

GRA 2201 Electronic Imaging

Project 4 - Web Page Design

For this project you are to redesign a intro page of web site of your choice that you feel is poorly designed (if the first page is just a simple graphic to click on do the second page). If you do use a company, school or organization you must include their logo. Be sure to incorporate any company branding requirements for the web site use.

1. Be prepared to critique the original site as to design, color, readability or navigation problems and explain how you could improve them. Research other sites similar in nature or other you just like the design of. Research design magazines or books for well designed examples. Print out a copy of the page you will be redesigning. Remember you only have to do the one page, not subsequent links/pages, but your link or button should work (they can go to a blank page.)
2. The Live Area will be 600 pixels wide by 400 pixels tall. All your image needs to fit inside these dimensions and no navigation should start below the top 300 pixels.
 - a. Save a Photoshop copy of the file in layers. Page should be optimized and have either an image map or slices defined.
 - b. Save file as HTML and image format (See Lessons 14 in CIB book). Put copies of all your final file in a folder named Your last name, first initial Proj 4 in our class drop box on due date.
3. Your Photoshop webpage should include: at least one button, slice or image map must have a roll over effect of some kind. This can be a mouse over, click off or layer effect.
4. Your photoshop web page should include: at least one photoshop animation using the layer option.
5. Final output will be printed in color and mounted on black mount or illustration board. You should have at minimum 1 inch of black board beyond trim size of image. About 1½ inch white paper beyond the browser window suggested. See example to the right. You will be mounting the original site next to the revised site for comparison. You will also be handing in, research sites information and original sketches of your revised site, etc.



Helpful Tips

- Use 72 dpi, RGB as color model and a web-safe color palette
- No navigation/links starting below bottom 100 pixels of live area.
- Don't overlap graphic from the navigation to content areas
- You can have one large image in background but keep it very light, low resolution and simple.
- Don't have a border all the way around the outside of live area or borders inside borders.
- Use colors that are viewed easily on the screen.
- Type under 12 points is very hard to read and pay careful consideration to typestyle selection
- Remember that type that is not an image will change according to browser defaults set up
- Remember that monitors are different sizes

Due Dates:

Rough sketches and research:

Color proof:

Final presentation printed and mounted:

West Campus

November 10

November 24

December 8

Osceola Campus

November 5

November 12

December 10

GRADING CRITERIA:

Rough/research/print of original page	15%
Color Proof on due date _____	10%
Design/use of color/typography-	50%
Technical use of Photoshop, format/resolution, slices or	
Image map, HTML and image format	20%
Mounting and presentation quality -	05%
Late Deduction -	-10%
Total	100%