SURF NEWS NETWORK
WEBSITE RE-DESIGN

OVERVIEW

Four subpages in addition to one homepage will be designed using the current website for Surf News Network. The final design will present the current data in a more user-friendly manner as well as modernize the graphics and typography.

OBJECTIVES

- To analyze and apply client-side coding techniques in a real world application
- To analyze and apply the visual elements of line, shape, value, color, texture, time, space, motion and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to an interface design project.
- To complete the creative problem-solving process from the preliminary planning stage through revisions to the final product.
- To experiment by taking risks through the process of exploration during the creative process.
- To demonstrate strong group communication skills and the ability to speak clearly during critiques.

PROCESS

- Research the client's data on the current website and brainstorm ways to better organize and display the information.
- Using InDesign, sketch sitemap and wireframe the content of the website.
- Using Photoshop, create two different aesthetic designs while working in creative imagery, graphics and clean typography.
- Refine the psd designs.
- Begin coding the psd designs in Dreamweaver using HTML, CSS and Jquery.
- Test and validate website.
- Present final, fully coded website and upload/turn in final deliverables.

TIMELINE

- September 10 & 12 (Project Sheet Due)
- October 1 & 3 (Client Documentation Packet)
- October 15 & 17 (Homepage+3 Subpages Designs)
- November 12 & 14 (50% Coded Site)
- December 3 & 5 (Fully Coded Site)
- December 10 & 12 (Final Testing and Validating)
- December 15 (Upload Final Deliverables)

FINAL DELIVERABLES

- Fully coded HTML/CSS web site
- Create a working website which accurately matches the Photoshop designs created using all HTML, CSS and some Jquery.
- Client Documentation Packet (Client Brief, User-Profiles, Functional Specifications and Wireframes)

GRADING

- Design Process
- Conceptual Thinking
- Aesthetics
- Site Validation & Functionality
- Presentation
- Client Documentation Packet