(WEB150) Web Foundations

Project 02 HTML Landing Page

Objectives:

Create a One-Page HTML page (1 Landing Page) for promotional purposes. Examples of the site subject can include:

Signing up for an event or class, Being notified of the release tickets for an event or concert, or for an upcoming release for a product, movie, or game.

Landing Page should contain:

Form Fields

CSS animated Submit Button

Video banner

3 CTAs (w/ accompanying icons or images)

All files should all be located in one root folder titled "YourLastName_1stInitial_Project02". Within your root folder you should have a sub folder titled "images" which will contain web safe images (no .AI or .PSD files)

The homepage should be saved as "index.html".

Use only one CSS file to control visual elements of the landing page.

Deliverables:

This root folder should be zipped and submitted to the shared folder that will be posted in the announcement area of our eClass. The root folder should be named the following: "YourLastName_1stInitial_project02"

Files that are submitted with any other name will not be accepted and counted as a zero.

Due Date:

Before the start of class on March. 23rd *(Submit to shared folder found in the announcement area of our Blackboard eClass)*

Due Dates for each step as follows:

Feb 16th Part 1: Informal Proposal

Feb 16th Part 2 : Wireframe

Feb 23rd Part 3: Storyboard of Banner video animation

Mar 2nd Part 4: Landing Page design concept (.psd)

Mar 9rd Part 5: HTML / CSS Wireframe

Mar 16th Part 6: Final Banner Render

Mar 23rd Part 7: Final Landing Page

Part 1: Informal Proposal – Due (2/16)

Objective: develop a written project proposal

Proposal must include the following:

1) The concept statement:
 • Who is this for (ie: client, individual, cause)?
 • Purpose of project?
 • Why do this project? What is the benefit to the client (NOT the end user)?
 • What is the scope of the project? (what is to be covered; what are the major content areas?)

2) Target Audience:
 • Who are they? Give a description of the typical user (age, gender, education, income bracket, ethnicity)
 • Why would they use this project? What is the benefit to them?
 • What are they looking for from a project like this? (IE: speed, technology, entertainment, information, look/feel)

3) Interface Design:
 • Describe the design and any design metaphors that will be used
 • What is the message that you want to communicate
 • What is the tone or mood that you want to set for the project?

 • **Proposal should be saved as a PDF files for submission**.

Part 2: Wireframe Design Concepts – Due Week (2/16)

Objective: design and present a wireframe for the Landing Page

Wireframe Concepts will not be accepted without a Flowchart

Design a potential homepage & subpage wireframes for the website.

 • Wireframes should be saved as flattened PDF files for submission.

Part 3: Banner animation Storyboards – Due Week (2/23)

Objective: create and present storyboards for the Landing Page

Storyboards will not be accepted without a Wireframe Concepts

Create 6-9 panels of descriptive boards detailing the banner animation.

Use provided board template (Design boards at full size, and shrink to fit template)

 • **Storyboards should be saved as flattened PDF files for submission.**

Part 4: Landing Page Design Concepts – Due (3/2)

Objective: design and present a series of concepts for the Landing Page

Design Concepts will not be accepted without Storyboards

 Design 3 potential homepage concepts for the website based on your wireframe.

 Each Concept will be designed at 1280px Width at 72 DPI RGB Color. The height will be determined by your design.

 Present the concepts for critique at beginning of class.

 Concepts will be saved as flattened PDF files for submission.

Part 5: HTML/CSS Wireframe – Due (3/9)

Objective: create the HTML/CSS grid for your Landing Page.

Final designs will not be accepted without Design Concepts

Author the landing page in HTML/CSS into a root folder titled:
YourLastName_1stInitial_project02

Use background colors and basic labels of divs and containers

Give containers widths and positions, no height values

Due dates for the authoring portion of this project will be given after the final designs in Part 5 have been completed

Part 6: Final Banner Render – Due (3/16)

Objective: create renders needed to embed the banner into the HTML Landing Page.

Render the banner to a high quality format (ex: ProRes244, or HQ H264)

Compress the render into an mp4, and OGG file and add to the landing page

Part 7: HTML/CSS Final Landing Page – Due (3/23)

Objective: add remaining content to the Landing Page.

Populate the page with text images

Style content in CSS

Submit to Google Shared Drive