

## Sketch A Plan - Project #2 (part 1)

### Description

This project is geared toward the beginning steps of a new web site's design. These steps include searching for inspiration, sketching out ideas and creating a sitemap before you get the design to the computer.

### Requirements

- Investigate 10-15+ websites to get an idea of websites out there and what they can do to gain inspiration for your designs
- Turn in list of the 10-15+ websites visited
- Select 3-5 of the websites visited as your "most" liked for inspiration
- Turn in list of the 3-5 inspiration websites and explain why those ones
- Create a sitemap document of the website to turn in (how will you get to each page?)
- Sketch out at least 5 designs for each page of a 5 page website (5 sketches for each design)
- Each page should have 2 break points (and corresponding sketches)
- This means each page design will need 3 sketches to show the design differences in each of the break points.
- Each page should have minimum of 15 sketches, 5 designs with three sizes showing the break point differences

### To Turn In

- Sketches: 15 per page
- Word document with the 10-15 urls visited and the 3-5 inspiration urls with reasons why (can print out and turn in with sketches if you prefer)
- PDF of sitemap (can print out and turn in with sketches if you prefer)

### Grade determinations

- satisfying technical: all "turn in" items included 75%
- design edge and flow 25%
- Total points for project part: 15

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

## Comp the Site - Project #2 (part 2)

### Description

This step is geared toward the creation of digital compositions of a new web site's design. These compositions are used to give a client an idea of an instance of the design in a web browser, while also providing a framework if you must then pass it to a web developer. Use the comments from class to decide which design to use from the previous sketches project. This will be done in two steps: mobile and tablet and then desktop and theme.

### Requirements

- Create each step in one Photoshop file (.psd)
- In each file use 3 artboards for each size to show homepage, page of your choice and main navigation for mobile and tablet and then the theme with the desktop pages
- Organize folders into areas of importance (header, footer, navigation, etc.)
- Name all layers accordingly (no "Layer 3" named layers)
- Set at least two layers/folders to use the auto image generator in Photoshop

### To Turn In

- A .psd file each day a step is due

### Grade determinations

- Satisfying requirements and turning in all "turn in" items: 75%
- Design edge and flow 25%
- Total points for project part: 20

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## Comp the Site - Project #2 (part 3)

### Description

This project is geared toward the creation of printed compositions of a new web site's design. These compositions are used to give to a client to hold to reference during presentation and to take with them to aid in their decision.

### Requirements

- Create in one InDesign file (.indd)
- Use a page each to show homepage, page of your choice and main navigation for mobile and tablet and then the theme with the desktop pages
- Be sure to optimize photos for print

### To Turn In

- Upload .pdf file and packaged folder

### Grade determinations

- Satisfying requirements and turning in all "turn in" items: 75%
- Design edge and flow 25%
- Total points for project part: 10

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## Prep to Sell Site Project #2 (part 4)

### Description

This project is geared toward the collection and organization of all the collateral generated and prepare to sell the design. To be able to sell it we need to decide what is important for the client to know, any features we are proposing, how it helps versus their competitor and why we did what we did.

### Requirements

- Gather .jpgs of comps to place into html files for digital viewing
- Create html files with digital comps, place them on your domain and log the urls
- Create pdf of print files (ones that would be printed and mounted for display)
- Create an informational packet/handout for client (include urls to digital comps)
  - Include why you did what you did, any features explained and any other information you want the client to know
- Prepare a presentation
  - Must include a powerpoint, keynote or presi type
  - Can include short video
  - Must include outline of what you intend to say
  - Show examples of what the competitors are doing
- All information in the presentation should be included in the packet!
- NO special characters or spaces in all folder and file names!

### To Turn In

- A folder containing:
  - A pdf of print files
  - A pdf of your handout/packet
  - Your presentation (powerpoint, keynote or presi type)

### Grade determinations

- Satisfying requirements and turning in all “turn in” items: 75%
- design edge and flow 25%
- Total points for Project: 20

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## Build the Site Project #2 (part 5)

### Description

This project is geared toward the manual creation of your web site based on the compositions of the previous project. These pages should be created to support full size, tablet and mobile.

### Requirements

- Create each page with HTML(5), CSS and Bootstrap
- Keep files and folders organized.
- Organize folders into areas of purpose (images, css, etc.)
- Five web pages to be created
- NO special characters or spaces in filenames!

### To Turn In

- A folder containing at least six .htm files (one named index.htm for the homepage and one template.htm), an images folder and a css folder.

### Grade determinations

- Satisfying requirements and turning in all “turn in” items: 75%
- design edge and flow 25%
- Total points for project part: 30

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