

restaurant responsive website+qrc collateral

OBJECTIVES

RUBRIC

STEPS

1 RESEARCH + IDEATION

2 WIX TUTORIALS 

3 DESIGN SYSTEM + LOGO  

4 NAV MAP PROTOTYPE 

5 WEBSITE BUILD  +  

6 QRC COLLATERAL   

7 MOCK-UPS  

 BEHANCE

GOOGLE CALENDAR

objectives

This project pushes students to understand the non-linear structure of a multi-page responsive website, then continuing the design system to print collateral displaying a QRC.

- Introduction to a **Content Management System** website, specifically the free Wix Editor. Wix is consistently the highest rated CMS for design choices and ease of use.
- Use of [Wix Editor](#) to create one **3*-page website** for a restaurant.
 - *This is technically a **6-page build** because students will use Wix Editor to build out both the laptop and mobile for a controlled responsive site; however, the laptop and mobile pages should mimic each as much as possible.
- The suggested pages are: **Home, About, Menu**; however, students are encouraged to suggest alternatives to the professor per their restaurant creation.
- Then a **QRC** that links to the menu page will be available on a **printed piece** like a table tent. It is likely on a table in a nice restaurant for people to view the menu, whether that be to be progressive in an age where menus can be viewed on phones or because the gourmet specials change daily. The other likely purpose is because there is no sit-down eating and it is only to-go orders, like a coffee shop or a takeout-only fried chicken joint.

WHAT IS CMS?

A CMS allows web designers to easily create, edit and organize digital content, such as text, images and videos, on websites without needing advanced technical skills... Short for content management system, a CMS is an application web producers use to create and manage content for a website without using code*. The elements of a CMS may vary depending on the specific platform, but usually include a content database and a user-friendly interface the website administrator can use to add, delete and edit content on a website. Many CMS's offer intuitive content editors that allow web designers to create a page layout and drag and drop content in specific parts of the page. Some CMS's also include tools for analyzing website traffic and visitor behavior, which can help site owners understand how their content is being used and identify opportunities for improvement. -[source](#)

*Code can usually be accessed on the site if desired; however, it is not necessary to build the site.

OBJECTIVES (cont.) >>

- **Design Process** >> Research. Research more. Brainstorm. Mindmap. Sketch. Repeat.
- Applied comprehension of how web design is similar/different to print design.
- **Typography** skills.
- **Hierarchy** to deliver a message clearly.
- Reinforcement of the 4 C's of Interface Design: **Color, Contrast, Content** – [The 3 C's of Interface Design](#) – should be considered when designing the interface. **Continuity** is the 4th C, which is easily controlled by creating a **Design System** that is enforced throughout the entire piece.
- **Copywriting** skills.
 - » A.I. like ChatGPT can be used for this if you'd like, but you must always refine anything provided to you. It is also suggested you first try to write the persuasive text yourself first, but it might be difficult if you haven't had GRFX-3603 or similar communications class.
- **Problem-solving** skills. Always. :)
- **Figma** will be used to create a lo-fi wireframe and working navigation map while reinforcing digital prototyping skills.
- Use of **Adobe Illustrator** and/or **Photoshop** to create original elements. A logo is the minimum, though additional elements are encouraged to ensure the site build is yours and not a reformulation of every other Wix site out there.

RULES:

- » **Only blank templates from Wix are allowed to be used as a starting point.**
In other words, Wix templates that are not blank may not be used. This includes those on Wix and those available elsewhere on the internet.
- » A.I. is allowed (even encouraged!) only for aspects of the [moodboard](#) explained in project sheet and website copywriting. A.I. might be allowed elsewhere by student if first approved by professor.
- » **A.I. is not allowed in any way to create the logo or to build the website.** If student uses A.I. without approval, the grade will be impacted negatively.

As explained in the syllabus, grade sheets will be returned with rubrics and brief comments. By each rubric point, CR, 1/2 CR, or No CR will be listed. The numerical equivalent would be:

CR = **100%** | 1/2 CR = **50%** | No CR = **0%**

Throughout this section, students will be credited with all of the following. Each step matters and will inform the section/project grade:

STUDENT

HTML/CSS/Dreamweaver Intro Workshops:

Discussion: Good Websites: Bad Websites:

HTML Asmnt 1 HTML/CSS Asmnt 2 > Utah Drives HTML/CSS Asmnt 3 > Template

Attendance:

Workshop 1 (Feb27) Workshop 2 (Mar4) Workshop 3 (Mar6)

Workshop 4 (Mar11) Workshop 5 (Mar13)

Project 2:

