CSC318 Assignment 3

Due: *11 pm Monday April 3, 2017*
Submit to: *MarkUs (*https://markus.teach.cs.toronto.edu/csc318-2017-01*)*
Worth: *10% of your final grade*

Overview

You will design the home page of a fictional educational establishment. This could be anything from a kindergarten to an archery boot camp to a bartending school. You will decide on this establishment's theme, domain, age group, philosophy and aesthetic. Afterwards, you will create a full-colour, high-resolution mockup representing their online home page. Mockups are static and non-interactive. You will not have to design any other pages, transitions, or dialogs.

This is the home page wireframe:

Home Page Grid

The home page is laid out on a 12(w) x 10(h) square cell grid as shown below. You will recreate the home page in the program of your choice, starting with such a grid. If you're working with pixels, I recommend a size of at least 1800 x 1500 pixels for the mockup.
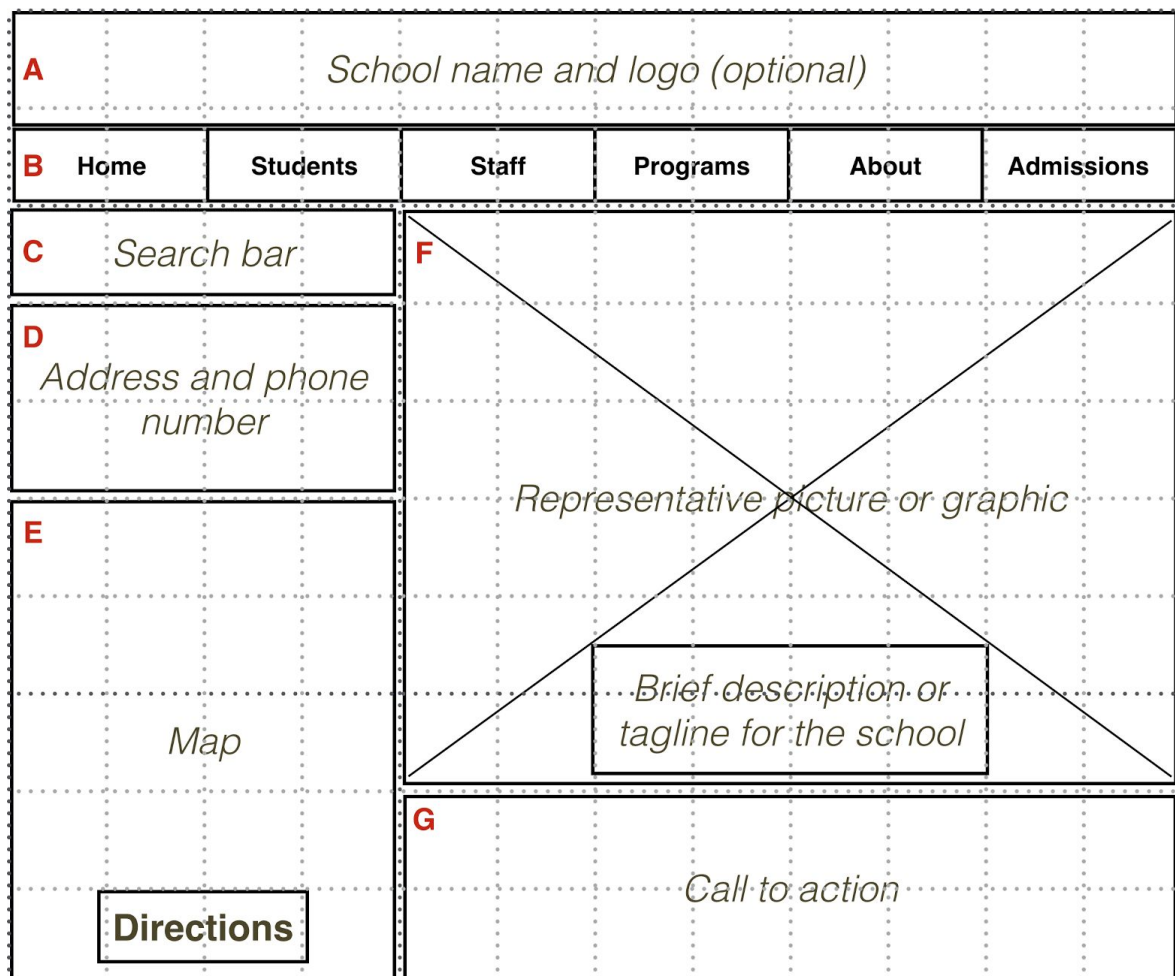
Please note that the layout is **fixed**. You will not have to change anything about how things are laid out on the page. Instead, choose appropriate colours, typefaces, images, etc. Keep in mind that the relative heights of the establishment name (A) and the top navigation menu (B) can vary: you may separate them wherever seems appropriate, or you may overlay them.

Text in **bold** in the wireframe must remain as it is.

Text in *italic* should be replaced by text you write.

Crossed out rectangles should be replaced by appropriate images or graphics.

None of the lines or borders you see on the wireframe are mandatory.

