

Projects:

Project #1—HTML Web Site

Project 1 is an HTML-based Web site created by hand coding.

Objectives:

- Show the basics of hand coding in HTML.
- Demonstrate an understanding of developing color schemes for the WWW.
- Use tables, links, images, and text.

Specifications:

Using the coding you have learned in HTML, along with your own research, create a simple two- to four-page web site. You may use your own images and text or choose from the text and images on the CD provided. Use tables, links, images, and text.

Your site will have two to four pages which link back and forth to each other. Use at least three images in some way. Create at least four variations in text through coding (not by changing the font). Show use of tables on at least one of the pages. The entire coding must be completed in Simple Text ONLY.

Pay attention to your color scheme. Limit your palette to two colors. Make certain that your site is clear, consistent, and efficient.

Deliverables:

1. Create a pencil sketch of your ideas and potential images along with organizational layout. Turn this in at the next meeting.
2. Name your site folder with your name+Pr1+Site. Include the folder with your images in your site folder and turn in all files on disc to the instructor at the second session of Week 3.

Project #2—Dreamweaver Web Site Importing Photoshop Slices

Project 2 is a Web site created in Dreamweaver and delves deeper into understanding design theories and technology for the WWW.

Objectives:

- Show an understanding of slicing in Photoshop and/or Illustrator.
- Demonstrate an understanding of the basics of Dreamweaver including navigation with rollovers, linking, frames, and image maps.
- Create clear, consistent, and efficient navigation.
- Engage gesture, individuality, and the body using the relationship between technology and human experience.

Specifications:

Using Dreamweaver, Photoshop, and/or Illustrator, create a four-page website. Use a consistent navigation bar with rollovers, frames, and at least one image map. Create the home page in Illustrator and/or Photoshop using images and text of your own. Slice in Photoshop and assemble in Dreamweaver.

Create three links from the navigation bar to three interior pages. The three interior pages must have a home page link and the same persistent navigation bar. Create three hotspots in the main image map to the same three interior pages.

Think about the relationship of technology and human experience. Consider abstract expressionism, which emphasizes gesture, individuality, and the body. The idea is to articulate the richness of human gesture, movement, and/or dream-like images within the software. Think about your user's movements as an element of human gesture. Consider the individuality of each user's experience. Work with poetry, prose, dreams, or fantasy. Reinvent, think subjective, and emotionally.

Pay attention to your color scheme. Limit your palette to four colors. Make certain that your site is clear, consistent, and efficient. Create a compelling, engaging, user experience.

Deliverables:

1. Create a pencil sketch of your ideas and potential images along with organizational layout. Turn this in at the next meeting.
2. Write a paragraph explaining how your site engages gesture, individuality, and the body using the relationship between technology and human experience.
3. Name your site folder with your name+Pr2+Site. Include the folder with your images in your site folder and turn in all files on disc to the instructor at the second session of Week 7 (for a 16-week class) Week 6 (for an 11-week class).

Project #3—Flash Web Site Using Scenes

Project 3 is a Web site created in Flash and continues to explore design theories and technology for the WWW.

Objectives:

- Show an understanding of exporting SWF files from Illustrator.
- Demonstrate an understanding of the basics of Flash including frames, layers, symbols, instances, and basic ActionScript.
- Create clear, consistent, and efficient navigation.
- Develop images and interactivity that make the commonplace extraordinary.

Specifications:

Using Flash, Photoshop, and/or Illustrator, create a four-page website. Use a navigation layer with copy and paste frames. Create the home page in Flash using graphic elements from Illustrator and/or images from Photoshop with text of your own.

Create four links from the navigation to four scenes. The four interior scenes must have a home page link and the same navigation layer.

Choose images that will enhance the emotional impact of your Web site.

This site is to address the notion of making the commonplace extraordinary. Consider surrealism where the rules of nature, such as gravity are transcended. Take the viewer on a journey to a new world that exists near plausibility where uncommon and unexpected connections are not bound by the everyday experiences of the world. You can use your navigation as an opportunity to “surprise and enchant the viewer.” Allow the navigation to enhance the surrealistic experience.

Metaphors and symbolism can be useful.

Deliverables:

1. Create a pencil sketch of your ideas and potential images along with organizational layout. Turn this in at the next meeting.
2. Write a paragraph explaining how your site engages the user and takes on the theoretical concepts of surrealism and surprise.
3. Name your site folder with your name+Pr3+Site. Include the folder with your images in your site folder and turn in all files on disc to the instructor at the second session of Week 11 (for a 16-week class) Week 10 (for an 11-week class).

Project #4—Flash Web Site Using loadMovieNum or Dreamweaver Web Site Incorporating Flash Elements (for 16-week class only)

Project 4 is a Web site created in Flash or Dreamweaver and continues to explore design theories and technology for the WWW.

Objectives:

- Show an understanding of creating a compelling user experience on the WWW.
- Demonstrate a loadMovieNum in Flash or import SWF elements into Dreamweaver.
- Create clear, consistent, and efficient navigation.
- Communicate using subjectivity, exaggeration, metaphor, and symbolism.

Specifications:

Using Flash, Dreamweaver, Photoshop, and/or Illustrator, create a multi-page website. Use any or all of the techniques you have learned throughout the semester.

Choose images that will enhance the emotional impact of your Web site.

This site is to address the notion of subjectivity, exaggeration, metaphor, and symbolism to communicate an idea, mood, or feeling. In other words, narratives and emotional content are expressed through phenomenon that is subject to the rules of nature. Or consider real world advertising contrasted against the reality of that product. For example, consider an ad for vodka, which portrays a certain desirable lifestyle, and then look at <http://adbusters.org/campaigns/> for images showing the results of drinking.

This site must include interactivity via buttons, overstates, etc.

Again, metaphors and symbolism can be useful.

Deliverables:

1. Create a pencil sketch of your ideas and potential images along with organizational layout. Turn this in at the next meeting.
2. Write a paragraph explaining why your site addresses subjectivity, exaggeration, or metaphor.
3. Name your site folder with your name+Pr4+Site. Include the folder with your images in your site folder and turn in all files on disc to the instructor at the second session of Week 15.