

PROJECT 1: **Designing a Website for philanthropy**

Student Learning Goals

- To devise a comprehensive website wireframe
- To create a functional and aesthetically pleasing multipage website.

What is this project about?

To design a website for a charitable institution, named “**Namasté**” using Dreamweaver CC2014 (HTML5 and CSS3) and JQuery plugins. This is an opportunity for you to showcase your skills using all the relevant modules we have covered.

What is a charitable institution?

“An Organization created for the purpose of philanthropic rather than pecuniary pursuits. A charity is a group designed to benefit society or a specific group of people. Its purpose may be educational, humanitarian, or religious.”

Background

It is speculated that charity donations are declining. On the other hand, the needs for charity donations are on the rise. In this severe economic situation only a few are moving forward to donate. It has also been found that people choose to support causes that are meaningful to them, rather than to support charitable organizations that meet the urgent needs. Each donor has his/her own inclination and preferences, depending on a desire to help people or as a consequence of personal experiences. Hence, in order to increase fundraising, sponsors are seeking recourse to websites, to obtain a full range of credible information.

You have been requested to design a website for a charitable institution, “**Namasté**.” The primary mission of the organization is to raise funds to help poor children in the Asian continent, and provide them with the opportunity to achieve a better quality of life through education, healthcare and nutrition. Staff members of the IMF, UNICEF and World Bank, who are all volunteers, provide their services and share the common goal of helping the poor children escape a life of poverty.

Problem

The website must attract traffic (prospective donors). You must pay close attention to the necessary components such as visual aesthetics, usability and functionality. You are also required to design a logo in Adobe Illustrator or Photoshop for the institution: “**Namasté.**”

Considerations

The client wants a modern looking website, appealing to the eyes and easy to navigate. The client prefers split complimentary or analogous color scheme ([click here](#)), with Web 2.0 features (slider, video, social media links, GoogleMap etc.) to entice prospective users to browse the site to learn more about the organization. Moreover, it should be devised in such a way that the audience can easily connect with the purpose of the organization and at the end of their visit, they are fully convinced and determined to help through volunteering and/or donations. Finally, they want a webpage for news and upcoming events as this can be used as a marketing tool as well to promote and to increase user participation. Each webpage should be divided using <div> into multiple sections. You will also incorporate necessary infographics (e.g. pie charts) that are visually informative.

Design Process

Research relevant websites (*see reference section*) for inspiration and visual research purposes. You will focus on aspects that will promote healthy community living by highlighting how to improve access to education, health care and sanitation, community development, AIDS awareness.

Reference

<http://www.cfbnj.org>

<http://africansolutions.org>

<http://www.unicefusa.org>

<http://www.selfhelpafrica.org>

<http://www.miraclefoundation.org>

http://www.savethechildren.org/site/c.8rKLIXMGlpI4E/b.6115947/k.8D6E/Official_Site.htm

Step 1: Design a wireframe (5-10 pages)

A **wireframe** is a chromatic (of color) skeleton of your website that illustrates the information architecture. It shows the page layout, structure and elements of your site like navigation, web forms, banners, multimedia components (slideshow, video), and content areas (text and images). Size: (960 x720 px)

