

# Project Planning

1399 Web Development

Let's try some **initial planning** in class today for our final projects..

*If you don't yet have an idea, please use the real life restaurant "Taco Vino" that you did some project planning practice for in Lab 4.*

<https://www.tacovinocorvallis.com/>  
<https://www.facebook.com/TacoVinoCorvallis/>

# 1: Statement of Purpose

**Describe the final project you'd like to work on in a few paragraphs.**

- What are your *goals* and *why this particular site*?
- What is the *scope* of your project?
- Who is the *audience* for your proposed site?

## STATEMENT OF PURPOSE

I will be focusing on designing my portfolio site because you can never really exhaustively redo/update or “**improve**” the vessel that showcases your work can you?

In the past year I can say that I’ve attempted to revamp my portfolio site an embarrassing number of times, and have successfully implemented it once. Even though I am proud of what I’ve created, it’s time for a change as I transition from undergrad to whatever happens next.

I might be unsure of my future, but I want my creation to be one of the constant symbols in my life. I want it to say, “I might be a mess, but my work? My work is the bomb.com, my work **makes a statement of who I am.**” I want this portfolio to pay homage to everything I’ve learned in my four years of school, because it was far from being a waste.

Wish me luck.

### Purpose Statement:

I would like to create a “Discover Jordan” website that will document my travel to Jordan last year. Instead of presenting it as a journal, the website will provide historical information for each of the sites that I choose to present. The locations will include: Amman, Jerash, Petra, Wadi Rum, and the Dead Sea. My audience will be tourists who are looking to obtain more information on what Jordan can offer prior to booking reservations to go. The website will focus on strengthening my skills in developing card-like pages with animations and transitions.

### Purpose Statement

I am working on a multimedia project for another class that I am taking in the Media School called ‘Technology, Change and the Media.’ The class is all about the rapid technological changes happening within our world right now, specifically looking at South Korea as an example of a world overrun by technology and media. We visited Seoul, South Korea’ capital city, over spring break. While there, I

## *Project Planning*

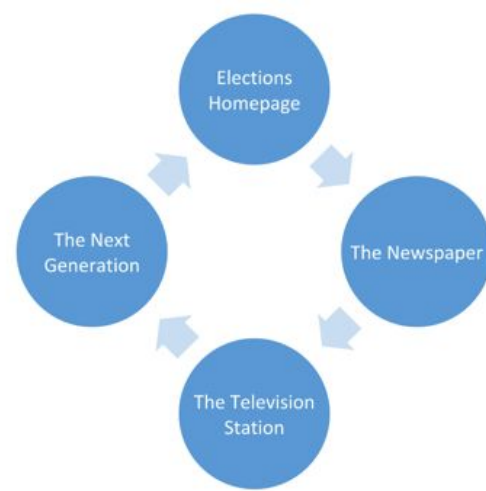
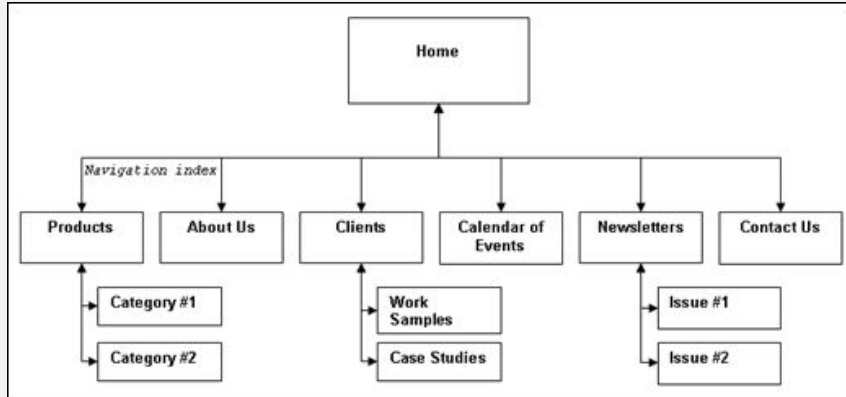
### Discuss with a partner:

- **Audience** (who will visit?)
- **Scope** (how large does this site need to be?)
- Any particular **goals** for this site?
- What might a **call to action** be on the home page?

*Remember, if you don't have an idea yet, please use the restaurant website and pretend you are doing a redesign for them!*

## 2: Sitemap / Navigation / Layout

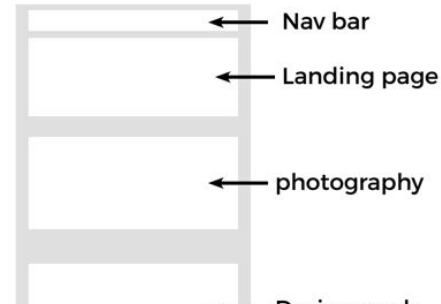
1. **Flowchart** or **bulleted list** outline of the *navigation* and page structure / connections



Header (or first page of card series) will include links to:

