

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.

objective You must have an online presence. The web must be respected for what it is, which is *not* a tangible, linear read like print. 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 like Wix or build your own site. If you use a CMS, you must pay for the site. No free sites allowed. Behance does not count, though you should have your portfolio on this site also and we will use this with social media.
- 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.

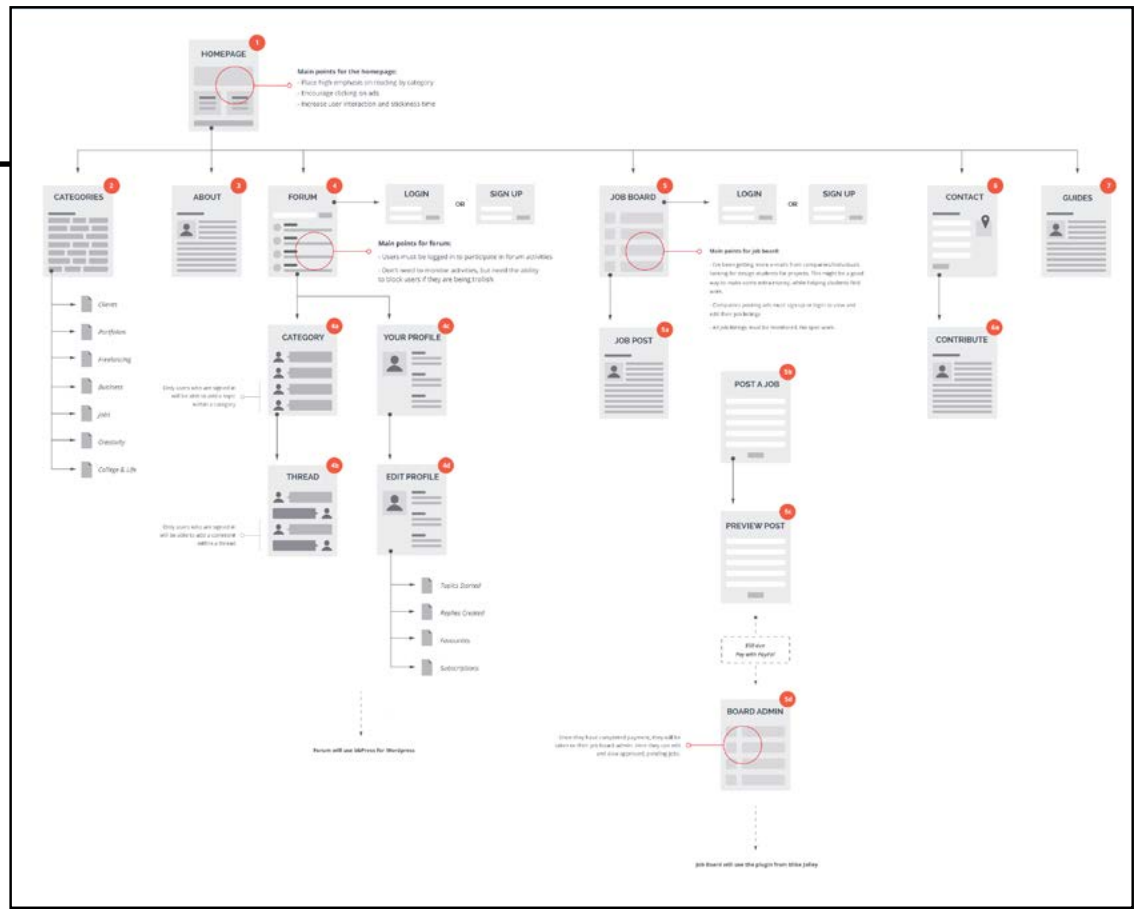
schedule

- 1 **Fri, Oct 27th > Web Lecture.** Begin Website Project. *Inform Prof. Arnell if you have a portfolio site already. Site must be approved by Prof. Arnell at this time.*
- 2 Find at least 3 samples of great portfolio websites and 3 samples of horrible portfolio websites. Also type an explanation (at least 4 sentences) of why you believe each site is great or horrible. Comment to my Post on our class Facebook page with webpage links and explanations. Do as shown (replace my name with yours, of course). **DUE Mon Oct 30th, 3pm.**
- 3 **Begin work on SiteMap and Wireframe (see sample on next page)** *Even if your site is already live, 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>





- 2 Follow this sample when completing your combined sitemap and wireframe (see link to image on our FB page or paste in address above).
- Each page (see numbered rectangle above) should be 11in w x 8.5in h for a regular site and 8.5 in w x 11in h for a responsive site. Adjust the artboard afterward. *You will post a JPG (cropped to artboard) of this page and post in FB group when requested. You will also need to find a way for this to print in your brand book, so keep this in mind.*
 - Do this in Illustrator for a regular site. *For extra credit (and highly recommended!!!), also do a responsive wireframe. The site map aspect should remain the same.*

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). Remember required PDF of resumé.
- Be sure to include all social media and/or blog links.
- EXTRA CREDIT: Also create responsive website wireframes.

(If you want to be a web designer, I would consider this required for your own good.)

DUE Mon, Nov 13th, 3pm

- 3 **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!** *If you do not know what should be in your portfolio, go to nikkiarnell.net : Coursework : Portfolio Fall16 : Intro Lecture Slide Link. See Tips (they're in there toward the end after a lot of other information about the class.) It will give you an idea until you take this class.*

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- 4 Anytime between now and when it's due, there could be required Progressive Critiques to keep everyone on schedule and engage in proactive problem-solving.
 - 5 **DUE Fri, Dec 1st, 3pm > Working file of website.** Does not need to be live yet. Take screen shots to include in your Brand Book, as it will be due the same day as your site is due live.
 - 6 **Make the site live.** If you are using a system like Wix 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 when requested.
DUE Mon, Dec 4th, 3pm.
 - 7 **Fri, Dec 8th:** Show website on laptop or tablet at Branded show.

- 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, Instagram, Behance, and Twitter accounts!** You should have all of these and more if you know it is fitting for your target employment.
 - 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.
- **Misspelling = F**
- No grammatical errors.
- 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.