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Proposal

Project Information

RoseForschen.com is an online portfolio showcasing the work of Web Design and Interactive Media student, Rosemary Forschen. This online portfolio website will be created during the last two quarters of her senior year; Winter 2011 and Spring 2011 – it will be completed within week 10 of Spring Quarter 2011.

Background and Motivation

Rosemary Forschen is a Web Design and Interactive Media Student at the Art Institute International Minnesota. During her attendance at this college she has had many classes and coursework in Web Design and Interactive Media. In order to prepare her for the job market upon graduation she will need an online presence that displays and showcases her knowledge in Web Design and Interactive Media. This online portfolio will provide the outlet she needs to showcase her talent.

Goal

The goal of Roseforschen.com is to showcase her work and market her to the available job market upon graduation.

Scope

• Provide projects in an accessible layout.
• Contact area, including resume.
• Social Media incorporation.
• “About” area describing Rosemary Forschen on a more personal level.

Deliverables

• HTML based web design incorporating the following technologies, JavaScript, PHP, CSS.
• Portfolio showcasing client’s work, including secondary description pages for each project.
• Resume Online/Download
• VCard, Contact, Social Media incorporation

Risks and Rewards
Rewards

• Receiving a job within the web design industry.
• Creating an online presence of client’s work.
• Creating a central hub to contact client for potential freelance work.
• Creating an online identity.

Risks

• Failing to provide the deliverables.
• Not finishing the project within the allotted time-frame.
• Not showcasing client’s best work that identifies what they provide.
• Not providing a successful link to their identify package.

Target Audience

There are over 100 Web, Marketing and Design firms in the Minnesota/Minneapolis area. The purpose of Roseforschen.com is to potentially get Rose Forschen a job among one of these firms. According to Bureau of Labor Statistics the job market field for Web Developers is said to have a projected grow of 7 to 13% between the years of 2008 and 2018 (http://www.bls.gov). Another demographic of the market that could possibly be targeted would be smaller companies, individuals, organizations, non-profits, etc. looking for someone to help them provide them an online presence. This would be done as free-lance work and not done underneath a Web, Marketing and Design Firm.
Project Plan

Project Information

RoseForschen.com is an online portfolio showcasing the work of Web Design and Interactive Media student, Rosemary Forschen.

Summary of Project

RoseForschen.com is an online portfolio showcasing the work of Web Design and Interactive Media student, Rosemary Forschen. This online portfolio website will be created during the last two quarters of her senior year; Winter 2011 and Spring 2011 – it will be completed within week 10 of Spring Quarter 2011. It will showcase her work she has done while at school at the Art Institute International Minnesota as well as side projects.

Summary of Methodology

The creation of this website will be done by coding and validated by the W3C schools validation tools to make sure it is compliant. The process will include several revisions and versions of the designs from paper sketches to digital flat designs before actual coding is done to create the desired web based piece. Since one person is creating this piece singly, support and feedback will be received from close friends, family members, teachers and classmates. This will help during the decision process and point out mistakes in usability that might be overlooked during “tunnel vision” that might occur.

Once the original scope has been achieved, additional features and revisions that are to be made will be added to the project plan.

  o Tools (Software & Hardware):
    ▪ Adobe Photoshop
    ▪ Adobe Illustrator
    ▪ Adobe Dreamweaver
    ▪ Adobe InDesign
    ▪ Microsoft Word
    ▪ Textmate
    ▪ Mozilla Firefox
    ▪ Windows Internet Explorer
    ▪ Safari
    ▪ Google Chrome
    ▪ Validation Tools
    ▪ JustHost Web Server
    ▪ MySQL Database
    ▪ Apple Macbook
    ▪ Windows Desktop (Vista OS)
• Notebooks/Sketchbooks
• Writing/Drawing Utensils
• Drawing Tablet (Wacom)

Work Breakdown Structure

This website will be completed over a 6 month period but delivered in the agreed
about terms for phase one by Week 10 of Spring Quarter 2011 or June 9th 2011.

1.0 Gather Requirements
   1.1 Technical Specifications
      1.1.1 Be online and on own server
      1.1.2 Have original Logo
      1.1.3 Have 3-7 Interactive Examples
      1.1.4 About Statement
      1.1.5 Contact Info & Contact Form
         1.1.5.1 V Card
      1.1.6 Favicon
      1.1.7 Itouch icon
      1.1.8 404 Page
      1.1.9 Meta Data
      1.1.10 Validation
      1.1.11 Footer
      1.1.12 Site Map
      1.1.13 Responsive
   1.2 User Requirements
      1.2.1 Easy to navigate
      1.2.2 Uncluttered
   1.3 Analytics
      1.3.1 Google Analytics
      1.3.2 Clicky

2.0 Design
   2.1 Design Elements
      2.1.1 Header
      2.1.2 Footer
      2.1.3 Logo
      2.1.4 Business Card
      2.1.5 Color Scheme
   2.2 Design Layout
2.2.1 Navigation
2.2.2 Grid Layout
2.2.3 Responsive Design

2.3 Design Content
2.3.1 Portfolio Page
2.3.2 About Page
2.3.3 Contact Form
2.3.4 Resume

3.0 Technical Framework
3.1 Research frameworks
3.2 Evaluate each framework for usage
3.3 Select framework for usage

4.0 Implementation
4.1 Implement framework
4.2 Design front end
4.3 Integrate the two together

5.0 Content
5.1 Evaluate Possible Content
5.2 Select pieces.
5.3 Implement pieces into design.

6.0 Testing
6.1 Navigation
6.2 Contact Form
6.3 Browser Compatibility
6.4 Link’s
6.5 Sitemap
6.6 Meta data
6.7 Error Page
Flowchart (Information Architecture)
Wireframes
Mock-up

First Design Mock Up

Second Design
Style Guide

This site is a singular page site. The requirements for development are as follows:

Requirements/Functionality

Navigation:
When link is clicked you are brought to corresponding location on page.

Javascript Enabled:
A smooth scrolling is triggered and the page is gradually sped up as it scrolls.

Javascript Disabled:
No smooth scrolling, immediately transfer to area.

Links:
Links are opened into their own new web page with the target function "_new".

Form Validation:
Form validation is done server side.

Style

Logo

Logo Use: Mobile and Screen Resolution under 600px width. Text is centered below the imagery.

Logo Use: Main Site
Text is located to the right of imagery.
Font

**Typeface:**

**Molengo**

**Puritan**

*Default Font should be Helvetica and Arial.*

_Type declaration should be set-up as:*

```css
font-family: 'Molengo', Helvetica, Arial, sans-serif;
```

**Font Size:**

*Default should be set to 16pt.*

*Individual elements have different font sizes.*

*See CSS documentation for complete list*

- **P:** 16px
- **H1:** 38px
- **H2:** 30px
- **H3:** 26px

**Color**

- [ ]
- [ ]
- [ ]
# content {
width:960px;
display:inline;
}

# content li {
padding-left:10px;
}

# content ul li {
margin-left:10px;
font-family:'Molengo';
list-style-position:inside;
font-size:16px;
}

*error_page .column_380 {
width:360px;
padding-top:30px;
padding-left:20px;
}

*footer {
padding-top:20px;
display:block;
overflow:hidden;
width:100%;
background-image:url(../images/80x80_noise_purple.png);
margin:auto;
}

*footer a:hover {
color:*#fd893;
font-size:16px;
text-decoration:none;
}

*footer a:link,a:visited,*footer a:active {
color:*#fd893;
font-size:16px;
}

*footer hr {
color:*FFF;
background-image:url(../images/80x80_noise_grey20.png);