

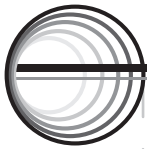
# Project Three

*A user interface is like a joke. If you have to explain it, it's not that good.*

Project Three 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 are that you must use the current TMCC logo and it must appear in a similar location on each page.

1. Your redesigned GA&MT Department website must include the following:
  - 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.
2. Research the existing GA&MT Department website. 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 other colleges' Design Department websites 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 mobile sized rough (**430px x 932px**) and a computer sized rough (**1920px x 1080px**) 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 set of rough layouts for each idea showing how the designs would carry over into other pages of the site. You will have a total of **8 rough layouts**: a home page and a sample inner page for each design in mobile and computer sizes.

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. You will need to decide what type of buttons, structure tags, and layout tags to use, when to add fonts of your own and when to use default text, where to add internal and external links, etc.
7. As your skills and knowledge increase, continue creating and refining your website.
8. Add a link from your Project 2 home page to Project 3 and include a brief description of the project (for example, the project overview from your **Site Needs and Goals Analysis**).
9. Once you have completed 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.
10. You will 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 and present your project on the class forum. Remember to introduce yourself and explain how your design solves this project and why you designed it the way you did.

## TECHNICAL REQUIREMENTS:

- HTML & CSS used to create web site
- live and fully-functional
- appropriately optimized images
- 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
- pleasurable experience

## Due Dates

Friday 04/18

Preliminary critique due online

Friday 05/16

Project 3 due online