

# GMD 277

## Web Page Design II

College of the Canyons  
Spring 2018 - Section #32603  
Instructor: Mark Daybell  
Email: [professordaybell@gmail.com](mailto:professordaybell@gmail.com)  
Web: [www.professordaybell.com](http://www.professordaybell.com)

### Project: Portfolio Site Design Comp

Create a design comp for both a homepage and creative process page for your graphic design and/or multimedia portfolio website. At every turn, the site should attempt to communicate the skills and attitude that makes you a unique designer.

The structure and layout should include four or more pages/sections, with an emphasis on your design portfolio.

The website should address the distinct questions of a Brand Identity/Portfolio website:

- What do I know about this company/person?
- How can I find out about a product or service?
- How can I contact someone?

All design aspect (color, graphics, type, etc.) should be expressive and in harmony. To help focus your brand identity, write down three words that best describe your design and/or attitude about design. Along with the site URL, include these three words in the "Comments" section below. For now, please don't share these words with your peers.

Finally, consider designing the site so that it tells a story. One way to tell a story is by adding X-factor information, such as: compelling extracurricular activities, art/design clubs, awards, exhibitions, anything expressing a deep and prolonged dedication (particularly to learning), hobbies, etc. X-factor information is often the difference between getting hired or being forgotten.

Be prepared to present your design and answer structure, brand identity, narrative and/or other questions related to your design choices.

### Deliverables

Multipage PDF  
One completed grade sheet

### Point Value

0-75 points based on:

- Design Comp
- Expression of Brand
- Design Comp Presentation and Deliverables

### Due Date

March 14, at the beginning of class

Date: Spring 2018

Name: \_\_\_\_\_

Project: Portfolio Site Design Comp Round 1

Overall Grade: \_\_\_\_\_ /75 points

Design Comp \_\_\_\_\_ /30

- Design Comp has a distinct direction and form
- Design Comp includes unique brand related information
- Design Comp includes a multipage/multi-section site structure emphasizing the designer's portfolio
- Design Comp includes creative process page/section
- Distinct demands of a brand identity website have been addressed and resolved

Expression of Brand \_\_\_\_\_ /35

- Web graphics express a consistent brand identity
- Color is expressive and aids in creating a unique brand identity
- Web graphics express a unique point of view
- Type is expressive and aids in the creation of a unique brand identity
- All graphics, color and type are in harmony and appear formed from a single voice
- In an attempt to tell a story, X-factor information has been appropriately considered

Design Comp Presentation and Deliverables \_\_\_\_\_ /10

- Design comp was presented in an organized and professional manner
- Well designed and organized multipage PDF

Comments