JAMES TEERLINK

not your typical designer

www.jteerlink.com

Interaction Design Style Guide | Development Guidelines

Fall 2009 BYU-Idaho

CONTENTS

Section 1 | Information and Planning
Introduction
Audience Identification
User Scenarios
Site Objectives
Marketing Plan
Site Map

Section 2 | Style Guide
Layout and Composition
Grids
Pages
Blog entries
Blog comments
Typography and Style
Identity and Color palette

Section 3 | Development
Plugins and Extras
Looking forward

INTRODUCTION

This site serves many purposes and is meant to be flexible and expandable.

First and foremost it is a portfolio site which showcases my important graphic design pieces and provides a way to represent my work.

Second the blog provides a place where I can write and post about design and advertising and stay current in the industry. I plan to blog often and also re-post interesting entries from other blogs that interest me. The structure of the site is meant to be expandable and flexible with additional content in the future. The idea there is to not have to re-design my website every time I have an idea or a need to expand.

Finally the site will be used when I apply for work as a a point of reference. My portfolio, contact information and resume will all be available for viewing. Hopefully the presentation of these things will indicate that I am capable of the work that I apply for. My goal is to get a job with this site.

AUDIENCE (USER) IDENTIFICATION

Friends and family will initially be who are referred to the site. As I network and try to find a job they will refer others as well.

Potential employers: Particularly HR and Creative Directors at advertising agencies or design firms will be visiting my site as I apply for work and send out my resume.

Fellow designers will begin to look at my site as I refer to their work and become more integrated into the online design community.

General audiences may come to my site through articles I write, photos I post and other content will feed people in through search engines.

USER SCENARIOS

Friends and family will enter my site through the homepage, then will explore each page. Family and friends will spend the most time on things they don't know about me like the blog and portfolio.

HR and Creative Director users will be pointed to my portfolio and resume pages through applications and emails, but will most likely look at the rest of the site in a pretty quick fashion to get an idea of who I am.

Fellow Designers will mostly be drawn in through my blog entries or new portfolio pieces. Once they know me they will not be visiting the about me or contact pages.

General users will land on particular blog entries or portfolio entries based on their search engine results or other related browsing. They may land on any page, but then check out the other pages to see what it is about. The prominent site identification and clear navigation will help them make decisions about what my site is about- either way if they come to my site they will be giving me traffic.

SITE OBJECTIVES

Plain and simple, the chief objective of my site is get a job. The site will be a hub where I point people through job applications, internship applications, business card referrals etc. It is where I show I am active in the design community and get to showcase my own work. It is where I show I am competent and available for hire. To do this I want to embody my work and to target professionals in Advertising agencies and Design firms.

To help the site content communicate the right things to the right people I must first have an understanding of my tone and what questions I must answer in order to be an effective designer.

What do I want to say?

I want to say that I am a capable, motivated, and talented designer. This should show through my thoughtful choice of words, carefully crafted sentences that communicate and leave the viewer excited for more. Visually I want to show the same, that I am capable, motivated and talented. In other words I want my site to say "you can hire me" because "you can trust me based on what you see here."

Who do I want to say it to?

I want to speak to the design community specifically in the advertising and marketing world. Potential employers are my primary target audience. My secondary audience would be friends, family and people referred by images or keywords onto my blog.

How do you want to say it?

I want my style of writing to be enticing and engaging. ally want people to get a sense of who I am. I want po employers to feel like they know me before my intervi want the call to action to be clear and direct.

How do you want your audience to respond?

I want potential employers to be drawn to the portfoli and find something that resonates with them and mak memorable. I want their user experience to be non-di ing and smooth. Links should work the way they are r to. There are no dead end pages on the site. Ultimatel want potential employers to contact me through email phone and tell me they would like to interview me or e hire me. My secondary audience should be motivated share or comment about what they have seen and expe enced.

MARKETING

Making my goals measurable and traceable

Getting a job from the website would be really nice. To do so effectively I need to track site traffic and flow. I would like potential employers to spend time on my portfolio and to contact me through my contact form or email. I have a dedicated email address that will only recieve email from my site. I would like to recieve at least 2 emails every week.

To track site traffic I will be using the Wordpress plugin StatPress Reloaded. I will also be using Google Analytics. I want to know how people are coming to my site and what is working. I will be able to make adjustments to layout or content based on where people are visiting from. The more information I have about my site the better.

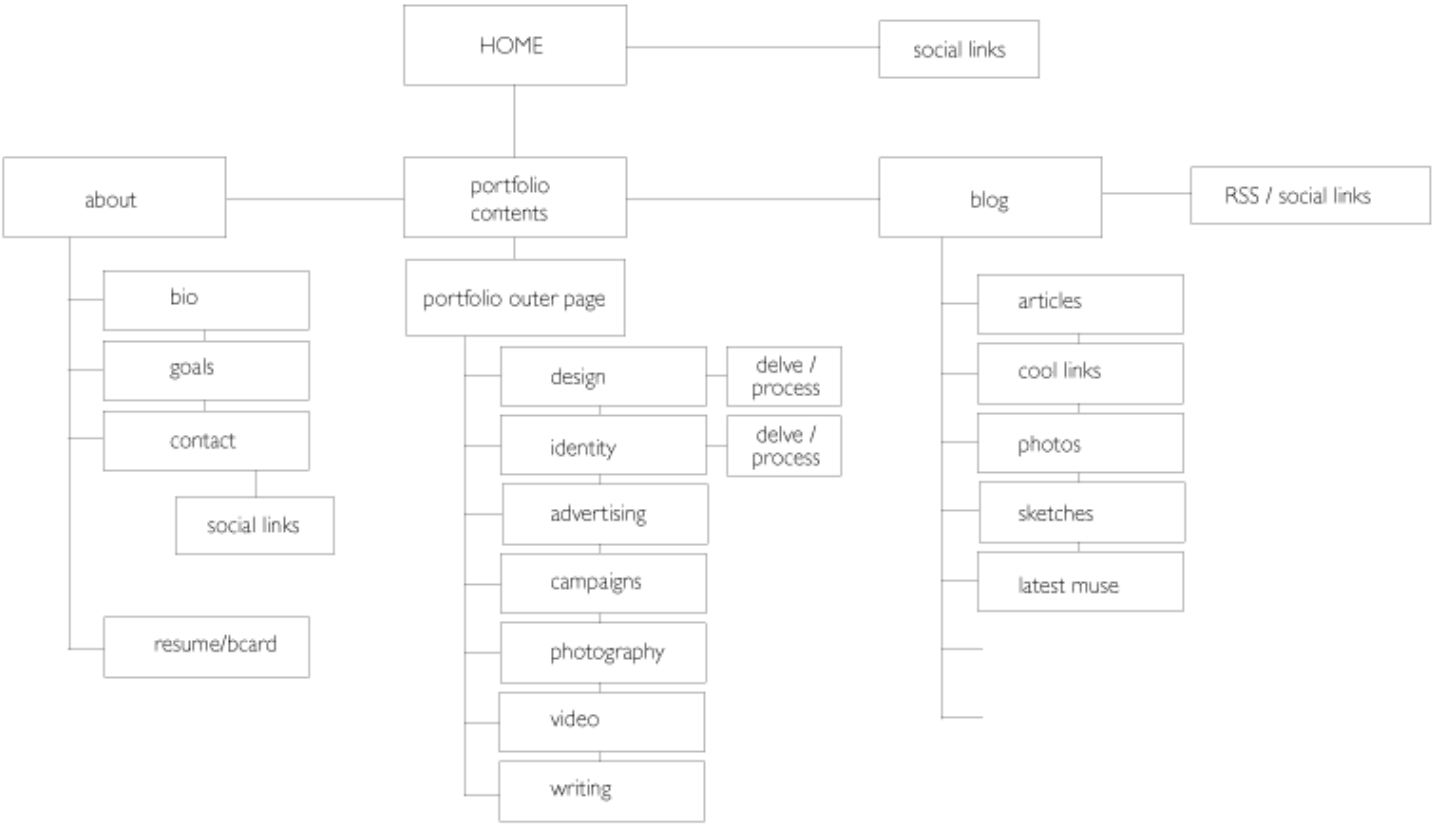
Increasing organic search results

I intend to make my homepage and other pages SEO friendly and have them generate relevant search results that will link to my site. I can also register my domain with all the major search engine sites including: Google, Bing, Yahoo, Ask, Dogpile, and Alexa.

