

## **GMD 177 Web Page Design I**

Spring 2012

Instructor: Mark Daybell  
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### **Assignment #1: Silver Lake Wine Redesign Wireframe (100 points)**

#### **Student Learning Outcomes:**

- Asses basic site planning strategies
- Utilize website layout principals by defining five basic elements of a website
- Apply the “Grid System” to a website layout
- Create and design web graphics in an appropriate fashion
- Organize and layout web elements following web conventions
- Apply various *Adobe Photoshop* tools and techniques
- Create an elegant web deliverable

#### **Assignment:**

Using *Photoshop*, create a wireframe for the website silverlakewine.com. Your deliverable should define:

- The five basic elements of a website: Header, Primary Navigation, Content Area (maximized as much as possible), Footer and Defined Resolution (anchoring the site to the top-left)
- Placeholders for 5 images, each at a dimension of 200 pixels H by 100 pixels W
- Placeholders for 5 copy sections, each at a dimension of 200 pixels H by 200 pixels W
- Images and copy should be organized in a recognizable grid pattern
- Space for a company logo at a dimension of 100 pixels H by 300 pixels W
- A navigation bar large enough to accommodate 10 navigation buttons
- 10 navigation links (labeled as button 1, button 2, etc.)
- A harmonious color scheme using only subdued/pastel colors
- An overall dimension no larger than 1024 x 768

#### **Photoshop Technique:**

Use Photoshop to create properly sized documents

Apply Photoshop tools and techniques, such as: layers, color, type and shape

Organize Photoshop files using appropriately titled Layer Groups

Use Photoshop to export a PDF deliverable

#### **Turn in:**

One folder titled “lastname\_firstname”

One Silver Lake Wine Redesign Wireframe .psd file, entitled “silverlakewine\_wireframe.psd” inside your folder

One Silver Lake Wine Redesign Wireframe .pdf file, entitled “silverlakewine\_wireframe.pdf” inside your folder

One grade sheet

#### **Due Date:**

March 8th, at the beginning of class

## **GMD 177 Web Page Design**

**Date: Spring 2012**

**Student Name:** \_\_\_\_\_

**Assignment: Silver Lake Wine Redesign Wireframe**

**Overall Grade:** \_\_\_\_\_/100 points

### **Webpage Planning, Layout, Design and Usability: /60**

- All five basic elements are either labeled or clearly defined
- Website has a defined resolution and anchored to the top-left corner
- Easily identifiable and appropriately sized placeholder graphics for 5 images
- Easily identifiable and appropriately sized placeholder graphics for 5 copy sections
- Both images and copy placeholders graphics appear well organized and follow an identifiable grid pattern
- A logically located and well defined logo placeholder graphic
- A logically located and well defined navigation placeholder graphic, including 10 navigation links
- An overall dimension no greater than 1024x768

### **Use of Photoshop Techniques: /20**

- An obvious use of Photoshop techniques and tools, such as layers, color, type and shape
- Photoshop file is well organized by use of Layer Groups

### **Presentation of Deliverables: /20**

- All labels are standardized in terms of size, color and font
- Only subdued/pastel colors have been used
- All files and folders are entitled as instructed
- All files are in the correct format

**Comments:**