

Event Website

ASSIGNMENT SHEET 29 SEPT. 2011

Build a small website for an event that interests you. Begin by framing your question: define, for yourself, what the site needs to convey, and to whom it needs to speak. Consider the nature of the event, and the site's audiences and their expectations. Move into a research phase, gathering information about your event, related events, and websites that might inform your decisions. Begin to design the site, starting with offline sketches and studies for concepts, and moving to static wireframes/comps. Finally, produce the site in HTML/CSS, testing for browser rendering.

Systems This project involves the design of system of parts; all of these pieces should work as a whole. For this project, use every page of the site to express a single design concept. Every page in the site should be based on two or three standard layouts – *templates* – with only the content changing from page to page. Make every page adhere to one overarching color scheme, one way of handling type, and one grid. Explore ways to make individual pages stand out, but only after you have constructed the fundamental system, and only within the framework that you have constructed.

Schedule

| | |
|----------|---|
| 29 SEPT. | Start project. Select an event and begin research. |
| 6 OCT. | Present <i>research</i> about your event, including background information and images. Also present <i>two site maps</i> . |
| 13 OCT. | Present <i>design concepts</i> , bringing sketches for at least three approaches. Show proposed front and inside pages; and color, image, and type choices. |
| 20 OCT. | Present one <i>refined design</i> in high-fi wireframe form. Show in-progress HTML/CSS. |
| 27 OCT. | Present <i>finished site</i> with working HTML/CSS and images. |

| VALUE | CRITERION |
|-------|---|
| 20% | Usability of site structure and navigation |
| 20% | Visual design, page layout, typography, and readability |
| 20% | Use of templates and standardized code |
| 40% | HTML/CSS quality; correct use of tags |

OBJECTIVES

- Organize a website.
- Design using offline sketching processes.
- Bring color and images into a site.
- Create site markup using HTML.
- Format a site using CSS.
- Design a site as a single system, based on templates.

DELIVERABLES

For design documentation, research, and sketches, bring work on paper or as PDFs or images.

The final deliverable is one website of at least four pages, built with handcoded HTML/CSS.

Files should pass the W3C validators, unless you discuss exceptions with the instructor.