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WEB DESIGN RATIONALE

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2024-04-08

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Introduction

I am building this site to bring together a multidisciplinary practice — photography, fine art and project management — into a single, flexible platform. The project was both a design exercise and a capability build: I wanted full control over visuals, content and the technical foundation so I can iterate as my archive grows. This brief summarizes strategy, methods, tools and the immediate roadmap.

Objective

Create a maintainable site that communicates my creative voice, supports ongoing content production, and enables future platform scaling. I apply my multidisciplinary skillset to generate ideas and solve problems, showcasing both professional competence and a multifaceted, personal practice that the site aims to communicate.

-Prioritize quality and finish while using lean, testable deployments.

-Curate evolving content from analog and digital archives: selection, documentation and editing are core tasks.

-Maintain a living platform through regular blog posts, project updates and new portfolio entries.

Key Decisions

- Strategic flexibility: full control to iterate the site's information architecture, test layouts and pivot content strategy as my archive and ideas evolve — based on moodboards, testing and desktop research.

- Content ownership & governance: centralized oversight of curation, metadata and versioning for both analog and digital archives.

- Rapid prototyping (MVP): launch lean pages — landing, portfolio samples, contact — to validate UX and content priorities before scaling.

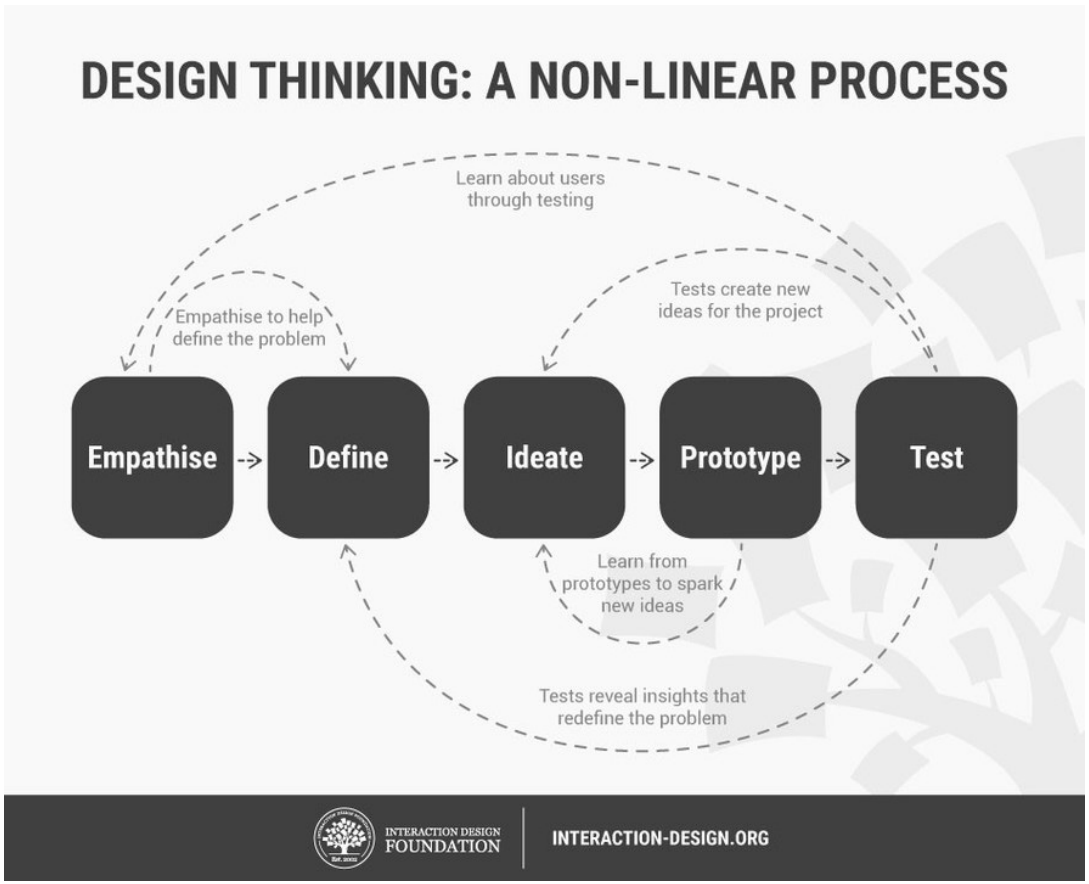
- Brand fidelity: consistent color strategy and a cloud motif to unify the homepage and subpages.

