

Student Guide

Capstone Assignment Guide: Define the Site

It is important to understand your client in developing their site. Otherwise you may design a site that does not serve the purpose and goals of the client may not hit the desired target market, and may not be user friendly to the viewer. The client analysis is truly the first step in design.

Find a business and/or non-profit organization that either needs a site, or (in most cases) would benefit from a newly designed site. This will be the basis of your capstone project so choose carefully. *(note - avoid overly complex sites - work to keep it basic and simple).*

1. Use the *Client Analysis form* to guide you through the analysis.
2. Your analysis should include sites to emulate (see instructions below)
3. Prepare a typed, professional analysis and submit both as an electronic document AND as a hard copy. Hard copy should be in a plastic cover.

Sites to Emulate

One thing about creating a custom site for a commercial business or organization is that you need to find 1. Find out what else is out there, 2. Determine what makes these sites good, and 3. How your clients site can be improved.

1. Do an internet search and find other sites that are of similar content to your clients. Take a screen shot of the site home page and include that in your analysis. Identify at least TWO different sites of similar product/service to your client.
2. Identify elements of these sites that make them not only visually pleasing but shows good functionality.
3. Identify how your clients site can be improved and be competitive in the target market.

Flowchart or Site Map

Prepare an organizational chart (flow chart/site map) on how your web site will navigate. You can hand draw this initially, but your final submission must be an electronic document.

Identify Method of Execution.

State which web authorizing software you will use to develop this site. Are you going to need to use a Content Management based application such as Joomla or Drupal or will you be creating a custom designed site? If your site will be custom will you be using Dreamweaver or hard coding the HTML/CSS? Will your client provide all graphics and images or will you need to generate them? If you will need to create graphics, identify which methods and software you will need. ie - digital camera, Adobe Photoshop, Fireworks, Illustrator?