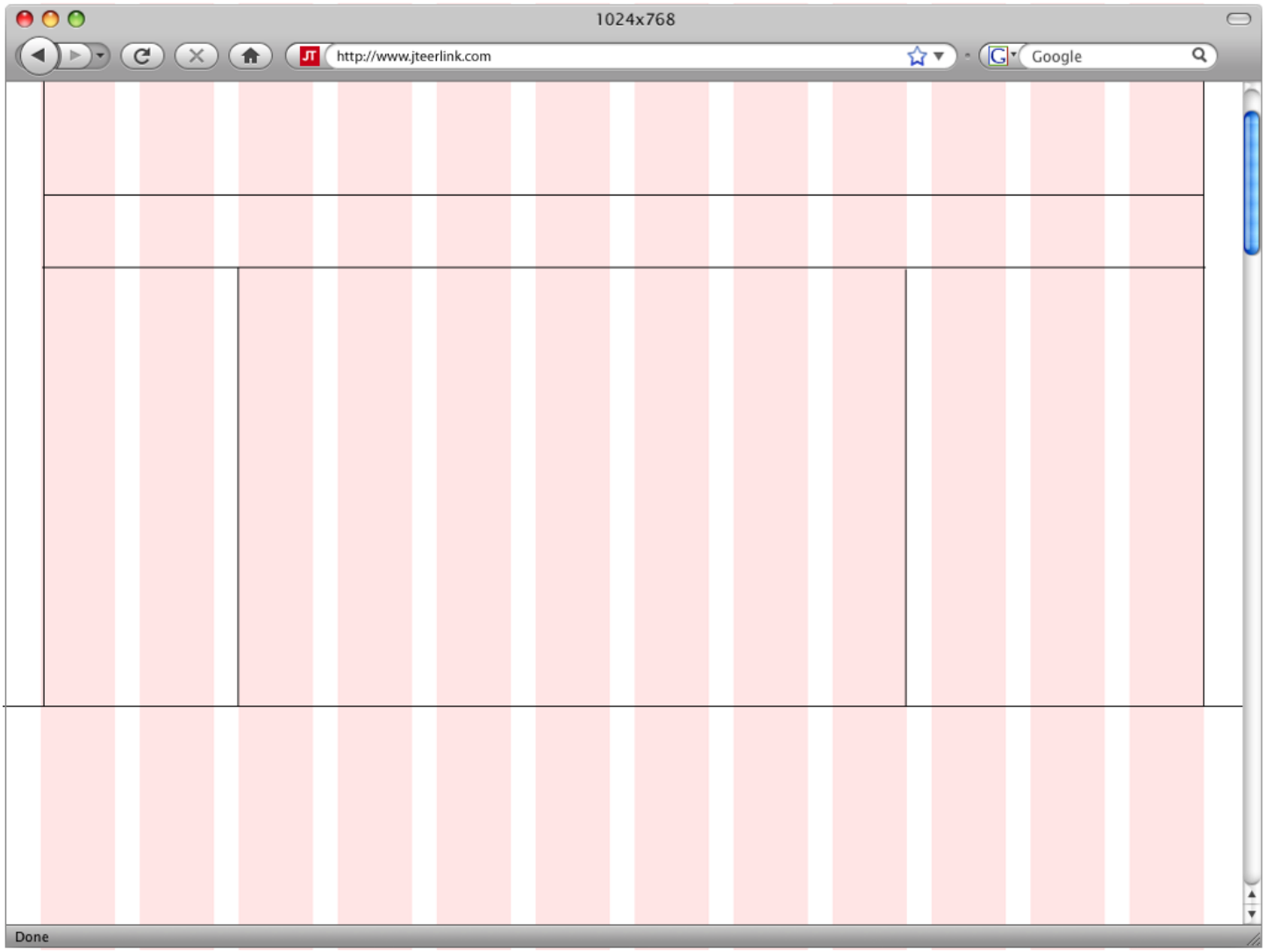
Social Tactics

In my header I have links to all the social networking sites that I participate in. I will also have links on each of my social networking sites to my homepage and portfolio. Twitter is the hottest social site right now. I have found a plugin called Tweetboard, which allows Twitter users to tweet directly to me from my site, they can also see a feed of my recent tweets and join my conversations. Social elements will help keep my site a living place and will also drive traffic.

SITE MAP


HOME
social links
about
portfolio contents
blog
RSS / social links
bio
goals
contact
social links
resume/bcard
portfolio outer page
design
delve / process
identity
delve / process
advertising
campaigns
photography
video
writing
articles
cool links
photos
sketches
latest muse

