

Timing: 1 to 2 hours

Level: Ages 15 and up

# Design solution documents

## Activity Overview

Students write specific design documents to help them conceive their design project, as well as to communicate clearly with a client. In this activity, introduce how to create a design document to help students identify the goals, objectives, audience, delivery requirements, site content, site structure, and visual design for a web project.

**Note:** Portions of this activity align to the Adobe Certified Associate objectives. Within the instruction steps and technical guides, the specific learning objectives for the exam(s) are referenced with the following format: <sup>1.1</sup>

### Activity Objectives

#### Project management skills

- Developing a design solution document
- Analyzing to select best examples
- Synthesizing content based on analysis and reflection

#### Design skills

- Applying information architecture
- Designing for a specific audience and purpose

#### Research and communication skills

- Communicating purpose and goal
- Communicating and presenting design decisions

### Project Assets

- *Worksheet:* Design document <sup>1.1, 1.2, 1.5, 2.5, 2.6</sup>

### Background preparation resources

[Technical and content information](#)

[ISTE NETS\\*S Standards for Students](#)

[Adobe Certified Associate objectives](#)

## Activity Steps

1. Explain to students that the goal of the activity is to create a design document for a web project.
2. Ask students to think about their websites and what design elements would make their sites consistent,<sup>2.1</sup> Some guiding questions include the following:
  - What font will you use for titles or headings in your content pages?
  - What color will you use for titles or headings in your content pages?
  - What font will you use for descriptions in your content pages?
  - What color will you use for the description font?
  - Where will you place the navigation bar on the page?
  - What content will be on the navigation bar?
  - Will the navigation bar be on every page?
  - Will every page have text navigation?
  - How will your navigation bar and text navigation help visitors know which page they are on?
  - Does the client have a logo or other design element that could drive the design?
  - Will the website be viewed on multiple devices with different screen sizes and form factors?
3. Distribute the *Design document* sample worksheet<sup>1.1, 1.2, 1.5, 2.5, 2.6</sup> and introduce the concept of a design document by outlining the sections students need to include, with a brief explanation of each section:
  - Project overview: List site challenges and possible solutions to address the challenges. Students might include examples from other sites that address these challenges well.
  - Goals, objectives, and messages: List goals, objectives, and messages of the site.
  - Audience: Write a brief description of the intended audience for this site.
  - Delivery requirements: List the delivery requirements for this site (browsers supported, devices supported, minimum connection speed). Be sure to include any constraints the delivery requirements place on the site design and content.
  - Site content: Give an inventory of the home page and content pages, including standard structures on the pages. Be sure to indicate the use of tables, headings, and indentation to maintain page structure consistency and hierarchy.
  - Site structure: Draw a flowchart of the site to illustrate the information architecture.
  - Visual design: Include at least two color and font samples.
4. Using the worksheet, have students write a design document using a scenario like redesigning their school website, a website about themselves, a website for their favorite sports team or band, or a web project that they are currently working on. Explain they should use their knowledge of information architecture and usability. If, they conducted a client interview, have them include their conclusions from the interview.

**Note:** It is recommended that students have already been introduced to the *Information architecture* and *Analyzing websites* activities.
5. Explain that in a design document they should identify, in the content section, any copyrighted material they plan to include, as well as their strategy for acquiring permission to use such material.

6. Depending on the project they are creating the design document for instruct students to revise them after any of the following occur:
- They receive client feedback, such as getting approval on a design comp.
  - They complete a review and redesign cycle.
  - They conduct a focus group.

### Assessment:

	0 – Does not meet expectations	3 – Meets expectations	5 – Exceeds expectations
<b>Design solution document</b>	Absent or incomplete.	Students create design documents that include site goals, objectives, and messages; site audience; delivery requirements; site content overview; site map/ flowchart; font and color samples; and visual design mocks.	Students create design documents that include detailed analysis of the site goals, objectives, and messages; site audience; delivery requirements; site content overview; site map/ flowchart; font and color samples; and visual design mocks.

### Background preparation resources:

- For more teaching and learning resources on the topics in this project, search for resources from the community on the Adobe Education Exchange: <http://edex.adobe.com/>

#### Design document

- A sample design document process from the Center for Advancement in Teaching: <http://cat.xula.edu/tutorials/planning/designdoc>

## ISTE NETS\*S Standards for Students

This project is aligned to the ISTE NETS\*S Technology Standards. Depending on the subject and content area the student selects you may research your own state content standards to see how this project aligns to your state requirements.

### ISTE NETS\*S: Curriculum and Content Area Standards – NETS for Students

#### 1. Creativity and Innovation

Students demonstrate creative thinking, construct knowledge, and develop innovative products and processes using technology. Students:

- c. use models and simulations to explore complex systems and issues.

## Adobe Certified Associate Exam Objectives

### Adobe Certified Associate, Web Authoring objectives

- 1.1 Identify the purpose, audience, and audience needs for a website.
- 1.2 Identify web page content that is relevant to the website purpose and appropriate for the target audience.
- 1.5 Make website development decisions based on your analysis and interpretation of design specifications.
- 2.5 Demonstrate knowledge of flowcharts, storyboards, wireframes, and design comps to create web pages and a site map (site index) that maintain the planned website hierarchy
- 2.6 Communicate with others (such as peers and clients) about design and content plans.

### For more information

Find more teaching materials for using Adobe software in your classroom on the Adobe Education Exchange: <http://edex.adobe.com/>.



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)

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