1. Jerash
2. Amman
3. Dead Sea
4. Petra
5. Wadi Rum

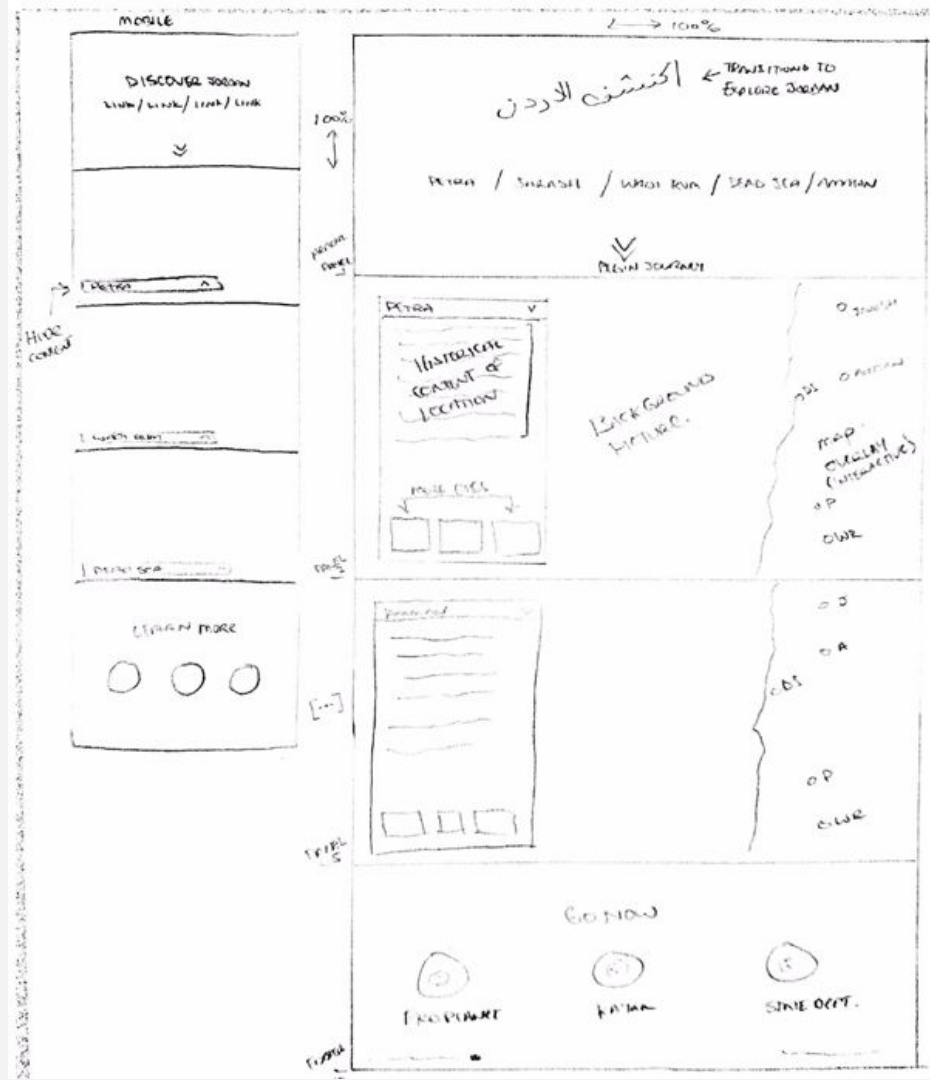
Each card (location) will have an overlay map on the right side of the screen which will show the location of the both the location you are at in Jordan, and the card you are on at that time.



Responsive grid.  
lightbox plugin?

## 2: Sitemap / Navigation / Layout

1. **Flowchart** or **bulleted list** outline of the *navigation* and page structure / connections
2. **Sketch** (in grayscale is fine) or **wireframe** showing a *layout* for the final five-to-six-page project



*Project Planning - create a list / visual*

Draw on paper as you discuss, with a partner:

- **An outline for the navigation**
- **Draw a quick sketch of what the home page would look like and what an inside page would look like**

***You need a piece of paper for this.***

# 3: Content

## Plan what resources you will need:

- **Checklist of design elements** needed within your site -- *indicate any formal elements you might want to implement (eg. gallery, timeline, slideshow, form..)*
- Describe **what resources** you need and **where** you will find them -- *images, text, visuals, videos, etc...*
- Indicate the **importance** of acquiring the content -- *need / want / would be nice..*

*TIP: IF IN DOUBT, BE MORE DETAILED AND THOROUGH RATHER THAN LESS*

- Audio element required for each page (curated by audio that I recorded and upload to my Soundcloud account)
- Minimum of two images per page (taken by myself during my visit to Korea)
- Text about Korean elections, my experiences with a Korean newspaper, Korean television station, and Korean students at Sungkyunkwan University and Korea University
- Some images taken from the web of politicians and the current South Korean President (basic, free images will suffice)
- Directory of chapters on homepage as well as a directory that would appear when 'Chapters' footer-navigation button is clicked on
- Statistics taken from reliable websites and other sources about the Korean elections which would then be turned into graphics by myself (timeline, bar graphs)

For this to become a reality, I will need:

- ScrollMagic.js (or some sort of JS framework that will slide between cards and provide trigger points for animation)
- Velocity.js for animations
- I will possibly use the bootstrap framework for responsiveness of various components (not sure if this will be necessary yet).
- The primary content holder should collapse so the viewer can see most of the background
- Historical content will be provided by wikipedia for the purpose of this project.
- Photos will be provided from my not so great camera from my trip to Jordan. I will do my best to clean up the images in photoshop.
- Inside of the content viewer will be
- The map overlay will need some way of tracking the points for the location. This will be difficult, as the point coordinates are going to change based on viewport size.

