

# Project 1 – Non-Profit Website Design

Due Date: 3/04/19

For this project you will be creating a dynamic and visually compelling Non-For-Profit Website Design. You will be designing this website inside of Adobe Photoshop and building it in HTML & CSS.

Your non-profit website design should be geared to a specific non-profit agency such as (the SPCA, American Heart Association, etc.) and contain a minimum of 6 pages. You can choose a non-profit that might have special meaning to you.

How you divide up pages is completely up to you, however you should base it on research you do of similar non-profit websites. Design your non-profit so it fits your audience, research 5 other non-profit websites for design inspiration.

Document all of your research on the design brief form which can be found on the class website. When designing think about how the user will use and benefit from your website design. What buttons, navigation, links are you going to have? Are you going to have a search bar? How will the user of your website browse to get to the different pages to learn more about the organization? Where is the best location(s) for the donate button.

As part of the design process you will be required to do 20 thumbnail sketches before designing inside of Adobe Photoshop.

## **Project Submission:**

Please send all of the following files via WeTransfer to [behauser@cazenovia.edu](mailto:behauser@cazenovia.edu) with your initials and course number and project name by the due date.

- 20 Thumbnail Sketches scanned in
- Adobe Photoshop design file in .psd format
- Flowchart
- Design Brief & Research
- Site Folder with HTML, CSS and images folder
- Mounted Final Website (see below for details)
- Final PDF showing all the pages of your website

## Mounting Requirement

For final critique please design and print 1 color tabloid in portrait mode (11" x 17") showing two pages of your website. One must be the first page the user lands on and the other should be a well designed sub page of your choice. When laying out the two web pages on the tabloid paper make sure to put a slight drop shadow or a small 1 pixel border around them so the web page background doesn't get lost on the print.

## VC 475 – Project 1: Non-Profit Website Design Rubric

**Student Name:**

**Student Score:**

	<b>4</b>	<b>2</b>	<b>0</b>
<b>20 Thumbnail Sketches</b>	All thumbnails sketches have been executed	Some thumbnail sketches are missing	Thumbnail sketches are missing
<b>Design/Creativity</b>	Design is executed very well	Design has some minor suggestions	Design needs to be revisited
<b>Flowchart</b>	Flowchart is executed perfectly	Flowchart needs some minor revisions	Flowchart is missing or incomplete
<b>Site Map</b>	Site map is executed perfectly	Site map needs some minor revisions	Site map is missing or incomplete
<b>Programming</b>	Programming is free of errors	Programming has some errors	Programming is incomplete or needs to be revisited
<b>Design Brief &amp; Research</b>	Design brief is thoroughly completed	Design brief shows good effort, needs minor improvement	Design brief is missing or incomplete
<b>Mounted Finals &amp; Final PDF</b>	Final project is mounted well & Final PDF submitted	Finals need some improvement or one was not submitted	Both the mounted final and final PDF were not submitted

**Feedback:**