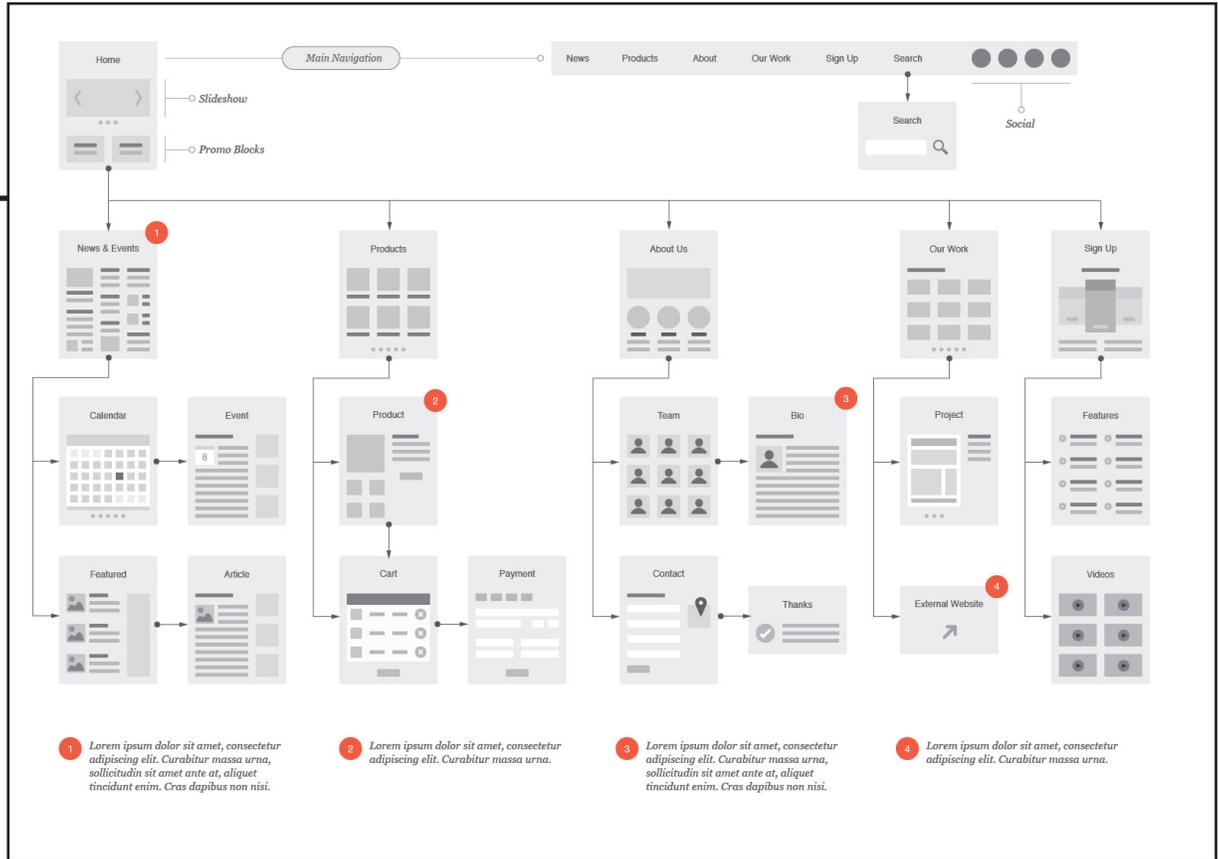


website

Remember to think BIG. Think long-term. At every point in a campaign, everything must look both back to its foundation (brand positioning) but also forward in order to evolve within the consistency of a brand. You must meet deadlines in a linear manner, but you can adapt, move, change the details...make things perfect before everything goes out. You should be obsessing about this. You should not be able to get your mind off of the end goal. Constantly observe, absorb, question, imitate and originate. Your mind should not rest and your sketchbook/job hunt journal should be the witness.

- overview** You must have an online presence; however, the site must not be the one that has tried to use print skills force-fit on to the web. The web must be respected for what it is, which is *not* a tangible, linear read.
- objective** The complexity of your site is relative to your skills. In other words, if you claim to be a web designer then your site must be amazing. If designer or art director is your game, then it must still be beautiful but must not look like somebody just stuck their print designs online. A designer must understand that web is an entirely different medium, but that it still lives with consistency under the visual branding.
- problem** A website must be live by the end of the semester (see schedule). You may do this via a template (see links on 4423 Facebook page) or build your own site. It must have the following sections, but the labels do not necessarily need to use these exact words: **About • Résumé (downloadable PDF) • Portfolio • Contact.** This site must be live with its purchased domain name by the final due date.
- schedule** **MON Oct 13 >** In Class: Copy-Paste Cover Letter contents into Word, check grammar and paste back into design program. Cover Letter and Résumé spell check in Illustrator/InDesign. Begin Website Project. Inform Prof. Arnell if you are already building this in Prof. Ford's class. Assign: find at least 3 samples of great portfolio websites and 3 samples of horrible portfolio websites. Have the webpages ready to paste into FB when class begins on Friday. **NO SOONER.**
- WED Oct 15, 8am > DUE:** cover letter copy signed by ASTATE Writing Center; final print of cover letter; final print of résumé; any paper samples you are trying to imitate; 1 PDF of cover letter (less than 1 Mb) and 1 PDF of résumé (less than 1 Mb) - each labeled "YOUR LAST NAME_(Resume or CoverLetter).PDF. Also watch TED episodes and take notes.
- step 1** **FRI Oct 17, 8am >** Begin Website Project. When directed, upload samples of sites as Comments to a Post by you. Discuss sitemaps and wireframes. Research samples provided in class. **Begin work on Sitemap and wireframe (see sample on next page and posted on FB).** Even if you have already loaded up your site, you must complete this step. It may be designing backward, but it is an important step that must not be overlooked. "A Wireframe and SiteMap can be sometimes confused as they both relate to the layout of a website. However they have one major difference. A Wireframe relates to the visual design of a website whereas a SiteMap shows the process of which pages relate to each content." - <http://evolvedesign.ie/design-development/sitemap-vs-wireframe-what-is-the-difference-between-them/#read-more>



