



Project Two

Becoming a Corporate Skill

Project Two is meant to send you down the road of maintaining your artistic dignity while still effectively selling a product. To that end you will be designing a prototype commercial website for a fictional company that sells a product of your choice. I want you to design a name, logo, and color scheme for your fictional company as well as selecting a product that it sells. You have a wide latitude in your choice of products for this project. Your product can be real (canvas sneakers) or fictional (plasma rifles). You can be as specific (26/6 staples) or as broad (shoes) as you wish. You'll even get to create genuine, functional shopping carts for your products! For this project I would like to see a minimum of five product lines (Example: The Nike Air Jordan, Nike Air Zoom, Nike Vapor Jet, Nike ACG, and Nike Land Shark are all athletic shoes). Your catalog pages must reflect your overall corporate branding while effectively selling each product your company offers. You will also be designing a functional form for your contact pages as well.

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:

- Company name, logo and color scheme
- At least one (1) home page to attract visitors
- At least one (1) page about your company
- At least one (1) page about your product and why people should be buying it instead of the competition
- Minimum twelve (12) functioning catalog pages
- One (1) functioning contact form
- Fully functioning navigation throughout your site.

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 10/11

Project 2 Roughs Due Online.

Friday 10/18

Project 2 Preliminary Critiques Due.

Friday 11/08

Project 2 Preliminary Files and Final Files Due Online.

Friday 11/15

Project 2 Final Critiques Due.