WEB PROGRAMMING/DESIGN

LAB 3: WEBSITE DESIGN DOCUMENT

NAME: ____________________________________________

1. **Overview**
   1.1. For this assignment you will begin the design process for a new website.
      1.1.1. You will need to answer questions about your design plan.
      1.1.2. You will want to pick a design theme (colors and fonts for your website).
      1.1.3. You will want to gather any files (images, documents, applets, etc.) that you will want to include in your website.

      **NOTE:** If you are going to complete the "standard" unit project, you should READ the project assignment first. It will help you answer most of the early questions. For example:
      **Question 1:** What is the goal of the website? **Answer:** To get an A on the project.

2. **Before you begin**
   2.1. Create a new folder on your USB drive called "designmaterials"
   2.2. Have a physical copy of this document OR some blank paper that you can use to answer the questions you are asked below.

3. **Getting started (questions)**
   **Question 1:** What is the goal (or goals) of your website?
   - What do you want to accomplish with your website?
   - Do you want to make friends?
   - Do you want to make money?
   - Do you want to organize a group or cause?
   - Please provide your answer in the box below

   **Question 1:**

   ________________________________

   ________________________________

   ________________________________
**Question 2:** Who is your target audience?
- Friends, classmates, the general public
- Old people, young people,
- People with specific interests/problems
- Please provide your answer in the box below

**Question 3:** What content (text, images, movies, music, etc.) will help you reach your goals AND interest your audience?
- Provide a short description of the content in the box below AND
- Find/create some content and save it to your "designmaterials" folder.
**Question 4:** How are you going to divide the content up on your website; specifically, what pages are you going to have?

**AND**

**Question 5:** How are your pages going to link together?

In the box below draw a chart showing the pages and links among your pages that your final website will have.
4. **Color Theme**

4.1. Tools to help you:

4.1.1. **Simple Web Safe Color Tools**

     (Click on colors on the opposite ends of wheel, to see how they look together)
     (Create color harmonies from 256 RGB values)

4.1.2. **More Powerful Color Choosing Tools** (not necessarily web safe)

     (Very simple, won't help pick complimenting colors but you can see test page)
   - [http://colorschemedesigner.com/](http://colorschemedesigner.com/)
     (POWERFUL tool, not "web safe", and a little complex.)
     (Will generate colors based on an image you supply)

4.2. What is going to be your primary (background) color(s)?

   - 4.2.1. You do not have to pick a "web safe" color for this exercise
   - 4.2.2. Write down the values for your primary color(s)

<table>
<thead>
<tr>
<th>Primary (background) Colors:</th>
</tr>
</thead>
</table>

4.3. What is going to be your secondary (complementary) color(s)?

   - 4.3.1. You do not have to pick a "web safe" color for this exercise
   - 4.3.2. Write down the values for your secondary color(s)

<table>
<thead>
<tr>
<th>Secondary (complementary) Colors:</th>
</tr>
</thead>
</table>

5. **Font Theme**

5.1. Sadly, not all fonts are supported on all machines, so picking specific fonts for a webpage is often not a worthy use of time.

   - If you need a piece of text to appear with a specific font, consider making that piece of text into a picture.

5.2. You should consider using "serif" fonts for titles and "sans-serif" fonts for text (sans-serif fonts are easier to read when there is a lot of text).

5.3. You should also consider the size that you are going to make your text elements.

6. **Images**

6.1. What images are you going to use on your site?

6.2. What about "background" images (a.k.a. wallpaper)?

   - Find and download those images to your "designmaterials" folder.

[http://bridges.brooklyn.cuny.edu](http://bridges.brooklyn.cuny.edu)