

Dynamic Website – Part 1 (DESIGN)



Let it be assumed that you have won the contract to design and develop a website for your favorite whatever. For the first stages of your project you will work within the PROJECT FOLDER provided; then you'll gather up some content (text and images), decide on your logo, color and typography sets, and then put together your website design COMP in Photoshop using the template provided in the PSDs folder.

Specific Requirements

Typical File/Folder Structure: (no marks)

Name the main folder that you'll use to store ALL of the files, folders and assets involved in the design and development of your DYNAMIC WEBSITE.

Content (text and images): (no marks)

Here just make sure you...

- 1) have gathered and/or created copy (text) for the main content area of the website.
- 2) have saved 10+ images to your 'raw' folder, including your logo (or you can opt to create your own)

One-Sheet: (no marks – optional step)

As previously mentioned, a one-sheet is simply a document that groups together your website LOGO, COLOR PALETTE, and FONT SELECTION.

Just like your last assignment, you will be free to change your COLOR and FONT choices right up until you submit your completed website design (known as a COMP). The One-Sheet, as we are using it, is intended to get you thinking about LOGO, COLOR and FONT usage.

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DESIGN COMPOSITE SPECS (Mark Breakdown)

The sections you will be working on below are your site BACKGROUND, LOGO, NAV, FEATURED IMAGE, MAIN CONTENT AREA, FOOTER and CONTAINER (unless you opt to use your browser window as the site container).

Background: (1 mark)

Add a background to your BACKGROUND group in your layer palette. The background can consist of an image, pattern, brush, gradient, solid color, or any combination of.

Logo: (.5 mark)

When inserting and positioning the logo, ensure that the logo's height to width ratio stays intact.

Note: Altering a logo so that it appears disproportionate and/or skewed compared to its original dimensions is a big misstep.

Also, make sure the logo's position/placement fits in well with your design and that the logo is neither too large nor small for your design, nor is it blurry or out of focus through the use of some kind of filter or effect, or jagged/pixelated around the edges (unless intentional).

Navigation: (.5 mark)

Navigations can take on many different layouts and styles. It's not necessary to do anything overly creative for your 'traditional website' navigation, just make sure you include "About", "Gallery" and "Videos". You can add another link or two of your choosing if you want. Other considerations would be to sample a color and font type from your one sheet when styling the links. Adding some texture and/or images is another consideration, but not required.

FEATURED IMAGE: (.5 mark)

For this section, you are to create one simple header. It will consist of an image that has been sized to fit perfectly inside the reserved header placeholder. You may choose a different height to your headers than I did for mine, but the width

should stay the same.

* Remember to use your wireframe elements as reference point.

Main Content Area (text and images): (2.5 marks)

For this section, I am not marking on the quality of your prose. Instead, I will be reviewing your text (copy) and images to ensure:

You adjusted the size, colour, typeface, and/or weight for your Headings/Subheadings within your design, and it helped to structure, bring emphasis to, and set up a level of hierarchal importance for these areas.

You used a font with or without serifs for your Headings/Subheadings, but when it came to your body text, you selected a sans-serif font type (recommended for large blocks of text on a website because it makes for easier reading).

You allowed for an appropriate amount of padding around your text so that it didn't come too close to, or sit right up against, the edge/border of its container. You also didn't make the mistake of centering large blocks of text, and; you broke any large blocks of text into paragraphs to make them easier to read and less intimidating to the user.

The images you used were of good quality, in that; they were not skewed, pixilated, blurry, or distorted in any way (unless it was purposely done to fit in with a design concept). Furthermore, images that are positioned on the left or right of the page should follow the rule of visual continuance. This is when the object in your picture (person or otherwise) is looking into your design, or moving into your design, so that the next focal point that the eyes lands on is located somewhere inside of your website's container element, not out.

NOTE: What you enter into the left column is up to you, but for the right column stick with pictures for a gallery (they will appear in a lightbox during development) and a video still and/or play symbol (it won't work until we develop the comp using HTML and CSS).

Footer: (no marks)

Footer designs vary, but they always have 'Copyright © 2023 (whatever current year is) All Rights Reserved' written somewhere at the bottom.

Note: For each of the above sections, make sure to practice good group/layer organization inside of your Photoshop COMP document.

Submission Due Date: To be determined