

Important

Students are required to either write their own copy (text content) or work with a writer to create the copy. Once the final project is turned-in if there is any copy that has been taken from another source the student will automatically receive an F for the course.

If you are creative you will find that you can limit the amount of copy that you will need. One of the main aspects of this course is information design you need to really think about the context of your copy and the placement of the information and its juxtaposition with other elements within the page.

You are encouraged to use technology from other class but you cannot use any designs created in other classes or projects outside of class.

In order to receive a grade for your main project you must work on it in class and show progress on a weekly basis and participate in all project related activities.

You must turn-in all preliminary logos, designs and sketches in-order to receive a grade for the final project You will use this preliminary work in your final presentation at the end of the quarter.

Students cannot pass the course if they do not present their preliminary work.

jquery cannot be used in your project.

IT IS EXTREMELY IMPORTANT THAT YOU ARE NOT ABSENT FROM CLASS ON THE DAY OF THE EVALUATIONS. IF YOU MISS THE EVALUATION THIS WILL EFFECT A CONSIDERABLE PERCENTAGE OF YOUR GRADE. (see evaluation requirements)

ASSIGN ONE - PROPOSAL: ONLINE MAGAZINE

- TOPIC**
- Decide upon a topic for your online magazine
 - 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 or any kind of sports
- COPYRIGHT**
- When selecting your topic keep in mind that you cannot use any images from the web in general, magazines or books. You can use images from the CD collection in the school library and from any of the image libraries for which the school has a subscription. You need to supply MLA credits for all images you use. You need to have permission to use any images from another source . All drawings, maps, charts etc must have been created by you.
SEE COPYRIGHT HANDOUT
- PERMISSION`**
- If you include photographs of people you need to have a written permission from each person
Example: I give "your name" permission to use my photograph on their web site "name of site". Then get their signature, their name printed and the date

SUBMIT A PROPOSAL (HARDCOPY) FOR YOUR ONLINE MAGAZINE WHICH INCLUDES THE FOLLOWING

PROJECT SUMMARY

- topic** - for the magazine
title - of the magazine
slogan ` Give a slogan for your magazine
- **PAGE (at least six pages are required which include a credits page)**
List at least 5 pages for your site

DEPARTMENT

Each page should represent a different department within your magazine for example: NEWS, THE ARTS, LETTERS, INTERVIEWS, WHAT'S NEW, HOROSCOPES
Give the name of each Department

THREE TYPES OF INFORMATION PER PAGE

Take into consideration the types of information

Examples: Lists, Questionnaires, Interviews, Puzzles. Articles, In/Out

- List each page on a separate line and give a short description of the content. You need three different types of information for each page give a short description for each type of information. Advertisements are a fourth item.

ADVERTISEMENTS

- Each page also needs to include an advertisement. DESCRIBE
Advertisements should not be listed as a separate page.

CONTACT DOES NOT MEET PAGE REQUIREMENT

Contact should not be included as a section (if you include a contact page it should include more than a form and will be in addition to the 6 pages, the reply would also be in addition to the six pages)

- AUDIENCE/USER** - **AUDIENCE:** Include a brief description of your audience.
PERSONA: Include a persona.

ASSIGN TWO - LOGO and COLORS

You need to create a logo and select colors and fonts

The following work will be shown at the beginning of class. The work need to be displayed in a Illustrator file. The fonts the logo and the color swatches should be in the same file.

LOGO

- Create a logo for your site
- You need to keep your first comps along with the final logo
- You need to have at least two sets of comps
- You need to make the outlines in illustrator with the original fonts

COLORS

- Select three colors for your site.
- Create three color swatches from the colors above

FONT

- If the name of your magazine is not part of the logo, type out the name in your font of choice
- If you intend to use more than one font in the banner create an example
- Show your slogan and font of choice
- You need to make the outlines on the computer with the original fonts font and the others with outlines

NAVIGATION, ADVERTISEMENTS, DESIGN AND TYPE

REQUIREMENTS

- INTERACTIVE**
- Navigation elements (menus, links) are clear and obvious. Their purpose is self-evident.
 - Global menu must appear on all pages of the web site
 - For Html generated menus use CSS for styles for link, vlink and rollovers.
 - All links within the site need to be relative.
 - Placement of menus must be consistent
 - **ALL LINKS AND FORMS WITHIN THE SITE MUST WORK AND GO TO A RELEVANT PAGE or HAVE A ROLLOVER THAT EXPLAINS THAT IT IS A PROTOTYPE SITE**
 - **References to FaceBook and Twitter must link to an account that has been set-up for the magazine**
- ADVERTISEMENTS**
- All advertisements need to be original
 - You need to give considerable thought to the content of your advertisements, they need to include enough information to make sense.
 - You need to create advertisements that are suitable for your magazine. example: It would not make sense to create an advertisement for a gas guzzler for a magazine about how to protect the environment
 - Do not include urls on your advertisements.