Research

Ideation Workshop Attendance Evidence Posted

Wix Tutorials Workshop Evidence

» Designs: Workshop Attendance Mood Board

Logo RD 1 Logo Final: PDF JPG/PNG

» Basic Navigation Map:

» Figma Lo-Fi Digital Prototype URL share: Progress Final

» Wix Website Build: Progress1 Progress2 Progress 3 Final

Final Website URL Correct:

» QRC Collateral: Progress Final

» Mock-Ups: Workshop Attendance Final Screen Views Final Collateral

» Behance Post URL:

SECTION 2 OVERALL:

- **Directions were followed accurately.**
- **Participation** in all class and/or one-on-one discussions.
- Time management. **All work turned in on time or before due date(s).**
- Ambition. The overall evolution of work shows commitment and creative problem-solving.
- No spelling mistakes on anything. If you need apps to help check your work, please see Prof. Nikki!

WEB INTRODUCTION + HTML/CSS WORKSHOPS:

- Website Research completed as asked.
- Attendance and full participation in all Workshops.
- All Classroom Assignments turned in.

PROJECT 2 >>>

RESEARCH + IDEATION:

- Research completed as asked.
- Attendance and full participation in Ideation Workshop(s).

WIX TUTORIALS:

- Evidence of completion of all required tutorials. (This will likely be significant participation in discussion about the platform after the tutorials are assigned.)

DESIGN SYSTEM DEVELOPMENT:

- **Preliminary:** Moodboard completed as directed.
- **Logo:** Completed as directed, including all steps required.
- **Logo:** Contains logotype with name of restaurant. Mark is optional.
- **Logo:** Is also successful in black and white in a 1 inch square.

NAVIGATION MAP DIGITAL PROTOTYPE:

- Rough navigation map contains all elements and direction for a strong user experience.
- Figma: Wireframes built to mobile screen size.
- Figma: All buttons necessary for a good user experience present.
- Figma: All noodles pulled necessary for a good user experience.
- URL shared correctly.

WEBSITE BUILD:

- **6** total pages created:
 - **3** pages minimum built to desktop and mobile screens creating a **Responsive** Site.
- Work created on Wix Editor to specifications. For every page:
 - Strong **typography** and **hierarchy** design.
 - A consistent **design system** is followed between all 3 pages of the site.
 - All elements in final design show awareness of the 4 C's of Interface Design:
Color | Contrast | Content | Consistency

- Both Desktop and Mobile screens built for every page creating a **Responsive** Site.
- A **menu** is available at the top of the site at all times.
- The most important information (like a logo and name) is at top of page.
- All links between pages of site work correctly.
- Site is published and correct URL provided.

QRC PRINT COLLATERAL:

- QRC connects to Menu page of site (unless approved otherwise).
- Design matches website.
- Logo present.
- Domain name present.
- Strong design, including typography and composition, present on piece.
- Design built to correct print specifications, including trim marks, fold lines, and (if applicable) pulled bleeds.
- Craft of printed element strong.

MOCK-UPS

PHOTOSHOP

- Directions were followed accurately.
- Mock-Ups displays all work correctly.

QUICKTIME

- Directions were followed accurately.
- Recording displays interaction on pages correctly.

BEHANCE:

- **Directions were followed accurately.**
- **No spelling or grammar mistakes.**
- All mock-ups visible on page.
- Link to home page of site provided as **an active hyperlink** on page.
- Video of site being used embedded on page.
- Work displays significant, unrushed efforts of critical thinking and self-reflection.

STEP 1 research+ ideation

PRELIMINARY RESEARCH

- Each student will post 1 example of a strong restaurant website – both in its UI and UX, plus a short explanation.
- Each student will post 1 example of a weak restaurant website – both in its UI and UX, plus a short explanation.

DUE > WHAT • WHEN • WHERE

Start **Tues Mar 11**.

- **DUE** by 2:00pm on **Thurs Mar 13**: Significant evidence of research. This includes required posts and explanations in **Canvas Discussion: Restaurant Website Research > URLs**.

IDEATION WORKSHOP

This research will inform an in-class ideation workshop on **Thurs Mar 13** where students will be guided in multiple ways and in both individual and group environments to come up with one solid restaurant genre, name, location, general menu, whether it is To-Go only or (not both) if this is a menu for the sit-down experience, and more.

DUE > WHAT • WHEN • WHERE

1. Take sharp, clean photos of all workshop results, which includes scribbled note and sketches. EVERYTHING to show the experience.
2. Change any photos to JPG or PNG files.
3. Then upload images and manually size down in Canvas for easy viewing to **Canvas Discussion: Restaurant Ideation Workshop Evidence > JPG/PNG**
4. Upload to Canvas **DUE** by 7:30am on **Tues Mar 18**.

On **Thurs Mar 13**, students will also be introduced to the powerful Wix Editor so they know the power they will have.

Before the next class, students must go through the following tutorials linked on [this Wix page](#).

- 1:** Set up your site:
"Get to know the editor"
- 2:** Customize the layout:
"Work with sections & strips"
- 3:** Make it your own:
"How to customize your site themes"
- 4:** Add and edit media:
"Add & customize media"
- 5:** Optimize your design for mobile:
"Design your mobile site"
- 8:** Add some pizzazz:
"Use images for navigation"

Those not listed – 6,7,9, and 10 – are highly encouraged to view.

Students will also be introduced to the [blank templates on Wix](#) that are available to use, as well as strict instruction on what cannot be used. [This video](#) introduces how to use the Wix Editor and its blank templates.

Students cannot use any template that has an imagery in it already. They must begin only from the following OR they may continue from scratch. >>>>

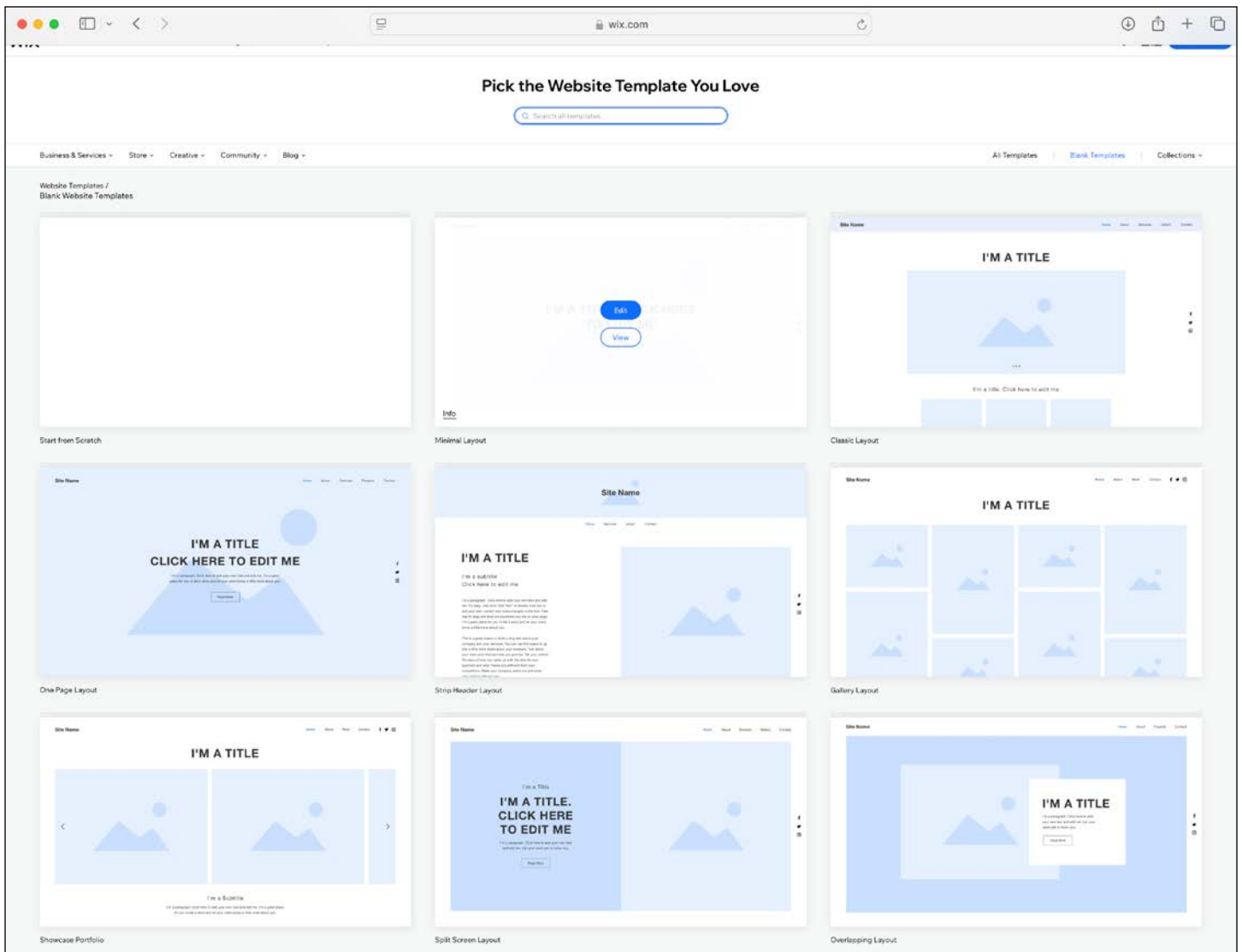
10 essential Wix tutorials for beginners

