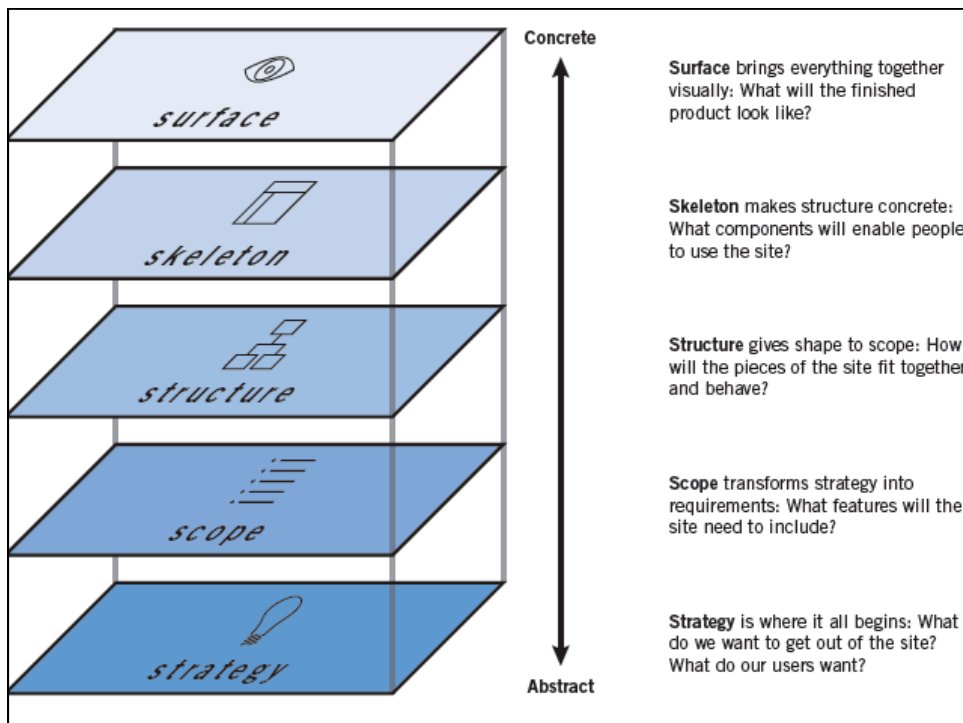
- The Structure Plane

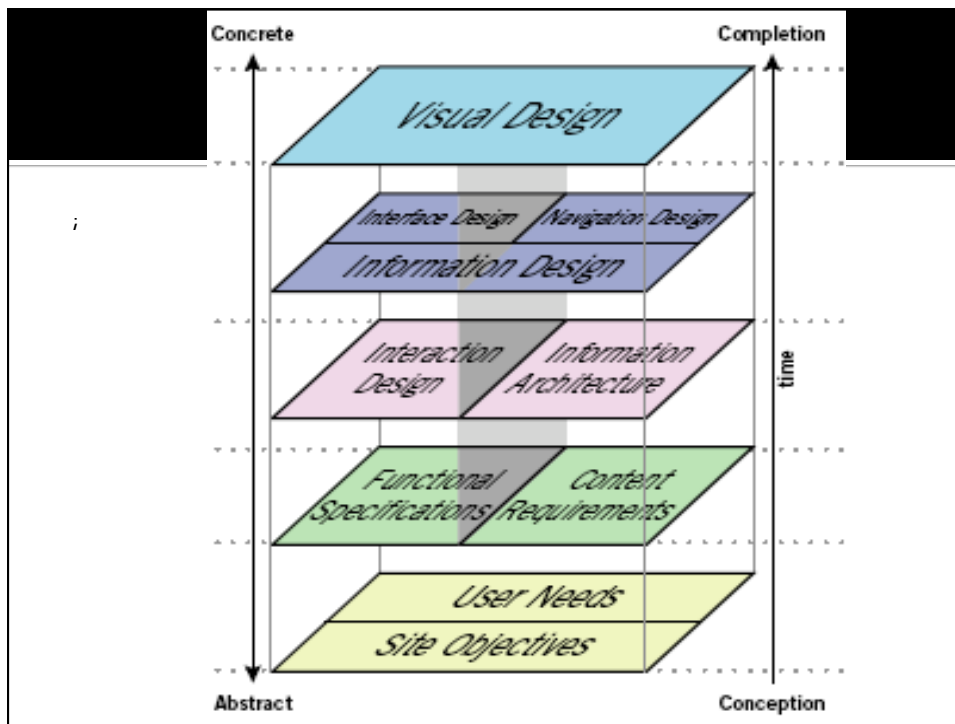


- The Scope Plane



- The Strategy Plane





Planning a project



- Define your purpose
- Define your audience
- Review other websites
- Establish your theme
- Establish your style
- Put together a content list
- Identify your content sources
- Work out your structure



Defining your purpose::



Websites are created for a vast range of specific purposes. Farkas & Farkas (2002:5) describe eight categories:

- Education
- Entertainment
- Providing news, public information, and specialised information
- E-commerce: Promotion/selling/support
- Web portals
- Persuasion
- Building and sustaining [community](#)
- Personal and artistic expression



Defining your Audience



- What is an audience and how do you define its needs?
- What are the [access](#) issues?
- Whom are you trying to reach?
- What are you trying to get them to do?
- What cultural mechanisms will be useful in achieving those goals?
- What will you need to build the meanings that tie you and the audience together?
- How will you demonstrate the authenticity of your site?

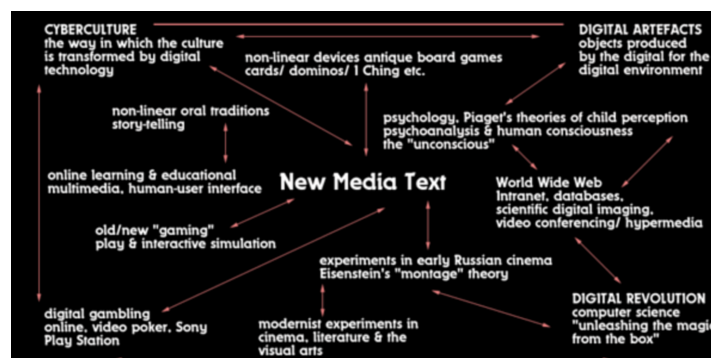


Reviewing other websites

- Look for [design](#) ideas you can borrow or adapt
- Embrace [conventions](#) that help users understand how the website works and that help them to achieve their goals
- (World Wide Web Consortium)
- Look to change accepted practices that are inefficient or [irritating](#) through overuse



