



**Project 4, Multimedia Design, November 2014**

# Website Design

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In this project you are going to collaborate with students from the marketing management program. The marketing management students will perform the preliminary field research and prepare a *brief* that specifies the requirements for a website you are going to design. Your role in the project is to act as the web agency that the marketing management students “hire” to do the job.

### Week 1:

While the marketing management students complete their field research, you have to prepare your web agency so that you are ready when new “clients” arrive. It is important that you document the group's current skills in web design, so you can make it clear to the "customers" what their options are and what they can expect from a product designed by your agency.

- How will you organize your agency?
- What will be your individual roles in the company? (Consider the results of your Belbin test...)
- Will you have specified job descriptions (*project manager, developer, graphic designer* etc.) or will you handle all tasks together?
- How will you present your agency to your future clients?
- What should be prepared before the first meeting?

### Week 2:

The marketing management students present the *brief* to the multimedia designers specifying the requirements for the product. Remember to ask clarifying questions so you are absolutely sure what requirements your delivery must meet. It is perfectly acceptable to reject parts of the requirements in the brief and come up with ideas for alternative solutions if your clients have unrealistic requirements for the product. You are encouraged to arrange additional meetings on your own when necessary.

### Week 3:

The multimedia designers present their solution (prototype) to the marketing management students. You will have time to make some final adjustments to the product based on the feedback and suggestions you get from your “client” before the final hand-in.

### Formalities

There should be 4-5 students in each group (see last page for group list). Groups from the international class (MIL) will be coupled with groups from the international

marketing class. Since there is only one Danish marketing class, there will be two Danish MUL-groups for each Danish marketing group (the two MUL-groups have to make their own separate solutions). It is your own responsibility to make sure that you get all necessary information from the marketing students.

## The product

The product you are going to design is a website (prototype). The website must be handmade from scratch using the tools you have learned so far (HTML, CSS and jQuery). In addition to fulfilling the requirements of the brief, the website must meet the following minimum requirements:

- Markup must be valid HTML5 (can be tested at <http://validator.w3.org/>)
- Layout must be defined in valid CSS as an external style sheet
- Names for files and folders must be well chosen and logical
- Graphics and images must be optimized for web use
- The navigation design must clearly visualize the website's hierarchical structure (wayfinding)
- Do not use content management systems or CSS-frameworks of any kind (e.g. Wordpress, Bootstrap etc.)

## Project milestones

Date	Time	Description
18/11	C-D block	Marketing management students present brief
26/11	A-B block	Multimedia designers present prototype
28/11	16.00	Project hand-in

## Hand-in and feedback

Hand-in the project on Fronter no later than Friday 28/11 at 16.00 in the folder **Hand-in > Project 4 - Website Design**. Projects handed-in too late will not pass.

You must submit two deliveries:

1. Create a **link** on Fronter leading to an online version of the website
2. Upload a **zip-file** containing all files related to the website (must be ".zip"!)

Remember to hand-in the project as a *group hand-in* and update your individual portfolios. The project will be marked as "approved" or "not approved" along with a short comment within Fronter. Further feedback can be arranged if necessary.

## Groups

MIL		MUL A		MUL B	
Group	Student	Group	Student	Group	Student
V1	Hans Hvidberg-Hansen Povilas Jasilionis Georgi Plamenov Radev Monika Krizova Zane Berzleja	A1	Anders Martin Wetterstein Charlotte Bruhn Mathilde Helslev-Rasmussen Line Mehr Hansen Simon Andersen	B1	Christian Halkjær Brams Patrick Lisberg Klint Emma Jane Johansson Andreas Baggesgaard
V2	Andra Salcudean Ethan Geoffrey Bischoff Zsolt Abraham Raul Grindean Jonathan Malik Nielsen	A2	Jonatan Thomas Westergaard Nielsen Frida Agerskov Madsen Louise Marie Bonke Christian Albrecht Frydkjær Knudsen Line la Fontaine	B2	Nicolai Bang Riis Augusta Lindskov Naundrup-Jensen Simone Blachman Josephine Lorentzen
V3	Valts Krakovskis Carlo Molino Karolina Budrikiene Mionah Abbassi Larsen Laura Gailite	A3	Anastasia Yerkovych Keller Jakob Birkmose Plenge Rasmus Ritto Bernhard Raquel Maria Lorenzana Hesdorf Benjamin Viktor Vinje	B3	Michella Serritzlew Jacobsen Benjamin Oskar Lipsø Lasse Kjær Schmidt Charlotte Bergstrøm
V4	Petr Sevcovic Jacob Ingvar Mellåker Migle Gavinavičiute Lea Rottensten Lamp Julie Rostholm Toborg	A4	Casper Christiansen Benjamin Wincents Heiden Rie Larsen David Popescu Stine Dorry Meulengracht Madsen	B4	Mark Kristensen Andreas Jens Haag Lobat Kia Kamila Melnyczok
V5	Tanya Stoyanova Jonas Oreskov Villumsen Martin Hudson Popplewell Kristo Sild Monika Alisaukaite	A5	Sultan Camdali Vanja Milosevic Anders Lauridsen Simone Fie Truelsen Christian Coppola-Thomsen	B5	Pernille Sjøgreen Mikki Houmand Olsen John Ivan Wei Wen Ooi Christensen Line Rasmussen Jonas Falk
V6	Daniels Rotbarts Armin Cavdar Milena Hanne Cardoso Berg Gabriel Kristensen Kristaps Matiss Lusiš	A6	Simone Husum Snedker Ossama Freije Emilie Arved Eriksen Andreas Simonsen	B6	Lisbeth Kobberup Milling Snezana Ilic Camilla Norqvist Hansen Jacob Wolthers Christoffer Møller Jarolics
V7	Salma Ashref Hamdy Adelin Capra Dilan Darnankari Mouritzsen Tomasz Laba Emma Boda	A7	Pia Maja Nova Kristensen Angelica Maria Bjerre Olesen Simone Strecker Carstensen Rasmus Bjørn Seindal	B7	Kathrine Amalie Russell Harder Mikkel Schunck Thomsen Jonas Lunding Louisa Sarah Holtti Sjøllner Sophie Foldager
V8	Artur Amaev Vadim Sazonik Teodora Alexandra Dogaru Dominika Illes Olivia Bruun Hansen	A8	Tobias Wexiø Sonne Helena Maria Abel Mette Line Tarp Jørgensen Jesper Eugene Darville	B8	Silas Andreas Kappel Staal Shiya Yang Mikkel Andersen Sabine Holm Larsen Trine Frydshøj Hansen