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Informational Website

Description

The informational website is perhaps the simplest of all websites. Congressmen, doctors, lawyers, accountants, real estate agents, local businesses and skilled craftsmen use informational websites to display their work, and describe their services while the actual business transactions or services they perform occur off-line.

The purpose of the informational website is to allow people to learn more about who the client is and what they do. More often than not, people would rather do their research before having to contact someone. The informational site serves this purpose well for people can visit the site at any time of day or night. The site can still serve information to prospective clients without taking up a minute of the clients time or while they are unavailable (outside of business hours, vacations, etc...)

The informational site gives the client the ability to display as much knowledge and expertise as possible. The Internet is a mainstream source of information, people are going to spend extra time researching from a variety of sources before taking action. This site will indirectly build a rapport with its visitors. The more they trust the site and its content, the more likely they will contact the client or use their services.

You will select a local business, group, non-profit, etc... and construct an informational website showcasing their services and work. An emphasis will be placed on meeting their audience's needs and goals. Working with a real client is favored over fabricating your own. When selecting a client to work with, keep in mind that you are stuck with their existing brand (if you feel you can manage redesigning a logo in addition to producing a website, more power to you). In a real world environment we do not have much say in the clients we work with and we are not always able to reset a business's identity package.

You will not be expected to code and publish this site, however, design considerations should be made with coding limitations in mind.

The production of this website may include, but is not limited to:

- Research
- Client Meeting
- Sketching
- Site Map
- Wire-framing
- Thumbnailing
- On Screen Design
- Photography
- Copy writing
- User Testing

Project Grade Breakdown

Design	=	40%
Sketching	=	20%
Research	=	20%
Crits & Present	=	20%

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Project Schedule

Tentative schedule, changes will be made based on the needs and priorities of the class.

Week 1	8/27	Web Process + Personas + Project Introduction
Week 2	9/1 9/3	Topic Due + Sketches + Research Sketches + Mood Folder Due + Creative Brief Draft Review
Week 3	9/8 9/10	Creative Brief Due + Wireframing Digital Critique
Week 4	9/15 9/17	Digital Critique Digital Critique + Mobile Design Lecture
Week 5	9/22 9/24	Digital Critique (mobile) Digital Critique (mobile)
Week 6	9/29 10/1	Digital Critique (mobile) Final Design Due