ADV 3662 Interactive Animation
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PART 2 - Webpage
Developing Content: This might be the time to take a detailed look at some of the sites you researched. The idea is to develop the organization and structure of your one page online documentary.

The focus of this part of the project is on constructing complex and non-typical webpage layouts - beyond the typical expectations of HTML-based design. The project consists of two parts. Part 1 is the research and conceptual development. The proposal to proceed, which includes the followings: subject, data research, message, and art direction.

Use this document as a checklist. Keep in mind this is the outline you will use to develop your site. Once your structure is true to your content, you will be able to develop a solid project detailing what each screen, page, frame, or shot will look like.

A. **____1. Navigation**: Break the subject of your PSA into three main sections (global navigation). Recommended structure: CAUSE, SYMPOTOMS, CURE (depending on your subject matter this may or may not work...)

   ____2. Compose a two paragraph introduction. This should welcome the user and give a brief overview of the subject matter of the site.

   ____3. Define the Sub-sections: Based on the global navigation, come up with 4 brief facts for each section. Example subject:

   Why Ride Bike to Work?

   > Nav 1: **Health** - 4 facts related to why biking is healthier
   > Nav 2**: Environment** – 4 facts about why biking is better for the environment
   > Nav 3: **Cost** – 4 facts about why biking is cheaper

   ____4. Begin to Design Layout:

   > **____1. Screen Size** – how big will you make the document size?
   > **____2. Facts** for each section should be presented graphically rather than through lots of text. So think visually. Would a chart be more effective? Could you make use of roll-over images to reveal a fact?
   > **____3. Images** - being to collect images (photos or illustrations) that support/describe your facts

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B. **____**All text MUST be written in Microsoft Word so you can just copy and paste into your final site. This will ensure accuracy (spell check!) as well as give you a chance to think through the content and structure of your project. (**Due:** end of week8 – I would like to collect.)

C. **____**Create a folder for each section of your site as defined by your navigation. Begin to collect and resize the work that you will need to use for this project and save them into the appropriate folder.

D. **____**Create a word doc. and copy all the URLs you reference for this project. You will be required to credit all your sources.