

Site Re-Design: Research and Sketch

Description

This project is to get your chosen site re-designed. In this step we will be re-researching, planning and sketching out ideas for the design.

Requirements

- Determine
 - the target audience
 - strengths and weaknesses of the site/company
 - goals of the new site
 - competitors
- Research the about the sites that are direct competitors (minimum of 3)
 - what works?
 - what doesn't?
 - where can we be better?
- Sketch out 5 options
- Sketch 3 pages worth
 - Home and two unique of your choice
- Include 3 screens, full, tablet and mobile
- Write up how you are fixing problems or hiding weaknesses for each sketch
- Hours tracked for completion

To Turn In

- Sketches and write ups
- File containing information from requirements.
- Toggle report to include in process book

Grade determinations

- Total points for Project: 30

Aaron C. Neeley, MFA
Assistant Professor of Art
aneeley@truman.edu
660-785-4418
OP 1231

Spring 2017
TTh 10:30-1:20 pm
Jan 17th-May 5th
Final: May 8, 9:30 am
OP 1220/1224

Site Re-Design: Comps

Description

This project is to get us started on a complete site plan, design and creation with the professor acting as the client. This will be the comp phase.

Requirements

- Select one from the sketches (would do at least two for real client)
- Include 3 screens, full, tablet and mobile
- Comp in Photoshop using art boards (digital use)
 - one file for each screen
 - 3 pages: home, interior and menu for both mobile and tablet
 - 3 pages: home, interior and theme for desktop
- Comp in InDesign (print use)
 - all in one file
 - 3 pages: home, interior and menu for both mobile and tablet
 - 3 pages: home, interior and theme for desktop
- Write up explanation of each comp that describes the intended behaviors to go on in each of the pages and screens
- Hours tracked for completion

To Turn In

- 2 .psd files
- PDF and packaged folder from InDesign file
- Write ups
- Toggle report to include in process book

Grade determinations

- Total points for Project: 30

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Site Re-Design: Presentation

Description

This is the presentation of your site design to a client with the professor and class acting as the client group.

Requirements

- Sell the client on your design
- Present/sell using a powerpoint, keynote or presi type
- Include information about you, your research and what that told you
- Set up digital previews on your domain
- Printed high quality mounted on foam core
- Handout for customer
 - Show examples of what the competitors are doing
 - Include explanation of each comp that describes the intended behaviors for each element of the design
 - Black and white only
- Hours tracked for completion

To Turn In

- Presentation file (powerpoint, keynote or presi)
- Prints mounted on foam core
- Customer handout
- Toggle report to include in process book

Grade determinations

- Total points for presentation: 30

Notes:

- Be sure to run through it before you present!
- anything in your presentation must be included in the customer handout

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Site Re-Design: Build

Description

Work to build the site as you designed.

Requirements

- Build out a template
- Build out three pages (home and two interior)
- One main .css file
- Multiple images included on the pages
- Hours tracked for completion

To Turn In

- Folder with site to include
 - template file (.htm)
 - three .htm files of example pages fully linked
 - Folders css, images and documents with appropriate files in them
- Toggle report to include in process book

Grade determinations

- Total points for Project: 30

ART 420
Design III - Web Design
Spring 2017

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