

ASSIGNMENT #6: FOUR PAGE WEBSITE DESIGN

Due: See current syllabus for due date.

Purpose: To learn to use all the Photoshop techniques we have learned so far to create a web site design comp and to learn methods to export web optimized images for use in an actual website.

Project Description

You will create a design solution for a portfolio website. You will produce images in web format(s) that will populate 4 complete web pages in a generic template for a simple website. The goal is to produce a multi-layered design that is visually appealing and clearly legible. Design the site for yourself or another entity.

Minimum Requirements: One Web Project Folder with:

- 1 – A fully finished coordinated Website design featuring type and image layers
- 2 – Submit your finished “Project Folder” to my “Drop Box” organized as shown at left
 - Project Folder: **“Lastneame-06-Project”** – Psd file: **“ Lastname-6-website.psd ”**
 - FileShares > Drop Box > macgillivray_ian > GD64 > assign-#06
 - Optional to use images from any of the Assignment-images folders or your own
- 3 – Submit your finished Assign #6 Design for **Electronic Presentation** & critique (**“NO”** printouts required)
 - The Overall **Project Folder** including the following items:
 1. The **Source Files Folder** (including the Photoshop layout file
 2. The **Website Folder** (this includes the html files and the images folder)
- 4 – Submit a write-up **summarizing the concept/identity of the portfolio client/entity**
 - The design choices you make for images, type fonts, color/contrast, etc. should fit concept and/or help communicate the identity without competing with the content elements
 - Submit this as either a Text file, or as a Photoshop document with type layer(s)

Specific Elements:

- Create a title/logo design as the header image (can be rasterized/customized)
- Create images to populate the four page template including, content, backgrounds and image slideshows on the “home” and “gallery” pages (8 total)
- Strong overall contrast; background elements must not compete or harm type legibility
- Incorporate: Layer Groups, Styles layers, Type Layers, photo images
- Overall layout should include enough details to look like complete
- Overall design must be coordinated/consistent (type, images, color, contrast composition)
- Working files Canvas / Image size and resolution 72 ppi, RGB color
 - **Webpage Layout** (outer): - 1300px width x 900px height
 - **Content Elements:** - 900px width
 - **Content Element heights:** - navtop:40px, - header:120px, - content:420px, - lower-content:100px, - footer:50px

Specific Tools/Techniques:

- Selections, Layers and Layer Groups
- Fills, Layer Stayles, Layer Masks
- Type, Type Layers and Custom Type
- Web Image Export/Optimization, Image Slicing

Assignment #6 Project Files and Folder Organization:

- Lastname-06-Project** (folder)
- **Source Files** (folder)
 - Psd layout file
 - identity/concept text
 - Research
 - Source images
 - **Lastname-Website** (folder)
 - html files
 - **images** (folder)

This structure must be exact and images will need to conform the image size and file name **“exactly”** in order to work in the template.

Assignment #6: Grading Criteria

Items on Time

- Project for presentation _____/10
- One .psd file to “Drop Box” _____/10
- Write-up on identity / concept _____/10

Specific Requirements:

- Typography, Type Layers _____/20
- Images, Image Masks _____/20
- Web Layout / Design _____/20
- Web Optimized Images _____/20
- Project Folder / sizes / resolution _____/20
- Overall design / production _____/70

TOTAL SCORE _____/200