

# WEBSITE DESIGN ASSIGNMENT

Course: ART 3113 Website Design  
Instructor: Maxx Crawford  
Assigned Date: Wednesday, March 28

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## ASSIGNMENT:

Personal Portfolio Site Design

## OBJECTIVE:

Design a portfolio website that showcases you and your work! This site needs to display your portfolio, biography and resume, as well has a method for possible clients/companies to contact you.

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.

## PHASES:

This project will 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.

### **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.

## PHASES:

### Design

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

- Homepage (desktop)
- Homepage (mobile)
- About/Bio page (desktop)
- About/Bio (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. Note that these prototypes will need to showcase the following:

- Gallery functionality
- Form error/success states
- Hover states for navigation, buttons
- Any other interactive states that may need to be displayed

## DELIVERABLES:

These are the actual items that will need to be submitted/approved during the course of the project.

- Ideation
  - Inspiration Examples
- Wireframing
  - Sitemap
  - Wireframes (Desktop + Mobile)
- Design
  - Style Guide
  - Final Prototypes (Desktop + 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
- Must use **InVision** for all prototypes. *(No XD Prototype Links Allowed!)*
- NO Greek Copy/Placeholder Images
- All fonts need to be open-source and/or available for free commercial use.

## 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, April 30.**

Phase	Deliverable	Deadline
Ideation	Ideation Approval	Wednesday, April 5 – End of Class
Wireframing	Wireframe Approval	Monday, April 9
Design	Design Style Guide Approval	Wednesday, April 11
Design	Design Check-in	Monday, April 16
Design	Final Design Revisions	Wednesday, April 18
Design	MANDATORY Class Critique	Monday, April 23

*\*Note that attendance for this project critique is **MANDATORY**. Any arrangements to individually reschedule exams or critiques must be made two weeks prior to the scheduled event(s), with the exception of emergency or illness. **Failure to make the critique (or not make arrangements with the instructor) will result in a full letter-grade reduction of the project.***