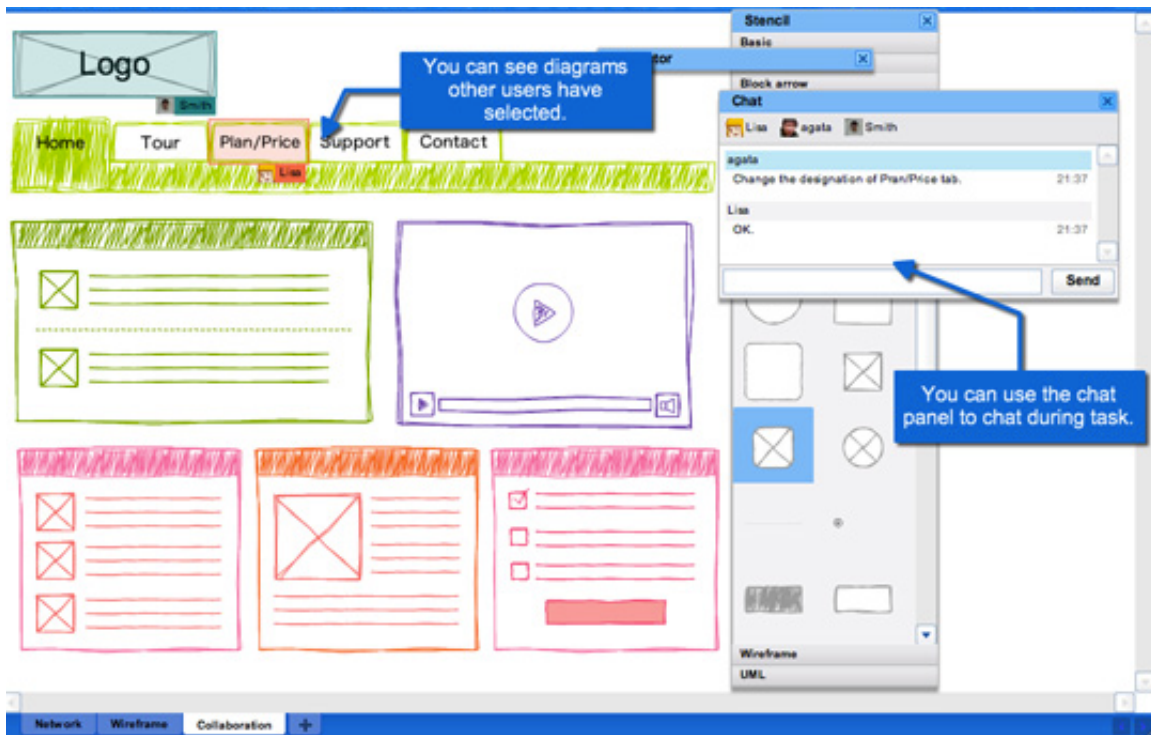


Figure1: Example of a wireframe

Step 2: Design a website in Dreamweaver (5-10 pages)

Develop a **site** containing the following sections: header, navigation, content (sidebar, 2 columns, 3 columns, and combination thereof), footer. Each page should be professionally crafted in a cohesive manner to provide a sophisticated look and feel. The design should reflect the theme. Navigation, information architecture, color scheme, type of fonts to consider, along with relevant images that should be carefully edited in Adobe Photoshop, to give it a professional touch. Footer should contain substantial links (privacy links, contact us, social media, and so on).

Points to Remember

- + Perform visual research on the web. Look for real content (see references)
- + Design a digital wireframe
- + Final website must be designed in Dreamweaver (HTML5 and CSS3)
- + Width of webpage: 960px
- + Include columns, float, multimedia (video), slider, text and images
- + Navigation needs to have roll-overs
- + Organize all your images in a folder, with appropriate naming convention
- + Webpages to include at least: Home, About, Events, Donate, News page
- + Real contents for final website (and text filler is acceptable for wireframe)

Grading Criteria (*see rubrics below*)

- + Concept and Creativity
- + Aesthetic quality - effective use of design principles
- + Structure and Navigation
- + Effective choice of typography
- + How well the design communicates its theme? Real content.
- + Logo design
- + Wireframe: 10 points; Final Deliverable: 30 points

Project Timeline

- M. April 06, 2015 Project 1 is assigned (concept, ideation, content);
Design High Fidelity wireframe | Visual Research
- F. April 10, 2015 High Fidelity wireframe (**Due: 12:00 PM**) upload your 5
pages PDF (zipped) on Discussion Forums for Group
Critiques. |

F. April 10, 2015 **Group Critiques** Starts at noon
 S. April 12, 2015 **Group Critiques** ends at noon
 M. April 13, 2015 Revised Wireframe Due at 6:00PM (dropbox)
 M. April 13, 2015 Site Design | Structure (Dreamweaver CC2014)
 Visual Design
 Feature set (multimedia, video, slideshow)
 Functionality and Usability check (user testing)

