

“Divine Providence” (a design studio project)

Description

You will create either a website OR printed materials exploring some aspect of our University’s home city, Providence, RI. The specifics are up to you. You could choose to focus on “resources for dog lovers” or “the best Italian restaurants.” Pick something that has meaning to you. If you are not particularly familiar with the city, this is a good time to get familiar! Think of where you go and what you do that other people may not know about. Feel free to incorporate illustrations, scanned elements, as well as the required photos.

You will need..

Photos. Whether you choose to build a website or printed matter, photographs are a required element. We have digital cameras that you can check out from the SLAs, and class time can be used for photo taking, as long as you are on time for your meeting with me, and prepared with sketches.

Sketches: Please include with your sketches a printout of at least 3 pages from a website dealing with the topic you choose (i.e. if you choose great locations to rollerskate, find a site about rollerskating, not necessarily one about Providence. Do this even if you have chosen the print option.

CDs: You will need a CD and a case for either option. Your name must be written on the disc. Projects will not be accepted on any other media and must be burned before the beginning of class in order not to be counted as late.

Website:

Details:

- You may construct your website in any way you choose (Flash, HTML, php, whatever).
- The website should have a minimum of 5 “pages”. They should link to each other and it must be possible to always get back to the index page.
- You must write actual text for your page describing your photographs and explaining what your guide is introducing to people. (What’s a website without content after all?) I recommend typing your text in MSWord first, so you can spell check. Spelling errors will result in a loss of points.
- It may be uploaded, but should also be presented to me on a CD-R. with your name written clearly on the top and enclosed within a case. You will get this back.
- The splash page should be titled “index” (.html, .htm, .php etc.)
- All files should be neatly organized into folders. How is your choice. There should be no “untitled” items.
- When I drag index.html into my browser the website must work. I will not click around to figure out what’s wrong so test your CD before turning it in!

Sketches: Your sketchbook must include a sitemap for the website you are designing, as well as sketches, occupying at least 1/4 of an 8.5x11 page and detailing the navigation scheme. You do not have to mock up every single page as long as the basic layout is explained.

Print:

Details:

- In addition to turning this in on CD, you will need to get the files printed in color. Places to print will be detailed on the class website.
- You may choose between an informative brochure of a minimum 5 pages or a booklet of the same length.
- You must write actual text for your project. As with the website, I recommend writing your text in a program that contains a spell-check. Spelling errors will result in points off.
- Take photos at as large a size as possible. All images contained in your document must be a minimum of 150 ppi in order to print properly.
- You are encouraged to work in Adobe InDesign, and to be careful to use only CMYK colors.

Sketches:

must include mockup ideas and should show sufficient detail that if I was your client I would know what you intended to do by looking at them.

Grade:

1. Mockup sketches (sufficient detail, printout of relevant website - 3 pages. If doing website, sketches include site map and show navigation scheme. (10 pts.)
2. Critique of classmate, offering sufficient detail about positive and negative attributes of their design. (10 pts)
3. Project turned in on time, on labeled CD. (10 pts)
4. If print project, files are clear and project is easy to read / presentation is portfolio quality.
If web, project worked from disc on first try and all links are functional, nothing is broken on site. (20 pts.)
5. Design of project supports theme (fonts and overall aesthetic are compatible with topic) (10 pts)
6. Text is free of spelling errors / overall professional feel. (5 pts)
7. Print project uses min. 150 ppi for images / CMYK color (10 pts)
Web project is coded to W3C standards (verify!)
8. Creativity of solution/ design (25 pts.)

(The best projects will be sent to the Mayor. No, seriously. So please represent yourself well.)

Due Tues, Oct 3rd