

GDT250
WEB DESIGN
Fall 2017

Dickerson Park Zoo Redesign (120 pts)

Using Muse, redesign existing home page for the DPZ website.

Be sure to include

1. Navigation/menu bar(s), etc.
2. Existing logo (can be “tweaked”)
3. General layout/grid
4. Images (from existing site, own photos, or free stock sites)
5. Font selections
6. Choose most important info to place above “fold line”

Parameters

1. 1200 pix wide by (at least) 800 pix deep
2. Use Muse!
3. Export final as a .muse file (to studata folder)

Grading Considerations

1. Incorporation of graphic design concepts and elements (hierarchy, color theory, etc.)
2. Effective typography
3. Clarity of purpose and use
4. Acuity with Muse
5. Target audience is clearly evident

Due November 13, 2017