The University of Saskatchewan

Saskatoon, Canada

Department of Computer Science

CMPT 281– Website Design and Development

Assignment 3

Final Project Design Journal

Date Due: November 21, 2024, 11:59pm

Total Marks: 70

General Instructions

- Assignments must be submitted using Canvas.
- The assignment should be submitted in a single `.zip` file, including all required files (see submission requirements below)

Project Overview

For the project, you will be iteratively designing (Assignment 3) and developing (Assignment 4) a website for one of three (fake) businesses. This made up company wants you to create a modern, functional website shell for their company. The client wants the following:

- A home page that displays a slideshow of images (also called a carousel)
- A "Contact Us" form, with JavaScript that submits
- A page that lists their services
- An "About Us" page for the team
- A page to submit appointment/order requests
- A clutter free design
- A design that is easy to navigate
- A design that appeals to a broad range of people

For your project, you are free to choose between three different types of businesses - each business will have a similar structure, but the aesthetic, style, and colour choice will be vastly different between the three options:

1. A doctor's office
2. A piercing/tattoo shop
3. A cupcake/bakery shop

Note: The above requirements are not the only things that your design should include. Assignment 3 requires that you examine websites from other companies similar to the website you are designing. You should determine what some other common features are, and incorporate them into your design.

Question 1 (70 points):

For this assignment, you will be documenting the design process for your implementation of the client's website.

You client does not want you to fill in any of the information about what types of services that they provide - they are professionals and will handle that. For now, you should use 'lorem ipsum' dummy text throughout the website, so that you can populate the page, and get a feel for how much content needs to exist on each page. To generate Lorem Ipsum, visit `https://loremipsum.io/`

Images for the website should be sources from an open source website, such as Pixabay. `https://pixabay.com/images/search/`

For this assessment you should do the following.

Wireframe

Create two distinct wireframes for at least five pages on your website (minimum 10 wireframes total). While there are many tools for creating wireframes, the industry tends to favour tools that allow for rapic iteration. See the Wireframing lecture slides for some suggestions. When designing these websites, you should consider design factors such as Contrast, Repetition, Alignment, and Proximity.

Research

You should examin 10 different websites for businesses that are in the same domain as your client. Take at least two screenshots from each website. For each screenshot, write a short 50-100 word paragraph explaining features of the design (that appear within the screenshot) that you like or dislike, and whether or not you want to incorporate them into your own web design.

High Fidelity

Take screenshots of at least two pages of your final website design. To achieve this, you may use any one of the following techniques:

- Implement the HTML and CSS components of the website design and take screenshots of the design (Javascript functionality is not required at this point).
- Use a high fidelity prototyping tool (popular examples include: InVision, Adobe Experience Design, Sketch, Webflow).
- Draw the website using a photo or graphics editor (popular examples include: Adobe Photoshop, Adobe Illustrator, Gimp).

While there is a place for highly creative designs, you should aim to have your design align with the business you are desinging for. (e.g., no crazy shapes and skulls on the doctor's office website). You should aim to apply design theory such as Contrast, Repetition, Alignment, and Proximity.

Grading

20 marks : 2 marks per wireframe.
10 marks : 1 mark per screenshot taken for inspiration
20 marks : 2 marks per screenshot for written discusion of the inspiration
20 marks : 10 marks each for high fidelity mockups.

Files Provided

There are no files provided for this assignment.

What to Hand In

All of the image files should be combined in a **landscape oriented** PDF file.

This is an image heavy submission, and there is a possibility that your assessment will not fit within Canvas' upload limit. If this occurs, you should upload a .zip file containing your submission to a cloud service such as OneDrive, Google Drive, or DropBox and include a link to these files as part of your submission on Canvas. Please ensure that your submission is accessible to anyone with the link. If you share a private link that is inaccessible to graders, it may not be marked.

Grading Rubric

The grading rubric can be found on Canvas.