

ART 317 Project 2: the writing project

This is a writing project. Focus will be on original written content. (This can be a research paper or original fiction). Duplication of written or visual content will result in failure. You will be creating a website using this original written content and visual imagery.

FINAL DUE DATE: April 14 (Beginning of class)

DATES:

March 19: thumbnail critique (interface thumbnails (20))

March 31: written content due, printed

April 7: critique

April 14: DUE

Pre-production: the following must be done and approved by me before work begins on the site: flowchart (color coded) , directory structure chart

Turn in: all items listed in the COMMON CRITERIA on the syllabus
+ a hard copy of your written content.

Research/content must include:

- original written content. (MINIMUM of 5 pages typed. Broken into separate web pages as appropriate)

- credit page. (all RESEARCH or referenced images must be cited using the MLA style. Un-cited research will be considered plagiarism and will result in a "0". This includes imagery.

Suggested research topic: "going green."

Tech REQs:

- must use CSS for layout and text**
- all files must be optimized appropriately for web- 72 ppi.
- Minimum of 10 pages, arranged in a logical manner.
- Navigation should lead the viewer through the content in an appropriate way.

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. CSS must be used for type and layout. Emphasis is on typography and imagery working together to maintain viewer interest. The site should display CONTINUITY without MONOTONY.

All body text should be TEXT and not imagery. Headers, titles, rollovers MAY be images.

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.

Work hard. Have fun.