Project 1

Client web and mobile site

Objective:
Select a client for a web design and development project. Client must have an existing site to use for reference and available information. Use the existing web site or available information to begin your redesign. Research similar clients and define a specific target audience. You will be given an industry from the list to begin your research.

1) Local or Regional Not-for-profit organizations
2) Local restaurant/deli/bakery/eatery/butcher/etc...
3) Local specialty retail store
4) Local service-based professional company such as lawyer/architect/deisgner/etc...
5) Local service-based labor company such as landscaper/plumber/electrician/mechanic/etc...
6) Local nightclub/bar/stage/theatre/etc...

· You must show at least 10 other comparable research sites you have used in your design decision making process.
· You may choose to contact this group or program in person/phone or email for additional content that may not be online or easily available.

Consider a responsive web design approach to this problem. Read this article to better understand the concept of responsive design: http://coding.smashingmagazine.com/2011/01/12/guidelines-for-responsive-web-design/

1.1-Research Schedule:
1) select industry
2) research links
3) have 2 different client ideas to discuss
4) client research paper

1.1-Research Format:
1) 10 links
2) Microsoft Word document or PDF
       a) paragraph defining the client
       b) paragraph defining the industry based on competitors, region or market
       c) define at least 3 Goals of the site
       d) 'site message' in one sentence
       e) paragraph defining the audience or audiences of the site
       c) existing Site Map and proposed Site Map

1.1-Research DUE Feb 4, 2014.

1.2-Concept Schedule:
1) 15 thumbnails for review
2) 3 Concepts

1.2-Concept Format:
1) 3 Presentation Quality Concept Designs, psd files 960x720

1.2-Concept DUE Feb 11, 2014.

1.3-Design Schedule:
1) Final Desktop Design
2) Final Desktop Wireframe
3) Final Mobile Design
4) Final Mobile Wireframe

1.3-Design Format:
1) Web Desktop Design Photoshop Document 960x720
2) Mobile Design Photoshop Document 320x450
3) Web Desktop Wireframe Structural Layout in PDF (illustrator, indesign or psd)
4) Mobile Wireframe Structural Layout in PDF (illustrator, indesign or psd)

1.3-Design DUE Feb 25, 2014.

1.4-Development Schedule:
1) Template Page Design
2) Final 5 page Site
3) Publish to zipspace or appropriate server

NOTES:
· Must include unordered list navigation.
· Must use only 1 external css file

1.4-Development Format:
1) Valid HTML 4.01 strict web site with CSS2.0 Stylesheet
2) 5 page complete web site

1.4-Development DUE March 11, 2014.