

SelfDesign

SelfDesign.org - Design Notes (draft)

V5 - February 28, 2014

Introduction

The site design mock-ups are static images, not a functional website. The intention of these mock-ups is to illustrate the general design direction, program and site elements. The mock-ups should serve as a reference for the general look and feel of the eventual website. In addition, the mock-ups do not reflect any real content. All images and written content are for illustration purposes, and again reflect general treatment. The flexible design system illustrated here will be articulated to create page layouts that serve the content requirements of each page.

Design Program vs. Site Design

The design for the SD.org site reflects the application of a flexible design program, as opposed to a template-driven site design. This approach allows room for effectively managing variable site content, and breathes life into the site. Pages can be built and ‘composed’ using well-defined design elements that can be combined to meet the specific content needs of pages and sections. This allows us to create fully dynamic pages, while still maintaining a cohesive sensibility across the site. Advantages of this approach include scalability and ease of implementation across the family of SD sites in the future.

Current Web practice.

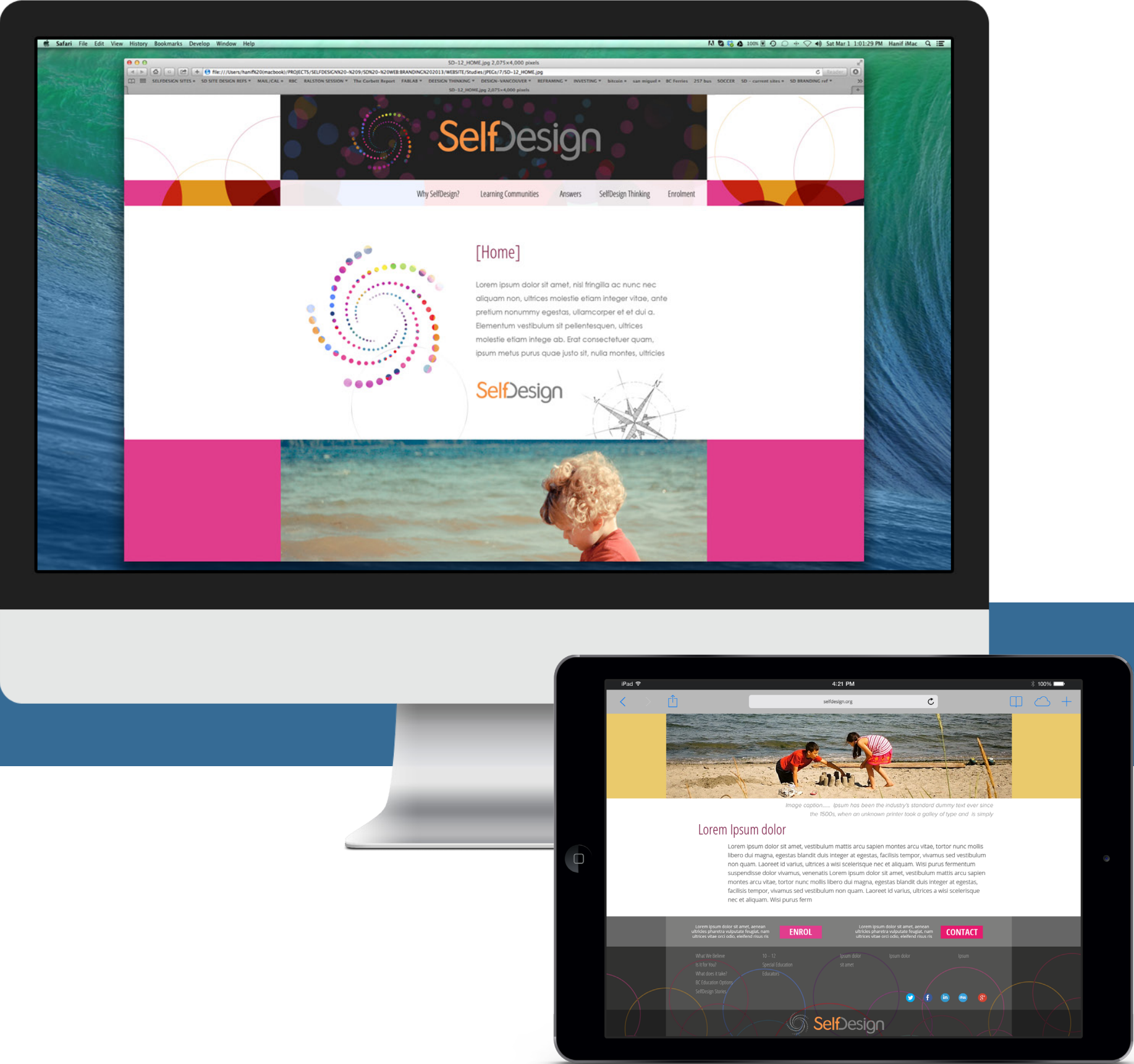
The site is designed to reflect current best practices in site design. It is focused primarily on ease of use, clarity, simplicity, readability and above all the quality of the user experience. The site design is intended to support easy comprehension and engagement with the site content, and to provide a sense of joy, pleasure and lightness. It is designed to offer a sense of possibility and opportunity in the engagement of a child’s education—an area often fraught with the pressure and fearfulness of such important decisions. The message is an oasis.



