

PROCESS BOOK

RPC WEB DESIGN

TIMOTHY ARQUITT

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CONCEPT

The initial concept for this design was to create a single page website that provides information in a user-friendly manner. The idea was to create a site that did not require the user to load multiple pages, but rather have all of the information they need right then and there. Also, this single page layout allowed for less data consumption on the users' end, which would increase the flow of traffic to the site.

From a design standpoint, the site was to be built around the client's color scheme and general aesthetic using blues and nature-like elements. For the type, the design needed a clean, legible font that complemented that of the logotype.

Finally, the client wanted the site to also be compatible across multiple devices, such as mobile phones and tablets. The idea was to adapt the desktop design and condense it down to mobile while keeping all the elements intact.

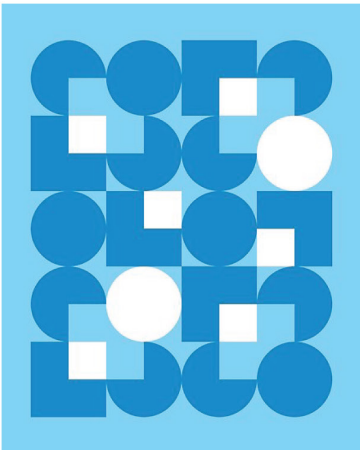
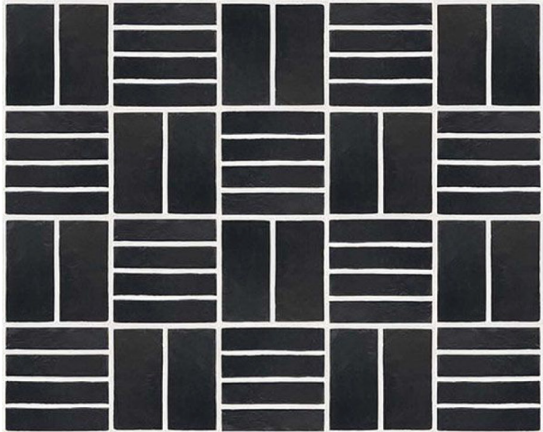
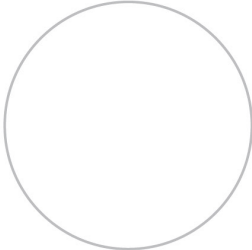
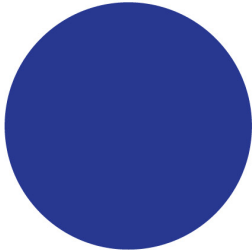
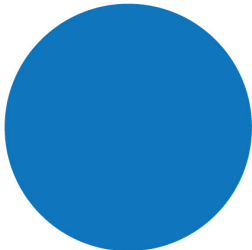
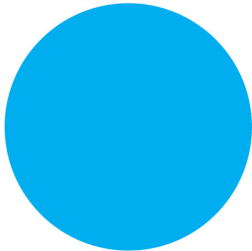
MOOD BOARD

I always start each of my projects off with a mood board (pictured on the right) so that I can get an idea of the direction I would like to go in. Mood boards provide great inspiration, as well as a reference point to come back and use to guarantee that the project keeps with the chosen style.

“Good design is like a refrigerator. when it works, no one notices, but when it doesn't, it sure stinks.”