Type.js > to achieve typing effect of text.

<http://www.mattboldt.com/demos/typed-js/>

Kwicks jquery > Responsive slideshow galley

<http://devsmash.com/projects/kwicks/2.2.x/examples/slideshow>

Creative link effects

<http://tympanus.net/codrops/2013/08/06/creative-link-effects/>  
<http://ianlunn.github.io/Hover/>



## 4: Brand / Look & Feel

### Think about your **identity**:

- Briefly describe the **look and feel** you would like to achieve -- *if you haven't already mentioned audience, this would be a good place to do so*
- Design and include a **logo**

*TIP: If you're designing a portfolio site, you will need at least one photo of yourself.*

I intend for this to look like it was created by a credible news organization. The style will be clean, easily understandable to use, and a clear flow from chapter to chapter. There will be a button that appears on the bottom of the screen (once the user has scrolled all the way to the bottom a new footer will appear). The user will then be encouraged to continue the flow of the site with the next chapter in the series.

The background will be predominantly white with black text. Graphics images, headers, and sub-headers will feature a brighter blue color and brighter red color, emblematic of the Korean flag and its colors. These will appear on every page, but in small amounts so as not to impede the use of the site.



## *Project Planning*

Discuss with your partner:

- **The overall look & feel, including ideas about:**
  - Color scheme
  - Typography choices / pairings
  - Textures / Patterns
  - Any plans for a logo?

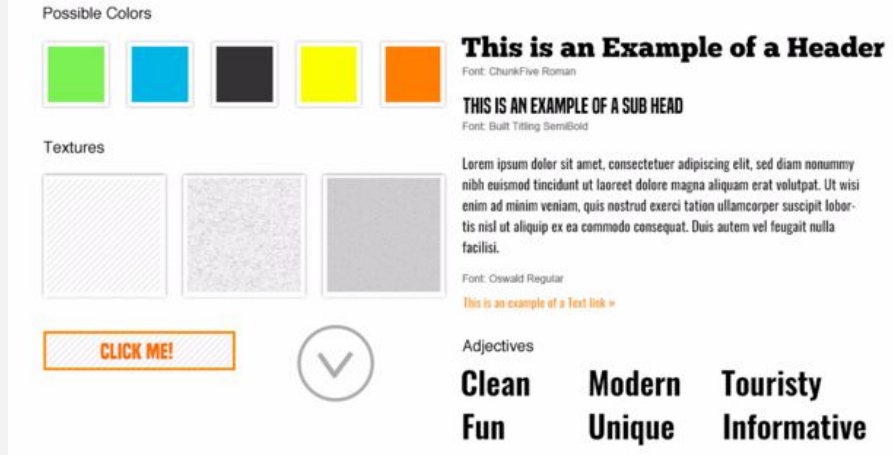
# 4: Brand / Look & Feel

Include **'style tiles'** or style info:

- Color scheme
- Typography choices / pairings
- Textures / Patterns
- Descriptors -- *adjectives describing the personality and character*

Clean.fresh.  
quirky.Versatile.

*TIP: Include three choices. You might find that you draw from all of these to create a solid final choice. Optional: A fourth & final.*



## TYPOGRAPHY

**Headline**

Subhead

Paragraphs

**Headline**

Subhead

Paragraphs

**Headline**

Subhead

Paragraphs

## COLORS



## PATTERNS



## *Project Planning*

Discuss with your partner:

- **Brainstorm 4-5 adjectives (descriptors), as specific as possible, that describe the look and feel of your website.**

## 4: Brand / Look & Feel

### Include:

- Concepts / Design Elements

NOTE: This is where you can explore what one or more of your **modules** might look like, an **interaction** you'd like to include, or the way certain **major elements**, like buttons or photo treatments might look.

### Landing Page



Javascript will interexchange the words displayed here with the last one being "Alicia Maxey".

## 4: Brand / Look & Feel

### PLUGINS WE WILL TRY IN CLASS:

- Video background
- Rollover effects
- Photo gallery
- Lightbox effect for images
- *More...*

*PLUS: Anything you find online in a CSS techniques tutorial, or that is labeled as a plugin, is safe to use in your final projects. Check with us if you're not sure.*

### Landing Page



Javascript will interchange the words displayed here with the last one being "Alicia Maxey".

## *Project Planning*

Question for participation:

What questions do you have about planning for your final project website?

***Turn in to Als today for 10 participation points***