

Art 356A Web Design II

Spring 2012 / Mon & Wed 12–2:50 pm / 3 units

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Continued study of information architecture and its application to web design, technology, and acuity with a comprehensive understanding of the experimental processes, techniques and methodology found therein.
Prerequisite: Art 355A

Overview

“American museums are some of the nation’s premier cultural and educational institutions—community-centered places for remembering, discovering, and learning. ...museums help preserve the past, define the present and educate for the future.” <http://www.aam-us.org/aboutmuseums/>

Museums make a “unique contribution to the public by collecting, preserving, and interpreting the things of this world.”

<http://www.aam-us.org/aboutmuseums/whatis.cfm>

Over the next ten weeks, you will be responsible for creating a detailed and thorough website, mobile site, subscription form and html newsletter, ad banner, and social networking component for an invented museum. The subject matter of the museum is up to you, however the name of the museum or the tagline must include the subject/topic and the word “Museum.” For example, “Paperclip Museum” or “Museum of Paperclips” or “Clip: a museum of paperclips” are all variations of acceptable names. Choose something that interests you. Be imaginative, be creative and have fun with it.

The following are the minimum criteria for each.

Website Project (150 pts) due Week 6

logomark/logotype, color scheme, etc.

- functional contact form using php
- additional form for users to subscribe to the html “newsletter”
(which will be addressed in the html newsletter, but make a place for it)
- calendar of events
- jQuery gallery of some type
- customized 404 error page
- RSS feed and a link to it
- blog section (to be addressed in the Social Networking/Blog assignment, but build a place for it)

Social Networking/Blog (50 pts) due Week 7

read pp 236–239

Facebook Page OR twitter account

Wordpress blog

these must also be linked in to the website in some way (using icons to link in or embed as a mashup)

Mobile Site (100 pts) due Week 9

Logo/identity block, footer, navigation, contact information, a back button (failsafe), a link to view the “full” site.

This can be done as a completely separate website living in a “mobile” directory, or accomplished using mobile CSS stylesheets.

html newsletter + subscription form (75 pts) due Week 10

read pp 244–247

there should be an area to subscribe to the newsletter. user should be able to fill out a form and in response get an html email back. this should have a header/footer/navigation, as well as a link to view the html email in a browser, and some reason that they are getting the email.