A	*School name and logo (optional)*				
B	**Home**	**Students**	**Staff**	**Programs**	**About**	**Admissions**

C	*Search bar*	F	
D	*Address and phone number*		
E	*Map*	*Representative picture or graphic* *Brief description or tagline for the school*	
	Directions	G *Call to action*	

Home Page Components

A. **Establishment name and/or logo (12x1)**: A graphical logo is optional.
B. **Top navigation bar (12x1)**: Typeset this in your *header/nav* typeface. The links/buttons are **<u>clickable</u>**. The "Admissions" button should be in different colours, as if the user's mouse is hovering over it.
C. **Search bar (4x1)**: Text field and **<u>clickable</u>** search button (button text is optional). Use your *body* typeface.
D. **Address and phone number (4x2)**: Non-clickable address and phone number (in your *body* typeface) and a **<u>clickable</u>** way of calling the phone number from your computer. It may be overlaid on the phone number. If you use a heading, typeset it in your *heading/nav* typeface.
E. **Map and directions (4x5)**: A map of the establishment's location. The map should be a custom-made graphic in tune with the aesthetic design of the site. The directions button should be **<u>clickable</u>**.
F. **Representative picture/graphic and description/tagline (8x6)**: This is any graphic or image that conveys your school's core purpose or atmosphere. A brief written description of your school or a tagline (e.g., *"Where excellence excels!"* or *"Kookiest Clown College in Ontario"*) in your *body* typeface should be overlaid on the image.
G. **Call to action (8x2)**: An invitation for the visitor to do something important that has to do with the school (e.g., "Enroll now" or "Sign up for Spring training". There could be a **<u>clickable</u>** button, or the whole area could be a banner with a link.

School Identity and Design Justification

Before you begin designing for this site, you should write a paragraph describing what this fictional educational establishment is like and who its students would be. Provide as much detail as you feel you need to justify your aesthetic choices, e.g.,

The Moonshine Academy is an artisanal distillery apprenticeship program. It is located in a newly emerging area of St. Louis and borrows its crafting methods from the classic traditions of the Old West, but with a modern eye on safety and cleanliness standards. The interior invokes subtle throwbacks to the past: the stools are made of copper piping and wooden tops, and the instructors all wear sleeve garters.

After you finish your design, write another paragraph to explain the choices you've made, e.g.,

I used dark browns and sepia tones to evoke the unfinished wood feel of the pubs of the West. I chose a Wild West poster typeface for the distillery's name. I used Caslon as my heading/navigation typeface because it was widespread in Colonial America. I then chipped up the letters, as if the punches were so old by now that they had defects. I picked my body typeface, Freight Sans, because I saw it paired with Caslon on Typewolf. My accent colour is a metallic copper, like the colour of a shiny new still.

Typefaces and Colours

There are three main typefaces you should think about:
- **Logo:** the typeface of your establishment name
- **Heading/Navigation:** the typeface for your top menu and for heading such as "*Address*" or "*Map*"
- **Body**: the typeface used on the tagline, address, hours of operation, etc.

In addition, you should consider three kinds of colours:
- **Background:** colour(s) that fill large areas and frame your content
- **Text:** all the colour(s) your text will be, sufficiently contrasting against any colour they are on
- **Action:** colour(s) indicating buttons or clickable elements that make them distinct from background and non-clickable elements

Submit a table indicating what these typefaces and colours are. You do not need to add any justification to this table:

Colours (as RGB codes)	
Background colour(s)	*(e.g., #812628)*
Text colour(s)	
Action colour(s)	
Fonts (typeface name, weight, point size)	
Logo font	*(e.g., Caslon Extra Bold 42 pt)*
Heading/Navigation font	
Body font	

Note that most typefaces we have studied are **not free**, and it may be difficult to find ones similar to them. It is essential that you **not** break copyright law to obtain a font.

Your operating system has a wide variety of fonts you can use, and you can look for Web-based fonts here: ***https://www.google.com/fonts***

Tools and Details

Since we have not studied any tools or techniques for creating mockups, you may use any application available to you: presentation software, image editing packages, HTML/CSS, anything at all that you have experience with.

Advanced graphics, photography, or icon drawing skills are not expected in this class, so you may borrow, tweak, reuse and repurpose any Creative Commons licensed images or icons from the Web, provided you attribute them at the end of your writeup.

You are expected to create a logo for your site, but you may use a typographic logo if you wish (the name of your company in an appropriately fancy font). You may also create the logo on paper, photograph/scan it, and tweak it in Preview or a simple image editor. The logo is the one place where you have some leeway.

What to Submit

1. A one-page PDF document containing your mockup.

   Name the file "A3.[lastname].mockup.pdf". Preferably in landscape mode, this should be the equivalent resolution of at least 1800 x 1500 pixels. No parts of it should be grainy on a standard laptop monitor. Please note that your mockup should *not* be overlaid with gridlines. Also make sure that the mockup is ***the first and only page*** of this document.

2. A PDF document with your establishment information.

   Name the file "A3.[lastname].school.pdf". It should contain:
   - A title page with your name, section, course code and student number
   - 1 paragraph on your establishment: what is it called, who it is geared towards, what does it teach.
   - 1 paragraph on your design thoughts: why did you choose the colours, images, typefaces and text that you chose.
   - The typefaces and colours table
   - Attribution links to all images, icons, photos and graphics you have obtained from the Web.

Your submission will be graded on its overall aesthetic qualities, a sense of balance/order, attention to detail (no stray pixels, overflowing text, etc.) and how well it matches the theming and aesthetic of the establishment you have described.