step 1 **MON Oct 20, 8am > DUE: Sitemap and Wireframe combined.**

Follow this sample when completing your combined sitemap and wireframe. You may do this on the computer or TIGHTLY by hand with straight lines. NOBODY should hand in 1 tabloid-sized sheet of paper. Tile paper together instead of sacrificing legibility just to fit all of this on a Tabloid sheet of paper. If you are doing by hand, you can tile or use a much larger size of paper from the start.

Include the following:

- All links should have lines between. See sitemaps online to see what others have done.
- All pages should be a wireframe. If yours is a 1-page scrolling site, indicate this on the top of the page in words and treat each section as a page that links via the menu bar on the home (top of) web page.
- Header and Footer that stays the same on all pages.
- Any color coding on the diagram (does not necessarily carry over to design).
- Links between pages.
- Use an icon to show external links on a page, then list these external links (separately if they confuse the diagram).

step 2 **Build the site.** Test the site on multiple browsers, especially Explorer. Remember that a site does not need to be live to be tested on a browser. **PURCHASE YOUR DOMAIN NAME!**

weeks of Oct 20, Oct 27, Nov 3: Required Progressive Critiques with Self-Promos.

step 3 **FRI Nov 7, 8am > DUE: Working file of website.** Does not need to be live yet, but the file should be able to “seem live” when opened on server independent of student’s computer.

step 4 **Make the site live.** If you are using a system like Behance or Weebly, etc. it will publish easily. If you are building your own site, be sure to find a Web Host, pay for a domain name (like GoDaddy), and upload.
Post link to working site on Facebook group by MON Dec 1, noon. Though I will still be out of the country, the upload will be dated.

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- upcoming events
- The other part of Section C is a self-promotional piece, which we will begin the **week of October 20th** along with Job Hunt Journal proof of progress/discussion.
 - The last section includes the final Brand Book (based on your completed Visual Guidelines) and Interviewing lecture and exercises. Then Fall Break (with extra days off, as I will be studying in Istanbul) and FINALLY, Branded 2014 show the week of finals! (Date TBD)
 - **WED Oct 15, 6pm** and **WED Nov 12, 6pm** : Guest Speakers for AIGA, Student Union
 - **FRI Nov 7, 11am-5pm**: AIGA Student Day in Memphis

- tips
- Remember to keep things simple. If you're not going to sell your artwork, then don't include it. If you are a talented illustrator, then it can be included in your design pieces. For example, I may be a talented writer but I am not going to have another portfolio with that unless I am good enough to live on that alone. Otherwise, I would mention I have written copy on certain pieces.
 - You can be more personable in the website. See what's out there and you decide. For example, sites that are too approachable can be perfect or they can be a sort of forced happiness or make you feel like a stalker reading it. Remember all the way back to your Brand Positioning Statement...does the tone of your site line up with the brand?
 - Remember who you are targeting. Though you may be reaching the creative crowd, you are also selling to a group of conservative, business-minded folk. Be aware of this.
 - Copyright issues: There is only so much you can do to protect your work. See what is out there and see what others have done, which is often not much. Adding a watermark to your work ruins your work. If you know how to lock your work, it doesn't help because anybody can take a digital capture of it. Adding a line about copyright is a nice addition, but is simply a reminder. If you have done work that has been produced for larger clients, it is often protected through this client. And finally....sorry to sound mean....but is your work really that worth protecting? Is it really that original?Really?
 - How can you engage in social media to connect beyond your website?! Add icons for your LinkedIn, Pinterest, and Twitter accounts! You should have all of these and more if you know it is fitting for your target employment.
 - Check out issuu.com! Beautiful and free way of showing your book via a link to your site.
 - How can you connect with AIGA if you are a member? Be part of their database?
 - Can you build an app? How would this help you? How can you get into any databases or any way that your target(s) can FIND YOU. (But don't spend money unnecessarily! Speak to me if you are going to invest money in some site that promises to promote you!)

evaluation You will be graded on the following:

- Directions were followed accurately with absolutely no errors.
 - > Domain name purchased.
 - > Sitemap/wireframe completed exactly as directed
 - > Downloadable PDF, proper build and size (no larger than 1Mb)
- Communication skills displayed in order to persuade with brevity.
- Materials support brand positioning statement.
- Website easy to navigate.
 - > Menu bar visible at all times
 - > Logo at top of page
 - > Colors and typefaces proper for web medium
- Website live and *easy to load*.
- Ambition - How much did you challenge yourself? Did you plan your time well?
- Cleanliness and Presentation.
- Participation in critique.