Apply the chapter concepts to the ongoing development process in web design with the Case Study.

The Case Study is an ongoing development process using the concepts, techniques, and Design Tips presented in each chapter.

Background Information

You now will begin the process of designing your own personal, organizational/topical, or commercial website. As you progress through the chapters in this book, you will learn how to use design as a tool to create effective webpages and websites. At each chapter's conclusion, you will receive instructions for completing another segment of the ongoing design process.

The following are suggestions for website topics. Choose one of these topics or determine your own. Select a topic that you find interesting, feel knowledgeable about, or are excited about researching.

1. Personal website
   - Share a hobby or special interest: music, remote control cars, mountain biking, fantasy sports, or other

2. Organizational/topical website
   - Increase support and membership for: Habitat for Humanity, Red Cross, or a campus organization
   - Promote awareness of: health and fitness, endangered species, or financial assistance for college

3. Commercial website
   - Start a new business: childcare or dog walking, or expand an existing business with a web presence
   - Sell a service: tutoring, web design, graphic design, or home maintenance
   - Sell a product: laptop stickers, workout programs or gear, or beauty/boutique products

The evaluation of your completed website, which will consist of 5 to 10 webpages, will be based primarily on the application of good web design concepts.

Chapter 1 Assignment

Follow Steps 1–6 to complete a plan for developing your website.

1. Identify which type of website you will design—personal, organizational/topical, or commercial. Write a brief paragraph describing the website's overall purpose and its targeted audience. Create a name for your website.

2. List at least three general goals for your website. You will fine-tune these goals into a mission statement in a subsequent chapter.

3. List elements in addition to text—photos, music, animation, and so forth—that you could include on your website to support your general goals.

4. Identify the design tools you expect to use to develop your website.

5. Identify an available domain name and URL for your website. Research to make sure it is available.

6. Submit your findings in the format requested by your instructor. Be prepared to discuss your plan with the class.