



Project Three

One-upping Dan

Project Three is the capstone to your GRC 175 experience. It is this instructor's opinion that the Graphic Communications Department website (<http://www.tmcc.edu/visual-performing-arts/graphic-communications>), 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 GRC 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 all of your preliminary work, including, but not limited to:

- site needs and goals analysis
- brainstorming
- site map
- minimum 12 (twelve) thumbnails
- minimum 4 (4) roughs - *two (2) sample home pages and two (2) sample inner pages*
- style guide

Your site must include:

- The current TMCC logo
- Truckee Meadows Community College and Graphic Communications
- Minimum five (5) pages
- At least one (1) program overview page
- At least one (1) page about the classes offered by the department.
- At least one (1) page with information about the certificates and degree offered by the department.
- At least one (1) page of full-time instructor bio's (*note: information does not have to be factual*)
- A minimum one (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

Burn your site root folder onto a CD and turn it in with your preliminary work in a manila envelope with your name and url on it.

Due Dates

Wednesday 11/22

Preliminary critique due online

Wednesday 12/13

Project 3 files due in class

Friday 12/15

Project 3 due, final critique