

Art 198

Project 2: Site for All Seasons: Monthly Newsletter

Your organization would like the their site to have a monthly newsletter page that has a basic layout with changing color palette and images to fit the time of year. Using newsletter-tutorial as your guide, design a web page for the month of month of the year of your birthday. The organization wants each monthly newsletter to feel the same (i.e. similar layout and structure) but the client wants the visual feel and tone to match with each season and time of the year. You will design your newsletter so that the CSS can easily be changed to give the next month's publication the new colors and masthead background images suitable for that season. The newsletter main page will have articles that begin or are introduced on the main page, and link to the complete article on a separate "full article" page. The full article page will continue the theme and have a suitable one column layout for the full text of the article

Your piece must include the following features:

- A main page
- A new masthead image that represents your month's season.
- A new title page for your month – the name of a timely theme or issue for your month's newsletter.
- A new image for the newsletter in column 2 or the right column that again follows the theme of your month.
- A completely new color palette that works with the season and month you are assigned.
- A CSS (cascading style sheet) attached externally
- A link to one "full article" page with single column text.
- Remember to use XHTML 1.0 strict for your DOCTYPE. Both pages must validate for html and css.

You may use Lorem Ipsum text as filler.

You may experiment with the text for the Newsletter Seasonal title – font, size, color, style etc but it should still be absolutely positioned over your banner image area.

The newsletter main page must include:

- Masthead background image
- Newsletter Seasonal title
- Content (Lorem Ipsum is fine)
- Two columns
- Image within at least one text article with text wrapping (hint: float image)

The newsletter "full article" page must include:

- Same masthead background image and newsletter seasonal title as home page
- Title of the article

- Text in a single column
- A Link back to the main page

Processes

- Your month will be the same as your birthday.
- Decide what color palette will best represent your month and create a "mood board"
Create a masthead image, 760 pixels wide x 150 pixels high (you can vary the height but keep the same width as the tutorial)
- Find or create an image for the body that will also reinforce your month's seasonal feel.
- Complete the site with a main page and full article page.

Five Design Reminders

- Communicate with clarity
—purpose, useful, well-crafted, easy to use, interesting content, intuitive interface, know before you go
- Keep a visual, conceptual, and mechanical consistency
—proximity, similarity, consistency in location, labeling, action states, coordinate your design style (buttons, typefaces, photography, frames borders, textures, colors, placement, file format
- Take advantage of contrast
—contrasting elements that are energizing and engaging not annoying, contrasting visual types (typefaces, color, illustration techniques, dimensionality, positive and negative space), contrasting media types (text vs. image, etc.)
- Strive to make it uncluttered
—offer only the options that help achieve the project's goal, keep body copy, or text open and organized (use line-height, bullets, headings, short paragraphs), use of negative space for directing eyes through a layout
- Apply cinematic principles of storytelling
—structure your page with a beginning, middle, and end, show the story, don't tell the story, with ambience and enhancement of mood.