

Web Poster / In this first chapter of our web design experience we will be designing a simple, single page web poster.

TIMELINE OF HOMEWORK DUE
AUG 6 - Read and respond to article
AUG 11 - Mood board & sketches
AUG 13 - Wireframe / digital flat
AUG 20 - Final site

Related reading

Stop designing websites, start designing posters

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What is a web poster?

The poster might be a print object, but it's main purpose is catching someone's eye and advertising a product, service, or event. The majority of webpages should work the same way. For example a startup or institutions site is nothing more than a poster (homepage) that links you off to other content.

Assignment

For this project please design a poster using only HTML and CSS code (if you need a little JS, that's fine too). You may use any @font-face references you'd like, but please create any graphic forms or other elements using only CSS3 transformations.

Content

Content will be pulled from a typographic call for entries poster. I will supply you with a few examples of the text that should be found on the page. If you don't want to come up with original content, you may take a design-history reference that you particularly love and try to replicate that using only code. "Poster" can be interpreted any way that you see fit.

You should also begin to feel comfortable either taking a static design from Photoshop or Illustrator and turn it into code — or — purely design "in the browser" with no design software even necessary.

Criteria

1. Bring in at least one typeface using @font-face.
2. HTML and CSS only (a little JS is okay if necessary)
3. Images are to be avoided. A background image is okay, but no making graphics/type as images and including with image tags. Try to do it all with CSS transformations
4. Several different instances of CSS transformations and/or animations
5. Design takes superiority over coding prowess. Pay special attention to how you treat the typography and composition.

CHECK CANVAS FOR LINKS TO SOME INSPIRATION AND CONTENT FOR YOUR POSTERS.

Mood board

Create a mood board of 10 images (photography, design, wherever you find inspiration) that begin to speak to the visual look and feel of your webposter. Don't worry about being too specific — this is meant to be a conceptual first step. Three of the images on your board should be type specimens of fonts that you might use for your logotype. CONSIDER HOW TYPE CHOICE COMPLEMENTS YOUR VISUALS.

Sketches

Create at least 10 small sketches (the more the better) of various options and layouts for the webposter. These can be done in a sketchbook, on scrap printer paper, whatever. There is no need to articulate every detail in a sketch, just get the main ideas across. Bring in two or three more refined sketches on 8.5x11 for the class to discuss.

Wireframe / digital flat

Convert sketches into digital roughes using Illustrator, Photoshop, or Indesign. At this stage you should be experimenting with color, and copyfitting your text.

Final site

Upload all the necessary files zipped and saved onto canvas. Keep your code clean and neat, try to have your project look good at a variety of screen sizes.