

# WEBSITE DESIGN ASSIGNMENT

Course: ART 3113 Website Design  
Instructor: Maxx Crawford  
Assigned Date: Wednesday, February 14

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## ASSIGNMENT:

Local Website Redesign

## OBJECTIVE:

The goal is to redesign a website of a Tulsa-based business or non-profit.

This assignment will require you to utilize everything you've learned so far in the course – site architecture, user experience, prototyping and responsive web design.

*Note – You will still need to maintain some association with current brand tone and design. This project is not a ground-up redesign, but a design refresh based on current design assets (Logo, advertisements, etc.)*

## DELIVERABLES:

This project will be broken up into three phases: **ideation**, **wire framing**, and **design**.

### **Ideation**

The first step in this process will be to plan out what features will exist on your site. You need to determine the goals of your site, and what designs are necessary to complete those aims. At this point, you will also identify what is successful about the current site, and what is not.

### **Wireframing**

In this phase, you'll create a site map and a set of wireframes (mobile and desktop) for each page template within the sitemap. These wireframes will guide your design.

## **DELIVERABLES:**

### **Design**

This is where the site design begins to take shape. You'll need to create a style guide to drive your templates – including site typography, iconography, logo treatments and photography.

Using the style guide, you will create the following designs:

- Homepage (desktop)
- Homepage (mobile)
- Basic page (desktop)
- Basic page (mobile)
- Contact page (desktop)
- Contact page (desktop)
- Special page (desktop)
- Special page (mobile)

*Note – The special page will be determined during your wireframing process with the instructor.*

You'll take these pages and turn it into TWO separate prototypes – one for desktop and one for mobile.

## **TECHNICAL REQUIREMENTS:**

Each phase will have specific technical requirements that will be outlined.

### **Final Prototype Requirements:**

- Desktop Dimensions
  - Max-width: 1440px
  - Min-width: 1024px
- Mobile Dimensions
  - Max-width: 500px
  - Min-width: 320px
- All colors should be in RGB

## TIMELINE/DUE DATE:

Each phase will have its own deadlines that will count towards your overall project grade.

**The final project will need to be completed and submitted before 6 p.m. on Wednesday, March 15.**

Phase	Deliverable	Deadline
Ideation	Project Approval	Monday, February 19 – End of Class
Ideation	Ideation Approval	Wednesday, February 21 – End of Class
Wireframing	Wireframe Approval	Wednesday, February 28 – End of Class
Design	Design Style Guide Approval	Monday, March 5
Design	Design Check-in	Wednesday, March 7
Design	Final Design Revisions	Monday, March 12
Design	Class Critique	Wednesday, March 14