

project2.event_website

overview

Here we are—the final project of the semester! This is your chance to bring everything you’ve learned about interactive design together into one polished, engaging, and creative experience. You’ll be designing and developing a **promotional website** for an event of your choice—an opportunity to flex your skills in branding, layout, visual storytelling, and responsive design. Whether it’s a music festival, design summit, immersive art show, or an imagined gathering of your favorite thinkers, the goal is to **tell the story of the event in a way that captivates your audience and makes them want to attend.**

Alongside the website, you’ll also create a **mini Social Media Kit** to extend your event’s brand across digital platforms. This addition introduces real-world design practice by helping you consider how a consistent visual identity carries from web to mobile marketing. Your website should include multiple sections or pages and present your event with visual clarity and excitement. You can use an existing event as inspiration, but it must be rebranded or redesigned from the ground up to reflect your creative direction.

Document + upload all process work to Medium.

Content ideas: *event descriptions, experience walk-throughs, images, schedules, maps, speakers, sponsor info, contact or ticketing details, FAQs, and more—whatever best supports your concept and creates a cohesive UX.*

event website requirements (90pts)

You will design and build a responsive website for an original or rebranded event. Choose a format:

- A single-page website with at least 5 distinct sections (default) including a <header> and <footer>
- OR, a homepage with one additional subpage (optional)

The website should include:

- A homepage with clear branding and compelling content
- Navigation between sections or to subpage
- An event tagline.
- A contact method (form, email, phone, etc.)
- Optimize & use alt tags for all images (appropriate file size, format, and image quality)
- A favicon and unique <title> tag
- Publish + Submit link via P2 Final Submission on D2L

social media kit requirements (10pts)

Extend your event's brand by designing a set of **5 promotional social media assets**. You may use Illustrator, Adobe XD, Photoshop. Choose any 5 from the list below:

- Instagram feed post (1080x1080px)
- Instagram story (1080x1920px)
- Facebook event banner (1200x628px)
- Twitter/X promo (1200x675px)

Each asset should:

- User the provided promotional text (see below) / Match your event branding (logo, typography, color) / Include consistent language across assets

Promotional Text (Use or Slightly Modify)

Hype / Energy (Instagram Feed or Reels):

"One weekend. Unlimited inspiration."

"The moment we've been waiting for is almost here.."

Informational / Teaser (Instagram Story or Carousel):

"Get the details: Who's speaking, what's happening, and where to be."

"Your guide to [EVENT NAME]—lineup, tickets, schedule & more."

Connection / Anticipation (Instagram Story, Reels, or Post):

"Counting down to [EVENT NAME]—are you ready?"

" Only [X] days left. Get your pass, grab your crew, and join us!"

Inspirational / Brand Voice (Used across platforms):

"A space for big ideas and bold energy. Let your story begin here."

"Not just an event. A launchpad for what's next."

Mix and Match CTAs:

- Save the date at [youreventsite.com]
- Tickets + info: [youreventsite.com]
- Swipe up / Tap to explore
- Learn more & RSVP now
- Coming soon. Stay tuned.

project2. rubric

Research & Process (25pts)

Content Development & Research (20% - 5pts)

Depth and originality of event concept. Clear narrative direction, user flow, and page/section planning. Strong content choices that support the audience and goals of the site.

User Persona + Prototype User Testing (20% - 5pts)

Persona clearly informs design decisions. Includes prototype, 3–5 user tests, documented feedback, and integration of revisions.

2 Mood Boards + Type Research (12% - 3pts)

Compelling mood boards that establish emotional tone and design direction. Typeface selections are appropriate and considered.

18 Thumbnail Sketches + 2 Style Tiles + Wireframe (20% - 5pts)

Effective layout ideation for desktop, tablet, and mobile. Visual language defined through typography, color, texture, and imagery in style tiles. Detailed wireframes that outline structural and interactive design elements, serving as a blueprint for development.

Homepage Mockup Designs (20% - 5pts)

Desktop/tablet/mobile mockups show refined application of style tile, narrative, feedback, and branding decisions.

Social Media Kit: 15 Sketches + Ideation (8% - 2pts)

Initial layout sketches and/or moodboard for 3 selected social media assets. Early planning demonstrates cohesive brand extension from web to social platforms.

Final Design (40pts)

Content and Typography (20% - 8pts)

Clear, scannable content; effective typographic hierarchy and styling. Clarity of event-related content (taglines, descriptions, calls to action) and the strategic use of typography to enhance readability and visual appeal.

Visual Design and Layout (60%- 24pts)

Strong use of imagery, layout, color, and branding to convey the event's theme. Visual consistency and polish throughout.

Responsiveness and User Experience (20% - 8pts)

Seamless experience across devices; logical layout flow and intuitive interaction.

Social Media Kit (10pts)

Visual Branding Consistency (50% - 5pts)

Kit reflects cohesive use of logo, type, and color from the website.

Execution of 5 Assets (30% - 3pts)

Appropriate platform sizing, layout clarity, and visual balance across all five deliverables.

Use of Provided Text (20% - 2pts)

Effective use (or minimal adaptation) of provided promotional text; clear messaging.

Technical Development (20pts)

HTML/CSS Implementation in Webflow (80% - 16pts)

Clean, accessible, and organized development. Site is fully functional and well-styled.

Functionality and Interactivity (10% - 2pts)

Working navigation, hovers, links, and transitions.

Technical Details (10% - 2pts) Includes alt tags, optimized images, unique title tags, favicon, etc.

Critique and Presentation (5pts)

Critique Preparation and Participation (50%)

Final Presentation (50%): PDF presentation Mockup, Video, and self-evaluation