 - Advisement sizes: <http://www.webpencil.com/bannersizes.php>
 - You are required to use the correct sizes
- DESIGN**
- Original and innovative design.
 - You must use the same grid for each page
 - Layout must be CSS and Divs
 - Divs can contain absolute position for banner and wrapper for main content but within the main content divs cannot be absolute somemust float
 - Design needs to be appropriate for the topic
 - Design needs to be appropriate for the user/audience
 - You need to exhibit an understanding of the principles of design
 - You need to create all design elements
 - Use no more than four colors, three if possible, this includes the background color and rollovers.
 - All images need to be good quality.
- TYPOGRAPHY & COPY**
- You must use at least one font for the copy via @font-face
 - Typography choices and treatments are appropriate to message and use.
 - Legibility: typeface styles and color support smooth and easy reading
 - All text should be considered to be a design element and work well overall with the layout
 - Use margins to prevent text from hitting the edge of an area
 - You must include one H1 heading and a number of H2 headings per page also include H3 headings if necessary

USE THE SAME STYLE SHEET FOR ALL PAGES

REQUIREMENTS

No first person

Your Process Book will be graded on design as well as content. You need to include page design that is the same on every page. The title page can contain a different design but it must relate to all of the other pages. The process book must have an horizontal orientation.

TITLE PAGE

Title of the web site and your name in lower right.

INDEX

List all sections by name and the page number for the beginning page number of that section. Example 9 not 9-15.

CREATIVE BRIEF

COMPANY BUSINESS OBJECTIVES

What is the purpose of the project from a business standpoint?

Is it for profit or non-profit?

Is it for advertising or branding?

Is it for promoting better communication within a group? or between groups?

If it is for profit? If so how will you collect revenue.

Clearly define the business purpose it should be different from the purpose of the magazine. If it is non-profit how will the site be financed.

PROJECT SUMMARY

Purpose of the magazine.

Discuss why your magazine content will be important to your target audience.

List each page (each page needs to represent a department within the magazine)

Include three separated types of content for each page.

Advertisements need to be included on all pages. List the name of the companies for the advertisements and their product.

AUDIENCE

Give an overview of the audience.

Include a secondary audience if necessary, PERSONAS

Create a fictional person

Create at least one persona.

Give detailed information about each persona,

DESIGN SUMMARY

Keeping your personas in mind discuss how your overall design and the various design elements will appeal to your user.

and

Describe your design, colors, choice of fonts and how they relate to your topic.

CREATIVE BRIEF cont.

PERCEPTION /TONE

Describe the perception/tone in one to three words. This is an emotional reaction.

and

Describe how you expect to create this emotion within your audience (content, design etc.)

NAVIGATION MAPS

Include global menu, page name, file name and number, icons , legend if necessary, similar pages icons

WIRE FRAMES

One for each page, include menus, three types of content per page and advisement, titles - page, section, advertisements and some of the actual text or an explanation for each section. Show layout of columns, logo. Dimensions of page.

STYLES, SPECIFICATIONS, TECHNOLOGY

Colors, fonts, sizes, dimensions etc and any additional technology

WRITTEN EVALUATION (more info next page)

INTRODUCTION

Short introductory paragraph.

FINDINGS

A brief synopsis of major findings, recommendations and suggestions of areas on which to focus.

Overall what is working and what is not working.

Also include feedback received during critiques.

METHODOLOGY

A description of the nature of the research, how it was set up, user profiles, data collection methods.

RESULTS

A clear comprehensive display of all results, survey feedback etc.(form)

CONCLUSION

What changes will be made to your site based on the evaluation.

CREDITS

Must include all paperwork for @fonts

Must be MLA for each image which

must be listed separately

GROUPS

During class we will gather in small groups and the members of each group will test and evaluate the work of the members of one of the other groups.

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PROCESS FOR THE GROUP

- 1) Individually: create your Heuristics (a list of criteria by which your piece should be tested) It is essential that you keep the USER in mind. (homework)
- 2) Group: Create a form that will be used during the testing (take into consideration the individual heuristics from the other members of the group). Include a space for the creator's name and the tester's names. (in class)
- 3) Evaluate each student's project as a group and fill out their form.
- 4) Each student will take the results of the evaluation and organize and write a summary of the results that they will include in their process book. Your written evaluation should also include feedback from class critique.

INCLUDE THE FOLLOWING IN YOUR PROCESS BOOK

WRITTEN EVALUATION

INTRODUCTION

Short introductory paragraph.

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METHODOLOGY

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CONCLUSION

What changes will be made to your site based on the evaluation. If you do not intend to make any or only some changes to you site include why you think some suggestions were not valid.

REQUIREMENTS

WEB SITE

FIRST

- Before you begin, read the navigation, advertisements and design page in this packet you need to adhere to the requirements on that page

SITE

- Create a prototype site for your online magazine
- Divs: The header and content holder can be absolute but most divs should float and/or be included in other divs.

LOGO

- Include your original logo

PAGES

- Minimum of six pages, include credits page that represent at least five distinct departments of the magazine
- Cannot contain a splash page
- Each page should emphasize at least three types of information in addition to an advertisement for each page
Examples: Headlines (short blurbs with links
Menus
Forms
Questionnaires
Articles
Advertisements
Pie charts
Puzzles
Interviews
Features
Columns
Staff
Galleries, Exhibits - depending upon the topic but in most cases galleries will not meet the minimum page requirements
Competitions
- Advertisements: At least four pages must contain an advertisement that is unique to that page. Not as a banner must use correct sizes
- Credits page must contain thumbnails and required information

FOOTER

- You are required to include a footer on each page which needs to be interesting in terms of content and design. It needs to be fairly large (height)

jQuery

SIZE

- jQuery cannot be include
- Dimensions - needs to meet the requirements of the industry standards
- File Size for each page should be as small as possible

QUALITY

CONTROL

- The project needs to be free of spelling and grammatical errors
- 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, Netscape, Opera, Chrome, Safari and FireFox on both a **Mac and PC**

W3C

- W3C validation is required for each page: combined into one pdf

508

- The site must meet section 508 requirements

RESEARCH AND IDEA BANK

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

PRESENTATION / CRITIQUE / TURN-IN FILES

REQUIREMENTS

PROJECT TWO: Being prepared and turning in all the files will be part of the grade

TURN-IN: You are required to turn-in all of your work before the presentation

- Completed web site
- Process Book pdf
- W3c pdf
- Original Comps
- Original Logo (fonts outlined)
- Final Logo (fonts outlined)
- Turn-in your notes after the presentation

SERVER:

- The following files need to be on the server before the class. Links to these files need to be on the portal page. Port Page needs to be up-to-date with all previous classes
 - Completed web site
 - Process Book pdf
 - W3c pdf
 - Test the site before class

PRESENTATION / CRITIQUE

- Make notes in preparation for your presentation, turn-in notes after presentation
- Before starting your presentation bring your project up on the screen
- Stand up and introduce yourself and give your department.
- 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

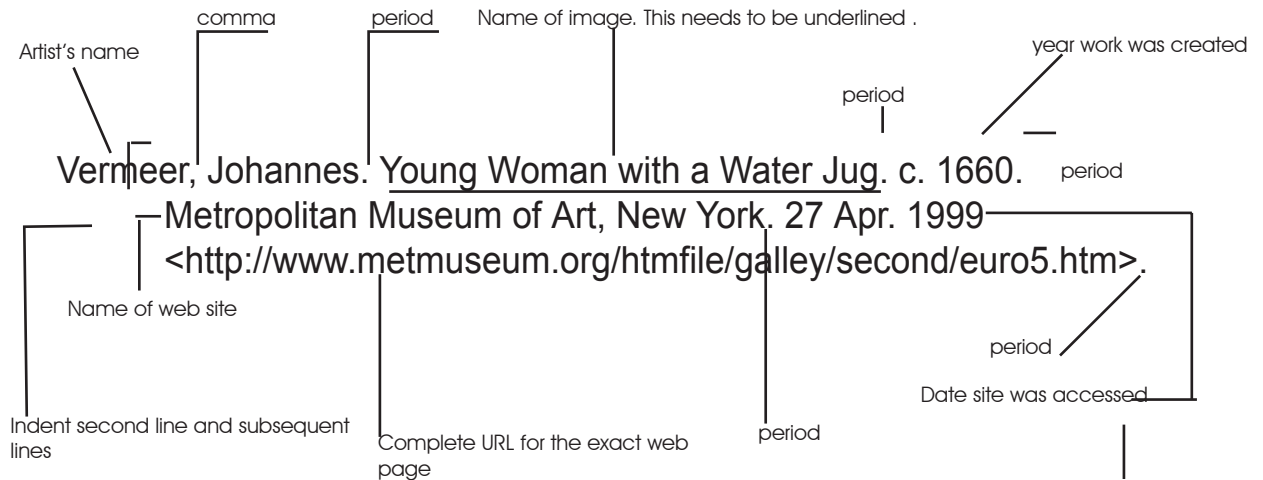
- You are required to also present your preliminary work (comps and logos and compare and contrast them to your final designs
- During your presentation keep in mind:
 - User (what is it about your site that works well for your user, design and content)
 - Topic
 - Business objectives
 - Purpose,
 - Design
 - Perception/Tone
 - Evaluation, changes made after evaluation
 - Be prepared to defend and explain all your design (visual, interactive) decisions for your site.

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

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