ASSIGNMENT NO .3

**TOPIC 1**

Website design

1. Ideas and concepts : Start by generating ideas in order to develop a few satisfying concepts. Apply what you have learned about creation in your conceptualization and colors classes. Make lots of researches and experiments, and do not hesitate to produce mood boards to orient your work.

2 Sketching : Take paper and pencils, and slowly start by making approximate sketches of the website's project. You don't want to lose time creating a pixel perfect interface on what is only some kind of aesthetic investigation. As you are getting closer to a satisfying concept, make more precise sketches of the interface until it seems to be what you want. Start with wireframes, then prototypes.

**TOPIC 2**

Bringing the concept to the computer :

When the prototype sketches are final, it is time to start working on the final aspect on the chosen software. You were taught Photoshop and Illustrator, but there are different softwares which can be used for prototyping or creating web designs: Sketch, Adobe XD, Figma, etc. Simply reproduce your sketch using the software. Using Photoshop, you can use a scan of your sketch and use it as a guide to produce the final aesthetic of the website. Create the homepage first in both desktop and mobile versions and define the two navigation versions. Usually, top pages contain less text and more graphics. Then create a section page for both versions. Define the different heading levels, typography, texts, etc. Manage for the section page to have the same look and feel as the homepage while according more space to contents. If necessary, create a content page for both versions (third level of the flow chart) sometimes giving even more space to contents.

**TOPIC 3**

Design tips :

1 Photoshop : Use the web design plans functions. Work in sRGB and 72dpi (for retina screen, 150dpi). Never flatten your layers. Use the pixel perfect approach (no measurements should use decimals). Use guides to divide the interface to ease selecting and copying interface segments.

2 Fonts : Try to use system or web fonts as much as possible so it can be managed with CSS. In some exceptional cases (artistic typographical creations), make images of your typographical creations

3 USEING OF LOGOS