Exploring the Anatomy of a Website and Web-Based Portfolio

OBJECTIVE 1: To look at portfolio and business/company web pages to identify the aesthetic, structure and function of those sites. To recognize how they are similar and how they differ.

OBJECTIVE 2: To practice the planning, design and development of a business website.

OBJECTIVE 3: To apply our knowledge of websites to plan, design and develop a personal web-like portfolio.

FINAL GOALS:
  A. **In class**: By the end of this process you will design and build a pseudo business/company website using the principles learned in your research.

  B. **Independent**: By the end of this process you will have organized your own information into a format that acts as one kind of resume/portfolio. You will approach this assignment as if you were a new designer/artist entering the business world. You will rely on the range of courses (art and other) that you have taken at Dryden to help promote your potential. Your goal is to create a web-like page or pages that will attract clients who need a designer.

GUIDING QUESTIONS TO COMPLETE OBJECTIVE ONE:
In teams of 3, you will thoroughly explore various websites to be able to explain the following questions to your classmates:

1. How are you introduced to the site? Describe what is on the screen.
2. How did you figure out what to do/where to go next?
3. Describe your impression of <u>aesthetics</u> (this will be your opinion; it should not necessarily describe how you feel about the work that they are showing, rather the design/layout of the structure of the site).
4. Describe the <u>navigational</u> <u>setup</u> in every direction: how do you get deeper into the site? How do you get back out? How do you find what you're looking for? How are the buttons arranged, where are they, how do they change from page to page? What are the actual titles of the buttons? Are they easy to understand?
5. Give your impression of the overall <u>organization</u> on each page and <u>unity</u> between all of the pages.
6. What are all of the <u>categories</u> <u>of</u> <u>information</u> that are included (for example: statement/info, gallery, etc.). Discuss the content/organization/design/use of each section.

Please present your findings to the class demonstrating your comments with the Website active. When we are finished we will take time to explore some of the things to keep in mind when designing on the Internet.