

VC 375 – Designing for the Web

Cazenovia College

Project 4 – Corporate Website

You will be designing a Wordpress website from a client type below that you will choose, you will be creating the company name and logo.

Due Date: Saturday, 5/11/19

Client Types

- 1) Law Firm
- 2) Technology Company
- 3) Health Care / Service Company
- 4) Distribution / Manufacturing Company

Research

You will research 5 different websites that are currently in use by your client type. For example if your client type is a technology company, I want you to explore sites other than websites such as Apple, Microsoft, Sony, etc. While researching these companies – make sure to look at their website design, content and the pages they use to get an idea of what basic pages you should have on your website. You will need to recommend to the “client” what webpages they may want to have based off your research. You should make a design that is similar but looks better than those companies as you are trying to create a fresh image and really wow the client with your awesome design abilities! Think outside of the box!

PROJECT COMPONENTS

- 1) 7-8 Webpages with Content
- 2) Development of a brand/logo for your company
- 3) Design Brief w/ Research Examples
- 4) 20 Thumbnail Sketches
- 5) Design Files in Photoshop
- 6) Flowchart
- 7) Mounted Final Website (see above for details)
- 8) Website Alias (link to your Wordpress site)

PROCESS

- Sketches
- Flowcharts
- Purchase Website Domain & Hosting
- Install Wordpress
- Find Wordpress theme to use
- Design in Adobe Photoshop based around your Wordpress theme
- Build Website in Wordpress
- Mount Finals

Late Work

This project is due on Saturday, May 11th at 8am, which is when we will be doing our final critique at the start of class. Be ready to critique/present at the beginning of class. ***No late work can or will be accepted for this project, projects submitted after May 11th will result in a grade of 0.***

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.

Submission

Submit the project via WeTransfer to me at behauser@cazenovia.edu on May 11th.

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Student Name:

Student Score:

	4	2	0
20 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
Brand/Logo	Logo is executed perfectly	Logo needs some minor revisions	Logo is incomplete
Flowchart	Flowchart is thoroughly completed	Flowchart needs some minor revisions	Flowchart is missing or incomplete
Website Alias	Website alias is submitted successfully	There is something wrong with website alias	Website alias is missing
Wordpress Build (CSS 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
Mounted Finals	Final project is mounted well	Final project is mounted but needs some refinement	Final project is missing or wasn't mounted

Feedback: