



Lines Conference 2016 for writers by Circles+Co.; Cécile + Rogers' Mirage Festival 2020 site design; Bakersfield Restaurant site by Ample Cincinnati.

* Alternatives to Dreamweaver are acceptable for this project, such as Atom (a text editor) and WebFlow (a “no-code” design and dev app). Students will have free access to WebFlow through the instructor’s education license for the spring. If using WebFlow, align to specs outlined as much as the program allows.

ASSIGNMENT

Your skills are needed to design an efficient, visually sophisticated microsite in HTML + CSS for a fictional convention or restaurant. The working prototype will include 3 fleshed out pages: a home page and your choice of two interior pages (content provided). The site’s job is to promote and convey details about either:

OPTION 1: AN EVENT EXPO Imagine a convention for a population of enthusiasts of a subject of your choosing, such as a gardener’s convention, a pet convention, etc. Name the event, and include a subtitle that explains what it is (example: FurBabies 2024 — Pet Expo & Convention).

OPTION 2: A RESTAURANT Imagine a restaurant of a cuisine of your choice, such as a bakery, Indian food, etc. Name the restaurant, and include a subtitle (example: Doughsie Dough — Bakery & Café).

SITE PURPOSE Promotional web sites should excite and inform. The experience of the site — conceptually, visually and functionally — should be a rewarding experience for an audience. It should be engaging, meaningful, and accessible. This can be achieved on several levels: the design should be conceptually inventive and memorable, visually appealing, and easy/intuitive to use. Create a concept that amplifies and celebrates the experiential potential of the subject.

CONTENT For either option, a framework of content is supplied by the instructor in a Word file posted to the Base Camp page of our class web site (week 10). The amount and categories of information you work with in your prototype should align with the material specified and supplied for you, but you may change specific content components (wording, names, details within sections, etc.).

FUTURE-FRIENDLY DESIGN

In this project, we will build from and expand your current understanding and abilities in web design with:

RESPONSIVE AND/OR INTRINSIC DESIGN A responsive design approach means that we will accommodate consideration of the display of the web site on a range of device types that yield adapted experiences, from mobile to desktop devices. An intrinsic design approach gives us tools to design a responsive site in an even more streamlined way. Aim to create a unified graphic experience across device types that supports your visual concept and creative point of view.

Think through a responsive approach visually by designing mockups that simulate how the site would look when viewed in each media environment before coding/building the interactive site prototype. The mockup can be done in Figma (interactive prototyping tool) or a static layout program such as InDesign.

SPECIFICATIONS*

The technical constraints and creative design process must include:

- Consideration of a target audience when designing
- Use of style tiles to visually establish a collective feel for your design direction (elements and design settings)
- An appropriate file management/directory structure
- 3 functioning html pages: a home page and 2 interior pages (choose from content in the supplied Word file)
- Structuring of content with appropriate tags (block-level elements like header, nav, section, divs, h1–h6, etc.)
- CSS layout and styling through an external css file (use for layout/positioning, over all visual styling, and typesetting). Attach the same css file to each HTML file in the site.



Style tile from DesignShack.net;
Wireframe sketches; Med-fidelity
wireframe by gliffy.com; Lamanna's
Bakery site by Contino Studio.

DESIGN RESEARCH LEADS

- Siteinspire.com
- awwwards.com
- mediaquerie.es
- One-line css layouts
- Examples of good bakery sites

TECHNICAL RESOURCES

- WebFlow University
- Grid By Example

- Appropriate hierarchical levels of text on each page (choose from <h1>, <h2>, <h3>, <h4>, <h5> and <h6>, <p>, and class- and/or ID-level selectors (.example, #example), etc.)
- Quality imagery (find/edit, create, and/or shoot on your own; Adobe Firefly can be used for prototyping); use at least one content image per page (HTML); presentational images (CSS) used as needed for design.
- Navigation connecting the sample pages to each other.
- Links to external web sites and an email link (as indicated in the supplied Word file)
- Web type: can use web-safe typography, @font-face rules, and/or subscription-based type
- **Responsive design experience via use of media queries and/or intrinsic grid settings:** Use a fluid grid & images (i.e., primarily use ems, %, and vw units for sizing), and script at least two breakpoint adjustments to the design of the *home page* via CSS media queries. To do this, media queries can be combined with intrinsic design techniques that don't require media queries.

DESIGN & DEVELOPMENT PROCESSES

Design Process

- 1) **Review the content:** in the Word file to understand the information architecture for the site. Get familiar with the convention theme or restaurant cuisine you've chosen and rough in relevant content.
- 2) **Research strong visual design examples** and study their decisions (even if out of your content category).
- 3) **Establish design direction:** Brainstorm concepts. Create three well-considered style tiles that are reflective of different design concepts for the site. Choose one to develop into mockups.
- 4) **Wireframe the content:** Plan the organization of content and hierarchy for each page.
- 5) **UI design:** Create strong layout, navigation + hierarchy in sync with the design concept using thumbnails.
- 6) **Mock-up:** Compose your design/layout ideas in Figma or InDesign. Comp up home page iterations (for phone, tablet, and desktop), and one interior page in for a mid-stage, design critique (see schedule). *Achieve most visual design decisions before coding/building.*

Development Process

STAGE 1: ALIGNMENT

- **File prep/management** Create an accurate project site directory and root folder. Place all supplied site files in the root folder. Then, if using DW, create a 'new site' that points to your root folder. Work with the files from within DW as you work. Collect and create assets for use in the layout.
- **Map the build** Mark up a hard copy of the finished design mockups with tags and id/class names.
- **Attach the CSS file** Attach the supplied CSS file to each HTML file. Based on the hard copy(ies) of your layout, type any selectors needed into your CSS file (tag attributes, id, & class names, etc.).

STAGE 2: INITIAL FORM-GIVING

- **Nav links** Use the Properties palette to link the pages to each other (we'll do this together).
- **Style the CSS** Style non-layout CSS selectors first; that is, start with simple items like coloring divs; basic spacing (margin/padding around certain elements); incorporating fonts and setting type; link states; image sizing; etc. Test functionality in browsers often.

STAGE 3: LAYOUT & TROUBLE-SHOOTING

- **Layout-based CSS** Position nav, all layout elements and content images using grid, flex and/or floats, etc.
- **Trouble-shooting**

EVALUATION

- Design process (*research, ideation, wireframing, typographic swatches, usability testing*) = 10%
- Mood board / style tiles (*design direction and tone is established with strategically devised mood boards*) = 5%
- Creativity /concept (*originality and insightfulness of design idea*): = 20%
- Design form (*quality and handling of visual elements*) = 20%
- Digital craftsmanship (*fulfilling functionality/content requirements including valid code*) = 20%
- Usability (*over all functionality; intuitiveness appropriate to concept/site purpose*) = 10%
- Oral presentation (*present the concept; describe how the form of the design supports the concept*) = 5%
- Participation (*asks questions; makes observations; is engaged in process of group experimentation/support*) = 10%