New media text



Establishing your theme



- THE SURFACE PLANE
- The theme is the core message that connects your website to your audience.
- It will be expressed in your project's content: the words, images and overall appearance.



Establishing your style

- Style and content are closely connected.
- “Mood” is related to style but focuses on the overall effect rather than on specific techniques.
- Sketch out some ideas for designs, colours, images – what overall style do you want to achieve?
- Colour palettes & Typography

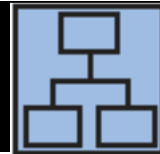
Information Design



- THE SKELETON PLANE : Information Design
- Why design information?
- What is good design?
 - Meets user needs
 - Comprehensible navigation
 - No 'hanging' links
- [Plan](#) and organise everything – label files clearly, keep materials together, keep images separately, keep as 'flat' as possible



Information Architecture



- THE STRUCTURE PLANE : Information Architecture

The process of "information architecture" should result in a document that defines the structure: usually a storyboard or a branching diagram showing pages the site will include and what kind of information on each page



Interface Design



- THE SKELETON PLANE : Information Design
- Why design interface?
- What is interface design?
 - Meets user needs
 - Comprehensible navigation
 - No 'hanging' links
- [Plan](#) and organise everything – label files clearly, keep materials together, keep images separately, keep as 'flat' as possible



Basic Design Principles



- Alignment – stick with the same one throughout
- Proximity – keep things that go together close to each other
- Repetition – maintain thematic continuity to identify site
- Contrast – create focal point through contrast
- Spellcheck – attention to detail means audience trusts your accuracy in other things

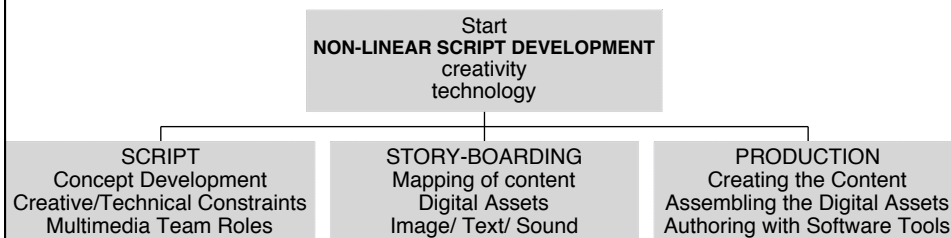


Site planning



- Integration of graphics & interface design in defining navigation
- Way-finding devices
- Software tools/ user motivation
- Design paradigms/ graphics interface
- Integration of image/ text/ sound

Models/ structures for concept development for new media content



Distinguishing features of interactive image/ sound/ text ?

Traditional narrative structure
begin/ middle/ end



"navigable" text
analogous to the "journey"

'realtime' audience readership/ cinema



Online participant *subjective* pathway through digital material

Linear text
"passive"



Active construction of the text multiple perspectives

Site planning



WEBSITE STRUCTURES– Visualisation of models

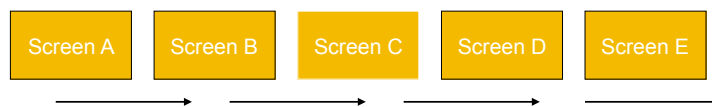
- Dominic Stansberry identifies – patterns for linking material together::
 - LINEAR structure
 - HIERARCHICAL structure
 - OPEN ENDED WEB structure
 - CLOSED WEB structure
 - MODIFIED WEB structure
 - COMPLEX interactive structures
 - MULTIPLE & PARALLEL BRANCHES
 - Infinite number of possible variations

LINEAR model



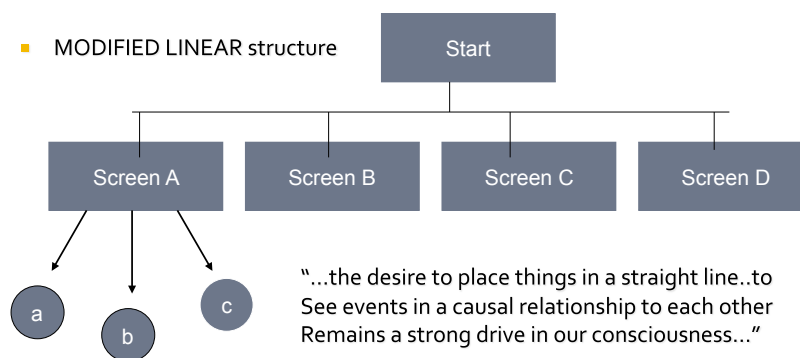
ANALYSIS OF MODELS – How are these models visualised?

- Stansberry identifies – patterns for linking material together
- LINEAR structure



MODIFIED LINEAR model

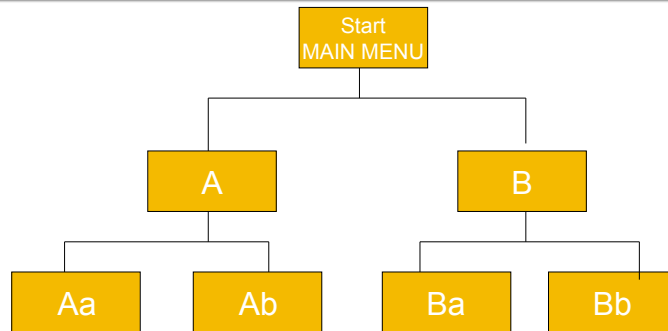
- MODIFIED LINEAR structure



“...the desire to place things in a straight line..to See events in a causal relationship to each other Remains a strong drive in our consciousness...”

