

# imd110

Interactive Design Concepts

## Requirements

DEADLINE - All deadlines are listed on your schedule sheet

TOPIC - Some Aspect or Aspects of a City  
- The topic cannot include any of the following subjects  
comics, cartoons, graffiti, automobiles motorbikes or subjects relating to automobiles and motorbikes, contemporary singers and music, movies, anything relating to movies or arms and ammunition of any kind or sports  
This should not be a site with tourist information or a guide to local restaurants and night clubs etc

Before you pick the topic make sure that you have access to images.  
You cannot take any images from the web except for those from Getty. The school has a license for you to use Getty image. You can get the sign-up information from the school library.

SUBMIT - Select three cities and submit via form on line on the class website  
Access via [wdim.desplechin.com](http://wdim.desplechin.com)

PROPOSAL - Submit a typewritten Brief which includes:

### PROJECT SUMMARY:

City: The name of your city

Title: The name of the site

Topic: Purpose of the site

Introduction: An introduction to your subject

(this will go on the first page of your site) **MUST BE INCLUDED**

A short description of each page

Indicate the layout for each page, how many columns on the page etc.

The position of the columns and their contents

indicate which pages contain the table, list and form (contact).

More than one type of information for each page is required

Descriptions of pages must be in the form of a list (one under another).

AUDIENCE: A short description of your audience

PERCEPTION/TONE The perception you want the user to have of your site. The tone of the site.  
One to Two words not a sentence

Turn-in two hard copies

## REQUIREMENTS

- DEADLINE** - All deadlines are listed on your schedule sheet
- WRITING STYLE** - Do not use first person (I, me, my or mine)
- DESIGN** - Create a well designed easy to read piece  
- Include a design element on every page
- TITLE PAGE** - Include the Title of the Site and Your Name  
- Do not include the class name or date
- INDEX PAGE** - Index with page numbers. Also all pages need to be numbered
- CREATIVE BRIEF**
- PROJECT SUMMARY**
- The title of the site
  - The purpose of the site (short paragraph)
- AUDIENCE/USER**
- Be specific
  - Your final piece will be critiqued with your audience in mind
- PERCEPTION / TONE**
- one or two words that describe the tone of the site. How the user would perceive the site.
- INVENTORY** - Create an inventory for all pages and list the information that will go on each page  
There needs to be at least two sets of information on each page
- WIRE FRAMES** - include a wire frame for each page, the overall layout should be different for each page each page
- Show position of images and text
  - Must show where the columns are in the layout
  - There must be descriptive text for all items
  - Show all menu items (the actual names)
- NAVIGATION MAP** Include all pages
- Indicate navigation. Use arrows if there is only a one way flow in some cases.
  - Include legend, form icon, global menu (dotted line)
- CREDITS**
- List the source of all your outside materials using MLA documentation
  - Must include documentation for any @fonts
  - Each image should be listed separately
  - Credit any writers you worked with to write the copy

## Web Site - Topic: Some Aspect of a City Requirements

### THIS PROJECT WILL NOT BE GRADED UNLESS

- 1) The site works correctly on the school server
- 2) The first page is index.htm
- 3) All code must be HTML5 lower case and all styles and layout elements are in a linked CSS file  
Each page must contain at least one h1 tag and several h2, use lower heading if necessary  
Site must contain the following tags: header, section, nav, aside, hgroup, footer cite, blockquote, q.  
If possible also include: article
- 5) You can access the site from your portfolio page
- 6) The site cannot contain any spelling or grammar errors
- 7) Each page requires a different layout, one two and three columns
- 8) Must have at least seven pages one must be credits
- 9) No drop shadows or gradients, background cannot be black or dark gray or jquery of any kind
- 10) Layout must have at least three different layouts for content while still using the same banner.

AUDIENCE - Create a site that is appropriate for your topic and audience.

