**WEB DESIGN 2: A2 – Web Proposal Document**

**INTRODUCTION**

Modern web technologies offer a rich interactive experience, offering users a unique way to engage with various kinds of content and media.

In this assessment you are tasked to **compose a website proposal document** outlining the specifics and plan for a final one-page website that you will build in assessment 3. The exact topic of your website is up to you, but it should educate users on a particular subject matter (e.g., animal, hobby, skill, travel destination, etc.)

You are encouraged to gather content and media from existing sources online, as well as creating your own from scratch. Existing sources will need to be referenced in the proposal reference list section.

*You are required to read through the assessment 3 brief provided to familiarise yourself with the specific requirements for the final website, and to ensure what you set forth here is in line with those final assignment requirements.*

**DELIVERABLES**

You must plan, design and compose a website proposal document, which outlines the specifics for an interactive one-page website which you'll build in assessment 3. The proposal must be addressed to a prospective client (real or fictitious), and must adequately present the idea to effectively "win" the client over, and accept the proposal. The proposal must be visually appealing, presenting the content in a professional and polished manner. The proposal must satisfy all specific requirements outlined on the following pages of this document.

**MINIMUM REQUIREMENTS**

* 1. Project Overview & Target Audience
* **Overview:** An introduction to the project, subject matter, and client including relevant background information. This breakdown introduces how the solution functions, crucial interaction points / features, and clearly defines the project goals.
* **Target Audience:** Target users need to be clearly identified, including personas for each user group. Age, experience, background as well as any other defining demographics should be included. Personas need to be relevant to the intended subject matter, and include detailed bios providing relevant context.
  1. Research
* **Brief breakdown and analysis:** Before sketching out any designs, it is important to first breakdown and analyse your project overview and subject matter to better understand the problem and key details. Make sure that you’re clear about the challenge, the background, the objectives, the deliverables and target audience. Highlight key words from your project overview, and make notes around important elements.
* **Client/Topic Background and Existing Design Solutions**: Now that you’ve identified the key points, it's time to gain a deeper understanding of the project landscape by undertaking design research involving the project background, existing design solutions, technology and understanding the needs of the target audience. This research will inform your design process and enable you to create a stronger design solution.
  + 2 x sources on relevant background information on your subject matter
  + 4 x sources on highly effective existing websites that are thematically or functionally similar to your project
  + 2 x sources on current or emerging web design trends relevant to your project

**Source types:** Look at a range of sources such as other website designs, app designs, service design, journal articles, web blogs, academic text books and more.

**Analysis:** Concisely analyse each case example using some of the principles covered in previous units to identify functional or design elements that you should include in your design. Describe the source, identify its strengths, its weaknesses, and in 1-2 lines discuss how you might apply what you’ve learnt to your own work.

* 1. Initial Ideation and presentation of 3 design concepts
* **Initial Ideations (mind map and sketches):** Create a mind map or series of brainstorms identifying key terms and concepts that are congruent with your chosen project brief / subject matter. Once you have distilled the key concepts, generate a wide range of potential design solutions that address your chosen subject matter and project brief.  
    
  Try to come up with as many different ideas as you can, sketch out **at least 10 ideas** – these can be completely different conceptual / aesthetic approaches for the website design, or even different ways to approach the design of individual components (i.e. different navigational or interactional approaches, horizontal vs vertical scrolling approaches etc). It is expected that these ideas will still be very rough and unformed.
* **Design Concepts:** Next, choose 3 of the most promising design ideas and present these 3 Concepts. Each concept should have a distinctive conceptual and interactive approach that addresses your project brief.

For each concept, you must include:

* Design rationale – approximately 200-400 words describing
* Mood board – containing at least 8 images reflecting your chosen aesthetic approach
* Colour swatches – samples of intended colour palette
* Wireframe sketches – of 3 key screens/content-sections, including your navigation and key page controls

1. Mockups (high fidelity)

From your three design concepts, choose your strongest concept and **design high fidelity mock-ups for 5 sections/pages**. These mockups must include key interaction components, navigation, headers and footers, all styled according to your chosen aesthetic and colour palette. Each major section/page layout must be titled, and include a detailed description of how the users will interact with it, and any other relevant details like transition effects, animations and the revealing/hiding of elements.

Providing an interactive experience isn’t enough, you must ensure each major section has a meaningful interaction that benefits the user in the overall learning experience of the subject matter / product, whilst ensuring the overall interaction is intuitive and engaging.   
  
**Mockups are to be created digitally** to a high fidelity using professional design software (Photoshop, Adobe XD, Illustrator, Sketch, etc.). High fidelity means a refined representation of your final site design. Aesthetics, layout and content should be close to the finished product. There is still room for iteration between A2 and A3, but pencil sketches, small or low fidelity mock-ups will not be accepted.

Each mockup should be presented largely enough within your documentation so they can be clearly viewed and assessed (i.e., small thumbnails where content cannot be clearly interpreted will not be accepted). Students may also share separate image files of their mockups within their submission.

1. Reference List & Figure List  
     
   You must list any references for the entire document, including website screenshots, and any content/media sourced from online source. The correct Chicago 17th B referencing style should be adhered to.

Image references must go in a figure list, and all other sources leveraged must be included in a reference list.

**Word Count: 2500 words**

**Submission:**

Submit your assignment cover sheet and website proposal PDF in a single ZIP file using the following naming convention:

**A2\_SurnameFirstname.zip**

Submit to the drop box by the specified due date

Please note: Turnitin has a max file size of 99mb. Your submission MUST be within this limit.