Final Project Brief

Description:

Your final project site will be for a small business. You can find a business that has no web presence, or you can find one that has a bad web presence. You may choose a real small business or you can make one up. Your site must be for a business type that exists — not one that is completely fictitious. For example, you can make a site for a commercial space tourism company, but you cannot make a site for a completely fictitious company that sells farms on Venus.

Choose a small business with universal appeal. Avoid business types that might be considered controversial by employers.

If you choose to make a site for a real client, try to discern if the client will be reliable and able to provide content for the site. Avoid a client who cannot quickly get you text and images.

Requirement highlights:

• Your site must be a beautiful, portfilio worthy design piece.

• Your site must be professional — easily mistaken (or used) as a real site.

• Your site must be responsive targeting smart phones, tablets, and desktop displays.

• Your site must be fluid and designed mobile-first.

• Your site must be coded and designed with accessibility and usability in mind.

Instructor Sign off requirement
You must get sign-off from your instuctor at the following benchmarks in order to proceed to the next steps in the process.

Concept (Step 4):

Sitemap (Step 6):

Two Photoshop Comps (Step 12)

Final Photoshop Comp (Step 14)

Mobile-first layout (Step 15)

Photoshop requirement
Many web design companies begin their work in Photoshop. Very few web design work flows include Illustrator comps. Your comps for this project must be in Photoshop.
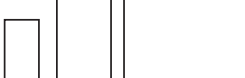
Plan

1. Choose a business.

2. Use the planning document to track your information architecture and design decisions throughout the project. Record design and SEO decisions every time you work on the site. This document will become your design rationale.

3. Work with the client to determine the goals of the site. (Be sure to tell your client the site will not be an e-commerce site, as e-commerce is beyond the scope of this class.)

4. Write the opening paragraphs of your design rationale

5. Design and organize the information architecture

6. Make a site map

Content Aggregation and Creation

7. Gather assets including content, text, images, logo, contact info and possibly more.

8. Do keyword research and update/rewrite text to include keywords and phrases.

Creative Brainstorming, Low fidelity Comps

9. Do many wireframe sketches (shapes) to explore layouts for your three design sizes (at least 5 sets). **X 5**

10. Do three sets of detailed sketches exploring the best design solutions (mobile, tablet, and desktop for each set). **X 3**
    a. Draw what the images will look like including the logo/brand.
    b. Draw headings
    c. Draw lines for the body copy that describe the weight of the text.
    d. Make them detailed enough to communicate with your non-artistic client.

11. Show your sketches to classmates and get feedback.

Client (and Instructor) Sign off

12. Make two sets of high fidelity Photoshop comps from your two best design options. These should look extremely real and be easily mistaken for live websites. Compare your sites to others that are online. If yours don't stack up, keep working on them until they do. **X 2**

13. Show your comps to classmates, clients, and instructors and collect feedback.

14. Considering feedback, choose a design and make revisions to create one final set of comps. **X 1**

Build

15. Code your site in HTML and CSS using the Dreamweaver interface.
    a. First code and get sign-off on your mobile-first layout.
    b. After sign-off on your mobile layout, use media queries and CSS to adjust your layout for medium and wide screen display

16. Show your progress and revise your site based on class feedback throughout the process.

18. **Present your final site:**

Web 2 Final - Planning Document

Use this template to help you track your website building process. You will turn this root folder in with your final site.

This site is should start with design rationale, followed by a history of your information architecture, design iterations, and SEO decisions. Highlight any other decisions you made to help set your site apart from competitors (The things you'd want to tell employers during an interview).

Design Rationale (Project Objective)

Define your objective here. What are you trying to accomplish for your client? Describe the brand message you are trying to communicate to their customers. Keep this paragraph short, but informative.

Business Name and Genre

replace this text with who the business is and what they do.

Target Market

replace this text with the market segment this business is targeting

Competitor research

replace this text with insights into your competitors offerings. What do they do well? What areas do they lack and give you the opportunity to capitalize on?

Color and Design References

replace this text with screenshots of anything inspirational to help you in the design process - color - type - texture - anything.

Sitemap

replace this text with a screenshot of your sitemap outlining site structure and information flow.

Keyword research

- replace this text with lists of keywords
- and keyword phrases that you will integrate
- into the various pages and high impact areas of content to aid in SEO

How did you implement these? Where did you put them?

Thumbnails

replace this text with scans of your thumbnails. Whatever you have for developmental sketches should be shown here. Employers like to see "behind-the-scenes" and view how you come up with ideas.

Detailed sketches

replace this text with scans of your design solutions (mobile, tablet, and desktop). These should be detailed drawings that communicate to a non-designer, non-visual person just what the site will look like.

Two Photoshop Design Comps

Replace this text with screenshots or jpg's of the two sets of high fidelity comps. Show the three layouts for each .

Final Design Comp

replace this text with screenshots or jpgs of your final design comps after all refinements. Show the three layouts.

Links to your legal image sources

add a list of links to your image sources. If the images are yours or client supplied, just indicate that.

Reflection: Summary of Concept and Solution

Describe how your design achieves the design rationale above. Add any other information you gather, or anything else you'd like to highlight or remember about making this website. This should be your longest paragraph. Describe what you want a viewer to feel when visiting your site and what design decisions you made to create that "feel." How are you visually communicating your client's message to their customers?.

Tell your story.

What do you want the customers to think of when they interact with your design work? Did you wait under an umbrella for hours to get just the right photo of their sidewalk bistro filled with happy customers? Did you draw upon the surrounding historical buildings for the logo art, design elements, and background photos? tell your story and inject personality into your description.

Completion Checklist: Fill out and turn this in with final site.

☐ Site is uploaded to your web host _____

☐ The site looks finished and professional _____

☐ Design of the site is geared towards the target market _____

☐ Design principles utilized: balance, unity, movement proportion, emphasis _____

☐ Site employs a mobile-first design strategy_____

☐ Site is fluid and utilizes relative units where appropriate (%'s and ems) _____

☐ Site includes 2 media queries targeting tablet and desktop screens _____

☐ There is an image on every page (the header doesn't count) complete with alt text _____

☐ Subheads are closer to the type below and farther from the type above _____

☐ Type is styled using CSS (no browser-default type). _____

☐ Exceptional content readability and hierarchy _____

☐ Every page is titled _____

☐ Site includes a favicon including various OS shortcut icons _____

☐ Site contains a call-to-action_____

☐ Site contains a data table _____

☐ Site contains a form_____

All links work: _____

    ☐ Within the site _____

    ☐ External links _____

    ☐ E-mail links _____

    ☐ Logo links back to home page _____

☐ Widths and heights are applied to elements *only where necessary* _____

☐ All text is structured — p, h1, h2, ul, ol and more _____

☐ Site uses HTML5 tags (header, nav, footer, main, article and more)._____

Web Design 2

☐ Navigation is in an unordered list _____

☐ Images optimized correctly — correct format, correct size, no distortion _____

☐ All text is selectable, editable text; *only an image when absolutely necessary* _____

☐ Site is search engine optimized with intentional keyword and keyphrase

integration throughout_____

☐ Site is linked into Google Analytics. _____

☐ Spotless root folder: No supportive files (.ai, .psd, .txt and more) _____

☐ Correct file naming conventions (html pages, css styles, image names) _____

☐ A fully complete planning document highlighting the creative process.

_____

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Your Final Self Assessment: Grade   _____ / 100

Support your score with any final thoughts or feeback about the project:

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