CODE - HTML5  
- You must use NotePad or similar application to write all the code.  
- You cannot include any style information in the body or head  
- All tags should be closed and nested correctly.  
- A W3C Validation is required for each page (combined into one pdf)

FORM - The site must include a working form, and a reply  
- All form elements must have a style that is control by the CSS

TABLE - The site needs to include data that requires a table

LIST - The site needs to include at least one list. bullets must be images

1st PAGE - Must include an introduction that explains the purpose of the site  
- Cannot include a splash page

DESIGN - An original and innovative up-to-date design. Appropriate for the topic and audience  
- Dimensions - industry standard 1024 (980 max width for design )  
- First page must include introductory statement in English  
- All title images must be consistent in style and color.  
- Margins and consistent alignment  
- Needs to exhibit an understanding of the Principles of Design  
- Use no more than four colors, three if possible, this includes the background & roll-overs.  
- You can use photographs from Getty Images as long as they are not composites  
- All images need to be good quality.  
- Float images and text  
- Text short paragraphs, page titles (headers) section titles (subheaders) must be included  
There needs to be a consistency between all pages.

CREDITS - Web Site:: credits page with thumbnails name and link to supplier, name/number of photographer

SIZE: - At least eight pages (form and reply can count as two pages)  
- Galleries will only count as one page for the page requirements

QUALITY - Site needs to be free of spelling and grammatical errors

CONTROL - No missing assets, no broken or misdirected links

META TAGS- All pages must contain meta tags for Author, Keywords and Description

BROWSERS- Site needs to work correctly in IE, Firefox, Chrome, Opera and Safari

COMMENTS - All page code and CSS must contain comments

# RESEARCH AND IDEA BANK

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## Requirements

You are required to keep a record of you research, project ideas design ideas, drawings, sketches, and notes.

You can use either a sketch book or binder or a combination of the two.

The ideas that you collect do not necessarily have to relate to this course's project.

**IDEAS:**           Where can you get them  
                      Photographs  
                      Signs  
                      Magazines  
                      Newspapers  
                      Web Sites  
                      Television  
                      Museums  
                      Galleries  
                      Parks  
                      Everywhere just look around

**RESEARCH:**    Include everything that you read used etc related to your topic  
                          and magazine

**NOTES;**           Class notes  
                      Inspirational Ideas

**DESIGN:**         sketches for your logo  
                      logo comps  
                      rough wire frames  
                      Layout ideas

## AND MUCH MUCH MORE

**TURN-IN:**        You are required to turn-in your research and idea bank the ninth week of the quarter

## Requirements

- PRESENTATION
- Present your site to the class
  - Before starting your presentation bring your project up on the screen
  - Stand in front of the class and introduce yourself
  - Make eye contact, do not put your hands in front of your face or on your face
  - Speak clearly and loud enough for those at the back of the room to hear you
  - Use the mouse indicator to point to object on the screen not your fingers
  - Once you have introduced yourself you can sit at the computer if you wish but keep looking at the audience
  - Discuss the appropriateness of the site for the audience
  - Be prepared to defend the choices made when creating your own site
  - Why did you choose to include these particular lists
  - Why did you include this particular information and questions on your form
  - Why did you include this particular information and images on your reply

## YOU SHOULD BE PREPARED TO DISCUSS THE FOLLOWING

### Principles of Design & Principles of Interactive Design

Overall Design: - Is it appropriate for the purpose of the site and the intended user?

- Logo/Title
- Why did you choose these fonts and design
  - Why did you include that particular content on each page
  - Are the titles and sub titles appropriate?

- Images:  
Column
- Why did you include these particular images
  - Why these particular columns and content on any particular page

Make sure that you have included the following before you present your site

- Consistency: Is the style of the design consistent from page to page ?
- Logos/Title - Are they in the same position from page to page?
- Menus: Is the same font used for all menu items, are they the same size?  
Are the menu items evenly spaced?
- Images: Are the images high quality and cropped correctly?  
Does the position of the images work well in relationship to the other objects?
- Text: Short paragraphs  
Page titles and sub header titles  
Are there margins that separate the text from the edge of images and the edge of cells?  
Is the text separated into small blocks allowing for better readability  
Alignment of text - should not be centered (unless a title) or justified  
Does the text show up well on screen (smooth vs bit-mapped)?  
Are the fonts sans serif or serif?  
Is the font used for html generated text appropriate?  
Is linked text readable are the hovers readable
- Form: Does the form work, is the reply appropriate  
Is it well designed  
Do the input items have styles

