


Web Site Planning

<p>Phase 1: The purpose of the Site</p> <p>Answer these questions to determine the purpose of the web site:</p> <p>Goal (what is the site to do and do for your audience?)</p> <p>What is the site about?</p> <p>What is the site for?</p>	<p>This site is an art and design site that will provide users with images, critiques and tutorials for new art and design styles for magazines, advertising, the Web and about anywhere art and design is used.</p> <p>The site has three primary goals, which are to inform, educate and entertain. The site will inform people about new art and design styles through critiques, educate them on how they are accomplished through tutorials and entertain them with images of the styles.</p>
<p>Phase 2: Expected Outcome of the Web Site</p> <p>Basically, what does your audience/client expect the site to accomplish?</p>	<p>The audience expects to learn about all different styles of art and design from various mediums and artists. They also expect to learn new techniques using digital design software.</p> <p>The clients expect to inform people about all different styles of art and design to encourage advancement in the art and design world. After six months of the launch of the site the clients expect to have 50,000 page views.</p>
<p>Phase 3: Target Market</p> <p>Find out more about the client or target market that you are developing the site for. Start by answering these questions:</p> <p>Who is your audience/client?</p> <p>Who is their competition?</p> <p>Is the Web the right medium for your audience/client?</p>	<p>The audience is primarily college educated 20-35 year old professionals with a background in art and design for magazines, advertising, Web design and various other markets. They have computers with high-speed internet access and experience with all types of design software.</p> <p>The clients are college educated 20-35 year olds with backgrounds in various types of art and design.</p> <p>The competition is magazines like Juxtapoz and several</p>

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	<p>Web sites, such as DeviantART.com, Abduzeedo.com and TutsPlus.com.</p> <p>The Web is a perfect medium for the audience because they have computers and access to high-speed internet. The Web is the right medium for the client because they are attempting to reach people around the world.</p>
<p>Phase 4: Managing Content</p> <p>Make a list of all the content that the site will display to meet the wants/needs of your audience/client. Then, organize the content list by grouping information in logical and manageable sections and subsections—these sections will become your prospective pages.</p>	<p>Home:</p> <ul style="list-style-type: none">• Images and text about new art and design work• Images and text about new tutorials• Images and text about upcoming art shows• Images and text about contests <p>Critiques:</p> <ul style="list-style-type: none">• Images of the art and design work being critiqued• Image of the person doing the critique• Text about the person doing the critique• Text for the critique• Images and text about similar artists <p>Gallery:</p> <ul style="list-style-type: none">• Images of art and design work• Text that describes the image and artist• Links to more work by the artist or designer <p>Tutorials:</p> <ul style="list-style-type: none">• Images of steps in completing the tutorial• Text that guides the user through the steps• Links to popular tutorials

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	<p>Contests:</p> <ul style="list-style-type: none"> • Images and text about past and present contests <p>About Us:</p> <ul style="list-style-type: none"> • Text about how the site was started and the clients' mission • Images of some of the clients and text about their background
<p>Phase 5: Mapping Out The Site</p> <p>Show the flow of the site by making a flowchart showing the pages of the site (use a separate sheet of paper for drawing out the flowchart.)</p> <p>Then, once the flowchart is made, determine what the layout will be for each page of the site. These page layouts will show a bit more detail (use the Page Layout diagram shown on page 3).</p>	<p>See sections for sitemap and wireframes.</p>
<p>Phase 6: Development and Design Requirements</p> <p>Decide at the beginning what colors, fonts, graphical treatments and programming should be used throughout the development of all pages.</p>	<p>Colors:</p>  <p>#000000 #99CC33 #CCCCCC #FF6600</p> <p>Background = #000000 Global Nav Links Up = #FF6600 Global Nav Links Over = #CCCCCC Hyperlinks = #FF6600 Body Copy = #000000 Headings = #99CC33 Logo = #99CC33</p>

