DTC 336–Project #2: Websites for the CMDC Program

Due Thursday June 18, 2020 at 3:30pm

The Creative Media and Digital Culture (CMDC) Program needs a website redesign. With the prevalent use of mobile devices, comes the need to design websites that respond to the limitations of these devices as well as larger screen sizes. Employing the concepts of typography, color, design elements and principles, Gestalt Theory and responsive design, **create two new landing page designs for the CMDC Program in a desktop and mobile phone environment using Figma**. Keep in mind that the mobile site needs to be in portrait mode and I highly recommend designing that one first.

Research other school's digital media department websites to learn about their chosen content and design approaches given the focus of the CMDC Program. What is the hierarchy of the content? How does one interact with the website? What are the calls to action and where are they placed? Is the website responsive? What changes occur in the user experience when the site is on a smaller device rather than a desktop browser? Does the school or program have a logo? How does it work in relation to the design of the digital media department's website?

Create two unique and aesthetically pleasing sites that touch upon the CMDC Program and also solicits a "call to action" for those interested in the Program. Design with a grid system across all devices and work with contrast, repetition, alignment, and proximity to develop your website design. Explore the current CMDC website to research what is currently being highlighted on the homepage. Include the written content already on the [CMDC Program website](). Also, check out the [CMDC Job Board website](). Feel free to redesign the CMDC logo and incorporate that new logo in your design layouts.

Project requirements:

- •Demonstrate the use of creative design elements and principles within precise, and engaging designs in two device-sized artboards within one Figma document. Your artboards need to be sized: 1440x1024 (desktop) and 414x896 (iPhone 11 Pro Max). You can always have more content below "the fold" as if it were a single page layout.

- •Creative and innovative use of shape, color, and typography created in relation to the layout of your four design layouts all created within one Figma file.

- •3-minute presentation on your project. During the presentation, show your two designs and highlight points about the concepts behind your designs. Discuss your two design approaches and inspiration.

- •Images (or images of video) used must be either from the WSUV, CMDC, and Dene Grigar's social media accounts. Friend her so you can find some stellar images. You cannot use copyrighted imagery from another non-WSUV person, website, or organization. You can use imagery you take yourself.

- •Proper naming and timely uploading of required exported files to the class OneDrive folder.

- **Possible Points**:

Final Presentation   2 points
Final Designs   32 points
Total   34 points
Final Style Guide   2 points (EXTRA CREDIT!)

Timeline for Deliverables:

- **Project #2 due on 6/18 at 3:30pm.** Upload to the class OneDrive folder your Project #2 exported files named Last Name_First Name_Project2 into the Project #2 Final Design folder.

- **Project #2 Final Style Guide for one design due on 6/18 at 3:30pm.** Take a creative and thorough approach to creating the legacy design document so the next designer will know the design conventions to one of your designs. Include the typography, color palette, and specifics about any design elements employed in your website.