Emily Shwake · Oct 5, 2023 · 7 min read



Having spent years as a Wix Blog editor, I know that learning [how to make a website](#) can be intimidating, even when using a [website creator](#) that's as intuitive as ours. I'm still discovering new and exciting ways to use it. That's why I think it's so valuable that [Wix's YouTube](#) offers up so many step-by-step, expert-led Wix tutorials to elevate your understanding of our platform. So without further ado, here are the 10 most essential Wix tutorials.

1. [Set up your site: "Get to know the editor"](#)
2. [Customize the layout: "Work with sections & strips"](#)
3. [Make it your own: "How to customize your site themes"](#)
4. [Add and edit media: "Add & customize media"](#)
5. [Optimize your design for mobile: "Design your mobile site"](#)
6. [Open an online store: "How to add products"](#)
7. [Promote your site: "Get your website marketing-ready"](#)
8. [Add some pizzazz: "Use images for navigation"](#)
9. [Get strategic: "How to utilize Reports & Insights"](#)
10. [Add your own code: "About Velo"](#)



DUE > WHAT • WHEN • WHERE

See **Canvas Page: Required Wix Tutorials** for all links contained on this project sheet.

Evidence of tutorials review/completion will be credited in class on **Tues Mar 18** (see checksheet on [Rubrics](#) page).

STEP 3 design system+logo

Before students begin to build on Wix, they must create their restaurant! Therefore, we will have another Ideation Workshop on **Tues Mar 18**. Meanwhile, a rough navigation map will also be created as the UX adds on to how somebody will move through the pages.

First, multiple timed ideation sessions executing rounds of Crazy-16's will occur. Evidence of these will be due on Canvas and later in Behance. A rough [navigation map](#) will also be created on this day.

MOODBOARD

A layered PSD file will be supplied for student to use on **Canvas Assignment: Moodboard**.
File : Save As **YOUR LAST NAME_Proj2_Moodboard.PSD**.

Remember that this is intended to start the general vibe of your restaurant. [See here for more information on moodboards](#). All elements on moodboard must be filled with something. See file and make it yours. For example, the color panels don't need to be color panels at all. Maybe that's where you write the location, restaurant name, and/or target demographic. Firefly (A.I.) is available to be used for this if student desires on all elements except logo ideas. **See next page for what to include >>>**



Required:

- Color Palette (2 min.; 6 max.)
- Tight Sketches of Logo Ideas (1 min.; 6 max.)
- Name of Restaurant
- Location of Restaurant (City, State*)
- Photos of Interiors
- Photos of Food/Drink Served
- Photos of Packaging if To-Go

Other Suggestions:

- Textures
- Aprons
- t-shirts
- Storefront Photos
- Target Demographic Information
- Other ideas? Talk to Prof. Nikki! :)
- Fonts
- Merchandise, like

DUE > WHAT • WHEN • WHERE

DUE IN CLASS on Tues Mar 18:

- 16 squares finished from the [Crazy-16s-THEMES](#) and [Crazy-16s-LOGOS](#) (1 image of each side of paper). They DO NOT need to be all great or final-level quality.
 - » Take good photos with your phone, make sure they are JPG or PNG, and upload to **Canvas Discussion: Design System Ideation Evidence > JPG/PNG**. Make sure you manually sized down images in Canvas for easy viewing.

DUE by 2:00pm on Thurs Mar 20:

- **YOUR LAST NAME_Proj2_Moodboard**.psd. Have file open for professor to check.
- Also, upload a flattened JPEG file of the moodboard to **Canvas Discussion: Moodboard > JPG**.


LOGO

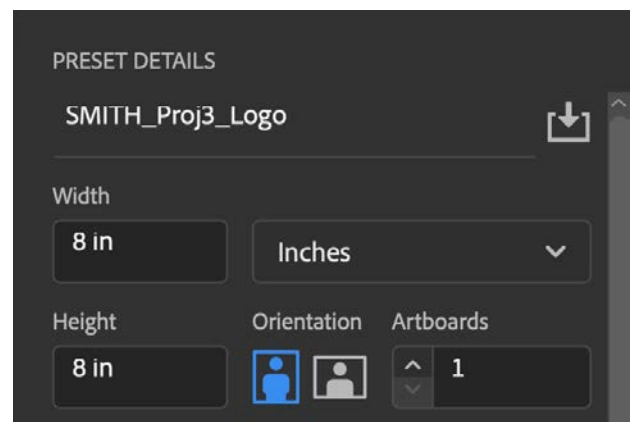
Next create the logo in Illustrator as shown here.

