Create a new website for “The Image Gallery”

http://tig3200.blogspot.com/

The Image Gallery is an Art Gallery maintained by the Photography Dept at CSN. The primary goal of The Image Gallery is to expose the student population and the local community to a broad range of viewpoints through the visual experience of still photography, moving images and experimental imagery. Additional activities such as lectures and workshops will foster an enhanced understanding of the visual experience.

The current website for The Image Gallery is located at: http://tig3200.blogspot.com.

The current site is being hosted on Blogger, a free templated blogging site. The current look is a generic blogger template and the client is desiring a new more sophisticated and “artsy” looking website.

The client wants a blog style and Word Press is the desired solution. Use Word Press for your redesign and make sure you customize the site using CSS and do not use a completely templated/premade website. Wordpress is the most popular blogging web host used by web designers http://en.wordpress.com/signup/.
P2 Requirements:

One of the clients requirements for the redesign of The Image Gallery website is that it must be easy to maintain and be updateable by someone who knows very little html. The website will be updated weekly/monthly and there will be a lot of images posted on the site. You may want to have a dark background for the site and/or add large borders around the images that are showcased on the site. This will allow the images to stand out more.

The client wants a calendar, slideshow/image gallery option, search capabilities and more. There also needs to be a links somewhere to various related links:

CSN Photo Blog:
http://csn-photo.blogspot.com/

Media Technologies facebook page:

Media Technologies official website:
http://sites.csn.edu/mt/

Your instructor will act as the client liaison. Communicate any questions regarding the client’s needs, goals, ideas, etc to adam.valentiner@csn.edu

Please create a client management page for P2 which will provide links to the various components and steps or stages of your client’s website. Make sure to provide a link called P2, from your course management page, to the client management page so I can easily find and track your progress.

This project is due TBA, you must create a complete website containing the current content found on the two main pages shown below:

http://tig3200.blogspot.com/index.html
http://heatherprotz.com/ccsn/tig_submissions.html
Project 2 Grading Criteria:

- Complete website delivered on schedule without fatal errors
- Client approves of final product and development process
- New website has the site's current content

Team/Group option:

- You can optionally work on a team composed of 2-3 students.
- Each team member must participate in the design and development process.
- You will be responsible for creating your team and coordinating the various responsibilities.
- Team members who don't contribute can be kicked off the team.
- Working on a team is optional; you can alternatively work on this project individually.

-end of assignment instructions, the remaining pages give some examples and ideas
Develop your client’s new website using the standard website development model. The following is the recommended protocol, not required though.

**Standard Website Development Model**

1. **Design Stage**
   (Conduct a needs assessment determining needs and requirements. Draw a flowchart, and develop sketches, mockups/storyboards. Provide an example of the main navigation. 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 example pages with navigation, build out sample site, and review again with client showing them a real html example site Have the client sign off with their approval once you have completed this stage.)

3. **Final Completion, Test and Publish Stage**
   (Build out final Website with content. Test and publish and deliver live site to client. Test entire website, validate, and check cross platform and cross browsers. Have the client sign off with their approval once you have delivered the final version.)
The Design Stage

1. Conduct a needs assessment and analysis. Type up a document which identifies the client’s needs etc. *(Example identify the scope of the project; write a business statement, etc.)*
2. Create a professional looking flowchart
3. Create color sketches, or Photoshop mockup, or HTML mockup.
4. Provide an example of the main navigation

Once you have completed “the Design Stage” and received approval from the client for your design you will begin creating the actual new website during the next step known as “the Development Stage.” As you are creating the new website you should communicate with the client on your progress and any changes that are being made to the design. In the final step referred to as “the Final Completion, Test and Publish Stage” you will upload and test your final redesigned website. The site must be ready to go live and without problems when you have completed this final step and you must get the client to sign off with their approval of the final delivered version.
Samples websites, ideas from other students

http://www.chushev.com/portfolio.html
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
Example of a needs assessment/analysis

Type up a professional looking document identifying the following:

- **Statement of Purpose**
  Why will the website exist? Write a mission statement for the website/business.

- **Vision Statement** *(Scope Definition)*
  How much detail is to be included? What are the definable, measurable goals for the website? What might the website become in the future? Determine the scope of this project.

- **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.

**Sample statements:**

**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 (Target Audience)

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).

Recommended steps to create a professional looking flowchart

Create a hierarchy flowchart in a professional diagramming program showing all pages and their site hierarchy, this is sometimes also referred to as a sitemap for your website. I recommend using PowerPoint.

Create a Color Mock-up. (Color sketch, or a Photoshop mockup or a HTML mockup)

Draw out on paper how you plan to design your main page. You are trying to identify the design including the layout, colors, and main navigation. Next you would want to go into Photoshop or Dreamweaver and create a graphical mockup of how you intend the page to look including the main nav, graphics and the background. Finally, create a HTML page so the viewer can get a sense of what the page will look like in a web browser. The client will expect a professional looking color mock-up.
Other sample ideas, card stacking:
Get a stack of 3x5 index cards (or make your own) and write one idea on 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.

(a) 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.)