

# introduction to web design

CMP 2035-C1  
Fall 2014 • 2 Credits  
Saturdays 1:00pm–4:15pm  
cmp-2035-c1-fa14.slack.com

*If we did all the  
things we are capable  
of, we would literally  
astound ourselves.*

– THOMAS EDISON

## final project

### DESCRIPTION

Applying your knowledge of HTML, CSS, and JavaScript, and by following the process outlined below, you will build a website from scratch. Since a designer needs a client, you will identify and recruit one. The parameters and scope of the website you build will be determined jointly by you and your client.

### CHOOSING A CLIENT

Below are some attributes of a good client:

- » the client will need a website and does not have a deadline for it to be completed
- » the client needs to be able to provide any necessary content, including verbiage and imagery, when requested and in a timely fashion
- » the client needs to be available for brief weekly phone calls or in-person meetings or both
- » the client will not refrain from being honest with you (if your mother loves everything you do, she may not be a good candidate to be a client)
- » the client does not have very “sophisticated” needs, such as heavy use of animation and interactivity, and does not need a “large” website
- » the client doesn’t need to update the site themselves, or very often (in other words, they do not need a site powered by a content management system)

### PROCESS

#### 0. NEEDS ASSESSMENT

If building a website is like building a house, we have to ask some questions before we order a single piece of lumber—before we even draft an architectural blueprint. What is the purpose of this new house? What does the owner of this new house need from it? By asking these types of questions we can then formulate the precise parameters of the new house.

**Task:** identify the client’s needs and the needs of the client’s website visitors.

**Deliverable:** a 500-word written essay.

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*Working within the constraints of a problem is part of the fun and challenge of design.*

– ELLEN LUPTON

## 1. SITEMAP

The purpose of a sitemap is to provide a clear organizational structure for the site's content and to allow visitors to navigate easily through it.

**Task:** create a sitemap of the client's proposed website.

**Deliverable:** a sitemap diagram.

## 2. WIREFRAMES

A wireframe is an abstract representation of the elements on a webpage, illustrating layout, hierarchy, and functionality.

**Task:** create a series of wireframes based on the templates identified in the sitemap.

**Deliverable:** a set of wireframes.

## 3. SKETCHES

Sketching will be used as a tool to generate rough ideas towards the final design direction.

**Task:** create several thumbnail (4×4-inch) sketches for each template identified in the wireframes.

**Deliverable:** three to five sets of thumbnail sketches (10 sketches per template, 30 to 50 in total).

## 4. STATIC MOCKUP

One of the sets of sketches will be fully developed into a pixel-perfect mockup in Photoshop.

**Task:** create a static pictorial mockup of each template.

**Deliverable:** a layered Photoshop file with named Layer Comps.

## 5. HTML CONVERSION

The mockup will be converted into HTML, CSS, and JavaScript.

**Task:** translate the static mockup into a web-ready format.

**Deliverable:** all HTML files, CSS files, JavaScript files, imagery, video files, audio files, and fonts published to your website on GitHub (at <http://username.github.io>).

## 6. PRESENTATION

The website will be presented to the client and to the class (separately).

**Task:** prepare a 15-minute presentation to the class walking us through your process and documenting all aspects of your work, including presenting the site to the client.

**Deliverable:** a 15-minute in-class presentation.