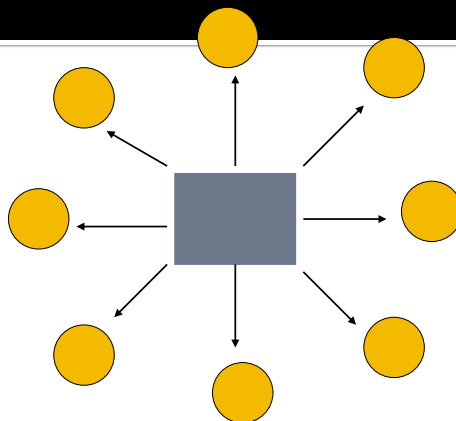
The modified linear structure makes more complex a model that drives the participant/player through material, one can't jump forward without experiencing x, y, z

HIRERARCHICAL model



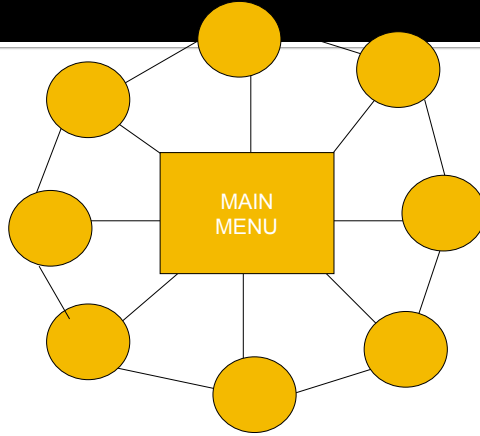
The user moves the general to the specific with an interactive program
In response to navigation options

OPEN ENDED WEB model



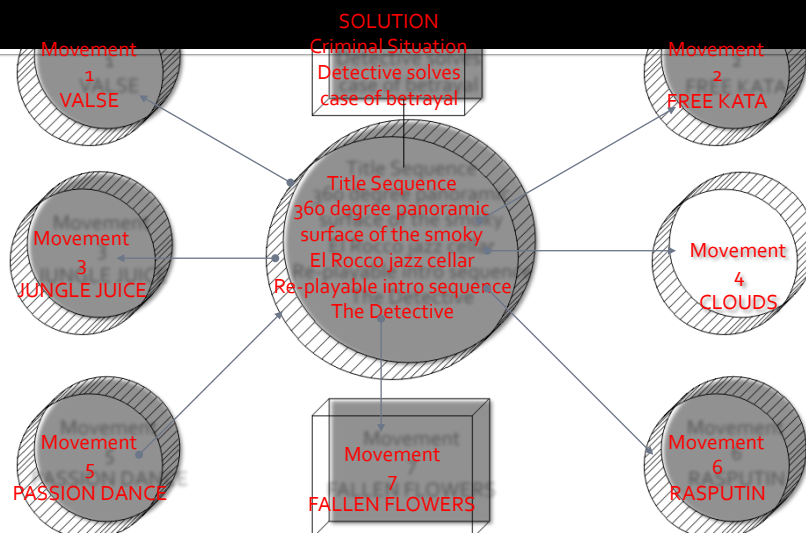
The potential to access the program areas from a central screen. Stansberry offers the Model of a childrens game THE MUSIC ROOM – a room containing musical instruments

CLOSED WEB model



This enhances the web structure by inter-connecting the peripheral screens

MODELS FOR CONCEPT DOCUMENT BLOWIN' AT THE ROCCO



BLOWIN' AT THE ROCCO: Saturday Night Opening Titles –
 Each story pathway is triggered by a visual icon in the music cellar.
 The Detective foregrounds each pathway with an image/text sound transition



