

A6 - Plan out and design your final project for GRC 175

Plan out and design your final project. The final project for Grc 175 will be to create a *new* "Personal Portfolio Website." This assignment must document the planning and designing of your new personal portfolio website. In this assignment you will plan and design you new portfolio website before you actually create the pages in Dreamweaver. This assignment is not required, it is extra credit.

We will develop using a standard website development model. There are many different ways to plan and create a website, but the following is the most popular technique. Website development (*typically*) follows the following 3 Stages:

Standard website development model

1. *Design Stage*

(Determine needs and requirements, plan out how you will be creating your website, draw a flowchart, and develop sketches, mockups. Review with client your ideas, designs and plans. Have the client sign off with their approval once you have completed this stage.)

2. *Development Stage*

(Design templates complete with navigation, build out sample site, and review again with client showing them a live example site. Have the client sign off with their approval once you have completed this stage.)

3. *Test and Publish Stage*

(Test entire website, publish final version with all content and any necessary dummy content, deliver final version and all related materials to client via CD/DVD, show live website to client. Have the client sign off with their approval once you have completed this stage.)

**For this assignment, we are only doing the first stage, the design stage.*

Website Development Introduction

One of the most important aspects of producing a website is the planning of it, which means a lot of preparation spent on research, planning, gathering, organizing, and compiling, etc.

This assignment is the first step toward completing your final project for the class.

The final project is to create a “New Personal Portfolio Website”. New means that you cannot use the webpage’s you have created in prior assignments. You will need to create new pages for you final project. You can however provide links to the prior assignments from this class as examples for your gallery/portfolio. You should display artwork or examples from other classes too. You will want to include portfolio examples which best showcase your abilities, technical knowledge and talents. A portfolio is going to be your second most important tool to getting a job or gig, second only to having your college degree and experience.

Planning out your Personal Portfolio Website 1st stage, Design Stage

**reminder, for this assignment, A6, you are only doing the following: design stage*

1. Design Stage

(Determine needs and requirements, develop flowchart, mockups, and review with instructor your ideas, designs and plans)

There are 3 requirements for the design stage

- A. Needs assessment/analysis *(typed document describing what is desired/needed)*
- B. Create a professional looking flowchart
- C. Create pencil sketches and create PhotoShop or HTML color mockup

Samples websites, ideas from other students

<http://colortodesign.com>

<http://www.ccsnmadcow.net/grc275/websites.html>

<http://www.adamearldesign.com/portfolio.html>

<http://www.templephotos.com/weddingphotography/>

<http://timweigel.com>

<http://mauriciomorales.net/>

<http://zonevibration.com/zvd/clients.html>

<http://checkofoto.com/index2.php>

<http://www.jenvidad.com/>

<http://open-your-mind.freehostia.com/Portfolio/gallery.html>

<http://grc.csn.edu/275/s09/Joycelyn.Wilson/>

<http://grc.csn.edu/275/s09/Jeremy.Summers/>

<http://grc.csn.edu/275/s09/Svetla.Adintori/index.html>

<http://grc275.simplewebsitedesigner.com/>

<http://antonart58.com/>

<http://www.pgcimage.com/>

<http://www.yeebie.com/>

<http://www.goodboyspike.com/>

<http://sayitwritelv.com/grc%20275%20Dreamweaver/index.html>

<http://draconiandreams.net/portfolio.php>

Req #1 Needs assessment/analysis described

Type up a professional looking document explaining ***as many*** of the following as you believe might be necessary (*pick a minimum of 3*):

- ***Statement of Purpose (Mission Statement)***

why will the website exist? Write a mission statement for yourself.

- ***Vision Statement (Scope Definition)***

how much detail to be included? what are the definable, measurable goals for the website? what might the website become in the future?

- ***Audience Definition***

profile of visitors, including both their demographics and psychographics

- ***Requirements Document***

list of assets, background information needed

- ***Site Outline***

list content on each page with names of content files

Req #2 Create a professional looking flowchart

Create a flowchart in a professional drawing program showing all pages, and their site hierarchy, this is sometimes also referred to as a sitemap for your website

- ***Flowchart***

Req #3 Create a Mock-up. (Pencil sketch, or a PhotoShop mockup or a HTML mockup)

You can draw out on paper how you plan to design your main page. You are trying to identify the design including the layout and main navigation. Next you would want to go into PhotoShop and create a graphical mockup of how you intend the page to look including the main nav, graphics and the background. Finally export your PhotoShop mockup into a generic HTML page so the viewer can get a sense of what the page will look like in a web browser.

Must turn in the following, must be professional looking:

- ***Pencil sketches***
- ***PhotoShop or HTML color mockup***

Grading Criteria:

- Needs assessment/analysis document
 - Pro flowchart
 - Pencil sketches and PhotoShop or HTML color mockup
 - Post links to these documents on a A6.html page
 - Create a link from your cmp page to A6.html
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- ✓ Don't spend too much time on this Assignment, I recommend spending about 3-6 hours
 - ✓ You aren't creating the Website, yet, we will actually create for our Final Project once you finish this assignment

Help, examples, and some ideas if you are having trouble getting started:

1. Research related web sites or those dealing with your web site's content / purpose.
2. Determine the target audience, customer profile, scope of the project, the competition, and any constraints on the project. Write up the Audience Definition.
3. Brainstorm to determine the features to be included in the site and what goals will be set for the site to accomplish.
4. Create a Statement of Purpose.
5. Write up a Vision Statement.
6. Survey what media / content is available (in addition to that which you already have) and gather as much information.
7. Compile a Requirements Document..
8. Compile lists of content, features, and media to appear on the site.
9. Thoroughly outline the content—categorize and prioritize--and create a Site Outline.

Other ideas: Get a stack of 3x5 index cards (or make your own) and write one idea one each card. It might be a feature idea, a section of the site, content to be included. When you have exhausted this step, give the cards to someone else (try to give it to a member of your target audience) and have them organize the cards.

Have them place the cards into about 6 or 7 piles, organized as they see fit. Then have them label each stack. (They have given you ideas on how to organize the site in a way that they understand, and even suggested what the sections should be called.)

The following examples was created for a website for a part-time wedding photography business. <http://www.templephotos.com/weddingphotography/>

Statement of Purpose

This web site is to provide a major support to the photographer in his part-time, niche-market wedding business, by attracting more qualified customers.

It is to explain a different approach to wedding photography coverage that will entice the prospective clients to book so that a greater income per wedding event is achieved.

It will also supplement the photographer's reputation in related architectural photography (temples) by tying into his other site. <http://www.templephotos.com>

Lastly, serve as a major means of communication with the client before and during the contracting.

Vision Statement

Goal of this site is to double the income from bookings and to supplement the message presented in business' related website and publication.

Initial website features will provide portfolio samples, a downloadable brochure, cross-promotions (wedding invitations and framed temple canvas prints), a means to communicate with the photographer.

Site will score a high (first page) search engine placement.

Audience Definition

This business targets the budget-minded, cost-conscious bride-to-be who still wants quality, though a good deal (bargain). Many will create their own invitations and wedding decorations because they can and because it is economical.

Mostly, clients are first-time young brides (under 25) whose parents are paying for the wedding.

Audience's religious culture (Mormon) influences their thinking about what the wedding should be (the wedding ceremony is very sacred and not photographed, thus the photos afterward and at the reception are the emphasis.)

Colors, images, textures, should reflect spiritual elegance and tie in with the temple (usually the center of the entire experience).