Project Four

One-upping Dan

Project Four is your opportunity to show off your newly acquired creative and technical skills. It is this instructor's opinion that the Graphic Arts & Media Technologies Department website (***https://www.tmcc.edu/visual-performing-arts/graphic-arts-media-technology***), while effective in conveying information about the program, could be a little more visually exciting. *You* are going to fix that. For this project I want you to redesign the GA&MT Department website to *market our department* as well as inform. You have wide latitude in how to accomplish this task. The only design requirement is that you must use the current TMCC logo and it must appear in a similar location on each page.

You will turn in <u>all</u> of your preliminary work, including, but not limited to:

- Site Needs and Goals Analysis
- brainstorming
- site map
- minimum 12 thumbnails
- minumum 8 roughs - *two sample home pages in both mobile (430px x 932px) and computer sizes (1920px x 1080 px) and two sample inner pages in both mobile (430px x 932px) and computer sizes (1920px x 1080 px)*
- Style Guide

Your site must include:

- The current TMCC logo
- The words "Truckee Meadows Community College" and "Graphic Arts & Media Technologies"
- Minimum 5 pages
- At least 1 program overview page
- At least 1 page about the classes offered by the department.
- At least 1 page with information about the certificates and degrees offered by the department.
- At least 1 page of full-time instructor bios. ***Note: information does not have to be factual.*** *If you are going to use photos of actual members of the faculty in your design, please seek their permission first. Since this project is my idea I grant you permission to use whatever photo you may find or take of me. If you don't want to use real faculty, use your imagination to come up with the best fake faculty imaginable.*
- A minimum 1 page gallery of student art.

TECHNICAL REQUIREMENTS:
- Dreamweaver used to create web site
- live and fully-functional
- title, meta tag description and keywords
- stylesheets to control layout
- effective use of the technology

DESIGN REQUIREMENTS:
- creative solution
- clarity of communication
- aesthetics: color, typography, layout, etc.
- effective navigation

Upload your entire site (HTML and CSS files, images, "working-graphics" folder, preliminary work, etc.) to your student folder on the class server on the due date listed below. Post your link to the class forum.

Due Dates

Friday 04/05	Preliminary critique due online
Friday 05/11	Project 4 due