

PROJECT 1 - 16 POINTS

INTRO TO INTERFACE DESIGN - HUMAN, ANIMAL OR ENVIRONMENTAL RIGHTS WEB SITE

This is the project where code and visual design meet! You will start this project by researching and finding a human rights, animals rights, or environmental cause that engages you, and then find a website to redesign that targets the issue you are interested in. Please only choose smaller sites, around five to ten web pages long to redesign, and do not design for a retail shop. You will write a creative brief to discuss the redesign, and will also create an information architecture to organize the website's information. For your redesign, you may exclude information, links, advertisements, and written content as you see fit. You can also add information that you feel should be on the website. Your design should be interesting and engage the user — think simple code and beautiful, usable design.

Progression for this project:

- Research and find five websites that you feel could benefit from a redesign. Any human rights, animal rights, or environmental website (minus a shopping website) will work for this project
- Write an informative creative brief about your intended website redesign
- Create an information architecture for your new website
- Create a functioning website with clean code

What's Due When

*** Please note that all items are due at the start of class. If you fail to turn in a portion of the items below on the day marked, you will lose points because I will not accept the late work.**

3/21

Have FIVE websites that you are considering, and narrow it to one website by the end of class on Wednesday

3/26

- Information Architecture
- Creative Brief

4/2

Comps Due — Progress Critiques

4/16 - Final Web Site Due for Critique. Make sure to provide everything below in a zipped file on Black Board.

Write answers to the critique questions below, print them out for class and include on your folder.

Include your creative brief, information architecture, your comps and your full HTML, and the URL to the website (I want to make sure you understand FTP). Properly FTP your website to your people.yzu.edu account, and have up on screen and include the URL on your disk. Clearly label your folder with: yourLastName_FirstName_P1

Critique Questions

- Why did you choose to redesign the website you chose?
- What was difficult about designing for your topic?
- In what ways is your design successful? What would you change?

Rubric

Provided critique questions, information architecture, creative brief, URL, comps, and full HTML/CSS on BB.
Followed all the directions and provided everything asked for on this sheet.

4 Points

Created a professional visual re-design for an existing human rights, animal rights, or environmental website that is interesting and considers web screen size, web colors, and layout for screen use. Uses an analog mark or texture as a part of the design. Usability, Gestalt, and Grid are considered throughout the design. Design clearly conveys a message with all elements working together.
Re-design is appropriate to the subject matter.

8 Points

Demonstrates understanding of using XHTML and CSS for positioning and web page layout. Also demonstrates understanding of web site file structure and FTP.

4 Points

- Has site (people.yzu.edu) address on screen at the beginning of class, includes URL in Black Board
- Only uses text-based links
- Only uses body text - no image based text
- Correctly titles each page in the <title> tag
- Uses CSS for positioning elements
- Demonstrates understanding of correct file structure
- Creative Brief is clear and helps reader understand re-design
- Information Architecture includes name, title of website, and date