Developing a digital project entails many steps. Understanding the different stages of this creative process will allow you to plan ahead, be adaptive as your project evolves, and achieve a better result at the end of the semester.

01 PLAN

Gear up your ideas for this journey.

02 OUTLINE

Sketch a map or flowchart that feels right for your project.

03 FUNCTIONALITY

Identify how you want to present content and how your users will interact with it.

04 BUILD

Now it the hands-on time! Develop your content, design your layout and experiment.

05 U/X

Test everything our and make sure your site or exhibit is easy to navigate.

SUPPORT

Whenever you need assistance, do not hesitate to seek for help!
Before you jump right into designing a beautiful website, define some aspects of your project. Define your thesis, the intended audience, the problem and the content you envision in your capstone. Doing this will help inform your decision making from here forward. This handout will help you structuring your project. Make sure to use it!

You may want to create some additional elements that go beyond what WordPress has to offer. Maybe an augmented reality activity or a VR experience or producing your own audio or video content. If you are considering these (or other options) do not hesitate to ask. There are other on-campus offices that may be able to help you (such as the Imaging Center, the Design Thinking Initiative, Smith Media Studios [SMS], or the Spatial Analysis Lab). Travis and Mario can help you get in touch with them.

As part of the design process, you need to consider how you want people to experience your site. Emotion is an important aspect of design. Think about how you want people to feel when navigating your site. This will inform your decision making when selecting themes and styles for your site. Go online and look for inspiration. Try to find websites that model what you want to achieve and keep them in a place you remember! They will come in handy. If you get stuck or you are looking for ideas, feel free to reach out to Travis or Mario for assistance.

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Consider the following questions: What would be the audience’s first reaction when visiting my site? What assumptions am I making? What could be going through their minds as they look through my pages/posts? What are the most important things for me on the site? On the contrary, what are the least important things on my website? Does it make sense where I have them? What information is emphasized? What information is pushed back? When I test it out, do other people navigate the site the way I intended?

Some people have also created blended experiences with exhibits that go beyond the digital space of your website. For instance, the Teen Audio Guide or the Northampton Street Art project used a blended approach asking their audience to experience the digital project while in a specific physical space. Keep this in mind as you develop your action plan. Reach out to Travis or Mario if you have an idea and you are not sure how to proceed.

~ 1 week