

PROJECT 1: “Hope” *(Designing for a social issue)***What is this project about?**

To design a website for a charitable institution, called “**Hope**” using Dreamweaver CC2015 (HTML5 and CSS3) and JQuery plugins. This is an opportunity for you to showcase your skills using all the relevant tools and applications we have covered in all the modules, including book chapters, labs and assignments. You are supposed to answer the **objectives** of the project.

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

The UNICEF reported *“Hurricane Matthew — the most brutal Caribbean storm in a decade — devastated Haiti. And, when disaster strikes, children are the most vulnerable. In fact, nearly 900,000 kids are menaced by this catastrophe and its dangerous aftermath. Eighty percent of homes in the most affected region have been damaged or destroyed. Nearly 16,000 people are living in shelters. Hundreds of schools are out of commission. Cholera cases are growing daily, making safe, clean water a top priority.”*

In this optic, there is an urgent need for donations to reconstruct the infrastructures in Haiti and to help save lives and provide relief to those children and families who are affected by the hurricane *Matthew*.

PROBLEM

It is speculated that charity donations are declining. On the other hand, the needs for charity donations are on the rise. It is speculated that 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. For the most part, sponsors take recourse to websites where they can obtain a full range of credible information.

You have been requested to design a website for a charitable institution, “Hope.” The primary mission of the organization is to raise funds to rebuild Haiti,

provide urgent reliefs and assistance to children and families in the **affected areas**; the goal is to provide the community with an 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 providing reliefs.

OBJECTIVES

The website must attract traffic (prospective donors), engage the users. You must pay close attention to the necessary components such as visual aesthetics, usability and functionality. You can design your own logo using Adobe Illustrator/Photoshop.

CONSIDERATIONS

The client (Hope) wants a modern looking website, attractive and easy to use. Your color scheme should reflect the theme of the website – seriousness, dramatic and trustworthy website. To learn about color schemes ([click here](#)). The site should contain Web 2.0 features (slider, video, social media links, Google Map, form etc.) to entice prospective users to browse the site. 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 site visit, they are fully convinced and determined to help through 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 increase user participation. Each webpage should be divided using <div> into multiple sections, horizontally to produce 2 or 3 columns; vertically to create multiple sections. You will also incorporate necessary infographics (e.g. pie charts, graphs) that are visually informative, that pertain to the topic matter.

Design Process

1. Research for content

Research relevant websites (*see reference as a hint*) for inspiration and visual research purposes. You will focus on aspects promoting healthy community living by highlighting how to improve access to education, health care and sanitation, community development and the like. You can refer to TIME/Newsweek magazines to pull relevant text content info regarding Hurricane Matthew.

2. Design a high-fidelity prototype using UXPIN (5-7 pages)

A website **prototype** is a mock-up of a real website, which includes the grid layout comprising of: information architecture, contents, visual appearance and feature sets. It should depict the page layout, structure and elements of your site like navigation, web forms, banners, multimedia components (slideshow, video), content areas (text and images), and footer. Size: (width: 1360px)

