



evolve digital

Designer Support Guide

2019

The aim of this guide is to provide a quick summary of points of style and delivery that can ensure your web project runs as smoothly as possible.



What this document covers



- > Spec
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Spec



The project specification outlines all of the design considerations and technical requirements of the build. It should also give an overview of the objectives of the project and any constraints, such as budget & deadlines.

The more detailed a spec you can provide, the better.

Anything that is relevant to the project and that needs to be communicated to the teams involved should be included.

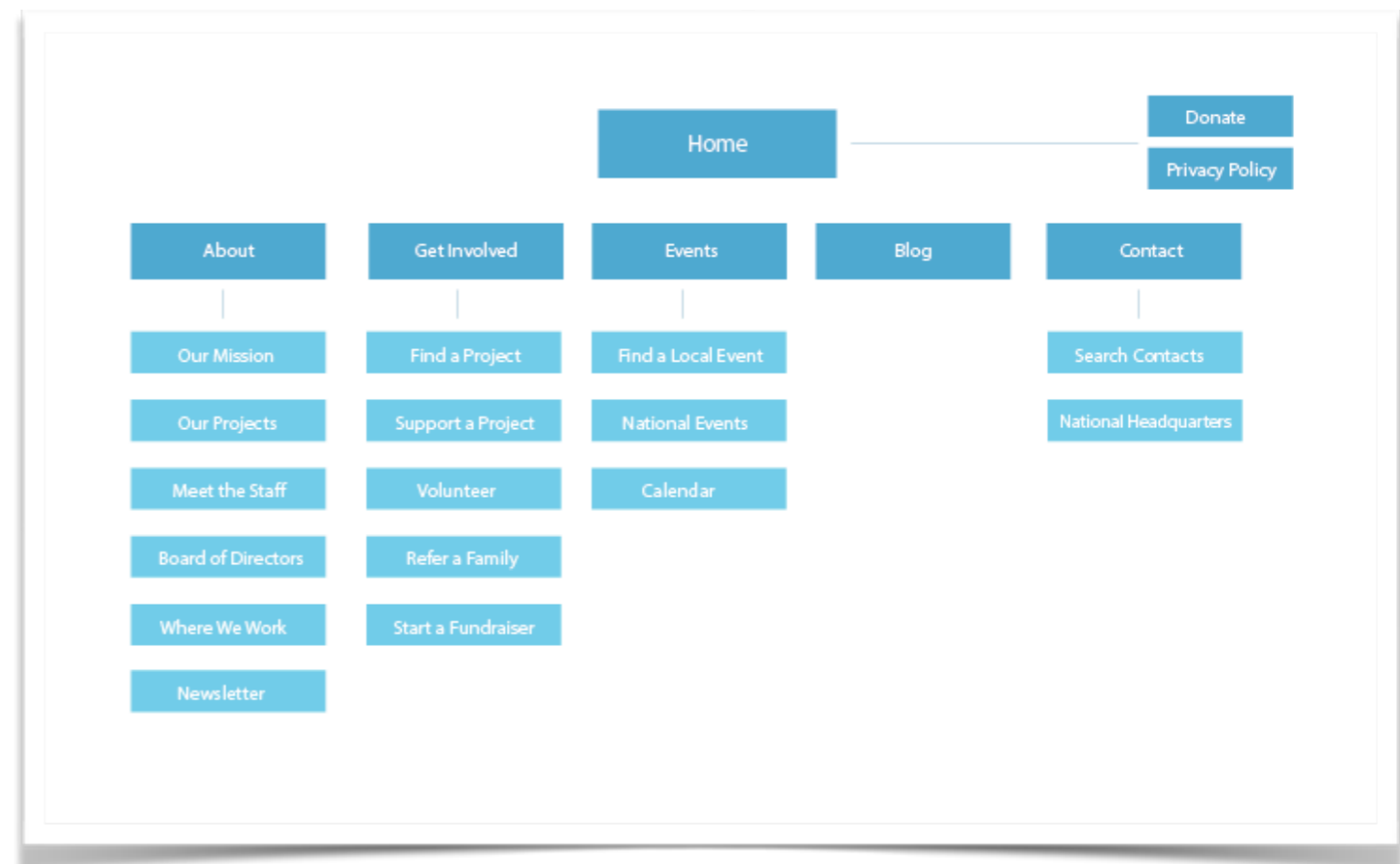
Sitemap



A sitemap should detail every page of the site or app that is being developed, showing a relationship between each of them.

It can help organise and clarify the content that needs to be on the site, as well as help eliminate unnecessary pages and flag up the page templates required.

This is usually provided as a diagram which shows the hierarchical structure of the pages.