LAYOUT GRID

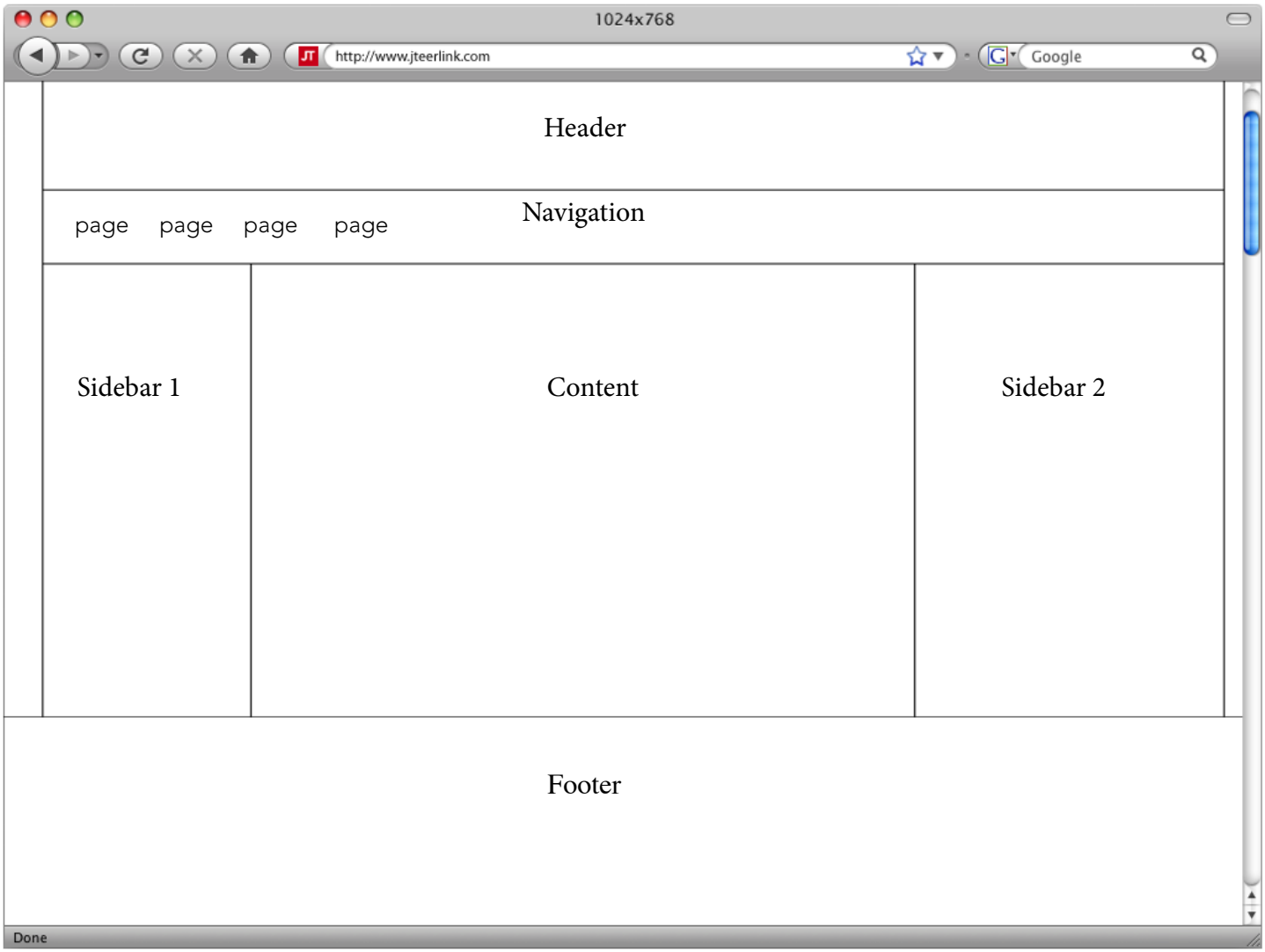


960 pixel 12 column grid

Static Pages

The Homepage, About page and similar pages are static pages which use the structure outlined above. I used the 12 column grid structure from 960.gs. It provides even chunks for dividing the page and determining position. Some elements are more flexible that others. For instance, what goes into the content or sidebars is influenced by which page it is for. The home page will have SEO friendly text in the content area with links to other portions of the site, providing an overall look and feel of the site while educating a first time visitor. The about page will have more related links in the sidebar that are related to information about me like Resume' and jobs i've worked, or a contact form.

LAYOUT DIVS



Wireframe with sections

Static Page Divs

Each element will be present on all static pages, but they might just look or function differently.

The header, navigation and footer will be present throughout the site and provide a consistent look and feel to the flow of the site. Appropriate padding and margins will need to be considered in implementation of divs and content for each.

The footer may seem prominent on a static page, but on a dynamic page it will become more of a period to the end of a sentence. I did not want to give it a different height on the static pages, because I want that element to be recognized on other pages. Eventually the content on the footer will become more dynamic and useful for site visitors.

The Header is 960 x 90 pixels

The Navigation is 960 x 60 pixels

The Content container is 540 x 368 pixels

Sidebar 1 is 160 x 368 pixels

Sidebar 2 is 240 x 368 pixels

The footer is 100% x 250 pixels

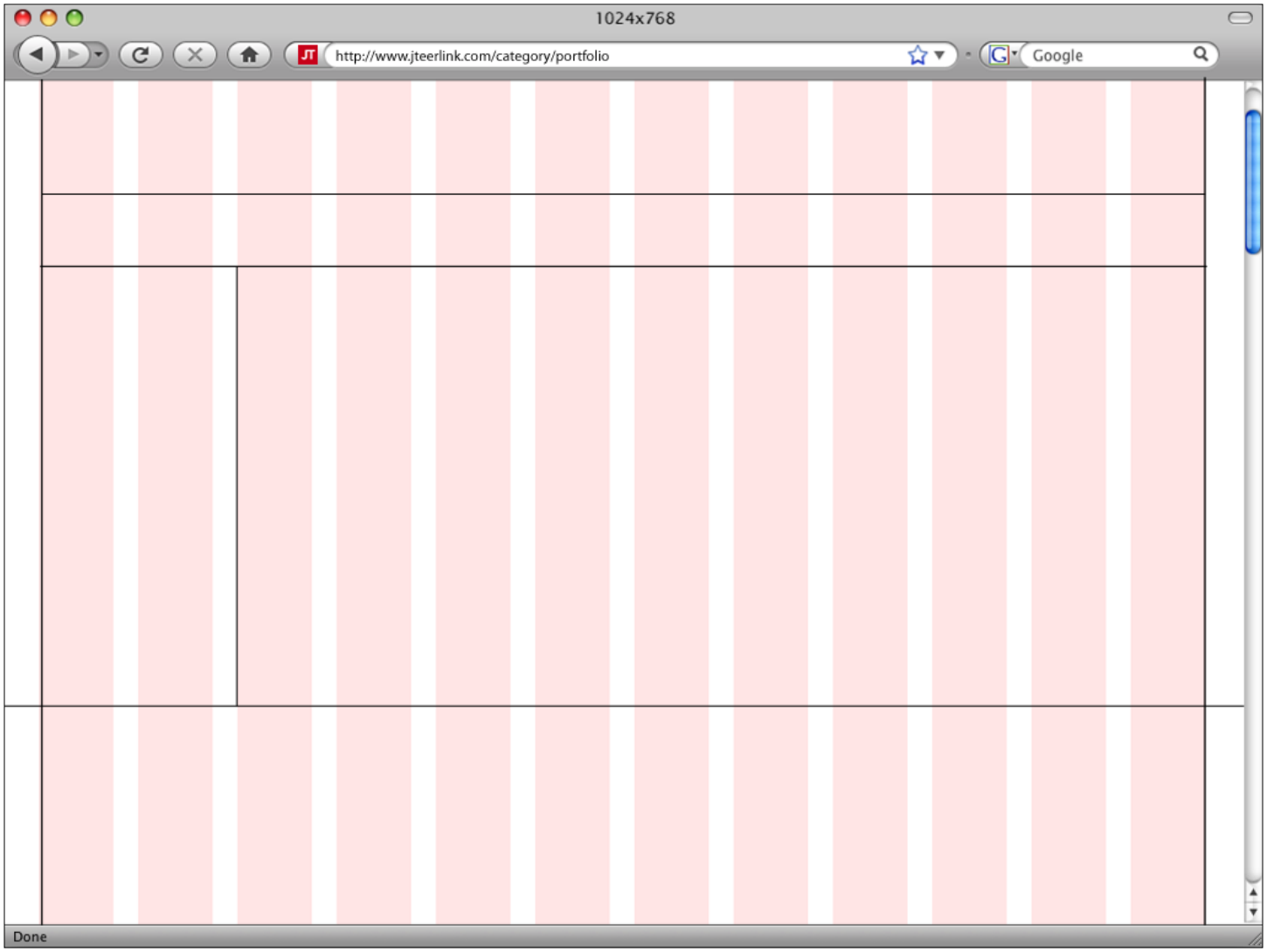
Photoshop mockup of a static page

Static Page Design Comp

Even though this is not a completely accurate depiction of my site. It provides a general idea of what I would like my homepage and other static pages to look like. When in question you should be able to look at this and understand the basic elements of how I want things to look. Spacing, color and functionality all get there look here.

The divs provide the structure, but there is 10px of margin on the left of sidebar 1 and to the right of sidebar 2. Additionally 20 px of margin needs to be added between the sidebars and the content area. Padding within each sidebar varies, but is at least 10px.

