

PROJECT 2

YOU WILL CREATE A DESIGN SOLUTION FOR A 20+ PAGE WEBSITE

YOU WILL ONLY NEED TO BUILD 5 OF THOSE PAGES

THESE PAGES WILL BE CONTROLLED BY AN EXTERNAL .CSS FILE

VALID XHTML+CSS

ONE PAGE MUST HAVE A FORM ELEMENT ON IT

THE PROJECT MUST USE AT LEAST 1 OF THE FOLLOWING:

-FLASH

-VIDEO

-JAVASCRIPT

-SPRY ACCORDION/DROP-DOWN MENU

FILE SIZE MUST BE UNDER 300K FOR THE HOME PAGE. THE HOME PAGE

SHOULD HAVE A LOT OF TEXT BASED CONTENT;

EXPECT IT TO GO 'BENEATH THE FOLD', FORCING USERS TO SCROLL.

YOU WILL BE DESIGNING THE ENTIRE BRAND IDENTITY OF

ONE OF THE FOLLOWING COMPANIES. THEY WILL GIVE YOU A HUGE

NUMBER OF POSSIBLE LINKS WHICH YOU WILL NEED TO SIMPLIFY.

NOV 9/10

FIRST DRAFT: SITE MAP, HEX COLORS, ROUGH COMP

NOV 16/17

SECOND DRAFT: DIV TAGS

NOV 23/24

THIRD DRAFT: EXTERNAL CSS

NOV 30/DEC 1

FINAL PRESENTATION: SECONDARY PAGES

ARCTIC FOX

ARCTIC FOX IS A SNOWBOARDING BRAND TARGETED TOWARDS WOMEN AGED 15-24. THE BRAND IS HIP, URBAN, CONTEMPORARY, SOPHISTICATED, FASHIONABLE, EXPENSIVE. THEY SELL PRIMARILY CLOTHING, GEAR AND ACCESSORIES. THEY DO NOT SELL SNOWBOARDS. POSSIBLE SECTIONS FOR THE SITE INCLUDE: JACKETS, PANTS, HATS, GLOVES, SCARVES, GOGGLES, HOODIES, T-SHIRTS, LONG UNDERWEAR, BAGS, TOOLS, BLOG, ABOUT US, SPONSORED RIDERS, WINTER SALE, PHOTOS, VIDEOS, STORE LOCATOR, NEWSLETTER SIGNUP, CUSTOMER SERVICE, SHOPPING CART, CAREERS, SEARCH, SOCIAL BOOKMARKS. SIMILAR SITES INCLUDE WWW.BETTYRIDES.COM AND WWW.NIKITACLOTHING.COM

CASA VERDE

CASA VERDE SELLS HOME FURNISHINGS TO GREEN ORIENTED CONSUMERS, AGED 30-50. THE BRAND IS CLEAN, SOPHISTICATED, PROFESSIONAL, AND CONTEMPORARY. IT IS NOT EARTHY/CRUNCHY/HIPPIE. THEY ARE FOCUSED ON SUSTAINABILITY, NON TOXIC TECHNIQUES, AND RECYCLED MATERIALS.

POSSIBLE LINKS INCLUDE: BEDROOM, BATHROOM, KITCHEN, LIVING ROOM, FIREPLACE, OUTDOOR/PATIO, LIGHTING, PILLOWS, RUGS, PICTURE FRAMES, CURTAINS, CANDLES, HOLIDAY, WINTER SALE, GIFT REGISTRY, CATALOG, DESIGN TIPS, KIDS/BABY, HOW TO VIDEOS, CUSTOMER SERVICE, ENVIRONMENTAL COMMITMENT, ABOUT US, CONTACT, SHOPPING CART.

POTTERY BARN AND RESTORATION HARDWARE MEETS PCC.

BIG SKY STATION

BIG SKY STATION IS A BOUTIQUE FLY FISHING RESORT IN BILLINGS MONTANA. IT CATERS TO VERY EXCLUSIVE CUSTOMERS WHO CAN AFFORD EVERY LUXURY WHILE ON A FLY FISHING VACATION. THE HOTEL IS STYLED AFTER THE GREAT LODGES BUILT IN THE US NATIONAL PARKS AT THE TURN OF THE CENTURY. POSSIBLE LINKS INCLUDE: ABOUT, HISTORY, LODGING, DINING, AMENITIES, ORGANIC GARDEN, SUSTAINABILITY, RESERVATIONS, NEWSLETTER SIGNUP, CONFERENCE ROOMS, HIKING, CANOEING, HORSEBACK RIDING, FISHING GUIDES, FLY FISHING PACKAGES, TESTIMONIALS, STAFF, REVIEWS, CONTACT, PHOTO GALLERY, VIDEOS, NEWS.

COMPETITORS INCLUDE:

WWW.PAPOOSECREEK.COM WWW.EAGLENESTLODGE.COM