Overview

Pick one project to work on from either of the lists of possible projects on the next page. Your site map, design comp, and final project should represent different stages of the same project. That is, although the subject matter should remain the same throughout, each stage should logically build upon the stage that preceded it.

Site Map

Site maps are due by the beginning of class on Thursday, October 4th and should be submitted in paper form.

The site map for your final project should account for all the pages that would be included if you had sufficient resources to build out an entire site instead of the 7 or more pages you’ll actually create. That is, the site map should include pages for all the materials that you have been given for your project.

Please be aware that the materials you have been given (i.e., images and text files) have not been pre-organized or broken down into logical units for you; that is one of the tasks you will need to perform before you can create your site map.

You can refer to the online lecture materials to see examples of acceptable and unacceptable site maps or you can visit the PBS site <http://www.pbs.org/remotecontrol/bestpractices/architecture/architecture.html> or Dynamic Diagrams’ site <www.dynamicdiagrams.com/case_studies/emp_ia.html> to see other examples.

As with other class projects, the site map should represent your best efforts and should demonstrate that you have given a reasonable amount of time, thought, and consideration to its design and to its execution. Last-minute, poorly conceived, or badly executed work will receive appropriate credit.

Design Comps

Design comps are due by the beginning of class on Tuesday, October 30th and should be submitted in paper form.

The design comps (aka, color comps) for your final project should show the main page elements, such as the masthead (if any), navigation bar(s), and sample content areas.

According to Jeffrey Zeldman in Taking Your Talent to the Web (p. 160): “Typically, you’ll be creating comps of the web site’s front page and one or two internal pages. These comps are not functional web pages; they are simply realistic renderings. …Having identified the color comps necessary to prove the site’s concept, you execute them in Photoshop or another design tool.”

For this class, at a minimum, you’ll need to produce design comps for your home page and all the significant or distinctive secondary pages as well… particularly if those pages have unique design or navigational treatments.

Final Project

Students who choose to work alone will create seven (7) or more web pages including a home page, at least three second-level pages, and at least two third-level pages. Students can instead work as part of a two-person team but will need to create a minimum of fourteen (14) pages including a home page, at least four second-level pages, and at least three third-level pages. All projects, either individual or team, are due for presentation on the dates indicated in the class schedule. The order of presentation will be determined by random selection. The final projects are due by the beginning of the December 6th class (section 1) or the December 4th class (section 2)—no absences, no excuses, no extensions.

Designs should demonstrate an overall visual concept, intuitive navigation scheme, and high-quality execution.
The maximum size for an individual web page should typically be no more than 80 KB, and only then in rare circumstances.

The Project Materials
In each case, the final projects are intended to be informative (as opposed to entertainment-oriented or pure sales-directed) in nature. The primary audience will differ for each of the projects although there will likely be some overlap.

Projects with Supplied Materials
The Kathmandu travel agency Himalayan World Adventure site should appeal to a mainstream adult audience, but one that clearly is willing to travel and likes outdoor or exotic activities. The agency offers tours and activities throughout Nepal and nearby Himalayan countries.

The Honolulu Zoo site should appeal to a broad-based family and younger demographic (18–35). As with the Manzanar and WPA sites, it should have an educational focus but, unlike them, its tone should be more lively and fun.

The Pizza Galley site is the most overtly business oriented site offered here, although not at all hard sell. The tone should definitely be fun, almost party-like, and the appeal is very broad-based.

Projects with Web-based Materials
The Manzanar site tone should be serious and dignified; its intended audience is composed of those who are interested in history, either general or personal, and ranges from middle-school children to very old adults. The site should not concentrate on Adams but should use his work to illustrate the Manzanar story.

Text is available at Library of Congress American Memory web site (see below, for example) and from Wikipedia.

Images by Ansel Adams and others are available at http://memory.loc.gov/ammem/collections/anseladams/index.html and from other pages within the American Memory site. A limited number of public domain or rights-free images are also available through Wikipedia.

The Works Progress Administration (WPA) site should highlight the program’s Federal Art Project (FAP) and its artist’s works, although the historical context of the WPA should also be provided. The tone should be “Ken Burns like” — a serious but not boring look at historical material. The primary audience is likely to be American history buffs and others interested in graphic design.

Because of the image-intensive nature of this site, page sizes can be expected to exceed the recommended value of 80 KB.

Images from the FAP are available at http://memory.loc.gov/ammem/wpaposters/highlights.html.

Text can be found at the above URL and also through Wikipedia (e.g., http://en.wikipedia.org/wiki/Federal_Art_Project and http://en.wikipedia.org/wiki/Works_Progress_Administration)