

GMD 177

Web Page Design I

College of the Canyons
Spring 2018 - Section #31976
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Project: Website Analysis

Develop and enhance web design skills by applying an informed analytical approach to the evaluation of web typography, color, layout and usability. Develop research tools and techniques. Develop presentation tools and techniques.

Typography

Focusing on website homepages, find various examples for each of the 13 typographic categories: Serif, Sans-serif, Proportional, Monospace, Oldstyle, Modern, Slab Serif, Script, Decorative, Concordant, Conflicting, Contrasting and radical use of fonts. Using *Pinterest*, collect, annotate and organize examples.

Color

Focusing on website homepages, find various examples for each of the 7 color categories: Achromatic, Monochromatic, Complementary, Analogous, Triadic, Split and radical color scheme. Using *Pinterest*, collect, annotate and organize examples.

Layout

Focusing on website homepages, find various examples for each of the 8 layout categories: Content, Global Navigation, Header (logo and other), Footer, Background (visible and without) and a radical layout. Using *Pinterest*, collect, annotate and organize examples.

Usability

Focusing on website homepages, find various examples for each of the 13 usability categories: Images (prioritizing, literal and nonliteral), Logo, Global Navigation (consistent, persistent, active feedback, inactive feedback), Non-global Navigation, Site ID (location and function), Page ID and radical usability. Using *Pinterest*, collect, annotate and organize examples.

Deliverable

Using a presentation software, such as *PowerPoint*, create a professional quality multipage PDF. PDF should include a title page with your name, class and project name. PDF should include the best example from each category. Each example should be clearly labeled and if necessary, annotated. PDF should include all relevant research. Please name your deliverable "lastname_firstname.pdf"

Point Value

0-200 points based on:

- Depth and quality of research
- Depth and quality of portfolio

Due Date

February 28 at the end of class

Date: Spring 2018

Student: Name: _____

Project: Website Analysis

Overall Grade: _____ /200 points

Depth and Quality of Portfolio

____ /150

- Portfolio included a title page
- Portfolio was organized into five chapters: Typography, Color, Layout, Usability and Research
- Portfolio was organized in the correct order: Typography, Color, Layout, Usability and Research
- Portfolio included an accurate and exemplary example from each of the 13 categories of type
- Portfolio included an accurate and exemplary example from each of the 7 color schemes
- Portfolio included an accurate and exemplary example from each of the 8 layout categories
- Portfolio included an accurate and exemplary example from each of the 13 usability categories
- Examples were organized, annotated and made clear
- Deliverable adhered to professional standards

Depth and Quality of Research

____ /50

- Portfolio included screenshots of all Pinterest research
- Research was sufficient in depth
- Research was of sufficient quality
- Research included substantial and relevant examples
- A variety of websites were explored

Comments