

Project 2: Photoshop Page Design

Objective:

For this assignment, you will be creating a web page/website design in Photoshop. Photoshop is a valuable tool for creatively designing a layout for a web page/website. You will be working with techniques for color preparation, roll-over effects, text spacing, rulers and guides for precise alignment, and site layout.

What you will do:

- 1) Create a Photoshop document of appropriate dimensions to a web page. (Optimal web pages are usually between 900 and 960 pixels in width for the content area, with about 650 pixels of height that will be seen “above the fold”. You will probably want to size your document at 1100-1200 pixels width by 1000-1500 pixels height so that you can properly see and prepare background elements as well as additional length to the page that might need to be reached through scrolling.)
- 2) Set your document to the “Monitor RGB” color space, and set your rulers and type to use “pixels” as the unit measure.
- 3) Develop all of the elements of your design in distinct layers, so that you can easily turn them on and off (for eventually “slicing” of the image). Be sure that the overall background of the page is distinct from the “content” area of the page; just as content elements (text or images) are distinct from the boxes or areas that may hold them. Also use layer “groups” to assist your organization: Header, Content, Menu, Footer, etc. Make sure that the order and grouping of your layers makes logical sense so that you, or possibly another designer, can easily figure out where things are in this PSD file for future editing or web preparation.
- 4) Use “Layer Styles” so that you can more easily work with different colors or gradients, and so that you can see the site in different “modes” (such as when link text is “highlighted” as the mouse is over it).
- 5) Create your design with as much real content as you have (text and images), while realizing that these elements will eventually be added within the HTML separately from the design of the page (which will be in CSS).

What to turn in:

- You will provide a Photoshop file (PSD format) with a separate layer for EACH distinct element that is part of the design. Title this file “*YourName_P2.psd*”.
- Additionally, create a second copy of the site design as a flattened JPEG image (at full resolution, 8 or 9 in quality) to critique in class. Title this file “*YourName_P2.jpg*”.
- Upload both files to the course Dropbox **before the start of class on 14 February**.

Grading rubric:

Does your Photoshop document have proper dimensions for a web page (900-960 pixel content area width, ~1100-1200 pixel total width)?		1 pt
Is your document set to the Monitor RGB color space?		1 pt
Does your document have each "element" in a different layer, allowing you to more easily make changes and adjustments in position and design?		1 pt
Did you create a consistent color scheme that you can easily apply to your eventual web page, including the different colors for links, visited links, and hover effects?		1 pt
Does the order and grouping of your layers make logical sense such that someone else could easily work from this design?		1 pt
Design, Colors, and Creativity		10 pts
TOTAL		15 pts

DUE DATE: at the beginning of class on 14 February (Week 6)