

ART 3912 Interactive/Motion Design I FALL 2018

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Office hours: Tuesday and Thursdays, 7:30-8 a.m.; 10:30-11 a.m.; 1:30-2 p.m.; 4:30-5 p.m.; *additional times by appt.*

Please schedule an appointment via email — I'm happy to meet.

Class time: Tuesday and Thursday, 8 a.m.-10:30 a.m.; Doudna 2710

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EXERCISE 3: DESIGNING A SMALL SITE ABOUT A MOMENT IN HISTORY

In this third exercise, we're going to bring more code together to design a mini-site about an important moment or event in history. *Writing code properly and creating a clear yet interesting design are the objectives.* Focus on establishing the structure and typographic and image hierarchy. What tone should your site have? Who would be your audience?

STEPS

1. *Pick an important event or moment in history that you want to focus on.* Do the research to gather text about the event, images to use, and focus on why this is an important moment or event in history. Put together a simple Word or other document that outlines your content. What should the home page focus on? What are your main messages across this small site? What is the main imagery you are going to use? How can you use existing imagery and give it a new style? Can you create your own imagery for this moment in history?
2. Working in Illustrator, in the Web mode, set up a page to be 1160px wide, by whatever height you need for your content. Design at least two pages (or sections, if you are making a one-page scrolling site) in Illustrator first BEFORE coding the pages. These are our mock-ups, or static, uncoded design directions.
3. *Then create an "exercise3" folder. Your design can be linked pages or a one-page scrolling site. Set up the main page.* Use `<body>`, `.wrapper`, `<header>`, `<nav>`, `.navitem` (for the main navigation), `<article>`, `<section>`, `<aside>`, and `<footer>` as your main elements to establish structure. **Width of the .wrapper should be exactly 1160px wide.** Center it on the page.
4. *At a minimum, use these html tags and classes.* `<p>`, `<h1>`, `<h2>`, `<h3>`, `.introparagraph`, `<blockquote>`, and any other HTML tags and class styles you wish to establish hierarchy in the type. Design at least 2 different clickable link styles (with `a: hover` states) such as in a standard `<p>` tag, on an image, and definitely in the navigation. Use a few `<span>` classes to change the color or size or style of your typography.
5. *Style the type and color. Use 2 google fonts.* Adjust size and line-height, margins and padding as needed to create clear hierarchy. Focus on clarity.

You will turn in your mock-ups as pdfs next Tuesday, Oct. 2, for review and crit. If you want to begin coding, you may do so and show the basic structure of your page or pages on Tuesday, but for now we are focusing on the design first before coding.