

# introduction to:// web design

<idesn . 2115 />

## final project

### DESCRIPTION

Applying your knowledge of HTML, CSS, and JavaScript, and by following the process outlined below, students will build a website from scratch. Since a designer needs a client, each student will identify and recruit one. The parameters and scope of the website the student builds will be determined jointly by the student and the client.

#### course info

idesn 2115  
fall 2016  
3 credits

#### meeting time

monday, wednesday  
8:00am - 10:30am  
university hall  
room L023

#### instructor

saul baizman  
sbaizman@lesley.edu  
617 863 0136

#### office hours

by appointment

#### website

baizman.com/itwd

### CHOOSING A CLIENT

Below are some attributes of a good client:

- » the client will need a website and does not have a deadline by which it will need to be completed
- » the client must be able to provide any necessary content, including verbiage and imagery, when requested and in a timely fashion
- » the client must be available for brief weekly phone calls or in-person meetings and occasional impromptu consultations
- » the client will not refrain from being honest with you (if your mother loves everything you do, she may not be a good candidate to be a client)
- » the client does not have very "sophisticated" needs, such as heavy use of animation and interactivity, and does not need a "large" website (more than a dozen webpages)
- » the client doesn't need to be able to update the site themselves, or very often (in other words, they do not need a site powered by a content management system)

### PROCESS

#### 1. NEEDS ASSESSMENT

If building a website is like building a house, we have to ask some questions before we order a single piece of lumber – before we even draft an architectural blueprint. What is the purpose of this new house? What does the owner of this new house need from it? By asking these types of questions we can then formulate the precise parameters of the new house.

**Task:** identify the client's needs and the needs of the client's website visitors.

**Deliverable:** a 500-word written essay.

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## 2. ARCHITECTURE DIAGRAM

The purpose of an architecture diagram is to provide a clear organizational structure for the site's content and to allow visitors to navigate easily through it.

**Task:** create an architecture diagram of the client's proposed website.

**Deliverable:** an architecture diagram.

## 3. SKETCHES

Sketching will be used as a tool to generate rough ideas towards the final design direction.

**Task:** create several thumbnail (4×4-inch) sketches for each template identified in the architecture diagram.

**Deliverable:** three to five sets of thumbnail sketches (5 sketches per template, 15 to 25 in total).

## 4. WIREFRAMES

A wireframe is an abstract representation of the elements on a webpage, illustrating layout, hierarchy, and functionality.

**Task:** create a series of wireframes based on the sketches created in the previous step.

**Deliverable:** a set of wireframes.

## 5. STATIC MOCKUP

The wireframes will be fully developed into a pixel-perfect mockup in Photoshop.

**Task:** create a static pictorial mockup of each template.

**Deliverable:** a layered Photoshop file with named Layer Comps.

## 6. HTML CONVERSION

The mockup will be converted into HTML, CSS, and JavaScript.

**Task:** translate the static mockup into web-ready formats.

**Deliverable:** all HTML files, CSS files, JavaScript files, imagery, video files, audio files, and fonts published to your website on GitHub (at <http://username.github.io>).

## 7. PRESENTATION

The website will be presented to the client and to the class (separately).

**Task:** prepare a 15-minute presentation to the class walking us through your process and documenting all aspects of your work, including presenting the site to the client.

**Deliverable:** a 15-minute in-class presentation.