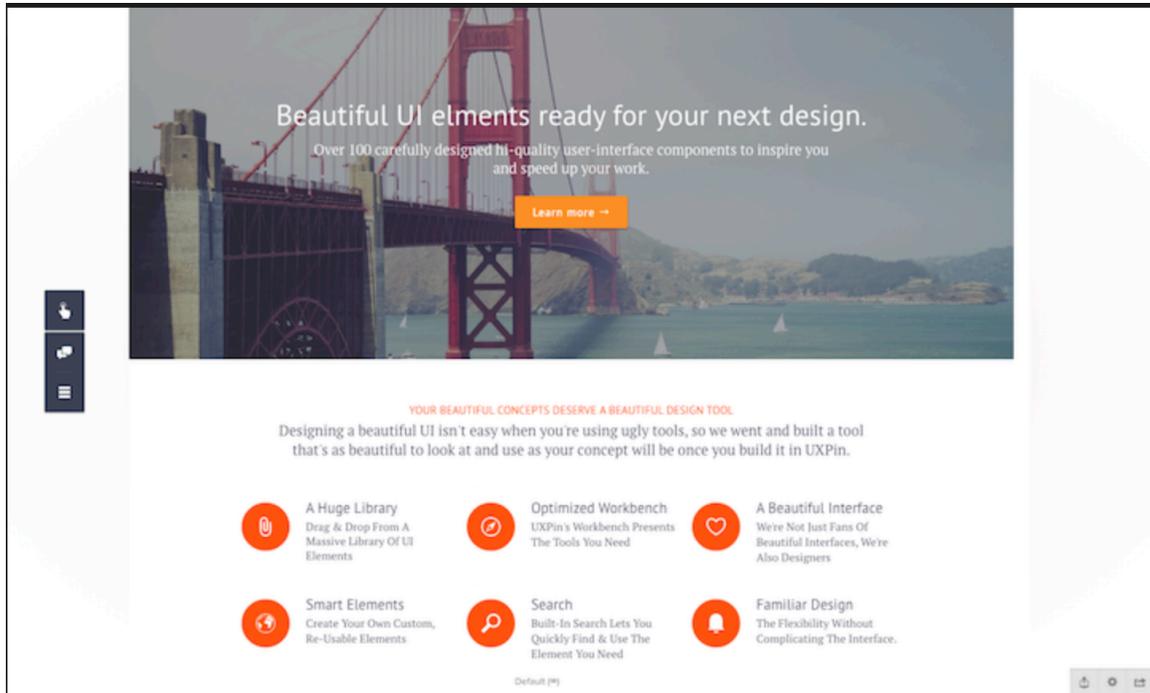


Figure1: Example of a prototype

Step 3: Design a website in Dreamweaver or any other HTML Editor

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, 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). It should contain 5–7 pages.

Points to Remember

- + Perform visual research on the web. Look for real content (see references)
- + Needs to be designed in Dreamweaver (HTML5, CSS3, JQuery)
- + Width of webpage: 1360px
- + Include 2 columns, 3 columns, float of text, multimedia (video) and images,
- + Navigation needs to have roll-overs.
- + Organize all your images, media separate labelled folders.
- + Webpages to include: Home, About Us, Projects, Events, Donate, News etc.
- + Incorporate a Slideshow of images in the Homepage
- + Real contents, contents and contents (no text filler) and infographics
- + Multimedia elements (videos, audio (optional), social media links, Form, Map
- + Test your site

Grading Criteria (see rubrics Table 1 and Table 2)

+ **Concept and Creativity:** *Evaluates your imagination, creative and logical thinking. Does the site engage the user?*

+ **Theme and Content:** *How well the design communicates its theme? Are all the pertinent and required contents presented in the website?*

+ **Visual Design:** *Look and Feel; Does your site appeal to the right audience? Is your site attractive enough? Is there effective use of Design Principles? Does the color scheme reflect the theme? Appropriate use of typographical elements.*

+ **Structure and Navigation:** *Structure relates to interaction design and information architecture. Is your site usable and functional? Is content presented in an intuitive manner? Are the webpages easy to browse? Are the feature-sets visible enough? Does the user understand if a button is clickable, how to operate a slider, or fill a form?*

+ **Effective choice of typography:** *Are the text readable? Do the chosen fonts work well with the theme/content? Are there too many fonts? Have text rules been adequately followed throughout? Do the text create a logical structure and organization?*

Project Timeline

M. Oct 24, 2016	Project 1 is assigned (concept, ideation, research content);
W. Oct 26, 2016	Design High Fidelity Prototype (Media) Visual Research
M. Oct 31, 2016	Present High Fidelity Prototype (Due) Group Critiques
W. Nov 02, 2016	Site Design Structure Contents)
M. Nov 07, 2016	Site Design feature sets (multimedia, video, images slider)
W. Nov 09, 2016	Site Design Visual Design and Functionality
M. Nov 14, 2016	Usability Testing (3 users) User Testing (5 users)
W. Nov 16, 2016	Site Revision
M. Nov 28, 2016	Final Submission (Due)
W. Nov 30, 2016	Class Presentation and Participation
M. Dec 05, 2016	Class Presentation and Participation

Student Learning Goals: see syllabus objectives

References (these references may provide the necessary hints, but they are not conclusive)

