# CALENDAR

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Week 2</th>
<th>Week 3</th>
<th>Week 4</th>
<th>Week 5</th>
<th>Week 6</th>
<th>Week 7</th>
<th>Week 8</th>
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</thead>
<tbody>
<tr>
<td>HW - options for your site are due.</td>
<td>HW - 1 creative brief is due.</td>
<td>HW - site map and wireframes are due.</td>
<td>Lesson: Designing on paper and in Photoshop.</td>
<td>HW - 3 home pg. comps - round 1 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
<td>HW - 3 home pg. comps - round 2 - due.</td>
<td>Lesson: Coding review of HTML &amp; CSS;</td>
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<td></td>
<td>Lesson: Creative Brief</td>
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<td>Lesson: Design Tips</td>
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<td>CRITIQUE</td>
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<td>WORK DAY</td>
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<tr>
<th>Week 9</th>
<th>Week 10</th>
<th>Week 11</th>
<th>Week 12</th>
<th>Week 13</th>
<th>Week 14</th>
<th>Week 15</th>
<th>Week 16</th>
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<tr>
<td>10.21</td>
<td>10.28</td>
<td>11.4</td>
<td>11.11</td>
<td>11.18</td>
<td>11.25</td>
<td>12.2</td>
<td>12.9</td>
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<td>MID-TERM - all final comps due.</td>
<td>HW - coded home page is due.</td>
<td>HW - coded sub page template is due.</td>
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<td>QA Test DAY - 1st draft of coded site is due</td>
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<td>FINAL - coded web site is due</td>
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<td>CRITIQUE</td>
<td>NO CLASS - CHRIS ON MAINLAND</td>
<td>NO CLASS - ELECTION DAY</td>
<td>NO CLASS - VETERANS DAY</td>
<td>QA Test DAY</td>
<td>WORK DAY</td>
<td>WORK DAY</td>
<td>CRITIQUE</td>
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AGENDA

• Introduction to the course
  • In this class we will go through the full design process of planning, designing, and building one working web site throughout the course of the semester.

• You can choose any site that you want to work on.
  • For those who wish to have the content provided for them, I will provide a few options for you to choose from.

• We will take a look at student sites from past years.
LESSON

Research

Conceptual Designs & Mock-ups

Design Revisions & Final Iterations

Production (coding & testing)

Launch

Iterative Evaluation
PROJECT OPTIONS

• You can choose your own site
  • You must do all research yourself
  • You must gather all content
  • Your site must be relatively small (approx 4-5 pages in depth, no less)

• You can choose a real-world client:
  • Preliminary research has already been done for you
  • I will provide for you:
    • A survey completed by the client
    • All copy that is to appear on the site
    • Some images (depending upon the client)
REAL WORLD OPTION #1

- HSTV - Hawaii Student Television
  - http://www.HawaiiStudentTV.org
  - HAWAII STUDENT TELEVISION (HSTV), is a year-round HAWAII STUDENT FILM FESTIVAL outreach program designed to get educational and inspirational video projects for students and schools to develop for businesses and non-profit organizations statewide.
REAL WORLD OPTION #2

- Hawaii’s Plantation Village (HPV)
  - Located in Waipahu, HPV is an outdoor museum that showcases the lifestyles and experiences of Hawaii’s plantation workers. Since 1992, we have been trying to preserve our plantation heritage and educate successive generations about our plantation history.
QUESTIONS?

• Now is your chance to ask questions regarding the project.
  • If we do not have time to answer your questions in class, please post your question on the Discussion board in Laulima.
LESSON

• Some tips for constructing a creative brief
  • Use Microsoft Word (or other word processing application capable of making .doc files – such as Open Office Writer).
  • Be brief (1-2 pages)
  • Optional: Use visuals (i.e. screenshots) to help describe certain aspects of your brief (existing look & feel, competitors, etc.)
  • If you choose to include images, be sure to pay attention to the file size of your document. Do not exceed 1MB.
ASSIGNMENT

Three parts:

1. Create a class web site for yourself to post all assignments
   • The url should be http://www2.hawaii.edu/~yourname/art249/index.html

2. Choose the site that you will work on for the rest of the semester.
   • Come to the next class with either your final decision, or a list of potential options and we will help you decide.
   • If you choose to do your own option, you must come prepared with all pertinent details and be prepared to present to the class your preliminary research findings. Be sure to:
     • Conduct thorough background research on your client.
     • Gather all content that you will need for the site.

3. Creative Brief (see next slide for details)
ASSIGNMENT

• Creative Brief
  • Assignment: Conduct preliminary research on your web site and put together a creative brief. Your creative brief should include the following:
    • Project Title
    • Project Summary
    • Primary Objective
    • Target Audience
    • Competition/competitors
    • Assets needed
    • Existing look and feel
    • What else is important?
  • NOTE: If you unsure of which site you will choose, or if you have multiple options to choose from, do a creative brief for each of options, and we will help you choose one in class.
  • Format: 8.5”x11” paper – .pdf. Post it off your main class web page before class begins.