**Design Document and Prototype for a Web Site**

You are required to produce a simple design document and a paper prototype for an online company of your choice, to promote its services.

1. The design document will detail your design decisions in terms of web site title, content, target audience, colour schemes, page layout etc. The design document to be submitted is available to download from Blackboard. You can complete this document **or** write a report with similar headings in MS Word.
2. The paper prototype is a visual representation of what you want the final design to look like. It will contain a wireframe for each page in your site. Your wireframes can be drawn by hand on the 1 or 2 panel paper storyboard sheets provided on Blackboard **or** you can use an application such as MS Visio or Balsamiq.

**Design Document**

In the written document you should include all of the following:

1. Project title and brief background.

Provide a short summary of the organisation and what it does – purpose, products, services, history etc. Is this a new or replacement site?

1. Aim of the site.  
   What will the site do? Examples - help reach a global market, marketing (exposure for the product/club/service), offer advice, PR (exposure for the business), provide contact information, provide corporate data, provide location details / maps, provide product information, provide up-to-date information, reduce costs, improve customer relations, attract new customers, get customer information etc.
2. What/who/where are the target markets? – May be more than one/may be different from your customers. What type of visitors does the site hope to attract. What information will visitors want?
3. What are the business objectives/targets? Examples – call to action – buy online, join club, complete enquiry form, call the company, read articles, sign up for a newsletter. Perhaps increase revenue; improve customer service; reduce marketing costs; other reasons.
4. Choose content.  
   Identify the content to be included on each page of your site in terms of what subject matter each page will contain, both text and graphics. Where will you get the content – write it or edit old content? What Social Media presence do you need?
5. Design the layout.

Having conducted online research and considered your content, briefly outline how you will apply the CRAP principles to your site. Your chosen approach should be reflected in your paper prototype.

**Note:** Refer Web Design lecture notes on web design and wire-framing. (See Blackboard)

**Prototype**You should create your conceptual design on paper and have a storyboard/wireframe for each page in your site (**minimum *5*** **pages** - Home page and 4 others).

You should pay close attention to where objects are placed, how users will know what page they're on, how users will navigate from one section of the site to another, etc.

At a minimum, your prototype should communicate the following information:

1. The identity of the site (e.g. in a logo, main graphic at the top, styled text, slogan, etc.)
2. The visual layout of the site navigation (will you be using styled links, top menu, side menu or some other navigation scheme? 1 column layout? 2 column layout?)
3. How users will know which page they're on (will you use headings or visual cues or some other method?)
4. Which parts of the design are consistent on each page (e.g., header, footer, navigation etc and which parts are page content.
5. How you plan to make the design interesting (you should at least show where the major graphics will go, where text will go, headings, forms etc.; you should also show your chosen colour scheme, font style, etc.)

**Submission Date:** Monday 20th November 2017 (hard copy of both design document and wireframes)

Much of the work for this assessment will be completed in class in week 8.

This assessment is worth 30% of the overall marks for the subject.

In the final assessment you will develop your site using HTML/CSS (to be presented in class Week 12).

**Marking Scheme:**

|  |  |
| --- | --- |
| **Write-up** | **50%** |
| Project Title & Background | 5 marks |
| Aim of site | 5 marks |
| Target Market | 5 marks |
| Business Objectives | 5 marks |
| Content/Social Media | 20 marks |
| CRAP Principles | 10 marks |
|  |  |
| **Prototype/Structure Diagram** |  |
| Storyboard | **40%** |
| The site should be a professional looking site that promotes the company effectively. Marks will be awarded for overall look and feel, completeness – a wireframe for each page with all functionality included, layout (menus, text boxes, images, forms, evidence of heading and content etc.), navigation, evidence of CRAP principles, evidence of learning from existing/similar sites, appropriate colour schemes and fonts, clarity, ease-of-use. |  |
|  |  |
| **Standard of documentation** | **10 %** |

|  |
| --- |
| **Project title and brief background:** |
| **Aims of the site:**  1.  2.  3. |
| **Target market:** |
| **Business Objectives:**  1.  2.  3. |
| **Content:**  Page 1:  Page 2:  Page 3.  Page 4.  Page 5.  **Page Layout/CRAP Principles:**  Contrast:  Repetition:  Alignment:  Proximity: |