

project2.event_website

overview

Here we are—the final project. Before you complete this course, you must comprehensively demonstrate what you new skills and insights you have gained in the field of interactive design. For this project, you will be designing and developing an event website for the event of your choice. This project requires the creation of a multi-page or multi-sections website that showcases a personally selected event (examples may include festivals, conferences, summits, concerts/shows, parties/gatherings/weddings). The purpose is to tell the story of this event for your target audience and to influence them to want to attend. The event must not be connected to an existing brand—or you must rebrand the event. Content may include (but not limited to): event description, experience walk-through, photos, event schedule, location map, sponsors, speakers, contact, ticket pricing, travel information, faq, etc.

Document + upload all process work to Medium.

phase I: research

Information Architecture. Outlines Navigation. A hand-drawn outline of the content and how the user will arrive at it. Will become the basis of your site map. Pages and their content can be renamed/reorganized.

Persona. Research and create one persona for your target audience.

User Testing. Create a prototype using InvisionApp and have 3–5 users test. Record feedback via text editor or image of notes.

phase II: design

15 Thumbnail Sketches. Sketches + ideation. (6 sets of desktop/tablet/mobile sketches)

2 Mood Boards → 2 Style Tiles. Include colors, type system hierarchy, imagery, descriptive words, and relevant visual elements.

Prototype. Create one prototype using InvisionApp.

Mobile/Tablet/Desktop Homepage Mockup. Use preferred style tile for visual direction. Includes logo.

Mobile/Tablet/Desktop Subpage Mockup. For single page sites, this stage will include more refined hp.

Wireframes. Label container, header, navigation, logo, content, footer, and relevant content

Critique + Final Presentation. You must present your site and participate in providing feedback.

phase III: development

Must include a minimum of 1 homepage with a minimum of 3 subpages + navigation OR single-page design with minimum of 5 sections.

A method for the user to get in contact (contact form, email, link, phone number).

Remember to cite any referenced content accurately.

Optimize & use alt tags for all images (appropriate file size, format, and image quality).

Set up a unique title tag for each page.

Must create a favicon.

Export from Webflow and upload entire site to ftp.cassreese.com—must be in perfect, working order.