

A Digital Introduction

Des 228 | Fall 2024

Project 1

Foundational Recap

We have already learned so much in a short time. We have compiled three separate web pages, we have linked these together with navigation, we have added images, and we have even learned how to go “live” by hosting our site using the Github Pages server.

Overview

For our first class project: **A Digital Introduction** we are going to build off of the foundation we have completed in class thus far. You will be required to complete the HTML and CSS for each of the three pages of your website. The goal is to develop a digital introduction of yourself as an artist and designer. Some questions to keep in mind as you are flushing out your content could be:

What does being a designer/artist mean to you?
What inspires you? What are your goals?
Where have you come from?
How has that made you who you are today?
Where do you see yourself after you graduate?
What are you passionate about?

Your site will include at least three separate pages:

The Landing Page:

The landing page will consist of a 300+ word introductory bio describing yourself in the third person. This bio is an introduction to the site, so it should describe who you are. Use the above questions to help flush out your bio

Your bio should be written in the third person— it can be relatively conversational and informal, but should have correct grammar, spelling and punctuation, this is a syntax class, after

all. The landing page must also include an animated GIF that can be photographic or illustrative and should “brand” the site experience starting at the landing page. This GIF will be an original work by you. As this is a design class you will be responsible for making all imagery on your own.

Additionally, your page should also include a “self portrait” this can be vector or raster-based: that is up to you. Something to keep in mind is **Cohesion** - making sure all the content works together

Found GIFs and images may not be used

The second page: Inspirations and Action

Building off our Inspirations, your second page will refine your inspirations. You will have at least three entries on this page - you may chose to use the same entries you already have, change them or add more. For our in-class work we all chose three artists, but perhaps for your project you may want to zoom out on your inspirations to include causes you support or would lend your skills as a designer to support. Spend some time thinking about what and who inspires you as a designer/artist/human being.

On this page context is paramount:

Why are you inspired by these subjects?

What qualities do they possess that speak to you as an designer/artist/human being?

And even more important:

WHY do these qualities speak to you?

Do these artists/causes/subjects inspire you to take action?

If so, What?

For this page, You must include at least three entries. Each entry will have an image and will provide context - how you design it is up to you. Each entry must link to an external webpage.

For the second page: You may use screenshots to depict your inspirations. But keep in mind the idea of Cohesion: *How can you make found images your own?*

The third page: Your Lists

The third page is our page of lists. What does this look like to you? What details about yourself would you like to highlight here? You may use any style of list you want (ordered, unordered, etc) for this page. Something to keep in mind with this page, it may seem like an easy page, but how will you tie it into your other pages? Will you do it primarily through style? Will the content of this page work off the content of the other pages?

Within this page you will have (at least) two separate lists, with each list comprised of (at least) 5 items. Each list item will have an image, will link out to an external webpage. So you should have (at least) 10 images and 10 links.

Something to consider here is context:

- Why are these list items important to you?
- Is there a back story?
- How can you get the user to engage and/or relate to your content.
- How can you provide context without overwhelming the user?

For the third page: You may use screenshots to depict your inspirations. But keep in mind the idea of Cohesion: How can you make found images your own?

Overall Details to Consider

Your site must utilize a consistent navigation system, through which all pages are linked to each other. Your final design will be evaluated on presence of content, accessibility of the navigation design, visual design, cohesion, and clarity of the underlying html/css code. Your GIF and self-portrait must be original! Any supporting imagery taken from the internet should be “made” cohesive.

This project often relies on screenshots - for example: if you list your favorite musical artists and link to Spotify. It is acceptable to use these for your visual indexes. All other imagery must be original or be a found image that is reworked by you as the designer.

participation is 10% of your grade!

share your work with class

be active in the critique process

contribute to the culture of the
classroom

Zoom learning can be challenging,
how will you contribute?

your project will be evaluated on:

process
(25% of project grade)

research, progression, iteration &
exploration

professionalism
(25% of project grade)

time management, communication,
teamwork & participation

practice
(50% of project grade)

creativity, innovation, execution,
craft, technical skills

NO STOCK IMAGES OR AI GENERATED IMAGES WILL BE
ACCEPTED. IF YOU HAVE ANY DOUBT ABOUT YOUR IMAGERY,
PLEASE ASK AND WE CAN REVIEW YOUR CHOICES TOGETHER.

Checklist

[] Landing page—featuring animated GIF + “intro bio” + self-
portrait

[] Inspirations page— featuring at least 3 entries with
context, images and links

[] Lists Page— featuring 2 lists with at least 5 entries each.
Each entry must have a corresponding image, link out and
should have context.

[] Use of original assets and original GIF where appropriate

[] Root folder must be a working github repository complete
with ReadMe.md file

[] Posted to GitHub pages as URL and displays as intended

Process and schedule overview

Step one

—*project assigned:*

Due next class:

**collect your content- take screenshots, download photos,
etc.** Draft your intro bio statement. **Setup your project’s
root folder and basic site directory. Start to code the basic
website. Use html only—no css yet.** Link your pages and
style sheet, conceptualize what your animated GIF(s) will
be, and use placeholder or lorem ipsum text/images when
needed.

Step two

—*individual critiques*

Due next class: finish your html and start to add css. Work on building and adding your GIF. Find one site that is text heavy that you admire and one artist/designer portfolio site that you admire.

Step three

—*critique found sites*

Due next class: continue to style your site and start collecting content/images to include on your other pages. You will have a small group critique of your work - the more you bring the more feedback you will receive.

Step four

—*small critique/in progress*

Due next class: first finish—85% of your css done, and your site successfully posted to the server.

Step five

—*class critique / first finish & final lab for project 1*

Due next class: final!

Step six

—*final project due.*

Present your finished site to the class. A live url and a zipped folder with all of your source files (index, css, images, etc) should be submitted to canvas.