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	<p>Fonts:</p> <p>Navigation = Verdana, regular, 18 pt</p> <p>Headings 1 = Verdana, bold, 22 pt</p> <p>Headings 2 = Verdana, regular, 16 pt</p> <p>Body Copy = Arial, regular, 14 pt</p> <p>Captions = Arial, italic, 10 pt</p>
<p>Phase 7: Site Testing</p> <p>This is where you put your development to the test and your design. Test the site on different platforms and use various browsers within the requirements to be sure the site functions and appears as planned.</p>	<p>The site will be tested on Macs and PCs using a variety of browsers, which include Internet Explorer, Firefox, Google Chrome, Safari and Opera.</p> <p>A test group of 10 people from the target audience will be used to test the content, design and functionality of the site. Eye-tracking software will be used to see how the users move through the site. They will also be asked a series of questions in a written questionnaire. Some of the questions are as follows:</p> <ul style="list-style-type: none">• Does the design of the site look appropriate for the content?• Did the navigation function properly?• Could you easily find information that interested you?• Do you think any features need to be added? What are they?• On each main page, what was the first thing that grabbed your attention?
<p>Phase 8: Site Deployment</p> <p>After the site has been thoroughly tested. The final version of all files that make up the Web site are placed on the servers for viewing on the Web.</p>	<p>After the site has been fully tested by the test group and approved by the clients, it will be uploaded to the clients' server.</p>

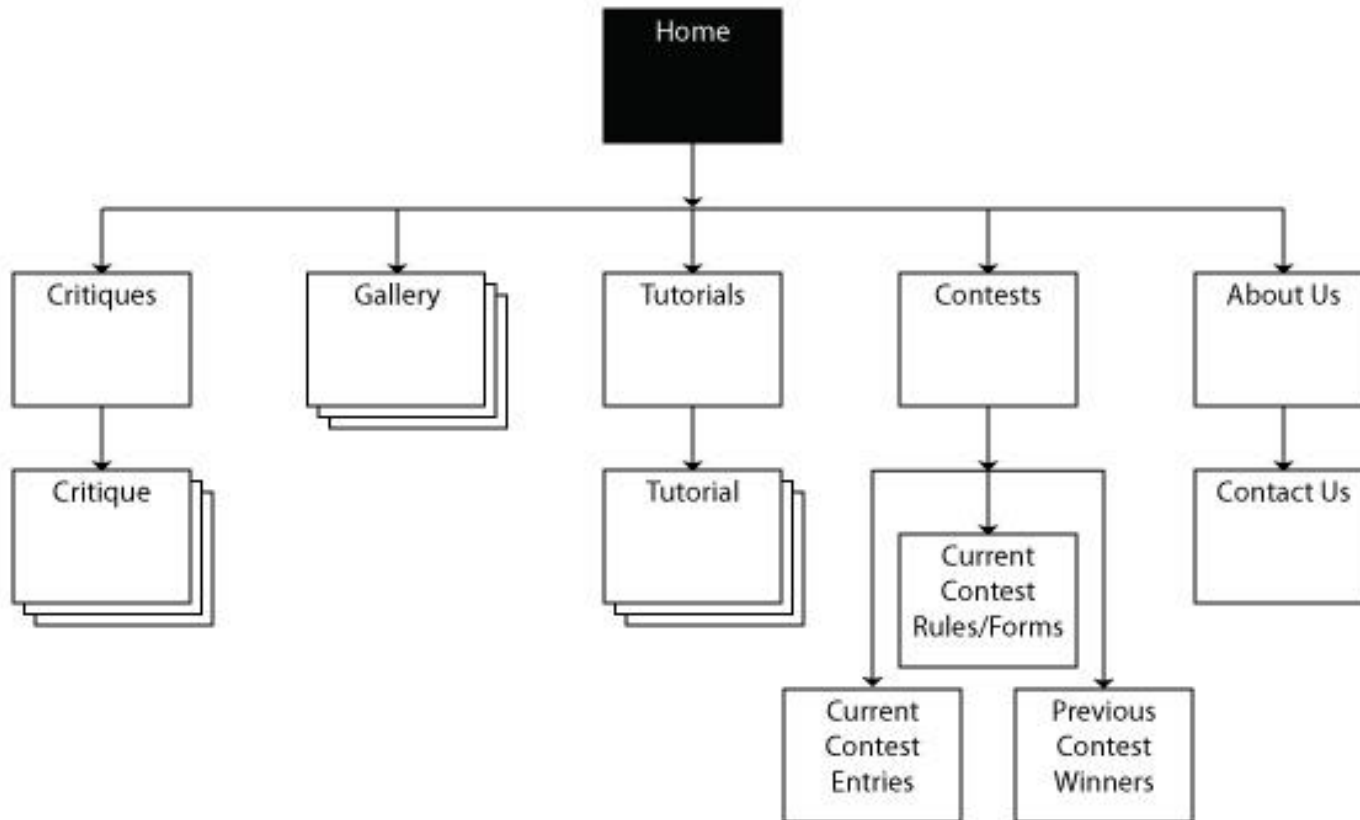
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Sitemap

