Module 3 Donut Delights Project Requirements

CIS 152

# Overview

You will be engaging in the process of creating a “design proposal” for a client. The process will be treated as close to “real-world” scenarios as we possibly can. Your goal is to create a proposal that would win the client’s business for developing their new business website (which will be the final project). The requirements for the proposal are listed below, but do not let these be your minimum standards. In the real world, clients rarely give minimum standards and are instead looking to be impressed – your midterm project should take the same philosophy.

# Design Process

Using the requirements and description given, follow the steps of website design:

1. Define the audience and set the goals.  Knowing this will allow you to focus your design.  You may choose your own audience for this project, but keep it consistent throughout the midterm and final projects.  Use what you know and learn about the audience and goals to design appropriately.
2. Develop the site map.  Decide how the site will be set up.  How will the user maneuver through the pages and content?  Remember the user experience.
3. Create a requirements document.  This should include requirements and preferences from the client, images and copy written for the web for each page, and special elements such as title, header, or footer.  Remember index.html is the home page.
4. Wireframe the pages.  You should do this for all of the pages, even if it's just a rough sketch.
5. Illustrate the pages.  Even though the text states you do not have to mockup all pages, for this class you do.

# The Client

Your instructor is the representative for a Mr. Melvin Furballski. Any questions regarding the proposal should be directed towards your instructor as they have been placed in charge of the project by Mr. Furballski.

The full client description and scenario will be provided by your instructor.

**\*\*NOTE**: If you have a different “Client” you would like to create a proposal for, please see the “ALTERNATIVE OPTION” at the bottom.

# Requirements

1. You should submit one unique design of a website.
2. Final deliverable includes:
   1. 1 PDF file of the design of the pages – these should be high-fidelity, development ready mockups/designs.
   2. A letter introducing the proposal and thanking the client for the opportunity.
   3. Any supporting documents that might help convey the selling points of the proposal.
3. Designs should be created for desktop browsers operating at a resolution of 1366x768px
4. Designs should contain the following:
   1. Typographic choices including standard and/or web-based fonts. (if using web-based fonts, designs can use a placeholder font – but you should include examples of the fonts you have chosen to use).
   2. Color palettes based upon client’s desires.
   3. Images clearly placed into the designs as they will be in the final site.
   4. Menu/Navigation
5. Designs can be a single-page or a multi-page site, but should at least provide navigation to find the following areas of content (or some variation of this type of content):
   1. Home
   2. About Us
   3. Contact
   4. Location and Hours
   5. Menu
6. Designs should place a form on at least one page for visitors to submit contact information
7. Designs should contain a space for a Google Maps widget to show the location of the business

The approved design will be used for your final project in this course. Dream big, use all your tools of design and web development and even some you have not learned yet, like forms, search bars, etc… and make sure to follow common website conventions. Keep in mind the user experience.

# Cover Letter

Use the cover letter to make your designs stand out. Describe how your designs are unique and would attract clients to the business. Do not criticize your own design, but write as if you are in competition with 20 other designers for a contract. You want (or need) to be chosen. If you need assistance, I encourage you to visit the Writing Lab at Parkland.

# Submissions

Midterm Final submission: high-fidelity mockups completed. All content including images and text should be complete. The design should be in a single pdf. The pdf and the cover letter should be submitted to the Cobra dropbox.

# Extra Credit

You can earn extra credit for this project (up to 10% of the project points) by submitting a mobile version of at least one of your full design options. The resolution to use for the mobile design should be 320x568.

# ALTERNATIVE OPTION

If you would like to perform this project for a different scenario (e.g. a family business, personal friend, etc.), please write up a short document explaining the following:

1. Client’s name and contact information, including a website address if they have one
2. Client’s business/organization, including an overview of what the business/organization does
3. 3 goals the client has for the website
4. Your access to the client – Will you be able to get all necessary content from the client in a short time frame?

# Grading Rubric

**Project – 20 points total**

5 points – Projects are submitted correctly with 1 PDF and cover letter as a pdf or docx.

5 points – Cover letter is complete and well-written.

5 points – All Requirements listed above met, specifically points 3 through 7.

5 points – Creativity and originality are displayed by the student. It does not appear that the student simply updated content from an online template but actually put forth effort to create an original piece of work.