

COMM 2555: Interactive Digital Communication / Spring 2018

Assignment 5: Project Web Design

Due: Monday, April 16, 2018, by 11:59 p.m.

Goals

This assignment is the first part of your 2-part final project. Your overall goal is to produce a web site for a pseudo-client (or cause) of your choice. You are not expected to produce a production-quality web site. Instead, your task is to do the best you can with the skills you have acquired so far, to practice what you already know, and to learn something new along the way - ideally using a fun idea as context. Most importantly, choose a topic you will enjoy.

At this point you should have selected a topic that has been discussed in class.

In this part you will create a design for your proposed website in Adobe Photoshop. In Part 2 of the final project you will implement your *final design* in HTML/CSS.

Step 1

Use Adobe Photoshop to create two web page designs: a homepage and a content page.

Homepage design

This is "the entrance" to your website. Your home design should at least contain:

- a title and/or logo
- one or more images
- one or more navigation bars
- content appropriate for the homepage (depends on your topic)
- any other additional elements that will add to your overall design

As you work through your design, think about:

Emphasis: Define your emphasis: an image? Title? Tagline?

Contrast, Repetition, Alignment, and Proximity. How will you place every element to establish a relationship between similar items? What elements will you repeat in terms of style to add continuity to your site? What will you contrast to achieve interest? How will you work on alignment?

Content page design

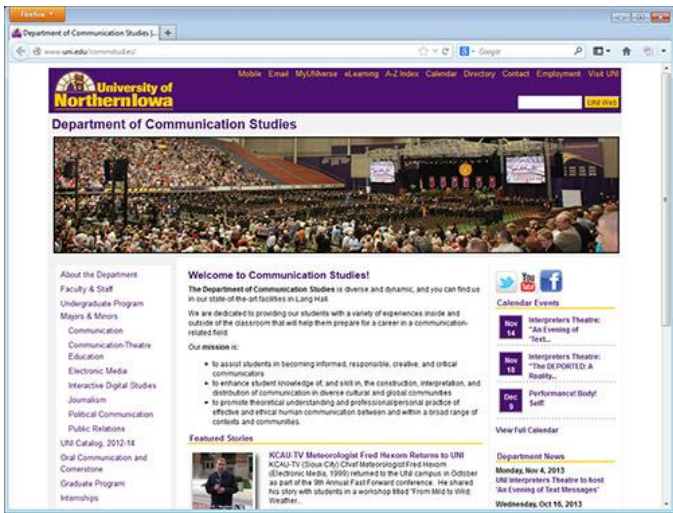
This design needs to repeat elements from the Home page, but remain unique. Repeat elements of placement, color, type, any visual components, but make this two individual web page designs. Develop a consistent style using a color scheme and type choices. (A style guide is a list of your design choices that you can constantly refer back to.)

Design tips. Start with creating a new file, making the canvas 1280 x 960 pixels, which is, more or less, the size of an average window. Then start adding elements – you may use shapes to create rectangle objects, you may also take screenshots of other websites, paste them into Photoshop, and then cut out the individual elements you need (i.e., a banner add, a search box, etc.). Keep each element **on its own layer**, so that it's easy to move things around. **Name your layers** appropriately. Use **careful selection** and **precise alignment**. You may use any images you like as long as they have the appropriate license or are in public domain; also, keep track of where you get them: if you end up using them in your final project, you will need to provide that information.

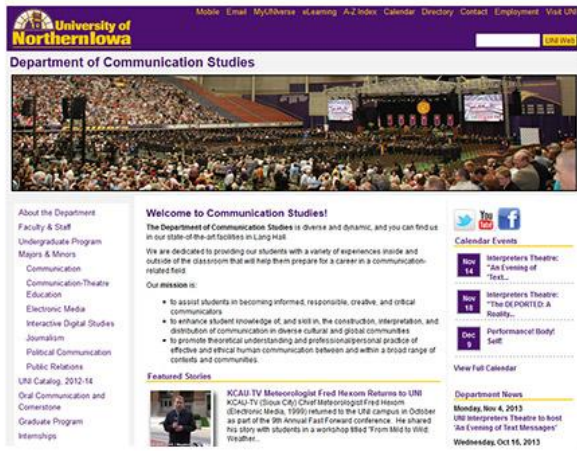
Most importantly, make sure you follow the **principles of design** we have discussed in class.

Make sure your web design images include the browser window. A page design looks different when displayed in a browser, since the browser window adds to the overall visual impression. Therefore, to get a more accurate impression of how your design will look, add a browser window to your images to make them look as actual screenshots:

This is **CORRECT**



This is **INCORRECT**



Make sure to save your work as a Photoshop file – you will need it for the implementation phase.

Grading

The assignment is worth 60 points, which accounts for **8%** of your final grade.

Your 2 designs should be not trivial, and should be carefully prepared:

- design complexity: **(2x10 points)**
- careful (alignment, selection, overall quality, etc.) **(2x10 points)**
- following principles of design and web design **(2x10 points)**

Make sure you follow the Photoshop requirements described in the assignment.

Submissions

Use UNI eLearning to submit the following files:

1. **homepage.psd** - your homepage design as a photoshop file
2. **content.psd** - your content page design as a photoshop file