

Contently Scaffolding Content

Introduction: When beginning development on a website it is important to remember that the most essential work is completed before you even start to fiddle with the HTML code. A designer must determine what the site will inform viewers about, how the layout will look, what content will be visible on each page, and how everything will be interconnected. This project is intended to help you fine tune and develop all of the aspects of your website that you will require to make the web building process flow more smoothly.

Project Requirements: Contently Scaffolding Content will consist of 5 sections: Business Proposal, The Logo And Banner, Front Page Content, and Presentation.

Business Proposal Worksheet (Project Paper)

For this section of the project you will develop a fictional company. Brainstorm the type of company that you wish you could own. Your business can be something very realistic (Turbo Taxi: an urban transportation service) or something quirky and inventive (Two Places At Once: a company dedicated to cloning people). Whatever you decide to advertise it is important to keep in mind that you have to be able to visually and textually represent this entity through the website medium.

Once you have nailed down your company it is time to put your thoughts on paper. Go to the Web Design website (<http://ryanzlomek.com/mpH/web.html>) and download the Business Proposal Worksheet. Type in your answers to each question and make sure that you have clearly articulated your concept and the way in which you want to showcase your company.

The Logo And Banner (Project Piece)

For this portion of the project you begin to think visually about your site by developing a logo for your company and a banner that can help set website parameters.

The greatest marketing tool any company can create is a logo. They allow an entity to become instantly recognizable through style, color, lettering, and imagery. For this portion of the project you will create a logo in Photoshop that follows these parameters:

- All words on the Logo must be easily decipherable.
- The logo must have a defined color scheme (think red for Target and MPH, blue and yellow for Walmart and Best Buy, orange for SU).
- The logo should be AT LEAST 200W x 200H with a 300 dpi resolution.
- No copyright material should be visible on your logo though derivatives are permitted.

For the banner you want to think of a way to incorporate your logo into an alternative design. Banners are used at the top and/or bottom of a website to give the web surfer information about the site including basic products or services the company offers, sales that are happening, important announcements requiring repetition, etc. For your banner you should think of the most important aspect of your business model and how that can be represented at the top of a website. Your banner must follow these guidelines:

- Your banner should be roughly 1,100W x 200H with a resolution of 96 dpi
- Your logo must be incorporated into the banner
- Layers must be nicely organized in your Photoshop document so that the image can be easily altered in the future.
- No copyright material should be visible on your banner though derivatives are permitted.

Front Page Content (Project Piece)

Now that you have the main building blocks for your website it is time to think about the content on your homepage. When someone visits your site they want to instantly recognize what your site is trying to accomplish. If a reader has to click around to see what your company does he or she will quickly lose interest and end up surfing to another portion of the internet.

For this section of the project you are to write down the content that will be seen on your homepage. This content can be conveyed as text that teaches someone about what your company does or imagery that visually expresses your company's product or service. Your Front Page Content must follow these guidelines:

- Clearly convey your company's products, services, and/or goals.
- Contain a tag line or jingle that will help make your company more recognizable (ex: Don't Leave Home Without it, Have It Your Way, HUGE, Think Outside The Box).
- If you are making visual content your image should about 415H x 820W at 96 dpi.

Remember that this is someone's introduction to your company. They probably don't want to read an essay to learn about what you do. Keep things brief, snappy, intriguing, and to the point.

Presentation (Project Presentation)

Now that your Proposal, Logo, Banner, and Content are completed it is time to share your work with the rest of the class. You will open up your Photoshop documents and showcase them on the projection screen for the rest of the class to look at. Each student is expected to give a minimum **10 minute** presentation that accomplishes the following:

- Explains the original goals and aspirations for your business model
- Teaches the class about the way you utilized the six steps of art making and why you made specific design choices.
- Promotes and facilitates discussion by asking the class 3 open ended questions (questions that cannot be answered with "yes" or "no")
- Helps give the class a better understanding of your working process and what about the project interested you

Keep in mind that your presentation grade is evaluated by your participation as a presenter and an audience member. You must actively participate in class discussion to receive high marks.

Business Proposal Work Sheet

Answer the following questions in the space below. Your answers should clearly communicate your business plan and your ideas for the website you will be designing. Each question should be answered in about 3 complete sentences though you may require more room to articulate your ideas. When completed please print out your worksheet and hand it in.

1. What is your company? What does it do?
2. How is your company unique from others like it? If it is a fictional idea, what makes it intriguing to a consumer?
3. What is your marketing strategy for the website? How will you capture a reader's interest with your design?
4. How do you want your logo to look? What design elements will it require? How will color and font be utilized? Will there be any additional imagery incorporated into your logo?
5. How will you design your banner? What information will someone attain from looking at it? What can your banner accomplish that your logo can not?
6. What additional information do you want available on the homepage?
7. Now think outside of the box and disregard the limitations of web design that we have talked about in class. With the knowledge of different websites that you have visited, what type of content would you be interested in incorporating into this website that you are not sure you will be able to make happen? For example, we will not be learning about how to integrate video games into different websites but you may be interested in having one.