

Project **2**

# Web Planning Packet

This packet contains forms that will assist you in planning the DJ Turntable Web site.

**Form 1** Page Template Design

**Form 2** Design Theme Styles

**Form 3** Layout Sketch



### Important Note

When completing this **Web Planning Packet**, you will need to carefully review the DJ Turntable **Web Content** section on pages 44 - 63 of the **Web Hot Shots** workbook.

Web sites use a consistent layout, or “template,” for most, if not all, of the pages. Follow the instructions below to plan your page template design for DJ Turntable’s site.

*All pages usually share the same layout; however, a home page can use a different layout if needed.*

1. Carefully review the common page items required for DJ Turntable found on page 46 in the **Web Content** section of the **Web Hot Shots** workbook. Make sure that the common page items appear on each Web page.
2. From the options below, select the page layout that you will use.

The diagram illustrates four different layout patterns for a page with a header, menu, content, and footer. Each pattern is represented by a set of colored blocks (gray for header/footer, white for content, and light gray for menu/sidebars) arranged in a specific way. The patterns are labeled 1, 2, 3, and 4, with an additional 'OTHER' category.

- Pattern 1:** A vertical stack of four blocks: Header (gray), Menu (white), Content (light gray), and Footer (gray).
- Pattern 2:** A vertical stack of four blocks: Menu (light gray), Header (gray), Content (light gray), and Footer (gray).
- Pattern 3:** A vertical stack of three blocks: Header (gray), Content (light gray), and Footer (gray). A Menu block (light gray) is positioned to the left of the Content block.
- Pattern 4:** A vertical stack of three blocks: Header (gray), Content (light gray), and Footer (gray). A Menu block (light gray) is positioned to the right of the Content block. An 'OTHER' label is placed to the right of the Footer block.

*The screen size acts like the frame for Web pages. Your Web page design needs to accommodate the client's content, but does not need to fill the entire screen.*

3. From the standard sizes illustrated below, select the screen size that will best “frame” your design.

Diagram illustrating the output image sizes for the three models:

- 1280 X 800
- 1024 X 768
- 800 X 600
- OTHER

Often, the header, menu, and footer areas remain consistent throughout the site and contain these common page items.

4. Based on the page layout that you selected, sketch where DJ Turntable's common page items will go.

A full-page sheet of white graph paper with a light gray grid. The grid consists of small squares, approximately 1 cm by 1 cm each. There are 20 columns and 20 rows of squares, creating a total area of 400 small squares. The grid lines are thin and evenly spaced.

## Design Theme Styles

Web sites use graphics, colors, and type styles that complement each other and are generally consistent throughout each page. Follow the instructions below to plan your page template design for the DJ Turntable site.

### Logo Option

A company's brand is very important and their logo is usually the element that helps determine a Web site's "look and feel."

### Instructions

1. Carefully review the DJ Turntable **Web Content** section found on pages 44 - 63 in the *Web Hot Shots* workbook.
2. From the choices below, select one or more logo options that you will use.



### Color Theme

On computers, colors are a mixture of red, green, and blue, and are identified by their "RGB" values.

A Web site's color theme should consist of one main color and one or two accent colors.

3. Below are two suggested color themes that complement the DJ Turntable logo. Select an option, or indicate a different combination that you will use.

☐

MAIN COLOR	1ST ACCENT	2ND ACCENT
R 0 G 0 B 0	R 212 G 222 B 86	R 50 G 49 B 171

☐

MAIN COLOR	1ST ACCENT	2ND ACCENT
R 114 G 154 B 48	R 0 G 0 B 0	R 69 G 98 B 167

☐

COLOR VALUES	RED	GREEN	BLUE
MAIN COLOR			
1ST ACCENT COLOR			
2ND ACCENT COLOR			

### Type Style Combinations

Using a consistent type style combination helps with readability and creates a professional look.

Using contrasting sizes and typefaces for titles, subtitles, and body text help the reader "understand" a page at a glance.

4. Below are suggested Web-friendly type style combinations. Select an option, or indicate a different combination that you will use.

☐

TITLES	<b>Times Roman Bold</b>
SUBTITLES	<i>Times Roman Italic</i>
BODY TEXT	Times Roman

☐

TITLES	<b>Verdana Bold</b>
SUBTITLES	<i>Verdana Italic</i>
BODY TEXT	Verdana

☐

TITLES	<b>Times Roman Bold</b>
SUBTITLES	<i>Verdana Italic</i>
BODY TEXT	Verdana

☐

TITLES	<b>Verdana Bold</b>
SUBTITLES	<i>Times Roman Italic</i>
BODY TEXT	Times Roman

☐ OTHER
 

TITLES
SUBTITLES
BODY TEXT

NAME

DATE \_\_\_\_\_

## Layout Sketch



Carefully review the DJ Turntable **Web Content** section found on pages 44 - 63 in the **Web Hot Shots** workbook. Use this form to sketch out your client's Web site pages. Roughly indicate placement of titles, text, photos, graphics, and links as needed. Refer to this form when developing the client's Web site.

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