

MMP100 Midterm

For your midterm project, you will complete a three page website about the Media Arts and Technology department. The textual content for each page is in the zipped file, organized by page. This file also contains a folder of images, you can use any of these images or use photos you have created or appropriate images you have downloaded from a stock photo site.

For this project, you must first create a design in Photoshop that you will use as the basis for the design of your site. Then you will recreate the pages in CSS and HTML. The site will be uploaded to the mmp server.

Something to think about; do not make each page completely different from the other pages. Try and come up with a design scheme that will work for all of the pages.

Target Audience

The target audience is people who are interested in learning some basic information about the Media Arts and Technology Department and the programs it offers at BMCC

Demographics: Men and women ages starting at high school students on up.

Site Goals

1. Inform the public of the department
2. Give brief overviews of the Multimedia and Video Arts Technology Programs

DESIGN & PRODUCTION

Content for the site

- Download text for all the pages from Blackboard. You must include all text from this document in your site.
- *Images:* Use the images on Blackboard that are from the existing site, including the BMCC logo. You can adjust the images with Photoshop, resize them, crop them or manipulate them to enhance the message you are trying to get across. If you want to use additional images, use only free stock photos, or your own photographs. Check with me whether an image is appropriate for this site or not.

Design

1. Design an interface in Photoshop that works for all of the site pages. The interface must include the logo, navigation bar(s), a content area.
2. Fill out the Style Guide.

HTML/CSS

1. Start by recreating your Photoshop interface design in HTML/CSS. This will serve as the HTML/CSS master page.
2. Re-use the master page for all of the website's internal pages, changing only text and images.
3. Create the HTML/CSS for the homepage based on master page.

Publish

Upload your site to your MMP server. Type the URL into the comments on Blackboard.

DUE DATES

1. A Photoshop design first draft due October 18
2. The completed style guide first draft due October 18

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3. The complete website, uploaded to the MMP web server due Thursday October 25. You will also present your site in class on that day.