ART 317 Web Media 1: Webpages are Mostly Text

Project 1: Object Blog

BRIEF

Site Purpose: This blog is a site that shares a collection of related objects through narrative and storytelling.

Site Content: People collect all sorts of things as part of family histories, hobbies, etc. Most of the objects we collect have stories and/or histories associated with them. Choose two related items that you personally have collected to use as the subject matter for this assignment.

Assignment Objectives:

- Implement good typography that creates an efficient, comfortable and pleasurable reading experience.
- Create a template for a blog that implements an article list design pattern that includes an article list page and an article page.
- Make design decisions in response to the needs, interests and desires of the blog's target audience.

Audience: Site content must accommodate a multi-generational audience. You must identify at least one audience marker that does not include race, age or gender. Examples include: farmer, gardener, urbanite, traveler, immigrant, mother, activist, hiker, baker, theater enthusiast, quilter, fan, teacher, hunter, ice fisher. Choose a marker that you personally identify and know others who do as well.

REQUIRED CONTENT

- Site header including a site identifier (title of Object blog) that appears on all pages.
- Three Pages
    - Article List
        - Each item must minimally include title of article, short description, publication and call to action (read more, continue reading, etc.).
    - Two Individual Blog Posts/Articles that highlight a different object but use the same page layout.
        - Each post/article must include title of article, byline, 300-500 words, an image
- Site footer that includes a copyright declaration that appears on all pages.

WEBSITE SPECS

- Must use a single legible typeface/family with more than 4 styles from Google Fonts that matches your randomly assigned criteria (serif or sans-serif) for all content on site excluding the site identifier.
- Site must include full user flow article list page to individual articles/blog posts
- Site must have an underlying grid structure.
- Site should be three HTML files and one CSS file.
- All images must be accompanied by an image credit line.

PROCESS REQUIREMENTS

Collect all process requirements in a single PDF. Be sure to include summaries of critiques and user tests as well as your interpretation of that feedback and what actions you took in response to the feedback.

- Empathy map and Persona
- 2 Drafts of each article/post
- Sketches
- 2 rounds of 2 sets of Mockups
- 2 rounds of User Tests
- 4 rounds of Critique

TIMELINE

- Due Jan 27 - Empathy Map
- Due Jan 30 - Persona
- Due Feb 1 - Article/Blog Post 1
- Due Feb 3 - Article/Blog Post 2
- Due Feb 6 - Revised Articles/Blog Posts & Sketches
- Due Feb 8 - Mockup of Article/Blog Posts for Small and Large Screens; Critique
- Due Feb 10 - HTML for Articles
- Due Feb 13 - Revised Mockups; Critique
- Due Feb 15 - Mobile CSS for Articles
- Due Feb 17 - Finish CSS for Articles
- Due Feb 20 - Mockups for Article List; ~~Complete User Tests~~
- Due Feb 22 - HTML for Article List; Revised Mockups; Critique
- Due Feb 27 - Second set of User Tests
- Due Mar 1 - Complete Site for Critique
- Due Mar 3 - Site Revisions, Live Website and Shortcut to Live Site
- Due Mar 6 - Written Evaluation & Copyright Documentation
- ~~Due Mar 8 - Portfolio Documentation~~

EVALUATION CRITERIA

- Written Evaluation (spelling/grammar/punctuation, vocabulary, clarity, evidence)
- Project
    - Code (semantic, organized, valid)
    - Visual Design (visually unified, use of grid, typography, hierarchy)
    - Content (consideration of audience, use of rhetoric)
    - User Experience (flow from article list page to articles, clear links and interaction, etc.)
    - Process (response to user feedback and critique, iteration, revision)
    - Copyright Documentation (image, font, text)
    - Portfolio Documentation

SERVICE CHARGES

Automatic deductions will be taken off of your final grade for the assignment for failure to:

- Meet specs, including required content (5 points per spec or required content)
- Turn in all required files in correct format, in correct location and with correct naming conventions (5 points per error)
- Link is not provided for final website (5 points)