# 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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<tr>
<td>Lesson: Creative Brief</td>
<td>Lesson: Site Map &amp; wireframes</td>
<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>Week11</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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<tbody>
<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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<tr>
<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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EXAMPLE

- Stanford Web Credibility Research
  - http://credibility.stanford.edu/
  - Stanford Guidelines for Web Credibility “Top 10 List”:

Stanford Web Credibility Research
Part of the Stanford Persuasive Technology Lab
AGENDA

- Full work week to begin designing
LESSON

• Tips to begin designing
  • Work in Photoshop
    • Create 3 separate PSDs
  • Be sure to work in three different thematic directions.
    • Map out/decide on your thematic directions before you start designing
    • Name them.
    • Consider one to be a low risk design, another to be a mid risk design, and the last to be a high risk design.
• “Work with what you got.”
  • At this point you may be waiting on your client for assets, or your client may not have that many visual assets. This is your challenge as a designer. Solve it using your design skills!
ASSIGNMENT

- Home page comps/mock-ups – round #1
  - assignment:
    - Based upon your research, your creative brief, site map, and wireframes, choose a few different themes (minimum of three) that will act as design directions for the visual execution of your client’s site interface. An example of a theme may be “a highly technological and mechanical look using metallic edges, cool colors, and stock photography”. The title of this execution, or visual design direction could be “Tech Blue Photo” Another theme may be “Simple Black and White Bars”. Once you have established three or more themes to follow, execute each by creating a home page comp (short for comprehensive) – a comp is a layout prepared to resemble, as closely as possible, the finished project.
ASSIGNMENT

- Home page comps/mock-ups – round #1
  - purpose/objective:
    - To experiment visually by taking risks.
    - To analyze basic information structures and demonstrate the ability to research topics and organize ideas into comprehensive information hierarchies.
    - To research, analyze and demonstrate Web page and site design incorporating the available typographic characteristics available in CCS.
    - To analyze user-centered design that demonstrates a need for CCS.
    - To apply the visual elements of line, shape, value, color, texture, time, and the design principles of balance, rhythm, emphasis, contrast, variation, repetition, and unity to interface design assignments.
  - To defend the conceptual merits of your own designs.

Due: Week 5
ASSIGNMENT

• Home page comps/mock-ups – round #1
  • format:
  • no less than three designs in three different thematic directions. You may use a combination of photoshop and illustrator to execute your graphical design elements digitally, but ultimately your final layout should be in Photoshop. Use lorem ipsums in the place of any copy not yet written.
  
  • technical details:
  • A minimum of 3 JPEG images in three different thematic directions – (12000 x 800 pixels in dimension, 100% max quality compression). Post a link to the images (jpegs) off your main class web page before class begins.