

PLAN LIKE A
TURTLE
DESIGN LIKE A
RABBIT

1. Research - describe in one sentence:

- What is your client's goal for their website?

- Describe a typical visitor to their site: how old are they? what gender? what sort of work do they do? what is their income level? Are they married? Single? Do they have kids? What are their hobbies?

- What will the typical visitor to the site want from the site?

- Survey the competition's site and other similar websites.

2.Resources

- Time - this project is due at the beginning of class on Nov. 15.
- Budget
- What are the items you must use in the website?

Images _____

Copy _____

- Where are some other places you can obtain resources for your site, given your time and budget?

3.Outline - list everything you will need on each page of the site

- Home Page

- About

- Shop

- Contact

4.Sketching: on the next pages, sketch two iterations of your site.

Each should have a different:

- look and feel
- color palette
- typography
- Think of these pages as mood board pages and feel free to color, collage, etc .





5. Wireframing: on the next pages, sketch two wireframe iterations of your site. Each should have a different, usable locations for navigation, maincontent, etc.

(Don't overthink this - just pound it out in half an hour or so.)





