

ASSIGNMENT SHEET

DEN 205 GRAPHIC DESIGN FOR INTERACTIVE MEDIA

ASSIGNMENT

Choose an existing website in which you have identified problems, such as poor navigation, lack of functionality, poor aesthetics or lack of purpose. Submit an e-mail to me that clearly explains what needs to be fixed on the website. Redesign the site to fix the problems that you have identified to create a more functional and aesthetically pleasing website design.

REQUIREMENTS

- You must exhibit the parts of website anatomy, including a container, header, footer, main content, navigation and side bar. Advertising is optional depending on if it would be appropriate for the site.
- The home page must be complete with type indicated for body copy. The type must be “real” for navigation, headings and subheads. Greek text may be used for body copy, but not for heads and navigation.
- You must also design a second page for the site that demonstrates how the rest of the pages within the site will look and function.
- The design must be finished in Photoshop as a layered file. All of the elements should be on separate layers to facilitate the transition to graphics ready for the web.
- The design must demonstrate how the site would function, such as navigation and how the site would be used and its purpose.
- Your design must be a new concept and a new look for the site. A simple upgrade will not be acceptable.

SUGGESTED SIZE

2880 pixels wide/2000 pixels high. The height may be variable, but remember to think above the fold. RGB color, 300 ppi. The final layout for the website must be turned as a layered Photoshop file.

METHOD

1. Choose the website to redesign and thumbnail some ideas for the look, Explore a variety of visual concepts and different methods of making it functional. **DO NOT START DESIGNING BEFORE YOU HAVE A CLEAR PLAN!**
2. Choose a direction and create a new Photoshop document. Bring images and type together into a complete design. Be careful to leave every element on its own layer.
3. Be sure that you create a folder on your lab computer for this class. Name it with your name and DEN 205. Make sure that your finished file is saved in this folder. The project will be retrieved from your folder for grading.

THINK ABOUT

- Think above the fold.
- The home page is the most important first impression for the site.
- The header is a big player in identifying the site and setting the tone.
- Make navigation clear and simple. Use easy to understand words. Use sub-navigation if you need more than 6 or 7 links.

GRADING

This project is worth 100 points

Grading will be based on the design and aesthetics of the site, creativity and appropriateness of the design, its functionality on the web, and demonstration of proper web page anatomy. As always, proper technique and presentation will also be evaluated.