



# **Fundamentals of Web Design**

## **Course Project Requirements**

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The purpose of this project is to give you the opportunity to demonstrate your understanding of the web design concepts taught in this curriculum. It also provides you with the opportunity to demonstrate your knowledge of the Adobe software used in conjunction with this course. The specific components required in this project are as follows:

- I. Audience Definition
- II. Scope Definition
- III. Site Flowchart
- IV. Site Requirements
- V. Evaluation

# Audience Definition

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A great website is one that is easily accessed and understood by the majority of its users because its elements are designed with the target audience in mind. The target audience will be defined by the nature of the client's business. For additional help on determining the audience, check out the competitions' websites.

The following are questions you can ask yourself or your client to determine a customer profile. Use these questions to guide you when writing your audience definition.

1. What is the age range of your anticipated audience?
2. What is the ethnic background of your audience?
3. What is the average income of your audience?
4. Is your audience primarily male or female?
5. What are the typical occupations of your audience?
6. Is your audience limited to a particular region or country? Or do you have a global audience?
7. Does your audience have any unique characteristics?
8. Do you anticipate that there will be any disabled users?
9. How often will users be coming to the site?
10. What will users gain from visiting your website?
11. What do you hope to gain from the users' visit?
12. What type of web experience (knowledge of web use) do you anticipate?
13. What kind of internet connection does your audience have (i.e. dialup/modem, cable, DSL)?
14. What is the standard hardware used? How old are the computers used by your target audience?
15. What type of screen resolution do you expect most users to have?

# Scope Definition

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The scope definition is a brief description of what you envision your web site will offer your customer. It describes your site in written form. See the examples below.

## Example #1

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### **FBLA Website**

This website will be created to highlight the successful projects and best practices of FBLA. As a result, the site will be primarily informational, with a few interactive elements. The website will be aimed at business professionals and members, so there will not be a need to use animation gimmicks to attract or retain users. However, multi-media and animation will be used to present a professional image when possible.

The website will have several pages, with details on projects, meeting minutes, upcoming events, and best practices. These pages will be linked by a simple and consistent navigation system. One area that will distinguish this website from the competition will be the layout and presentation, which will be clear, concise, and visually pleasing. The overall effect that is being created will be that of a professional website relating information about our local FBLA chapter.

## Example #2

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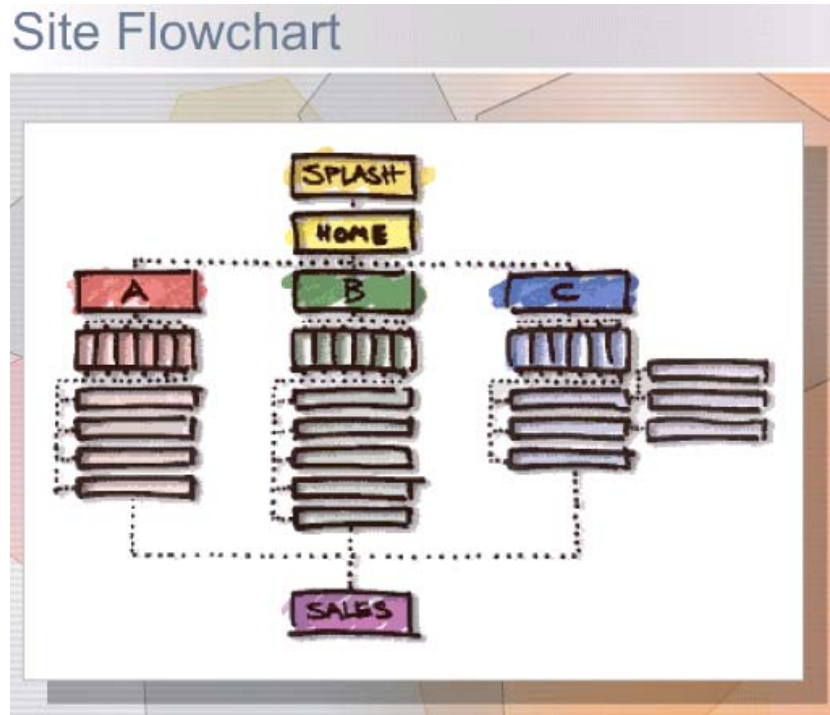
### **Kids Baseball Organization**

The purpose for this site is to inform parents and players involved in the Kids Baseball Organization of the things they need to know about the organization, how things work, when and where things are, etc. There will be shops and games for kids as well.

My audience will find vital information about applying to the organization. They will find a place where they can read up on everything the organization stands for, how they can participate/become a member, how they can contact members of the organization up to and including the President /owner of the organization. They will also find a place where they can register online, numbers they can call to do so over the phone, address of the organization's location, times and dates of activities (i.e. practices, games, workouts, etc.), information on our sponsors, and how one can become a sponsor. We will also have shops that people can buy training/playing equipment, and a place where people can ask a professional about questions they have regarding the sport of baseball. There will also be a place for games for kids or anyone else who enjoys playing games on the net.

# Site Flowchart

Just as you would not build a house without a blueprint, you should not build a website without a flow chart. Flow charts are not meant to imply visual directions; they are simply a means of communicating the flow of content throughout the site. The creation of a flow chart is an excellent process to share with the client so that they too can begin to see and understand the website. **See Flowchart Handout for guidance on creating a flowchart.**



# Site Requirements

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Your site **MUST** include the following:

- ✓ A homepage + a minimum of 5 additional content pages.
- ✓ Homepage must include this disclaimer at the top of the homepage.  
*(This site is under construction. It is a practice site only for training purposes. No data on here is real.)*
- ✓ Must be for a Business or Organization (real or fictional)
- ✓ Map/Location of business/organization (if it has a physical location)
- ✓ Business Hours (if appropriate)
- ✓ Appropriate website content which details services or products of business/organization
- ✓ Contact information
- ✓ Links to appropriate external sites

Be sure to include the following elements:

- ✓ An original logo for your business or organization created by you using Illustrator
- ✓ Graphics appropriate to specific project
- ✓ All graphics files must be optimized (i.e., logos, photos, etc.--This will greatly reduce your download time.)

Additional optional elements:

- ✓ Sound
- ✓ Splash Page
- ✓ JavaScript elements like counters, guestbooks, navigation lists, etc.

# Evaluation

Name \_\_\_\_\_

Business/Organization \_\_\_\_\_

	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
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## Page Layout and Design

Fonts, colors, and graphics enhance aesthetic appeal	7	8	9	10	
Format is consistent and appropriate	7	8	9	10	
Graphic design shows creativity, originality, and supports theme	7	8	9	10	
Site uses innovative technology tools and enhancements effectively (Animation, audio, web counter, etc.)	7	8	9	10	

## Site Navigation

All links are functional	3.5	4	4.5	5	
Links are consistent and support theme	3.5	4	4.5	5	
Navigational scheme is logical and effective	3.5	4	4.5	5	

## Content

Effectiveness of site	12	13	14	15	
Theme fully and effectively developed. Solution adequately addresses audience definition. <u>All site requirements have been met as listed on the site requirements instruction page of packet.</u>	12	13	14	15	

## Technical

Proper use of grammar, spelling, punctuation, etc.	7	8	9	10	
Site is compatible with multiple browsers	3.5	4	4.5	5	

## Final Score