- Skill investment: graphic design studies at Malmö University and HDK Valand, combined with practical web training (WordPress, Elementor, Astra, GSAP via YouTube tutorials) and hands-on use of Figma, InDesign, Photoshop and Midjourney to build in-house capacity.

- Platform & scalability: design for portability and future subdomains so sections can become standalone platforms as content matures.

- Maintenance & operations: in-house knowledge of the tech stack for faster updates, troubleshooting and cost-effective upkeep.

Key Decisions → Methodology



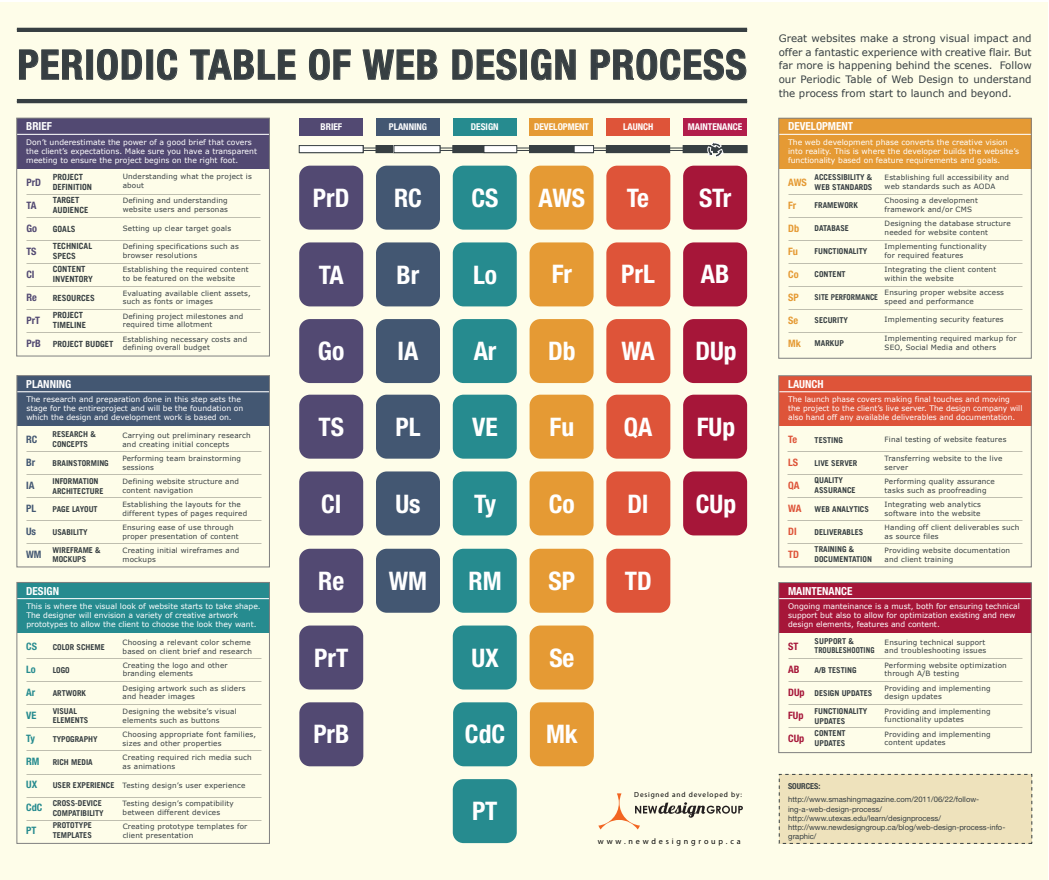
Design Process Methodology

The Design Process Methodology is applied as a guiding framework throughout the site build, supported by a compact Design Process Playbook for practical task tracking and execution.

