

GMD 277

Web Page Design II

Fall 2015
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Project: Team Site - Site Plan

Create a site plan for your team website.

Site plan should include: strategy document, persona (including key findings and user goals developed from user interviews), architectural diagram and annotated wireframe. In the form of a style sheet, site plan may also include brand collateral.

Annotation should include an explanation of design, content and functional elements comprised in: Header, Navigation, Main Content and Footer, as well as color scheme. Annotations should tie to Stakeholder and user goals.

Be prepared to team present your design and answer any planning related questions.

Please Submit

One project folder titled "project_siteplan" containing:

- Site plan as horizontally oriented PDF
- Sub Folder with research, user interviews, screen shots and any other relevant documentation
- One grade sheet

Due Date

October 28 at beginning of class

Date: Fall 2015

Project Name: _____

Team Members: _____

Project: Site Plan

Overall Grade: _____ /100 points

Folder/File Organization

____ /10

- All files and folders are entitled as instructed
- All files are in the correct format

Strategy Document

____ /15

- Purpose and vision of website has been succinctly articulated
- Target audience of website has been succinctly articulated
- The two fundamental question of an successful endeavor have been answered

Personas

____ /20

- Evidence of at least three user interviews was presented
- User interviews concluded with a number of useful key findings and user goals
- Personas includes appropriate details
- Personas were generated from information gathered during user interviews

Architectural Diagram

____ /15

- Brief statement declaring organizing principles
- Schematic includes all global secondary links

Annotated Wireframe

____ /20

- All basic elements, such as: Interface, Navigational and Informational Design have been included
- All major scope decisions flow from either stakeholder or user goals
- All major interface, navigational and informational elements have been annotated and explained
- All major design decisions flow from either stakeholder or user goals

Presentation

____ /20

- Presentation appeared organized
- Presentation appeared rehearsed
- Presentation was delivered in a manner appropriate for a college or professional setting
- Presentation slides were consistent in design and hierarchy