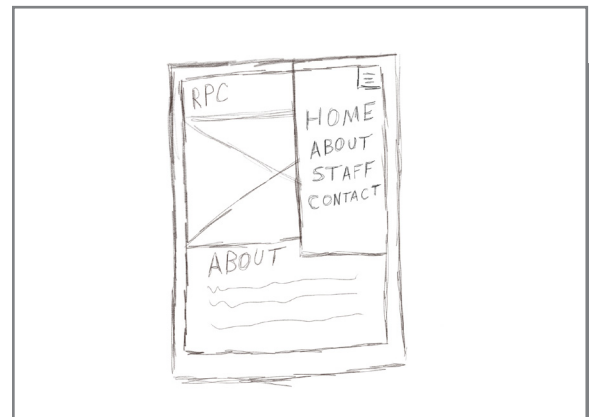
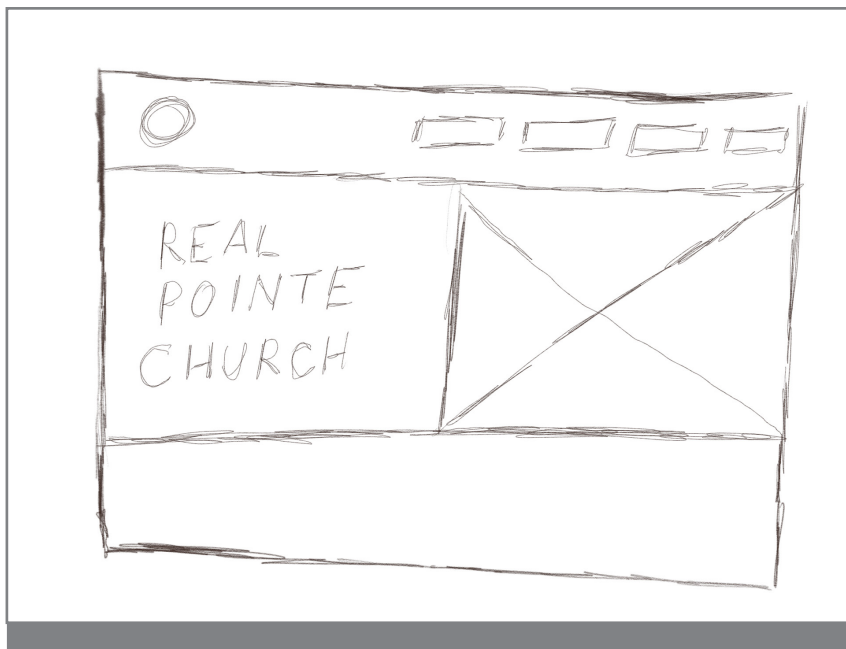
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INITIAL SKETCHES

After creating my mood board and gathering all of my ideas, I moved onto the sketching phase of my creative process. I started off with a few physical sketches with pen and paper. After getting a general idea of what I wanted, I moved my concept into Adobe XD. In XD I created a prototype site that allowed me to play around with what I felt would be the most intuitive UI design.



