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DIGD 206: FOUNDATIONS IN WEB DESIGN AND STRATEGY
17SP (2017 Spring)

PROJECT #3: EDITORIAL SITE DESIGN

Introduction:

Editorial websites are also known as "print to web" and classic examples are sites for [The New Yorker](#) and [The Onion](#). One purpose of an editorial site is to enhance content by designing an online version of an existing magazine while maintaining the look and feel of the original. A final presentation will be made by the students during the semester.

1. Choose a magazine and study all the elements and principles used to create its overall graphics, type style, and feel. Both the existing print design and online design should have a consistent look and feel. You are not redesigning the magazine, but adapting it into an interactive experience.

2. Analyze the magazine's layout, overall organization, and index, to better understand its target audience and why it is structure the way it is. Study the typography, grid structure, color palette and graphics used within the magazine. How are they being used? How are the images being cropped and colored? Consider the ads used in the print magazine. What is the magazine's visual and functional branding elements?

3. Develop and create an information architecture diagram that illustrates the magazine based on your understanding of the magazine's structure.
   Deliverable: one (1) architecture diagram

4. Create a list of functionality that the users would benefit from (e.g. photo gallery, blogs, rating system, online polling, RSS feed(s), searching, archiving, instant messaging, profiles, ecommerce, member-to-member communication, etc.).

5. Select four (4) key pages within the site that have different types of content. Here are some examples/recommendations:
   - An issue landing page that summarizes the entire issue, has an archive for past issues, and will help to promote future issues.
   - A text-heavy article page.
   - A page that highlights key functionality (e.g. photo gallery, video, blog, etc.).
   - The homepage that can highlight any content within the site. Consider timely content/ promotions that occasionally needs a space on the homepage and how the homepage may evolve

throughout the year.

6. Create first drafts of your mobile wireframes for each of these four (4) key pages of your website using your architecture diagrams and your list of functionality as guides. Consider how the users will flow through the pages and how they will flow through the functionality. Tip: begin by sketching wireframes by hand, then evolve each design into a digital format such as Photoshop or with another wireframing tool. *Deliverables: four (4) wireframes*

7. Design the four key pages in Photoshop. *Deliverables: four (4) Photoshop files, four (4) JPGs*

8. Program the four (4) pages using HTML and CSS. *Deliverables: four (4) HTML (and associated CSS) files*

9. Upload the four (4) pages to web hosting. Post link on Slack (specific channel to be announced). *Deliverable: working URL link to site*

10. Present architecture diagram, wireframes, and coded pages using PowerPoint (or other presentation software, e.g. Keynote, Google Presentation, Prezi, etc.) and live URL. Tip: talk about and show your progression through steps 1 through 7 above. *Deliverables: In-class Presentation, presentation file (e.g. PDF of slide deck, link to Prezi, etc.)*

Scoring:
See rubric for more information.

DELIVERABLE	POINTS
Architectural diagram (1)	5
Wireframes (4 pages)	20
Photoshop comps (4 pages)	20
HTML/CSS code (4 pages)	40
Web hosting (1)	5
Presentation (1, plus file)	10
TOTAL	**100**