

VC 475 – Advanced Designing for the Web

Cazenovia College

Project 4 – E-Commerce Website

Due: 5/11/19

You will be designing a responsive e-commerce 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.

The subject and business matter of the website is up to you, but it needs to be a website with products that can be sold. Your website should be 5-7 pages and different product categories can count towards your page count, meaning most of your site can be product grid oriented with the home page and another page (about or contact) being a non-product grid layout. The home page should take on a promotional design using large images static or in a slider, calls to action (maybe a sale / discount is going on) as well as featured products.

You will be adding Wordpress plugins to add on additional functionalities onto your e-commerce site and you will be learning WooCommerce so that we can make a live transactional e-commerce website.

Research

Research and document on the design brief form 5 e-commerce based websites and think about what they do well and what they don't do as well so those decisions can impact the design and functionality of your e-commerce site.

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.

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.

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

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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
Website Alias	Website alias successfully submitted	Error with website alias	Website alias missing or incomplete
Design/Creativity	Design is executed very well	Design has some minor suggestions	Design needs to be revisited
Flowchart	Flowchart is thoroughly completed	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
Mounted Finals	Final project is mounted well	Final project is mounted but needs some refinement	Final project is missing or wasn't mounted

Feedback: