

3-11 PRELAB

Take apart Rockford Coffee and put it together.

Rockfordcoffee.net has:

- a home page (the main, or first one)
- other pages
- images on all the pages
- links on all the pages
- navigation on all the pages
- other special things like links off the site and email forms.

- 1 **Ignore flash.** Assume that each visual element on the page is how it was built. Four pictures = four items.
- 2 **Ignore the email form and outside links.** But make note that they exist, it's part of the site inventory.
- 3 **Make site inventory.**
 - a. List every page, by page title.
 - b. List every item on each page.
- 4 **Organize this list,** not by each page, but by type:
 - a. Make pages folder
 - b. Make images folder (subfolders if necessary)
- 5 **Do content inventory as word or text file.** Follow a naming convention system. You may leave this in text, or format it in html.

That should allow you to....

- 6 **Answer the following questions** about the site and bring to class.
 - a. how many pages total?
 - b. how does viewer get to another page? What do they click, and, when they click, what happens?
 - c. How many images are used as buttons?
 - d. If you are on a page that's not the home page, how do you get to the home page.
 - e. If, while on any page that's not the home page, how do you know what page you're on?
 - f. How many images total? (Tricky, think about this)
 - g. Does one image have more than one size? Are they using the same photo in two sizes?
 - h. If so, they have "x" number of images, but "y" pieces of art. How many pieces of art are on site?

- 7 **Look again at the home page.** How many elements are on it, and what type are they?
 - a. How many items are global?
 - b. How many items are local (specific to that page)?
 - c. What links are there? How many links on this one page?

- 8 **Make short list of inventory.** An imaginary situation would be this:

Page name: pagename.html
Page title: welcome to page!
Page number: ignore this for now

Text on page: (list text here)
Images on page: coffee.gif
background.gif
Notes: One picture is larger (the "hero" picture) and the other ones are smaller.

- 9 **Take this content on this page only, and lay it out differently.** Use only the content on that page; do not add or subtract any content. Do three pencil layouts (half-sized or quarter-sized is ok) on paper. Explore different layouts: make this big, make that small. Move that here, etc. Each layout should look very different from each other and from the original. Photos all are indicated by a box with a large x in it, showing the image completely fills that box. Text is indicated by short groups of straight lines, or squiggly lines. Bring this to lab on 3/5.

- 10 **What problems have you found?** Your job as a designer is to make this site work using the elements you have. Nav isn't clear. Can you fix this? Maybe indicate a nav bar somewhere? Is there a home button? Why not? The photos are nice, are they doing their job? What else is wrong? Why is this page not doing it's job? Can you fix that through layout?

- 11 **Bring the pencil layouts and the text file with you.** Print out your answers to the site questions, and prepare to defend your answers in lab. Draw a site diagram if that would help. The site diagram is optional, but encouraged. Use boxes and lots of arrows and little boxes to show items.