

CGA140 PROJECT 2: HAND-CODED COMMISSION

Complete Project Due on November 17 for 20% of Course Grade

DESCRIPTION

For our second project, you will design and code a website for the **Garden State Press and Rare Type Collection**, a fictional non-profit located in the fictional city of Platen, New Jersey. Although both the company and the town are invented, the details of this assignment are based on similar smaller-scale organizations. The goal is to provide you experience working with and designing for the type of client you might encounter as an independent, freelance web designer.

Over the next month, we will work through a simulated process of getting and fulfilling a web design commission. This will include developing a design brief, conducting research and analysis to determine what type of website is needed, ideating designs, gathering and preparing appropriate media, hand-coding your designs and uploading the finished site. As with any web design project, you will end up with a cyclical process of research, analysis, ideation and execution. You will not, however, complete certain steps you did for Project 1 either because they are not necessary for this type of commission or because they don't work with your personal workflow.

Most notably, you will not create your own site map. This is something you would normally do for nearly any design, but I will be providing one for you that is somewhat more simplified than what might actually develop for a site like this. The minimalistic approach is intentional in order to keep the project manageable.

You will have some time in class to work on Project 2. However, a strong website will require outside time as well. Open lab hours are posted in the Mac Lab for those who want to work at school. Coding can be done on any computer with a text editor.

PROJECT BREAKDOWN

Project 2 will take place in several steps and you will turn in files as each step is completed (due dates to be announced). These steps are necessary for good results, and they will factor into your overall project grade.

In general, the steps are:

1. initial contact/discussion with the client
2. project brief and quote
3. research and analysis
4. ideation in the form of thumbnails, wireframes and/or mockups
5. constructing the functioning website using HTML and CSS
6. establishing a host and uploading the website via FTP

SUBMISSION

As stated steps in this project will be submitted as they are completed. Specific due dates for each will be announced in class. Although some steps can be turned in on paper, most require digital submission.

The final stage of this project will be the creation of a functioning website. These will form the basis for our critique on Thursday, November 17, and must be completed by the beginning of that class. For submission, you will place a link to your website as a comment on the Project 2 post on our class website. You will also submit a folder labeled yourlastname_project2 containing your project brief, any research and analysis materials, ideations and a folder matching the site as uploaded to the web. Upload the complete assignment file to our class Dropbox by 5:19 pm on November 17 to receive credit.

CRITIQUE

We will have a group critique for Project 2 on Thursday, November 17. Your work must be completed and uploaded before the start of class. You will be expected to speak about what you made, how you made it and why you made the choices you did. Remember that critiques are equal in importance to an exam, so you are expected to be present, prepared and participatory. Missing critique will result in your project grade being automatically lowered one letter. As previously stated, to receive any credit, your project must be submitted on time regardless of an absence.

EVALUATION AND GRADING

Project 1 is worth 20% of your overall course grade in CGA140.

Criteria for evaluation include your:

1. completion of all requirements in a timely manner including step-by-step assignments.
2. Development of a professional project brief and targeted research/analysis to guide the project appropriately.
3. creative engagement in ideation.
4. consideration of client/user needs in design choices
5. quality and appropriateness of aesthetic choices
6. clean, standards compliment HTML and CSS\
7. proper organization of both local and online files
8. active, thoughtful participation in critique.