

GMD 277

Web Page Design II

College of the Canyons
Spring 2018 - Section #32603
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Project: Professional Portfolio Report and Presentation

Produce a thorough report on a professional working designer, focusing on his/her expression of brand.

Report should include analysis of the website's expression of brand, as seen through:

- Signature
- Typography
- Color
- Images
- Copy
- UX

Report should include how the site addresses key design considerations, such as:

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

Finally, report can also include a comparison of the designer's work against their website's brand image. Are they in agreement or in contrast? Was this a successful strategy or unsuccessful strategy?

Create a brief (5-10 minute) presentation highlighting 3 to 4 significant findings from your selected designer. In addition to key findings, presentation may include:

- Brief biography
- Clients List
- Work Examples
- Creative Process

Deliverables

PDF of report
PDF of presentation

Point Value

0-150 points based on:

- Analysis of Expression of Brand
- Analysis of Key Design Considerations
- Presentation
- Deliverables

Due Date

February 21, at the beginning of class

Date: Spring 2018

Name: _____

Project: Professional Portfolio Report and Presentation

Overall Grade: _____ /150 points

Analysis of Expression of Brand _____ /75

- Analysis was thorough (Signature, Typography, Color, Images, Copy, UX) and in-depth
- Information was addressed appropriately
- No key points and/or elements were overlooked

Analysis of Key Design Considerations _____ /35

- Analysis was thorough and in-depth
- Information was addressed appropriately
- No key points and/or elements were overlooked
- Comparison included sound conclusion(s)

Presentation _____ /25

- Several key findings were communicated
- Presentation appeared organized and rehearsed
- Presentation slides help organize and frame the subject matter

Deliverables _____ /15

- Deliverables adhered to professional standards
- Examples were organized, annotated and made clear

Comments