

## **GWD402 - Web Typography**

### **Week 4 - Midterm Assignment**

#### **Midterm**

##### **The Basics**

For the midterm you will be creating a six page website that will act as the basis (sample) of a website on design theory. You have five seminal articles of graphic design theory that will make up the bulk of the site. You will additionally need to design a home page for the site which will be the sixth page.

##### **The Brief**

The site will be called “design theorist”. You can develop a logo, logotype or simply a stylized type representation of the name that will be used as a logo on each page of the site. The goal of the site is to expand the conversation of graphic design practice and theory by inviting designers to submit their writings to the site. You have been tasked with creating the five page sample site that will be shown to investors as a method for gaining support of this important resource in the field of graphic design. The timeframe for the project is a week in order to accommodate a series of investor meetings.

##### **The Assignment**

Create a six page website for the above creative brief. There will be five pages of articles and one home page design. Make sure that your site has a cohesive and visually engaging design.

You must have a persistent navigation system that consists of the following (about / articles / authors / submissions / contact / search). These links will not work, but they must be present on each page to represent the navigation of the finished site. The search item can either be a word, an image or an input field and image - your choice.

**The front page** will basically be a “most recent articles” section with links out to each of the five article pages. Each intro on the home page must include the name of the article, author and a two-three sentence lead-in and a “read the article” link that hops over to the article page. You can also link up the article name as well.

**On each article page** be sure to include the article, the author bio and sections for “print this article”, “share” and “email this article”. You might also include a “related articles” section which points to the other four articles. And be sure to include the year this article was published.

**The footer** of each page must have a copyright symbol, year, the name of the site, all rights reserved.

Concentrate on your typography. This is a site about typography, so there needs to be an emphasis on type for interface elements and long form reading.

Spent time on some design sites looking at how they handle articles. This will help to give you some inspiration:

Design Observer (<http://designobserver.com/>)

AIGA (<http://www.aiga.org/>)

A List Apart (<http://alistapart.com/>)  
24 Ways (<http://24ways.org/>)  
Typotheque (<https://www.typotheque.com>)

### **Assets**

I've provided you five text files that will represent the articles in the demo site. READ THEM ALL. Each also contains an author bio and a link to the original article. You will need to go to each article and pull and support images and links used in the articles for your own pages. I have not done this, but they will need to be present in your finished site.

### **Disclaimer**

Some of you will be concerned about your technical skill when it comes to making this site. Yet, there is a lot you can do with simple background colors, images and well set typography. Concentrate on the basics. Simple is okay when it is done well.

You will have part of the class today to start formulating your plans, all of next week to work on the assignment AND the just about the full length of our week 5 session. Take your time with this project and make it something that could be a portfolio piece. Think of each page a separate example that could be used in your portfolio as a representation of how you handle design and typography.