

## PR 488 ASSIGNMENT 4: MICROSITE

You've created a visual identity and some promotional items for your company. Now it's time to create a microsite using Adobe Spark Page or a design program of your choice. A link to your assignment or your design file is due Wednesday, November 6, by 9 a.m. via email or Dropbox upload.

### WHAT YOU'LL TURN IN:

- The web address of your creation, via email. If you decided to design your microsite in a program of your choice (Photoshop, Sketch, or Adobe XD), turn in a properly packaged folder of your design, zipped, via Dropbox.

### MICROSITE SPECS:

You will use Adobe Spark Page to create your microsite, or you may design it in a prototyping program of your choice. Your site will be **one page**. You can have as many panels as you want in your microsite and it can be as long as you like, but remember the tenets of good content and don't have anything that's unnecessary. Also:

- Write real copy for your website. No filler copy, Lorem Ipsum, etc. Feel free to use your brochure copy and content.
- You may use stock images and icons if you choose, but no "Photo goes here" rectangles or blank rectangles for placeholders.

## UPLOADING INFORMATION:

- If you went the Adobe Spark Page route, you will generate a web link for your Adobe Spark Page. That is the link you will turn in via email before the deadline.
- If you created your files in a different program, send over the appropriate files. Sketch and Adobe XD require no packaging; if you did this in Photoshop, you will likely need to create a package and zip it up.