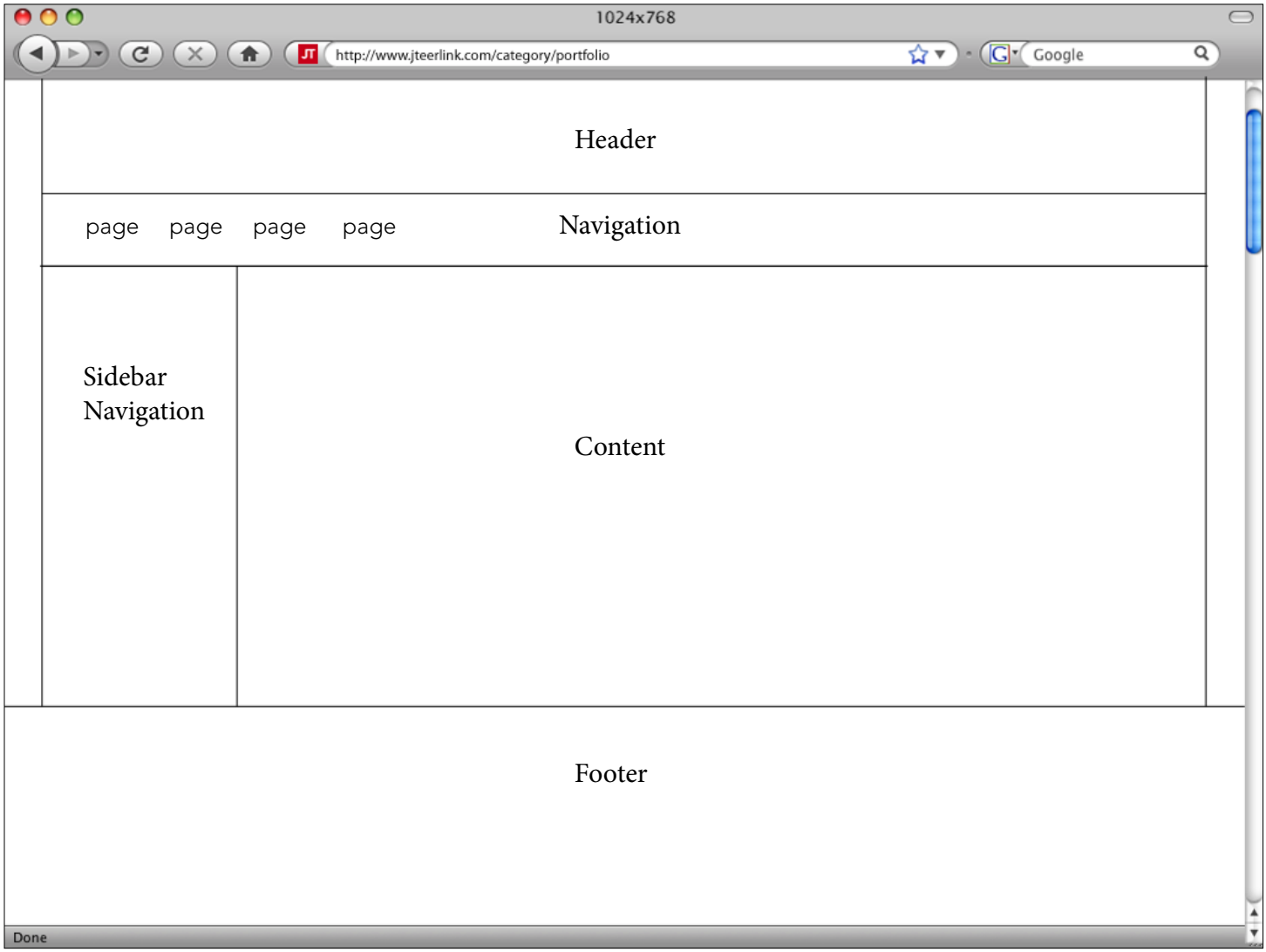
LAYOUT GRID



Portfolio Outer Page

My portfolio outer page will also be static. The right sidebar (sidebar 2) goes away and the left sidebar turns into a navigation bar for portfolio pieces. The main content area opens up for multiple photos of projects which will also link to individual portfolio pieces or categories. The footer, header, and navigation stays the same and provides the functionality of identification, search, page links and social links.

LAYOUT DIVS



Portfolio Outer Page Div Structure

The structure does not differ that much from the other static pages. What goes in the content and sidebar differ greatly. The sidebar navigation will prompt exploration of each category. The content section is much more visual and interesting than the other static pages. It also has much more room to work with and showcase my design work. Again the header, footer, and navigation all stay the same for continuity.