'Design thinking is a non-linear, iterative process that teams use to understand users, challenge assumptions, redefine problems and create innovative solutions to prototype and test. It is most useful to tackle ill-defined or unknown problems and involves five phases: Empathize, Define, Ideate, Prototype and Test.'

– INTERACTION DESIGN FOUNDATION

Key Decisions → Playbook



PERIODIC TABLE OF WEB DESIGN PROCESS

Great websites make a strong visual impact and offer a fantastic experience with creative flair. But far more is happening behind the scenes. Follow our Periodic Table of Web Design to understand the process from start to launch and beyond.

BRIEF	PLANNING	DESIGN	DEVELOPMENT	LAUNCH	MAINTENANCE
PrD	RC	CS	AWS	Te	STr
TA	Br	Lo	Fr	PrL	AB
Go	IA	Ar	Db	WA	DUp
TS	PL	VE	Fu	QA	FUp
CI	Us	Ty	Co	DI	CUp
Re	WM	RM	SP	TD	
PrT		UX	Se		
PrB		CdC	Mk		
		PT			

BRIEF

Don't underestimate the power of a good brief that covers the client's expectations. Make sure you have a transparent meeting to ensure the project begins on the right foot.

PrD	PROJECT DEFINITION	Understanding what the project is about
TA	TARGET AUDIENCE	Defining and understanding website users and personas
Go	GOALS	Setting up clear target goals
TS	TECHNICAL SPECS	Defining specifications such as browser resolutions
CI	CONTENT INVENTORY	Establishing the required content to be featured on the website
Re	RESOURCES	Evaluating available client assets, such as fonts or images
PrT	PROJECT TIMELINE	Defining project milestones and required time allotment
PrB	PROJECT BUDGET	Establishing necessary costs and defining overall budget

PLANNING

The research and preparation done in this step sets the stage for the entireproject and will be the foundation on which the design and development work is based on.

RC	RESEARCH & CONCEPTS	Carrying out preliminary research and creating initial concepts
Br	BRAINSTORMING	Performing team brainstorming sessions
IA	INFORMATION ARCHITECTURE	Defining website structure and content navigation
PL	PAGE LAYOUT	Establishing the layouts for the different types of pages required
Us	USABILITY	Ensuring ease of use through proper presentation of content
WM	WIREFRAME & MOCKUPS	Creating initial wireframes and mockups

DESIGN

This is where the visual look of website starts to take shape. The designer will envision a variety of creative artwork prototypes to allow the client to choose the look they want.

CS	COLOR SCHEME	Choosing a relevant color scheme based on client brief and research
Lo	LOGO	Creating the logo and other branding elements
Ar	ARTWORK	Designing artwork such as sliders and header images
VE	VISUAL ELEMENTS	Designing the website's visual elements such as buttons
Ty	TYPOGRAPHY	Choosing appropriate font families, sizes and other properties
RM	RICH MEDIA	Creating required rich media such as animations
UX	USER EXPERIENCE	Testing design's user experience
CdC	CROSS-DEVICE COMPATIBILITY	Testing design's compatibility between different devices
PT	PROTOTYPE TEMPLATES	Creating prototype templates for client presentation

DEVELOPMENT

The web development phase converts the creative vision into reality. This is where the developer builds the website's functionality based on feature requirements and goals.

