Art 198

Project 3: Designing a Personal Web Page

Design either a Personal Web Site for a Designer/Artist or a Web Site for a Fictional Company.

Your piece must include the following features:

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

All sites must include:
- A home page (index.htm) and 3 to 4 other pages that fully link.
- Internal links (page to page).
- 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
- ### Discover and create a brief report:
  - o Review your industry and competition for business or non-profit. Review similar personal work or portfolio sites.
  - o One site (URL) that inspired your site organization and something that inspired your design (mood board is fine).
- ### Site Definition and Requirements:
  - o Conduct Client Surveys
  - o Determine Primary Objectives: Project Goal - What is the point, or the purpose of, your site?
  - o Write a Creative Brief: Target Audience - Who do you want to look at this site?
  - o Make a User Profile: write up a persona for one typical person who would be visiting your site.
  - o Write a Technical Brief (optional)

  These two section documents will be due April 10.

- **Structure and Prototype**
  - Site View: Building a Site Map
  - Setting Naming Conventions for pages, images, link text. Home page is always index.html.
  - Determining Navigation
  - Outline Content and Functionality
  - User View: Creating User Scenarios for testing
  - Determining User Paths on paper
  - Create working Prototype
  - Test with Users
- **Wireframe and Design**
  - 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.
  - Design Strategy: sketch, then 2 -3 comps
  - Create comps for as needed for each wireframe template
  - Design the choosen interface of your web site in Photoshop/Fireworks; keep each element on a separate layer.
  - 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 with 800 x 600 space.
  - Design the interface of your web site in Photoshop/Fireworks; keep each element on a separate layer.
  - Make all your visual elements into jpg or gif. Be careful of the file size of all images.
  - Create one folder; name it `assets_firstinitiallastname` (no spaces)
  - 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.
  - Begin the layout of your web page
- **Build**
  - Use templates: home and inside at least.
  - Versioning and organization: Have a system. Organize and backup. (index_v1.html, base_v1.css) or folder_v1. ,
  - Create one site folder name it `site_firstinitiallastname` (no spaces) with inside folders for `images, css`
  - Validate css and xhtml as you go.
  - Use alt tags, title tags and meta information, DOCTYPE xhtml 1.0 strict.
  - Remember search engine content, use heading levels, good, keyword reach copy and link text
  - Place content, check spelling
- **Test**
  - Web Developer tools for validating xhtml, css, accessibility, speed (page weight), links
  - User testing
- **Launch**
- **Asset wrangling**
  - Make sure you have a copy of all the high resolution assets organized 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.