Responsive Web Design

SelfDesign.org will be a responsive site. Responsive Web Design is a design and implementation approach that provides an optimal viewing experience—easy reading and navigation with minimal resizing, panning and scrolling—across a wide range of devices, from mobile phones and tablets to desktop computer monitors. Page layouts on the site will be developed to adapt to the viewing environment by using fluid, proportion-based grids and flexible images.

Responsive Web Design

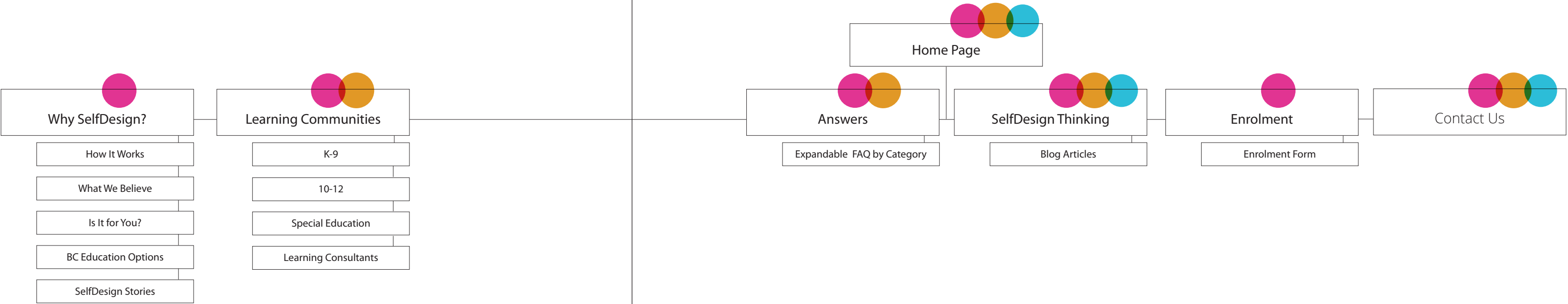


Site Navigation

The site navigation is designed to support a content architecture that manages a large content set through Progressive Disclosure. It is also designed to concentrate navigation options within a small area without overcrowding. The SD.org site brings together content from many previous sites, and the navigation is designed to provide a simple way to help users find content of interest.



Site Navigation



Top Banner

The banner area above the navigation is seen as a dynamic flexible space that can be re-purposed as required to reflect current interests at SelfDesign. It could be used to display photographic imagery or perhaps information about current initiatives at SelfDesign. It could also be used for specific campaigns or calls to action. One such campaign, which is illustrated in the site mockup, is the customization of the SD wordmark by members of the community. This campaign would see members of the community invited to participate in the creation of personal wordmarks. Selected wordmarks would link to artist profiles on the site—helping to create some transparency into the world of SelfDesigners, for site visitors and potential community members.



Top Banner



Spaciousness and Simplicity

The site design adopts a spacious attitude. It offers a less-is-more approach, which reflects and supports the site’s content. In the same way, as the content surfaces key value propositions and suppresses complexity, the site design minimizes dissonance and helps guide the eye through important areas of the pages. The design employs a generous use of white space, allowing site content and design elements to stand out. The message is one of openness.

Spaciousness and Simplicity

Sit amet, aliquam dignissim, vitae sed
arcumen estes aluvium

Lorem ipsum dolor sit amet, vestibulum mattis arcu sapien montes arcu vitae, tortor nunc mollis libero dui magna, egestas blandit dui integer at egestas, facilisis tempor, vivamus sed vestibulum non quam. Laoreet id varius, ultrices a wisi scelerisque nec et aliquam. Wisi purus fermentum suspendisse dolor vivamus Lorem ipsum dolor sit amet, vestibulum mattis arcu sapien montes arcu vitae, tortor nunc mollis libero dui magna, egestas blandit dui integer at egestas, facilisis tempor, vivamus sed vestibulum non quam. Laoreet id varius, ultrices a wisi scelerisque nec et aliquam. Wisi purus fermentum suspendisse dolor vivamus,rm



