LEARNING FROM A PROFESSIONAL WEBSITE TO BUILD YOUR OWN SITE

Design objectives

This projects helps you build skills in organizing, structuring, labeling, designing and coding web content for a professional website. In the first phase of the project you will choose a Wikipedia article as the base of your content, and build a content strategy, user personas, Information Architecture, wireframe, all of which will inform your interface and interaction design of your website. In the 2nd phase of this project you will choose an existing major website (e.g. news website), and rebuild the HTML5/CSS3 front-end, on your own, from scratch for your chosen Wikipedia article content.

Scope of work

You will select an open Wikipedia information page on your topic of choice with several offshoot content subsections. The webpage must be a minimum of 1000 words in length, and contain at least 3 subsections. Images and other media used must be either your own work or open-licensed and even if you create your own, you must provide references for all media. Your website should be at least 3 pages: One landing homepage and two inner pages that shows highlights of your work.

Your project should include the following steps:

1. **Personas**: Identify and describe two distinct user personas that you speculate will be the primary user groups of your content.
2. **IA**: Map the existing content to an improved version of the Information Architecture and show it as a Node-Link Tree diagram that represents the network of existing content as provided.
3. **Navigation**: Identify and clearly label all types of navigations for your IA: Structural, Associative, Utility
4. **Wireframes**: Build 2 wireframes for 2 individual page-types: one for the homepage and one for the inner content pages. Describe how your wireframes respond to the personas, your proposed IA and principles of usability. You must base your wireframes on the interface design of the major website that you will choose to model after (step 5).
5. **Major website**: Take any major website of your liking, and rebuild the HTML5/CSS3 front-end, on your own, from scratch for your Wikipedia article content:
   a. At least 3 pages in total
   b. At least two page-types: one for home, and one for an inner page (both modeled from the original website)
   c. Select a visually appropriate website that is appropriate for your content
   d. DO NOT copy code, rather recreate the design using your own understanding of wireframes, information architecture, HTML and CSS.
6. **Coding and programming**: Use HTML/CSS to develop a finalized standalone website which works on a recent version of Firefox, Chrome and Safari on a desktop computer. You are not required to make the site mobile responsive.
7. **Image assets:** All image assets should be downloaded and included in the packaged website you have designed (do not set absolute src attributes to the image locations with "http://...")

Submission requirements

1. **Process document**: A single well-organized, designed and multi-page PDF document which includes the following in at least 4 pages:
   - Process, plan, rationale for choosing the content and the appropriate major website model
   - Personas, IA/ Wireframe of home/inner pages
   - References: original content and major website
   - Screenshot of the original website for both of the home and inner page-types
2. **Final website**: A compressed zip file of your HTML/CSS along with the digital media assets such as images and documents included in such a way that the uncompressed file is fully viewable in a local browser on any computer other than your own
3. **References**: In-page citation of any photograph or media used which you have permission for but is not your own production
4. **Note**: The links to the home/inner pages should work, however the links to other pages and/or external pages do not have to work (you can link them back to the homepage or an "under construction" page
5. **Accessibility and usability**: Refer to guides and lectures discussed in class

Learning outcomes

- Apply the foundational process for planning a standalone professional website; design wireframes and the information architecture; navigation systems; graphical design of a web interface; using programming to implement a usable design.
- Demonstrate a foundational understanding of front-end web development and design using HTML/CSS.

Evaluation criteria includes:

- [30%] Quality of the process, personas, IA, navigation, wireframes, choices and rationale
- [70%] Quality of the matched model website (design and development); Use of proper HTML/CSS standards-based coding techniques based on learnings in class; Organization and structure of code and assets