Midterm Project Requirements

CIS 152

# Overview

You will be engaging in the process of creating a “design proposal” for a client. The process will be treated as close to “real-world” scenarios as we possibly can. Your goal is to create a proposal that would win the client’s business for developing their new business website (which will be the final project). The requirements for the proposal are listed below, but do not let these be your minimum standards. In the real world, clients rarely give minimum standards and are instead looking to be impressed – your midterm project should take the same philosophy.

# The Client

Your instructor is the representative for a Mr. Melvin Furballski. Any questions regarding the proposal should be directed towards your instructor as they have been placed in charge of the project by Mr. Furballski.

The full client description and scenario will be provided by your instructor.

**\*\*NOTE**: If you have a different “Client” you would like to create a proposal for, please see the “ALTERNATIVE OPTION” at the bottom.

# Requirements

1. You should submit 2 (two) unique designs of a website (referred to as OPTION\_1 and OPTION\_2).
2. Final deliverable should be a single ZIP file that includes:
   1. 2 PDF files of the designs of the pages – these should be high-fidelity, development ready mockups/designs. One file should be for OPTION\_1 and the other file should be for OPTION\_2.
   2. A letter introducing the proposal and thanking the client for the opportunity.
   3. Any supporting documents that might help convey the selling points of the proposal.
3. Designs should be created for desktop browsers operating at a resolution of 1366x768px
4. Designs should contain the following:
   1. Typographic choices including standard and/or web-based fonts. (if using web-based fonts, designs can use a placeholder font – but you should include examples of the fonts you have chosen to use).
   2. Color palettes based upon client’s desires.
   3. Images clearly placed into the designs as they will be in the final site.
   4. Menu/Navigation
5. Designs can be a single-page or a multi-page site, but should at least provide navigation to find the following areas of content (or some variation of this type of content):
   1. Home
   2. About Us
   3. Contact
   4. Location
   5. Menu
6. Designs should place a form on at least one page for visitors to submit contact information
7. Designs should contain a space for a Google Maps widget to show the location of the business

The approved design will be used for your final project in this course. Dream big, use all your tools of design and web development and even some you have not learned yet, like forms, search bars, etc… and always make sure to follow common website conventions.

# Critiques

As the project progresses, there will be two days of project critiques. The critiques will be an opportunity for the instructor to provide feedback on your progress. The instructor may also choose to use your design as a “class critique” in order to allow others to see what you’re doing well and how they might leverage approaches that you have taken (class critiques will NOT be used to portray your work in a negative way). The class critiques also function as a deadline for assessing your progress, and you will be given a grade based upon your progress at each critique point. The progress expected will be as follows:

1. First critique: wireframes, basic layout and site navigation concept. No need for colors or typography or images.
2. Second critique: high-fidelity mockups. Your project should be getting pretty much done at this point, and this critique is simply to give advice on the final touches.

# Extra Credit

You can earn extra credit for this project (up to 10% of the project points) by submitting a version of at least one of your full design options. The resolution to use for the mobile design should be 320x568.

# ALTERNATIVE OPTION

If you would like to perform this project for a different scenario (e.g. a family business, personal friend, etc…), please write up a short document explaining the following:

1. Client’s name and contact information
2. Client’s business/organization, including an overview of what the business/organization does
3. 3 goals the client has for the website.

# Grading Rubric

Critiques will each be considered as part of your semester homework assignments and are not part of the grade for the actual project. Each critique will be 10 points with the following breakdown:

**Project – 100 points total**

10 points – project is submitted in a single Zip file with PDFs and cover letter.

40 points per design

* 35 points – all requirements listed above met, specifically points 2 through 7.
* 10 points – Creativity and originality are displayed by the student. It does not appear that the student simply updated content from an online template, but actually put forth work to create an original piece of work.