PROJECT OVERVIEW

You will design your own final project. The product of the project (which must be web-based) is primarily up to you, but you must demonstrate a working knowledge of the principles discussed in class—technical, textual, graphical, creative, etc.—in the project product. You need not address all of the principles we’ve discussed in class—it’s up to you to carefully select among the approaches, techniques, and principles and then apply them in your final project.

Your final project will consist of two parts: 1) the project product itself (e.g., the web site, the report), and 2) a memo describing and reflecting upon the decisions you made and the process you undertook as you constructed the product.

PROJECT OPTIONS

Project options include, but are not limited to:

- redesigning or creating a site for a non-profit organization
- writing a proposal for the redesign of the site of a group or department in which you are a member
- creating a site for a local place (e.g., park, restaurant, building)
- designing a site for a hobby, sport, or activity
- creating a portfolio site for yourself (note that this not a typical “personal” site, but instead a site showcasing your professional and/or intellectual interests)

It is up to you to decide and to articulate in your proposal the product of your project, which should be based on your level of technical skill. For example, if this is your first experience with web site design and creation, the product of your project might be an 8-page report in which you address how and why you would redesign a web site for a group in which you are a member. If, however, you have done some web work before and are fairly comfortable with web design, the product of your project might be the actual web site redesign itself.

PROJECT PROPOSAL

Your final project proposal should be an approximately 2-page memo to me, for which you should use the template posted to our class web site, and in which you must:

- state the purpose of your project (be sure to explain why the project is useful and/or interesting),
- describe the product of your project,
- identify the audience for your product and how you will design your project and product around this audience,
- briefly discuss the technical aspects of your project (e.g., the software and hardware you will use),
- identify the resources (e.g., communication-related, testing-related) you will use as you work on the product of your project, and
- identify similar sites (find three other sites that share the same general audience and have a similar purpose) and describe how your site will be similar to and different from these other sites.