

COMM 2555: Interactive Digital Communication / Fall 2017

Assignment 5: Project Proposal

Due: Tuesday, November 14, 2017, by 11:59 p.m.

Goals

This assignment is the first part of your 3-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.

The project has three parts. Part 1 one consists of selecting a topic, doing initial planning, and submitting a proposal. Part 2 is creating a design for your proposed website in Adobe Photoshop or Illustrator. Part 3 is implementation in HTML and CSS. The final presentation of your work will take place at the end of the course during finals week - it replaces the final exam.

Step 1

Pick a topic you will enjoy working on. It can be an existing business or organization, a cause, or an imaginary topic/client/idea.

Step 2

When planning your new web site, it is a good idea to find and analyze similar websites - to gain inspiration, and to learn from their mistakes. For this assignment you will find two such websites and analyze them (see next step).

Step 3

Write your proposal. Your proposal should be double-spaced, 12-point font, with 1" margins. The size is up to you (don't pad your proposal, but make it reasonably detailed). You should include supporting images and/or screenshots of the sites you are analyzing. Your proposal should include the following:

1. **Your topic** and its brief description, as well as why you have selected it. **(5 points)**
2. **Description** of each of the two websites you have selected for analysis: **(10 points)**
 - a. Brief description of the website (you must demo the live website)
 - b. Who do you think are the site's main audiences?
 - c. What do you think are the site's main goals?
 - d. Is the site easy to use? Can you find information easily? Provide specific examples.
3. **Analysis of each site's design: (10 points).** What do you think of the site design? What, in your opinion, are the pros and cons? Provide specific examples. Use the concepts and vocabulary from the lectures
4. **Site comparison.** Compare the two sites. Explain what you think is better/worse - i.e., content, design, ease of use, color combination, etc. - anything that strikes you! Provide specific examples. **(10 points)**
5. **Briefly describe what you propose to design and implement** for your new site. This is not a contract for the next two phases: these are your ideas only. You will not be held accountable to implement all of them. But you need a goal, a direction to follow. This statement will serve as your direction. Make it reasonable, yet feel free to be ambitious. **(5 points)**

Grading

The assignment is worth **40 points**, which is **approximately 6.7%** of your grade.

Submissions

Use UNI eLearning to submit your proposal as a Word document.