AWS	ACCESSIBILITY & WEB STANDARDS	Establishing full accessibility and web standards such as AODA
Fr	FRAMEWORK	Choosing a development framework and/or CMS
Db	DATABASE	Designing the database structure needed for website content
Fu	FUNCTIONALITY	Implementing functionality for required features
Co	CONTENT	Integrating the client content within the website
SP	SITE PERFORMANCE	Ensuring proper website access speed and performance
Se	SECURITY	Implementing security features
Mk	MARKUP	Implementing required markup for SEO, Social Media and others

LAUNCH

The launch phase covers making final touches and moving the project to the client's live server. The design company will also hand off any available deliverables and documentation.

Te	TESTING	Final testing of website features
LS	LIVE SERVER	Transferring website to the live server
QA	QUALITY ASSURANCE	Performing quality assurance tasks such as proofreading
WA	WEB ANALYTICS	Integrating web analytics software into the website
DI	DELIVERABLES	Handing off client deliverables such as source files
TD	TRAINING & DOCUMENTATION	Providing website documentation and client training

MAINTENANCE

Ongoing manteinance is a must, both for ensuring technical support but also to allow for optimization existing and new design elements, features and content.

ST	SUPPORT & TROUBLESHOOTING	Ensuring technical support and troubleshooting issues
AB	A/B TESTING	Performing website optimization through A/B testing
DUp	DESIGN UPDATES	Providing and implementing design updates
FUp	FUNCTIONALITY UPDATES	Providing and implementing functionality updates
CUp	CONTENT UPDATES	Providing and implementing content updates

SOURCES:
http://www.smashingmagazine.com/2011/06/22/following-a-web-design-process/
http://www.utexas.edu/learn/designprocess/
http://www.newdesigngroup.ca/blog/web-design-process-infographic/

Designed and developed by: NEWdesignGROUP
www.newdesigngroup.ca

Design Process Playbook

This visualization (Periodic Table of Web Design Process) serves as a compact checklist of the full web-design lifecycle — from brief and research through design and development to launch and ongoing maintenance. It highlights the discrete tasks that belong to each phase, keeps track of required activities, helps prioritize work and turns the table's elements into actionable project tasks. It is used as an operational tool to ensure nothing essential in the web-design workflow is overlooked.

UX & Performance Priorities

- Accessibility: Clear information hierarchy, readable typography and accessibility considerations.

- Responsiveness: Mobile responsiveness and cross-device testing; revisit GSAP effects for mobile performance.

- Performance: Fast load times through optimized assets and compressed media.

- Analytics: Simple analytics and user-testing loops to inform iterative improvements.

Visibility & Growth Roadmap

- Improve SEO and metadata for better discoverability.

- Integrate social platforms (Instagram, LinkedIn, Facebook) to showcase ongoing work and drive traffic.

- Establish a regular content cadence and targeted channel strategy.

ROI & Governance

- Prioritize quality and finish over rapid publishing — balance time investment against long-term brand credibility and sustainability.

- Maintain an editorial calendar and basic version control for content releases.

- Track downloads, key CTAs and engagement to measure impact.

- Ensure security & backups: implement regular backups, basic access controls and routine security checks to protect content, prevent data loss and minimise downtime.

Next Steps

- Continue archiving and selective publishing.

- Optimize image assets, implement responsive fixes and refine mobile animations.

- Implement social integrations and analytics event tracking (PDF downloads, CTAs).

- Prepare migration plans for sections moving to subdomains when content is mature.

Appendix

TECHSTACK
CMS: WordPress + Astra + Elementor
Animations: GSAP
Design: Figma, InDesign, Photoshop, Midjourney

DESIGN PROCESS
METHODOLOGY: https://www.interaction-design.org/literature/topics/design-thinking
PLAYBOOK: https://www.newdesigngroup.ca/ndgcnt/uploads/2014/08/Periodic-Table-of-Web-Design-Process-New-Design-Group.pdf

BACKUPS & SECURITY
Weekly host backups

CONTENT WORKFLOW
Editorial calendar (monthly posts / quarterly portfolio updates)

REFERENCES
Design thinking — Interaction Design Foundation
Periodic Table of Web Design Process — NewDesignGroup

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