

**Date** March 2, 2023  
**From** Joe Litow, Professor  
**Re** Class Observation: Martin Dominguez ART 226 Web Design 1

On February 17, 2023 I observed Martin Dominguez's ART 225 FG Web Design 1 class in Orange Hall 39. While the 11 students launched MIRO on their computers, Martin eagerly told the class about ChatGPT, OpenAI's artificial intelligence chatbot - an inspiring way to start a web development and design class. He then guided the class from their initial web development research into Site Structure development, the necessary foundation for their ultimate web design. He analogized a house foundation he drew on the chalk board to web development (UX), which included the research and site structure. A strong structural foundation is crucial before the house can be erected. In other words the web development must be robust before engaging in web design (UI).

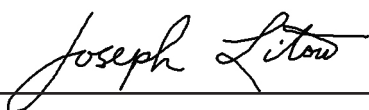
Using MIRO, the industry standard visual collaboration software students set down their research including extensive analysis of web sites. Martin provided feedback throughout the entire process. He introduced the next step in the web development phase: Site Structure. While projecting this *Key Elements of a Site Structure* Martin demonstrated and discussed numerous concepts including journey mapping and flow charts. He continually emphasized the importance of teamwork

## KEY ELEMENTS OF A SITE STRUCTURE

- **Navigation:** The main navigation menu should be prominently placed and clearly labeled, with sub-menus as needed to provide additional options.
- **Hierarchy:** The pages of the site should be organized in a clear and logical hierarchy, with the most important pages at the top and sub-pages nested underneath.
- **Categories:** Related pages and content should be grouped together under common categories or sections.
- **Links:** Pages should be linked together in a way that makes sense, with links that are descriptive and clearly labeled.

in web development and web design. Always relating his content to the real world, Martin said "Everything you do has a purpose. Think about time and money."

Martin's expertise and real world experience coupled with his personable nature, sense of humor and his passion for teaching make for an intensely informative and compelling experience for his students. From my observation the students were engaged and appreciated Martin's performance. They are learning what web design is in today's world.



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Joe Litow  
Professor  
Date 3/2/23



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Martin Dominguez  
Instructor  
Date