

**PROJECT 1: “Ecuador Earthquake Relief 2016”** *(Designing for a social issue)***Student Learning Objectives:** *(see syllabus)*

- Make Use of HTML5 and CSS3, including implementation of JQuery
- Apply the notion of Elements and Principles of Design
- Create a functional, usable and aesthetically pleasing website

**What is this project about?**

To design a website for a charitable institution, called “**Esperanza**” using Dreamweaver CC2017 (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**

In April 2016, the powerful earthquake of magnitude 7.8 on the Richter scale that killed more than 676 people, leaving more than 16,600 injured in Manabi province, Ecuador, is considered the worst disaster the country has faced in decades. The tourist areas were among the hardest hit with hundreds of collapsed buildings. Hundreds of people have been without shelter for days on end, and 26,000 survivors were relocated to shelters. Essential services like medical care were a priority. Ecuador deployed 10,000 soldiers to the affected areas, and hundreds of rescuers from eight countries traveled to Ecuador to help in relief efforts. The lack of water and basic needs remained a big problem. Many highways in the mountainous areas were in bad shape due to the continual rain, disrupting communication. According to the President of Ecuador, reconstruction would cost more than 3 billion dollars; the country obtained loan from the World Bank, Inter-American Development Bank.

In this optic, there is an urgent need for raising funds to reconstruct the infrastructures in the affected areas in Ecuador, and to help save lives and provide relief to those children and families.

## 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 seek recourse to websites where they can obtain a full range of credible information.

You have been requested to design a website for a Disaster Relief Fund Agency, called “Esperanza.” The primary mission of the organization is to raise funds to rebuild the country, and to 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 users. You must pay close attention to the necessary components such as **visual aesthetics, usability and functionality**. You will design your own logo of the Agency “Esperanza” using Adobe Illustrator/Photoshop.

## CONSIDERATIONS

The client (Esperanza) 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, pertaining to the topic matter. A **donate** section or page must be obvious in your website design.

## Design Process

### Step 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 also refer to TIME/Newsweek magazines to research relevant info (for text content) related to the Ecuador Earthquake in April 2016.

### Step 2: Design a high-fidelity prototype using UXPIN (Fig 1)

A website **prototype** is a mock-up of a real website, which includes the grid layout comprised 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**: 1024 px).

### 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 and social media links like Google+, Facebook, Instagram, Pinterest, etc.). It should contain 5–7 pages.

### Points to Remember

- + Perform visual research on the web. Look for **real content**.
- + Needs to be designed in an HTML editor (HTML5, CSS3, JQuery)
- + Width of HTML webpage: 1360px; Width of UXPIN Prototype: 1024px
- + Include 2 columns, 3 columns, float of text, images, slider
- + Navigation needs to have transition roll-overs.
- + Organize all your images, media files into separate labelled folders.
- + Website to include: Home, About Us, Projects, Events, Donate, News etc.
- + Incorporate a Slideshow of images in the Homepage
- + A section for the donate page
- + Include logo of UNESCO, World Bank, UNICEF, and other relevant institutions
- + **Real contents, contents and contents** (no text filler) and infographics
- + Multimedia (videos, audio), social media links, Contact Form, Google Map
- + Test your UXPIN prototype (all the pages) and your beta HTML/CSS website.

