

## Project 1: Content & Form

*Designers use art, metaphors, analogies and other elements to provoke inspiration around form, function, feel, and experience. Through this process they break the decision down while simultaneously giving themselves new options. - Colin Raney and Ryan Jacoby*

---

### description

Design and development are often perceived as two complimentary but distinct domains in the web design process. In practice, however, insight into both sets of tools is essential for the working designer.

For Project 1, build a small, 1-page website for a subject that interests you, taking a Wikipedia article as the core of your content. This project involves the design of system of parts, with many pieces that support a single design concept. Explore ways to make individual sections and content elements stand out, but only after you have constructed the basic system, and working within the framework that you have constructed.

---

### requirements

- You will create a design for a Wikipedia article (**wikipedia.org**) using html and css with support from Photoshop for image-making. You must use the entire article in your design, including footnotes and annotations; but can decide if you need on-page navigation, and should avoid any 'editing' functions or site-wide navigation. Your topic must be approved by the instructor.
- Your design must be aesthetically pleasing and usable with a strong, clear hierarchy. It must also preserve the integrity of the content, though the design direction is entirely your choice. Your site should have a fixed-width design at a common size for modern desktop browsers. The finished site should show a high level of polish, detail, and consideration.
- You must create unique imagery for your design using Photoshop. While doing so, use only photography found with your article of choice, related open source content on wikipedia, or images of your own creation. **Do not directly use any copyrighted imagery.**
- Complete each phase for this project, including sketching, mocking up, and planning your design. Adobe Photoshop, Html, CSS, Sublime Text, and Firebug / Chrome Developer Tools will be your primary design tools.

---

### process

#### PART I – RESEARCH, SKETCH, AND PLAN

**Read and analyze the content** in your article. How is the content organized into headlines, groups, and subgroups? Where will you have the opportunity to create hierarchy? What images accompany your article and how might you utilize them in your design?

Once you are well-versed in the subject material, begin thinking of the conceptual underpinnings of your content. **Create moodboards and layout sketches** of how you would like to arrange and style the content. **Establish a visual direction.** Begin by listing adjectives and themes that will define your site (e.g. religious, dramatic, dark, warm, spacious) Look at the existing designs. Think about headline fonts, colors, background colors/textures, body text, general imagery, etc. Don't stop at the first few ideas and don't be discouraged by the bad ones; continue sketching until you have many ideas to choose from (and meet assignment requirements below).

#### PART II – DESIGN AND BUILD

**Plan out your design** through detailed mockups. Download the starter files for the project and plan out your layout. Starting with the largest containers in your code, **build and style the page to fit your vision.**

Remember that you are using CSS as a design tool and that new design decisions are to be expected and welcomed throughout the process. Upload your in-progress site to your web space every time you work on it, as we will be viewing and critiquing the site in class several times before the deadline.

PART III — REVIEW AND REFINE

When you are finished, **review your site to make sure it is coded with no syntax errors**, that the integrity of the content has been preserved, and that everything (links, images, etc) works correctly.

---

**submission**

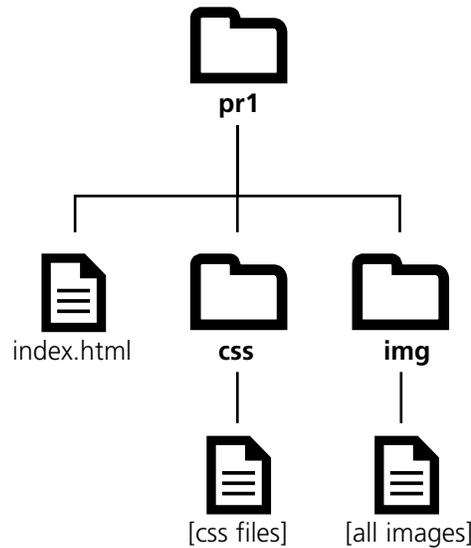
We will look at and critique your in-progress site, so upload it to your web space each time you work on it. (gff.mx/gdes220/students/XX/pr1)

The final project should be contained in a well-organized “pr1” folder and have an “index.html” page.

Post a working link to the #submissions channel in our class Slack.” **Make sure the link works first.**

---

**site organization**



---

tentative schedule

**DUE:**

PART I — RESEARCH, SKETCH, AND PLAN

**MONDAY, FEBRUARY 15:** Your approach, inspiration, 3 completed mood boards & 3 Thumbnail Sketches (Be prepared to present to the class)

**WEDNESDAY, FEBRUARY 17:** 1 polished wireframe (Small Group Critique)

PART II — DESIGN AND BUILD

**MONDAY, FEBRUARY 22:** Initial Photoshop design layout of your site (One on One Meetings)

**WEDNESDAY, FEBRUARY 24:** Refined Photoshop layout AND initial HTML & CSS Layout with all content in place (Small Group Critique)

**MONDAY, FEBRUARY 29:** In-progress Critique and Updates of Draft Site: all color, typography, and images defined in your layout (Critique Format TBA)

PART III — REVIEW AND REFINE

**WEDNESDAY, MARCH 2:** Refined site for final Full-Class Project Critique

**TBD:** Project 01 Due (with changes evident)