

ART/COMM351
Website Design Project

For this assignment, you are to design and build a website to fulfill a particular web communication need (you cannot do a website for a mock company or organization). You are expected to use the design concepts and website construction techniques that we have discussed during the term. Your site should be comprised of no fewer than ten and no more than fifteen web pages and should include all content (text, images, etc). You need to upload the finished site to a web server (such as your partition on personal.centenary.edu) as well as provide me with a copy of your website on a CD-ROM. Be sure to provide me with the URL for your site. Technical requirements for your website include:

1. Coherent functionality in IE 6, 7, 8; Firefox 3, Safari and Google Chrome. Your website should look similar in all browsers without any major bugs.
2. One piece of advanced functionality. This may include a functioning form, Flash implementation, utilization of a pre-existing Javascript library (Jquery, Scriptalicious, etc.) or other proposed functionality. **I strongly suggest approving your functionality with me before implementation.**

In addition to creating the website, you will 1) submit a ten to twelve page design rationale for your site and 2) explain your site design in a presentation to the class. Your rationale should do the following:

- 1) Explain the website's communication objectives through a mission statement.
- 2) Describe the website's primary and secondary audiences.
- 3) Provide a detailed use scenario/narrative for a representative user from each audience.
- 4) Provide a detailed explanation of the website's structure that includes a tree diagram that shows each pages place in the site's overall organization. Make sure to address how the site organization is particularly suited to the needs of the target users. If the planned site will exceed fifteen pages, explain which web pages will be implemented this term and which will be implemented at a later date.
- 5) Provide screenshot(s) showing the layout for each type of page in your site and explain how the layout provides consistency across pages while at the same time providing visual interest. You may want to label particular sections of your layout to make your explanations clearer.
- 6) Explain your navigational schema including your choice of names for navigational buttons or links.
- 7) Explain the personality of your site and why it is appropriate given the website's objectives and target audiences. Make sure that you discuss layout and visual hierarchy in addition to other aspects of personality for each type of page in your site.

Presentations will be 10 minutes each and should address the most important points from your rationale.

Your website and design rationale are due at the start of the final exam period –Tuesday, May 5 at 4PM. The rest of the exam period will be devoted to the class presentations.

Your website will be evaluated based on 1) Your ability to apply design concepts presented in class and in course readings to create a coherent, well-designed website that is particularly suited to the sites' communication objectives and target audiences, 2) Your ability to apply website construction techniques learned in class to create an efficient, standards-based website that is bug-free and that will degrade gracefully. The website portion of the project will determine 60% of your project grade.

Your rationale will be evaluated based on 1) Your ability to apply design concepts presented in class and in course readings in your explanations, 2) The professional appearance of your document. Your rationale will determine 40% of your project grade.

You may seek assistance from me on any aspect of your website and rationale. I, however, will require that you make a genuine attempt to use your textbooks and the web to answer your question or troubleshoot your problem, before consulting me. If you utilize web-based resources, you must cite them in either your code or rationale and explain them in your in class presentation. You may not receive direct assistance on building and troubleshooting your pages or creating any content from others, although you may ask your classmates general XHTML/CSS questions and seek general feedback from them on your designs. **I strongly urge you to discuss at least items 1-3 in the rationale list with me before beginning development work on the site.**