

VC 375 – Web Design I

Cazenovia College – Spring 2019
Professor Brian Hauser

Mon. & Weds. 6:00 PM – 8:50 PM
119 Reisman Hall

Project 1 – Modifying the Grid

Due Date: 2/18/19

For this project you will be creating a dynamic and visually compelling website by using a wide variety of layouts. Since this is your first website, we will only be designing this website inside of Adobe Photoshop and not building it with HTML and CSS. We will get to programming websites with your next project. It is important that we grasp website layouts prior to building out an entire website.

Your modifying the grid website should can be a website for any music genre you want but must contain different content layouts for each of the 8 webpages. How you divide up pages is completely up to you. In terms of layout your header, footer and navigation need to remain unified throughout your site but the content areas on each page must have a unique layout of text and images.

For content, I would like for you to make this website focused around musical artists and music from your favorite music genre (i.e. rock, alternative, pop, etc.) to design a unique website interface. The feel of the website design should fit your genre, think about how colors and design elements can set a mood and tone. You can use artists from your genre as the different pages of your website.

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 interface 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? As part of the design process you will be required to do 24 thumbnail sketches (3 thumbnails per web page) before designing your final roughs inside of Adobe Photoshop.

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.

Project Submission:

Please compress the following items into a .zip file and send to behauser@cazenovia.edu via WeTransfer:

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- 24 Thumbnail Sketches scanned in
- Adobe Photoshop web page designs in .PSD format
- Flowchart
- Design Brief with Research
- Mounted Final Piece & Final PDF's

VC 375 – Project 1: Modifying the Grid Rubric

Student Name:

Student Score:

	4	2	0
Concept/Design	Concept is perfect in execution	Concept is good in execution and needs minor improvement	Concept needs to be revisited
Thumbnail Sketches	All required thumbnails have been submitted	Some thumbnails are missing or some thumbnails are incomplete	Thumbnails are missing or incomplete
Design Brief / Research	Design brief is completed in entirety	Design brief is good but needs to be expanded upon	Design brief is missing or incomplete
Layouts	The layouts are complete and perfectly executed	The required amount of layouts or quality of layouts needs to be revisited	More effort needs to be put into developing a variety of layouts
Naming Conventions	Project is named properly.	Naming conventions need some improvement.	Naming conventions need to be revisited
Execution	Submitted and exceptionally executed	Executed well but has a few areas for improvement	Executed poorly and needs to be revisited
Flowchart	Submitted and exceptionally executed	Executed well but has a few areas for improvement	Executed poorly and needs to be revisited
Mounted Finals & Final PDF	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: