

GMD 177

Web Page Design I

College of the Canyons
Spring 2018 - Section #31976
Instructor: Mark Daybell
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Project: Design

Using *Adobe Photoshop*, design and construct an original homepage design comp for your favorite entertainer/designer/artist. Design Comp should be organized in five “groups” (no stray layers) labeled as: Header, Navigation, Content, Footer and Background.

Select and arrange type using either Contrasting or Concordant principles. When possible, build upon preexisting brand image. When appropriate, use pixel-based text. For all other text, use either core or embedded vector-based *Adobe Muse Edge Web Fonts*.

Design should either have an original and clearly recognizable color scheme or a color scheme logically derived from the existing brand identity of the selected entertainer/ designer/artist.

Layout should be expressive but scannable and includes the five basic components: Header, Navigation, Content, Footer and Background. Each component should include information appropriate to its function. Apply Grid-based layout unless brand image compels alternative solutions.

Web usability conventions, such as: Images favored over text, Site ID located in top left-hand corner, navigation gives “feedback,” etc., should be considered and applied. In addition to placement of web graphics, design of web graphics should balance expression and emotional impact with functionality.

Notes: When sourcing images from the web, be mindful of resolution.

Style Guide

Include a style guide, which outlines all type, color and grid choices.

Deliverable

Project Folder, labeled, “lastname_firstname,” which includes:

- PSD Design Comp
- PDF file, which includes a screenshot of finished design and style guide

Point Value

0-250 points based on:

- Design Comp
- Typography
- Color
- Layout
- Usability
- Deliverable and Critique

Due Date

March 21 at the end of class

Date: Spring 2018

Student: Name: _____

Project: Design

Overall Grade: _____ /250 points

Design Comp _____ /40

- Photoshop was used to create an original homepage design comp for an entertainer/designer/artist
- Photoshop Design Comp was appropriately organized

Typography _____ /40

- Entertainer/designer/artist preexisting typography was considered
- Contrasting or Concordant typographical principles were used
- Where appropriate, raster-based “text as image” was applied
- Only core or Edge Web Fonts were used

Color _____ /40

- Design has a recognized color scheme
- Color scheme is either original or logically derived from entertainer/designer/artist existing brand identity

Layout _____ /40

- Layout is expressive, scannable and includes the five basic components: Header, Navigation, Content, Footer and Background
- Each component includes content/information appropriate to its function
- If appropriate, grid-based layout was applied

Usability _____ /40

- Web usability conventions (images favored over text, prominent placement and appropriate scale of logo, navigation is consistent and provides “feedback,” appropriate placement of site ID, etc.) was appropriately applied
- Design of web graphics balanced expression and emotional impact with functionality

Deliverable and Critique _____ /50

- An organized and appropriately labeled Project Folder was submitted
- All files were in appropriate format, with appropriate extension
- Review PDF included both a screen shot of final design and style guide
- Student participated in design comp critique of both their design and the designs of his/her peers

Comments