

# VC 475 – Advanced Designing for the Web

Cazenovia College – Spring 2015  
Professor Brian Hauser

Mon. & Weds. 6:00 PM – 8:50 PM  
119 Reisman Hall

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## Project 1 – Non-Profit Website Design

Due Date: 2/11/15

For this project you will be creating a dynamic and visually compelling Non-For-Profit Website Design. We will only be designing this website inside of Adobe Fireworks and building it in HTML & CSS.

Your non-profit website design should be geared to a specific non-profit agency such as (the SPCA, American Heart Association, etc.) and contain a minimum of 5 pages. You can choose a non-profit that might have special meaning to you.

How you divide up pages is completely up to you, however you should base it on research you do of similar non-profit websites. Design your non-profit so it fits your audience, research 5 other non-profit websites for design inspiration.\

Document all of your research on the design brief form which can be found on the class website. When designing think about how the user will use and benefit from your website design. What buttons, navigation, links are you going to have? Are you going to have a search bar? How will the user of your website browse to get to the different pages to learn more about the organization?

As part of the design process you will be required to do 20 thumbnail sketches before designing inside of Adobe Fireworks.

### Project Submission:

Please include all of the following files on a CD with your initials and course number and project name

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- 20 Thumbnail Sketches scanned in
- Adobe Fireworks design file in .png format
- Flowchart
- Design Brief & Research
- Site Folder with HTML, CSS and images folder

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## VC 475 – Project 1: Non-Profit Website Design Rubric

Student Name:

Student Score:

	4	2	0
Thumbnail Sketches	All thumbnails sketches have been executed	Some thumbnail sketches are missing	Thumbnail sketches are missing
Design/Creativity	Design is executed very well	Design has some minor suggestions	Design needs to be revisited
Flowchart	Flowchart is executed perfectly	Flowchart needs some minor revisions	Flowchart is missing or incomplete
Site Map	Site map is executed perfectly	Site map needs some minor revisions	Site map is missing or incomplete
Programming	Programming is free of errors	Programming has some errors	Programming is incomplete or needs to be revisited
Design Brief & Research	Design brief is thoroughly completed	Design brief shows good effort, needs minor improvement	Design brief is missing or incomplete

Feedback: