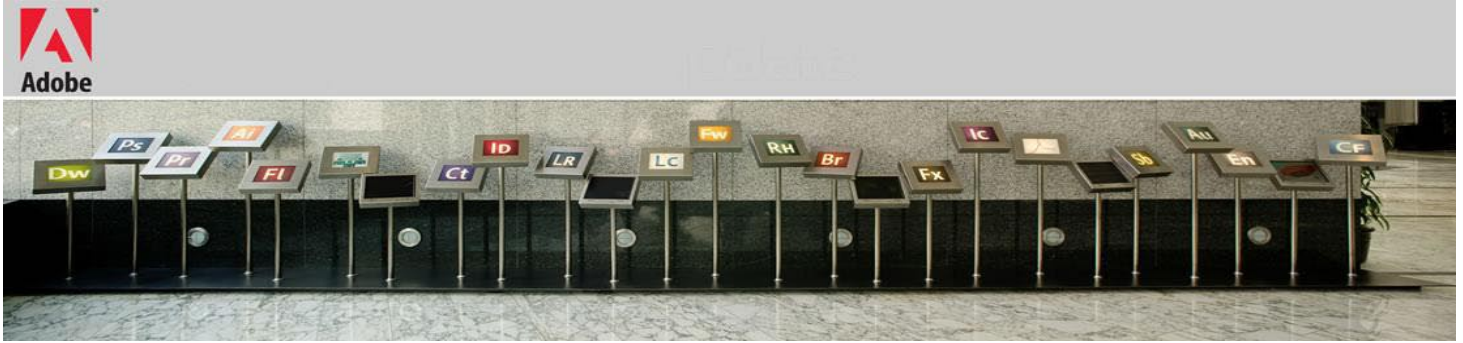


Adobe Dreamweaver presents **Ex Nihilo**



Problem Statement:

With revenue of over USD 50 billion, **Lebensraum** is the largest growing automaker. Recently they have launched a hybrid SUV **Meister** to their portfolio. As hybrid cars face the stigma of having not nearly as much power, they want to leverage market by associating extreme off road capability and adventure as the brand value for **Meister**. Subsequently, to do the branding exercise they want to host a contest where their customers can upload photographs of the adventures they have had with their **Meister**. The winner of the contest will be the owner of the photograph that gets maximum number of votes.

Lebensraum has contacted you to come up with a suitable website to host such a contest.

The client wants this website to be not only a medium to share images, but also a live, interactive and engaging experience. Hence they will be laying special emphasis on the coolness quotient (CQ) of the design, animations which bring the website to life and the ease of its usage.

Instead of releasing all the requirements for the website at once, the client **Lebensraum** has decided to unravel them over 3 stages.

Must Have:

1. The website should consist of a HOME page, which describes a little on **Meister**, the contest, prizes and participation process. The description may not only be textual. You can go as wild and creative as possible.
2. In order to upload a picture, a user should be able to create his/her PROFILE consisting of his personal details like name, email id, phone number, city etc. Only users with valid profiles should be allowed to upload images. A “REGISTER/LOGIN” link should be present on the HOME page.
3. Uploading of any picture should be facilitated with the help of a SUBMISSION FORM, which gathers the name of the image, brief description, place where it was taken and “tags”, to make it easier to search the image

4. The HOME page should have a sections/links which displays the latest 5 submitted photographs and top five submitted photographs. These entries should also contain the name of the submitter. It should also contain a link where all the published entries can be viewed.
5. Every published photograph should have a COMMENT section, where any **valid user** can comment on it and a VOTE section, where **any** person viewing the photograph on the website can vote for it on a scale of 5.
6. As mentioned before, the client will lay special emphasis on the coolness quotient (CQ) of the design and hence it is expected that the website should contain special-effects and animations. The animations hence used should be implemented using javascript, css3 or any javascript framework like JQuery etc.
7. Also, the client requires that people should be able to share and upload photographs to the website from their tablets or mobile phones. Hence it is desired that the website should be browse-able and presentable on multiple resolution screens and multi-devices.

Apart from these requirements, feel free to make any assumptions about the said contest website in order to come up with a cool design and structure. Having said the minimum requirements for the website, this website designing competition requires you to come up with such a website in 3 stages. At each stage, specific and detailed requirements from the client will be unraveled. **Stage 1 will serve as the qualifying round for future participation in subsequent stages and will be evaluated.**

At the end of Stage 3, the finalists will be required to give a demo of their website during **Cognizance 2011**. It will also be expected by the finalists to describe how they have used Adobe products in development of their website during this competition, and **special points** will be awarded for use of Adobe technologies.

Stage One: 10th Feb – 28th Feb

Requirement: Come up with a basic template / prototype / mockup / sitemap of your website. The client is specifically looking for how innovative you can get with the website-layout and structure of the website. You can mention what technologies/tools you will be using in your website.

Deliverable: Submit Dreamweaver template (.dwt) / prototype / mockup image/ wireframes/ write-up in PDF depicting the lay-out and structure of your website design. Feel free to use any tools and technologies you will be comfortable with.

Submit your work along with your team name and team members to – [dreamweaver cognizance](#) by February 28th, 2011.

Special Brownie points for using Adobe Fireworks, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Adobe Dreamweaver and other Adobe Products

Adobe products can be downloaded from www.adobe.com as 30 days trial versions.

Stage Two : 21st Feb – 28th Feb

Requirement: Now it is time to start working on the website. The client requires you to build up assets, html / dynamic pages for the website and make it up and running. Also, as mentioned earlier the website should be multi-screen friendly providing modified and suitable interface for smart phones with resolutions: 320 x 480, 480 x 800, 400 x 800, 640 x 960 and for tablets with resolutions: 1024 x 600, 1024 x 768, 1280 x 800

Hint: Check out the Multiscreen Preview and Media Query features in Adobe Dreamweaver CS5's HTML 5 pack!

Deliverable: Since the deadline for Stage One is also February 28th, the deliverable remains the same as that of Stage One. The list of shortlisted candidates will be announced on March 1st along with the problem statement for Stage Three.

Submit your work along with your team name and team members to – [dreamweaver cognizance](#) by February 28th, 2011.

Special Brownie points for using Adobe Fireworks, Adobe Photoshop, Adobe Dreamweaver and other Adobe Products

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