

ART 4909-01

INTERACTIVE DESIGN 2

THE DESIGN AND PRODUCTION OF A INTERACTIVE WEB SITE

BRIEF:

In your group, produce and evaluate the non-profit organization web site developed.

OBJECTIVES:

- ▶ To gain skills in using interactive design applications to produce effective web site designs.
- ▶ To gain appropriate knowledge and skills in using evaluation tools to study effectiveness of the web site design.
- ▶ To continue to achieve competent practice of team work through producing and evaluating the web site design.
- ▶ To develop an interactive campaign that is innovative and unique.

PROCEDURE:

In your group decide on a web site to re design. Using the information provided for you on the current web site restructure and redesign the web site. During the production of the site, consider the following technical requirements.

- ▶ 1024 x 768 px (safe area of 955 x 600 px)
- ▶ Windows and Mac Platforms
- ▶ Design for Safari, Firefox, and Internet Explorer (IE for PC)

Test the web site by defining a usability test and performing the test with at least 3 users.

Based on the information obtained from the test sessions, assess the effectiveness of the web design. Modify it (if necessary) and finish its production.

Write a report detailing the production, evaluation, and conclusions of the web site design project.

ART + DESIGN DEPARTMENT
UNIVERSITY OF MINNESOTA
DULUTH

Spring 2007
Course #67281

T+Th, 2-3:50pm
SPE 17

CONTACT INFO

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READINGS

Web Style Guide, by Patrick J Lynch and Sarah Horton.

Chapter 5: Typography
Chapter 7: Web Graphics

additional readings may be assigned for this project.

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PRESENTATION :

The presentation of this project will include the following:
A written report describing the following:

1. A study and definition of the design of the non-profit organization's web site.
2. Production of the web site.
Description of the process, technical issues addressed by the design (such as user's connection speed, browser suppose, display size and format) type of visual and interactive elements, web design application used ect.
3. Evaluation of the web site design
Defined usability test, information obtained from the test sessions
4. Conclusions
Things to consider. Value of the defined method followed to complete the web site design. Value of using a method for working in interactive design. Value of testing the design with potential users. Information and knowledge gained from testing the design. Learning outcomes achieved by developing the web site.

REQUIREMENTS :

A CD-ROM containing the digital files that make up the entire web site.

A formal presentation of your work to be given in class.

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