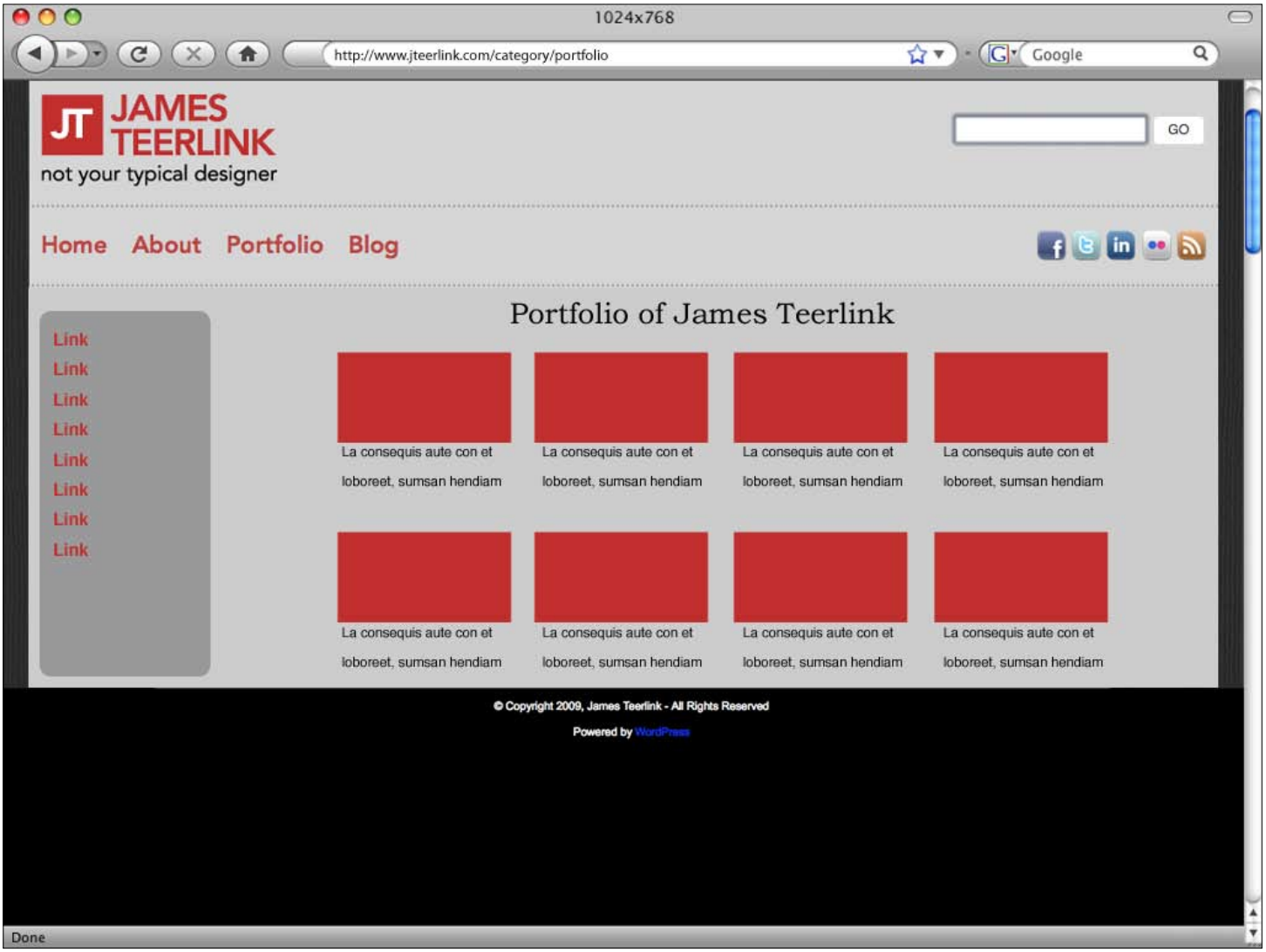
The Header is 960 x 90 pixels

The Navigation is 960 x 60 pixels

The Content container is 780 x 368 pixels

Sidebar 1 is 160 x 368 pixels

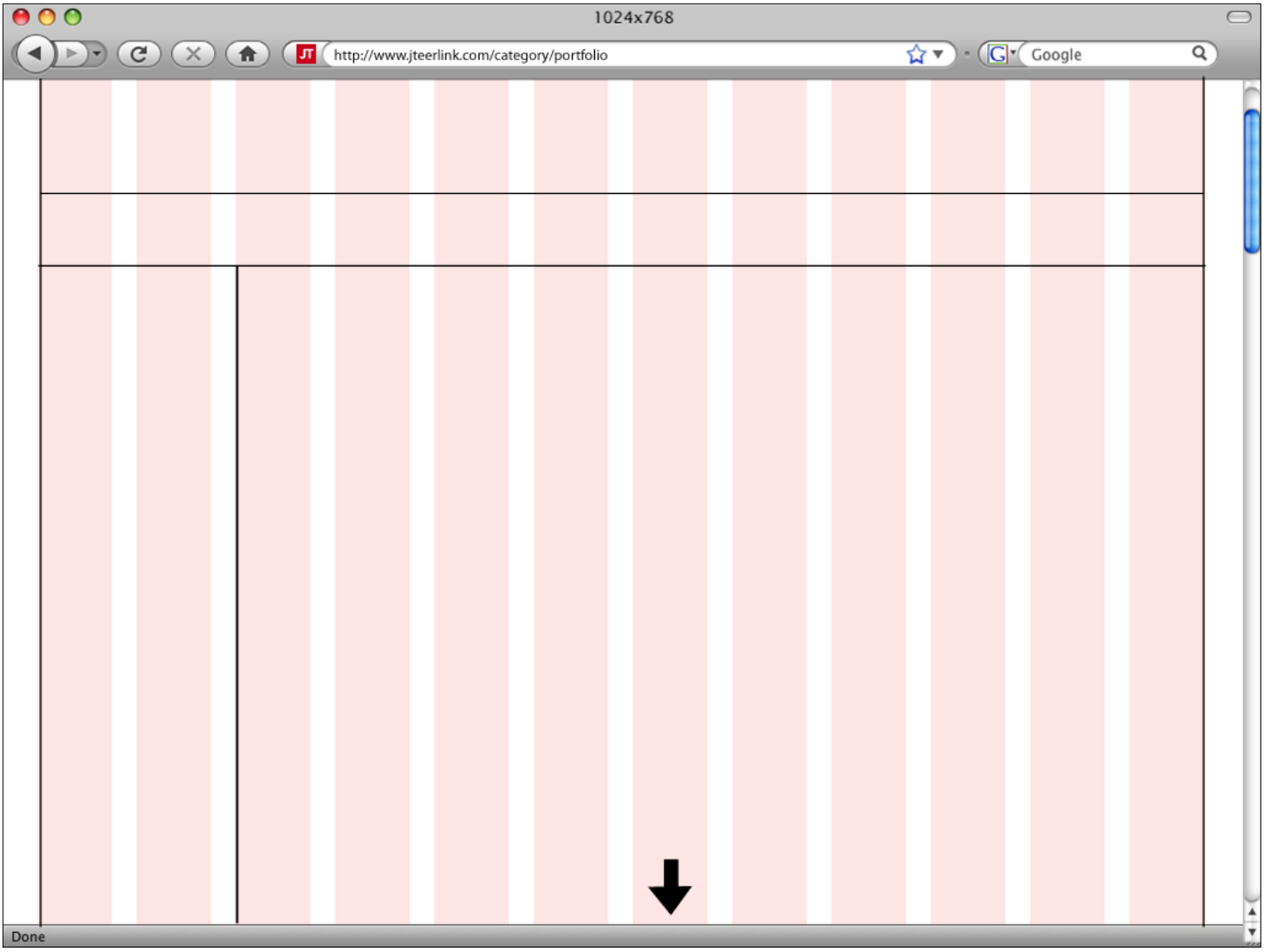
The footer is 100% x 250 pixels



Portfolio Outer Page Design Comp

The outer portfolio page will be an overview of what I have done. It should be able to provide visitors with an at a glance view of my work and capabilities. It should also entice people to click and explore each project in more detail. The sidebar navigation may seem redundant, but it also is a way to silo projects into particular areas, whereas the content area is a general mix of my experience. The nice thing is that it still feels like the same website as the other pages.

