

Art 317- project 3 (eCommerce)

Client: <http://www.oswego.edu/~dsmith4/petzilla/>

April 29 best practices of eCommerce due

May 7 progress critique

May 12 group pitches of e-commerce sites. All due.

E-commerce site

Evaluate: e-commerce sites (see form) on April 29.

Turn in: common criteria (1 process book) +design brief, e-commerce evaluations, reflective paper (placed in sealed envelopes)

Design brief should clearly indicate the goals of your project: **Who** is your audience? **How** will you target them? Be prepared to present this information as part of your pitch. Design brief should also address accessibility concerns for your audience.

Individual Reflective Paper each member of the design team should submit a 1-2 page paper reflected on the group process and his/her role in it. Discuss clearly what problems you had as a group, how decisions were made, and what you learned from the experience.

Tech REQs:

- all files must be optimized appropriately for web- 72 ppi
- Minimum of 10 pages (13 pages for 4 person teams) , arranged in a logical manner. May include a Flash element, but should be predominantly CSS/html.
- must include a shopping cart (non-working) and search bar
- MUST INCLUDE web 2.0 aspects. (non-functional)
- all pages must somewhere include a disclaimer that this is a student project, not a functioning store.
- all pages must address accessibility issues.

Design Reqs: The design of the site should be appropriate for the intended audience and their needs. Monitor size, download speed, typography and accessibility should all be considered carefully and addressed in the design.

Additionally (as always)

Your site should be well designed, visually and conceptually interesting and well organized. The navigation should fit the subject matter and should help structure the experience. All visuals should help to create the mood, give information and add to the content. All pages in the site should be consistent in design concept. This does NOT, however, mean that everything should look exactly the same! Folder structure should be considered. Only files used in the site should be included in the final folder. Others should be placed in a separate, archive folder. File names should include lower case letters only, no symbols and no spaces. Your site should function. Images should be properly linked. Optimize your to make the best of both quality and small file size.

Grading: This assignment will be graded on strength of the original concept, technical execution (does it work?), appropriateness for the audience, and aesthetics. An "A" will show exceptional accomplishment in all categories. Additionally, a individual grade will be averaged in based on YOUR part in the group process.

Work hard. Have fun.