VC 375 – Designing for the Web
Cazenovia College

Project 4 – Corporate Website
You will be working on a team of 2 or 3 to design a website from a client type below that you or your partner(s) will choose. You will be able to choose your groups.

Client Types

1) Law Firm
2) Technology Company
3) Health Care / Service Company
4) Distribution / Manufacturing Company

Research
You will each individually have to research 5 different websites websites that are currently in use by your client type. For example if your client type is a technology company, I want you to explore sites other than websites such as Apple, Microsoft, Sony, etc. While researching these companies – make sure to look at their website design, content and the pages they use to get an idea of what basic pages you should have on your website. You will need to recommend to the client what webpages they may want to have based off your research. You should make a design that is similar but looks better than those companies as you are trying to create a fresh image and really wow the client with your awesome design abilities! Think outside of the box!

Working in Teams
You are expected to work together both inside and outside of class to complete all components of this project. Sketches, flowcharts, site maps, designs should all be done together and you only have to submit it as a group. The only part that will be graded individually will be the programming of the webpages which you must spilt 50/50. Also you will be graded separately for your project participation (your willingness and cooperation working together that I observe in-class). Working together as a team is important and is very common in the industry – it is important for you to build off each others strengths and weaknesses and learn how to cohesively work and communicate on a team project such as this assignment.

Late Work

This project is due on Tuesday, December 9th via WeTransfer, we will be doing our final critique (progress critique) on Thursday, December 4th at the start of class. Be ready to critique/present at the beginning of class. No extensions, no resubmissions and no late work will be allowed for this project. Projects submitted after December 4th will result in a grade of 0.

VC 375 – Designing for the Web
Project 4 – Corporate Website

PROJECT COMPONENTS

Group of 2
1) 12 Webpages with Content (6 per student)
2) Development of a brand/logo for your company
3) 2 Uses of Social Media (1 per student)
4) 10 Research Examples (5 per student)
5) 20 Thumbnail Sketches (10 per student)
6) Photoshop Layer Comps – 5 points
7) Site Map – 5 points
8) Flowchart – 5 points
9) Design Brief – 5 points

Group of 3
1) 18 Webpages with Content (6 per student)
2) Development of a brand/logo for your company
3) 3 Uses of Social Media (1 per student)
4) 15 Research Examples (5 per student)
5) 30 Thumbnail Sketches (10 per student)
6) Fireworks Layer Comps
7) Site Map – 5 points
8) Flowchart – 5 points
9) Design Brief – 5 points

Submission
Submitting the project via WeTransfer fill out the workload division form below of what webpages and what social media site each person was responsible for as well as label whose research, sketches, etc. are whose.

VC 375 – Designing for the Web
Project 4 – Corporate Website

Student Name: Student Score:

	4	2	0
10 Thumbnail Sketches	All thumbnails sketches have been executed	Some thumbnail sketches are missing	Thumbnail sketches are missing
6 Webpages	Six web pages are successfully completed	Some web pages are missing	Web pages are missing or incomplete
Design/Creativity	Design is executed very well	Design has some minor suggestions	Design needs to be revisited
Brand/Logo	Logo is executed perfectly	Logo needs some minor revisions	Logo is incomplete
Flowchart	Flowchart is thoroughly completed	Flowchart needs some minor revisions	Flowchart is missing or incomplete
Site Map	Site map is successfully executed	Site map needs some minor revisions	Site map is missing or incomplete
Social Media	Social media is executed well	Social media needs some minor tweaks	Social media component is missing
Programming	Programming is free of errors	Programming has some errors	Programming is incomplete or needs to be revisited
Design Brief & Research	Design brief is thoroughly completed	Design brief shows good effort, needs minor improvement	Design brief is missing or incomplete
Workload Division Form	Workload Division Form is completed in entirety	Workload Division Form is only partially completed	Workload Division Form is missing or incomplete

Feedback:

VC 375 – Designing for the Web
Project 4 – Corporate Website

Group Workload Division Form
Fill out the form below as a group (groups of 2 or 3) to show me what pages you were responsible for individually. Each student is responsible for 6 web pages.

Student Name:	Student Name:	Student Name:
Example: Home index.html	*Example:* About about.html	*Example:* Testimonials testimonials.html

Social Media (Each student must implement 1 use of social media on the site) :

_____   _____   _____