File : Save As **YOUR LAST NAME_Proj2_Logo**.AI.

- More artboards can be added if student needs them to refine their idea.
- Remember the requirements of logotype.

A mark isn't required at all if the logotype is good.

- If logo is hand-rendered in Procreate or Fresco, it will need to be exported and made vector with Image Trace : Make and Expand. Then use Illustrator's  **Smooth Tool**.



DUE > WHAT • WHEN • WHERE

Start **Thurs Mar 20**.

PROGRESS DUE by **4:50pm Thurs Mar 20**:

Upload as many ideas as you have. They do not need to all be finished.

Remember: none of these can be informed or created by A.I. or you will fail this project.

Upload JPGs or PNGs to **Canvas Discussion: Logo Progress 1 Discussion > JPG/PNG**.

FINAL DUE by **2:00pm Tues Apr 1**:

- **YOUR LAST NAME_Proj2_Logo**.PDF.
 - » This must be a vector file that will also open in Illustrator.
DO NOT SUPPLY A RASTER FILE!!!!
 - » Upload to **Canvas Assignment: Logo Final File > PDF**.
- **YOUR LAST NAME_Proj2_Logo**.PNG.
 - » Also upload the raster PNG or JPG to **Canvas Discussion: Logo Final Discussion > JPG/PNG**.

STEP 4 nav map prototype

PRELIMINARY NAVIGATION MAP

On **Tues Mar 18**, students will be required to create a navigation map neatly by hand or using Illustrator for quick creation. This is to consider all buttons and whether a page opens on its own or replaces the previous, plus anything else that affects the user's experience. These will be discussed in class before students proceed to the next step.

DUE > WHAT • WHEN • WHERE

Work will be credited in class (see checksheet on [Rubrics](#) page.)

If student not present for the workshop, they will be required to provide this step in the next class they attend.

FIGMA LO-FIDELITY DIGITAL PROTOTYPE

This project only uses Figma to bring to life all that has been considered so far by students. This step is not about design, but about how somebody moves through the site.

They will build to a mobile read of their site. Informed by what is planned per Wix blank templates or chosen custom structure, blocks will represent the lo-fi wireframe. Of utmost importance is placement of buttons (artwork not required to be complete) and how somebody moves through the site, prototyped via pulled noodles in Wix.

DUE > WHAT • WHEN • WHERE

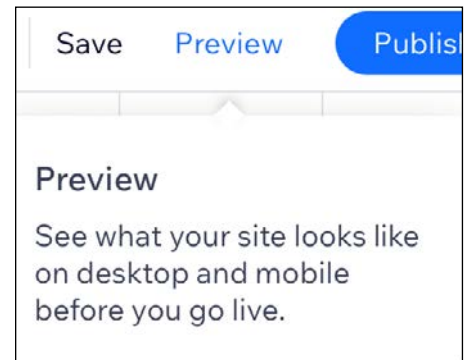
- **Evidence of Progress checked in class** by **4:50pm** on **Thurs Mar 20**.
If you are absent, ask professor how to supply progress proof to her.
- Final URL **DUE** by **2:00pm** on **Tues Apr 1** in **Canvas Discussion: Figma Lo-Fi Navigation Map Prototype > URL**.

STEP 5 website build

After all of the previous preparatory steps, students will now dig into the hands-on building in the Wix Dashboard of their site! Professor will be available to help. There are also plenty of videos available with a simple Google search to find how to create what is in your head.

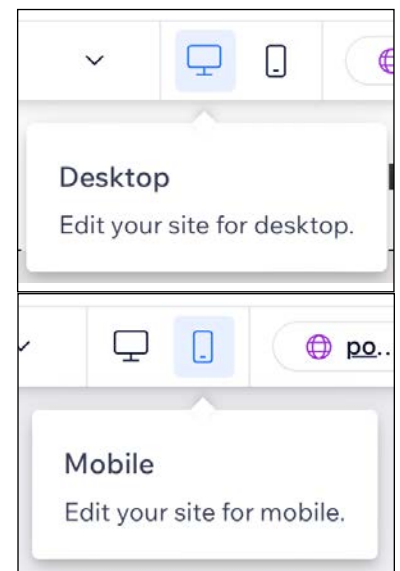
BASIC RULES

- Free website built in **Wix Editor**. Do not use Wix Studio.
- Do not pay any money at any time for this project.
- Do not use Wix's A.I. capabilities to build a website for you.
- Student must build a **responsive site** (see below).
- Use Preview early and often to see how the site is looking.
- Stock imagery from Wix is ok to use, but a pre-filled template is not. Free imagery from unsplash.com, pexels.com, and others are also encouraged to use.
- **Fonts:** stick to Google Fonts or those that Wix provides for live text.



