



Class Project

Development of a web site serving the needs of a small to medium size business. The client will be a fictitious company that you will create, brand and serve as the web site developers. The industry of this company will be decided randomly from a group of topics. The project will be divided into phases beginning with information architecture, continuing on through design/implementation and research on venues to promote and advertise the site. A key feature of the site is to provide information of value and services that help the existing B&M company expand it's volume. You will need to create content that is appropriate for the web. You must also provide the client with a target market analysis to include projected user demography, estimated environment, and related companies in the industry. You must also provide a suggested information architecture report and diagram. The site must have all of the expected sections such as about us, contact, us, site map, a form to request information, sections of the practice (at least three), employees (at least eight) and any other applicable sections or pages. Every page must be properly titled, tagged and have appropriate doctype and support declarations. You must also incorporate affiliate marketing, banner advertising, B&M advertising, link exchange and suggested search submission. Your research and proposal will include domain registration, hosting fees, a suggested advertising campaign, maintenance fees, design, coding and implementation. The bid and proposal must be submitted to the client for acceptance and approval before full site development begins. Upon completion you must submit a final invoice for the project along with an hourly log and an assessment of the final cost versus the proposal.

The phases of the project will include the following elements:

- Design company name, client name & areas of practice (due: 8/30)
- 3 logo choices (due: 9/05)
- Client discovery and needs assessment (due: 9/11)
- IA report to include graphical & textual site map (due by: 9/14)
- Style tile (due 9/18)
- Home page and interior comps (due: 9/21)
- Bid and proposal (due: 9/22)
- Project, invoice, hourly log and assessment (due: 10/09)

You will present the project to the class live from plattonline.com and will be conducted in a professional manner as if to a real client or corporation. The web site should work correctly in Firefox, IE, Chrome and Safari, on both the pc and the mac. The screen size and download time should represent the target demography. Your presentation should include a notebook featuring full printed documentation of the entire project and two mounted printings displaying the home page and another feature.