Summary:

Often you will receive a bunch of information from a potential client; sometimes organized thoughts, sometimes not. Many clients have very little expertise beyond their own area of business which is why they hire us. As Web designers, clients look to us for advice into the success of their website and are willing to hear our ideas.

During this project you should let these ideas shine and track any intentional improvements you make to highlight during a future job interview. You must run your ideas by me (as the client) before making any changes. Convince me why your ideas will help to make this website and my business a success.

Client:

Portage Trail Outfitters and Resort

A resort and outfitting service on the edge of Minnesota's Boundary Waters Canoe Area Wilderness. This resort has luxury cabins for on-site vacations, bunkhouses for a quick nights rest, and full gear and outfitting services for canoe trips into the wilderness.

Task:

Create a website for the client that includes the supplied information.

Phase 1: Research and Organization

- research your subject/competitors
- layout a site map to organize page content.
- clarify any questions you might have with the client.

Phase 2: The Pitch

- Do minimum of 10 thumbnail sketches of the homepage
- make 3 refined sketches based on thumbnails
- design 2 high fidelity Photoshop comps of the homepage that you will pitch to each other and the client.

Phase 3: Initial Page Layout

- Create your initial DIV layout. This will serve as your base template.
- Other pages may have a different structure, but the site must always look and feel like the same site.
- Upload your site to your host and test often

Phase 4: Add Content and Style

- Use your expertise to duplicate pages and flow in final content.
- Upload your site to your host and test often.

Phase 5: Finalize

- Upload, test, fine-tune, and prepare for a client presentation.

Project 1 Site Evaluation

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

☐ Correct file naming conventions_____

☐ Site is uploaded to your own web host _____

☐ Layout is consistent across every page _____

☐ Layout utilizes HTML5 elements — header, nav, main, article, footer and more _____

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

☐ Navigation is in an unordered list _____

☐ 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 _____

☐ Design utilizes relative unit measurements whenever possible (%'s and em's) _____

☐ Exceptional content readability and hierarchy _____

All links work:

☐ Within the site (page to page) _____

☐ External links (to other sites and social media) _____

☐ E-mail links _____

☐ Link to the gear list PDF (or other files) _____

☐ Site logo links back to home page _____

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

☐ All text is selectable text; (only an image when absolutely required) _____

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

☐ Every page is titled_____

☐ Call to action areas are styled in a consistent manner_____

☐ Overall the site looks finished and professional _____

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

☐ Utilizes at least one media query to display both mobile and desktop designs._____

☐ Design principles utilized: balance, unity, movement proportion, emphasis_____

☐ Logical structure and naming of HTML code and CSS styles _____

☐ The **fully complete** planning document highlighting your creative process.

Planning Document: Fill in the areas of this website as you compete them.

Web 2 - Project 1 Planning Document

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

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 targeting

Project Objective (Design Rationale)

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.

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.

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 three detailed sketches showing three different design solutions (mobile and desktop). These should be detailed drawings that communicate to a non-designer, non-visual person, just what the site will look like.

Design Comps

replace this text with screenshots or .jpgs of the .psds for two of your best designs. Show mobile and desktop for both.

Final Design Comp

replace this text with a screenshot or jpg of your final design comp. Show both mobile and desktop.

Links to the images used

- replace this list
- with the links
- to the images you used
- in your design. If they are
- yours just say so

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.