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, independent business retail outlet (shop) based in a small town somewhere in 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. Your challenge, as a designer, is to work out how best to do that.

 You may choose any **one** of the 4 fictitious businesses below:

- Andy's grocery and convenience store
- Jenkins' Butchers, purveyors of premium meat
- Richardson's traditional bakery
- The Cornmarket delicatessen

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 hand-coded and built using HTML and CSS only. Do **not** use Bootstrap or any other templating system. The Markup should be lean and semantic. Make good use of the HTML5 semantic structural elements. Use Divs sparingly and only as required. Minimise the use of classes and IDs by using advanced CSS selectors.

The CSS should be linked from an external file and must include a reset. It should be well-organised and make use of inheritance for typographic properties.

HTML and CSS should be validated using the W3C validation services. They should both 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.

Typography should be appropriate and carefully crafted to make the best use of your typeface choices.

Colours should be carefully chosen so that they are appropriate and help to present a strong brand.

You may use whatever additional services you need to complete the design. For example, Google Web Fonts or the Google Maps API.

Note: The site does not need to be responsive for this project (fixed width is 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.

The site should consist of several themed pages, linked to form a site, with appropriate navigation. Single-page sites are not appropriate for this project.

Assessment Criteria

This project is worth 70% of the total course mark (30% for the Three Designed Objects project). The site will be assessed in two regards; the style/design/functionality of the site and the coding (validity, semantics, indentation, comments, optimisation 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 **10th November 2021**. 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 **17th November 2021** (mood board, ideas for look-and-feel, colour, typography, information architecture etc.) and an interim crit on the morning of **19th January 2022** (prototype site, page layouts, navigation, functionality proposals etc.).

The project must be completed, online and ready for assessment on **4th February 2022** with a link to the site from your coursework homepage.