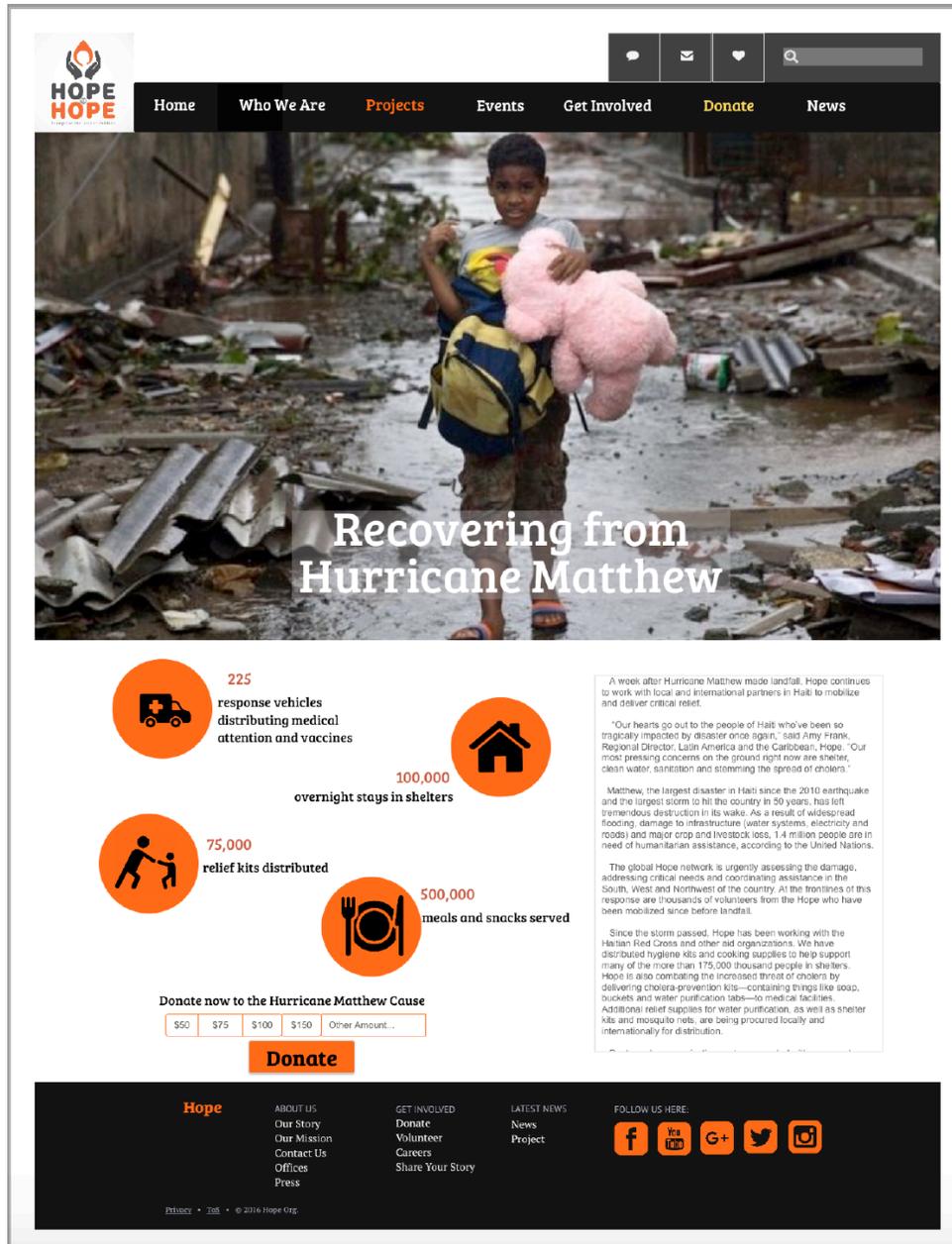


Figure1: Example of a UXPIN prototype (of a different topic)

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

<https://www.hands.org/projects/ecuador-earthquake-response/>

<http://www.calfund.org/japan-ecuador-earthquake/>

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

<http://www.selfhelpafrica.org>; <http://africansolutions.org>; <http://www.unicefusa.org>

## 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 content create a logical structure and organization?*

## Project Timeline T: Tuesday and R: Thursday

T. Mar 28, 2017	Project 1 is assigned (concept, ideation, research contents);
R. Mar 30, 2017	Design High Fidelity Prototype   min 5 UXPIN pages (Due:9:30AM) Group Critiques (Be ready with 3 pages)
April 01–05, 2017	SPRING BREAK
T. Apr 11, 2017	Site Design   Structure   Contents (HTML5/CSS3)
R. Apr 13, 2017	Site Design   feature sets (multimedia, video, images slider)
T. Apr 18, 2017	Site Design   Visual Design and Functionality
R. Apr 20, 2017	Heuristic Evaluation (5 users)   Site Revision
T. Apr 25, 2017	Final Submission and Presentation ((Due:9:00AM)
R. Apr 27, 2017	Presentation Continue *Last Class Meeting

3 credit hours = approx. 9 hours per week per course.

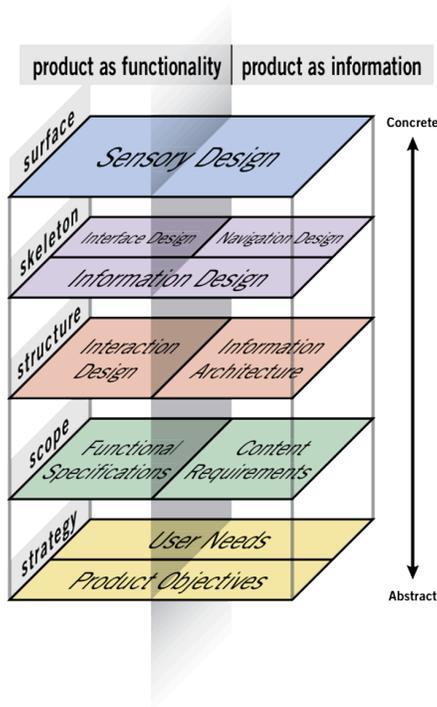
It is essential to work on this project outside of class hours to meet each of the above timeline deadline, and to avail relevant feedback from the instructor. If you are not ready with your work, or do not bring your work in the classroom, it will not be possible for the instructor or GA to assist you. It is therefore your responsibility to approach us with your work to receive feedback and help in a timely manner.

<b>Final Design 20 points</b>	<b>Meets no expectations</b>	<b>Meets expectations</b>	<b>Exceeds expectations</b>
	<b>1-2 point</b>	<b>3.2 points</b>	<b>4 points</b>
<b>Concept &amp; Creativity</b>	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.
<b>Theme/ content</b>	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 (text and images) and information that fully covers the topic matter. Info-graphics are displayed Google Map, social media links, video, are depicted. Slider makes the site more dynamic.
<b>Visual Design</b>	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. Edited images.
<b>Structure &amp; Navigation</b>	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 transition 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. Nav links have transitions.

<b>Typography</b>	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; sentences 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	Below Average 0 point	Average 1.5 points	Satisfactory 2 points
Document	Doc contains less than 3 HTML/CSS completed pages.	Doc contains 3-5 HTML/CSS completed pages.	Doc contains 5 or more HTML/CSS completed pages.
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, <b>actual content</b> 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 at all	Present less than 5 webpages	Presented the full 5 pages project in class

Table 2