



Project Three

For those who are feeling “Eventful”

Project Three is an opportunity to show your chops and design yourself an awesome portfolio piece. For this project, I want you to design a fully functional website for a special event. It can be a local special event (Reno Air Races, Reno Rodeo, Art Town, etc.) or a national special event (Indianapolis 500, Red Bull Flugtag, Woodward Dream Cruise, etc.). It can even be a fictional event (National Ostrich Wrestling Championships, Global Horse Swimming Olympics, World Stapler Martial Arts, etc.). Your job will be to create a website that both advertises the event and provides information for both new visitors and returning devotees. You must balance readability and legibility across the entire site. Whether you select a real event or a fictional one, you must rebrand it. I want you to design a logo and color scheme for your event. I want to see the very best you can do for this one.

You will turn in all of your preliminary work, including, but not limited to:

- site needs and goals analysis
- brainstorming
- site map
- minimum 18 (eighteen) thumbnails
- minimum 8 (eight) roughs
 - two designs displayed in two formats, one homepage and one inner page, each set at standard size (1920px x 1080 px) and at smartphone size (640px x 960px).*
- style guide

Your site must include:

- Minimum eight (8) pages with room to grow
- One (1) eye catching home page to make us want to attend the event right now(!) and intrigues us to look deeper through the website.
- At least one (1) page about the event, though you’ll probably need more.
- One (1) news page about the latest goings-on at the event.
- One (1) gallery page of images from the event.
- One (1) event schedule/calendar.
- One (1) informational page on how people can get involved in/with the event.
- One (1) map to where the event takes place.
- One (1) contact page with a styled, working, email form.

TECHNICAL REQUIREMENTS:

- live and fully-functional
- title, meta tags, keywords, and alt attributes
- stylesheets to control layout
- external style sheet to control appearances
- effective use of the technology
- responsive web design for three (3) different screen resolutions:
 - ~ smart phone portrait (640px wide)
 - ~ tablet landscape (1080px wide)
 - ~ computer monitor (1920px wide)

DESIGN REQUIREMENTS:

- creative solution
- clarity of communication
- aesthetics: color, typography, layout, etc.
- effective navigation
- effective information and interface design



Photograph or scan any of your physical preliminary work and load the photos into your “working-graphics” folder along with your other original files (PSDs, AIs, INDDs, Word docxs, etc.). ZIP or otherwise compress the “working-graphics” folder and upload it along with the rest of your website on the project due date.

Due Dates

Friday 11/10

Project 3 Roughs/Preliminaries Due Online.

Friday 11/17

Project 3 Preliminary Critiques Due.

Friday 12/8

Project 3 Preliminary Files and Final Files Due Online.