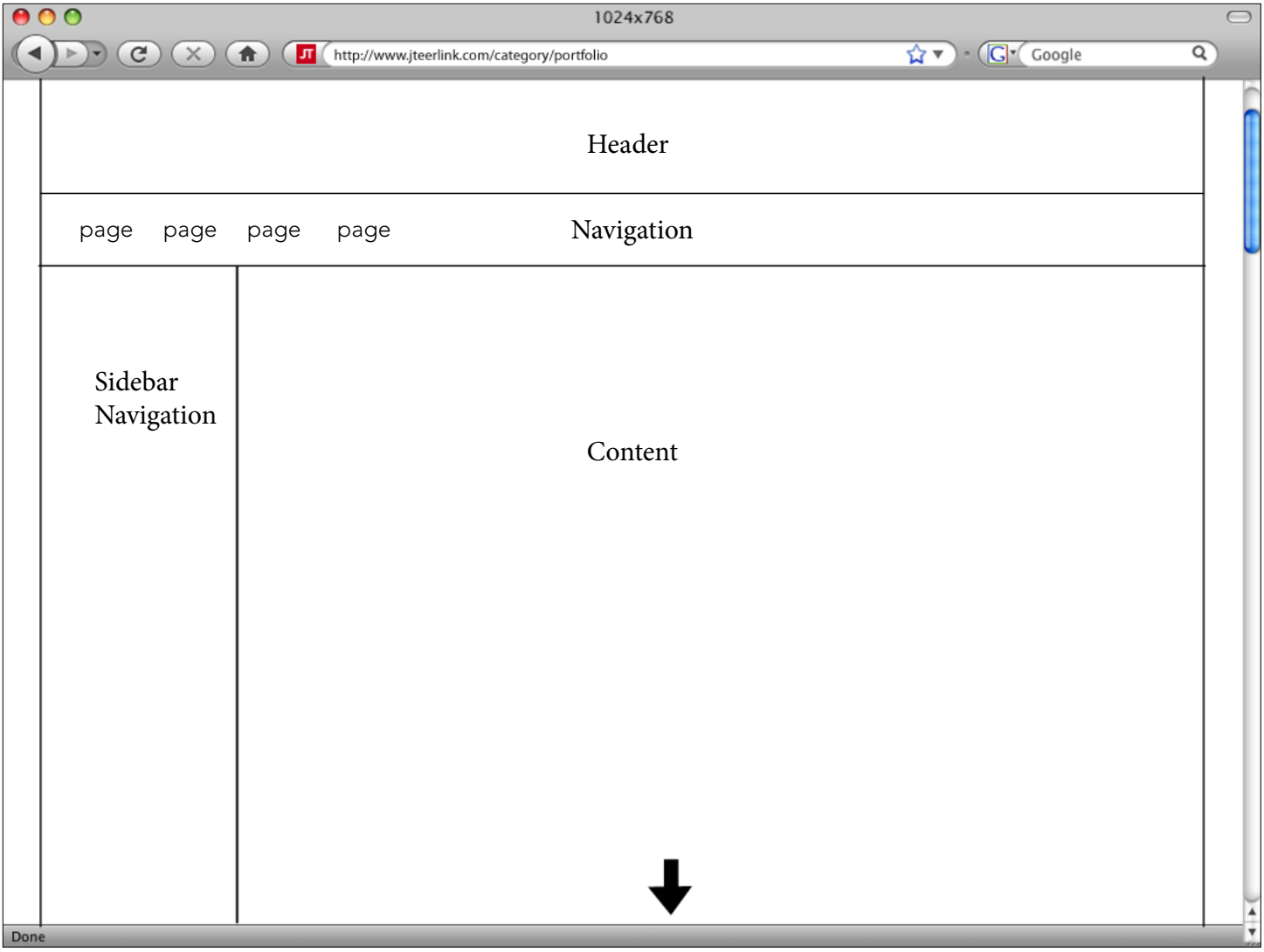
LAYOUT GRID



Portfolio Inner Page

The portfolio inner page will be a dynamic page which can have as much content as is needed to explain and show the details of the project. The sidebar navigation remains to provide a point of reference to other projects from this page. Even though content will be more diverse, it should fit within the 12 column grid as much as possible.

LAYOUT DIVS



Portfolio Inner Page

The portfolio inner page will be a dynamic page which can have as much content as is needed to explain and show the details of the project. The sidebar navigation remains to provide a point of reference to other projects from this page. Even though content will be more diverse, it should fit within the 12 column grid as much as possible.

