

Web Design with Skylark

A guide to delivery



Introduction

This project has been developed in partnership with Skylark Creative, a graphic and web design agency based in Shoreditch, London. One of their designers, Liz, explains the process of turning a client brief into a website design, using Balsamiq to wireframe and mock-up a website. The client for the website is an actual musician – Dean Mumford – famous for playing keyboards alongside Suggs and with The Rifles.

Students have an e-learning module to work through which includes a set of videos featuring Liz and Dean, explaining the steps along the way, and referring students to their Student Log (available in the Resources areas as both MS Word version and PDF). Their journey goes through research, mood board creation, user journey analysis, site mapping, wireframing and creating a mock-up. Examples, documents and zipped folders of assets are provided for students to use including a professional mood board donated for use by Skylark, and guides to Balsamiq, to help students use this industry-standard software to create wireframes and a mock-up of Dean's site.

Open badges available from Tech Partnership Badge Academy

All of the projects on the TechFuture Classroom have associated Open Badges that students can earn as they work through the tasks. This project has four badges:

- > **Skylark Web Designer Bronze** – automatically awarded for completion of the e-learning module
- > **Skylark Web Designer Silver** – awarded for completion of the Student Log activities up to and including Activity 11 (a site wireframe) awarded when you have verified the student has completed the work.
- > **Skylark Web Designer Gold** – awarded for completion of the Student Log activities up to and including Activity 14 (a site mock-up) awarded when you have verified the student has completed the work.
- > **Skylark Logo Designer** – awarded for creating a new logo for Dean, awarded when you have verified the student has completed the work.

For more information about badges and their verification, see the Badge Academy guide in the Guides to the Platform area of the Learning Hub.

Resources provided

On the course page, there is a bank of resources underneath the e-learning modules that scroll using the arrows at each end of the row. There is also a set of zipped folders of images, Balsamiq files and logos for download.

Brought to you by



Students are provided with the following resources:

- > The e-learning module which students can work through individually in the classroom or at home
- > A Student Log in both MS Word (if students want to complete these electronically) and PDF versions (for hard copy completion)
- > Research examples of musicians' websites (in case online searches are difficult in school)
- > Annotated professional mood (with thanks to Skylark)
- > Guides to using Balsamiq, wireframing and creating a mock-up
- > An example of an annotated wireframe relating to a page of the Guardian website
- > Guide to websites that support logo design
- > How to build a site plan in MS Word using Smart Art graphics
- > Document that shows three logos provided for Dean, and which he chose
- > Zipped folders of images, logos and Balsamiq files for students' use

Steps in the e-learning content

The following table shows the steps in the e-learning. Each section of the e-learning includes interactive knowledge checks to ensure students' understanding.

Steps in the e-learning content	Resources
Introduction – meet Liz and a project team	Video of Liz with transcript (to the left of the video screen)
Meet the client	Video of Dean and Liz Student Log to record client specifications from the video
Competitor Analysis	Video of Liz Resources that show a range of musicians' websites and zipped folder of associated screenshots Student Log to record own analysis of competitor websites
Site Architecture	Video of Liz Guide to using MS Word Smart Art to create a site plan for a website Student Log to support site plan activity
Mood boards	Video of Liz Fully annotated professional mood board from Skylark
User journey	Video of Liz Student Log with support for the user journey analysis



Presenting to the client	Video of Liz Student Log for creating a presentation for Dean with initial ideas
Introducing wireframes	Video of Liz Guides to Balsamiq software for wireframing Example of a wireframed page of the Guardian website
More client feedback	Video of Liz and Dean Authentic client change of brief modelled by Dean requiring changes to the wireframe.
Annotating wireframes	Video of Liz Guide to annotating wireframes in Balsamiq Student Log has additional examples of wireframes with annotations.
Creating a mock-up	Video of Liz Guide to using Balsamiq to create mock-up websites Zipped folder of logos and images Zipped folder of Balsamiq files
Summary and final quiz	Dean and Liz say well done Final multiple choice quiz to test understanding

Extension activity

We have provided logos that can be used for the mock-up of Dean's website, but students who are keen on design may want to create their own.

A document in the Resources area direct them to different websites where more can be found about logo design. Students who successfully create a logo design can then earn the Skylark Logo Designer badge after you have verified their evidence (the logo).

Accessing Balsamiq software

Balsamiq is an industry-standard program and therefore has a licence that is costly. However, they offer teachers of specific courses free access for the duration of the course.

Go to <https://balsamiq.com/free/>. You will see that a 30 day trial is free, but the better option is to click on 'I am a professor or teacher'. This takes you to a form where you can enter your school email address and provide a link to your school website (this is their form of verification). You can enter here the time you would like the licence to run to.

Note, you are provided with a trial key that can be shared with students who can then download and use Balsamiq at home. There is also a link from this page ('lab machines') which explains how Balsamiq can be installed on a suite of computers. Your network manager will need this information if you are installing this in school.



Timings for delivery

Students can complete the e-learning module, without any of the offline activities in one lesson (around 50 minutes). This would be sufficient to give them an overview of the web design process. Note, for completion of this, individual access to the e-learning with headphones is optimal. To gain the Skylark Web Designer Bronze badge, completion must be under the student's identity. The badge is awarded automatically on completion of the e-learning.

To complete the associated activities, the following timings are indicative:

- > Competitor analysis and site architecture – 1 lesson plus homework (to create the site plan)
- > Mood boards – 1 lesson and homework (to continue to find suitable images to add to their mood board)
- > User journey and presenting to the client – 1 lesson and homework (to create the presentation)
- > Wireframing – 1 lesson and homework (to continue using Balsamiq to create the wireframe)
- > Annotating wireframes – 1 lesson and homework (to continue adding annotations to the wireframe)
- > Creating a mock-up – 1 lesson and homework (to complete the mock-up)

To summarise:

This project can be delivered in around four hours of classroom time, with students carrying out additional tasks at home.

Flipped classroom

We have built the TechFuture Classroom to enable flipped classrooms, where students can access and use the online content at home, and come back to the classroom to apply their learning individual or in groups.

Flipped classroom would work here with the e-learning module, with students working through that at home and then coming to the classroom to carry out the design tasks. Tasks that require online access for searching, such as musician websites, may be better carried out at home, with students bringing their Student Log with records of their findings into class to discuss with others.

As a teacher on the TechFuture Classroom, we can enable reporting for you, which will inform you whether your students have accessed the project and how far they have progressed.

If you have questions or queries about this project, contact helpdesk@techfuture.com and we will do our best to respond within 48 hours.