



# Project Two

## *Intarweb Plastic Surgery*

This second project is meant to build your foundational skills in Dreamweaver, while working on your design process and web aesthetics, and learning about website planning and information architecture. At the completion of this project you will have a working understanding of planning a web site, web design and production, using information architecture to create an effective interface, and uploading and managing a “live” site.

**You will be redesigning an existing website of your choice\* and building a 5 page prototype.**

*\* Do not take advantage of this openness by making a poor choice—there must be enough content or you must propose the addition of content and it must be feasible; be realistic, be conscious of the project deadline. You must convince me of the viability of your choice. Do pick a site that interests and excites you.*

1. Find three badly designed websites (this shouldn't be hard). Email the instructor your three choices. Indicate if you have a particular favorite among the choices. If it's terrible enough, the instructor will approve it and you can proceed. Please have these bad websites to me by **Monday, October 16th**.
2. Research the existing site. Be sure to take notes so you will not have to redo your research when you begin to work on the information architecture and design. Not understanding the content is the #1 complaint clients make about graphic designers. Document all of your **research**; you will be turning this in along with the rest of your preliminary work.
3. Establish goals for the site. Use the handout to create a **Site Needs and Goals Analysis**. Be sure to evaluate at least 2 competitor sites in your analysis; not only will it put the redesign in context, it will also give you ideas for both information architecture and design. This should be at least one page, but not much more than 2 pages.
4. Create a **site map** that shows the navigational system of the site, with all pages labelled.
5. Develop a meaningful concept by brainstorming, mind mapping, list making, and/or anything else that stretches your creativity. Be sure to document this discovery as you will need to turn it in.

Begin the design development by sketching at least **12 thumbnails** of how you might redesign the home page (this design will carry over to the rest of the site, but focus your thumbnails on the home page only). Try out a wide variety of compositions in your thumbnails; a sketch that simply moves the location of one image is *not* a different idea, only a variation.

Choose at least 2 *different* sketches and develop each further into a rough layout for the home page. The rough layouts must be created on the computer in the software of your choice, and must include color, typeface(s), navigation and composition of image(s) and/or text. Then, create a second rough layout for each idea showing how the design for each home page would carry over into other pages of the site. You will have a total of **4 rough layouts**: a home page and additional page for each design.



6. After preliminary critique and one direction has been selected, set up your site before beginning to create and prepare your content and build your web pages in Dreamweaver. You will need to decide what type of buttons and divs to use, when to create text as an image and when to use default text, where to add internal and external links, etc.
7. Using the files you created for Project 1, create a “gateway” homepage for your next two projects in Dreamweaver. As with your Project 2 page construction, it will be up to you to select the proper elements to use based on your design.
8. As your skills and knowledge increase, continue creating and refining your websites.
9. Add a link from your Project 1 home page to Project 2 and include a brief description of the project (for example, the project overview from your site needs and goals analysis). Be sure to change the file name of Project 1 to index.html.
10. Once you have completed and uploaded your site create a **Style Guide** that explains proper logo usage, typography, color scheme and layout for your design. When writing this guide, think of everything you would want another designer or a member of your team who is maintaining the site in the future to know about your design. Be thorough! This should be at least one page.
11. You will turn in your entire site (html files, assets, working graphics, etc.) burned onto a CD-R or saved on to a USB flash drive, making sure your name and url is on it, on the due date listed below. You will also be presenting your project for a final class critique on the due date listed below.

## **TECHNICAL REQUIREMENTS:**

- Dreamweaver used to create web site
- live and fully-functional
- appropriately optimized images
- title, meta tag description and keywords
- divs to control layout
- effective use of the technology

## **DESIGN REQUIREMENTS:**

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

## ***Due Dates***

**Monday 10/16**

**Wednesday 10/25**

**Friday 11/10**

**Monday 11/13**

Website must be approved by me no later than this date

Preliminary critique due online

Project 2 due, final critique

Project 2 files due in class