Community Site Project
Final Project – Info 552

As the final project for this course, you will independently design (or redesign) an informational website for a community you choose. It should be attractive, effective and user-centered. Your website will include the community information that this community may need or find useful. *Community information is what enables people to participate fully as members of their communities*. If we take Philadelphia as an example, community information includes information about health care, financial assistance, housing, transportation, employment, education, child care, recreation, events and government. That's quite a list!

In this assignment, you'll create a resource for a much smaller community than an entire city/county. Don't bite off more than you can chew! For instance: artists in West Philadelphia, engineering students at Drexel, anime fan-fiction writers, or teen users of West Chester Public Library. Notice that a "community" can be defined in terms of shared concern along many dimensions (geography, interests, activities, etc.). You may work with an organization/client for this assignment, but you'll have to secure their permission first. Remember, web information can be permanent!

Breakdown of Tasks

You'll work on this assignment over the final few weeks of the course. Below is a breakdown of the schedule. Note that you will need to stay on track with this, as submission/participation are required in Weeks 7, 9 and 10. Along the way, please share any challenges, findings, etc., in the Discussion Boards.

Week 7
- Submit your proposal (more details below!) under Assignments on Blackboard by the end of Week 7

Week 9
- Post your site's URL in the Discussion Board to get peer-user feedback on your design from your classmates
- If you want to go the extra mile, you could do real-life user testing with members of the community you're serving using the techniques we read about in class

Week 10
- Launch!
  - Submit screenshots of the home page and one of the content pages under Assignments
  - On the Discussion Board, share your URL (again, for your classmates' convenience), and then summarize your design process describing how you built the site, what tools you used, what you enjoyed, what challenges you encountered, and what you learned from the experience
  - Comment on at least two of your classmates' discussion board posts. Please give preference to those who don't have any comments yet!

Proposal Guidelines

The first step will be submitting a 2–4-page proposal by the end of Week 7. This will give an overview of the community/client you've selected and the information you'll provide. If a website already exists for this community/client, your proposal should discuss how you'll improve upon it.

When working on a web design as a team member, freelancer, project manager, etc., it is customary to submit a formal proposal document to your client. The proposal document states your intention and big-picture requirements for the website so that the client can provide their feedback and input. This way,

everyone will be in agreement on what the project is before it gets underway. By submitting a proposal for this assignment, you'll get practice writing such a proposal.

Choosing a Community/Client
First of all, please do not choose a community you are already a part of, or yourself as a client. I know this is difficult, but a major outcome of this project will be your building skills and abilities in user-centered design, and the only way you can do that is by designing for someone other than yourself.

Writing the Proposal
Your proposal should include a title page as well as the following sections:
- *Community/Client Information:* Proposed website name, community/client name, statement of permission if applicable, contact information of client if applicable, original/current URL if applicable
- *Purpose:* Why are you doing this project? What is the need here?
- *Community Profile:* Cite demographics, psychographics and other vital aspects of the target audience of this website design to convey how the target audience's information needs might impact the content and context of the website. (For instance, if the website is targeted toward teens, the language and tone should be different than if it is targeted toward Nobel laureates.) If the client is a person, provide biographical information relevant to the project.
- *Design and Aesthetics:* Discuss plans for designing this site, including color palette (justify why), font choice, layout, navigation content, usability considerations, etc.
- *Interactive Components:* Discuss the Javascript you'll use for this site and how it will further the strategic aims of the website.
- *Benefits:* Explain why your site will be a beneficial resource to your target audience.
- *Planning Map:* Provide a site planning map to convey navigational structure and hierarchy of the website.
- Additional appendices can be included as necessary.

Final Website Requirements

This project is a lot more free-form and self-directed than the requirements for the portfolio. Above all, your content should be what makes sense for your community and the information you're providing. However, there are some requirements:
- Eight or more pages of content making appropriate use of links and media; at least one of these pages should be a subpage
- Use at least one interactive element using Javascript

Policies
- You can use any HTML/CSS editor you like to design this site.
- Once your assignment is submitted and the deadline is passed, please do not alter or edit your website until your grade has posted. Any post-submission alterations or edits are considered academic dishonesty and will be handled as such.