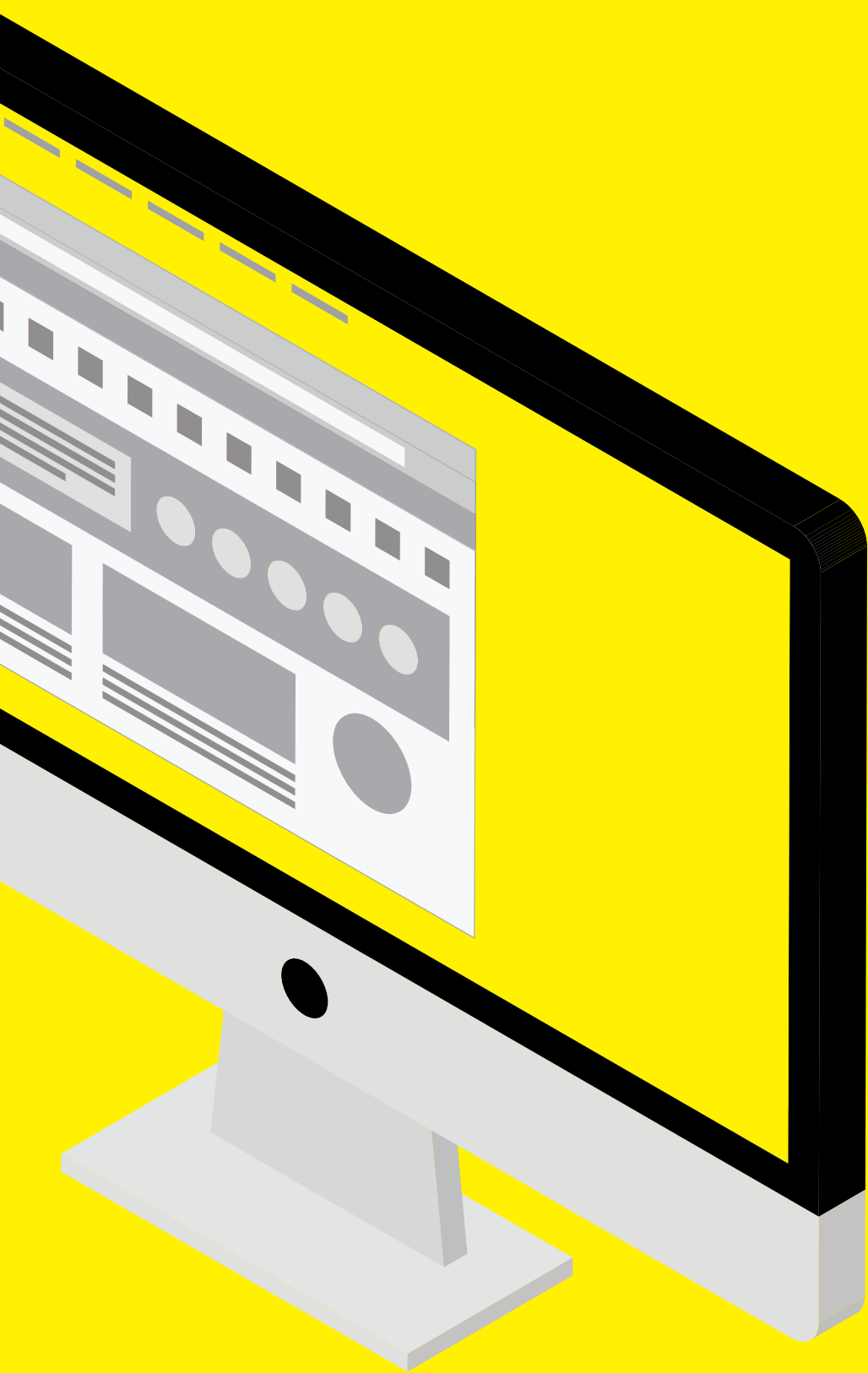# Design for the Web

This course covers the process of designing professional web sites. It includes: creating personas to understand the audience, brand audits to clarify the messaging and tone, mood boards to establish the essence of the communication, comparison research to map out the competitive landscape, information architecture (IA) to organize the content, wire framing to visualize the entire web site, user-testing, prototyping, and user interface design (UI). A successful web design is a research-oriented, process- driven, user-centric endeavor.

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3519-002

**Spring Semester/
Mon–Wed 11–12:15/
Room ATLS 1B25/
Instructor: Daniel Braha/**

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