

Lesson 2 - Sitemap

Program: Graphic Design

Subject: Adv. Multimedia and Animation

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Overview & Purpose

In-depth study of the components of a site and the hierarchy necessary to prioritize and organize information for optimal user experience.

	Teacher Guide	Student Guide	
Objectives (Specify skills/information that will be learned.)	Creation of a site map that illustrates clear hierarchy Proper categorization of information Using card sorting to organize and prioritize information Utilizing team brainstorming activities to maximize results	Two 50 minute brainstorming sessions, lead by instructor Project: Card sorting (instructor to create cards from 2 days of brainstorming) Creation of Site Map Creation of Empathy Map	Materials Needed Hay, S. <i>Responsive Design Workflow</i> , 2013, New Riders. Chapter 2 <i>Microstructure vs modular structure</i> pages 14-16 <i>The Lazy person's content inventory</i> pages 16-18 <i>Progressive enhancement as design principle: The zero interface</i> pages 17-21 Sitemaps – The Beginner's Guide: The UX Review: http://theuxreview.co.uk/sitemaps-the-beginners-guide/ Mapping: UX For the Masses: http://www.uxforthemasses.com/resources/example-ux-docs/
Information (Give and/or demonstrate necessary information)	Lecture: Microstructure vs modular structure, information inventory, and progressive enhancement/the zero design interface Review Empathy: UX for the Masses Empathy Map		
Verification (Steps to check for student understanding)	Lead two 50 minute brainstorming sessions, preferably on a Friday and a Monday Assign project: Card sorting from the brainstorming sessions Assign project: Site Map Assign project: Empathy Map	Other Resources <ul style="list-style-type: none"> A Project Guide to UX Design, Second Edition by Russ Unger and Carolyn Changler. New Riders, 2012. 	