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: The Pitch

In this phase you need to:

- layout a site map to organize page content
- 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 2: The DIV layout

Create your initial DIV layout with flexibility in mind as all site pages will be based off of this one. Other pages may have a little different structure but the site must always look and feel like the same site.

Phase 3: Add and style content

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

Phase 4: Finalize

Upload, test, and fine-tune as often as possible.

Portage Trail Outfitters 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 _____

☐ 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 planning document root folder complete highlighting progress throughout the project.