



TECH + PROCESS: WEBSITE

Create an original website that both promotes and provides important information for an upcoming event. The type of event is up to you. This being said, you'll be responsible for creating the event, branding and gathering content in addition to planning and designing the site. A minimum of 5 pages need to be designed fully from header to footer, although you may have inactive links for more pages should you feel they need to exist as a result of your planning process. Number of pages will be determined during your planning process.

Things You Can Do:

- Make up a totally new event concept and name
- Create a new identity for it
- Create your own, original content through writing, illustration, photography, etc...
- Gather and re-appropriate content from multiple sources to use as content for your site (careful here)

Things You Can't Do:

- Re-brand an existing event
- Use all stock imagery
- All content used comes from a single, existing source

Final Deliverables:

- Process folder with all process sketches (including wireframes)
- A folder of PNG exports of all pages, header to footer
- A demo video or link of working prototype for mobile and desktop—you choose presets for what devices to design for based on perceived needs. If your prototyping software supports responsive layout, please provide demonstration and exports of mobile and desktop layouts

Wireframing Recommendations:

- BY HAND: Use ruler and pencil on tabloid size paper—grid background page templates from a UI KIT is helpful—SKETCH NEATLY!
- DIGITAL: Use prototyping software or illustrator, 1 color only, no design, just structure and content location

Software Recommendations for Final Design:

- Adobe XD
- Sketch
- Invision Studio

Other software to aid prototyping (don't get overwhelmed, just check it out :)

NUCLEO: <https://nucleoapp.com/>

PRINCIPLE: <http://principleformac.com/>

FLINTO: <https://www.flinto.com/>

WIREFRAME.CC: <https://wireframe.cc/>

Examples of events, but not limited to the following:

- Music / Film Festivals
- Professional Conferences
- Competitions (any kind)

Misc. examples (the music festivals here are badly designed: you can do better!):

<https://www.bonnaroo.com/lineup/>

<https://www.coachella.com/>

<https://www.governorsballmusicfestival.com/>

<https://conference.awwwards.com/>

<https://type-competition.tdc.org>

<https://underconsideration.com/brandnewconference/>

<http://ligature25.ufdesigners.com/>

SCHEDULE:

** Progress on all **FORMAL ITERATION REVIEWS** will be recorded and factored into final grade for project. If student is unprepared for review, up to 10 points can be deducted from final grade per review*

W 01/09) Review reading/writing homework, launch project, review workflow practices if time allows

HOMEWORK: Brainstorm event creation, bring three options and names for next class

M 01/14) FORMAL ITERATION REVIEW on name/event options, in class work time on branding process

HOMEWORK: Work on event branding, create rough sitemap, begin creating / gathering content.

W 01/16) Review rough sitemaps, work in class on branding, content creation/gathering and final sitemaps

HOMEWORK: Finalize sitemap and branding, finish gathering content

M 01/21) NO CLASS, MLK Day

W 01/23) FORMAL ITERATION REVIEW on finished sitemaps, branding and content, begin wire framing

HOMEWORK: build out wireframes for mobile and desktop—decide on device types / templates and design to those proportions

M 01/28) FORMAL ITERATION REVIEW on wireframe collection, you may bring prints or drawings of all pages (yes, I know it might be a lot of pages)

HOMEWORK: Adjust wireframes and finalize

W 01/30) Desk visits, review final wireframes and begin final design

HOMEWORK: Work on final site

M 02/04) Desk Visits, work day

HOMEWORK: Work

W 02/06) FORMAL ITERATION REVIEW on working digital version of prototype—will review on projector in salon or production room in small groups

HOMEWORK: Finish site and collect work for process folder

M 02/11) PROJECT DUE, review all final deliverables. Submit digital work to google drive or dropbox, physical assets will be submitted in class