

VC 375 – Web Design I

Cazenovia College – Spring 2019
Professor Brian Hauser

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

Project 2 – Website Analysis & Re-Design

Due Date: 3/11/19

For this project you will research and analyze 5 different websites that you consider to be designed and constructed poorly. When looking for websites look at sites that have poor design whether it be colors, flashing elements that are distracting, etc. There are tons of bad examples out there of what not to do on the web! Also, look at usability. How does a user feel when they go to the website? Are they bombarded with information? Are colors too distracting? Is the navigation hard to read, etc.

After researching the 5 websites list out the pro's and con's of each website. Then pick the one which is worst in your opinion and revamp it! For the website you end up choosing please write a 1-2 page synopsis double spaced explaining the pro's and con's of the existing website and the ideas you have to improve it both on a design level and a usability level. You are going to come up with a new design by sketching, then work up your best idea into a rough in Adobe Photoshop, and lastly we will build the re-designed website inside of Adobe Dreamweaver using HTML and CSS. You will have to redesign their site showing what it would look like for 5 of their existing web pages. If you chose a rather large website you do not have to create all of the pages for the site you chose.

The purpose of this project is to get to review what features a website has and construct it into a more visually appealing and enhance the usability of the website you re-design. In industry we are often asked to re-design websites for clients and this is your first opportunity to do so.

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.

After printing please spray mount your tabloid onto a 13" x 19" piece of black mat board. In portrait mode. There should be a 1" border around the paper when you mount on the black mat board. Please make sure to use the spray mount booth when spray mounting to ensure there is proper ventilation. These pieces will be used for display purposes in the hallway and will be returned to you at the end of the semester.

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Suggested Project Timeline

Strongly suggested dates of where you should be on different class periods to stay on track:

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2/17/19	2/18/19 Introduce Synopsis Sketches	2/19/19	2/20/19 Design in PS	2/21/19	2/22/19	2/23/19
2/24/19	2/25/19 Design in PS	2/26/19	2/27/19 Design in PS Slice Images Build in DW	2/28/19	3/01/19	3/02/19
3/03/19	3/04/19 Build in DW	3/05/19	3/06/19 Build in DW	3/07/19	3/08/19	3/09/19
3/10/19	3/11/19 Project Due Critique	3/12/19	3/13/19	3/14/19	3/15/19	3/16/19

Project Submission:

Please send the following items to me digitally to behauser@cazenovia.edu via WeTransfer by 6pm on the due date.

- 20 Thumbnail Sketches scanned in
- Adobe Photoshop design file in .psd format
- Flowchart
- Site Folder (HTML, CSS, Image folder with Optimized Images)
- Design Brief & Research of the 5 websites
- 1-2 Page Double Spaced Website Synopsis (Pros & Cons of Original Website)
- Mounted Finals
- Final PDF showing all pages you designed in Photoshop

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Student Name:

Student Score:

	4	2	0
Thumbnail Sketches	All thumbnails sketches have been executed	Some thumbnail sketches are missing	Thumbnail sketches are missing
Design/Creativity	Design is executed very well	Design has some minor suggestions	Design needs to be revisited
Flowchart	Flowchart is executed perfectly	Flowchart needs some minor revisions	Flowchart is missing or incomplete
Programming	Programming is free of errors	Programming has some errors	Programming is incomplete or needs to be revisited
Design Brief & Research	Design brief is thoroughly completed	Design brief shows good effort, needs minor improvement	Design brief is missing or incomplete
Website Synopsis	Website synopsis is well written and shows critical thinking	Website synopsis can use some improvement and shows a good level or critical thinking	Website synopsis is missing or poorly written 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: