

Project 1 – Travel Web Site

Project 1 Description and Timeline

PROBLEM:

Use an assortment of photos collected from the group as inspiration to create an inventive travel web site that guides a targeted audience through a fictitious space that informs and entertains. Use the web design process to develop the site from planning through to implementation and testing.

SUGGESTION: This web site should not be a literal advertising site, i.e., travel brochure. Instead, it should be a concept piece tied together by a good idea, wit, unity of theme and design. It should have personality and a point of view. Let the range of photos trigger your imagination. Edit your own photos or any of those contributed to the group. Use your own writing or quotations from others. Use links to broaden the scope of your content through solid research. Consider using time as well as place. Your web site, for example, may meander through a post-apocalyptic village or the Mississippi in the year 1500.

NOTES:

- For copyright purposes, superimpose the same face of _____ to block out all individual identities in images on the website.
- This project will be accompanied by a range of exercises and assignments which reinforce design processes and techniques.

One example of photo transformations that comes to mind is Robert Smithson's *Hotel Palenque and Monuments of Passaic*. In Hotel Palenque the artist gives a slide lecture using images of a dilapidated hotel in Mexico, to a group of architecture faculty in the University of Utah. In the talk he weaves a tale about the ancient gods and goddesses of Central America and describes the broken down architecture in the jungle as if it were an art historical relic making references to non-Western societies and geological phenomena, a good portion of which had little to do with the literal photographic images themselves. Smithson's underlying themes often referenced the concept of entropy (the universe's tendency to move from order to disorder).

<http://www.robertsmithson.com/essays/palenque.htm>, http://www.robertsmithson.com/photoworks/hotel-palenque_300.htm

http://www.robertsmithson.com/photoworks/monument-passaic_300.htm

REQUIREMENTS:

- Size:** flexible but designed for 640 x 480 pixel area
Color: RGB color mode
Resolution: 72 pixels per inch (ppi)
Software: HTML-based web design in Dreamweaver
Format: final version must be uploaded to the Internet as a set of files and folders on your student web space (<http://mystudentweb.stcloudstate.edu/username>)

Content:

- Text:** Minimally (1) Title; (2) Captions; (3) Informational Body Copy
Images: As many as necessary including at least (1) one jpeg, (2) one gif and (3) one gif animation
Links: (1) To other pages within the site, (2) to other URLs on the Internet
Theme: Some metaphor to unite the site and assist in navigating through it
Color Scheme: Limited selection of hexadecimal (Web-safe palette) colors for unity
Navigation: Buttons and Navigation Bar to orient the user preferably no more than two clicks away at any time

TIMELINE:

H, 01/19	Intro to Travel Web Project, Distribution of Materials, Research and Development, GIFs/JPEGs on the Web
T, 01/24	Collect Group Images; Demos: Image Creation Exercises; HTML Coding; Lecture on Process of Web Site Creation
H, 01/26	Concept, Goals, Audience, Content Inventory List Reviewed; In-class exercises (3:30 gallery artist talk)
T, 01/31	Flowchart, Project Plan Reviewed
H, 02/02	Links, Dreamweaver Workflow, Techniques; Rollovers, Feedback, Usability
T, 02/07	Navigation, Storyboards Reviewed
H, 02/09	Visual Style in Presentation Design; Layout from Photoshop to Dreamweaver
T, 02/14	Presentation of Graphically Designed Visual Web Pages
H, 02/16	Prototype Reviewed
T, 02/21	Uploading and Testing
H, 02/23	Intro to Flash Animation and Interactive Components
T, 02/28	Intro to Flash Design History Website
H, 03/02	Time Period in Design History proposed & researched

Resources Online:

<http://web.stcloudstate.edu/wagorcica/index4.html>
<http://www.webstyleguide.com>