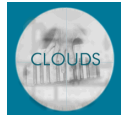
Path (1) Movement # 1 –
 VALSE Kings Cross &
 Bohemian Sydney



Path (2) Movement # 2 –
 FREE KATA *Crest of Freedom*



Path (3) Movement # 3
 JUNGLE JUICE
 International Influences
 on Australian Jazz 1968



Pathway (4) Movement # 4 –
 CLOUDS Australia 1968
 Iconic Cultural Imagery



Path (5) Movement # 5 –
 PASSION DANCE Serge Jr.
 & Tina meet on the Ship



Path(6) Movement # 6 –
 RASPUTIN
 Diasporic Music Memories

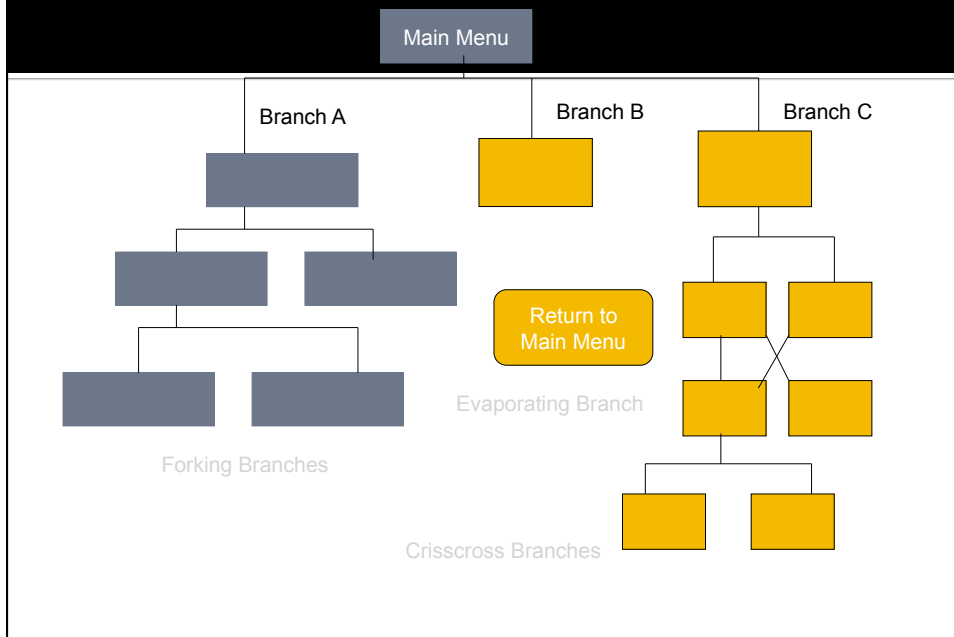


Path(7) Movement # 7 –
 FALLEN FLOWERS

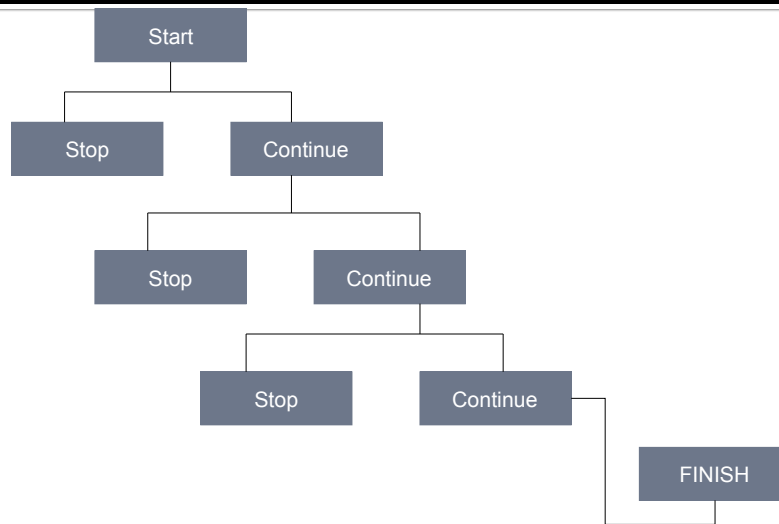


Path (8) Movement # 8 –
 SERGERY

FORKING, EVAPORATING, & CRISSCROSS BRANCHES structure



STEP LADDER BRANCH structure typical of game/quiz/training program



Evaluating a website

- Key issues
 - Authority
 - Accuracy
 - Objectivity
 - Currency
 - Coverage

Alexander & Tate (1999)

Recognising Website types

- Informational

Purpose is to present factual information. URL often ends with edu.au or gov.au

[Australian Bureau of Statistics](#)

- Advocacy

Sponsored by an organisation attempting to influence public opinion. URL often ends with org.au

[Amnesty International](#)

Authority

- Informational

1. Is it clear who is responsible for the contents of the page?
2. Is there a link to a page describing the purpose of the sponsoring organisation?
3. Is there a way of verifying the legitimacy of the page's sponsor? That is, is there a phone number or postal address to contact for more information (simply an email address is not enough)
4. Is it clear who wrote the material and are the author's qualifications for writing on the topic clearly stated?
5. If the material is protected by copyright, is the name of the copyright holder given?

- Advocacy

1. Is it clear what organisation is responsible for the contents of the page?
2. Is there a link to a page describing the goals of the organisation?
3. Is there a way of verifying the legitimacy of the organisation? That is, is there a phone number or postal address to contact for more information (simply an email address is not enough)
4. Is there a statement that the content of the page has the official approval of the organisation?
5. Is it clear whether this is a page from the national or local chapter of the organisation?
6. Is there a statement giving the organisation's name as copyright holder?

Accuracy

■ Informational

1. Are the sources for any factual information clearly listed so they can be verified in another source?
