

WEB 1400

Website Project, Part 1 (Mockup)

Read the overall project instructions before these mockup instructions to understand the requirements of the website that you will be designing and coding. Also, go to the Canvas Modules and watch the videos that explain the project, show past student examples, and give design guidelines. As you watch the website project videos, note that a few changes were recently made to the zoo website content. The home page includes a blog section that is new this semester. I added this section mainly because it works really well for a sidebar layout so that you can incorporate an <article> and <aside> element. Also, the hero section has been shortened to include less information.

For Part 1 of the website project you will create a mockup of each of the three pages of the zoo website. The mockup will be created using the free Figma interface design tool. A desktop (1920w) mockup of each page will be created along with an iPhone (375w) mockup of the home page.

Figma is available for free online. You will need to go to the [Figma website](#) and sign up. This will require that you choose a username and password. Then to start using the online tool press the Try Figma for Free button. You can also download a desktop version of the software so that you can work offline. Go to the [Figma download page](#) where a Windows or Mac version of the app can be downloaded.

Videos are available in the Week 7-8 module for becoming familiar with Figma. A template is provided in the project resources folder included as an attachment to the Canvas assignment window (1400 Mockup Template.fig file).

The template includes a style guide, three starting desktop pages, and an iPhone home page set up. Each desktop artboard has a 12-column grid showing while the iPhone artboard has a 6-column grid added. These grids can be turned off if they become distracting, but they are useful in aligning objects precisely. The page widths should remain fixed, but you can adjust the height of each artboard based on the amount of content.

Before beginning this assignment you should read the project instructions from start to finish so you understand what is required of the website assignment. Also, refer to the Canvas Design Project Module for resources and videos relating to figma, typography, color, and layouts.

Project Setup

Create a project folder named Last Name_1400proj (i.e., macleod_1400proj). Inside the project folder add css and images subfolders. It's a good idea to keep your files organized from the beginning. The file names should be in lowercase, and an underline should be added between words of the name (i.e., dog_bone.jpg). When you decide to use an image, give the image an appropriate name and save it to the images folder. When you download google fonts, save them to the fonts folder.

Style Guide

The first page in the template is to be used to create a style guide. Watch the videos "*Completing the Style Guide - Colors*" and "*Completing the Style Guide - Fonts*" available in the Canvas Modules. You should come up with at least three base colors along with additional tints and shades from the base colors.

The tints and/or shades for your colors can be added using the Tint and Shade Generator website. This is a little different tool than what is demonstrated in the Figma video, but it is very easy to use. The link to the website is <https://maketintsandshades.com/>.

The style guide should also display the fonts that you are going to use in your website to style the various heading levels as well as the body paragraphs, lists, and labels for buttons and forms.

You should choose one or two web fonts from the website <https://fonts.google.com>. It's good practice to choose fonts that provide a variety of styles relating to thickness and width. Keep in mind what you learned about choosing fonts from the instructor's typography videos. You might want to refer to the

online article [The Ultimate Collection of Google Font Pairings](#) to help you choose two fonts that will go well together.

Figma automatically gives you access to the Google fonts, so you don't have to download them. Use the style guide page to display the styling of the various headings and body text. This will help you to be consistent in the formatting of your text.

Mockup Content

The videos will show you how to add content to the mockup pages. As explained in the overall project instructions, the content for the website is provided to you. You will need to create a multi-section home page, one content page, and a donations page for the Horizon Zoo website. Note that the template includes the form on the donations page so that you don't have to create all of the circles and squares making up the form. You can edit the form to rearrange the elements and to apply your colors.

While the text is provided, you will need to choose the images to be included on each page of the zoo website. Several logo images and font awesome social media icons are provided with the resources, but you will need to collect other images of zoo animals and attractions. Choose good quality images that won't need to be stretched. The images will need to be Creative Commons images so that you keep within copyright laws with the project. Sources for Creative Commons images are listed in the overall project instructions.

To resize an image in Figma, you can grab any of the picture placeholder anchor points and drag inward or outward. Figma automatically maintains the image aspect ratio so you don't need to worry about distorting the image. One of the mockup videos shows how to set up a mask so that you can hide areas of an image and get it perfectly sized. This is very useful if you are including a large hero image on the home page.

Layout and Design

You should follow good web design principles as you plan the layout and design of your web pages. The 12-column grid should be used to align the page content precisely. See the online article [UX Flowchart Cards](#) available on the uiuxassets.com website which gives examples of many simple layouts that would work well for the sections of the zoo website.

Different layouts need to be used for each of the three pages. Also, the layout that works for the desktop mockup is not going to be effective for the cell phone mockup. You will need to resize images and text and change the layout to one or two columns. If you included a landscape hero image in the desktop mockup, you will likely need to change to a vertical (portrait) image for the cell phone version.

Submission Steps

Take a look at the rubric to be sure that you haven't overlooked anything. Then save the final version of the mockup as a Figma file (menu icon>File>Save as fig). Save the file to your computer desktop. Then upload the Figma file to the Canvas assignment window. Provide a comment that gives the URL for your online mockup from the Figma website. By default the images that are imported into the Figma file are embedded.