

# VC 475 – Web Design II

Cazenovia College

## Project 3 – Commercial Website

Due: 4/22/19

You will be designing a responsive website in Photoshop and build your website in Wordpress using a responsive Wordpress theme. For this project you will be designing what the website looks like a full scale (970 px wide content area), Photoshop document size should be 1300px wide by fluid height to fit your content. The responsive Wordpress theme automatically makes your entire site responsive for you. We will be adding Wordpress plugins onto your site to extend functionalities or features you want on your website.

For this website you will need to have your website domain and hosting ready to go for when we start building your Wordpress site. We will be learning how to design and build websites for Wordpress and how to get websites to be live through your purchased website domain and hosting.

### Client Types

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

### Research

You will each individually have to 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!

### 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.

## **Materials Due via WeTransfer**

- 1) Website Alias to Wordpress Website with 5-7 programmed webpages
- 2) Photoshop PSD File
- 3) Design Brief
- 4) 20 Thumbnail Sketches
- 5) Flowchart
- 6) Mounted Project
- 7) Final PDF showing all web pages

# VC 475 – Designing for the Web

## Project 3 – Commercial Website

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>Website Alias</b>	Website alias successfully submitted	Error with website alias	Website alias missing or incomplete
<b>Design/Creativity</b>	Design is executed very well	Design has some minor suggestions	Design needs to be revisited
<b>Flowchart</b>	Flowchart is thoroughly completed	Flowchart needs some minor revisions	Flowchart 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	Final project is mounted but needs some refinement, final PDF is missing pages	Final project is missing or wasn't mounted, final PDF was not submitted

Feedback: