

BlueFish Media Design WebQuest – Group Project

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Introduction:

You are a member of a design team at BlueFish Media Design, a premier web design and multimedia design firm in the Chicago area. Recently, several local firms have approached BlueFish with requests for websites. The new clients are:

- **Le Expensziv** -- a new gourmet French restaurant offering wonderfully delicious food and extravagant prices
- **A Dog's Life** -- a company that offers dog grooming, training, daycare, and vacation boarding services to the greater Chicago area
- **Coffee Cafe** -- a locally owned coffee bar similar to Starbucks located in the Chicago Bucktown neighborhood
- **Baby Time** -- a small, upscale shop in Deer Park Mall specializing in clothes, toys, and accessories for infants and toddlers
- **Kirk, Picard, Janeway, & Burnham** -- a new accounting firm just formed by four recent accounting major graduates with CPAs, specializing in small business and tax accounting

The purpose of this group project is for you to experience working on a team to analyze a client's needs and develop a web site layout that meets their needs.

Grading:

There will be a single grade given to the entire group project and this grade is worth 10% of your semester grade. As part of your grade, you will turn in peer assessments on the members of your own group and the work they did for the project. This assessment by the other members of your group can have a positive or negative impact on your individual grade on the group project.

The Task:

Since your team has done so well on previous assignments, the Web Design Director, Maria Riaz, has decided to allow you team to choose the client you would like to work with. Your task is to analyze the competition and propose a page layout design appropriate for your client's business and target audience. There are four deliverables: Analysis Report, Presentation, Sample Page Layout, and Share Your Design discussion board post. Each member of the team plays a different role: DesignGuru, TextMaster, and PixelMeister. One member of the team must also take on the role of FearlessLeader. You will need to discuss these roles with your fellow team members and each choose one of the three roles.

- **DesignGuru:** The DesignGuru verifies that design principles such as alignment, contrast, proximity, and repetition are utilized in the design of a usable and accessible sample page layout. The DesignGuru contributes to all the design-related components – especially the page layout format for the Sample Page Layout. The DesignGuru will generate the **Presentation** (with help from the other team members).
- **TextMaster:** The TextMaster focuses on writing for the Web – the use of text and the written word on web pages – including writing compelling headings, brief paragraphs, and brief catching lists (see Chapter 4 Writing for the Web resources). The TextMaster will generate the written **Analysis Report** (with help from the other team members) and provide assistance with the text for the Sample Page Layout.
- **PixelMeister:** The PixelMeister focuses on the use of color and graphics on a website (see Chapter 4 resources). The PixelMeister has responsibility for the selection and justification of the color scheme chosen. The PixelMeister will generate the **Sample Page Layout** (with help from the other team members).

In addition to the three roles above, one of the team members needs to take on the role of FearlessLeader.

- **FearlessLeaders:** The FearlessLeader serves as the team leader. The role of the FearlessLeader includes working with the team to divide up tasks, leading discussions, reminding team members about due dates, communicating with Maria Riaz (via your instructor), posting "**Share Your Design**" discussion board message, etc. The FearlessLeader is ultimately responsible for all of the group's deliverables.

The Process:

Choose your Client

Your first step is to discuss the clients listed above with your team and choose your client.

Analysis

Your team will need to do some investigation and background analysis. Feel free to contact your instructor (he will forward your questions to Maria at BlueFishMediaDesign) with your questions about your client and their business.

1. Determine the top three expectations your client has for the web site.
2. Determine the target audience.
3. Locate three potential competitors (or similar web sites)
4. Use the Web Design Best Practices Checklist to analyze the competition. For each competitor, note two strengths and two weaknesses.
5. **The Analysis Report.** Write a two-page written description of your results for the four analysis steps above.

Design

Your team needs to design a sample page layout and create a presentation to propose to the client. Feel free to contact your instructor (he will forward your questions to Maria at BlueFishMediaDesign) with your questions about your client and their business.

1. Choose color scheme. Justify your selection.
2. Choose page layout type: fixed or fluid. Justify your selection.
3. Choose font face, weight, and size for headings, subheadings, main content, footer, etc. Justify your selection.
4. **The Sample Page Layout.** Use any of the following applications to create a Sample Page Layout: Adobe Dreamweaver, Adobe Fireworks, Microsoft PowerPoint, Microsoft Word, or Adobe Photoshop. Create your own content, including logo banner. The use of a template is forbidden and will result in a failing grade for the project. This is supposed to be a wireframe so look in your book and class PowerPoints to see what a wireframe should look like and what it contains.
5. **The Presentation.**
You have to create a PowerPoint presentation, but you will not actually be presenting your group projects in class.

Use Microsoft PowerPoint to enthusiastically share your design ideas with your client (the Presentation). Include information about the target audience and client expectations from your Analysis Report. Include your proposals for color scheme, page format type, and fonts you selected. Include the sample page layout.

6. **Share Your Design.** Your FearlessLeader will post a message to your class discussion board with the Sample Page Layout and a brief message describing the design.

Resources:

- The [Web Design Best Practices Checklist](http://terrymorris.net/bestpractices) at <http://terrymorris.net/bestpractices>
- Your course textbook and The Web!

Deliverables:

On March 21, 2019, your team will turn in a bound presentation for your project. This bound presentation will include the analysis report, the sample page layout, and the presentation. You will also upload each of these to Blackboard.

Binding Order

Include the following items in the following order:

- Cover Page – see requirements below
- Analysis Report
- Sample Page Layout
- Presentation
 - 2 slides per page – see requirements below

Other Binding Requirements

- *Binding type*: spiral plastic coil or comb binding. Unacceptable binding formats include 3-ring binders, 3-ring brad folders, or any presentation folders (including the kind with a swing clip to “clip” the papers together)
- *Cover*: Use a transparent, plastic cover as first page.
- *Other*: Glossy paper may not be used with the exception of the title page.

Cover Page

Design a professional looking (logo, color, etc.) title page for your report. Creativity in your cover sheet can result in up to 10 extra points on your bound presentation. Include the following information:

- IMED 1316
- Web Design 1 Group Project
- Spring 2019
- Team member names with the FearlessLeader first, then the remaining team members in alphabetical order by last name.
- Name of your Web site

Miscellaneous Items:

- Your entire project should have a professional, consistent look (e.g. font, colors, etc)
- *Dot the i's, cross the t's* - your project should be free of grammatical & spelling errors; all objects on reports, layouts, and presentations should be easy to read and aligned properly.
- *Backups* - make sure you have several backup copies of all items in the event something happens to one of your backup copies.
- ***I will keep the project at the end of the semester.***

The Conclusion:

Working on this WebQuest will allow you to continue to build your knowledge in Web design best practices, identifying target audiences, and meeting client expectations. All these are components of the skill set you'll need to use when you design and create your own Websites in the future.