**The Design Website: Weebly**

Web Design Assignment #1

**Assignment Outcomes**

* Develop a prototype visual design for a website using design principles
* Design a website for a defined idea, purpose, and audience
* Build a site according to standards and conventions of the site’s purpose
  + Elements and principles of design
  + Content and information
  + Organization and navigation
* Create a website that includes multiple pages, formatting, media, and navigation

**Assignment Overview**

Your first assignment will showcase your understanding of web design basics such as good design principles, content, organization, and navigation for a clearly defined purpose and audience. You will build this site using a popular drag-and-drop website builder called Weebly, because it is key to have a firm understanding of these concepts before learning to write your own code – after all, there is no point in learning to build a website if you don’t understand why you are building it, and what it should look like.

**Assignment Specifics**

This assignment is twofold: 1) Planning, 2) Building

1. Planning – prior to building your website, you must determine and document your:
   1. Communication variables
   2. Design elements
   3. Content (information, media)
   4. Organization and navigation
   5. Layout (according to the Design Principles)
   6. Ratings (of other sites based on the criteria above)
2. Building – your Weebly website must include the following items:
   1. Between 3-5 pages
   2. A 3-tier organizational structure
   3. An organized nav bar
   4. Logical and well-placed hyperlinks
   5. Text, titles, headings and dividers
   6. Mixed media (images, audio, video, polls, documents)
   7. A consistent colour scheme
   8. Content that is relevant to your site’s communication variables
      1. Note: While it is critical to include some content in order to properly design your website, depending on time, some pages/page sections may contain a description of what would be placed in this space in theory (so as to save you the trouble of conducting too much research.