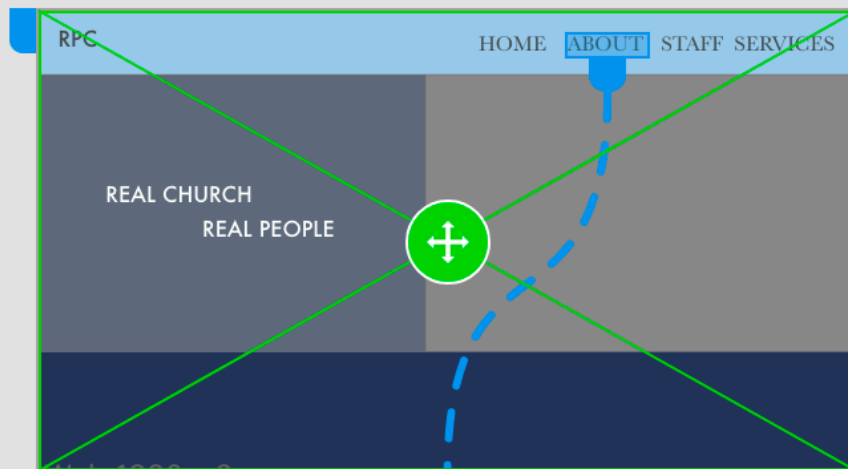
ADOBE XD

Web 1920 - 1

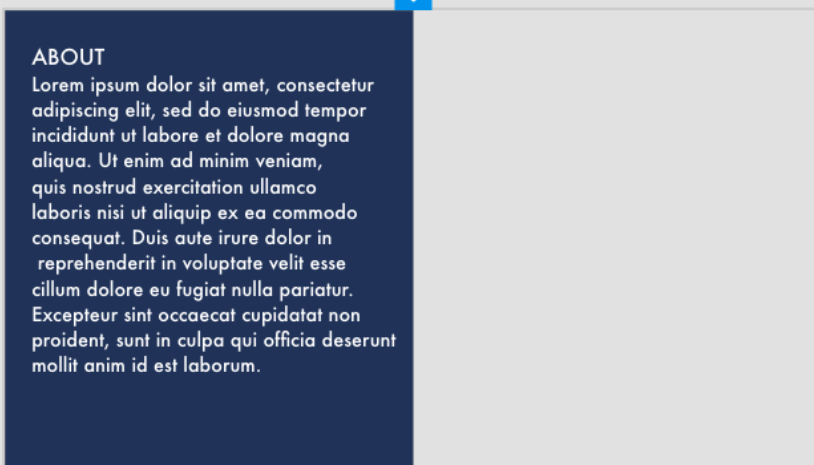
Web 1920 - 1



Web 1920 - 1

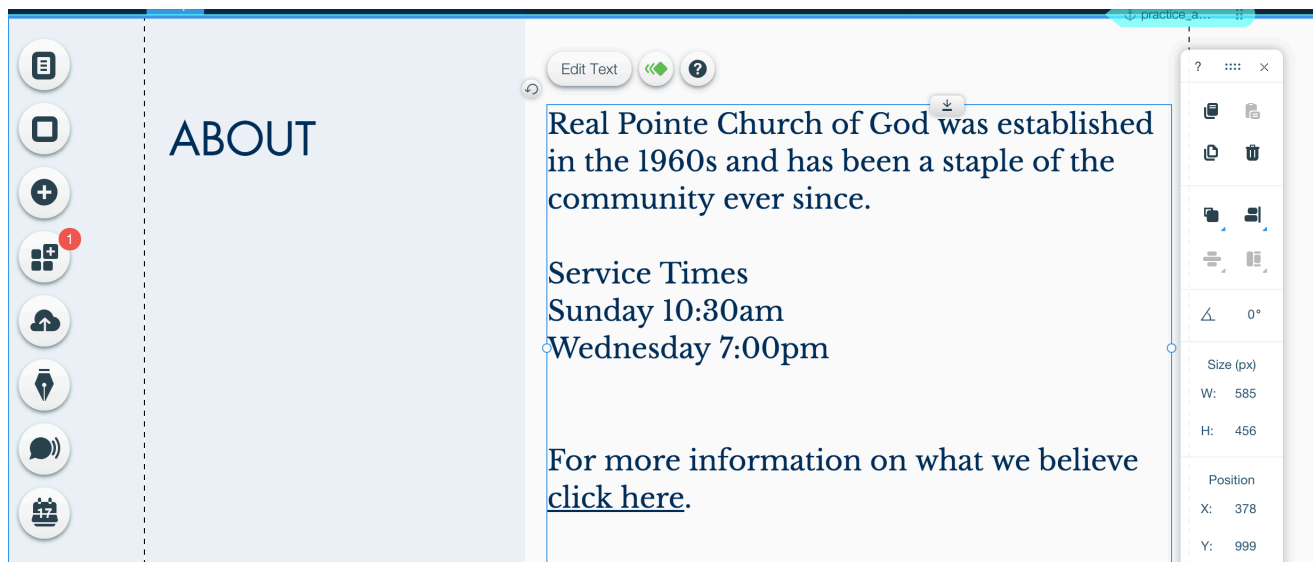
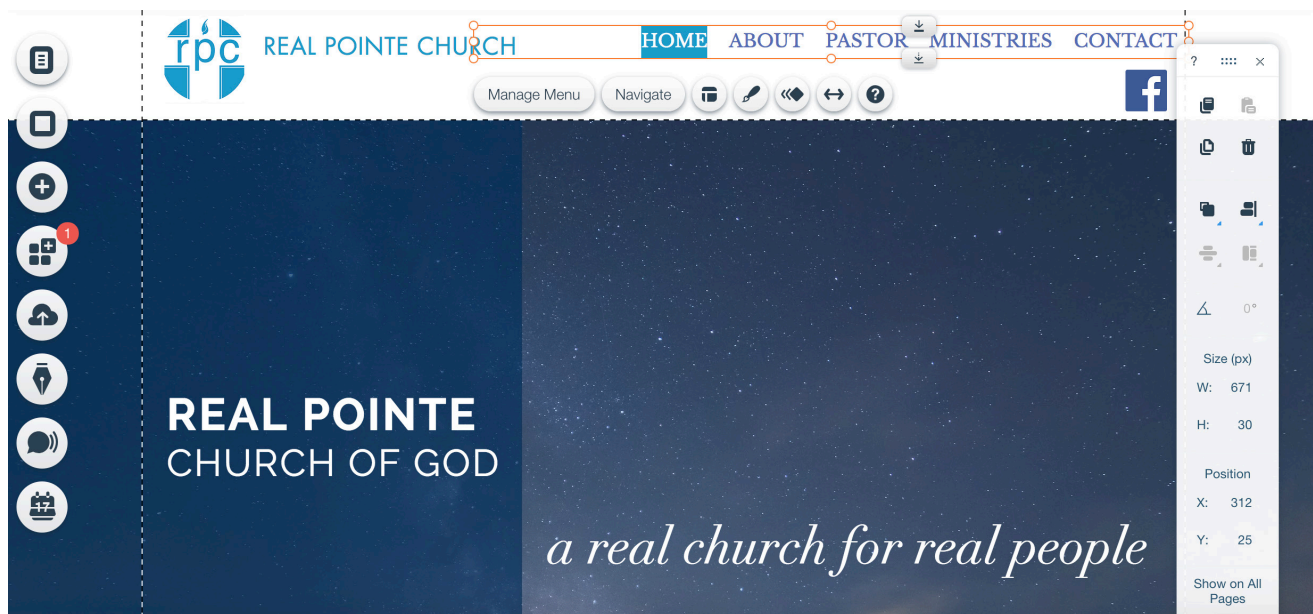


