Project Three

Intarweb Plastic Surgery

This third project is meant to build your Dreamweaver skills, while working on your design process and web aesthetics, and learning about website planning and information architecture. At the completion of this project you will have a working understanding of planning a web site, web design and production, using information architecture to create an effective interface, and uploading and managing a "live" site.
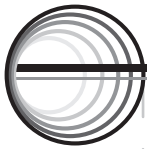
You will be redesigning an existing website of your choice* and building a 5 page prototype.

* Do not take advantage of this openess by making a poor choice–there must be enough content or you must propose the addition of content and it must be feasible; be realistic, be conscious of the project deadline. You must convince your instructor of the viability of your choice. Do pick a site that interests and excites you.

1. Find three badly designed websites (this shouldn't be hard). Email or Canvas message the instructor your three choices. Indicate if you have a particular favorite among the choices. If it's terrible enough, the instructor will approve it and you can proceed. Please have these bad websites to him by **Monday 02/19.**

2. Research the existing site. Be sure to take notes so you will not have to redo your research when you begin to work on the information architecture and design. Not understanding the content is the #1 complaint clients make about graphic designers. Document all of your **research**; you will be turning this in along with the rest of your preliminary work.

3. Establish goals for the site. Use the handout to create a **Site Needs and Goals Analysis**. Be sure to evaluate at least 2 competitor sites in your analysis; not only will it put the redesign in context, it will also give you ideas for both information architecture and design. This should be at least one page, but not much more than 2 pages.

4. Create a **site map** that shows the navigational system of the site, with all pages labelled.

5. Develop a meaningful concept by brainstorming, mind mapping, list making, and/or anything else that stretches your creativity. Be sure to document this discovery as you will need to turn it in.

    Begin the design development by sketching at least **12 thumbnails** of how you might redesign the home page (this design will carry over to the rest of the site, but focus your thumbnails on the home page only). Try out a wide variety of compositions in your thumbnails; a sketch that simply moves the location of one image is *not* a different idea, only a variation.

    Choose at least 2 *different* sketches and develop each further into a mobile sized rough (**430px x 932px**) and a computer sized rough (**1920px x 1080px**) for the home page. The rough layouts must be created on the computer in the software of your choice, and must include color, typeface(s), navigation and composition of image(s) and/or text. Then, create a second set of rough layouts for each idea showing how the each design would carry over into other pages of the site. You will have a total of **8 rough layouts**: a home page and a sample inner page for each design in mobile and computer sizes.

6. After preliminary critique and one direction has been selected, set up your site before beginning to create and prepare your content and build your web pages. You will need to decide what type of buttons, structure tags, and layout tags to use, when to add fonts of your own and when to use default text, where to add internal and external links, etc.

7. As your skills and knowledge increase, continue creating and refining your websites.

8. Add a link from your Project 2 home page to Project 3 and include a brief description of the project (for example, the project overview from your **Site Needs and Goals Analysis**).

9. Once you have completed your site create a **Style Guide** that explains proper logo usage, typography, color scheme and layout for your design. When writing this guide, think of everything you would want another designer or a member of your team who is maintaining the site in the future to know about your design. Be thorough! This should be at least one page.

10. You will upload your entire site (HTML and CSS files, images, working graphics, preliminary work, etc.) to your student folder on the class server on the due date listed below. Post your link and present your project for a final class critique on the forum. Remember to introduce yourself and explain how your design solves this project and why you designed it the way you did.

TECHNICAL REQUIREMENTS:
- Dreamweaver used to create web site
- live and fully-functional
- appropriately optimized images
- title, meta tag description and keywords
- stylesheets to control layout
- effective use of the technology

DESIGN REQUIREMENTS:
- creative solution
- clarity of communication
- aesthetics: color, typography, layout, etc.
- effective navigation
- pleasurable experience

Due Dates

Monday 02/19	Website must be approved no later than this date
Friday 03/15	Preliminary critique due online
Friday 04/05	Project 3 due online, final critique