

# AIU London Department of Visual Communication Brief/Assignment Sheet

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VCDD211 - FOUNDATION FOR WEB DESIGN/ PROJECT - 4 PAGE SITE / ISSUED \_\_\_\_\_

## 4 PAGE SITE

### DESIGNING & BUILDING A SIMPLE FOUR PAGE WEB SITE

#### Aims

- PA Understanding what makes a usable & appealing site from an analysis of existing sites
- TC Employing the fundamentals of Web Standards based web site construction
- CA Creating attractive site styling and meaningful visual metaphor using Photoshop & CSS
- P Site publishing and review including presentation of all supporting work

#### Introduction

This term you will be making a small but complete web site on a subject close to your heart - promoting yourself, your life style, or a strong personal interest in an exciting way.

Bare in mind that your visitors won't want to think about what they doing as they move around the page. They expect well-communicated navigation cues, and uncluttered content delivery. They also expect styling that is appropriate to the content and appeals to the eye. Finally, they expect to be addressed in the right tone-of-voice.

#### Brief

As outlined in the syllabus for Foundation Web, you will follow a 10 stage development process taking you from conception to final publication of your four page site. All 10 stages are gradable. You will be instructed in the requirements and techniques for each stage as the term progresses.

Your page will be built around the standardised three tier structure -

1] *The Structural Layer* - You have already set up a site and made a basic start on generating and formatting content for your home page. As a foundation to your page you are expected to include all the aspects contained in the basic HTML model [downloadable from the course blog] on your own page in the same clear HTML hierarchy.

2] *The Presentation Layer* - You will learn how to style your text professionally with CSS [Cascading Style Sheets]. You will compose the final sketch for your intended home page in Photoshop and then use CSS positioning techniques to emulate the resulting composition as a published web page design.

3] *The Behavioural Layer* - The behavioural or *logic* layer is the interactive aspect of your site. You will learn how to plug-in prescribed scripts to your site as part of a web standards slideshow and working contact form.

#### Format

Your final page must fit the lowest common screen resolution. With browser chrome and other screen furniture this means a visible page safe area of 960px x 600px.

You can design a long scrolling page if your design calls for it but bear in mind there is a suggested so-called *fold* [600px] on your page above which the important opening content for each page must be placed.

Please use the template provided as a guide when designing your layout.

### **Deadlines & Presentation**

Your final site must be published and ready for peer review by Session 19.

All preparation work must be presented comprehensively and chronologically in a clean, clear A3 plastic sleeve.

A digital copy of your site with all production files must also be submitted.

### **Grading Criteria**

Please refer to the syllabus for a percentage breakdown for each stage.

Lecturer **James Gosling**

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