Lorem ipsum
Lorem ipsum dolor sit amet, aliquam dignissim, vitae sed arcu, elit sollicitudin lacinia conubia dapibus luctus. Donec nullam, porta proin, pulvinar sit dignissim quisque commodo, rutrum interdum soluta, ut vel in curabitur erat facilisi.
[Read more...](#)



Lorem ipsum
Lorem ipsum dolor sit amet, aliquam dignissim, vitae sed arcu, elit sollicitudin lacinia conubia dapibus luctus. Donec nullam, porta proin, pulvinar sit dignissim quisque commodo, rutrum interdum soluta, ut vel in curabitur erat facilisi.
[Read more...](#)





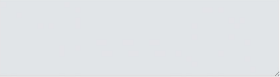
Lorem ipsum
Lorem ipsum dolor sit amet, aliquam dignissim, vitae sed arcu, elit sollicitudin lacinia conubia dapibus luctus. Donec nullam, porta proin, pulvinar sit dignissim quisque commodo, rutrum interdum soluta, ut vel in curabitur erat facilisi.
[Read more...](#)

Clear Information Design

The site design includes the use of clean simple information graphics to aid in the communication and understanding of the many options and choices facing users. The presentation of the complex information space of educational choices in easy-to-read visual elements is intended to promote a sense of clarity and manageability.

[Sample Form]

Lorem ipsum dolor sit amet, vestibulum mattis arcu sapien montes arcu vitae, tortor nunc mollis
 libero dui magna, egestas blandit dui integer at egestas, facilis tempor, vivamus sed vestibulum
 non quam. Laoreet id varius, ultrices a wisi sclerisque nec et aliquam. Wisi purus fermentum
 suspendisse dolor vivamus, vestibulum non quam. Laoreet id varius, ultrices a wisi sclerisque nec
 et aliquam. Wisi purus ferm

Lorem Ipsum	
Lorem Ipsum	
Lorem Ipsum	
Lorem Ipsum	
Lorem Ipsum	<input checked="" type="radio"/> <input type="radio"/>
<input type="checkbox"/> Lorem Ipsum	
<input type="checkbox"/> Lorem Ipsum	
	
	
<input checked="" type="radio"/> Yes	
<input type="radio"/> No	

Lorem Ipsum

Information Design

[Sample Table]

Lorem ipsum dolor sit amet, vestibulum mattis arcu sapien montes arcu vitae, tortor nunc mollis
 libero dui t, vestibulum mattis arcu s magna,

	COLUMN 1	COLUMN 2	COLUMN 3	COLUMN 4	COLUMN 5
Lorem Ipsum list item	yes	yes	yes	yes	yes
Lorem Ipsum list item	no	no	no	no	no
Lorem Ipsum list item	1	1	1	1	1
Lorem Ipsum list item	4	4	4	4	4
Lorem Ipsum list item	maybe	maybe	maybe	maybe	maybe
Lorem Ipsum list item	0	0	0	0	0
Lorem Ipsum list item	sure	sure	sure	sure	sure

Strong Horizontal Elements

The use of strong horizontal elements is designed to support a progressive engagement with content. It provides a rhythm through the content, and also functions as a device to frame different content areas throughout the site. The horizontal bands serve as a strong repetitive element throughout the site, without resorting to the rigour of fixed frameworks. They speak of flexibility and difference, and help users to differentiate certain content areas from the clean blocks of text.

Circles and Overlapping

The use of circles in the site is an important design element. The circles tie back into and reinforce the SD identity. They are used to simple effect as elements that tie things together, and provide a counterpoint to other site elements, providing a softer and more focused path to certain types of content.

Design Elements

K – 9



Lorem ipsum,
Dolor sit amet.
(Grade 8-9)



“

Lorem ipsum dolor sit amet, vestibulum mattis arcu sapien montes arcu vitae, tortor nunc mollis libero dui magna, egestas blandit dui integer at egestas, facilisis tempor, vivamus sed vestibulum non quam. Laoreet id varius, ultrices a wisi scelerisque nec et aliquam. Wisi purus fermentum suspendisse dolor vivamus, venenatis id

Image caption..... Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and is simply

Colour

The site design employs a generous palette of bright colours. The message is fun and playful. The lives of children can be dynamic and bright, and the use of strong colour reflects that. The colours are vibrant and are chosen to work together in an array of blends that can create combinations to shape many moods.

Photography and Imagery

The site is designed to minimize the use of photography, while still offering a visually exciting and engaging user experience. The design is intended to showcase a smaller number of higher quality photographic images. This provides opportunities to source fewer images from the existing media archives, and reduces the cost of commissioned photo shoots or image purchase. In addition, it will minimize the effort of managing and maintaining a site that requires ongoing image sourcing.

Colour - Image



vanilla5.com/selfdesign

Site Mock-Up

SelfDesign