2. Is the information free of grammatical, spelling and other typographical errors (these kinds of errors not only indicate a lack of quality control, but can actually produce inaccuracies in information).
3. Is it clear who has the ultimate responsibility for the accuracy of the content of the material?
4. If there are charts and/or graphs containing statistical data, are the charts and/or graphs clearly labelled and easy to read?

■ Advocacy

1. Are the sources for any factual information clearly listed so they can be verified in another source? (If not the page may still be useful to you as an example of the ideas of the organisation, but it is not useful as a source of factual information).
2. Is the information free of grammatical, spelling and other typographical errors (these kinds of errors not only indicate a lack of quality control, but can actually produce inaccuracies in information).

Objectivity

■ Informational

1. Is the information provided as a public service?
2. Is the information free of advertising?
3. If there is any advertising on the page, is it clearly differentiated from the informational content?

■ Advocacy

1. Are the organisation's biases clearly stated?
2. If there is any advertising on the page, is it clearly differentiated from the informational content?

Currency

■ Informational

1. Are there any dates on the page to indicate – when the page was written?, when the pages was first placed on the Web?, when the page was last revised?
2. Are there any other indications that the material is kept current?
3. If the material is presented in graphs and/or charts, is it clearly stated when the data were gathered?
4. If the information is published in different editions, is it clearly labelled what edition the page is from?

■ Advocacy

1. Are there any dates on the page to indicate – when the page was written?, when the pages was first placed on the Web?, when the page was last revised?
2. Are there any other indications that the material is kept current?

Assessment 2

- Take your photograph or another and build a website that utilises the criteria for website assessment
- Authority
- Accuracy
- Objectivity
- Currency
- Coverage
- Theme and style
- Disability access
- Design issues
- Navigation

References

- Nancy DiNucci & Maria & Lynne Stiles, (2000), *Elements of Web Design*, Peachpit Press, USA.
- Jesse James Garrett, *The Elements of user Experience: User-centred Design for the Web*, New Riders, Peachpit Press, New York, 2003.