

IMED 1316• Web Page Design I

Instructor: Liu Qing

Proj#1: Design three pages (index page – home page, biography page, and gallery page) from Fireworks to Dreamweaver for a chosen artist listed:

Mark Rothko, Lee Krasner, Jean Dubuffet, Emil Nolde, William DeKooning, Chuck Close, Gerhard Richter.

Basic Design Principle

1. Balance and Proximity: the harmonious arrangement of elements and have a logical relationship between the visuals.
2. Contrast and Focus: by mixing the visual elements to stimulate attention and establish the center of interest or activity.
3. Unity: a sense of oneness or belonging is very important to create and maintain a visual identity.
4. Writing for the Web: accurate, easily read, comprehensive and concise.

Process

Do research on these artists. Familiarize yourself with their personalities, biography, and artwork.

Before you start work on computer, diagram what you plan on doing. Your Thumbnail/sitemap is due ___.

1. Following the Fireworks workflow to design these page layouts. The page dimension is 1000 x 800 pixel.
2. The index page should include title, an image of the subject (72 ppi, less than 50k), background color or texture, links to other two pages, words of introduction. The first page should have a strong impact that excites the viewers to go further.
3. The biography page should include at least 200 words and one image of the artist (black & white or colored, 72 ppi, less than 50k), and links to other two pages,
3. The gallery page should have 12+ images with image descriptions displaying the artworks. Use swap image behavior or “Open Browser Window”. The size of each image should be less than 50k. No image distortion allowed.
4. The Fireworks workflow is to create buttons for navigation, understand four states of rollover buttons and working with Library, design navigation system, develop a page-slicing scheme for either optimization and/or linkage, optimize the images, export the page.
5. The three pages should share the visual consistency in terms of color, texture, layout, font size, etc..
6. Use class demo and exercise to remind yourself of the process.

Due: __, beginning of class. Please place your folder named **yourfirstname_proj1** in Drop box of faculty station.