Design for Web Content

Small Business Website

As part of a new campaign to bring customers back to the high street, you have been commissioned to build a website for a small business retail outlet based in a small town in the southeast of England. The campaign organisers believe that by giving small, local businesses a web presence, they can increase awareness and improve trade. Although all the businesses are retailers, the required website is **not** an e-commerce site, it is a marketing tool which will be used to encourage people to visit the bricks-and-mortar shop.

 You may choose any one of the 4 businesses below:

- Alexandra's Vintage Fashion
- Clarke's Health Food Store
- Independent Spirit, craft beers and small-batch spirits
- Botticelli, art and craft supplies

The fee for this work is fixed and you have already decided that you can deliver an appropriate website for that amount, so you don't need to negotiate fees with the business owner or the campaign organiser.

Site Requirements

Each website should contain all the information a potential customer might need. For example, location/contact details, product descriptions along with suitable images, opening times and any other useful and relevant information. In addition, since the business does not currently have a strong brand image or any marketing expertise, you will need to develop an engaging brand identity in order to attract new customers. Think carefully about your use of colour, image and typography.

 Note: this is a fictional business and you may add any additional fictional details as appropriate. You may use "found" images and body text – remember, this project is about design and development and not content creation but you may need to write some content yourself.

Technical Requirements

Your website must be built using HTML5. The Markup should be lean and semantic, the CSS should be linked from an external file and must include a reset. HTML and CSS should be validated using the W3C validation services. Both HTML and CSS should be adequately commented and clearly, and consistently laid out. All images must be optimised to achieve a good balance between image quality and file size.

You may use whatever additional services you need to complete the design. For example, Google Web Fonts or the Google Maps API. The site does not need to be responsive for this project (fixed width is just fine). You will have an opportunity to create a responsive version of this site as part of a later project. The layout may use CSS Grid or floats.

Assessment Criteria

This project is worth 70% of the total course mark. The site will be assessed in two regards; the style/design/functionality of the site and the coding (validity, semantics, indentation, comments etc.). These two elements will be assessed with a 50/50 weighting.

Schedule

You will need to prepare for a meeting with your client (roll play) on the morning of **4th November 2020**. So, before that session, decide which small business you are going to build a site for and do some research (e.g. looking at small business websites in general and *cognate* sites – those with a similar theme). Be prepared to ask all the questions you need in order to inform your design.

Your work in progress must be online in time for review on the morning of **11th November 2020** (mood board, ideas for look-and-feel, colour, typography, information architecture etc.) and an interim crit on the morning of **2nd December 2020** (prototype site, page layouts, navigation, functionality proposals etc.).

The project must be completed, online and ready for assessment on **29th January 2021** with a link to the site from your coursework homepage.