Web 1920 - 2



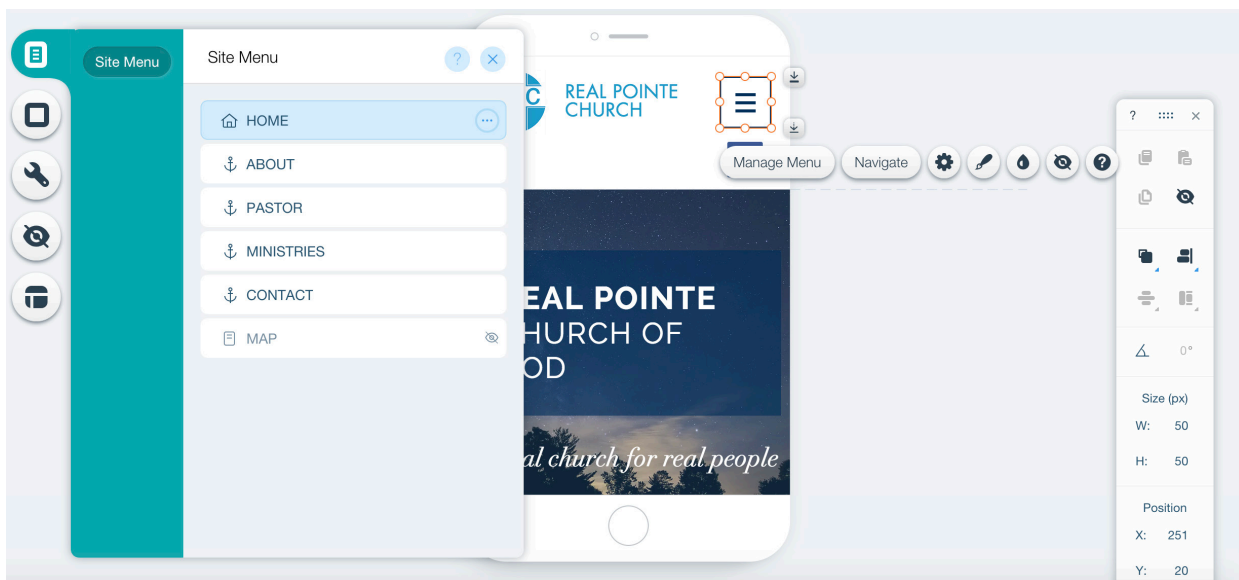
CRAFTING THE SITE

After I finished prototyping my design in XD, I started working on the site itself. My client requested I use a CMS (Content Management System) so that they could make minor updates in the future. When working in the CMS, I started with a blank template and began creating the different elements needed for the site. Elements I chose to work on first included the navigation menu, header and the different partitions used for separating information throughout the page. After crafting these key components of the site, I moved on to placing the actual content. During this phase, I applied my initial design ideas from XD as well as my knowledge of visual hierarchy to create a cohesive design.



MOBILE SITE

The desktop version of the site was now in its final stages. I felt it was important to begin work on a mobile version next, which was of the utmost importance due to the fact that most web traffic that sites receive are via a mobile device such as a smartphone. My desktop design carried over many elements when I worked on the mobile version, but some changes had to be made. I added what is commonly known as a “hamburger menu” or mobile menu that is hidden when not in use to save screen real estate for more important information. I also made adjustments to multiple images and the way they were laid out so that they were both aesthetically pleasing, as well as legible for the user.



FINAL VERSION

Finally, I tweaked my design until I felt it was what both my client and I felt worked best. The site was then published to the web with the client's domain name attached, ready for the public. The final version of the site was a cohesive single page design, which stayed true to the original concept.