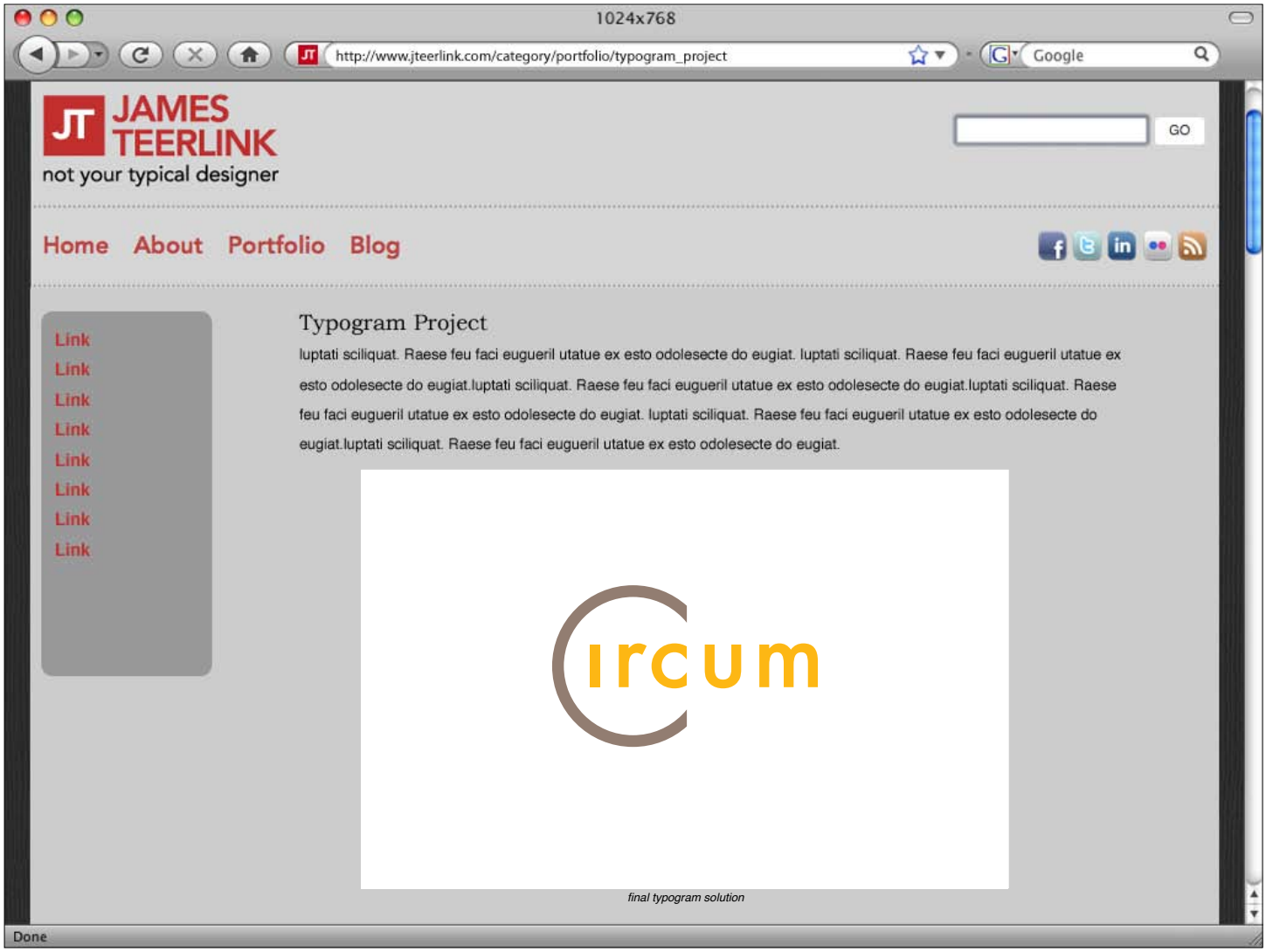
The Header is 960 x 90 pixels

The Navigation is 960 x 60 pixels

The Content container is 780 pixels x 100%

Sidebar 1 is 160 pixels x 100%

The footer is 100% x 250 pixels

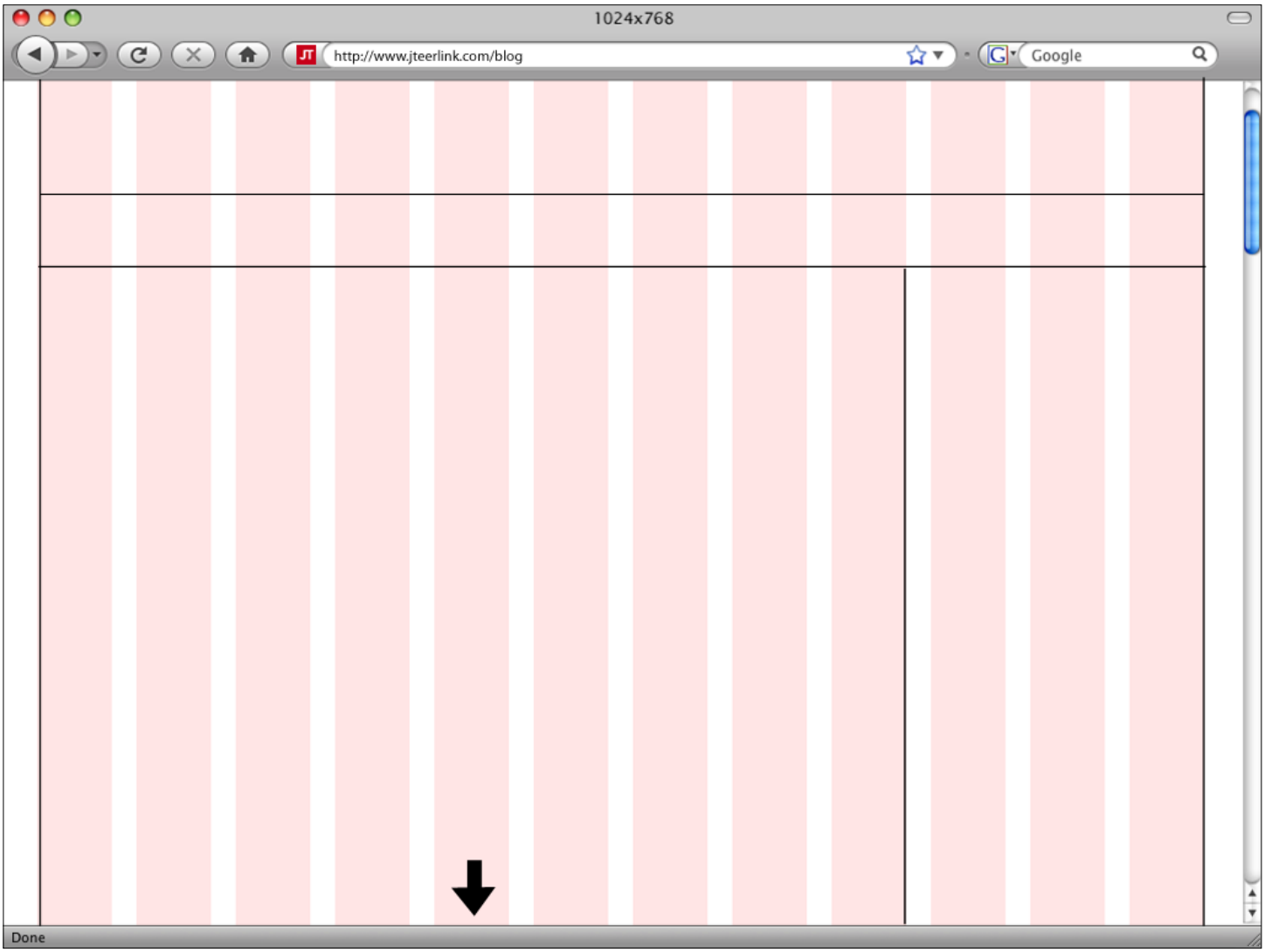


final typogram solution

Portfolio Inner Page

The Portfolio inner page will give the project name at the top followed by a brief description of the project and then will display a large version of the work. The images will be kept in proportion of how the work is originally presented. If it is larger, or smaller, it will still be shown centered with a regular centered caption. The page will continue showing process or telling the story about that particular project. The length of the page is determined by how much content.

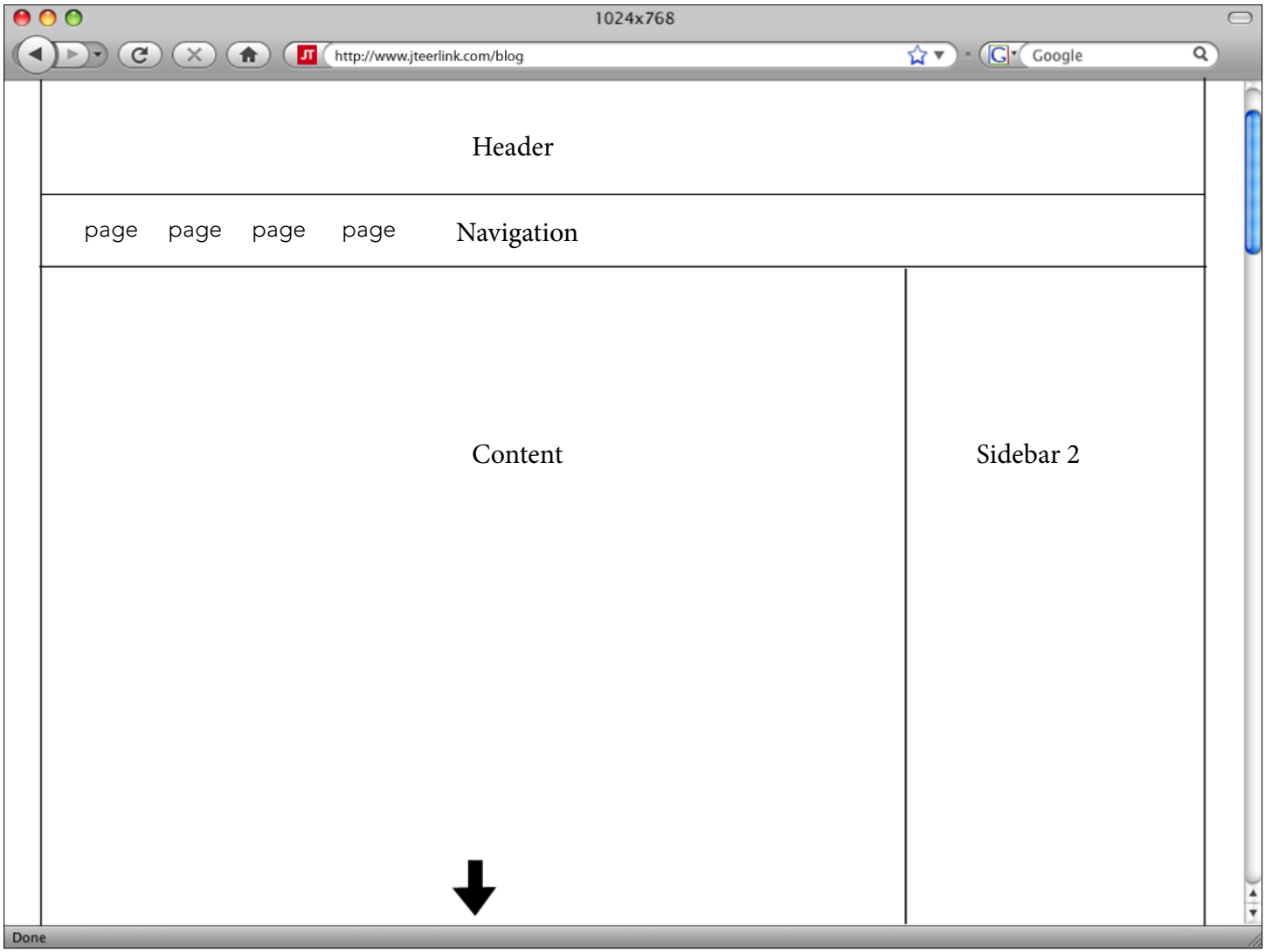
LAYOUT GRID



Blog Page

The blog page is the most dynamic portion of the site. The content area is kept larger because of this. By keeping it larger it allows for more types of content like photos, video, reposts etc. The pages go as far as the las post, but will only display a certain number of posts per page to keep it manageable.

LAYOUT DIVS



Blog Page

The content will be fed in from blog posts. The header and navigation remain the same as does the footer. The footer sticks to the bottom of the page and is pushed down by the content. The sidebar is the same blog entries sidebar from the homepage. That structure and size does not change.

