DESN 368 Week 5-6 Assignments

Assignment 1: Sliced Pages - Due Nov 3

Create three "sliced" or jigsaw web pages including a homepage + 2 second-level pages. Represent your personal web design business. Your name should be featured. If your graphic or Photoshop skills are limited, strive for a simple, precise layout. Basic directions are included in this handout, but it is expected you will also use the help menus in Photoshop as a reference.

• 900px by 700 px overall page size, centered in the browser window. These pages are a graphic design that is split into seamless table cells, each holding a section of the overall graphic. Photoshop gives you tools to slice up the graphic and create HTML for the table.

• Include underlining visual elements (shapes, colors, images, fonts, effects, messages) in the design. In other words, use just a minimum of font and color variations, and stick with them.

• Three link buttons need to work but do not need to have a rollover effect at this time. Also include text-based site navigation options, with a CSS rollover effect, at the bottom of each of the three pages.

• Two of the three main links change the content of part of the page, while keeping the title and navigation. That is, the content of one or more cells in the table change. (Typically the main content cell or container would be in the lower-right?) The third main link is back to your original course home page.

• Incorporate a color scheme that is generally harmonious, but communicates that this business is a professional enterprise, with a creative designer. Match the slice page to **body background**-color. Use at least two coordinated colors plus black or white. Use touches of highlight or contrasting colors if you wish.

• Use an embedded CSS file to control the text style. Use colors that make the text easy to read. Include meta tags in the head for author, content, and keywords.

• Include clear communication of what the site is about and what resources might be found there. (Your design should meet the basic homepage criteria in the *good page checklist* we have often referred to in this course.)

• *Extra Credit*: put the finishing touches on the example we work on in class and turn that two-page site in also.

• *Extra Credit Bonus*: try Dreamweaver's tools for converting your table-based jigsaw into CSS layout.

Evaluation
• **Is it a serious example with realistic content?**
• **Are there problems with alignment of cells?**
• **Is the text legible and readable.**

• **Does it meet the criteria on the good page checklist?**
• **Are there several comments and meta tags?**
• **Does the new content of the 2nd and 3rd page fit seamlessly into the sliced table layout? (color, background-color, font, margin, padding, etc.)**
• **Do the three buttons work? Do the three CSS rollovers work?**
• **Does the page stay together even when the window is stretched?**
• **Is the page centered in the browser window?**
• **Is the site in a root folder? Any file name problems?**

Assignment 2: Mockup business homepage based on a supplied image - Due Nov 8

You will need to use Photoshop for this assignment.

Your client will give you a key picture file. (Actually you will be given several to choose from.) Incorporate the picture itself, and also the significant colors from the picture, and create a mockup of a business homepage with the following characteristics.

    Layout Details
• Use a **sliced layout** or a **CSS layout.**

    Content
• Based on the image, pick a business theme that is realistic, humorous, or satirical, but not just silly. Make it look serious.

• You pick the title & content for the imaginary site, but follow the criteria in the *good page checklist*.

• Add typical text and dummy links as necessary.

    Graphic Details
• Create both a company/web site **title graphic**, and a **navigation bar**.

• Include at least **two working links** on the navigation bar. Links don't have to go anywhere.

• Incorporate **transparency and layer effects** into one or both of the graphics.

• Graphic quality and **attention to detail** is important in this assignment. For instance elements in the navigation bar should line up exactly and have very consistent spacing. The graphics do not have to be clever or complex. Simple and straightforward is good.

• Derive the **color scheme** from the image supplied.

• Include the **image somewhere on the page**, reduced to a reasonable size.

• Page colors, text, navigation buttons, and title banner should all share the **same design scheme**. Strive for **unity** of colors, font style, graphic style, spacing, texture, weight, contrast, and "feel."