Design Team: Aaron Etchison

Programming Team: Aaron Etchison

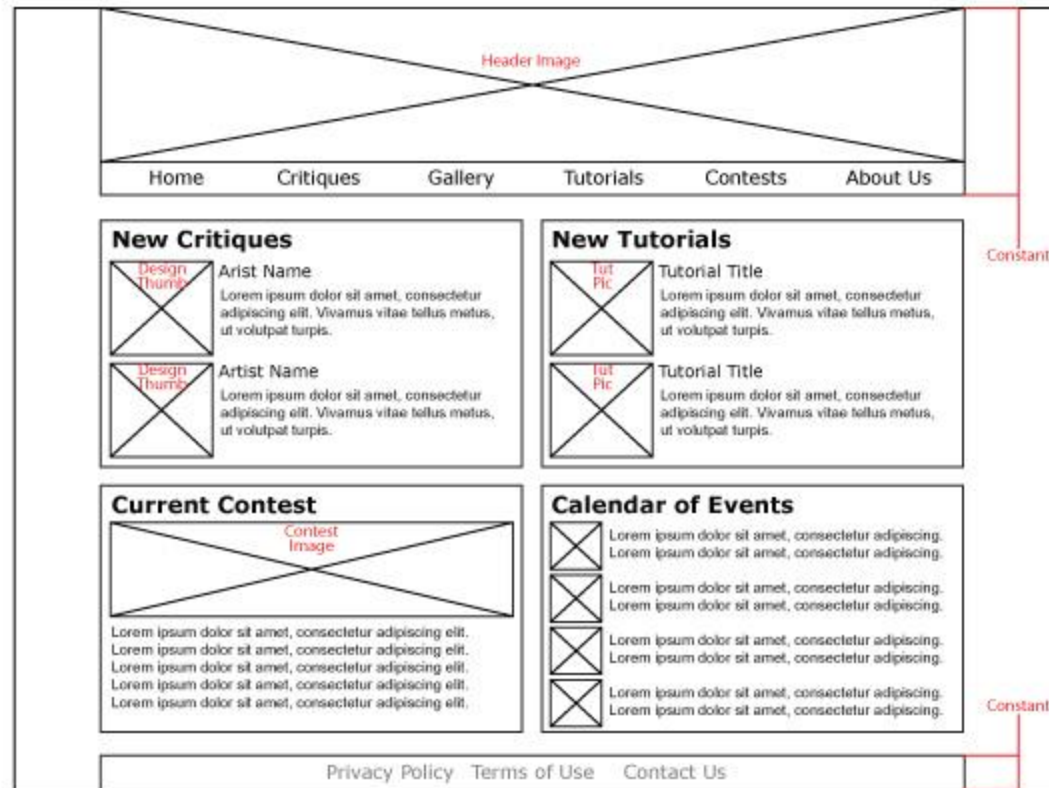
Version: 01



Web Site Planning

Page Name: Home
HTML File Name: index.html
Updates: 01

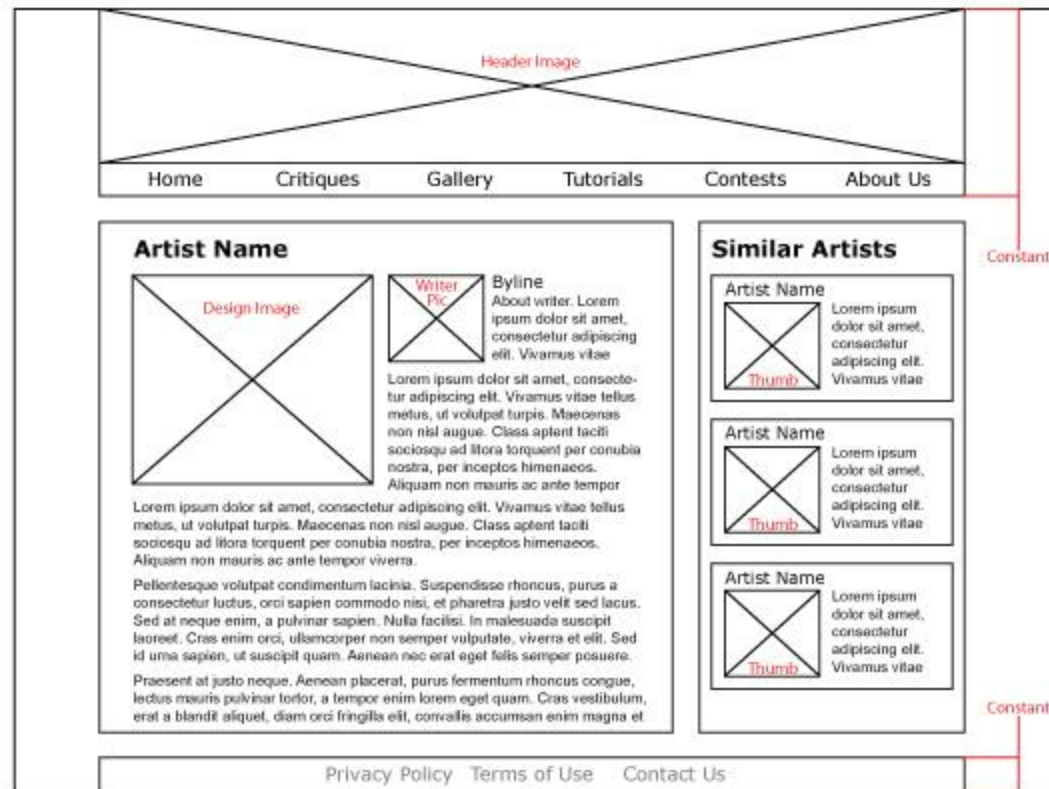
Design Team: Aaron Etchison
Programming Team: Aaron Etchison



