Art 198

Project 3: Design a Personal Web site or a site for a Small Business or Non-Profit (fictional or real)

See Projects on the website for due dates
http://www.patriciarees.com/art198/projects/

Your piece must include the following features:

Personal Web Site	Fictional Business or Non-profit
Main page	Main page
Portfolio, gallery or examples of your work,	Brief listing/descriptions/examples of the company's merchandise or services.
A resume or bio.	About the company—company purpose, history or mission statement.
Your career objectives.	List of clients served and/or testimonials.
Something personal such as hobbies, special interests, travel experiences, etc.	Future directions or business strategic partnerships.
Contact info for you—email address (optional phone number & address).	Contact for your business preferably by email address, phone number & address.
Contact form	Contact form

All sites must include:
- A home page (index.htm) and 3 to 4 other pages that fully link. Home page should have:
  - Simplicity (layout guides the eye through content)
  - Easy to navigate
  - Enough text to recognize immediately what your site is about and to satisfy search engines (sets up a story)
  - Attention grabbing (persuasive) & professional appearance (trust)
- Internal links (page to page and back to home).
- External links (URLs, other PDF files, etc.).
- Navigational "Buttons" within the site (it should not depend on the browser back button to get back to home page for example)

Optional elements could include:
- Multimedia Elements (QT movies, video clips, animation, sound, music, rss feed, etc.).
- PDF Portable Document Formats for resumes, articles, charts, etc. to be downloaded & printed.

Project Plan
- ## Site Definition and Requirements:
  - o Determine Primary Objectives: Project Goal - What is the point, or the purpose of, your site?
  - o Conduct Client Surveys and use Client Brief Worksheet to create your client's Creative Brief.
  - o Write a Creative Brief: - Who do you want to look at this site? What do you want it to communicate to them?

- o Write a <u>User Profile (persona):</u> write up a user profile for one typical person who would be visiting your site.
- o Write a Technical Brief (optional)

- **Discover and research:**
  - o Review your industry and competition for business or non-profit. Review similar personal work or portfolio sites.
  - o Provide links to three sites (URL) that you feel serve a similar market and inspire your site organization, and create a mood board for design inspiration drawing from non-web sources. Make another collection for website screenshots of design patterns that inspire your design in any way, such as navigation, headings, buttons, colors, etc.

- **Structure**
  - o Site View: Building a Site Map
  - o Setting Naming Conventions for pages, images, link text. Home page is always index.html.
  - o Determining User Paths on paper or use http://websort.net/ to complete an online cardsort with typical users.
  - o Determining Navigation
  - o Outline Content and Functionality
  - o User View: Creating User Scenarios for testing

- **Wireframe, Prototype and Design**
  - o Screen View: Creating Screen Schematics (Wireframes). Draw wireframe for basic page templates, usually at least home page and inside page. Others for additional unique pages like search, shopping, gallery, etc.
  - o Design Strategy: sketch, then 2 -3 comps
  - o Create comps as needed for each wireframe template
  - o Design the chosen interface of your web site in Fireworks (preferred) or Photoshop: keep each element on a separate layer. Create pages in Fireworks.
  - o Design for no horizontal scroll and important content is "above the fold" in a 17" monitor—800 x 600 pixels resolution (viewable 760 x 420 pixels) or 19" monitor or high res laptop, 1024 x 768 pixel resolution (viewable 955 x 600). Be sure if you use the larger, that most important information is viewed within 800 x 600 space.
  - o Create working Prototype in Fireworks by exporting pages.
  - o Test with Users
  - o Export your layout into individual web optimized images. Make all your visual elements into jpg, png or gif. Be careful of the file size of all images.
  - o Create one folder; name it `assets`
  - o Put all your original media, text, pdf files, and multimedia files that do not get published to the web in this one folder. Make sure to keep all the original images if you create composites, etc.
  - o Write a style sheet for any fonts used in images. Include font name, size, and any attributes such as leading or kerning, or crisp rendering. Write a style sheet for all hexidecimal colors needed as background, font colors, etc.
  - o After testing, if you modified any file structure from your original flow chart update it with proper files names and folder names, if any.
  - o Begin the layout of your web page

- **Build**
  - o Create one site folder: **website** outside your assets folder. Create your **website** folder structure per your flow chart, using a css folder, an images folder and a js folder. Use templates: home and inside at least.
  - o Versioning and organization: Have a system. Organize and backup. As you go along make a copy of your entire **website** folder and save it with a version number so that you can go back to previous working version if necessary. website_v1, website_v2, or website_05-12, website_05-15, etc.
  - o Validate css and xhtml as you go.

- o Use alt tags, title tags and meta information, DOCTYPE xhtml 1.0 strict.
- o Remember search engine content, use heading levels, good, keyword rich copy and link text
- o Place content, check spelling

- **Test**
  - o Web Developer tools for validating xhtml, css, accessibility, speed (page weight), links
  - o User testing
- **Launch**
- **Asset wrangling**
  - o Make sure you have a copy of all the high resolution assets organized, updated your final styles in your style guides and saved to CD, with your final site, and a copy somewhere safe.

- Upload this site to the class sites folder.
- Test in multiple browsers and both Mac and PC operating systems—Frefox, Safari, Opera and Internet Explorer 6 and 7.
- Extra credit for a print style sheet.

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 vs. animation vs. audio, etc.

- Strive to make it uncluttered
  —offer only the options that help achieve the project's goal, empower the cursor, create a single on-screen navigation tool, give feedback about where they are and where they've been, keep body copy, or text, to a minimum, customize individual user's experience, use of negative space for directing eyes through a layout

- Apply cinematic principles of storytelling
  —structure your site with a beginning, middle, and end, show the story, don't tell the story.