

ASSIGNMENT SHEET

DESN 205 – Graphic Design for Electronic Media

FINAL PROJECT – RESPONSIVE WEBSITE DESIGN PROJECT

ASSIGNMENT:

Create a new responsive website design for the Watermann Gallery, an art and history museum in Green Valley, Arizona. The director of the gallery wants the site to be simple and functional on all devices, from desktop computers, to laptops, to tablets and smart phones. All of the necessary information should be presented in a aesthetically pleasing manner appropriate for an art gallery on each of these type of devices.

- See the client's notes on Page 304 in the textbook. Resources can be downloaded from the againsttheclock.com website under the listing for Gallery. This file includes images, a logo and the required copy.
- Design a site that presents the client's information in a clear, well-organized manner.
- Read the client-supplied text to determine what type of background or supporting image might best enhance the site pages.

PART ONE:

Create a concept layout for the website. This layout will consist of the home page only. Once the design is worked out, create variations of the design for all four types of devices. Be sure that the layouts demonstrate the responsive nature of the design concept. Utilize the provided PSD file (DisplayScreenMockupPack.psd) to display the layout variations in a finished manner. Choose the most appropriate layers to display the design variations. Arrange the separate layers into a pleasing arrangement within the document. Delete the unused layers. This completed file will be submitted for evaluation.

PART TWO:

- Utilize techniques previously discussed and practiced in class, as well as from Chapter 8 in the textbook to produce a functioning site.
- The site must be responsive in nature.
- A total of four pages will be produced as outlined on Page 304.
- Be sure to utilize SEO techniques and all required accessibility functions.
- Each page must have a unique title.
- The home page must be named index.html.
- All pages must be linked together.
- All pages should have a consistent header and footer. Content areas will vary from page to page, but should be consistent for design unity.
- CSS file must be external and demonstrate standard techniques.

GRADING

100 points possible for website design and mockup file

100 points possible for website root folder setup and files

Completed site layout design and finished, functional site is due at end of class on Dec. 10.