## CIS 311 – Introduction to Web Design Group Project Site Design Document

**Site Name: *DON’T FORGET THIS***

**Developers: *OR THIS!***

**Instructions: Complete all parts of this document, filling in all tables and *replacing italicized text* with your own.**

# 1) Strategy

## 1A) User Identification

**User Profiles. Who are the users you expect you use your site? (Include at least 3 profiles, including a means for the site to be administered.):**

## For each user, identify the profile name and following information. Percentage use should total 100% between all of the profiles:

|  |  |
| --- | --- |
| User Profile Name |  |
| Technical Ability |  |
| Demographics |  |
| Percentage Use |  |

|  |  |
| --- | --- |
| User Profile Name |  |
| Technical Ability |  |
| Demographics |  |
| Percentage Use |  |

|  |  |
| --- | --- |
| User Profile Name |  |
| Technical Ability |  |
| Demographics |  |
| Percentage Use |  |

## 1B) Site Objectives

**Goals:**

Identify the goals and their contributing percentage to the overall site. Percentage should sum up to 100%.

|  |  |
| --- | --- |
| **Goals** | **Percentage** |
| Inform |  |
| Sell |  |
| Advertise |  |
| Other \_\_\_\_\_\_\_\_\_ |  |
| Other \_\_\_\_\_\_\_\_\_ |  |
| Other \_\_\_\_\_\_\_\_\_ |  |

# 2) Scope

## 2A) Content Requirements

**Site feeling:**

*[Identify the site feeling and personality using the following guides. It is highly important to have a consistent and noticeable look and feel to the entire site.*

*Formal/informal*

*Bright and cheery/Dark and foreboding*

*Addresses a group/addresses an individual*

*Personal/impersonal]*

**Identify Theme:**

*[Identify branding information about the corporations and this site. This data will eventually be used to create styles in the style sheets.*

*Identify Corporate font and color scheme.*

*Identify Logo or other key graphics.*

*Identify corporate slogan, goal, vision or such wording.]*

## 2B) Information Architecture

**Identify and create preliminary content:**

Gather pictures for the site. Enter them in the following table:

|  |  |
| --- | --- |
| **Picture file name** | **Picture description** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

Gather or create written content for the site (in Word). Each piece of written content must have a name. The pieces of content should be about 1 – 2 paragraphs. **Attach the actual content in the appendix to this document.**

Use the following table to organize and describe your content:

|  |  |
| --- | --- |
| **Content Name** | **Content Description** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

# 3) Design

Create a complete design for your website. The minimum site size is 5 web pages per team member.

## 3A) Screen Names

*[Determine the names of all of the screens for the site. Each screen should have a name and a description. Use the Screen Design Grid at the end of this document.]*

## 3B) Screen Purpose

*[For each screen from section 3A, identify its general purpose such as navigation, search, advertising, purchase, general information, detailed information, etc. Use the Screen Design Grid at the end of this document.]*

## 3C) Screen Graphics

*[Identify the graphics/images for each screen based on the table in section 2B. Use the Screen Design Grid at the end of this document.]*

## 3D) Screen Content

*[Identify the content for each screen based on the table in section 2B. A screen can have more than 1 piece of content on it and more than 1 graphics or images. Use the Screen Design Grid at the end of this document.]*

# 4) Structure

## 4A) Screen Structure Design

1) For each purpose listed in 3B, pick a skeleton from the examples on the next page.

|  |  |
| --- | --- |
| **Purpose** | **Skeleton** |
|  |  |
|  |  |
|  |  |
|  |  |

2) Add the skeleton to each screen using the Screen Design Grid at the end of this document. See examples at the end of this document.

## 4B) Navigation Design

*[Identify the navigation structure of the system. Some common structures are:*

*Hierarchical, network, and sequential.]*

*[Create a node listing each screen and their linkage. Copy these linkages to the Screen Design Grid.]*

## 4C) CSS Design

Assign corporate fonts and color schemes to styles. Create CSS for the styles.

|  |  |  |
| --- | --- | --- |
| Style Information | Style Name | CSC File |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# 5) Site Design Table

Using the information generated above, complete the table below to verify the consistency and completeness of your design.

**NOTE: The information in each of the sections above MUST be complete. Use this table to reference the information presented**

**in the sections above.**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **3A** | | **3B** | **3D** | **3C** | **4A** | **4B** |
| **Screen Name** | **Description** | **Purpose** | **Content(s) Name** | **Graphics /Images** | **Skeleton** | **Linkages** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
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|  |  |  |  |  |  |  |

# 6) Appendix for Content

*[Per the instructions in section 2B, prepare the written content for each of your screens and enter it here, indicating which content is for which screen.]*

# Example Screen Skeletons

Two Row Two Column Two Column with Heading

Heading/Left Menu Heading/Left Menu Heading/Right Menu

with Footer

Three Row Single Pane