

# Assignment 3: Business Site

**Description:** Create a website for an imaginary business

Create an imaginary business based on a name. Build a website for that business that contains relevant information and images. You will be assigned a randomly-generated color that you must incorporate into the design. Bring in a 1-page image preproduction draft on the 19<sup>h</sup>, and an online draft on the 24<sup>th</sup>. Incorporate feedback from these drafts as if you were working for a client. The final project is due on March 3<sup>rd</sup>.

Your site should include

- At least 3 different page layouts (e.g. home, products, contact)
- Consistent Design and navigation
- Logo Design
- Carefully considered text hierarchy (using Lorem Ipsum)
- Carefully considered color design

Find a random business name:

<http://namethingy.com/>

Go to this site and watch the first 5-10 names. Pick the one you think sounds the most exciting and professional.

Find a random color:

<https://www.random.org/colors/hex>

Generate 4-6 colors, and pick the one that best fits the business name.

## Breakdown:

**Photoshop draft presented on 2/19** /2

Strong design fundamentals, logo, color and text hierarchy all considered

**Draft presented on 2/24** /2

Feedback incorporated from photoshop draft

**Final project** /3

Feedback incorporated from previous drafts. At least 3 pages, consistent design

**Strength of HTML and CSS** /3

Proper use of tags and nesting, local linking, design handled through CSS

**Total** /10

Category: Interactive

Tags: Interactive Design, Business Site, HTML, CSS