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Jefferson - East Falls

Kanbar College of Design, Engineering, and Commerce

School of Design and Engineering

DIGD 307: ADVANCED WEB DESIGN AND STRATEGY
17FL (2017 Fall)

PROJECT #1: LOCAL BUSINESS OR PRODUCT WEBSITE DESIGN

Introduction:

Videos, quizzes, and in-class activities will be incorporated into a semester-long project to create a design solution for a local business or product, including digital documentation of personas, user tasks and flow, wireframes or visual comps, Slack critique, and mobile-first, responsive HTML/CSS code. Students will present this project twice: during the semester and at the end of the semester.

The number of pages within your site will be determined by your choice of local service or product. (Feel free to discuss your proposed content with me.) You will work on this project during class time (unless a specific activity is assigned). This project is worth 75% of the grade for the course (300 of 400 points).

More information will be added to this document week-by-week.

Deliverables:

Unless specified below, please submit a PDF for each of the deliverables described herein at the end of the semester:
- A design persona for your website. You will use the template created by Aarron Walter at his website. The download link is at the bottom of this site: http://aarronwalter.com/design-personas/. (This is different than a user persona for someone who comes to your site.)
- User scenarios. You will answer the questions found at https://www.usability.gov/how-to-and-tools/methods/scenarios.html using five (5) tasks a user would accomplish on your site. (You will not be required to create a functional shopping cart or scheduling page.) More information will be distributed by the instructor on this deliverable.
- Wireframes **OR** Photoshop comps. You **must** demonstrate a mobile-first approach in your wireframe/comp development.
- Mobile-first, responsive HTML and CSS code. Your site must be uploaded to web hosting. During your final presentation/critique you will be required to display your site on Ish in the S/M/L/Hay! modes. Please submit a zip file with your HTML and CSS code (and assets).

Scoring:
See rubric for more information.

DELIVERABLE	POINTS
Quizzes (on EDPuzzle)	30
Persona WIP+Final	10
User scenario exercise WIP+Final	20
Foundations HTML/CSS code (see rubric)	50
Mobile-first wireframe/comps WIP+Final	20
Advanced HTML WIP+Final	10
Advanced CSS part 1: Flexbox WIP+Final	10
Advanced CSS part 2: CSS Grid WIP+Final	10
Principles of UX: WIP Presentation (in-class)	25
Principles of UX: Slack critique (in-class)	25
Advanced CSS pt 3: Transitions WIP+Final	10
JavaScript & jQuery I: WIP+Final	10
JavaScript & jQuery II: WIP+Final	10
JavaScript & jQuery III: WIP+Final	10
Advanced CSS pt 4: New Stuff	10
Web hosting	15
Final presentation	25
TOTAL	**300**