Web Site Planning

Page Name: Critique 1
HTML File Name: critique1.html
Updates: 01

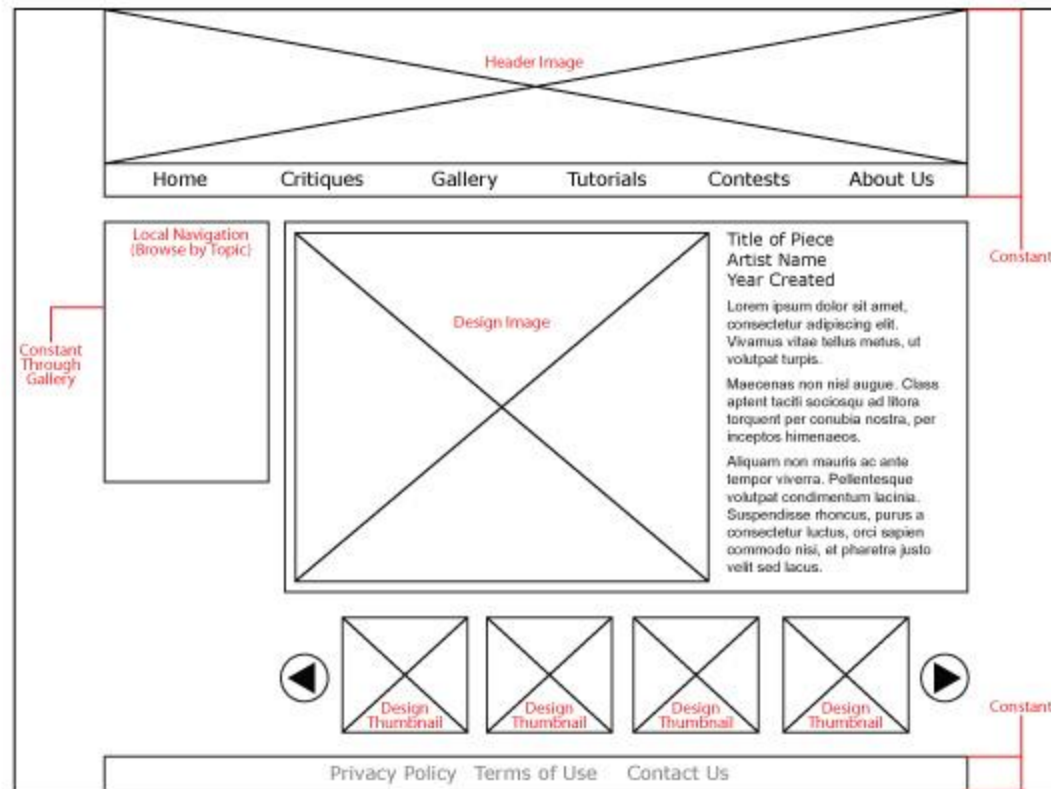
Design Team: Aaron Etchison
Programming Team: Aaron Etchison



