WEBSITE DESIGN FINAL PROJECT

ASSIGNMENT:

Benchmark Website Design – Product/Service Homepage (Final)

OBJECTIVE:

See how far your web design skills have improved throughout this semester. We're going to revisit the benchmark project from the first week of class!

You will be redoing your benchmark assignment: Design a website landing page for a fictional product. Your audience depends on your assigned product/service.

DELIVERABLES:

- A (desktop) homepage design for your assigned product/service
- A 200-300 word artist statement, describing your work and defining who your audience is, and how you improved the design.

TECHNICAL REQUIREMENTS:

Final Prototype Requirements:
- Dimensions: 1440px by 800px
- 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.
- Include previous design for comparison
- Only "above the fold" – *This does not include the footer*
- The prototype needs to show hover states for design interactivity

TIMELINE/DUE DATE:

The final project will need to be completed and submitted before 6 p.m. on Monday, April 30.

*Note that attendance for this final critique is **MANDATORY**. Any arrangements to individually reschedule exams or critiques must be made prior to the scheduled class, 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.**