

# 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.

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

The main project must contain Media Queries that incrementally change as the browser is resized. The Media Queries must contain at least three size ranges. Accommodation for earlier IE browser must also be included in the CSS.

In order to receive a grade for your main project you must work on it in class and outside of 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.

You are required to also meet the rest of the requirements listed on the following pages.

# IMD440

## COMPANY

You need to create a fictional company and create the branding for that company.

You will create a Process Book, Website and Promotional piece for your company.

Create a distinctive name

Create an original logo.

Create an original tagline

A clearly defined message must be realized throughout all three pieces.

The choice of typography, colors and design must serve the message and the purpose of the project.

Both projects need to have interesting, innovative out of the box design

## PORTAL

In addition to the three main pieces you will create a portal which also showcases your logo and

explains the purpose of the entire project and include links to the process book, web-site and promotional pieces.

The portal needs to include a synopsis of your the branding.

Include the tagline.

## WEB SITE - PROTOTYPE HTML5 CSS contains Media Queries

At least four pages (an additional page is required for the credits)

Adheres to the Principles of Design and the Principles of Interactive Design

Integrates other technology (not lightboxes and banner galleries) this technology must serve a purpose that works for the project as a whole

Must include Media Queries

A clearly defined message is realized throughout the project.

All copy (text) must be original

W3C for each page

## PROMOTIONAL PIECES

Videos created in IMD300

All requirements will be given in that class

## PROCESS BOOK

This needs to be a well designed printed piece

All elements must be print quality and ready for binding

Design must be consistent with the Web Site

A detailed description of the requirements are on the Process Book page

## 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 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

## CREDITS

You will need to document all images in your Process Book using MLA documentation.

You also need to create a credit's page on your site in which you include a thumbnail of every image used along with the name of the company, the photographer and or the photograph's name or number.

The link to your credit's page does not have to be in the menu you can place it at the bottom of every page.

## 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

- COMPANY
- Name of Company - needs to be distinctive
  - The Purpose of the Company
- QUESTIONS
- You need to answer these questions about your company
    1. Who are you?
    2. What do you do?
    3. Why does it matter
- MESSAGE
- Give the message that you want to convey
  - How do you intend to convey this message (describe how you will convey the message both with copy, design and images)
- TAGLINE
- Include a slogan that is consistent with the message
- WEBSITE
- Describe The content of each page (at least four pages)
  - Which higher technology will you include in your site. (cannot include light-boxes or banner galleries etc.)
  - What will be the purpose of that technology
- AUDIENCE/USER
- Include a brief description of your audience. Include a persona.
- DEADLINE
- All deadlines are listed on your schedule sheet
- WRITTEN
- All information must be typewritten and in a list format

# NAVIGATION, TECHNOLOGY AND DESIGN

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## REQUIREMENTS

- |                                 |  |
|---------------------------------|--|
| TECHNOLOGY                      | <ul style="list-style-type: none"><li>- Media Queries - site need to accommodate at least a range of three widths the changes must be progressive between all sizes.</li><li>- The sites needs to contain technology in addition to html and CSS forms, light boxes. When using jQuery you must write the majority of the script.</li></ul>  |
| INTERACTIVE                     | <ul style="list-style-type: none"><li>- Navigation elements (menus, links) are clear and obvious. Their purpose is self-evident.</li><li>- The labeling system is consist with the purpose of the site and clear to the target audience</li><li>- Global menu must appear on all pages of the web site</li><li>- For Html generated menus use CSS for styles for link, vlink and rollovers.</li><li>- All links within the site need to be relative.</li><li>- Placement of menus must be consistent</li></ul>   |
| VISUAL DESIGN                   | <ul style="list-style-type: none"><li>- Original and innovative design.</li><li>- Layout must be CSS</li><li>- Design needs to be appropriate for the topic and brand</li><li>- Design needs to be appropriate for the user/audience</li><li>- You need to exhibit an understanding of the Principles of Design</li><li>- You need to create all design elements</li><li>- Use no more than four colors, three if possible, this includes the background color and roll-overs.</li><li>- Typography choices and treatments are appropriate to message and use. Use @font.</li><li>- Legibility: typeface styles and color support smooth and easy reading</li><li>- All images need to be good quality.</li><li>- Use the same style sheet for all pages</li></ul> |
| INFORMATION DESIGN COPY/ IMAGES | <ul style="list-style-type: none"><li>- Pages need titles and sub titles. Sub titles should be used for most paragraphs. Use correct hierarchy for all titles, sub titles headings. Must use at least h1 and h2 headings</li><li>- Use margins on images and around all text</li><li>- Except for the banner and menu divs, all divs cannot be absolute better if none are absolute</li><li>- All text should be considered to be a design element</li><li>- Must use CSS for all font styles (do not include font styles in body or head) link to style sheet.</li><li>- Include a footer</li></ul>   |

## REQUIREMENTS

In addition to the information the Process Book will be graded on design and print quality (this grade is part of the final project grade)

The logo (text and icon) must be included on the title page. The logo can be split for the other pages but at least the icon must be included on all other pages

Make sure that your design allows for the Process Book to be bound. The hinges are best on the left

## TITLE PAGE

Title of the web site

Your name in lower right.

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## INDEX

List all sections by name and the page number for the beginning page number of that section.

Example 9 not 9-15.

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## CREATIVE BRIEF

### COMPANY

WHO ARE YOU:

Name of Company

Discuss why you choose this name consider the following in your discussion

Identity, remembering, discussing, comparison

WHAT DO YOU DO: The Purpose of the Company  
The Product or Services

WHY DOES IT MATTER: This the Branding, discuss why your company is different from your competition. Keep in mind that a brand is not a service or product or identity system.

TAGLINE: slogan, message

### WEB SITE

List each page. You need to include at least three types of information for each page

### USER PROFILE AND PERSONAS

#### 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,

### PORTAL

Include the exact text that will go on your portal for this project. (before you start writing read the examples on the class website).

Discuss your prototype website, promotional piece and process book (which represents a printed piece).

Give an explanation that the site uses media queries for responsive design

Discuss your branding, and how the design elements relate to the brand and message. Include the perception/ tone.

Include the tagline.

### PROMOTIONAL PIECE

give a description of the piece and the main message you are trying to convey

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## WIRE FRAMES

For the first page must show all three sizes

Must show the exact layout of the page

Must contain a brief description of all content

Must show positions of the images

Must include the menu (show menu items)

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## STORY BOARDS- Use Template

You need to include story boards for your promotion piece that includes sketches and copy

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## STYLES, TECHNOLOGY

Colors, fonts, sizes, dimensions etc and additional technology

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## CREDITS

MLA documentation for each image

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## PRELIMINARY DRAWINGS, IDEAS, LOGOS, COMPS

must be included in order for you to receive a grade

# PROMOTIONAL PIECE & WEBSITE

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## REQUIREMENTS - PROJECT TWO: PROMOTIONAL PIECES

Promotional video will be created in IMD300

## REQUIREMENTS - WEBSITE

- FIRST - Before you begin, read the navigation, technical and design page in this packet you need to adhere to the requirements on that page
- SITE - Create a prototype site for your company  
Must include at least four distinct departments one for each page
- LOGO SLOGAN - Include your original logo and tagline
- PAGES - Minimum of four main pages, that give at least four distinctly different departments  
- You are required to include a credits page which must contain a thumbnail of each image along with the name of the company, the name of the photographer the name of the photograph and or the number of the photograph.  
- Cannot contain a splash page  
- Each page should emphasize at least three types of information  
- While adhering to the same design for the banner each page must have a distinctly different layout
- COPY - All copy must be original  
- You are required to either write all of your copy or work in collaboration with a writer  
- Under no circumstance can you use any text from another source.
- SIZE - 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 link  
- Absolutely everything must work all links must be active  
- Must work on all mobile devices
- META TAGS - All pages must contain meta tags for Author, Keywords and Description
- BROWSERS - Site needs to work correctly on all browsers and both platforms, all mobile phones and tablets
- W3C - W3C validation is required for each page
- CREDITS PAGE - Credits for all images and copy

## REQUIREMENTS: PORTAL

- LINKS - Must link to all of the projects for this class and the promotional piece from IMD300
- COPY - See explanation on page 5  
- Promotional Piece must be in a hidden div. hide/show

YOUR FINAL GRADE WILL ALSO BE BASED UPON THE WEB SITE, PORTAL PAGE, PROMOTIONAL PIECES AND PROCESS BOOKS DESIGN AND PRINT QUALITY AS ONE CONSISTENT COHERENT PIECE

# PRESENTATION / CRITIQUE

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## REQUIREMENTS

### PRESENTATION / CRITIQUE

- Give the reason why these projects will be included in your final portfolio
- 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 objects on the screen not your fingers
- Show all preliminary designs logos etc and explain process
- You are required to also present your promotional piece, website and Process Book and logo and compare and contrast them
- During your presentation keep in mind:  
User (what is it about your site and promotional piece that works well for your user - design and content etc.)
- The Company
  1. Who are you?
  2. What do you do?
  3. Why does it matter - Branding
- Your message  
How you conveyed this message in all pieces  
Perception/Tone
- Be prepared to defend and explain all your design (visual, interactive) decisions for your site.

### PREPARED

- Being prepared and turning in all the files for both of your projects will be part of the grade

### ON THE SERVER

- The following files need to be on the server before the class. Links to these files need to be on the main portal page
  - Completed web site
  - Completed Promotional Pieces (do not link to an outside site)
  - Project Portal Page
  - Process Book pdf
  - validation pdf
  - Test everything before class

### TURN-IN

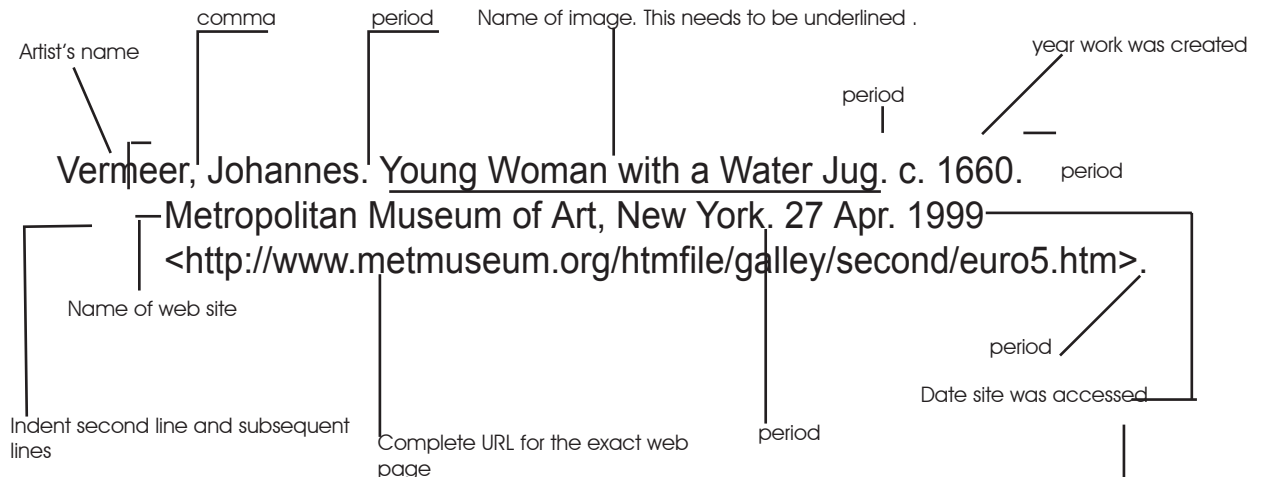
- You are required to turn-in all of your work before the presentation
- Completed web site
  - Process Book pdf ready for binding
    - complete in black and white -printed
    - Color - Cover and Creative Brief page(s)-printed
  - W3c pdf
    - Original Comps
    - Original Logo (fonts outlined)
  - Final Logo (fonts outlined)
  - Promotional Piece
  - Turn-in your notes after the presentation

# 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

