

PROBLEM:

Use the design process to develop an HTML-based web site using tables for your layout, a CSS stylesheet and a Flash component which can function effectively as a communication tool for your chosen organization.

SPECIFICATIONS:

Size: 800 x 600 pixel table-based layout, an interactive Flash element, a CSS stylesheet in Dreamweaver with links to multiple pages within the site

Color: full color with images saved either as jpegs or gifs; Dreamweaver pages should be designed with web-safe hexadecimal color

Medium:

Flowcharting and Diagramming – pencil and paper plans for organizing the entire site systematically

Thumbnails, Roughs – pencils, black ball point pen; Adobe Illustrator or Photoshop for deciding on an exact layout

Actual Web Site – Adobe Dreamweaver for designing the web site pages; material should be tested locally and then made public by uploading to the SCSU server

Timeline	Processes	Concepts for Discussion
M, 3/16	Intro to Web Site Design; Review Examples	
W, 3/18	Begin Research; Design Site Map; Work Session	Flowcharts, Links, Styles using CSS
M, 3/23	Demo/Work Session; Building a Rough Working Model with Links	Hexadecimal Color; Saving Images
W, 3/25	Demo/Work Session; Intro to Buttons in Flash	Work on Interactive Flash Component
M, 3/30	Peer Review of Style and Functionality of your Site	
W, 4/01	Advising Day (work session)	
M, 4/06	Preliminary Critique of Web Site	
W, 4/08	Final Critique of Completed Web Site; Presentation of Ideas and Process	

PROCESS:

Research–Bookmark a set of web sites to use as references. Review your examples and learn what makes them successful. Select one that is straightforward, easy to navigate, informative and visually appealing. Use this as inspiration to create your own. Take a screen grab of a few pages and measure the size and proportion of items to understand the underlying grid and the stylistic choices.

Site Organization–Develop a strategy for organizing multiple pages in your web site. Design a site map using a flowchart method. Refer to your newsletter design to decide on content and plan on developing continuity between print and web styles. Set up the file folder structure for your site and *declare a root directory on your Flash drive* using site management tools in Dreamweaver.

Web Page Layout–Design a master page layout in Adobe Illustrator preferably. Use it as a guide to manually build a table-based layout in Dreamweaver. Place images from Illustrator and Photoshop saved as gifs or jpegs into the table on your web pages. This would be a good time to have some peer view.

Testing and Uploading–Test your site as you work, checking that all links are operable and no images are missing. Once satisfied, upload the entire site to the university server.

GOALS:

Your primary goals for this project are:

- to communicate information about your organization aesthetically using graphic design elements such as a grid and color scheme
- to develop an easy-to-use navigation system that enables users to travel efficiently through the site
- to include written content and graphic images that provide information and create visual interest related to the organization
- to include design elements that can unify the site aesthetically across multiple pages using CSS for creating a style sheet
- to create an interactive Flash component to enhance the look and feel of the site

YOUR OBLIGATIONS FOR THE PROJECT:

Please turn in the following evidence of your process work when the work is due:

I. A Binder with the following:

1. Contents Page stating your name, the title of your project, your web address and the date
2. Two examples of web page layouts and some of your comments on why they are successful
3. Your flowchart showing the site mapped out and your navigation scheme
4. A one-page description of your process and an argument as to how and why your work is successful at functioning for your organization as an aesthetic communication tool

II. An operating web site uploaded to the university website and also submitted to me inside a folder called “yourlastnameWeb”

Visit: “<http://www.w3.org/Style/CSS/learning>” for more information on Cascading Style Sheets