RESPONSIVE SITE REQUIRED

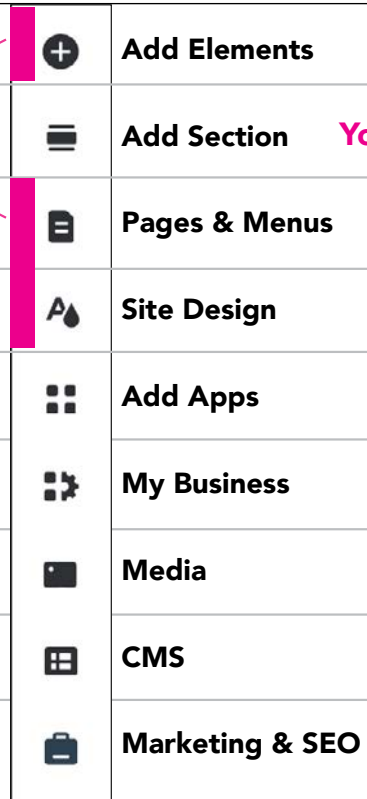
- This website is required to be responsive; therefore, it is **technically a 6-page build**.
 - However, the responsive site is usually just moving around certain elements on the page in the same modular fashion to ensure they are in the correct order when scrolling.
 - Sometimes, you might choose that the Mobile version will not contain something that is shown on the Desktop version - or vice versa.



It is necessary student understands and meets stated objectives before going off to build extra pages beyond the minimum required. QUALITY, NOT QUANTITY.



It is required to use these.



You will probably use this.

Progressive critiques will occur at the conclusion of each class work day as students work through this site. Students are also expected to complete work outside of class. Students can begin working on their site **as early as Thurs Mar 20** if they wish to work over Break. It will be noted by professor if significant effort is not apparent each time progress is expected.

DUE > WHAT • WHEN • WHERE

There will be multiple progress checks via Canvas discussions. Remember screenshots are required so you can document your progress on Behance after your file has changed.

PROGRESS CHECK 1

DUE by **4:35pm** on **Tues Apr 1**:

Each student will share URL and any screenshots (manually sized down in Canvas for easy viewing) to properly document development in **Canvas Discussion: Site Build: Progress Check 1 > URL + JPG**.

PROGRESS CHECK 2

DUE by **4:40pm** on **Thurs Apr 3**:

Each student will share URL and any screenshots (manually sized down in Canvas for easy viewing) to properly document development in **Canvas Discussion: Site Build: Progress Check 2B > URL + JPG**.

PROGRESS CHECK 3A + USER-TESTING

DUE for discussion when class starts (2:05) on **Tues Apr 8**:

Each student will share URL and any screenshots (manually sized down in Canvas for easy viewing) to properly document development in **Canvas Discussion: Site Build: Progress Check 2A > URL + JPG**.

- » When User-Testing is completed, student should post all notes they took from this event as a **REPLY to their URL post**. Remember to also post these later on Behance!

PROGRESS CHECK 3B

DUE by **4:40pm** on **Tues Apr 8**:

Each student will share URL and any screenshots (manually sized down in Canvas for easy viewing) to properly document development in **Canvas Discussion: Site Build: Progress Check 3 > URL + JPG**.

[QRC Collateral](#) will also begin on this day.

FINAL WORK - DISCUSSION

DUE for discussion when class starts (2:05) on **Thurs Apr 10**:

Each student will share URL and any screenshots to properly document development in **Canvas Discussion: Site Build: FINAL > URL**. No JPGs are due.

