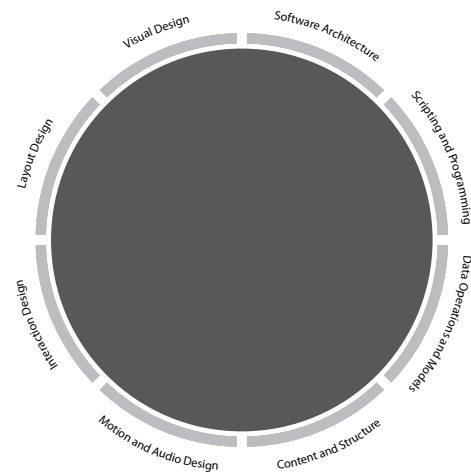
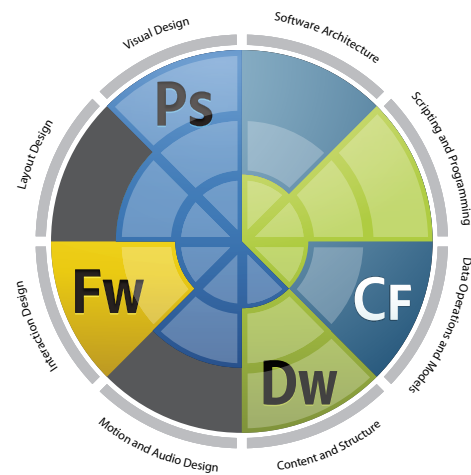


Design and Develop Disciplines

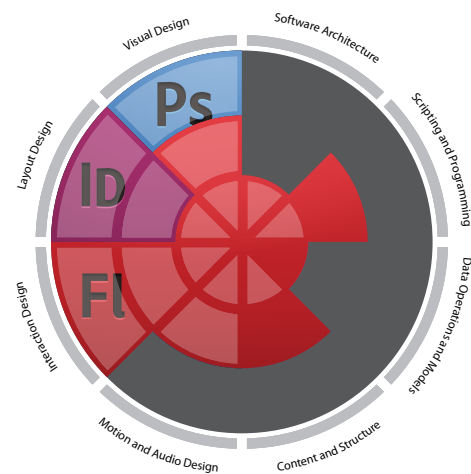
Concept and Content:
 Doug Winnie
 Group Product Manager,
 Creative Suite Workflows
 Adobe Systems, Incorporated



The discipline grid



Example 1: Ajax Application Development and Design



Example 2: Cross-Media Interactive Content

Software Architecture

The Software Architecture component captures the various range of disciplines using, creating and planning reusable frameworks, components and APIs.

Low: The user is implementing a solution on top of an existing framework without any changes.

Mid: The user is extending the functionality of an existing framework.

High: The user is creating a new framework from scratch.

Scripting and Programming

This is the actual action of writing code to create interactivity or work with data. It doesn't include structuring content using tag based languages like HTML or XML.

Low: The user can create simple timeline scripts to go from A to B, and can capture simple user interactions.

Mid: The user can create procedural code using functions and adopt some object-oriented programming practices, but not a complete object-oriented solution.

High: The user has a full grasp and understanding of object-oriented coding including the usage of code design patterns akin to JavaScript, ActionScript, C#, etc.

Data Operations and Models

When working with web applications and interactive experiences there is some level of interaction with data sets or data services.

Low: The user works with static data sources, like a flat file or XML file.

Mid: The user works with live XML data services like RSS feeds, or SOAP/REST data services.

High: The user creates data services using server technologies for other users to consume and integrate into their web applications or online experiences.

Structured Content and Abstraction

Organizing and structuring content with various levels of abstraction are covered in this realm. Defining abstraction between content, style, or user interface components and object classes are the various ranges of skills in this area.

Low: The user can create structured content using HTML or XML.

Mid: The user can extract design and style from content using CSS, JavaScript/ActionScript, etc.

High: The user can completely extract design, style, interactivity and data using code frameworks to facilitate centralized publishing for deployment on multiple devices.

Motion and Audio Design

Motion Design encompasses the wide range of motion, video and audio to convey concepts or relationships, adding additional value to web to interactive experiences.

Low: The user can implement video and audio content in interactive and web experiences.

Mid: The user encodes, does minor editing or manipulation of video and audio content in interactive web experiences.

High: The user creates custom audio and video content.

Interaction Design

Creating and understanding interaction and human interface norms to build consistent models and expand the definition of human interaction are defined in this area.

Low: The user can create basic level of mouse interaction with objects triggering events.

Mid: The user can create integrated interactive components or user interfaces that respond to user, scripted or data driven events.

High: The user can create completely integrated interactive experiences of any scale, leveraging extensive data services and multiple levels of interactive or interaction models.

Layout Design

Layout design is the act of taking content and creating a navigable way of consuming it using multiple media types. This includes concepts like text flow, unique positioning and value attribution to content based on context, and the ability to give the written word a level of interaction beyond language.

Low: The user can create layout formats, placing content in predefined layout structures.

Mid: The user can create defined layout structures based on existing copy, visual, or other media types that are available.

High: The user can create layout structures and orientations before content and media have been developed, defining overall layout requirements.

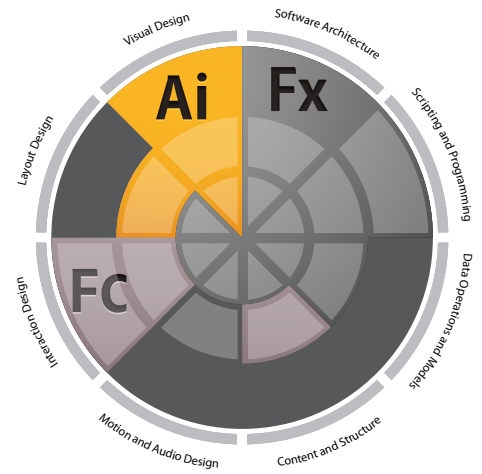
Visual Design

Competent visual literacy and art production practices are the basis in this region. Expanding on these concepts, growth into visual direction utilizing style and motion to build and extend new visual metaphors are encapsulated here.

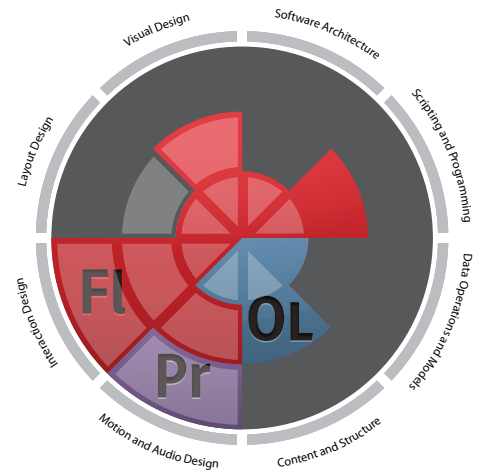
Low: The user can work with visual designs and make minor adjustments for their particular use.

Mid: The user can extensively manipulate raw visual design assets that have already been created for application in web or interactive experiences.

High: The user can create visual designs from a concept or vision using design tools for communication of the overall vision.



Example 3: Flex based Web Application



Example 4: Web Video