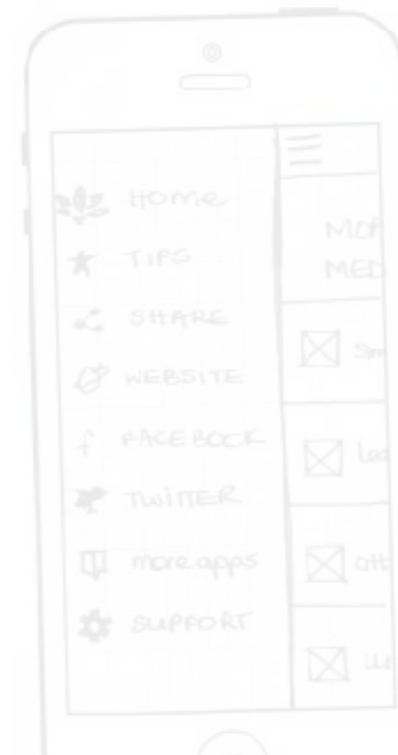
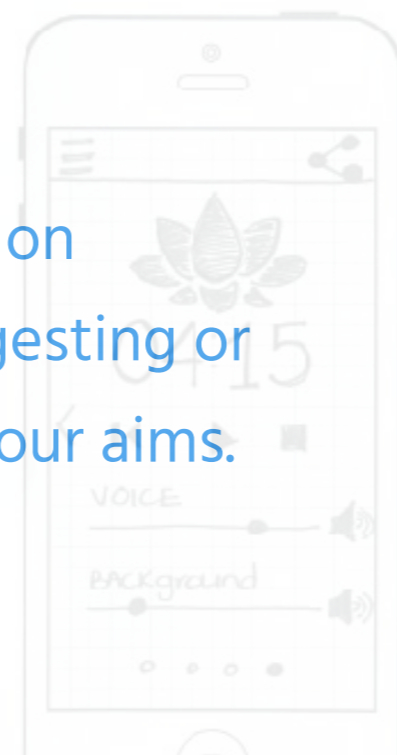
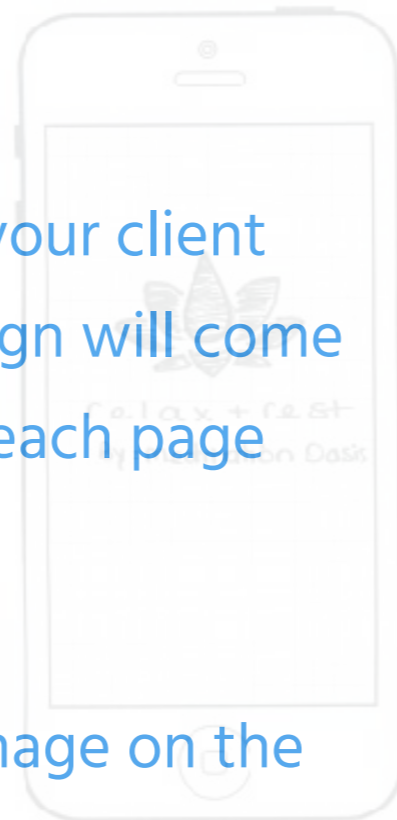
Wireframes



A wireframe will help you provide your client with an early idea of how your design will come to life and indicate the features of each page and specific functions.

It can help show that the banner image on the homepage scrolls or that the sidebar is sticky, adding value to your design.

If you need support, we can advise on developing the wireframe and suggesting or streamlining functions to achieve your aims.



Functionality



It's important to be clear in the spec how your site actually works. This could include anything about specific parts of the website that need additional explanation.

For example:

What fields are required on your contact page?

What is the required response from the contact page - from the user of the form and client recipient?

Additionally many sites require integrations with third-party APIs, like an Instagram feed on your homepage.

If this is the case, these should be outlined in the spec with details of how they will work and any additional information that is needed.

Functionality



Here are some other examples of functionality you may need to consider, depending on your project:

e-Commerce functionality such as payment gateways

3rd Party systems - CRMs, Booking

Animations / hovers / complex transitions

Security – is this required and how it should be implemented

User roles and capabilities – more than 1 type of user role where users can have different permission etc

Analytics and tracking

Multi-lingual capabilities

Design files



Alongside a spec, the most important information is the design itself.

To build the best sites we require layered files (preferably Photoshop PSDs).

These should show each template's layout with an indication of the page boundaries (with background colour if the page is not expected to display full width within a browser window). These templates should have labelled, grouped layers and standardised layout.

It is important to provide a style guide and/or annotations on a PDF of the design for information such as **colours** / **typography rules** / **hover states** / **animations** / **grid systems** / **spacing** / **padding** / **margins**.

Responsive design



As websites are viewed on a wide range of devices and screen sizes it is important to consider how your site will look, especially on small screens such as smartphones.

Often a design will need to be built mobile first either using a strict grid system or anticipating a separate mobile version.

We can offer guidance and can help lead the responsive design if required.



Brand guidelines



We'll need to know of any existing guidelines for your client's brand, as well as any brands they want displayed on their site.

This could include colours, fonts, logos and other graphics.

Typography

Operating systems and browsers use different font rendering engines so fonts can (and will) vary between your design and the final webpage. Agreeing on the following information will help ensure the text on your site remains consistent and on brand.

Font-family

Arial, Times New Roman, Merriweather, Minion Pro - try GoogleFonts or Typekit for fonts that can be easily embedded and render similarly across different browsers.

Font-size

Ultimately web browsers render fonts in pixel sizes even though we may specify the fonts in relative sizes such as percentages and 'em's, so to be sure we've matched your design exactly we need to be able to get your font sizes in px

Font-weight

Usually regular / 400 or bold / 700 although depending on the font other weights may be available

Colour

The text colour. Web typically uses hex codes or RGB to give a specific value between black and white

Line-height, vertical-height

This is the equivalent of leading, except due to the different font rendering engines this is the most frequent area of issue

Padding, margins

The space between elements

Icon sets



In developing a distinct style for a website you may want to redesign your social media links.

Why stop there? Creating buttons and icons can help emphasise your brand and a subtle animation can really engage the end users. Building a single layered file of the icon sets can help keep a design consistent and focus a client on those all-important details.

Still have questions?

Feel free to drop us an email or give us a call.

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