## Requirements

THE SITE MUST BE COMPLETED AND RUNNING CORRECTLY FROM THE SERVER

- FILES
- Turn-in all files on a CD:
    - Portal page
    - Web Site
    - W3C pdf
    - Process Book (pdf)
  - All digital folders should be placed in a folder which has your last name on it
  - DO NOT INCLUDE ANY PHOTOSHOP OR ILLUSTRATOR FILES

Files will not be accepted after the due date

The Web Site will not be graded if you do not turn-in the digital files

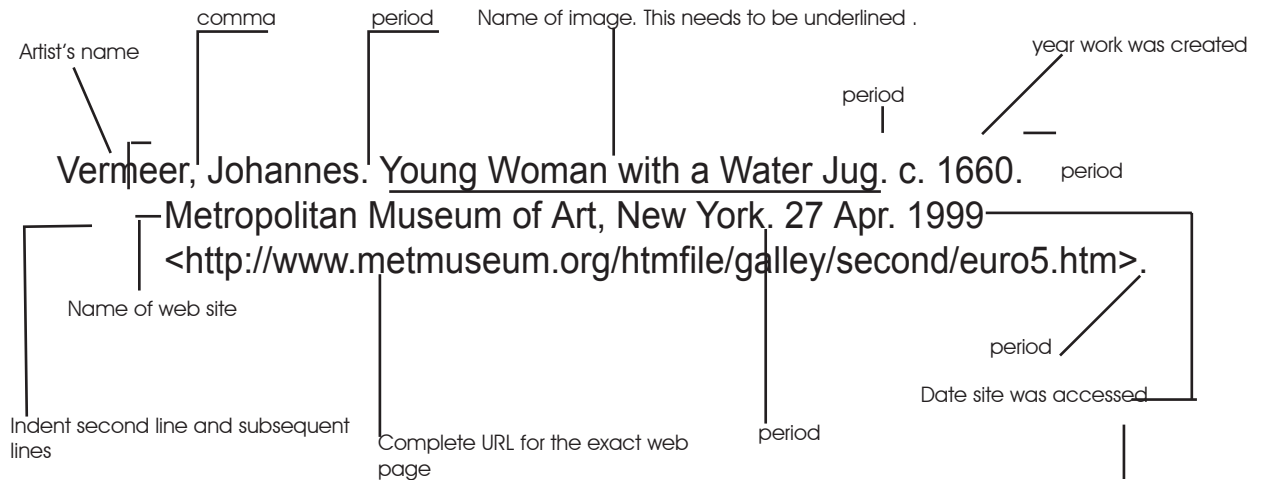
BEFORE YOU TURN-IN THE FILES YOU MUST MAKE SURE THAT YOUR SITE RUNS CORRECTLY ON THE SERVER ON ALL BROWSERS OR YOU WILL NOT RECEIVE A GRADE FOR THIS PROJECT

# CITING SOURCES

You need to use Modern Language Association, MLA format when citing all your sources. Additional information be found online on the class web site. There are quite a few restrictions on using materials from other sources. Read the handout that covers using materials from other sources

## GIVING CREDIT FOR IMAGES

Write the artist's name first then the title of the work. Next place the date of the image was created. If the precise date is not known, use the abbreviation c. (for circa) then indicate the approximation of the date. Next include the date of access to the Internet after the name of the institution or organiza-



If you have any other images from the exact same web page you can list the corresponding entry Vermeer, Johannes, Young Woman with a Water Jug c. 1660

When crediting images from Getty Images the first credit needs to be documented in full you can use the short listing for all subsequent images.

If you are quoting text from the web. The should be no more that a short paragraph and can only be used to make a point or example. Cannot be use in place of your own text. See handout on Copyright. You can use the following format: The author's name, the title of the article, the name of the magazine

