AD332 Project 4
Responsive Business Website

DEADLINES:
- Friday, **April. 20th** : Part 1 due
- Friday, **May. 4th** : Part 2 due

OVERVIEW:

For your final project you will be using Adobe Muse CC to create a responsive, single page navigation website with animated scroll effects for a business. This business can be a fictional business, your own small business, or a rebrand of an existing small business. Consider using a business that is already in your portfolio as an ad campaign or product package. This will save time as you will already have an established logo and visual theme and will provide a more extensive package for that design project. The product manager for Muse, Dani Beaumont has made an enormous library of video "jam sessions" that are available on YouTube so there is no shortage of instructional resources. *Follow the links in the resources list below in order* to learn about responsive breakpoints and animated scroll effects. We will also be meeting for direct instruction every Friday 11-2 in the computer lab in Pullium.

Start by compiling all of your content elements, (Logos, images, text, etc.) save these elements individually at appropriate sizes and file types (navigation elements, logos, and buttons should be saved as SVG or PNG). If all of this is prepared beforehand it will be less likely to interrupt your workflow while you are laying out your site design.

PART 1 (Due April 20th):

Working File Review- Once you have your content and support files prepared the next step is to set up your **first** master page, guide grids, and breakpoints. Once these are in place you should create your header, navbar, and footer in your largest breakpoint and then go to each breakpoint and make the needed adjustments to size and positioning. One thing you should consider is having a "hamburger" or collapsable menu on the smaller breakpoints. Now that your master page is set up you can use it to start your home page. Use simple rectangles or headlines along the page to denote sections and create anchor points for each section, then add the anchor links to your navbar menu. You can adjust the postitions of these sections as you add content later. By April 20th you must upload to mycourses your Muse file and any needed support files (images, icons, fonts, etc.) in a single folder. By this point you should have a home page with 4 breakpoints, a responsive menu, and anchor navigation.

PART 2 (Due May 4th):

Finished and Published Site- Often a site will have a single page navigation but will also have supplimental pages that offer more information. For instance if your business is a restaurant you may want to have the whole menu on a separate page. Create at least 2 supplimental pages and provide button links to each of these somewhere on the home page. You may choose to include the entire navigation menu on these other pages or you may simply provide a back button. If you want your supplimental pages to have a different menu you will need set up a second master page. Once you have placed all your content and applied all scroll effects and links in your largest breakpoints on all your pages you will need to go through each breakpoint and make the nessesary adjustments until your site looks good and functions at any browser size. You will need to publish your site on business catalyst (Free Adobe Server) through Muse and provide me with a link to the finished site.

REQUIREMENTS:

- Site must contain a navigation bar with menu items that link to anchor points on the same page
- Site must contain 4 breakpoints (at least 1 fluid and 1 fixed)
- Site must contain scroll effects in at least one of the breakpoints.
- Site must contain at least 2 supplemental pages that can be navigated to and back home

RESOURCES:

- Muse Jam: Fixed Breakpoint Responsive Design
  https://www.youtube.com/watch?v=QrhTbYIeydY

- Muse Jam: Site Design with Responsive and Scroll Effects Combined
  https://www.youtube.com/watch?v=st7Zccj8p6g

- Muse Jam: Understanding Scroll Effects and Responsive Design
  https://www.youtube.com/watch?v=ORi4ZYR9W54

- How to create a parallax scrolling menu using Adobe Muse CC
  https://www.youtube.com/watch?v=n6cgOrDZuXE

- Understanding anchor links | Muse | lynda.com
  https://www.youtube.com/watch?v=aE1C11US9uo