

Web site design planning guide

Names of your team members: _____

Directions: The following guidelines will help you plan and design your Web site. Work with your team to complete as many items as you can, before you begin. Keep this sheet for future reference and fill in the additional items as you work on the site.

Step One: Plan the content of your site.

1. What is the title of your site?
2. Describe the goal or purpose of your site and your target audience.
3. Describe the content of your site. What information will it include?
4. List external sites you will link to and why you selected those sites.
5. List several keywords or phrases that describe your site.

Step Two: Plan the overall structure and look of your site.

1. Draw a site map or storyboard to show what pages you plan to include and how you will link the pages to each other.
2. Sketch out each page of your site on a separate note card to show what it will look like, its graphic layout, navigation bars or buttons, and so on. Be sure to keep the “look” of your site consistent throughout all of its pages.
3. List the types of graphics you will need to find or create for your site (e.g., a banner, buttons, animations, and so on).
4. List the photographic images you need to find or shoot for your site, along with any additional multimedia elements you plan to include (e.g., digital video).

Step Three: Assign roles for each team member and create a timeline for completion.

1. What special skills or interests does each team member possess?
2. What tasks are involved in building the site? Who will:
 - conduct research
 - write text
 - take photographs and prepare them for the Web
 - shoot video
 - design graphics
 - create the Web pages
 - handle other tasks.
3. Identify the date when each task will need to be done and when the site will be finished and ready to upload to the Web.

Step Four: Gather and develop the content of your site.

1. Where can you find the information and graphics needed for your site?
2. Which information sources are the most reliable and best to use?
3. What content will you need to develop from scratch?
4. Be sure to credit all sources you use to develop the content for your site, and seek permission for any images you plan to use that were created by someone else.

Step Five: Design the pages of your site.

1. Design your pages, using Web-authoring software.
2. Consider how the use of different font sizes, colors, alignment, and white space can emphasize the most important content on your pages.
3. Design a navigation bar that helps visitors easily find their way through your site. Include this navigation bar on all your Web pages.
4. Be sure to properly optimize and save all graphics and images so they download quickly. Use thumbnails, when appropriate, to allow your visitors to decide if they want to download larger image files.
5. Include a statement of authorship, your school's name, date of publication, and a link to your school's homepage in a prominent place on your site.
6. How will visitors to your site be able to contact you or your teacher and provide feedback, if they wish? Before you include an e-mail address on your site, be sure to clear it with your teacher.

Step Six: Upload your site to the Web, share it with others, and reflect on outcomes.

1. Where will the site reside on the Web? What is the URL for your site?
2. Who will upload the site to this location?
3. How will you update or make changes to the site, if necessary?
4. How will you inform your target audience about your site?
5. Discuss the process of designing your site with your team members. What problems did you encounter along the way? How did you resolve those problems? What feedback did you receive about your site? How do you feel about this feedback? How do you feel about your final Web site design? What works especially well, and what would you change about it if you were to make improvements.
6. Use the rubric provided by your teacher to assess how well you met the goals of the project and worked together as a group.