Art 289 Final Project: Site Planning [100 pts]

Before you begin building the web pages that will make up your site you will conduct preliminary planning and set up an organizational structure.

1. Draft a site plan
2. Design a flowchart
3. Brainstorm with words and graphic ideas [thumbnail sketches]
4. Create a rough draft
5. Translating the design to the web
6. Prepare your marketing and meta tags for SEO

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1. Draft a Site Plan

Your **site plan** outlines the purpose and goals of your website. It should address the following issues:

- **Purpose:** Clarify your reasons for building the site and list the site's goals, ranked by importance.
- **Audience:** Define the types of users you expect your site to attract. Who is your target audience? What age range? Demographic considerations?
- **User acquisition:** Explain how you intend to attract your audience—through advertising, word of mouth, special promotions, and so on.
- **Content:** Detail what types of text and images you want your site to contain.
- **Look and feel:** Describe the site's aesthetics, such as the color palette you'd like to use and the overall tone or attitude you intend to convey.
- **Layout:** Consider how you'll organize each page to allow users to navigate easily among pages on the site.
- **Schedule:** Determine deadlines for creating drafts of the site and launching the final product.

Deliverable: Web Profile/ site plan outline (answer above questions)
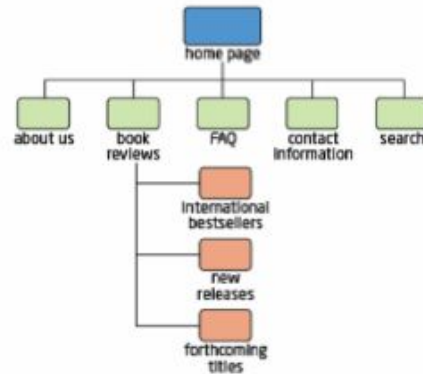**Document title:** 1-Plan

2. Draw a Flowchart

Once you have your site plan or goals in place, you're ready to create a flow chart, or a visual depiction of your site's basic architecture. Use the flowchart as a blueprint when creating the pages that make up your website. Your flow chart should include each of the site's main pages and show how they link together to form the overall hierarchy of the website.

- Create your flow chart with software such as Adobe Illustrator®, Photoshop®, InDesign, VISIO, Word, etc. Turn the completed flowchart into a PDF.

A flowchart for a book-review site might look like this:

Your Flowchart

    • You may title these pages according to your own needs but the topics must cover:

        1. Home page (index.html) Intro to your site

        2. Resume (resume.html) Use your current resume. May be formatted with internalCSS.

        3. Portfolio (portfolio page or subfolder?) A minimum of 6 thumbnails which will link to larger samples of work OR use a slideshow of your work

        4. Contact (contact.html) Your contact information and a request information area, set in a form
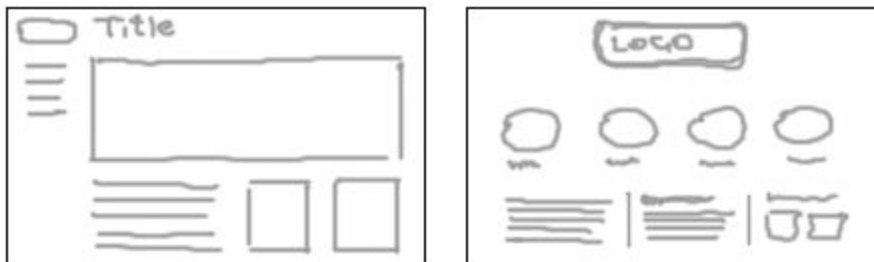
Deliverable: Flowchart
Document name: 2-Flowchart

3. Creative Brainstorming

Thumbnails - draw out 4- 5 small sketches of ideas of how you could layout the **index** page of your site. Think simple and quickly. Horizontal or vertical layout? Scrolling? Fold line? You may either scan your drawings or take a pic.

Example:

Deliverable: 4-5 Thumbnails of index page only
Document name: 3-Thumbnails

4. Rough Draft

Brainstorming - Think about following topic areas. Things can change later but going through the process will help your organize. What page dimensions will you use? What unit of measure? Try designing on a grid like you did for Assignment 3. It will help you with placement, alignment and overall organization.
Other things to think about:

        • Background - color_____ background image or tiles_____
        • Text font-family:
        • Text colors: rgba, hex or hsla?
        • Decorative font-faces:
        • Link Colors/ special CSS effects:
        • Graphic Links (any images used as links):
        • Photos/Graphic Images/Elements

Create your rough draft. Pick your best thumbnail idea. Think about how this will translate to the web. Be sure to show navigation, headers, content areas, footers, etc. *in graphical format.* This is more than empty boxes in a grid. Your rough layout may be hand-drawn or created in an image software such as Photoshop, Illustrator, GIMP, etc. If it is in electronic format, save the original native file (.psd ,.ai, etc.) then save a copy as a PDF or take a screen shot.
Deliverable: Rough draft in graphical format [Review Assignment 3: Working with Grids]
Document name: 4-RoughDraft

5. Translating the design to the web

Print a grayscale of your layout you created for #4. Using your gray scale print break your design back into a grid. Mark your containers/wrappers/boxes/divs. This will be your guideline to creating the code and graphics for your site. Be sure to mark where the navigation, text, banners, headers, footers and images, etc. will go.

Deliverables: Grayscale print with grid mapped out. [Review Assignment 3: Working with Grids]
Document name: 5-SiteBuild

6. Marketing the site

Now's the time to think about marketing and meta tags - Search the competition, or find a keyword generator.

Site Description:
Site Keywords:

List of possible Social Networking sites:

Deliverables: Meta tag description and keywords
Document name: 6-Marketing

Notes and considerations

Webpage set-up
Review Web Page Structure
- What are the dimensions of the webpage?
- What unit of measure are you using?
- How many pixels in an inch?
- You will building the site using CSS positioning. Will the website be a self-centering or liquid design?

Website Design Critiques
Review the Design
- Check your design for focal point and eye travel.
- How is repetition going to be used in the site?
- Grouping of elements?
- Is there enough variety for visual interest?
- Check contrast and readability issues.
- Is the page well balanced?
- Will there be harmony among the various pages?
- Is your work the most important element of the website?