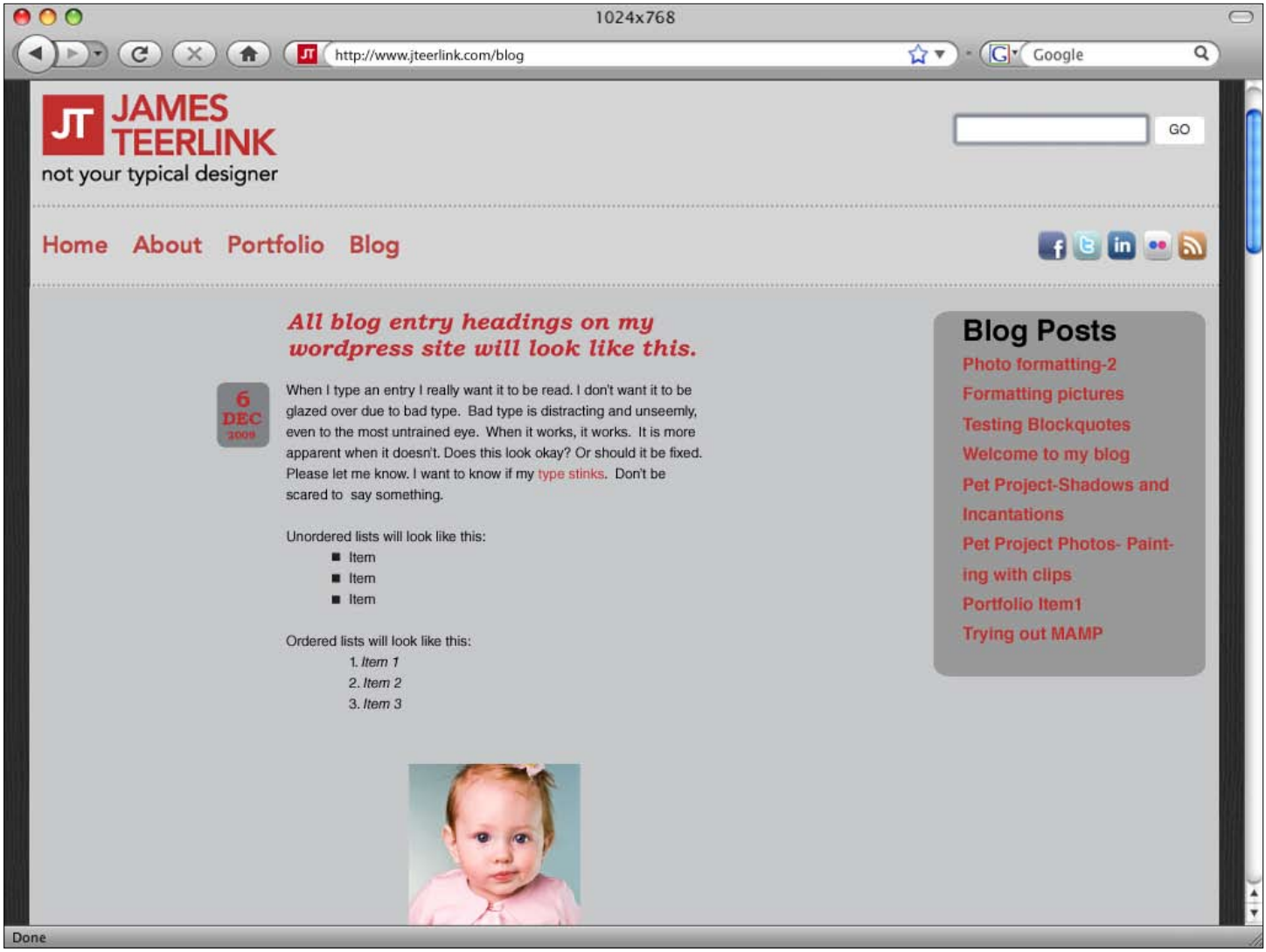
The Header is 960 x 90 pixels

The Navigation is 960 x 60 pixels

The Content container is 700 pixels x 100%

Sidebar 2 is 240 x 368 pixels

The footer is 100% x 250 pixels (not shown)



Blog Page Comp

The blog post area is set to 540 pixels within the content area and given equal margin on both sides. The space helps with readability and puts the focus on each blog post. The extra space may be alloted to ads or other call outs later. By keeping familiar elements, colors and styling the site still is unified.

BLOG POST STYLING

Entry title will be an h2 always red # C1272D Since the title is linkable the hover state is white #FFFFFF.

Dates will be in a 40 px wide box with a corner radius of 3 px and the date called out in coordinating red # C1272D.

Entry text will be Helvetica or sans-serif with ample line height. Links will be shown in red # C1272D with a hover state in white #FFFFFF

The unordered list will receive common square bullets with no particular type style.

Ordered lists will have regular numbering, but will italicize the type style on each line item.

Photos are set to a maximum height of 200 pixels and positioned center

Captions are italicized, centered and smaller type (about 8 pt). With 50 pixels of bottom padding.

Photos are also set to a max width of 200 pixels and positioned center.

Caption links are in red # C1272D just like all other links it has a hover state color of white# FFFFFF.

The metadata for each post will depend on what is entered for categories and whether tha post has comments. Linkable items will be red # C1272D with hover state color of white# FFFFFF.

Each post is closed out with a bottom border which is dotted, 2px wide, and color #999999

All blog entry headings on my wordpress site will look like this.

6
DEC
2009

When I type an entry I really want it to be read. I don't want it to be glazed over due to bad type. Bad type is distracting and unseemly, even to the most untrained eye. When it works, it works. It is more apparent when it doesn't. Does this look okay? Or should it be fixed. Please let me know. I want to know if my type stinks. Don't be scared to say something.

Unordered lists will look like this:

- Item
- Item
- Item

Ordered lists will look like this:

1. *Item 1*
2. *Item 2*
3. *Item 3*

the caption will look like this

longer captions with more description information will look just like this. A link in the caption will look like this.

TAGS |
POSTED IN | Uncategorized
EDIT | 1 COMMENT

BLOG COMMENTS STYLING

Dynamically driven header will say how many comments on "" post.

Gravatars will be used. People without a gravatar will receive a default robot face image.

Comments, dates and the comment number will be displayed in the comment bubble. Comment bubbles will be flexible to how much content there is in that comment. The pointy part is an image that is floated behind in a div. Comments will be shown to the left and to the right of the gravatar images using an "every other" command.

When logged in the user will see a comment bubble that they can type into and submit their comment.

The SUBMIT button will have the same button styling found on the search button with a red # C1272D with white bold text for the hover state .

TYPOGRAPHY AND STYLE

Headings are variants of Bookman Old Style

<h2> **This is a blog post heading**

<h3> **This is a sub-heading**

<h4> *This is a more subtle heading*

#day
#month
#year

6
DEC
2009

Body copy elements are variants of Helvetica

<p> This is default paragraph text. It looks a bit bland, but gets the job done. People are used to seeing it and don't have to work to read. Familiar font faces are not that hard to read.

 This is emphasized paragraph text. Sometimes you have to point out things that should be obvious, but aren't to readers.

<a> ***All links will be red #C1272D***

a:hover ***link hover states will be white***

<blockquote>

> This is a blockquote. Hopefully it works the way I plan. Otherwise it is back to the drawing board.

.button
.button:hover

BUTTON BUTTON

IDENTITY AND COLOR

Logo and tagline
h1#logo

JAMES TEERLINK
not your typical designer

Hexi-decimal RGB colors

CCCCCC	999999	C1272D	FFFFFF	000000

Tweetboard is a plugin that allows site visitors to view your latest tweet conversations. If they are logged into twitter, the can tweet directly to you from your site. It is a new tool that takes a request for beta approval. I waited about a week to get approved. It is exciting to see something very functional and simple on my site with very little effort. It is subtle and even coordinates with my site colors etc. The board expands from the tab shown above left to the panel shown right.

Social links. More and more, not only is it important to be connected to social networks and be actively involved in conversation, but to also show that you are on your website. I have added people to facebook and twitter using similar links. It is more of an industry standard thing that people are doing these days to say "connect with me". It used to be big in the early days of the internet to say "email me" but this is the new email.

Plugins I will discover and implement plugins as needs arise. The open source development of Wordpress allows for my site to become more than what I can design for. For this reason there needs to be an open ended approach to development. Technology and applications will change. Keeping this in mind will allow me to stay more current and resonate with my audience more. That being said there is nothing that is more important than strong design and concepts. Plugins can only solve so many problems.

Another element that I don't know how to implement is a contact form. I would like a developer to be able to help me with the coding and functionality of this contact form so that it provides me with emails and also allows me to respond quickly. Below is a mockup of how I would want it to look. I actually think I know just the person who would be able to help me out!

JAMES TEERLINK

not your typical designer

www.jteerlink.com