Web Site Planning

Page Name: Gallery
HTML File Name: gallery.html
Updates: 01

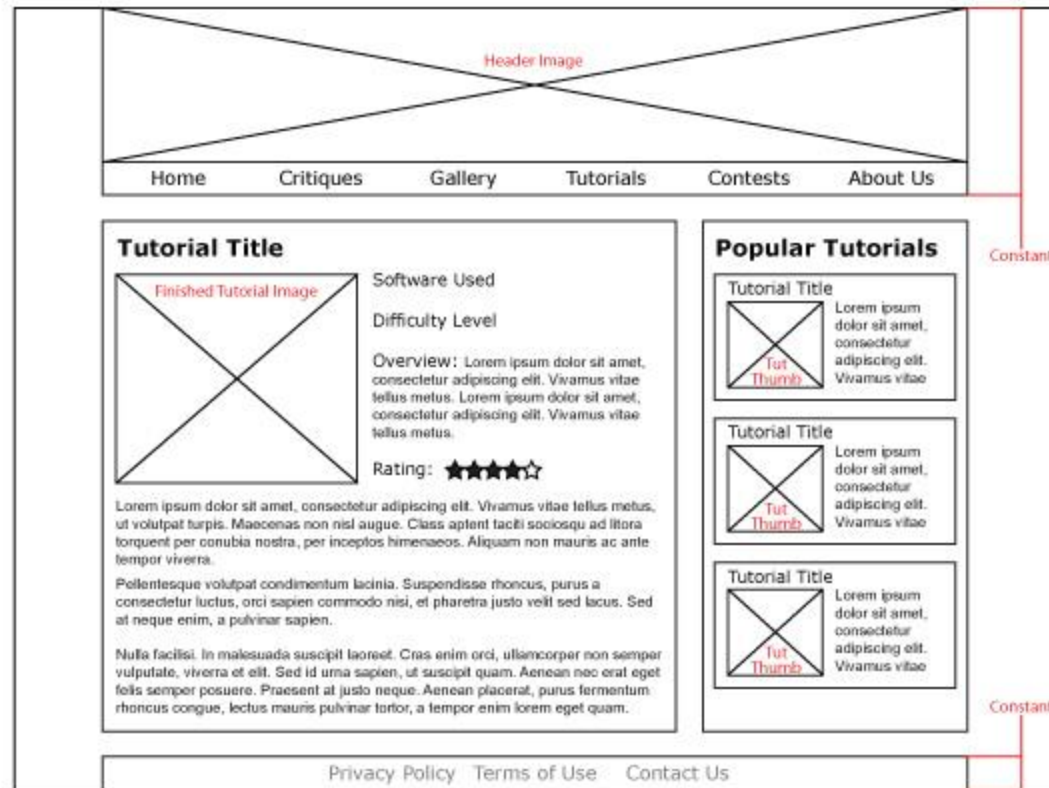
Design Team: Aaron Etchison
Programming Team: Aaron Etchison



