

Client Site

For this assignment you will be creating a 4 page minimum website for a fictional client.

The name of your client Site will be "Your Last Name Communications". You can choose between a Public Relations firm, a Broadcasting firm (owns and/or manages TV or Radio stations) or a firm that supplies media services to the public (video, photography, page layout, and/or web services).

You will need to create a logo for your firm. A simple logo could be the name of your firm in an interesting font and contained within an oval shape. Use the colors of your logo throughout your page designs. You can use Illustrator or Photoshop to create your logo. I can help you create a logo if you have trouble designing one.

Site must contain:

- Informative home page with at least 3 pictures or graphics (logo should be a graphic)
 - Have a bullet list of services your firm offers (at least 3) with quick descriptions
 - Contact information for phone & email contact options
- 3+ supplemental pages with pictures and /or graphics
 - Don't forget to include your logo on the supplemental pages
 - Information page, detailing the offerings of your firm
 - Survey page, tailored to your "client" for customers to fill out
 - Biography of your company and it's founder
 - EXTRA CREDIT PAGE(s) – Open theme.
Add justification as a comment tag in HTML.
- Consistent navigation on each page.
- Good descriptive Title Bars for each page. Company name must be included in each title bar. Example: "Doe Communications: Offering Web Design Services" for the home page.
- Fonts, colors etc. must be appropriate for your client and the purpose of your site.
- Consistent color scheme from page to page. If you plan for the color scheme to change from page to page, add justification as a comment tag in HTML.
- Good Meta data – keywords and description for each page
- Images should have "alt tags" and height and/or width tags when appropriate.
- Link to appropriate external site that opens into a new window or tab.
- Email links with subject lines (use your email address and use your client's name as part of the subject line)
- A disclaimer (in italics) at the bottom of the home page indicating that this is a fictional site created for CO 3713: Digital Communication in the Spring 2013 semester.
- Consistent layout from page to page. Remember that websites are horizontal pages. Please try to avoid scrolling whenever necessary. Think of 1024 x 768 as a good resolution when designing.
- EXTRA CREDIT – Use "named anchor links" on information page

Don't forget to check your Site Management handout for helpful reminders

(<http://wkr1.comm.msstate.edu/3713/handouts/SiteManagment.pdf>)

Due Dates:

Monday March 4 - Site Plan and Logo idea presented to class. Site plan should be a minimum of 1 page typed and include the services planned by your firm and basic information about your company and plans for each page of the site. You should have a concept for your survey as well.

Site plan should be updated, saved as a pdf and linked to your home page from within the disclaimer once the site is complete.

Logo should be hand-drawn – NO computer logos allowed at this time due to proper formatting requirements.

Wednesday March 20 - Large & Small Logos finished. Logo should be saved as a .gif. Keep a .psd version of logo in case you make any color and/or design changes.

Basic Site navigation finished.

Wednesday March 27 - LIVE site Check. Demonstrate live site to class.

Wednesday April 3 - Pre-Critique. Demonstrate updated live site to class.

Site should be functional with all navigation in place, all images in place, and most if not all copy (text) in place. You should only be making slight tweaks after this pre-critique.

Wednesday April 24 - Critique. Demonstrate final version of live site to class.

(This is during the last scheduled day of class.

The Character Site assignment will also be presented at this time.)