

***Final Project / For this last project we will shift gears away from code, to a workflow you might use working with a team of developers. You will be designing a multi-page website of your choice along with all the necessary peripherals to communicate your idea clearly.***

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**How does the workflow and outcomes change when working with developers?**

Working with a developer on web can be compared to working with a printer for a printed piece. The designer creates the visuals, layout and flow of the project, while the printer/developer is tasked with the production. To ensure that the transition between designer and printer/developer go smoothly, it is important that the files you pass off are well documented, organized, and thorough.

**Assignment**

This will be a two part project. You will be creating the Photoshop flats for a website that you would hand off to a team of developers to complete. This means that in addition to a well designed looking project, the Photoshop files you turn in will have to be structured and documented so that another person can understand and use them. For the second part you will create a presentation/pitch aimed towards selling your idea to your clients. You will need to design peripherals and a presentation to help you communicate the way the design functions as a website.

**Content**

You choose the content for your website and structure of your website. It may be a personal portfolio, an online shop, a weather or news site, or even a redesign of a current website. The project must have at least three different types of pages within the site. You may source your content for this project from where ever you wish as long as you sight your sources.

**Criteria**

1. Create a website that uses at least three different page styles. Your website will probably contain more than three pages but multiple pages may be styled similarly
2. You will create a total of six Photoshop flats. Three page styles with two responsive flats for each page style on your site. The two sizes are:
  - a. Desktop ( 1280px wide)
  - b. Mobile (350px wide)
3. Your files must show the different states of your content. For example buttons that change when hovering over them, a image slideshow, a drop down menu.
4. Create mockups to sell your idea to the developers and your clients. For example, what the website will look like on a screen, a simple animation of someone using the site, or any other piece you would like to highlight.

CHECK CANVAS FOR LINKS TO SOME INSPIRATION

TIMELINE OF HOMEWORK DUE

- Proposals
- Sketches
- Wireframes
- Photoshop flats
- Responsive Photoshop flats
- Full Project + Peripherals
- Presentation/Digital files

**Sketches / Moodboard**

Create a number of small sketches (the more the better) of various options and layouts for the website. 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. Use the moodboard to inspire your structure as well as the color, content and style of your site. Bring in one or two more refined sketches on the paper-browsers along with your moodboard for the class to discuss.

**Wireframe**

Convert sketches into digital roughs using Illustrator, Photoshop, or InDesign. At this stage you should nail down your layout and structure, be experimenting with color, and copy-fitting your text.

**Photoshop flat**

This is a pixel perfect version of your design. Your file should be organized into several layers and groups for each piece of content on your site. A well organized file will be much easier to translate to the various responsive sizes, and different page layouts.

**Peripherals**

These usually take the form of animated GIFs, screen-captures, or styleguides. The purpose is to help you sell your design to the client, and explain the functionality to the developers.

**Presentation**

This will take the form of a PechaKucha, auto advancing, 15 slides with 20 seconds per slide. You will pitch your idea to the class on our last day.