T. April 22, 2015 Website Design | **Due (Dropbox: 11:30AM)**

Rubrics

Final Design	Meets no expectations	Meets expectations	Exceeds expectations
Concept & Creativity	Overall website design idea is unoriginal. No creativity is showcased. Does not sustain user's interests. 0-1 point	Overall imagination of the website is average. It is not creative. Has little impact. 2-3 points	Very creative idea, that is impactful. The work and imagination in the overall website is superlatively high. Looks unique and engages the user. 4-5 points
Aesthetic	The website is not pleasing or attractive at all; the user may never return to this website again. 0-1 point	The website is moderately sophisticated, while it is not necessarily appealing. Color scheme could have been enhanced. 2-3 points	The website is very elegant, highly attractive and appeals to the right audience. Good use of color scheme. Sophisticated look and feel. 4-5 points
Structure & Navigation	Content is confusing and difficult to follow. Site is difficult to navigate, not intuitive. Large images take longer to download. Website is not functional, contains broken links. Webpage design is not consistent throughout. No multiple sections 0-1 point	Content is presented in a clear manner that is easy to follow. Navigation is difficult. Website design is not intuitive. Website lacks certain functionality and feature-sets. Webpage design is consistent throughout. No section depicted. 2-3 points	Content is presented in a clear manner; website design is very intuitive. Feature-sets and functionality are standard and work well. Webpage design is consistent throughout. There are multiple sections in each page. 4-5 points

<p>Typography</p>	<p>No appropriate choice of typography. Texts are hard to read; hierarchy is missing; type rules have not been followed. Line length is longer than 72 characters for the most part. No sign of 2 columns.</p> <p>0-1 point</p>	<p>Texts are readable; typography has not been selected with care; proper usage of type rules but type length is longer than 72 characters for the most part. Does not create a good sense of hierarchy to lead the eye into the content. Usage of 2 columns.</p> <p>2-3 points</p>	<p>Excellent choice of typography-readable, and create a good sense of hierarchy. Proper type rules are followed – enough contrast between text and background; text are broken down into paragraph; use of column; line length is between 35 and 72 characters.</p> <p>4-5 points</p>
<p>Theme/ content</p>	<p>The theme does not reflect the topic matter at all, is too generic. Not enough content. No depiction of info-graphics. No depiction of a Google Map.</p> <p>0-1 point</p>	<p>Only two of the following is met: The theme shows a connection to the topic matter to some extent. Some real content, not enough to cover the topic matter. Info-graphics are hardly readable. Google Map is depicted.</p> <p>2-3 points</p>	<p>The theme portrays the topic matter of the website effectively, is topic specific. Adequate content and information that covers the topic matter. Info-graphics are displayed Google Map is depicted.</p> <p>4-5 points</p>
<p>Logo Design</p>	<p>Logo design is generic, does not reflect the goal of the organization. It is not easy to recognize, and not properly crafted.</p> <p>0-1 point</p>	<p>Logo design can be used as a symbol for the organization. It looks like a standard identity but not so easy to recognize. The level of craftsmanship is mediocre.</p> <p>2-3 points</p>	<p>Logo design reflects the goal of the organization. It is well crafted and easy to recognize, unique.</p> <p>4-5 points</p>

Wireframe	Meets no Expectations	Meets Expectations	Exceeds Expectations
Documents	Doc contains 3 or less pages. 0 point	Doc contains 3-5 pages. 1 point	Doc contains 5 pages 2 points
Content	No clear hierarchy of information, inaccurate headers. Barely any textual element, titles, or sub-titles (no text filler) 0 point	Hierarchy of content exists. Some headers are accurate. Some textual elements (text filler) or actual content used throughout the pages. 1 point	Hierarchy of info is logical and clear. Headers are accurate, actual content have been used throughout accurately, with titles and sub-titles, and body text (text filler). Use of sections within a page. 2 points
Color	Wireframe is gray. Or pages do not include hexadecimal codes and color boxes representing schemes 0 point	Only two criteria are met out of three: hexadecimal codes, color schemes rectangles and chromatic wireframes. 1 point	Wireframes are chromatic (colorful) (besides images). pages include color scheme displayed in rectangles and labeled with hexadecimal values. 2 points
Images	Wireframe does not include colored boxes or other placeholders. 0 point	Wireframe includes colored placeholders in each page. 1 point	Wireframe includes images taken from Stock photos 2 points
Layout	Wireframe reflects no principles of pleasing layout. Margins are inconsistent Or dimensions are not shared. 0 point	Wireframe demonstrates principles of attractive layout. Margins are inconsistent Or dimensions are not shared. 1 point	Wireframe reflects principles of attractive layout. (Grid, balance, proximity etc) Margins are consistent. Dimensions are shared. 2 points