

VC 375-01 – Designing for the Web

Cazenovia College

Project 3 – Web Marketing

Due Date: 4/10/19

For this project you will be creating a dynamic and visually compelling microsite for a brand that introduces mobile and email components. For your microsite, I want you to turn it into a microsite (sub site) that advertises new products for a brand of your choice and is promotional through the use of images and typography call to actions in such a way that this becomes a website advertising campaign. We will be designing this microsite inside of Adobe Photoshop and building it with HTML and CSS in Adobe Dreamweaver. When coding your website I want you to build out all of the content using live text formatting it with various HTML tags through CSS. We will go over live text and what fonts are considered to be web safe during a lecture.

Project Components:

Microsite

- 5 Web Pages Design & Programmed
- Dimensions: 1300px wide background, 970px wide content area, fluid height

Mobile Website

- 1 Web Page Designed (**Doesn't need to be programmed**)
- Dimensions: 320px wide, fluid height. No background.

Email Blast

- 1 Email Blast Designed (**Doesn't need to be programmed**)
- Dimensions: 650px wide, fluid height. No background

How you divide up pages is completely up to you, however you should base it on research you do. Design your website so it fits your audience, research 5 other marketing websites for design inspiration. For research make sure to look at existing mobile/responsive websites and at email blast designs.

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? How will the user use your

website and the mobile and email versions? As part of the design process you will be required to do 28 hand drawn thumbnail sketches (20 for web pages, 4 for mobile design, 4 for email design) before designing 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.

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.

Project Submission:

Please create a zip file containing all of your files to send to me via WeTransfer. Label the zip file with your initials and course number.

- 28 Hand Drawn Thumbnail Sketches Scanned In
- Adobe Photoshop design files in .psd format for microsite, email blast and mobile site
- Final Website Files (images, HTML pages, CSS style sheet, email blast JPG, mobile site JPEG)
- Flowchart
- Design Brief Scanned In
- Mounted Final Website & Final PDF (see above for mounting details)

VC 375 – Project 3: Web Marketing

Student Name:

Student Score:

	4	2	0
28 Thumbnail Sketches	All thumbnails sketches have been executed	Some thumbnail sketches are missing	Thumbnail sketches are missing
Microsite	Microsite is executed very well	Microsite needs some minor revisions	Microsite needs to be revisited
Mobile Website	Mobile website is executed very well	Mobile website needs some minor revisions	Mobile website needs to be revisited
Email Blast	Email blast is executed very well	Email blast needs some minor revisions	Email blast 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	Design brief is thoroughly completed	Design brief shows good effort, needs minor improvement	Design brief is missing or incomplete
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: