

ASSIGNMENT SHEET

DESN 205 – Graphic Design for Electronic Media

WEBSITE DESIGN PROJECT

ASSIGNMENT:

Create a comprehensive layout and plan for a simple website design. The client is Café Moonlight in Vincennes. The existing site (<http://www.thecafemoonlight.com/>) is very basic and does little to enhance or communicate their brand. The goals of the redesign include improving the visual appeal of the site, making it more appropriate for the type of restaurant it is, and improving the page and site structure for more ease of use.

Create a new website design that may also include a restructured site. A comprehensive layout will be produced ready for a client presentation.

PROCESS:

1. Research the client and gather images and information for use on the website. Research similar restaurant websites to get ideas for content and design.
2. Thumbnail some sketch for possible page layouts and site structures
3. Create a flowchart to demonstrate how the site wide navigation will work.
4. Create a wireframe for the website page designs.
5. Submit a PDF file to the instructor that includes the following:
 - Title page that includes you name, class and project information
 - A summary of the nature of the client's business
 - How you plan to use your design to improve the current design and improve the clients brand and their business
 - Website flowchart
 - Website wireframe
6. After approval of research and plan, proceed to develop a comprehensive layout of the website. The comp must include the home page and at least three other pages within the site. Any page that will substantially different in layout, structure or color must be included.
7. Submit the final comp layouts to the instructor using instructions provided in class.

GRADING:

50 points possible for research and plan PDF

100 points possible for comp layouts

TENTATIVE SCHEDULE:

Research and plan PDF: Sept. 13

Comp layouts: Sept. 25