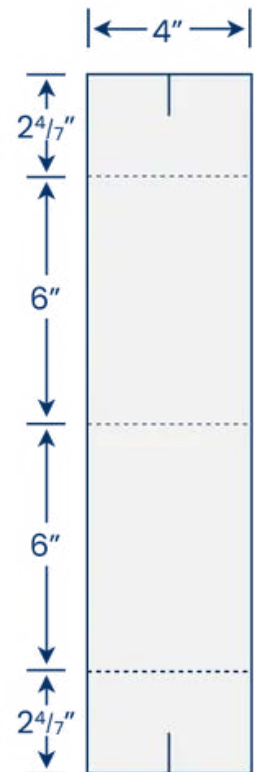
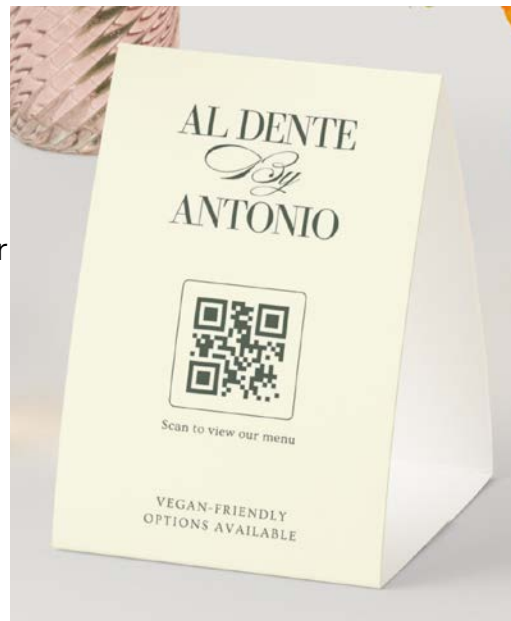
qrc collateral

As the design comes to a conclusion, also consider how to get your audience to realize your website is available to use to order their food. A QRC will be created that links to the menu page of your site. You will create a tangible print element that makes sense for your user to come in contact with that would necessitate them to use their mobile for this menu view. A boring example is shown here.

The standard table tent size has 4 x 6 inches panels. It's specs would be something like what is shown here. However, students don't need to use this. They don't even need to do a paper table tent if they have other ideas for a print QRC that meets these objectives and the professor approves.

It should be built in Illustrator and/or InDesign. Name your file: **YOUR LAST NAME_QRC-Collat.**[AI or INDD].

When you turn it in, it will be saved as a PDF.



DUE > WHAT • WHEN • WHERE

Start **Tues Apr 8**. Progress Check-Up in class **Thurs Apr 10**.

FINAL DUE by **2:00pm Tues Apr 15**:

- **YOUR LAST NAME_QRC-Collat.PDF**.
 - » Upload to **Canvas Assignment: QRC Collateral Final File > PDF**.
- **YOUR LAST NAME_Proj2_Logo.PNG**.
 - » Also upload the raster PNG or JPG (manually sized down in Canvas for easy viewing) to **Canvas Discussion: QRC Collateral Final Discussion > JPG/PNG**.

STEP 7 mock-ups

These steps must be completed outside of class to be used in the Behance page.

Professor will review the following and answer any questions on **Thurs Apr 10**.

PHOTOSHOP

For the following, layered template PSD files) will be provided in class or you can find your own. Save each with whatever name you would like. Then create a PNG or JPG from the PSD file to upload for Discussion and to place on the Behance post.

- **Laptop and Phone Views**
 - It will show both a desktop and phone view of the site.
 - Only the home page is required to show
- **Table Tent**

DUE > WHAT • WHEN • WHERE

DUE for discussion in class on **Tues Apr 15**.

Each student will share all files as JPG/PNG (manually sized down in Canvas for easy viewing) in one post in **Canvas Discussion: Mock-Ups Discussion > JPG/PNG**.

QUICKTIME

- In class, students will be shown how to use QuickTime, which is native on all Macs, to complete a Screen Recording of a cropped space of them using the Figma prototype.
- Save the file as **.MOV**, as this will upload as a working video to **Behance** where it will be graded.
 - **The video of the app being used does not replace hyperlinking to the website's Home page on Behance. Both are required.**

Save all steps of this project, and be ready to write a brief explanation of your design choices and self-evaluation. Your Behance page will be updated with each project.

FIRST, write all of this out in a document that can check your grammar and spelling (Word, Pages, Google Docs, etc.). **THEN** copy : paste the text and insert images in one sitting on Behance. This way you avoid the internet suddenly crashing midway and losing information that wasn't yet cached.

- Remember that you are **telling a story to the public**, not just the professor who knows what you did and why you did it.
 - When creating the post, remember this should also display comprehension of design. **You must use visual hierarchy** by making sure sections, like **SUMMARY**, are clearly defined via type weight (and/or other techniques) so the information's "chunks" are clearly defined. **Please follow the HEADINGS and >>SUBHEADINGS as shown.**

Below are specific directions for this project's Behance artist statement page.

1 paragraph = 2-3 sentences minimum.:

• SUMMARY:

Minimum of one paragraph summarizing the project and its objectives. Do not copy the project sheet. Instead, explain it like you would explain to a friend.

