

## **GMD 277 Web Page Design II**

Spring 2012

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### **Assignment #1: Ecommerce Site (150 points)**

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

- Distinguish between the various stages of web page design
- Define and apply the five elements of user experience
- Evaluate and assess web graphics for their application of user-centered design practices
- Evaluate and assess web page layouts for their application of user-centered design practices
- Create simple web graphics based on user-centered design practices
- Create various illustrations and documentation demonstrating the five elements of user experience
- Apply color in a user-centered and strategic manner
- Distinguish the unique demands of Ecommerce-based websites
- Create appropriate and visually interesting web graphics using a variety of *Adobe Photoshop* tools and techniques

#### **Assignment:**

Following the five elements of user experience model (strategy, scope, structure, skeleton and surface), create a web page comp for a fictitious shoe company's ecommerce site. The design should generally follow web layout conventions, such as: logo located in top left-hand corner, navigation gives "feedback" to its visitor, left-hand or below header location of navigation, page titles, etc. Layout should have a clear, logical and appropriate visual hierarchy. Copy should be legible and when appropriate, use web-safe fonts. Web graphics should have an emotional impact but remain usable and identifiable as to their function or purpose. Color should be used strategically to create harmony and unity. Use screen shots and other forms of documentation to evidence implementation of the user experience model.

Your design should include:

- **Header:** Logo placeholder, tagline placeholder, "Login," "Help," "Your Account" links, search button, search bar
- **Primary Navigation:** At least ten links
- **Content:** Page Title, 10 images with labels and short (100 character) descriptions with a link to more information
- **Footer:** Copyright, Utility navigation including at least five links
- **Defined Resolution:** A dimension no greater than 1024 x 768 pixels, Background color
- **Overall Layout and Design:** Recognized and harmonious color scheme drawn from the site's primary focus, A "three-column" or "four-column" Grid

#### **Turn in:**

One folder titled "lastname\_firstname"

One ecommerce web comp in PSD format, entitled "ecommercedesign.psd" inside your folder

Other supporting illustrations and/or documentation in a well organized PDF, entitled "ecommercedesign.pdf"

One grade sheet

#### **Due Date:**

March 28th, at the beginning of class

**Date: Spring 2012**

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

**Assignment: Ecommerce Site**

**Overall Grade:** \_\_\_\_\_/150 points

**Folder/File Organization:** \_\_\_\_\_/15

- All files and folders are entitled as instructed
- All files are in the correct format

**Elements of User Experience:** \_\_\_\_\_/50

- Documents evidencing a clearly articulated strategy have been included
- Documents outlining the scope, the translation of strategic plans (user needs and product objectives) into content and functionality have been included
- Documents illustrating the site's structure have been included
- Documents framing the site skeleton have been included
- Documents defining the site's surface have been included

**Layout, Usability and Typography:** \_\_\_\_\_/50

- Layout has a clear, logical and appropriate visual hierarchy
- All content and required images have been included
- Layout follows web conventions
- Five basic elements of a website are included and recognizable
- Where appropriate, web-safe fonts are used
- All type/content is legible
- Grid System has been applied

**Web Graphics and Color Scheme:** \_\_\_\_\_/35

- Web graphics balance visual impact and usability
- Web graphics are identifiable to their function or purpose
- Site has a recognized and harmonious color scheme

**Comments:**