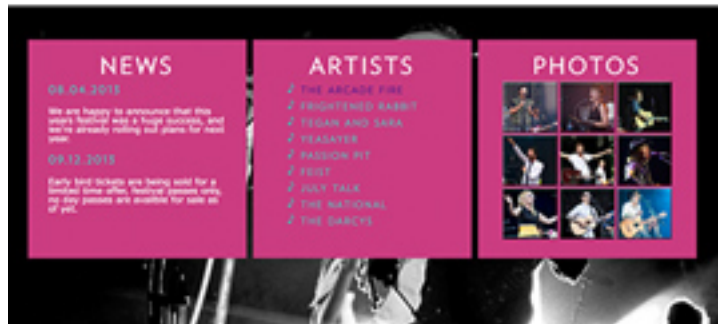


-A2- ONEPAGER

OSHEAGA
FESTIVAL MUSIQUE ET ARTS

THE BEST LIVE SET **SOUNDTRACK** FROM
COAST TO COAST, SHOWCASING THE
GREATEST **BANDS IN THE WORLD**



FIELD TRIP

THE INAUGURAL ONE-DAY EVENT WILL FEATURE TWO STAGES CURATED ENTIRELY FROM **ARTS & CRAFTS'** DIVERSE ARTIST ROSTER, CO-HEADED BY A ONE-NIGHTS-ONLY RETURN FROM HIATUS FOR FLAGSHIP COLLECTIVE **BRCKN SOCIAL SCENE** AND 11-TIME JUNO AWARD AND 2012 POLARIS MUSIC PRIZE WINNER **FISHT**.



next to normal

A STORY ABOUT A MOTHER WHO STRUGGLES WITH WORSENING BIPOLAR DISORDER AND THE EFFECT THAT HER ILLNESS HAS ON HER FAMILY, ALSO ADDRESSING GRIEVING A LOSS, SUICIDE, DRUG ABUSE, ETHICS IN MODERN PSYCHIATRY, AND SUBURBAN LIFE.



PART 1 -Webpage Layout & Design

Layout and design consists of the following three stages:

- 1) ROOT FOLDER: Create folder and gather CONTENT (text and images)
- 2) ONESHEET: Decide on your logo, color palette and font types
- 3) WEBPAGE: Layout and design your site

CHECKLIST

STAGE 1 – ROOT FOLDER

Create the main folder that will be used to store ALL of the files, folders and assets involved in the design and development of your one-page website. The main folder (known as the 'root' folder) should be named after your chosen topic. Inside the main folder, create five more. Sample hierarchy below:

- SiteName (root folder)
 - raw (for unedited images)
 - docs (for text files)
 - psds (for Photoshop files)
 - plugins (for downloaded Photoshop brushes, patterns, gradients, etc.)
 - images (for images optimized for use on the web)

Next, in your 'raw' folder save:

- A logo
- At least 10 high quality images (1000px width min.)

Lastly, in your 'docs' folder, save a TextEdit or Word document and add content to it. It can be on anything related to your webpage topic (i.e. latest news, important dates, about, gallery, videos, etc.). Tip: Once you select your topic, ask yourself what content would best represent it.

STAGE 2 - ONESHEET

A one-sheet is a document that groups together your website LOGO, COLOR PALETTE, and FONT SELECTION. You are free to change your COLOR and FONT choices right up until you submit your completed website design (known as a COMP). The One-Sheet, as we are using it, is intended to get you thinking about your LOGO, COLOR and FONT choices.

Marks will be awarded for:

- Your Color Palette (ensuring you have Primary and Secondary colors)
- Your Font Type Selections (Ensuring you have distinct font choices for your 'Heading', 'Subheading' and 'Paragraph' categories.
- Good folder and layer organization (make sure to name them)
- Saving your Photoshop document to your 'psds' folder, located inside of your one-page website root folder (ask if you are confused).

STAGE 3 – LAYOUT AND DESIGN

To complete the page design, you will need to create a custom BACKGROUND as well as a custom layout for your CONTENT (text and images).

GENERAL SETUP

- Create a NEW Photoshop document sized 1800px by 1200px.

CUSTOM BACKGROUND

- Create a group titled 'background'.
- Inside the 'background' group, create two more groups titled 'top' and 'bottom'.
- Inside the 'top' group, create a new layer and give it a solid background color of your choice. It should take up the entire width but the height will be 384px.
- Inside the 'bottom' group, create a new layer and give it a solid background color of your choice (it should work well with the top color). Since this color is placed underneath of the 'top' color, you do not need to worry about the size (just cover the entire canvas).
- Inside the 'bottom' group (above the background color), add one or more large images to cover the bottom of the page.
- Inside the 'bottom' group (above all the other layers), add a semi-transparent gradient that fades to a solid color at the very bottom (as with all these steps, refer to my videos for guidance if necessary).

CUSTOM CONTENT (text and images)

- Create a group titled 'content'.
- Inside the 'content' group you created previously, add two more groups titled 'top' and 'bottom'.
- Using my completed Burning Man layout as a reference, add your Logo anywhere inside the top half of the design (just don't venture outside into the far left and right columns).
- Next, insert your 'intro text' anywhere inside the top half of the design (again, don't venture outside into the left and right columns).
- Moving on to the new 'bottom' folder, create three boxes sized 320px by 345px and position them next to one another (leave a little space between each one).
- For the content inside of the aforementioned three boxes, it is ENTIRELY UP TO YOU what to place there. Additionally, you are encouraged to layout your content differently to my Burning Man sample. That said, make sure that you include at least the following:
 - 2+ Main Headings
 - 2+ Sub headings
 - 2+ Paragraphs
 - 2+ Images

Lastly, make sure you incorporate the colors found in your one sheet, as well as your font choices. You can change them at any time, but make sure both documents are in sync in terms of your logo, color and font use.

RUBRIC

Criteria	Unsatisfactory	Satisfactory	Exemplary
Folder Creation and Content Gathering	No ROOT folder present and/or project files and sub folders are placed outside of recommended destinations.	ROOT folder is present. Not all project files and sub folders are placed in their recommended destinations.	ROOT folder is present. All project files and sub folders are placed in their recommended destinations.
Points	0	.5	1
One Sheet	No One-Sheet completed.	One-Sheet is missing one or more of the following requirements – Logo, Colors, Fonts. That, or the layers are not neatly organized in their respective groups inside the Photoshop layer palette.	All One-Sheet requirements have been met.
Points	0	.75	1.5
Design Composite (COMP)	Either no COMP has been submitted or the COMP submitted remains in a WIREFRAME state – without content insertion or the addition of color, texture, typography and/or imagery.	The COMP submitted includes topic relevant content but not all principles of web design have been adhered to correctly.	The COMP submitted includes topic content, and effectively implements and/or adheres to all relevant principles of web design.
Points	0	5	5

FINAL DETAILS

Due-Date

TBD

(before class)

Term Value

7.5%

Submission

Note: I will be collecting part 1 and part 2 of this assignment at the same time. No need to zip the files twice and call them something different. Just zip up the main one and upload the zip to the DC Connect dropbox. More details will follow PART 2 of this assignment.