Web Site Planning

Page Name: Tutorial1
HTML File Name: tutorial1.html
Updates: 01

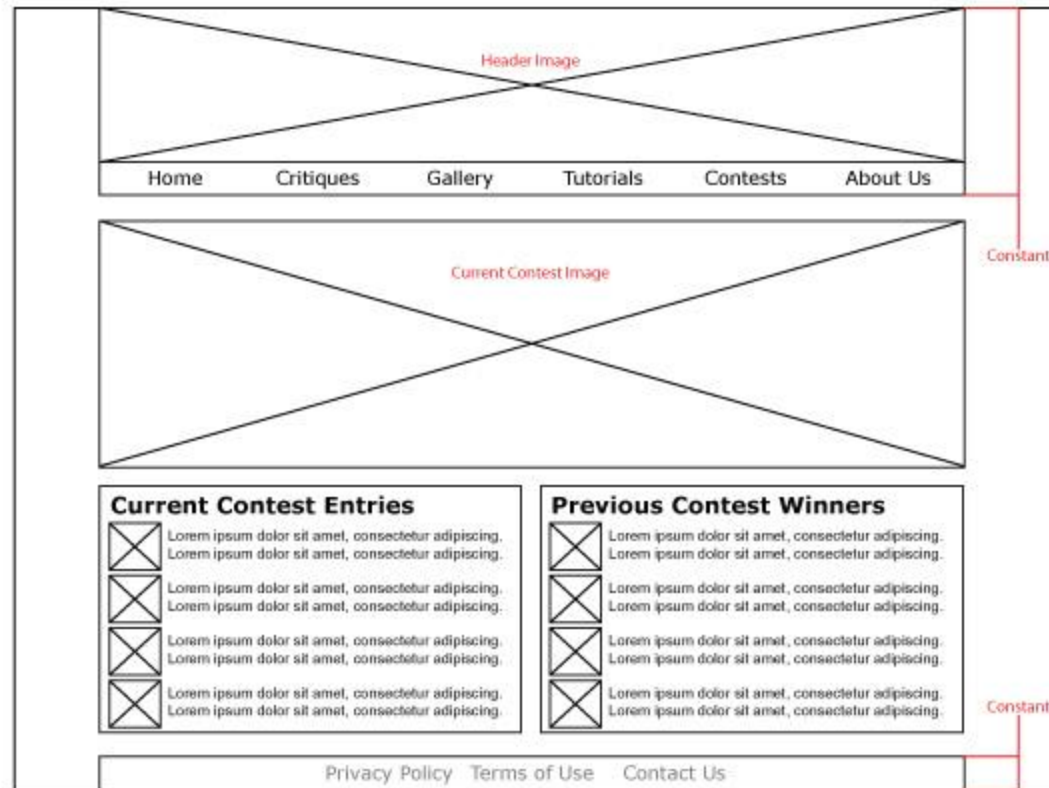
Design Team: Aaron Etchison
Programming Team: Aaron Etchison



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Page Name: Contests
HTML File Name: contests.html
Updates: 01

Design Team: Aaron Etchison
Programming Team: Aaron Etchison



Web Site Planning

Page Name: About Us
HTML File Name: aboutus.html
Updates: 01

Design Team: Aaron Etchison
Programming Team: Aaron Etchison