• GOALS:

What did you want to learn with this project AFTER you read the preliminary (or full) project sheet. Aside from "my goal was to get an A," what did you hope to LEARN for your future use as a designer?

• RESEARCH:

Briefly **EXPLAIN** in a minimum 1 paragraph that you completed research about restaurant websites and what you learned from it. This does not need to be extensive, but it's imperative you display this important first step of any strong design process.

- OPTIONAL > SHOW** image(s)/screenshot(s) of research that specifically stuck out to you. This could be details of research you or a fellow student uploaded to Canvas. You could also use information gathered later if it tells your story well.

- **WEBSITE DESIGN:** In the following story of your design process, you are explaining how you came up with the overall design and user experience to meet the objectives of your restaurant site.
 - » **PRELIMINARY DESIGNS:**
 - » Briefly **EXPLAIN** in a minimum 1 paragraph your starting point. You might reference earlier research here and any notes you made while considering your design choices. Show your thinking!
 - » **SHOW** image(s)/screenshot(s) of all of your designs.
 - » **LOGO DEVELOPMENT**
 - » Briefly **EXPLAIN** in a minimum 1 paragraph how your logo developed from your preliminary designs to its final state.
 - » **SHOW** initial design ideas.
 - » **SHOW** final logo design.
 - » **NAVIGATION MAP + LO-FI DIGITAL PROTOTYPE:** Briefly **EXPLAIN** in a minimum 1 paragraph your choices for how the user will move through your site.
 - » **SHOW** your rough navigation map.
 - » **SHOW** the video of you moving through your prototype.
 - » **WEBSITE BUILD:**
 - » Briefly **EXPLAIN** in a minimum 1 paragraph how you got to the final page(s), explaining your steps and design choices. **Explain your progress** - not just in using Wix, but **how your preliminary design ideas come to life!** Use screenshots. Tell a story. :)
 - » **SHOW** image(s)/screenshot(s) of your development process so the viewer can understand you are a designer and not just someone filling in a pre-made template.
 - » Any imagery used from Wix or elsewhere should be shown and credited. Likewise, if an element is something you created, be sure to sing your praises!!!
 - » Be sure to **EXPLAIN** and **SHOW** that you built a responsive site.
 - » **USER-TESTING**
 - » Briefly **EXPLAIN** in a minimum 1 paragraph how you completed user-testing and the results, as well as how this informed your website build.
 - » **SHOW** image(s)/screenshot(s) of any notes only if they inform your explanation.
 - » **FINAL SITE DESIGN:** Briefly **EXPLAIN** in a minimum 1 paragraph the choices for your final overall design of your site. Include choices of the design system's style like type and color, as well as navigation elements.

- » **SHOW** as many image(s)/screenshot(s) as best tell your story, reinforcing your design system, the user's experience, the fact it's a responsive build, and anything else.

- **FINAL WEBSITE WORK:**

SHOW all of the following and **EXPLAIN** anything that is necessary. >>

- » **Mock-up** made in Photoshop, obviously resaved to a JPG or PNG.
- » **Video** of you using the site.
- » **URL link** to the home page. Check it be sure it works!!

- **QRC COLLATERAL:**

- » Briefly **EXPLAIN** in a 2-3 sentences how you you applied the design system to a simple printed piece that contains the QRC and its use.
- » **SHOW** the final mock-up.

- **KNOWLEDGE GAINED:** Minimum of one paragraph explaining what you learned. Share the technical skills of the software (CMS) used, design choices, UI and/or UX considerations, website builds. but also discuss any changes to your mindset or expectations of graphic design.

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- Make sure you check your grammar and spelling using Grammarly, or similar.
Improper grammar and misspellings greatly reduce your project grade!
 - **Also check to be sure you published your Behance post and that your security settings allow for anyone to view it.** The best way to do this is to have somebody other than you (or you on somebody else's computer/device) to try the URL. The post should not need somebody to sign in to Behance or be blocked in any way.

DUE > WHAT • WHEN • WHERE

Project 2 Behance post progress check-ups will occur on **Thurs Apr 10** and **Tues Apr 15**.

Project 2 Behance post **DUE** for discussion when class starts (2:05) on **Thurs Apr 17**.

- » Make sure your post is **published** on Behance.
- » It should be reachable via the link provided in the **INTRODUCTION :**
Behance Page URL Canvas module as soon as you publish the page because that's how the internet works.

Also, go to the actual Project 2 Behance page and copy that URL.

Paste it into the **Canvas Discussion: Project 2 Behance Post URL**.