<http://www.cfbnj.org> ; <http://www.miraclefoundation.org>

<http://africansolutions.org>

<http://www.unicefusa.org>

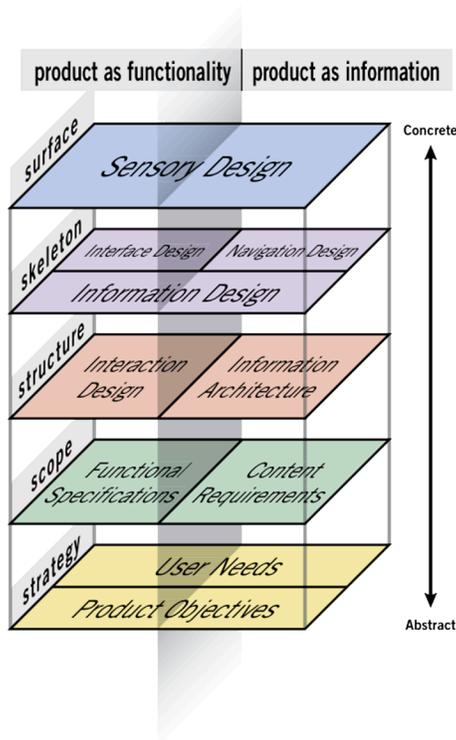
<http://www.selfhelpafrica.org>

Final Design 20 points	Meets no expectations	Meets expectations	Exceeds expectations
	1-2 point	3 points	4 points
Concept & Creativity	Overall website design idea is unoriginal. Needs work. Does not sustain user's interests.	It works, but the overall creativity and imagination of the website is average. It looks like a common idea.	Excellent idea. It has a "wow" factor. The work and imagination of the overall website is superlatively high. Looks unique and engages the user.
Theme/ content	The theme does not reflect the topic matter at all, is too generic. Not enough content or real content is not depicted. No depiction of info-graphics. No depiction of a Google Map, video, social media links	Only two of the following is met: The theme shows a connection to the topic matter to moderately. Some real content, not enough to cover the topic matter. Info-graphics are hardly readable. Not all of the following is depicted: Google Map, social media links, info-graphics.	The theme portrays the topic matter of the website effectively, is topic specific. Adequate real content and information that fully covers the topic matter. Info-graphics are displayed Google Map, video, are depicted.
Visual Design	The website is unappealing; the user may never return to this website again. It does not create an impact on the user.	The website is moderately sophisticated, while it is not necessarily appealing. Color scheme does not add to the ambience.	The website is very elegant, highly attractive and appeals to the right audience. Good use of color scheme. Sophisticated look and feel.
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; only one 2 col depicted. Navigation links do not have roll-overs	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. Design is moderately consistent throughout. Has only one 2 col and one 3 col depicted. Navigation links do not have roll-overs.	Content is presented in a clear manner; website design is very intuitive. Feature-sets and functionality are standard (Web 2.0) and work well. Webpage design is consistent throughout. There are multiple sections in each page vertically. Depiction of 2 and 3 col layout in all the pages is evident. Navigation links have roll-overs.

Typography	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. No Form is depicted.	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 2,3 columns. HTML Form.	Excellent choice of typography-readable; creates a good sense of hierarchy. Adequate contrast between text & background. Proper type rules are followed; text are broken down into paragraph; use of 2, 3columns; line length is between 35 and 72char. HTML Form, styled in CSS3.
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Table 1

A class critique does not diagnose each detail of the design work, but provide a holistic recommendation and direction of your work. It is your responsibility to carefully verify if your work meets the specifications and criteria as set in the project spec sheet.



Evaluation of Websites for optimal UX
Adapted: Jesse James Garrett (2004)

Prototype 12 points	Meets no Expectations	Below Average	Good
	0 point	1 point	2 points
Document	Doc contains 3 or less pages.	Doc contains 3-5 pages.	Doc contains 5 pages or more.
Content	No clear hierarchy of information, inaccurate headers. Barely any textual element (Lorem Ipsum).	Hierarchy of content exists. Some headers are accurate. Some textual elements (actual content) used throughout the pages.	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. Use of sections within a page; and 2 and 3 columns.
Color	Wireframe is gray. Or pages do not include hexadecimal codes and color boxes representing schemes	Only two criteria are met out of three: hexadecimal codes, color schemes rectangles and chromatic wireframes.	Wireframes are chromatic (colorful) (besides images). Pages include color scheme displayed in rectangles. Good representation of color scheme.
Images	Wireframe does not include boxes or other placeholders.	Wireframe includes placeholders in each page.	Wireframe includes relevant images in all the relevant pages
Layout	Wireframe reflects no principles of pleasing layout. Margins are inconsistent	Wireframe demonstrates principles of attractive layout. Margins are inconsistent	Wireframe reflects principles of attractive layout. (Grid, balance, proximity etc.) Margins are consistent.
Presentation of Final Project	Did not present		Class Presentation

Table 2