

Site Revision

Chose an existing organization and redesign their site.

Step 1: Research

- Choose an organization to redesign. This can be anything from a large brand to a small non-profit. They must have some existing design identity and an existing website.
- Grab at least 4 screenshots of their site showing details in their design. What is working particularly well in their existing design? What could be improved? What is the concept of this brand? What are they trying to communicate about their organization? How could this communication be improved?
- What audience is this organization targeting? What other organizations are targeting this audience more effectively? Grab screenshots of specific at least 3 sites. How are they more effective? What might you borrow in your redesign?
- What is the brand tone for this redesign? What are you trying to communicate more effectively to this audience?

Be prepared to present this work in class on **April 11/12**.

Post these images to your wordpress site with your analysis by **April 14**.

Step 2: Drafting

- Redesign your site using Adobe XD or similar. You may use any images or copy suitable for the project. How many pages do you need to represent in this redesign? How will you address responsive design?

Bring this draft for critique on **April 16/17**. Post a link and documentation images to your wordpress site.

Step 3: Iteration

- Alter your draft based on critique and post a second version to your wordpress site by **April 18/19**. Include a description of what you changed and why.

Step 4: Implementation

- Build your site in HTML, CSS and Javascript. Javascript should be used at least to compress navigation and other information in a style that mirrors modern web design. This is particularly important in design for touch screens. You are free to use any images or copy suitable for the project.

Bring this version to class on **April 25/26** for critique. Post still images of this design to your wordpress site with a description of what is implemented. Use this opportunity to respond to

Step 5: Revision

- Respond on your wordpress site to the critique on your implementation.
- Revise your site in response to this critique. Post a link to your final site as well as screenshots to your wordpress site by **May 3**

Some Notes:

- It will be easier to work with design that is obviously deficient rather than one that is well-established. You don't want a final version that is worse than the original. Look for opportunities to demonstrate real skills!
- Your project must include a top-to-bottom redesign of your organization's website. This will likely include re-examination of their logo design, and may include adjustment in their color design.
- For full credit in design of the final site, your piece must include motion design.
- Be careful about posting the work of others on your portfolio site. Make sure this is well contextualized!
- Every step of this process must be documented with images and a written response in order to get credit.
- Consider making this one running post rather than multiple posts.
- Any sections with non-working links (i.e. 'file:///') will receive no warning and will **not be graded**

Timeline

Research presentation-	April 11/12
Research post -	by April 14 (weekend)
UX draft 1 -	April 16/17
UX draft 2 -	April 18/19
Implementation -	April 25/26
Final revision -	May 3

Grading Breakdown:

Research -	30 points
UX draft 1 -	10 points
UX draft 2 -	30 points
Implementation-	20 points
Final Revision-	50 points
Production narrative	10 points
Total	150 points

See individual rubrics for details on grading breakdown.