

Narrative

ASSIGNMENT SHEET 10 NOV. 2011

Assignment Build a small website that tells users a story. Consider navigation, user experience, typography, image choice, and the value of templates and shared stylesheets in web development. Most of all, think of this website as a single system, built from many smaller and reusable parts. The heart of your task is conveying a narrative: deciding what story you want to tell, creating a site design that communicates that story, and building the site.

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. The site will most likely draw from two or three standard layouts, 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.

Objectives

- Create design that tells a story.
- Learn efficient HTML/CSS coding practices.
- Build a website that is based on a limited number of standard templates.
- Work with larger images and visual content.

Deliverables One website, built in HTML/CSS. The website should have at least two page types/page templates; creating more than four page templates is probably unnecessary and inadvisable. The site should have at least seven pages fully populated with content. The plan for the site may include more pages, but the additional pages do not need to be complete.

You may use JavaScript to add features to the site, but remember that JavaScript is not the focus of this course. Do not let scripting interactions take over the project, and be prepared to discard JavaScript enhancements if you run into difficulties. I encourage you to use existing scripts based on the jQuery library.

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| Schedule | 10 NOV. | <i>Start project. Select a topic and begin research.</i> Email your instructor with a one-paragraph project proposal. |
| | 17 NOV. | <i>Present site map and visual design concepts.</i> Bring one site map, and high-resolution wireframes for at least two concepts. Wireframes may show either the home page or an inside page. Bring your materials on paper or as PDFs. |
| | 1 DEC. | <i>Present one refined concept.</i> Bring a site map and high-resolution wireframes for one proposed concept. Wireframes should show all proposed page types. Bring your materials on paper or as PDFs. |
| | 8 DEC. | <i>Review CSS typography and layout.</i> Bring HTML markup for all pages, images, and CSS files. |
| | 15 DEC. | <i>Final critique.</i> Bring a fully-functional site with HTML, CSS, and images. |

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| Evaluation | 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/JavaScript quality and correctness |